

R2 Ranch ★ Semen Sales

We have semen available on the following bulls.
For information or to place your order, call (866) RED COWS. Ask for Doug Marburger.

M&M MONUMENT 14 (1/4) R# 114052 Born: 3/6/00 **\$15/unit**
EPDs: BW: 2.55 WW: 10.1 YW: 3.6 Milk: 6.4 TM: 11.4 BW Mat: -0.7
Red Brangus Herd Sire Sire: M&M Monument Crusade 75 Dam: M&M Ms. 14/0

M&M RAMRODS GOLD 30/7 (22%) R# 97677 Born: 3/12/97 **\$15/unit**
EPDs: BW: 1.4 WW: 22.1 YW: 22.6 Milk: 8.3 TM: 19.4 BW Mat: -0.9
Red Brangus Herd Sire Sire: BHC Golden Boy Dam: M&M Ramrod's Red 30/0

M&M LITTLE JOHN 30/8 (22%) R# 107040 Born: 4/3/98 **\$15/unit**
EPDs: BW: 3.97 WW: 40.2 YW: 29.5 Milk: 6.6 TM: 26.7 BW Mat: -1.85
Red Brangus Herd Sire Sire: GMT John Wayne 192 Dam: M&M Ramrod's Red 30/0

M&M CRUSADER 548/0 (25%) R# 112612 Born: 11/6/99 **\$15/unit**
EPDs: BW: -0.03 WW: 20.5 YW: 31.5 Milk: 4.5 TM: 18.7 BW Mat: 1.16
Red Brangus Herd Sire Sire: M&M Monument Crusade 75 Dam: M&M Ms. 548/2

SUREWAY'S RED JACK MR 213L (3/8) R# 602767 Born: 12/30/00 **\$30/unit**
EPDs: BW: 0.0 WW: 4.1 YW: 6.7 Milk: 4.3 TM: 6.4
Red Brangus Herd Sire Sire: Oak Creek's JK 33D Dam: Sureway's Miss 214F

M&M PROTOTYPE 2400 (3/8) R# 114070 Born: 2/19/00 **\$15/unit**
EPDs: BW: 2.59 WW: 34.4 YW: 32.9 Milk: 10.9 TM: 28.1 BW Mat: -0.84
Red Brangus Herd Sire Sire: M&M Ramrods Gold 30/7 Dam: M&M Style 240/7

MR. HS NEW STYLE 155/21 (7/16) R# 68618 Born: 3/2/92 **\$15/unit**
EPDs: BW: 4.38 WW: 50.2 YW: 47.7 Milk: 8.1 TM: 33.2 BW Mat: -0.04
Red Brangus Herd Sire Sire: Windac Mr. Predominant Dam: Ms. H.S. 155/9

M&M STYLE 571/6 (1/2 blood) R# 93548 Born: 3/8/96 **\$15/unit**
EPDs: BW: 2.14 WW: 29.4 YW: 20.6 Milk: 2.9 TM: 17.6 BW Mat: -0.44
Red Brangus Herd Sire Sire: Mr. HS New Style 155/21 Dam: M&M Ms 73/2

M&M TRADEMARK 768/9 (1/2 blood) R# 110196 Born: 2/13/99 **\$15/unit**
EPDs: BW: 3.46 WW: 31.2 YW: 23.7 Milk: 7.7 TM: 28.3 BW Mat: 0.13
Red Brangus Herd Sire Sire: M&M Style 571/6 Dam: Miss Red Excel 768/3

GLACIER MOUNTAINEER 160 R# 768130 Born: 3/4/01 **\$15/unit**
EPDs: BW: 1.4 WW: 35 YW: 63 Milk: 30 TM: 47 Stay: 12
Red Angus Herd Sire Sire: Lchmn Gold Robber 1909E Dam: Glacier Osce 233

GMT JOHN WAYNE 192 R# 437163 Born: 4/2/94 **\$15/unit**
EPDs: BW: 2.9 WW: 29 YW: 46 Milk: 4 TM: 18 Stay: 7
Red Angus Herd Sire Sire: BHC Stryker Dam: AHE Bertha 976

