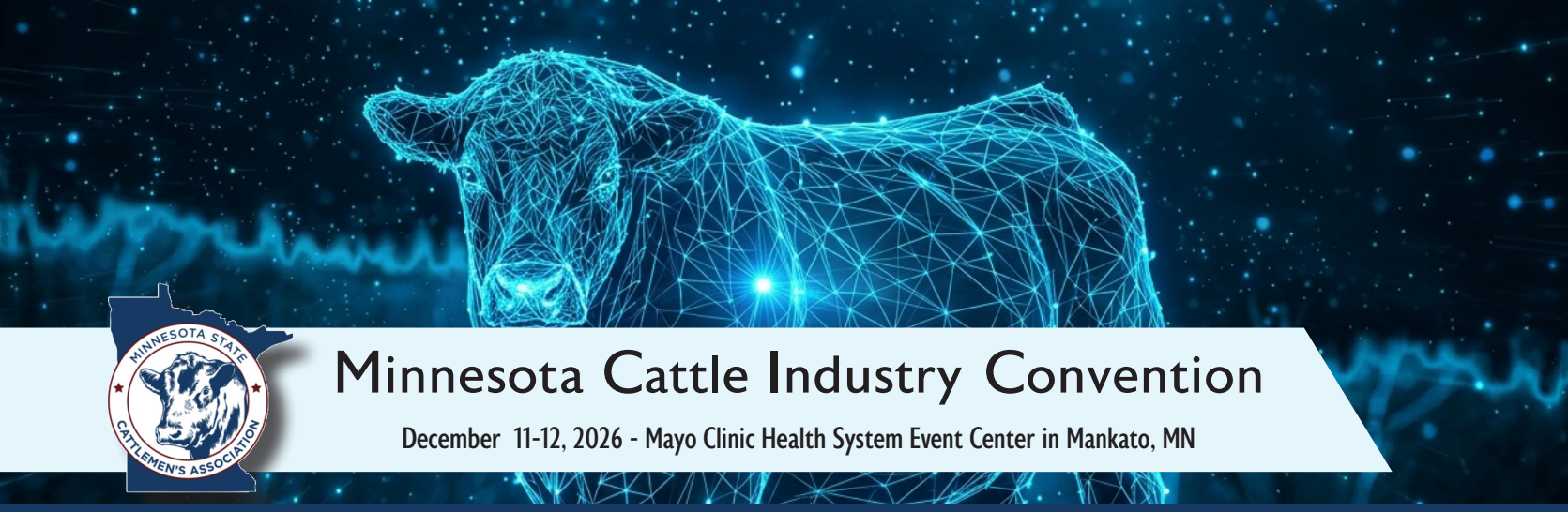


Minnesota Cattle Industry Convention

December 11-12, 2026 - Mayo Clinic Health System Event Center in Mankato, MN

Forging the Future

Thursday, December 10

2-6 p.m.	Policy and Resolutions Meeting (Room 245)

Friday, December 11

8 a.m.	Registration Opens
9 a.m.	Silent Auction Opens
9-9:45 a.m.	Young Producers in Ag Panel Panelists: Ryan Vos, AJ Friedges & Andrea Flemming Topic: "Navigating Social Media and Technology in Agriculture"
9:45-10:30 a.m.	Cow/Calf Council Meeting Speaker: Callahan Grund, Director of Beef Traceability Systems, Where Food Comes From, Inc Topic: "Selling Cattle: What Drives Value"
	CATTLEMEN'S EDUCATION SERIES
10 a.m.	Trade Show Opens
10:30-11:30 a.m.	General Session Speaker: Michelle Goeke, Chief Operating Officer, UnCommon Farms Topic: "Five Things Enduring Operations Do Differently"
11:30 a.m.-Noon	Trade Show & Networking
Noon-1:30 p.m.	Lunch & Welcome Keynote Address: Kent Bacus, Executive Director, Government Affairs, NCBA & Jennifer Nealson, Senior Vice President of Global Marketing & Research, NCBA
1:30-2:30 p.m.	Feeder Council Meeting Speakers: Dr. Brad Heins, Professor of Dairy Management, University of Minnesota West Central Research Center & Melissa Runck, Extension Educator, Beef Production Systems, University of Minnesota Topic: "Beef x Dairy: Feedlot Data & Future for Genetic Makeup of Crosses"
2:30-3 p.m.	Break
3-4 p.m.	Minnesota Legislative Update, Bruce Kleven
4-5:45 p.m.	Trade Show & Networking
5-5:45 p.m.	President's Social (Trade Show Area)
5:45-10 p.m.	Best of Beef Banquet Beef Dinner & Awards Ceremony followed by comedy magician and mentalist interactive entertainment by Parker William & live auction. *The live auction will be broadcast by DVAuction online for those unable to attend convention.*

DVAuction

Saturday, December 12

8 a.m.	Registration Opens & Breakfast
8 a.m.-Noon	Trade Show Open
8-8:30 a.m.	Regional Caucus Meetings for New Director Nominees (Regions 2/3, 4, 7, 8 & 9)
8:30-9 a.m.	American National Cattlewomen Update, Debbie Chute, ANCW President-Elect
9-9:45 a.m.	General Session Speaker: Dr. Warren Rusche, Assistant Professor, Extension Beef Feedlot Management Specialist, South Dakota State University Topic: "What is Going on With Carcass Size and How That Affects Cow/Calf Management"
9:45-10 a.m.	Break
10 a.m.-Noon	MN CattleWomen's Meeting (Room 245)
10-11:30 a.m.	MSCA Quarterly & Annual Meeting
11 a.m.	Silent Auction Closes
11:30 a.m.	Grab & Go Lunch

*All events located in Grand Hall unless noted otherwise

To register, visit mnsca.org/convention