

TCU Recognizes Bradley 3 Ranch During Their 50th Graduation

Texas Christian University's Ranch Management Program, is celebrating their 50th year of teaching young men and women the skills necessary for managing ranches. The program began in 1955 and since that time has graduated more than 1,300 students from 44 states and 24 foreign countries. Alumni currently manage an estimated 7.7 million acres of ranch land and some 740,000 head of cattle.

Ranchers, who saw a need for studies not provided by the traditional agricultural courses, started the school. The intensive, one-year school covers some twelve subjects with the students in class 60% of the time and the remainder of their time spent on field trips that cover over 10,000 miles in Texas, Kansas and Oklahoma. The students visit and hear from 60 agricultural professionals annually. Each year the class is limited to 34 students who have been interviewed and accepted.

The students have visited only two ranches for each of the past fifty years. The J.D. Hudgins Ranch at Hungerford, Texas and the Bradley 3 Ranch. Both ranches were recognized for their contributions during their recent



Mary Lou Bradley Henderson, John Merrill and Minnie Lou Bradley at the 50th TCU Ranch Management Graduation.

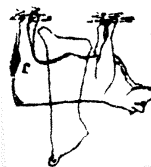
graduation ceremonies.

We have been privileged to have the TCU students visit us for each of those fifty years. It is refreshing to see their enthusiasm, and intensiveness as they challenge us with well crafted and thought provoking questions. For 50 years, these students have exhibited good politeness and attractive appearance as they prepare for success. We look forward to working with the TCU Ranch Management Program for another 50 years.

817-740-9025
RANCH PHONES SALE DAY
806-888-1062 940-585-6471
SUPERIOR PRODUCTIONS PHONE ON SALE DAY

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



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Bradley 3 Ranch, Ltd

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



Committed to Make Your Operation Profitable

Minnie Lou and Bill Bradley embarked on a journey in 1955 that few could have predicted. With the purchase of a ranch in north Childress County that had changed ownership about every ten years, they began Bradley 3 Ranch with a passion and a commitment to be the best operator in the business. This was not a hobby, it was a ranch operation driven to succeed. One of the first things learned at the ranch was that to be successful, the buyers of their product (genetics) had to be successful as well. To help others be successful, it required considerable knowledge of the other segments in the business. It has been a fifty plus year journey to learn and to stay up with the different segments of the cattle business so that Bradley 3 Ranch can be your source for improving your operation and thus your profits.

It is a long list indeed that Bradley 3 Ranch has done to learn how their cattle will fit into all segments of the cattle business and end with a product that consumers will be willing to pay for within their food budgets.

The ranch has been the innovator in many technologies that are common today. Things such as performance testing, line breeding, record keeping, trait measurements, ultra sound, DNA parentage testing and many others. New technologies are being added such as RFID ear tags, heat tolerance capabilities and genetic testing for tenderness, marbling, and feed efficiency. However, it is the other segment experiences that Bradley 3 Ranch has participated in, that give them the expertise to be a resource for you in your operation.

In the early years of the ranch, commercial cattle were part of the operation. There the lessons of fertility, longevity, easy calving and easy fleshing were related to profitability. Yearling cattle were also part of the ranch operation in those early years and lessons about animal health, growth, and docility was added. As things progressed at the ranch, a second breed was added (Brangus) to study the effects of hybrid vigor on all of the measured traits.

It was determined that hybrid vigor was a tool best utilized by

the commercial cattleman and the ranch was returned to a single breed (Angus). In the eighties, a commercial feedyard was added to the ranch operations and lessons such as feed conversion, daily gain, and cost of gain were added to the list.

In 1986, B3R Country Meats was begun with the building of a packing plant in Childress. Here the lessons of dress yield, meat quality and cutability were added to the growing list. However, marketing a branded beef and having direct contact with consumers began to tie all of the segments together. Knowing that consumers want products that are tender, flavorful, fit into their family budget, are safe for their family and are produced in accordance with their own personal beliefs helps to bring all of the things learned in the other segments into focus.

That focus has led Bradley 3 Ranch to continual improvement in their cattle that will result in more cost efficiencies for your operation and more demand for your product. Bradley 3 Ranch wants to be not only your source of seedstock but also your resource to improve your operational profitability.

Web Site

www.bradley3ranch.com

** Coming in early July our "virtual supply room" will be operational with animal health supplies, shipping from our partner by UPS to your outfit.

** Postage rates keep going up, so to keep costs down, we are going to be using e-mail, web site, and phones more to stay in touch. Since the times keep

changing, we need your help in adding your email address, and or cell phone to our address list. You can either go to the contact page on our web site and up date the information there or just email us directly at bradley3@srcaccess.net — please put in your message — "address up date". Faxes are always welcome at 806-888-1010.

Friends And Customers Victim Of The Largest Range Fire In History

March 12 will long be remembered by people in the Texas Panhandle. Many of our friends and customers lost all or most of their grass, many of their cattle were found dead or had to be destroyed and they lost many miles of fences.

It has been reported that approximately 800,000 acres were consumed by fire that was spread by a 60 mile per hour wind. Fourteen lives were lost that afternoon but it could have been much worse if it had not been for the number of

volunteer fire fighters that risked their lives to save others.

Ones' imagination cannot begin to picture the destruction and loss these ranchers have suffered nor the emotion, heartache and financial burden they are enduring.

The pioneer spirit is still alive in the Panhandle as we have visited with several of our friends who were victims of these horrendous fires and they are on the comeback trail. It won't be easy or short term but if rains can come from the heavens

the grass will rebound. However, it will take years for the cattlemen to recover their losses.

