

R.A. Brown Ranch

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Summer 2020 Newsletter



A TRADITION OF PROGRESS

by Kayla Jennings

The Stasney's Cook Ranch, Albany, Texas, maintains ranching heritage while embracing progress in the beef cattle business.

A drive down highway 283 across the Rolling Plains of Texas yields views of waving grass, abundant wildlife, and cattle — after all, it is self-proclaimed cattle country. Where the cattle and wildlife surely outnumber the people, a quaint town sits perfectly preserved in time. A stroll down the main street of Albany, off a side-road, sits an outlet to perhaps one of the largest parts of Albany's and Texas' history — The Stasney's Cook Ranch office.

The Stasney's Cook Ranch dates back to 1897 when Jim Nail and his sister, Matilda Nail, bought land for cattle production. After Matilda married W.I. Cook, they purchased what became known as the Cook Ranch from the original partnership with Jim. As fate would have it, the Cooks struck oil on their ranch in 1926, and with a generous spirit, Mrs. Cook used the oil income to fund what is known today as the Cook Children's Hospital in Ft. Worth, Texas.

Fast forward to 1989, Mrs. Eska Gage Stasney with H.R. Stasney & Sons bought the ranch from the Cook trust. While ensuring cattle and energy resources are mainstays on

the operation, hunting and hospitality have also taken hold in recent years.

“Like the government, the ranch has three branches. There is the hunting. There is the cattle. And there is the oil field,” explains Lance Thomas, general manager. “Those all work together to provide a sustainable ranch for the Stasney family.”

Today, the complementary team manages the ranch and its many enterprises. From cattle and hunting to energy resources and hosting events on the historic ranch, the Stasney family and crew stay busy ensuring profitability and long-term success within each enterprise. The cattle foreman, Arthur LaBonte, has worked hard on the ranch for a number of years striving to reach this very goal.

Profit driven

This fall-calving commercial cow-calf operation boasts some of the most elite commercial Red Angus, Angus and Simmental-influenced genetics. In fact, one set LaBonte notes as his most impressive females were sourced out of the R.A. Brown Ranch commercial Red Angus female sale last year.

CUSTOMER CONNECTION

“It is easy to look good when you’ve got good stock, and these cows make it easy to look good,” LaBonte notes.

Even with selection pressure centered around maternal traits and profitability on the female side, they are only half the equation. To produce heavy calves, highly sought after in the marketplace, LaBonte and Thomas have sourced their bull battery from the R.A. Brown Ranch SimAngus bull sale for the last decade. For them, it is a simple decision.

“Without a doubt, there is more profit raising R.A. Brown Ranch sired calves than anything we have done before with our cows. And we have never lost a calf calving to those SimAngus bulls,” LaBonte adds.

Environment is a huge influencer of bull selection for this operation. A bull must cover a lot of rugged country in Albany, so after years of disappointment with highly advertised bulls from other sources that could not hold up, a change was imminent. LaBonte and Thomas agree R.A. Brown Ranch has been the answer. By attending the sale to evaluate the cattle in-person and



analyzing the catalog extensively, LaBonte has the information he needs to select a number of bulls each year to propel their operation forward.

By capitalizing on the hybrid vigor of Angus and Simmental genetics, they can maximize profitability on their calves and retain high quality females for production. Stasney’s Cook sells their calves at weaning after they select their replacement heifers. The number of retained females varies based on weather projections, grass, and water availability. Other considerations are the number of cows culled that year and quality.

While water availability has been a

challenge for the Cook Ranch since its beginning, the Stasney team has met this challenge by building and cleaning more than 100 tanks across the ranch. In addition to water resources, the Stasney team places strategic emphasis on grazing and pasture management. Frequent checks on grass availability and adjusting cattle numbers as needed has maintained the stand and health of native grasses across the ranch. Further, they aim to burn certain pastures as needed to further increase the value of the land to sustain more cattle and wildlife production.

For years, the ranch has also dipped into the hospitality sphere by opening their gates to families and groups seeking a getaway. The ranch boasts many of the original structures while providing the modern conveniences to guests.

The venue provides an outlet to not only nature, wildlife and history, but also agriculture. Guests get the pleasure of touring a working ranch and, hopefully, leave with a newfound appreciation for the industry. As the ranch continues to evolve, “embracing the tradition of progress” is their mantra. The Stasney’s Cook Ranch will continue to share a rich history for years to come while sustaining themselves by embracing the resources afforded them via energy, wildlife, and, most importantly, profitable cattle.

*Website: StasneysCookRanch.com

A photograph of the Stasney's Cook Ranch entrance. On the left is a tall, dark metal tower structure. In the foreground, a dark brown sign reads "STASNEY'S COOK RANCH". An American flag flies on a pole to the left. The background shows a grassy field and trees under a clear sky.

