

THE TRAILBLAZER

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WELCOME

Bradley 3 Ranch is home to superior genetics, backed by strong maternal lines, generations of selective breeding and innovative practices.

Whether you are buying cows or bulls, choosing cattle from Bradley 3 Ranch means investing in a legacy of genetic excellence and sustainable ranching. **3**



2.14.26

Offering fabulous and functional foundation Angus females!

**On The
Road Again.**



Bradley 3 Ranch has spent over 68 years striving to be good stewards of the land and livestock industry.

Is your provider doing the same?

Come see us at these upcoming events...

Saturday, Oct. 20, 2025

5:30 p.m. – TSCRA Ranch Gathering at Buffalo Gap, TX
Perini Ranch
3002 FM 89
Buffalo Gap, TX

Saturday, Nov. 1, 2025

8:00 am – Genetics Symposium
American Angus Convention at the Kansas City Marriott Downtown
200 West 12th Kansas City, MO
*James Henderson is one of panel members and speakers about Angus Genetics.
James served on the board of the American Angus Association from 2014–2020,
where he was past chairman of Angus Genetics, Inc.*

Thursday, Nov. 6 – Friday, Nov. 7, 2025

King Ranch Institute's 22nd Annual HOLT CAT® Symposium on Excellence in Ranch Management: Impacts of Beef Carcass Size on System Production Efficiency
Held at the Erma Center in Riviera, TX
James will give a presentation on Friday: "Seedstock: How will pursuit of heavier harvest weight and higher quality impact your selection decisions?"

Thursday, Nov. 13 – Sunday, Nov. 16, 2025

WRCA Ranch Rodeo Finals at the Amarillo Civic Center
Downtown Amarillo, TX
Bradley 3 Ranch will be giving away a vaccine cooler similar to the one we gave away to last year. Come by the booth to visit with us and register to win!

Wednesday, Dec. 10 - Friday, Dec. 12, 2025

New Mexico Cattle Growers Annual Convention in old Town Sheraton
Albuquerque New Mexico
Bradley 3 Ranch will sponsor a bull credit to be sold at the annual banquet with the proceeds from it staying in New Mexico.



Register to win a vaccine cooler similar to the one pictured from last years recipient!

Saturday, Feb. 14, 2026

Annual Bull and Female Sale at the ranch in Estelline, TX
Catalogs will be mailed the second week of January 2026. Call us to add your name to the mailing list!

B3R SALE REPORT

*Thank You for making our
2025 Wide Body Sale a
huge success!*

Highlights from our 2025 sale...

Highest selling bull:

Lot 1 – B3R Advocate L122 sold for \$32,000. A Targeting the Brand™ bull, he was the best lead-off bull we have offered to date!

Second high selling bull:

Lot 106 – B3R L339 Pease H224 sold for \$26,000. He has a great \$C and \$EN combination that is rare, yet still gained over 4.35#/day on feed with very nice marbling to meet Targeting the Brand™ criteria.

Third high selling bull:

Lot 2 – B3R L108 Justification J285, sold for \$22,000. He has a great \$C and \$EN combination that is rare, yet still gained over 4.35#/day on feed with very nice marbling to meet Targeting the Brand™.

Fourth high selling lots:

Lot 6, B3R L141 Centerfire J151 and Lot 65, B3R L140 Resilient J07, each bull selling for \$21,000. Targeting the Brand™ heifer bulls with lots of red meat yield.



Lot 2 – B3R L108 Justification J285

2025 SALE RESULTS		
Bulls		
181 Angus Bulls averaged	\$	8,624
Angus Heifers		
39 Bred Angus Heifers averaged	\$	3,862
29 Open Angus Heifers averaged	\$	2,400



Lot 1 – B3R Advocate L122



Lot 106 – B3R L339 Pease H224



Lot 6 – B3R L141 Centerfire J151

We will be offering many more quality bulls that grade high in all traits on February 14, 2026!

Little birds can be so truthful

by Minnie Lou Bradley
(reprinted from 2015)

Today, with all this political correctness I find myself being accused at times not abiding by the recent culture change that has engulfed the nation. I only wish the younger generation had the privilege of knowing some that I have had the opportunity to be with. They were called characters for good reason but had a personality which is sorely lacking in the 2000's.

