

The Challenges Of Cosca Brown Bucking Bulls

Fresno, CA

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Steve Cosca and Jerry Brown, owners of Cosca Brown Bucking Bulls, LLC, are PBR stock contractors and they built a new bucking bull arena and upgraded the facility that now houses over 50 head of bulls in Fresno, California. The arena was established over 40 years ago and has a long history for training top athlete bull riders and training great bucking bulls. Cosca Brown welcomes all levels of bull riders; from beginner to experienced they have bulls appropriate for every riding level. Currently several of their bulls are regulars on the PBR tour in and around California.

Cowboys have to learn to ride under pressure, to achieve greatness a rider must become focused during competition. This is a learned experience and practice is key. While many bull

riders have the athletic ability, they often choke under pressure. There are several factors that can help a contestant to control his reaction. These are some of the aspects of bull riding that Cosca Brown teach bull riders every week. Bulls have different trips on different days. Cowboys can't control the specific bull style or the bull draw, but they can learn to make the best ride for that day and focus on not making any mistakes. They should practice weekly so that they learn to focus only on the things they can control and how the cowboy reacts to the situation. Cosca Brown has weekly jackpots just for this reason and to help cowboys develop the mental training as well as riding skills.

Bull riders have to ignore bad experiences or wrecks. They must be able to forget the past and be able to relax for their ride and put things into perspective. Being able to relax helps to



focus and react in the moment with a more fluid and natural ride. This improves their chances of success.

Often riders can make simple changes that they cannot see but that a trained eye might see. This is why it is so important for past professionals to view a ride and help with training techniques that Steve Cosca and Jerry Brown provide. In order to get the desired outcome and stay focused

a cowboy needs to learn to take a bulls that might not be standing perfectly still in the chute. Often good bulls are messed around with too much and cowboys don't know how to keep a bull calm. A rider is only as good as he learns to perform with the bull. There are techniques that can help a cowboy to help the bull thus making the four legged competitor accomplish his important half of the score.

Local cowboys and now PBR stock contractors Steve Cosca and Jerry Brown decided four years ago after years of being in the rodeo and cattle business to concentrate on training bucking bulls and bull riders alike. In just a short time they had premier bulls bucking at the PBR "Professional Bull Riders" Built Ford Tough events throughout the United States. They remodeled the Toro Bravo Arena in Fresno just off Friant Road near Woodward Park. The popularity of bull riding has grown and their original goal was to provide good stock for the cowboys. But the arena and successful bucking

bull training have created a following and now cowboys travel from all over to come try their bucking bulls. Easily a fan favorite, bull riding draws many spectators and Cosca Brown is no exception. Local fans come every Thursday evening at 7 o'clock to watch bull riders come to practice. There is no charge to watch and it's infectious to watch and cheer, thus helping to expose the bull riders and bulls to an energetic audience.

Make no mistake, raising and training bucking bulls is no easy task. You could call both men experts in their field. Steve Cosca has been to the National Finals Rodeo twice and pro-rodeo'd for 17 years. Jerry Brown rode bulls for many years and has been a bull riding producer for 30 years. The two men have a niche for spotting talent and refining technique in both bull and rider. More than 100 million viewers tune into the PBR on television with over 1.7 million attending live events each year. Cosca Brown Bucking bulls have some young bulls they have been train-

ing that show tremendous athleticism potential and they plan on having a national champion bull some days soon.

It is very challenging training bucking bulls. The bulls are genetically bred to buck and enjoy it. The trick is to determine and recognize a young bull's potential and athleticism and then train them to buck the way Cosca Brown believes the bull is capable of. Seasoning the bulls is part of their training. Cosca Brown Bucking Bulls has a strong nutritional feeding program. How the bulls are handled is important. Bulls are individuals and they have to be treated accordingly. The bulls are exercised daily and general hoof care is done to keep the bull's feet in correct shape. Part of the program is to tip the bulls horns to meet regulation for bucking bulls. These are just a few of the challenges of raising bucking bulls. Remember eight seconds goes by in a snap, but there is a tremendous amount of time and effort put into that eight second ride.

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