



# BULLIS CREEK RANCH

Volume 9 Issue 1

February 2009



At Bullis Creek Ranch we proudly raise  
Dedicated to producing purebred and crossbred  
genetics for the commercial cattleman.

**B**alanced traits  
**E**fficiency is required  
**E**xtrêmes are avoided  
**F**ocused on optimum production



## 2008 Reserve Grand Champion Red Angus Heifer

We were pleased to have exhibited the Reserve Grand Champion Red Angus Heifer at the 2008 Nebraska Cattlemen's Classic show and sale. She was a February 2007 daughter of LCC Sterling and she was from our Foxy cow family. We will have a maternal brother on our bull sale on April 6, 2009. A big "thanks" to the Caldwell family of Edgar, Nebraska for purchasing her on the Classic sale. She was the 2<sup>nd</sup> high selling female at \$3200. Good luck folks!



## Sandhills Cattle Association 2008 Educational Performance Contest



(Brenda, Rob & Neil Brawner)  
Grand Champion Heifer - LimFlex

We had a strong showing again this year at the Sandhills Cattle Association's 26th Annual Educational Performance Carcass Test (EPC). There were 153 head entered for the 2007- 2008 contest. Association members sent 2007 born calves to the Ainsworth Feed Yards in Ainsworth, NE. They were evaluated for gain, carcass quality, carcass yield and profitability. The fed calves were sold on the GeneNet grid and were harvested at the JBS Swift plant in Grand Island, NE. We had the Grand Champion Heifer with #181. She was a Limousin x Angus (LimFlex) that had a initial weight of 672 and a pay weight of 1224 after 155 days on feed. Her carcass data went like this: 14.95 sq. inch rib eye, .22" backfat, choice grade and a final yield grade of -.2904. We have been very competitive in this contest the last few years. Placing 3<sup>rd</sup> overall last year and we had reserve grand champion in 2006. We have 5 head entered in next year's contest, which is being held again at Ainsworth Feed Yards.

## Vision Quest 3 Feed Test

We participated in the North American Limousin Foundation's Vision Quest 3 Feed & Carcass Test. The feed trial was held at Colorado State University in Fort Collins, CO. 168 head of Limousin and LimFlex cattle were entered and this was the last in a 3-year project. We sent a 50% LimFlex steer that was sired by New Design 878 and his dam was a 2-year-old by JCL Lodestar. His initial weight was 625 and he had a final weight of 1382. Through 137 days on feed he gained 5 pounds a day, which was the highest of all the cattle. Carcass data collected on him showed a yield of 63.4%, 15.2 rib eye and a yield grade of 2.

## 60 Females Sell

We have decided to disperse our fall calving cowherd. With just Brenda and I as the major workforce, calving twice a year is getting the best of us, so we are going to sell our fall cows and concentrate on spring calving only. We have scheduled Sunday, April 5, 2009 to sell the females, which includes 40 fall cows and heifer

calves. These cows are AI bred to leading sires such as Mulberry 26P, Dunlouse Red Native (Scottish Import) and Make Mimi. The heifer calves at side are sired by Mulberry, Norseman King and 5L Normandy Canyon.

Also selling will be 10 head of May 2009 calving cows that are predominately young cows with a great future in front of them.

Just like in past years we will be offering 10 of our best spring born open heifers too. They have been selected from our replacements and they are top notch. Most of these heifers are AI sired and there are several really fancy Mulberry heifers in the offering as well. Whether you are looking for really strong cow families or fancy show heifer prospects you can find what you're looking for on April 5. Feel free to contact us with questions or to receive your sale catalogue. You may also contact Kyle Gilchrist as he is on board as sale manager.

We will be holding our 9th Annual "Generations of Predictability" Bull Sale the following day on, Monday, April 6, 2009. We have a super set of bulls with a few tremendous herd sire prospects in the offering. We have always bred for the commercial cowman and this year's set of bulls are the best yet! Watch our web site for sale information and on line catalogue too. Check us out at [www.bulliscreek.com](http://www.bulliscreek.com).

## Northern International Stock Show (NILE)



We had a great day in Billings, MT at the 26<sup>th</sup> Annual "Prestigious Red Angus Sale" held during the Northern International Stock Show (NILE). We had several lots in this top-notch sale.

Wow did the crowd like this gal! BCRR Mulinda Rose went in the ring and when the dust cleared and the hammer fell she commanded a price of \$5900, going to Meyer Co. Ranch of Helmville, MT. A special thanks to Jim Phillips for his purchase. He also bought the high selling bull on our spring bull sale as well as being a buyer in the past as well. Thanks for your confidence Jim!

A special thanks to Christensen Red Angus for purchasing our bred heifer, BCRR MS Gem. Also thanks to Vince and Veronica for all your help and friendship! We are looking forward to next year all ready. See you in Billings.



