

The

# TRAILBLAZER

Volume 14, Issue 1

Summer 2021

www.bradley3ranch.com

## TEXAS TWO STEP

The “Texas Two-Step” usually has a steel guitar and fiddles to create the sounds like the famous “Faded Love” that was popular with rodeos and dance halls. There are places still around, like Criders in Hunt TX, where you hear this type of music and will see couples that have danced together for a long time just glide across the dance floor. And you see couples that stumble around trying to find their way. Then there are the folks that come with one partner to the dance but leave with another.

Selling other people’s calves is a lot like dancing! If we have been together for a while, we kind of can predict the results for prospective customers of the calves. But, if you bought bulls here and there, and really did not have a long-term breeding approach, then you may stumble around on the marketing. Just like dance halls, markets have changed so you may want to consider reviewing your market strategy and how that relates to your genetic plan.

We currently have folks that want to bid on calves that are out of our genetics, have two rounds of vaccines and are NHTC, Age / Source Verified. Letting buyers of our genetics know you have calves available to bid on is certainly easy if you sell thru Superior Livestock. This marketing platform offers video and *clearly defined terms and weights* for a buyer to bid on calves. Superior Livestock’s recent “Week in the Rockies” Market report for our region (region 3), showed that numerous groups of calves topped the market that were sired by Bradley 3 Ranch bulls. Yes, those

calves were owned by repeat Bradley 3 Ranch bull buyers! The bidders were grateful to hear about these lot numbers, about the ranch and our past performance data.... maybe that is why the calves brought more value.

An additional interesting fact is that Superior Livestock Auction put together a National Sales Data Summary for 2020, that consisted of 805,079 head. The key take away from the summary was, Progressive Genetics claim brought more money, as did cattle with NHTC verification. Those cattle also trended to be more likely to have VAC 45 or Vac 60 , no horns and more head offered. We can email this lengthy report to you so you can study the facts. Send us an email and ask for the **2020 Superior Livestock Auction National Sale Data Summary**. This report clearly breaks down where dollars were paid or discounted, it is worth reading so you have information to determine where you are going.

In closing, if you want to plan your genetic matings and work to improve your maternal and terminal directed calves, we can assist. We would like to be your dance partner, but it does take a certain amount of commitment of your time to achieve desired results. This is not a one and done. Instead, it’s a new normal of commitment and focus on your calves, asking yourself are you raising calves that someone wants to buy and can they achieve the desired results? We can help you to do this while never losing sight of the productivity of the cow that produces the calf. **3**

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

**August 10-12 – NCBA Convention & Trade Show at the Opryland Hotel and Convention Center in Nashville, TN.**

Be sure to stop by our booth #711 at the tradeshow.

Also, see our Facebook page for registration discounts for this mega trade show!

**November 6 - 7th – American Angus Association Annual Meeting, Convention & Trade Show in Fort Worth, TX.**

We are going, if you want to meet up there -- call us or better yet, schedule a visit while you are in the neighborhood.

**November 11-14 – Working Ranch Cowboys Association Rodeo Finals at the Civic Center Downtown in Amarillo, TX.**

We will have a super nice give away during this event and you will want to be a part of it.

If you have not been to this event, check out their website (www.wrca.org). This is a fun event!

**December 14-15 – New Mexico Cattle Growers Association has announced their annual meeting** will be held in old town Albuquerque, NM. We plan to be there!



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# 3 Reasons to Weigh Your Mature Cow Herd

by Kalyn Waters, University of Florida, Holmes County Extension Director

Recently I had a conversation with a vegetable farmer from the upper mid-west. Somehow we got on the topic of scales and I explained to him that many cattle producers don't have a scale. The farmer looked at me in pure shock! "How do you know how much to feed your cows, that's based on weight right?" he stated. I went on to try to explain how often times mature cows are not weighed on a regular basis and about half way through me making excuses for poor management practices he stopped me to say, "You're telling me cattlemen base a huge part of their herd's management off of your educated guess!"....Yes sir we do, and no sir, no we should not! For the cattle industry, it is common practice to use estimates or rules of thumb to guide decisions, but in other fields of agriculture, or most forms of business for that matter, precise evaluation is utilized for maximum efficiency.

