



Participating in

Special F1 Sales

A Guidebook
For Success

The American Brahman Review™ takes a look at some guidelines for success in participating in special F1 sales.



For many beef producers, attending special auctions like all breeds female sales at major stock shows or the ABBA National F1 Sale is a highlight of the year. But what many spectators or potential buyers may not realize is the immense amount of planning, effort, and management that goes into raising and developing these F1 females for consignment.

HOW DO YOU PARTICIPATE?

Participation in most special F1 female sales is by nomination through the respective sale managers or associations hosting the sales. Tom Johnson, Johnson Cattle Marketing, has been hosting special replacement heifer sales since 1991. His firm hosts four special sales a year, and all of the cattle are consigned through a nomination process.

“Throughout the year, we have F1 breeders contact us to be added to our mailing list,” Johnson explains. “We send out letters and nomination forms to all of the cattlemen on our mailing list about two or three months prior each sale.”

Johnson hosts two sales in the spring and two sales in the fall out of Groesbeck, Texas and Navasota, Texas locations. The Groesbeck sales are known as the “Heart of Texas Sales,” and are held on the first Saturday in April and October. The Navasota sales, known as the “Cattlemen’s Top Cut Replacement Sales,” are held the second Saturday of May and November. Based on these dates, nominations for the sales usually occur in February and August.

“A lot of our consignors are ones who bring cattle to us year after year,” Johnson explains. “So it’s almost automatic for them. They know when to call and let us know what they’ll be bringing to the sales.”

After a rancher sends in his nomination form, Johnson calls each consignor to personally discuss the cattle they will be selling. He typically visits each ranch to visually inspect the cattle.

“We usually go and look at all of the cattle for our sales, especially the new consignors,” Johnson says.

Milton Charanza, Broken Triangle Cattle Marketing, also hosts two special F1 replacement female sales in Caldwell, Texas. Like Johnson, his sales are open through a nomination basis. Charanza attracts potential consignors through mail outs, advertisements, and the Internet.

“We typically run ads in gulf coast publications a few months prior to each sale asking for consignments,” Charanza states. “This helps get the word out about our sale date, and also drives people to our web site where we also have information about the sale.”

RAISING AND DEVELOPING HEIFERS FROM WEANING TO SALE

Nutritional management and body condition are two very important factors for success in special sales, as they influence not



Robbie Hamilton and his family operate H&M Cattle, Texas, and have participated in special F1 sales for more than 30 years. He has developed a reputation of producing high quality Brahman hybrid females using Hereford females and Brahman bulls. Hamilton’s pen of Golden Certified Brahman x Hereford pairs was named grand champion of the 2010 Houston Livestock Show & Rodeo Commercial Female Sale. The H&M pen of five females sold for \$3,500 per head.

only buyer perception but fertility and performance. It is important to monitor the weight and condition of your sale cattle from weaning through sale date, according to most successful program participants.

Depending on whether a producer will be selling open heifers, bred heifers, pairs, or 3-in-1s, they should plan for the nutritional requirements of their females. Chance Farmer, of Purina Mills, recommends producers have their heifers reach 70 to 75 percent of their mature body weight at the time of their first breeding. He also recommends females reach 85 percent of their mature body weight at the time of calving.

“These two figures revolve around one important factor – mature body weight,” says Farmer. Therefore, he recommends cattlemen having access to a scale, allowing them to easily measure for target weights.

But how do you achieve these target weights? Farmer advises that most developing heifers will need to gain anywhere from 1.25 to 1.5 lbs. per day to reach their optimum weight.

Robbie Hamilton of H&M Cattle in Wharton, Texas, begins offering creep feed to his heifers at 60 days pre-weaning. He also offers calves free choice hay and grain.

“About two weeks after weaning, we work all the calves with a VAC 45 program, dehorn any calves that have scurs, and tattoo,” Hamilton advises. He chooses to tattoo his calves, as opposed to branding, because he has found that many of his buyers prefer to brand their purchases with their own holding brand.

Hamilton and his family hand-feed all animals they plan to enter in special sales. This makes the cattle easier to handle and allows Hamilton to monitor the feed intake of each heifer.

Through his experience selling F1 heifers for over 30 years, Hamilton has found sorting his heifers into uniform groups brings him the most success. He sells every female raised on his

ranch through special sales – no private treaty transactions. He typically sells his solid-colored heifers, or “chocolates”, as open heifers. He saves his tiger-striped heifers for sales where he markets them as bred, pairs, or 3-in-1s.

The Hamilton family prefers to market all of their females in fleshy condition, careful not to be fat. “I’ve found it’s easier to keep the females in good shape all the time, rather than trying to flesh them up real quick,” Hamilton explains.

Paul Dufrene, of Cutoff, Louisiana, has also developed a management plan that well suits his environment and conditions. First, he feels it is important to start with high quality breeding stock. “If you’re going to raise F1s, it doesn’t cost you that much more to go first class,” Dufrene advises, “we only buy quality.”

