

R.A. Brown Ranch

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**Summer 2019
Newsletter**

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Raising Better Beef

by Kayla Jennings

Chris Bright, Sanford Ranch, Fritch, Texas, maintains the philosophy of increasing the quality of the end product in his R.A. Brown Ranch sired calf crop.

After an exceptionally wet spring, the rolling, grassy plains of the Texas Panhandle are a prime spot for raising quality beef cattle. There is a passion in the eyes of Chris Bright which creates an unmatched curiosity among fellow ranchers, and cowboys alike, to learn more about his philosophy of raising cattle. The view of top-notch red and black Angus cattle fills the frame as he realizes his life-long passion for ranching, passed down from his dad.

Bright grew up in the Canyon, Texas, area where his family ran cattle on their small ranch along with their primary careers — Bright's dad was a real estate broker specializing in farm and ranch sales. After college, Bright maintained a love for the cattle business, so when the opportunity to purchase a ranch near Fritch came about, it was an easy decision.

"In 2011 we had a good year, and I asked Dad if he thought I should tuck those profits away into a savings account for retirement or buy a ranch and cows," Bright says. "His passion for cattle and ranching shined through when Dad replied, 'Saving is good, but it ain't no fun.' My wife and I found the perfect place, and

for the past two years our calves have sold as the high selling calves in the nation for that week through Superior."

In addition to his career as a geologist, Bright, his wife Natalie, and their two sons, Casey (21) and David (18), run 70% Black Angus cows and 30% Red Angus cows at the Sanford Ranch. They elect to blend both colors of Angus to gain maximum value of their respective genetic superiorities. In fact, he frequently buys black Red Angus bulls due to their immense ability to perform. Additionally, he often uses his Red Angus bulls on his black Angus cows to achieve the same hybrid vigor by capitalizing on the strengths of each color complimenting the weaknesses of the other. One of those bulls breeding his cows today is a five-year-old full brother to Brown Oracle B112, one of the leading Red Angus AI sires in the breed.

This commercial cattle business weans February and March born calves in October and ships them in December after 60 days of preconditioning. They keep back 70 to 100 replacement heifers annually and sell the remaining calves through their Superior Livestock Auction representative, Carson Womble.


CUSTOMER SPOTLIGHT



This bull is breeding cows at the Sanford Ranch today. He is a five-year-old full brother to Brown Oracle B112, one of the leading Red Angus AI sires in the breed.

Image was taken at the Sanford Ranch by Natalie Bright.

Image was taken at the Sanford Ranch by Natalie Bright.

Bright has received premiums on his calves for incorporating the GAP 4 (Global Animal Partnership) Certification, NHTC (Non-Hormone Treated Cattle), Certified Natural and R.A. Brown Ranch Superior Progressive Genetics  distinction. “I think it helps a lot,” Bright explains. “There is an R.A. Brown symbol on the bottom of the lot whenever they sell. I think buyers look for those types of genetics because they know they’ll feed well.”

His choice to incorporate R.A. Brown genetics started several years ago. A decision based on proximity to his home place and an impressive sale catalog lead him to Throckmorton, Texas, for the first time. After a 10-bull purchase and an impressive calf crop the following year, Bright has not ventured away from the genetics and marketing opportunities R.A. Brown Ranch provides.

“The label on Superior is a big help, but more than just the logo on the page, the way the calves look, and the way they perform I think does wonders,” Bright notes. “The buyer who bought my first set of calves which topped the national market on Superior called to find out when our calves were selling because he wants to buy them again.”

Bright says the buyer reported their health was impressive as they only treated one of 600 calves and did not lose any. In addition to excellent conditioning, the calves graded 100% Choice or better with 43% Prime. He credits much of this to his bull battery and selection criteria for his replacement females — all sired by R.A. Brown Ranch bulls.

“I don’t look at it like I’m raising calves, I look at it like I’m growing steaks,” Bright says. When selecting the next herd bull or females to retain, he focuses heavily on carcass traits and visual appeal on the hoof. For him, the cattle at R.A. Brown Ranch meet the criteria year after year.

“I have told other cattlemen that the R.A. Brown sale has as good of bulls as anywhere in the country,” Bright notes. “They add value to your herd. They obviously perform well, as the Sanford Ranch can attest to, and they induce repeat buyers who want to buy my calves at the top of the market.”

It is clear Bright’s tenacity and passion for the cattle business instilled by his father all those years ago is not going anywhere as he strives to produce the best cattle he can for the market.