Pounds are a critical measurement in the cattle industry. Cattle producers get paid by the pound, all feed and commodities are bought by the pound, and the pound is the primary indicator of performance. While cattle producers often think in "pounds" on a daily basis, mature cow weights are frequently estimated instead of determined by a scale. Taking the time to weigh your mature cows can have a significant impact on your ability to fine tune your herds management strategies. And, while many producers feel they are accurate enough at guessing mature cow weight, and some are, there is a large subset of producers who still assume they are running 1,100 pound mature cows. Let's face it, with today's genetics and phenotypes those 1,100 cows are about as common as a unicorn in west Texas.

Taking the time to weigh mature cows gives producers the opportunity to fine tune their management strategies. There are a plethora of reasons why mature cows should be weighed on a regular basis, but here are three reasons to consider:

## Stocking Rate

Cattle producers are working overtime to manage costs, so optimizing carrying capacity on range or pastures is critical to managing fixed costs such as land. Therefore, when calculating the lands AUM's (Animal Unit Month = total feed required for a 1,000 lbs cow and her calf up to 6 mo. for one month) to determine the carrying capacity, over or under estimating mature cow weight can dramatically impact your stocking rate.

For example if you assume that your mature cow size is 1,100 lbs, when in fact you are running 1,300 lbs cows,

you would be over stocking your grazing lands. And on the flip side, if you are underestimating by just 100 pounds, for every 11 to 12 head you could add an additional animal unit to your stocking rate.

The bottom line is that when it comes to stocking rate, having an accurate weight on your mature cow herd is critical. North Dakota State University (NSDU) has developed a great worksheet for calculating stocking rate: [Doing the Math: Calculating a Sustainable Stocking Rate](#).

## Performance Records

A majority of all performance records that are kept by cow/calf producers are based off of weight. In most cases producers are able to easily collect weight records for calves, whether these are coming from individual weights, or sale day averages. These weights are critical in determining the overall performance of your herd. However, they must be tied back to mature cow weight to determine overall efficiency. For example, when you are looking at weaning weight, one might assume that the herd that averaged 600 pounds on their steers was superior to the herd that averaged 525 pounds. However, when you take into

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## B3R SALE REPORT

# THANK YOU for a great 2021 Sale!

Folks, our 2021 bull sale was one for the record books! Our annual bull sale day happened to be the worst weather event for huge area. On sale day our highest temperature was 18 degrees and then the following day it got cold! We are very grateful for so many of you showing up to look at cattle before the sale and on sale day, despite all the weather issues. After the weather improved, we heard from so many of you telling your story of no power for days, fighting water problems and driving down the road trying to get cell service to bid. Thank you!

We would be remiss if we did not say thank you to our wonderful ranch team who worked tirelessly during the extreme weather event and sale. Thanks to all who helped on sale day as well. Even with the weather challenges, we sold cattle to 13 states and picked up a lot of new customers. On a final note, this sale day temperature was 18 degrees and just a few years back we were 90 degrees... so, our sale day average is very pleasant! **3**



**Mark your calendar for February 12, 2022 for  
the annual Bradley 3 Ranch Sale.**

**We will offer an outstanding set of cattle. If  
you are not already a customer, this would be a  
good one to give our genetics a sample.**

## B3R BITS & PIECES

This spring we were a stop for a national cattle tour group that was in our area for several days. Attendees were from a very large area across U.S. and represented the commercial cow/calf, feeder, seedstock segments, and food retailers. The conversations during their visit were certainly thought provoking. **3**



The Texas Christian University (TCU) Ranch Management class has annually visited Bradley **3** Ranch Salesince the late 1950's. Due to covid restrictions for their group, this past Fall we made some adjustments! We brought the ranch to TCU class by way of the local church's high-speed internet and broadcasting equipment. (Our ranch is too remote for fast internet speed / strength) The annual class photo was done with us at the church and the class in front of a video camera back at TCU. There's a first time for everything. **3**





# Help! I have fallen and I can't get up!

Many of you may recall an ad on TV a few years ago when they showed a lady in distress. She had punched her emergency button when she fell, anyone that could hear her voice knew she was in need of help. Really, that could happen to any of us born in the 1930s and I am sure it is probably wise to have such a safety / emergency system. My problem with this particular commercial was that I thought it was so fake because she was just lying there and not trying to get up!

