

The

# TRAILBLAZER

Volume 14, Issue 1

Fall 2020

[www.bradley3ranch.com](http://www.bradley3ranch.com)

## Visit with us at these upcoming events...

**Nov. 7–9, 2020** – American Angus Association Convention, Kansas City, MO

**Nov. 12–15, 2020** – Working Ranch Cowboy Association, Amarillo, TX  
WRCA Finals rodeo is planned at the Amarillo Civic Center Complex.  
We will have our booth setup with a drawing for some lucky winners!



### **FERTILITY...**

*At Bradley 3 Ranch, we know and understand that live calves make more \$\$\$ than all other traits. We have pushed to shorten calving seasons and are disciplined about making fertility-based culling decisions.*



YOUR OPPORTUNITY TO OWN...

# FOUNDATION BUILDERS.



**TIME TESTED, RANCHER APPROVED ANGUS FEMALES KNOWN FOR...**

*Fertility, longevity, efficiency, carcass results, optimum cow size and the ability to survive on forage*

**Offering a set of Foundation Builder Open Heifers in our Annual Sale**

**February 13, 2021**

*at the ranch, east of Estelline, Texas*

**Bradley 3 Ranch, Ltd.** 

*60+ years of ranch raised, performance selected bulls.*

Mary Lou Bradley-Henderson • (940) 585-6471 | James Henderson • (940) 585-6171



**www.bradley3ranch.com**



## B3R SALE REPORT

### THANK YOU for a great 2020 Sale!

Bradley 3 Ranch has spent 62 years bringing innovative ideas to their bull buyers. This year was no exception as a pre-sale record crowd was given a presentation about the role Certified Angus Beef plays in improving beef demand and their plans for reaching annual sales of 2 billion pounds. John Stika, President of Certified Angus Beef from Wooster, Ohio was on hand to give the presentation.

Saturday was a beautiful day as bidders from 19 states registered for the sale. When the final gavel fell, 186 Angus Bulls had sold for an average



of \$5,636. Top selling bull was a Connealy Concord son presented as Lot 1. He sold for \$20,000 and went to a Texas Buyer. Lot 75 was the second-high selling bull at \$13,000 and is headed to Kentucky. Lots 55 and 58 sold to new B3R buyers from Texas for \$12,000 each.

The Charolais offering was the largest ever at Bradley 3 Ranch as 89 bulls averaged \$6,208. Top selling Charolais bull was Lot 197; B3R F607 Confidence that sold for \$12,000 to a Texas Buyer. Second high Lot was Lot 198 going to a new buyer from Kansas for \$12,000. Lot 199 sold to Genex for \$10,000 and Lot 240 went to Select Sires for \$10,000.

This was the first year for selling B3R open heifers and 21 heifers averaged \$1,493.



It was another great day for Bradley 3 Ranch as 275 bulls sold for an overall average of \$5,821. **Mark February 13, 2021 on your calendar for the next Wide Body Sale. 3**

## B3R RANCH NEWS

### Our bulls stand the test of time...



**B3R Pioneer Wave Y409** • Reg#: 17217486

**B3R Pioneer Wave** sold in 2013 and is still in the top 2% for ribeye and 3% for PAP. If you want to improve carcass traits, here is a proven bull! Order semen from ABS.

**B3R Back to Basics** still ranks 1% for calving ease direct, docility, calving ease maternal and just think, he was born in 2011, but still standing at the top end for maternal and balanced traits. Order semen from Origen.

We also have **B3R Landslide**, his babies are arriving! Be sure to watch this one! Order semen from ABS. **3**



**B3R Landslide E197** • Reg#: 19084304

### Introducing...



**B3R F607 Confidence** • Reg#: M923260

This bull has it all! Big numbers, big performance in the right kind of design. If you are looking for more bulls like this one, we will have them in our 2021 sale! Superior Livestock buyers have shown their appreciation of our customer's B3R Charolais sired, commercial calves in the prices they are paying! **3**

# Double Hocked in Vegas

I have often mentioned in my stories about our experiences going into the all-natural beef business. There were lots of trials and unexpected happenings. For the sake of trying to guard any reputation I might have, I have held off on telling the following incident. But today, much like Clark Gable when he shocked the world with his statement in “Gone With The Wind” when speaking to a tightly girdled Scarlet O’Hara, “Frankly my dear, I do not give a damn.”

