



The International Brangus Breeders Association Announces International Issue of the Brangus Journal

San Antonio, TX, May 07, 2008 --(PR.com)-- The International Brangus Breeders Association (IBBA), along with Brangus Publications Inc (BPI), is currently in production of its inaugural international issue of the Brangus Journal. With the March 27, 2008 announcement that Mexico would be easing import restrictions for US cattle, the IBBA will be providing a unique opportunity for its members to expand their relationships throughout Latin America.

"IBBA needs to be one of the first breed associations to make a major organized push to show our cattle to the Mexican cattleman and to demonstrate commitment to this idea," stated Dr. Joseph Massey, Executive Vice President of the IBBA. The issue itself will contain several features on current export regulations, and a thorough perspective on experiences working with the Latin American market.

In addition to its usual distribution to IBBA membership and individual journal subscribers, this issue of the Brangus Journal will also be distributed to upwards of 2500 persons in Latin America with a direct interest in the Brangus breed. Advertising and editorial content will be reproduced in both English and Spanish.

About the International Brangus Breeders Association.

The International Brangus Breeders Association (IBBA) empowers members to advance the quality, reliability and value of Brangus and Brangus influenced cattle; provides innovative programs and services which enhance the economic well-being of members and commercial customers. Brangus Publications Inc (BPI) produces the Brangus Journal, an international news magazine serving the Brangus breed of beef cattle.

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