



**2025**

*Virginia*

**BEEF CATTLE UNIVERSITY**

**SCHEDULE**







## Monday, July 21, 2025

9:00 am - 10:00 am	Early Check- in and Workshop Meet	Alphin- Stuart Arena
10:00 am - 12:00 pm	Workshop #1	Various Locations
12:00 - 1:30 pm	Lunch on Own	Various Locations
1:30 - 3:00	Workshop #2	Litton-Reaves Hall
3:30 pm - 5:00 pm	Registration Check-in	Inn at Virginia Tech
3:30 pm - 7:30 pm	Various Tours <i>*note times below</i>	Meet at Inn at Virginia Tech





## **Workshop Sessions #1**

**Monday, July 21, 2025**

### **Beef Checkoff 101**

Curious where your Checkoff dollars go? Join us for the Beef Checkoff 101 session designed for producers. Learn how the Beef Checkoff works, who makes the decisions, and how it drives demand for beef here and abroad.

**Alphin - Stuart  
10:00-12:00 PM**

### **Forages Workshop**

Join us for a hands-on forage workshop designed to equip producers with practical tools for optimizing pasture management and forage quality. This session will cover forage identification, grazing strategies, and tips for improving overall forage productivity on your operation.

**Etgen  
10:00 - 12:00 PM**

### **Beef with a Story: Marketing Beef to Your Local Communities**

Join Amanda Radke to learn tips and tricks on telling your story.

**Litton-Reaves  
1870  
1:30 - 3:00 PM**





## TOURS

**Monday, July 21, 2025**

**Kentland Farms**



**Meet at Inn at  
5:00 pm**

**McDonald Farms**



**Meet at Inn at  
3:30 pm**

**VA-MD College of  
Veterinary Medicine**



**Meet at Inn at  
5:00 pm**







## Tuesday, July 22, 2025

**7:30 am - 9:00 am**

**Check-in and  
Tradeshow Opens**

**Inn at Virginia Tech**

**9:00 am - 10:00 am**

**Keynote Speaker  
*Brad White***

**Latham Ballroom**

**10:00 am - 12:00 pm**

**Breakout Sessions #1**

**Various Breakout Rooms**

**12:00 pm - 1:30 pm**

**Lunch and Tradeshow**

**Latham Ballroom**

**1:30 pm - 4:30 pm**

**Breakout Sessions #2**

**Various Breakout Rooms**

**4:30 pm - 5:30 pm**

**Sponsored Happy Hour**

**Latham Ballroom**

**6:00 pm - 9:00 pm**

**Prime Time: Beef and  
Brews**

**VT German Club**







## Breakout Sessions

<b>Breakout Sessions #1</b> <i>Tuesday, July 22, 2025</i> <i>10:00 – 12:00</i>				
10:00 - 10:50	Targeting Cow/Calf Nutrition on Production Stage  Rodrigo Marques <i>Duck Pond</i>	Marketing Directly to Consumers  Amanda Radke <i>Assembly Hall</i>	USDA Cost-Share Programs  NRCS and FSA <i>Drill Field</i>	Genomic Usage in Commercial Herds  John Currin <i>Cascades</i>
11:00 - 11:50	Hay Talk: From Field to Feed Maximizing Quality on the Field  Phil Blevins <i>Duck Pond</i>	Pre-Weaning Calves: BRDC Treatment  Brad White <i>Assembly Hall</i>	Entity Selection for your Business and Succession Planning for your Family  Nicolas Brown <i>Drill Field</i>	VQA Research Data Presented  John Currin <i>Cascades</i>



# Virginia BEEF CATTLE UNIVERSITY



## Breakout Sessions

Breakout Sessions #2 Tuesday, July 22 1:30 – 4:30				
1:30-2:20	Current Strategies on Treating Stocker Calves  Jody Wade <i>Duck Pond</i>	Use of Byproducts in Animal Nutrition  Rodrigo Marques <i>Smith Field</i>	Master Beef Advocacy  Lisa McCormick and Maddie Moore <i>Drill Field</i>	Virginia Verified Beef  Brandon Reeves <i>Cascades</i>
2:30-3:20	Numbers That Drive Success: Stocker Benchmarks for Profitability  Jody Wade <i>Duck Pond</i>	Beef Cattle: The Science Behind the Sizzle  David Gerrard <i>Smith Field</i>	From Farm to Freezer: Economics of Beef Direct-to-Consumer Sales  Amanda Radke <i>Assembly Hall</i>	Amazing Grazing & Graze 300 Update  Matt Poore and Timothy Mize <i>Cascades</i>
3:30-4:20	Livestock Risk Protection  Brandon Reeves <i>Assembly Hall</i>	Future-Focused Heifers: Best Practices for Selection, Development & Breeding  Nicholas Dias <i>Smith Field</i>	Tech-Tagged: Enhancing Efficiency in Herd Management  Austin Wolthemath <i>Drill Field</i>	New Frontiers in Antibiotics: Enhancing Beef Health with Innovation  Ron Tessman <i>Duck Pond</i>





