

R.A. Brown Ranch

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**Summer 2021
Newsletter**

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You Can Best Manage What You Measure

by Kayla Jennings

Reid Scivally and his family rely on feed efficiency to breed quality and increase their profitability.

His dad ranches, so he does, and his kids will likely ranch because he did. It is an age-old pattern of generational transfer of a ranch from one hand to the next. Along with it, traditions and philosophies come, too. This is just a typical ranch in the Texas Panhandle, except it's not.

As rapidly as the beef industry has accelerated, so has Scivally Ranch. This cow-calf and replacement heifer operation nestled just southwest of Canyon, Texas, has been a successful product of introducing cattle with feed efficiency testing into their business.

"We've raised all our own cows and one thing that draws us to R.A. Brown Ranch is the feed efficiency testing that they do," Reid Scivally shares. "We see it. We've been keeping Black-Red Angus replacement heifers now for three years, and I believe you can visually see the feed efficiency in the cows by the way they stay in good condition."

Bull battery charged

Of course, a ranch like this doesn't just pop up overnight. Likewise, it

requires a dedicated team to thrive. Gene, Reid's father, began this business and has been at the helm as it has continued to grow after Reid came home from college. Reid can also count on his wife Erin and their two kids, Sadie and Sam, to lend a helping hand.

This family boasts a unique business model in using different breeds of bulls strategically to develop cattle that fit their market as well as their environment. In conjunction with their cattle enterprise, they are American Quarter Horse Association Ranching Heritage Breeders, and part of the High Plains Ranchers and Breeders Association. They breed 20 mares to develop horses for ranch use as well as for futurity entries. Sam and Sadie can often be found horseback for fun and to assist on cattle gatherings.

They are able to raise stellar replacement females by breeding their nucleus herd of black cows to Black-Red Angus bulls they select from Throckmorton. The next step is to get a shot of heterosis from Van Newkirk Hereford bulls on the replacements to develop their own F1 baldies.

SCIVALLY RANCH...



“Then we go back on those with R.A. Brown Ranch Black Angus bulls for our terminal cross,” Reid explains. “We think the replacement herd out of those F1 baldies and Black Angus could turn into a pretty good deal.”

And it has turned out to be a pretty good deal as evidenced by the Texas Cattle Feeders Association feed competition a couple years ago. The R.A. Brown Ranch-sired steers earned Scivally a second-place finish where they were Yield Grade 2, Prime — a notation Scivally says the industry is moving more toward each day.

“There’s a whole lot more Prime and Choice beef out there than there was even five years ago,” he shares. “And the quality and the consistency has improved leaps and bounds, just in my time.”

He credits the use of progressive genetics, and producers and cattle feeders alike taking notice of the benefits. It is this trend that drives Reid and Gene’s selection criteria when making a bull purchase. They begin bull selection by analyzing the EPDs — namely birth weight and calving ease. Because as Reid says, “You’ve got to start out with the live calf before anything.”

For Reid, growth numbers fall next in line, followed by feed efficiency, carcass traits and \$Profit.

“We’d liked for them to be in the top 25% for growth and \$Profit,” he explains, “and then feed efficiency and ribeye in the top 10%.”

Selection doesn’t stop at the end

of the printed catalog, though. The bulls still have to meet a phenotypic evaluation criterion. Reid and Gene are looking for the whole package in a bull they aim to plug into their program. These requirements are what led them to the Black-Red Angus bulls from the R.A. Brown Ranch. The bulls themselves, coupled with customer service, is what has kept them coming back.

“As always their genetics are top genetics and Donnell spends a lot of time studying on all that,” Reid notes. “Then dealing with the actual people is a plus. They always stand by what they say and represent everything as straight-forward as they can.”

Marketing know-how

Bull selection and breeding is only the first half of their success — marketing the calves is the other half of the equation. In addition to the R.A. Brown Ranch and Van Newkirk Hereford badges on Superior Livestock Auction, they take additional initiatives to ensure their cattle sell for top dollar.

“We are NHTC, VAC-60, and we background our calves at our grow yard on the ranch with a high roughage ration for about 75 days,” he explains. “We are also eligible for the Angus programs because of the bulls we use. The steers are generally delivered at the end of November.”

This year, all the steers were offered on the Week in the Rockies Superior Livestock Auction sale

and again sold at the top of the market further proving this place has developed a stellar reputation. The heifers will be offered in Superior’s special replacement sale in December. Their open heifers are outstanding since they offer all the Black Angus sired heifers for sale with no keepers selected off the top.

