

2007 Beef Improvement Federation 39th Annual Meeting

Coverage by Angus Productions Inc

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Broseco Ranch Named Top Commercial Producer

Release provided by **Beef Improvement Federation**

FORT COLLINS, COLO. (June 7, 2007) — The Beef Improvement Federation (BIF) honored Broseco Ranch with its Commercial Producer of the Year Award June 7 during the organization's 39th annual meeting in Fort Collins, Colo. Broseco Ranch is owned by Broventure Co. Inc., and managed by Tom Woodward.

At 300 feet (ft.) of elevation, Broseco Ranch is sandwiched between the Sulphur River and White Oak Creek in northeast Texas. In 1961, Paul Pewitt sold his 45,000-acre spread to Broventure Co. Inc. During the past 46 years, Broventure Co. has operated a commercial cow-calf operation under the banner of Broseco Ranch. The bottomland hardwood timber and a pine farm have been sold, 11,000 acres were taken by the Corp of Engineers, and another 10,000 acres of upland have been sold, leaving 10,000 acres of upland improved pasture in the current operation.

The cow herd consists of 2,700 cows that are exposed for a 60-day, spring breeding season. Yearling replacement heifers are exposed for 45 days. Prior to turning out bulls, they synchronize and artificially inseminate (AI). A normal year will have a breeding herd consisting of 300-400 yearling heifers and 300-400 mature cows. At weaning time, all cows are pregnancy-tested, and all open cows are rebred for fall calving, sold or removed from the herd.

In 1981, the ranch infused Brahman genetics into its primarily English-cross cow herd. Then, in 1984, a three-breed rotational-crossbreeding system was established to stabilize the Brahman influence and optimize heterosis. Currently, the genetics



► Tom Woodward (center) accepts the 2007 BIF Commercial Producer of the Year Award for Broseco Ranch of Texas. Also pictured are Bob Hough (left), executive secretary of the Red Angus Association of America (RAAA) and Steve Andras, RAAA president.

used include Red Angus and two composites (SimAngus and Hotlander). A 200-head Red Angus herd produces bulls for use on replacement heifers and “balance bulls” for mature cows. They balance the adaptation, maternal, growth and carcass traits to optimize performance at all phases of production.

Since 1988, Broseco has retained ownership on a majority of its production. Calves are individually weighed, preconditioned and electronically identified at weaning. The calves go to a wheat stocker program in the rolling plains of Texas and

are then finished in the Southern Plains. The operation is Quality Systems Assessment (QSA) qualified. Finished cattle are sold through a value-based grid-marketing system. Through the Ranchers Renaissance cooperative in partnership with Cargill Meat Solutions, the beef is marketed in the Ranchers Registry product line to several major food store chains.

For more about Broseco Ranch, visit www.brosecoranch.com.

The Red Angus Association of America nominated Broseco Ranch.



Editor's Note: This release is adapted from a news release provided by the Beef Improvement Federation. It is available for redistribution. For more information about BIF, visit www.beefimprovement.org.