

For Immediate Release

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**“QUALITY – A SOLUTION TO RISING COSTS” IS THEME OF *BEEF* MAGAZINE’S
2008 BEEF QUALITY SUMMIT**

MINNEAPOLIS (March 19, 2008) – Penton Media’s *BEEF*® magazine will host its third annual *BEEF* Quality Summit Nov. 6-7, 2008 at the Antlers Hilton in Colorado Springs, CO. The theme of this year’s conference is “Quality – A Solution to Rising Costs.” The *BEEF* Quality Summit provides attendees with the opportunity to network with producers, vendors and others in the industry, and to learn how to increase the value of their beef-cattle production. Full conference details are available at www.beefconference.com.

The two-day agenda will focus on the long-term effects of rising costs on industry profit and beef demand. The program will look at the impact of rising costs on retail outlets, producers and the global beef industry. Two-dozen speakers, including producers, consultants and industry experts, will also address how the beef industry can utilize quality-production concepts to mitigate the effect of rising input costs and successfully meet the demand for quality beef in today’s marketplace. In addition, experts will discuss the results and beef-industry ramifications of the national elections held earlier in the week.

The conference will also feature a trade show where producers can view new industry products and tools while speaking with vendors in a one-on-one environment.

BEEF, America’s leading cattle publication, publishes 13 issues annually for cow-calf operators, stocker-growers, cattle feeders, veterinarians, nutritionists and allied industries, and provides a wide variety of industry news and information online at www.beefmagazine.com. *BEEF* is part of Penton’s extensive family of print and online agricultural brands, including *National Hog Farmer*®, *Hay & Forage Grower*®, *Corn & Soybean Digest*™, *Farm Industry News*® and *Farm Press*® publications.

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