

THE TRAILBLAZER

Volume 16, Issue 1 • Summer 2023 • www.bradley3ranch.com

Come Visit Us!

**Bradley 3 will be
at these upcoming
events and we'd
love to talk cattle
with you!**

June 20 & 21 – Florida Cattlemen Convention at Marco Island, FL

*A B3R bull sale credit will be auctioned off on June 21
at 8:00 p.m. EST to be used at our annual sale on
February 10, 2024!*

**June 23 – 8:00 a.m. – Beef Quality Assurance at Bradley 3 Ranch
Please pre-register for this event.**



*Join us in Memphis, Texas and become BQA certified!
Topics Include: Residue Avoidance, Vaccine Handling,
Proper Injection Technique, Genetic Selection, Environmental
Stewardship, Cattle Handling & Welfare. To register,
call 800-242-7820 ext. 1753 or email tschuster@tskra.org
or scan the QR code to fill out the form.*

July 21 & 22 – Oklahoma Cattlemen's Convention, Norman Oklahoma

*The convention and trade show is a can't miss event for
Oklahoma cattle producers and industry partners.*

July 21 & 22 – Texas Ranch Roundup & Tradeshow

Ray Clymer Exhibit Hall next to Kay Yeager Coliseum, Wichita Falls, TX

November 9-12 – WRCA Championship Ranch Rodeo

*Amarillo Civic Center, Amarillo, TX
Stop by for a visit at our ranch booth North Hallway
and sign up for our cool give away.*

3

The Time Came!

In about 1957 Bill and I had been on the ranch nearly two years. We were spending all our time repairing windmills and fences. The decision was made if we had good spring rains, we might be able to begin stocking the ranch ever so lightly. With that decision came another decision.....someone would have to spend a lot of time in the saddle because of screw worms, water availability and poor fences. ***I was designated to do the cattle checking and we would try and find some day labor to help Bill.***

All that was left of the community of Newlin was Mr. Hamilton's little grocery store / post office. It was our nearest place to get loaf of bread. The cotton farmers who butted up to us on the south and west had met with hard times due to the 1930's drought and depression. Now the horrible drought of the 1950's was taxing them all again. No phone service was available so in off season the men of the community gathered at Mr. Hamilton's to play dominos and often this was how we all communicated. One day while at the store one of them recommended to me a large fellow who was probably in his late fifties. His name was Clyde Sexton. I was told he had no education and had no job outside of the two times a year when he hoed and picked cotton. He and his wife lived in a shack so

Mr. Hamilton and Mr. Richburg (who hauled good water to the dry cisterns) just carried Mr. Sexton's credit from hoeing to pulling cotton. Two or three of the farmers recommended Mr. Sexton as a hard and honest worker. I went over, introduced myself and cut a deal for him to come over and help Bill while I checked the pastures.



by Minnie Lou Bradley

During the time that I had been going to the store the men were hesitate in accepting a lady in Levi's, boots and sometimes spurs. They were accustomed to women who wore 'Mother Hubbard' dresses and sun bonnets when she and kids were worked in the fields. Evidently because of my attire, I was a concern for Mr. Sexton.

Coming from a wheat and livestock farm in west central Oklahoma, I came to our ranch in rough mesquite covered brush country ill equipped for cowboying. My Father-in-law, Rusty Bradley, gave me a wonderful horse named George. He found me a steer roping saddle and located in the corner of their tack room, a pair of old, worn out and cracked leggings. The local weathered cowboys recognized me for what I was, a an amateur in the saddle but gave me credit for knowing cattle. The cotton farmers thought I was punchy, so I was able to get along in whatever crowd I was in. The exception was Mr. Sexton who had his doubts on me being an upstanding lady.

