



AMERICAN BREEDS COALITION



Published by the American Breeds Coalition, a group of beef industry enthusiasts with a primary focus in furthering the interests of producers of American breeds of beef cattle.

By working together for our common cause, we create a proactive group of members who are dedicated to promoting superior American breeds and their crosses.

Typical activities include educational programs and events, research projects, research demonstrations, sales, joint marketing efforts, promotional materials, enhanced positive press coverage, joint advertising, and more!

American Breeds Coalition

Dr. Charles Graham, President
Ervin Kaatz, Vice President
Chris Shivers, Secretary
Dr. Tommy Perkins, Treasurer
www.americanbreedscoalition.com

American Brahman
American Red Brangus
Beefmaster
Braford
Santa Gertrudis
Simbrah

www.americanbreedscoalition.com

NEWS FROM THE

American Breeds Coalition

ABC Working For You

Since its inception in the early 1990s, the American Breeds Coalition has hosted educational programs and trade show exhibits at cattle and agricultural venues across the United States to promote American breed cattle.

We greatly appreciate your continued support and hope you enjoy this newsletter that outlines the success of the organization and its members.

2009 Year In Review

February The American Breeds Coalition held its Annual Meeting in San Antonio on February 10 in conjunction with the San Antonio Livestock Exposition. In addition to this meeting, ABC members held a retirement party for founding member, Wendell Schronk. Wendell was very instrumental in starting the ABC, and also keeping it running. The group awarded Wendell with a Lifetime Membership Award for his service. Following the meeting and luncheon the ABC sponsored an educational program in conjunction with the S.A.L.E. All Breeds Bull & Commercial Female Sale. Dr. Joe Paschal moderated this and assembled Dr. Larry Boleman & Dr. Dan Hale of Texas A&M University to discuss the role of American breed cattle in the beef industry. A very positive message was given at this well attended event.

March The breed representatives from each breed met in Ft. Worth to man the ABC booth at the Texas & Southwestern Cattle Raisers Convention. This provided a great opportunity for each breed to hand out literature and visit with potential utilizers while sharing the booth expense.

April The ABC directors met in San Antonio with the Texas A&M University

Beef Cattle Short Course Planning Committee to make suggestions for the program that would take place. Each year the organizers of this event meet with the ABC for their input and ideas and many times use the suggestions given. We feel this is a very important forum to spread our message and appreciate the opportunity to provide input.

July The ABC and Graham Land & Cattle sponsored a dinner for the Texas Agriculture Lifetime Leadership class in El Campo, TX, where we hosted industry leaders who were touring the Gulf Coast area and visiting several different cattle operations. This provided great exposure to not only these leaders but cattle producers in this area.

August The ABC Directors met in College Station for their Summer Board of Directors Meeting in conjunction with the Texas A&M Beef Cattle Short Course. ABC also had a booth in the trade show along with many of the member breeds also having their individual booths providing literature. In addition to participating in the trade show the ABC was again a sponsor of this event.

October The Directors of the American Breeds Coalition had a booth at the first ever San Antonio Farm & Ranch Expo. We felt it was important to participate as this show will become one of the premier farm and ranch expositions in the country. Dr. Steve Hammack from Texas A&M University gave a presentation on the use of American breed cattle at this event along with ABC Director Rachel Williams who gave her presentation on advertising and marketing.

For more on the ABC events in 2010, visit www.americanbreedscoalition.com.

Brahman Influenced Marketing Group

The Brahman Influenced Marketing Group (BIM) is a very influential partner of the American Breeds Coalition. Throughout the year, the BIM hosts sales specifically tailored for American breeds of cattle, and as a result, have seen increased premiums for their customers.

Typically, producers in the BIM sales have seen an additional \$.10/lbs. over the top animal sold in the state of Texas for that same week!

The ABC works closely with the Brahman Influenced Marketing Group in providing an opportunity to its members to market their cattle. If you or your customers have cattle that you would like to market through this program, contact Joe Brockett at 254-533-2722 or e-mail jebrockett@earthlink.net.



Check us out...

The American Breeds Coalition web site is available 24/7 to anyone interested in American breeds of cattle. The web site lists ABC members, a calendar of events and contacts for member associations. If you haven't visited the web site lately, go see what's new with the ABC.

www.americanbreedscoalition.com



The SGBI headquarters has moved to a **new location on King Ranch** in Kingsville, Texas, just inside the ranch's main gate. SGBI has been in Kingsville since 1951 and is the only U.S. breed association to be located where their breed originated.