Mary Lou asked me one day in the meat plant in the early nineties if I might leave the ranch for 4 - 5 days and help with a trade show booth at the World Food Show in Las Vegas. She was beginning to market across the country and after attending the show in Chicago the year before, thought this was no better place to be seen by the thousands of attendees from across the world.

We talked about how I was to dress for the show. Mary Lou reminded me that in Chicago all the ladies were in heels, pantyhose and very nice dresses. Well, my grandmother came from the era of the Civil War and as a young lady we were to girdled up much like Scarlet, pulling the strings so tight it would remind you of a cowboy sent to rope a bull on a low withered horse and sticking his foot in the forearm of his horse to get the girth tighter. My generation quickly moved to a more moderate constrainer of one’s middle to a corset that allowed for a deeper breadth to be taken. As an early adapter, the next generation went to panty hose which was a three in one. Now you could do away with a garter belt to hold your hose up, hold your tummy to some degree and panties, what a deal!

Well, I had a few pair of such on hand, no one in Vegas would know the age of my dresses and my low heeled “pumps” would pass the test. Now, I thought I could rub shoulders with the crowd. But I was really ready when we reached the top floor of the Hilton, entered the double doors to find one gigantic room filled with booths representing the food world!

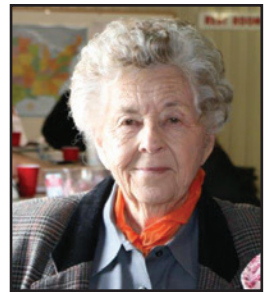
I became very comfortable and I thought this country girl could hold her own. Mary Lou had worked to secure a very good booth location, so we were not far from the entrance way and on the main aisle. Mary Lou had arrived earlier and had our booth ready and stocked. The morning went well with several stopping by and being intrigued with our USDA Branded All-Natural Beef label. During lunch break and an hour or so afterwards the show was having seminars that many attended. Mary Lou said it was a good time for me to take a short tour. I should visit booths from across the world to broaden my horizons and more clearly understand the competition we faced in light of the

hormone issue the beef industry was facing in Europe.

So off I went. I was really comfortable in my clothes and felt I represented our family, brand and country with dignity. It was a long, long aisle and I decided it was perhaps time to head back down the other side. I had sampled some fried grasshoppers and such. All the while, I grew ever more confident BEEF would long rule as the favorite of all proteins.

I had just turned around and headed toward our booth that was about an eighth of a mile away. My comfort zone was snatched away quickly, I HAD BEEN DOUBLE HOCKED ON THE TOP FLOOR OF THE HILTON AND COULD NOT TAKE A STEP!!!

I learned the true meaning of a damsel in distress. What the #@&%? My brain was racing, both feet were unable to move, there I stood with people passing me on each side. I finally looked down to see what had me around the ankles. And I thought it couldn’t be.... but it was! So how was I going to deal with THIS?? How this could happen and be so quick in doing so? It was my very comfortable panty hose that had me stranded, somewhat undressed, and very distressed! I took an assessment of my problem and what I alone would have to do. I couldn’t take a step. I could reach down and pull my skirt over my head and pull up my britches but felt the passer bys wouldn’t react the same to me as they did to the dancing girls who flipped up some feathers nightly on stage. So that option was scratched. But what I could try was what a hobbled horse does to graze... he crow hops. It was a wide aisle, but I had to reach one side or the other. I looked around and I saw an empty chair setting on edge of a booth. The question was... could I get there and not fall on my face taking short hops? I first had to get my feet turned in right direction. I remembered the little tin soldier I used to wind up and he would march and make a right turn by jumping slightly off the ground and turning his body to the right. I decided to give it a try! I dared to look up at the many feet I saw walking past in each direction. I could only imagine what they were thinking. I was a lady standing in the aisle with her pants down but didn’t have time to worry about them. The little hops seemed like I was chasing a rainbow.... always a little further away. I finally reached the steel folding chair and another obstacle greeted me. I had to make another turn, get backed up dead center with the seat to keep from crashing when



by Minnie Lou Bradley

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falling into it. I said a short little prayer and I hit just right. Then, could I lean over far enough to try to get one shoe off and not fall over. I figured there is a time to pull the string and hope for a good landing... the shoe was removed, now the second one, then more stomach stretching exercise to see if I could remove the panty hose off one foot and free myself. After getting my blood from my brain to my body, I was able to wad those three and ones wrapped them up and head for the nearest dumpster.

