

R.A. Brown Ranch

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**Summer 2022
Newsletter**

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DIVERSITY BREEDS SUSTAINABILITY

by Kayla Jennings

Arkansas producer improves the sustainability of his operation by creating synergy between his cow-calf and poultry sectors.

With towering pine trees on either side of the blacktop, a Central Arkansas cattle producer hits the road on his yearly journey to enhance his bull battery. As the trees and rolling hills of Arkansas are lost in his rear-view mirror, signs of West Texas emerge indicating he is close to his destination — Throckmorton.

Ten hours in one direction is no walk in the park, but with determination to bring home the best bulls for his environment and business model, Greg Williams knows it's worth it.

"I'd go if it was 20 hours," he says. "I'm that confident in the genetics. R.A. Brown Ranch has proven it to me that the longevity is there, the quality is there, and I've seen it for myself over the last decade."

Evolving toward sustainability

Williams grew up on a small farm raising row crops and cattle. As an adult, he had a career in the poultry business along with spearheading a dirt company. Fast forward to 1996, and the business model changed.

The Williams family put in poultry houses and added cattle back into the equation in 2000 to diversify even

further. Over time, Williams sold his portion of the dirt company, but he is still a contract grower for broilers as well as managing their cow-calf business — a model, he says, works.

"The two are absolutely great synergies," he notes. "You get a great fertilizer through the broiler side that goes into the cattle side. There's not a lot of hours spent day-to-day in a poultry house, so it gives you enough freedom to run the cow-calf side, as well. They really go hand in hand together."

In his area, four to five acres per beef animal unit is typical. But in the spirit of doing more with less, Williams has found a way to maximize his land by fertilizing with chicken litter. He can now run two acres per beef animal unit; however, he conservatively maintains a three acre per animal unit ratio.

That doesn't mean his area is without challenges of its own, though. "We're prone to flood and we're prone to drought, as well — just not to prolonged drought," he describes. "A 45-day drought around here is causing panic because our stocking rates are so tight"

To protect his business against challenges both expected and unforeseen, he is grateful for the

CUSTOMER CONNECTION

diversity. Even though it can be chaotic at times, having multiple enterprises within their business model pays. Williams describes when the pandemic hit as an example.

Their poultry cycle shifted from seven weeks to four months. That means more time between pay, and in those seasons, it was necessary to have another means of income to fall back on. For Williams, that is just one strategy he employs to ensure sustainability of his business.

Another is purchasing R.A. Brown Ranch bulls. "If I had not found R.A. Brown Ranch, I would not have continued in the black Angus business," he shares.

Something is different

Williams, along with his brother and wife, work together in their Angus-based cattle enterprise. They previously ran a Charolais-Angus cross for many years but have since transitioned into crossing their Angus offspring with Hereford bulls to create baldy cattle they market locally for a premium.

Since he retains the Angus females out of R.A. Brown Ranch bulls, it is imperative he select for maternal traits first and foremost. In his experience,

traits that point toward an animal's

longevity in the herd pay dividends. And lucky for him, the carcass traits come as a package deal in the bulls he has brought home.

"I feel like I'm getting that for free because I'm not selecting for that, but it comes with the bulls," he shares. "For me, it's really kind of a little gravy."

Williams first made the trek to Throckmorton after his interest was piqued in the genetics the ranch was using nearly 10 years ago. "But I stayed there because they have the best bull development that I found anywhere," he says. "I'm keeping bulls up to 7 years old here because they have good feet and maintain body weight.

"I had to call Donnell and ask him what he was doing differently," he adds. "I just knew there was something different because I didn't have any problems."

Williams has seen the difference first-hand during his annual visits to Throckmorton the second week of October. He enjoys the family-oriented atmosphere and the philosophy behind every animal offered in the sale.

"If you look at their sale catalog, it'll say bull development," he shares.

"That's what they do. They develop

them for longevity, they don't grow them. There's a difference between growing them and development. There's a huge difference. And it comes with thousands of dollars of profit in your pocket later."

He has reaped the reward of age-advantage bulls that have stepped through all the hoops before making the sale catalog. With multiple irons in the fire, Williams says he does not have the hours in the day to evaluate cattle to the degree R.A. Brown Ranch does. Further, he doesn't have the capacity to test for feed efficiency and other phenotypic traits that point toward profit — this is where he leans on the team in Throckmorton.

He said his first trip to the R.A. Brown Ranch was a good experience, but he admits his confidence to invest in better bulls there has grown every year as he has seen how well they work in his environment. He likes how well long they last and how many more calves he gets from each bull.