The **13th Santa Gertrudis National Steer Feedout** begins in December. To date, carcass and ultrasound data has been collected from 1,400 head of Santa Gertrudis steers to be used in helping producers identify superior genetic lines of Santa Gertrudis cattle.

The **2010 National Santa Gertrudis Show** will be held during the Fort Worth Stock Show. The show begins at 1:00 p.m. on January 17.

The **2010 SGBI Annual Membership Meeting** will be held April 14 – 17 in Nashville. Go to www.santagertrudis.com for information.



The ABBA's International Brahman Show will be held March 4-5 in Houston, TX. Other activities include the Annual Membership Meeting at 9:00 a.m. and the International Sale at 6:30 p.m. on March 3.

The National F-1 Brahman Sale will be held April 17 at Port City Stockyards in Sealy, TX. Southeastern Brahman F-1 producers enjoyed a recent F-1 Field Day in Eutaw, AL this September. The field day included an educational program, lunch, and ranch tour at the Beeker Farm, featuring their exceptional Brahman F-1s.

The ABBA recently concluded its 7th Annual Carcass Evaluation Program. To date over 1,000 animals have been harvested and carcass EPD's generated on over 300 sires.

Visit www.BrahmanBlog.com for daily updates and information about Brahman cattle.

Upcoming Events

January 27-30

ABC Booth at NCBA Convention, San Antonio, TX

February 7

Ft. Worth All Breeds Female Sale, Ft. Worth, TX

February 5-14

ABC Booth in SALE International Room, San Antonio, TX

February 9

ABC Annual Membership Meeting – S.A.L.E.

February 10

S.A.L.E. Commercial Female Sale, San Antonio, TX

March 6

Houston Livestock Show Commercial Female Sale, Houston, TX

March 19-20 ABC Booth at TSCRA Convention, Ft. Worth, TX

April TAMU Beef Cattle Short Course Planning Meeting

August 1-4 TAMU Beef Cattle Short Course, College Station, TX

Join ABC!

2010 Membership Drive

Membership is open to anyone interested in increasing the value and publicity of American breeds cattle, whether you are a rancher, ag-business, or association. Your membership dollars are wisely invested in the education, promotion, and marketing of American breed cattle.

MEMBERSHIP APPLICATION

Application is hereby made for Membership in the AMERICAN BREEDS COALITION as (check one of the following blanks.)

_____ **INDIVIDUAL or RANCH MEMBERSHIP**

\$50/year

For ranches or individuals actively involved in the production of Brahman-influenced cattle. This class of membership does not have voting privileges as breeders are represented through their specific associations provided that breed is a member.

_____ **AFFILIATE MEMBERSHIP**

\$250/year

For entities involved in feeding, processing, marketing or promoting Brahman-influenced cattle.

_____ **ASSOCIATION MEMBERSHIP**

\$250/year

For associations of beef cattle developed in America and which contain some degree of Brahman breeding in their genetic make-up.

I (We) hereby designate _____ to exercise all rights and privileges of this membership. I (We), if elected to membership agree to be governed by the By-Laws, Rules and Regulations of American Breeds Coalition, as amended from time to time. I (We) hereby affirm the above and foregoing is true and correct to the best of my (our) knowledge and belief.

Signature of Applicant

Title

Print or Type Name of Applicant

Mailing Address City, State Zip Code

Business Phone

Home Phone

E-Mail Address

MAIL DUES AND THIS APPLICATION TO:
AMERICAN BREEDS COALITION

3003 South Loop West, Ste 520
Houston, Texas 77054

AMERICAN BREEDS
COALITION

3003 South Loop West, Ste 520
Houston, Texas 77054



What are American breeds?

They are bos indicus breeds of beef cattle, developed in the United States, that carry some amount of Brahman inheritance. Recognizing a need for a unified coalition to represent those who produce and market these cattle, the American Breeds Coalition (ABC) was formed.

THE AMERICAN BREEDS COALITION IS

*A united effort to foster commercial
utilization and value of*

American Beef Breeds
to the United States beef industry.

JOIN US TODAY!