**STASNEY'S COOK RANCH
FAST FACTS**

LOCATION
Albany, Texas

CATTLE BREED
SimAngus

R.A. BROWN RANCH CUSTOMER
10 years

MANAGERS
Arthur LaBonte & Lance Thomas

HARVESTING PREMIUMS

One only needs to spend an afternoon in a sale barn or watch a video auction to be aware of the price variation that exists between feeder cattle that appear to be very similar: same color; similar weight and flesh; and raised in the same region of the country. Earlier this month a popular central Texas livestock auction -- Jordon Livestock, San Saba -- reported 500-600 lb. steer calves that sold on the same day varied from \$128 to \$145 per cwt. That's up to \$100 per head or \$9000 per load!

There are many ways to differentiate your calf crop and capture a bigger share of potential premiums, beginning by creating uniform groups based on sex, color, size, and more. Next, consider ways to make your calves a better investment for potential buyers by ensuring their health and value through standardized vaccination protocols. Video auction companies as well as most major livestock markets have standard vaccination and/or weaning protocols that buyers recognize and interpret as fewer calves in the sick pen. Finally, cattle that "top-the-market" often feature multiple marketing claims that make their cattle attractive to a variety of buyers who represent different end-product outcomes. Below are some of the bells & whistles available to attach to your next calf crop:



SAV (Source & Age Verification) - A USDA approved, non-biased, third-party audit that verifies the source and age of your calves.

Health - Most livestock auction companies provide standardized vaccine and weaning protocols which give buyers a meaningful tool to access risk related to the future health of lots of feeder cattle. These are presented in tiered programs ranging from a single round of vaccines in bawling calves to two rounds of vaccines and parasite control on calves that have been weaned for 60 days prior to delivery.

Natural (Verified) - Third Party audit verification that calves are free of Antibiotics, Growth Promotants or any type of Animal by-product. VNB cattle must be sold to an approved VNB location. Treated calves are recorded, identified and must be sorted off loads.

NHTC - A USDA approved, non-biased, third-party audit that verifies the source, age and non-hormone treated status of your calves.

Genetic Rank Programs - Provide the relative degree of genetic superiority of the bulls that sire a set of calves. Some really progressive ranchers even provide buyers with average ranks of their calves' sires for traits of interest (marbling, gain, carcass weight, etc).

Natural (Certified) - Producer affidavit verifies that calves are free of Antibiotics, Growth Promotants or any type of Animal by-product. Treated calves are recorded, identified and must be sorted off loads.

Genetics - There are a variety of programs that are meant to describe the genetics of feeder cattle for the purpose of providing some expectation of feedlot performance and carcass value. In order of most general to most specific: **Breed Programs** provide the breed of bulls used to sire a pen/lot of feeder calves; **Genetic Merit Programs** documents that those bulls must meet some threshold level of performance for post weaning and end-product traits; and **Genetic Rank Programs** provide the relative degree of genetic superiority of the bulls that sire a set of calves.

Your success is our success...

CONGRATULATIONS TO JIM & JESSICA YANCE!

Their R.A. Brown Ranch sired, 675 lb. steers fetched \$152.50 and were the top selling steers from region 5 (Southeast) on Superior's "Week in the Rockies Sale" in July 2020. Backed by multiple generations of elite marbling and feed efficiency tested Red Angus bulls, the Yances, Columbia, Alabama, went the extra mile - providing the highest level of documented vaccination and weaning protocols plus USDA age, source and genetic verification on their calves. This is a prime example of superior management leveraging the power of performance proven genetics to remove risk so cattle feeders and order buyers can bid with greater confidence of conversion, grade and profit.

LOT # 5948

[Add To My Lots](#)

Consignor: YJ Farms LLC

72 Weaned Str Calves Base Wt. 675#

Location: Columbia, AL

Delivery Date: Aug. 3-7, 2020

Represented by: Clint Berry Marketing Group, Clint Berry



As an R.A. Brown Ranch customer you are eligible for the Superior Progressive Genetics program. If you would like our team to assist in helping to promote the sale of your R.A. Brown Ranch sired calves, or help find the right value-added program(s) for your operation, contact us at 940-849-0611. We would love the opportunity to help work for your success!

Follow me to Throckmorton

Throckmorton is a sleepy little ranching community at the gateway to the West. You'll find many charming places close by to visit including a golf course, children's park, swimming pool, art gallery, boutique, garden nursery, grocery store, feed stores, numerous restaurants, food trucks and of course, welcoming churches. We are a short drive from two state parks and many big country ranches. We call it "a modern-day Mayberry" but you'll want to call it home or a home away from home..

