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FOR IMMEDIATE RELEASE
Jan. 26, 2015

TENNESSEE'S CATTLEMEN AND WOMEN GATHER IN MURFREESBORO

Murfreesboro, TN - The 2015 Tennessee Cattlemen's Association's (TCA) Annual Convention and Trade Show, held at the Embassy Suites Hotel, Jan. 15-17, drew strong crowds from the cattle communities across the state.

During this three-day event, more than 900 beef and dairy producers heard from top cattle industry speakers addressing herd health, sustainability, forage systems, and managing finances.

Speakers included McDonald's Director of Sustainability, Susan Forsell; National Cattlemen's Beef Association's Forrest Roberts and Colin Woodall; Dr. Dennis Hancock, Forage Specialist at the University of Georgia; Dr. Jude Capper, Livestock Sustainability Consultant who debunked beef environmental myths and Dr. Rick Funston from the University of Nebraska, who focused on increasing reproductive efficiency through proper management. Attendees also explored a sold out trade show and participated in a live cattle video auction.

"This was the best convention we've ever had," said Jerry Greene, TCA's immediate past-president and a cattle producer in Hickman County. "It was my last as president, and I'm glad I got to spend it with hundreds of cattlemen and women from across Tennessee."

Several convention attendees won awards, presented by TCA. These included:

TCA President's Award: Nancy Waugh
TCA Outstanding Work in 4-H Beef Extension: Jerri Lynn Sims
Dr. Clyde Lane Outstanding Cow/Calf Producer: James Taylor
Dr. Emmitt Rawls Outstanding Stocker Producer: Jerry Ray
John Bartee Distinguished Service Award: Mark and Jennifer Houston
Dr. Jim Neel Outstanding Work in Adult Education: Calvin Bryant
TCA's Legislator of the Year: Congressman Scott DesJarlais

The Tennessee Farmers Cooperative sponsored a Membership Competition. Alvis Turentine of Bedford County was the winner and chose from one of six prizes sponsored by the Co-op, valued at \$4,500. They also sponsored an all-expense paid trip to the 2015 Tennessee Cattlemen's Association Convention and Trade Show for a new member that joined in 2014. Kenneth and Lori Hatcher of Haywood were the winners of this trip.

"Co-op really appreciated the opportunity to sponsor the 2014 Membership Drive for the Tennessee Cattlemen's Association," said Keith Harrison, Marketing Manager for the Tennessee Farmers Cooperative. "With cattle and calves being the top livestock enterprise in Tennessee, it's important for our organization to be supportive of TCA as well as local county cattlemen's associations as they work towards bettering the cattle business in our state."

On Saturday, youth from across Tennessee participated in agriculture advocacy workshops and the TCA Quiz Bowl. The team from McMinn Central won the event and Lebanon FFA was runner-up. Several students received Youth Beef Heifer Initiative Scholarships, presented by Farm Credit Services Mid-America which ranged from \$2,000 to \$1,000.

"TCA set new records for both vendors and attendees in 2015," said Charles Hord, TCA's executive vice president. "We are very pleased with the growth of the TCA convention and appreciate everyone's support as our convention grows into one of the premiere cattle industry events in the southeast."

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TCA was founded in 1985 and has nearly 6,800 members from across the state. The organization works to provide the cattlemen of Tennessee with an organization through which they may function collectively to protect their interests and work toward the solution of cattle industry problems and to build the necessary goodwill that will bring both governmental esteem and recognition to the industry.

For more information visit www.tncattle.org, email info@tncattle.org or call (615) 896-2333. Be sure to follow the TCA on our Facebook page: www.facebook.com/tncattle and Twitter account: @TennesseeCattle.