The day of reckoning came one day when Bill was to be in Childress all day. I needed to check pastures and Mr. Sexton was to continue cleaning up around headquarters. There were very few passable roads through the pastures, so I had to leave early horse back with an army canteen of water and a few crackers. It was quitting time when I arrived home, but the concerned Mr. Sexton had stayed worrying about my safety. We visited a short time while I dismounted and felt something that ripped, not alarmed as I figured I had

indeed out lasted the leggings. I started to tell Mr. Sexton the story of the leggings, but where



Minnie Lou & Bill

continued on page 3

was he? I hollered at him, and he answered that he had walked away and had his back to me and could not turn around. I ask is there something wrong, and in his muffled voice he said "Ma'am, it's not your leggings that split out, it was your Levi's and you exposed your underwear to me." I do not care to remember my action or what I said as I was speechless for the very first time. He said, "Miss, get to the house and let me unsaddle George and put him up, GO MAKE YOURSELF DECENT." Off I headed, assured the ole' man in doubt would not share my ordeal with others. He truly deserved the Mr. in front of his name.

The last chapter of a two-year relationship....A year or so went by and, if Bill and I were to have children our age dictated we get started. The day I decided I must tell Mr. Sexton, you could see relief coming over his face, in a soft voice he said, "Now, Miss, you can become a lady like others around the neighborhood." I said, "Mr. Sexton, I am probably going to disappoint you but Dr. Butler, MD has assured me motherhood is a natural happening for a female and I am to continue to do my regular routine."

A couple months later, one look at me told the story, I was indeed "with child," the phrase he used in referring to me. He had his concerns when I continued to ride but I assured him that George had slowed his gait to a smooth single foot trot, more like rocking a baby. That gave Mr. Sexton a little more assurance since he and his wife had

Checking pastures one morning I found something had happened over night and the fence was down between Twin Mills and Middle Bushy. The cows from both pastures were mixed together. I returned to house and got Bill and Mr. Sexton to come help me sort the mess. Bill could help me pen the cattle and Mr. Sexton could work on the fence. Bill remembered he had a bank board meeting and I told him with the cattle gathered into the pens that served both pastures, that Mr. Sexton and I could sort the cattle. It was a new chore for Mr. Sexton so he and I worked on the two words, IN and BYE. It all went much smoother than I anticipated, UNTIL THE LAST COW. Here she came, down the alley way in a long trot that turned into a head down run. There was no turning her! I kept trying to stop her but I was backing up with each step she took forward. A former ranch owner had placed a windmill and large water tub at the end of the alley so cattle from each pasture could water. There was no way I could escape, and we were looking EYEBALL TO EYEBALL! She lowered her head in under me and pushed me in the tub. I landed on my bottom with both feet up and she went over the tub on the far side to the Middle Bushy pasture.

Mr. Sexton reached me as soon as possible and pulled me to my feet. He began to mutter, "with child and now drenched in moss", in a voice I had never heard before, as loud and commanding as he was large, he roared out, "I HAVE HAD IT, I CAN NOT GO ON! I QUIT!" and started a mile walk to his little black coupe. And that is the story of me and Mr. Clyde Sexton, a good man. **3**

Minnie Lou was honored with Oklahoma State University Animal Science Alumni Association "Hall of Fame Chairback" Award

In an effort to help raise funds for OSU Animal Science, Minnie offered the "Golden Spur" that she won on the livestock judging team. She was honored that the campaign raised over \$40,000 for the department. We want to personally thank so many of you for giving to this cause as well as so many of you making an extra effort to attend the event. **3**



Tough environments require tough cows that breed back

by Colleen Schreiber, *Livestock Weekly*, April 27, 2023

VIA WEBINAR — James Henderson of Bradley 3 Ranch, headquartered at Estelline, Texas, offered his take on raising cows in tough conditions during a recent Rancher's Thursday lunchtime webinar series hosted by Oklahoma State University Extension.

In framing the conversation, Henderson told participants that B3R has dealt with challenges through all phases of the beef production cycle from the cow-calf level, to the feedyard even through the ownership of a packing plant whereby they processed their own branded beef products nationwide. Despite challenges at every level, Henderson told participants that in the big scheme of things everything comes back to the factory – that being the cow.

"If that cow is not functioning in her environment, then the rest of it doesn't really matter," said Henderson. "We've spent over 65 years trying to develop these cattle for this environment."

And while there are some who live in even tougher environments than B3R, including many of their customers, their country northwest of Childress can be pretty brutal as well with temperature extremes ranging from minus 10 to 123 degrees Fahrenheit and as little as nine inches of rain over 18 months. Add to that water that is high in sulfates and nitrates. It's so bad that cattle that come to the ranch from other places often won't drink the water.