One day, in my mid-eighties, I stepped out my back door headed to the office. This journey is about seven steps over to the car port and about another seven or eight to the back door of the office. At that time, I had only received one ear implant so could only hear out of my right side. (Today, I am blessed by technology, and I now hear from my brain, which is a limiting factor 😊). Taking my first step out the door I thought the air condition unit to my right side of office had an unusual sound. I kept walking, looking and listening. Upon reaching the six-inch step up to the car port, I suddenly became aware of the sound problem! With my left foot on the car port concrete floor, I looked down to see a four-foot rattle snake between my legs. It had its head extended up and was singing to me a tune of a jazz drummer with his rattles! With all this excitement, I stumped my right toe on the step and fell on the concrete, eagle spread formation. My new friend stayed between my legs keeping the music loud and clear, throwing in some hissing sounds!

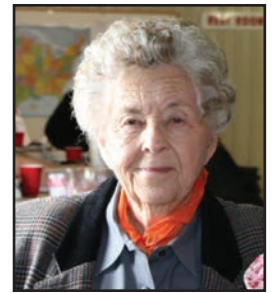
Now, I am the old lady on the floor thinking I had better find a way to get up. I knew I could not lay there waiting on someone to carry me off on a stretcher. If this happened, my trip would probably be my last as the snake feasted on me. Every tenth of a second, I thought he would strike and where he was located, oh how it would hurt! Taking inventory of the situation, I believed if I could pull my body over the floor and reach my pickup.... maybe, just maybe, I could reach the lower cross piece on the grill guard and pull myself up. After these years, I truly believe God was urging me to give it my all.

It felt like a long time before I did reach the pickup and was able to reach the bottom rail. With all I had, I pulled myself to my knees. I looked down to see he was still with me, head extended upward, beady piercing eyes looking straight into mine and never missing his hissing and the drummer boy kept the rattlers loud and clear. But, with no time to listen to the music, I reached for the second rail and finally pulled myself up on wobbly legs. Then, I knew I now had to reach the wall for a shovel to kill my teasing

predator. As I turned to begin my fight, he came to me extended his head upward, hissed louder than ever and immediately turned and scurried away and got under our outdoor cooker.

Looking down I was covered in blood and did not know where it was coming from. By then, the ordeal had really set in on me and I had gone numb. For some reason I thought my visitor would remain under the cooker, so I headed to the office bathroom. I found the blood was flowing from my arm and elbow and wrapped a towel around all. I thought just maybe, Tyrel or Kendra might still be in for lunch and tried to call them, but I was shaking so badly I could not even dial. I looked out my office window and saw their pickup was still home. Still shaken, I made it across the road, knocked on their door knowing I must have been a sight for sore eyes! They asked, "what has happened!?!". I told them I needed help in killing a rattle snake!

Tyrel and I got back to the office, and I told him hopefully the snake would still under the cooker. "You get back in the office!" he ordered. Quite a fight emerged between the two. He had to move the cooker, got the snake killed hauled him off while I tried to clean up a little and do some doctoring on my arm. Before finishing that up, Kendra came running in and said to get on the front porch! There stood 6-foot Tyrel holding two rattlers straight out and dragging the ground! When leaving with mine, his mate was in Tyrel's yard.



by Minnie Lou Bradley



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I had just sat down in a porch chair when I saw long time employee, Bill Taylor, coming down the hill. Reaching the porch, not uttering a sound, then he said, "pull down your pants." I said, "those are my pants, and I am not pulling down my pants for you or anyone else." Adamantly, he replied, "oh yes you are! I called Mary Lou and told her that Tyrel said you were bleeding. She has ordered me to have you pull down your pants so I can examine your right knee." Bill and I had a few words and I agreed to pull up my sleeve and let him look at my bleeding arm and elbow. I had poorly wrapped all and was still bleeding. He and Mary Lou did have reason for checking my knee.... a few years before, I got tangled up in a heating pad cord and had exposed my knee replacement from 20 years before...but that is a story for another day and time.

So, from the old lady that had a rattlesnake between her legs, it just goes to prove, everyone needs encouragement and faith to overcome. Take it from me, the good Lord does works in mysterious ways! **3**



## Update on our pasture clearing and water gathering...

We caught some water in the pond west of the ranch headquarters. Thank you to so many who wished for us a full pond and taking interest in this ranch project!



*Dam Project photo from 2020*



*Photo taken in Late June 2021*

Bradley **3** Ranch  
again is listed  
in the  
Beef Magazine's  
Seedstock 100 listing!





