



E-Newsletter

In This Issue

[Added Value of Brahman Influence](#)

[TWDB Work Sessions](#)

[Beef Exports to Mexico Strengthen](#)

[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

Brahman Influence Adds Value

CORPUS CHRISTI - Data from a Texas A&M AgriLife Extension Service South Texas study shows Brahman and British crossbred cattle add significant value to breeding stock in South Texas and performed best in terms of sale price.

"The research here shows the value of crossbreeds in this region," said Dr. Levi Russell, AgriLife Extension economist, Corpus Christi. "The increase in the number of calves a rancher could expect from his or her breeding stock due to Brahman influence certainly increases profit potential for the herd."

The study examined the effects of Brahman influence and other managerial and market factors on prices paid for breeding cattle in South Texas. The results are available in a publication at the AgriLife Extension Bookstore (<http://bit.ly/1ohskqB>).

The study data was collected in April at the Tri-County Commercial Female Sale in Beeville. The special sale featured 123 lots from which the following information was collected: number of head sold, coat color, frame size, condition, Brahman influence, physiological stage, polled, price per head and weight.

"Our work with the special sale in Beeville indicates that Brahman influence in British and Continental breeds is extremely valuable in this region," Russell said. "Combining the hot-weather hardiness of the Brahman breed with the high-gain and muscling characteristics of the British and Continental breeds certainly pays off in South Texas."

needs. Any suggestions to the Facebook page or E-Newsletter should be sent to mollie@txbrangus.org

**Texas Brangus
Breeders
Association**

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

210-558-0800

txbrangus.org

Russell teamed with Dr. David Anderson, AgriLife Extension economist, College Station, Matthew Bochat, AgriLife Extension agent, Bee County, Brian Yanta, AgriLife Extension agent, Goliad County, Dr. Joe Paschal, AgriLife Extension beef cattle specialist, Corpus Christi, and Mac Young, AgriLife Extension program specialist, risk management, Corpus Christi.

The study found that black coat color was discounted due to cattle with black hides being less adapted to the hot climate in South Texas.

"However, the study suggests price premiums don't necessarily imply increased profit, which can only be calculated against production cost data," Russell said. "It's also worth noting that it takes all of these breeds to make some of the cross breeds that command a premium. The biggest surprise was seeing just how much prices have risen for breeding stock.

"This really shows that the rest of the beef supply chain has shown a great deal of increase in value, as documented elsewhere. Some of our other work shows that, even with high prices in breeding females, restocking is still a profitable proposition."

-30-

-Release by Texas A&M AgriLife

TWDB Work Sessions

The Texas Water Development Board (TWDB) will hold work sessions in San Antonio, San Angelo and in Fort Worth regarding funds to be available in 2015 to finance water projects under the current state water plan.

TWDB will solicit comments at each session on draft rules for the State Water Implementation Fund for Texas (SWIFT) and the State Water Implementation Revenue Fund for Texas (SWIRFT). The draft rules establish prioritization criteria for rural, conservation and reuse projects seeking financial assistance, according to TWDB.

The work sessions will be held:

- San Antonio on July 24 at 1:00 p.m. at Texas A&M University, One University Way

- San Angelo on August 13 at 10:00 a.m. at the City Council Chambers, McNease Convention Center, 500 Rio Concho Drive

- Fort Worth on August 21 at 7:00 p.m. at The University of Texas at Arlington, Robotics Laboratory, Main Auditorium, 7300 Jack Newell Boulevard South

The formal comment period began July 11 and will continue until Sept. 1, 2014.

If unable to attend a work session, public comments may be submitted on the TWDB website or email comments to rulescomments@twdb.texas.gov.

-Release by Texas Farm Bureau

Beef Export Update

U.S. beef exports through May 2014 are up 6 percent from a year earlier. Exports have strengthened to Hong Kong and Mexico, offsetting weaker shipments to Canada, Japan, and Taiwan (see table). Although exports to Japan had been running above year-earlier levels through April, they weakened in May. Imported beef stocks in Japan are well above year-earlier levels and consumption is stable. Exports to Mexico have risen this year, with shipments during May 48 percent higher than the previous May. Second-quarter exports were raised by 10 million pounds due to stronger demand from Hong Kong and Mexico.

The forecast for U.S. beef exports in 2014 is 2.518 billion pounds, almost 3 percent lower than 2013. Despite stronger shipments during the first 5 months of the year, exports are expected to fall during the remaining months. Production is forecast to fall nearly 5 percent in 2014 and then 1 percent in 2015 due to reduced cattle inventories and higher heifer retention for herd rebuilding. Prices, which have risen as a result of lower supply, are likely to dampen export demand over the forecast period. The forecast for exports during 2015 is 2.425 billion pounds, 4 percent lower than 2014.

-Release by Drovers CattleNetwork

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](#).

July/August Calendar of Events

July:

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 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.