



Braunvieh Association of America
3815 Touzalin Ave, Suite 103
Lincoln, NE 68507-1600
402-466-3292

PRESS RELEASE

FOR IMMEDIATE RELEASE

CONTACT: Jo Dexter (970) 623-3219, jdexter@blueprintma.com

Braunvieh Association of America Rewards Member Excellence

(Lincoln, Neb.) – The Braunvieh Association of America (BAA) held its 25th anniversary annual meeting, national show and sale in conjunction with the National Western Stock Show, Denver Colo., January 13-15. Each year the BAA awards members and associates who are exceptional in their dedication and support of the Braunvieh Breed. The following were recognized for their participation and efforts in 2009.

2009 Pioneer Breeder of the Year

Ray and Shirley Snider of S&S Farms, Bois D'Arc, Mo.

2009 New Breeder of the Year

Leonard and Carol Schafer of L&C Farms, New Market, Iowa.

2009 Breeder of the Year

Ridgefield Farm, LLC, Steve and Mary Beth Whitmire and Jason Bates, Brasstown, N.C.

Breeder of the Decade

Mystic Hill Farms, Tommy and D'Arcy Clark and David and Charlotte Caldwell, Culpeper, Va.

2009 Commercial Breeder of the Year

Gene and Vicki Scivally, Gene Scivally Cattle, Amarillo, Texas

2009 Industry Service Award

Dr. Joe Cassady, Associate Professor, North Carolina State University, Raleigh, N.C.

2009 Personality and Enthusiasm Award

Robert and Roseanne Segarra, Double R Ranch, Hill City, Kan.

2009 Junior Association Supporter of the Year

Russell Freeman, The Freeman Ranch, Yoder, Colo.

*Braunvieh cattle are a total package – delivering a live, well-muscled calf with high growth that is essential to all cattlemen's profit equations; moderately-framed cows with maternal ability and fertility for profit-minded producers; and a feeder calf prone to good health that converts well and has grid value potential for progressive cattle feeders. Many benefits, from growth and carcass value of the Braunvieh-sired steers to the fertility and productivity of F₁ daughters, are well documented in research. Braunvieh is a fast growing breed and one of the first breeds in North America to begin RFI testing and offering that data to bull buyers. A relatively new measure of feed efficiency, residual feed intake (RFI) is an individual record taken during long-term feeding trials that measures feed offered, feed refused and average daily gain. **For more information call (402) 466-3292 or visit www.braunvieh.org and www.braunviehbull.com.***

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