

# WESTERN RANCH MANAGEMENT ACADEMY

<https://wrma.usu.edu/>

## *Cattle Marketing Options* for the Western Rancher

Wednesday, Nov. 19, 2025 1PM-7PM  
Thursday, Nov. 20, 2025 8AM-12PM

Champion Room,  
USU Maverik Stadium, Logan, UT

### Wednesday, Nov. 19th

#### Day 1

1:00 PM – Welcome and Introductions

*David Secrist, Utah State University Beef Cattle Specialist*

1:15 PM – Keynote Address

*Brett Stuart, Founder and President, Global AgriTrends*

2:00 PM – Added Value Marketing Opportunities for Cow-Calf Producers

*Matthew McQuagge, Cattle Fax*

3:00 PM – Break

3:15 PM – Rancher's Perspective on Cattle Marketing

*James Sewell – Wyoming Rancher*

4:15 PM – A Cattle Feeders' Perspective on Feeder Cattle Value

*Brock Hough, Director of Procurement, Beef Northwest*

5:00 PM – The Role of Animal Health in Marketing

*Dr Breck Hunsaker, Director at Feedlot Health Management Services-USA*

6:00 PM – Dinner and adjourn



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**Thursday, Nov. 20th**

**Day 2**

7:30 AM – Coffee and Pastries

8:00 AM – Retained ownership – A Rancher's Perspective

*Mike Meek, General Manager, Deseret Ranches*

9:00 AM – Marketing Cull Cows

*Trey Patterson, President and CEO of Padlock Ranch Company*

10:00 AM – Break

10:15 AM – Managing Risk

*Spencer Prosser, MP Agrilytics*

11:15 AM – Cattle Fax Market Outlook

*Matthew McQuagge, Cattle Fax*

12:15 PM – Closing comments and Adjourn



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