

R.A. Brown Ranch

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Spring 2022 Newsletter

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A LASTING LEGACY

by Kayla Jennings

The Chapman family maintains traditions while pushing the envelope toward the future.

A step back in time to 1916 would yield visions of the first Boeing product taking flight, the first supermarket to open in the country, World War I and the first woman to be elected to Congress. Among the hustle and bustle of the time, a young Fred Chapman Sr. was setting out on adventures all his own.

Fred left Texas to begin buying land around Ardmore, Oklahoma, as headquarters for Chapman Ranch. Since then, the ranch has expanded into Johnston, Carter and Murray Counties and in Red River County, Texas.

This cow-calf and stocker business model has evolved as new generations have taken the reins, but the motto of sustainability has held true.

“We’ve got to be sustainable” Ian Chapman, Fred’s grandson, says. “We have to be able to operate in a way that we’re profitable, and we can then have another year to operate. Times continuously change, and we just have to, every day, make those decisions that can cut costs yet not cut quality of our product.”

The ranch

Ian, along with his son Luke work together to manage their spring calving

black baldy and commercial Angus herd as well as their timber, hunting and pecan enterprises. A TCU Ranch Management graduate, Luke returned to the ranch in 2020 with big ideas. And just a few hours southwest, a similar story was unfolding at R.A. Brown Ranch as 2017 TCU Ranch Management graduate Tucker Brown was returning to Throckmorton.

In fact, three generations of these two ranches have been sewn together for years. It goes back to Ian’s dad standing by Rob Brown as he married Peggy many years ago. Ian even recalls attending one of the first R.A. Brown Ranch sales in the 70s.

Fast forward to the 90s, Ian found himself back in Throckmorton to take R.A. Brown Ranch bulls to Chapman Ranch. Selection begins when then sale catalog hits their mailbox as they are seeking out bulls that are high in marbling and other carcass traits while also being moderate in milk.

“We want to ultimately produce a female that is going to be very efficient,” Ian describes. “She’s not going to cost a lot to maintain yet wean more than 50% of her body weight. We still want something that’s going to grow out well,

CUSTOMER CONNECTION

but we don't want something that's going to be too big for our country."

In the spirit of achieving that goal, they have found R.A. Brown Ranch bulls fit the bill. Ian counts on the Browns to accurately score the bulls on docility, maternal and terminal traits via the star rating system. And Luke says the strategy has worked.

"I think they develop really well-rounded bulls that are able to perform in a variety of ways," he shares.

"We really like the soundness of their bulls structurally, and we also really appreciate their dedication to more docility. As labor gets more difficult, that makes it easier on time, gathering, safety for employees and the whole-nine-yards."

Beyond those traits, Luke says he has valued the efficiency he sees in their bull battery and their offspring. He credits the introduction of feed efficiency testing and the primarily forage-based diet to how well the cattle perform in their environment and business model.

"R.A. Brown Ranch develops really well-rounded bulls that, not only perform well in an auction or on the grid, but their bulls make really good replacement females as well that add value to that side of the crop to move the cow herd forward," he says.

To capture the most value out of



their calf crop, they market most females as bred and precondition their steer calves for 75 days before marketing them through special sales in Oklahoma City or through a private cattle broker.

The passion

As any cattleman can attest, the romance of being outside on the ranch is certainly a draw to the lifestyle. However, with the joy comes hard work. For Luke, it is a combination which brought him back to the family business.

"There is obviously a certain legacy that you feel when you come from a family that's been involved in ranching for a long time," he shares. "But it's not easy and that is my primary driver. I probably enjoy

