

FOR IMMEDIATE RELEASE

## R.A. BROWN RANCH'S 'HITCH YOUR HERD' 42ND ANNUAL SALE REPORT

THROCKMORTON, TX-- More than 1,800 head of cattle sold in everyone's price range at the R.A. Brown Ranch 42nd Annual Fall Bull, Female and Horse Sale on October 11-13, 2016. Countless cattlemen from around the globe were in attendance at the ranch headquarters in Throckmorton Texas. With a prayer to start it off each day and the singing of the National Anthem by the recording artist Jean Prescott on Tuesday,



Katelyn Morton on Wednesday, and the Browns' Goddaughter Kelli Green on Thursday along with most of the attendees, the atmosphere was that of a generous and welcoming community. George Murdock, a customer from Oregon, put it best by saying, "Not only is exceptional hospitality alive in Rural America, so

too, are American values and patriotism." Mr. Murdock has wanted to attend the sale for many years and finally got the opportunity to check it off his bucket list this year. Friends, old and new, enjoyed live music, delicious food, and warm fellowship while selecting high quality stock. A number of customers "virtually" attended over the internet with DV Auction while also viewing videos of the cattle made by Ideal Video Productions.

As one of only 16 breeders worldwide who have continuously registered foals since the inception of AQHA, the ranch proudly shared that rich heritage with a standing only crowd of people from around the country at the Horse sale that beautiful Tuesday evening.

There was something for everyone at this year's sale. From feed efficient and DNA tested, range-ready bulls, to all-purpose registered females including the dispersal of longtime customer and cooperator the Broseco Ranch, as well as affordable commercial females produced by front-end bulls that customers purchased from past RAB sales. As the Brown family focuses on the future aspirations of the commercial cattlemen, they foresee the need to bring hybrid vigor back to their customer's cowherds. As a result they chose to double the number of SimAngus bulls in this year's auction to over 100 head, while continuing to sell hundreds of Red Angus and Angus bulls as well. For the first time, however, the Black Red Angus (cross of Red Angus & Black Angus) bulls outsold the Angus bulls. Furthermore bulls in all breeds were sold in everyone's price range with 41 of them selling from \$1750 to \$2750.



Last year the Browns made a huge investment and commitment to better measure the feed efficiency and profitability of their genetics for their customers. They purchased a "Grow Safe System" to measure the individual feed efficiency of their sale bulls and replacement heifers. Plus they invested in a secondary genetic evaluation system that

provides EPDs for feed efficiency and overall profitability that were included in this year's catalog.

### Top Sellers and Volume Buyers

Lot 251 Brown CCFP Efficient C5454, a Redemption son was already leased to Select Sires and topped the sale at \$40,000 to Larry & Jean Croissant of Croissant Red Angus in Briggsdale, CO.

Lot 258 Brown Bola Changer C5791, a blend of two rare and valuable sires Revelation and Julian, sold at \$32,000 to Dan and Alicia Stickel of Cedar Hill Farm in Jane Lew, WV.

Lot 260 Brown Ante Up C281, a full brother to Patricia Rose who is the dam of the Genex AI sire Legend, sold at \$22,000 to Dustin Pelton of Pelton Simmental/Red Angus in Burdett, KS and Anderson Land Cattle in Oberlin, KS.

Lot 252 Brown AA Predictabull C578, a maternal brother to last year's top seller, sold at \$20,000 to Benji and Lori White of B&L Red Angus in Putnam, OK and Quentin Shieldknight of Shieldknight Land & Cattle in Spearman, TX

Lot 676 Brown Pacesetter Y7170, the #1 GridMaster sire in the Red Angus breed, sold at \$18,000 to Darryl and Susie Rhodes of Rhodes Red Angus, LLC in Maize, KS.

Lot 275 Brown BLW Redemption C5806, a maternal brother to Select Sires AI stud Pacesetter, sold at \$17,500 to Quentin Shieldknight of Shieldknight Land & Cattle in Spearman, TX.

Lot 263 Brown BLW Olympian C5814, a bull with an outstanding pedigree having Premier as his sire, a Revelation daughter dam who can trace back to the 16 yr. old AbiGrace that is still producing great ones, sold at \$17,000 to Glenn and Randy Brown of Diamante Ranch LLC in Diamond, MO.

Lot 341 Brown Takeover C303, arguably the best looking one out of the entire offering who also traces back to the legendary AbiGrace, sold at \$16,500 to Kris Black in Crawford, OK.

