

The TRAILBLAZER

Volume 11, Issue 1

Winter 2018

www.bradley3ranch.com

Welcome to our 60th Anniversary celebration. As you turn the page you will see photos of the old grain bins and horse barn. We do not know how old the “horse” barn was, we know it was older than 60 years. It was here when Bill and Minnie arrived in the drought of the 50’s. The barn and other structures have stood the test of time, weathered a many of storms, and yet provided shade and shelter. The new barn, for us is a bold move, with what we hope to have done is phase one by the bull sale time, and over a period of time, complete the barn construction then move into the solar energy phase of the barn. This is a process, but with as much vision and future planning as possible, with the end result to last for the next 60+ years.

We have put a lot of thought and resources into our cattle, over the 60 years, kinda like the barns, stood the test of time, weathered a few storms, but also been in the fore front, (see Minnie Lou’s arti-

cle, the EPD and data acceptance for the trait she is talking about was not available until many years later). We continue to adapt cattle to meet market values, but also never forget the very basics, cows still need to get bred,

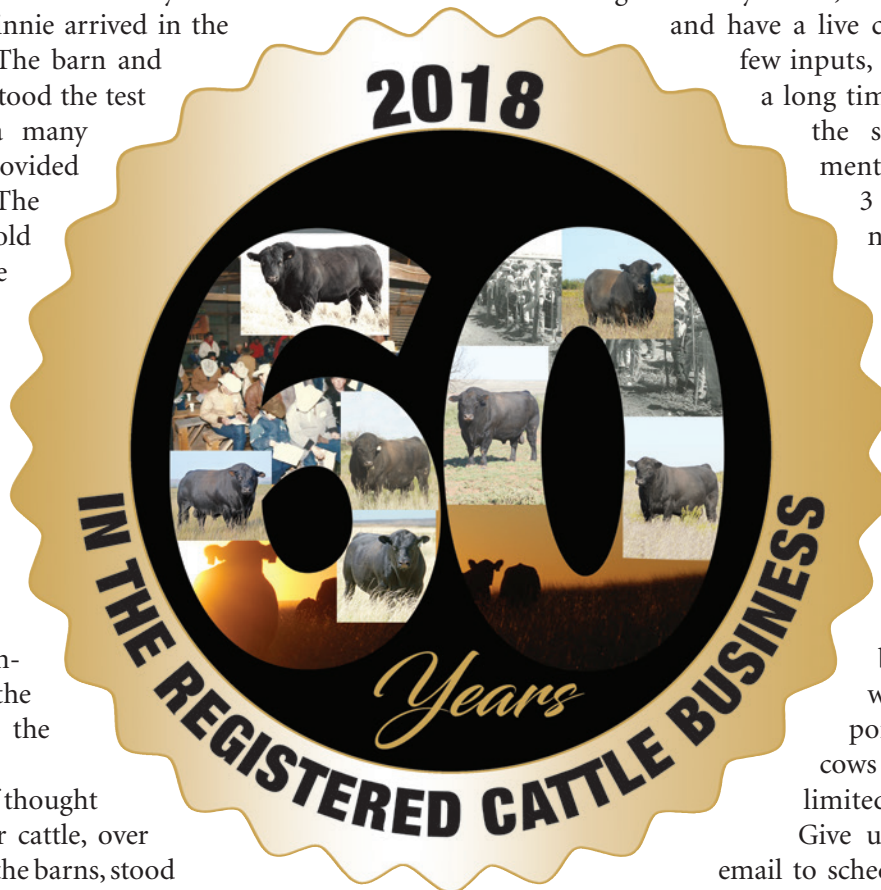
and have a live calf at weaning, with a few inputs, and stay in the herd for a long time. Our customers drive

the selection and development process here at Bradley 3 Ranch. Focusing on the needs of our customers starts with listening.

We try to listen to the things that make our customers money and make sure those traits are built into the bulls they buy.

Traits like fertility and longevity are basics overlooked by many in the seedstock business. In addition, we understand how important it is to match our cows to our environment and limited resources.

