

R.A. Brown Ranch

R.A. Brown Ranch

Spring 2019 Newsletter

PO BOX 727
THROCKMORTON, TX 76483
940-849-0611

WWW.RABROWNRANCH.COM
INFO@RABROWNRANCH.COM



Image was taken at the RAB by Kelli Brown

Bull Selection Principles – Be an Educated Consumer

Matt Spangler, Ph.D.,
UNL Associate Professor
and Beef Genetics
Extension Specialist

For many, this is the time of year when bull purchasing decisions occur. Before you buy a bull, consider what you need to improve. The key questions that every rancher needs to answer are:

- 1) What are my breeding/marketing goals?
- 2) What traits directly impact the profitability of my enterprise?
- 3) Are there environmental constraints that dictate the level of performance that is acceptable for a given trait in my enterprise?

Once these three questions are answered, sire selection becomes much simpler. The answers to these questions inherently lead a producer to the traits that are economically relevant to their enterprise. We call these traits Economically Relevant Traits (ERT).

Fundamentally, these traits are directly associated with a revenue stream or a cost. All traits that are not ERTs are indicator traits, or a trait that is genetically correlated to an ERT but not an ERT itself.

A classic example of an indicator trait is birth weight. Selection to decrease

1906

R.H. Brown brought the first registered Hereford cattle to Throckmorton County and started selling bulls. His son, R.A. Brown, grew up working at the Fort Worth Stockyards and during the summers worked at the ranch in Throckmorton.

1917

R. A. Brown, 15, enrolled in school at Woodson, Texas, so he could help at the ranch through the severe drought.

1929

R.H. Brown dies from a long bout with cancer. The Great Depression hits. The family advises R. A. to give up the ranch. Instead he got his mother and his sisters to deed their parts of the ranch to him so he could borrow enough money to save it.

birth weight in an attempt to reduce the prevalence of dystocia is practiced by numerous commercial bull buyers. However, birth weight does not have a direct revenue source or cost associated with it. The trait that does have a cost associated with it is calving ease (or difficulty).

Calving ease is related to the level of assistance needed during a calving event. Although the two are related, the genetic correlation between calving ease and birth weight is only between -0.6 and -0.8, suggesting birth weight only explains 36-64% of the genetic differences between animals for calving difficulty.

Consequently, to reduce calving difficulty, bulls should be selected based on the calving ease EPD and the

birth weight EPD should be ignored. Selecting to improve multiple traits simultaneously can be cumbersome, but is necessary, given multiple traits act together to inform the profitability of cow-calf enterprises. Just open up any sale catalog, and it is easy to become confused immediately.

Economic indices can help alleviate this confusion. An economic index is a collection of EPDs weighted by their economic value such that traits with greater impacts on production goals have a larger economic weight associated with them. These tools allow producers to select bulls based on their genetic potential to improve net profit.

When making selection decisions based on economic indices, it's

important to consider your particular breeding objective and the traits that will achieve desired production goals.

For instance, if your production goals included retaining replacements and selling cull heifers and steer progeny at weaning, then an index that assumes all offspring are sold on a grid-based system is inappropriate for your operation.

It is also important to know the breed average values for particular indexes and to use percentile ranks to determine how far above or below average a particular animal is compared to the rest of a breed. For more information relative to EPDs and selection indices, go to www.eBeef.org.



1934

R. A. Brown and his wife Valda assume management of the Thomas Ranch as well as the Brown Ranch raising commercial as well as registered Hereford cattle and selling Hereford bulls.

1958

R.A. Brown Jr. (Rob) and Peggy Brown married one year before graduating from Texas Tech and returning to Throckmorton to work on the ranch.

1960

Rob had the foresight to start a mesquite woodchip company in Throckmorton and started marketing it for cooking.

1965

Rob & R. A. agreed to start crossbreeding the commercial Hereford cows with Brown Swiss. A week later R. A. died from a sudden heart attack. Rob closed the wood company and took over management of the ranch.

