

ABBA Strengthens International Partnership in Paraguay

The American Brahman Breeders Association recently continued its international outreach efforts through an educational mission to Asunción, Paraguay, reinforcing the longstanding partnership between ABBA and the Paraguay Brahman Association. Representing ABBA were Executive Vice President Paul Maulsby and Iridiana (Idi) Ibarra-Leal, who participated in the Association's annual meetings, educational programming, ranch visits, and the Paraguay International Brahman Show. The visit marked the first official educational mission of the year by the ABBA office through the U.S. Livestock Genetics Export (USLGE) Program and highlighted ABBA's continued commitment to supporting breeders through education, technical resources, and international collaboration.

Throughout the week, meetings with Paraguay Brahman Association leadership, technical committee members, and breeders focused on topics shaping the future of the breed, including DNA technology, high-density genomic testing, performance recording, Expected Progeny Differences (EPDs), registry services, and long-term genetic improvement. Educational presentations, ranch visits, and discussions with producers from Paraguay, Argentina, and Bolivia created valuable opportunities to exchange ideas while strengthening relationships that continue to support the use of American Brahman genetics throughout South America.

Paraguay continues to stand out as one of the world's strongest users of American Brahman genetics. Throughout the trip, American semen, embryos, and breeding stock were evident in both the seedstock and commercial sectors, reflecting decades of investment in American genetics while showcasing the progress of Paraguay's own breeding programs. Visits to progressive ranches also provided insight into one of the most advanced commercial beef production systems in Latin America, where performance, efficiency, and practical cattle evaluation remain key priorities.

As international demand for American Brahman genetics continues to grow, opportunities such as these demonstrate the important role ABBA plays beyond the registry. Through educational programming, technical support, and collaboration with international associations, the Association continues to strengthen relationships, promote American Brahman genetics, and support breeders around the world. Paraguay remains an outstanding example of how education, partnership, and a shared commitment to breed improvement continue to advance the global influence of the American Brahman breed.