

***International Red Brangus Breeders Association***  
P.O. Box 690771  
San Antonio, TX 78269-0771  
www.redbrangus.org



Dear Member:

I hope you are well and I would like to wish you a happy and successful 2007!

IRRBA progressed and changed its structure in 2006 to be more responsive and efficient and to better serve our members and clients. But our mission is still to represent breeders' interests, to increase profit opportunities for the international and national demand in cattle building.

We have been actively representing your interests with IBBA; this has meant a lot of commitment on the part of our members that are serving on individual committees and on the Board. We had a board meeting in Houston and every month the Board has a conference call meeting. IBBA is becoming strong financially, and will soon be a very aggressive association. The staff is professional and capable, and their website registry is one of the best in the market. As part of the Board of Directors, I have experienced a shared team spirit among the IBBA representatives to really work together for this alliance. Just to summarize, up to now IBBA has kept its word and is doing everything possible to properly represent the Red cattle.

In October we had a meeting at the Summit in San Antonio. We would like to thank Dr. Vineyard and the IBBA's staff who put on a superb event. It is a new event and it is an excellent tool to help our members promote their cattle. I recommend that our members participate since I also believe that we can have some international participation at the Summit once the borders are opened.

We often get caught up in the day-to-day activities of raising good cattle -- managing what we can and dealing with those things that we can't manage, things like a loss of international market because countries have not acted with integrity. I have been in four different countries on the last six months and their breeders can not wait for our borders to open so as to purchase our cattle. We are doing the best to pressure representatives of countries like Mexico, and those of Central and South America. You too should contact your representatives to pressure our government to help to resolve this matter. We should not lose optimism since our greatest opportunities for growth exist outside our borders.

Now that we know that we are well represented by IBBA, a new year is starting and we as IRBBA can concentrate on things that we do best, that is marketing our cattle.

The Genetic Edge XI Sale will be held on Saturday, March 3, 2007, in the Reliant Center during the Houston Livestock Show and Rodeo. The sale will be a haltered event with some of the best Red Brangus genetics being offered. It is going to take a lot of help from our members to make this sale a success. More information will be sent out soon on this. If anyone would like to help, please let us know. *(Remember that to consign cattle at our Genetic Edge Sale you need to be an active member.)*

This fall we took a group of Florida breeders to visit Red Brangus Ranches and they ended up buying from our members a good part of their older bull inventory. The demand for Red cattle is growing and we recommend that you keep more good bulls.

Also one of our goals for this year is to get more people involved in our marketing activities. We have a great group of people and I believe that together we can accomplish many goals that will continue to make being an IRBBA member a very smart choice!

I would like to conclude this message with an anecdote that I read and that really fits our new purpose:

“Several years ago there were two farm boys who had a game they liked to play. There was a railroad track that ran alongside the ranch; and they would challenge one another to see who could walk the farthest on one of the rails.

They would climb up the roadbed to the track where one boy would get on one rail and the other would get on the other rail. They would begin to walk the rails, balancing themselves with their arms outstretched. The challenge would end when one of them lost his balance and stepped off.

Then, one day, they discovered that if they held hands across the ties they could support each other and walk for miles. So too, in the work of our new marketing alliance, as we join together in the spirit of cooperation – with a common objective in mind – we can achieve goals not thought possible by standing alone.”

I thank you all for allowing me to be part of this process. Let us know if you have any questions.

Best Regards,

Marcos M Borges Jr