

Press Release – For Immediate Release

Alliance Strengthens Belgian Blue Beef Breed in the US

Increased Membership, Unity and Clear Voice

September 1, 2005 – Hedrick, Iowa – In a historic move, the two US Belgian Blue Beef breeder associations, Belgian Blue Breeders Inc. (BBBI) and the American Belgian Blue Breeders, Inc. (ABBB), have voted to blend both associations under one name – American Belgian Blue Breeders, Inc. The final vote was held August 20th, 2005 during the ABBB's AGM held at the Iowa State Fair in Des Moines, Iowa where a majority of ABBB members voted for the union. On April 1, 2005 a majority of BBBI members had voted for the blend of the two associations.

“This is a momentous event for the Belgian Blues in the US” beams Connie Brooks, re-elected ABBB President. “We now have an over 40% increase in membership and with our pooled resources, will be able to better meet the growing needs of our expanding breed with one US Belgian Blue (BB) Herdbook” she adds. She continues, “over the last 16 years I've seen significant changes in the Blues and how they've evolved into a leading terminal sire for commercial breeders; this alliance will benefit all US Belgian Blue breeders”. Mrs Brooks operates MNP Farm in Missouri.

“Consumer demand for naturally lean Belgian Blue Beef and ever-increasing numbers of breeders seeking quality BBB genetics kindled the need for better cooperation between BB breeders and for a clearer BB voice in the US” explains Bob Love, who served as last President of the now-blended BBBI. “Unity means we can now concentrate on building the future of the breed and further expand the BB meat and genetic markets nationally and internationally” he concludes.

The ABBB is recognized internationally by the Belgian Blue International Association (www.belgianblueinternational.com) and the Belgian Blue Beef Herd-Book (www.hbbbb.be) as the official US Belgian Blue Association.

For more information on the Belgian Blue Beef breed or on the blending of the associations, please visit the ABBB official website at www.belgianblue.org.

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