



R2 Ranch Source For Success



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Junior Jackpot Entry Information

R2 Ranch

Spring 2005 Newsletter

(866) RED-COWS

R2 Ranch TO Offer Show Heifer Prospects In "Semi-Silent" Auction On April 23

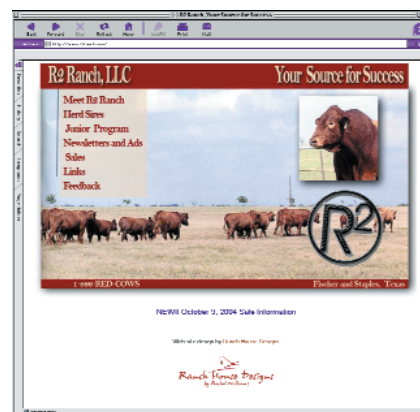
R2 Ranch will be offering an elite group of show heifer prospects in a "Semi-Silent" auction to be held immediately following the R2 Ranch Junior Jackpot on April 23, 2005 at the Guadalupe Cattle Company facilities near New Braunfels, Texas.



The group of eight to 10 top heifers are from last fall's R2 Ranch calf crop and are eligible for the 2005 American Red Brangus National Junior Show, 2005 National Junior Red Angus Show and next year's R2 Ranch Junior Jackpot Futurity.

Check Out The New R2 Ranch Website

R2 Ranch is online with a new website and can be accessed by going to www.r2ranch.com. The website features an overview of the ranch; a pictorial look at the R2 Ranch herd sires; archived newsletters, advertisements and sale catalogs; and an extensive list of links of interest. Plus, there's a special section just for junior breeders. Logon and check it out!



www.r2ranch.com

Junior Jackpot Futurity Set For April 23

The R2 Ranch will host their Fourth Annual Red Brangus/Red Angus Junior Jackpot Futurity on Saturday, April 23, 2005 at the Guadalupe Cattle Company facilities near New Braunfels, Texas. The show is open to any member of the American Junior Red Brangus Association or the Junior Red Angus Association of America who has not graduated from high school and who has purchased a Red Brangus or Red Angus female born April 23, 2002 and later from R2 Ranch.

More information and an R2 Ranch Junior Jackpot Futurity entry form can be found in this newsletter. See event schedule at the left. For additional information, contact R2 Ranch: by mail at P.O. Box 210, Fischer, Texas 78623; by telephone at (866) RED COWS; or by email at richardl@r2ranch.com.

R2 Ranch Junior Jackpot Futurity

Schedule Of Events

Friday, April 22, 2005

5:00 p.m. Heifers can begin arriving

Saturday, April 23, 2005

9:45 a.m. All heifers must be in place and papers checked

10:00 a.m. Showmanship Clinic

11:30 a.m. Lunch

1:00 p.m. Junior Jackpot Futurity
Showmanship Contest
"Semi-Silent" Auction

Down At The Ranch...

As usual, things are really busy here at R2 Ranch. Spring calving is in full swing with lots of good red babies on the ground. The show season is winding down and as you can see in this issue of the newsletter Charles Atkinson has again done a tremendous job with the R2 show string. April will bring artificial insemination of the spring cows and weaning of the fall calves. April 23rd will be the date for the annual R2 Ranch Junior Jackpot heifer futurity. In conjunction with the heifer futurity and showmanship clinic, R2 will offer some outstanding show heifer prospects in a silent auction.

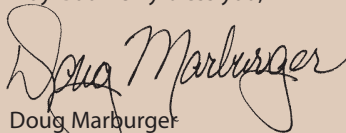
As some of you may or may not have heard, I am stepping down as ranch manager of R2 Ranch, LLC. My time here with R2 Ranch has been three of the best years of my life. A person could never hope to work with a better group of people than is associated with R2 and I so much appreciate everyone's hard work and dedication. Richard Luciano is a tremendous cattleman who is truly dedicated to producing functional cattle that work in today's cattle industry. From the latest technology in pasture improvement to being on the cutting edge with bovine cloning, he spares no money or effort to bring the best cattle possible to his customers. Whether you are a fellow purebred cattle producer or a commercial cattleman looking for good bulls, you can't go wrong with R2 Ranch cattle. I count it a privilege to have been associated with R2 Ranch.

