

IRBBA BREEDER OF THE YEAR: MARCOS BORGES

Marcos Machado Borges Jr. was awarded the International Red Brangus Breeders Association's (IRBBA) Breeder of the Year honor at IRBBA's Annual Meeting on April 8.

Borges's Red Brangus operation is the MBJ Ranch in Lane City, Texas. He says he has placed high priority on breeding performance-oriented cattle.



"To raise our program to the next level, in the past five years we have made a concerted effort to build and refine our elite herd," says Borges. "These cattle and pedigrees have provided us with an additional purebred customer segment and appeal in the breed."

Borges says he has taken on the responsibility of disseminating the Red Brangus breed and its composites throughout various other countries in the Americas, such as Mexico, Costa Rica, Guatemala, Nicaragua, Venezuela and Colombia. He makes presentations and participates in Brangus-focused conferences as a way to support its genetic improvement. His work is not limited, however, to the American continent; he has, also, traveled to Thailand, South Africa, Turkey, Australia and others.

"The Red Brangus breed is booming all over the world. It's amazing to see the growth and demand for our breed in all the countries where Red Brangus are found," Borges explains. "I am confident that our cattle are proving themselves; and I am confident that Red Brangus is on course to being one of the most sought-after breeds in the global beef industry."

Borges participates in livestock shows and in innovative scientific research that highlights the advantages of the Brangus breed with respect to its reproductive efficiency and its carcass quality. Proof that his work is fundamental in opening new markets is the fact that he is the first Brazilian to open a cattle ranch in Mexico. Mexico's market is highly competitive and difficult to enter.

Borges has served IRBBA's Board of Directors since 1997. In 2004, he took over as president of the IRRBA. He has, also, served as a director for the International Brangus Breeders Association and as vice president for the Texas Brangus Breeders Association. Borges served as one of the founders of the (FIBRA) Fe International Federation of Brangus Association.

His contributions to the breed have not gone unnoticed. On May 10th, 2003, the Brazilian Association of Zebu Breeders (ABCZ) awarded Marcos Machado Borges Jr. its International Merit Award, during Expozebu, the world's largest Zebu Livestock Show. He was awarded the International Brangus Breeder International Merit Award in 1998, the IRBBA Breeder & Member of the Year awards in 2014, and International Brangus Merit at World Brangus Congress 2014 from the Asociación de Criadores del estado de Yucatan in 2014.

"It's been an honor to serve IRBBA for over 18 years; through those years, I have represented the IRBBA all over the world, and I can say that I am proud of our cattle, members and association," Borges said. "I, also, made many good friends in our association, and each year we are growing our friendship."