

Bradley 3 Ranch

Unique Angus Cattle, Designed for Commercial Cattlemen

Bradley 3 Ranch was founded in 1955 on a drought stricken ranch on the rolling plains of the Texas Panhandle. Times were tough but a young energetic cattlegirl was determined to make her mark on the Angus breed. Minnie Lou Bradley had already blazed trails as the first female to major in Animal Husbandry at Oklahoma A&M and became the first female to be high individual at the International Livestock Judging Contest in Chicago. She had gained an understanding of how Angus cattle were becoming accepted in the commercial cattle business in the US while working for the Texas Angus Association in Fort Worth after her graduation from college. The ranch was started after Minnie Lou married Bill Bradley, a third-generation rancher of commercial cattle in Texas. With Minnie Lou's vision and Bill's commercial experience, the ranch was destined to become a seedstock operation operated like a commercial cattle operation. Something a commercial cattlegirl could count on fitting into his operation.

The ranch was not a typical registered operation. The country was brushy and rough and the pastures were two sections (1280 acres) in size. Cattle would have to be sound structurally and be able to travel distances for forage and water. They would have to calve on their own and bring that calf to weaning age on their own. Cows with bad udders or calving difficulties would not survive. Cows had to be efficient. Turning forage into pounds of calf, not maintenance of her own body weight (wean at least 50% of her body weight to remain in the herd). The goal of cows in the herd were for her to rebreed in a sixty-day breeding season, bring in a calf each year and last a minimum of ten years in the herd.

In the 1980s B3R Country Meats began. The cattle were fed on the ranch and slaughtered and processed in their own plant. That business grew into one of the best recognized brands of beef in the country and pioneered the Certified Angus Beef Natural Brand. The meat business has been sold but the family is far from distancing themselves from the beef business as several new ventures are on the drawing board.

All females on the ranch were born on the ranch as a result of Bradley Ranch's own breeding program. Outside genetics have only been introduced by use of Artificial Insemination (A.I.) on first-calf heifers and in our embryo program. For a cow to become a Bradley 3 Ranch donor cow, the criteria are very tough indeed. She must be at least a ten year old cow, having had eight calves naturally with no assistance, no more than a 370-day calving interval, indexing a minimum of 105 lifetime for weaning weight, yearling weight, ultrasound marbling and ribeye on a minimum of five different sires. She must then pass Minnie Lou's personal appraisal for structural correctness and soundness as well as having good udders.

Today the vision and discipline of Minnie Lou Bradley has resulted in both a unique leader (2005 President of the American Angus Association) and a unique cow herd. A cow herd built on Fertility, Longevity, Structural Correctness and Soundness, Good Udders, Cow Efficiency and Calving Ease, with Top Value Carcass Traits. These are the trademarks of the Bradley 3 Ranch.

We invite you to compare Bradley 3 Ranch genetics to any other herd and decide for yourself. We are currently using 15 herd sires naturally on our cow herd. All sires were born on Bradley 3 Ranch and we are quite proud of their standing in the breed.

- A. Eight are in the top 20% of the breed for Birth Weight EPDs
- B. Four are in the top 20% of the breed for Scrotal EPDs
- C. Twelve are in the top 20% of the breed for \$EN
- D. Four are in the top 20% of the breed for %IMF EPDs
- E. Eleven are in the top 20% of the breed for Ribeye EPDs
- F. Ten are in the top 20% of the breed for % Retail Product EPDs
- G. Ten are in the top 20% of the breed for \$G