

ABBA at the Texas A&M Beef Cattle Short Course

The history and reputation of the Texas A&M Beef Cattle Short Course need little introduction to most in the cattle industry. Held each August in College Station, it continues to be one of the largest and most respected educational gatherings of its kind, bringing together cattlemen and women, researchers, educators and industry leaders from across Texas and well beyond.

ABBA has had a presence at the Short Course for many years, and I believe it is important that we continue to be there. Each year, our booth gives us an opportunity to visit with a wide range of people—from longtime Brahman breeders to commercial cattlemen who may simply want to know more about what Brahman genetics can offer their operation.

For me, those conversations are one of the most valuable parts of an event like this. They give us the opportunity to tell the Brahman story, but just as importantly, they allow us to listen. We hear what producers are experiencing, what challenges they are facing and what they are looking for from genetics and breed associations moving forward. It is another reminder that our responsibility as an association goes beyond maintaining a herd book. We must continually work to position the Brahman breed and our membership to bring value to the broader beef industry.

This year, I also had the opportunity to join executive leadership from the Brangus, Beefmaster and Santa Gertrudis associations for a panel discussion centered on the American breeds. We discussed some of the changing dynamics within breed associations, the challenges and opportunities we see ahead, and what the future may look like for the American breeds.

I particularly enjoyed that discussion because, while each of our associations represents a distinct breed and membership, we share many common opportunities. Adaptability, maternal value, heterosis and the ability to perform in challenging environments continue to be increasingly important conversations within the beef industry. The American breeds have an important place in that discussion, and Brahman genetics are foundational to much of that story.

Being present at events like the Texas A&M Beef Cattle Short Course is about more than setting up a booth. It is about being part of the conversation, building relationships, listening to producers and making sure Brahman and ABBA have a seat at the table as we look toward the future of the beef cattle industry.

I appreciate everyone who stopped by to visit with us, ask questions or simply talk cattle. Those conversations are always worthwhile, and we look forward to being back again next year.

Paul Maulsby

Executive Vice President

American Brahman Breeders Association