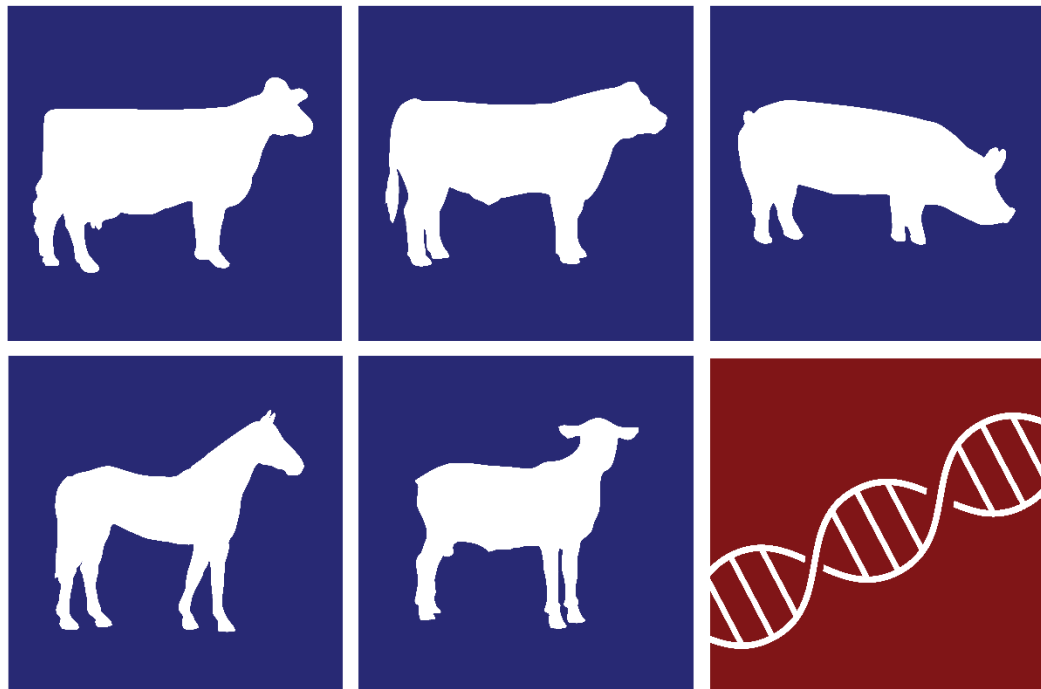


U.S. Livestock Genetics Export, Inc.

**USDA-FAS Success Stories Submitted
January 1, 2025, to May 31, 2025**



Made in the U.S.A.



U.S. Livestock Genetics Export, Inc.



U.S. Livestock Genetics Export, Inc.

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FOREWORD

The following success stories were submitted by U.S. Livestock Genetics Export, Inc. (USLGE), to USDA's Foreign Agriculture Service (USDA-FAS) from January 1, 2025, through May 31, 2025. They are a testament to the marketing development and export success that can be achieved through the collaboration of USLGE and its members with each other, outside organizations, and USDA-FAS Posts. The benefits of such cooperation include a broader range of innovative ideas, additional expertise and insights for problem-solving, more efficient use of resources, and stronger relationships among industry partners ... all made possible through funding from USDA-FAS grant programs.

*Martin Sieber
Chief Executive Officer/President
U.S. Livestock Genetics Export, Inc.*



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Abbreviations: APHA = American Paint Horse Association, AQHA = American Quarter Horse Association, ATP = Agricultural Trade Promotion, BBU = Beefmaster Breeders United, CFP = Cochran Fellowship Program, DoA = Department of Agriculture, FMD = Foreign Market Development, IBBA = International Brangus Breeders Association, MAP = Market Access Program, RAPP = Regional Agricultural Promotion Program, USLGE = U.S. Livestock Genetics Export, Inc.

Success Story 1

One Last Rodeo

Source: GAIN Report No. KZ2025-0006 (April 2025)

The Agricultural Attaché in Astana, Kazakhstan, designed a multiyear market outreach program called Rodeo USA. The second reverse trade mission in Rodeo USA targeted the beef sector and occurred from March 4 to March 14, 2025, starting in Fort Worth, TX. After traveling to the Houston Livestock Show & Rodeo, the group departed to Montana for farm visits and more commercial advocacy. At the airport in Great Falls, MT, participants were welcomed by Mr. Weston Merrill, the Marketing Officer for the Montana Department of Agriculture and a multigenerational rancher, who had put together a curated program visiting cattle and genetics suppliers that included a mix of capacity building, technical discussions, and business-to-business meetings. The program took input from FAS Astana and was tailored to meet sectoral needs. The first part of the mission included attendance at a record-setting cattle auction at Holden Herefords near Great Falls before moving on to Helena, MT, for a tour of Sieben ranch to learn about winter grazing. The group was honored by an impromptu tour of the State Capital building by Lieutenant Governor Kristen Juras. Montana State University hosted the group for an in-depth presentation on cattle feed and technology followed by a tour of Stevenson Angus, a long-time live animal and genetics supplier to Central Asia. The trip closed with visits to GENEX and Midland Bull Test, learning about the advanced technologies the United States uses to measure, document, and sell the highest quality animal genetics in the world. The second trade mission in the Rodeo USA program, made possible through Country Strategy Support Funds (CSSF), Regional Agricultural Promotion Programs (RAPP) funding, and similar contributions, resulted in \$1.2 million in immediate sales and \$4 million in 1-year sales on an investment of a mere \$62,700.