As my bare legs neared the booth, I slowed down and when Mary Lou engaged in an intense conversation, I made it to the far side, slipped in and sat down where my very white legs could not be seen. She later asked me if I had enjoyed my tour. I replied, "It was an unbelievable experience! I even ate a Chinese grasshopper." I noted that I was feeling a little sick. Thankfully, a fellow approached and while she with him, I wrote a quick note saying, "I have gone to room for a while to try and un-digest the grasshopper." I hit the elevator button to our floor and made it to the room, put on a new pair of panty hose that weren't, nearly as comfortable, a different dress, changed my hair do and reappeared at the booth... hoping not to see anyone who might have seen me with my pants down! **3**

## What's new at the ranch...



We have been waiting on a rain (again)! During this major drought, we have taken the time to rebuild the pond west of our sale bull pens. The next time you visit the ranch, we hope you will see and appreciate this project.

At Bradley 3 Ranch, we continually work to improve water supply on the ranch. This year we repaired the dam on this long ago drained pond that had become filled with brush. With some major dozer work we eliminated what we call sink holes (water runs into deep crevices in these). Now, with the pond dam rebuilt, the spill way back in operational form, and the sink holes filled in.....we are just waiting on a wet year to see if this will hold water. **3**

## WHAT B3R CUSTOMERS ARE SAYING...

We are grateful that so many customers have called to tell us about their feed yard close outs. They have confirmed that Bradley 3 Ranch sired cattle have converted well, have big dressing % and excellent grading results. Many have told us they have had a lot more prime cattle even on those only fed 120 days.

This summer a lot our genetics sold over Superior Livestock. We are proud to say the results were very nice. Before your next marketing season, give us a call. We can help you to find ways to add value to your feeder calves.

If you are a current (or even not a current) customer and would like to learn more about our genetics and how we can assist with your herd genetic plan / matings, send us an email or give us a call. If you want to go beyond just dropping bulls off in pastures or if you want to achieve specific results in your herd (ie: learn which bulls to use to make great replacement females or add pounds to your weaning weights).... get in touch with us! Helping you to reach your genetic goals is just one of the many customer services you can expect from Bradley 3 Ranch.

If you are not a customer, and want to learn more about our 60+ year genetic program just give us a call. We enjoy doing mating's, so if you want to go beyond dropping off bulls in pastures to getting certain results, (bulls that make great females or bulls that wean big calves, we can do that)." **3**



**Registered cattle making a living in rough country.**

# What is the Key Metric in Ranch Profitability?



by James Henderson

Most ranchers ask themselves this question often. We have many things that we measure and a lot of them are things we visit about with others in our industry. But what is the measure that tells us the most about how we are doing? I think this number is pounds per acre weaned. Since we generate our revenue on a per pound basis and our cost is on a per acre basis, we need to convert our revenue to the same basis as our cost.

Why is this important? When we look at trends in our industry over the past 20 years, the average carcass weight has risen 150 pounds. We have obviously changed our genetics to grow bigger cattle. Margin operators such as feedyards and packers figure costs on a per head basis and their revenue is per pound. Anytime this is the case the incentive is to make cattle larger. But has making cattle larger been more profitable for cow/calf operations? As we look at SPA data, University data and what we hear from producers across the country is that we have made cows larger but weaning weights have not increased. Producers have been buying bigger weaning weight EPD's and their cows have gotten larger so why are weaning weights not increasing?

I think that we have surpassed the resources available for the genetics to express themselves. Larger cows require more nutrition just for maintenance of weight and body condition. If they do not have more resources, meaning that your acres per cow have to increase, they can not provide the nutrition to their calves that will allow them to express their genetic potential. If your you find yourself in this situation, your pounds per acre will continue to decline and thus your profitability will decline accordingly.

