

**EASTERN
BRAHMAN
BREEDERS
ASSOCIATION**



EASTERN BRAHMAN BREEDERS ASSOCIATION

ELITE BRAHMAN SALE

Calhoun, Georgia ~ NW Georgia Livestock Pavilion

Saturday ~ May 16, 2020 @ 1:00 pm

Registered Brahman & Brahman-Influenced Cattle

Registered Brahman Lots: Show Prospects, Donors, Heifers, Bred Cows, Pairs & Herd Sires. F-1 females & Brahman-influenced females. Select Hereford, Angus & Simmental cattle ideal for F-1 production.

8:00 am ~ Preview Cattle

11:00 am ~ Sponsored Lunch



1:00 pm ~ EBBA Sale

WWW.EASTERNBRAHMAN.COM

*To consign cattle or
for more information
contact: Chris Shivers*

713-202-1747

www.InfinityCattle.com



The EBBA is looking forward...

2020 is going to be an amazing year for Brahman Cattle!

Happy First Anniversary! The Eastern Brahman Breeders Association launched January 1, 2019 with the mission to market and promote Brahman and Brahman-Influenced cattle in ABBA area #12 (includes 26 eastern states)

Looking Back....We had a phenomenal first year thanks to an overwhelming amount of support from Brahman folks in our area and also from Brahman folks in the heart of Brahman country (Texas, Louisiana, Mississippi, Alabama & Florida). Our membership grew to over 70 loyal Brahman Breeders and our numbers continue to increase every month creating a strong network of Brahman

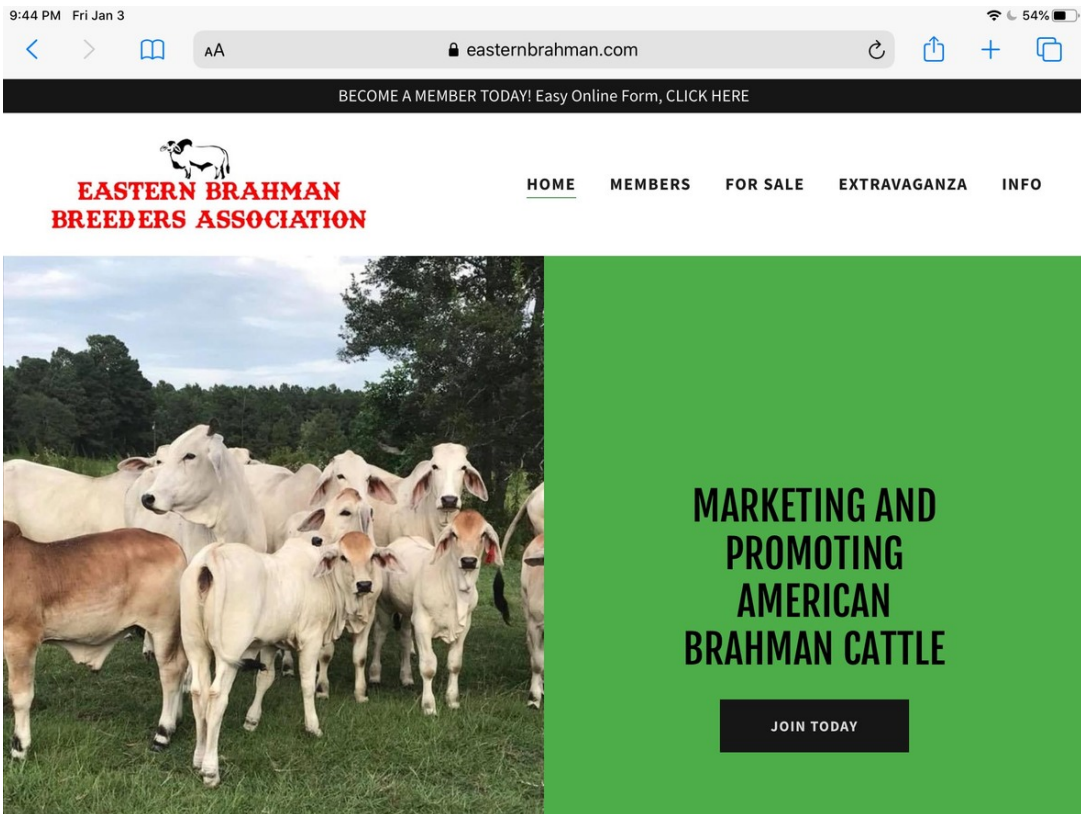
enthusiasts.

