

# SANTA GERTRUDIS BREEDERS INTERNATIONAL



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**DATA DRIVEN. PROFIT PROVEN.**

FOR IMMEDIATE RELEASE

## **Santa Gertrudis Breeders International Announces Executive Director**

*Webb Fields to lead growing beef breed association*

**KINGSVILLE, Texas** (April 1, 2020) – Santa Gertrudis Breeders International (SGBI) announces Webb Fields as executive director effective April 1. As executive director, Fields will provide leadership for the association’s staff and members while heading up one of the beef industry’s fastest growing purebred beef associations.

“The momentum for the Data Driven, Profit Proven preferred American beef breed is growing, and Webb is a dynamic leader with the vision to continue that growth,” said Jerome Urbanosky, SGBI president.

As executive director, Fields will represent SGBI’s progressive and committed Santa Gertrudis breeders at industry events and guide the organization’s industry-leading genetic evaluation program.

“It is an extremely exciting and pivotal time within the cattle industry, and I am honored to join SGBI as executive director,” Fields said. “This association and its members are just like the great cattle they represent. Not only is there great longevity in our cattle and group, but we are headed in a great direction for continued and future success.”

Fields assumes the role of executive director after serving as SGBI’s associate director for the past five months. He brings a great deal of beef cattle knowledge and industry experience to the growing association. Prior to joining SGBI, he served as manager of the Texas A&M University (TAMU) Beef Center. In that role, he managed the 150-head commercial cow-calf operation, served as spokesperson for international tour groups and state Extension programs, oversaw the development of new purebred herds and coordinated facility improvements. He has also worked at Outback Ranch, LLC, and Bovine Elite, LLC.

He graduated with his bachelor’s degree in animal science from TAMU and is pursuing a master’s degree in reproductive physiology.

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Fields was raised on his family's cattle operation near Mt. Pleasant, Texas. As a youth, he was active in the American Junior Simmental Association, serving as president in 2009.

For more information about Santa Gertrudis Breeders International, please visit [www.santagertrudis.com](http://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](http://www.santagertrudis.com).

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