Dufrene works his calves two weeks prior to weaning, then gives a second round of shots at the time of weaning. After weaning he turns his calves out on a grass pasture and feeds a limited amount of growing ration. He worms his calves three to four times a year because of the harsh conditions in south Louisiana, especially liver fluke outbreaks.

BREEDING STATUS FOR SALE FEMALES

To add to their pens’ uniformity, and create more value, H&M Cattle tries to have all of their females synchronized to calve within



Paul Dufrene, Louisiana, tailor certain cattle year round for participating in special F1 sales. In 2010, Triple Son Farms exhibited the Champion Pen of F1 Pairs at the Louisiana Brahman Association 12th Annual F1 Sale. Dufrene’s pen of ABBA Golden Certified Brahman x Angus females brought \$1,900 per head. Dufrene is pictured here with ABBA Executive Vice President, Chris Shivers and LBA President Louis Dooley.



For the past 19 years, F1 Brahman hybrid females have highlighted the San Antonio Livestock Exposition Commercial Female Sale. In 2010, ABBA F1 program participants received the top bids in each category of commercial females. Umphrey Land & Cattle Co., Texas topped the Golden Certified/Certified Pair Division and also received the overall high selling price of \$2,900 per head. At the San Antonio sale, ABBA Certified/Certified Females brought \$306.78/head over non program cattle and \$547.62/head more than other breed crosses.

a close time frame, generally bred to Angus bulls. If selling as pairs, Hamilton likes to calve his heifers out at 30 months of age.

“I know this is a little later than some may like, but it works for me,” he admits. By calving his heifers at this age, Hamilton has very little calving difficulty. If the females will sell as pairs, he starts feeding the cow immediately after she calves, to keep her in fleshy condition as she raises her calf. He has found that his 3-in-1 lots do particularly well at special sales, therefore these are his cream of the crop females.

Dufrene plans on breeding his heifers to calve at 28 to 31 months of age, and he keeps 99 percent of the female offspring for replacements. This is where he really sees his genetic purchases pay off. The quality of his cattle helps earn him a premium on the 1 percent he sells, and the remaining 99 percent that he retains in his herd is backed by genetic confidence.

Like Hamilton and Dufrene, Kenneth Allen of Umphrey Land & Cattle consigns to special sales, however he also markets some of his females private treaty from his ranch.

“At weaning, we sort off about 60 head of heifers that we will sell,” Allen says. “We consign these heifers to special sales and also keep a few back for commercial show heifers, or commercial pen shows for 4H and FFA members in our area.”

The Umphrey brand has built a solid reputation for its F1 females and offers first option to buy to their

existing customer list. “After we sort the heifers I call our customer to let people know the heifers are for sale,” Allen explains. “This gives us a good base of clients and helps our marketing.”

Other than these 60 head, Umphrey Land and Cattle sells everything else either as bred heifers or pairs.

MARKETING TIPS PRIOR TO THE SALE

In order to maximize your returns by participating in special F1 sales, our experts share several tips and strategies to help build a customer base and keep satisfied buyers. For F1 program members like Hamilton, planning for a sale is done up to an entire year in advance.

“In order to prepare for the different sales we will be consigning to, we sort our females into groups about one year prior to the sale,” Hamilton reports. This allows him manage condition, breeding status, and marketing tailored to each specific sale.

If you are a new participant in F1 sales, it is advisable to contact each sale’s respective manager to gather information about consignment requirements and time frames. Most sale managers will send out an informational packet to consignors about 30 days prior to the event. This packet will include information such as a schedule of events, information on sale requirements, and more. At this time, the producer should make the final selections for his pens and ensure the cattle meet all necessary sale requirements. All sales require valid health papers, and some require animals to be certified through the ABBA’s F1 program.

In the final weeks leading up to the sale, consignors should do their homework in order to present their animals in the best fashion, advises Hamilton. “Clip your cattle, re-tag them, clean them up, and get them ready,” he advises.

Hamilton also recommends contacting your past customers or any potential customers to let them know you will be consigning cattle to the special sale. “I usually give my repeat customers a phone call and let them know a little bit about the females I will be offering,” he advises. “I let them know what they’re bred to, or tell them a little about their calves at side, just to give them a heads-up and to answer any questions they might have.”

Some producers help spread the word about their consignments through advertising or listing their cattle on the ranch web site.

When you arrive at the sale, Hamilton recommends that producers stay by their pen to answer any questions that a potential buyer might have as they walk by the cattle. Dufrene recommends having your pens clean and tidy, and having clear stall signs identifying the cattle and the ranch. The signs may be as simple as a small ranch sign to let potential buyers know who owns the cattle, or can be more elaborate and include pedigrees and breeding information.

After the sale, make sure to find the purchaser of your consignments and thank them for their purchase. It is a good idea to exchange phone numbers and contact information with the buyer at this time. Hamilton uses this information as a follow up to build his customer service.

