

# HerdBuilders & GridMasters



Today, ranchers have two new simple, yet powerful tools which allow selection for enterprise wide profitability - HerdBuilder and Gridmaster. These indices combine and weight all economically relevant traits and output a single \$ value. HerdBuilder - select bulls to breed cows and heifers, retain replacements & sell steers on a quality based grid. GridMaster - select bulls to breed mature cows, no replacements retained and all calves fed & marketed on a quality based grid.

All 334 R.A. Brown Ranch Red Angus bulls average:

Top 15% HerdBuilder  
Top 9.8% GridMaster

76 bulls in top 1% for HerdBuilder  
83 bulls in top 1% for GridMaster

**19 hours left to  
find your RAB  
HerdBuilder or  
GridMaster!**

**Wednesday, October 8th: Sale starts at 10 a.m.**

10% volume discount  
view videos online

This sale will be broadcast live on the internet.  
**DVAuction**  
Broadcasting Real-Time Auctions  
Real time bidding & proxy bidding available.

DONNELL & KELLI BROWN  
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**R.A. Brown Ranch**  
NCBA Cattle Business of  
the Century Award Winner