

Update on Beefmaster Initiatives' Progress in Thailand

*by M. Doyle Sanders,
BBU Thailand Initiative Program Manager*



Under a grant from USDA's Foreign Service Assistance Emerging Markets Program awarded in 2009, BBU launched a project to introduce Beefmaster genetics to Thailand, which USDA had identified as one of the top 10 emerging markets for beef production worldwide.

The BBU Thailand Initiative Program has been successful in educating local Thai beef producers in the Six Essentials and benefits these cattle can offer for improving the quality of beef production for the farmers and for the consumers. BBU members offered semen from some of the top bulls in the breed for distribution to universities and small and large beef producers in Thailand early in 2010.

The first seven Beefmaster-crossed calves were born in Thailand during December 2010. By the end of 2011, there are over 500 Beefmaster-crossed calves on the

ground in Thailand. Additional semen has now been shipped to Thailand for commercial sale at introductory pricing levels that should produce as many as 5,000 Beefmaster-cross calves by the end of 2012.

All funding for this project is being provided by the USDA grant under USLGE administration or by individual Beefmaster breeders interested in expanding international cattle markets for Beefmaster genetics. No BBU

funds are being expended on this project. None of the funding for normal USLGE Market Assistance Programs under the BBU International Committee are being used either. Promotional material developed by BBU is being translated into the Thai language for local distribution under the USDA grant.

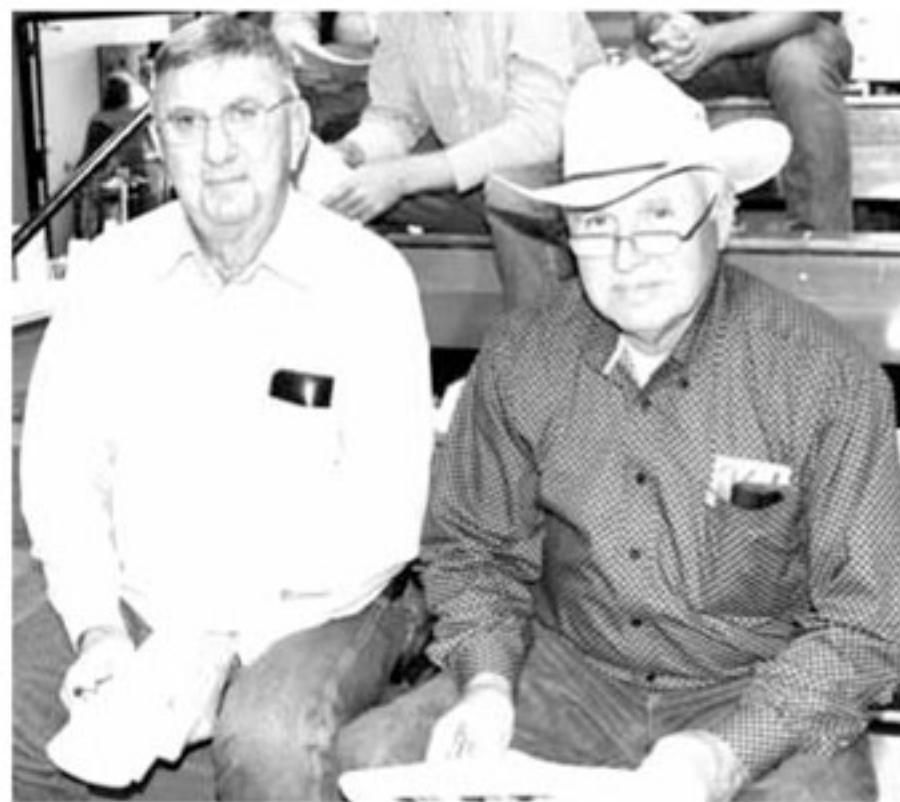
Thai beef producers are excited about this new cattle breed in their country. They have been producing

continued on page 27

**Wittenburg
1x2**

**Advanced Solutions
2x3-3/4**

SALE SCENES



Woody Guidry, Roanoke, La., left, and Sheldon McManus, Lake Charles, La., at the Collier Farms Bull Sale on Nov. 19. Guidry bought the second high selling bull at the sale in Brenham, Texas.



Jerry Davis, president of Lone Star BBA, left, presents Roberta and Don Smith, D and S Sweetwater Ranch, Hart, Texas, with the overall grand champion award at the Lone Star BBA Fall Sale Dec. 3 in Sulphur Springs, Texas. ★

Polled 1x10

INTERNATIONAL IN-ROADS

continued from page 27

of the producers reported any calving issues, but did complain about ongoing issues having to pull Charolais-crossed calves.