2 / R.A. BROWN RANCH

R. A. BROWN.

R. A. BROWN & SON.

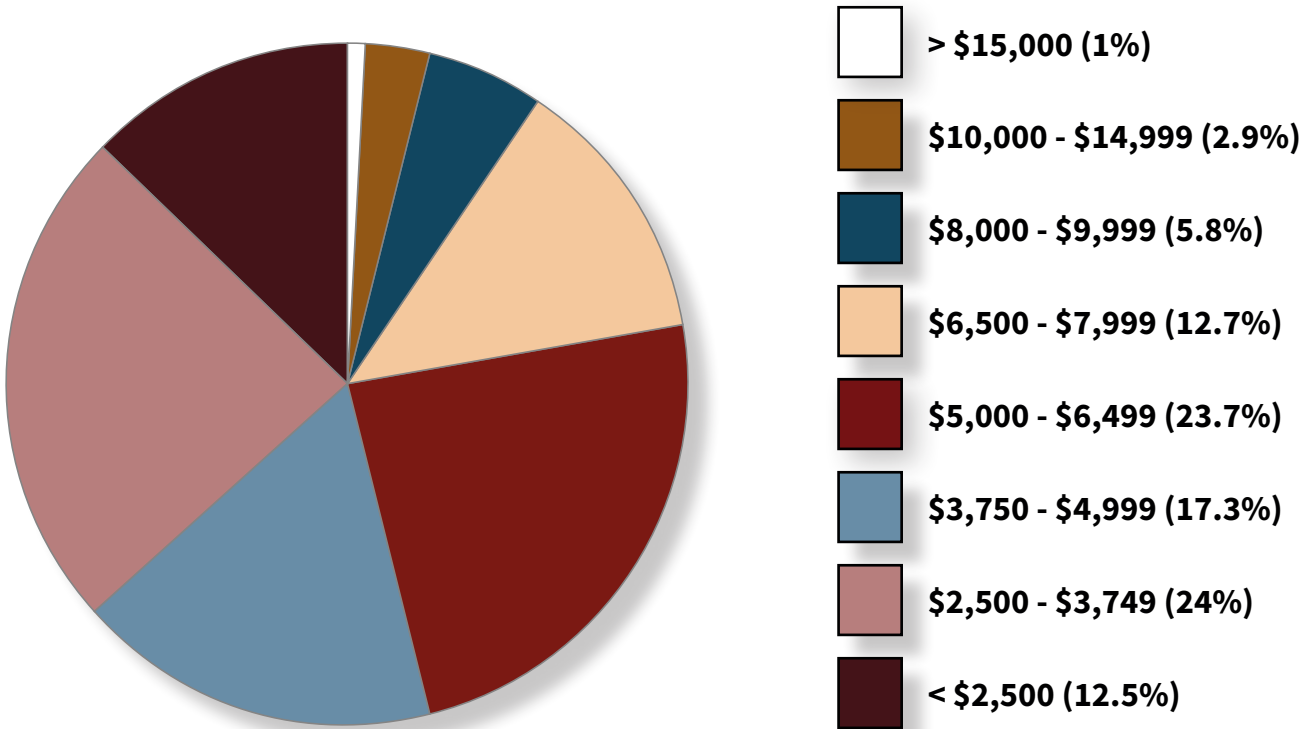
R. H. BROWN.

Ranch in Limestone County, Five Miles Northeast of Mart.

AND YOUNG
Polled Angus Bulls
FOR SALE.

More Bull For Your Buck

Angus, Red Angus, Black/Red Angus, and SimAngus combined from three R.A. Brown Ranch 2018 sales.



Red Angus: \$20,000



Black Red Angus: \$15,000



Red Angus: \$8,500



Angus: \$6,500



Red Angus: \$5,500



SimAngus: \$4,500



SimAngus: \$3,000



Angus: \$2,500

REQUEST YOUR SPRING CATALOG TODAY

Featuring 200 Angus, Red Angus and SimAngus Bulls, 100 Registered Red Angus Females, and 100 Commercial Bred Heifers.

1969

The crossbred calves were 100 pounds heavier at weaning, but were discounted in the market place because of the brindle, gray and dun color.

1970

Simmental took the place of Brown Swiss in the crossbreeding program. The herd was bred up to purebred Simmental and started selling Simmental and Simmental Hybrid bulls.

1975

First Bull Sale - 115 bulls averaged \$578/bull. Top selling bull brought \$1,175.

1981

Betsy Brown Bellah and her husband Jody come to the ranch to manage the accounting, the commercial cow herd and expand the wheat farming division to be used in developing the growing bulls and replacement heifers from weaning to yearling.

