

# National Association of Animal Breeders



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## **NAAB ANNOUNCES RECIPIENT OF 2025 MEMBER DIRECTOR AWARD BOBBY ROBERTSON**

*Madison, WI* [October 6, 2025] – The National Association of Animal Breeders is pleased to announce that Bobby Robertson, a fourth-generation cattle producer from Oklahoma, has been honored with the prestigious NAAB Member Director Award in recognition of his outstanding leadership, deep industry knowledge, and lifelong commitment to advancing cattle genetics.

A graduate of Northeastern State University in Tahlequah, Oklahoma, Robertson manages a respected cattle operation consisting of 70 registered Angus females and 225 commercial females. His registered herd is managed exclusively through artificial insemination (AI), with sires carefully selected from GENEX, reflecting his strong belief in genetic progress and the quality of GENEX's offerings. In his commercial herd, Robertson raises Herefords to create F1 black baldies, applying proven crossbreeding strategies that deliver real-world results.

In addition to managing his herd, Robertson owns and operates a successful cattle breeding service company, where he works directly with producers to implement AI technologies that improve herd performance and long-term sustainability. His efforts have positioned him as both a practitioner and an educator in the field of cattle reproduction.

Robertson's leadership extends beyond his own operation. He currently serves as 1st Vice President of the GENEX Council and as a director on the URUS Supervisory Board, roles he has held since 2009. He has been instrumental in guiding strategic initiatives, including mergers and acquisitions that strengthened and to future-proof the cooperative. He is also a longtime member of the American Angus Association and a past president of the Northeast Oklahoma Angus Association.

Internationally, Robertson has made a global impact by promoting U.S. dairy and beef genetics throughout Latin America, Africa, and Europe. His efforts have expanded market access, strengthened global relationships, and showcased the excellence of American cattle breeding programs.

Known for his empathy, humility, and steadfast commitment to "riding for the brand," Robertson is widely respected across the cattle industry. His recognition as the 2025 NAAB Member Director Award Recipient underscores his role as a trusted leader, a passionate advocate for innovation, and a dedicated steward of the beef industry's future.



2025 NAAB Member Director Award Recipient, Bobby Robertson, receiving his award from NAAB Board Vice Chair, Jerry Thompson at the NAAB 79<sup>th</sup> Annual Meeting in Milwaukee, Wisconsin on August 26th, 2025.

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NAAB is the national trade association for artificial insemination businesses. NAAB members account for about 95% of dairy semen sold in the USA and market semen to more than 100 countries around the world.

"BETTER CATTLE FOR BETTER LIVING"