

The

TRAILBLAZER

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www.bradley3ranch.com

Welcome and Hello!

The current wisdom in the cattle industry is “get to know your Rancher” from food production, to seedstock providers. Bradley 3 Ranch is one of only 12 registered Angus herds in the United States that have been around more than 50 years with more than 200 cows. If you are still reading, you may be wondering why would you care? We have survived this long as a seedstock provider because we understand the ranch “cash register” and with that, our sole purpose is raise bulls that work for you.

Getting here was just pure hard work. Bill Bradley got home from his tour of duty in the Korean War, and married Minnie Lou Ottinger. They purchased a droughted out piece of property in Childress County, Texas in 1955. The flat top 3 was designated the ranch brand as Bill was the third generation to have a ranch in Texas. However, the first couple of years were spent just trying to get windmills working and fences repaired.

In 1958, the first registered Angus cows were purchased from a droughted out herd in Sulfur Springs. The cattle came with a bushel basket full of registration papers with the hope that some would match with ear tattoos. It was a very humble beginning. Our quest for good cattle began with the willingness to measure cattle performance and the discipline to cull (sometimes that meant the pretty ones). The ranch that was chosen, certainly was not ideal for the registered cattle business. The ground water when found, is horrible in quality, cedar and mesquite brush are plentiful, and this area is known for extreme weather conditions, (recent blizzard and historic drought). We calve from early October to early December and turn bulls out in early January for 60

days. For the commercial cowman, our culling and the environment will select the cattle, the varmints will eat more than their share, and so only the fertile, athletic cows are left to populate our herd. This is where the comparisons of the cash register of the ranch begin. Cows need to calve every 365 days, stay in the herd until she is at least ten, and do all of this without cattle cubes and hay subsidies. She has to be good at converting forage into body condition to nurse a calf and rebreed during the lowest time of nutrition of the year.

When we had the meat company, we annually had 30,000 head of cattle dedicated to our beef plant. We constantly had cattle in the program that weighed the same, but had \$700 difference in value. Some of this value difference was feed conversion, some was dressing % and some was quality grade and cutout. Today, virtually all cattle harvested are sold on the rail, and selling cattle on the cash trade is a thing of the past. Knowing how your cattle convert, dress, grade and cutout will be just as important as knowing where your cash register is.

If making a profit from cattle that do more with less interests you, we will be celebrating our 59th year in the registered cattle business during our February 11, 2017 annual bull sale. We will be offering bulls that are not only phenotypically what you want on your ranch, but that also do very well in getting you “cashable \$\$ results” with very low inputs.

Please join us Friday, February 10, 2017 for a seminar with Cattle Fax CEO, Randy Blach and a Joe Allen’s Chicken Fried Steak dinner and our sale the next day featuring 200+ proven Angus bulls and 20+ high performance Charolais Bulls.



Look for us and our booth at
these trade shows/events:

Working Ranch Rodeo Association Finals

November 10-13 at Amarillo, Texas

New Mexico Stock Growers Association Convention

December 1-2 at Albuquerque, New Mexico

Bradley 3 Ranch, Ltd.

Ranch Raised Angus Bulls for over Fifty Years.

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Vernon College Ag Class tours ranch

This past spring, Bradley 3 Ranch played host to the Vernon College Ag class from Vernon, Texas.

Thanks for stopping by, we enjoyed your visit!



The Vernon College ag class rolling into Bradley 3 Ranch.



Vernon College ag class visits the ranch.

After a few thousand head...

It only took 35 years and several thousand head through the old alley and chute before we decided it was time for a new one! Pictured here is where the old alley was. LOTS of performance & ultrasound data has been gathered in this old alley, chute & scale!



Bradley 3 Ranch, a stop on the Texas Legacy Ranch Tour

Bradley 3 Ranch was one of 13 different host locations for the 2016 Texas Legacy Ranch Tour, presented by Western Livestock Journal this summer.

