

# The Eastern Brahman Bulletin



Official Newsletter of the EBBA  
Volume 2, Issue 1 - Spring 2024



Photo Credit: Isaac Duhon  
2024 EBBA Christmas Classic  
Senior Photography Contest Winner

## From the President's Desk

*Dear EBBA Friends and  
Membership,*

It is with great honor that I invite you to read our newly re-vamped quarterly newsletter. The EBBA is hard at work expanding on the foundation we've built the past few years, in a concerted effort to ensure that we're providing as much value as possible to you, our loyal members. We decided to revisit the idea of this newsletter as a way to keep you more informed about everything currently happening, as well as what's being worked on for the future.

Right now, our show committee is deep in the preparation phase of our EBBA Extravaganza & Bonanza Shows in Perry, GA on May 3-5. This year will be our first time hosting a double points show, and we are very excited to be bringing that opportunity to the east coast. On the evening of Saturday the 4th, we will be hosting a banquet to celebrate the 100 year anniversary of the ABBA... Stay tuned for more details!

In addition to the show news highlighted in this issue, we are also delighted to announce the highly-anticipated return of our quarterly private treaty sales catalog. We are committed to helping all of our members promote their breeding programs, and we believe that this catalog is an excellent opportunity for all breeders to make sure their hard work is being seen.

More recently, at Houston, the EBBA's membership committee kicked off our very first membership drive. We are extremely excited for this opportunity to gain new members while helping old members market and promote their cattle.

Lastly, I just wanted to say thank you for trusting me with the role as President for the next two years. Change can be tricky, but I promise to do everything in my power to uphold the standard of excellence that the EBBA is known for, and to continue to foster its growth and development as an organization to be reckoned with.

If you need anything or have any questions, I'm only a phone call, text, or email away. Best wishes for an easy and fruitful spring calving season for us all!

With Gratitude,  
Tyler Salazar

## Dates and Deadlines:

March 14th - Deadline for WNC Junior Beef Spring Fling entries. Entries will be accepted after this date at additional cost.

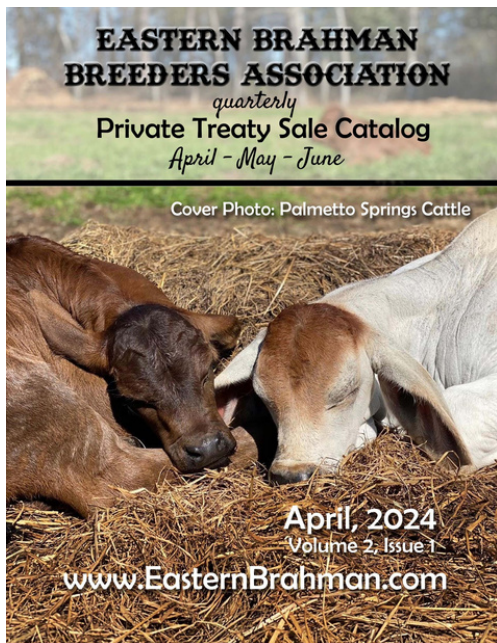
March 20th - Deadline for Private Treaty Catalog listings and farm ads

April 8th - Deadline for EBBA Extravaganza and Bonanza Open Shows entries. Entries will be accepted after this date at additional cost.

April 12th - Deadline for EBBA Extravaganza and Bonanza Sponsorships

April 14th - Deadline for Showdown in the Foothills Open and Junior Brahman Show entries. Entries will be accepted after this date at additional cost.

April 22nd - Last day to enter the EBBA Extravaganza and Bonanza Open Shows. No entries will be accepted after this date.



## Calling for Private Treaty Sales Ads

Help us help you market your cattle! The EBBA is launching the second edition of its private treaty sales catalog and is currently accepting listings and farm ads.

Listings are \$25 and can be for animals (one animal or pair per ad only), genetics, or farm equipment.

Farm ads are \$100 and are a full page general advertisement for a farm or event.

Ads and listings can be submitted using the form at [www.easternbrahman.com/for-sale](http://www.easternbrahman.com/for-sale)

# Best Way to Sell?

## Private Treaty vs Auctions

by Cyana Briles

Private treaty sales are sales in which the cattle owner negotiates directly with the prospective buyers. Like other forms of cattle marketing, direct sales has its pros and cons. Let's take a look at a few of the benefits and some of the challenges.

The benefits of private treaty sales are many. The seller has more control over the marketing process, the one-on-one time spent with the buyers provides an opportunity to show off your brand, to explain how your operation works and to highlight your genetics and breeding program. The buyer gets time to ask questions, thus helping the seller figure out exactly what the buyer is looking for. Many times a buyer is new to the breed and unsure of what they want, a helpful seller can provide a wealth of information. Through asking questions the buyer gets to know more about your livestock and operation without the pressure of an auction sale, so they can be relaxed knowing they are making an informed decision.