Such as it is, they've also been on a 20 year plan to get to where their cattle don't have to walk more than half a mile to water anywhere on the ranch.

"It took us about 25 years to get that 20 year plan done," Henderson told participants.

They're also constantly battling the brush, namely mesquite and juniper, and they have a number of toxic plants, primarily loco. Add to that a battle to keep the coyotes in check. They've been on a trapping program the last couple of years whereby they've trapped over 125 coyotes a year.

In terms of selecting for and generating a cow herd that works best in their tough kind of environment, Henderson said that it starts with a tremendous amount of data collection.

"I'm a data nerd," he readily admitted. "I have a spreadsheet on every cow we own, and my columns and rows are up to F and to Z."

It's such an extensive data set on each individual cow that an employee can come in and start describing a cow to him and he can pretty well without ever looking at the cow or the situation figure out which one she is through the spreadsheet.

"We have to understand that every individual cow is a factory," he reiterated.

Back in the 1980s, SPA data found that the national average for calves weaned per cows exposed was 78 percent, and it had been at that level for 40 years. When Henderson began collecting their own data, they too were at the 78 percent mark. Understanding the need to improve that number, they went to work on it and for the last two years it's been 86 percent.

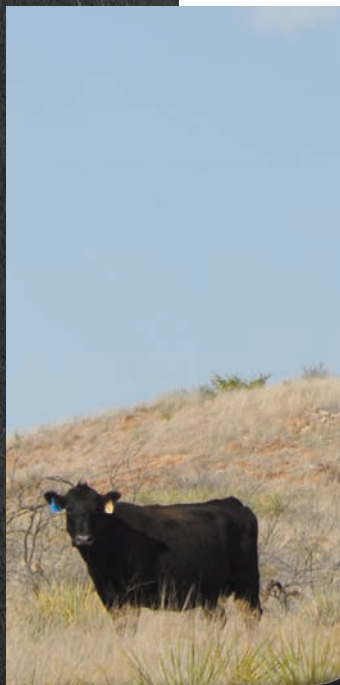
"For us that means 40 additional calves with no additional overhead," Henderson told the group. "Forty calves is a big deal. That pays a lot of bills."

He stressed again that it doesn't just happen. It takes management and that may mean bringing in a calf that was born in 20 degree weather in freezing rain or it may mean if there is a scours problem getting on top of it right away. They also pay their employees an incentive.

"It's amazing how much better we can be at some of these things when everyone has skin in the game," said Henderson.

He acknowledged that for some, keeping emotions out of the business is hard. For Henderson his 35 year stretch of running a packinghouse helped him to realize that if that cow doesn't produce a calf nothing works. Thus their culling criteria is based largely around productivity of their cows, and they've held fast to the idea that an open cow has no place at the ranch. Consequently, they've arrived at a cow herd that works.

B3R, a seedstock operation, runs both Angus and Charolais cows. Specific to their Angus program, donor cows are typically 11 year-old cows that have had no more than a 370 day calving interval in their productive life. Some of their donor cows would have made Pathfinder five times in their lifetime, he



said. Started in 1978, the Angus Pathfinder® program identifies superior cows in the breed based on Angus Herd Improvement Records. One of the requirements is that the weaning ratio has to be at least 105 in that 370 day calving interval, Henderson said. Consequently the cows that can then survive all the extremes that their environment throws at them while producing offspring that meet those qualifications are deemed good enough to be donor cows.

In terms of mature cow size, the average weight is right around 1190 pounds. Also their cows must have the ability to travel some distance. Thus, they pay close attention to udder and feet as any cow with a bad udder or bad feet won't last long in their country.

Henderson said in an ideal world they expect their cows to wean a calf that averages about 56 percent of her body weight. Last year was definitely not an ideal world, and it was closer to 51 percent, on average.

"We only had a half inch rain from the time those calves were born until they were weaned," he noted.

In terms of culling criteria, the primary one used is quick breed up. At B3R, bulls are turned out 45 days. That cow is expected to breed back at a tough time of the year. If she doesn't, if she's open, she's gone, no matter how many good calves she's produced, said Henderson.

Last fall 85 percent of their calves were born in the first 30 days of the calving season.