Weston wearing a Kazakh shapan



Buyers learn about tracking cattle phenotypes

Success Story 2

Beefmaster Breeders United Expands Regional Impact Through Education and Strategic Partnerships

In the face of shifting regional dynamics following the closure of Central America's largest livestock show, EXPICA, Beefmaster Breeders United (BBU) successfully recalibrated its strategy to expand the Beefmaster breed's presence throughout Central America, with a sharp focus on Costa Rica. This pivot underscores BBU's adaptability and dedication to fostering sustainable growth for the Beefmaster breed in tropical climates. At the 2025 Expo San Carlos Internacional, BBU secured \$240,000 in sales of semen and embryos. Additionally, BBU is finalizing a major deal involving 8,000 embryos and 2,000 semen units for a forthcoming project, pushing projected sales beyond \$2.5 million. This milestone signifies the growing trust and demand for Beefmaster genetics in the region. BBU has forged key alliances with influential partners such as Centro Internacional Genético de América Central (CIGAC), San Francisco de ASIS University, the University of Costa Rica, and leading local cattle producers. These collaborations have not only promoted genetic improvement but have also delivered tangible commercial outcomes, exemplified by a notable surge in semen and embryo sales across the region. A cornerstone of BBU's success is its robust educational outreach program. Costa Rican stakeholders have been invited to participate in BBU's annual convention, beef cattle short course, and the Houston Livestock Show and Rodeo. These immersive programs offer:

- Ranch tours demonstrating practical use of Beefmaster genetics
- Hands-on training in cattle selection and breeding programs
- In-depth exploration of the six essentials of Beefmasters: disposition, fertility, weight, conformation, hardiness, and milk production
- Opportunities for participants to engage in one-on-one question-and-answer sessions with Beefmaster professionals, allowing personalized guidance and expert insights.

Such initiatives have enhanced the technical expertise of Costa Rican producers and academic partners, reinforcing the breed's adaptability and value in tropical environments. Through collaboration with local leaders and stakeholders, BBU is positioning Costa Rica as the epicenter for Beefmaster expansion throughout Central America. The breed's strong performance at events such as the San Carlos livestock expo further cements its reputation for meeting the agricultural and environmental needs of the region.



Success Story 3

Largest Central Asia Delegation Visit to Wisconsin and World Dairy Expo

In October 2024, Market Access Program (MAP) funding facilitated the largest Central Asia dairy delegation visit to the World Dairy Expo in Madison, WI. Organized in collaboration with USDA's Foreign Agricultural Service (USDA-FAS) in Central Asia, this initiative brought together over 37 participants from Kazakhstan, Uzbekistan, and Kyrgyzstan. The delegation included government officials, dairy industry business leaders, and stakeholders from across Central Asia and highlighted Wisconsin's leadership in the global dairy industry. This effort was executed in partnership with the Livestock Exporters Association (LEA), a member of U.S. Livestock Genetics Export, Inc. (USLGE), as well as non-USLGE members: World Initiative for Soy in Human Health (WISHH), American Soybean Association, and Wisconsin Soybean Marketing Association. Together, they created a robust program focused on Wisconsin's expertise in dairy genetics, feed, animal care, advanced dairy technologies and machinery, innovative practices, and sustainable production methods. More than 12 Wisconsin businesses participated in meetings with the delegation before, during and after the World Dairy Expo in various areas of the State. As a direct outcome of this collaboration, the exciting results were immediate sales of \$500,000 and projected export sales of \$50 million for the next 3 years. This initiative exemplifies how MAP funding in conjunction with USDA-FAS and industry partners can foster international collaboration and open new market opportunities for the U.S. dairy industry.



Success Story 4

From Trade Mission to Networking to Sales

The Montana Department of Agriculture led a beef genetics trade mission to Chihuahua, Mexico, to attend Expo Ganadera in October 2023. Chihuahua State has the second largest population of beef cows in Mexico with production systems similar to Montana. Most beef cattle in the region are weaned around 6 months of age and are shipped to feedlots for finishing. Two Montana Angus breeders and one Montana Hereford breeder attended the show and conducted ranch visits. Montana breeders also had valuable networking opportunities attending Angus and Hereford breed association dinners and built strategic relationships with several breeders who have imported or are interested in importing U.S. genetics. Because the State of Chihuahua borders the United States, shipping live cattle (bulls) is an attractive opportunity. As a result of the trade mission, Mexican Hereford breeders attended a Hereford sale in Montana and purchased 18 bulls for \$78,000. Those breeders, along with others, plan to return to the same sale in 2025.



Success Story 5

Lasting Relationships with Argentine Ranchers Result in Embryo Export Success

In 2024, U.S. Livestock Genetics Export, Inc. (USLGE) provided \$6,685.13 in USDA-FAS Market Access Program funding to the Kansas Department of Agriculture (KDA) to facilitate two reverse trade missions from Argentina. During those visits, Kansas ranchers had the opportunity to showcase their purebred beef cattle while networking with Argentine cattle breeders during ranch tours. As a result of those efforts, a Kansas Red Angus seedstock producer successfully sold sexed (female) embryos for export to Argentina at a value that exceeded \$30,000. This achievement is a direct outcome of USLGE and KDA's continued engagement with Argentine cattle ranchers. Despite a challenging economy, Argentine producers are invited to make regular visits to the United States each year. Those visits allow them to search for potential bull sire prospects, observe U.S. beef cattle genetics in both pasture and feedlot environments, and establish valuable connections for future business opportunities.