“I try to call my buyers a few times throughout the year, just to see how their heifers are doing,” he says. “This lets people know that we stand behind our product and are here to help them along the way.”

Allen agrees with Hamilton’s customer service tactics. “After a

Useful Contacts in *Marketing Brahman F1s*

MILTON CHARANZA

Sale Co-Chairman for 24th Annual ABBA National Certified F1 Female Sale, April 16
Broken Triangle Cattle Marketing, Caldwell, TX
www.brokentrianglecattle.com
mcharanza@airplexus.com
Cell:979.450.8588 Office:979.535.4445

TOM JOHNSON

Professional Cattle Marketing Specialist
Johnson Cattle Marketing, Wortham, TX
www.johnsoncattlemarketing.com
cell:817.291.5121 off:903.599.2403
tom@johnsoncattlemarketing.com

ANTHONY MILHALSKI

Sale Chairman for San Antonio Livestock Exposition All Breed Bull and Female Sale
Office 210.648.5475

CHARLES ROLLINS

Sale Chairman for Fort Worth – 24th Annual Southwestern Exposition Invitational Commercial Heifer Sale
Office: 817.441.9388

BUBBA SARTWELLE

Sale Chairman for Houston Livestock Show All Breeds Commercial Female Sale and ABBA National Certified F1 Female Sale
Port City Stockyards – Office: 979.885.3526

LEW THOMPSON

Professional Cattle Marketing Specialist
South Texas Cattle Marketing, Pearsall, TX
www.southtexascattlemarketing.com
Cell:830.965.3058 Office:830.334.8227
southtexascattle@sbcglobal.net

Interested producers may also contact the ABBA office at any time for more information on the Brahman hybrid F1 program. Call 713-349-0854 or visit www.Brahman.org for information.

person buys cattle from Umphrey Land & Cattle, we write them a letter, thanking them for their purchase and explaining our guarantee of the cattle.”

PLANNING FOR PARTICIPATION IN 2012 SALES

As mentioned, cattlemen usually begin preparing for special sales an entire year in advance. With the demand high for Brahman F1 females, now is the time to begin making initial plans for consignments in 2012’s F1 sales.

“People ask me all of the time, ‘do you see an end to the demand for these F1 females’ or ‘are there too many being produced,’” Johnson admits, to which he replies, “Gosh no! I don’t!”

“Since I was a kid growing up on the coast, the Brahman F1 cow has always been one everybody’s sought to get,” he continues. “She fits a lot of areas, she’s thrifty, and she returns a calf ever year. I don’t see the value dropping in these kind of cattle at all.”

Johnson, like most other sale managers hosting these special sales, is always on the lookout for high quality Brahman hybrid F1s backed by good genetics and performance.

“Even though there are more females being produced, there’s still not enough to cover the needs of those looking for them,” Johnson says. “We constantly get calls from people looking to buy F1 females.”

For more information on special sales please refer to the sidebar featuring popular F1 special sales. [@TABR](#)



2011
Upcoming Sales

February 5 - 24th Annual Southwestern Exposition Invitational Commercial Heifer Sale, Ft. Worth TX. Saturday, February 5, 2011 4:00pm. West Arena, Will Rogers Memorial Center

February 9 - San Antonio All Breed Bull and Heifer Sale, 10:00am, SALE Auction Barn

March 6 - 44th Annual All Breeds Commercial Female Sale, 12:00 noon, Reliant Arena Sales Pavillion

April 16 - 24th Annual National F1 Female and Purebred Brahman Female Sale, Caldwell Auction, Caldwell, TX

1. LA MUNECA CATTLE
www.lamunecacattle.com
Carlos & Sister Guerra Family
P.O. Box 81
Linn, TX 78563
956-383-7566

2. LONGVIEW RANCH
Rudy Rios
1326 CR 432
Hondo, TX 78861
210-912-9901
Hm/Fx: 830-741-4910


3. DOUBLE A RANCH
doubleabrahmans.com
Danny and Jana Acevedo
P.O. Box 1258
Mission, TX 78573
Hm: 956-585-3200
O: 956-585-3888
danny@doubleabrahmans.com

4. SUNNYSIDE RANCH
Tommy and Shirley Stadler
6154 FM 537
Floresville, TX 78114
Hm: 830-393-0497
Cell: 832-483-3240

5. BAR W RANCH
Arnold Saunders
P.O. Box 521
Devine, TX 78016
Hm: 830-663-5033
Cell: 210-508-7565
barwranch@ymail.com

6. GANADERA EL ROSARIO
P.O. Box 165
Poteet, TX 78065
Wrk: 210-771-6218
Fx: 830-742-8180
ddomsch@yahoo.com

To be added on this page, call 979-532-0121
or e-mail liz@brahmanreview.com



South Texas Brahman
Areas 4 & 14