I had many occasions to meet upstanding citizens who were also called characters in my two years with the Texas Angus Association. I was a 21 year old who had never been out in the world of bright lights and forbidden streets.

There are many stories to tell but one remains vivid in my memory after sixty-one years. I will call him Mr. C... one of the larger cotton farmers in his day, and one of the first to have irrigation in west Texas. He was appointed sale chairman for all the state association sales and attended each. The association was having to squeeze expenses after hiring me as a fieldman and P.R. person at \$250.00 a month plus my travel expenses, so I most generally traveled with the President or Mr. C.

Mr. C was a gentleman farmer, he always dressed in a suit, white shirt, tie and good hat but he did chew tobacco that ran down both sides of his mouth and onto his clothes. Mr. C drove a pink Cadillac, the biggest and fastest one made by General Motors. Mrs. C was always at his side. I would guess they were in there sixties, Mrs. C suddenly got sick and died within a few months.

I never saw any one as heartbroken as Mr. C! All of us, Angus members, the ringmen, neighbors and friends worried about him for a couple of months and then he gave us other worries. He appeared at a sale, (I wasn't invited) with this female, I hesitate to call her a lady. One of the ringmen, Bennie, worked for The Cattleman Magazine and he had

quickly recognized how innocent I was to the world. He saw to it that I never got in a spot that I couldn't get out of... so on this day he came over to me and said, "do you know what that person is that Mr. C has picked up." I told Bennie that from some western movies I thought perhaps I recognized where she might have come from.

The entire association was torn up over Mr. C and his way of healing a broken heart. I lost my ride and started riding with Mr. H., the president, who drove a pink Chrysler. I just thought Mr. C drove fast, Mr. H. had a heavier foot, he was a chain cigar smoker and kept a box of cigars in the seat beside him. We never went anywhere that we didn't get pulled over, but a ticket was never issued, he was good in sharing his Cuban cigars with state troopers.

This ole' gal continued to be at Mr. C's side at every event and everyone was afraid she would take him for everything and then leave him again broken hearted. Then one day he called, saying I was to ride with him to the east Texas sale on Saturday. Of course, I told him I looked forward to our visit. He told me he would meet me at 7 0a.m. in front of the Exchange Building at the Fort Worth Stockyards. True to his word, he was parked when I drove up but the ole' gal wasn't in the car. He was visiting with some cattle buyers and I told him I would go up to the office and get what was needed to clerk the sale and for him continue to visit. I got back to the car and he pitched me the keys to the trunk.

I opened the trunk, startled is no way to describe what I was seeing. Thank goodness my vocal cords shut down or all of north side Fort Worth would have heard me. There lay ladies undies, heavy on the lace, but oh so thin panties, bra and slip but no corpse. I thought, "What do I



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do, there will be Angus breeders to help me unload catalogs, adding machine etc., they can't see what I am staring at!" My mind was swirling, I didn't want to touch them but knew I had to get rid of them. I couldn't throw them on North Main, my only option was to stuff them in the well behind the spare tire and pray not to have a blow out.

I finally got to breathing normal and told Mr. C. I had everything loaded and was ready when he was. He looked at his watch and said we had time for breakfast. Had he forgotten what was in his trunk or did he even know, had they been planted, had he and the female had a fight? How was I going to make conversation with him the next few hours?

He said, "lets go to the Texas Hotel Coffee Shop." I had been told that was the place to be seen if you were in society or money and that wealthy widows resided there permanently. I was wondering what might be going through Mr. C's mind but he was "cool." We walked into a beautiful room, unlike anything I had ever seen, nothing resembled the coffee shop in Hydro, Oklahoma where I grew up with striped overall clad farmers. The booths were all made out of beautiful wood, the lady sitting in the first booth had to be the most elegant lady I had ever seen, she was dressed in blue, different shades and a big picture hat to match, her hair and makeup was immaculate. I had never seen a lady that looked that great, however I was taken back by a little blue parakeet setting on her shoulder.

