

# SGBI Annual Report

## SGBI Members,

I have frequently shared my memories of how fiscal year (FY) 2020 began. After a five-month transition period into the job, I was feeling very confident in my ability to completely take the reins and lead this association into the future. Unfortunately, at that same time is when a once-in-a-generation pandemic really started here in the United States. That had me looking back over my shoulder for a minute, only to find that no one was there, and it was my responsibility to ensure that this storied association remain stable and intact through some rough waters.

I have a deep respect for the history, cattle legends and incredible operations that have been involved in Santa Gertrudis, of which many still remain to this day. I have always taken my responsibility as Santa Gertrudis Breeders International (SGBI) executive director very seriously, so with that in mind, we put our heads down and got to work. Although it was a challenging year, I am happy to report that it was a year of growth in many areas for SGBI, and this association remains on very stable footing. I do, however, want to make it clear that this past year's success isn't because of me or the current structure, but years of great cattle, careful planning and a membership that is second to none.

It was with excitement that I reported to membership at our SGBI Annual Meeting in March. The association remains very healthy and Santa Gertrudis continues on its trajectory as a breed on the rise. The Data Driven, Profit Proven tagline has certainly remained true as both the purebred sector and commercial industry continues to take notice of our strides

to be the red-hided, heat-tolerant, heterosis provider that is performance oriented and functional.

This growth in demand and relevance into the commercial industry is largely due to the continued growth and push toward data-backed genetics. FY 2020 was another year of strong growth in DNA submissions, with a total of 1,981 samples placed into the SGBI database. These additional DNA samples continue to add strength and accuracy to our growing genetic evaluation. Utilizing the breed's comprehensive genetic evaluation, members continue to see genetic progress and improvement in traits such as weaning weight, yearling weight and carcass evaluations.

2020 also proved to be a large growth area for membership. In the past, membership has been anywhere from steady to a slightly downward trend. This past year, we added a huge total of 78 new memberships. This boost allowed us to carry 1,114 total members in 2020. SGBI had 552 active members, with 474 junior members and 88 total commercial participants.

Registrations and recordations remained steady, with a total of 6,262 in FY 2020. Total purebred animals registered with the association numbered 5,212, with 1,050 STAR 5 recordations being made. What is most exciting is the huge



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boost in performance-only records added to the database in 2020. More than 10,000 total records – an unprecedented number – were added into the registry this past year. This boost in performance-only records greatly strengthens our knowledge and accuracy about the product we provide the industry.

The Performance Committee and Research and Education Committee continue to collaborate with universities and others through funding from the Santa Gertrudis Foundation on key research with industry partners to study heterosis, performance, efficiency and carcass quality. Currently, these projects with Colorado State University and Utah State University are generating valuable information about the breed's ability to perform in the Mountain West region. These studies are also helping to generate interest in the use of Santa Gertrudis in that commercial sector, as we feel this is a real growth region for the breed.

In addition, the Youth Foundation awarded \$31,000 in scholarships within the fiscal year to deserving junior members. This continuation of supporting the youth within our breed will also pay dividends in promoting and driving young people from our junior program into active future members of the association.

BluePrint Media continues to prove to be a valuable communication partner in telling the breed's story. With their help, Facebook saw a total of 481,905 people reached, and we continue to have an aggressive approach in our ad campaign to reach the commercial sector and potential buyers of

Santa Gertrudis genetics. The breed's official publication, *Santa Gertrudis USA*, also saw a successful fiscal year, while keeping our membership informed. The monthly publication, along with the Sire Catalog printed this year, added approximately \$20,000 in revenue to SGBI's bottom line over the past 12 months.

SGBI closed the year on sound financial footing, with a strong cash position. As a small breed association in an extremely fast-paced and competitive industry, we must continue to leverage partnerships, be aggressive in telling the breed's story and make sound financial decisions to boost the association and our members in areas of growth.

The past 12 months started with an unprecedented world event, but have been successful for America's original and most storied beef breed as we sit in a great position for continued success in years to come. 🍀

– Webb Fields, SGBI Executive Director

*Grateful For Your Support*

**KORBAN CATTLE THANKS THE FOLLOWING BUYERS OF OUR CATTLE AT THE 2021 INTERNATIONAL SUPER SALE:**

Wiley Ranch	Grandview Farms
Tideland Farms	HL Farms
Red Doc Farms	Buena Vida Ranch

*We are so grateful to our buyers who have supported and favored us with the purchase of our offered lots at the 2021 International Super Sale. We also congratulate AMS for an outstanding and successful sale.*

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