

R.A. Brown Ranch

R.A. Brown Ranch

**Spring 2021
Newsletter**

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

www.RABrownRanch.com



A Beef Cattle Ballet

by Wade Yoder

**Bridwell West Ranch
finds success in
utilization of R.A.
Brown Ranch Red
Angus bulls in their
crossbreeding
system.**

It's semi-desert country. Patches of short grass cover the rolling hills; mesquite and cholla through the rocky draws. Despite the stillness, these plains are the stage of a choreographed balance between superior genetics and exceptional management at the Bridwell West Ranch.

The red baldy cow is the main actor, and the performance is spectacular.

East of the New Mexico line and north of I40, the Bridwell West Ranch is one of several ranches established by cattleman J.S. Bridwell in the 1930s and '40s. Ranch management created more marketable cattle when they put Red Angus bulls on Hereford females 20 years ago, notes Bridwell West Ranch Manager Mark Bowles.

"I think it's the best move they've ever made, as far as the quality of the cattle and raising something people actually want," says Bowles, who has managed the ranch for nearly 21 years. "I don't know why the managers chose Red Angus, but I'm glad they did. It was a good choice."

J.S. Bridwell was a famous Hereford

breeder, raising 1939 World Champion Hereford bull Larry Domino. Still today, the granddaughters of Mr. Bridwell, Alison Dehan and Bonnie Whiteis, are very supportive of the process and honor his legacy based on their commitment to the employees, excellent land stewardship, wildlife enhancement and producing a quality product that will sustain the operation moving forward. Building on those Hereford genetics, ranch management adds hybrid vigor and marketability through a Red Angus cross, says Jay Evans, who oversees two Bridwell ranches in the Texas Panhandle and another east of Dallas.

"We had a good base Hereford herd, and real good genetics there," Evans says. "We start with a good female, and with the hybrid vigor and the quality of the R.A. Brown bulls, we've upgraded our herd."

The Red Angus-cross calves sell well, specifically into Kansas and Nebraska.

"I think they are just more desirable," Bowles notes. "The calves perform well, they grade good, and they are gentler. It is just a good outcome all the way around."

A BEEF CATTLE BALLET



Good bulls are expensive, but superior genetics are quickly noticeable in the calves.

“When they are about 4 months old, you can see them blossoming,” explains Bowles, who has been buying Red Angus bulls from the R.A. Brown Ranch since 2004. “I think you have to acknowledge that. That’s why you go spend what you spend.

“I’m a lot happier and I know Jay [Evans] is too,” Bowles shares. “He saw the difference. He’s happy with the bulls we get.”

Fertility, efficiency, and carcass performance are the traits Evans focuses on. He needs cattle to appeal to a variety of buyers.

“We’re trying to produce a quality female for our own cow herd and for sale,” Evans says, “but we are also producing quality steers that can go north and bring a premium.”

Balance is his strategy for producing these versatile cattle.

“We are about balance,” Evans explains. “We look straight across the board and try to get balance in our calving ease,

fertility, carcass traits and efficiency. We try to buy a moderate framed, balanced bull. Growth is important to us, but we are not just going for growth.”

The pursuit of balance allows Evans to get more performance from his first-calf heifers.

“One thing we are trying to do now is buy calving ease bulls that have balanced EPDs, so we can use them on our heifers but then they have the quality to use in our mature cow herd,” Evans says. “That helps us with marketability. We’re really raising a quality product out of our first-calf heifers.”

Superior genetics give calves an exceptional start, but cattle must be managed well to be productive. Rangeland and cattle need to interact in a symbiotic way. Here too, balance is maintained by ranch managers.

“The guys that make it happen on the ground, that’s where a lot of the credit needs to go,” Evans reflects. “I work for them; I’m just their support system.”

At the Bridwell West Ranch, Bowles is the man on the ground. He ensures the productivity of the

pastures, consisting of buffalo grass, blue and black gramma grasses and curly mesquite grass. Recently, Bowles also added man-made improvements, including 20 miles of fence, cattle handling facilities and water projects.

Though Bowles wasn’t born into ranching, he caught cattle fever in his teens. He’s been pursuing the balance between conserving rangeland and producing better cattle ever since.

“I grew up in Oklahoma City. I was a city boy, but I think my heart was always at the ranch,” Bowles explains. “My uncle was the foreman of Bridwell’s ranch in Wichita Falls. I’d go every summer and hang out, play and learn for a month or so before school started. I just couldn’t stay away after that.”

