

## HALEY HERZOG – 1<sup>ST</sup> PLACE SENIOR DIV

### The Brahman Foundation

Lilo said it best, “Ohana means family, family means nobody gets left behind.” When I think about the Brahman breed and all it has to offer, the one word that pops in my mind instantly is family. Throughout this breed, support, loyalty and core values run deep. A perfect

example of this is the recent formation of The Brahman Foundation. A new organization ran by

past and present breed alumni that aims to progressively better the breed, youth and people involved.

The Brahman Foundation is seeking to use their funds raised to support members of the brahman breed in new and innovative ways. I believe that the organization has the potential to do

amazing things with the right investments of their money. In my opinion there are various ways

The Brahman Foundation could spend their money however I feel that the most beneficial way

would be to invest it into continuing education.

One of the greatest characteristics of this breed is it’s heritage. Everyone has their own personal reasons for joining the breed but one of the biggest is the pure value it has. The Brahman breed increases in numbers every single year with more and more countries such as

Mexico, Columbia, Australia and India investing vast amounts of money in the breed yearly. The

unique heat tolerance and insect repellent characteristics along with the hardiness and humps of

this breed make it a hot commodity in the livestock industry. I feel that focusing on increasing

herd sizes, youth involvement and overall breed numbers is what The Brahman Foundation

should invest their time and money in.

With that being said many ideas and ways to do this come to my mind. I feel that the foundation should invest some of their funds in a yearly breed seminar. The Houston Livestock

Show and Rodeo hosts the International Brahman show every year that brings only the breeds

best cattle and people into town. This event brings in foreign buyers, investors and breed enthusiasts which in turn brings in a lot of money for the breed, stock show and ranches.

During

this event next year I feel that the foundation should hold a breed seminar, focusing on the youth,

cattle market, marketing strategies, current breed events and then an award for the ranch with the

most yearly progress. At this seminar each topic that I mentioned before could have a selected

breed expert to speak about each one and inform the people of the Brahman breed on information

that is important but rarely discussed or brought to attention.

The seminar could be held in the main arena with a time limit of an hour. Long enough to allow all five topics at least 20 minutes for information and then after the event was over a social

could be held. I feel that having this seminar would be beneficial in informing youth members,

newly involved families, ranches, foreigners and potential investors on the importance of our

breed and all it has to offer. Talking about youth events such as the American Junior Brahman

Association show and all the events, shows and socials held at it would increase participation

and exhibitor numbers in my opinion and it would allow families to have a better understanding

of all the opportunities and details that are vaguely recognized.

Haley Herzog

Talking about the cattle market would be beneficial to ranches, youth exhibitors and people within the industry as they could be informed of the current cattle prices or breed value.

Information on marketing strategies would again be beneficial to the breeders and ranches as it

would give them up-to-date knowledge on current or trending marketing techniques.

Educating

our breed on how to properly use social media or giving them tips would benefit the not only

individuals but the breed as whole as well. Providing seminar information on current breed

events such as upcoming dates or shows would again provide families and breeders with what is

to come and get involved in.

Last but not least the foundation could give away a prestigious award at the end of every seminar each year highlighting the years most prevailing ranch or breeder. The ranch or breeder

that combined successful wins, national recognition and proved themselves to be the best of the

breed. I feel that with time, financial investments and the right speakers this seminar could

become something bigger than anyone could imagine. As I stated before, it would benefit virtually everyone within the breed in some way and I feel that it will continue to enhance the

Brahman breed in value and image.

In cohesive with my idea of the seminar I also feel that The Brahman Foundation should

invest some of their finances into scholarships. The foundation could set aside funds to provide scholarships to current exhibitors and youth involved in the breed for potential scholarship use or herd building. I also feel that funds should be set aside for actual students still in college looking to continue their school and breed education while continuing to build their herds as well. The youth of this organization is the future of the Brahman breed therefore investing money into these individuals would prove to be a smart and beneficial use of funds. I have been involved in this breed since I took my first breathe. My family and I invest thousands of dollars on show entry fees, breeding, feed and the Brahman breed as a whole yearly. We do so because we believe in the cattle, people and future of the breed just as I'm sure The Brahman Foundation does also. I hope that the ideas included can be of some benefit the this great foundation and can continue to make the Brahman breed known as the foundation of the cattle industry for long to come.