



Dear Bradley 3 Ranch Limited,

Congratulations on earning Data Driven Herd Silver Level recognition during the 2025 fiscal year. We recognize your commitment to data collection and submission through Angus Herd Improvement Records (AHIR®) and the value it brings to the entire breed.

As a Silver Level herd, we will recognize your contribution to better characterizing the breed during Angus Convention, Oct. 31 – Nov. 2, in Kansas City, Missouri. 2025 herd names will be printed in the Convention Guide and Awards Dinner booklet. Herds will also be recognized on screens throughout the event space. We invite you to register and join us for the entire weekend of educational sessions, networking and Association business. The event schedule and additional information is available at angusconvention.com.

We recognize that your time and effort to submit data is also an investment to better characterize your herd's performance. You can now communicate that commitment to your customers by using the Data Driven Herd level logo in your marketing. Attached you will find the award year level logo, guidance on logo use and a sale book insert. Customers will also be able to find your operation listed throughout the year on Angus.org, alongside other breeders who earned Data Driven Herd recognition.

Thank you for being a part of the inaugural year of the Data Driven Herd program. As we continue to build program recognition, we encourage your feedback on requirements, benefits and promotion.

Sincerely,

Esther Tarpoff

Director of Performance Programs

American Angus Association