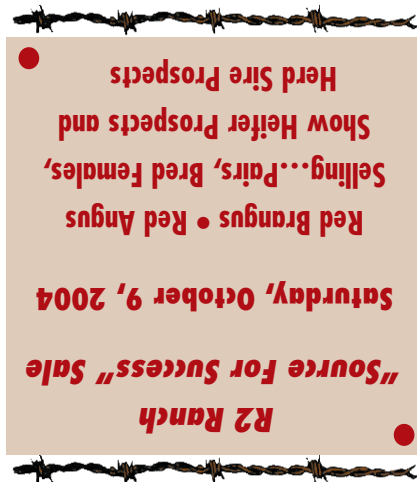
BHC GOLDEN BOY R# 405205 Born: 3/24/93 **\$15/unit**
EPDs: BW: 4.5 WW: 19 YW: 33 Milk: 12 TM: 21 Stay: 6
Red Angus Herd Sire Sire: Red Handford T.C.B. Dam: BHC Lady Fortune

LARSON SKYROCKET 718 R# 571784 Born: 2/12/97 **\$15/unit**
EPDs: BW: -0.8 WW: 10 YW: 26 Milk: 21 TM: 26 Stay: 13
Red Angus Herd Sire Sire: Lmn Impressive Rob 1095B Dam: LARS Elzbt 877-914

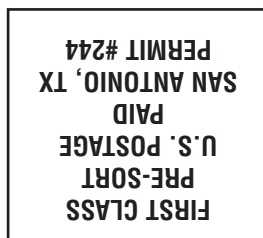
LMAN BANDITO CINCO 1780H R# 619741 Born: 3/24/98 **Contact ABS Global**
EPDs: BW: 0.2 WW: 45 YW: 80 Milk: 18 TM: 40 Stay: 12
Red Angus Herd Sire Sire: Lman Robin Hood 1174B Dam: Leachman Eleanor

BUF CRK DYNABAND 5612 R# 674451 Born: 3/21/99 **\$15/unit**
EPDs: BW: -0.5 WW: 39 YW: 60 Milk: 16 TM: 35 Stay: 10
Red Angus Herd Sire Sire: BUF CRK Dynamics 3820 Dam: BUF CRK Anabanda 4487





First Class Mail



R2 Ranch, LLC
800 R2 Ranch Road
Kingsbury, TX 78638



R2 Tops National Red Brangus Show

R2 Ranch, LLC had a great showing at the recent National Red Brangus Show. The show was held in conjunction with the 2004 San Antonio Livestock Show and Exposition. R2 extends their congratulations to Charolette Atkinson and Atkinson Cattle Service.



Grand Champion Bull

Mr R2 Heaven Sent 140M • DOB: 9/25/02
Sire: Larson Sky Rocket 718 • Dam: Miss R2 140/9
Owned by R2 Ranch, LLC
Exhibited by Atkinson Cattle Service



Reserve Grand Champion Heifer

R2 Miss Extra Better 233M • DOB: 3/1/02
Sire: RABR None Better 413 • Dam: Miss Section M 233/5
Owned and exhibited by Charolette Atkinson, Wharton, TX
This is an R2 Ranch heifer purchased by Charolette at the 2002 "Source for Success" Production Sale.



R2 Ranch Source For Success



**Inside...
R2 Ranch Semen Sales**

R2 Ranch Junior Jackpot Futurity

Schedule Of Events

Friday, April 23, 2004

5:00 p.m. Heifers can begin arriving

Saturday, April 24, 2004

10:00 a.m. All heifers must be in place
and papers checked

10:30 a.m. Showmanship Contest

12:00 noon Lunch

1:00 p.m. **Junior Jackpot Futurity**

R2 Ranch

Spring 2004 Newsletter

(866) RED-COWS

R2 Ranch Presents Earl Campbell With Red Brangus Cow/Calf

Earl Campbell, Heisman trophy recipient and famous running back for the Houston Oilers, is one of the newest members of the American Red Brangus Association (ARBA). R2 Ranch, LLC was privileged to present Campbell one of his first Red Brangus females on February 14, 2004. R2 Ranch gifted Campbell with Miss R2 Willow 965M, a tremendous young two-year-old with her first calf at side. Campbell is excited to be a part of the ARBA and he commented that his ranch in Tyler, Texas, will someday be stocked with beautiful Red Brangus cattle. The owner and staff at R2 Ranch look forward to doing business with Campbell and his family in the future.

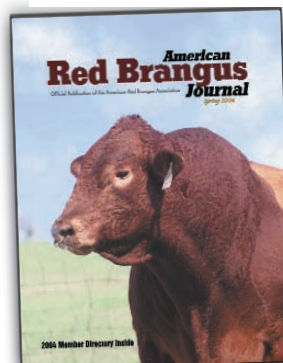


Doug and Gay Marburger present Earl Campbell with the registration certificate to Miss R2 Willow 965M.

