

Title: Let's Tell Our Brahman Beef Story — Capturing More Value in Brahman-Fed Cattle: From Reputation to Real Returns

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One of the questions I hear more often these days is: *How do we capture more value in Brahman-fed cattle?* It's a fair and necessary question—one we should all ask ourselves from time to time. But I'd also challenge us to ask: *How do we tell our Brahman story?* Not just in the show ring or maternal circles—but in the beef business, on the rail, and at the table.

We've long proven the value of Brahman genetics in terms of maternal strength, hybrid vigor, and environmental adaptability. But when it comes to fed cattle, the conversation is still evolving. If we want to gain more market share for Brahman beef, we must be more intentional, more strategic, and more unified in how we share that story.



1. Understanding the Market You're In

Telling our Brahman story starts with understanding our audience. Brahman-influenced cattle excel in regions that demand toughness—heat, humidity, long grazing seasons—but their potential doesn't stop there. Opportunities exist in branded beef programs, regional niche markets, and international trade—if we build the right narrative backed by performance.

We already know Brahman-fed cattle grow efficiently and handle pressure better than most. But many buyers and consumers don't realize that Brahman-fed cattle, when properly managed and finished, can marble and hang a competitive carcass. That's on us—not just to deliver it, but to prove it and promote it.

So how do we tell the Brahman story? We tell it with data, results, and consistency that speak louder than assumptions.

2. Investing in Documentation and Data

If we want to be paid for the value Brahman cattle bring to the beef supply chain, we have to document it. That means collecting individual carcass data, feedlot performance records, and verifying breed composition through DNA.

We must identify and work with feed-yards and processors willing to track Brahman-influenced cattle through the system. Producers should also explore grid-based marketing options—especially where Brahman and F1 cattle can capitalize on yield grade premiums. A heavy muscled, well-managed Brahman steer can compete—and succeed—on the right grid.

Every time we share real-world performance data, our Brahman story gets stronger. That’s how we build credibility—and market confidence.

3. Pushing for Processor Relationships

Some have said one of the challenges we face in telling the Brahman-fed story is finding processors willing to handle Bos indicus-influenced cattle. But that’s changing. Small and regional processors are seeing increased demand for locally sourced, leaner, distinctive beef—and that’s an opportunity we should lean into.

There’s also strong international demand for lean beef and Brahman genetics—especially in markets like Asia, the Middle East, and Latin America. These regions understand and value the traits our cattle bring to the table.

The takeaway here is simple: we must be proactive. We need to seek out processor partnerships that recognize Brahman-fed cattle as a premium product. That may require consistent supply, coordination among producers, or direct marketing through branded programs. But if we don’t tell our Brahman beef story—no one else will.

4. Changing the Narrative

Let’s be honest—there’s still negative messaging around Brahman-fed cattle. That they’re too lean. Too tough. Too inconsistent. While some of those perceptions are rooted in outdated management, they don’t reflect the reality of modern Brahman genetics or today’s cattle.

It’s our responsibility to change the narrative—and tell the *positive* Brahman beef story.

How do we do it? We start by promoting the results. We share feed conversion data. We highlight



success stories—cattle that graded, topped the grid, or returned premiums. Telling our Brahman story means owning the conversation, using facts and results—not defending ourselves from Misinformation.

Because if we don't tell the Brahman-fed story with pride and proof, someone else will—and it likely won't be in our favor.

5. Using Crossbreeding to Your Advantage

Crossbreeding is where Brahman cattle shine brightest. The hybrid vigor they bring improves feed-yard performance through increased efficiency, stronger health, and better gains. Whether you're crossing with Angus, Charolais, Simmental, or another terminal breed, the value of Brahman influence is undeniable.

Programs like ABBA's various F1 initiatives are designed to showcase that value—to promote structured crossbreeding systems that support better performance and bring recognition in the Marketplace.

If we want to expand the footprint of Brahman-fed cattle, crossbreeding must remain a cornerstone of our strategy—and our story.



Closing Thoughts

At ABBA, we're proud of the role Brahman cattle have played in shaping the beef industry—and even more excited about the role they'll play in the future. Capturing value in Brahman-fed cattle won't happen through genetics alone. It will take data, coordination, strategic communication—and a commitment to telling a better, truer story.

Our breed is built on strength, adaptability, and resilience. That story matters—and it's time we make sure it's seen, understood, and rewarded in the marketplace.

So how do we tell the Brahman story?
We tell it together. We tell it with pride.
And we tell it with results