Gay and I will be moving back to our hometown of Cameron, Texas to fulfill a longtime dream of establishing a service business for registered cattle breeders. It will be called the Windmill Ranch Cattle Service. Our

centerpiece enterprise will be forage developing young bulls and heifers. All through my years in the registered cattle business I have seen a great need for a place to send weaned calves, both bulls and heifers, to have them grown out properly on forage. More and more we are seeing research data showing the detrimental effects of feeding high concentrate grain diets to young developing ruminants. We want to provide an alternative; a natural grass based growing system that gives optimal growth and development. Along with forage development we will also be providing such services as AI and calving first calf heifers. We are excited about what we know we can do for the registered cattle industry.

I would like to say thank you to each and every person who has made our time with R2 Ranch such a success. I know I will be seeing and working with many of you in the future. I look forward to that.

May God richly bless you,


Doug Marburger



Doug Marburger

News From The Owner...

We are going to miss Doug and Gay Marburger at the R2 Ranch. They are responsible for having all of records in order probably for the first time ever. Doug has been quite an asset for me. He listened to all of my thoughts about what we should do and provided constructive feedback. Then he organized



Richard Luciano

everything and implemented the plans. He also brought us an honest, knowledgeable, credible face for the sales and promotion of our cattle. People keep asking me what are we going to do. For the time being, all of us, Bob, Tommy, Pedro and I have to work harder. Doug will still be around to help put with some of our major tasks, including AI. I don't know if I will be hiring anyone additional at the ranch. I know I couldn't replace Doug, but maybe I will find someone who can be a good successor to Doug someday. I am in no hurry and don't want to make a mistake and hire the wrong person. I have been blessed to have good, honest hardworking help. I couldn't ask for a better set of employees than Doug, Bob, Tommy and Pedro. We will miss Doug and I know our customers will miss Doug too. In the meantime, Tommy and Bob will be available to show the cattle whenever you need. Bob can be reached at (830) 743-7019. Tommy's mobile is (210) 669-1369. And starting sometime in April, Doug's old number (210) 389-3008 (1-866 RED-COWS) will start to ring on my mobile.

Other goings on... Evolution of our philosophy.

We had a visit from Gerald Fry, the end of February. We went through our entire cattle herd and evaluated phenotype and production. I think one result of this is that you will be seeing smaller framed cattle coming from the R2 Ranch over the next several years. HV Morrow is a master cattle breeder; he could breed some big framey cattle without flaws. This is very difficult to do. The larger framed cattle that survived this spring's culling mostly came either from M&M Farms or Bruce Monroe's Section M Ranch. I know many cattlemen cringe when you tell them you have a frame 4 bull, but I think frame 4 to frame 5 is where I'm heading. Kit Pharo tells us in his sale catalog, "The only difference between a frame 5 and a frame 6 is a couple of inches between the ground and the belly—which doesn't weigh anything and is impossible to eat! ... Most herds need to reduce frame and cow size." In order to survive today on the R2 Ranch a cow needs to be fertile, easy-fleshing and wean good calves. We are cutting down again on the supplemental feed to our cows. The cows get grass, hay, MIX-30 and mineral and nothing more. We are trying to develop the calves the same way. The sale cattle continue to get fed for about 60 days before a sale. I don't think anyone can afford to feed cattle to support excessive size. With the price of oil and fertilizer going up, can feed prices be far behind?

My regards,

Richard Luciano

(866) RED-COWS

R2 Ranch, LLC Junior Jackpot Futurity

Saturday, April 23, 2005 • 1 p.m.

Guadalupe Cattle Co. Facility • 1146 Highway 46 South, New Braunfels, Texas

ELIGIBILITY RULES: Eligible cattle include all females (born April 24, 2002 or later) sold by R2 Ranch, LLC, calves born to bred females sold by R2 Ranch, LLC, and calves born to R2 branded heifers by R2 branded bulls or any bulls owned (including fractionally) by R2 Ranch. The heifer can not have won the R2 Ranch Junior Jackpot before. If a heifer won Reserve Champion previously, that animal is only eligible for Grand Champion prize money, not money in classes, divisions, Reserve Grand Championship or Showmanship awards. If the heifer is over 22 months of age, she must either be bred, have a calf at side of less than 150 days of age, or have been part of an embryo transfer program within the previous 120 days. Exhibitor must be a member of the AJRBA, JRAA, or IJRBB. He or she must also qualify under the Houston Livestock Show's eligibility requirements. Animal/animals must be recorded in the respective breed association office in the exhibitor's name by April 1, 2005.

CLASSES: Will be determined after all entries are received.

ENTRY DEADLINE: April 15, 2005

PRIZE MONEY:

GRAND CHAMPION\$5,000
RESERVE GRAND CHAMPION\$2,500
SHOWMANSHIP CHAMPION\$3,500
RESERVE SHOWMANSHIP CHAMPION ...\$1,500
DIVISION WINNERS\$1,000
RESERVE DIVISION WINNERS\$500
CLASS WINNERS\$200
2ND IN CLASS\$75

Participants receive a day of hands-on activity including showmanship tips and instructions.