Bowles strives to make ranching a profitable occupation. He has the same goal as most ranchers: produce desirable cattle for his customers, both in the feedlot and as replacement females, so he can turn a profit. The cattle make money and his lifestyle is priceless.

“I am thankful to do what I love with my family,” he concludes. “We all know that it’s a heck of a life.”

BRIDWELL RANCH
J3

Worthy

From Donnell's Desk... *RB*

Kelli and I are excited to welcome two wonderful young ladies into our family, and we wish you a blessed new year. Calving is in full swing, and we are feverishly preparing for the March Sale and hope to see you here this spring. In this newsletter we highlight some outstanding customers, introduce you to our new interns and share with you our thankfulness and excitement about the opportunities ahead.



We are blessed to be grandparents and introduce to you our sweet little granddaughter, Rayley Ann Brown (initials RAB). She joined the family officially December 19, 2020, at 8 pounds, 3 ounces; just in time for her first Christmas! In her first few weeks of life, she has already ridden a horse and touched her first calf. She is the daughter of proud parents Tucker & Karley Brown. We are enjoying holding this precious gift from God.

Additional exciting news is that our son Lanham and Josey Cleveland, Joy, Texas, are getting married here at the ranch this spring. They met at Texas Tech while both competing on the Ranch Horse Team. She is in her final year of school earning her Doctorate in Physical Therapy at Hardin Simmons. She is a blessing, and we are looking forward to them living here on the ranch. Speaking of Lanham, he is healing from surgery to repair a severely broken leg. While he won't be horseback again for a few months yet, he is around the ranch and has the best nurse in his fiancé. In addition, Tracy Houston, our bookkeeper, battled health complications in the hospital for the last couple of months. We thank you for your prayers and ask for continued prayers as they are on their way back to 100%.



With both boys back at the ranch as the sixth generation in our family business, we are expanding our bull development facilities to make room for more top-quality genetics. We are also expanding our new Marketing Center, so we have a large outdoor covered area to allow everyone plenty of room to spread out and enjoy the sale. We continue our tradition of working with top young people through our internship program. Three new interns started January 1 and are impressing us in their first few weeks here. Jenna Nicholson is from North Dakota, Jacob Taylor is from Idaho and Jackson Carroll is from Louisiana. We are striving to further their careers in agriculture, and we look forward to you meeting them at our sale March 10.

Speaking of the sale, we hope you will join us as we sell 250 bulls, 50 registered females and several hundred fall bred commercial heifers. We will have bottled water for everyone because we think there may be special fertility in the local water. More blessings are on the way as the team grows with babies soon as Gabe & Kayla Jennings are expecting their first baby as are Austin & Katie Fischer. Later in the spring, we invite you to join us here at the ranch for the 2021 Stoecklein Photography Workshop April 23-25, 2021. If you are interested in attending, check out more details to register at WesternPhotoWorkshops.com today! Blessings to you and we hope to see you soon.

Donnell and Kelli Brown

“We’ve invested significant resources in tools to help our customers make the best informed bull selection decisions; 20+ years of structured carcass testing, Total Herd Reporting, DNA/genomic enhanced EPDs and more recently feed efficiency data. \$Profit is the No. 1 tool that simplifies the selection process. It considers all the data for all the traits and returns one number that reflects each bull’s contribution to ranchers’ profits.”

- Donnell Brown, R.A. Brown Ranch



We Found a Better Way to identify genetics to improve ranchers' profitability

How \$Profit works:

\$Profit assumes the average commercial bull will produce 100 calves during his lifetime. The model assumes 30% of heifers are kept as replacements and the balance of the heifers and 100% of the steers are fed finished and marketed on a value-based grid. The \$Profit simulation model then adds up impacts of all the revenue generating traits and subtracts the effects of the expense traits to produce a net profit figure for each animal. \$Profit boils all of those traits down to one number, and allows you to compare any two bulls and calculate the difference in profit they are expected to generate over their useful lifetime in your herd.