## Wednesday, July 23, 2025

**7:30 am - 9:30 am**

**Tradeshow Opens**

**Inn at Virginia Tech**

**8:30 - 9:20**

**VCA Affiliate Group  
Meeting**

**Assembly Hall**

**9:30 am - 10:30 am**

**Keynote Speaker  
*Josh Maples***

**Latham Ballroom**

**10:30 am - 12:30 pm**

**Breakout Sessions #3**

**Various Breakout Rooms**

**12:30 pm - 1:30 pm**

**Lunch on Own**

**1:30 pm - 4:30 pm**

**Workshop #2**

**Various Locations**





# Virginia BEEF CATTLE UNIVERSITY



## Breakout Sessions

Breakout Session #3 Wednesday, July 23 10:30 – 12:30				
10:30 - 11:20	Steers, Savings, & the IRS: Tax Planning for Cattle Producers  Nicolas Brown <i>Duck Pond</i>	Numbers That Drive Success: Cow/Calf Benchmarks for Profitability  John Currin <i>Drill Field</i>	Round table – Ward Burton Wildlife group and Alliance for the Bay  Group <i>Smith Field</i>	Fortifying Your Herd: The Fight Against BVD  Daniel Givens <i>Assembly Hall</i>
11:30 – 12:30	Beef, Bills, and Bottom Lines: Budgeting 101 for Beef Cattle Operations  Alex White <i>Duck Pond</i>	Buyer's Perspective: Insights from the Cattle Market Round Table  Group <i>Drill Field</i>	Ferappease  Tom Smith <i>Smith Field</i>	Numbers That Drive Success: Stocker Benchmarks for Profitability  Jody Wade <i>Cascades</i>





## **Workshop Sessions #2**

### **Wednesday, July 23, 2025**

#### **Reproduction**

Get hands-on with real-world skills for managing reproduction in your herd—from checking pregnancies and incorporating AI tools to syncing cows and handling calving challenges.

**Alphin-Stuart  
Livestock Arena**

#### **Herd Health**

This hands-on lab focuses on practical skills for identifying, treating, and preventing common herd health challenges in beef cattle, including lameness, respiratory disease, parasites, and nutritional disorders.

**VT Beef Barn**

#### **Evaluation**

This session will cover the fundamentals of evaluating cattle for structure, muscling, body condition, and overall soundness. Participants will learn how to identify desirable traits and make informed selection decisions to improve herd productivity and longevity.

**VT Beef Barn**







## WHERE TO GRUB

### **Cabo Fish Taco**

117 S Main St, Blacksburg, VA  
24060

### **Bull and Bones**

1470 S Main St Suite 120,  
Blacksburg, VA 24060-5566

### **Sharkey's**

220 N Main St, Blacksburg,  
VA 24060

### **Zeppoli's Italian Restaurant**

810 University City Blvd #22,  
Blacksburg, VA 24060

### **Lefty's**

1410 S Main St,  
Blacksburg, VA 24060

### **El Rodeo - North Main St.**

623 N Main St, Blacksburg,  
VA 24060

### **Bottom of the Stairs**

217A College Ave,  
Blacksburg, VA 24060

### **Macado's**

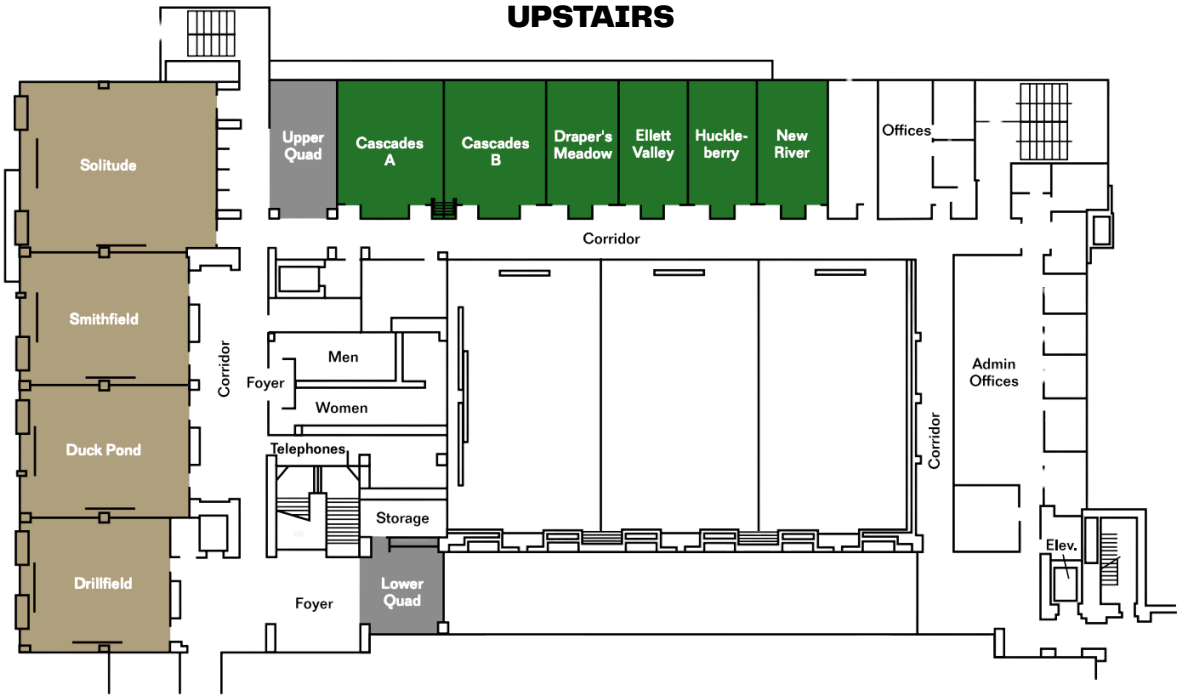
922 University City Blvd,  
Blacksburg, VA 24060



