



Lodge Creek Whitetails is located two hours Northwest of Dallas/Fort Worth in Jacksboro, TX. The 2,500 acre ranch was purchased 10 years ago by the Mitchell family. Jacksboro was chosen because of how close it was to the Mitchell family home in Fort Worth as well as the beauty of the land itself with rocky slopes, beautiful post oaks, mesquite flats and cedar elms. Dr. Mitchell is an avid hunter and outdoorsman. He bought the property with a vision for developing a place for family and friends to enjoy the outdoors.

Once Dr. Mitchell high fenced the property, he bought an entire herd of approximately 300 head of tightly bred Texas deer. Around that time, Madison Michener, a family friend, began working for Lodge Creek Whitetails. Madison comes from a cattle background, where he owned a feed yard of 30,000 head of cattle as well as 2 livestock auction barns in the Texas Panhandle. The Mitchell family owns History Maker Homes and has built homes in the Dallas/Fort Worth area for over 60 years. They deal with people from all walks of life from first time homeowners to people wanting to build their dream home. Dr. Mitchell and Madison come from two different business arenas prior to the deer business, but what they have in common is dealing with people and relationships.

Knowing that relationships are key to any industry, Lodge Creek Whitetails traveled the country in the beginning and met

all kinds of deer breeders that helped them develop a plan for their herd. They had many people help them along the way. Jeff Dean and Brad Sullivan from Sullivan White-tails were among the first to advise them. Sullivan White-tails was only 45 minutes away and they were willing to share some of their experiences. Others that were helpful were Dr. Gourley, who gave Lodge Creek some great information on breeding and animal health practices that they still use today, and also Chris McSpadden with 'The Refuge' shared a lot of valuable information early on. Using all the wisdom they gained at the beginning, Lodge Creek Whitetails built a strategy for their breeding program.

Lodge Creek Whitetails foundation herd consisted of Starbuck and Wiz genetics, the sires of Cash and Cadillac who were the first 200 inch two year olds in the state. Since then their focus has been on purchasing high-quality semen in volume. Many of their foundation does were bred to Maxbo, to Gladiator, and to many of Gladiator's sons. "What we've tried to do with our breeding program is first of all, to breed with bucks that we love their look. Secondly, we try to achieve what we think the industry wants to see. We have a strong AI program and have carried that over into embryo transfer in the last 2 years."

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says Madison. Their success shows with multiple 200” yearlings such as Blindside, Prodigy, and Clutch just to name a few. This year Lodge Creek Whitetails is extremely proud of Commotion at 345”, their first yearling to break 300”, he is out of Sudden Express / Ghammer / Reno.

Lodge Creek Whitetails acknowledges that God's Blessings and 'hard work' has gotten them to where they are today. "We pride ourselves on taking no shortcuts," Madison says. The deer business has many ups and downs and Lodge Creek Whitetails has been through both. It takes sacrifice from so many to produce bucks like Kryptonite, Phenom, Air Express, and Commotion. Their team is dedicated at producing high quality whitetail deer for

their customers.

Madison says, "There's a saying, 'any job worth doing is a job worth doing right'. With all the details that go into deer breeding, you have to pay attention to the specifics and be willing to put in the work to make that happen. Good genetics are the key but a strong feed program and animal health will help your deer reach their genetic potential." Madison's deer pins are spotless! Madison and his team bust theirs' so that Lodge Creek Whitetails can have the best possible year, every year. They like to say the ranch was built on elbow grease and hard work. "We try to start each day thanking God for what He has entrusted us with and then be good stewards of the responsibilities." From the owners to the ranch hands, everyone is on the



Commotion 345 @ 1



Blindside 265 @ 1



Air Express 422 @ 3



Platinum 455 @ 3



Phenom 336 @ 2



Kryptonite 390 @ 3

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same page and has a common goal of having a spirit of success,” says Madison. Communication is important to creating a successful operation.

Lodge Creek Whitetails focuses on relationships, service, and integrity. Their objective is to develop these relationships with other breeders so that they have a sense of trust and value in Lodge Creek Whitetails. They try to go the extra mile with their customers so that they can achieve the goals of their operation. “I truly enjoy the people that are in the deer business. They are from all walks of life and I love hearing their stories,” says Madison. Lodge Creek Whitetails has built their foundation and they are continuing to build relationships with breeders all over the industry. Many breeders have said, ‘you better to watch out for Lodge Creek’.

