

## **What is the ABBI?**

American Bucking Bull, Inc. ("ABBI") is dedicated to unifying, developing and promoting the bucking bull industry through pedigree preservation; enhancement and promotion of bucking bull ownership, breeding, and welfare; and development of programs and events showcasing the world's finest bucking bull stock. We are a registry set up to record and preserve the pedigrees of the world's premier bucking bull livestock. ABBI is structured to promote participation by those with the biggest stake in the bucking bull industry – the owners, breeders and trainers of the world's greatest bucking bulls. We provide an environment where bucking bull breeder's can introduce and foster the growth of young bucking bulls ensuring the finest animal athletes are available to compete at selected PBR Built Ford Tough and PBR Touring Pro events.

ABBI has rapidly expand its business beginning in 2008 through the registration, verification and maintenance of pedigrees for the preeminent bucking bull stock; the organization, management and promotion of "world-class" programs and events benefiting stock owners; and providing incentives, benefits and opportunities for ABBI's owners and members which enhance the value and integrity of the American bucking bull. The ABBI affords bucking bull breeders the opportunity to bring their animal athletes to PBR sanctioned events to compete against one another for a world championship held at the end of the season

ABBI will accomplish its objectives, in part, through its alliance with the member-organized association known as the United States Bucking Bull Association ("USBBA). USBBA's business mission is to promote and enhance the bucking bull industry as a whole. USBBA is working hand-in hand with ABBI to continue the growth of USBBA membership by offering its members exclusive opportunities to participate in bucking bull programs and events created and managed by ABBI. In return for their membership support, USBBA will give back to its members benefits and incentives unmatched in the industry.

## **ABBI Mission Statement**

American Bucking Bull, Inc. is in business to:

- Record and preserve the pedigrees of the world's premier bucking bull livestock while maintaining the integrity and enhancing the value of the breed.
- Provide beneficial services for ABBI members that enhance and encourage "best practices" in bucking bull ownership, breeding, training and welfare.
- Generate interest and growth in ABBI through registered cattle ownership, membership, education, sponsorship and involvement through marketing, promotion, advertising and publicity of the bucking bull breed and ABBI benefits, services and events.
- Develop diverse and comprehensive programs and events that will educate and familiarize owners, members and the general public in the unique heritage and qualities of bucking bull livestock.

## **Registry information**

We currently have 115,000 animals registered in our DNA database. Our breeders are from across the United States and Canada and we have just expanded into Australia and Brazil.

- **Bucking Bull Registry** – ABBI will continue to develop and operate a comprehensive pedigree registration and record information retention program focused exclusively on the world's finest bucking bull stock. The registry will be accessible exclusively by breeders of ABBI. Registration fees and competitive events within the industry, have been established and will be processed and maintained through ABBI. In return for processing registration fees and managing ABBI breeder accounts, ABBI will retain a processing fee from each bull registered.
- **Bucking Bull Sanctioned Events** – ABBI has develop a series of bucking bull events, consisting of futurities, including Junior Futurities, Derby (3 year old) and Classic (3-4 year old) events, including a year-end Wild Card event that will be held with the top 4 bulls joining the top year end ranked 40 bulls for the annual World Finals Futurity and World Classic Finals held in conjunction with the PBR World Finals.