Mr. C, the gentleman he could be, did make it past the booth and we settled into the second one, we had just ordered when the little blue parakeet fluttered by me and landed on Mr. C's shoulder. There is no speech teacher who can talk as plain as what that bird said loud and clear, "HELLO, YOU SORRY SON OF A BITCH," and then fluttered away. Mr. C looked over at me with a big grin on his face and said, "How did he know?"

What was I to say?

As we were leaving, Mr. C tipped his hat to the lady in blue and her ever so little, but wise truthful bird. **3**



TCU Ranch Management Class visits Bradley 3 Ranch

Bradley 3 Ranch continues the tradition of hosting the TCU Ranch Management class since 1956. Each year, we look forward to hosting the class and doing a short tour of the ranch as well.

If you want to know more about the intensive program, reach out to ranch.tcu.edu. **3**



Bradley 3 Ranch, Ltd.

RANCH RAISED. PERFORMANCE SELECTED.

The **WIDE** *Body Sale*

February 14, 2026

at the ranch east of Estelline, Texas

200 Angus Bulls

65+ Elite Angus Females

- Large offering of 16-18 month old Registered Bulls.
- Fertility tested bulls selling with 1st season breeding guarantee.
- All cattle being offered in sale, have been DNA tested, for parentage and genomic value.
- Total bull purchases over \$10,000 delivered free to central location, no delivery will cost more than \$250 per bull.
- Buying made easy, sight unseen guarantee, leave a bid, buy over the phone through Superior Livestock.
- 60+ years of time tested cattle program, proven ranch to rail results.

Call today
for your
catalog.

Bradley 3 Ranch, Ltd.

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James Henderson • (940) 585-6171, cell

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

John Gardner • (806) 777-2799, cell

www.bradley3ranch.com

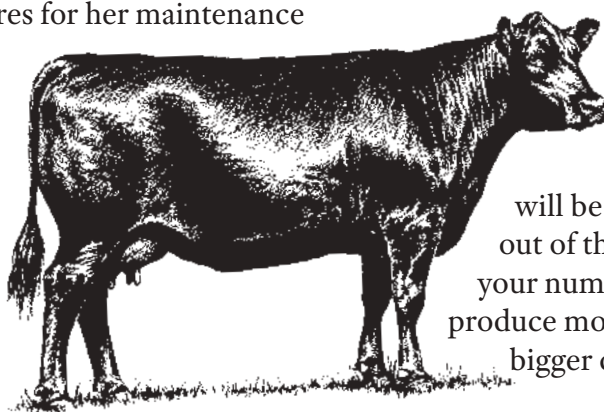
What cow do we need for the next 10 years?

by James Henderson

The national cow herd is at the lowest numbers we have been since the early 1950's. Currently the border to Mexican feeder cattle is closed because of the new world screw worm and the Canadian cow herd is so low that feeder cattle are moving from the US to Canada for their feed yards. Demand for beef in the US has not waned even though we are at record high prices. Producers are starting to increase their retention of females for their operations. With all these factors, how do we select cows that will pay for themselves?

Let's take a look at where we are historically with our cows. We have spent the past 20 years buying cattle that have the genetic capability to produce larger and larger cattle. That has allowed the industry to produce record beef pounds with an increasingly shrinking cow herd. Cattle producers have continued to invest heavily in cows that will produce more tonnage. However, has this investment been returned to the cow / calf producer?

Today cows are historically large. Has that large cow been more profitable than her smaller predecessor? Data will show that the larger cow costs more to maintain and weans fewer pounds per acre than her smaller predecessor. This factor alone is the reason I believe we have not started to grow the cow numbers before now. Cow/calf producers must understand the math of the larger cow. If that larger cow requires more acres for her maintenance and she weans a lower % of her body weight, the cost per pound of calf increases exponentially. Therefore, it takes record prices just to pay for the investment cow/calf producers have made in the larger genetics.



If we increase the cow herd numbers, what typically happens to prices? Prices will go down. When they go down, can the larger cow pay for herself?

