



Building a Brand

Created by Rebecca Been for the Kern County CattleWomen
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A lesson plan for teaching about cattle brands.

Target Audience: K-4

Materials needed:

Plain white paper

Pencils

Brand Reading Worksheet

Crayons

Making Brands: Pipe Cleaners & Paint or Alphabet Stamps & Ink Pad

Optional Materials: Realia - branding iron

Anticipatory Set & Building Background Knowledge

Ask students how they show that their homework or class work belongs to them? How do they show that a lunch pail or backpack belongs to them? Elicit the answer that by putting your name on your belongings, it shows your ownership. Explain that a brand works in much the same way. In order for a rancher to show that they own a cow, they must put their "mark" (name) on it. Without the brand, a rancher can't prove that cattle belong to him. If his cattle went through a fence onto another ranch, no one would know who owned them. It would be too difficult to put an entire name, so ranchers develop a brand that is a simple and unique symbol. All brands must be registered with the government and no two brands may be identical. Brands typically use letters, numbers, shapes, and lines. There is a special way to read a brand, so that any rancher looking at another rancher's brand knows what it says. Get ready to read brands and make your own.

Lesson: Reading a Brand

Use the Brand Reading Worksheet to learn the basic rules of reading a brand and to get some ideas of a brand that each child could design.

Wrap Up- Art

Give each student plain paper, a pencil, and 1 or 2 pipe cleaners. The students will first design their brand on paper. Remind them it needs to be SIMPLE! Then they can use the pipe cleaners to create their brand into a branding iron. For the handle make a ring at one end and a straight line going down to the brand shape.

*As an alternative to making pipe cleaner brands you can use alphabet stamps and markers to create brands. This is especially useful if you are dealing with very large groups.



After the branding irons are made, students can dip them into paint and "brand" a paper with their "name". You could also have students make a cow out of construction paper and brand their cow.

Extension Activities:

Use Brand Registration Worksheet to ensure that there are no duplicate brands in your class.

Brainstorm why it would not work to have duplicate brands.

California History: - Cattle Brands of the California Missions / First Brands Registered

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Reading a Brand

Rules:

1. Left to Right
2. Top to Bottom
3. Outside to Inside

R "R"


 Quarter Circle R

 Circle R

 Tumbling R

 Half Diamond R

 Diamond R

 Lazy R

 Rafter R

 Box R

 Reverse R

 Bar R

 Walking R


 Flying R

 Running R


Name the Brand?

1.  _____

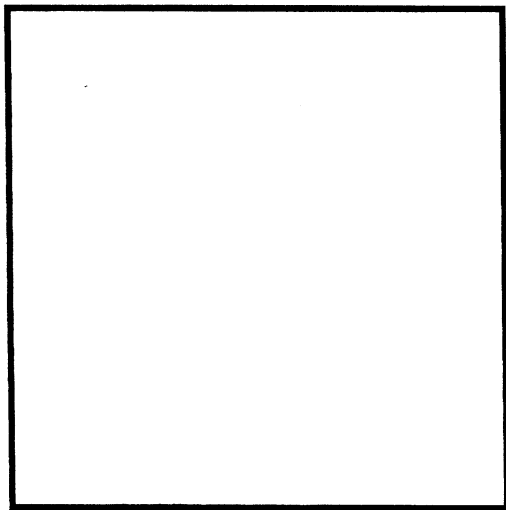
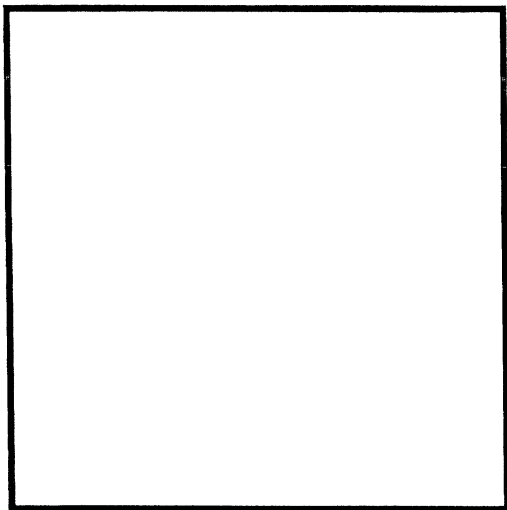
2.  _____