A spokesperson for KU has requested that BBU provide an expanded seminar and cattle display with judging at the KU-KPS Show in December 2012. KU also indicated that they would be willing to work with BBU to develop some Beefmaster research projects and help promote the breed in Thailand and Southeast Asia. The KU Beef Center will start using Beefmaster genetics to develop a seedstock herd at the university and market beef from their packing operations.

During the presentation conducted at the KU-KPS event, the BBU Upgrade Program was described for those interested in going purebred. BBU is now expecting several Thai cattlemen to register as international members and start upgrading their heifers for registration as C-1 crosses, C-2 crosses and C-3 certified purebreds. Details on administering the Upgrade Program under the BBU International Membership requirements are being sorted with a new Thai breed association, Beefmaster Breeders Association of

Thailand (BBAT). This should create a new revenue source for BBU with registration certificates, transfer fees and membership services.

As the Thailand Initiative grant funding by USDA is winding down in 2012, BBU is working with BBAT to leverage our success in introducing Beefmasters to Thailand by expanding to neighboring countries in Laos, Cambodia, Malaysia, Vietnam and Indonesia. During cattle shows across Thailand, visitors from these countries have expressed an interest in developing Beefmaster genetics in their markets for the same benefits being realized by the Thai breeders.

The U.S. State Department and Department of Commerce recognize these countries as developing markets for U.S. goods and services. With live cattle on the ground in Thailand, BBU should be able to expand our markets across Southeast Asia.

Any BBU members desiring to become involved in providing genetics to Thailand should attend a field day at Doyle and Dorothy Sanders' DBL D BAR Ranch in Industry, Texas, on June 30 where we will include a discussion on tips and requirements for exporting Beefmaster genetics to international markets. ★

INTERNATIONAL IN-ROADS

continued from page 25

Brahman- and Charolais-crossed cattle and developed a hybrid breed from native cows bred to crosses of Charolais and Brahman that they named the Kamphaeng Saen breed after the campus of Kasetsart University (KU) located in that region of Thailand. They have had little success with Angus, Brangus and Hereford genetics due to the tropical environment.

Brahman cattle were shipped live from Texas in the late 1990s under a program sponsored by the Texas Department of Agriculture and the Thailand Department of Livestock Developed. The Brahman cattle flourished and created the consumer demand for better quality beef across the nation. Research conducted by some Thai breeders ended up selecting Beefmasters that resulted in the BBU funding grant by USDA for the Thailand Initiative.

The Thailand National Beef Association requested a BBU seminar at the annual KU-KPS cattle show scheduled the first week of December 2011 to address "Development of Beefmaster Cattle in the USA and Thailand." Classification of the yearling and younger weaned calves was also requested at this show.

A group of BBU International Committee members was scheduled to attend and help consult on the calves present at the show. Due to major monsoon flooding, the cattle show was cancelled but BBU was still requested to give the seminar presentation in a symposium-style

version of the cattle show. Doyle Sanders volunteered at his ranch's expense to make the presentation and represent BBU at this shortened event.

On Dec. 9, 2011, the BBU presentation was made to a standing room-only crowd of almost 200 Thai beef cattlemen. Registered attendance by KU was about 190 Thai beef farmers and university staff. Students were asked to leave their seats open and step outside the room for all the farmers that came to attend the session in the 120-seat auditorium.

A translator helped Sanders present the discussion, and a follow-up presentation in the Thai language was made by a professor from KU who had attended the 2011 Beefmaster Symposium in West Monroe, La., the Beef Cattle Short Course at Texas A&M, and the Beefmaster herd project at Stephen F. Austin University in Nacogdoches, Texas, as a reverse mission guest of BBU's International Committee.

Following the seminar, KU presented Sanders a special commemorative plaque and thanked BBU for introducing Beefmasters as the new Thai beef cattle breed.

A live display of the Beefmaster-crossed calves was made available for beef producers to view the first yearling calves born in Thailand. During March 9-11, 2012, the postponed classification judging will take place at another location north of Bangkok in a region with several hundred new Beefmaster calves. This will be the BSP Show that will include a seminar on aspects of raising Beefmaster cattle.

Discussions with local farmers at the event were very positive. These people are very proud of their new Beefmaster calves and quickly show digital photos of their progeny like normal proud papas. The calves look like Beefmasters, and the hybrid vigor is very evident in these crosses. Weights and Measures data is being collected by many of the breeders. Red is the predominant color with some white and dun from the Brahman and KPS dams.

Birth weights at one ranch with KPS dams showed average birth weight of about 65 lbs., with weaning weights exceeding 500 lbs. and available yearling weights of bulls at around 875-900 lbs. None

continued on page 28

4 Forks
1x1

Casey
1x2

Texoma #2
2x5