



BULLIS CREEK RANCH

Volume 20 Issue 1

January 2020



At Bullis Creek Ranch we proudly raise

Dedicated to producing purebred and crossbred genetics for the commercial cattleman.

**Balanced traits
Efficiency is required
Extremes are avoided
Focused on optimum production**



YA'LL COME ON DOWN – NEW LOCATION FOR 2020 SALE



The 20th Annual Bullis Creek Ranch Generations of Predictability Spring Production Sale will be held at the ranch located four miles southeast of Wood Lake, Nebraska.

I would like to take this opportunity to invite you all to our 20th Annual “Generations of Predictability” Production sale held on the last Monday in January each year. In 2020 we are “coming home” and the sale will be held at the ranch south of Wood Lake, NE. The past 19 sales have been held at the Burwell Livestock Market. It has been great working with the sale barn, but we felt like it was time to simplify the sale and reduce some of the stress and costs associated with having the sale away from home. The sale crew will all remain the same. The cattle, our commitment to quality, reliability and value will never change regardless of where the sale is held or how they are sold.

I would like to thank the crew at Burwell Livestock Market for hosting us for the past 19 years. They were always great to work with and put forth 110% effort on our behalf. It will be difficult to duplicate the atmosphere and top notch service provided for all those years. You can bet we will be back to BLM for the rest of our cattle marketing needs. Thanks folks!

**We look forward to seeing all of you
at the ranch south of Wood Lake, NE
on January 27, 2020.**

This years sale will offer 70 head of age advantaged coming two year old bulls and 30 bred registered and commercial heifers. The bulls have been developed on a mainly forage diet with limited grain and are fit and hard as an apple in condition. These long aged bulls will cover a large number of females in large rugged pastures. They will hold their condition and with stand rough service. The heifers on offer will contain multiple generations of AI genetics and a high percentage of the heifers are carrying AI service to some of the top sires available. The genetics on offer represent nearly 50 years of genetic development on the Limousin herd and 26 years on the Red Angus herd.



Photo taken January 23, 1902

Heifers and steers bred and raised by Henry Brawner, age 89, Delavan, IL. Average weight 1,577 lbs., price \$7.25 per cwt which was .70¢ higher than any other cattle sold that day. Yielded 67.2% cold beef net to purchaser.

I'd like to take a little time here to tell you about our history, our goals and our family. As some of you know in 2017 we celebrated the 100th anniversary of Bullis Creek Ranch. Our family was located on a farm in Delevan, IL when my grandfather purchased a ranch in southwestern Montana near Livingston in 1917. He was a veterinarian and he was in charge of Fort Yellowstone which managed Yellowstone National Park. He was in charge of rounding up the bison in the Park and vaccinating them for brucellosis. In the 1950's and 60's Rob's dad ran a herd of

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YA'LL COME ON DOWN – NEW LOCATION FOR 2020 SALE

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purebred polled Herefords. In the late 60's they were bred via AI to some of the new continental breeds that were coming into the US and Canada. We tried several different breeds and settled on Limousin due to their calving ease, calf vigor and hardiness. A purebred herd of Limousin was developed to provide seed stock for the ranch cow herd. As the herd grew so did the number of bulls produced till eventually the extra bulls were sold to other area cattlemen. A herd of 100% 1A Red Angus were started in 1993. In 2020 we will celebrate 49 years raising Limousin and LimFlex cattle and 27 years of producing Red Angus.

The Montana ranch was sold in 1997 and a ranch was purchased in north central Nebraska east of Valentine and south of Wood Lake. Our family today consists of me and my wife Brenda and our youngest son Neil and grandson Junior and daughter Audrey. Our oldest son Chuck and his wife Beth have two kids and in are Springfield, MO and they work for Bass Pro. My mother is in Montana.

