

SANTA GERTRUDIS BREEDERS INTERNATIONAL



Post Office Box 1257 | Kingsville, Texas 78364
(o) 361.592.9357 | (f) 361.592.8572
www.santagertrudis.com

DATA DRIVEN. PROFIT PROVEN.

FOR IMMEDIATE RELEASE

Santa Gertrudis Breeders International Names Associate Director

Webb Fields joins growing beef breed association

KINGSVILLE, Texas – Santa Gertrudis Breeders International (SGBI) is excited to announce Webb Fields as associate director. Fields will work alongside SGBI Executive Director John Ford on association programs and ongoing activities, while also representing the association at sales, field days and related activities.

“Santa Gertrudis Breeders International is excited that Webb Fields has joined our leadership team,” said John Ford, SGBI executive director. “His background and industry experiences make him a perfect fit for a breed focused on producing the type of cattle that are profitable for all industry sectors. The Data Driven, Profit Proven breed’s industry footprint continues to expand, and Webb’s contributions will ensure Santa Gertrudis remains the Preferred American Beef Breed.”

Fields grew up in the beef cattle industry and brings a variety of industry experiences to SGBI, previously working at Outback Ranch, LLC, Bovine Elite, LLC, and most recently serving as manager of the Texas A&M University Beef Center.

“Santa Gertrudis is a breed that continues to move in the right direction, and I’m thrilled to be a part of an association that is making significant impacts in the beef industry,” Fields said. “I’m excited to meet the members, to understand what their needs are and what they need from the association – that’s what we’re here for. Whether you have one animal or 1,000, we’re here to support you as members.”

Fields joins the association in advance of executive director John Ford’s retirement. Over the next five months, Fields will work directly with Ford before transitioning to lead the growing association as its executive director in April 2020.

“It’s going to be an incredible opportunity to work directly with John Ford over the next several months,” Fields said. “He’s done a tremendous job leading SGBI and growing the breed, and I look forward to learning from him.”

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Since joining TAMU's Beef Center as manager in 2017, Fields has been responsible for managing the 150-head commercial cow-calf operation, serving as spokesperson for international tour groups and state Extension programs, overseeing the development of new purebred herds and coordinating facility improvements.

Fields earned a bachelor's degree in animal science from Texas A&M University, and is currently pursuing a master's degree in reproductive physiology.

Fields was raised on a cattle operation near Mt. Pleasant, Texas. Growing up, he was very active in the American Junior Simmental Association, serving as the junior association's president in 2009. He also served on the Texas A&M Livestock Judging Team in 2010.

"Webb Fields is destined to be a leader in the beef cattle industry, and we are excited to have him join SGBI," said Jerome Urbanosky, SGBI president.

For more information about Santa Gertrudis Breeders International, please visit www.santagertrudis.com.

Santa Gertrudis Breeders International provides progressive leadership, services, programs and technology to promote and broaden the long-term profitability of Santa Gertrudis influence within the beef industry by being member driven and consumer focused. For more information about Santa Gertrudis cattle and Santa Gertrudis Breeders International, visit www.santagertrudis.com.

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