Aside from all the bells and whistles illustrated by the badges on the Superior page when they sell, Reid brings it all back to the feed efficiency seen in his cattle. “Even if you don’t feed the steers and just keep the females on the ranch, I can physically see the feed efficiency,” he notes. “I can tell it affects the bottom line just from the body condition our cows stay in. There’s less grass and less feed needed to keep them in good condition.”

And that alone pays dividends over time. Even so, he credits his team for their long-term success.

“I’ve got good employees that make it all happen and try to produce a quality product that everyone associated with it can be proud of,” he shares.

And indeed, this progressive family ranching business is something to be proud of. They continue to push the envelope as time marches on.

“We want to keep improving the cow herd side of it, keep trying to stay in front of the genetics, and try to produce the best cow and the best feeder animal that we can,” he concludes. “Ultimately, we want to produce a consistent product with the least amount of capital input.”

PUTTING OUR BEST FOOT FORWARD

by: Gabe Jennings

When you buy a pickup, you need it to have good tires so it can do what you bought it to do. Foot quality is the foundation for all cattle performance and longevity. Unfortunately, too many seedstock producers have chased extreme EPDs without regard for long-term foot quality and structural soundness. Here at R. A. Brown Ranch, we have high standards for structure and feet. Each bull is scored multiple times during our development process to ensure he meets our rigorous standards and exceeds our customers' needs. It is our goal to maintain a strong genetic base for foot excellence to ensure our bulls match the longevity they are developed for.

Foot scoring is done simultaneously with evaluations for docility. Each bull is held between two people on a hard-packed surface to best evaluate and score every foot. We like to evaluate the cattle in an alley instead of the chute to better understand the natural weight distribution on each foot and how that affects his long-term soundness. Throughout years of scoring feet we have learned the vast majority of cattle put more weight on their inside front claws (aka toes) and their outside rear claws. If a problem arises, it is almost always on one of those heavier weight bearing claws. We have never put a bull in our sale that had to have his feet trimmed and we don't plan to start now. It is our goal to never offer a potential problem in our sales.

In order to remain consistent when evaluating feet, we adhere to the Beef Improvement Federation (BIF) foot scoring guidelines. Feet are scored both for hoof shape and hoof angle according to the chart seen below. It is very important to remain consistent since our genetic evaluations now contain a prediction for foot quality. We are submitting data multiple times yearly to help strengthen the accuracy of our genetic predictions



for this trait. The majority of our cattle range from 4-6 for hoof shape and 5-7 for hoof angle. We have found this range of scores to be most sound and functional for our customers.

Just like our bulls, replacement heifers are scored multiple times throughout their development process. Any who do not meet quality standards are culled before they have an opportunity to produce offspring that will go into our sales. Each mature cow is also scored annually for foot quality, docility, and teat and udder structure. It is our goal to offer bulls backed by pedigrees built for longevity from the ground up.

We evaluate each animal on the R. A. Brown Ranch with strict expectations for foot quality so our customers don't have to.