Our goal has always been to breed for balanced traits and our emphasis has been performance orientated. We have always utilized the latest improvements in beef production. Performance testing, data collection, EPD's, AI, embryo transfer, whole herd reporting, and genomic testing are all utilized on the ranch. We have always tried to be involved in all facets of our industry from breeding, feeding and marketing of our product. We have fed to finish our entire calf crop not sold as breeding stock. We have nearly 10 years of feeding and carcass data. The last five years we have been selling beef direct to the consumer and tracking consumer satisfaction. Rest assured that we have focused on these six areas in our cowherd. We have selected for highly docile easy handling cattle that are efficient, structurally sound with increased longevity and performance while not increasing maintenance.



2018 FED CATTLE WRAP UP

The 2017 born steers and heifers (120 head) not kept as breeding stock were fed to finish at Burwell Feeders north of Burwell, NE. The steers and heifers were placed on feed at approximately 750 lbs in early May. The projections had the heifers slated for harvest in early October and the steers in early November. The fed cattle market at that time was not great with fed cattle bringing just over a \$1/cwt. The projected break even was at \$1.10. The cattle were still gaining well and the cost of gain was good. We ended up feeding the cattle 30 days longer than projected which had them at a heavier finished weight. The market did come to us though as it climbed higher in October and November allowing us to surpass our break evens and making for a profit instead of a loss.

The heifers went out in mid-October at a pay weight of 1470 lbs. and brought \$1.14 live and had a cutability of 63.2%. They gained 3.8 lbs./day and converted at 7.06/lbs. of feed per pound of gain with a cost of gain of \$79.15/cwt. The heifers had an average dressed weight of 929 lbs. with them grading at 94% prime and choice and only 6% select. They closed out with a \$150.46 per head profit.

The steers went out with a pay weight of 1611 lbs. and yielded 63% and brought \$1.18 live. They converted at 6.2 lbs. feed per pound of gain and gained 4.25 lbs. per day and had a cost per lb. of gain of \$66.25/cwt. They graded 90.2% prime and choice with 9.8% select. They closed out at \$233.80 per head profit.

We would have liked to feed our 2018 born crop but due to several factors like the long winter draining the financial resources, the volatility of the corn market and possibility of a low fed cattle market at harvest time we made the decision to sell them as feeders. The abundant rain we received did allow us be able to keep them as feeders this year. We sold them on August 8th at Burwell Livestock Market. Every now and then you get lucky and this was about the only lucky thing that has happened to us in a month of Sundays. About 8 hours after they sold was when the fire broke out in the Tyson Plant in Finney County Kansas bringing the market down. The cattle sold well as the steers weighed 880 lbs. and brought \$145/cwt and the heifers weighed 765 lbs. and brought \$138.25/cwt.

TOP DOLLAR ANGUS

We have signed up as a Top Dollar Angus seedstock partner. This will allow us to offer more marketing options to our customers. All the bulls this year have been Genomically tested, sire verified and tested free for OS and MA.



2019 BCR SPRING PRODUCTION SALE REPORT

Spring Production Sale held January 28, 2019 at Burwell, Nebraska. Auctioneer: Tracy Harl

Averages

29 – Limousin & Lim-Flex bulls – \$3,152

28 – Red Angus bulls – \$3,118

7 – Bred Limousin heifers – \$1,886

20 – Bred Red Angus heifers – \$1,920

Sale Gross – \$230,295

High Selling Limousin/LimFlex Bulls

\$6,000 – Lot 7204, BRAW Xcellisor 7204E, 2/20/2017, purebred, red, homozygous polled, sire by Wulfs Xcell-sior X252X, purchased by Alan Steinke, Idaho Falls, ID. Long time friend and buyer of 30 years.

\$5,700 – Lot 7205, BRAW BC 7205E, 2/22/2017, purebred, red, homozygous polled, sired by LFLC Big Country, purchased by Dwight Comer, Hordville, NE.

\$3,600 – Lot 7306, BRAW BC 7306, 5/9/2017, purebred, red, homozygous polled, sired by LFLC Big Country, purchased by Tim and Dee Painter, Valentine, NE.