NEW GENETICS

by Donnell Brown

In our effort to continually produce bulls to improve your profits, we have worked with 18 different breeds and hybrids on our ranch throughout my life. I am not married to any one breed, but we are currently focused on one hybrid and one pure breed. SimAngus is the hybrid that combines Simmental with both colors of Angus. Our pure breed is Angus, red and black. We have been blending the best of both colors of Angus for more than 20 years, and it works. For years, many people have looked at them and said, “Those may be the best bulls in the sale.” They are black, they are registered and because they have become some of our very best cattle, we are making more. Try them. You will like them.

IMPROVING YOUR PROFITS

Get the most out of your R.A. Brown Ranch sired calves.



Explore Online

The digital space has exploded in recent years and only continues to grow in popularity as more technologies are brought to the table each day. The cattle industry has embraced this trend with a plethora of online sales. Utilizing the digital space to market cattle allows buyers from across the country access to your genetics without leaving the comfort of their home. As an R.A. Brown Ranch customer, you will receive a special distinction on your R.A. Brown Ranch sired calves through Superior Livestock Auctions — proven to aid in our customers topping the sale. We are ready to help you discover the best way to utilize online sales to your advantage come time to market your calf crop



Retained Ownership

Bull selection is only half the equation when it comes to being profitable in the cattle business. An elite, consistent cow base is just as important. Remember, raising the calf to its utmost potential is all up to her. While retaining ownership on R.A. Brown Ranch sired females is not quick cash, it is a long term investment that may be worth it for your operation. Retaining females who exhibit high quality phenotype in tandem with elite genetics and maternal ability has potential to pay dividends in the long haul. Retaining only the most elite female offspring has the ability to elevate the quality, and premium opportunity, of your cowherd over generations to come.



Special Sales

Feeders trust the integrity of Angus, Red Angus, and Sim-Angus cattle, and they are willing to go the extra mile to fill their pens with them. Many sale barns offer special sales to producers utilizing top-notch genetics, and as an R.A. Brown Ranch customer you are eligible to participate in many of them. These sales are a unique opportunity for commercial cattlemen and purebred breeders alike to showcase some of their best offspring to a captive audience willing to pay top-dollar. Seek out these opportunities with your local sale barn and watch your bottom line increase over time.



Progressive Programs

There is a wealth of specialized programs you qualify for with R.A. Brown Ranch bulls to increase profitability opportunity within your respective breeding system. In fact, the ranch agrees to cost share with you on tagging programs if you are utilizing an R.A. Brown Ranch bull in your breeding system. To name a only few opportunities you have access to and are eligible for are: Top Dollar Angus; Feeder Calf Certification Program (FCCP) and Premium Red Baldy through Red Angus; Angus Source through Angus; and the Feeder Profit Calculator through SimAngus. To view an extensive list of these opportunities and to learn more about them, please visit RABrownRanch.com.

OUR PROMISE TO YOU



Donnell & Kelli Brown

Throckmorton, Texas

“Our #1 goal is to improve your profitability and sustainability in the cattle business. We want to let as many people know about your cattle selling as possible so that we get as many people bidding on your calves as possible. Some programs try to buy your calves as cheap as they can. Our goal is to help you sell your calves for as much money as possible. Stuart Henderson Britt once said, “Doing business without advertising is like winking at a girl in the dark. You are the only one that knows what you are doing.” Let us help advertise your calves that are sired by our bulls. We believe that competitive bidding from all interested buyers gets you the top dollar for your calves. If you are depending on just one person to bid on your calves, are you getting what your calves are truly worth? We aggressively promote competitive bidding on your cattle, regardless of how or where you sell them, by leveraging our resources and reputation to get multiple buyers to compete on the opportunity to own your calves. We consistently maintain and establish new relationships with individuals actively seeking to buy calves from our superior R.A. Brown genetics. Please let us work for you.”

Donnell & Kelli

FROM THE RANCHER'S DESK

by Donnell Brown

We sincerely thank the Lord for the grass that is lush, green and stirrup high and the water that has been running cool, clear and deep since September. My Dad is 83, and he said he has never seen this much grass grow and the tanks run around for so long. Everyone in our family is healthy and we hope the same for you.



