

Press Release – For Immediate Release

Blue Breeders Can't Keep a Secret

September 6, 2006 – Hedrick, Iowa – The American Belgian Blue Breeders, Inc. (ABBB) Association's 2006 Nationals held at the Iowa State Fair on August 18, 2006 showcased the best of the Belgian Blue Breed in the USA. This year's Judge was Harry Peeters from the Van De Haze Winkel Farm in Belgium. The 2006 Breeder Awards presented at the annual Banquet and Benefit Auction on August 19, 2006 included the Overall Premier Breeder, Sieren Cattle Co. of Hedrick, IA, the National Champion Bull, Schlichte's Dakotas' Lakota, owned by Schlichte Cattle Company of Merrill, Iowa and the National Champion Cow, DeShazo's Princess, owned by Lacy DeShazo of Bokoshe, OK.

“Belgian Blue Breeders in the US have been working tirelessly for several decades to create exceptional Belgian Blue genetics for US breeders and consumers” explains Connie Brooks, ABBB President. She continues “and the quality of the cattle at this year's show was nothing short of perfection for the breed.” The 2006 National's Grand Champion Purebred/Fullblood Bull, JBB De L'Original Poppin' Johnny of Jones' Cattle Co. and Grand Champion Purebred/Fullblood Female DeShazo's Princess from Lacy DeShazo, Bokoshe, OK clearly demonstrated the quality.

Demand for Belgian Blues by commercial operators and farmers has not relented in the last few years and shortage of purebred bulls is not uncommon. “The Belgian Blue Breed used to be a well-kept secret, now we just can't keep up” Brooks exclaims.

An emotional remembrance - ABBB Members overwhelmingly accepted to rename the ABBB Scholarship award the Ken Schlichte Memorial Scholarship in honor of the late founding member Ken Schlichte. This year's scholarship winners are Hannah Sieren of Hedrick, IA and Travis Blankenship of Beaumont, TX who both received \$600 scholarships towards their post-secondary education.

For the full list of show results and more information please visit the ABBB website at www.belgianblue.org or contact the ABBB office.

-30-

More Info: Glenda Sieren, Executive Director, American Belgian Blue Breeders, Inc., Phone: (641) 661-2332, Fax: (641) 661-2332 E-mail: info@belgianblue.org Website: www.belgianblue.org