"We can talk about all the premiums and all the things that work in the feedyard and the packing house, but there's nothing that can make a cow calf guy, more money than a cow that will breed quickly," said Henderson.

With age of the caretaker comes docility, at least the need for docility in their cows. It is part of their selection criteria. However, they fully recognize the importance of having a cow that has the instinct to protect particularly in an environment where predators, namely coyotes, are prolific.

"Typically our cows will have a calf in less than 20 minutes and within 30 to 45 seconds she is up, and usually within 90 to 120 seconds her calf is up trying to nurse," said Henderson. "All of those things are really important in a tough predator environment."

As for their toxic plants, Henderson said he's never seen the cows or calves raised on the ranch graze any of their toxic plants with the exception of Johnsongrass.

"Bring in cows from the outside, and when we're in the situation that we're in right now and things are starting to green up and the greenest plant is loco, those cows will graze on that locoweed."

Last year, the American Angus Association introduced hair shed EPDs. Given their temperature



extremes, B3R has been tracking hair shedding for about 15 years. In fact, some of the original work on hair shedding done by Mississippi State University was done at the ranch. They've continued to score their cattle, and a big part of the initial database that the association uses came from B3R.

"With tough water and tough temperature extremes like we had in 2011-12 with 110 days of over 110 degrees and 45 days over 110, our cows have to be able to slick off," he told the group.

During those extreme days, their cows were only grazing from about 3 a.m. to maybe 5 a.m. and were shaded up the rest of the time.

"Being able to graze enough in two or three hours to survive takes a pretty unique individual," he said.

By the second week or so in April, many of their cows will be slicking off and all of their herd bulls will have slicked off, he said.

"On Monday we were 95 degrees and yesterday morning it got down to 30 with about a 30 mph wind, so our cows are kind of in that phase where they're not sure whether they need hair or not," said Henderson.

Milk EPDs are certainly a factor for those ranching in tougher kind of country. Too much and it can be a wreck. As it stands today, B3R is in that 24-28 milk EPD range though they used to be lower than that. Henderson told participants that what they've noticed is much lower than that and the calves that those cows produce aren't all that desirable. Instead what they're seeing is that their cows with a milk EPD of 28 may not be producing that much milk but she's teaching those calves to graze.

"We really put emphasis on fertility and breed back and not skimp any more than we absolutely have to on the milk side," he stressed.

A lot of pressure is put on their heifers to breed as well. They're AI bred to calve at 22 to 23 months and those bred heifers are the ones from which they choose replacements.

"I'm not sure that there's a more important EPD that we look at now than that heifer pregnancy EPD," said Henderson.

He also told the group that while \$M, expressed in dollars per head, used to predict profitability differences in progeny due to genetics from conception to weaning, is far from perfect, it's better than any tool they have thus far. He would like for everything in their herd to be at least in that \$70 range for \$M, but some really good bulls are in the \$100 range.

As for mature weight on their herd bulls, he tries to keep that under 50 and would prefer they be under zero.

He also told the group that birthweight EPDs are really critical to B3R because most of their customers are not going to see their cows calving.

"It's really important to have calves that are lightweight, born easy and have a lot of vigor," said Henderson.

To get that accomplished, they don't want a birthweight EPD over two. Today the average across their herd is a minus 1.5.

They used to take pelvic area measurements on their heifers and use it in the selection process, but they found that they couldn't sort out age difference from pelvic measures.

"We think that the calving ease direct number is probably a better indicator of that than an actual pelvic measure," Henderson told the group.

Also, the calving ease maternal number in Henderson's mind is every bit as important as the calving ease direct number.

As for marbling EPDs, Henderson couldn't help but point back to their packing house days, calling it a "great laboratory" because they killed 125 head of cattle a day for which they knew the entire history. One of the things they learned was that the cattle coming out of the desert had much higher marbling scores than cattle that came out of a much better grass environment.

"That was counterintuitive to me initially," Henderson said. "However, after I spent some time thinking about it, I realized that cows in desert environments have very short times of optimum nutrition, and so they've got to be able to take that optimum nutrition and store it up very quickly. The best way to do that is with marbling."

They also found that the cows that will maintain flesh and breed back are also the cows with the highest marbling scores.

