



Montie D. Soules | asa executive secretary/CEO

## Entering a New Year and New Era

**M**any changes are happening behind the scenes within our industry that will forever change the way our product is marketed. I am going to share the vision and message from the speakers at our December 2018 Annual Meeting and Forum by summarizing the comments from these industry leaders who presented their vision of the changes we need to be aware of to better prepare for a sustainable future. 📍

**We will see More Changes in the Next 5 Years than we have seen in the Last 40 Years**

*David Trowbridge*

**30% of Beef Sold will be Grass Fed by 2050**

*Dr. Jason Rowntree*

**3rd Party Certification is a Value-Added Program for Producers**

*Seth Diehm*

**Increased Use of Selection Indices – for Both Seedstock and Commercial Producers**

*Bryce Schumann*

**Global Climate Change Will Change Farming and Ranching Practices**

*Dr. Dan Thomson*

**We cannot Lose Trust with our Consumers**

*Dean Bryant*

**How will Breed Associations Fit in the Industry in the Future?**

*Bryce Schumann – Dr. Dan Thomson*

**Feedlots will Own the Genetics Needed – In Order to have the Quality Product Desired**

*Dr. Dan Thomson – Bryce Schumann*

**The Value of Feed Intake – Finishing Sooner and being More Profitable**

*Matt Woolfolk -Bryce Schumann*

**Providing the Story of Where Beef Comes from for Consumers**

*Frank Stoltzfus*

**The Next Generation of Consumers will Demand to Know More about what they Eat**

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