T. E. Form 22
(Revised)

Owner R.A. Brown & S

Address Shickman

(Town)

If you are still doing w

By: **Donnell Brown**

Use the most progressive tools available to propell your operation forward — like Grandad did.

I remember asking my Dad and some of his best friends what the biggest “difference makers” or improvements that have happened in the cattle business during your lifetimes? Their answers fascinated me as they replied: 4 wheel drive pickup, gooseneck trailer, round baler, cake feeder and crossbreeding.

A few months ago, Tucker came home from a cattle conference asking the question: “If you are still doing what Grandad did, are you really doing what Grandad did? Grandad used an outhouse — because it was a significant improvement over squatting behind a tree. Are you using an outhouse (because Grandad did) when you could be using indoor plumbing?

Grandad rode to town on his horse to send a telegram to communicate, because it was much faster than the Pony Express. Then he got a crank phone and moved up to a rotary phone where the Operator would connect you. Have you chosen to continue using the same old communication methods Grandad did or like your Grandad are you using the best and most practical communication methods available?

Grandad bought encyclopedias to find answers to his questions. Is it possible that you have found out more from the internet and/or your smart phone this year than Grandad used the encyclopedias in his entire life?

Grandad had a 4020 tractor. It was a big step up in the farming industry when it became the most popular tractor of all time from 1964 to 1972. Are you still driving Granddad’s 4020 or have you stepped up to a better model that gets more done in less time and is therefore more efficient and a better value?

Grandad selected a few of the biggest calves at branding time to leave as bulls. Are you selecting your bulls on looks alone or with actual weights like Grandad did?

My Grandad never used a calculator, computer, cell phone, cake feeder or gooseneck trailer, but he used the best tools he had available at the time. He sure wasn’t doing in the 1950s what his Grandad was doing in the 1880s and our business is still here today because he used the best tools available to make our ranch better.

It was said earlier this year that “The pace of change has never been this fast, yet it will never be this slow again.” What changes are you making to your ranching business? What science and technology are you using to produce better cattle? You don’t have to understand how a computer or mobile phone works in order to use them to your benefit.

The biggest “difference makers” so far in my life include: EPDs, AI, estrus synchronization, embryo transfer, DNA, feed efficiency testing and Excel spreadsheets. We are using these tools in order to make

the very best bulls for you. You don’t need to know how to use all of these things. Let us do the hard work for you so that you can use our bulls to improve your profitability and sustainability in the cattle business.

We encourage you to do what progressive Grandads did: Surround yourself with good people and use the best tools and bulls that you can find to make your ranch better.



1987

Red Angus was added to the program with the purchase of Roy Beeby’s entire crop of Replacement heifers. An airplane load of Senepol cattle were imported from the Virgin Islands to be used in a planned crossbreeding program to bring heat tolerance and hybrid vigor without Brahman influence.

4 / R.A. BROWN RANCH

1989

The composite Hotlander™ herd was started under the advisement of Dr. Keith Gregory at the Meat Animal Research Center & Dr. Ronnie Green at Texas Tech. Angus (red & black), Simmental, Brahman and Senepol were blended to create the ultimate hybrid for hot environments.

is AN ACTIVE member of the American Simmental Association and that entitled to all the rights and privileges of the Association.

