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## **IBBA RELEASES FALL 2015 PERFORMANCE LEADER AWARD WINNERS**

**San Antonio** – The International Brangus Breeders Association (IBBA) has announced the Performance Leader Award recipients for the fall 2015 total herd reporting (THR) season.

IBBA's Board of Directors approved the Performance Leader Award program in 2016. The awards are meant to recognize elite member breeders. Award winners are determined by outstanding participation in IBBA's THR program.

Performance Leader Awards 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 helps 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 to 280 days to report the animal's weaning weight and 310 to 410 days to report the animal's yearling weight.

Four-levels of Performance Leader Awards are offered. Recognition, from highest to lowest, is platinum, gold, silver, and bronze. The specific requirements for each individual level are available online, at <https://gobrangus.com/performance-leader-awards-criteria/>.

A complete list of Performance Leader Award winners from the fall 2015 qualifying season can be found online, at <https://gobrangus.com/pla-fall-15>.

This release includes a list of Performance Leader Award winners from North Carolina in the fall 2015 qualifying season.

EVON CROOKS - Gold  
SHILOH BRANGUS FARM - Silver  
L & W CATTLE CO - Bronze  
PETERSON BRANGUS LLC - Bronze  
ROBERT YATES RANCH, LLC - 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](http://GoBrangus.com).

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