Foot Angle: 5 is ideal



Claw Set: 5 is ideal



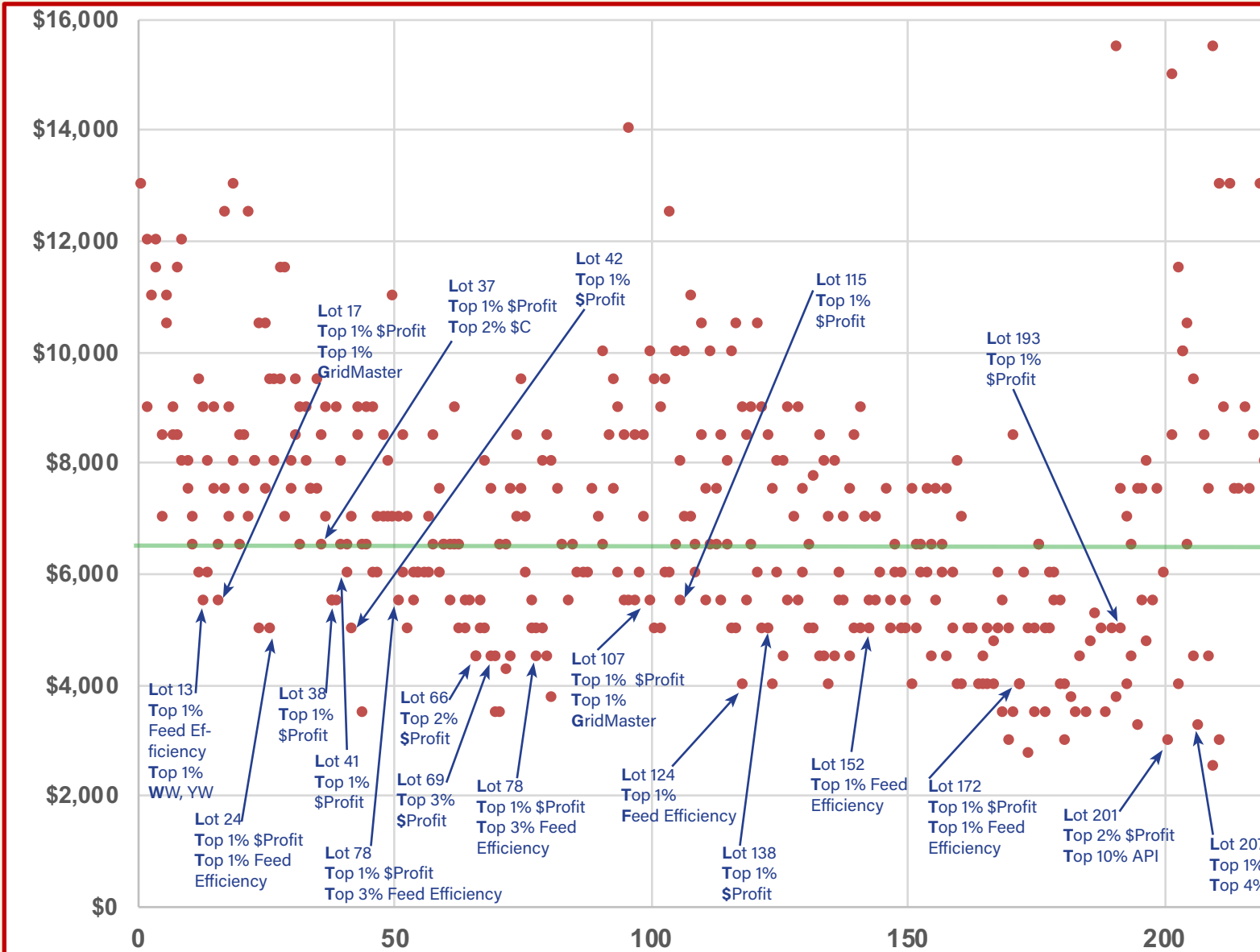
*Chart courtesy of American Angus Association.



Where Average is Awesome!

Improving cow/calf profitability and feed efficiency has never been so affordable. Just look at all the Top 1% genetics and front-pasture phenotype that our customers "Value shopped" below the sale average. Over 600 Angus, Red Angus & SimAngus Bulls sold in our March 2021 and October 2020 sales:

- 59% of the bulls sold below the sale average-
- Nearly 200 Bulls sold for \$5,000 or less-
- One-fourth of the bulls brought \$4,000 or less-



Lot 44 (G1018): Best 4/10th of 1% Feed Efficiency, Top 5% \$Profit, Top 2% YW and ADG - a lot of bull for \$3,500

