



# 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](mailto:mollie@txbrangus.org)

## Letter from the President

Dear TBBA Members,

Well, the Fort Worth Stock Show is upon us and many of you who have juniors showing there are consumed with helping your children ready those animals. I myself will attend the show on Saturday and encourage all of you to support these young breeders as they are our replacements as future breeders in our breed. Many of you have sold calves to them and the judge's comments should be important to you for your future breeding decisions. Pay attention and we all can learn from someone else's opinion on the cattle you have bred and displayed. If you can find the time go to Fort Worth, give your breeding program a grade.

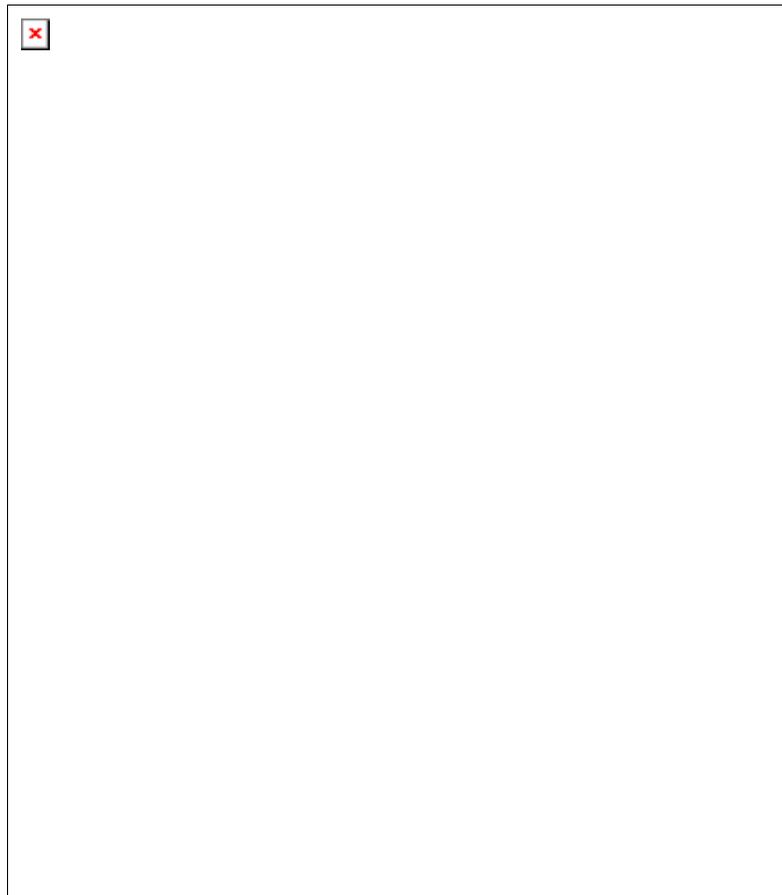
Along these lines, AMS has been selected to manage our sale and they are in the process of selecting and screening cattle for our most important event ... "The Miss America Sale" at our convention at Tenroc Ranch 6 April 2013. Our Board of Directors is "putting it on the line" to increase the sale average this year. Give us your best and we'll work hard to get you what you deserve. Skyhawk Brangus, JLS, and Lingg Brangus are each donating a heifer of show quality with the benefits going to the Texas Junior Brangus Breeders, to be auctioned off as a pick lot. My heifer, is a Presidente March 29, 2012 calf that is halter broke and very sweet. She will be very competitive in the show ring. She was cleaned up and clipped this week by Pam and her picture is displayed below. The heifers not picked will also be sold. The other two heifers will be featured in future newsletters with pictures.

**Texas Brangus  
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Association**

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Thanks and see you in Fort Worth. **Good luck Juniors.**

Russ Williamson, President

### **TJBBA Connection: Fort Worth**

The countdown is on and excitement is heavy in the air. Thursday morning, well before the rooster can wake us, exhibitors and their families from all over the state of Texas will have Fort Worth on their minds and in the headlights. They don't say "This Thing is Legendary" for nothing. The first major show of the season is one of the favorites for the traditions and old fashioned ways they have continued to uphold over the years. Going strong into their 117th year, how can you not love the FWSSR?

This show is one of my favorites for numerous reasons. Not only is it the first of the year, but yet another opportunity for members of the TJBBA to shine and show off their cattle. The Junior Brangus Beef Heifer Show is scheduled for Saturday, January 26th at 8 am in Watt Arena. Following the show, the TJBBA Board of Directors will meet from 1-3 pm with the General Membership meeting following at 3:30 pm. For the duration of the Director meeting, plans for the 2013 State Show will continue to unfold and numerous decisions will be made. For the General Membership Meeting, we will

give members the opportunity to renew their membership for 2013 and inform them all of any decisions that have been made as well as preparations for the 2013 State Show which will be held in Brenham, Texas.

If any Brangus Breeder has not already made plans to attend FWSSR, I would recommend you do. This is not only a show for the Juniors, but for all of us involved in this industry. I invite you all to view the show and even sit in during the membership meeting to witness what we're about. Also if you know of any others that have the desire to join, invite them as well! The TJBBA gives kids the opportunity to flourish as an individual and build a lasting foundation as well as preparing them for the transition into their life of leadership and maybe even the birth of their own Brangus operation. In the TJBBA our goal is to build leaders and the future of the Brangus breed.

Hopefully next week will be a cold one, what is Fort Worth without a little extra chill? I absolutely cannot wait to see "steam" coming from the mouths and noses of the cattle early in the morning, frisky and in the need of a good stretch as well as members of my show family on the other end of the halter. We all have hopes of making this year one for the books and making it a "legend" of our own. Whatever memories we make at this show or any show for that matter will be special ones. Always remember that we're there not only to exhibit cattle, but to make new friends as well as gaining knowledge that will assist us at any time in the future. Good luck to all in attendance and happy showing. See y'all there!

