International Brangus Breeders Association

BREEDER HANDBOOK

I GENERAL INFORMATION
- Brangus Characteristics
- History of IBBA

II REGISTRATION ISSUES
- Total Herd Reporting
- Animal Identification Options
- Registration and Certification Requirements
- Registration Terms
- Performance Adjustments and Ratios
- Transfer of Registration
- Certificate Corrections / Duplicates
- DNA Genotyping / Parent Verification
- Genetic Defect Policy
- DNA Genotyping Procedures

III GENETIC IMPROVEMENT
- Guidelines for Within Herd Performance Programs
- Expected Progeny Differences
- Marker Assisted Selection
- Crossbreeding for Commercial Beef Production
- Ultrasound as a Measure of Body Composition
- Frame Score
- Cow body condition score
- Artificial Insemination
- Beef Performance Glossary

IV OPTIMAXX PROGRAM

V EFFECTIVE PROMOTION
- Service Your Customer
- Building a Marketing Plan
- Using the Internet to Your Advantage
- Effective Print Advertising
- Proactive Promotion

VI EXHIBITING BRANGUS CATTLE

VII JUNIOR PROGRAMS

VIII INTERNATIONAL BRANGUS AUXILIARY

IX IBBA BY-LAWS

X IBBA CODE OF ETHICS
- Members
- Directors, Officers and Employees

XI APPENDIX
- IBBA Authorization Form
- Natural Breeding Agreement Form
- Heifer Exposure Form