We are proud to announce our son Lanham came home to join our RAB Team last November and is doing a super job. He is the director of our horse operations where he will be in charge of breeding, training and showing horses for our family. He has built quite a resume in a short period of time in the show arena winning the World AQHA Versatility Competition on Dad's stallion, Take A Pick, as well as Intermediate and Novice Non-Pro divisions of the Snaffle Bit Futurity on mares that we now have in production. We are so excited to have Lanham back here helping with the cattle while taking our horse program to greater heights. He has ridden many miles through our pastures on the young horses that he is training while tagging and weighing every cow's calf born this year.

Our sale is moving a half mile west this year as our old sale facility is being transformed into a horse training facility. We think you will like the transition to our new Marketing Center a half mile further west at our Bull Development Center. It is under construction now, and if things go as planned, we will have our 45th Annual Sale there. Come check it out and bring your branding iron because we want you to help us decorate our new place by putting your mark on our wall. It is not fancy, but it will be more conveniently located to parking, viewing the bulls and to load out. We will have better restrooms, and it will be fully enclosed to make it more enjoyable to eat and enjoy the sale in comfort.



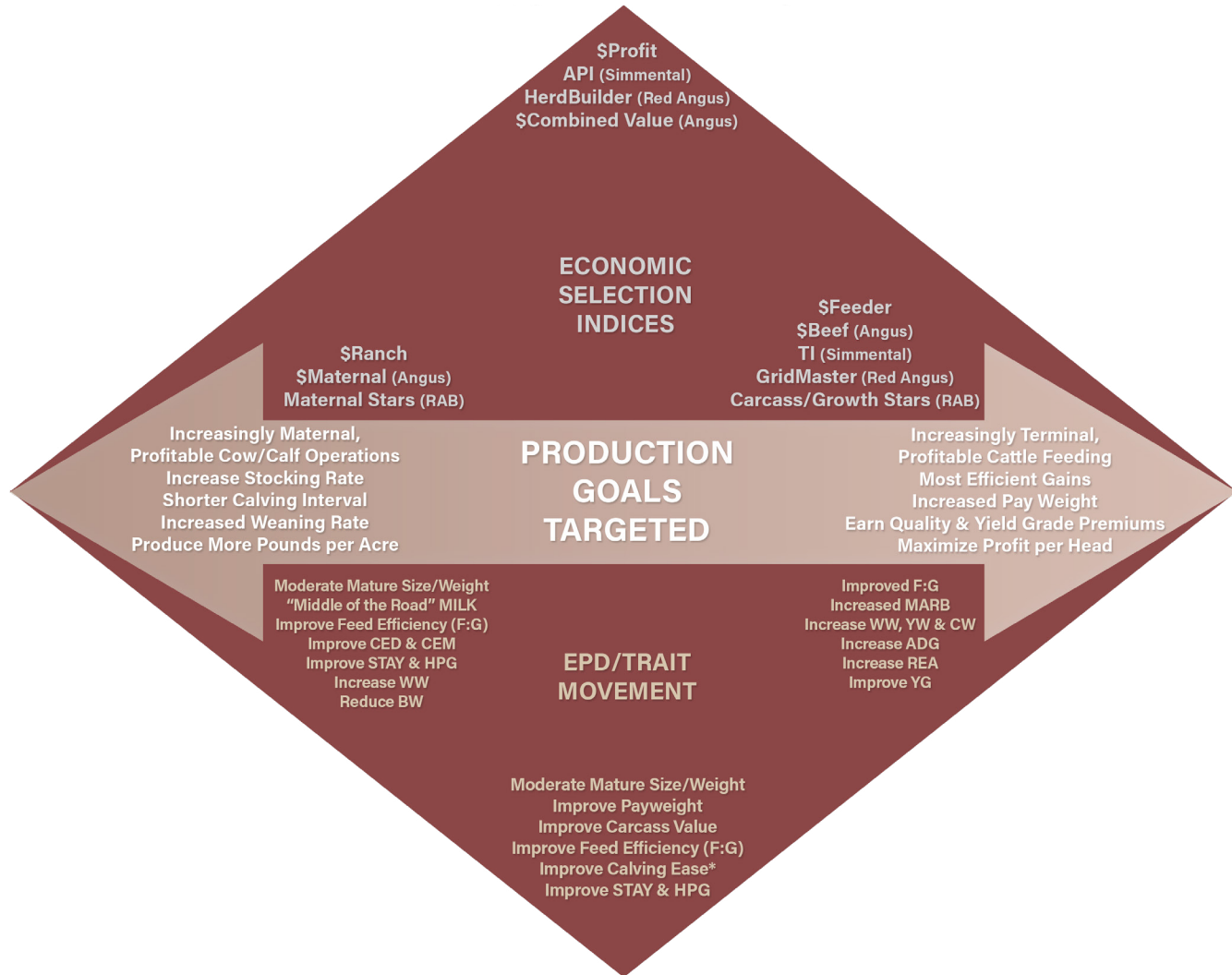
We have used Selection Indexes for our Exclusive Star Rating System in our catalog for many years to help you evaluate cattle across breeds. The American Angus Association released their first indexes 14 years ago, and they recently released their new Maternal Index (\$M), Combined Value (\$C) and their revised \$Beef Index. They made some excellent improvements to their indexes, and their new \$M index will help us better identify Angus that make more money for the cow/calf producers who keep their own replacements and sell calves at weaning. \$C is an ALL PURPOSE Index Angus has needed for so long. It is similar to the API for SimAngus cattle, Herdbuilder for Red Angus and \$Profit we print on all of our cattle. The \$M Index is similar to the \$Ranch Index we have provided you on all of our breeds, so you can better compare animals across breeds. Learn more about these indexes in the graphic on the next page.