Bradley 3 Ranch has spent the last 20 years building a cow that will not only produce calves that are in demand as stockers, feeders and packers but will be profitable when prices are not at records. We have continued to put pressure on our cows to wean higher and higher percentages of their body weight. (Bulls in our next sale are out of cows that averaged weaning 57% of their body weight with a high of 77% of their body weight.) That type of efficiency in a cow increases her chances of being profitable. We have also put a tremendous amount of pressure on cow fertility. We believe that cow fertility is much more highly heritable than geneticist claim. We now turn bulls out with cows for only 45 days. (Nothing will increase weaning weights more than shorting the calving season.) We have also improved our ratio of calves weaned to cows exposed to 86%. (The national average according to SPA data is 78%.) That means an extra 8 calves per 100 cows with the same overhead.

Cows will have to be much more efficient as we move forward and Bradley 3 Ranch has spent 20 years building cows that produce calves that are in demand by downstream operations (stockers, feed yards and packers) but produce cows that that will raise more pounds per acre and will cost much less to maintain annually.

The bulls and the heifers we will be offering in our annual sale will be out of these cows. As you look to expand your numbers think about cows that will produce more pounds per acre and not just be bigger cows. **3**



Bradley 3 Ranch, Ltd.

RANCH RAISED. PERFORMANCE SELECTED.

The B3R Female

SATURDAY, FEBRUARY 14, 2026 | AT THE RANCH EAST OF ESTELLINE, TEXAS

SELLING 65+ ELITE ANGUS FEMALES



The B3R Female...

We take great pride in continuing the drive to enhance the profitability and efficiency in our Angus females by selecting for:

- Powerful maternal value and genetics
- Performance with profitability
- Functional longevity
- Adaptability, hardiness and resilience
- Feed efficiency
- Calving ease



The B3R Female is...

- Backed by years of performance data and genetic testing
- Free from any known genetic defects
- From a strong herd health program

Fancy • Functional • Fertile



Pursuing Pounds of Gold

Certified Angus Beef leans in on meat science evolutions.

*Reprinted with permission, from
Angus Beef Bulletin EXTRA,
Vol. 17, No. 5-B (May 21, 2025)*

by Lindsay Graber Runft, Certified Angus Beef Producer Communications Director



Current with today's cattle cycle, average days on feed have been extended, and carcass weights are reaching all-time highs, equating to increased dressing percent, but not necessarily more pounds of saleable beef. [Photo by Miranda Reiman.]

Progress happens when people are at the table, engaged and committed to action. With a vested interest in the beef industry's future, Certified Angus Beef (CAB) is leaning in on conversations surrounding evolutions in meat science.

With quality beef production still a focus, new issues have grown in priority: accuracy in yield grade assessment and the need for increased red meat yield. They're topics all segments of cattle production and merchandising are engaging in, with research and working groups leading the way.

Overall, the goal is to produce as many pounds of high-quality beef per carcass as possible — and to do it efficiently and sustainably.

Reaching the science's lifespan

It's been 60 years since the first yield grades were assessed on the packing plant floor, and even longer since the yield grade equation was

developed. During the span of those six decades, market animal composition has changed, as have cattle-feeding technologies and protocols.

It's no secret that the yield grade equation is due for an update, and the accuracy of it has been the subject of questions for several years.

"Sometimes our work in science has a lifespan, and we've got to be aware of how the market and industry evolve around us," John Stika, CAB president, says. "We've always got to be willing to circle back and reconfirm whether or not the sound results we found at that time are still relevant."

Reevaluating the indicators

For decades, ranchers have used REA as a key indicator of muscularity in cattle. With REA as the only tool, and its relation to yield grade

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calculations, cattlemen have homed in on that trait for red meat yield. Using ultrasound and camera-grading systems, it's easy to get data back to improve genetic selection.

Research by Dale Woerner, Cargill endowed professor at Texas Tech University, revealed REA and red meat yield are only 4% related. While REA is still an important trait, it shouldn't be the sole predictor of red meat yield.

"Ribeye area is the tool that we've largely put in the toolbox of breeders to improve red meat yield," Mark McCully, CEO of the American Angus Association, says. "It's not directionally taking us the wrong way, but we have the opportunity to collect new phenotypes for genetic evaluation that would put new tools in breeders' hands to truly make more advanced improvement."

A large percentage of cattle are traded on a formula and carcass-merit basis, applying pressure for a consistent and precise measurement. According to Ty Lawrence, professor of animal science at West Texas A&M University, researchers can explain approximately 40% of the variation in red meat yield by yield grade, but it could be better.

