



# E-Newsletter

## In This Issue

[Letter from the President](#)

[Texas Beef Checkoff](#)

[Summer Pneumonia and Pasture Calves](#)

[Business Card Ads](#)

[Call for Photos](#)

[July/August Calendar of Events](#)

[Join Our Mailing List!](#)

## "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

## Letter from the President

Fellow Members & Breeders,

Hope everybody had a great 4th of July. Now that all the fireworks are over I hope the "fireworks show" continues at the local sale barn. The cattle prices are at an all time high and they should stay there according to the forecasts. I shipped some crossbred heifer calves two weeks ago and they weighed a little over 600 coming right off the cow and averaged \$202 a pound for a average of \$1,217 per head. It makes it very hard to try to keep them around at that price.

I read last week that the Hong Kong market has opened back up accepting shipments of US beef, great news to US beef producers.

I received a phone call after my last letter about the Beef Cattle Short Course @ Texas A&M from Mr. Howard Davis, one of our fellow members. Mr. Davis would like to try and organize a gathering of all the Brangus Breeders attending the Short Course on the Tuesday evening of the event. He asked that anyone interested in getting together for good meal and some Brangus talk to contact him @ 713-899-4232 so he can get a idea as to whether or not this would work.

Till	Next	Time,
Doug		Muenchow
Texas	Brangus Breeders Association	President
Cell:		210-394-1952
Email:	<a href="mailto:cattlemandoug@aol.com">cattlemandoug@aol.com</a>	

suggestions to the Facebook page or E-Newsletter should be sent to

[mollie@txbrangus.org](mailto:mollie@txbrangus.org)

**Texas Brangus  
Breeders  
Association**

**P.O. Box 690552  
San Antonio, TX  
78269**

**210-558-0800**

**[txbrangus.org](http://txbrangus.org)**

## **Texas Approves State Checkoff**

Every time a cow is sold in Texas, a dollar of that sale goes to industry groups that use it to promote and research beef. It's part of a national program called the "beef checkoff," and that charge will now rise to two dollars in Texas after a statewide vote by cattle owners.

The vote to raise the fee passed by nearly 67 percent. The results were announced Wednesday and hailed by agriculture and cattle industry groups, who say the money is needed to keep beef competitive.

"The beef checkoff program was initiated (at one dollar per sale) back in the 1980s; we're down to about 40 cents on the dollar for that value today," says Jay Evans, Chair of the Natural Resource and Environment Committee of the Texas and Southwestern Cattle Raisers Association. The association has received support from the beef checkoff program and nominates members to the board that distributes money from the program.

The existing program splits the dollar charge between national and state groups. The new charge approved by the recent vote will stay in Texas and be controlled by the Texas Beef Council.

"We've enjoyed the national beef checkoff, we just felt like at this time that a state checkoff program was probably more feasible to get done," says Evans. "It just gives a little bit more local control over what we're doing from a marketing and a research and development standpoint."

The Texas checkoff was opposed by some cattle owners who believe the money promotes larger industrial beef operations at the expense of smaller grass-fed operations.

Opponents point out that turnout was extremely low: only about three percent of the estimated 150,000 eligible cattle owners voted, says Judith McGeary with the Farm and Ranch Freedom Alliance (FARFA).

"What we have is a small number of generally large industry folks, or people who believe the large industry's

promises, voting to impose a tax on tens of thousands of other people," says McGeary.

7,013 eligible votes were cast last month. Those votes were counted and validated by the Texas Department of Agriculture before they were released today. The department says it deemed 201 ballots ineligible to be counted.

-Release by NPR.org

### **Summer Pneumonia and Pasture Calves**

Beef cattlemen may see more respiratory disease in pasture pre-weaned calves during summer.

Respiratory outbreaks tend to be unpredictable-occurring in well-managed or not-so-well-managed herds-and are frustrating for cattle producers and veterinarians, according to [Bovine Vet Online](#).

Summer calf pneumonia cases are similar to those implicated in typical post-weaning bovine respiratory disease complex. Specific diagnosis isn't often obtained because pasture calves aren't always available for nasal swab testing. Also, pre-weaned calves do not always show breathing problems, such as a cough or rapid respirations. Other signs to look for are sluggishness, a reluctance to keep up with the herd and the drooping of ears.

Summer pneumonia outbreaks do not generally result in high death losses, as treatment of calves is typically successful.

-Release by Texas Farm Bureau

### **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](mailto: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](mailto:mollie@txbrangus.org).

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

## July/August Calendar of Events

### July:

#### **20th:**

National Junior Brangus Show & Futurity- College Station, TX

#### **30th:**

NCBA Summer Conference- Denver, CO

### August:

#### **4th-6th:**

Texas A&M Beef Cattle Short Course- College Station, TX

#### **15th:**

Entry Deadline: Western National Brangus Show

#### **23rd:**

Southeast Brangus Annual Field Day- El Dorado, AR

\*Are you a TBBA member with an upcoming sale or field day? E-mail [mollie@txbrangus.org](mailto: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.