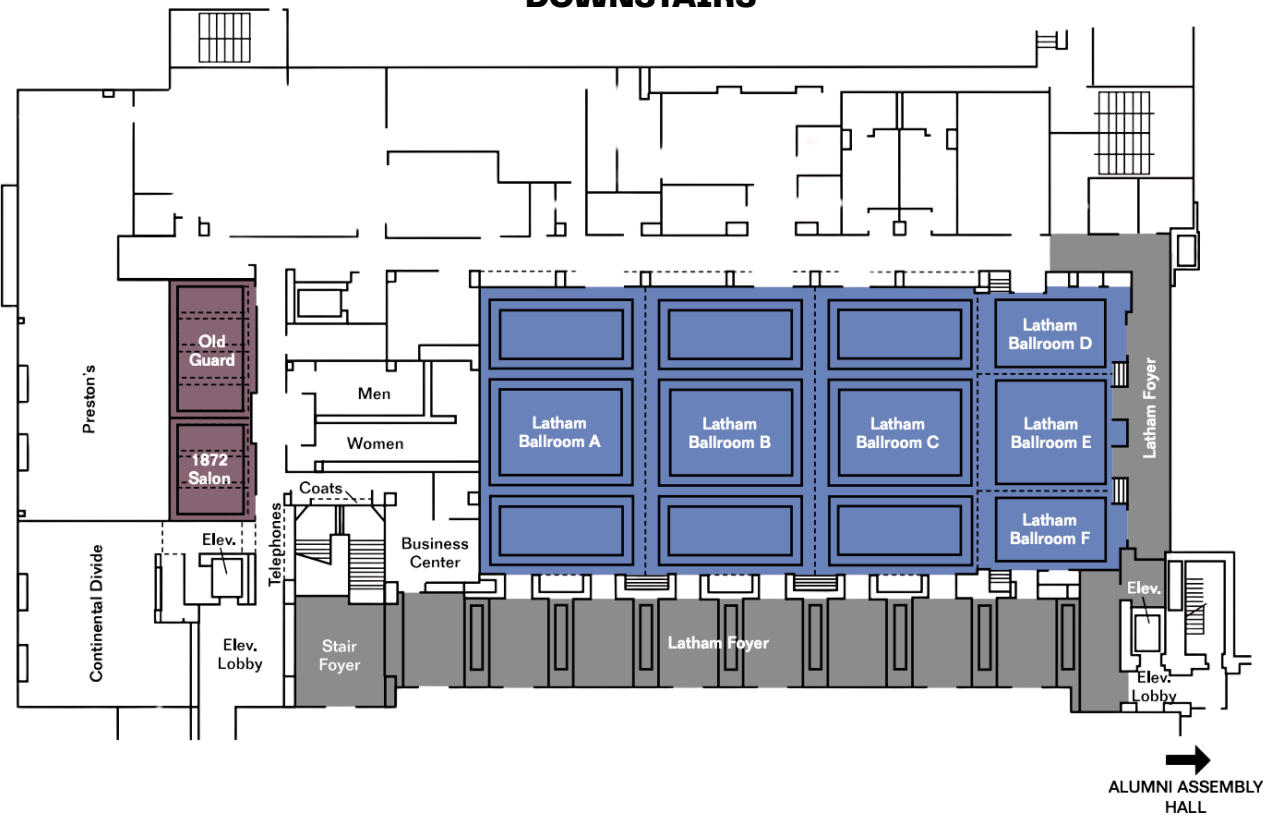


# MAP

## UPSTAIRS



## DOWNSTAIRS







Virginia-Maryland  
College of  
Veterinary Medicine



Virginia  
Cooperative  
Extension

Virginia Tech,  
Virginia State University

**VT**  
**SCHOOL OF ANIMAL SCIENCES**  
VIRGINIA TECH.