Adrian Whipple, TJBBA Reporter

## **Cargill to Idle Plainview Facility**

Cargill announced Thursday that it will idle its Plainview, Texas, beef processing facility effective at the close of business, Friday, Feb.1, 2013, resulting primarily from the tight cattle supply brought about by years of drought in Texas and Southern Plains states. Approximately 2,000 people work at the Plainview facility, and they will receive company support. Federal, state, county and city government representatives, as well as Cargill customers, suppliers and other key stakeholders were informed today of Cargill's decision, concurrent with Cargill employees being notified.

"The decision to idle our Plainview beef processing plant was a difficult and painful one to make and was made only after we conducted an exhaustive analysis of the regional cattle supply and processing capacity situation in North America," said John Keating, president of Cargill Beef, based in Wichita, Kan. "While idling a major beef

plant is unfortunate because of the resulting layoff of good people, which impacts their families and the community of Plainview, we were compelled to make a decision that would reduce the strain created on our beef business by the reduced cattle supply. The U.S. cattle herd is at its lowest level since 1952. Increased feed costs resulting from the prolonged drought, combined with herd liquidations by cattle ranchers, are severely and adversely contributing to the challenging business conditions we face as an industry. Our preference would have been not to idle a plant."

Cargill's Plainview employees affected by this decision will be provided support as well as assistance finding and filling open positions at other Cargill locations or with other employers. Cargill will continue to honor its community support commitments at Plainview for 2013. The company's remaining beef cattle processing plants in the region, at Friona, Texas; Dodge City, Kan. and Fort Morgan, Colo., will receive cattle that were previously destined for processing at Plainview. The company's regional beef facilities at Fresno, Calif.; Milwaukee, Wis.; and Wyalusing, Pa., as well as its beef plant in Schuyler, Neb., and two beef plants in Canada, are unaffected.

"Given the over-capacity that exists with four major beef plants in the Texas Panhandle and a dwindling supply of cattle in the region, idling Plainview will allow Cargill to operate its other beef plants in Texas, Colorado and Kansas more consistently on a five-day-per-week basis to meet our customers' requirements, while helping us maintain our position in the U.S. beef sector," explained Keating. "Our long-term commitment to U.S. beef production is unwavering. Over the past 10 years we've invested more than \$766 million in our U.S. beef plants to ensure they remain best in class in the industry."

The plan to idle Cargill's Plainview facility includes measures for preserving its infrastructure for potential reopening if the U.S. cattle herd rebounds and requires additional processing capacity. However, Cargill does not expect the U.S. cattle herd to significantly increase in size for a number of years.

"We delayed the decision to idle Plainview as long as possible, due in part to our outstanding team and ongoing excellent support from the community. We were also hoping the drought would break, pasturelands would be restored, cattle ranchers would retain heifers and the national herd trend of declining numbers over the past few years would be reversed," stated Keating. "Unfortunately, the drought has not broken, feed costs remain higher than historical averages and the herd continues to shrink. The industry has experienced this

cycle in the past, although this one is longer and more severe than most. Nevertheless, we are optimistic about the long-term prospects for U.S. beef demand from American and international consumers, and that the drought in Texas and the Southern Plains will become a memory."

-Release by Cargill

## **TSCRA Convention March 22-24**

The Texas and Southwestern Cattle Raisers Association (TSCRA) will hold its 136th annual Cattle Raisers Convention March 22-24 at the Fort Worth Convention Center.

More than 2,500 ranchers and landowners will gather as part of the largest cattle industry convention and exposition in the Southwest.

Highlights of the convention include the popular School for Successful Ranching, the Cattle Raisers Exposition, and committee breakout sessions covering a wide range of ranching and wildlife topics.

General session speakers include futurist and economist Don Reynolds, climatologist Evelyn Browning-Garriss, cattle market expert Kevin Good with CattleFax and humorist Baxter Black.

If you would like to attend as a member of the press, please email Carmen Fenton at [cfenton@tscra.org](mailto:cfenton@tscra.org). Press must register in order to obtain complimentary admission to convention events.

A complete schedule can be found at the TSCRA convention website, [www.tscra.org](http://www.tscra.org).

-Release by Texas and Southwestern Cattle Raisers Association

## **Williamson Elected to IBBA Board**

Congratulations to the following breeders on being elected to the International Brangus Breeders Association Board of Directors.

Area 1 Chuck Sword  
Area 5 Mike Vorel  
Area 7 Russ Williamson  
Area 9 Danny Farris  
Area 10 Larry Parker

## **Call for Cattle Photos**

The TBBA is constantly looking for ways to improve our social media sights. If you have photos of your Brangus cattle around the farm or ranch that you would like us to share on the Facebook page, please e-mail those in .jpg format to [mollie@txbrangus.org](mailto:mollie@txbrangus.org).

## **Jan./Feb. Calendar of Events**

### **January:**

#### **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

### **February:**

#### **6th-9th:**

NCBA Convention and Trade Show

#### **10th:**

International Brangus Open Show- San Antonio, TX

#### **15th:**

International Brangus Junior Show- San Antonio, TX

#### **19th:**

Romans Brangus & Angus Bull Sale- Nyssa, OR

#### **23rd:**

22nd Annual Roswell Brangus Sale- Roswell, NM  
Spitzer Ranch Professional Cattlemen's Brangus Bull  
Sale & Customer Brangus Gold Commercial Female  
Sale- Fair Play, SC

#### **27th-March 2nd:**

IBBA Annual Convention

#### **28th:**

Brangus Global Roundup- Houston, TX

Sincerely,

Texas Brangus Breeders Association

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