1990

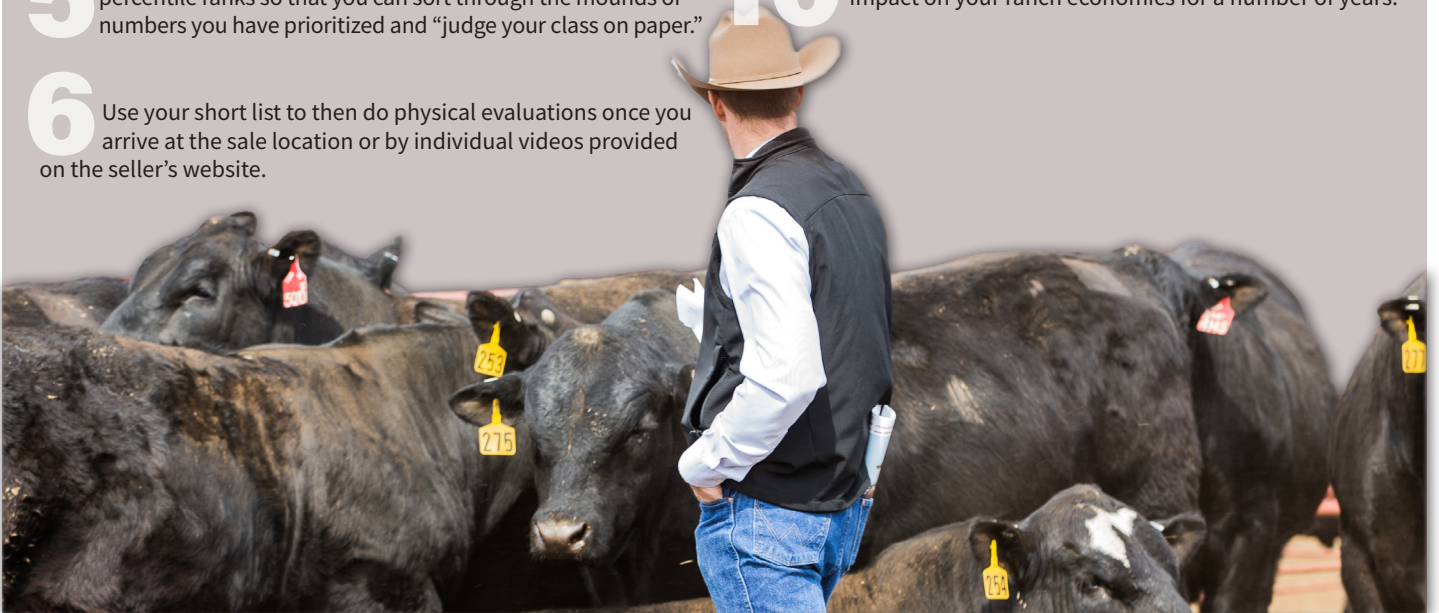
Rob A. Brown with his wife Talley in partnership with Rob & Jody Bellah bought an interest in a commercial feedyard where feedlot and carcass data was gathered in testing of the ranch’s top sires.

What Granddad did...

FROM THE RANCHER'S DESK

Ten things to remember when selecting your next herd bull.

- 1** Take selection seriously and professionally. He accounts for at least half of your calves potential and can be an investment that pays significant dividends...don't sell yourself short. If you save replacement heifers, his influence will be felt for years.
- 2** Identify all the traits that make an animal profitable and sustainable for your particular business. Often times this is not ONE but multiple economically relevant traits. Remember the importance of docility for your situation.
- 3** Get the bull to fit your cows, that creates the calves that fit your market (whether they be terminal or replacements).
- 4** Use all of the available tools. EPDs aren't new, they've been around for the better part of four decades.
- 5** Request spreadsheets with all of the EPDs, indices and percentile ranks so that you can sort through the mounds of numbers you have prioritized and "judge your class on paper."
- 6** Use your short list to then do physical evaluations once you arrive at the sale location or by individual videos provided on the seller's website.
- 7** Make sure your bull provider is using DNA and Genomically Enhanced EPDs. Knowing for certain who their daddy is, along with the tremendous increase in accuracy, is a risk management tool you can't afford to do without.
- 8** Ask your bull provider for help. There isn't anyone who knows those bulls better.
- 9** How to select your bull provider? We suggest locating someone who listens well. Understanding and evaluating your operation, along with building a product that will sustain your profitability into the future, is the name of the game. Obviously, they need to back up their "sales pitch" with complete performance testing of their genetics to know what will deliver predictable results. Additionally, consider all of the customer service that they offer? Breeding guarantee? Marketing assistance?
- 10** Start early. This decision can have a significant impact on your ranch economics for a number of years.



1993

R A Brown Ranch honored as the Seedstock Producer of the Year by the Beef Improvement Federation. Donnell & Kelli Brown graduate from college and come back to the ranch to help manage the seedstock business.

