THE TRAILBLAZER

Fall 2026 www.bradley3ranch.com Volume 19

WELCOME

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

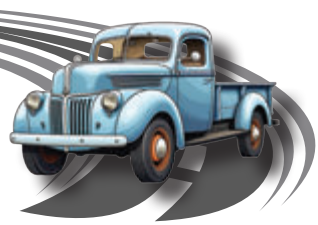
Whether you are buying cows or bulls, choosing cattle from Bradley 3 Ranch means investing in a legacy of genetic excellence and sustainable ranching. **3**



2.13.27

Offering fabulous and functional foundation Angus females!

On The Road Again.



Come see us at these upcoming events...



Register to win a vaccine cooler similar to the one pictured here.

November 12-15 – Working Ranch Rodeo Association Finals
Civic Center, Amarillo, Texas
Come see us at our booth and sign up to win the vaccine cooler!

November 13-16 – American Angus Association Annual Convention
Louisville, Kentucky at the Omni Hotel
Held in conjunction with the North American International Livestock Exposition

December 9-12 – 112th Joint Stockmen's Convention, hosted by New Mexico Cattle Growers' Association
Hotel Albuquerque at Old Town in Albuquerque, New Mexico

Feeding Quality Forum speakers said the new era of quality requires turning data into value-driven opportunities.

by Morgan Boecker | August 27, 2026

"What got you here isn't going to get you there," said Pete Anderson, director of research at Midwest PMS, at the 2026 Feeding Quality Forum.

The journey to produce high-quality beef presents market volatility and management challenges. But today, there are data, technology, tools and partners to identify the best value and how to attain it.

Each speaker added to the same message on Aug. 4 and 5 in Amarillo, TX. Hosted by Certified Angus Beef (CAB), the event drew more than 230 cow-calf producers, feedyard managers, allied industry and academia for two days of learning, sharing and networking.

Low inventory, high prices, volatile markets

The old news: the U.S. cow herd is small — 86 million cattle today compared to 134 million 50 years ago.

Economists like Dan Basse, president of AgResource Company, doubt cow numbers will return to what they were, for many reasons. The silver lining for producers is that cattle markets have trended bullish since 2019, without an end in sight — yet.

"This is a market that's got some gray hairs," Basse said. "As we look at cattle, let's remind ourselves that this is not a youthful market that is ready to charge even higher."

Cattle cycles are being stretched. Past bull markets for cattle averaged 48 to 59 months in a rally phase, Basse said. This one is around 75 months.

"We are in this period where we're going to be extremely volatile within a very high price range," Basse said. "Fed cattle are projected to bring $260 per hundredweight (cwt.) in the top and $210, $205 per cwt. on the bottom. And we are going to whip back and forth repeatedly between those price levels."

With the Mexican border open, 80,000 to 90,000 feeder cattle could be brought into the U.S. on an annual basis. Basse expects to see effects on fed cattle supplies in the second half of 2027.

Data-driven business

Cattle are worth a lot, making each decision important. Good decisions are based on good data.

"You really have to sit down with pen, paper and calculator to know what your numbers are," said Mark Sorensen, relationship manager at Rabo AgriFinance.

The ranch is a business, and he suggested that cattlemen should think like businessmen and understand what it costs to produce a pound of beef in their operation. With limited resources, it requires producing more with less.

Another metric to consider tracking is calves weaned per cow exposed, said Texas rancher James Henderson, Bradley 3 Ranch.

"You better manage best cost and understand if you spend more money here, what's the return on the other side?" Henderson said.

Another key to good management is to understand the kind of cattle you have. **3**

The full article can be viewed by visiting: https://cabcattle.com/from-data-to-dollars



(from left) Mark McCully, Brian Walt, James Henderson and Mark Sorensen talk about what it will take to grow the U.S. beef cow herd at the recent Feeding Quality Forum.

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Skiing in a mesquite covered pasture



by Minnie Lou Bradley
(reprinted from Bradley 3 Ranch 2013 Newsletter)

Most ranchers have seen about all the cartoons Ace Reid has drawn. His imagination for his drawings came from his upbringing in Wichita County near the original Bradley Ranch and the W. T. Waggoner Estate. One can just imagine he saw a lot of cattle-horse wrecks that he drew about, just adding a little flavor for our enjoyment.

