

FOR IMMEDIATE RELEASE

PA Beef Working Group Announces Fall 2026 Educational Opportunities for Pennsylvania Beef Producers

Fall lineup includes hands-on workshops, pasture walks, and a five-part webinar series covering herd management, grazing, animal health, marketing, and more

STATE COLLEGE, PA. — August 24, 2026 — Pennsylvania beef producers will have multiple opportunities this fall to strengthen their operations, sharpen management skills, and connect with industry experts through a lineup of educational programs supported and promoted by the Pennsylvania Beef Working Group.

From hands-on farm workshops and pasture walks to virtual sessions that producers can join from home, the fall schedule covers practical topics affecting beef operations across the Commonwealth, including cattle handling, grazing management, nutrition, herd health, direct marketing, and Beef Quality Assurance.

“Pennsylvania beef producers are constantly looking for ways to strengthen their operations, whether that means improving herd health, getting more from their pastures, becoming more efficient or finding new ways to connect with customers,” said Nichole Hockenberry, Executive Director of the Pennsylvania Beef Council. “The Pennsylvania Beef Working Group brings organizations across the industry together to connect producers with the expertise and resources that can help improve and grow their operations. This fall’s lineup offers a great mix of hands-on learning and virtual education, with information producers can put to work on their farms.”

Building Better Beef Systems

Penn State Extension’s Building Better Beef Systems workshop series will offer producers practical approaches to cattle handling, facility design, and labor efficiency, with an emphasis on improving safety, animal welfare, and day-to-day productivity.

Fall workshops are scheduled at locations across Pennsylvania, including:

- **September 12** — Armstrong County
- **September 19** — Elverson
- **September 26** — Smithfield
- **October 24** — Millerstown

Additional location, timing, and registration information is available through Penn State Extension.

Learn more and register: <https://extension.psu.edu/building-better-beef-systems>

Pasture Walks with Penn State Extension

Two September pasture walks will give producers an opportunity to take education into the field and explore grazing and forage management alongside Penn State Extension specialists.

Pasture Walks with Extension: From Pasture to Performance: September 12

This program will focus on practical strategies producers can use to evaluate pastures and improve grazing management and livestock performance.

Learn more and register: <https://extension.psu.edu/pasture-walks-with-extension-from-pasture-to-performance>

Pasture Walks with Extension: Fertility and Livestock: September 22

This pasture walk will explore pasture fertility, weed control and livestock nutrition, providing producers with practical information for managing both forage resources and animal needs.

Learn more and register: <https://extension.psu.edu/pasture-walks-with-extension-fertility-and-livestock>

Free Fall Beef Quality Assurance Webinar Series

Producers can also take advantage of a free five-part fall webinar series, offered from 7–8 p.m. and featuring experts from across the beef industry. Several sessions qualify for Pennsylvania Beef Quality Assurance recertification.

September 3 — “Condition Counts: How BCS Shapes Cow & Calf Performance”

Presented by **Elizabeth Backes-Belew, Ph.D., Nutritionist, Purina Beef Technical Innovation**

The session will explore the role body condition score plays in cow and calf performance and how producers can use it as a practical herd-management tool.

September 10 — “Theileria Orientalis: Science, Surveillance & What’s Next”

Presented by **Dr. John Currin, DVM, Virginia-Maryland College of Veterinary Medicine, and Dr. Cassandra Olds, Assistant Professor, Department of Entomology, Kansas State University**

The webinar will examine the emerging livestock health challenge posed by *Theileria orientalis*, including current science, surveillance, and what producers should know moving forward.

September 24 — “From Trust to Transaction: Telling Your Beef Story”

Presented by **Kellie Lasack, Roan Marketing and beef cattle producer**

Designed to help producers connect more effectively with consumers, the session will explore how authentic storytelling can build trust, communicate the value of beef production and support demand.

October 8 — “Selling Beef in Pennsylvania: Rules, Regulations & Requirements”

Presented by **Dr. Jonathan Campbell, Ph.D., Scientific Outreach and Technical Specialist, Kerres USA, and Rob Hess, Bow Creek Farm & Cattle**

Producers interested in direct-to-consumer beef sales will learn more about the rules, regulations and requirements involved in selling beef in Pennsylvania.

October 15 — “Your Vet, Your Operation: Building a Working Relationship That Delivers”

Presented by **Jennifer Kauf, DVM, Legacy Livestock Veterinary Service, and Bob VanKirk, 4 Seasons Farm LLC**

The final webinar will focus on building a productive veterinarian-producer relationship and how that partnership can contribute to herd health and stronger management decisions.

Registration information for the webinar series is available through Pennsylvania Beef Quality Assurance: <https://www.pa-bqa.org/events>

Resources for Pennsylvania Beef Producers

Together, the fall programs reflect the Pennsylvania Beef Working Group’s broader effort to connect cattle producers with educational opportunities, technical expertise, and resources that can help them address challenges and identify opportunities within their operations.

Whether producers are looking to improve grazing management, refine cattle-handling systems, better understand an emerging animal-health issue, or strengthen how they market their beef, this fall’s programming offers multiple opportunities to learn, connect, and bring new ideas back to the farm.

Producers are encouraged to register early and follow participating Pennsylvania beef organizations, as well as the Pennsylvania Beef Producers Working Group Facebook page, for additional program information and updates throughout the fall.

Suggested photo and PA Beef Working Group logo attached.

About the Pennsylvania Beef Producers Working Group

The Pennsylvania Beef Producers Working Group brings together producers and industry stakeholders from across the Commonwealth to identify emerging needs and strengthen Pennsylvania’s beef industry through education and collaboration. Anchored by the Penn State Extension Livestock Team, the Working Group connects producers with educational

opportunities, industry expertise, and resources designed to improve performance, production, and long-term success of the Pennsylvania Beef industry.

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