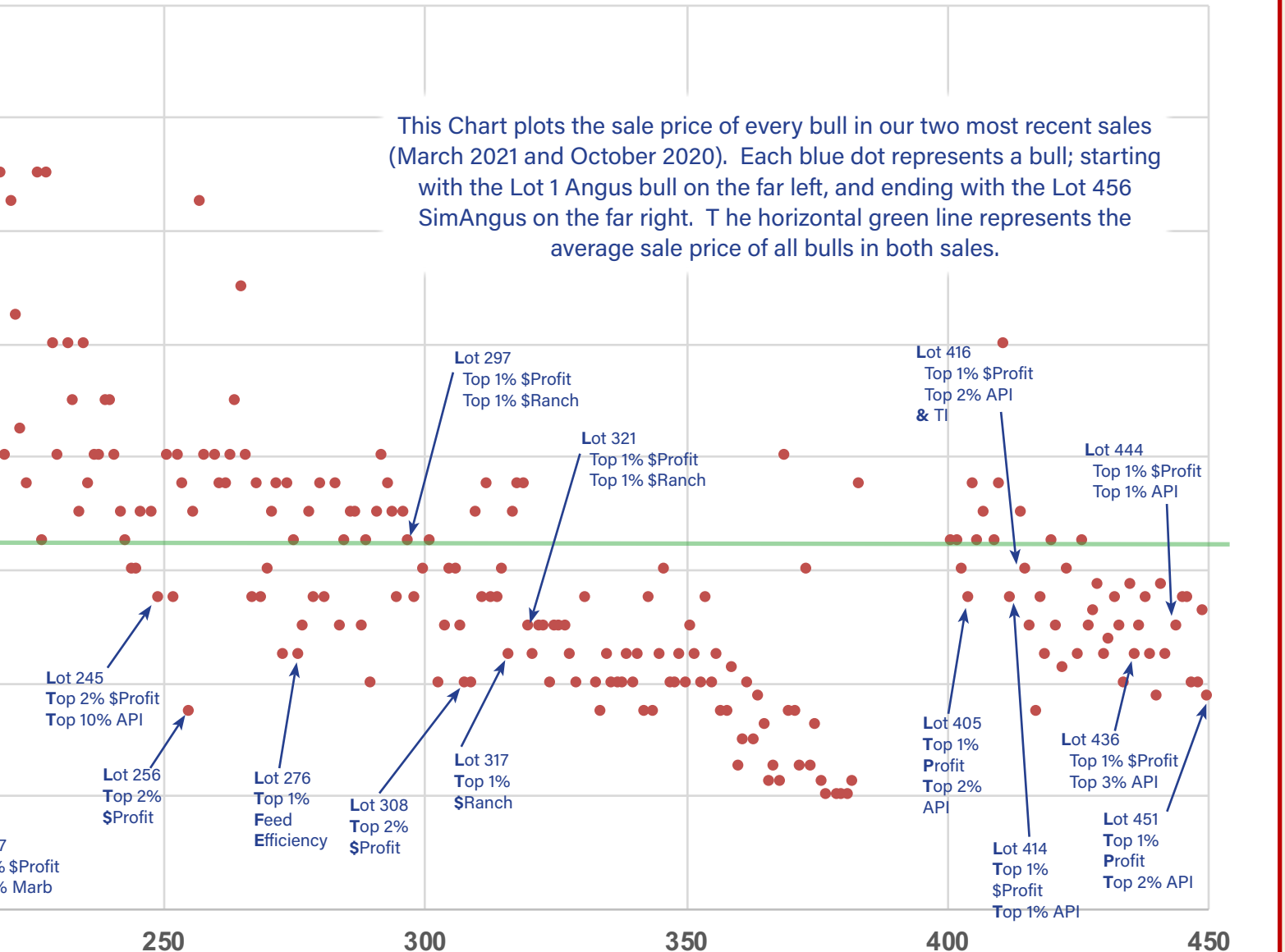


Lot 159 (G6251): Top 1% GridMaster & REA, Top 3% Marbling, Top 4% \$Profit \$1500 below sale avg.

Genetic Investments Pay Off!

R.A. Brown Ranch Bull customer, dominated Superior's CornBelt Classic June 17th in Council Bluffs, Iowa. Long-Term customers have the R.A. Brown influence not just in the calves they market, but also the cowherd that produced those calves. Buyers obviously knew the value of stacking generations of efficiency, quality and performance.

235 head of 850 lb steers sold for \$164/cwt - pricing back at nearly \$1,400 per head.
 245 heifers fetched \$158.50/cwt, or \$1,228 each.
 Both Steers and Heifers were the high selling lots in their respective weight ranges across the entire country!



Lot 280 (G264): Best 1/10th of 1% Feed Efficiency, Top 4% \$Profit and 2% WW @ \$5,500



Lot 417 (G1120): Top 1% API, 5% \$Profit and 4% TI. 400+ lots deep in the sale and only \$4,500.

NEWS From the Rancher's Desk

Embracing new and exciting things has been our mantra in 2021. We are incredibly blessed to have added several new people to our crew in one role or another all while continuing to expand and grow our business — now seven generations strong.

“Grandpa EPD” and “Honey” have been swooning over our sweet granddaughter Rayley Ann since December. She even joined in on her first trip on behalf of the ranch at Florida Cattleman’s Convention earlier this summer. Josey Brown, (wow that is fun to finally say), has also officially joined our family as Lanham’s wife. They had a celebration for the ages right here on the ranch in May. In attendance was not only all our family and friends, but also Rayley’s two new buddies, Curtis Daniel Jennings and Borden Mathis Fischer. Having three babies joining their parents around the ranch has been so fun.