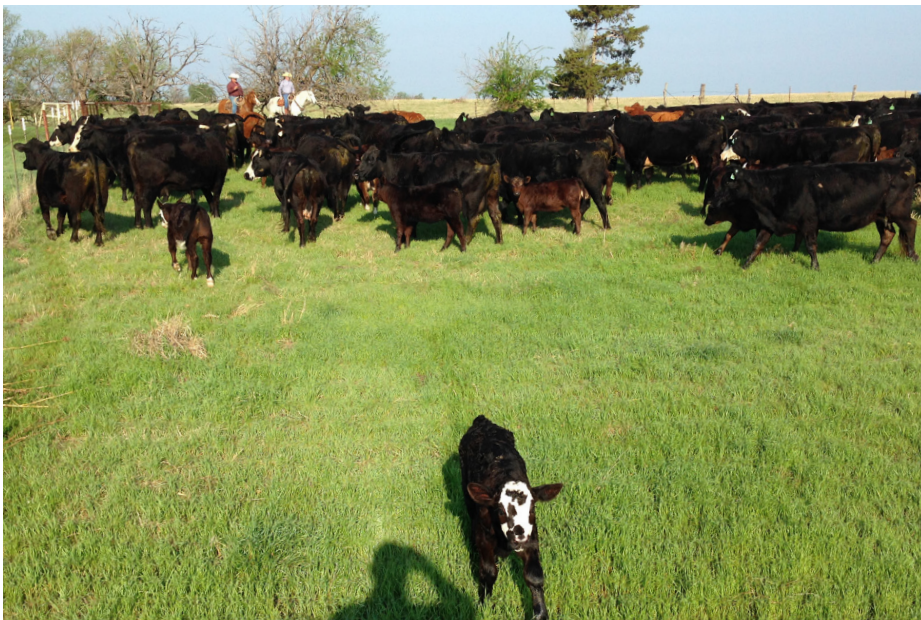
the hard things about it more than I enjoy what are the typical fun parts of ranching."

The apple doesn't fall far from the tree as Ian shares a similar sentiment. However, now that Luke is back his passion has shifted toward the future.

"I like being outside and working outside with animals and just making the environment and the ranch better, improving our forages, improving our cattle, and just trying to do better than what was handed off to me," Ian shares. "I would say the thing that I enjoy the most is being able to see improvement and making it better than it was when I got it. So that's the joy I get out of it, and I hopefully can leave it better for the next generation, and then he can do better than I did."

Yet another parallel to the Browns is the passion for the next generation. And those fundamental similarities are one main reason for this longstanding business relationship and friendship.

"I've always appreciated the friendship and the kindness from the Browns," Ian concludes. "And that's really with the whole family. They're all as good a people as you can find anywhere. I feel like they're always honest, they're going to treat you fairly, and they're the type of people you want to come back and do business with again. And I'd like to say that I appreciate getting to do business with people like that, and they're the type that you want to keep doing business with."



From Donnell's Desk



GOOD NEWS: Cattle prices look good and all the economists I follow are predicting strong prices for the next couple of years due to lower supplies of cattle nationwide while demand stays strong. Now is the time to plan ahead to make sure you are producing as many pounds to sell as possible.

Markets & weather are out of our control, but it is a wise strategy to adjust our management to best get through adversity like the dryer than normal conditions that many are forecasting. Everyone pays for **PROPER NUTRITION** – some think they are saving money when they skimp on good nutrition, but they end up paying for it in fewer pounds to sell, lower pregnancy rates and cows calving later the next year. The focus of this newsletter is to help you improve your profits. I believe “Best Cost” is a better strategy than “Least Cost” and right now that means we may need to invest in better nutrition.

I have heard many producers in our area give thanks for so much rain and grass in 2021 but they were surprised to see lighter weaning weights and thinner cows. More rain = weaker grass while less rain = stronger grass is an interesting phenomenon that often occurs. I encourage everyone to study your nutritional supplementation program because the grass you have may not be as strong and many areas have not received rain to get winter grass growing. Many long-range forecasts are predicting a dry winter and spring, so I encourage you to invest wisely in nutrition to make sure your cows get what they need. If you have plenty of standing grass, then you should consider a higher protein supplement that will give you more value for every dollar invested.

EPIGENETICS – is an interesting phenomenon that I encourage you to research. It is a relatively new discovery of how environmental stress and lack of nutrition during gestation and early development can turn genes off that cause the calves being developed to never reach their genetic potential for growth, health, reproduction, and even milking ability that effects the next generation as well. Check out this link to get your research started:
<https://epigeneticsandchromatin.biomedcentral.com/articles/10.1186/s13072-016-0081-5>.

Selecting for **MORE MARBLING** is more important than ever before because of several factors: 1) Premiums for high Prime and Premium Choice beef continues to improve. 2) Industry average for the percentage of fed steers and heifers grading choice has grown from 55% to 83% in the past 25 years. If your cattle don't grade at least 83% Choice then they are discounted. Our cattle are consistently grading 100% Choice or better and over 55% Prime so they can help you earn more premiums. 3) As feed prices get higher, cattle feeders will not feed cattle as long, so you need better marbling genetics to grade with less days on feed. 4) Marbling is stored energy (fat) that gives your cows more energy when they need it. More marbling increases the ability of your replacement heifers to handle stress and lower quality nutrition by increasing “taste fat” (marbling) with out increasing “waste fat” (back fat).

