



Dear IRBBA Breeders and Friends,

I hope you are well and I would like to wish you a happy and successful 2012!

The beginning of the year is a time to reflect and review the past and plan for the future. The Board directs the activities of your association with the goal of investing our funds to help every member breeder be successful. We do this by keeping a low overhead cost and investing every dollar in advertising and in breed improvement.

2011 was a hard year for a lot of our members but this year could be one of the best year ever. Cattle inventory is low and at the same time cattle prices are reaching historic highs. In the Red Brangus breed, we have benefited from the increase in commercial prices as well as from a renewed interest in Red Brangus around the world.

IRBBA is a marketing organization and the most cost-effective way of promoting our cattle is through online marketing. Your new site incorporates all of the new forms of social media and marketing. These include banners, online advertising, Facebook, blogs, and much more. They are also implementing "SEO" technology to make our site friendly to Google and other search engines.

We are now starting a new Print Media marketing project headed by Allen Goode, John Leachty, Rhumina Stofa and the marketing committee. Crystal Devoll is also helping us to develop the ads and the marketing materials. I saw the first ad for the Front Line magazine and I loved it. I have to congratulate the creativity and efforts of the committee.

We are publishing the next IRBBA Journal. The Journal will be mailed to prospective Red Brangus female and bull buyers and will be handed out at major livestock shows all over the world.

We are working in a partnership agreement with the Secretary of Agriculture of Tamaulipas state, Mexico. This project will help IRBBA and IBBA members to sell more animals to Mexico and help Mexico to improve their Red Brangus genetics.

(Tamaulipas state has already helped by subsidizing semen purchases from our members). We will meet at the Houston Livestock Show to sign the cooperation agreement.

Texas has been going through the worst drought ever and breeders from Florida and other states are buying cattle everywhere. We have been promoting more internationally and in Texas and that's why we have a market. We need to start thinking outside of the box and grow our breed. IBBA is participating with the NCBA Convention. IBBA will have a large space at the location and they have offered us the opportunity to promote our association. The board approved to participate in the event. It will be a great opportunity for us promote our association, and meet new breeds and open new markets. Let us know if you will be to attend this event and help us to promote our association.

“What should we do to maximize our income throughout this market?” I suggest you use some of your available funds to show your best cattle at the Houston Livestock Show and participate at the Brangus Round Up. The Houston Livestock Show is one of the biggest stock shows in the world and is attended by thousands of potential buyers from throughout the world. Showing cattle is expensive, but livestock shows are our industry's convention. If you plan to maximize the value of your cattle, you must broaden the potential market by as many buyers as possible.

The Global Brangus Round up will be held at the historic Fort Bend County Fair in Rosenberg, Texas. Over 350 international guests were welcomed last year. The event is designed to showcase IBBA and IRBBA members' cattle and operations. Last year we had more than 40 pens from approximately 28 different breeders with more than 80 head of cattle displayed. Cattle were paraded in front of our international guests while our members were given the opportunity to describe their cattle and ranch programs. Make your plans now to participate this year! The Global Brangus Round Up is the most cost effective event to promote your herd internationally.

Additionally we will have the XXVII Genetic Edge Sale at the Houston Livestock Show following our national show. The Genetic Edge Sale has become the premier elite Red Brangus sale in the world. It offers IRBBA breeders the opportunity to sell some of their best production in a sale environment that fosters high expectations. In past sales we have entertained bidders and buyers from seven countries and eight states. 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.

If you have questions or seek additional information concerning the show or sale, please contact Don Cox, sale and show chairman, at 281-395-1277 or email him at [cattle@brangusworld.com](mailto:cattle@brangusworld.com).

The Forth edition of the “Divas in Red” will be held in College Station. The “Divas” consigned heifers, will be prominently displayed at the front of the barn and headline the evenings activities with the same excitement as last year.

We will be attending the World Brangus Congress VI in Australia, in May of 2012. This is one of the most exciting events you will ever attend! We will organize a group to go the Congress and visit ranches in Australia. I encourage you to go to the largest Brangus gathering in the world as this is your chance to meet our international friends and customers.

In a short period, the “Divas in Red” sale has become a showcase of the elite genetics of the Red Brangus breed. Heifers offered in the previous “Divas” sales have become champions and cornerstone females in herds in both in the U.S. and Mexico. The Red Brangus breeders undoubtedly offer their best each year and the 2012 offering will be the strongest yet.

Consignments for the 2012 “Divas in Red” offering are now being accepted . All consignments will be screened by the sale committee and must be halter broke. All accepted consignments will be professionally photographed and videoed.

The 2012 Annual IRBBA membership dues are now due. Our annual membership dues provide a listing of your e-mail and/or phone listing on the IRBBA website and the inquiry service “Contact Breeders for Cattle”. Annual membership dues include member email, phone listing, and an optional web site listing on the IRBBA’s Breeder Directory located on the association’s web site ([www.redbrangus.org](http://www.redbrangus.org)). Also, your membership dues must be paid to consign animals to IRBBA sponsored sales like the Genetic Edge Sale and Divas in Red Sale.

Our mission is still to represent breeders’ interests, to increase profit opportunities for the international and national demand in cattle building. Also one of our goals for this year is to get more people involved in our marketing activities. We have a great group of members and I believe that together we can accomplish many goals that will continue to make being an IRBBA member a very smart choice!

I thank you all for allowing me to be part of this process and I’ll see you at the Livestock Show,

Best regards,

Marcos M. Borges  
IRBBA President