Our older son Tucker and his wife Karley are starting their third year back with us on the ranch, and Tucker had to step up and fill some big boots from Christmas to May as our interim foreman. Since then, Texas Tech graduates Gabe and Kayla Jennings have joined the team as foreman and communications director. Gabe has a passion for utilizing EPDs and phenotypic evaluation to raise superior seedstock cattle. In 2016, he judged on the National Champion Livestock Judging Team at Texas Tech University, and we gave him lots of practice as an intern helping set sale order in 2015. When we finished, he smiled and said, "I place this class of 600 bulls 1, 2, 3, etc." The Jennings raise Red Angus cattle and joined our cooperator team a couple of years ago. It is likely many of you have met Kayla, and her friendly smile, in our sale office during our past several auctions. We are so thankful to have both them as part of the ranch team and family.



INCREASING PROFITABLE BEEF ENTERPRISES

FULL SUPPLY CHAIN ANIMAL LIFE CYCLE



FEED EFFICIENCY - IMPROVING YOUR PROFITS

Our family has invested hundreds of thousands of dollars to measure and improve feed efficiency in our cattle as our most recent effort to improve our customer's profits. We do this because a 10% improvement in feed conversion – from 6.0 to 5.4 pounds of feed per pound of gain – saves 480 pounds of finished dry ration for each 600 pound steer fed to a final weight of 1,400 pounds (see example below). To put this value into perspective, saving 480 pounds of feed improves profitability by \$42 to \$48 per head. Assuming a bull produces at least 100 calves during his lifetime, there is more than \$4,200 in added post-weaning profitability for you. While not everyone retains ownership, our experience has shown feeders are willing to pay a premium for calves backed by our feed efficient genetics. An added benefit is the improved efficiency of your replacement heifers and the savings you get because they will need less grass, hay and supplement. To learn more about what we are doing to enhance the feed efficiency of our cattle, check out our website or give us a call.

BULL	F:G EPD	PROGENY FEED CONVERSION	FEED CONSUMED TO GAIN 700 LB. TO FINISH WEIGHT	FEED COST
BULL A	-.50	5.4 LB. FEED/LB. GAIN	3,780 LB.	\$378
BULL B	.10	6.0 LB. FEED/LB. GAIN	4,200 LB.	\$420

News

Thumbs Up, Texas A&M

by Kayla Jennings

R.A. Brown Ranch supports Texas A&M University Red Angus herd.



Lush green grass dotted with red cattle is a pleasing sight to everyone at the R.A. Brown Ranch as well as Red Angus breeders from coast-to-coast. Beginning this year, the Texas A&M University Beef Center, College Station, Texas, shares the same anticipation and excitement for that view.

The University consistently strives to better their teaching tools for the many students who go through their agricultural programs. One way they are stepping out for change is through an initiative with the Red Angus Association of America.

“The Red Angus Association is extremely excited to support the efforts of Texas A&M in developing an elite Red Angus herd,” says Tom Brink, Chief Executive Officer of RAAA. “We will do everything we can in years going forward to go down there and be a part of their meetings where we fit and we can contribute. We have a tremendous respect for Texas A&M as an agricultural university in this country, and it has great international influence, as well.”