Give us a call or send us an email to schedule a visit to view the bulls, or discuss how the Bradley 3 Ranch bulls can work in your program. **B3R**



Mary Lou Bradley-Henderson, (940) 585-6471 • James Henderson, (940) 585-6171 • Office: (806) 888-1062



www.bradley3ranch.com

“Because the cattle work...”



The **WIDE** BODY Sale

We personally invite you to our special 60th anniversary sale, Feb. 10, 2018 at 12 noon, here at the ranch. We will offer 200 angus bulls and a great group of Charolais bulls.

This picture of the cattle going down the draw, is kind of like the new EPDs in both Angus and Charolais Association. You may want to look before you leap. So, see this reprinted article (Pages 3 & 7) on changes in the EPDs to help get you more informed.

We will sort and pen the bulls on Feb. 5, 2018 so feel free to come over early and review the bulls during this week. A lot of folks enjoy spending time in the bulls before it gets so hectic on Friday.

If you cannot get here, buying is made easy with a sight unseen guarantee, leave a bid, buy over the phone, buy through Superior or buy on line at Superior "Click to Bid." We understand things happen beyond

your control, so feel free to call and let's work together to get the bulls you want.

Yes, all bulls will have been fertility tested within 30 days of the sale and delivery is available. See more details in our Bull Sale catalog along with videos of the bulls to be posted on our web site mid-January at www.bradley3ranch.com.

If you decide you want to make an investment, but do not want all the risk, we will have Ag Texas on site during the sale to offer livestock insurance, with loss of use coverage. See their ad on page 6.

Our Friday night pre-sale lecture last year had tremendous audience response, this year we have Tom Field, well known for his "out of the box thinking." We believe you will really enjoy what he has to say. Tom will speak at 4:00 p.m. on Feb. 9, 2018 with a wonderful meal catered by Joe Allen's out of Abilene afterwards here at the ranch.

See our sale bull features and Sale schedule on page 5 and the insert page. B3R



Change is coming

After many years of service, the barn repairs no longer made "cents," so we are in the phase one of replacing it! **B3R**



THE AMERICAN RANCHER

Get to know your Rancher! We invite you to watch "The American Rancher" on Monday, Jan. 29, 2018 at 8:00 p.m. CST on RFD-TV when Bradley 3 Ranch is being featured.

The American Rancher is on RFD-TV (Dish Network Channel 231 or Direct TV Channel 345). The segment will re-air later at midnight and then again on Sunday, Feb. 4th at 11:00 am CT. We hope you enjoy this segment.

Single Step: What happened with AAA EPDs

by Tonya Amen, PhD, National Center for Beef Excellence | Reprinted from Texas Angus News

I was asked to write this month's article about "Single-Step", but I suspect the real question is what happened with AAA EPDs on July 7? It may be "Single-Step" that harnessed the most press and attracted most of the attention but there were several other major changes made to the evaluation at the same time. In the following paragraphs, I'll give a brief description of single step and the advantages of moving to the new method and then describe the other changes that were made to the evaluation and their apparent impact.

What is Single-Step?

A new, more streamlined method for incorporating genomic results into national cattle evaluations has been widely discussed not only in Angus publications, but also in the broader industry at numerous events and conferences for the last couple of years. You've likely heard it referred to either as "Single-Step" or as "BOLT" (BOLT is the name of a software program that some breeds will use to launch their single-step evaluation later this year; AAA uses University of Georgia software).

Prior to July 7, AAA GE-EPDs were generated using a multi-step approach, which necessitated semi-regular recalibrations (Figure 1). To begin the calibration process, all available pedigree and performance information was used

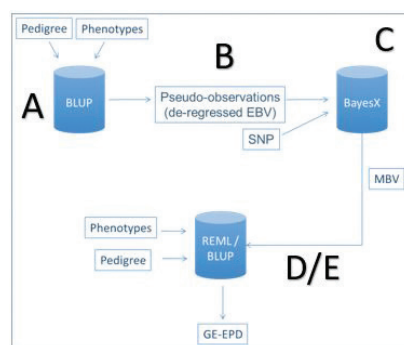


Figure 1 – Multi-Step Method for GE-EPD Generation. From Lourenco, 2017.