"I've got the confidence to go and spend the money to buy the right bulls," he shares. ". I can spend more dollars because they stay in the herd. My R.A. Brown Ranch bulls last 2 to 3 years longer than the bulls I bought elsewhere and produce lots more calves for my investment."



Q&A Four things you didn't know about the Rainfall Protection Program

Lack of rainfall can be the worst peril a farmer or rancher meets. To mitigate the risk, we sat down with AgDefense Risk Management Insurance Agent Shari Holloway for a Q&A about programs to help.

1: What is the Pasture, Rangeland and Forage program and the Annual Forage program?

Pasture, Rangeland and Forage (PRF) and Annual Forage (AF) are both programs to help farmers and ranchers manage their operations during periods with a lack of rainfall. PRF is for grassland intended for grazing or haying. AF is for annually planted crops with forage value like wheat, rye, haygrazer, and others. Both programs are within Federal Crop Insurance subsidized significantly to aid producers with costs.

2: Why are these programs so beneficial for ranchers?

PRF and AF are helpful to ranchers because the main factors in the success or downfall of your operations are weather-related. With rainfall being out of your control, having a consistent source of help when those unpredictable patterns persist can help offset the expenses that quickly add up. With the subsidies paying a majority of the premium and the option to have losses pay the premium so none of your operating capital is tied up, these programs are intended to be affordable. Any payments from the program will go to the producer as soon as claims are processed instead of several months to a year after the damage has been done like in other programs. These programs are beneficial to ranchers because they help producers manage the risk of the volatility of your livelihood and operation.

It's not a matter of "if" there will be dry times, but "when." To date, these two programs continue to be the most consistent and helpful tools available that won't break the bank. Knowing in a persisting dry season that you have a loss check coming to cover the feed bill or pay your bank note can help make decisions that keep your operation running smoothly. The peace of mind from knowing your top risk, not enough rain, can be mitigated in an easy and budget-conscious way will free you up so you can get back to doing what you do best.

3. How does it work?

Both programs use grids that measure daily rainfall amounts. These grids are about 15 by 15 miles and offer more accuracy than lumping your farms in with data assigned to your county. If your grid figures less than 90% of average rainfall, then a loss is triggered and automatically, a claim begins processing.

Each program works in two-month intervals, so each interval is like its own mini rainfall policy. At the end of one interval, the slate is wiped clean for the next. For

the rainfall protection on your grass, coverage starts in January and goes through the end of the year. On your annual forage crops, there are four different growing seasons that have different reporting deadlines, and your agent will know what crop goes in which growing season based on your plant date.

We have created a tool that will show you, for your exact acres, how these programs would have worked for you over the past 20 years. Predictions of future rainfall are a struggle at best, but we have found seeing the past clearly helps us make sound decisions going forward. Contact me with your county and number of acres and I can have a detailed history for you to look at. Then you can determine for yourself if you want to roll the dice and take your chances with no protection, or enroll in a rainfall protection program that will help you sleep better even when the weatherman delivers the bad news night after night.

4: What time of year do you take out a policy? What are the steps to do so?

Call me at AgDefense Risk Management to get all your questions answered and enroll in either program.

Annual Forage has a sign-up deadline of July 15, 2022 that allows a producer to enroll any acres planted after that date through the end of June of 2023. It's like building the garage (sign up) before parking your vehicle (acres reporting). If you want to enroll your wheat you will plant in September of 2022, you must first sign up in July of 2022. If you want to enroll your milo you will plant in June of 2023, you must enroll in July of 2022. The rainfall on grassland and hayable acres is much easier. December 1, 2022 is the acres reporting deadline, coverage begins January 1, 2023, and it goes through the calendar year. Give us a call and we can help you. The deadline for the Annual Forage Program is July 15.

Upcoming Deadlines:

- Annual Forage Program: July 15
- Pasture, Rangeland and Forage: December 1



NEWS COME SEE US

by Donnell Brown

We want you to come visit us here at the ranch in Throckmorton. We love giving tours to ranchers, university students, cattlemen's organizations, and others to show all the things we are doing to improve our customer's profitability and sustainability. We also want you to join us for our sales even if you are not in the market to buy something at the time. We strive to make our sales a "Bucket List" event for the whole family that you absolutely want to attend yearly. Come see good friends, outstanding horses, bulls, cows, heifers, photography, ranch merchandise, enjoy good food, a TSCRA Ranch Gathering, get your hats creased, and a huge sandpile with toys for the kids. The R.A. Brown Ranch is the place to be October 11-12.