We enjoyed having folks from the western United States, as well as a few fellow Texans, 123 in attendance.

The evening before the tour we had a big rain shower and it settled the dust! We visited with folks about our program and then they were able to look at bred heifers and several herd bulls on display. On the way out of the ranch they stopped to see weaned bull calves on our grass test. It was great to host this group and we sure enjoyed having them! Thanks to the Western Livestock Journal Tour group for including us!



The Texas Legacy Tour Bus.

Tour group reviewing display.



Tour group walking through pens.



Find us on FaceBook! If you are not a friend of Bradley 3 Ranch on Facebook, you are missing out on all the updates!

Cattle Markets of the Future – *Will you be a price taker or a price maker?*

After the past couple of years, it seems like quite an adjustment to operate with the current cattle markets. However, we are still at near record prices for our calves, packers and retailers are making profits and consumers still like our product. But things are different than in the past. Consumers are becoming much more demanding. In the 21st century, we have raised the percent of cattle that grade USDA Choice or higher above 75% nationally and Certified Angus Beef (CAB) acceptance rates are at all-time highs. Even though we have more high quality product than ever in our history, we still have a healthy Choice-Select spread, the CAB-Choice spread is record large, and the Prime-Choice spread is record large. The better our product gets, the more consumers demand our product.

The signal that is being sent back through the production chain is to produce more products that reach high levels of consumer satisfaction. But what does this have to do with you being a price taker or a price maker? The answer is that cattle prices are not the only thing that has changed. We have responded to record high cattle prices by rebuilding the cattle herd in record time. Now that packers are back to operating above 85% of their capacity, they will become increasingly picky about the cattle that they process. It is quite possible that in the next couple of years, market ready cattle will exceed the operating capacity of available packing plants. When that occurs, the price spread between cattle that have a proven record of satisfying consumer demands and cattle that have no history of consumer satisfaction will become increasingly large.

How does Bradley 3 Ranch (B3R) help you in this process? We have spent nearly 60 years learning everything we could about how our cattle effect everything that allows you to be a profitable cattle producer. Besides producing seed stock, we have raised commercial cattle, have run stockers, have operated a feedlot, run a packing plant and marketed a branded beef program. We report more phenotypic



by James Henderson

measurements in our catalog than any of the other catalogs that we study and have a number of other phenotypic measurements that are available on the sortable spreadsheet that is available on our web page (bradley3ranch.com). We HD 50K test all of our bulls offered so we have an idea of the genotypic traits that are present in the cattle we sell and you can have the same confidence in these bulls as bulls that have had as many as 25 progeny. We record a tremendous amount of data and spend a lot of money raising and offering cattle that will make you more profits.

The work we do pays off in more live calves born earlier in the calving season. We constantly have purchasers of our bulls tell us how well the bulls hold up in tough environments with heavy use, how their calves are born unassisted with a lot of vigor, how they grow and convert feedstuffs efficiently and how they dress and grade in packing plants that bring added value to the owners. The work all of the B3R crew puts into these bulls allows you to represent your calves as a known entity. Calves that have added value to all segments of the beef supply chain. When you have cattle that perform at these levels, you have the option of retaining ownership to the rail to maximize your opportunity or price the cattle according to their true value. Or in other words, making your price rather than taking a price. If B3R can help you in this process, please give us a call. We can help you through the retained ownership process or help to find buyers that realize the value of calves produced from a program with nearly 60 years of history that has been built on cattle that pay their own way.

As we adjust to the bottom side of our new price range and a supply that stretches packer capacity. It will become increasingly evident that cattle with added information in their pedigree moves you from being a price taker to a price maker. You can sell your product with confidence that

*your calves will have the traits that others in the beef supply chain know has value. **There will be temptations to buy bulls with little information that are cheaper, however lowering the cost of your bulls will most likely lower the value of your calves. It may be more important than ever to realize that the old saying “Cheap Bulls make Cheap Calves” will be more evident than ever before.***



Longtime friend of B3R joins Westway Feed Products

Longtime friend and beef industry professional, Cheramie Viator, has joined the Westway Feed Products team as National Marketing Manager. Many of you recognize the influence Cheramie has had on Bradley 3 Ranch through her photos and marketing support. In her new role, Cheramie will work with the Westway management team to implement marketing and advertising strategies.