Dustin and Kendra Pelton of Pelton Simmental/Red Angus took home the standout red SimAngus bull Lot 531 Brown DDR Prime Beef C4091 who brings in a fresh new outcrop of genetics to the breed.

Lot 651 Brown MS P707 X7582, an Abigrace daughter topped the females at \$23,000 to Rodney & Theresa Brown's 3B-Bar Ranch in Allen, TX.

The top volume buyer for the Red Angus females was Woodland Ag in Bagwell, TX buying 27 head.

A new partnership between Benji White and Fred Smith, S & W Cattle, were another top volume buyer for the females purchasing 14 of the top Red Angus cows.

Another top volume buyer for both SimAngus and Red Angus females was George Murdock and Sam Lorenzen of MVP Genetics in Oregon with their acquiring of 14 excellent Red Angus cows and 7 exceptional SimAngus cows.

Lot 5, R A B CLASSY PICK (5742846), a March 2016 stallion by TAKE A PICK and out of a BLUE HANCOCK EDDIE mare was sold for \$2800 to Harold Haskin of H & H Farms at Diamond, MO

Lot 19, R A B SUDDEN STOP (5465951), a 4 yr old mare by CGB COLONEL JAZZ and out of R A B TWISTIN DODGER mare from the string of 83 yr old Buzzy Thorp. She sold for \$13,500 to Payne Ranch in Telephone, TX.

<u>Bull Averages</u>	<u>Commercial Female Averages</u>	<u>Registered Female Averages</u>	<u>Horse Averages</u>
Angus.....\$5,258	Angus.....\$1,527	Angus.....\$2,396	Halter Broke Weanlings....\$1,675
Black Red Angus.....\$5,885	Angus Cross.....\$1,625	Red Angus.....\$4,322	
Seedstock Red Angus.....\$15,042	Red Angus.....\$1,781	SimAngus.....\$1,795	"Riding" Horses.....\$9,240
Commercial Red Angus.....\$5,996	Red Angus Cross...\$1,343		
SimAngus.....\$3,612			
<b>Total.....\$5,939</b>	<b>Total.....\$1,547</b>	<b>Total.....\$3,847</b>	

R.A. Brown Ranch expresses their thankfulness being extremely blessed this year by exceeding expectations for bull and female price average and turnout of buyers. The contagious excitement of the Red Angus business was in the air with more people becoming invested in the breed such as Charles Rosson’s Quaker Hill Farms& Fred Smith’s Company by adding Red Angus to their leading Seedstock herds. Most of the top selling Red Angus bulls to A.I. stud including Select Sires and Genex. With consistently being one of the top Angus bull sales year after year it seemed that it was actually the females of the breed that were the best kept secret of the Brown Sale as majority will be the top grossing of their breed since majority were in the top 10% of \$ Profit.

Browns are increasing their efforts to improve the profitability and sustainability of their customers with their new website that features commercial cattle selling from herds using R.A. Brown Ranch genetics. Chris Bright was the first customer to benefit from this innovative new approach of promoting the exceptional genetic merit of customer’s calves to prospective buyers free of charge. His Brown sired calves were the highest



selling calves nationwide out of over 5000 head of steers in that weight class on Superior Livestock Auction. Kelli Brown said, “We chose to use the internet and social media and our connections with a multitude of quality focused buyers as the smartest avenue to put buyers and sellers together. For decades, we have looked at many buyback programs, but have yet to see one that is sustainable long-term. Our approach allows us to continue focusing our efforts on what we do best...raising superior genetics that are in demand by the entire industry instead of locking into one buyer that may or may not be there next year. Mr. Bright expressed his thanks with these kind words, “... I would like to thank you for your Superior

Progressive Genetics that have created some of the most reputable Sires in the cattle industry.”

The Browns have been busy delivering cattle to their new homes since the sale. One young, Oklahoma cowboy was excited to receive his new cow! His daddy, Ryan Sweeney, was an intern at the RAB Ranch back in the early 2000's. Along with wife Dene', they are special friends raising another generation of progressive cattlemen. Take a look at the R.A. Brown Ranch website for private treaty bulls and commercial females they have for sale. Another exciting announcement from the R.A. Brown Ranch is that their spring sale on March 8, 2017 will feature 250 age advantaged bulls in west central Oklahoma at Benji & Lori White's (RAB Cooperators) near Putnam, OK. It is sure to be an event to put on YOUR bucket list.



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