

43rd Annual Florida Cattlemen's Institute & Allied Trade Show



**"Understanding the "Why" Behind Today's
Decisions for Tomorrow's Success"**

- 8:30am **Trade Show Opens**
- 9:00am **Welcome & FL Cattlemen's Association Update**
Mr. Rick Moyer– FCA President
Dr. Andra Johnson, UF IFAS Dean for Extension
- 9:15am **BQA Talk 1: The "Why" Behind Record Keeping**
Dr. Todd Thrift, University of Florida / IFAS
- 10:00am **Trade Show Break**
- 10:45am **Keynote: The Continued Search for the Elusive
Optimum Cow"**
Dr. David Lalman, Oklahoma State University
- 11:45am **Lunch and Trade Show Break**
Awards Presentation & FDACS Update
- 12:45pm **BQA Talk 2: The "Why" Behind Nutrition & Body
Condition Scoring"**
Dr. Philippe Moriel, University of Florida / IFAS
- 1:30pm **BQA Talk 3: The "Why" Behind a Health Plan &
Vaccine Handling**
Dr. Robert Gukich, Lake Wales Large Animal
Services
- 2:15pm **Trade Show Break**
- 2:45pm **Producer Panel– "BQA in Action Over the
Years"**
- 3:30pm **Evaluations & BQA Sign Off**

Thursday, January 15, 2026
8:30am – 3:30pm

Hardee County Civic Center
515 Civic Center Dr.
Wauchula, FL 33873

Hotel Information

Best Western
2727 US 17
Bowling Green, FL 33834

Holiday Inn Express
2709 SE Hwy 70
Arcadia, FL 34266

Hampton Inn
205 Old Bartow Eagle Lake Rd
Bartow, FL 33830

Registration Fee:

**\$10 by January 9th or
\$20 at the Door**



**To register and for more
information visit
FCIATS.com**