Bradley 3 Ranch has understood these dynamics for a long time. Our experience in all parts of the supply chain has taught us many lessons and maybe the most important is how to increase efficiency. We have spent the past 20 years working on cow efficiency by measuring and selecting

cattle on these criteria. In that time period we have increased our pounds per acre weaned by 45%. We did this by having a plan and diligently selecting cows to fit this plan. Today our mature cows weigh 80% of the American Angus Association breed average with recent harvest data on some of our customer cattle showing that their calves have the genetic capability to exceed the industry average carcass weights.

Cows that require fewer resources and produce calves that have the genetic capability to grow efficiently and not give up anything in the consumer desirable traits they produce add to a ranch's potential for profitability.

Take a look at our data on the cattle we produce and listen to our customers that have used our genetics for a period of time and followed the cattle through to harvest and you will be impressed with how these ranches are increasing their profitability by producing more pounds per acre. **3**





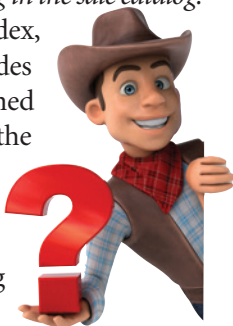
## What's new at American Angus Assn?

*Several new EPD's that you will be seeing in the sale catalog.*

Combined Value (\$C), an index, expressed in dollars per head, which includes all traits that make up both Maternal Weaned Calf Value (\$M) and Beef Value (\$B) with the objective that commercial producers will replace 20% of their breeding females per year with replacement heifers retained within their own herd. The remaining cull heifer and steer progeny are then assumed to be sent to the feedlot where the producers retain ownership of those cattle and sell them on a quality-based carcass merit grid. Expected progeny differences (EPDs) directly influencing a combined index: calving ease direct (CED) and maternal (CEM), weaning weight (WW), yearling weight (YW), maternal milk (Milk), heifer pregnancy (HP), docility (DOC), mature cow weight (MW), foot angle (Angle), claw set (Claw), dry matter intake (DMI), marbling (Marb), carcass weight (CW), ribeye area (RE) and fat thickness (Fat).

Hair Shed EPD is expressed in units of hair shed score, with a lower EPD being more favorable indicating a sire should produce progeny who shed their winter coat earlier in the spring. Selection for this trait should improve the genetic potential for a sire's progeny to shed off earlier increasing the environmental adaptability of cattle living in heat stressed areas and producers grazing endophyte-infected (hot) fescue. (Here at Bradley 3 Ranch, we live in a heat stress environment, just ask any of the staff how hot it can be here!)

Pulmonary arterial pressure EPD (PAP) is expressed in millimeters of Mercury (mmHg), with a lower EPD being more favorable indicating a sire should produce progeny with a lower PAP score. PAP score is an indicator of susceptibility to high altitude disease commonly experienced at elevations greater than 5,500 feet. Selection for this trait aims to improve the genetic potential for a sire's progeny to have lower PAP scores thus a lower chance of contracting high altitude disease increasing the environmental adaptability of cattle living in mountain areas. (Finally there is a way to answer customers wanting our cattle to take to the mountains and we could not test, well here is next best thing!) **3**



With Pony Express not dependable these days, and you still want to get our newsletter, then we need updated contact information, including your email.

Our next newsletter will probably be digital only, but if you want a bull sale catalog then we still need a good mailing address, but we need to hear from you.

*If you no longer want our newsletter, tell us to take you off the list, but we still need to know your name and address to do that.*



### **Please update your information with us:**

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City: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

Phone: \_(\_\_\_\_)\_\_\_\_\_

2nd Phone: \_(\_\_\_\_)\_\_\_\_\_

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**or cut out this form and mail to:**

**Bradley 3 Ranch**

**15591 CR K**

**Memphis, TX 79245**

## **Congratulations...**

... to Vest Ranches for winning the Beef Improvement Federation's 2020 Commercial Producer of the Year Award. This prestigious, national award was presented at the 2020 BIF Virtual Conference. **3**