SNP effects were then added together to arrive at a molecular breeding value (MBV). The last step in each recalibration was calculate new correlations and heritabilities (REML in D, below). Finally, the pedigree, performance data and MBVs were run together each week to produce GE-EPDs (E). The results from this method were state-of the art at the time, and provided an improvement in the accuracy of EPDs which were previously estimated with only pedigree and performance information. But, the research required for each calibration was lengthy and costly, plus it typically left some uncertainty with breeders awaiting the timing of its release.

With the migration to the Single-Step method (Figure 2), a more streamlined process was established. Each week, ped-

igrees, performance information and genomic results will all be used in a single step to generate GE-EPDs. Many articles have been written about the benefits of this computational advancement (see Hermel and AGI publications in the references, to name just a couple), so I'll summarize the benefits just briefly.

1) Eliminates the need for recalibration. This saves time, money and, equally important, eliminates the marketing and communication disruption caused by the sometimes large changes resulting from each recalibration.

2) Makes room in the model for other traits. This is a tough one to grasp unless you're accustomed to working matrix algebra and solving equations using large matrices. For each trait that is added to a model (genomic results were handled like another correlated trait in the multi-step method) many more equations had to be solved to generate results necessary for EPDs. Computing power and time restraints associated with a weekly evaluation were a very real concerns.

3) Explains the relationship between animals better. In our early, basic genetics or biology classes, most of us were taught that, on average, full-sibs share 50% of their genetic material and that, on average, grandparents and grand-progeny should share about 25%. Of course, the key here is "on average." These averages were the standard by pedigree relationships were described prior to single-step. In theory, full-sibs could share 0-100% of their genetic material (in practice, this doesn't happen due to linkage and some other things beyond the scope of this article). However, using single step can refine the relationship between animals beyond the standard 1/2, 1/4, etc. See the Decker (2015) article in the references for more in-depth discussion of this.

4) More descriptive accuracies. Using the multi-step approach, a genomic result was a genomic result accuracy-wise. Using single-step, those breeders who have invested in genomics and performance data collection should recognize higher accuracy values for their animals that those who haven't.

What Else Changed?

1) Due to the popularity of the \$Beef index, anything that is done to the underlying carcass or growth EPDs is going to get a lot of attention and I suspect most of you noticed the changes that were made to the carcass model. Migration to

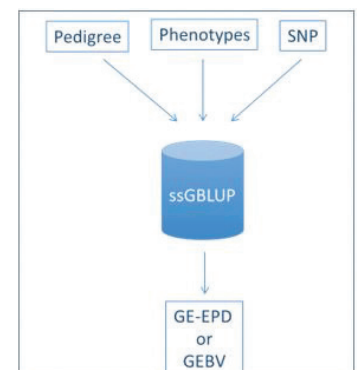


Figure 2 – Single-Step Method for GE-EPD Generation. From Lourenco 2017.

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Three PhD's and me

I was sitting at my desk in our little portable office building one day in the mid- 1980's when the phone rang, it was Jerry Morrow, CEO of the International Brangus Association. I had gone on their board in 1984 and had gotten acquainted with several board members from across the states, one being Dr. Crowley from California.

Jerry said he, Glenn Brinkman and Dr. Crowley, were planning a statewide field day at Dr. Crowley's Northern California ranch. He was contacting me to be a guest speaker at the event. I told Jerry I had never made a talk of that nature, I didn't mind setting in a boardroom and exchanging ideas but no way did I ever want to get up in front of a crowd and speak into a microphone. For some unknown reason I immediately got up and went into the house. I sat down in an old cane bottom rocking chair and began to rock, then it hit me I was in my fifties and both kids were grown, had moved away and this rocking chair going to be my future. I immediately left the rocker went straight to the office phone and called Jerry asking if I could change my mind. He said I could. I told him, "if you three men have the courage to set through my time in front of a mic, I had the courage to try." I asked about the subject I was supposed to speak on and he just said, "you will find what you feel comfortable with."

Embryo transfers were just coming into play and every silk stocking Brangus breeder had begun to select cows for donors. Often the requirement to become a donor seemed to be the one a fellow had spent the most money for in last sale. It didn't matter if she had ever raised a calf or not! So the subject for my talk became "Is she a good cow or just a pretty female?"

