



International Red Brangus Breeders Association

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FOR IMMEDIATE RELEASE:

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IRBBA 2017 ANNUAL MEETING HELD

Salado, Texas – The International Red Brangus Breeders Association (IRBBA) held its Annual Meeting in conjunction with the Texas Brangus Breeders Association (TBBA) April 8 at TenRoc Ranch in Salado, Texas.

Attendees began arriving Friday, April 7, for a fish dinner and guitar music around a campfire. Saturday morning kicked off with a cowboy breakfast before IRBBA and TBBA Board and membership meetings. IRBBA and TBBA leaders and members discussed opportunities for joint efforts to promote Red Brangus and Brangus this year. These include IRBBA member participation in all TBBA sales and building upon this initial Annual Meeting. The dates for next year are set and will be April 13 - 14, 2018.

Official IRBBA business conducted included:

- Election of Craig Stovall as Treasurer
- Board of Directors elected to 3 Year Terms:
 - Bruce Buffaloe
 - Craig Stovall
 - Kurt Trammell
- Presentations by Officers and Committee Chairmen:
 - Treasurer's report, Craig Stovall
 - Breed Improvement, Bruce Buffaloe; presentation on performance trends
 - Marketing Committee, Allen Goode; a review of marketing activities and upcoming plans
 - Sale Committee, Don Cox; report on the Genetic Edge, Miss America Sale and plans for the World Brangus Congress
 - IRBBA Journal, Marcos Borges; discussion of ad sales and content. An online sale will be organized and held to auction the premium pages.

Marcos Borges, of MBJ Ranch, and Allen Goode, of TRIO Cattle & Genetics, received IRBBA annual award honors. Borges was named the 2016 IRBBA Breeder of the Year, and Goode was named the 2016 Member of the Year.

Jim Sanders, PhD. served as the event's keynote speaker. His presentation included discussion about beef cattle evaluation, based on the philosophies of Jan C. Bonsma.

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Attendees enjoyed lunch and the opportunity to view sale cattle before the Miss America Sale started at 2:00 p.m. The Miss America Sale was broadcasted online via DV Auction.

The International Red Brangus Breeders Association (IRBBA) is a regional association of the International Brangus Breeders Association. The two associations share common objectives in advancing the quality, reliability, and value of Brangus cattle, Red and Black, for the beef industry. The IRBBA is comprised of breeders who produce and market 3/8 Brahman by 5/8 Red Angus registered cattle. The IRBBA exists to provide marketing avenues for registered Red Brangus cattle within the continental United States, as well as tropical areas around the world. Registration of cattle, administrative functions, and Total Herd Reporting are accomplished by the IBBA. For more information, visit <http://redbrangus.org/>.

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