

Press Release

For Immediate Release 20 May 2009

Beefmasters Breeders to Showcase Profitable Cattle in Waco - August 14-15, 2009

Beefmaster Breeders United has scheduled a Symposium in Waco, Texas for August 14-15, 2009 at the Heart O' Texas Fairground. The program will include a series of educational seminars and forums focusing on the roles of Beefmaster cattle in today's marketplaces. Attendance is open to large and small BBU members and other commercial cattlemen and beef industry professionals who are interested in improving their operations with Beefmaster cattle genetics. Attendance is expected to include Beefmaster breeders from across the United States and various foreign locations.

The Beefmaster Symposium program has been developed by BBU members from the various Satellites and Marketing Groups across the State of Texas. Partial funding support is being provided by matching funds from the Texas Department of Agriculture's Go Texan Partnership Program and the U.S. Livestock Genetics Export, Inc. Other support is expected to include universities, feedlot operators, beef industry suppliers, and BBU members.

The two day event will include forums for discussion of providing quality purebred animals demanded by today's commercial breeders and managing performance with today's technology. Marketing discussions will focus on opportunities and regulation in today's international market place and the economics of today's cattle business. Cattlemen will also discuss marketing options in today's marketplace and the Beefmaster cattle they demand.

The seminars will address ranch operation alternatives such as AI/ET transfers versus natural breeding, performance and pedigree selection for herd improvement, breed improvement programs, and other topics for large and small purebred breeders. Inherent value of Beefmaster cattle for the beef industry will also be addressed. Seminars will include not only the essential traits of Beefmasters but will also focus on longevity, feed efficiency, carcass yields, and proven beef quality standards. Research data will be discussed along with feedlot and consumer market experiences.

Special invitations are being extended to livestock officials and Beefmaster producers to attend from Mexico, Panama, Thailand, and South Africa. Live cattle will be on display for viewing of herd bulls with progeny and heifers that will be competing in a Junior Beefmaster Breeders Association (JBBA) competition on Saturday evening to close the event. There should be at least 350 to 400 head of cattle on display during the event.

This is the first such Beefmaster Symposium that BBU expects to conduct for its membership nationwide with this first Symposium held in 2009, centrally located in the heart of Texas, for existing and prospective Beefmaster breeders. Put it on your calendar and plan on attending. Watch for further details concerning registration fees, speakers, and program agendas. For attendance registration or more information, please contact www.beefmasters.org or call 210-732-3132.