Using the Angus Journal and refraining from any mention of Brangus, I began to cut out pictures of various cows and comparing pictures with their actual production records, I continued to work, cut and paste until I thought I had some good comparisons and was pleased with my findings.

I flew into Sacramento, rented my first car and asked for directions. I didn't own or know how to operate those new cell phones, and there was certainly no one on a speaker to tell me to turn north at first light etc. Somehow I finally got on the correct highway and headed north, found the hotel and was out to Dr. Crowley's ranch early the next day. I had all my cut and paste posters for my first ever speech in front of a crowd. Dr. Crowley met me and started introducing me at a very large tent. There were hay bales to sit on and he did tell me not to get excited if I saw a movie star or two as most all thought they should have a ranch and a cow.

The day got started with a beef specialist from one of the extension districts in California. His title was the "Importance in Measuring Bull Testicles" and how one might go about acquiring the measurements. After spending several months in the research process he had applied for a government grant to develop a measuring device and hoped to have it in service in a couple of years.

The second speaker was also a beef specialist from another area in California. He too, had discovered the necessity in measuring bull testicles. He noticed the larger the testicles, the more sperm produced and went into a lengthy discussion of what might be the ideal size and noted it would take a good deal of time in the research field for the determination.

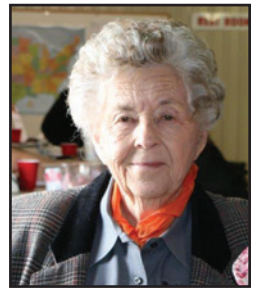
The sun was bearing down on the tent and the humidity was high, it was becoming very uncomfortable. There was one more speaker before we broke for lunch and he was a beef specialist who got my attention when he, too, had learned of the importance of the size of a bull's testicles. My mind wandered away as I had heard all I needed to know about bull testicles. My thoughts turned to what I was going to do to keep the crowd awake after a big lunch in a hot tent.

The lunch was over and the host was ready to introduce me, I stepped to the podium facing a crowd and a live microphone. Looking straight at me and on the first row was Phyllis Diller (actress-comedian) and her little poodle groomed to perfection, wearing a sparkling diamond studded collar.

It was time to ask the Good Lord for help. From out of nowhere the thoughts came to me. The words rolled out in praise of beef specialists who were spending much time in such research in the attempt to make a bull more productive.

Several years earlier my husband and I had become interested in scrotal measurements since we understood the importance of a bull breeding and settling a good number of cows each season to pay his way. Since the early 1960's we had been doing our own fertility checking and began to observe the exceptional fertile bulls usually had a larger scrotal. Because of this, we were not surprised when we learned of the recent interest in measurements.

Without any government grants our facilities did not lean toward comfort or convenience. We had built a little barn to house a bull chute from an old three room house we tore down for the lumber. We then purchased World War II steel

