



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

***note times below**

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

Breakout Sessions #1 <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>



Breakout Sessions

Breakout Sessions #2 <i>Tuesday, July 22</i> <i>1:30 – 4:30</i>				
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





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>

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

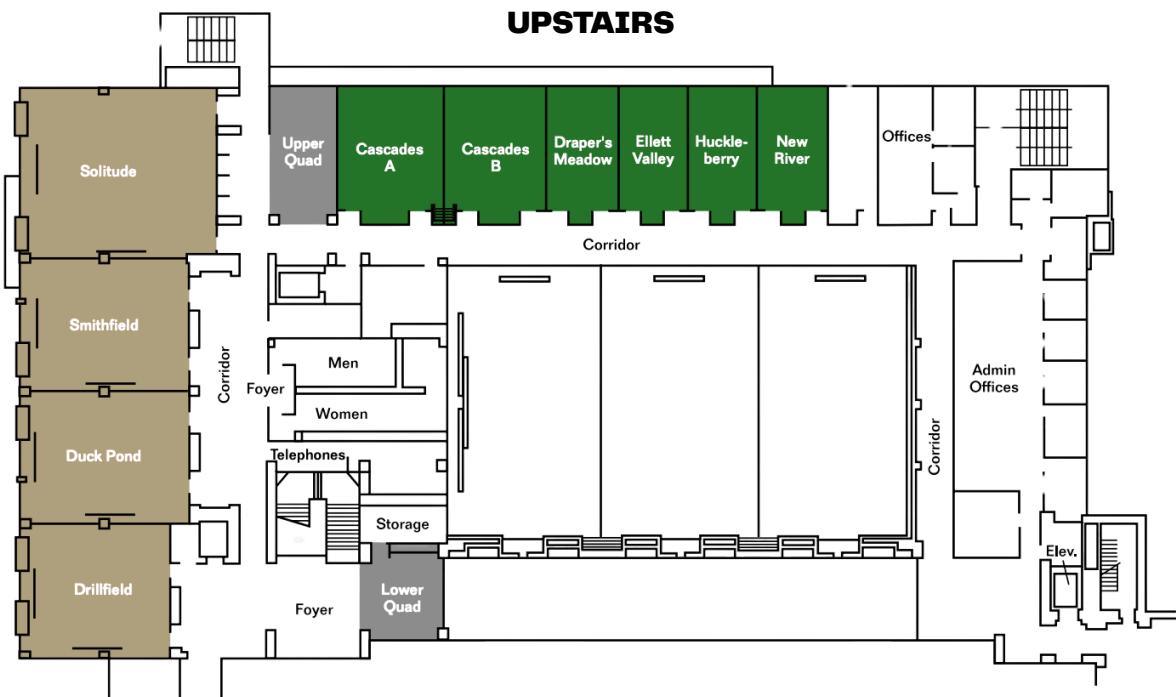
Macado's

922 University City Blvd,
Blacksburg, VA 24060

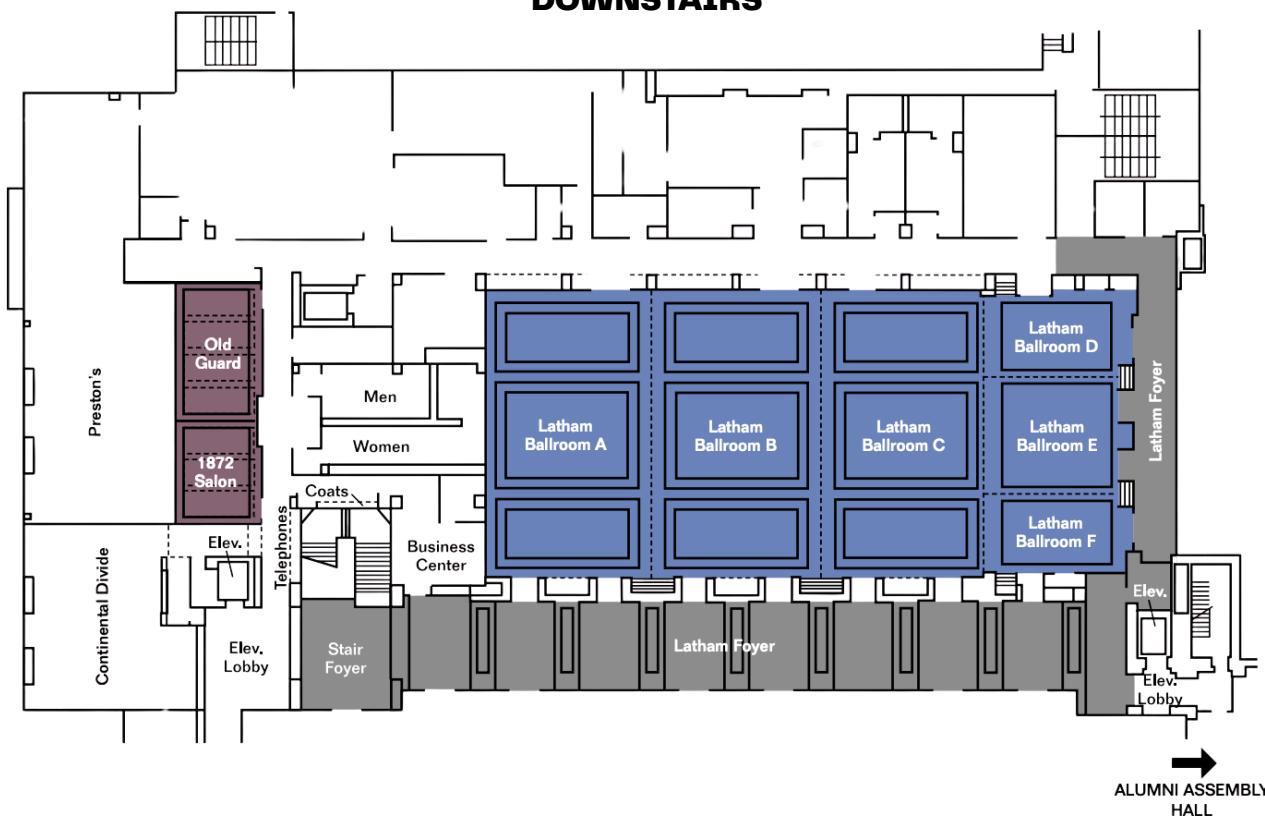


MAP

UPSTAIRS



DOWNSTAIRS





Virginia-Maryland
College of
Veterinary Medicine



VIRGINIA
CATTLE INDUSTRY
BOARD



Virginia
Cooperative
Extension

Virginia Tech.
Virginia State University



SCHOOL OF ANIMAL SCIENCES
VIRGINIA TECH.

