

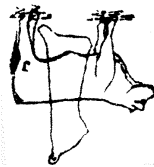
TCU Ranch Management Class Visits Bradley 3 Ranch

For the 51st consecutive year, the TCU Ranch Management Class stopped by Bradley 3 Ranch on their Fall Field Trip. We feel very privileged to be one of two ranches that have been visited by all of the TCU Ranch Management Classes. Over 51 years, we have seen many outstanding young people come through this distinctive program and begin their journey to becoming industry leaders. Thank you to all those of you who have contributed countless hours of service back to the cattle industry and a special thanks to those of you who have become customers of Bradley 3 Ranch Genetics.



SUPERIOR PRODUCTIONS PHONE ON SALE DAY
1-800-431-4452
RANCH PHONES SALE DAY
806-888-1062 940-585-6471

Make plans to attend Bradley 3 Ranch annual cattle sale on Feb. 10, 2007. Auction to be held at Ranch headquarters.
 Phone 806-888-1062
 Fax: 806-888-1010
 Web: www.bradley3ranch.com



Bradley 3 Ranch, Ltd.
 15591 County Road E
 Memphis, Texas 79245

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Bradley 3 Ranch, Ltd

Ranch Raised Angus Since 1955

November 2006 Newsletter

Phone: 806-888-1062 • Fax: 806-888-1010

Mary Lou Bradley - 940-585-6471 • James Henderson - 940-585-6171

Minnie Lou Bradley - 940-585-8075 (cell) • www.bradley3ranch.com



Annual Bull Sale February 10, 2007

Bradley 3 Ranch will have their annual bull sale at the ranch Saturday February 10, 2007 at the ranch and on RFD TV. We will be making a first offering on 200 bulls of Bradley 3 Ranch Genetics.

Lunch will be served prior to the sale and the sale will begin at 12:30 p.m. CST. Our auctioneer this year will be Doak Lambert of Coppell, Texas.

The bulls are currently on feed test that will be concluded in late November. We will ultra sound all of the bulls in early December and video them for the sale in late December. We should have catalogs and videos ready for distribution by mid to late January. If you would like to see the bulls anytime between now and sale day, you would be welcome anytime at the ranch. We do have accommodations for visitors at the ranch and would be glad to welcome you to the ranch.

The week prior to the sale, we will sort the bulls into pens by sire group



for viewing and on Friday afternoon February 9, 2007 we will host a seminar in our events center that will cover current topics in the beef

industry.

We look forward to hosting you and your family for some fun and excitement at our annual bull sale.

Virtual Livestock Supply Room

Our virtual livestock supply room on our website at www.bradley3ranch.com is now operable. You can order your animal health supplies as well as other animal handling and animal id tools directly from your computer and have them delivered to your home without having to leave the ranch. Check it out and please let us know if this is something useful

for you and your operation.

Also, let us know if there are products and or sizes that you would like to see added or would be more useful for your operation. (Please be advised –any thing requiring a subscription will still need to be written by your veterinarian but can be ordered here)

It Rained!!!!!!

After a very long spring and summer with no rain at all and numerous days in excess of 100 degrees, we finally have started to get some substantial rains. The last week of August and the first week of September, we received about three inches and the middle of October has brought about

three more. Thanks to all of you who have called to check on us! It really helps to have friends when things look so bleak. We sold a few more cows than we would have liked but our remaining cowherd will produce calves we will all be proud of.

For those of you affected by the

drought, November 13, 2006 is the deadline to sign up for the Livestock Assistance Grant Program. To learn more about this drought program, you can go on line to www.ga@agr.state.tx.us or you can call the Texas Department of Agriculture at 1-800-835-5832.

A TIMELY CAVEMAN'S THEORY FOR 2007

by Minnie Lou

Twenty years ago, on October 31, 1986, the Bradley Family suffering from the same beliefs as so many other ranchers that the culprit in the beef industry was the evil packer and the corn motels. Believing that, we opened an USDA Beef Processing Plant and a very small feed yard. With complete ownership of both it was the greatest experience of our lifetime. That experience of seeing B3R bred cattle going from conception to the plate and how they performed for each, the cow-calf man, the feeder, packer, retailer and consumer was an eye opener, cattle could never exceed a certain level for one segment without harming another so we saw the wisdom of

Titus Plautus whose life spanned from 254-184 B.C. He said "in everything the middle course is best. All things in excess bring trouble to men".

