

The TRAILBLAZER

Volume 10, Issue 1

Summer 2017

www.bradley3ranch.com

"Because the cattle work..."



Do your cows work for you or do you work for your cows? In 2018 year we will celebrate our 60th year in the registered cattle business. We often have folks ask, "how have you made it work for this long?" Well, it's real simple. Our cattle work. They work for us and **on July 28**, you have an opportunity to purchase Bradley 3 Ranch females...the kind that keep you in the cattle business for the long term.



This cow was purchased in 2006, still doing her job in central Texas. Talk about return on investment!



This heifer was purchased in 2014, bred in 2015, with a photo of 2016 calf at side in East Texas.



This cow was purchased as a heifer and lives in central Oklahoma, on rocky terrain, she is doing her job or else.



And, this is what our replacement bred heifers look like one year later.

Yes, the sale is a bit later this year, but we had a very important delay, our Hayley got married at the end of May!

Congratulations, Hayley and Matt!



Daddy/daughter dance!

**We invite you to our 6th Annual
Focus on the Future Heifer Sale
Friday, July 28, 2017**



Bradley3 Ranch, Ltd.
Ranch Raised Angus Bulls for over Fifty Years.
(806) 888-1062 • (940) 585-6471
www.bradley3ranch.com

Did You Know that Bradley 3 Ranch Was a Pioneer in Having Ultrasound Technology Used at Our Ranch?

With the continuing theme of get to know your rancher, let's take you back to 1986 when ultrasounding of cattle was still fairly new. This photo shows Dr. Jim Stouffer of Cornell University, with ultrasound images in his hand, and Bill Bradley chute side at our HQ corrals.

We worked with Clarendon College and Dr. Stouffer to better understand how ultrasound measures could be used in our program. "Dr. Stouffer authored over 50 publications, has 10 patents, and was a founder and president of Animal Ultrasound Services, Inc. He pioneered ultrasound's use for live animal and carcass evaluation. His research resulted in invited lectures and work with various boards and institutes around the world."

In the early days, we would ultrasound our registered cattle and feedlot steers. The steers were then harvested and ultrasound tracings were compared to actual carcasses. If you think you can guess ribeye area and fat thickness on fat steers visually, this experience can sure be eye opening experience! We learned a lot during those early days of ultrasound technology.

"In 1994, the American Angus Association began to gather data on body composition of live animals with ultrasound equipment. Computer software for ultrasound was still being developed back in 1980s as was interpretations and standards. In 1998, first summaries that contained Ultrasound body composition measurements were issued in the American Angus Assn., AHIR program.

Reference: "A Historic Angus Journey," by Keith Evans, pub. 2001



Important News: July 2017

In early July, Angus EPD's will change. The American Angus Association will transition to single-step methodology. According to the Association, "This represents an evolution in the way AGI has calculated genomic enhanced EPD's since 2010 and offers the most advanced process available to generate genetic prediction tools. Single step will be capable of incorporating all genotype, pedigree, performance, and progeny data simultaneously to derive GE-EPD's rather than requiring multiple steps, as in current method. More information about the change at www.angus.org."

We have a small group of "experienced" cows for sale. They would would make an excellent addition to someone's herd. For more info, contact Mary Lou at 940-585-6471



Focused on the Future 2017 Heifer Sale



Our weaned heifers turn into cows like this...



Friday, July 28, 2017 • 10:00 a.m.

at the ranch, east of Estelline, Texas

Offering 60+ Angus & Charolais Weaned Heifers

Videos of heifers will be available on line in July.

NEW THIS YEAR! Superior Click-to-Bid.



NEW THIS YEAR...
heifer sale will be on Superior
Click to Bid. Call or email for
a heifer sale catalog. Catalog
and videos to be posted on our
website Mid-July.

Bradley 3 Ranch, Ltd.

Ranch raised bulls for Ranchers since 1955.

www.bradley3ranch.com

A Great Problem to Have!

We temporarily sold out of semen on ranch raised angus bull, **B3RA229 Elctr Prm Wave X202** (Reg: 17779610)!



