

## CONFERENCE HIGHLIGHTS

### A Message From Your NCCA President Karl Gillespie, Franklin, NC

What an honor and privilege it has been to serve as President of the NC Cattlemen's Association. I have enjoyed meeting new folks and continuing to work with old friends. The NCCA family is second to none, we have the best folks in the world who are members of our organization and we are blessed to have an awesome staff. Even with all the challenges we face, they have continued to develop innovative ways to better position our organization.



2021 has been an extremely challenging year for everyone, especially for those of us in the cattle business. In addition to droughty conditions in some areas and flooding in others, COVID continues to cause uncertainty in our markets. Even with all these challenges, we are continuing to see strong demand for our beef products. It is imperative that we continue to add value to our products as we continue to feel the pressures of other protein-based products.

Agriculture continues to provide the largest economic impact in North Carolina, with approximately 8,400,000 acres in operation and 800,000 cattle on the farm. Agriculture as a whole accounts for \$96B, of which our industry has a \$550M economic impact in North Carolina. Over 85% of North Carolina farms are family owned, and they continue to thrive despite all of our challenges.

Legislatively, the North Carolina Legislature passed a bipartisan budget that was signed by the Governor. This is the first budget since 2018 and has funding for numerous farm-related programs. Also passed this year was the 2021 Farm Bill, which included enhancements to some existing programs and some new programs.

Last but not least, I encourage you to join us in Hickory on Feb. 25-26 for the 70<sup>th</sup> Annual NCCA's Conference. As always there is a full slate of educational programs and a sold-out trade show. It is also a great opportunity for us to come together and have conversations about our industry and what our organization can do to best support its members.

We will see you in Hickory.

## HOTEL INFORMATION

**IMPORTANT:** You must mention the N. C. Cattlemen's Association to get special rates.

Courtyard By Marriott (Exit 125)  
828/267-2100

Rates: \$131.00+tax for King or Double  
[www.marriott.com/hkyey](http://www.marriott.com/hkyey)

Hampton Inn by Hilton (Exit 125)  
828/624-2000

\$139.00+tax for Double Queen or King  
[www.hickorync.hamptoninn.com](http://www.hickorync.hamptoninn.com)

Comfort Inn (Exit 128)  
\$89.00+tax for King or Double (up to 2 people)  
\$7.00 per additional person (up to 4)  
[www.choicehotels.com/nc408](http://www.choicehotels.com/nc408)

Best Western Hickory (Exit 125)  
\$87.00+tax for Double or King with exterior entry  
\$92.00+tax for Double or King with interior entry  
828/323-1150  
[www.bestwestern.com](http://www.bestwestern.com)

### Other Hotels to Consider

Holiday Inn Express (Exit 125)  
828/328-2081  
[www.hiexpress.com/hickory-mart](http://www.hiexpress.com/hickory-mart)

Hilton Garden Inn (Exit 125)  
828-/27-1000  
[www.hickory.hgi.com](http://www.hickory.hgi.com)

Quality Suites (Exit 125)  
828/323-1211  
[www.choicehotels.com](http://www.choicehotels.com)

Sleep Inn (Exit 125)  
828/323-1140  
[www.choicehotels.com](http://www.choicehotels.com)

# 70TH ANNUAL NORTH CAROLINA CATTLEMEN'S CONFERENCE



February 25 - 26, 2022

Hickory Metro  
Convention Center  
(1960 13th Avenue Drive, SE -  
located off I-40 at Exit 125)  
Hickory, NC



Visit our website at

[www.nccattle.com/](http://www.nccattle.com/)

[news-events/annual-conference](http://www.nccattle.com/news-events/annual-conference)

FRIDAY, FEBRUARY 25, 2022

7:30 a.m. Board of Directors Breakfast  
8:00 a.m. Registration  
8:30 a.m. Trade Show Opens

Morning Session

Theme: Taking Stock, Finding Opportunities to Improve Your Cattle Operation (FOIYCO)

8:45 a.m. Welcome - **Dr. Todd See**, NCSU  
9:00 a.m. Discussion Panel - Taking Stock, FOIYCO  
**Joe Hampton**, Moderator  
Panel Speakers (to be determined)  
10:20 a.m. Morning Break  
10:30 a.m. Concurrent Breakout Sessions

- ◆ Exploring Additional Opportunities for Your Cattle Operation - **Lee Menius**, NC Choices Technical Program Coordinator, and **Dr. Andrew Weaver**, NCSU Dept. of Animal Science, Assistant Professor and Extension Small Ruminant Specialist
- ◆ Making the Most Out of Your Pastures - **Dr. Matt Poore**, NCSU Dept. Extension Leader and Ruminant Nutrition Specialist, **Dr. Deidre Harmon**, NCSU Dept. of Animal Science, Extension Livestock Specialist, and **Johnny Rogers**, NCSU, Amazing Grazing Program Coordinator

12:00 noon Awards Luncheon - Sponsored by Farm Credit Associations of NC (AgCarolina, Cape Fear, Carolina Farm Credit)

Keynote Speaker - **Ray Starling**, General Counsel of the NC Chamber and President of the NC Chamber Legal Institute

Afternoon Session

1:30 p.m. Trade Show Continues  
2:00 p.m. Committee Meetings  
\* CattleWomen - Guest Speaker, **Michelle Grainger**, NC Sweet Potato Commission  
\* Forage and Grasslands Council  
\* Stocker and Cattle Feeders  
3:00 p.m. Afternoon Break  
3:00 p.m. Committee Meeting  
\* Purebred Breeders Council  
3:30 p.m. Committee Meetings  
\* NC BCIP  
\* Joint Legislative / Membership\*  
- **Danielle Beck**, NCBA Senior Executive Director of Government Affairs  
\*Membership Award - Sponsored by **Carolinas Animal Health**  
5:00 p.m. NCCA Joint Board of Directors and Annual Business Meeting  
6:00 p.m. Social - Sponsored by **Alltech**  
Past President's Reception  
NCBA PAC Auction  
Young Producers Council  
7:00 p.m. Cattlemen's BBQ - Hosted by **Catawba Valley Cattlemen's Association, Inc.**  
Sponsored by **Mid-Atlantic Cattle Sales/Harward Bros. Livestock Market/Stanly Co. Livestock Market/Chesnee Livestock Market**

SATURDAY, FEBRUARY 26, 2022

Theme: Building A Successful Industry For The Future

7:00 a.m. Registration  
7:30 a.m. Youth Recognition Breakfast - Sponsored by **First Bank & Trust Company**  
9:00 a.m. Trade Show Opens  
9:15 a.m. Processor Roundtable  
Butchery Pop-Up - **Chef Steven Goff**, Executive Chef, **Brinehaus Meats + Provisions**, Asheville, NC  
9:30 a.m. Morning Break - Sponsored by **Performance Livestock & Feed Company**  
NC Beef Ambassador - Meet in the Trade Show Area  
10:15 a.m. Taking Animals Across the Finish Line: Identifying Slaughter-Ready Cattle - **Dr. Matt Poore**, NCSU Dept. Extension Leader and Ruminant Nutrition Specialist and **Lee Menius**, Senior Executive Director of Government Affairs, NC Choices  
Cooking Pop-Up - **Chef Steven Goff**, Executive Chef, **Brinehaus Meats + Provisions**, Asheville, NC  
11:15 a.m. Building A Successful Freezer Beef Program - **Matt LeRoux**, Cornell Cooperative Extension, Agriculture Marketing Specialist, [MeatSuite.com](http://MeatSuite.com), Tompkins County, NY  
12:00 noon Processing Giveaway