\$Profit Example:

Good Bull A: \$11,000 \$PROFIT
Great Bull B: \$15,000 \$PROFIT
Top 1% Bull C: \$20,000 \$PROFIT

Bull C exceeds Bull B by \$5,000 (\$50 per calf*)
Bull C exceeds Bull A by \$9,000 (\$90 per calf*)
Bull B exceeds Bull A by \$4,000 (\$40 per calf*)

*Remember, \$Profit assumes each bull produces 100 calves over their service to your herd, so divide \$Profit by 100 to find differences in profitability on a per calf basis.

Buyers Know!

...when feeder cattle are backed by generations of bull purchase decisions based on superior \$Profit and feed efficiency.

Rob A. & Talley Brown, Stinnett, TX (pictured left) topped Superior's Bighorn Classic in August, 2020, when their 825-lb. yearlings fetched \$170.50/cwt. They did it again at the Bellringer in January, 2021, when three loads of 875-lb. steers brought \$160/cwt — that's more than \$1,400 per head, a huge return on their investment in R.A. Brown Ranch bulls!



Understanding \$Profit

\$Profit includes nearly every trait that impacts profitability. The effect of most traits on profit is fairly simple to understand. Here is the list of what is included and its contribution toward profit:

\$Ranch = Profit in the Cow Herd (conception to weaning)

Selecting for \$Ranch over time will increase the pounds of calf weaned per acre – here's how:

- **Fertility** - More calves on the ground and a higher percentage born earlier in the season.
- **Calving Ease** - More live calves means more calves to sell and faster breed back with easier calving.
- **Milk** - Enough but not too much.
- **Growth** (Weaning Weight) - Bigger pay-weights.
- **Cow Feed Intake** - 70% of annual cow cost.
- **Mature Cow Size** - Not too big, not too small, just right to fit your environment.

\$Profit = \$Ranch + Profit Post-Weaning (weaning to harvest)

- **Feed Efficiency** - Better cost of gain.
- **Growth** (post-weaning gain) - Reduce days to harvest, heavier pay-weights.
- **Quality Grade** - Premiums for upper Choice and big premiums for Prime.
- **Yield Grade** - 1's & 2's earn premiums, 4's & 5's earn discounts.
- **Carcass Weight** - Heavier pays more up to 1,050 lbs.

Cow Herd Profit + Post-Weaning Profit = \$Profit, One Number that Predicts your Bottom Line!

\$Profit understands the concept of diminishing returns! Some traits' impact on profit are not so easily characterized. Milk and cow size, for example, are good things until you get too much, then they increase the cow's nutritional requirements beyond the environment's capacity. This outcome often results in a negative effect on fertility that is greater than its positive effect on weaning weight. This outcome often results in a negative effect on fertility that is greater than its positive effect on weaning weight. This ability to seek optimal levels of traits is a more recent development in selection index science that is used in \$Profit and \$Ranch.



The entire suite of \$Profit indexes are comparable across breeds, so they work equally well for our Angus, Red Angus, and SimAngus.

Where Average is Amazing!

Improving profit and feed efficiency has never been so easy or affordable. Just look at all the Top 1% genetics and front-pasture phenotypes our customers found - that sold cheaper than the sale average.

In our March and October 2020 sales, comprising nearly 600 Angus, Red Angus and SimAngus bulls:

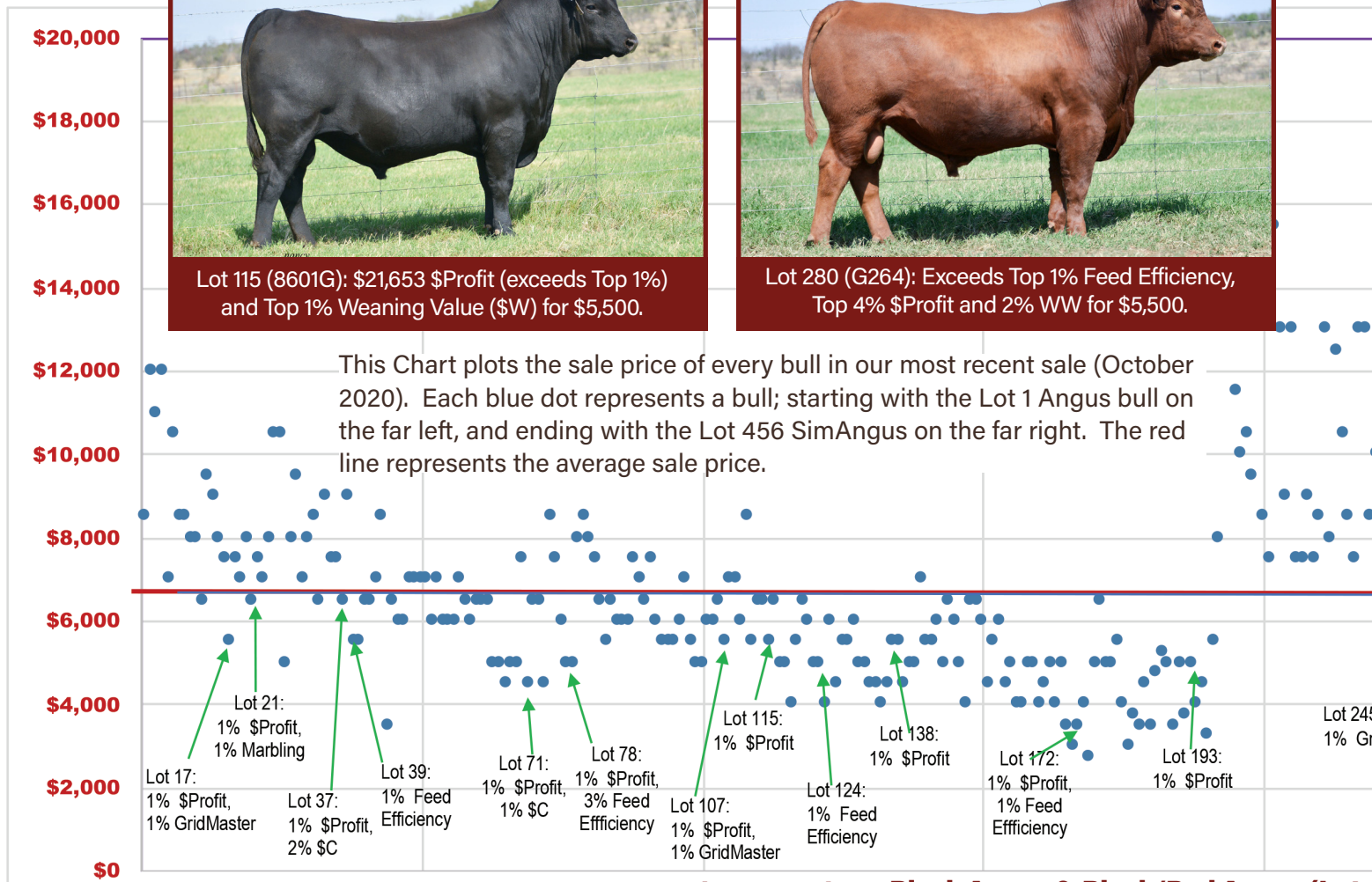
- 60% of the bulls sold below the sale average
- More than a third of the bulls brought \$5,000 or less
- One-fourth of the bulls brought \$4,500 or less



Lot 115 (8601G): \$21,653 \$Profit (exceeds Top 1%) and Top 1% Weaning Value (\$W) for \$5,500.



Lot 280 (G264): Exceeds Top 1% Feed Efficiency, Top 4% \$Profit and 2% WW for \$5,500.



Sale Lot Number: Black Angus & Black/Red Angus (Lots



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



Lot 124 (G222): Exceeds the Top 1% Feed Efficiency and Top 3% \$Profit for \$5,000.

Professional Bull Buying Tips...