We want to sincerely thank Cheramie for her assistance and the difference she's made at B3R and wish her well on her new endeavor!



THANK YOU for making our 2016 Bull Sale a HUGE SUCCESS!



YOU ARE INVITED



to our Annual Bull Sale February 11, 2017

We are celebrating our 59th year in the Registered Cattle business! We will be offering over 200 Registered Angus and a few Charolais bulls. If you have not been to the ranch in a while, this is certainly the year to come. This year we have Randy Blach of CattleFax as our Friday, Feb. 10, evening speaker, along with a fantastic meal.

My Night with PRCA Bull Riders

I know this is going to take some explaining, but hard times demands some tough decisions.

If you are under 60 some of you probably won't remember the cattle crash in the late 70's that carried over into the 80's. Everyone in the business of owning cattle were experiencing severe financial losses and I suppose each chose the road he wanted to take, to hold or to fold.

Our family decided to try a couple of things to try and hold on. Like a lot of ranchers we believed if we could capture what the feedyard, packer and retailers were receiving it might provide us with enough income to survive, secondly, every PhD in Animal Science was promoting putting a little *Bos Indicus* blood in the nation's cowherd herd and the Brangus breed was crying for some new bloodlines.

We kicked a lot of things around being in the purebred business in trying to merchandise bulls and capture more money for the lower-end calves. Believing that selling our calves at weaning to the local auction was a real loser, we decided to feed them on the ranch, deliver 1-3 head every two weeks to the local locker plant, have them processed, brought back to the ranch and sell them locally in 25 pound boxes direct to consumers.

Secondly, start a breed up to Brangus, breeding a number of our purebred Angus females to a three-quarter Brahman, one-quarter Angus bulls to produce new generation Brangus. As you might think it looked better on paper than in actuality but believed, if given the time, we could make it work.

No matter what lane you turn in, it has its cost. Now the pickup bed was not suited to carrying frozen meat in July so that demanded the purchase of an old delivery van, two little truck seats covered in vinyl, no partition to the bed and steel to steel, inside and out with no insulation. Now I had to convince everyone of my investment in what the family called my junker. To advertise our entry into the Brangus



by Minnie Lou Bradley

business along with our Angus, we could use it to also haul a booth to various cattle industry trade shows. We would introduce our bulls at the 1980 National Finals Rodeo in Oklahoma City. Knowing we could not afford a manufactured booth we would build our own. It turned out to be unique to the trade show world. We cut cedar stays about three feet in height to border our booth space and the backdrop painted by a local, of a massive head and shoulders of a Brangus bull. It proved to be a show stopper. One night after the rodeo in the crowd coming down the aisle was Ben Houston, a director and officer of the National Western Livestock Show in

Denver. He stopped and ask me to bring the booth to Denver, I was thrilled but told him I was told it was sold out and too expensive. He said you come, you will have a great space and the cost is on the show, how could I turn it down?

Back home and setting at the dinner table was Bill and a young starving Pro-bull rider that had asked us for a few days of labor to get him on down the road. I said I thought going to Denver was impossible as I did not know if the old rig would make it and our fence was too heavy for me to handle by myself. Chris looked up from his plate and said "I need a free ride to Denver, I'll be glad to go, drive, and help unload" — so the trip to Denver was on.

After only one stop in Eads, Colorado, the mechanic got the old rig to running again so I had hopes of making it to Denver before dark. It was getting near sunset and very cold so decided to go straight to my room at the Hilton. I was told by the registrar that they had me down for the following night, no amount

of talking did any good and after making calls all over town I was offered to sit in lobby all night. Chris heard all this and asked to give him a few minutes.