Ace was a friend of the Bradleys' so I had the pleasure of meeting him and his dad, but never once thought that I would witness a funnier wreck than he had ever envisioned.

During the late fifties, it was a toss-up which was worse, the drought or screwworms. We took delivery on a set of yearlings in September believing we should have a freeze before their brands peeled. The rain set in and they did peel before frost.

After finding a few cases of screwworms, we pushed all the steers into the Twin Mills pasture and rode everyday doctoring. Bill had purchased a line back dun, Carver Dan, from Mr. Burson at Silverton and this colt had been giving him fits. On a chalkboard I had been marking the days Bill was the winner and the days Carver Dan had won. It was about 50-50 and this had gone on for a good while. Bill was determined to make a good cow horse out of him and just wouldn't give up. He had decided the screwworms had made a lot of good ranch horses just because of the miles under the saddle and roping infected cattle.

One day, Bill rode the west side of Twin Mills, and I checked the east side. We were to meet in the middle and discuss our findings. I had just crossed the road in the middle and had not seen Bill when all of a sudden, I heard words that need not be repeated here, I knew that Carver Dan was getting another mark on the board.

As I was approaching Bill's voice, I realized he was on the ground and Carver Dan not in sight. As I got nearer, I could tell he was one mad man. He told me to get off George as he was going to rope Carver Dan and give him a lesson and said he had had enough of that line back dun! Rusty had given George to me when Bill and I were married. He said George was a proven horse and for every reason could be depended upon. George was a big bay, perhaps with a little draft horse in his pedigree, and he was stout, would go through brush and give you a loop.

I dismounted and Bill tightened the girth and back cinch, took my rope down and got the feel to his liking and off he went muttering to himself. Carver Dan could be seen down the draw, grazing. Bill, mad as he was, was building a fire under George and headed straight to Carver Dan. The dun looked up and started running and as they hit an open spot on a rise I had a front row seat to the action. Bill had been taught never to dally but tie hard so never to lose his rope or critter. He laid the rope right around Carver Dan's neck and George slid his hind legs in under himself for the jerk. Then it all happened... Bill, saddle, breast harness and all went over George's head! Now, Bill was tied to Carver Dan flying through the air, setting straight and did not blow a pedal! He reminded me of a water skier coming off a ramp. I thought 'he's going to get killed when he lands and hits a mesquite tree!' But I was laughing so hard I could hardly run to the scene. Of all things, he glided to earth as if landing a plane, still sitting in the saddle with his legs and stirrups out in front. Carver Dan had had his fun for the day and had come to a halt. By the time I reached Bill, tears were running down my cheek from laughter. He was still sitting in the saddle, more than a little dazed, he looked up and saw the tears flowing and said, "you really do care." **3**

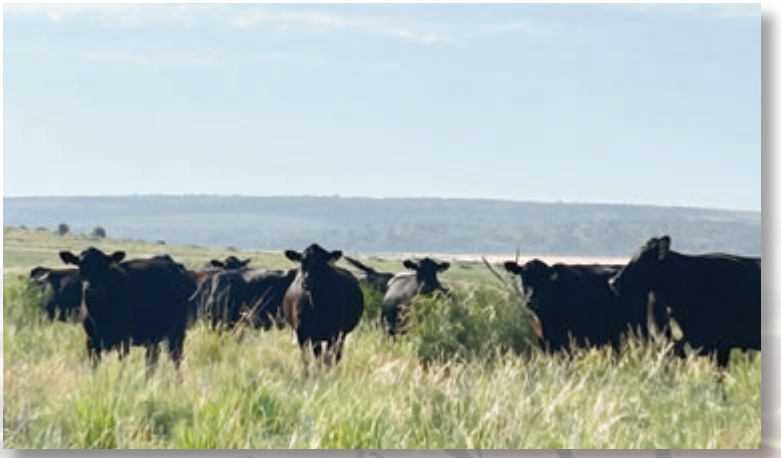
The B3R Female...

