



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
Breeders
Association**

Letter from the President

Dear TBBA Members,

The Thanksgiving weekend is over, but I want to tell you how much of an honor it has been for you trust me as President and your Board of Directors to plan and execute the activities of the TBBA. I don't think I ever realized before how much it matters that the TBBA remains successful in the total picture. As I see it, the TBBA's function is not only to promote the breed, but to provide marketing opportunities for those breeders that are too small to economically have their own auction. Collectively we can put together an outstanding offering and share the cost of the auction. Selling private treaty is most often the most economical method but the drawback is that very often you will underestimate the value of your animals. Through the auction process, the value of the animal will surface through the bidding process. And sometimes the animal will bring a lot more than its real value. That's good!!

We are nearing the marketing opportunity dates we have planned. The San Saba Bull sale at Jordan Cattle Auction is 10 days away. Kelly Grissom and her committee have done an excellent job of gathering the 25 or so good bulls for this sale. Good Brangus bulls are in short supply and weather conditions in a lot of Texas is much different than past years. For the first time here, we expect a really good sale.

The 2013 TBBA Calendar is nearly ready for print with only a couple of advertisers to send in their purchased ads. It will be mailed (hopefully) with the next Brangus Journal. My personal thanks to those who have purchased ads in the TBBA calendar.

It is time to select the animals for the Beaumont Sale. Please send Mike Doguet (mdoguet@doguets.com) the number of animals you wish to consign. The ICA (Independent Cattleman Association) puts on this sale and the commissions are the lowest of any female sale I know of (8%). Most sales will cost you 15% to 20%. This

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sale draws in the Louisiana buyers and is one the most successful sales in the state. Let Mike know how many you want to consign and he will get you an entry form. Also if you want to sell commercial females you must join the ICA. It is a great organization with lots of other benefits. Last year many bred commercial female sold for over \$2500.00.

Lastly, do not forget to get your females selected and on feed for the Miss America sale. It takes 45 days on feed before it begins to show on the exterior of an animal. If you have animals you would like to enter in this sale on 6 April 2013, email Joe Dillard at dillardcattle@aol.com.

If you are getting this newsletter click on my email address and send me a reply. skyhawkbrangus@yahoo.com

Happy Holidays

Sincerely,

Russ Williamson, President

TJBBA Connection: Season of Thanks

Thanksgiving has come and gone, hopefully leaving us all happy and a little wide-eyed and aware of all that we have. This feeling is definitely one we should all carry in our hearts year round never forgetting; and when in doubt it should serve as our emergency first aid. Nothing should be taken for granted and everything should be cherished. The Texas Juniors especially have very much to be thankful for.

The Miss America Sale is set for April 6, 2013 in Salado, Texas. This isn't just any sale, this year the sale features a fundraiser for the Texas Juniors. The proceeds of the choice heifer sold goes straight to the junior association aiding us in our endeavors and our funding. The board of directors gives a big thanks to all of those involved in making this possible along with the outstanding amount of generosity. So far three heifers have been nominated and nominations are still being accepted. It is much appreciated and will definitely benefit us greatly.

It is certainly true that we have a phenomenal amount of support around us all giving us peace of mind knowing we're taken care of. This feeling of thanksgiving should inhabit us all day everyday even for the simplest things. The board of directors will be present at the Miss America Sale helping in whatever way we can supporting those who support us. Thanks again for the tremendous amount of benevolence towards the juniors aiding in creating the future of the Brangus breed. See you down

the road!

-Contributed by Adrian Whipple, TJBBA Reporter

State Fair of Texas Show Results

The State Fair of Texas Junior Brangus Show, Junior Red Brangus Show and Pan-American Red Brangus Show were each held during the month of October in conjunction with the State Fair in Dallas. Click on the links below to see results of each show.

[Black Brangus Results](#)

[Red Brangus Results](#)

Japanese Beef Exports

High prices are slowing U.S. beef exports, but producers aren't seeing the impact. A challenging economic environment is making it difficult to match last year's export volume, but U.S. products continue to command an excellent price in international markets and provide substantial returns to producers.

"The world wants your beef," says Dan Halstrom, U.S. Meat Export Federation (USMEF) senior vice president of global marketing and communications. He spoke at the Idaho Cattle Association's annual meeting in Sun Valley.

According to the latest data from USDA, total shipments of beef were down 16% compared to the year before. September marked the ninth consecutive month that U.S. beef exports posted a year-over-year decline. But even as volume has shrunk, high prices have meant export revenues are up about 2% compared to last year.

Export value averaged \$213.63/head of fed slaughter cattle in September, up 6% compared to the previous year. That's a much-needed bonus at a time when feed costs are high.

One of the most promising export stories comes from Japan where both volume and value are increasing, Halstrom said. Although exports to Japan were up just 2% in September, the value of those exports surged by nearly 25% to \$86.6 million. That's consistent with the rest of the 2012 calendar year in which export volume has been steady but value is up 23%.

Japan now ranks second in export value to Canada.

Halstrom is hopeful that Japan will soon lift its 20-month cattle age restriction on imports of U.S. beef. The age

restriction was put in place in 2005 as one of the conditions of reopening the Japanese market to U.S. beef. The market had been closed entirely after the December 2003 discovery of BSE in the U.S.

-Release by BEEF Magazine

Dec./Jan. Calendar of Events

December:

1st:

GENETRUST at Cavender Ranches Registered Brangus
Bull Sale- Jacksonville, TX

Entry Deadline- San Antonio Junior Brangus Show

3rd:

Cain Farms Angus & Brangus Dispersal Sale- Pickens

6th:

TBBA San Saba Bull Sale- San Angelo, TX

15th:

Entry Deadline- San Antonio Open Brangus Show

Entry Deadline- Houston Junior Brangus Show

Commitment Deadline- NCBA Convention Participation

Pen Reservation Deadline- IBBA Global Roundup

31st:

IBBA Semen Directory Listing Form Due

IBBA Membership Renewal Deadline

January:

5th:

Entry Deadline- Houston Livestock Show and Rodeo
Open Red Brangus Show

15th:

Application Due- IJBBA Scholarship

20th:

Spring 2013 FRONTLINE Beef Producer Ad Copy Due

25th:

Heifer Check-In- Fort Worth Junior Brangus Show

Best in the West Brangus Sale- Marana, AZ

26th:

Fort Worth Junior Brangus Show- Fort Worth, TX

Sincerely,

Texas Brangus Breeders Association

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