

MORENO RANCHES PROGRAMS

OUR COMMITMENT TO THE FUTURE ... Moreno Ranches has been 197 in the making and is six generations strong. We realize the value of a firm handshake, reliable word of mouth, and honest customer relations. This integrity with which we live every day is what has kept us going strong for nearly two centuries. Moreno Ranches believes the youth are the future, and we strive to build the Brahman breed one junior at a time. Through scholarships, show sponsorships, and donations to the AJBA and FYBBA, support efforts for the juniors this year total over \$75,000. Moreno Ranches believes that through strong support of the youth and their families, we can help build a stronger tomorrow for the Brahman breed.

BRAHMAN CATTLE SCHOLARSHIP PROGRAM

The Moreno Ranches Junior Scholarship Program is designed to help America's youth to continue their education by enrolling in undergraduate courses of studies at an accredited two or four year college, university or vocational technical school.

ELIGIBILITY FOR OUR SCHOLARSHIPS

1. Animals must be purchased from Moreno Ranches at public auction or by private treaty in order to qualify for the program. 2. Qualifying animals must be bought and registered by a junior exhibitor and be in his/her name from the time of the sale and throughout their show career. 3. Animals participating in the program are not transferable from child to child. 4. The amount of the scholarship is determined by the animal's placing at a qualifying show and by the number of calendar years in which the exhibitor has purchased an animal from Moreno Ranches. For award amounts, please refer to the Moreno Ranches Junior Scholarship Program Award Schedule at www.morenoranches.com 5. If a junior showman qualifies for more than one scholarship award, the single highest award amount will be awarded. Award levels cannot be combined. 6. The ONLY shows eligible are Junior Shows. Please refer to the "Eligible Shows" section at www.morenoranches.com.

BREED BACK PROGRAM

If a Junior exhibitor buys a Brahman heifer from Moreno Ranches, we are committed to assisting the Junior in breeding the heifer when she is of age. This is for a number of reasons. First and foremost, we want to grow interest in Brahman cattle breeding among the next generation. Knowledge is something that is not learned from books; it is experienced, especially when it comes to the cattle industry. So we are committed to helping Brahman Juniors continue, and build on the knowledge, of Brahman breeding techniques including wise husbandry of registered Brahman show heifers during their show careers. Registered Brahman show heifers purchased from us and subject to our terms and conditions, can be brought back to Moreno Ranches, and we will artificially inseminate or naturally breed the heifer to one of our quality Brahman herd sires at no cost to the Junior. Cattle must be insured in order to qualify for this program. In short, if a Junior buys a Brahman heifer from Moreno Ranches, we are committed to assisting that junior in breeding the heifer when she comes of age.

SELL BACK PROGRAM

When it comes to investing in future Brahman cattle breeders, there are few as dedicated as we are here at Moreno Ranches. Brahman Juniors are truly the future of the Brahman breed and we are committed to assisting them in any way possible. We currently have three programs in place to help Juniors to be successful in the Brahman breed. These include a junior Brahman scholarship program, a Brahman heifer breed back program, and a Registered Brahman Heifers Sell-Back Program.