Plus, it's a great time for fun and fellowship, and a chance to win substantial prize money and trophy belt buckles.

For more information, contact:
R2 Ranch • (866) RED COWS
richardl@r2ranch.com

ENTRY FORM

Exhibitor _____

Address _____

City _____ State _____ Zip _____

Animal Name _____

Reg. No. _____ Brand _____ DOB: _____

Exhibitor's Signature _____

Parents will be required to sign a waiver of liability before show.

Waiver located on the side of this entry form.

Mail to: R2 Ranch, LLC • P.O. Box 210 • Fischer, TX 78623

make copy for additional entries



R2 Ranch Junior Jackpot Futurity Waiver of Liability

For and in consideration of the privilege of participating and as a condition for the right to receive prize money, I hereby assume all risk of personal injury or damage to me, my property and my livestock. I hereby release R2 Ranch, LLC, Guadalupe Cattle Company and all individuals associated with either from any and all claims and/or liability from any accident, injury, damage or loss incurred or suffered by me or anyone in my charge or care and the property of myself or any of such persons no matter what the nature or cause and I further agree to indemnify and hold harmless R2 Ranch, LLC and Guadalupe Cattle Company and the persons enumerated herein and any other organization or individual in charge of or connected with the R2 Ranch, LLC Junior Jackpot Futurity from any and all claims for and damages, costs, charges, expenses, legal fees or any other loss or expense incurred by said organizations or the individuals connected thereto resulting from any accident, injury, damage or loss incurred or suffered by any third party resulting from the act or actions on my part or by anyone in my charge, whether such acts were intentional, accidental or negligent which caused or contributed to such accident, injury, damage or loss incurred or suffered by such third party. I do hereby certify that I have read the foregoing and agree to same and further agree to abide by all the rules and regulations R2 Ranch, LLC and Guadalupe Cattle Company.

Signature

Persons under the age of 18 Age as of April 23, 2005
accompanying me:

Name	Birth Date
_____	_____
_____	_____
_____	_____
_____	_____

Parent or Guardian Name:

Please Print

Non-Parent Accompanying Youth:

Please Print


Date:

2004 Junior Jackpot Futurity Winners

Youth from across the state competed in the Third Annual R2 Ranch Red Brangus and Red Angus Junior Jackpot Futurity on April 24, 2004 at the Guadalupe Cattle Company facilities in New Braunfels, Texas. Females shown in the futurity were purchased from R2 Ranch.

Bruce Wied of El Campo, Texas showed the top entry with Ms R2 Goldie 403N. His trip to the grand champion circle netted him \$7,500 and a Gist buckle from R2 Ranch owner, Richard Luciano. Charolette Atkinson of Wharton, Texas showed the reserve grand champion with her entry Ms R2 Crusader 317N. She was awarded \$3,750 and a Gist buckle. Both Bruce and Charolette purchased their heifers in the 2003 R2 "Source For Success" Sale.

In the showmanship competition, Charolette Atkinson was selected champion showman and was presented a check for \$5,000 as well as a belt buckle.

Jim Williams of Wharton, Texas served as judge of the Jackpot Futurity and the showmanship contest. 



Richard Luciano (second from left) presents a belt buckle and a \$7,500 check to Bruce Wied of El Campo, Texas for showing the grand champion heifer at the R2 Junior Jackpot Futurity.



Charolette Atkinson of Wharton, Texas received a belt buckle and a \$3,750 check for exhibiting the reserve grand champion heifer at the R2 Ranch Junior Jackpot Futurity.

2005 Show Results



MS R2 CRUSADER 317N

Grand Champion Female—San Antonio Junior Show, Houston American Open Show, Houston International Open Show and Houston Junior Show; Reserve Grand Champion Female—San Antonio International Open Show; Yearling Champion Heifer—San Antonio American Open Show

Mr R2 Heaven Sent 140M • DOB: 9/25/02

Sire: M & M Crusader 548/0 • Dam: Miss Hook M 3/7

Owned and Exhibited by Charolette Atkinson



R2 HEAVEN SENT 140M

**Grand Champion Bull—Houston American Show
Reserve Grand Champion Bull—San Antonio American Show**

Sire: Larson Sky Rocket 718 • Dam: Miss R2 140/9

Owned by R2 Ranch • Exhibited by Atkinson Cattle Service



MR R2 100N

Grand Champion Bull—San Antonio American Show; Reserve Junior Champion Bull—Houston American Show