In Throckmorton, new baby calves are coming fast. We are also working on data, pictures and videos in preparation for our biggest event of the season – our 7th Annual March Bull & Female Sale. Join us a day early to through the cattle and enjoy friends and see great horses at work competing in our 2nd Annual Ranch Horse Show. We hope to see you at the National Cattlemen's Convention in Houston February 1-3.

Sincerely,

Grandpa EPD

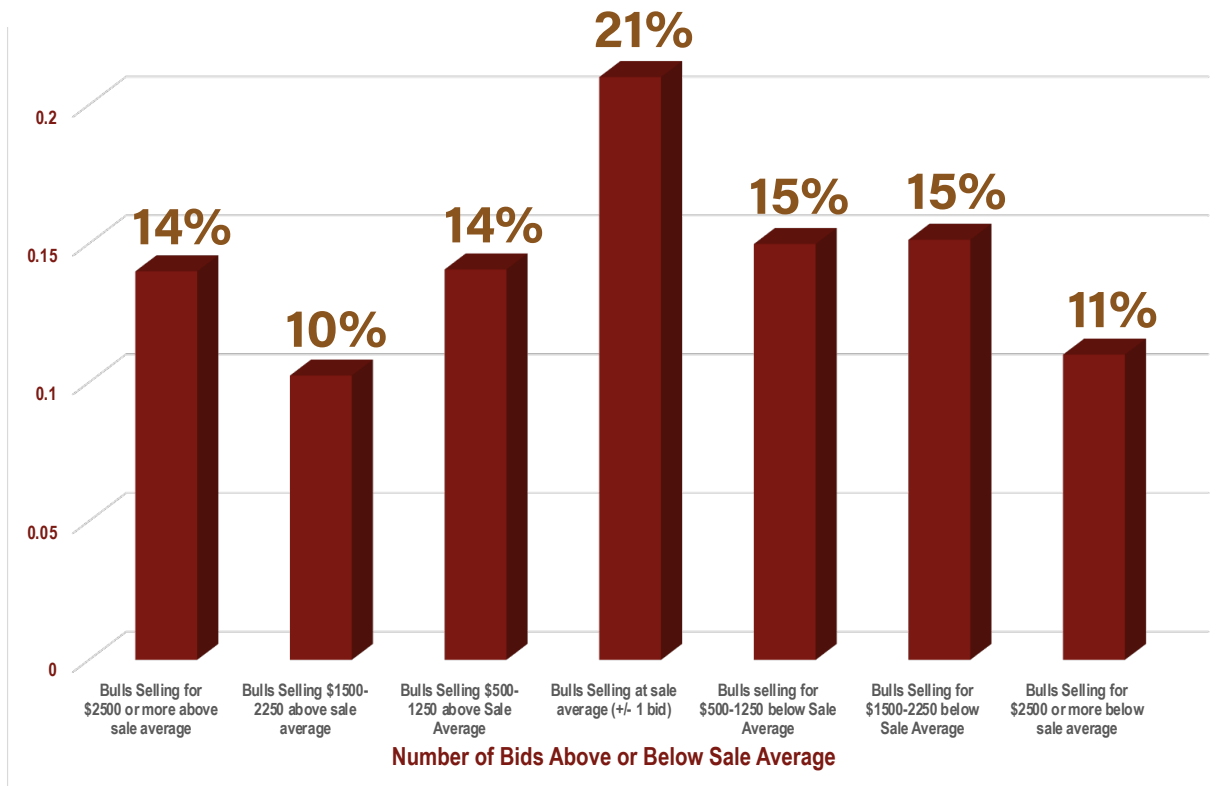
I have heard it said that good advice is like secondhand gold – it is just as good as new. To help you manage the things that are outside of our control like weather and markets, we encourage you to check out these links:

www.LongRangeWeather.com

www.CattleFax.com

WHERE AVERAGE IS AWESOME!

