



E-Newsletter

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Suggestions?

Help our marketing efforts meet YOUR needs. Any suggestions to the Facebook page or E-Newsletter should be sent to mollie@txbrangus.org

Texas Brangus

Letter from the President

Dear TBBA Member,

School has started and this letter will be the coach's "Pep Talk". Your TBBA officers are doing their best to provide the membership with opportunities to market your cattle. That is about all we can do other than providing educational opportunities. In recent years, we have experienced difficulty in getting quality cattle for the sales the TBBA has offered. I don't profess to be the expert on this subject, but some of these ideas may work for you. The following are some of my observations:

1. In the past, I have noticed that certain breeders always topped the sales. I know they had good cattle. They chose to market their best and they were rewarded for it. Many of you have really good cattle. Sell your best and establish the reputation for raising good Brangus. Use that money to buy the best genetics to fit your herd.
2. I know many of you have a good bull, but is he giving you the great calves you thought he would? Many of you know that I flew jets in the Marine Corps and that I am a retired Airline Pilot. I often compare breeding cattle to aviation. In aviation you are only on course momentarily. Many factors can take you off course such as the wind, your heading or equipment malfunction. There is no perfect cow or bull. There always is something you would change on an animal. Sometimes your animal purchase just doesn't work, and if it doesn't, don't keep going down that dirt road, make a correction.
3. Use artificial insemination and embryo transfer. There are proven sires out there that will correct the phenotypes that you have in your cow herd. It's not that expensive when you consider the price difference between an average calf and a grand champion type calf.
4. Gentle cattle sell themselves. In my twenty some years of raising registered Brangus cattle I have noticed that my bull customers almost always will select a gentle animal over a not so gentle one. At

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one point in my cattle career, I went to self feeders mostly for my convenience. Well, I found that those animals were much less gentle than those I had hand fed. I parked the feeders and went back to hand feeding.

5. The sale season is upon us. Take two or three of those animals you own that aren't producing like they should, sell them and purchase one great one. You know what you had wasn't working, make the correction and get on the right road.

I don't profess to be the expert, but these are ideas that worked for me. Nominate your best for our upcoming TBBA sales and get your ranch going down the right profitable road. Thanks for listening.

Russ Williamson, President

TJBBA Connection

The Texas Brangus Breeders Association is proud to support the Texas Junior Brangus Breeders Association in their efforts year-round.

To get to know your junior members better, please see the attached biography on the TJBBA President Kacie Wallace.

[TJBBA President Bio- Kacie Wallace](#)

IBBA Photo Contest

IBBA is having a Fall photo contest themed "FALLing for Brangus". Don't miss out on the chance to be published in the September/October issue of the Brangus Journal.

Details: All submissions must include Brangus cattle as the primary subject. Photos must be a 4x6, 300 dpi resolution in jpeg format, and must be submitted electronically to Tyler Dean at tyler@int-brangus.org.

*All submissions become property of IBBA and may be used in IBBA publications, online media or marketing materials.

Feral Hog Webinar planned

The eXtension Feral Hogs Community of Practice will conduct a feral hog educational webinar series this fall for anyone needing information on this growing problem, said the webinar's coordinator.

"Despite all the control efforts and the public's awareness

of the issue, feral hog numbers in the state continue to rise at an alarming rate," said Jared Timmons, Texas AgriLife Extension Plum Creek Watershed Feral Hog Education Program assistant at San Marcos. "The purpose of this series is to provide the public with the most current feral hog-related facts available in such a way that participants can interact with the experts from anywhere as long as they have Internet access."

The Feral Hogs Community of Practice is a resource area within eXtension concentrating on the control, adaptive management, biology, economics, disease risks and the human interface.

To join the webinars, log in as a "guest" to <https://connect.extension.iastate.edu/feralhog>. There is no charge for the series. The four sessions are from noon-1 p.m.

