

Beef Blurb



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Shorthorn in San Antonio

The National Cattlemen's Beef Association (NCBA) convention and trade show, also known as CattleCon, kicked off on February 4 in San Antonio, Texas. Suffice it to say, we were not expecting the heat in San Antonio, coming from the recent single and negative digits of the Midwest! The first day of the trade show is always exciting as we arrive to set-up the booth and have the anticipation of all the cattlemen and women perusing the trade show.

The following day, Montie and Heather met with Neogen to go over metrics as well as discuss the upcoming year. Shelby manned the booth during the meeting. Later that day, the US Beef Breeds Council (USBBC) met at the Shorthorn booth, giving us an opportunity to showcase our impressive

set-up. Also in attendance was Lee Miller, ASA Board President. He joined us in the booth to answer questions from attendees and provide breeder insight. Shelby attended NCBA to join the Livestock Publications Council (LPC) luncheon hosted to share business updates and provide networking.

CattleCon provides a great medium for filming new episodes of the Shorthorn Bull Pen podcast, as industry professionals and experts gather in one location. Montie and the Grant Company crew were nearly constantly filming podcasts, so be sure to watch for upcoming episodes featuring guests from NCBA, Livestock Publications Council, USBBC, US Premium Beef, Simmental, Neogen, Merck, and RA Brown Ranch.

To have the Shorthorn Breed

represented well at such a highly trafficked event brings such a positive impact. The new people that stop by the booth, old and new breeders, or other agricultural enthusiasts that might not even have cattle, we are making a statement and being noticed.

The next stop for NCBA 2026 is Nashville, Tennessee – so if you're planning a trip to Music City early next year, we welcome you to check out CattleCon! 🐮

