

— CARTER CATTLE —

The Signature FEMALE SALE

DECEMBER 27th

HOSTED ON CCI LIVEONLINE™ | 7 PM CST



GHC



BRETT & LACEY CARTER

580-759-9694

Welcome to the inaugural Signature Female Sale. As I look back on the path that brought me here, I'm reminded how this all started — as a kid who simply loved being in a show barn. That passion grew into a lifelong commitment to seedstock production, pedigrees, and the Maine-Anjou breed.

I was fortunate to learn from two great cattlemen. My granddad, Bill Buck, built his success on simple principles: raise quality cattle, sell your best, and do both with integrity. The biggest opportunity in my young life came when I had the chance to cut my teeth in the seedstock business with my uncle, Jirl Buck. Being part of Buck Cattle Co. gave me the opportunity to work with some of the most elite Maine-Anjou cattle in the industry. More importantly, it gave me an example to follow — from seedstock production to marketing to customer service. It was there that I was able to hone my craft alongside some of the greats of this industry, and for that, I am forever grateful. Jirl and Brenda have been like parents to me. To this day, they are still my first call. Good or bad, I can always count on them.

After Oklahoma State University, I spent several years managing DJ's Cattle Company, where I was honored to be named 2010 Maine-Anjou Herdsman of the Year. In time, I returned closer to home to lead Morton Cattle Company, where the Buck/Morton donor battery became one of the most influential programs in the country. An intense focused IVF/ET program allowed us to generate National Champion females, champion pen bulls, and herd sires used across the country annually.

In the fall of 2024, a new opportunity arose. Dr. Morton made the decision to scale back — but only to encourage me to step up, this time into an ownership role. During the transition, Jirl and I spent countless hours sorting through the partnership cattle. He purchased the majority of the donors and pregnancies, and we couldn't be more excited to see what those cows continue to accomplish for the industry. I retained a set of donors, all of the heifers, and a base cow herd that I believe is as good as any. Those cattle became Carter Cattle — a continued partnership between myself and Dr. Morton. Our donor batteries are now aligned, and the commitment to producing elite cattle remains unchanged. While the transition may seem small from the outside, it has been a significant challenge — but one I have spent a lifetime preparing for.



**THE
CARTER
CATTLE
CREW**

I am blessed with the best crew — mostly family. Logan Rhodes has been with me for four years. His work ethic, energy, and pride are unmatched. Anyone who has met him will agree he's one of the nicest, most positive people you can be around. He and his wife, Claire, married this year and recently bought a house here. The good Lord has blessed us, but nothing more so than having them as part of this program. Cliff Henegar is also here. He and I have worked together for about eight years. He manages the Morton farm, and we get him in the off-season. He can do it all. From baling the best hay around to calving cows, Cliff is a valuable friend.

I am most thankful for my wife, Lacey. Those who know her understand I outkicked my coverage. On my worst days, my most defeated days, she is there with encouragement. Grady and Hudson both love the livestock business. Grady is a show-barn rat with a relentless work ethic. Hudson is my cowman — sharp with pedigrees, a great eye for livestock, and a natural salesman. I'm proud of them both. Those three are what keep me going and why I love what I do.

This sale has been in the works from the beginning. We believe deeply in Buck Cattle Company and their spring and fall female sales. We will continue to produce cattle for that event with that level of quality at the forefront. Our aggressive embryo transfer/IVF efforts will continue in hopes of generating quality in numbers. Offering our best bred females each year will be essential as we manage cow numbers relative to our resources. This offering is nothing short of stellar. I truly believe these females will make an impact. Maine-Anjou cattle are as hot today as I can ever remember in my lifetime. This is the best I have. The donors selling are true ground-floor opportunities, and the herd sire selling is an elite, proven calving-ease option. We are excited for what's ahead.

Sincerely,

Brett Carter and Family

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**VIEW THE CATTLE AT THE RANCH IN
STRATFORD, OKLAHOMA DURING THE
BIG SALE WEEKEND IN STILLWATER!**

**LOCATED:
45 MINUTES SOUTH OF OKC
10 MILES EAST OF I-35
1.5 HOURS STRAIGHT SOUTH OF
STILLWATER, OK**

**RANCH ADDRESS:
46642 E COUNTY RD 1510,
STRATFORD, OK 74872**