A **bed and breakfast** is a hybrid which blends the luxury and comfort of an upscale hotel with the atmosphere and décor of a beautiful private residence. Often they are older historic properties which people seek out for the experience of centuries-old hospitality. We are proud to now offer that experience to our guests.



Charming 1929 Two-Story Ranch Home THE LEE HOUSE

This charming 1920s two-story ranch house will take you back in time to Grandma's house. Make yourself at home with your own room, private bathroom and a shared living area (Camp Cooper) complete with WiFi, and Dish TV. Or just sit out on the veranda and sip on your favorite southern beverage and listen to the birds sing. We specialize in country hospitality, restful surroundings and the comforts of home. We have a small kennel for your pooch and will welcome you with open arms.

Modern , Fresh and Clean Farmhouse Feel THE MUSTARD SEED

Enjoy the privacy of 350 square feet, all for yourself . There is a two-car carport behind the house. These cozy accomodations are walking distance to the restaurants in town . It is equipped with a queen size bed and an additional futon in the living area. The Mustard Seed boasts farmhouse style furnishing, a coffee bar, microwave, and mini-fridge . There is no television or WiFi, but there are plenty of good books to relax!



THE MUSTARD SEED INTERIOR



THE LEE HOUSE INTERIOR

The R.A. Brown Ranch is excited to now be able to host our guests at a whole new level. Rooms may be reserved by calling the Innkeeper, Linda Evans (Kelli Brown's mom) at 308-520-1058 or through Airbnb.

INTRODUCING...

R.A. Beef & R.A. Brown Ranch merchandise



The time has come for us to offer R.A. Brown Ranch Beef, R.A. Beef, out of our elite Angus and Red Angus herd to the public for the first time ever in the ranch's 125-year history. We are excited to offer home-raised, grass-fed, feed-finished beef to our customers at a rate of \$3.50/pound plus processing for a whole beef (fits in most large chest freezers) or a half beef (fits in most regular upright freezers). You can have it cut to your own specifications or you can keep it simple and use our own signature cutsheet and have it cut and packaged just like we do at the R.A. Brown Ranch. Like our mission statement says, "We are continually striving to improve the efficiency of converting God's forage into safe, nutritious, and great tasting beef to better feed His people." For us, this means we are striving for the mouthwatering, elite quality grades of High Choice and Prime beef that our family raises for your family's dinner plate. There is limited availability, so if you are interested in freezer beef, please let us know by calling the ranch office at 940-849-0611 or emailing kayla@rabrownranch.com.

It is an exciting time for new business ventures on the R.A. Brown Ranch. Among the mix, Karley Brown, Tucker's wife, has spearheaded a new R.A. Brown Ranch Mercantile online. YFor generations, the R.A. Brown family philosophy regarding family returning to the family business has been the requirement to grow the business, and this is just one small way Tucker and Karley are doing so — in conjunction with the R.A. Beef enterprise. With all the interest in the caps we have consistently provided customers over the years, we decided it was time to expand this segment. Karley has been working hard to develop online content and source unique items for customers. With the idea of genuine ranch apparel and gift items, her inventory is growing all the time to serve customers. Check out RABrownRanch.com and follow our social media pages, Facebook and Instagram, for updates on new arrivals. Currently, the inventory boasts caps, t-shirts, mugs, and buff wraps, with more items surfacing all the time. Pictured are two of the signature caps and the 2020 t-shirt. Don't miss seeing these items in person at the 125th Celebration Sale this October 13-14th!



NEWS NEW TO THE CREW



AUSTIN FISCHER | BRAND REPRESENTATIVE

Austin Fischer joined us in June filling a new role in customer service as our R.A. Brown Ranch Brand Representative. His role includes helping our customers market their calves sired by R.A. Brown Ranch bulls. In addition, he will assist in data management and help manage cattle and facilities. He is a 2014 graduate of animal science from California State University, Chico. While there, he worked as the Chico Beef Unit Student Herdsman, gaining valuable knowledge in seedstock and feedlot cattle production, reproduction, and research. After graduation, he relocated to Briggsdale, Colorado, where he stepped into the herdsman position at Croissant Red Angus. There, he managed their purebred Red Angus herd and development feedyard. While in Colorado, he met and married Katie, who works as an equine veterinarian at Salt Creek Veterinary Hospital near Throckmorton presently. Austin's opportunities in the field and with customers has afforded him an optimum mixture of skills to fit our operational goals at R.A. Brown Ranch. "He is a great addition to our team and we are confident that he will add great value to our program and help add value to your calves," said Donnell Brown.