## **Bradley 3 Ranch, Ltd.**

*63 years of ranch raised, performance selected bulls.*

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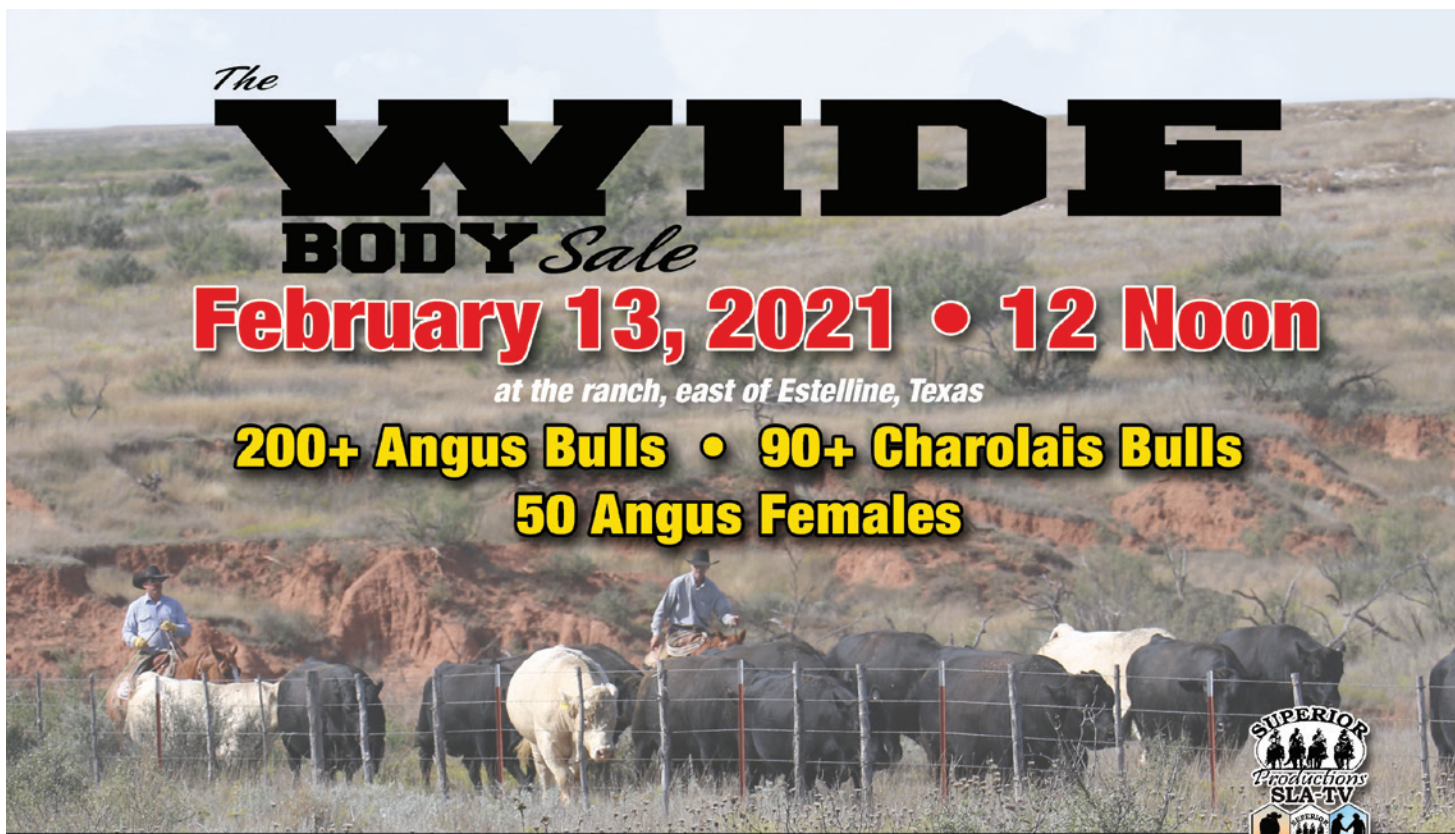


## The **WIDE** BODY Sale

**February 13, 2021 • 12 Noon**

*at the ranch, east of Estelline, Texas*

**200+ Angus Bulls • 90+ Charolais Bulls  
50 Angus Females**



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**CALL FOR A CATALOG!**

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