



E-Newsletter

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"Like" TBBA on Facebook

Become a fan of the TBBA Facebook page and connect with Brangus breeders around the world. Click on the icon below to be directed to the page.



Suggestions?

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

Letter from the President

Fellow Texas Brangus Breeders,

I would like to take this opportunity to let you know your Board of Directors is working hard to add value to your association! During our board meeting this past week several suggestions and concerns were raised regarding making our association more dynamic, effective and beneficial to our membership. I wish I could tell you we have all the answers but we don't and we need your active participation, suggestions and ideas to make this association a dynamic organization we all know we can be. We certainly have the best cattle!

We formed several committees...finance, membership, sales and marketing to name a few. We request that you voice your ideas--communicate with us! We will be adding additional sections to the newsletter in an attempt to effectively communicate with the membership.

You will be receiving a questionnaire very soon and ask you please respond by the deadline posted.

Plans are underway for our Annual General Meeting and sale in Salado, March 2014, preparations for the 2014 Calendar are underway, if you want to advertise your program in the calendar, please let me know!

Until next time,
Joe Dillard, TBBA President

Sale Committee Report

The TBBA Sale Committee is hard at work up grading the Salado Sale/Annual TBBA Convention. They are working to make this up coming sale (March 28-29, 2014) be the best ever. In doing so, they are asking EVERY TBBA member to please consider consigning one or two of your very best. This is an excellent way to advertise your program by the way. They are also asking all members to participate in some way toward the convention/sale. It is also felt that we might offer a

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larger number of females in the sale in order to help keep our cost down. Please do your part by getting involved and keeping the TBBA strong .

Note: Now is the time to look your cattle over and make your selection. If you need ANY help, please call or e-mail us today. Don't wait !!!

TBBA Sale Chairmen,

Garry Clem
Steve Densmore

Drought Monitor Update

Recent rains in the Mid-South and Southern Plains have led to a reduction in drought-like conditions in those areas, according to the U.S. Drought Monitor.

Brad Rippey, meteorologist for the U.S. Department of Agriculture (USDA), told USDA Radio that despite the excessive rains in some areas, the overall drought condition in the U.S. remains steady.

Close to half, 45.26 percent, of the continental United States currently is experiencing drought-like conditions. However, that is more than 20 percentage points below September 2012.

-Release by Texas Farm Bureau

Beef Industry Urged to be Active

Self-regulation too often means no regulation at all, and the beef industry should steer clear of those who would move in that direction, says Chris Reinhardt, a professor in the Kansas State University Animal Sciences and Industry Department. Reinhardt, who participates in the Beef Cattle Institute at K-State, says beef is the meat of the affluent world, and its customers demand it be produced in a healthy, wholesome manner.

"We have plenty of reason to be concerned about regulatory overload," he said. "But in our industry, regulation is essential. We need to formulate a program that assures we combat greed, and that we strive to be better tomorrow than we are today. Only by continuous improvement can the industry avert more and more government-imposed regulation."

To read the entire article, [click here.](#)

-Release by P.J. Griekspoor for Beef Producer

Mexican Cattle Imports Rising

The number of Mexican cattle imported into the United States is rapidly increasing, according Derrell Peel, Oklahoma State University Extension livestock marketing specialist.

Changes in cattle and beef flows between Mexico and the United States have significant effects on both sides of the border, he said.

The newest of these developments is the rapid increase in the past four years of Mexican cattle imported into the U.S., Peel said. Those increases have resulted in Mexico's becoming the fourth-largest source of U.S. beef imports.

Imports of beef from Mexico dropped 4 percent in May 2013, in comparison to last year, but "This slight drop ... was the first decrease after 48 months of double-digit year-over-year increases," Peel said.

The recent decline could be caused by either demand limitations for Mexican beef in the U.S. or because the Mexican beef supply is limited and high domestic prices are cutting down economic incentives to export beef to the United States. Mexican beef prices have risen significantly over the past 20 months to catch up with U.S. prices and bring domestic beef prices closer to a balance with imported beef prices, Peel said.

More evidence the supply of cattle and beef in Mexico continues to tighten is in data on Mexican cattle imported into the United States. Mexican cattle exports increased in 2011 and the first half of 2012 as strong U.S. markets and severe drought in northern and central Mexico forced significant cattle liquidation.

Despite dropping slightly in late 2012, total Mexican cattle imports for the year totaled nearly 1.5 million head, Peel said.

So far in 2013, total imports of Mexican cattle is down nearly 43 percent, over 406,000 head, compared to last year, based on weekly data through June. It appears that in Mexico, much as happened in the US, significant cow liquidation has occurred the past several years. Mexican beef production, cattle exports and perhaps beef exports may be curtailed for the next couple of years at least, Peel said.

-Release by Lawton Constitution for Southern Livestock

TBBA Business Card Ads

TBBA members have the opportunity to advertise their farm or ranch through the new business card

advertisements to be launched on the TBBA website soon. If you would like to purchase a business card ad, e-mail mollie@txbrangus.org for more information. Business card ads will cost \$50.

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.

To view the current "Around the Farm and Ranch" album, [click here](#).

Sept./Oct. Calendar of Events

September:

7th:

Brangus National Show of Merit Entry Deadline

14th:

Don Thomas & Sons "Cadillac of Brangus" Sale-
Madison

21st:

Western National Brangus Show- Oklahoma City, OK

October:

12th:

CX Advantage Sale- Katy, TX

Salacoa Valley Farms Fall Sale- Fairmount, GA

14th-16th:

4th Annual Gorczyca & Sons Elite Show Heifer Sale

19th:

Doguet Diamond D Ranch Annual Production Sale-
Poteet, TX

25th:

Oak Creek Farm Seminar- DNA Technologies- Chappell
Hill, TX

26th:

Miller Brangus Fall Bull Sale- Waynesboro, TX
Oak Creek Farms Production Sale- Chappell Hill, TX

Are you a TBBA member with an upcoming sale or field day? E-mail mollie@txbrangus.org to have it listed on the website and E-Newsletter calendar

Sincerely,

Texas Brangus Breeders Association

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