At **R.A. Brown Ranch** we strive to make every bull in our sale chocked full of value. That's why R. A. Brown Ranch veteran bull shoppers know to study the catalog to the very last bull. Study our recent October bull sale catalog and you'll find the entire 500+ head bull sale offering averaged in the Top 4% for \$Profit - an economic selection index that includes all the traits that impact ranchers' bottom lines. You'll also find Top 1% bulls for feed efficiency, carcass quality, pay-weight and calving ease spread from cover to cover. Differentiation in calf values is more distinct today than any time in the last decade, and with that, cattle feeders are increasingly focused on knowing the genetic value of the calves they're buying. Our goal is to supply genetics that provide the best possible ROI in terms of both the value of the calves our customers sell, and the replacement females they put back into their herd. The graphic below distributes bull sale prices relative to the sale average. Slightly more bulls sold below than above but overall, a pretty normal curve.



A few of the exceptional values our customers acquired below the sale average in 2021.



Oct. 2021 Sale | Lot 111 | H7130
 Black/Red Angus
 \$2,000 below sale average
 5 star growth | 4 star carcass
 Top 7% \$Profit



Oct. 2021 Sale | Lot 381 | H6592
 Red Angus
 \$1,000 below sale average
 5 star calving ease | Top 2% F:G
 Top 4% Ranch | Top 6% \$Profit



Oct. 2021 Sale | Lot 114 | H1142
 Black/Red Angus
 \$1,250 below sale average
 Top 1% GridMaster | 5 star growth
 5 star carcass | Top 7%F:G

Thinking about A.I. breeding your heifers?

From, the outside that may seem odd for us to encourage you to use AI. After all, we do sell lots of bulls, including some amazing calving ease bulls that are well suited to breed your heifers. But our goal is to provide genetic solutions for ranchers, and artificial insemination (AI) can be a smart business strategy for breeding virgin heifers:

1. It adds value: For our customers, we have sold more than \$7.4 Million in commercial bred heifer over the past 7 years. Our data shows an A.I. bred heifer earns on average \$125 more than her bull-bred contemporary.

2. More calves born early: More calves born early translates to more profit. Calves gain about 2.5 pounds per day on their mothers. Therefore, every two weeks older that your calves are gains you 35 more pounds to sell at weaning. Also, early calving heifers tend to breed back earlier every year and achieve higher percentage conception rate

3. Uniformity pays: What's worth more than a same sex, 1-iron, 50,000 lb. load of steers? A same sex, 1-iron, 50,000 lb. load of steers that were all born within a couple weeks of each other, and all sired by the same high accuracy A.I. Sire!

4. Synchronization protocols are simple and successful: We have used synchronization for decades. Many of the long-term customers that you see marketing sale-topping heifers through our bi-annual bull sales utilize synchronization on large groups of heifers efficiently and effectively. A.I.'ing your heifers is cost effective and user friendly!

Sire Selection is Job #1:

You can breed your heifers to the top proven sires we use. Advance the genetics of your calf crop and replacement heifers by using the best proven bulls. Remember that to achieve the best results you will need to invest some extra time in proper planning, synchronization and use skilled technicians. help achieve the best results. Our R.A. Brown Ranch team helps dozens of ranchers with AI sire selection to breed thousands of replacement females every year Here are our suggestions on sire selection:

1. Calving Ease: is the number one goal when breeding heifers!

2. Spread: You'll notice both our March and October bull sales are loaded with superior "Spread" bulls that have outstanding calving ease combined with excellent growth. These bulls will produce more total pounds to sell out of your first calf heifers.

3. Add Value: Now that we're producing more total pounds, let's add value to each of those pounds with traits like Marbling and Feed Efficiency (F:G). that are valued by the cattle feeders who buy your steers, and we can help you market those calves better. Heifers may not wean your heaviest calves, (partially because they are still trying to grow themselves), but they should be your best genetics and by AI breeding to top proven AI sires, you can make significant improvement in your replacement heifers.

4. Accuracy: One advantage AI offers every rancher is the ability to use high accuracy bulls with a proven track record, and that's especially important with calving ease.



We've got what you need, if you've got heifers to breed!

Scan the QR code to check out these "Heifer Project" Specialists.