We Measured Feed Efficiency - Before Feed Efficiency Was Cool

We have been working to improve efficiency for more than 30 years when we made it part of our mission statement. We are now starting our eighth year of feed efficiency testing our bulls and heifers because we can best manage what we measure. Now we are making faster genetic progress by selecting the most efficient cattle to propagate through AI, embryo transfer, and invitro fertilization. Every bull and female in our sale has an EPD for Feed Efficiency (F:G), and this trait has become much more important since feed, fuel and fertilizer costs have skyrocketed.

Our genetics are more efficient on grass as well as on feed. A group of R.A. Brown Ranch sired steers sold on Superior coming off grass from McCartney Ranch Co. repped by Clay Murray after they gained 2.98 pounds per day in the last 39 days on grass with no feed. While selecting for improved efficiency, we are also selecting cattle for more growth, carcass value, and fertility in a conservatively sized package. As a result, your heifers will better fit the environment and produce more pounds of calf in their lifetime. You can find cheaper bulls than ours, but I don't know where you will find bulls that make you more money.



Healthier and Happier

I was concerned that climate change might be depleting oxygen in the bottom 24 inches of the atmosphere because every time I reached over to pull on my boots, I couldn't breathe. Plus, during our Christmas family dinner, my dad looked over at me and said, "Son, I think your belly is bigger than my belly." These two factors motivated me to eat healthier and lose some weight. I had been watching my wife lose 70 pounds while gaining energy and feeling great, so I followed her lead and have lost 40 pounds so far. I feel great, its easy, I am not hungry, I eat lots of beef, and I haven't had to exercise outside of my daily ranching activities. My goal is to be back to our wedding weight by sale time. Kelli is now helping lots of people eat healthier and feel better. If you want to learn more, just text Kelli at 940-256-0785 or e-mail her Kelli@RABrownRanch.com and she can help you, too.

Meet Our New RAB Team Member

We are excited to welcome Tyler Rogers and his family to the R.A. Brown Ranch Team. He will manage our Bull Development Program and oversee testing our bulls for performance, efficiency, fertility, carcass, and soundness while developing them for longevity on our high-roughage, corn-free diet. He and his wife Malori went to Lubbock Christian University with Tucker and Karley. Tyler and Tucker played for the LCU basketball team together and both graduated from the TCU Ranch Management program. Tyler and Malori are blessed with two small children, and we are excited to have them in Throckmorton.



Internship

The R.A. Brown Ranch Team has also expanded to welcome new interns. Weston Siler grew up in the Strawberry Capital of Texas and graduated from Texas A&M University in May with a degree in rangeland ecology and management with an emphasis in ranch management. Cort Petersen from Albany, Texas, is helping Lanham this summer primarily in our horse program. Teaching and encouraging 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 spring internship applications is September 1.

Events where we hope to see you.

We hope to meet up with many of you at the Texas Ranch Roundup, Oklahoma Cattlemen's Convention, Texas A&M Beef Cattle Short Course, National Red Angus Convention, Snaffle Bit Futurity and National Angus Convention. Check out our calendar on the back page. We would love to meet up with you along the trail.

We look forward to seeing you in October during our 48th Annual Bull, Female and Quarter Horse Sale. Please remember to bring your branding iron! We will offer the opportunity for our customers to brand the walls of our Marketing Center on the evening of October 11 after our Angus Female and Horse Sales before the complimentary supper and Ranch Gathering provided by Texas & Southwestern Cattle Raisers Association.

We hope to see you soon.



Ranch Horses In The Spotlight

A strong, quality moving horse with endurance and cow are traits that I look for in a ranch horse and a show horse. That's a foundation our breeding program has had in place for a long time and are continuing to build upon at R.A. Brown Ranch."

-Lanham Brown

2022 SUCCESS

"Casino" - Hesa Twisted Bet - 2016 gelding (Bet Hesa Cat x RAB Twistin Dodger x Twistin Little Juan) / Lanham Brown: RHAA National Reserve Champion Jr Horse and Western Derby Non-Pro Two Rein Spectacular Champion

"Roscoe" - RAB DiamondsRForever - 2018 gelding (Time For The Diamond x Sparks Smart x Genuine Masterpiece) / Lanham Brown: Paso Robles Spring Classic Non-Pro Derby Champion; Stallion Stakes and Western Derby NP Finalist

"Razz" - Seven S Razzberry - 2017 mare (Blind Sided x Seven S Valentina x Playgun) / Kelby Phillips: Top Ten Open Derby Finalist at Tres Osos NRCHA Derby, Paso Robles Spring Classic Derby, and the Western Derby

"Buzz" - Buzz Lite RAB 2017 gelding (CD Lights x Billie Travis) / RA Brown: Ranching Heritage World Show Lmtd. Open 4 year old Working Ranch Horse Champion



**Check out the calendar on the back page to know where we are heading next!*

WE MAKE AVERAGE LOOK AWESOME!