Success Story 6

First World Congress on Sustainable Livestock

Expo Liberia Internacional in Liberia, Costa Rica, brings together the agricultural community and showcases the region's livestock, agricultural products, and rich cultural heritage. In 2024, this esteemed event reached unprecedented heights as the backdrop for a groundbreaking gathering of global significance — the First World Congress on Sustainable Livestock. The Congress, which brought together experts from 21 countries, focused on sustainable practices that are transforming livestock farming worldwide. At the heart of the discussions were innovative approaches such as regenerative farming, vividly illustrated through real-world examples at farms like Hacienda Las Cañitas and El Quebracho. The event in July 2024 was more than just a conference; it was a transformative experience that solidified Costa Rica's position as a leader in sustainable livestock management. The Camara De Ganaderos De Liberia hosted an educational tour and international meeting that set the stage for a wealth of knowledge exchange. Seminar presentations on cattle reproduction and fertility followed by a comprehensive overview of the International Brangus Breeders Association's (IBBA's) cutting-edge sustainability practices, genetic programs, and innovations were featured. Among the highlights was the Brangus presentation, which focused on the breed's exceptional qualities of efficiency, sustainability, and genetic improvement. This session resonated deeply with Costa Rican breeders, who expressed a growing interest in adopting U.S. practices to enhance the quality of their beef production. The strong demand for Brangus genetics in Costa Rica became clear as breeders recognized the breed's remarkable adaptability and its role in fostering sustainable livestock practices. The connection between Costa Rican breeders and the Brangus community was further solidified in August 2024 when a delegation from Liberia attended IBBA's 75th anniversary celebration in Texas. This prestigious event provided an opportunity for Costa Rican breeders to engage with Brangus breeders from around the world, sharing experiences, forging connections, and exploring potential collaborations. The camaraderie and knowledge exchange at this milestone event set the stage for future endeavors. The strengthened partnership led to a groundbreaking decision: the Costa Rican group from Liberia purchased 2,500 straws of Brangus semen — an investment totaling approximately \$50,000. This bold move represented a significant leap forward as purebred Brangus cattle had not made a notable impact in Costa Rica's Guanacaste province until recently. The breed was still considered new to the area, and the challenge of overcoming local perceptions of native white cattle was considerable. This first significant purchase of Brangus genetics marks the beginning of what is poised to be a prosperous future for the breed in the region. This achievement is not only a triumph for Costa Rican livestock farmers but also a testament to the power of collaboration, knowledge-sharing, and vision. The purchase of those genetics will have a lasting impact on Brangus operations in Texas, Kansas, and Arkansas and will shape the future of livestock production in Costa Rica. The journey to this milestone was not without its challenges, but it laid the foundation for a promising new chapter in the country's agricultural history.



USDA-FAS program: **MAP**

Congressional District: **TX-28**

Success Story 7

Strategic Chilean Alliances for Beef Market Development Activities

The Montana Department of Agriculture (MT DoA) led a beef genetics trade mission to the Magallanes region of Chile in November 2024. The largest concentration of Chilean Hereford and Angus cattle is in this region, which has production systems and terrain similar to Montana. To assess the overall knowledge of best practices in artificial insemination and embryo transfer protocols, MT DoA collaborated with Trans Ova Genetics, another member of U.S. Livestock Genetics, Inc., and a biotechnology company that specializes in embryo transfer and is headquartered in Iowa with additional offices in Missouri, Texas, Maryland, Oklahoma, Kansas, California, Idaho, Georgia, Wisconsin, and Washington. The delegation included three Montana Hereford breeders and two Montana Angus breeders. Through this mission, MT DoA made strategic alliances with stakeholders and the Chilean Agricultural Research Institute (INIA) to allow further pursuance of market development activities through the Regional Agricultural Promotion Program. Estimated sales of \$34,000 of semen and embryos are anticipated in 2025.



Success Story 8

Multimember Collaboration Results in Horse Exports to Europe

In October 2024, the Montana Department of Agriculture hosted an equine genetics reverse trade mission with the American Quarter Horse Association and American Paint Horse Association, which also are members of U.S. Livestock Genetics Export, Inc. A delegation of nine horse breeders from all over Europe attended the Northern International Livestock Exposition (NILE) in Billings, MT. At the NILE Gold Buckle Horse Sale, three horses (two colts and one filly) were purchased for export to Croatia. The total purchase amount was undisclosed. The European horse breeders were also taken to different ranches for visits. The buyers made plans to return to Montana for several other horse sales in 2025.



Success Story 9

Brangus Educational Mission Leads to Live Animal and Frozen Genetics Exports

A group from the International Brangus Breeders Association (IBBA) visited Hermosillo, Sonora, Mexico, in November 2024 as part of a joint Mexico educational trade mission. Sonora is a critical hub for cattle exports, with over 300,000 head of cattle shipped to the United States in 2023. Its proximity to the United States along with its strong economic ties provides a clear pathway for exports. Despite challenges like drought, Sonora thrives by utilizing breeds like Brangus, which are known for their resilience on lower-quality forage and in harsh climates. U.S. genetics, advanced breeding technologies such as artificial insemination and embryo transfer, and an unwavering focus on growth rate, feed efficiency, and carcass quality are driving the region's cattle industry forward. Mexico's presence continued to dominate during the fall 2024 Brangus sale season, and a private venture resulted in the sale of 90 black Brangus heifers to a ranch in Coahuila, Mexico. These commercial females were sourced from eight different Brangus breeders across Texas, New Mexico, and Missouri and fetched an impressive average of \$2,200 per animal, with a total of \$198,000 in sales. Mexican breeders also participated in a sale in Wharton, TX, and purchased 20 registered bulls and females; the bulls averaged \$8,300 per animal and females averaged \$5,700. Additionally, 30 embryos were sold, with each 5-embryo lot averaging \$6,600. Through those sales alone, Brangus exported at least \$328,000 in live cattle and frozen genetics to various regions of Mexico in fall 2024, marking an extraordinary accomplishment for the breed and reinforcing growing influence and exceptional genetic quality of the Brangus breed in Mexico.



