



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 North Carolina in the fall 2014 and spring 2015 qualifying seasons.

Fall 2014 Performance Leaders

EC Farms - GOLD
L & W Cattle Co - BRONZE
Peterson Brangus LLC - BRONZE
Robert Yates Ranch, LLC - BRONZE
Shiloh Brangus Farm - BRONZE

Spring 2015 Performance Leaders

EC Farms - BRONZE
Peterson Brangus - 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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