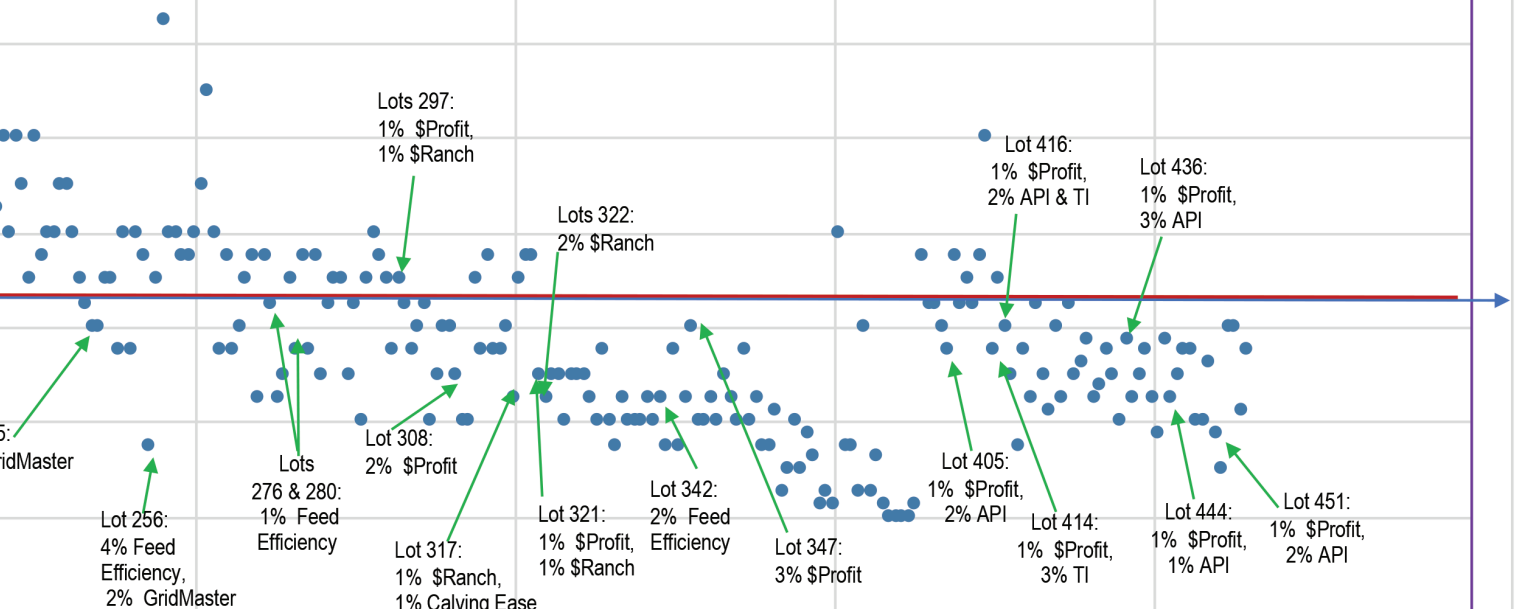
- Come early and look through all the pens - there'll be a lot of great bulls to study.
- Avoid the rush, come out before sale day - bulls are on display a couple of weeks prior.
- Don't assume all the "great ones" are in the front of the sale order. R.A. Brown Ranch Sale veterans know to stay through the end of the Angus, Red Angus and/or SimAngus sections.
- Do your homework - Study the catalog, online videos, and sortable EPD spreadsheets.
- Or, Don't do your homework...Have the R.A. Brown Ranch team sort a list of bulls customized to your genetic and phenotypic specifications.
- Visit us in the "off-season." We'd be happy to spend time with you and help develop bull selection criteria customized to your ranch's production environment, and your calf marketing goals.



Lot 354 (G244): Top 3% \$Profit, 5% \$Ranch, 150 lots deep in the Red Angus bulls at only \$4,000.



Lot 447 (G4119): This powerful SimAngus bull sold three lots from the end of the sale with Top 8% \$Profit. He and the last 30 bulls all sold cheaper than the sale average.



1-196), Red Angus (Lots 201-383), SimAngus (Lots 401-456)



Lot 245 (G5487): Top 1% GridMaster, Top 7% \$Profit, Top 1% WW & YW - an early Red Angus bull that sold cheaper than the sale average.



Lot 417 (G1120): Top 1% API, Top 5% \$Profit & Top 4% TI. 417 lots deep and more than \$1,000 cheaper than the sale average.



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

EVENTS

SEE YOU ON THE TRAIL!