Success Story 10

Brangus Trade Mission to Australia Results in \$100,000 Partnership

In May 2024, Australia hosted its largest beef event, BEEF Australia, marking a significant milestone for the industry. The International Brangus Breeders Association (IBBS) planned a trade mission to the event and subsequent ranch visits. In preparation for the mission, IBBA launched its 75th-anniversary advertising campaign as part of the Australian Brangus Association's fall publication. In recognition of this major anniversary, the Australian Brangus Association generously spotlighted the event in both its monthly e-bulletin and website newsletter at no additional cost. This campaign ran from January to August 2024 and provided invaluable exposure valued at \$150 per run. During BEEF Australia, five IBBA representatives traveled to Rockhampton, Australia, where they attended the event and visited three regional ranches. Throughout the event, IBBA engaged with Australian UltraBlack and Brangus associations and breeders as well as participated in various activities. One highlight was a segment requested by BEEF TV, where IBBA had the opportunity to educate viewers on the Brangus breed and its market through an educational cattle broadcast program. The UltraBlack group held two educational presentations that focused on IBBA's genetic evaluation services and opportunities for collaboration. IBBA attended those presentations and participated in the ceremonial signing of the partnership agreement between IBBA and the Australian UltraBlack group. This partnership, which became effective in July 2024, was formalized with a contract valued at \$5,000 per quarter and totaling \$20,000 annually, over a 5-year term, with the possibility of a 3-year extension. This agreement, valued at \$100,000 over its term, covers data evaluation services.



Success Story 11

Strengthening Global Livestock Through the Cochran Fellowship Program

The Cochran Fellowship Program (CFP), a cornerstone of USDA's global agricultural initiatives, is instrumental in advancing livestock genetics and reproductive technologies worldwide. U.S. Livestock Genetics Export, Inc. (USLGE) recognizes the immense value of this program for its enduring impact in shaping livestock industries across the globe. A recent success was highlighted during a USDA Foreign Agricultural Service Agribusiness Trade Mission in Morocco, where USLGE engaged with five former Cochran fellows from Morocco's dairy industry. Those individuals, who increased their knowledge through Cochran training in the United States, offered invaluable insight into Morocco's agricultural dynamics, including policy changes, resource constraints, and production levels. USLGE representatives were able to visit Lait Plus, a dairy farm with the highest producing dairy herd in Morocco, under the management of Khalid Tabti, a former Cochran fellow. They also visited Safilait operations with its sourcing director Khalid Maataoui, another Cochran fellow from the same cohort. Safilait is the third largest dairy processing company in Morocco. Looking ahead, USLGE is excited about the prospect of collaborating with FirmaPro, a family-operated business committed to enhancing the potential of livestock farmers in Morocco. Its efforts span large-scale dairy operations to small-scale producers and pastoralists, with deep expertise in the small-ruminant sector. Under the leadership of Dr. Nadia Lotfi, FirmaPro has been providing education and support to Moroccan farmers for many years, empowering the country's livestock sector to thrive. An employee of FirmaPro is also a former Cochran fellow. The relationships built through CFP create a foundation for sustained goals in key export markets, enabling focused and strategic growth in global livestock sectors. Because genetic improvement is a long-term endeavor, the enduring partnerships formed with Cochran fellows ensure that efforts to improve livestock genetics and production systems are not only effective but also sustainable. The ongoing collaborations underscore the continuing return on USDA's investment in capacity building and the lasting impact of CFP.



Success Story 12

Creation of a New Ministry of Livestock Development

Dr. George Uzoaga, Director of Veterinary Public Health & Epidemiology at the Federal Ministry of Livestock Development in Abuja, Nigeria, is a 2022 Cochran fellow. During his training on U.S. beef and dairy management in Wisconsin, which was led by U.S. Livestock Genetics, Inc., Dr. Uzoaga was able to see firsthand the highly advanced operations of the U.S. livestock industry, with a special emphasis on dairy and beef production and most importantly on operationalization of embryo transfer and genomic selection for best outcomes in animal breeding programs. In his own words:

As a government official, I wrote a report to the management detailing the knowledge gained through the Cochran Program and how we, as a government, can catalyze a revolution in the sector through trainings on good husbandry practices, supply of inputs, provision of animal health service, and advocacy for more investments by the private sector.

His efforts along with those of other colleagues culminated in the creation of a new Nigerian Federal Ministry of Livestock Development in July 2024 and the appointment of a Minister who is a renowned dairy farmer in Kaduna State. Presently, 15 of the 36 Nigerian States have created their own Ministries of Livestock Development and are willing to allocate land to prospective local and foreign investors for the establishment of ranches for beef and dairy operations. Dr. Uzoaga has actively participated in the development of a livestock growth strategy to increase investment in the sector from the present \$32 billion to \$74 billion in the next 5 to 7 years. The potential for growth in the Nigerian livestock industry is huge with over 341,000 square kilometers (131,660 square miles) of arable land for growing pasture and grain for animal feed production along with good indigenous breeds that can be improved with good feeding and breed improvement programs. Priority areas identified in the implementation of this livestock development strategy include feed and fodder development, water availability, and animal health and welfare as well as breed improvement through embryo transfer and artificial insemination with U.S. companies as key partners.