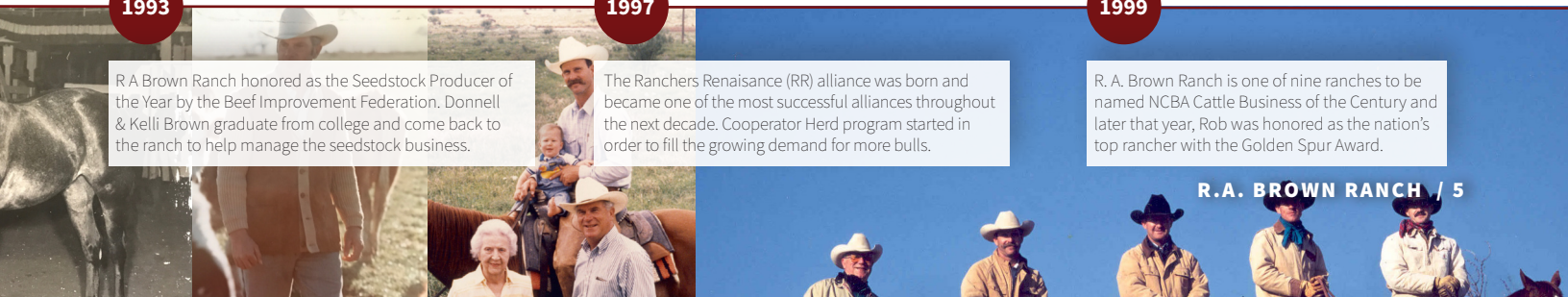
1997

The Ranchers Renaissance (RR) alliance was born and became one of the most successful alliances throughout the next decade. Cooperator Herd program started in order to fill the growing demand for more bulls.

1999

R. A. Brown Ranch is one of nine ranches to be named NCBA Cattle Business of the Century and later that year, Rob was honored as the nation's top rancher with the Golden Spur Award.

R. A. BROWN RANCH / 5



NEWS

The Ranch in The Family and T

Rob Brown Saddle & Sirloin Induction



Rob Brown represents the fourth generation of a Brown family legacy of ranching in Texas, and his national impact has been enormous. He has led with his motto of “be progressive, but practical” as well as “embrace science while honoring tradition.” He has built one of the larger and most significant ranches in the country that encompasses all aspects of livestock production. His Quarter Horse and cattle seedstock have made a significant impact on the industry worldwide, and his service to the industry both nationally and internationally is incalculable. Most important, he and wife Peggy

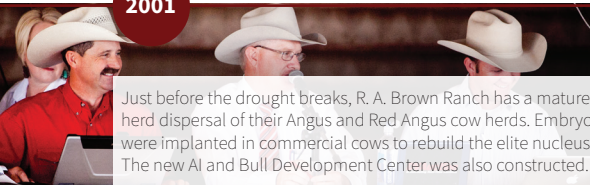
raised an outstanding family, and have ensured the R.A. Brown Ranching tradition will go on to a sixth generation.

The entire ranch has developed through merging Brown, Thomas, and Donnell family ranchland, some dating back as early as 1876. The Brown part was established by R.H. Brown, operator of a livestock commission company on the historic Ft. Worth Stockyard during the early 1900s. His son, R.A. Brown Sr., managed the ranch and helped organize American Quarter Horse Association (AQHA). He is a member of the American Quarter Horse Hall of Fame, and his son, R.A. “Rob” Brown Jr., served as AQHA president and has

also been inducted into the Quarter Horse Hall of Fame.

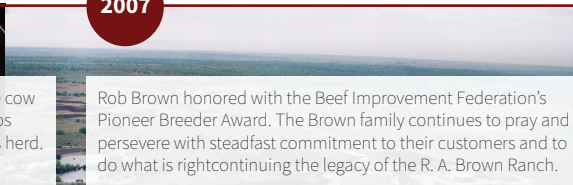
Rob and Peggy decided to hand the reins over to their four children in 2013 through a generational transfer. This process allowed them to “keep the ranch in the family and the family in the ranch.” Today, the original seedstock part of R.A. Brown Ranch is owned and managed by Donnell and Kelli Brown. Though recognized as a working family ranch for more than five generations, the Brown family gives much recognition to their loyal, dedicated, hard-working employees who work daily with them to reach the Ranch’s goals and the cooperating herds throughout the

2001



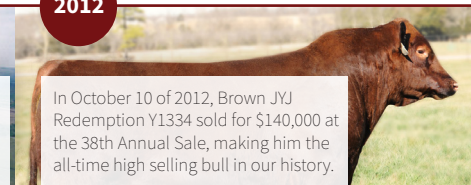
Just before the drought breaks, R. A. Brown Ranch has a mature cow herd dispersal of their Angus and Red Angus cow herds. Embryos were implanted in commercial cows to rebuild the elite nucleus herd. The new AI and Bull Development Center was also constructed.