3.  _____

4.  _____

5.  _____

REGISTERED BRAND OF CALIFORNIA



BRAND NAME _____
DESCRIPTION: _____

ISSUED TO: _____
ISSUED ON: _____

CATTLE BRANDS OF CALIFORNIA MISSIONS

NAME	FOUNDED	LOCATION	BRAND	CATTLE
SAN DIEGO DE ALCALA	1769	SAN DIEGO	D	8,000
SAN LUIS REY DE FRANCIA	1798	SAN LUIS REY	J	26,000
SAN JUAN CAPISTRANO	1776	CAPISTRANO	CA	10,000
SAN GABRIEL ARCANGEL	1771	LOS ANGELES	T	20,500
SAN FERNANDO REY DE ESPAÑA	1797	SAN FERNANDO	4	12,500
SAN BUENA VENTURA	1782	VENTURA	AB	17,300
SANTA BARBARA	1786	SANTA BARBARA	⚔	3,600
SANTA INEZ	1804	SANTA INEZ	LI	7,300
LA PURISIMA CONCEPTION	1787	CONCEPTION	9	10,500
SAN LUIS OBISPO DE TOLOSA	1772	SAN LUIS OBISPO	S	8,600
SAN MIGUEL	1797	SAN MIGUEL	3	9,000
SAN ANTONIO DE PADUA	1771	MONTEREY CO.	A	5,000
NUESTRA SENORA DE LA SOLEDAD	1791	SOLEDAD	8	6,600
SAN CARLOS BORROMEO DEL CARMEL	1771	CARMEL	MR	2,050
SAN JUAN BAUTISTA	1797	SAN JUAN	A	11,000
SANTA CRUZ	1791	SANTA CRUZ	A	3,500
SANTA CLARA	1777	SANTA CLARA	SA	9,000
SAN JOSE	1797	MISSION SAN JOSE	J	2,000
SAN FRANCISCO DOLORES	1776	SAN FRANCISCO	F	4,200
SAN RAFAEL ARCHANGEL	1817	SAN RAFAEL	G	1,200
SAN FRANCISCO DE SOLANO	1824	SONOMA	F	2,500



The First Brands Registered in each County in California

County	Brand	Owner	Date
Alameda	◇	Calvin James	1853
Alpine	⌒	Love & Tanner	1874
Amador	5	Allen & Rieck	1863
Butte	A	Isiah J. Armstrong	1850
Calaveras	GK	Garrickson & Kallenbach	1855
Colusa	○	Daniel Griswold	1857
Contra Costa	⌒	Augustine Aviso	1856
Del Norte	N	Henry Haley	1877
El Dorado	BL	A.B. Lutz	1851
Fresno	H	James E. Haddon	1856
Glenn	⌒	Warren Green	1901
Imperial	⌒	W.L. Bright	1907
Inyo	⌒	Robert W. Ford	1870
Kern	B	John R. Beck	1866
Kings	Q	A.G. Souza	1893
Lake	HK	Hiram Kennedy	1870
Lassen	T	Thomas Watson	1864
Los Angeles	NP	Prospero	1835
Humboldt	⊙	R.M. Williams	1855
Madera	AK	Agnes Keith	1898
Marin	⌒	Gregorio Briones	1845
Mariposa	N	P.B. Nagle	1852
Mendocino	A	White & Simpson	1859
Merced	R	Barfield & Rudde	1855
Modoc	Δ	John Caldwell	1874
Mono	P	Henry & Charles Parish	1860
Monterey	⌒	Alberto Trescony	1846
Napa	⌒	William M. Reed	1851

County	Brand	Owner	Date
Nevada	JP	Joseph Peters	1873
Orange	⌒	S.J. & Oscar Rosenbaum	1890
Placer	R	Cox Co.	1857
Plumas	SV	R.A. Fairchild	1854
Riverside	⌒	William Vater	1893
Sacramento	20	John Rhodes	1850
San Benito	G	Louis Gibbon	1874
San Bernardino	⌒	Dolores Mevilla de Valdez	1861
San Diego	MP	H.D. Fitch	1847
San Joaquin	HE	Heath & Emory	1857
San Luis Obispo	⌒	Capt. John Wilson	1851
San Mateo	⌒	Belmore O'Harke	1856
Santa Barbara	A	Patricio Cota	1834
Santa Clara	X	Francisco Bernal	1852
Santa Cruz	⌒	Miguel Villa Grau	1850
Shasta	A	Thomas Asbury & Bros	1860
Sierra	A	Anna McMahon	1869
Siskiyou	⌒	Samuel B. Jackson	1852
Solano	76	Thomas Bedford	1854
Sonoma	⌒	Israel Brockman	1847
Stanislaus	AV	G.E. Smith	1854
Sutter	SB	Samuel Broman	1860
Tellama	O	P.W. Hayes	1856
Trinity	FH	James Houldley	1862
Tulare	F	John Fancher	1852
Toulumne	44	Lindberg & Musson	1850
Ventura	JH	John Hosler	1873
Yolo	⌒	Charles L. Cady	1850
Yuba	76	Charles Phelps	1850