Success Story 13

Milk Aggregation and Logistics as a Path to Strengthen Nigeria's Dairy Sector

The Dairy Ranchers Association of Nigeria (CODARAN) is the national apex body and collective voice for championing the interest of indigenous commercial dairy processors, ranch operators, and small-, medium-, and large-scale dairy farmers. At the head of this organization is Mr. Dianabasi Akpainyang, its Executive Director and a Cochran fellow from the 2022 cohort. As part of his training on U.S. beef and dairy management hosted by U.S. Livestock Genetics Export, Inc., in Madison, WI, Mr. Akpainyang developed an action plan to increase milk production and revenue generation in Nigeria. According to data from the Central Bank of Nigeria, the demand for milk production in 2024 was 1.7 billion liters (3.86 billion pounds), yet only 600 million liters (1.36 billion pounds) are produced nationally. CODARAN's plan is to implement the Milk Aggregation and Logistics Development Project (MALDEP) in 2025 with the training of 1,000 smallholder farmers in Niger and Jigawa States on profitable dairy business management. This training has already begun, and two milk collection centers equipped with milk storage and testing equipment have been established to aggregate milk from smallholder dairy farmers in Niger and Jigawa States. Along with supply of free milk collection equipment – milk cans to 200 smallholder dairy farmers in Niger and Jigawa States – to facilitate hygienic milk handling and reduce milk rejection rates at the milk collection center, this plan seeks to help significantly reduce the country's dependence on US\$ 1.5 billion in milk imports and channel those funds into the development of the dairy industry in Nigeria.



Source: CODARAN Newsletter (March 2025)

Success Story 14

Transforming Dairy Farming in Northern Nigeria

Dr. Okwu Audu James is a USDA Cochran fellow from the 2022 Nigerian cohort hosted by USLGE in Madison, WI. As the Animal Health Intervention Lead for the Advancing Local Dairy Development in Nigeria (ALDDN) Program—an initiative funded by the Gates foundation—he has leveraged the knowledge gained from his USDA Cochran Fellowship to train over 60,000 smallholder dairy farmers across five northern Nigerian States: Adamawa, Kaduna, Kano, Jigawa, and Plateau. Recognizing Nigeria's shortage of veterinary professionals, Dr. Audu has worked on establishing a sustainable model for animal healthcare, training and equipping 132 community-based animal health workers (CAHWs) across the five States. Those workers operate under veterinary supervision, ensuring continued access to quality animal health services even after the program concludes. Through this program, he has coordinated a team of 50 dairy technical experts, including veterinarians and animal scientists, to deliver critical services to farmers. These interventions span impressive accomplishments such as:

- Treatment and vaccination of over 82,000 cattle, significantly improving herd health and productivity.
- Training farmers on dairy livestock management, good milking practices, and herd health management, building on their current capacities.
- Educating farmers on antibiotic misuse, biosecurity (isolation/quarantine), and sustainable husbandry practices.

This initiative has not only enhanced milk production and farmer livelihoods but also strengthened the resilience of Nigeria's dairy sector. By bridging gaps in veterinary care and empowering local stakeholders, this program is paving the way for long-term agricultural growth.



Success Story 15

Farmer Behavioral Change Is Key to Productivity Improvements in the Nigerian Dairy Industry

Oluwafisayomi Kayode, a USDA Cochran fellow, is transforming the Nigerian dairy industry through his leadership in the ALDDN (Advancing Local Dairy Development in Nigeria) program. In 2022, Mr. Kayode was selected to participate in the Cochran Fellowship Program hosted by USLGE in Madison, WI, where the importance of best practices in dairy management, strategic stakeholder engagement, and the enabling role of policy was emphasized. Mr. Kayode also learned that farmer behavioral change is key to productivity improvements and that adoption of improved management practices—such as proper housing, feeding, and animal care—must be prioritized over technical inputs alone. Through his leadership role at ALDDN, a multiyear initiative funded by the Gates Foundation, he is currently restructuring the capacity building strategy by training over 120 community-based champions and animal husbandry extension workers across four northern States. Those local champions now deliver ongoing training and support to smallholder farmers, enhancing their knowledge retention and practice adoption. During his fellowship, Mr. Kayode learned that artificial insemination (AI) success depends on foundational herd management; without proper housing, feeding, and care, AI yields minimal benefit. He is now advocating for a more holistic breeding strategy that prioritizes improving husbandry practices before introducing AI. As a result, the program is now seeing increased adherence to protocols and a notable reduction in cattle migration in subsequent program phases. ALDDN is partnering with commercial farms that can serve as early adopters and accelerators of change. They have partnered with some of the most important companies in the private sector such as L&Z Farms, Ltd., one of the fastest growing indigenous dairy farms in Nigeria, and Integrated Dairies, Ltd., a leading conglomerate in the industry, to establish model centers where farmers can witness improved dairy practices firsthand. ALDDN has also partnered with the URUS group, a holding company with an international presence, to train over 130 community-level AI technicians, to address a critical skill gap. In the words of Mr. Kayode:

The Cochran Fellowship didn't end when I returned—it sparked a new chapter of informed leadership and systemic change. It equipped me with tools, perspectives, and global benchmarks that continue to shape ALDDN and influence Nigeria's dairy sector. I extend my heartfelt thanks to the USDA Cochran Fellowship Program for investing in local leaders and building global bridges that translate into sustainable development outcomes."