**BCRR Mulinda Rose 830**  
Sire: Red Fine Line Mulberry  
Dam: TPRA Primetime Rose



**BCRR MS Gem 717T**

## Rob's View

In attending some recent bull sales in the last 6 months I am surprised at what some people are willing to spend on bulls that come with no information attached. Several sales offered bulls with nothing other than a birthdate, birthweight, pedigree and base EPD's for birth, weaning, yearling and milk and most of these were well below breed average for the traits that they described. These breeders offered no ratios and did not attempt to show why the bulls offered deserved to have their testicles left intact. There was no performance information or performance testing done. If there was, it was not shared with the buyers.

I have always subscribed to the theory that what is not measured cannot be improved on. There is a reason that we are producing more beef with fewer cow numbers than ever before. I guarantee you it is not because we stuck our head in the sand. I was watching one sale on the Internet from a prominent opponent of low input genetics. One bull that sold had an adjusted weaning weight of 388 pounds. Now if this calf would have been a steer calf he would not have even paid his mother's feed bill, let alone done anything to help his owner stay afloat. No, I am not talking about a high input cow either. In our area grass rents for between \$40-\$50 a month per pair. Grab your calculator and see how profitable that one would have been. As it turns out the breeder got \$6300 for this bull. It seems that using the term "range raised" gives the license to get complacent and accept less. In lean times or not, one needs to be as efficient as possible and not throw the last 50 years of genetic progress out the window.

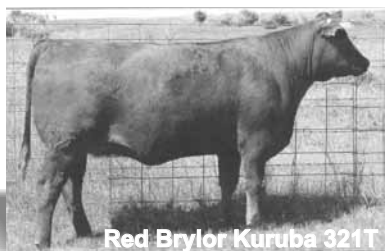
True, not all that we've gained in those last 50 years is progress, but we sure as heck can't afford to throw out the baby with the bath water. We need to keep our cow size at optimal levels for both our environment and the market we are producing for. Without a doubt there are way to many cows that are too big to be efficient and also way too big to fit industry standards. We sure don't need to run to the other side of the ship and start producing cows that are too small to fit industry standards either, or cows that are so small that they don't produce enough pounds of calf weight in a package that fits into industry standards either. While trying to limit cow size on one hand we need to continue to maximize calf weight. One important area I feel is herd health and the nutritional plane that your cows are on. In saying this I do not mean excessive feeding of the cowherd but doing a better job managing our cows with rotational grazing, early weaning and selecting for easier fleshing, more moderate genetics.

At Bullis Creek we have always felt strongly about performance testing and trying to objectively evaluate our genetics. We try to give our bull buyers all the data that we can. We measure growth traits, carcass traits, docility, handle-ability and efficiency. We provide a dam summary on the mothers of all our sale bulls. We weigh our cows at weaning time and do efficiencies on all our calves and expect our cows to wean close to 50% of their body weight, if not more. We cull cows based on "necessity traits"- things like udders, feet, legs and longevity. We don't have time to mess with problems and neither do our customers.

Well, I stood on my soapbox enough for this newsletter! If you want solid performance genetics from a Sandhills grass and cake outfit that believes in doing business by treating others like we would like to be treated, then give us a holler and be on the seats for our "Generations of Predictability 9" bull and female sale. Thanks for your consideration. --Rob

## Look at Who is New At The Ranch

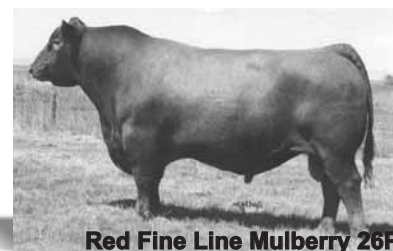
### Red Brylor Kuruba 321T and Red Fine Line Mulberry 26P



This last fall we purchased a bred heifer from Brylor Ranch on their "Tradition with a Vision Sale" in September. We teamed up with long time friend and fellow breeder Kerry Paul, Paul Angus Farms, Albany, MO to get her bought and she wasn't cheap either. Several years ago we had tried to buy her dam but fell short as she commanded a top price of \$14,500. Her dam is a Zama Pine 37S sired maternal sister to Gies Prime Rib. Kuruba 321T is sired by Mulberry making her a interesting breeding piece. She is a moderate, easy keeping, super sweet made female. She is due to calve in