We are proud to say we have interns from across the globe — literally! Over the years we have had the privilege of hosting interns from as far as Australia and as close as our own hometown. It is so fun for us to see applications roll in from students studying everywhere from Texas A&M and Texas Tech to Clemson and the University of Florida. Bringing young cattleman and women here not only hopefully teaches them a thing or two, but it also teaches us a few new things along the way.



JARIN LIMBACH | MISSOURI

Our Oklahoma State University Poke, Jarin Limbach finished his animal science livestock merchandising degree with a minor in agricultural economics in May and joined our team for his internship shortly after. He says he wanted to join us because, "The R.A. Brown is a well known ranch that produces some of the best horses and cattle in the industry. Getting the opportunity to learn from some of the best and gain that knowledge is a once in a lifetime deal. I am blessed to get that opportunity." After his internship he plans to continue working in the cattle industry to one day return to the family ranch.



SAM RINKES | TENNESSEE

Sam Rinkes, all the way from Decherd, Tennessee graduated from the University of Tennessee at Martin this last May and joined us shortly after. He wanted to intern here because he says, "The R.A. Brown Ranch has a great reputation in raising some of the best cattle as well as horses in the industry. Coming from Tennessee, I wanted to see how things are done on a totally different scale in a different place." So far, he has loved getting to spend time with and learn from new people who have been active in the industry for many years. In his free time, He loves music and basically taught himself how to play guitar!



ANNE NEUFUELED | PARAGUAY

Anne Neufueled hails from Filadelfia, Paraguay, and is a current Texas A&M University animal science student. She will graduate in May 2022. Anne primarily assists with the growing equestrian program at the ranch, but she also plays a role on the beef cattle side. She joined our team to gain more work experience, learn and increase her knowledge of horses. Anne says, "My favorite things about the ranch so far have been the people, the land, and the ability to learn something about life, work and other things each day." She enjoys painting in her free time and is a self-proclaimed dessert enthusiast.

INTERN APPLICATION DEADLINE APPROACHING

SUMMER/FALL (FEB. 1) | FALL (APRIL 1) | SPRING (SEPT. 15)

APPLICATION AND OTHER DETAILS CAN BE FOUND AT RABrownRanch.com

You're Invited...



R.A. Brown Ranch 125th Anniversary Sale

October 13-14, 2020 | Throckmorton, TX

This is no bull. This is six generations of service to America's ranching community. This is our family's commitment to more efficient beef production. This is equal parts faith, sweat, science and innovation. This is a ranch that has met the challenges since 1895. This is 125 years of focus on our customers' success. This is bred into every animal that carries the brand. This is R.A. Brown Ranch, and we are proud to invite you to our 46th Annual October Sale at the ranch to showcase it all. Beyond the elite horse and cattle offering, we have a few surprises up our sleeve in celebration of the 125th Anniversary. Bradley Chance Hays' commemorative piece he began working on LIVE during the sale in March to celebrate our 125th year will be displayed for all to see! The day before the cattle sale will boast a Ranch Horse Show, horse sale, live music and more! As if that wasn't enough already, Greeley Hat Works will be in attendance assisting cowboys and cowgirls find their perfect style and measurement. Who knows, there may even be a custom hat up for grabs sale day. Will we see you on the trail?

OFFERING

20 Ranching Heritage Bred Quarter Horses

515 Age-Advantage Bulls
(Red Angus, Angus, SimAngus)

125 Registered Females
(Red Angus)

150 "Hand-Picked" Commercial Bred Heifers

ANNIVERSARY LINEUP

Ranch Horse Show

with a finale worthy of a 125th anniversary!

Ranching Heritage Bred Quarter Horse Sale

Beef Educational Presentation

Ranch Hospitality

complete with live music, food & barn branding!

Birth, Growth, Carcass & Reproductive Data
DNA Tested
Elite \$Profit Bulls
Feed Conversion EPDs
Committed to adding value and promoting your R.A. Brown Ranch sired calves.





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

EVENTS SEE YOU ON THE TRAIL!

August 3-5

Texas A&M Virtual Beef Cattle Short Course

September 15

Spring Internship Application Deadline

October 9-24

Snaffle Bit Futurity
Fort Worth, Texas

October 13

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

October 14

R.A. Brown Ranch 46th Annual Bull & Female Sale
Throckmorton, TX

November 12-15

WRCA 25th World Championship Ranch Rodeo
Amarillo, TX

November 14

Cedar Hill Farm & Friends
Registered Red Angus Female Sale
Jane Lew, WV

December 12

Jones Ranch Angus Female Sale
Telephone, TX

March 10

R.A. Brown Ranch 6th Annual March
Bull & Female Sale
Throckmorton, TX



REQUEST YOUR OCTOBER SALE CATALOG TODAY

940-849-0611 | RABrownRanch.com

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