

BROWN TROPHY

Whitetail Ranch

AFFLICTION

HIGH TEX

TAP OUT

**TACK
HAMMER**

**DIAMOND
BLADE**

BOND



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raveling south through Texas you will find a small town bordering Waco by the name of Robinson. In the heart of Robinson next to the high school football field and surrounded by housing developments, there sits a special place known by many, Brown Trophy Whitetail Ranch. This ranch is a unique place to the Brown Family and tells a story all of its own.

Compared to most deer breeding ranches, Brown Trophy is a smaller acreage ranch that houses everything the Brown Family needs in order to be successful in this business. "You do not have to have a huge ranch to be a deer breeder", says Jeff Jones. The ranch is not located in the country way off the beaten path with thousands of acres, but instead is located in the middle of town, a place no one would think of to raise deer and be successful, but Brown Trophy has done just that. The ranch was started in 2009, and is family-owned. The people

associated with Brown Trophy Ranch are an important aspect to the ranch's stardom and the success it has today. I was granted the pleasure of meeting with four 'good ole' boys', who are the backbone of Brown Trophy Whitetail Ranch. BJ Brown, Brent Brown, Bryce Beatty, and Jeff Jones have put their heart and soul into this company since day one. Together, they have over thirty years of experience in the deer industry, and all four have a passion, care, and love for the whitetail deer and whitetail deer management in Texas.

It started off by simply being a hobby but the Brown Family quickly realized they wanted it to grow. The Ranch actually became a part of the deer breeding industry by purchasing what they believed to be the best genetic animals on and off the market. "If they were going to start

FEATURED BREEDER

something this big they were going to do it right”, says BJ Brown. Their two elite does, Yellow 123 and White 634, were purchased at auction, and are still some of the highest selling does to date at any auction. These does are still ‘record setting’ by producing some of the best offspring on the Brown Trophy Ranch to date.

Today, Brown Trophy has twenty-three breeding pens that can be viewed from anywhere; on the ranch or away, with the technology they have installed. They have a PTZ (Pan-Tilt-Zoom) video monitoring system that can be viewed live from a TV, desk top, laptop, iPhone, or iPad. Even with this technology, the deer are still tended to every day of the year. The boys at Brown Trophy take very good care of their animals in order to continue their consistent production and maximize their genetic potential. Even the short time I was there, it was evident that they take tremendous pride in what they are doing, and are loyal, honest and hardworking people. “We use these values and standards to run our ranch, and we strongly believe that this is what it takes to run a successful business”, says Brent Brown.

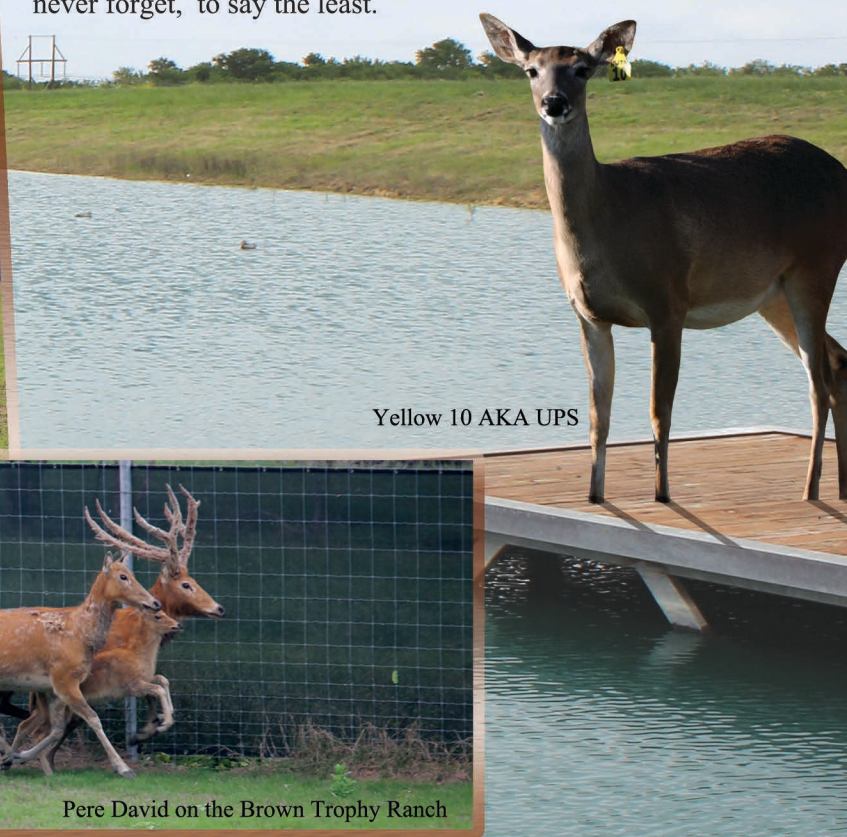
The boys at Brown Trophy didn’t only focus on live animals when starting their business; they also sought out quality semen. The first year, they spent several thousands of dollars in semen alone. This shows how serious they were about breeding from the beginning and still to this day. They quickly learned that you do not have to have a large AI handling facility to get the job done, but one that simply works best for the ranch and is cost effective. To

my surprise, the Brown Trophy handling facility is in a horse trailer. This was the first of its kind that I have seen and it works great for their ranch. Dr. Dennis Gourley and his elite team do all of the AI work at the ranch since the Brown’s began their intense AI program. Combined with their AI and breeding programs, they have managed to create some ‘head turning’ deer. Brown Trophy Whitetail Ranch’s largest bucks to date include: Bond 315.5”, Tack Hammer 294.25”, and Diamond Blade 295.25”, all at two years of age. They believe in raising deer in a stress free environment which may come as a surprise to most people taking in consideration of their geographic location. The deer have adapted to the noises they are surrounded by such as mowing, football games, track meets, passing vehicles, misting systems, etc. This adaptation has allowed the deer to be calmer when the Brown Trophy staff is active in the deer pens feeding, mowing and other necessary daily routines.

