

Heritage Cattle Co. LLC Honored as BBU's Breeder of the Year



SAN ANTONIO, TEXAS – Heritage Cattle Co. LLC, Searcy, Ark., received the 2010 Breeder of the Year Award at the Beefmaster Breeders United 50th Anniversary Oct. 28-30 in Las Vegas, Nev.

Heritage Cattle Company is owned and operated by David and Beverly Staggs, and Chris Kauffman.

Staying committed to the founding 'Six Essentials' of the Beefmaster breed, Heritage Cattle Company uses predictable, genetically superior females mated to the breed's superior-performance herd sires. Heritage Cattle Company is committed to producing superior E6 by crossing Beefmaster bulls with Registered Red and Black Angus females. Alongside superior E6 females, the Heritage Partnership also produces some of the top purebred Beefmaster seedstock in the Beefmaster breed.

"Heritage Cattle Company participates in the many programs that are offered by the association," stated Dr. Tommy Perkins, BBU Executive Vice President. "They take part in whole herd reporting, ultrasounding for carcass merit and DNA technologies."

Staggs is a founding member and President of Arkansas Beefmaster Marketing Group. Additionally, Beverly served as the secretary for the first four years. He is currently serving as his second year as President of the Arkansas Beefmaster Breeders Association satellite and maintains memberships in all BBU satellites. Staggs also donates semen and cattle to help offset sales costs for ABBA and other BBU sponsored events. Not only is Staggs heavily involved with ABBA, but he also serves on the BBU Board of Directors and committees such as Breed Improvement, Long-Range Planning, International and Membership and Ethics.

Staggs participates in all available BBU programs that include weights and measures, whole herd reporting, classification, ultrasound collection and DNA measurements.

Kauffman grew up in the Texas Panhandle. He attended college in Arkansas, and due to his close ties with the Staggs family, he lived with them during college.

Heritage Cattle Company has consigned to the President's Council Sale, satellite and regional cattle sales. They have hosted an Arkansas ABBA consignment sale, as well as providing display cattle for the BBU symposium in Springfield, Mo. Heritage Cattle Company also partners with Bull Creek Beefmasters and Ozark Embryonics on herd sires.