Here's just a sample of the incredible genetic value R.A. Brown Ranch customers took home at prices below the sale average in our last October Sale.

65%
(303 Bulls)
of our October 2021 Bull Sale offering sold at or below sale average

202 Bulls
Sold for at least \$1000 below Sale Average

160 Bulls
Sold for at least \$1500 below Sale Average

121 Bulls
Sold for at least \$2000 below Sale Average

81 Bulls
Sold for at least \$2500 below Sale Average

45 Bulls
Sold for at least \$3000 below Sale Average

Lot 191 (H1220)
1% \$Profit,
1% Feed Efficiency
2% MARB,
1% REA

Lot 192 (H7002)
1% \$Profit,
1% Feed Efficiency
4% MARB

Lot 166 (H1248)
2% \$Profit,
1% Feed Efficiency
2% GridMaster
5% MARB

Lot 230 (9071H)
1% \$Profit,
1% \$Beef Value
1% Marbling

Lot 165 (8890H)
2% \$Profit,
1% Feed Efficiency

Lot 228 (8794H)
1% \$Profit,
3% Feed Efficiency

Lot 45 (H7144)
1% \$Profit,
1% Feed Efficiency
2% MARB,
1% REA

Lot 238 (H1247)
2% \$Profit,
1% Feed Efficiency
4% MARB

Lot 183 (9049H)
1% \$Profit,
1% Feed Efficiency
2% GridMaster
5-Star Calving Ease

Lot 313 (H339)
1% \$Profit,
2% Feed Efficiency

Lot 236 (H1176)
1% \$Ranch,
5-Star Calving Ease


Lot 417 (H5000)
1/10th of 1% Feed Efficiency
3% MARB

Lot 414 (H5105)
1% \$Profit,
1% Feed Efficiency
2% MARB,
1% REA


Lot 462 (H3007)
1% \$Profit,
1% Feed Efficiency
3% TI

Lot 484 (H2879)
1% \$Profit,
2% Feed Efficiency


Lot 522 (H3507)
1% \$Profit,
1% Feed Efficiency




Lot 173 (H1738)
1/10th of 1% Feed Efficiency, 4% \$Profit, 7% \$Ranch, 5% MARB




Lot 285 (H5009)
2% \$Profit, 3% \$Ranch, 5% MARB
5-Star Calving Ease




Lot 343 (H5012)
2% \$Ranch, 5-Star Calving Ease




Lot 503 (H4232)
1% \$Profit, 3% API
7% Feed Efficiency
3% MARB



Lot 175 (H1228)
1% Feed Efficiency
2% REA



Lot 349 (H5038)
2% \$Profit, 3% \$Ranch



Lot 488 (H2903)
Best 1/10th of 1% Feed Efficiency

R.A. Brown Ranch October Sale Tips

- Study the entire offering...as you can see there are plenty of "Top 1%" opportunities 300, 400 even 500 lots deep.
- Don't assume the "Front-end" bulls will be out of your price range - 34 bulls in the first 25% of their respective breeds sold for these Super Value prices.
- Don't be afraid to ask for help, there are many bulls to get through, we have all the data, we've graded every bull for foot structure, soundness, muscularity, docility - We'll help build your order like it was our own.

You're Invited...



