

TBBA Featured Breeder: Braley Brangus

“Who eats their pets?” That’s was my wife’s response when I first talked about raising cattle and eating our own beef. Although she was raised in North Texas and her dad raised commercial cattle since before she was born, she “just can’t eat an animal she knows”. Well, let’s just say that her dad and I have decided to leave her in the dark about that (as long as she doesn’t read this article).

We began in 2007 after deciding that producing high quality cattle for our customers would be our best bet. We’ve made good choices and bad along the way, but we’ve built a core herd that is sure to produce calves that will be a great addition to any herd. We didn’t have access to much land so we wanted cattle that would return the best profit per head. After lots of research we decided that Brangus would be our best fit, and that a registered herd would produce better quality cattle for ourselves and for our customers.

Although we were thinking quality, we made the mistake of looking for the “bargains”. You know, the cheapest registered cows we could buy. We’ve read a lot of articles in the livestock magazines and get advice from people who have built a successful seedstock operation. Over the past seven years we have learned a lot, and we’ve acquired and raised some exceptional females. Based on last year’s calves, we are expecting to have some really nice calves available soon. Although we still like a good bargain, our highest priority is quality. These days those “quality” females must contain several high priority traits or we don’t use them in production. A few of those “high priority traits” include attractiveness, fertility, maternal instinct, good EPD’s, good disposition, and cows that maintain a good BCS without a lot of help. Many upgrades have been made to our operation and the results are very attractive calves with good EPD’s.

In recent months the decision was made to grow the herd size while continuing to maintain and increase quality. Our goal is to produce some of the best cattle on the market today. We run the operation completely with artificial insemination and cull cows who won’t breed with AI. Several hours every breeding season are spent just researching the best bull to breed to each cow. This year we are working on taking our operation to the next level by using in-vitro fertilization to increase production from one of our proven females.

We saw many of you at the TBBA Miss America Sale in Salado last month. A special thanks to Draggin’ M Ranch for their purchase of BRALEY’S MS GUARDAIN 789A. This heifer was an example of the quality that we are working hard to produce. We will continue to produce quality bulls and heifers in an effort to build an even stronger operation. Brangus is a great breed and we look forward to working with all of our fellow breeders to make the Brangus breed even better.

We are located just south of Farmersville, TX. Give us a call, email, or come by and see us. You can always visit our website to see what's going on or what we have for sale.

God Bless,
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