Hands down: Ranchers need better tools to select for red meat yield. They need tools that can more accurately measure composition and reward producers — without a bigger REA per hundredweight.



During Cattlemen's College at the 2025 Cattle Industry Convention, CAB President John Stika joined other panelists for a session focused on the science of yield and where the industry is headed, detailing meat science evolutions to come. [Photo courtesy of Certified Angus Beef.]

Through changes in genetics and management, the opportunity exists to increase carcass weight without putting on excess fat. Those "pounds of gold," as Stika coined them, would be high-quality, saleable beef through increased red meat yield.

An industry focus

With quality directly tied to consumer demand for beef, it remains a high priority. Because of ranchers' dedication, we're currently enjoying the highest demand for beef in 30 years.

But as the industry evolves, there is a growing relevance of yield alongside quality.

"With all the improvement that we've made in quality, it's still the biggest lost opportunity for us," Stika says. "But at the same time, because of the improvements we've made in quality, the relative scope of the opportunity between quality and yield grade is beginning to narrow."

Quality has always been where CAB "hangs its hat," but it's not the only thing that keeps the brand relevant. A core priority for the brand and an opportunity for Angus ranchers is profitability. It gives producers a vehicle to put more dollars in their pocket, by targeting a brand favored by consumers.

"As we talk about this being an industry opportunity, it's got to be good for everybody, meaning it can't just benefit the packer," Stika says. "It must produce dollars that come back to the feeder and the cow-calf producer, ultimately increasing the value of genetics that are able to hit the targets."

Research and revolutions lead to solutions, but not without industry stakeholders coming together.

National Cattlemen's Beef Association (NCBA) created the Red Meat Yield (RMV) Working Group to lead the discussion, support research, and engage a cross-section of experts. It includes broad representation from every segment of the beef supply chain — cow-calf producers to the packing plant and beyond, with academia, government, technology expertise and merchandising/branded beef represented.

Key research includes how to define and calculate red meat yield by today's standards and

the processes to measure carcass composition. So far, computed tomography (CT scanning) has been deemed the “gold standard.” Its use of X-ray technology measures muscle, fat and bone at a high degree of accuracy.

The challenge is incorporating it at the packing plant because of chain speeds, logistical problems and safety issues. But it can guide the RMY Working Group’s research to precisely measure red meat yield, which meat scientists can then use to investigate how it relates to saleable yield.

For the RMY Working Group, the long-term outlook is to enter industry implementation in the next two to three years.

As the topic continues to be socialized and research wheels put into motion, CAB remains at the table and committed to supporting the industry’s work to establish an accurate measurement and increased red meat yield — alongside production efficiency, sustainability and Angus ranchers’ bottom line. **3**

IN MEMORIAM

Minnie Lou Bradley
12/15/1931 - 08/05/2025



She rode off into the sunset with a high cattle market and the best spring rains the ranch has had in 30 years.

On October 7, 2025 in Dallas, Texas Minnie Lou will be posthumously inducted in the Texas Heritage Hall of Honor.

(excerpt from bigtex.com/supporting-texans/agriculture/hall-of-honor)

The Texas Heritage Hall of Honor recognizes men and women who have made significant contributions to the agricultural heritage of Texas. They have made their marks as farmers, ranchers, drovers, inventors, innovators, educators, authors, legislators, and preservationists. Their achievements span 170 years, reaching back to the birth of the Texas Republic and extending out into a limitless future.

For those who could not attend her services we want to share a special moment with you a moment. Minnie Lou’s request was to end her service with the song “Happy Trails...” we honored that request. As the song was ending, thunder clapped and a rain storm began! In August, rain in this country is unusual but a real blessing, so we believe that was a good sign!

Minnie Lou’s full obituary is posted on the ranch website under, Newsletter/Events.

In closing, Thank You for the multitude of cards, phone calls, and financial gifts made in her honor.

Happy trails to you ... until we meet again.

Bradley 3 Ranch, Ltd.

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Memphis, TX 79245

www.bradley3ranch.com

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

"Because the cattle work..."



www.bradley3ranch.com



Annual Sale

2.14.26

SATURDAY | 12 NOON | AT THE RANCH, EAST OF ESTELLINE, TEXAS