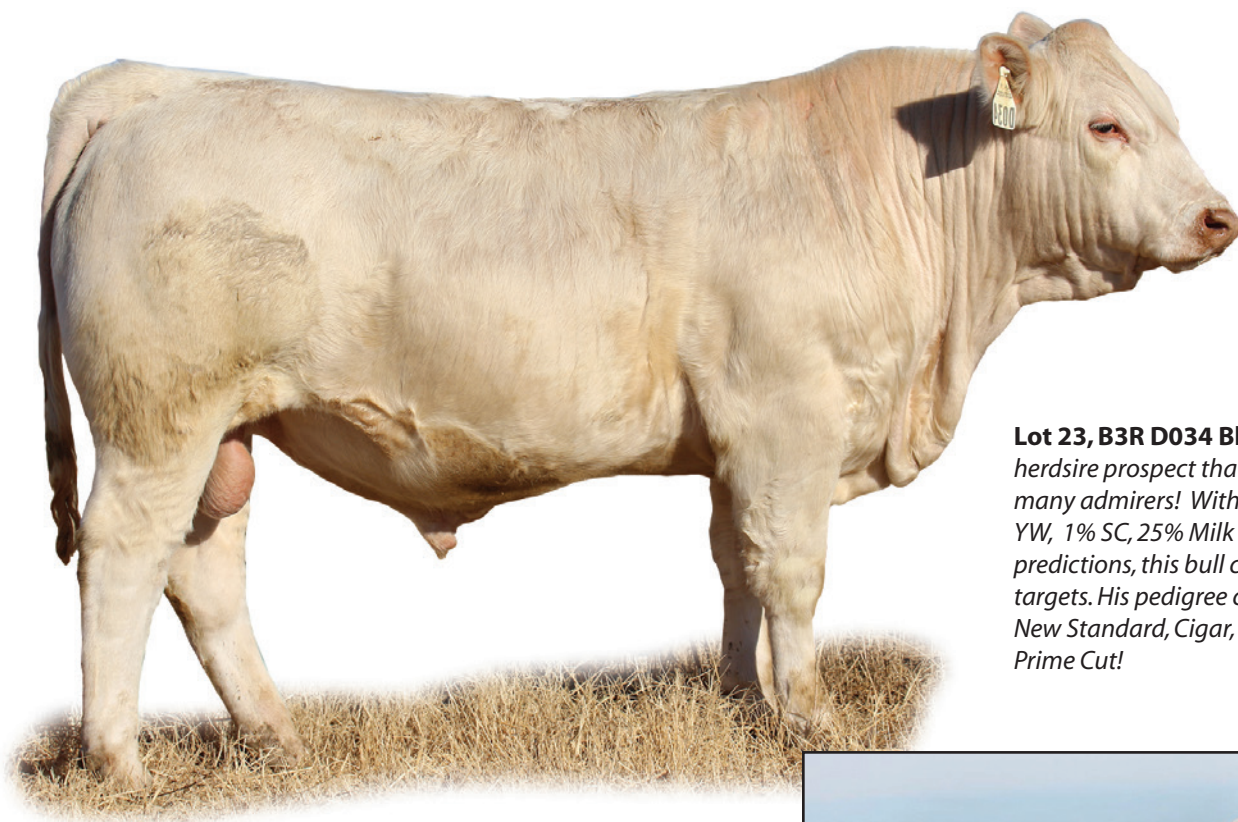


by Minnie Lou Bradley



continued on page 5

2018 Bull Sale Features



Lot 23, B3R D034 Blanco Std X025...
herdsire prospect that has already found many admirers! With top 4% WW, 4% YW, 1% SC, 25% Milk and 15% REA genetic predictions, this bull can hit a lot of breeding targets. His pedigree combines Rio Bravo, New Standard, Cigar, HooDoo, 066 and Prime Cut!

continued from page 4

landing mats the Seabees used in landing planes. We found some used three-inch pipe and from that we built a chute and set in concrete. It was stout to the hilt and the sides were solid, it was one way in and back out, no head gate. It was my job to push the bulls into the chute, Bill would stick a solid iron sucker rod from the oil field behind the bull to hold him and I would insert the probe. He had built a little stool from a tractor seat and put rollers on it so he could run the ejaculator and catch the semen by sticking a long armed cup holder under the bottom section of the landing mats. I had been wanting to start measuring testicles but wasn't for sure how to proceed. Then one day, we were getting ready to test around fifty head he asked if I still wanted to try measuring the scrotals. I said yes, so he went over to a stack of burlap feed bags and removed a heavy soft string from one, found a yard stick and strapped it to the top rail on the chute. He said we were in business. All I had to do was to stick my head between the hind legs of the bull push with my body until my short arms could reach around the scrotum, then place the string around the middle of his testes. I would hold my finger on the spot where the string met then we could lay the string on the yard stick and read the measurements.



Lot 18 • B3R D020 Cool Maker W007 • Reg M888338
This is a very attractive bull with excellent forage conversion. High growth, big REA and IMF ratios.

Well folks, I am here to tell you, after sticking your head between the hind legs of fifty bulls and feeling a warm green liquid running through your hair, eyes and down your back you can pretty much eyeball to the exact centimeter!!

Laughter broke out in the crowd and oh my goodness! Phyllis fell off the bale of hay laughing and her little poodle went wild! Miss Diller had landed with her hiney up, next to the bale of hay and legs up in the air like post hole diggers being thrown from a windmill tower! Men were running to rescue the damsel in distress, the entire tent was in uproar and a line formed to get my autograph! **B3R**



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single-step freed up some space in the model to add weaning weight and fat thickness and their associated correlations. This should help with some selection bias that may have occurred due to animals with weaning records being culled before yearling scan-weights were taken and more fully represent potential differences in the growth curve of animals.