Success Story 16

Cochran Fellowship Program as a Catalyst for Nigeria's First National Dairy Policy

As a fellow of the 2022 Cochran Training hosted by USLGE in Madison, WI, Mr. Oluwafisayomi Kayode had a transformative experience that provided him with valuable insights into the U.S. beef and dairy sector. He learned that without best practices in dairy management, strategic stakeholder engagement, and the enabling role of government policy, no real change could be accomplished in his home country of Nigeria. Three years later, Mr. Kayode is proud to share how those lessons have translated into real-world impact through his leadership role as Senior Program Manager in the Advancing Local Dairy Development in Nigeria (ALDDN) program. ALDDN is a multiyear initiative funded by the Gates Foundation and implemented by Sahel Consulting in conjunction with private-sector companies as a catalytic intervention for building sustainable supply chains and fostering local sourcing. Through his participation in the Cochran Fellowship Program, Mr. Kayode was able to learn about U.S. dairy policy frameworks and confirmed that government policy is essential for sustainable dairy development. This knowledge, especially in areas related to quality standards and regulatory best practices, directly impacted his input in helping to develop and launch Nigeria's first national dairy policy, which was officially unveiled on World Milk Day in 2024. With a strong policy framework in place, rapid growth and strengthening of the Nigerian dairy sector is now possible.



Success Story 17

Strengthening the Nigerian Dairy Sector through CODUNDSKILL

The Nigerian dairy sector still faces multiple challenges that hamper productivity across the value chain, resulting in an inadequate supply of dairy products in the market from the local industry. Consequently, Nigeria depends heavily on imports to meet the huge demand for dairy products. According to data from the Central Bank of Nigeria, the demand for milk production in 2024 was 1.7 billion liters (3.86 billion pounds), yet only 600 million (1.36 billion pounds) are produced nationally. To address those challenges and create a path forward for the dairy industry, Mr. Dianabasi Akpainyang, the Executive Director of CODARAN (the Dairy Ranchers Association of Nigeria), which represents the interest of indigenous commercial dairy processors, ranch operators, and small-, medium-, and large-scale dairy farmers, is designing and implementing the Dairy Skill Development in Nigeria Programme (CODUNDSKILL) in collaboration with the University of Abuja. This ongoing program, which started in October 2024, seeks to train at least 50 dairy industry operators per quarter on dairy business management through a series of quarterly dairy development webinars. These webinars focus on training and developing skilled manpower in the various segments of the dairy value chain using the expertise of the Centre for Dairy Studies of the University of Abuja, Nigeria. In this program, Mr. Akpainyang is blending his training on U.S. beef and dairy management from participation in the 2022 Cochran Fellowship Program with the national context of Nigeria to strengthen the dairy sector and help it achieve self-sufficiency.



Webinar

TOPIC

The Daily Struggles of a Dairy Entrepreneur: Overcoming the Challenges of Running a Dairy Farm in Nigeria

Thursday, October 31, 2024

10:00 am WAT

Google Meet

Speaker: Mohammed Mustooha Abubakar
CEO Maizube Farms Nigeria Limited, Dairy Farmer, and Agribusiness Expert

Register:
codaran.org/webinar

Who Should Attend?

- Small, Medium and Large-scale Dairy Farmers
- Dairy Farm Managers
- CEOs of Dairy Farms
- Aspiring Dairy Entrepreneurs

Attendance is Free but Registration is Required

Photo: CODORAN

Success Story 18

Data Collection as a Way to Strengthen the Nigerian Dairy Industry

As part of a cross-cutting strategy to bring innovation to the Nigerian dairy industry, Mr. Dianabasi Akpainyang, the Executive Director of CODARAN (the Dairy Ranchers Association of Nigeria) and a 2022 Cochran fellow, is focusing on the mapping of dairy communities and data collection from over 1,000 dairy farmers in the Nigerian States of Niger and Jigawa. CODARAN is the national apex body and collective voice for championing the interests of indigenous commercial dairy processors, ranch operators, and small-, medium-, and large-scale dairy farmers; it is leading the creation of a national livestock and dairy data collection and management system for Nigeria's dairy industry. This system will help with milk aggregation and logistics and create jobs for field data collection officers and milk collection center managers as well as provide a steady data collection, storage, analysis and access system to enhance planning, policy implementation, and data-backed decision-making in Nigeria's livestock and dairy industry. The initiative is already showing results. In a press conference, Mr. Dianabasi Akpainyang highlighted the project's potential to increase Nigeria's milk production and improve the livelihoods of smallholder dairy farmers in the region. With over 3,000 liters (6,800 pounds) of milk available per week for processing by two of the most important dairy processors in the region (L&Z Integrated Farms, Kano, and Delifrost Caterers, Niger) as well as ongoing meetings and discussions with the Federal Ministry of Livestock Development to implement a national dairy production policy, the future of this project looks very promising.



Photos: CODORAN

Success Story 19

Improving Livestock Production through Capacity Development in Academia

Professor Dauda Bawa, Head of the Agricultural Economics and Extension Department at the University of Jos in Nigeria, participated in the highly competitive USDA Cochran Fellowship Program (CFP) on Beef and Dairy Management hosted by USLGE in October 2022 in Madison, WI. This training was a rewarding experience for Dr. Bawa; in his own words:

From seeing innovative technologies being used on reproductive management and feeding systems to seeing business models for value chains in dairy and beef, the program exposed me to scalable solutions and best practices that were not only practical but also transformative. I returned to Nigeria with a new calling. Firstly, to execute what I had learned, but also to be an agent of change in my sphere of influence.

Once back in Nigeria, Dr. Bawa launched a series of strategic interventions to improve livestock production capacity and improve extension systems. Training programs included updated material on the latest beef and dairy farm management systems, herd health, reproductive technology, and pasture development for over 30 university personnel, as well as over 80 postgraduate and undergraduate students who are now well-positioned to translate theory to practice and be drivers of innovation in their future professional careers. To strengthen the capacity building of extension frontline workers in rural development, Dr. Bawa conducted tailored training for 50 State ministry of agriculture livestock extension officers, which equipped them with hands-on knowledge and skills to guide and vastly improved their ability to deliver quality advisory services to farmers more effectively and improve farm productivity in rural areas. He also actively participated in the World Bank-financed Livestock Productivity and Resilience Support Project (L-PRES) by financing the training of 350 livestock farmers on effective animal husbandry, disease prevention, and improved livestock nutrition. CFP reshaped Dr. Bawa's career vision from livestock scientist to transformational leader and knowledge multiplier. Moving forward, he vows to scale up training programs to other institutions and States and develop applied research projects that have a direct impact on rural livestock producers.



