

Featured Breeder

# PRIMETIME WHITETAILS



**Located** of Dallas County, where the cross timbers meets the hill country, is a thriving area for deer breeders. For years, Bosque County has been known for its abundant waterways and diverse terrain, however it's also presently home to over 15 licensed deer breeding facilities. When Primetime Whitetails formed in 2010, they knew that it was going to take a lot of hard work, determination and a little bit of luck to fulfill their goal of becoming one of the state's premier breeding facilities.

When Cody Jones purchased Starbuck Ranch at Brazos Point, he wanted to have trophy whitetail and exotic hunts. Over the years, he was able to purchase land and secure long term hunting leases on neighboring properties totaling 3400 acres in Bosque County. The land was intensely managed to make it more suitable for the

wildlife. To help improve the native whitetail genetics, Starbuck had been breeding deer for several years to release. To take his plan to the next level, Cody partnered up with Earl Peacock forming Primetime Whitetails. Together they had one goal in mind – concentrate on breeding proven genetics.

Earl had years of experience raising genetically superior production animals. Growing up on a dairy farm, Earl learned how to artificially inseminate (AI) his cows in order to improve genetics for milk production. In the early 90s, Earl started working with a man that taught him artificial insemination in goats. Around that time that the Boer goat industry was booming and Earl stayed swamped with AI jobs. Knowing the importance of breeding with the best genetics, Earl had purchased the 2009 and 2010 National Grand Champion Boer goats to use in

his own breeding program. Raising white-tailed deer was proved to be a natural transition for Earl. He was able to apply the same strategies that had been successfully used with dairy cows and Boer goats.

When Starbuck Ranch was growing and the hunting program was taking off, Cody hired friend, BJ Findley, to be the ranch manager. He stayed busy caring for the 3400 acres and was responsible for the hunting and breeding operations. BJ and Earl had been friends since high school, and BJ knew that Earl's experience with livestock would be a great asset to the newly formed Primetime Whitetails. These three formed a perfectly balanced team, all contributing something different to the program.

In an industry where competition is fierce and new records are being raised every year, Cody and Earl knew that



they had to build their foundation herd with genetics that out of proven lines. Their philosophy was simple – start with the best genetics available, and then breed the best every year. Primetime started out by purchasing bred does from several Texas breeders including Highroller Whitetails and Gonzales Brothers Whitetails. Direct 300”+ and 400”+ daughters from Maxbo, Dreambuck, High Roller, Gladiator, Maxbo Extreme, Rocky, Max Dream, Kid Dynamite, Bambi 727, King Pin and Bam Bam were purchased bred to some of the top sires in the industry. In 2010, the first fawn crop was born.

That fall, Primetime Whitetails stayed with their original strategy and described their plan as follows:

*“For our 2010 breeding, sires such as X-Factor, Free Agent, Highroller, Maxbo, Easy Does It, Maxbo XL, Rolex, Fear Factor, Kid Dynamite and Max Dream were used on this same strong doe line. We also used our own up-and-coming-buck, Supreme Dream that we purchased from the Gonzales Brothers, which is Maxbo over a Dreambuck doe that scored 251”@2, as part of the breeding program. All of our 2011 doe fawns were bottle raised and our buck fawns were left on their mothers. By doing this, we insured that our doe will be very calm and easy to*

*work with through our deer barn and Lap AI process, while the bucks get a jump on their first year of life by retaining all of their mother’s milk and natural immunities. While drought conditions hurt many deer breeders’ herd numbers in both adult deer and fawns, we maintained a very high survival rate within our fawns and a very minimum loss rate in our pens. We are very excited to see what we will grow in 2012. There are not a lot of breeders that have 500” over 400” genetics being raised in their pens.”*

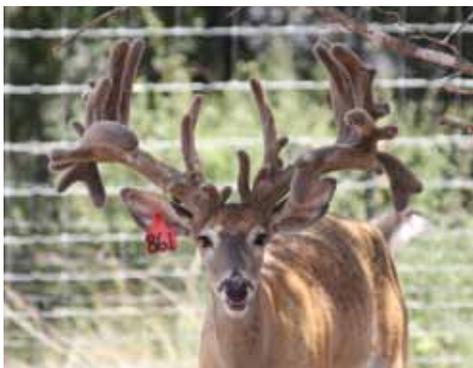


Fear Factor

A critical part of Primetime's breeding program is the service provided by Earl and BJ. Under the supervision of veterinarian Dr. Jeff Garner, they AI their deer using the laparoscopic technique. Each year, this team Lap AIs well in excess of 1200 deer for themselves and other top breeders throughout the state. Earl has earned a very good reputation for providing honest, fair services that yield great results. In addition to traveling to provide the services, Primetime uses their own state-of-the-art facility to board animals and provide services on site. "Our barn consists of individual rooms, push walls, individual boxes, drop floor chute, red lighting, heat, A/C and laboratory. This ensures that the deer are moved throughout the barn in a very efficient sanitary process that maintains a minimum stress level on the animals," said BJ, adding, "by minimizing stress, very high success rates on LAP AI have been achieved."

Attention to detail is reflected throughout every aspect of Primetime's operation. Pens were designed on a slight incline so they will drain and not hold water, shade huts and small barns provide ample protection from the elements, and pens and alleyways were built to easily move deer while minimizing stress. The facility and fawn barn remain spotless, ready for the next group of deer to come through. Cody, Earl and BJ continue to build and improve Primetime Whitetails so their deer can reach their full potential.

This is the first season Primetime Whitetails is able to breed the yearling does they raised. They hope by crossing top end genetics with their established doe line, that they will raise the bar each and every year for years to come. •



Supreme Dream



Raising white-tailed deer was proved to be a natural transition for Earl. He was able to apply the same strategies that had been successfully used with dairy cows and Boer goats.



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