# Designer Genomics

A lot of things have changed in the past 25 years! When Minnie Lou was a member of the American Angus Board of Directors, in an effort to better utilize pastures she wanted to run multiple sires in one pasture. The problem was how to identify the calves as to who was their sire. Minnie Lou presented to the board the idea of using DNA to identify parentage. Fast forward 25 years and it is now required that animals that are used in A.I. and embryo programs are parent verified by DNA.

Today, one million cattle have full DNA profiles with the American Angus Association. More than 10 new EPD's and \$ indexes have been introduced and we now have better tools than ever to select cattle that will improve our programs.

How do we utilize all of the information that is available to reach our objectives? First, we have to realize that a bull is more than just a cow freshener. He is contributing 50 percent of the genetic makeup of as many as 25 to 30 calves per year. Should we be developing a plan to approach utilizing the information available to improve our cow herd or to give use more information to use in the marketing of our calves? Knowing which calves to keep as replacements can move your program ahead most quickly. Also, the latest data available from Superior Livestock shows that calves coming from a producer that buys bulls from a program of reputation will bring more dollars than any of their other identified programs.

So how do you buy bulls that will do the most to add to your program within your budget? Work with us to identify your goals and a plan of how to reach those goals. If we know what your goals are and the budget you have to get to those goals, we can help you identify bulls that will fit your objectives. We will ask a lot of questions such as:

What is the breed makeup of your cows? Do you have any genomic information about your cows? Do you raise your replacements? How long is your breeding season? What is the average

age of your calves at weaning? If we have information on your cows and know your budget, we can point you toward bulls that we think will be the most help to your operation. We can also make recommendations as to which bulls to use on which cows and which heifers would make the best replacements. If this is of interest to you, give us as much notice as possible so we have time to research the pool of bulls that will fit best with your cows.

It is also best for us to know the most we can about our customers cows so that we can continue to advance our breeding program to best complement your cows and return the most dollars to your operation as possible.

Thank you for your trust in our program and we look forward to providing you better bulls for your program. **3**



by James Henderson



consideration that the 525 pound calves were weaned off of 1,200 vs. the 600 pound calves that came off of 1,600 cows (yes they are out there!), the overall efficiency of the two herds is dramatically different. Ideally individual cow weights would be collected so that percent body weight weaned can be determined, but having an accurate mature herd average is still better than an estimate.

Calculating animal performance is often what comes to mind, but having an inaccurate weight of animals also makes it difficult to track the performance of the range and pasture lands that we are managing. Knowing the total number of pounds per month that a pasture can support will allow for proper stocking and evaluation of forage production. For most herds, fertilizer and feed are the two largest annual costs. If a producer is not able to determine the total pounds of cattle that an acre is supporting per month, investments in fertilizer cannot be managed.

### Drug Dosage

Whether you are treating foot rot or administering some type of parasite control (dewormer) to your herd, you are calculating your dosage based on body weight. Typically

the rule of thumb for this is to guess the body weight of the animal, add 300 pounds, round up and dose accordingly (be honest we have all done it!). However, this is far from best management practices. In the case of dewormers, under dosing cattle is leading to drug resistance. The parasites are exposed to the drug, however, not at a rate high enough to kill them. This creates resistance as the most susceptible parasites are dying, while more resistant ones are surviving and reproducing. In addition, research has shown that over dosing does not result in increased control, thus is a waste of money. The same theory applies to antibiotic dosage. Just like your doctor stresses that you must take the entire bottle of antibiotics, it is critical that we are dosing our cattle for the right weight. Under dosing will allow for the pathogen that we are treating to be exposed to lower levels over a period of time, and this too can decrease the effectiveness of that treatment and result in pathogen resistances. In addition, proper dosing is critical for withdrawal times.

At the end of the day, taking the time to collect weights on your mature cow herd will be nothing but beneficial to the management of your operation. In a day and age when the profit margins in the beef industry are constantly being challenged, it is sometimes the simplest practices that can have the largest returns. **3**

## Bradley 3 Ranch Females for Sale!

In our February 12, 2022 Annual Sale, we will offer a select group of open heifers and fall bred heifers. The opens will be ready to breed for spring calves. The fall bred females will have been AI'd in December and with a clean up bull for only 28 days. These fall bred females are often a real bargain in our sale!

Don't miss these opportunities to add Bradley 3 Ranch foundation building genetics to your operation! **3**





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