\$3,500 – Lot 7248, BRAW BC 7248E, 3/22/2017, Lim-Flex, red, homozygous polled, sired by LFLC Big Country, purchased by Bill Lambert, Osage, WY. Lambert's bought four bulls.

Volume bull buyer was Taylor Farms, KS with 13 bulls.

Limousin Bred Heifers

Wes and Logan Winters, NE purchased the top three heifers at \$2,000 and purchased six heifers.



Red Angus Bulls

Lot 714E- BCRR Lookout 714E sold for \$5,000 to long time buyer Matt Fowler, Loup City, NE.

Lot 713E- BCRR Redman 713E sold for \$5,000 to Heath Hostetler Cairo, NE.

Lot 7137E- BCRR Cash 7137E commanded a bid of \$4,750 from repeat buyer Don Jensen of St. Paul, NE.

Two bulls sold for \$4,000- BCRR Lookout 710E to Wilde Ranch, Brownlee, NE

BCRR Cash 7137E to Rocking Arrow Ranch, Dean Churchill of Valentine, NE also a long time buyer at Bullis Creek.

Red Angus Bred Heifers

Lot 759E- BCRR Tilly 759E sold for \$3000 to long time customers Tim and Dee Painter.

Lot 700E- BCRR Ms Lookout 700E commanded a bid of \$2800 from Kaitlyn Boyer of Iowa.

Volume heifer buyer was Jim and Jaime Watts of Edgar, NE taking home 14 head.

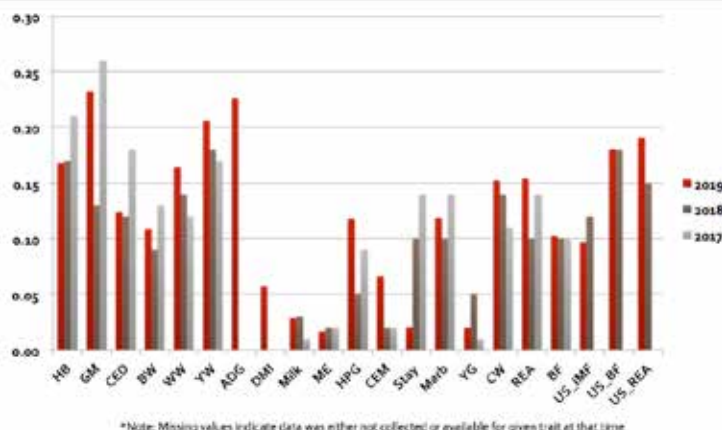
PUPS READY BY SALE TIME

We have a litter of pups available at sale time. Since 1986 we have bred and raised Border Collie working dogs. We focus on working ability and temperament in our dogs. We have always guaranteed our dogs 100% for both working ability and satisfaction. If you are interested in a good dog give us a call.



We have been raising registered working Border Collies for the last 30 years.

Year over year comparison: Correlation between Sale Price and Selection Criteria



WHICH TRAITS DO BULL BUYERS VALUE MOST?

By Katie Ochsner, Commercial Marketing Coordinator

The RAAA commercial marketing team has been collecting data from Red Angus bull sales they've attended since the fall of 2016. One goal of this endeavor is to provide valuable insight into what traits are most valued by Red Angus bull buyers. Correlations between sale price and selection criteria such as EPDs, economic indices and ultrasound measures are evaluated to gauge which traits are most emphasized by bull buyers. In 2019, the GridMaster index and average daily gain EPD had the highest correlations with sale price, indicating that bull buyers were placing heavy emphasis on growth and carcass traits. Yearling weight EPD, ultrasound rib eye area, ultrasound back fat, HerdBuilder index and weaning weight EPD also had higher correlations with sale price than other traits. Looking back to 2018, the HerdBuilder index, yearling weight EPD, and ultrasound back fat had the highest correlations with sale price. Weaning weight EPD, carcass weight EPD, and ultrasound rib eye area also had higher correlations with sale prices than other traits. In 2017, the GridMaster index was most highly correlat-

ed with sale price by some margin. Other traits that had a higher correlation with sale price than other traits included HerdBuilder index, calving ease direct EPD and yearling weight EPD.