Junior Jackpot Futurity Set For April 24

The R2 Ranch will host their Third Annual Red Brangus/Red Angus Junior Jackpot Futurity on Saturday, April 24, 2004 at the Guadalupe Cattle Company facilities. 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 24, 2001 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 Doug Marburger: by mail at 800 R2 Ranch Road, Kingsbury, Texas 78638; by telephone at (210) 389-3008 or toll free at (866) RED COWS; or by email at cdmarburger@hotmail.com.



R2 Ranch Featured In American Red Brangus Journal

R2 Ranch was highlighted in the Spring 2004 issue of the American Red Brangus Journal with a feature article on the ranch. The article covers the ranch program from its inception to its long term goals in the industry.

R2 Ranch was also honored with the cover photo in the same issue.

Down At The Ranch...

Much has transpired at R2 Ranch since our last newsletter. At the writing of my last letter we were approaching our Third Annual "Source for Success" production sale on October 11, 2003. Although as sellers we would always be happy with a higher price, we were very pleased with the sale. We sold 70 total lots for an average of \$1,623. Thirty-six bred heifers averaged \$1,755, 24 open heifers averaged \$1,317, and 10 bulls averaged \$1,890. What pleased me most about the sale was the attitude of excitement among the buyers, both registered breeders and commercial cattleman. Everyone seemed to be pleased with our offering and wished that we had had more of the good red animals for sale. I believe we are turning the corner in buyer acceptance of our cattle and that we are establishing ourselves as breeders of exceptional red cattle, both Red Brangus and Red Angus.



Doug Marburger

We finished calving all of our fall cows in late October and have AI'd them back for fall calves. These fall calves will be weaned in April and grown out on bermuda grass with a small amount of supplement, then put on small grain pasture in the fall. We don't like to push our weanling and yearling calves on a "hot" gain test ration. We believe our development program will result in a bull or female that will adapt quickly and easily to the conditions of the adult herd they are placed into without the usual "melt down" associated with fat young bulls and heifers.

We have been working to move most of our Red Brangus cows to the spring calving season and Red Angus cows to the fall. We won't be completely there this year, but we are making progress in that direction. This month (February) we are going full speed ahead with our spring calving. I'm really excited about the calves we are getting. We'll be AI'ing these cows starting in April. We usually AI most of the cows once and then turn out clean-up bulls.

R2 Ranch had a very successful outing at the San Antonio Livestock Show in February 2004. We had the Grand Champion Red Brangus Bull and the Reserve Grand Champion Red Brangus Female, as well as many class winners. We really appreciate the job Charles Atkinson (Atkinson Cattle Service of Wharton, Texas) is doing with our show cattle. Although R2 Ranch is successful in the show ring, it is not the primary focus for our breeding program. Our goal is to produce good functional red cattle that will work for the commercial cattleman and it is with this goal in mind that we make our breeding decisions. Usually some of the calves that result from this breeding program can be selected that will be competitive in the show ring. We feel like the show ring is a good marketing tool and it allows people to see the kind of animals that we are striving to produce, but the show ring does not drive our breeding program.

We are looking forward to hosting our Third Annual "Junior Jackpot" Heifer Futurity April 24th at the Guadalupe Cattle Company facility in New Braunfels, Texas. This is an event for junior members of the American Red Brangus Association and the Red Angus Association of America and features females that are from R2 Ranch genetics. More details can be seen in the "Junior Jackpot" rules section of this newsletter.

This fall we will again have our "Source for Success" production sale on October 9, 2004. There will be open heifers, bred heifers, pairs, and a few good bulls. Our program has evolved into one where all of our sale females are sold through our production sale in October and bulls are sold private treaty. We now have for sale the Fall '02 bull crop. This is a tremendous set of young bulls with complete weaning, yearling, and scan data. They have all been fertility tested and are ready to go.

I hope this little bit of information helps you to understand more about R2 Ranch and what we are striving to do with our red cattle. If I can help in any way please give me a call at 1-866-RED-COWS, or better still, come by the ranch for a visit. Visitors are always welcome.

