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ICA Director, Bruner, Honored with Vision Award

Lockhart, Texas – February 14, 2008 – For Immediate Release – The Independent Cattlemen's Association of Texas is proud to announce Robert Bruner of Huntsville has been honored with a 2008 Beef Industry Vision Award, Cow-Calf division. Mr. Bruner is on the board of directors of the Independent Cattlemen's Association of Texas and represents ICA on the Cattlemen's Beef Board and Texas Beef Council.

More than 15 years ago, Robert Bruner recognized that raising quality Angus cattle was just the beginning of his contribution to the beef industry. He had the vision to realize that the industry had to get out of the "box" with regard to how young herd sires were developed and marketed. His drive was the source of momentum to establish the Beef Development Center of Texas. The success of the center led to a partnership with Texas A&M University to first utilize the Grow Safe System out of Canada to identify superior genetic merit for feed efficiency in bulls. The work that Robert has taken on will pay dividends to every producer in years to come. As he says, "We need to re-tool in every area of our business. Selecting bulls for feed efficiency was a good idea with \$2.50 corn prices, and it is a great idea with \$5.00 corn!"

The Vision Award, sponsored by Micro Beef Technologies, recognizes individuals, businesses and organizations in the cattle industry who have incorporated innovation into their operation in an effort to enhance not only their business, but also the industry as a whole. The award honors winners in all segments of the beef industry: cow/calf operation, feeding operation, livestock market, packer/processor and retail. Nominees were evaluated on the basis of effective use of technology, impact on production costs, ingenuity of implementation, innovative marketing, impact on the industry and optimum resource management.

ICA was founded in 1974 to provide strong leadership for Texas cow/calf producers and has grown from its 17 original members to become a voice for thousands of cattle producers. For more information about ICA, visit www.icatexas.com.