

The

TRAILBLAZER

Volume 15, Issue 1

Winter 2022

www.bradley3ranch.com

B3R bulls are coming to south Texas

Bradley 3 Ranch is excited to be a part of the **Texas Drovers Bull and Commercial Female Sale** to be held December 10, 2022 at the Caroleta Ranch in Weimar, Texas. We will be bringing 35 Angus and 35 Charolais bulls to this first-time south Texas event!

Bradley 3 Ranch is a pioneer in offering cattle that perform in extreme environments, that are highly efficient and designed for use in Gulf Coast conditions. All bulls will have genomically enhanced EPDs, parentage

verified by DNA, full phenotypic measurements including ultrasound carcass measurements with ratios available on all phenotypic traits as well as complete breeding soundness exams.

We are excited to be adding the Texas Drovers Sale to complement our annual **Wide Body Sale** that will be on February 11, 2023 at the ranch near Childress, TX.

Feel free to contact us with any questions. We look forward to filling your bull needs! **3**

TEXAS DROVERS



BULL & COMMERCIAL FEMALE SALE



Bradley 3 Ranch, Ltd.
RANCH RAISED, PERFORMANCE SELECTED
HOME OF THE **WIDE BODY SALE**

December 10, 2022 • 10:00 a.m.
Texas Drover Sale at Caroleta Ranch, Weimar, Texas

70 BULLS
ANGUS AND CHAROLAIS

DVAuction
Broadcasting Real-Time Auctions

Bradley 3 Ranch, Ltd.
65 years of ranch raised, performance selected bulls.
Mary Lou Bradley-Henderson, (940) 585-6471
James Henderson, (940) 585-6171

www.bradley3ranch.com

- Complete Performance Data
- 14-16 month old Registered Bulls
- All Bulls have BSE and all bulls are DNA tested

Call for your catalog!



Bradley 3 Ranch, Ltd.
 RANCH RAISED. PERFORMANCE SELECTED.
 HOME OF THE **WIDE** BODY SALE

Bradley 3 Ranch 2022 Sale Report

Bradley 3 Ranch continued their tradition of bringing innovative ideas to their bull buyers. On Friday, February 12, 2022, Dr. Ky Pohler, Associate Professor and Chair of the Pregnancy and Development Programming Area of Excellence in the Department of Animal Science at Texas A&M University, gave a presentation on understanding the physiological and molecular mechanisms that control reproductive efficiency in cattle and the role bulls play in such efficiency.

Saturday was a beautiful day as bidders from 16 states registered for the sale. When the final gavel fell, 173 Angus bulls had sold for an average of \$6,387. Top selling bull was Lot 40 that sold for \$16,500 to a

Texas buyer. Lot 151 was the second high selling lot, at \$15,000 also to a Texas buyer. Lot 62 went to a New Mexico buyer for \$14,500 and lots 11 & 12 went to a Texas buyer for \$13,500 and \$13,000, respectively.

The Charolais offering had 87 bulls and averaged \$6,131. Top selling lot was 176 for \$12,000 for half- interest to a Texas buyer and lots 225 and 237 brought \$11,500 going to Texas and Missouri, respectively. Lots 186 and 189 sold for \$10,000 and went to east Texas and Wisconsin.

Twenty-seven bred Angus heifers sold for a \$2,800 average with the 33 open Angus heifers averaging \$1,864 average. All Angus females were purchased by repeat B3R customers! **3**

THANK YOU!



Mark your calendars for the 65th Anniversary Bradley 3 Ranch Wide Body Sale to be held February 11, 2023.

Roll... Rolodex... ROLL!

Once upon a time, only a short thirty years ago, the most complex piece of equipment ever made for mankind was embedded in one's skull! It was always charged, and it even contained a rolodex to recall happenings.

It was an early, cool spring morning and I was in our little portable office building sorting out invoices that needed to be paid when Kim Lindsey walked in. Kim and husband, Matt had been a part of our ranching family for about two years, and they were nearing thirty and had decided to start a family. They had come as a team and were raised on cow outfits in eastern New Mexico. Kim was a high school and college champion roper and the two had a lot of cow savvy from experience.

I don't believe, Childress' baby doctor, Mike Henderson, understood her job and told her that being pregnant was just a natural happening and to continue working as always.

Kim, like so many cowgirls was slim, long legged, wore long braids and looked great in Wranglers! Entering the door that morning she had turned into Humpty Dumpty, she looked like a big beach ball with cut outs for arms and legs. As usual, she had a big smile, a good morning and asked if I could help her. Matt had left before daylight horseback, and she was to do the morning chores and checking a small group of first calf heifers and their calves. Kim could spot a sick calf in the dark and had penned what she thought was probably a 150–200-pound calf that needed some antibiotics and asked if I could help her.

She had it all figured out, had determined what injections she needed and had them in her now "Mother Hubbard" outer clothing pocket. She outlined how we would accomplish our goal in doctoring the calf.