Success Story 20

From Fellowship to Policy Engagement and National-Level Advocacy

The USDA Cochran Fellowship Program on Beef and Dairy Management (October 2022; Madison, WI) was a transformative and eye-opening experience for Dr. Dauda Bawa. There he got to witness firsthand and engage with best-in-class researchers, farmers, private sector stakeholders, and government organizations that constitute the innovative livestock production network in the United States. With the contacts and expertise gained under the program and with the understanding that the best global best practices must be localized, contextualized, and translated into the local context with the involvement of stakeholders, Dr. Bawa returned to Nigeria with a mission to improve livestock production capacity and facilitate livestock sector reforms. His contributions have gone beyond grassroot organizations to national levels of policy formulation and influence for change in the livestock sector. Professor Bawa, who is currently Head of the Agricultural Economics and Extension Department at the University of Jos in Nigeria, was the keynote speaker at the National Conference on Livestock Reforms and Mitigating Associated Conflicts organized by the Kano State Government. The conference “Sustainable Livestock Reforms and Mitigating Associated Conflicts in Nigeria” convened stakeholders from all over the country to collaborate towards harmonious coexistence and sustainable livestock development. Professor Bawa was also a panelist during a 2-day Review and Adaptation of Extension Materials workshop organized by the Plateau State Ministry of Agriculture and Natural Resources and sponsored by L-PRES (Livestock Productivity and Resilience Support Project, which is financed by the World Bank). Dr. Bawa’s participation in the ongoing national dialogue in Nigeria on livestock reforms, security, and productivity enhancement has been key for establishing government partnerships and development collaboration to identify and implement livestock interventions with measurable impact. In Dr. Bawa’s words, “Change begins with one informed voice—and grows when knowledge is shared. I am proud to be that voice in Nigeria’s livestock transformation journey.”



Success Story 21

Linking Chinese Youth to the United States Through AQHA Programs

One of the key objectives of the American Quarter Horse Association (AQHA) is to engage youth and young adults with a passion for the equine industry to ensure ongoing growth and development. In September 2024, AQHA successfully collaborated with the Chinese Agricultural University (CAU) and Beijing Xin Fuxue International Academy to introduce its programs to Chinese youth through seminars and an AQHA-approved show and clinic. Those initiatives included a youth leadership conference, scholarship opportunities, and international showing opportunities. This partnership will continue to enrich the educational opportunities available but also created new career pathways in China's equine sector. During meetings with CAU and the International Academy, AQHA outlined plans for ongoing workshops, seminars, and hands-on training for both students and faculty. Those sessions will offer valuable insights into the American Quarter Horse breed, equine management, and competitive strategies. Furthermore, AQHA is set to facilitate exchange and mentorship programs to connect Chinese students with experienced professionals and trainers from the United States. This exposure to global practices and networking opportunities is expected to significantly broaden the students' perspectives and enhance their career prospects in the equine industry. By partnering with CAU and the International Academy, AQHA will drive continued growth in genetic exports from the United States to China and foster a stronger international market for American Quarter Horses.



Success Story 22

IBBA Celebrates 75 Years of Global Innovative Programs and Services

The 75th anniversary of the International Brangus Breeders Association (IBBA), which was celebrated in August 2024 in Houston, TX, was a monumental achievement and drew 420 participants from 21 U.S. States and 7 countries, including a distinguished delegation from Mexico and Costa Rica. This event confirmed IBBA's global stature, reinforced the breed's international influence, and fostered deeper collaboration between U.S. breeders and their counterparts in Mexico and Costa Rica. Mexican producers, who have increasingly embraced Brangus cattle for their unparalleled adaptability and premium meat quality, were integral to the event's success. Through workshops and seminars focused on genetic improvement, herd management, and the integration of Brangus cattle into diverse production systems, the event facilitated a wealth of genetic exchange and laid the foundation for strategic partnerships aimed at enhancing Brangus herds on both sides of the border. The connection between Costa Rican breeders and the Brangus community was also further solidified with this prestigious event and provided an opportunity for Costa Rican breeders to engage with Brangus breeders from around the world, share experiences, forge connections, and explore potential collaborations. The camaraderie and knowledge exchange at this milestone event set the stage for promising future endeavors.

Celebrating 75 Years of Brangus

SCHEDULE OF EVENTS

THURSDAY, AUGUST 8, 2024

GKB Cattle Ranch Tour Sponsored by GKB Cattle
Ranch Headquarters: 7440 Hwy. 16, Desdemona, Texas
All Thursday events held at GKB Cattle
Travel: \$150 (includes airfare to Houston, TX, 10 nights (if needed) with an overnight stay in Stephenville, TX, hotel cost on your own - Hampton Inn Stephenville information on American Express Travel Fx)

1:30 pm Registration GKB Cattle Sale Facility (Headquarters)
2 pm Welcome GKB Cattle Dining Hall
2:30 pm The Next 75 Panel Discussion
VB Ranch Express Ranches
Timmy Luchter Savannah Hanson
4 pm GKB Ranch Tour
6:15 pm Cattle and Cocktails
Enjoy hors d'oeuvres, cocktails and display cattle
7:30 pm GKB Steak Dinner GKB Cattle Dining Hall
8 pm Dinner Speaker Professional Rodeo Icon (TBA)

FRIDAY, AUGUST 9, 2024

All Friday and Saturday events held at The Worthington Hotel
8 am - 12 noon Breed Improvement Committee
Lunch on your own
1 pm Trade Show Opens Through Welcome Reception
2 - 7 pm Registration Open
2 pm Fashion Show
Hosted by the International Brangus Auxiliary
Learn of current western trends from Double D Ranch Wear, a leader in all things western, from boots, to jackets, to jewelry. Enjoy a fashion show by Studio 74 Vintage. Studio 74 Vintage is an award-winning authentic vintage clothing store on the west side of Fort Worth.