2007



Rob Brown honored with the Beef Improvement Federation's Pioneer Breeder Award. The Brown family continues to pray and persevere with steadfast commitment to their customers and to do what is right continuing the legacy of the R. A. Brown Ranch.

2012



In October 10 of 2012, Brown JYJ Redemption Y1334 sold for \$140,000 at the 38th Annual Sale, making him the all-time high selling bull in our history.

Worthy The Family in the Ranch



country who produce such high quality genetics.

R.A. Brown Ranch is a progressive family ranching business that has been producing some of the most superior cattle and Quarter Horses in the industry since 1895. R.A. Brown Ranch is known best for its powerful breeding bulls (more than 800 head annually) sold in two annual production sales the second Wednesday of March and the second Wednesday of October. Three breeds make up the primary cowherd: Angus, Red Angus, and SimAngus. Ranch headquarters is located near Throckmorton, Texas, where extensive records are maintained on 1,000 head of registered cows, 200 commercial cows, and a great set of Quarter Horse broodmares. They have also been assertive in wildlife management, including whitetail deer, wild hogs, turkeys, quail, dove, and many tanks stocked with hybrid fish (Tiger Bass).

The ranch has received the National Cattlemen's Beef Association Cattle Business of the Century Award and American Quarter Horse Association / Bayer Best Remuda Award, and has consistently been featured in BEEF Magazine's Seedstock 100.

As a BEST OF THE REMUDAS and LEGACY award winning ranch and now a RANCHING HERITAGE BREEDER, the ranch's horses are not only making a name on the ranch, but also in the arena. Including the band of mares at headquarters and

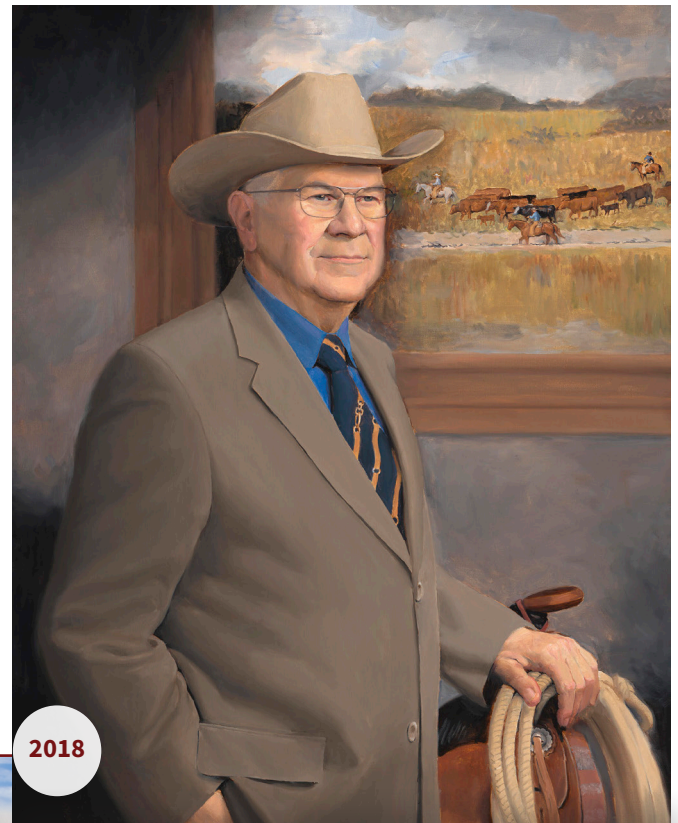
those maintained at the other Brown family locations, more than 40 foals are produced each year. This gives the Ranch an the opportunity to retain quality saddle horses and mares for the operation while still offering the public spectacular horseflesh year after year.

Many visitors have commented that their favorite part of touring the R.A. Brown Ranch, is seeing these mares with foals at side running in the rough and rocky pastures of the rolling plains. The R.A. Brown Ranch pasture breed and foal all the mares in the rugged hills of West Texas. The foals are halter broke around the 4th of July every year and then weaned in late September.