The EBBA hosted its inaugural open Brahman show in September 2019. The Eastern Brahman Extravaganza show was held at the North Carolina Mountain State Fair and was an outstanding success because of the generous and gracious level of sponsorship from our members who believe in our mission.

Looking Forward...The Eastern Brahman Breeders Association will keep on growing. Each and every member is vitally important and gratefully appreciated. Together as an association we will continue to successfully market and promote our breed of cattle in the Eastern part of the United States so that we all have a thriving market for the cattle we enjoy raising.

Membership Has its Benefits

Have you seen our website? Check it out. www.EasternBrahman.com
According to our website statistics we have averaged over 500 visits a month and in August the month before our show we had over 1,000 visits. The membership page getting the most clicks per visit which tells us that many folks are using the website to lookup local Brahman Breeders. As a member of the EBBA you get a listing on our membership page which features an image you supply and all of your contact information including email address, websites and social media sites along with a short description of what you raise and what you're about. An additional membership benefit is having a listing on our "For Sale" page featuring what you have available. Membership is \$25 a year, \$100 for five years, or \$200 for a lifetime membership. It's very easy to join online with just a few clicks, we try to keep things simple.



Eastern Brahman Breeders Association website

"Why Brahman"

The EBBA hired Opaliris Studios - A Yanasa Ama Ventures media company to create a short marketing video titled, "Why Brahman" to be used for marketing and promoting Brahman & Brahman-influenced cattle. Footage and interviews were captured at our Eastern Brahman Extravaganza show and additional footage was shot at several EBBA member's farms. The final edits are being made and the video premiere will be launched in February.

The video will be showcased at the Houston Livestock & Rodeo - Brahman show the first week in March. EBBA member JH Genetics - Brahman Breeders which includes Harry Johnson and family have graciously sponsored our video and will have it playing in their booth during the entire show week. For this big event EBBA board members Cyana Briles, Jackie Phillips and Jessica Hellems will be in Houston networking, creating friendships and alliances with the many prestigious Brahman Breeders that will be present.

Our video "Why Brahman" will also be featured on our website and social media sites. In addition our video will be used as a focal point at the many events the EBBA attends in their efforts to spread the word about our breed, events such as annual cattleman conferences, agriculture festivals and even local 4H meetings. You can count on seeing our video at our Spring Elite Sale in May and our

Eastern Brahman Extravaganza Show in September.



"Why Brahman" marketing video

4-H Program to place Brahman Heifers to be Shown Locally



4-H Empowers Youth with the Skills to Lead for a Lifetime

The Eastern Brahman Breeders Association is partnering with local 4-H clubs in central North Carolina to place Brahman Heifers with 4-H youth that are showing cattle. These youth have typically shown anything but Brahman. They have been showing fuzzy little club calves and no one in these parts even knows how amazing Brahman Heifers are to show. What better way to get some exposure

for American Brahman cattle in an area where everyone thinks they are "rank dangerous rodeo stock". Our goal is to change these perceptions.

How the Program will Work

Eastern Brahman Breeder Association members have generously agreed to place at no cost, gentle show quality heifers from weaning age to 2 years old with interested 4-H youth. There is a contract between the breeder and the 4-H youth and their family outlining the responsibilities of both parties. The show heifers will be placed with the 4-H'ers in April and their show season starts in June and ends mid October. By placing a dozen Brahman heifers with these 4-H clubs many of their shows will add a Brahman class. At the end of the show season the EBBA will award scholarships and the 4-H'ers will have the option to purchase their Brahman heifers or return them to the breeder. Cyana Briles, Jackie Phillips and Jessie Hellemis all North Carolina EBBA board members will oversee this pilot program being a local point of contact for the 4-H youth and will attend many of their shows. If you're an EBBA member and would like to offer a heifer(s) to be shown by a 4-H youth please let us know and we will get you involved. Below are the highlights of the Lease Agreement between the Breeder and the 4-H youth so that you might better understand the program and want to support it. The entire Lease Agreement can be downloaded from our website.

4-H Livestock Lease Agreement

Lease Guidelines. Owner and 4-H youth to initial each item.