Best regards,

Doug Marburger

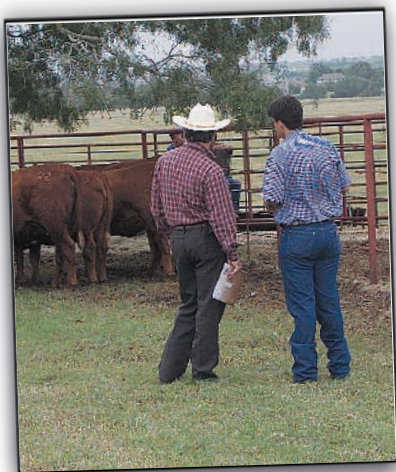
(866) RED-COWS

**PUT IT
IN YOUR
PLANS...**

**R2 Ranch "Source
For Success" Sale**

**Saturday,
October 9, 2004**

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



R2 Ranch Holds Steady Sale

R2 Ranch, LLC, held their third annual "Source For Success" sale on Saturday, October 11, 2003 at the Guadalupe Cattle Co. sale facility near New Braunfels, Texas. Owner, Richard Luciano, and ranch manager, Doug Marburger, assembled a strong set of R2 Ranch bred and raised Red Brangus and Red Angus females and an elite set of Red Brangus herd sire prospects.

Heavy afternoon showers didn't dampen the buying activity for the day. Buyers from Texas, New Mexico, Louisiana, New Jersey and Mexico purchased the 70 lots for an average of \$1,328. The 24 open Red Brangus heifers averaged \$1,317 while 30 bred Red Brangus heifers sold for an average of \$1,874. Six Red Angus heifers averaged \$1,158 and 10 Red Brangus bulls averaged \$1,890.

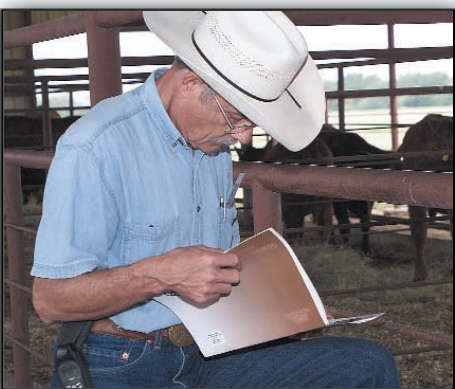
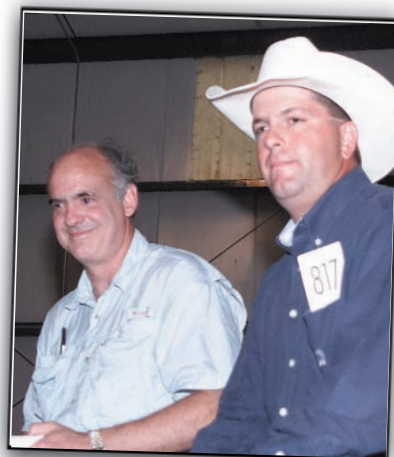
Topping the sale was R2 Stylin Rob 616M, a Red Brangus herd sire prospect born February 13, 2002 and sired by M&M Style 571/6. He sold to Keith Colteryahn of Whitesboro, Texas for \$3,000.

Junior member Kristen Mitchell of Boling, Texas, purchased the high selling open heifer, Ms R2 119M for \$2,150. This fancy, October 2002, Red Brangus show heifer prospect was sired by M&M Prototype 2400. The top selling bred female was purchased by James Elliott, III, of Upper Montclair, New Jersey for \$2,300. This February 2002 Red Brangus female, Ms R2 50M, is M&M Headstart 548/9 daughter bred to Talento RockBrook 895H3.

James Elliott, III, 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 24, 2004. This is an annual event designed to benefit junior members of the Red Brangus and Red Angus Associations.

Bill Lefty of Roseville, California was the auctioneer. For more information contact R2 Ranch, 800 R2 Ranch Rd., Kingsbury, Texas 78638, toll-free phone (866) RED-COWS, email: cdmarburger@hotmail.com.



R2 Ranch, LLC Junior Jackpot Futurity

Saturday, April 24, 2004 • 1 p.m.

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

ELIGIBILITY RULES: Eligible cattle include all females (born April 24, 2001 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, JRBA, or IJRBA. 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, 2004.

CLASSES: Will be determined after all entries are received.

ENTRY DEADLINE: April 15, 2004

PRIZE MONEY:

GRAND CHAMPION\$7,500
RESERVE GRAND CHAMPION\$3,750
SHOWMANSHIP\$5,000
DIVISION WINNERS\$500
CLASS WINNERS\$100
2ND IN CLASS\$50

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.

Mail to: R2 Ranch, LLC • 800 R2 Ranch Road • Kingsbury, TX 78638

make copy for additional entries

For more information, contact:
Doug Marburger • (866) RED COWS
(210) 389-3008 • cdmarburger@hotmail.com

