

## FOR IMMEDIATE RELEASE

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## Your Herd. Your Data. Your Choice.

### BBU Expands Voluntary Registration Options to Help Members Capture More Value from Their Herd Data

BRYAN, Texas — Beefmaster Breeders United (BBU) has approved a new **two-tier registration system** designed to give members more flexibility—not more requirements.

The new structure creates two registration pathways: a **Performance Registry (Whole Herd Reporting)** and a **Traditional Pedigree Registry**, allowing breeders to choose the option that best fits their operation and long-term goals. Most importantly, participation in **Whole Herd Reporting (WHR) remains completely voluntary**. This system will come into effect on June 1, 2027.

*“The new two-tier registration system is about giving our members more options—not more obligations,” said Dr. Lance Bauer, Executive Vice President of BBU. “Members who want to leverage the benefits of Whole Herd Reporting now have a pathway that rewards performance data and strengthens the breed, while those who prefer traditional registration can continue to do so. It’s about providing flexibility while building a stronger future for Beefmaster cattle.”*

Rather than replacing the traditional registration system, the new Performance Registry creates an opportunity for members who want to take advantage of more complete herd data, enhanced genetic evaluations, and additional program benefits. At the same time, breeders who prefer a pedigree-only registration option can continue to register cattle through the Traditional Registry.

## Why Whole Herd Reporting?

Whole Herd Reporting isn't about creating more paperwork—it's about helping producers make better decisions for their herd, and for the entire breed.

When breeders report the entire herd instead of only their top-performing calves, they gain a much clearer picture of what's really driving profitability. That means identifying the cows that consistently earn their keep, recognizing the sires producing the most predictable offspring, improving reproductive efficiency, and making more informed culling and replacement decisions.

Complete herd reporting also strengthens the accuracy of Beefmaster EPDs by providing a more complete genetic picture. In today's cattle industry, documented performance matters. As commercial cattlemen continue to demand reliable, data-backed genetics, Whole Herd Reporting gives Beefmaster breeders another way to demonstrate the value of their program and build buyer confidence.

## **Two Options. One Goal.**

The new registration model is built around a simple philosophy: **provide more opportunity, not more obligation.**

### **The Performance Registry (WHR) includes:**

- Enrollment of all active dams in Whole Herd Reporting.
- Performance documentation and EPDs for enrolled animals.
- Calf registration and transfers through 30 months of age.
- Recognition for participating operations.
- Annual inventory reporting, calving dates and calving ease records.
- Reduced pricing on qualifying data downloads.

### **The Traditional Pedigree Registry will continue to provide:**

- Conventional pedigree registration.
- Age-based calf registration.
- Standard transfer services.
- A pedigree-only option without performance reporting requirements.

## **Encouraging Participation, Not Requiring It**

The intent of the two-tier registration system is simple: encourage more members to experience the value of Whole Herd Reporting without eliminating the traditional registration option.

Whether a breeder chooses the Performance Registry or the Traditional Registry, they remain an important part of Beefmaster Breeders United. The Performance Registry simply provides another pathway for members who want to leverage performance information to improve herd management, strengthen marketing efforts, and increase the long-term value of their genetics.

As more Beefmaster breeders choose to participate, the entire breed benefits through stronger genetic evaluations, more credible performance data, and an even stronger story to tell the commercial cattle industry.

The future of Beefmaster isn't built on mandates—it's built on giving breeders better tools, better information, and the freedom to choose the path that best fits their operation.

*Beefmaster Breeders United is the official breed association for Beefmaster cattle, serving members throughout the United States and internationally. Dedicated to advancing the Beefmaster breed through genetic improvement, member services, youth development, and commercial industry engagement, BBU provides innovative programs and resources that help breeders build profitable, sustainable operations.*

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