___/___ 1. Owner of animal/s agrees to lease sound and healthy registered American Brahman heifer calf/calves that have been vaccinated and weaned prior to being placed with the 4-H youth. Owner of animal/s at their expense may get insurance coverage on the animal/s being leased.

___/___ 2. The leased animal/s will be housed and maintained at a mutually agreed upon location and will be provided adequate housing including access to pasture, feed and water.

___/___ 3. The leased animal/s will be cared for by the 4-H youth, this includes daily feeding and watering, halter training, show training, grooming and regular health maintenance (i.e. worming and fly spray) with the parent or legal guardian verifying that this is done in a responsible manner. Feed costs including mineral supplements and/or show supplements, grooming and show supplies including show halters and sticks are at the expense of the 4-H youth and their parents or legal guardian.

___/___ 4. The owner of animal/s has the right to visit and check on leased animal/s at their discretion. In addition an EBBA board member has the right to visit and check on leased animal/s at the request of the owner. The 4-H youth will provide owner with updates on their animal/s at least once every two weeks

including pictures.

___/___ 5. Any issues or concerns about the leased animal/s will be reported and discussed immediately between owner and 4-H youth (parents or legal guardian). This includes any issues the owner or the youth may have, no matter the issue. If necessary an EBBA board member can be contacted to mediate any concerns.

___/___ 6. The title of ownership as stated on the registration papers of the leased animal will remain in the name of the owner. For showing purposes, youth should have the original registration papers, not a copy, to take to shows.

___/___ 7. *The youth lessor will have exclusive use of and the right to exhibit and show the leased animal during the period of the lease agreement.*

___/___ 8. The owner of the leased animal/s agrees not to hold the youth or parent or legal guardian liable for any financial loss from injury or death to the leased animal/s unless otherwise stated in the lease agreement.

___/___ 9. *The owner is not responsible for financial liability from any injury that the youth may incur while working with the leased animal.*

___/___ 10. The 4-H youth (parent or legal guardian) is responsible for all expenses incurred in exhibiting the animal, such as veterinarian, transportation, etc. The youth shall keep any premiums or awards won while exhibiting the animal during the duration of the lease agreement.

___/___ 11. *The lease agreement shall remain in effect until the end of the show season as stated above unless otherwise agreed. The lease agreement may be terminated prior to the end of the project year for reasons such as: a. Failure of the lessor or owner to carry out responsibilities as outlined in the lease agreement. b. Changes in the farming operation of the owner. The date and reason for termination prior to the end of the project year must be given in writing.*


___/___ 12. Option to purchase the leased animal/s by the lessor. Owner of animal agrees to offer the 4-H youth the option to purchase the leased animal for an agreed upon purchase amount. Amount to be paid within 30 days of the end of the lease agreement.

EBBA Co-op advertisement in The Brahman Journal

Our membership stepped up so that we can have a presence in the Brahman Journal. There are still a few more spots available.

The Brahman Journal is the one and only publication that features our great breed of cattle and is a source for all things Brahman. When you thumb through this magazine you will noticed the full page "Co-op" advertisements where a group of

Brahman Breeders from an association or region share a page to promote themselves. Each month one of the members of the co-op is the featured advertiser for that issue and the other members are listed below. We have seven EBBA members who have stepped up to participate in our co-op advertising program with the Brahman Journal but we really need twelve members to participate. The annual cost to our members who participate is \$400, for this price you will be listed in each issue and once a year you will be the featured member. If you are interested in some great exposure and would like be featured in our co-op advertising please contact us and we will make it happen.