2) Additionally, birth weight and weaning weight are now reciprocally used in each other's EPD computation. This will allow Birth Weights to be used in EPDs calculation before the submission of weaning weights and will also help improve the accuracy of weaning weight EPD by allowing BW to be used as a correlated trait.

3) Any time substantive changes are made to NCE models, the heritabilities of the traits and correlations between them must updated. Changing heritability does not impact the rank of animals, but it does impact the number of progeny records that are required to achieve a given level of accuracy. Adding correlated traits and/or changing the magnitude of genetic correlations between traits could have an impact on EPDs.

4) As is customary on a biannual basis in the AAA evaluation, the economic assumptions were updated.

5) Associated tables had to be updated. Breed averages shifted and the percentile rank table changed (somewhat significantly for some traits). You'll need to "recalibrate" your internal scale for what is top 5% vs top 50% and be sure to help your customers with the new scale.

Summary

Though I've heard a lot of cussing and discussing genomics, the July 7 release represented a very major overhaul of several of the highest profile EPDs. In addition to changing the way that genomic results are accounted for in the evaluation,

traits were added to several models, new correlations and heritabilities were released, the economic assumptions behind the \$-Value Indices were updated AND the number of genomic results entering the evaluation had more than tripled since the previous recalibration. That's a lot to try to absorb and understand (not to mention explain to your customers).

The good news is that the evaluations should be less dramatic going forward, with small changes resulting from performance data and weekly accumulation of genomic results. There are winners and losers each time a change this substantial is made, so I won't try to minimize the significance for those who may be disappointed in the changes. However, recognize that there were a lot of things at play in the changes that occurred, and teasing out what caused the changes in specific animals is a difficult (if not impossible) mission. Keep in mind what you've come to know about EPDs:

- Performance data is more important than ever, submit as much as you can from proper-formed contemporary groups
- Genomic results are a useful for adding accuracy to young animals and those with lower accuracies – they are not a replacement for performance data.
- EPDs are the best estimate of an animal's genetic value as a parent for the traits that are measured – use them.

REFERENCES

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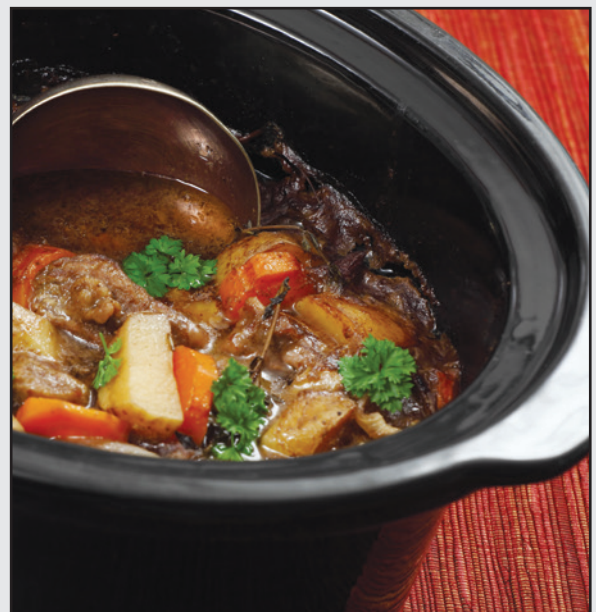
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The Crockpot Kids

During the spring of 2015, Minnie Lou met with the Childress Elementary Principal, Childress County Ag Extension Agent and a lady from the Ladies League to express her concern with the hungry children she was told was a growing problem in the community. Realizing the Pack-Sack was very active and sent food home on the weekends, but what happened the rest of the time? Perhaps her two greatest concerns were the kids being pumped full of processed foods and becoming more and more dependent on someone to feed them. She suggested a "crockpot" might be an answer, teach the youngsters to cook for themselves using fresh vegetables and meat. The three ladies agreed, put their heads together to form a three session educational training school for 3rd-5th graders and a parent. The community was very helpful in providing the commodities and crockpots.