Sire: Leachman Marias 1628K

Dam: Ms Dogwood Creek 100/9

Owned by R2 Ranch

Exhibited by Atkinson Cattle Service



R2 RED FLASH 376P

Reserve Grand Champion Bull—Houston American Show; Calf Champion—San Antonio American Show

Sire: M&M Crusader 548/0

Dam: M&M Flashy Lady 376

Owned by R2 Ranch

Exhibited by

Atkinson

Cattle

Service



R2 LUCKY GIRL 714N

Calf Champion Heifer—Houston American Show

Sire: Glacier Mountaineer 160

Dam: M & M Lady Luck 714/7

Owned and Exhibited by Joel Rogers

Success Stories

Congratulations to Lawrence Padalecki, Jr. of St. Hedwig, Texas for exhibiting R2 Ms DC Girl 568N to the reserve champion junior heifer honors at the Houston Junior Show. In the same show, Dylan Valusek of Rosharon, Texas, topped the early spring heifer calf class with R2 Ms Super Red 9911P.

R2 congratulations also go to Big Wind Farms of Carrollton, Mississippi. Big Wind exhibited the junior champion bull, Big Wind Gold Dividend, in the Houston

American Red Brangus Show. The entry was sired by R2 herd sire, M & M Ramrods Gold 30/7.

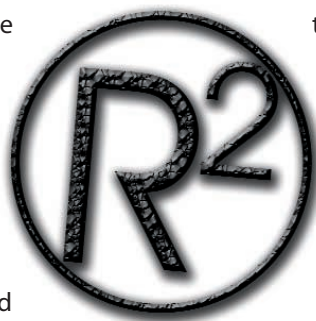
2004 "Source For Success" Sale

R2 Ranch, LLC, held their fourth annual "Source For Success" sale on Saturday, October 9, 2004 at the Guadalupe Cattle Co. sale facility near New Braunfels, Texas. Owner, Richard Luciano, and ranch manager, Doug Marburger, offered for sale a strong set of R2 Ranch bred and raised Red Brangus and Red Angus females as well as a group of herd sire prospects and range bulls.

A total of 81 lots sold for an average of \$1,422. Open heifers averaged \$1,805; bred heifers averaged \$1,325; and first calf heifer pairs sold for an average of \$1,666.

Two spring 2004 Red Brangus show heifer prospects topped the sale at \$3,500 each. R2 Miss Goldie 684P, a February show heifer prospect sired by M&M Ramrods Gold 30/7, was purchased by Donnie Ivey of Crane, Texas. R2 Red Pro 836P, also a February show heifer prospect, sold to Dan Marvel of High Springs, Florida. She was sired by M&M Prototype 2400.


The high selling bred heifer was Ms R2 694N, a February 2003 Red Brangus female sired by CMR's Extra Powerhouse. She sold to Larry Hobson of Douglass, Texas for \$3,000.



Dustin Valusek of Rosharon, Texas, purchased the top selling pair, Ms R2 B Bred 559M for \$2,500. This September 2002 Red Brangus female is an M&M Big Mac 15/9 daughter with a September heifer calf by M&M Crusader 548/0. Larry Hobson also purchased a Red Brangus pair for \$2,500. He took home, Ms R2 619M2 an October 2002 female by DC Producer 22/5 with a bull calf at side born August 23 by M&M Little John 30/8.

Topping the bull sale was R2 Mr. Bob 61N a January 2003 Red Brangus bull sired by Bfck Cherokee Cnyn 4912. He sold to Jerald Wise of Cameron, Texas for \$2,000. Purchasing 13 lots, Roy Dudman, DDD Ranch, of Luling, Texas was the volume buyer.

R2 Ranch offered two straws of semen on R2 Ranch herd sires to each buyer of the female lots. In addition, heifers purchased by junior members are eligible to compete in the Third Annual R2 Ranch Junior Jackpot on April 23, 2005. This is an annual event designed to benefit junior members of the Red Brangus and Red Angus Associations.

Gerald Bowie of West Point, Georgia was the auctioneer. 



Join Us For Our 2005 Sale

R2 Ranch
"Source For Success" Sale
Saturday, October 8, 2005

Red Brangus • Red Angus
Selling...Pairs, Bred Females, Show Heifer Prospects and
Herd Sire Prospects

For more information, contact: R2 Ranch, LLC
Toll Free (866) RED-COWS
P.O. Box 210 • Fischer, Texas 78623
www.r2ranch.com