I waited in the lobby wondering just what I might do but what happened the next several hours was not in my thought chamber. Chris returned with a big smile, his recent bride was a local girl I had known since birth, he had gone to a pay



Booth at NFR, Oklahoma City, Oklahoma in 1980.

phone and the rodeo office was able to page Kimbra and get her on the phone. She had entered the barrel race and gone up earlier, seems as if she had rented a house for their stay in Denver and sure she had room for Ma Bradley. Kimbra had given him directions so off we went, it seemed a long drive but we finally arrived on a street lined with very little white frame houses. There were a lot of vehicles parked on the street so I asked Chris if he was sure of the address, as I was afraid there had been a death in a family and I surely didn't want to walk in on a visitation. Sure enough the rigs were as close as could be to the number she had given him. I hesitated but he said he was sure he was correct, he didn't knock but just opened the door and a cowboy rolled out, got up and said pardon me, ma'am, the living area was stuffed with young men and a girl or two, they all stood up and Kimbra told them that "Ma Bradley would be spending the night," all greeted me with a big smile. The kitchen was off the living area so she said to come in and have supper. On a little wooden table from back in time was a log of bologna, big round of cheese with a big pocket knife stuck in each, loaf of bread and paper towel, they began digging in the refrigerator for a coke, as Budweiser seemed to be drink of choice. A gallon jug set on the cabinet to toss donations in to pay the rent. For some reason, that had to be the best sandwich I had ever had, guess it was the company as all were telling tall tales, laughter, some working on their bull ropes and each treating Ma Bradley as Queen for the night. All along I kept thinking there's not enough beds in this little house, where are we all going to sleep.

Kimbra ask if I was ready to go to my room, it led off the tiny kitchen to a small — room with one old high poster bed, a door opened to the one community bathroom but

had a second door to another room, no locks, she said you might want to sing loud while you have it in use. "Kimbra, there is only one room left if I take this one and there must between 15 and 20 young men," she said not to worry they had a plan, just get a good night's sleep.

I must have fallen into a deep sleep when I first turned over a big moon was shining through the cracks in the window shade and I thought the floor looked different than when I crawled into bed but I fell back to sleep and didn't wake until the sun was trying to come up. This time I was ready to hit the floor and get to the bathroom before anyone was up. I looked around, and what was on the floor, was covered in horse blankets, saddle pads and hanging on the bed post were more Wranglers than I had seen in many a store, about that time there was movement under a blanket, a young man in sweats raised his head and said "good morning, surely hope we didn't disturb your nights sleep," then another and another rose their heads until I lost count of my harem of young men . One said, "Ma, if you will turn your head to the wall we'll grab our britches and head to the kitchen and bring you a cup of coffee, AND WE SURELY DO APPRECIATE YOU LETTING US SLEEP WITH YOU."

NOTE: Twelve yearling first generation Brangus Heifers sold for the same amount of money as our first land purchase in 1955 of 3,300 acres, selling meat from the back porch turned into B3R Country Meat's, a beef processing plant where in 2002 became the first and sole supplier of "CAB CERTIFIED ALL NATURAL ANGUS AND SELECTED AS CENTER OF THE PLATE AT THE 2001 INAUGURATION OF PRESIDENT GEORGE W. BUSH.

Thank you for sending in your photo...

This is Hank and he lives in southwest part of New Mexico. After this rancher purchases their bulls each year, they go to the trouble to halter break each bull, so when it is time to come off the mountains the bulls are used to a rope.

Well in this picture, the bull was part of bigger herd being held up waiting on more cattle to join. So while holding the herd, the bull got some TLC. Oh yea, the cattle are gentle.

Keep those photos coming in. Want to apologize to some of ya'll that sent in great photos to my cell phone, it did not hold all of them.