We featured A229 on FaceBook earlier this spring and have promoted him on our website. He is being collected again and we should have semen for the next breeding season. THANK YOU to all who purchased semen and showed confidence in our genetics!

Check our website, www.Bradley3Ranch.com, for updates on bulls and genetics.

Look under the Genetics tab for latest Herd Sires updates, and photos. Unlike many advertised Angus bulls, our bulls are usually pictured in the pasture. Often, our success with taking herd bull pictures depends on if the bulls want to cooperate in modeling on the day we want to take their photo! Our herd sires are not pampered. We expect them to breed cows, walk our pastures and collect marketable semen.

National Angus Convention Comes To Texas!

We hope you will join us November 4 -6 in Fort Worth for the National Angus Convention! The event will be held at the Fort Worth Convention Center.

Registered and commercial cattlemen from across the country will gather for this industry event. In addition to educational seminars, there will be an expansive tradeshow and great opportunities to visit with other cattlemen.

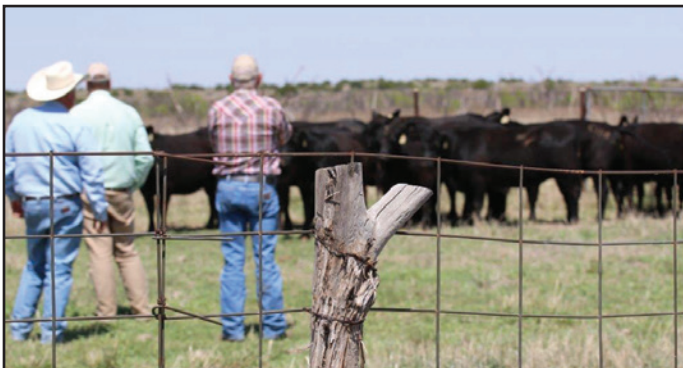
We invite you to stop by the Bradley 3 Ranch booth during the convention. For more information go to www.Angusconvention.com. If you would like to schedule a ranch tour before or after the convention, please contact us in advance. We would be happy to show you the sale bulls and cowherd! Bradley 3 Ranch is approximately 3.5 hours from the convention site.

Our New Zealand Visitors

We hosted Angus breeders from New Zealand on April 11. It was a fun meeting, the Queen's English was bit of an issue on various topics. We did learn that ranchers from down under are not used to dust, rattlesnakes, mesquite trees and TexMex food. And yes... bloody good sports!



New Zealand Angus Breeders



New Zealand Angus Breeders viewing Pioneer Wave daughters

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

Angus National Convention

November 4-6, 2017
Fort Worth, Texas

Working Ranch Rodeo Association Finals

November 9-12, 2017
Amarillo, Texas

New Mexico Stock Growers Association Convention

November 30 - December 1, 2017
Albuquerque, New Mexico

My Country Club Tan

If you are under the age of 75 you probably won't understand the impact a \$100.00 bill was to an Okie farm girl! Being born during the depression of the 1930s, one learned a lot of valuable lessons on conserving and to this day I am accused at times of being a tight wad and not wanting to throw anything away.

Roll around to the 1950s and things had improved some.... as a recent college graduate I obtained a great position with the Texas Angus Association paying \$250.00 per month. From that I made my first car payments, apartment rent and was able to place money each month in a savings account. Then after



by Minnie Lou Bradley

marrying and moving to the ranch the first weaned calf crop brought twenty cents per pound, gas was 23 cents per gallon and at the gas station you were greeted by a young man that got busy washing your windshield and checking the oil and tire pressure. A postage stamp was still 3 cents, and a loaf of bread had reached 18 cents. Cowboy monthly wages ran from \$150-\$200 with room and board included but there was no such thing as health insurance.

Perhaps that gives you an idea as to what a \$100 bill would buy but more importantly how hard they were to come by. A weaned 400-pound calf, before commission, was a big total of \$80.