The Bradley 3 Ranch was south of the largest fire by about 20 miles and north of the smaller one by about the same distance. We feel so blessed to have escaped their destruction and our hearts and prayers go out to each and everyone who suffered such great losses. We were grateful for the number of phone calls we received asking about our well-being, it's nice to have such wonderful friends. Thank you!



Clayton Stevenson and Minnie Lou Bradley

Texas Junior Angus Association Benefits From Turkey Hunt

The Bradley 3 Ranch has donated the opening weekend of the Spring Turkey season to the Texas Junior Angus Association for the past two years. The Junior's are responsible for selling tickets and a drawing for the winner is held at the association's annual banquet in Fort Worth.

Twenty one hundred dollars were raised in 2006 for the junior scholarship fund. Gary Stevenson of Caldwell, Texas had the lucky number. Gary made it a fun

weekend for himself and his son as they invited two other fathers and their sons to come along. The Dads did the cooking and acted as the guides and the four teen-age boys got to go on their first hunt. Clayton Stevenson and Wade Wells each bagged a gobbler.

Bradley 3 Ranch is glad to be part of The Texas Junior Angus and their work that provides scholarships to worthy young people in their pursuit of higher education.

Bradley 3 Ranch Is Proud of Their Interns' Success

For the past several years, we have been fortunate to have some wonderful young people come and work with us on the ranch. During May of 2006 we have had the pleasure of seeing Sarah Mullins of Houston, receive her bachelor's degree from Texas Christian University and Jay Taylor of Childress, receive his from Texas Tech University.

Erin Turentine from Arkansas has been attending the University of Arkansas and is currently in Scotland working with the Angus Society there. When she returns she will finish her degree in Ag Communications.

Wyatt Howell from New Mexico received his bachelor's degree in December of 05 from New Mexico State University and has entered the Peace Corps

George Santos has been a part of the Bradley 3 Ranch crew since he was 12 years old. He graduated from Childress High school in May. George has been on the A-B honor roll his last two years and he was named to the First Team Class 2A, All State Football team. He also ran track where he competed in the 800 and 1600 meters, winning district in the 800 and qualified as a participant in both at the regional track meet.

RANCH HOSTS GRAZING WORK SHOP

National Resource Conservation Service employees and interested ranchers had a daylong training session April 26 at the Bradley 3 Ranch headquarters. Over 100 NRCS trainees and ranchers from across the Panhandle of Texas and southwest Oklahoma were in attendance.

The training session focused on growing more and better grasses, and how to

identify the different species. Brush and weed control were also well covered by the various speakers. Plant ID and pasture plots that determine grass coverage was presented as well.

If you have need for a facility for an upcoming meeting, or seminar where a ranch setting might suit your needs, contact us and we will see if our barn events center makes sense for your event.

CATTLE INDUSTRY LOST A GOOD ONE

Those of you who have attended our production sale for the past several years, had gotten to know our auctioneer, Stanley Stout. Stanley was not only a good auctioneer but kept everyone interested and entertained during the sale. He was fast with his chat but even faster with his quick wit. Stanley died from a ruptured aortic aneurism on April 30th. Over 1500 cattlemen from across the nation gathered at the rodeo arena in Strong City, Kansas to

pay their respects and honor his life. He will be remembered as one of the great cattle auctioneers of all time and will be missed by all of us who knew him.

Doak Lambert, of Coppell, Texas who was a past student of Stanley's will be auctioneer for our bull sale February 10, 2007. Doak is well known in seedstock circles in Texas as he has perfected his craft over the past twenty years. We look forward to working with Doak as we present our 2007 offerings.

Marketing your B3R sired calves

Fifty plus years of supplying genetics and following those genetics through the feedyard and packing plant all the way to consumer consumption, has created a demand at all levels for those genetics. There are several programs that are looking for the type of genetics that Bradley 3 Ranch Bulls deliver. We want to help you market those calves for maximum return.

If you have calves that can be verified to certain Bradley 3 Ranch Bulls, we would like to help fit them into the program that will return the most dollars and the best information to help you continue your improvement program.

You can use the information sheet that is in this newsletter or go to www.bradley3ranch.com and find the tab marked "marketing your calves" and fill out the complete information and get it to us. We will help get those calves marketed as a service to you.

Please allow some time for the transactions as all niche programs require slotting of cattle

Bradley 3 Ranch Ltd.

15591 County Road K • Memphis, TX 79245
940-585-6171 • 940-585-6471

Information on your Country Cattle for Sale

In our continuing efforts to provide better customer service, we are now able to show your cattle to different buyers that you may not had access to in the past.

Date Listed: _____	Shrink: _____
Owner: _____	Vaccination / Weaning: _____
Representative: _____	Condition / Flesh: _____
Head / Loads: _____	Feed / Forage: _____
Sex: _____	Implanted Yes or No: _____
Location: _____	Natural Qualified: _____
Origin: _____	Treated Cattle Identified: _____
Description: _____	Birth Date Verified: _____
Yearlings / Calves: _____	Visual Identification / EID: _____
Delivery Date: _____ (14 day lead time-- min)	Source Verified: _____
Base Weight (Est. Weight): _____	BVD Tested: _____
Price: _____	Horns: _____
Slide: _____	How Identified: _____
Weight Up Conditions: _____	Genestar Tested: _____
	Misc. Information: _____

We are seeking B3R sired calves at this time.

Disclaimer: We are not a buyer of cattle. We are only a facilitator to try to get you more money.