"I've said for a long time that marbling may be a more important reproductive trait than it is eating quality trait," said Henderson. "So we try to select cattle that have a high marbling score."

However, Henderson also told the group that



they've found marbling by itself to be antagonistic to muscle which translates into red meat yield. Thus, they've learned the need to balance the two or find that happy medium.

B3R has 32 herd bulls at the moment that Henderson is collecting semen from. Part of the reason is to prove them and the calving heifers. Also he contends those bulls are much better suited to their environment than anything they could bring in from the outside.

Henderson also told the group that the same selection pressure they use on their Angus cattle are used on their Charolais cattle. For example, they too have to breed in 45 days and any that are open are gone.

Because Charolais are used primarily as a terminal animal for red meat yield, their cows are not nearly as small as their Angus cows. In fact, the average mature weight is about 1450 pounds. If they can get those Charolais cows to wean 48 to 50 percent of their bodyweight, he's confident that she's a pretty productive Charolais cow.

The other thing they do with the Charolais breed is concentrate more on growth. Typically their average weaning and yearling weight EPDs on the Charolais is in the top 10 percent of the breed.

A lot of pressure is put on marbling, though it's a given that marbling won't be as good as it is in their Angus cows. Still, they're trying to get it to a 0.25 EPD which would put them in the top five percent of the breed which they deem important.

He told the group that they've not been able to grow their Charolais herd nearly as fast as they would like because they continue to have fallouts every year because of the high standards they're held to.

While certainly not scientific, Henderson told participants that he has enough anecdotal data on both their Charolais and Angus cows that he's convinced that breeding is much more highly heritable than the statistics indicate.

"There's so much noise in tracking that data because across years there's different nutrition, different weather events, all those things come into play."

He points to the fact that if a cow is culled because she's open he can go back to either a mother, grandmother, sister or some pretty close relative that's been culled for the exact same reason. Plus, he rarely has an open cow that comes from a line where all the cows have bred year after year after year.

Specific to drouth advice, Henderson said his best defense is to always do the best to plan ahead. In 2011-12, they realized their plan was not nearly good enough. Now he has certain dates marked on the calendar to where if something doesn't happen by that date then this needs to happen.

"We all love to talk about being cattlemen and cattle producers, but we're really grass farmers, and if we're not going to have grass production we don't need something to harvest that grass. It's really that simple."

He pointed to the old range management standard which says that the growth of grasses above ground is the mirror image of the growth below the ground. A plant with only a half inch root below the surface isn't going to survive very well during drouth.

Henderson also told the group they are absolute believers in rotational grazing.

"I'm not sure today how to make money in the cow business without rotational grazing."

He also told the group that their practice is not to have a set grazing regime because every year is a little bit different. Rather, he tries to take advantage of whatever is growing in the pasture at various times of the year because hardly ever does the same amount of rain fall across the entire ranch.

B3R typically doesn't feed cows hay in the wintertime, but in January an eight inch snow fell that had the forage covered for several days. Thus, it's important for them to have some hay on hand.

They also quit feeding cake 15 to 20 years ago. They've replaced that with a year-round liquid feed program. What they've found is they're feeding less pounds of supplement today than when they fed cake for 150 days.

The cows will change their intake of liquid supplement at different times of the year. For example, when things are greening up they'll be chasing the green grass, and when the grass starts to mature in July and August they'll begin to consume more.

They've also found it's a lot cheaper to maintain body condition than it is to put body condition on cows. He also told participants it's important to realize that when supplementing cows it's not really about feeding the cows per se but rather the bugs in their rumen.

They've worked extensively, some 20 years, on getting their mineral program right. They've tried Chelated mineral, loose mineral and injectable minerals. Mineral tends to get tied up with the sulfites and the nitrates in the water, so they've worked to find what works so that the cows have the ability to absorb and use the minerals.

"It's been a real challenge," he admitted. "It's hard to improve fertility and get hair shed and a number of the other issues right without getting proper mineral absorption into the animals so that's been key for us."