Fabulous, Functional, Foundation Females

Our cows are the foundation of the Bradley 3 Ranch program. For 68 years, B3R females have been selected and held accountable for the traits that matter—fertility, structural soundness, maternal ability, performance and longevity.

Our expectations are simple, but they are not easy. A B3R female is expected to breed, raise a calf and do it again. Fertility and productivity aren't optional—they are requirements for remaining in the herd. No second chances.





That commitment has built generations of females proven in our environment—from dams to granddams to great-granddams—and has helped B3R earn leading recognition through the American Angus Association's Pathfinder® program.

When you invest in a B3R female, you're buying into generations of selection, accountability and performance. 3

Angus Pathfinder®

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The WIDE Body Sale



February 13, 2027

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www.bradley3ranch.com

News & Updates *from the ranch...*

Bradley 3 Ranch Earns 2026 Gold Data Driven Herd Recognition

Bradley 3 Ranch has been recognized by the American Angus Association as a 2026 Gold Data Driven Herd, the highest level of recognition in the Angus Herd Improvement Records (AHIR®) Data Driven Herd program.

The program recognizes breeders committed to collecting and submitting phenotypic data across multiple traits to better characterize both their own herds and the Angus breed. To earn Gold recognition, herds must meet data-reporting requirements for at least 12 traits and earn MaternalPlus® distinction through AHIR Inventory Reporting.

For Bradley 3 Ranch, the recognition reflects a long-standing commitment to using meaningful performance information in breeding and management decisions—and to providing customers with more information about the genetics behind the cattle they select. **3**

2018 Elite Show Combo Trailer For Sale

Bradley 3 Ranch is offering our custom-built trailer for sale. The versatile trailer is 7' wide X 24' long X 6.6' tall, V-nose, with 2 floating center gates, for total flexibility.







In addition, has extra wide 42 inch escape door; the back gate is a swing/slide, and 4 foot tack room with saddle racks, clothes rod, hooks and more features. LED running lights and on 14ply Goodyear trailer tires, has barn stored when not in use. The trailer is currently available through Coffman Trailer Sales in Canyon, Texas conveniently located off Interstate 27. For additional information or to see the trailer, contact Hunter Coffman at 806 655 1363 office or 806 679 6541 cell. www.coffmantrailers.com **3**

70 Years of learning on the ranch

Since 1956, Bradley 3 Ranch has welcomed students from the TCU Ranch Management program to experience the ranch firsthand, marking their 70th visit.

In 2026, we're proud to mark ***70 years of hosting their program*** and sharing a closer look at our cattle, our operation and the practices that have shaped Bradley 3 Ranch through the generations.

Each year, we look forward to welcoming the class, touring the ranch and continuing a tradition that connects education with the everyday realities of ranch management.

To learn more about TCU Ranch Management and its intensive program, visit ranch.tcu.edu. **3**





Thank You... The WIDE Body Sale

Bradley 3 Ranch 2026 Bull Sale Report

The sale weekend began Friday afternoon with an educational presentation by Dr David Lalman who is the Beef Cattle Specialist at Oklahoma State University. His presentation was about his research showing the added cost larger cows are bringing to cow/calf operations.

Saturday was a beautiful weather day and it was a packed house with buyers from 7 states. When the final gavel fell 173 bulls had sold for an average of $11,647. Top selling bulls were lots 1 and 17 for $25,000 to the same longtime Texas buyer. Lot 2 brought $24,500 to a new Texas buyer and lot 86 brought $23,500 and lot 3 brought $23,000 both going to Texas buyers.

48 bred Angus heifers sold to buyers in Texas and Oklahoma for an average of $6,063 and 33 open Angus heifers went to buyers in Texas for an average of $4,046.

In total, cattle went to 7 states and the Bradley 3 Ranch sale that was dedicated to founders Bill and Minnie Lou Bradley, was an exciting and enjoyable time for all. Make plans for the next Wide Body Sale 2-13-27. Visit the ranch at bradley3ranch.com. **3**





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