February 1

Summer/Fall Internship Application Deadline

February 9

March Sale Catalog on RABrownRanch.com

February 9-20

NRCHA 2021 World Championship Show
Ft. Worth, TX

February 26

March Sale Videos on RABrownRanch.com

March 10

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

April 1

Fall Internship Application Deadline

April 6

Turn the studs out with the mare bands

April 23-25

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

June 4-5

Wild Horse Prairie Days & Ranch Rodeo
Haskell, TX

June 15-17

Florida Cattlemen's Association Convention
Marco Island, FL

June 22-25

BIF Research Symposium and Annual Convention
Des Moines, IA

June 22-27

AQHA Versatility Ranch Horse World
Championships
Guthrie, OK

June 30 - July 3

Texas Cowboy Reunion
Stamford, TX

July 16-17

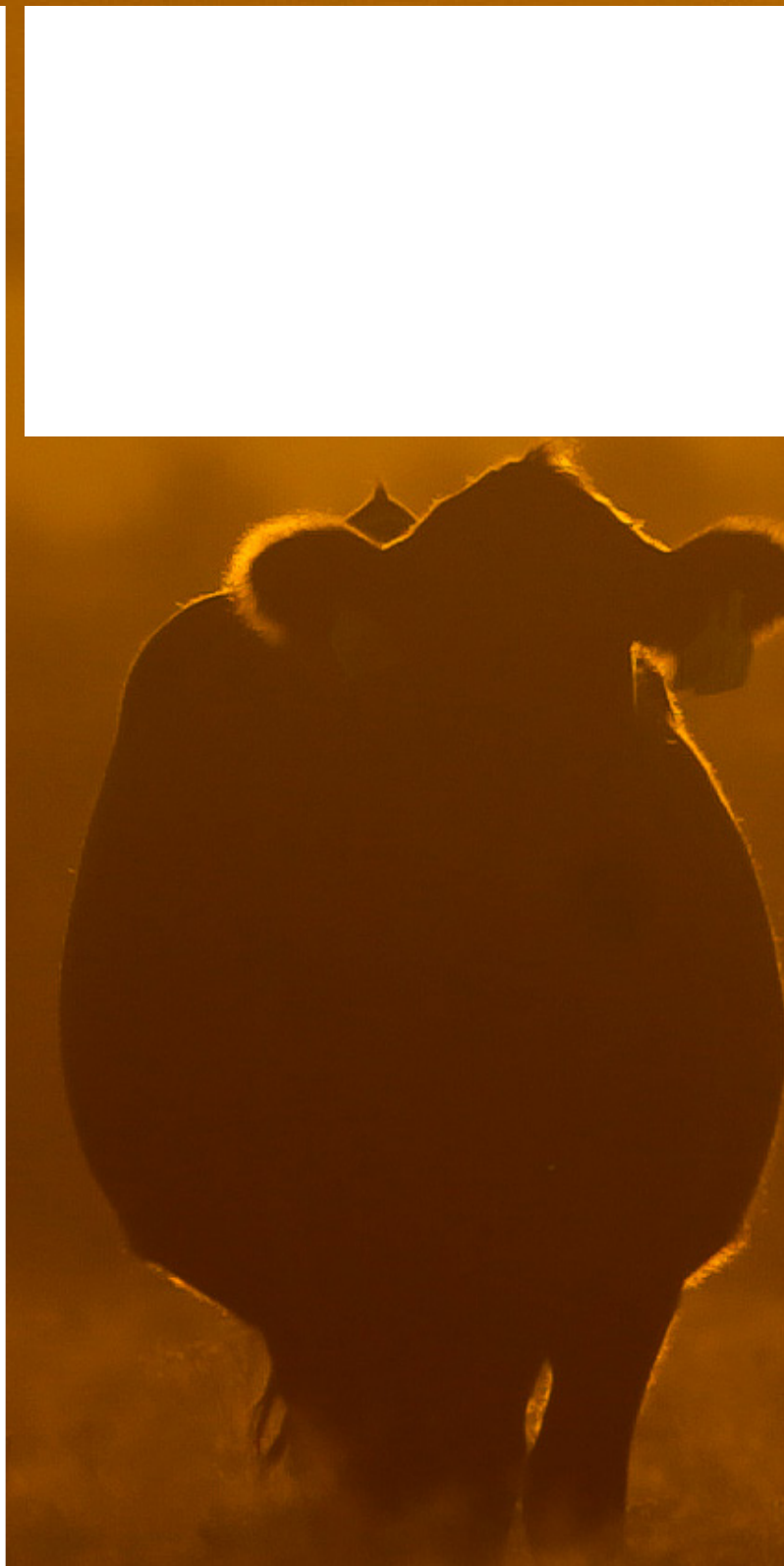
Texas Ranch Roundup
Wichita Falls, TX

September 15

Spring Internship Application Deadline

October 12-13

R.A. Brown Ranch 46th Annual Bull, Female and
Quarter Horse Sale
Throckmorton, TX



REQUEST YOUR MARCH SALE CATALOG TODAY

940-849-0611 | RABrownRanch.com

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