Private treaty sales allow a high level of control for the seller. Negotiating terms and conditions of the sale, deposits, discounts for volume purchases, better pricing options for juniors who will be showing and pick-up or delivery timeframes.

From the buyers point of view private treaty sales offer them the opportunity to purchase directly from a farm. Farm bought cattle undergo less stress and disease exposure than cattle shipped to a third party for an auction type sale. The buyer gets the opportunity to ask questions of the seller directly to learn about herd health, nutrition and other information which adds value to the cattle and helps address any buyer concerns. Once a buyer has gathered all the information he needs he can make an informed decision without the pressure that goes along with bidding at an auction. In addition a buyer has the piece of mind that if he has a problem down the road he has a name and a face to call not just a name in a catalog.



Once a sale has been made private treaty, often it's not the end of the deal but merely the beginning of a new business relationship and friendship.

Private treaty sales bring a premium price versus selling at an auction, for one thing you don't have the expense of hauling an animal to auction or paying a big commission fee to the sales manager of the auction for the privilege of them selling your cattle. Auctions are a great place to get a bargain price for an animal you know very little about and many cattle are sold this way, often with the seller and buyer never meeting each other.

The drawbacks of private treaty sales, as they are not for everyone, are that they take an investment and commitment of your time. You have to be willing to talk to people and meet with folks who are just inquiring. You have to invest some time in your marketing plan. How do you get your brand out there? Can you create a website or invest the time on social media to market yourself? You need to have an idea of the value of your cattle and be good at negotiating with people, as private treaty sales often involves a certain amount of haggling.

One goal of the EBBA is to help our members market and promote their Brahman and Brahman-influenced cattle. This quarterly private treaty sales catalog is one more way to help our membership more effectively market and promote their Brahman and Brahman-influenced cattle as well as their genetics (semen and embryos).

Our quarterly private treaty catalog will be a fantastic tool for our membership to connect with one another. Our catalog will be published virtually available to our members and to anyone who wishes to receive it. We will also post our catalog across all our social media platforms, and will be providing hard copies at EBBA events.



## Upcoming Events

April 5-6: WNC Junior Beef Spring Fling (Fletcher, NC)

April 27-28: Showdown in the Foothills Open & Junior Show (Lenoir, NC)

May 3-5: EBBA Extravaganza & Bonanza Open Shows (Perry, GA)

June 10-13: Beef Improvement Federation Symposium & Conference (Knoxville, TN)

## EBBA Membership Drive

The Membership Committee launched the EBBA's first ever membership drive at Houston this year. With this promotion, current EBBA members can sponsor a new member's first year of membership in exchange for a free listing in the EBBA Private Treaty Sales Catalog valued at \$25. A perfect opportunity to sponsor a prospective member is when selling your cattle to someone who is not already a member.

To sponsor a new EBBA member, have them list you or your farm as their sponsor on their membership form, and the EBBA will handle invoicing accordingly. If preferred, new members can now fill out a paper membership form and mail it to 1782 Ross Wood Rd, Trinity, NC 27370. For easy-to-print copies of our membership form, please visit the "Info" tab of the EBBA website.

The EBBA would like to thank Briles Farm Brahmans and Pinnacle Brahmans for being the first farms to sponsor new members under this new initiative!

### THE EASTERN BRAHMAN *Extravaganza & Bonanza*

DOUBLE HEADER WEEKEND - OPEN SHOWS  
Georgia National Fairgrounds - Perry, GA



#### We Are Looking for SPONSORS

Premier Partner Sponsor	\$2,500
Photography Sponsor	\$1,500
Showmanship Sponsor	\$1,000
Grand Champion Sponsor	\$500
Reserve Grand Champion Sponsor	\$250
Division Champion Sponsor	\$100

*The EBBA is a 501(c)3 Non-Profit, your donations are tax deductible. We have the privilege of hosting great events that market and promote Brahman cattle because of our generous sponsors.*

*Please contact Cyana Briles (336) 410-2126*



Cyana Briles, Dan Fehr, & Angie Fehr at the ABBA's 100 Year Anniversary Gala



Bruce Van Meter, Dan Fehr, John Howard, & Jody Drake at the Pinnacle Brahmans stalls in Houston



Anna Grace Cross, Tyler Salazar, Christian Fehr, & Blain Peerson at the SC Governor's School Ag Fest

The Eastern Brahman Bulletin is published by the Eastern Brahman Breeders Association, a 501(c)3 organization. We welcome your inquiries and feedback, as well as any questions about our content and membership.

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**Eastern Brahman Breeders  
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