As the University pushes to increase the quality of their program, they have elected to build a herd of approximately 50 to 60 registered Red Angus females through embryo

transfer (ET) by utilizing the most elite genetics in the breed – including those from R.A. Brown Ranch. After a season of growth, University officials plan to utilize the herd as an enhancement for teaching and demonstrations, as well as for research projects.

“Texas A&M is the largest animal science department in the country, and we have as many as 50 faculty members that have some focus in beef,” says Cliff Lamb, Ph.D., animal science department head at Texas A&M. “As a result of that, we are moving toward being recognized around the world as the top beef cattle university in the world. This partnership allows the Beef Center to be the front door with these genetics. It allows us to do research, teaching and extension work on those animals and that information will be distributed throughout Texas, throughout the U.S., and around the world.”

Value added

An idea to pursue an elite purebred herd in the mind of Jason Cleere, Ph.D., Texas A&M associate professor and extension beef cattle specialist, for more than 12 years is being

brought to fruition with not one, but two seedstock herds. To Cleere, the advantage of raising seedstock in this setting is immense when compared to a standalone commercial herd.

“When we get into a seedstock herd, we can begin to specialize and really dig down into those from a teaching and extension outreach perspective,” Cleere says. “We are trying to raise Red Angus bulls and females, so now we really have to dive down into using advanced reproductive technologies on these cattle, and at the same time we have to go in and select based on performance data.”

In addition to those benefits, Lamb looks forward to this movement turning eyes toward the Beef Center as a focal point of Texas A&M and specifically the animal science department. By encouraging success throughout their beef education and outreach, Lamb sees immeasurable opportunity.

“One thing I wanted to do was ensure that our Beef Center was the front door to the department,” Lamb notes. “To do that, we wanted to identify a couple of breeds we don’t already raise that are progressive in nature and in which we could show that we were leaders in the future direction of those breeds.”



In an effort to achieve this goal, the University-appointed committee sought to identify one *Bos Indicus*-based breed and one *Bos Taurus* breed to bring to the Beef Center. A committee of leading beef cattle experts at Texas A&M University was formed to uncover the best option to meet their goals of teaching, outreach and research.

“One thing our committee did was maintain a world view,” indicates Webb Fields, manager of the Beef Center. “At Texas A&M we feel like we are a world leader as far as beef cattle education, extension and research and we felt it was extremely important to have that world view. With that in mind we were drawn to red-hided cattle in terms of their heat tolerance and acceptability across the world stage.”

Bright future

To ensure the highest quality herd possible in the timeliest fashion, Texas A&M worked with RAAA to solicit embryos of high genetic merit to utilize. RAAA obtained embryo nominations and generated a list for the committee to examine. Embryos were submitted to the program from September 1 through October 20. Once the information was in, only the embryos selected by the University-appointed committee made the grade to join the herd.

RAAA gave a \$400 per embryo donation credit through the Red Angus Foundation Inc. [RAFI] to breeders who were generous enough to donate some of their genetic stock into the program and fortunate enough to be selected. “It gives the breeders something back because they are being generous with their embryos,” Brink explains. “It helps RAFI do a positive project and it helps Texas A&M, who we definitely want to support, in their Red Angus endeavors.”

Cleere says only embryos or pregnancy opportunities exhibiting

superior visual confirmation and a combination of maternal ability, performance and carcass quality from a data perspective were accepted into their herd. R.A. Brown Ranch is proud to have six donor cows used in this effort along with other top-notch Red Angus breeders across the country.

“When we heard Texas A&M decided to develop a Red Angus herd focused on a combination of eye appeal and genetic merit, we were extremely excited and decided to donate the opportunity for Texas A&M to flush their choice of our top donor cows to the bulls of their choice,” Donnell Brown says. “We believe helping Texas A&M build a genetically superior Red Angus herd will be a great thing for the University and for the Red Angus breed. We are proud to work with Texas A&M and the fine work they are doing.”

The hard work and dedication of breeders across the breed to develop cattle with docility, visual appeal and an impressive genetic resume plays exactly into what Texas A&M hopes to grow within their program.

“Their ability to be handled is going to be extremely neat and one thing that is important to us is when we teach these students,” Fields comments. “That is evident within the Brown herd. These calves will be able to show feet and leg quality and doability. The Brown cattle are not only high quality on the hoof, but also they have great data behind them. Their high quality coupled with their docility is going to be extremely beneficial for our students to handle and learn.”

