

Nixon Beefmasters Honored with BBU's New Member of the Year Award



SAN ANTONIO, TEXAS – Nixon Beefmasters, Edinburg, Texas, was awarded the 2010 New Member of the Year Award at BBU's 50th Anniversary Convention Oct. 28-30 in Las Vegas, Nevada.

Dale and Scott Nixon, owners of Nixon Beefmasters, operate a 4,000 acre ranch located near Falcon Heights, Texas, and they have about 200 registered Beefmaster cows. They only purchase top placing herd bulls from performance tested programs. They have a strict 60 day breeding and calving season as well as a stringent culling process following founder, Tom Lasater's, 'Six Essentials' as a rule. They currently artificially inseminate one hundred percent of their purebred females. Top performing tested bulls are then used for natural service clean-up.

"They raise all-red Beefmasters and also breed and raise large antlered whitetail deer," stated Dr. Tommy Perkins, BBU Executive Vice President. Perkins further stated that Dale and Scott pay close attention to the "small" details and are very adamant about total and accurate collection of performance data at the ranch.

The Nixon's are also a member of the Central Texas Beefmaster Breeders Association and will be consigning quality animals to future Beef "On" Forage Performance Bull Tests.

Nixon Beefmasters is a huge proponent of technology uses offered to the beef industry. They currently use DNA parent verification, pregnancy protein verification, ultrasound pregnancy detection, sexed semen utilization, solar powered gates, solar powered electric fencing and GPS cow tracking.