1 - 2:30 pm Promotion Committee
International Marketing Committee
2:30 - 4 pm Membership and Education Committee
Commercial Marketing Committee
5 - 7 pm 75th Anniversary Brangus Celebration
Welcome Reception (ticketed)
Dinner on your own

SATURDAY, AUGUST 10, 2024

8 - 6 pm Registration Open
8 - 9 am IBBA Reunion Coffee and Breakfast
Past and Current Members Sponsored by Villa Ranch
9 am - 1 pm Trade Show Open
9 am Opening Session Welcome
9:10 am Remarks by Neogen and GKB Cattle
9:30 am Learning From the Past as We Look Toward the Future
Randy Blach, CEO of CattleFax, Centennial, CO
Highlight of fundamental changes in the beef industry that reversed a downward demand curve and projections of changes moving forward.

10:30 am Break
10:45 am Common Denominators of Iconic Seedstock Programs - Part 1 Panel Discussion
- Jack Holden, Holden Herefords, Valer, MT
- Mark Gardner, Gardiner Angus Ranch, Ashland, KS
- Gabriel Connolly, Connolly Angus, Whitman, NE
- Doreen Brown, R.A. Brown Ranch, Throckmorton, TX

11:45 am Lunch (ticketed)
1 pm Common Denominators of Iconic Seedstock Programs - Part 2 and Questions & Answers
The Next 25 Years
Lee Leachman, Leachman Cattle, Fort Collins, CO
3 pm The Future of Brangus Video
3:15 pm Southeast Brangus Breeders Association Board of Directors Meeting
Texas Brangus Breeders Association Membership Meeting
Past Staff of IBBA and Brangus Journal Gathering and Photo
5:15 pm Legacy of Brangus Gala "Celebrating 75 Years" (ticketed)
Join us for a social and dinner as we revisit Brangus history and explore 75 years of Brangus greatness. Western Chic Dress (see below)

After Gala Party

Scan me

75 Years

INTERNATIONAL BRANGUS BREEDERS ASSOCIATION
Celebrate Brangus in Cowtown!

Western Chic is a style philosophy that encourages creativity and individuality. There are no fashion dos or don'ts with Western chic. The way it is expressed varies from person to person. Whether you simply wear cowboy boots with your favorite wardrobe staples or go head-to-toe country. Create a look that works perfectly on you.

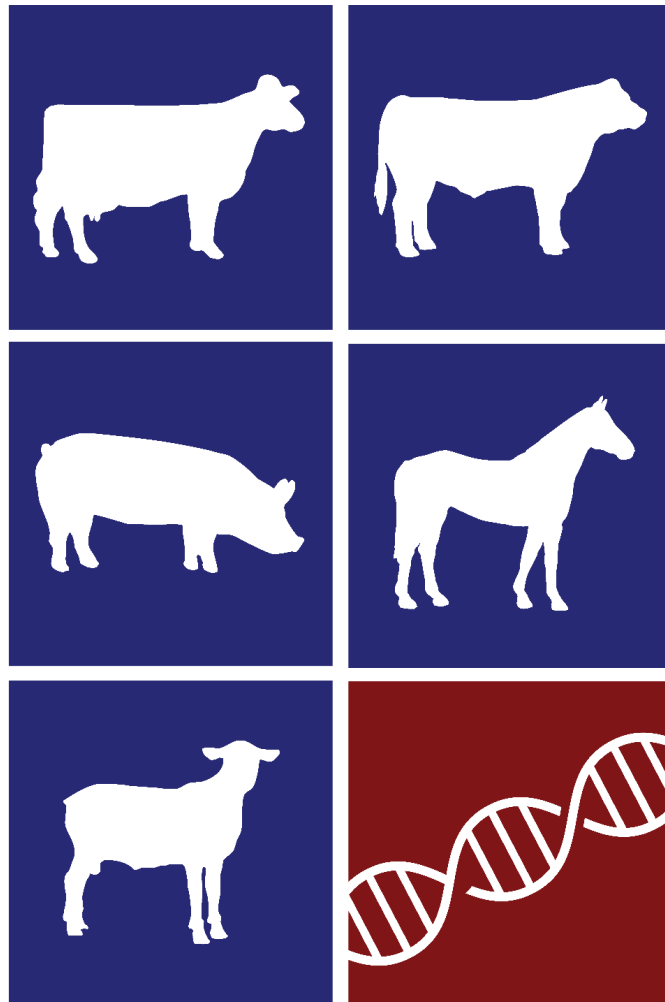


Success Story 23

Reverse Trade Missions Give Rise to Live Animal Sales

In 2024, the New Mexico Department of Agriculture (NM DoA) hosted a reverse trade mission with Mexico. Cattle breeders from Mexico traveled to New Mexico to attend the annual Joint Stockman Convention and visit ranches. During one of the visits to a Santa Gertrudis operation, the participants got invited to attend its spring 2025 bull sale. One of those participants participated in NM DoA's recent 2025 spring trade mission that included the Santa Gertrudis bull sale. That participant purchased 14 bulls and 3 heifers with an economic value of close to \$100,000.





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