Brown Trophy Whitetail Ranch has also brought in many exotics in order to utilize the perimeter of the 110 acre high-fenced ranch. Some of these exotics include Red Lechwe, which is an endangered species, Zebra, Black Buck antelope, and the most famous of them all, the Pere David. Pere David is a native animal to China and is completely extinct in the wild. All known species of this animal are found only in captivity allowing Brown Trophy to have a unique species on their ranch. I was fortunate to get a look at this species from a distance and they were very mysterious and timid creatures, an experience I will never forget, to say the least.



The Brown Trophy neighborhood.



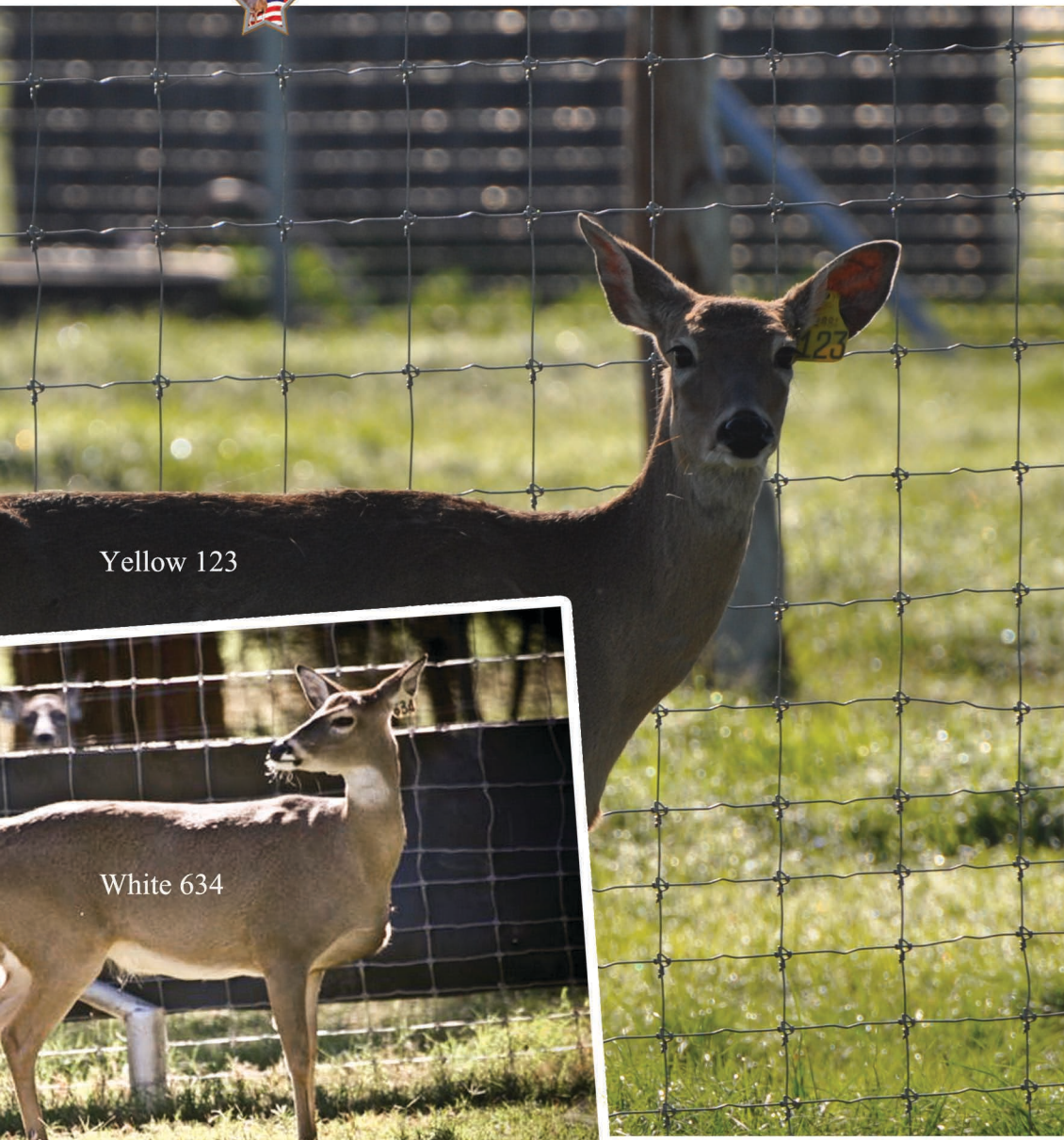
Yellow 10 AKA UPS



Pere David on the Brown Trophy Ranch

FEATURED BREEDER

The Brown Trophy Whitetail Ranch has definitely put a new spin on deer breeding for me and probably a lot of current and new breeders as well. They have proven that to be successful in this business, it doesn't matter how many acres you have, how fancy your facility is, or even where your ranch is located. They have gone against the grain on each of these aspects and have proven that it can be done. With that said, I would like to leave you all with one of my favorite quotes by the gentlemen of Brown Trophy that sums up the Brown Trophy way of things, "Yes we are country boys raising deer in the city, and we are pretty damn good at it!"



Yellow 123

White 634



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