The first year on the ranch consisted of repairing old fences, pulling 3-inch corroded pipe out of windmills and doctoring screwworms; all which caused me to have a little darker skin than the average housewife in Childress county. I guess I hadn't noticed until a lady stopped me in the grocery store to introduce herself and ask me where I played golf as she had not seen me at the local country club. She congratulated me on my beautiful dark sun tan.

I did not realize just how dark I had become until one October day. Rusty Bradley, my father-in-law and our partner on the ranch came up about every two weeks from the home ranch near Electra, Texas to help us and also to advise us twenty-three year olds how to make a living ranching in the Texas Panhandle. He was truly a cowboy who loved to kid and always introduced me as an Oklahoma sod buster. Then on this October day he handed me a \$100 bill. He said take this to town the next time you go and get yourself a good Stetson hat. Never in my life had I owned a cowboy hat. I had always just had a cap given to my Dad by the Case dealer. A whole \$100 to be spent on a hat,



I was speechless. He went on to say if I was going to ranch, look like a rancher.

That \$100 bill about burned a hole in my pocket before Saturday rolled around and it was double green

stamp day at the grocery store. From the time Childress County was settled to this day, the county is made up of cotton farmers or cattle ranchers. The drought of the fifties allowed us to buy a bankrupt piece of country on the north side of Red River, the mile-wide river bed was dry, the sand bed had dried to the point that it caused signs to be erected warning of blowing sand and blinding drivers. A measly \$22.00 per acre was about the average price for grass and larger tracts were considerably lower. For those cotton farmers who chose to try to hang on, most also worked on the Fort Worth-Denver railroad. In the spring migrant workers flooded the town as they chopped cotton, the entire family walked each row to clean all the weeds, they returned in the fall to pull (pick) cotton.

Finally, Saturday arrived and I headed to town as excited as if I was going to meet Santa Claus. I regularly checked my pocket to be sure I had my \$100 bill! The streets were streaming with the migrants since they really enjoyed coming to town. Back then Childress sported three movie houses which showed cowboy movies on Saturday afternoon.

I headed down South Main where Shorty Hall had his boot making shop. His wife, Dixie, which I had never met, offered western clothes in the front of his shop. I walked in and headed straight to the hat rack. No one was around and I thought since it was around noon that she was in the back having lunch with Shorty. As I began to try on hats, I knew what I wanted, a black, four-inch brim with a John Wayne crease. After sorting through hats I found my hat, I put it on and was admiring myself in the mirror when Dixie appeared. She asked if she could help me and was speaking poor English or really poor Spanish! From what she said, I made out that I was in the wrong part of the store and she led me to the front where there were some caps and real cheap farmer's straw hats. She began to insist that I choose one of those because I did not need, nor could I pay for the hat I had selected!!

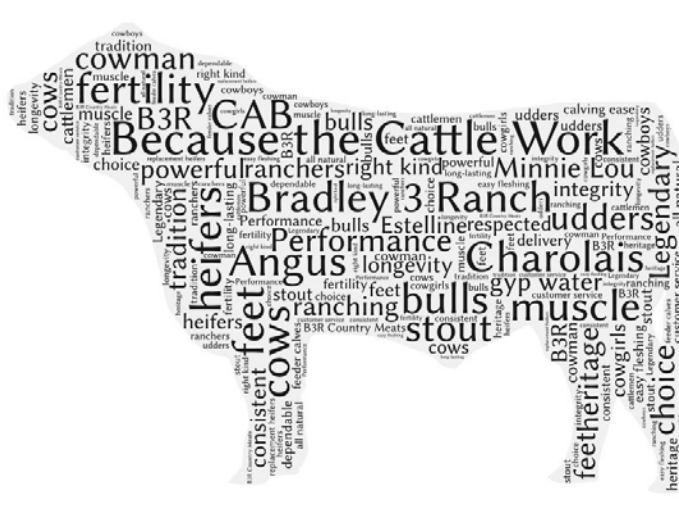
I thought, "What was wrong with this lady?" She held up a hat showing me the price and telling me the great number of pesos it would take. I went back and picked up my black hat of choice and showed her my \$100 bill. She took it and as I was leaving, under her breadth but where I could hear, she said, "**well I'll be damned, that is the most expensive hat I ever sold a cotton picking wet back!**" So much for my beautiful country club sun tan!



