

# Industry Outlook: A Pivotal Moment for the U.S. Cattle Market — and the Role of the Brahman Breed

**By Paul Maulsby**

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Every now and then, it's worth taking a step back to evaluate where we are—not just in the day-to-day, but in the broader picture of the cattle industry. It's easy to get caught up in routine. We're busy calving, weaning, breeding, marketing—and before we know it, we haven't paused to ask ourselves where we're going and how our program fits into the bigger puzzle.

Lately, I've been doing just that. Looking around at where we are as an industry, and more specifically, where the Brahman breed fits into the 2025 beef cattle landscape. Here are a few things I've observed.

## **Tight Supply, Strong Demand—And Brahman's Opportunity**

The U.S. cattle herd hit another historic low as of January 1, 2024—down 2% from last year, bringing us to the smallest beef cow inventory in 64 years. With fewer cattle on the ground and demand for beef holding firm, we're seeing tighter supplies and rising prices. It's a seller's market, but it's also a wake-up call.

Producers are looking for genetics that make sense in the long run. Cattle that can hold up in tough conditions, stretch feed resources, and stay in the herd longer. That's exactly where Brahman cattle shine.

**\*\*Heat tolerance, disease resistance, fertility, longevity—\*\***these aren't just buzzwords for Brahman breeders. They're everyday realities. When you use Brahman genetics—on the cow side or the bull side—you're building cattle that last. Cattle that generate value year after year.

## **Rebuilding the Herd Starts with the Right Cow**

We're starting to see more heifer retention across the country, a sign that producers are getting ready to rebuild. But the real question is: **What kind of cow are you rebuilding with?**

In areas hit by drought or where inputs are high, Brahman-influenced females bring a combination of **maternal strength, adaptability, and longevity** that's hard to beat. These cows stay sound, stay bred, and stay in the herd—and that kind of dependability pays dividends in today's market.

## The Cycle Will Turn—Will We Be Ready?

The cattle cycle always swings back. Expansion will come. But success in the next phase will depend on more than just numbers. **Efficiency, sustainability, and consumer alignment** are going to matter more than ever.

Brahman cattle check those boxes when used strategically. We know the product works—we see it in crossbred systems across the Gulf Coast and in international markets from Mexico to Asia. The challenge ahead is telling that story to consumers, especially as branded beef programs and alternative proteins multiply.

## Adapting Through Innovation

Today's Brahman breeders aren't just relying on tradition—we're embracing technology. From genomics to AI, from ultrasound data to fertility tracking, we're dialing in on what works and pushing the breed forward.

Brahman cattle are also naturally efficient, often requiring fewer resources to maintain productivity. That's going to be key as our industry faces more scrutiny on environmental impact. When it comes to sustainable beef production, **Brahman genetics are part of the solution.**

## Positioned for Scale, Poised for Global Growth

The industry is consolidating, and we're seeing fewer, larger operations. That presents both challenges and opportunities. For Brahman breeders both large and small that have built strong brands, sound cattle, and solid marketing programs, the future is bright.

Globally, the demand for U.S. Brahman genetics continues to grow. In tropical and subtropical climates especially, **Brahman cattle are the standard.** We're not just keeping up—we're leading.

## A Breed Built for What's Next

The beef industry is changing, and change always brings uncertainty. But it also brings opportunity for those ready to adapt. The Brahman breed has never been better positioned to contribute to a more resilient, profitable, and sustainable cattle business.

Now is the time to lean in—to take pride in what Brahman cattle bring to the table and to help lead the next chapter of this industry forward. The cattle cycle will come and go, but **cattle that last, thrive, and perform—that's timeless. That's Brahman !**

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