

5th WORLD BRAFORD CONGRESS. An Invitation to Experience the Unexpected

April 2012 is the time to join with Braford Breeders from around the globe to assemble in Asuncion, Paraguay for the 5th World Braford Congress. April 11 to April 21, 11 action-packed days.

President of the Asociacion Paraguaya de Criadores de Braford, Sr. Juan Carlos Ferrario Zavala and Congress Chairperson Sra. Pilar Zubizarreta invites Australian Braford Breeders and their friends to experience fascinating Paraguay, the welcoming friendly people and the great cattle of the region. A very well organized Congress Program has been carefully arranged and will engage the full membership of the Paraguay Braford Association and generously supported by industry sponsors.

Described as an "Island Surrounded by Land", Paraguay is one of the most interesting countries in South America. This land locked country has a "very active" history involving invasion, civil and regional wars and experiences with dictatorships and democracy. The changes that have taken place in Paraguay over the last 11 years, since the founding of the World Braford Confederation, are just amazing. There are new international hotels, shopping malls, vast hydro electric schemes, land development, highways, massive foreign investment etc, etc. The proud people of Paraguay with their culture, music and welcoming personalities will ensure a fantastic experience for all visitors.

From Paraguay big numbers of cattle and heaps of beef is now being exported around the Americas and also to Europe, China and Russia. The beef production system, processing and packing chains and marketing is equal to the best in the world. The quality of the Braford cattle will astound you. You will experience amazing beef prepared in a multitude of ways including fire pits and asado a la parilla (BBQ).

The Congress program starts with a 3 day adventure packed tour of the great Chaco cattle production area of the western region. Using aircraft to move between locations we will visit leading cattle properties, historical sites and experience cultural events.

After the weekend break then follows 2 days of Technical Meetings in ultramodern convention facilities and of course the nightly gala functions full of music, dance and great food.

Next will be a break to visit the Estancia Mainumby in the eastern region to experience still more interesting facets of Paraguayan rural life, cattle facilities and exceptional cattle. Of course there'll be more food, cerveza and entertainment.

To bring the Congreso Program to a conclusion there will be a further 2 days of stud cattle judging at the Rural Association showgrounds on the outskirts of Asuncion to showcase the great Braford cattle of Paraguay and other countries of MERCOSUR and of course, a closing Congress Dinner.

So, how much will it cost and how do we get there? Easy, pull up the Congress website www.congresobraford2012.com.py and make the bookings. Congress full program \$300, Pre Tour fully provided accommodation and food \$500, Congress accommodation choose a hotel to your requirements, say \$500. Add some spending cash and some for the famous crafted leather goods and handicraft so this will run the tab up to around \$1,600. Yes, there are the airfares. There are a couple of easy options: Option 1: Qantas fly from Sydney non-stop to Buenos Aires then a 2 hour flight to Asuncion. Option 2: LAN Chile from Sydney via Auckland to Santiago then change flights to Asuncion. Check out the early bird price specials on the airline websites and book soon. You will need a visa for Paraguay so plan ahead.

There are a host of interesting tours and places to visit while in Paraguay. From the mighty Iguazu Falls that have just recently been chosen as one of the new 7 Wonders of the World to the Jesuit ruins, declared as Human Heritage by the UNESCO and did we mention shopping!! For further reading, ask the Braford office for a full colour Congress brochure and for more details go to the Paraguay Congress website www.congresobraford2012.com.py