Comments on this can be made to Minnieloubradley@gmail.com

A black and white photograph of a young cow, likely a calf, standing in a grassy field. The cow is dark-colored, possibly black or dark brown, and is facing slightly to the right. It has a sturdy build and its ears are visible. The background is a soft-focus field of grass and other vegetation.

Thank You to our 2017 sale buyers and attendees!



We look forward to seeing you February 10, 2018
We are celebrating our 60th year in the registered cattle business!



Exciting Times to Be Using Angus Sires in Your Breeding Program

The American Angus Association has had a turbulent couple of years. During that time, not a lot of progress was made in moving the breed forward. However, the Angus Association is making up for lost time. After hiring a new CEO, the staff and Board of Directors spent a great deal of time putting together a Strategic Long-Range Plan (SLRP). There are many things in that SLRP that will move the Angus Breed to new heights. One of those new things will begin in July.

With the first run of EPDs on July 7th, the Association will use a new method of genomic enhanced EPD's called One Step. One Step is a large step forward in using genomic, performance and pedigree information to calculate the most accurate EPS's to date. We will no longer need to recalibrate the genomic information every 12 to 18 months as has been done in the past. All that information will now be updated on a weekly basis. Also, with the addition of Dr. Stephen Miller to the AGI staff, the Angus Association now has the best genomic staff anywhere. Dr. Miller has improved the way several EPD's are calculated as well as several \$ indexes. The expertise that is now generating this weekly information has no comparison in the world. As Dr. Miller said in a recent Board Meeting, "Different is not always better but Better is always different."

On the genomic front, the AGI staff is also working on several new EPD's. These new EPD's will address issues such as fertility and longevity because these are still the traits that most effect economics. Other EPD's will address regional issues such as heat tolerance, high elevation (PAP), and fescue tolerance. Also, the Association is trying to develop EPD's that will help for selection on feet, legs, teats and udders. Soon it will be possible to select cattle to improve both phenotypic and genotypic traits at one time.

The Association is also investigating adding programs such as a Feeder Calf Program that will help sellers and buyers of feeder calves that have been genomic tested. The purpose would be to determine at the point of sale a true value for those feeder calves. They are also looking to build a new Genomic Center for Research and Education



by James Henderson

in St. Joseph, MO that would add greatly to the Association's capability to move the breed and all cattle forward into the future.

Certified Angus Beef sales last year surpassed 1 billion pounds for the first time in its 38-year history. They are following that up with another 15% increase this fiscal year. What a success story! While they are teaching the entire industry how to differentiate beef that delivers on a promise, they are also leading the charge on changes that will help the entire industry. Things like getting USDA to accept that all cattle documented to be less than 30 months of age to eligible for A maturity and thus qualify for the

USDA grades of Prime and Choice. CAB is also leading the charge to get the Yield Grade standards upgraded to reflect today's cattle. The yield grade equation was written in 1958 and has not been updated since.

There will be many more things coming that are currently in the pipeline so stay tuned. Many of these and other things will be discussed in detail at the American Angus Association Convention on November 4-6th at the Fort Worth Convention Center. Make plans to join us there!



James Henderson speaking at Field Day at the Haverlah Ranch at Mason TX.

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



Bradley3 Ranch, Ltd.

15591 County Road K
Memphis, TX 79245
Phone: (940) 585-6471
www.bradley3ranch.com

Presorted
Standard
US Postage
PAID
Amarillo, TX
Permit No. 227

"Because the cattle work..."



Our



February 10, 2018
Selling 200+ Angus Bulls
and a great group of B3R Charolais Bulls!
at the ranch, east of Estelline, Texas

th
year
in the registered
cattle business.

Bradley3 Ranch, Ltd.

Ranch raised bulls for Ranchers since 1955.

Mary Lou, (940) 585-6471

James, (940) 585-6171

Minnie Lou, (940) 585-8075

Ranch Office, (806) 888-1062



www.bradley3ranch.com