

IRBBA BREEDER OF THE YEAR TRIPLE J-R CATTLE COMPANY

Jim Gibson and his son, Chip, own and operate Triple J-R Cattle Company in Muldoon, Texas. Chip says after researching different breeds, they purchased their first Red Brangus cattle in 2002. The family joined the International Red Brangus Breeders Association (IRBBA) as Triple J-R Cattle Company that same year.

"Every year we have become more involved in the organization by participating at various levels," says Jim's wife, Kay Gibson. "Jim currently serves on the Board of IRBBA and the Marketing Committee."

Kay serves IRBBA in multiple ways as well. In addition to serving on the Scholarship Committee, she is on the IRBBA Memorial Scholarship Foundation's Board of Directors and contributes to the planning and execution of fundraising events in an effort to further Junior Brangus members' education.

"2015 and 2016 have certainly been good to Triple J-R," says Kay. "We are blessed to have produced the 2015 Houston Livestock Show & Rodeo Red Brangus Grand Champion Bull, the 2015 Red Brangus Show Dam of the Year, 2016 Red Brangus Show Dam of the Year, and the 2016 Red Brangus Show Heifer of the Year."

The family all agrees the honors awarded to these animals didn't just happen. "It takes a lot of hard work and determination to be recognized as the Red Brangus seedstock producer who breeders throughout the world want to purchase from," says Jim. "We have developed nutrition programs specific to our cattle; continue to identify strengths and weaknesses within our herd; and coordinate with our team made up of an embryologist, our Brangus partners, and our herd manager for decision making."

"We are very specific when introducing new genetics through our new cattle selection process," Chip explains, "and the embryo and semen purchases we make to improve those negatives and move our program forward."

The Gibson family recently purchased two of, what they consider to be, the top black Brangus females in the United States today: RBM MS JETHRO 924U2 and BWCC MS NUFF SAID 192X3. Jim says these purchases will be added to Triple J-R Cattle Company's donor battery.

"Our philosophy is to always recognize the traits that are lacking in our herd and continue to introduce genetics that improve those traits," Jim says. "We are proud of the improvements we have made within our Red Brangus herd and the

quality that exists today at Triple J-R Cattle Company. It is certainly an honor when members of your organization recognize your accomplishments and dedication to what we do as Red Brangus seedstock producers every day."

Chip adds: "Triple J-R Cattle Company was honored to be selected as the 2016 IRBBA Red Brangus Breeder of the Year."