

Press Release – For Immediate Release

New Breeder Awards Steal the Show and Record Number of Juniors Participate

September 1, 2005 – Hedrick, Iowa – The American Belgian Blue Breeders, Inc. (ABBB) awarded the first ever Overall Premier Breeder to **Buss Beef Barn of Denver, IA**, National Champion Bull went to SCH Dakota's Lakota owned by **Schlichte Cattle Co., Merrill, IA** and the Premier Cow is DeShazo's Cassy for **Lacy DeShazo, Bokoshe, OK**. Tension ran high as two of the new awards were decided as tie breakers. The 2005 inaugural ceremony was held during the Association's National Show at the Iowa State Fair in Des Moines, Iowa. Breeders accumulated points throughout the year by showing their Belgian Blue Beef cattle at these three shows - Tulsa State Fair, Houston Livestock Show and the Iowa State Fair.

"The Belgian Blue Breed has gained an excellent reputation as a commercial terminal sire in the US", explains Connie Brooks, ABBB President and 16-year veteran Belgian Blue (BB) Breeder in Missouri. "We felt the time was right for the ABBB to further recognize breeders who produce exceptional home-grown Belgian Blue genetics", adds the President. With the steady increase in naturally lean Belgian Blue Beef meat sales and greater demand for BB cattle and genetics, "it's even more important to give Belgian Blue Breeders an opportunity to showcase their animals and get more and younger farmers an opportunity to see the breed and meet premier US breeders", explains Stanley Jones, long-time BB farmer and ABBB Board Member who operates Jones Cattle Co. and Belle Brook Farms, Natural Beef in Nacogdoches, TX.

Winners at the Iowa State Fair Belgian Blue Show include:

Grand Champion Fullblood/Purebred Female

JTC Ritzy, Phillips Pharms, Parker, CO

Grand Champion Fullblood/Purebred Bull

SCH Dakota's Lakota, Schlichte Cattle Co., Merrill, IA

Reserve Grand Champion Fullblood/Purebred Female

Sieren's Nina, Sieren Cattle Co., Hedrick, IA

Reserve Grand Champion Fullblood/Purebred Bull

Jones' Next In Line, Jones Cattle Co., Nacogdoches, TX

Premier Breeder for Iowa Show

Scott and Julie Buss, Buss Beef Barn of Denver, IA

Herdsmen Award

Stanley Jones, Jones Cattle Co., Nacogdoches, TX

YOUTH - Another first at the 2005 ABBB Nationals; a record 17 youth participated in the Junior Showmanship Show. "We were thrilled to see so many budding farmers, from Pee-Wee to Senior Juniors with their Blues. By instilling pride in our youth, we help ensure a healthy future for agriculture in the USA." explains Glenda Sieren, ABBB Executive Director. A case point, Miss DeShazo is only 14 years old and has already won several awards for her winning Belgian Blues and recently returned from a trip in Europe where she toured Belgian Blue Beef farms in France, Belgium and the UK.

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