In his wrap up, Henderson stressed the importance of remembering that the ranch is a business, and it needs to be treated as such. That means looking at every facet of that business, the grass, the reproductive

continued on page 10

BEEF QUALITY ASSURANCE TRAINING

DATE: June 23, 2023

TIME: Training 8:00 AM - 12:00 PM

LOCATION: Bradley 3 Ranch
15591 County Road K
Memphis, TX 79245

Topics Include: Residue Avoidance - Vaccine Handling - Proper
Injection Technique - Genetic Selection - Environmental
Stewardship - Cattle Handling & Welfare

Register Here:

<https://forms.gle/6wBos4ohMLe2MXVi9>



To register for the event, contact education@tscra.org or 800-242-7820 ext. 1753.

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February 10, 2024

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Get to know James Palmer!

James Palmer has not only helped us to work the calves and cows for the past five years but has helped to advise us as to the direction we need to tweak our genetics to best suit our customers. James was employed for over 40 years with Matador Cattle Company. He operated ranches in Montana, Kansas and Texas as well as feedyards in Texas and Kansas. He has a wealth of knowledge in cattle that not only make money in cow-calf operations but in the feedyard and on the rail as well.

James has also served on the Texas Farm Bureau Cattle Advisory Board, the Advisory Committee for the Agriculture School at Butler County Community College in Kansas as well as a member of the Board of Directors of Texas and Southwestern Cattle Raisers Association as well as on several of their committees. James also operates Cattle Matters, LLC that consults with financial entities as related to value of cattle in their loan portfolios. He is married to his wife Pat, and they have three children and eight grandchildren. James can be reached at 806-422-1074. **3**

We've had rain!

Rain has finally come to a large part of Texas and the High Plains! Green grass is a beautiful and necessary part of raising cattle and Bradley 3 Ranch has spent 66 years developing cows that perform efficiently on limited grass resources.

Now that the demand for females is rising quickly and the price for cows is at all-time highs, we have added some resources to help our customers select cattle that will increase their performance while helping to reduce their costs.

James Palmer and John Gardner have both helped us to develop this cow herd and are very familiar with our program and how our genetics can help boost your programs and hold a line on costs.

Contact either of these guys, along with Mary Lou and James, for advice as to how the cattle offered in our next production sale can help your operation. **3**

Welcome John Gardner...

Hello, I would like to take this opportunity to introduce myself to customers of Bradley 3 Ranch. My name is John Gardner. I retired in April 2022 from Purina Animal Nutrition where I enjoyed a 43 year career dealing with Cattle producers across Texas, New Mexico and Oklahoma. My association with Bradley 3 Ranch began in 1999 when I began doing business with Minnie Lou Bradley on her cattle nutrition program. That association continued until my retirement. As a result of this business relationship, I have seen the passion, determination for excellence, and vision they bring to the genetics offered to their customers.



As I neared retirement, James and Mary Lou asked me to consider coming onboard to help them in the sales and customer relations area. We truly have not mapped out the particulars yet, but I am looking forward to this opportunity to be associated with such a great brand. I have always been passionate about customer relations and the cattle business. I realize that I have a learning curve when it comes to this position, but I have never been afraid of a challenge!

I am married to my wife, Pam, of 44 years, and we live in Lubbock, Texas. We have 2 children that are married and have 7 grandchildren. I graduated from Stephen F Austin University with a degree in Forestry and a double major in Animal Science. After 10 years with Purina, I went back to get a Master of Agriculture degree from Texas Tech with emphasis in Ruminant nutrition. I then continued my career with Purina focused on the cattle business.

I have met many of you over the years at the Bradley 3 Ranch bull sale and I am excited to continue growing those relationships. I am also looking forward to making new friends and growing relationships as we move into the future. The cattle business is truly the greatest industry in America with the greatest people on earth. I am honored to be able to continue my association with this great industry, and with Bradley 3 Ranch. **3**

John Gardner

(806) 777-2799



B3R SALE REPORT

B3R Genetics and Superior Livestock

If you are selling B3R genetics on Superior Livestock with some B3R genetic history and relationship please be advised we have been involved in getting you more bids on these calves.

This past spring we were able to assist in getting customers more money for their calves, some of our customers got prices way beyond the market range. Let's work together if you are selling on Superior Livestock! **3**

ANALYSIS

Each individual factor should be interpreted relative to the base and as all other contributing factors were held constant

- Lots sold with a Progressive Genetics claim on average were \$1.27/cwt more than those without a claim given equivalent lot weight, size, gender, etc.



