
B3R Meats pioneers receive 2002 Ladd Hitch Award

“What consumers want doesn’t change that often ... and neither does B3R’s grid,” states Minnie Lou Bradley, founder of B3R Meats, a Texas-based company specializing in branded natural beef. Minnie Lou and daughter Mary Lou are the recipients of the 2002 Ladd Hitch Award, given by Farm Journal’s *Beef Today*.

Named for the late Ladd Hitch, a pioneer Oklahoma cattle feeder and rancher, the award is given annually to a beef producer who strives to improve the beef product and industry through innovation, industry leadership and the pursuit of excellence.

In the Bradleys, *Beef Today* found folks who carry on Hitch’s pioneer spirit. “As Ladd Hitch did, they have adapted to the times rather than fretting or lashing out at events that are beyond their control. Plus, they make some darn good beef in the process,” says *Beef Today* Editor Steve Cornett.

A graduate of Oklahoma A&M (now Oklahoma State University), Minnie Lou was raised on a farm in western Oklahoma and worked for the Texas Angus Association. After ranching with her husband, Minnie Lou found that her beef tasted better. So she started selling meat off her back porch — and B3R got its start.

Mary Lou was raised on the family operation and has a degree in accounting from Hardin Simmons University. Her background in bookkeeping helped the two realize that this beef program was what they needed to stay in the beef industry and turn a profit.

The Bradleys created a system that coordinates efforts between ranchers, feeders and processors to produce a consistent beef product, which in turn provides a consistent beef experience for consumers.

