



International Stockmen's Educational Foundation  
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## FOR IMMEDIATE RELEASE

### **The International Stockmen's Educational Foundation presents Pandemic-Induced Adjustments in the Beef Industry as the theme of the virtual International Livestock Congress, March 2-4, 2021**

The International Stockmen's Educational Foundation (ISEF) will host the 2021 International Livestock Congress (ILC) as a virtual event on March 2-4, and the online program will focus on Pandemic-Induced Adjustments in the Beef Industry. The 2021 International Livestock Congress will be the 35<sup>th</sup> anniversary of the ILC addressing the critical issues facing our meat and livestock industries and this is the first year the ILC will be conducted in an online-format.

"The global pandemic has revealed just how fragile the beef industry can be when it comes to the vagaries of mother nature," says Dr. Michael J. Fields, chair of the program committee for the 2021 ILC. "The many challenges to the beef industry are a testament to its resilience, but will be the next unexpected turning point with significant consequences?"

The 2021 ILC will provide a virtual platform for ILC participants to interact with and learn from global industry leaders as they discuss how they are addressing and adapting to the issues created by COVID-19. The 2021 ILC will focus on each of the touch points in the beef chain from production at the ranch level, to the feeder, processor, the retailer and food service operators to the global consumer as the end user. The decisions made by global industry leaders today may well define the future of our livestock and meat industries moving forward.

"Never before in the history of our meat and livestock industries has an event like the Coronavirus had such a far-reaching impact. The COVID-19 Pandemic has accelerated changes from farm to fork at a rate never before experienced in our lifetime." says Dr. James O. "Bo" Reagan, chairman of the ISEF Board of Directors.

2021 ILC registration fees are \$100 for professional and industry participants; \$25 for college students; and free-of-charge for journalists. Online registration for the 2021 ILC opens on January 1, 2021, at <https://theisef.com/ilc-event-information/>. For more information about the virtual 2021 International Livestock Congress and the International Stockmen's Educational Foundation, visit the website at <https://theisef.com/> or send an email to [info@theisef.com](mailto:info@theisef.com).

