Leading with a Purpose in a Strong Start to 2026

From the Desk of the Executive Vice President, R. Paul Maulsby

It is hard to believe that we have already reached the end of the first quarter of 2026. Time has a way of moving quickly in our business, and this past quarter has been nothing short of productive, encouraging, and energizing for the American Brahman Breeders Association.

We recently concluded a successful Annual Membership Meeting and an outstanding week at the Houston Livestock Show & Rodeo—one of the most important gatherings for our breed each year. It is always a privilege to see our members, visit with breeders, and welcome guests from across the United States and around the globe. That level of engagement continues to reinforce the global reach and relevance of the Brahman breed.

From a market standpoint, we are witnessing historic conditions. Demand for Brahman-influenced cattle—particularly F1 females—has always been a strength of our breed, but what we are seeing today is truly exceptional. These trends are a direct reflection of the value Brahman genetics bring to the commercial sector, especially in regions where adaptability, efficiency, and longevity are essential.

As we move forward, our focus remains centered on the Five Pillars that guide the direction of ABBA: strengthening our purebred foundation, expanding commercial opportunities, enhancing international outreach, investing in youth development, and advancing research, data, and breed improvement. These pillars are not just concepts—they are the framework through which we serve our membership and position the breed for long-term success.

Looking ahead, one of my priorities over the coming year is to continue telling the story of the Brahman breed's impact in crossbreeding systems. The compatibility and connectivity of Brahman genetics with so many other breeds is a strength that positions us uniquely within the industry. As we think about the future, there are opportunities to explore new ways of measuring and communicating that value—whether through the development of a global index or an F1-focused index that better captures and defines the role Brahman cattle play in commercial programs.

Equally important is our continued investment in the next generation. As we evaluate opportunities within the American Junior Brahman Association, we must ask how we can expand and evolve our programming. This may include developing additional events centered around the commercial sector, as well as creating meaningful opportunities for young people transitioning from junior involvement into the next phase of their careers within the industry. Supporting that transition is critical to maintaining engagement and strengthening the future leadership of our breed.

In addition, we will continue to build and strengthen ABBA's footprint on the global stage. This includes reinforcing our relationships with established international partners while also developing new connections in emerging markets that are increasingly selecting American Brahman genetics. As these countries grow and formalize their own associations, ABBA has an opportunity—and a responsibility—to serve as a resource by providing education, data, and guidance to support their development and long-term success.

There are many new initiatives on the horizon as we continue to build on this momentum. From advancements in DNA and performance programs, to increased engagement both domestically and internationally, we are committed to ensuring that ABBA remains progressive, relevant, and member-focused.

As we look ahead to the remainder of 2026, I encourage each of you to stay engaged, take pride in the role you play within this association, and continue to represent the Brahman breed with integrity and purpose.

The opportunities in front of us are significant, and I am confident that, together, we will continue to move this breed and this association forward.