At the end of the day, Fields, Lamb and Cleere can all agree the implementation of this level of Red Angus genetics within their Beef Center will prove extremely valuable in a variety of arenas for years to come. Whether it is exposure to the thousands of students who come through the Beef Center, extension agents and producers visiting for educational workshops, or even

international guests, this herd of premier cattle is sure to impress.

Their hope is to develop something the University, the students and Red Angus breeders can be immensely proud of, but none of this would have been possible without generous breeders, such as the R.A. Brown Ranch, being willing to donate their time and resources to a larger cause than themselves.

“I certainly appreciate how the folks at the Red Angus Association have embraced this opportunity to go out and help us identify genetics — whether that is embryos or donations of cows to flush,” Lamb expresses. “Without their support, we would not be where we are today. Those folks who have donated or nominated, even if we did not accept their genetics, in every case we appreciate their willingness and consideration to do this because without their support we would not be as far along as we are today.”

From a breed association perspective, Brink adds, “Red Angus breeders really stepped up in a very significant way. We appreciate their generosity, and it is a team effort. We think eventually there is going to be a big payback for the breed because Texas A&M is an extremely well-known university both in its geography, but also internationally. Having Red Angus cows, and hopefully a good herd of Red Angus females, is going to be something a lot of producers see. That is a win for the breed for sure.”



ANIMAL SCIENCE
TEXAS A&M UNIVERSITY



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

EVENTS SEE YOU ON THE TRAIL!

July 18-20

Texas Sheep & Goat Raisers Convention
(Speaker Donnell Brown - Generational Transfer: Keeping the Ranch in the Family & the Family in the Ranch)
 Kerrville, TX

July 19-20

Oklahoma Cattlemen's Convention
 Oklahoma City, OK

August 5-7

Texas A&M University Beef Cattle Short Course
 College Station, TX

August 6

R.A. Brown Ranch - Improving Your Profits Conference
(All commercial cattlemen are invited as the team presents feed efficiency, bull selection tools and three rules of cattle production to improve profits.)
 Navasota, TX

August 16-18

Texas Ranch Roundup
 Wichita Falls, TX

September 11-13

Red Angus Convention
 Dubuque, IA

September 24

Roscoe Area Producers Meeting
(Donnell Brown: Cattle Handling Seminar)
 Roscoe, TX

October 4-19

Snaffle Bit Futurity
 Fort Worth, TX

October 8

R.A. Brown Ranch Quarter Horse Sale
 Throckmorton, TX

October 9

R.A. Brown Ranch 45th Annual October Bull & Female Sale
 Throckmorton, TX

November 2-4

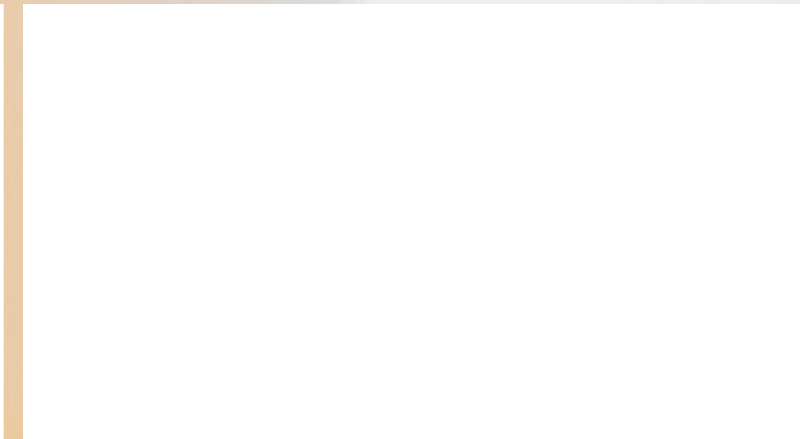
Angus Convention
 Reno, NV

November 19-20

Ranch Beef Cow Symposium
(Speaker Donnell Brown - Generational Transfer: Keeping the Ranch in the Family & the Family in the Ranch)
 Scottsbluff, NE

March 11

R.A. Brown Ranch 5th Annual March Bull Sale
 Throckmorton, TX



REQUEST YOUR FALL CATALOG TODAY

940-849-0611 | RABrownRanch.com

Featuring Angus, Red Angus and SimAngus Bulls, Registered Red Angus and Angus Females, Commercial Bred Heifers, and Quarter Horses