

2007 Beef Improvement Federation 39th Annual Meeting

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Brown Honored as Pioneer

Release provided by **Beef Improvement Federation**

FORT COLLINS, COLO. (June 7, 2007) — The Beef Improvement Federation (BIF) honored Rob Brown of R.A. Brown Ranch, Throckmorton, Texas, with the Pioneer Award June 7 during the organization's 39th annual meeting in Fort Collins, Colo.

The award recognizes individuals who have made lasting contributions to the improvement of beef cattle and who have had a major role in the acceptance of performance reporting and documentation as the primary means to make genetic change in beef cattle populations. During the course of his career in the livestock industry, Brown has demonstrated vision, leadership and excellence.

As an industry leader for more than 20 years, he has given freely of his time to the industry through numerous organizations. He served as a director to the National Cattlemen's Association, for which he served as a member of its Executive Committee, chairman of the Membership Committee and chairman of the Purebred Council. He was instrumental in creating the Young Cattlemen's Conference (YCC) leadership program. In addition to his leadership legacy, it was Brown's work on the ranch that established his reputation as a leading supplier of cattle genetics.

R.A. Brown Ranch encompasses 58,000 acres in Texas and Colorado and has become known for its forward-thinking and trendsetting ways. Today, the ranch is recognized as a leader in innovative cattle breeding.

The ranch, which began as a Hereford and Angus operation in 1895, keeps meticulous records on more than 1,000 head of



► Donnell Brown accepts the 2007 BIF Pioneer Award on behalf of his father, R.A. "Rob" Brown of R.A. Brown Ranch, Throckmorton, Texas. BIF President Chris Christensen presents the award.

registered cattle in four breeds and 1,100 commercial cows. During the 1990s the ranch developed Hotlander, a heat-tolerant composite breed. R.A. Brown Ranch provides Angus, Red Angus, SimmAngus Hotlander bulls and females to producers worldwide through their annual production sale each October.

Brown was a leader with the Livestock Industry Institute and the American Society of Range Management. He has been involved with the American Angus, Red Angus, Simmental and Senepol associations, Texas Cattle Feeders Association, and the World Simmental Federation. At Texas Tech

University in Lubbock, he has served as chairman of the Agriculture Dean's Advisory Council and has served the Ranching Heritage Association Board of Overseers since 1982. Brown was appointed by Governor George W. Bush and served as chair of the Texas Animal Health Commission for 10 years.

Today Rob and his wife, Peggy, are still involved with the daily operation of the ranch as they transition management to the fifth generation.

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Editor's Note: This release is adapted from a news release provided by the Beef Improvement Federation. It is available for redistribution. For more information about BIF, visit www.beefimprovement.org.