



# V8 RANCH BRAHMAN DAYS WORKSHOP

**October 25, 2019**

Held at the Boling Community Center  
Boling, Texas

## **MONDAY, OCTOBER 21st**

**V8 Ranch Elite Spring Born Heifer Auction Opens at [www.dvauction.com](http://www.dvauction.com)**

An auction featuring the top 5-6 heifers of our tremendous spring born calf crop!

## **TUESDAY, OCTOBER 22ND**

**CLOSING OF the V8 Ranch Elite Spring Born Heifer Auction Opens at [www.dvauction.com](http://www.dvauction.com) - at 6:00 p.m. CST**

Remember, in order to participate in our VIP Private Treaty Heifer Pre-Sale event, you must bid in the online sale.

## **WEDNESDAY, OCTOBER 23RD**

Notification day to bidders in the online sale of their appointment for the VIP pre-sale preview.

## **THURSDAY, OCTOBER 24TH**

**VIP Bidders Group Preview / Pre-Sale of the Private Treaty Heifer Group**

As a thank you to those who participated in our online sale, we will offer a 1 day pre-sale opportunity to these VIP Bidders to select from the 100 private treaty heifers for sale at the ranch. Bidders will be contacted on Wednesday with their appointment times.

## **FRIDAY, OCTOBER 25TH - BRAHMAN DAYS WORKSHOP - Starts at 9:00 a.m.**

The largest Brahman educational event of it's kind! All customers of V8 Ranch from 2018 and 2019 are invited to receive two free tickets to this amazing workshop. Others are welcome to purchase tickets to attend. Learn hands on techniques and skills to improve your Brahman herd. Register online at [www.v8ranch.com](http://www.v8ranch.com).

## **SATURDAY, OCTOBER 26TH**

**8:00 a.m. Private treaty offering of our Spring Born Calf Crop and Load out**

We will be offering over 100 head of elite Brahman females from our spring born calf crop. Heifers will be offered in price groups, first come first served, at the price point of \$20,000; \$15,000; \$12,500; \$10,000; \$7500 and \$5000.

## **THANK YOU TO OUR CORPORATE SPONSORS THAT MAKE THIS WORKSHOP POSSIBLE!**

For corporate sponsor inquiries please email [rachel@v8ranch.com](mailto:rachel@v8ranch.com).



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Elgin Breeding Service

Industry Partner Sponsors: Global Cattle Market, ProGentus

Media Partners: The Brahman Journal

**See Page 2 for the Full Brahman Days Workshop Schedule!**



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**October 25, 2019**

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## WORKSHOP SCHEDULE

- 9:00 a.m. Welcome and Introductions Brandon & Rachel Cutrer
- 9:10 a.m. **The Changing Scene of Seedstock Producers in 2020** Lee Leachman  
Retiring Beef Improvement Foundation president and elite seedstock breeder shares what it takes to be a successful registered breeder through performance, cooperater programs, marketing, service and more.
- 9:45 a.m. **Brahman Genetic Secrets Revealed!** Dr. Jim Sanders  
*Sponsored by TransOva Genetics - <https://www.transova.com/>*  
Learn the genetic intricacies of the Brahman breed including horned/polled genetics, Brahman hair color, pigmentation, and more. He'll also discuss the importance of linebreeding, and using outcross genetics.
- 10:30 a.m. Break - *Sponsored by Progentus*
- 10:45 a.m. **Breeding for Consistency and Uniformity** Jim Williams  
*Sponsored by Elgin Breeding Service - <https://elginbreedingservice.com>*  
Always a favorite! Jim discusses live cattle evaluation, breed character, and more. He'll also do a run through of the pros and cons of our top 10 most popular AI sires and his "mating predictions" of what cows to breed to what bulls.
- 11:45 a.m. Lunch at the Boling Community Center - Sponsored by East Bernard Milling
- 12:30 p.m. **A Management Calendar for The Year** Brandon Cutrer  
What to do...when? Get the management calendar we use at V8 for heifer development, bull development, breeding, flushing, pasture management, feeding management, and more.
- 1:15 p.m. **A Marketing / Business Game Plan for Your First 5 Years in Business** Rachel Cutrer  
Being in the Brahman business is fun, but ultimately it's a business and needs to generate income. Get a 5 year game plan for making your own ranch a household name, while staying on a budget and operating a profitable business.
- 2:00 p.m. Break - *Sponsored by Global Cattle Market*
- 2:00 p.m. **So What If You HAVEN'T Been Ranching for 75 Years!?** Producer Panel  
*Sponsored by Elgin Breeding Service - <https://elginbreedingservice.com>*  
Hear from people who have built successful Brahman and F-1 operations who've been in business for less than 10 years. Learn their marketing strategies, management strategies, and tips for promoting your ranch on a local and global level! Featuring Stuart Watkins, Watkins Cattle; Jake Mathews, Ki Cattle; Parker Johnson, VP Cattle.
- 3:00 p.m. **Hands on Demonstrations at the Ranch**  
**(Break into small groups and rotate. Programs will be offered twice.)**  
**Group 1:** At Jim's House: Calf management, branding discussion, tour of working facilities and how to work cattle, DNA collection. (Brandon Cutrer, Frank Garcia, Franquito Garcia)  
**Group 2:** Show Barn: Tour of show barn, live animal evaluation, ultrasound, halterbreaking. (Jim Williams, Harley Wade, Randy Harang)
- 5:30 p.m. til ? **Brahman Night Ranch Social and V8 Heifer Sales, featuring country music band The Emotions**  
Dinner Sponsored by Purina & Wharton Feed  
Stop by our sale pens, have dinner, and enjoy great country music. We will be offering over 100 Brahman heifers priced \$5,000 and up and available first come first served.