

TRIO Cattle & Genetics

IRBBA Featured Donor

The partners of TRIO Cattle & Genetics in Madisonville, Texas, understand the importance of helping Brangus youth. Comprised of partners Allen Goode, Damon and Jill Acord and Cheramie Viator, TRIO serves as a Visionary donor to the IRBBA *Foundation for the Future* Memorial Scholarship Fund.

"The partners in TRIO all benefited from agriculture, beef industry and breed association scholarships for their education," Allen said. "In addition, Damon and Jill Acord have dedicated their professional lives to educating and helping young people. The *Foundation for the Future* campaign is important to sustain the scholarship program for many years to come."

TRIO's partners have a history of involvement in junior Brangus activities and associations. The Acord children, Austin, Allie and Audrey, have contributed greatly to their program's success and Damon, Cheramie and Allen each served terms on the IJBBA Board of Directors.

"We are all where we are today because of the support, mentorship and encouragement we received at various stages of our education and growth in the beef industry," Allen said. "Through sustained commitments, the scholarship program can reach an endowment fund that will sustain the program and increase the scale of the awards to more deserving youth. We hope that our program will demonstrate to the beef industry the commitment that our breed has to young cattlemen and women and draw them to be part of the future of the breed."

Allen was an original member of the committee to first develop the scholarship program, created to remember Red Brangus breeders who have been instrumental in the development of the breed. He still participates as a member of the Scholarship Committee and as a Director of the Scholarship's Board of Directors.

TRIO's dedication to the scholarship fund revolves around a sense of duty to youth.

"It is important for youth everywhere to be involved in an activity or program that inspires them and provides a path to the future. For young men and women who have dedicated their time, interests and passion to the Brangus breed, we have a responsibility to assist them in achieving their fullest potential and goals."

TRIO's partners encourages all members to consider donating to the scholarship fund.

"Our breed can only thrive if it grows in numbers and breeders across the industry. One way to do this is supporting young cattlemen and women in their education and professional pursuits, showing them the superior benefits of our cattle. It is then that they will contribute and we can draw upon their talents and passion for the beef cattle industry and the Red Brangus breed."