2020 Superior Livestock Auction Calf National and Regional Sales Data Summary
Dr. Glynn Tonsor, KSU; Dr. Dave Renter, KSU; Dr. John Hutcheson, Merck Animal Health

Example: Multiple Factors for each lot accounted for in analysis of a single factor (NHTC)

- Crude sort (not accounting for other factors) NHTC cattle bring back \$8/cwt
- There are several other differences in traits that influence price beyond NHTC itself that need to be accounted
- We control for those differences
- NHTC cattle (when we control for other factors the premium is \$3/cwt)
 - More head in a lot
 - More even weight range
 - No horns
 - 2x more likely to be VAC45 or VAC60
 - 2x more likely to have Progressive Genetics
 - 3x more likely to have BQA



2020 Superior Livestock Auction Calf National and Regional Sales Data Summary
Dr. Glynn Tonsor, KSU; Dr. Dave Renter, KSU; Dr. John Hutcheson, Merck Animal Health

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 **Bradley 3 Ranch**

continued from page 7

efficiency of the animals, all of it. He also reiterated the importance of measuring things, of data collections, and the math needs to be consistent in terms of the basis used. More specifically, if input costs like fertilizer and the like are figured on a per acre basis then revenue can't really be figured on a per pound basis because the two don't compute. It's also doesn't work for a yearling operator who figures input costs on a per head basis but revenue on a per pound basis.

Also he reiterated the need to understand the math behind a shortened breeding season. If someone is operating on a 120-day breeding season and a calf gains two pounds per day on its mother than that last cow to calve, her calf will be 240 pounds behind the first calf born just because of when she was bred.

"In today's environment, that's a \$500 per difference," Henderson pointed out. "So if the breeding season is shortened to 45 days there's a 90 pound difference between the first born and the last born calf so instead of a \$500 per head difference, it's \$200 per head. That's a big difference," he concluded. **3**

Cows: Pathfinder Awards Received for 2023

Bradley 3 Ranch received 27 Pathfinder Cow Awards from the American Angus Association.

Per the Angus.org website, "The Pathfinder Angus program was started in 1978 in an effort to identify superior cows in the breed based on their records of performance from Angus Herd Improvement Records. (AHIR) More information about the program can be found here: <http://www.angus.org/performance/PathfinderInfo.aspx>

Bradley 3 Ranch has been a longtime Pathfinder Cow Awarded Herd, this year with extreme drought and a great breed up it was extra special. **3**

Angus Pathfinder®

ANGUS
THE BUSINESS BREED



2023 Charolais & Angus Sale Report

February 11, 2023

Bradley 3 Ranch celebrated there 65th year of being in the registered cattle business, with beautiful weather, and visiting with many repeat customers. Friday afternoon we hosted an outstanding educational presentation by Dr. Clay Burson, Nutritionist for Purina Mills and a well respected livestock judge, gave a presentation on market expectations and how to care for young bulls to get maximum longevity from those young sires.

Saturday was a beautiful day as bidders from 16 states registered for the sale. When the final gavel fell, 162 Angus bulls sold for average of \$5,497. Top selling bull was Lot 12 that sold to a long time Texas buyer for \$17,000. Second high selling lot was Lot 1 went to a Texas buyer for \$12000. Lot 19 went to a Texas buyer for \$11000 and Lots 9 and 32 went to Texas and New Mexico buyers respectively for \$10000.

The Charolais offering had 95 bulls that averaged \$5895. Top selling Lot was lot 167 that went to Texas buyer for \$12,500. Second high selling lots 168 and 211 that sold to Texas and Oklahoma buyers respectively for \$12000. Third high selling lot went to an Alabama buyer for \$11500 and lot 207 went to a Texas buyer for \$10000.

30 Bred Angus females sold to a repeat Kansas buyer and two Texas buyers for an average of \$3038, and 48 open Angus heifers sold to central Texas for an average of \$1069. **3**



THANK YOU!

Mark your calendars for the Bradley 3 Ranch

WIDE *Body Sale*

February 10, 2024

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(940) 585-6471

www.bradley3ranch.com

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