Today, as we enter the third year of "KIDS CROCKIN," the reports from the Principal are very positive. The Texas Agriculture Extension is watching it closely to see how it might be expanded into other schools. **B3R**



The

WIDE

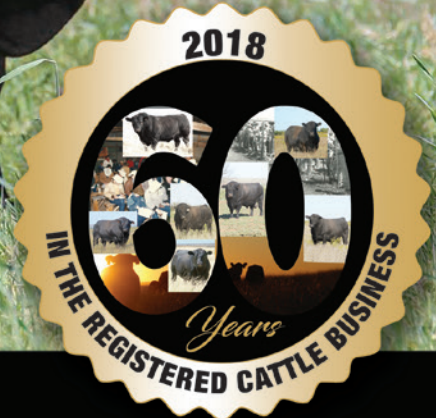
BODY *Sale*

February 10, 2018 • 12 Noon

at the ranch, east of Estelline, Texas

Selling 200+ Angus Bulls

and a great group of B3R Charolais Bulls!



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2018 Bull Sale Features



**Lot 225 • B3R D274 Elector W233 U238
Reg#: 18752126...**

The classic Angus bull, the kind that has kept us in business for 60 years, never goes out of style! This bull has a traditional B3R pedigree to be early maturing and easy fleshing. He has a neg DMI and positive \$EN and 100 \$B all in a moderate package. Out of a hardy ten year old cow, who has seen droughts and blizzards. Gentle bull.



Lot 24 • B3R D203 Stkmn GT IB2 B090 • Reg #: 18753344

Big carcass genetic profile, powerful, and smooth made Out of a Pioneer Wave Daughter! Designed to be easy fleshing, fertile and able to live in tough country!



Lot 34 • B3R D416 Bndo Abslute A211 HR • Reg#: 18778890

Sound and stout! Big Ribbed, thick and a true calving ease herd sire prospect! He proves that you can have it all with calving ease and performance!

SALE SCHEDULE

Friday, February 9, 2018

Bulls can be viewed at any time prior to the sale.

- All Day – Bulls available for viewing Food and beverages available all day
- 4:00 p.m. – Pre-sale Seminar Tom Field, Ph.D., thinking "Out of the Box"
- 5:30 p.m. – Dinner sponsored by Zoetis

Saturday, February 10, 2018

- 8:00 a.m. – Coffee and donuts sponsored by Multi-Min
- 11:00 a.m. – Lunch sponsored by Purina
- 12:00 Noon – Bull Sale (all video)**

Charolais bulls sell first, followed by Angus bulls in lot order.

2:40 p.m. Bulls Sale projected to be completed

Bulls can be loaded immediately AFTER the sale.

**For a sale catalog, please
call, email or go online.**

2018 Bull Sale Features



Lot 62

**B3R D209 Elector A229 B077
Reg #: 18752067**

One of the youngest bulls in the sale, but this does not limit his herdsire potential. His pedigree reads like a who's, who of Bradley 3 Ranch donors and herdsires. Combine all of this with a unique combination of EPD's and this is one progressive breeders will want to see on sale day. He ranks in the top 1% for DMI, 10% for marbling, 25% for ribeye and 10% \$B. If you retain ownership in the feedyard, Lot 62 is one you won't want to miss.



Lot 42

**B3R D436 96 Z476 T012
Reg #: 18772980**

D436 is one of those "keep you in business for the long term" kind of bulls. Easy fleshing, top 4% DMI and top 15% \$EN and top 25% ribeye area all combined with his moderate frame indicated that he will be easy keeping and leave daughters in your herd. The real cowmen will find this bull!

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February 10, 2018

12 Noon

at the ranch, east of Estelline, Texas

Selling 200+ Angus Bulls

and a great group of B3R Charolais Bulls!

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

Quoted from the late Joe Reznicek, owner of Cow Creek Ranch, LLC

At Bradley 3 Ranch, our cattle work for us. We don't work for them. You won't find creep feeders or cows that calve every other year in our operation. "Tough love" is a standard at this rough Texas Panhandle ranch. Some years it rains and many years it doesn't. Our expectations of our cow herd don't change according to corn prices, fads or the weather. For 60 years we have been about raising bulls that work for you, our customer.