American Brahman Breeders Association

Marketing Committee Meeting Minutes

May 20, 2026, 10:00 AM CST
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Jake Dixon called the meeting to order at 10:00 AM.

Present
Jake Dixon
Mike England
Eli Graham
J'Boone Koonce
Jason Smith
Mike West

Staff
Paul Maulsby
Iridiana Ibarra

Guests
Catherine Neumayr

The committee discussed the future direction of the Brahman Bucks Program and agreed to continue the program with modifications aimed at increasing visibility, participation, and overall effectiveness. Discussion centered on increasing committee presence at key sales throughout the year. Committee members emphasized the value of attending major sales in person to promote the program, strengthen relationships with F1 producers, and increase awareness of ABBA programs and services.

The committee reviewed the proposed budget and payout structure for the remainder of the year. A total budget of $3,600 was approved to support participation in six sales through year-end. Payouts will remain structured as follows: 1st Place – $300, 2nd Place – $200, and 3rd Place – $100.

The committee discussed identifying six key sales to support and agreed that attendance responsibilities should be distributed among committee members to maximize coverage. Discussion was also held regarding program eligibility requirements. Several committee members expressed support for limiting Brahman Bucks eligibility to Golden Certified animals in order to strengthen the credibility and integrity of the program while encouraging participation in the Golden Certified F1 Program. Committee members also stressed the importance of timely payout distribution and maintaining producer confidence in the program.

Additional ideas for expanding awareness included integrating Brahman Bucks recognition into youth activities and F1 events at the All American, while maintaining the program's primary focus on commercial producers.

The committee discussed opportunities to increase Brahman bull exposure and improve marketing outreach to commercial cattle producers. Paul Maulsby reported that marketing materials and promotional flyers are being developed to highlight the benefits of Brahman genetics and crossbreeding programs. Committee members discussed distributing these materials at major livestock markets and sale barns throughout Texas and surrounding states.

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The committee identified several high-impact marketing opportunities, including participation at larger commercial sales and regional events that attract producers from multiple states. Discussion also focused on developing stronger partnerships with other breed associations, including Angus, Hereford, Simmental, and Red Angus organizations. Committee members agreed that emphasizing breed complementarity and crossbreeding advantages presents an opportunity to expand Brahman influence within commercial cattle operations.

The committee reviewed the current Golden Certified F1 Program and discussed opportunities to strengthen certification standards. Committee members expressed concerns that the program's original intent and value could be diluted if adequate pedigree verification is not maintained. Discussion focused on ensuring that Golden Certified cattle continue to represent documented parentage and verified breeding information.

Paul Maulsby provided an update on the development of a potential F1 selection index that could incorporate maternal traits, structural soundness, and performance characteristics. Committee members discussed the long-term value such an index could provide to commercial producers and the importance of maintaining strong certification standards.

Iridiana Ibarra explained the current certification process, including application procedures, documentation requirements, and verification methods currently used by ABBA staff. The committee agreed that maintaining the integrity and credibility of the Golden Certified designation remains a priority.

The committee discussed the possibility of reinstating a steer carcass evaluation program to collect additional data on Brahman and F1 cattle performance. Committee members noted the importance of generating carcass and feedlot performance information that can be used to educate producers and strengthen the marketing position of Brahman-influenced cattle.

Discussion included challenges associated with feedyard participation, data collection, contemporary group management, and program administration. Members agreed that while logistical challenges exist, continued exploration of carcass evaluation opportunities would benefit the breed and the commercial industry.

The committee also discussed educational opportunities for youth participation and data collection efforts that could support future evaluation programs.

The committee discussed the possibility of revisiting a National F1 Sale in the future. Members acknowledged the historical success of previous F1 sales while recognizing that any future effort would require a new approach and careful planning. The committee agreed that additional discussion should be held at a future meeting with input from key stakeholders.

Committee members were encouraged to submit additional agenda items and ideas for future marketing initiatives.

Mike West made a motion to adjourn the meeting. The motion was seconded by Jason Smith. The motion carried, and the meeting was adjourned.

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