

65th Annual General Membership Meeting & Gathering “Marketing Highland Cattle & Beef”



JUNE 17-18, 2016 • LEHIGHTON, PENNSYLVANIA



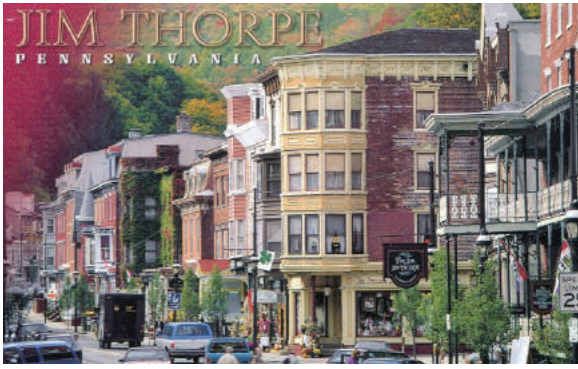
Make plans now to attend the 65th Annual General Membership Meeting & Gathering June 17-18 at Bull Run Farm in Lehigh, PA. This is the first time for our every-other-year format encouraging more breeders to attend since it is a shorter event. Hosted by Bull Run Farm, Lehigh is conveniently located 45 minutes from ABE airport in Allentown, PA and 1 1/2-2 hours from PHL airport in Philadelphia, PA and just off the PA Northeast Turnpike (I-476).



ACCOMMODATIONS

A block of rooms have been reserved at the **Country Inn & Suites** which is located 5 minutes from the farm. Contact the hotel **by May 25, 2016** at 800.830.5222 or 610.379.5066. Be sure to mention the American Highland Cattle Association for the special group rate of \$99/Thurs night and \$139/Fri-Sat nights. Rates are for 1-4 people and include a complimentary deluxe continental breakfast each morning in the breakfast room.

Other Accommodation Options Include: **Don Laine Campground** which is located 5 miles from the farm (www.donlaine.com) and there is also room for self-contained campers at Bull Run Farm.



Members should plan to arrive by noon on Friday; lunch will be available at the farm. As always, bus transportation will be provided both days. That evening we will have the annual general membership meeting and dinner at **Blue Mountain Ski Area's Summit Lodge** located 10 miles from the hotel and farm. **Dr. Bryon Wiegand** will be there in person to present the final report from the Foundation funded beef quality study. He will highlight the results and discuss Highland beef as it compares to the eating quality of beef available in the retail marketplace for U.S. consumers.



Saturday **Bull Run Farm** will host a farm tour and full day of activities. They have a simple, but effective, cattle handling facility, AI/ET work area, rotational grazing, a few old John Deere & Farmall tractors, and of course, some Highland cattle.

Featured Presentations:

- **Marketing Highland Cattle & Beef Producer Panel**
- **Pricing Meat Cuts for Profitability** – Brian Moyer, Program Assistant, Penn State Extension
- **Marketing Highland Cross Cattle** – John Ligo, Owner, LiTerra & Pasture Perfect Beef
- **Finals Results of the University of MO Highland Beef Research Project** – Dr. Bryon Wiegand, Professor Meat Science, University of Missouri
- **The ABC's of Sovereigns**



Enjoy an ox roast, homemade ice cream and bonfire Saturday night. With the help of John Ligo, it is sure to be a fun and memorable time, and an opportunity to catch up and spend time with our Highland friends.



Sunday is the day to head back home. If you wish to plan an extended stay, we are located in the Pocono Mountains, home to many tourist attractions and happenings. **Jim Thorpe** is 15 minutes away and is known as the Little Switzerland of Pennsylvania. Famed **Country Junction**, the world's largest general store, is just a few minutes away and an interesting place to visit.

Looking forward to seeing you this summer!

www.visitpa.com/pa/leighton/attractions-activities

www.poconomountains.com

www.jimthorpe.org

Watch for the finalized schedule and registration information in your mailbox!

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