It would be necessary to go to the ground with him, so she would rope the bawling calf and hold the rope. I was to get behind her and with both on the rope we could walk up to his head. I was to grab his tail and back leg and go to the ground like I had many years ago while she twisted his neck until he fell. Then, she would straddle him raise a foreleg and inject the medication. It went just as planned, he was doctored,

and Kim said, "On the count of three, turn his legs loose and I will do the same." On the count of three the calf got up and ran away.... but I had fallen over backwards!

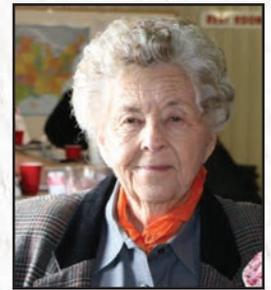
I was laying on my back and wondering if I could get up with two knees waiting to be replaced when Kim hollered, "I can't get up, can you come and help me?" Laying on the ground, I saw a very large red ant hill between the two of us. It was too cool for them to be stirring, but I knew it was time for me to find a way to get up and help Kim! I remembered somewhere ahead there was a tall horse hay feeder and by pulling myself across the ground I could possibly grab its steel leg and pull myself to a standing position. So, I crawled towards it. By then, I had rubbed the buttons off my shirt! I thought, oh well, who is going to see me! So, my focus was on my downed comrade.

Kim was like a top. If turned over on her stomach, she would just spin as there was no bend in her. After standing astride Kim and reaching down to pull her up, something told me the straight

up pull might cause me to fall on top of her. Then we would be on the ground with the sun blazing to wake up the ants. Time was of the essence, and I knew I had to do something quick, or they would devour her!

All of a sudden, the Rolodex in my brain got on a roll and it landed in the year I was a freshman in college. It was 1950 and I was enrolled in an agriculture engineering

class taught by a cane throwing professor, Dr. Dillan. At the time, I thought: Why do I need to know about pulleys and angles? But 44 years later, I knew by using an angle, I could get Kim to her feet. Something told me I needed more than an angle. Then the Rolodex rolled forward to the late 1950's. As young ranchers Bill



by Minnie Lou Bradley



continued on page 4

and I had little equipment. Bill was from a ranch that broke horses and knew how to lay a horse down with a rope. We had to use that expertise a few times on bulls, so we did have a rope hanging in the barn that I thought would work. It was a very long, large soft cotton rope that could be used to pull Kim up. I decided that with the rope and using the horse hay trough for my angle, height and strength it just might work! I told Kim to cover her eyes from the sun and I would be back soon, but I needed something from the nearby barn.

As fast as I could trot, I reached the barn and found a wheelbarrow. Near the rope there was a stack of burlap sacks we used to dry off baby calves, so I threw them in to make a cushion between the rope and Kim. Her skin wasn't as tough as a bull's hide!

On my way out the Rolodex rolled over again, and I remembered if I was using the above methods I had to have an anchor or I would just be dragging her rather than lifting. That old Rolodex dialed up to the mid 1960's. Bill and Richard had built a windmill tower, loaded it on an old flatbed cotton trailer that was hooked to a small utility open topped tractor. They told me to take it to northwest corner of Salt Creek across from the Morrison gate. There I would see a pile of dirt where the well had been dug and they would be there preparing for our raising and setting of the tower. After a lot of words that I would not call encouraging, they told me I would be doing the lifting and they assured me they would not let the tower topple over on me. Upon arrival, they began to show me the anchors planted in ground to keep it from falling and then where they had buried the legs on the ground so deep. As things progressed, they used the trailer to leverage the tower and the angle off of it to stand the

tower up right. Those guys did know what they were doing, or I wouldn't be here today to tell my story!

I knew I needed to help Kim so I hurried to pick up a shovel, a step ladder and a coffee can of steamed rolled oats and headed to rescue the mother to be. Trying to act calm while knowing the ants would soon be covering her and feasting, I put the wheelbarrow in high gear. When I reached her, she had remained calm but was very anxious knowing she had to get up and away from the ants. I assured her we would make it happen and I had a plan!

Quickly, I reached for the coffee can and started sprinkling the crimped oats around their ant den with hopes they would start eating the oats. I immediately grabbed the burlap sacks and lifted Kim's arms to place the burlap and then the rope. She asked what was I was doing?? I assured her as I brought the rope around, handed it to her, I asked for her assurance she would do two things: hold to the rope, even if she had to wrap it around her wrists, and to stay rigid. I told her I would soon have her on her feet, but I still had some work to do. I told her, "*Kim, you cannot slide when I put on the pull! So, I am going to bury your boot heels into the dirt. This will provide the anchor needed for the stand up and pull. I then will climb into the hay feeder using the step ladder to get me between the stays and pipe for the pull.*" I tossed my end of rope over the was ready for the raising of Humpty Dumpty. I yelled to Kim to hold tight as we were starting up. I pulled hard, took up my slack. Then I pulled again as if loading a calf in pasture and repeated my moves until Humpty Dumpty hollered, "*I am UP!*" We both began to laugh and to this day when we have our too infrequent visits, the first words are '*DO YOU REMEMBER?*' and laughter begins! **3**

Bradley 3 Ranch, Ltd.