WEDEL RANCHMASTER 9052G | \$20

REG: RAAA 4162738

18 CED to 120 YW with top 1% \$Ranch and elite Feed Efficiency



WOODHILL PARTNER B174-D135 | \$15

REG: AAA 18546138

Top 10% Calving Ease with \$24,000+ \$Profit and Top 4% \$Maternal Value



BROWN BLW FANTASTIC C5959 | \$18

REG: RAAA 3527623

Red Angus' Most Versatile Calving Ease Sire

R.A. Brown Ranch 2022 Spring Semen Special

ONE Day Only - Wednesday, March 9, 2022 – 7th Annual March Bull Sale

Bring your tank & save shipping. Get special pricing on these and other high profit R.A. Brown Ranch sires.

\$20/ unit max price on sale day – Must have a buyer number.

Shifting calving distribution in the commercial cow herd

How early calving increases productivity

by Pedro L. P. Fontes, Ph.D.

Reproductive efficiency has long-term consequences to cow-calf productivity. As cattle producers, we often think about reproductive efficiency as our ability to generate as many pregnancies as possible at the end of the breeding season, with the goal of increasing the size of next year’s calf crop. However, it is important to emphasize that reproductive performance goes beyond pregnancy rates. Pregnancy rates are important, but one of the key factors influencing productive efficiency in cow-calf operations is when cows becoming pregnant within the breeding season. Cows that become pregnant in the beginning of the breeding season will calve in the beginning of the calving season. Calving Distribution plays an important role on performance of cows and their offspring.

Steer calves that are born in the beginning of the calving season have more time to gain weight between calving and weaning compared with steers born later in the calving season. Consequently, early born steers are heavier at weaning compared with

their counterparts. Research from the University of Nebraska showed that steers born in the first 21 days of the calving season were 32 lbs. heavier than those born in the second 21-day interval, and 80 lbs. heavier than calves born later than 42 days after the beginning of the calving season (Table 1). Therefore, increasing the proportion of females becoming pregnant early indirectly increases weaning weights of the calf crop by increasing the average calf age at weaning.

In the same study from the University of Nebraska, heifers born in the first 21 days of the calving season were also heavier at weaning and heavier at the beginning of their first breeding season. Consequently, a greater proportion of the heifers born earlier reached puberty before their first breeding season, which resulted in greater pregnancy rates and greater percentage of heifers calving in the first 21 days of their first calving season. Therefore, this study indicates that heifers that were born early in the calving season are more likely to succeed as replacement heifers (Table 1).

Table 1. Differences in progeny performance according to their calving dates.

Item	Calving Period, 21-day intervals*		
	1st 21 Days	2nd 21 Days	After the first 42 days
Steer weaning weight, lbs.	515a	483b	435c
Heifer weaning weight, lbs.	483a	470b	434c
Heifer prebreeding weight, lbs.	653a	644b	609c
Heifers cycling, %	70a	58b	39c
Heifer pregnancy rate, %	90a	86a	78c
Calved in 1st 21 days, %**	81a	69b	65b

*Steer (n = 771) and heifer (n = 1019) progeny were divided according to their calving dates. Period 1: calving born in the 1st 21 days of the calving season. Period 2: Calves born between days 22 and 43 of the calving season. Period 3: Calves born after day 43 of the calving season.

**This row represents the percentage of heifers that calved during the first 21 days of their first breeding season according to when they were born (Period 1, 2 or 3).

a,bDifferent superscripts represent statistical differences between calving periods (P < 0.05).

Calving distribution not only influences offspring performance, but also plays an important role on cow reproductive efficiency. After calving, the cow's reproductive tract must recover before she is ready to breed again. Additionally, postpartum cows go through a transient period of anestrus. This period is characterized by a lack of estrus expression and ovulation which limits their ability to become pregnant shortly after calving. Results of multi-location studies evaluating postpartum cyclicity of beef cows indicate that on average 50% of beef cows are in anestrus at the beginning of the breeding season. Those studies also demonstrated great variation among different operations, with the proportion of cyclic cows ranging from 17 to 67% depending on the ranch. One of the main factors influencing the number of cows in anestrus is the number of days between calving and the subsequent breeding season. Cows that calve early in the calving season have more time to recover from parturition and escape postpartum anestrus before the next breeding season. Consequently, early calving cows are more likely to become pregnant in the subsequent breeding season compared with cows that calved later in the calving season.

