



FOR IMMEDIATE RELEASE

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Ohio Beef Expo kicks off March 19

The Ohio Beef Expo will kick off for its 23rd year on March 19. The three day event, held March 19-21 at the Ohio Expo Center in Columbus, is the premier event of Ohio's Beef Industry. Plans are being finalized and this year's event is shaping up to be the best ever with breed sales, shows, trade show, a competitive junior show and educational seminars.

The event begins Friday morning with the opening of the trade show at 10 a.m. Also starting on Friday morning is the educational seminars. These seminars will take place throughout the day on Friday and Sunday and will offer producers the opportunity to learn how to make their operation more efficient and profitable. A special feature will be the seminars for grass-fed beef production on Sunday. A complete list of seminars is available at www.ohiobeefexpo.com.

The Expo will once again include a three-day industry trade show. This year's trade show is the largest ever and will feature over 100 exhibitors from 16 states. The breed shows, sales and displays will once again feature some of the country's greatest cattle. Breeders from the Angus, Beefalo, Charolais, Chianina, Gelbvieh, Hereford, Limousin, Maine-Anjou, Murray Grey, Piedmontese, Shorthorn and Simmental breeds will be on hand to sell or display their cattle. Catalogs for these sales can be requested by logging on to www.ohiobeefexpo.com and clicking on the sales link.

While visiting the trade show, producers can stop at the Ohio Cattlemen's Association booth and learn about all the benefits of being an OCA member. Thanks to a great partnership with J&J Steakbarn, an outstanding membership prize of a \$100 gift certificate to J&J Steakbarn will be given away to a lucky OCA member. OCA's County Cattlemen's Association affiliates will be on hand Sunday to see which lucky county will be the winner of a new five foot, stainless steel grill sponsored by the Ohio Corn Growers Association.

Throughout the event, the Ohio Beef Expo will be hosting several fundraisers for OCA's PAC (Political Action Committee) fund. There will be an item sold at the start of each of the breed sales as well as a few items sold at the start of the Semen Sale to benefit the PAC fund. As Ohio enters into a big election this November, the need for these funds is critical.

The ever-popular Genetic Pathway will once again be a feature of the upper concourse of the Voinovich Livestock and Trade Center throughout the weekend. The country's best genetics will be featured with live bulls and females on display.

Another attraction for the 2010 Expo is the junior show fitting demonstration and junior social that will happen on Friday evening. The excitement will begin with a fitting demonstration at 6 p.m. followed by the junior social and pizza party. These events are sponsored by Purina-Show Chow Feeds and Farm Credit Services of Mid-America.

The junior show will kick off Saturday afternoon with Showmanship that is being sponsored by Green Oak Farms. The competition will start again early Sunday morning with the heifer and market animal shows. Complete rules for the show can be found on www.ohiobeefexpo.com

Two individuals will also be recognized as Friends of the Ohio Beef Expo during the event for their contribution to the event's annual success. Sam Roberts of South Charleston and Laura Sutherly of Troy are this year's award recipients.

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Over 25,000 visitors from 20 states and Canada routinely attend the Ohio Beef Expo. It is ranked as the ninth largest event hosted in central Ohio and is the premier location to meet Ohio's cattle producers. Don't miss it! If you are unable to attend the event, visit www.ohiobeefexpo.com during the event because all results will be posted as it is available. Four of the breed sales and the junior show will also be broadcast on www.dvauction.com.

For complete details on the 2010 Ohio Beef Expo, visit www.ohiobeefexpo.com. The Ohio Beef Expo is a function of the Ohio Cattlemen's Association (OCA). The OCA is an affiliate of the National Cattlemen's Beef Association and is the state's spokesperson and issues manager for all segments of the beef cattle industry including cattle breeders, producers and feeders. It is the grass roots policy development organization for the beef business. Through the Ohio Cattlemen's Association, cattle producers work to create a positive business environment, while providing consumers with a safe and wholesome product.

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