RANCH RAISED. PERFORMANCE SELECTED.

65 years of ranch raised, performance selected bulls.

Mary Lou Bradley-Henderson, (940) 585-6471

James Henderson, (940) 585-6171

www.bradley3ranch.com

Stay up to date with us on Facebook:

 Bradley 3 Ranch

Virtual fencing research advancing with \$1.4M grant

Oklahoma State University (OSU) researchers are taking their research on virtual fencing technology to the next level this fall thanks to a \$1.4 million grant from the USDA's Natural Resources Conservation Service (NRCS).

"We're looking at how managed grazing with virtual fencing can improve grazing distribution, pasture biodiversity and productivity, and wildlife and pollinator habitat," said Ryan Reuter, professor of range beef cattle nutrition in the OSU Department of Animal and Food Sciences.

OSU researchers have spent the last year studying the grazing patterns of cattle through GPS-enabled collars as part of an \$800,000 Environmental Protection Agency (EPA) grant. The collars allow producers to not only see where their cattle are grazing, but also manage where they graze. The collars emit two stages of auditory cues before the final prompt of a small electrical stimulus.

A pilot project in 2019 introduced the technology to obtain initial results, Reuter said. Researchers

observed where a group of cattle liked to congregate for two weeks before implementing a virtual fence and exclusion zone on that spot for about 10 days. The experiment resulted in a 99 percent success rate at keeping cattle out of that zone.

Through the EPA grant, Reuter's team studied the grazing habits of cattle in riparian zones (areas bordering bodies of surface water). The GPS collars were put into place at two OSU research locations and one private ranch. Researchers hope to add a second private ranch to the project this fall. Faculty from OSU's Department of Natural Resource Ecology and Management have also been involved with the project.

"I am eager to see if the costs and the analytics prove this to be a viable tool for cow-calf producers," said Clay Burtrum, owner of Burtrum Cattle, the private ranch participant. — **OSU Extension**

Reprinted with permission. To read the rest of the story, see Western Livestock Journal, the July 18, 2022 issue. 3

B3R Note: For all you that have spent hours looking for your livestock in the brush, times could be a changing.



ANGUS FEMALE OFFERING

We will be offering fall bred heifers and heifers ready to breed in our annual Wide Body Sale on February 11, 2023.

All heifers in the offering will be DNA parent verified, Bangs vaccinated, have a visual tag and we provide info on our vaccination protocol.

If you are looking for a proven program, drought tolerant females, try ours.

Bradley 3 Ranch, Ltd.

RANCH RAISED. PERFORMANCE SELECTED.

HOME OF THE **WIDE** BODY SALE

February 11, 2023
12 Noon

at the ranch, east of Estelline, Texas

175 Angus Bulls
90 Charolais Bulls
60 Angus Females

- Complete Performance Data
- 15-18 month old Registered Bulls
- All Bulls have BSE, DNA tested, PAP EPDs for Angus Bulls



**Call for
your catalog!**

Bradley 3 Ranch, Ltd.

65 years of ranch raised, performance selected bulls.

Mary Lou Bradley-Henderson, (940) 585-6471

James Henderson, (940) 585-6171



www.bradley3ranch.com



B3R UPCOMING EVENTS

November 10-13, 2022 – Working Ranch Cowboy Association Rodeo Finals and Trade Show at the Civic Center in Amarillo, Texas
Come by our booth and visit and sign up for our drawing!

December 9, 2022 – Pre-sale program and meal for the Texas Drovers Bull and Commercial Female Sale at Caroleta Ranch, Weimar, Texas

December 10, 2022 – 10:00 a.m. - Texas Drovers Bull and Commercial Female Sale at Caroleta Ranch, Weimar, Texas

December 14-16, 2022 – New Mexico Cattle Growers Annual Convention at Hotel Albuquerque Old Town, Albuquerque, New Mexico

February 11, 2023 – Annual Angus and Charolais Bull Sale, *along with some nice Angus females*



**Come celebrate
our 65 years
in the registered
cattle business.**



B3R BITS & PIECES

It is always great to hear from you, our customer, by phone, email, text or ranch visit. We enjoy hearing from you and appreciate your time and photos. It's nice to hear that you finally got a rain, or that your steers graded high prime... or that your kids or grandkids won the county fair with a home-raised show calf out of the little B3R genetics, weighing in at 1,465 pounds!
See you down the road!

Bradley3 Ranch, Ltd.

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

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

"Because the cattle work..."