Donell Kleiboeker and Mamie-Cate Haydon will complete their internships with us in December. Donell, Stotts City, Missouri, is a recent graduate of the University of Missouri with a degree in agribusiness management. Mamie-Cate, Weatherford, Texas, shares Kelli’s alma mater — Oklahoma State University. She is a senior animal science major with pre-veterinary science, as well as a minor in agricultural economics and agribusiness. The ranch family has also expanded to welcome three new interns for the summer and into the fall. Sam Clare, Dallas, Texas, is a student at the University of Alabama pursuing a management degree. He will work with us through the summer before returning to school in the fall. Teaching and encouraging the young people interested in agriculture is one of our many passions. To apply for our internship, please visit RABrownRanch.com under the “Our Brand” page. Our deadline for the winter/spring internship is September 1.

In the spirit of constantly pushing our family business forward, we have recently added to our bull development center. You will see when you join us in October there are six new bull pens added to the north. All this in an effort to develop as many high-quality bulls for you as possible.



New to our October sale festivities this year is our first (stand-alone) **Angus Female Sale** at 1 p.m. October 12th just prior to our horse sale and the day before our bull & Red Angus female sale. In R.A. Brown Ranch fashion, we will be offering every four-year-old cow along with some outstanding younger females that are loaded with potential. Be on the lookout for more details on our social media platforms and the website as the draw closer to sale time.



Our main horse man might have been sidelined with an injury the last eight months but the successes in the horse program have not. Four year old Seven S Razzberry, has continued her winning ways in the NRCHA by making the Open Derby Finals in Scottsdale. Many of our customers have experienced some impressive wins whether it be in the rodeo arena, horse show or polo field and continue to showcase the brand across the country. We have three year olds on track for the Snaffle Bit Futurity this fall. And meanwhile back at the ranch, our cowboys have a number of young horses that have had numerous wet saddle blankets and pasture miles added to their resumes. We look forward to seeing you this fall where we'll offer the next crop of Ranching Heritage Bred Quarter Horses in our Annual Horse Sale (Tuesday evening before the Wednesday bull sale).

Do you remember sending your first born off to school? Kindergarten and college can be stressful times. Think about what we do for our kids to help them make successful transitions. Have you thought about your calf weaning strategy lately? Are there things you can do to help your calves make a more healthy and successful transition? Your calves perform better when they stay healthy. If you own them after weaning or if someone else does, the better your cattle do at each transition, the more valuable they are. We have been amazed at how easy fence-line weaning is and how much healthier our calves stay because they continue socializing with their mommas. 2020 has definitely helped everyone realize the benefit of vaccinations and their value in preventing sickness and reducing death loss. Many of you qualify for programs like VAC-24 (vaccinated at branding), NHTC (non-hormone treated cattle) or all natural (never treated with antibiotics). If so, use that to your marketing advantage. We can help you promote the health and superior genetics you have to potential buyers to help you earn a higher price for your calves. We encourage you to consider certifying your calves through GAP or IMI's CARE program so you can benefit from the hard work you are already doing – consider a slight adjustment in your weaning and marketing strategy to improve your profits even more.



That is all for now. We look forward to seeing you in October during our 47th Annual Bull, Female and Quarter Horse Sale. Please bring your branding iron because we want you to put your mark on our wall before or after the sale. We will hope you will join us for the complimentary supper Tuesday evening, October 12th where we will be making a special announcement that we believe will help revolutionize the cattle business as we continually strive to improve your profitability and sustainability in the cattle business.

Donnell Brown (AKA Grandpa EPD)



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

EVENTS

SEE YOU ON THE TRAIL!

July 23-25

Cattle Raisers Convention and Expo
Fort Worth, TX

July 23-24

Oklahoma Cattlemen's Convention & Trade Show
Norman, OK

August 2-4

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

August 10-12

Cattle Industry Convention and NCBA Tradeshow
Nashville, TN

September 15

Spring Internship Application Deadline

September 15-17

National Red Angus Convention
Boise, ID

October 8-23

Snaffle Bit Futurity
Fort Worth, TX

October 12-13

R.A. Brown Ranch 47th Annual Bull, Female and Quarter
Horse Sale
Throckmorton, TX

November 6-8

Angus Convention
Fort Worth, TX

March 8

Ranch Horse Competition
R.A. Brown Ranch, Throckmorton, TX

March 9

R.A. Brown Ranch March Bull and Female Sale
Throckmorton, TX



REQUEST YOUR OCTOBER SALE CATALOG TODAY

940-849-0611 | RABrownRanch.com

Featuring Angus, Red Angus and SimAngus Bulls, Registered Red Angus and Angus Females, and Ranching Heritage American Quarter Horses