Over the three-year period for which data was collected, buyers consistently placed value on GridMaster index, HerdBuilder index, and yearling weight EPD. It is logical that there were high correlations between sale price and the economic selection indices reported by RAAA, as indices are powerful selection tools that utilize economically relevant traits to predict profitability in various production scenarios. Between the two economic selection indices, the most emphasis was placed on GridMaster index. Among the EPD correlations, growth traits had higher correlations with sale price than other reported EPD. It can also be noted that ultrasound back fat and ultrasound rib eye area had strong correlations with sale price for both years that this data was recorded. Based on this, it can be inferred that customers paid a higher price for bulls that were phenotypically more fleshy and heavier muscled.



2019 Reserve Grand Champion Red Angus heifer at the Nebraska Cattlemen's Classic exhibited by Bullis Creek Ranch



Twenty Years of Predictability "Coming Home"

SPRING PRODUCTION SALE

Selling 70 Long Age Bulls • 30 Commercial and Registered Bred Heifers
Limousin • Lim-Flex • Red Angus

NEW IN 2020

Join us this
year for the sale
at the ranch!

Monday, January 27, 2020

1:00 p.m. CT at the Ranch • Wood Lake, Nebraska

Decades of
Performance
Testing



Focusing on
• Maternal •
Growth • Carcass



Bred Right
Fed Right
Represented Right



Rob and Brenda Brawner
(402) 967-3060 • (402) 376-4465
88102 S Wood Lake Rd
Wood Lake, NE 69221

Video clips and sale updates at:
www.bulliscreek.com



- ✓ 73% Homo polled. 100% polled.
- ✓ Average actual BW 75 lbs.
- ✓ Grass and cake cow herd.
- ✓ Dedicated 2 yr old program
- ✓ Fed a high roughage ration
- ✓ Plenty of exercise
- ✓ Rigid culling program, less than 50% of the male crop
- ✓ Average WW of 648 with no creep feed.
- ✓ EPD ranking in top 40% of the breed for:
 - 92% for WW
 - 88% for YW
 - 88% for Docility
 - 88% for Rib Eye
 - 54% for Scrotal
- ✓ Semen tested
- ✓ Fully guaranteed
- ✓ Complete performance data
- ✓ Bred for docility and handleability
- ✓ We keep 'em and feed 'em until April 1st



Rob and Brenda Brawner
 88102 S Wood Lake Rd
 Wood Lake, NE 69221
www.bulliscreek.com

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 1st Class
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 ????????????



Selling 70 Age Advantaged Coming 2 Year Old Performance Tested Bulls

January 27, 2020 at Wood Lake, NE Limousin • Lim-Flex • Red Angus



BCRR LAKOTA 827F 3943631
 Bred Stockman- Top 10% Herdbuilder-
 Top 22% Gridmaster- Sparticus x Trilogy



BCRR DEFENSE 893F 3943543
 RAVN Defense son- Top 9% Herdbuilder
 Top 28% Gridmaster- Famed Miss Wix family



BRAW BC 8233F LFM2153017
 Calving ease Specialist – Loaded with
 muscle- LimFlex



BRAW DEFEND 8242F LFM2153026
 68 BW – 718 Adj WW – Wulfs Defend x
 GAR Predestined (AN x LM)- 75% LimFlex



BRAW MS DEWDROP 8252F LFF2153035
 Sired by KCF Bennett Fortress – A leader
 in 13 traits



COMMERCIAL BRED HEIFERS All sired
 by LFLC Big Country out of top Angus dams-
 They sell AI bred to Werner Flat Top (Angus)- The
 resulting calves will be 3/4 Angus and 3/4 sibs