



International Brangus Breeders Association
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FOR IMMEDIATE RELEASE

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IBBA ANNOUNCES PERFORMANCE LEADER AWARD PROGRAM

San Antonio – The International Brangus Breeders Association (IBBA) has developed a Performance Leader Awards to recognize elite member breeders.

Award winners are determined by outstanding participation in IBBA's Total Herd Reporting (THR) program. Performance Leader Awards will honor members who implement uniform and complete data submission in creating a more accurate genetic evaluation, annually. This opportunity for recognition is meant to encourage members to keep accurate, detailed and updated data on all animals at all times. As this data is recorded, accuracy will increase within the breed as a whole.

Ultimately, this program will help to increase the value of Brangus genetics, both domestically and internationally. In order to be eligible for any level of Performance Leader Awards, members must abide by all THR rules, and provide all required data for THR. From the time an animal is born, members will have 130-280 days to report the animal's weaning weight and 310-410 days to report the animal's yearling weight.

Four-levels of Performance Leader Awards will be offered. Recognition, from highest to lowest, is Platinum, Gold, Silver, and Bronze. The specific requirements for each individual level are available online, at GoBrangus.com.

This release includes a list of Performance Leader Award winners from Mississippi in the fall 2014 and spring 2015 qualifying seasons.

Fall 2014 Performance Leaders

G L B Farms - SILVER
5 K Cowbelle - BRONZE
Blue Ribbon Farms LLC - BRONZE
Calyx Star Ranch - BRONZE
Circle K Cattle Co - BRONZE
Cuevas T3 Brangus - BRONZE
First Chance Ranch - BRONZE
Ronald Coy Flake - BRONZE
Second Chance Brangus - BRONZE
Tanner Farms, LP - BRONZE
Timothy Waldrop - BRONZE
Town Creek Farm - BRONZE
Tyler Hill - BRONZE
Wells Cattle Company, LLC - BRONZE

Spring 2015 Performance Leaders

Cuevas T3 Brangus - GOLD
Wells Cattle Company, LLC - GOLD
5 K Cowbelle - SILVER
Circle K Cattle Co - SILVER
Bar J Brangus - BRONZE
Blue Ribbon Farms LLC - BRONZE
Brock Farms - BRONZE
Calyx Star Ranch - BRONZE
G L B Farms - BRONZE
Hilltop Farm Brangus - BRONZE
K & L Brangus - BRONZE
Rock'n M Ranch - BRONZE
Ronald Coy Flake - BRONZE
Sasser Cattle Company - BRONZE
Second Chance Brangus - BRONZE

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Spring 2015 (continued)
Town Creek Farm – BRONZE
Two Oaks Farm – BRONZE

The International Brangus Breeders Association (IBBA), headquartered in San Antonio, Texas, strives to provide the commercial cattle industry, domestically and internationally, with the best genetics possible. Founded in 1949 as the American Brangus Breeders, the organization has since evolved into the IBBA. The IBBA's purpose is to enable its members to produce quality beef for the commercial cattle industry and its consumers. For more information about IBBA, visit GoBrangus.com.

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