This is especially true when we think of breeding cattle for the commercial cow-calf rancher, if we exceed limits either to high or to low in any one trait we are hurting the chance of profitability on any given herd. As an example, if we breed bulls that have an excessive weaning weight we are breeding cattle with high birth weight and lots of milk, both costly to maintain and manage. Fifteen years of placing the B3R purebred herd on (SPA) a program designed for commercial

cow-calf operators we found as they did across the nation that percent of calves weaned to cows exposed is the biggest factor in profitability. Followed by pounds weaned to cows exposed, pounds weaned per acre of grass, and cost to produce those pounds. Bradley 3 Ranch will continue to strive for fertility, longevity, muscle, and very efficient cattle (as proved this year of very little rain).

We at Bradley 3 Ranch are dedicated to produce cattle with balanced traits. Titus plautus quote must have some truth in it to still be true in 2007. Balanced traits has kept the Bradley family in business for 51 years.

Heat Tolerant Cattle

We have been working for numerous years on heat tolerant genetics. As Angus Cattle become more prevalent in the overall population and move their penetration farther south and east, heat tolerance becomes more important.

This past summer was especially

brutal in the southeast Texas panhandle. We experienced in excess of 75 days over 100 degrees and according to National Weather Service Data, Childress, Texas was considerably hotter in average temperature for July and August than any of the reporting stations in south

Texas. Yet our cattle did very well and you would find them out grazing during most of the day except mid to late afternoon.

If heat tolerance is important to your operation, let us work with you on the bloodlines that are the most heat tolerant in our herd.

www.bradley3ranch.com



Bradley 3 Ranch Booth at Upcoming Events

Bradley 3 Ranch will have a booth at the Working Ranch Cowboy Association Rodeo Finals in Amarillo, Texas November 9 – 12. We will be in the South Exposition Hall at the Amarillo Civic Center during those dates. Stop by to visit and to register for the **\$1000 credit** that will be awarded to the lucky winner that can be redeemed at the annual Bradley 3 Ranch Bull Sale, February 11, 2007 at the ranch and on RFD TV.

We will also have a booth at the Annual New Mexico Stock Growers Convention at the Hilton Hotel in Albuquerque, New Mexico, November 30 thru December 2, 2006. Stop by to visit and to get the dates that more information will be available on the bulls to be offered at the annual Bradley 3 Ranch Bull Sale.

Purina Mills Field Day

Bradley 3 Ranch is proud to have been the host site for a Purina Mills Field Day. Purina Mills has been working with Bradley 3 Ranch to develop the best program for growing ranch ready bulls and heifers. Passing along the information learned from these experiences by the excellent staff of Purina Mills helps other producers in Texas, that were represented at the field day held in the Bradley 3 Ranch events center.

Thank You!

Thank you to Jay Gray and Graham Land and Livestock of Gonzales, Texas for their purchase of the Sale Credit to be used at the annual Bradley 3 Ranch Bull Sale, February 10, 2007.

They were the high bidder for the credit that was auctioned off as part of the Texas Cattle Feeders Beef Pac fundraiser during the annual Texas Cattle Feeders Convention held in conjunction with the Texas and Southwestern Cattle Raisers Board Meeting in Amarillo, Texas. Graham Land and Livestock will be able to use the \$3200 credit during the bull sale and the proceeds go to the Beef Pac Fund to be used to help candidates in their election bids.

As rural voters become less and less of the total population, funds such as Beef Pac become more important tools for the voice of Agriculture.



Minnie Lou Inducted into Cowgirl Hall of Fame

The National Cowgirl Museum and Hall of Fame inducted Minnie Lou Bradley on October 26th.

The purpose of the Hall of Fame is to preserve the history and impact of western women living roughly from the mid-1800s to the present -- the pioneers, the artists and writers, the tribal leaders, the entertainers, the social activists, and the modern ranchers and rodeo cowgirls. Today, there are 176 amazing women who have been inducted into the National Cowgirl Hall of Fame since 1975.

As family owner of Bradley 3 Ranch, Minnie Lou implements innovations into her ranching operations that gained her recognition as a leader in the beef industry. And in helping share her passion for ranch work, she has partnered with the Ranch Management Program at Texas Christian University in Fort Worth, Texas for the past 51 years helping young men and women learn the ranching industry.