

Frenzel Honored as Beefmaster Breeders United Breeder of the Year



SAN ANTONIO, TEXAS – Gary Frenzel, Temple, Texas, received the 2009 Breeder of the Year Award at the Beefmaster Breeders United (BBU) Annual Convention Oct. 22-24 in San Antonio, Texas.

Frenzel purchased his first Beefmaster bull in 1980. Within a year, he expanded his commercial herd to include registered Beefmasters and today runs 160 purebred cows. He partners with his brother, Terry, to raise another 50 Beefmasters, and manages a satellite Beefmaster herd of 100 cows with his son, Derek.

Frenzel has remained committed to the Beefmaster Six Essentials – Weight, Conformation, Milk Production, Fertility, Hardiness and Disposition, as well as performance, in his herd bull selections and management of the cattle. He participates in BBU’s Weights and Measures Program and in Whole Herd Reporting. His breeding and marketing program is targeted toward the commercial bull buyer.

“Frenzel bulls have earned high regard in respected commercial herds from New Mexico to Florida,” said Dr. Tommy Perkins, Ph.D., BBU Executive Vice President. “Registered Beefmaster females are readily marketable to purebred Beefmaster breeders, but Gary’s commitment to the commercial industry is what we need to sustain the Beefmaster breed’s position in the cattle industry.”

For the past 23 years, Frenzel has been the coordinator and sale manager of the Beef “On” Forage Bull Test and Sale. He has also promoted Beefmasters in Brazil, Panama, South Africa and Mexico. He is an active volunteer for BBU, serving as president and vice president of the Central Texas Beefmaster Breeders Association and as a member or chairman of several BBU committees. He served on the BBU Board of Director’s from 1999-2002 and 2008-2009, and is currently serving a three-year term as a director.