48th Annual R.A. Brown Ranch October Sale

October 11-12, 2022 | Throckmorton, TX



OFFERING

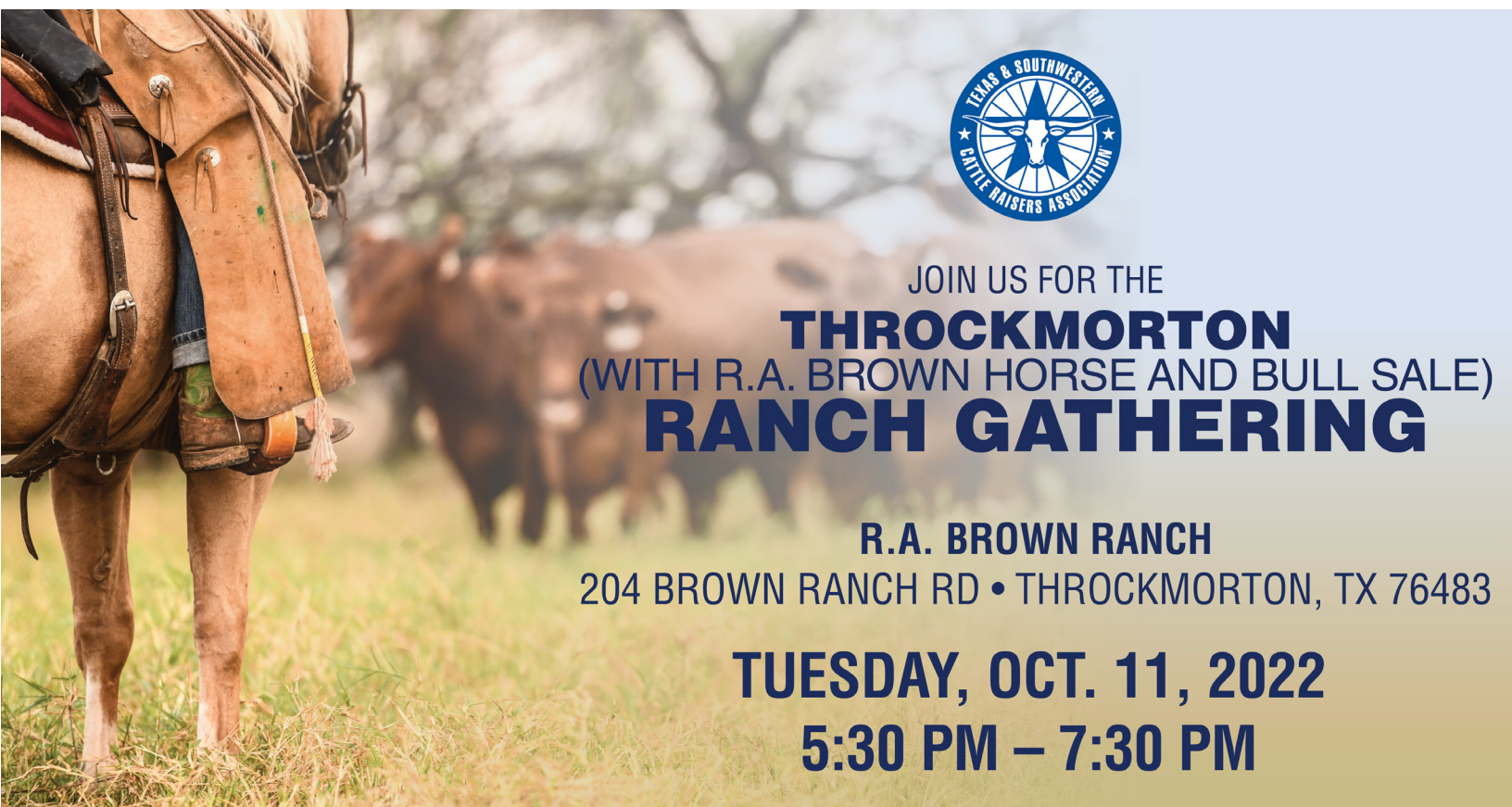
**20 Ranching Heritage Bred
Quarter Horses**

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

200 Registered Females
(Red Angus and Angus)

**150 "Hand-Picked"
Commercial Bred Heifers**

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.*



JOIN US FOR THE
THROCKMORTON
(WITH R.A. BROWN HORSE AND BULL SALE)
RANCH GATHERING

R.A. BROWN RANCH
204 BROWN RANCH RD • THROCKMORTON, TX 76483

TUESDAY, OCT. 11, 2022
5:30 PM – 7:30 PM



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

EVENTS

SEE YOU ON THE TRAIL!

July 15-17

Texas Ranch Roundup
Wichita Falls, Texas

July 22-23

Oklahoma Cattlemen's Association Convention
Norman, Oklahoma

August 1-3

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

August 4

Wise County Cattlemen's Meeting

September 1

Spring Internship Application Deadline

September 14-16

Red Angus Convention
Kalispell, Montana

October 6-22

Snaffle Bit Futurity
Fort Worth, Texas

October 11

R.A. Brown Ranch Angus Female Sale
Throckmorton, Texas

October 11

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

October 12

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

November 4-7

Angus Convention
Salt Lake City, Utah

November 9-13

WRCA 27th World Championship Ranch Rodeo
Amarillo, Texas

November 12

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

March 10

R.A. Brown Ranch 8th Annual March
Bull & Female Sale
Throckmorton, Texas



REQUEST YOUR OCTOBER SALE CATALOG TODAY

940-849-0611 | RABrownRanch.com

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