Given the role of early calving on cow-calf production efficiency, it is important to understand the factors influence the ability of cows to become pregnant early in the breeding season. Nutritional status of herd is likely the main factor. Developing an adequate nutritional program that meets the nutrient requirements of the cowherd is paramount to increase proportion of the cows cycling before the beginning of the breeding season. Additionally, using palpation you can keep early calving females and sell later calving females to increase the proportion of females calving early. Another strategy is the use of estrus synchronization and artificial insemination on your yearling heifers to get more of them calving early in the calving season.

In summary, implementing management strategies that alter calving distribution by increasing the proportion of cows and heifers calving in the beginning of the calving season improves male and female offspring performance in commercial herds. Moreover, increasing the proportion of females calving early in the calving season optimizes their subsequent reproductive performance and positively influence production efficiency in commercial cow-calf operations.

COME A DAY EARLY FOR THE SALE TO ENJOY GREAT FELLOWSHIP WITH AMAZING EQUINE ATHLETES AND THEIR JOCKEYS



2020 Overall Trophy Saddle Winner, Casey Mitchell, Throckmorton, TX, going down the fence.

**2ND ANNUAL RANCH HORSE COMPETITION
TUESDAY, MARCH 8, 2022 | 8 A.M. - 5 P.M.**

RHAA SANCTIONED. PRIZES INCLUDE: PRESTON WILLIAMS BUCKLES AND A JEFF SMITH SADDLE



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

EVENTS

SEE YOU ON THE TRAIL!

February 1

Summer/Fall Internship Application Deadline

February 1-3

Cattle Industry Convention & NCBA Trade Show
Houston, TX

February 9

March Sale Catalog on RABrownRanch.com

February 11-20

NRCHA 2022 World Championship Show & World's
Greatest Horseman
Fort Worth, TX

February 23

San Antonio Stock Show & Rodeo Ranch Rodeo
AT&T Center, San Antonio, TX

**Tune in to Cowboy Channel to cheer on the team.*

February 26

March Sale Videos on RABrownRanch.com

March 8

R.A. Brown Ranch 2nd Annual Ranch Horse Competition
Throckmorton, TX

March 9

R.A. Brown Ranch 7th Annual March Bull & Female Sale
Throckmorton, TX

March 25-27

TSCRA Cattle Raisers Convention & Expo
Fort Worth, TX

April 1

Fall Internship Application Deadline

May 27-28

The Stout Ranch Rodeo
Graham, TX

**Tune in to Cowboy Channel to cheer on the team.*

June 3-4

Wild Horse Prairie Days & Ranch Rodeo
Haskell, TX

June 14-16

Florida Cattlemen's Association Convention
Marco Island, FL

June 1-4

BIF Research Symposium and Annual Convention
Las Cruces, N.M.

June 30-July 3

Texas Cowboy Reunion
Stamford, TX

July 15-17

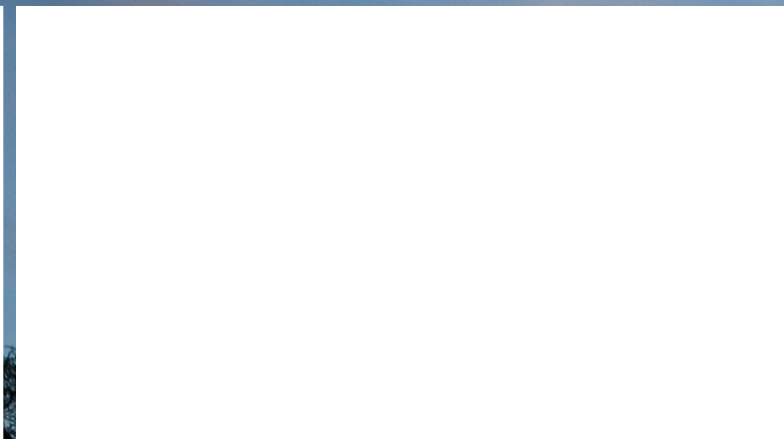
Texas Ranch Roundup
Wichita Falls, TX

September 15

Spring Internship Application Deadline

October 11-12

R.A. Brown Ranch 48th Annual Bull, Female & Quarter
Horse Sale
Throckmorton, Texas



REQUEST YOUR MARCH SALE CATALOG TODAY

940-849-0611 | RABrownRanch.com

Featuring Angus, Red Angus and SimAngus Bulls, and Commercial Females