Bradley 3 Ranch, 5th Annual "Just Weaned Heifer" Sale

We want to thank everyone for getting out in the Texas sun to come down to purchase our heifers in this 5th annual July "just weaned heifer sale." This was the first year to host the sale with video along with the auction. Our heifers went to customers from four states, Oklahoma, Texas, and Missouri, and our volume buyer from New Mexico.

The high selling lots were Lots 12 and 32 which sold for \$2,300 each.

Lot 12 posted an impressive weaning wt, with top 1% in \$W and very top end for marbling, all this in a very femine package. She is out of our super star bull B3R Grass Master.

Lot 32, is a line-bred, extreme calving ease heifer, posting a + 22 for CED, with a HP (Heifer Pregnancy) of 24 and huge \$EN and Docility package. A very maternal cow out of our Back to Basics bull that leads the angus breed in CED, light birth weight, and is the top 3% for docility, HP and \$EN, with very high accuracies.

Lot 51 sold for \$2,200, the total and complete package! She is very well-balanced across the board out of the highest



Our two youngest customers (Lane and LynLee Self from _____, _____) with their outstanding purchases that they halter broke in just days! We look forward seeing these folks at the stock shows this fall. The Charolais heifer is lot 154, out of Charolais bull Cool Maker 261, he has garnered a lot of lookers here at the ranch, and as you can tell he is known for his docility and big rib.

selling bull ever sold here at the ranch, B3R Pioneer Wave Y409 A291. Pioneer Waves' numbers just keep getting better and now with carcass results in he posts a marbling EPD of +1.06 and a ribeye EPD of +1.50, while still maintaining real nice calving ease with growth. He does all of this with a \$EN of +7.74 .

We want to thank our customers for believing in our 58 year old program.

Cattleman's Field Day

by Steve Haverlah

Haverlah Ranches and Purina hosted their 4th Annual Field Day featuring speakers covering an array of topics related to bull selection and performance. Jeff Prokop, Sales Specialist with Purina Animal Nutrition, presented the results of the gain test on a group of Angus bulls raised by Haverlah Ranches headed north to join those raised by the Bradley 3 Ranch to begin preparation for the annual bull sale held in February. Prokop explained to the audience the role genetics and breed type play in performance.

Jed Tedder, the foreman at Haverlah Ranches, covered the value of low birthweight high performance cattle. Jed shared with the audience some stories relating to his confidence in the reliability of this data. One he told, was of our neighbor who raises Hereford cattle, approaching him about a low birthweight heifer bull. This neighbor had always used longhorn bulls on first calf heifers. Jed told him that if he had to pull a calf using our bulls to call him and he would come over and pull the calf, even in the middle of the night. Needless to say Jed has never gotten that call. He related another account of a gentleman who purchased a group of commercial steers from us. This customer put these steers on winter wheat with a group of crossbreed steers he had purchased, he was amazed by the performance of the Angus steers. Those steers gained a full pound more per day than the crossbred, gaining an average of 4 pounds per day.



I spoke next on the topic of genomically enhanced GPD's. The intent of the presentations was to help everyone be more informed not only in purchasing bulls, but in selection of their heifers for replacements. The final presentation was given by Joe Franklin, Retired Range Management Specialist for NRCS. His topic was aerial control of brush and prickly pear. Upon completion of his talk, the group took a break and then headed to the pens to look at the bulls.

All of us at Haverlah Ranches are very appreciative of our relationship with the Bradley Ranch. Mary Lou commented to me recently that we have been their cooperators for 10 years. I can still recall buying that first group of heifers from Minnie Lou and believing then that these were the kind of cattle that were bred for commercial cattlemen. Now 10 years later, I am more certain than ever that the type of cattle that are offered at the Bradley sale will help our customers remain profitable.

**If you need bulls for your cow outfit,
then you should buy bulls from a cow outfit.**



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February 11, 2017

at the ranch, east of Estelline, Texas

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