Traditionally, R.A. Brown horses are made available for sale two times a year, the October production sale at the ranch and in the Ft. Worth Stock Show Remuda Sale in January. Ranch cowboys are all given a colt to add to their string and, by starting these horses, earn part interest and possession of the horse. Their strings are filled with solid ranch geldings that are an important tool to fulfill their daily

jobs at the ranch and some find their way to the rodeo arena, 4-H horse shows, cuttings, and ranch rodeo competitions. Recently, these same horses have been topping classes of the Ranching Heritage Challenge and Versatility Ranch Horse competitions. You might see them at NRCHA, SHOT or RHAA, but one thing you will certainly notice is the brand they carry.

The mission at R.A. Brown Ranch is very clear: We are striving to improve the efficiency of converting God's forage into healthy, nutritious, great tasting BEEF to better feed His people. This progressive ranching operation will continue to grow as it raises more cows, kids, and Quarter Horses.



Rob Brown inducted into the Saddle & Sirloin Hall of Fame for his dedication to the beef cattle and Quarter Horse industries.

2013

The R.A. Brown Ranch Legacy Sale, The Complete and Total Dispersal, was held at the ranch. Rob & Peggy conclude a lifetime in the ranching business.

2015

R.A. Brown Ranch was recognized as a 75 year breeder at the 75th Anniversary AQHA Convention & Cowtown Showdown

2016

R.A. Brown Ranch hosted its first annual Spring Bull Sale.

2018



R.A. Brown Ranch
PO Box 727
Throckmorton, TX 76483

EVENTS

SEE YOU ON THE TRAIL!

Feb. 22-23

North Carolina Cattleman's Convention, Hickory, NC

Feb. 23

World's Greatest Horseman Finals, Ft. Worth, TX

March 13

R.A. Brown Ranch 4th Annual Spring Sale,
Throckmorton, TX

March 21

Ag Workers Insurance Board Meeting, Ft. Worth, TX

March 29-31

TSCRA Convention, Ft. Worth, TX

April 6

Turn the Studs out with the Mare bands

April 11-13

West Virginia Beef Expo, Jacksons Mill, WV

April 26-28

Annual Stoecklein Photo Workshop, R.A. Brown
Ranch, Throckmorton, TX

May 9-11

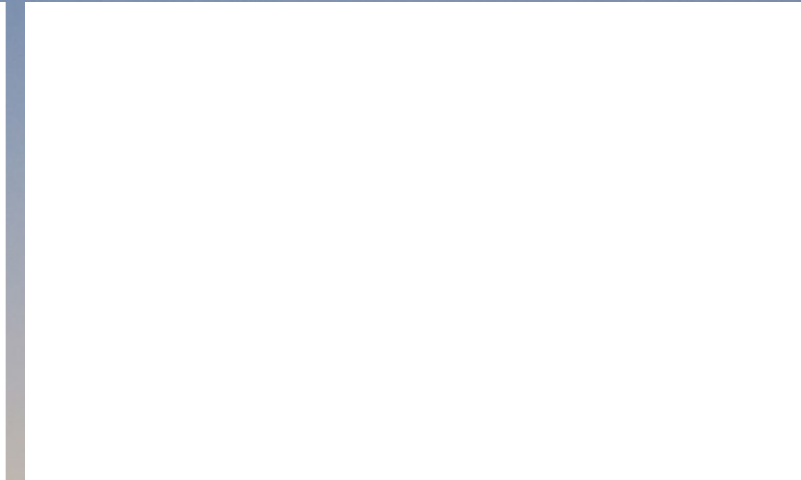
Western Heritage Classic, Abilene, TX

June 18-21

Beef Improvement Federation Annual Convention,
Brookings, SD

June 18-23

AQHA Zoetis Versatility Ranch Horse World
Championships and Ranching Heritage Finals, Lazy
E Arena, Guthrie, OK



Michael White

Vernon, TX

When I think about dealing with the R.A. Brown Ranch, I think about trustworthiness and integrity, but also proven performance. The genetics of the R.A. Brown Ranch have turned our operation 180 degrees in the right direction to achieve high standards in carcass data, but yet retain maternal traits."

Michael White

From Spears & White Cattle, 131 steers and heifers graded 100% Choice or better and 48% Prime on the last load! This marks the third consecutive year they have graded more than 40% Prime, and the 14th year the RAB has helped breed their herd to top young sires (SimAngus, Red Angus & Angus) as a proving ground for their carcass merit while simultaneously producing top-quality replacement females for their herd.