The session dates, topics and speakers include:

- Sept. 18, The History and Biology of Feral Hogs in the United States; Dr. John J. Mayer, manager, Environmental Sciences, Savannah River National Laboratory, Savannah River Nuclear Solutions LLC;
- Oct. 23, Control Techniques and Managing Feral Hog Populations; Dr. Billy Higginbotham, Texas AgriLife Extension wildlife specialist, Overton;
- Nov. 20, Feral Hog Disease Issues; Dr. Joseph Corn, Southeastern Cooperative Wildlife Disease Study, College of Veterinary Medicine, University of Georgia; and
- Dec. 18, Current and Future Feral Hog Research; Dr. Tyler Campbell, feral swine project leader, U.S. Department of Agriculture-Animal and Plant Health Inspection Service, National Wildlife Research Center, Florida Field Station.

For more information, contact Timmons at (254) 485-4886 or jbttimmons@ag.tamu.edu.

-Release by Texas Farm Bureau

For Years to Come

The damage from this year's U.S. drought will be felt across America for years -- and may change the way we eat.

The immediate realities from the drought are these: Cattle herds are the smallest in 39 years and beef prices are at record levels, Bloomberg reports.

But the impact will last for a while. Fast-food chains are

raising prices. Food could cost as much as 4% more next year, and beef prices may rise by 5% -- more than any other food group. The end result? The average American will likely eat less than 200 pounds of red meat and poultry next year. The last time that happened was in 1990.

It will be years before things return to normal. The number of calves produced has been sharply cut. Feed prices are so high that some farmers have sold heifers instead of breeding them, and so there won't be as much cattle for packing plants next year, Bloomberg reports. It takes calves about 20 months to grow large enough to slaughter.

America may be dealing with declining herds until 2016 or 2017, one USDA livestock analyst reported, according to Bloomberg.

The problem isn't just with the price of corn, which has skyrocketed 64% since June 15. The drought has also destroyed grasses across America's heartland -- and the grass is what cattle feed on before moving to a largely corn-based diet at feedlots, Bloomberg reports. In fact, 59% of U.S. pastures have been rated "poor" or "very poor."

Wendy's (WEN 0.00%) has already said it will selectively raise prices as it deals with higher beef prices. Other fast-food chains have been warning of similar actions.

Meat producers will likely also feel the pinch, including Tyson Foods (TSN 0.00%) and Pilgrim's Pride (PPC 0.00%). And supermarket chains will be pressured to keep meat prices competitive, which has some analysts casting doubt on supermarket stocks. Jefferies cut its rating on Safeway (SWY 0.00%) Thursday to "hold" from "buy" and cut its price target on the stock to \$17 from \$21.

-Release by Southern Livestock

Sept./October Calendar of Events

September:

7th:

State Fair of Louisiana National Show of Merit Entry
Deadline- Shreveport, LA

8th:

Thomas & Sons Cadillac of Brangus Sale- Madison, MO

22nd:

Western National Brangus Show- Oklahoma City, OK

29th:

Star G Ranch Dispersal- Ben Wheeler, TX
Southeast Brangus Breeders Association Female Sale-

Lake City, FL

October:

7th:

State Fair of Texas Junior Brangus Show- Dallas, TX

10th:

VI National Red Brangus Exposition- Tlaquepaque

12th:

Cow Creek "Own the Factory" Sale- Aliceville, AL

13th:

Cow Creek Ranch and Southern Cattle Co. Annual
Production Sale- Aliceville, AL
CX Advantage Sale- Weimar, TX

19th:

State Fair of Texas Pan American Red Brangus Show
and Junior Red Brangus Show- Dallas, TX

20th:

Doguet Diamond D Sale- Poteet, TX

26th:

Salacola Valley Farms "By the Numbers" Sale-
Fairmount, GA

Sincerely,

Texas Brangus Breeders Association

Serving and promoting the interest of its members specific to the breeding, raising, and marketing of Brangus cattle.