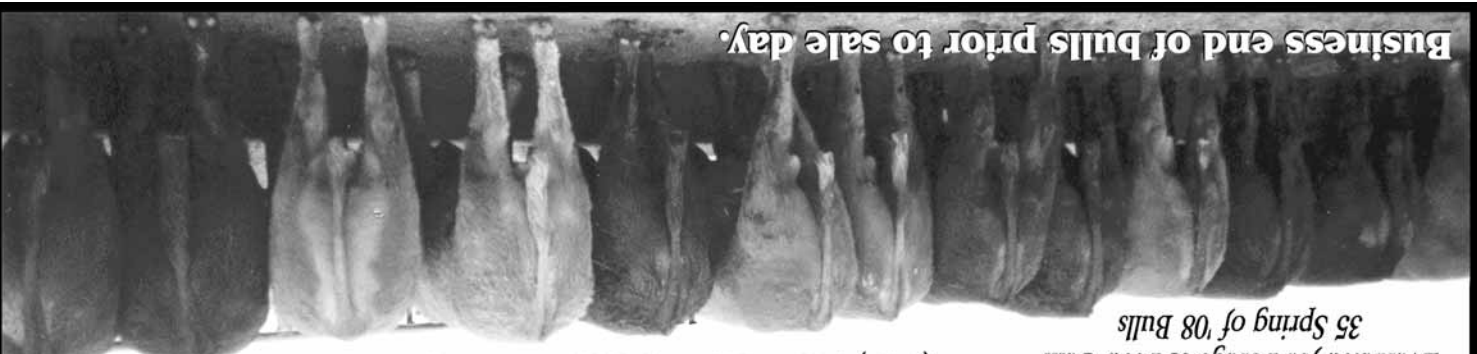
February and I am certainly looking forward to getting her in production. She is here at the ranch, so if you are in the area stop for a look. I guarantee that you'll like this gal.

In 2007, at the Mile High Classic sale in Denver during the National Western Stock Show, we purchased a semen package on the Canadian bull Red Fine Line Mulberry. He had caught my eye as a yearling bull and the time was right for introducing some new genetics to our herd. Mulberry is a two time Canadian Show Bull of the Year and two time Canadian National Grand Champion Bull, as well as the only Canadian bull to win back to back titles at FarmFair and Agribition (05-06). Mulberry is proving his worth as a breeding bull as 15 sons at Brylor Ranch in 2008 averaged \$9200. All across the US and Canada there have been many sale toppers by him including a heifer for us at the NILE last fall (see the article on her in this issue). At the NWSS in Denver this year the National Champion Pen of 3 bulls were by Mulberry and the bull calf champion was by him as well.



**Red Fine Line Mulberry 26P**  
BW 1.6 WW 48 YW 88 Milk 22  
TM 46 ST 8 MB .01 RE -.03 FT .00

All this fluff is nice but what matters to me is the consistency that Mulberry passes on to his progeny. They are correct, thick made with good muscling, eye appealing cattle with good temperaments. These things are more important to me than any ribbon from some show. We will be selling sons and daughters on our sale this year. Check them out. I think you'll be well satisfied with them.



Business end of bulls prior to sale day.

# BULLIS CREEK RANCH



"Generations of Predictability 9" • Burwell Livestock Market • Burwell, NE

60 Females Sell Sunday, April 5, 2009 at 2:00 pm  
60 Bulls Sell Monday, April 6, 2009 at 1:00 pm

Dispersion of Fall  
Calving Red Angus  
Cowherd

Red Angus ~ Limousin ~ Limflex



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# Complete Dispersion of Red Angus Fall Calving Cows

Sunday, April 5, 2009 at 2:00 pm  
Burwell Livestock Auction • Burwell, NE



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Complete Dispersion Of Limousin Fall Calving Cows By Private Treaty  
Contact us at 402-967-3060 for more information.

# On The Lighter Side

## Sunday Sermon --

A minister decided that a visual demonstration would add emphasis to his Sunday sermon. Four worms were placed into four separate jars:

The first worm was put into a container of alcohol.

The second worm was put into a container of cigarette smoke.

The third worm was put into a container of chocolate syrup.

The fourth worm was put into a container of good clean soil.

At the conclusion of the sermon, the minister reported the following results:

The first worm in alcohol - Dead.

The second worm in cigarette smoke – Dead

Third worm in chocolate syrup – Dead

Fourth worm in good clean soil - Alive.

So the Minister asked the congregation, "What can we learn from this demonstration?"

Maxine, who was sitting in the back, quickly raised her hand and said, "As long as you drink, smoke and eat chocolate, you won't have worms!"

That pretty much ended the service.

## Dumbest Kid in the World –

A young boy enters a barber shop and the barber whispers to his customer, "This is the dumbest kid in the world. Watch while I prove it to you."

The barber puts a dollar bill in one hand and two quarters in the other, then calls the boy over and asks, "Which do you want, son?"

The boy takes the quarters and leaves.

"What did I tell you?" said the barber. "That kid never learns!"

Later, when the customer leaves, he sees the same young boy coming out of the ice cream store. "Hey, son, may I ask you a question? Why did you take the quarters instead of the dollar bill?"

The boy licked his cone and replied, "Because the day I take the dollar, the game's over."



BCRR 4F Ol' Hickory 8107U  
1239963

**Check out these  
sale features  
sired by  
Mulberry 26P**



BCRR Surprise 803U  
1240013