

Irish Black® Cattle Association

Percentage Blood Cattle Policy

Irish Blacks® and Irish Reds® are Registered Trademarks.

Irish Blacks® and Irish Reds® are registered trademarks owned by I.B.&R. Trademarks, LLC and licensed to the Irish Black® Cattle Association (IBCA). Trademark infringement is a violation of the exclusive rights attached to a trademark without the authorization of the trademark owner or any licensees.

Trademark violations can diminish a brand's value and popularity thereby costing a business sales and/or profit. For example, the term "superhero" is trademarked by two companies, DC Comics and Marvel Comics. Each company pursues aggressive legal action whenever other comic books use the term. Another example is Bowman vs. Monsanto whereby the court found a farmer is not permitted to reproduce patented seeds through planting and harvesting without the patent holder's permission.

The genetic power of an Irish Black® or Irish Red® produces a highly fertile, well balanced animal exhibiting excellent beef industry performance. Irish Blacks® and Irish Reds® are coveted by purebred producers for their rewarding economic returns and sought after by progressive commercial producers for their consistent quality and value. The official record of cattle registrations of the Irish Black® Cattle Association is known as the Irish Black® and Irish Red® Herd Book. It shall be kept in such form as the Board of Directors deems appropriate.

No animal may be called an Irish Black® or Irish Red® unless that animal is certified through the Irish Black® Cattle Association. This includes both purebred and percentage blood animals.

R103 Percentage Blood Registration: Any animal produced because of crossbreeding where at least one parent is an IBCA registered purebred. Any application for percentage blood registration requires DNA parentage verification. Certificates will quantify verified Irish Black® and Irish Red® blood content on the certificate.

V106.3 Misrepresent as Registered: No person or entity shall represent any animal owned or managed by him/her to be IBCA certified or registered unless the same be certified by or registered in the official Herd Book.

What does this mean for the percentage blood or commercial producer?

As stated earlier, no animal may be called an Irish Black® or Irish Red® unless that animal is certified through the Irish Black® Cattle Association. The Board of Directors of the Irish Black Cattle® Association has determined that every breeding stock female and bull must be certified with the IBCA if that animal is marketed as an “Irish Black® or Irish Red®.” This includes but is not limited to any reference to that the animal as being sired by an Irish Black/Irish Red bull, its dam being a purebred or percentage blood Irish Black/Irish Red; the use of fraction or percentage language including but not limited to ½, 50%, ¾, 75%, etc.; stating the animal is any breed/Irish Black or Irish Red cross, crossbred Irish Black or Irish Red; commercial Irish Black or Irish Red; is in any way identified or referred to as Irish Black® or Irish Red®; or in any way uses the Irish Black® or Irish Red® brand to promote an animal.

The IBCA and its representatives work diligently to ensure cattle producers comply with the registration of their purebred and percentage blood animals. Those who comply with IBCA rules should not see the value of their animals diminished by the actions of those who fail to abide by IBCA rules and regulations.