EASTERN BRAHMAN BREEDERS ASSOCIATION

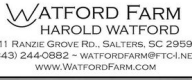


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www.RedBrahmanCattle.com

Call us: (336) 410-2126



CYANA AND KENNETH BRILES

 <p>WATFORD FARM HAROLD WATFORD 211 RANZIE GROVE RD., SALTERS, SC 29590 (843) 244-0882 - WATFORDFARM@FTCI.NET WWW.WATFORDFARM.COM</p>	 <p>CIRCLE F FARMS WOODY FOLSOM (912) 253-8166 200 DEERFIELD DR., BAXLEY, GA 31513 WOODYF@WOODYFOLSOM.COM WWW.CIRCLEFFARMS.COM</p>	 <p>McGill Farms - John Scott McGill 5185 TG Marshall Hwy, Kingstree, SC 29556 (843) 372-0032 mobile JottMcGill@gmail.com www.McGillFarms.com</p>
 <p>EASTERN BRAHMAN BREEDERS ASSOCIATION</p> <p>EBBA - Mission Statement: To help promote & market Brahman & Brahman influenced cattle in ABBA area #12</p>	 <p>Howard & Linda Isley 6994 Kinesville Rd., Liberty, NC 27268 lisleys@earthlink.net www.elmtreefarmnc.com (818) 604-0713</p> <p>ELM TREE FARM</p>	<p>YOUR AD COULD BE HERE CALL US AT 979-826-4347</p>
<p>***Save the Date*** May 16, 2020 EBBA - Elite Brahman Sale Calhoun, GA Hosted by: Infinity Cattle Services</p>	 <p>McCutchen Land & Cattle Travis McCutchen 1350 Central Rd., Kingstree, SC 29556 (843) 897-2905 mobile McCutchenBrahmans@gmail.com www.McCutchenBrahmans.com</p>	 <p>I-HEART BRILES FARM BRAHMANS</p> <p>Cyana & Kenneth Briles 1782 Ross Wood Rd., Trinity, NC 27370 Cyana.Briles@gmail.com 336-410-2126 www.RedBrahmanCattle.com</p>

**Contact us today to
reserve your space in
the magazine!**

December Co-op ad in the Brahman Journal

EBBA to host first annual Spring "Elite Brahman Sale" in Calhoun, GA on May 16, 2020 at 1:00 pm

Do you have some nice Brahman or Brahman-influenced cattle that you would like to market? Are you in the market to purchase some quality Brahman or Brahman-influenced cattle? Would you like to learn more about this amazing

breed and meet other Brahman enthusiasts? Do you have Brahman cattle and just want to come enjoy great camaraderie, share a delicious meal and watch an exciting cattle auction? If you can say yes to any one of these then please mark your calendar and **SAVE THE DATE!**

Our sale will be managed by Chris Shivers of Infinity Cattle Services. Please contact him if you have cattle you would like to consign to our sale or if you have questions about the sale.

A promotional poster for the Eastern Brahman Breeders Association Elite Brahman Sale. The background features a photograph of several Brahman cattle in a field. The text is overlaid on the image in various colors and fonts. At the top, it says 'EASTERN BRAHMAN BREEDERS ASSOCIATION' in a bold, black, sans-serif font. Below that, 'ELITE BRAHMAN SALE' is written in a large, blue, outlined, serif font. The location 'Calhoun, Georgia ~ NW Georgia Livestock Pavilion' is in a bold, black, sans-serif font. The date and time 'Saturday ~ May 16, 2020 @ 1:00 pm' are in a large, blue, outlined, serif font. Below that, 'Registered Brahman & Brahman-Influenced Cattle' is in a bold, black, sans-serif font. A list of categories follows: 'Registered Brahman Lots: Show Prospects, Donors, Heifers, Bred Cows, Pairs & Herd Sires. F-1 females & Brahman-influenced females. Select Hereford, Angus & Simmental cattle ideal for F-1 production.' The schedule is listed on the left: '8:00 am ~ Preview Cattle', '11:00 am ~ Sponsored Lunch', and '1:00 pm ~ EBBA Sale'. Logos for 'HUBBARD', 'SHOW-RITE', and 'Alltech' are shown. The website 'WWW.EASTERNBRAHMAN.COM' is at the bottom left. On the right, contact information for Chris Shivers is provided: 'To consign cattle or for more information contact: Chris Shivers 713-202-1747 www.InfinityCattle.com'. The 'INFINITY Cattle Services' logo is at the bottom right.

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A Big Thank You to our Premier Partnership Sponsor

Hubbard & Show-Rite Feeds - Part of the Alltech family since 2015

The Eastern Brahman Breeders Association is honored and pleased to have Hubbard & Show-Rite Feeds as our Premier Partnership Sponsor. These companies shares the same values for rural America and our future as we do. Through a commitment to our farmers and our youth we can help insure a strong future. This partnership is one that will help the EBBA grow, flourish and have strong backing, helping us to promote Brahman and Brahman Influenced Cattle in our area. Thank you Hubbard, Show-Rite and Alltech for your belief in our dreams.



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