

SGBI Moves to New REGISTRY PLATFORM

On Nov. 1, Santa Gertrudis Breeders International (SGBI) will launch a new pedigree and registry platform designed and created by industry leader DigitalBeef. This new platform will be an exciting and significant upgrade for Santa Gertrudis breeders and their customers. In the works for more than a year and a half, the new system will allow SGBI members and Santa Gertrudis breeders to enter more of their own data, search easily for individual animals and their data, and record, track, access and utilize more data on registered, pedigreed Santa Gertrudis and STAR 5 cattle.

Who Is DigitalBeef?

The decision to move to DigitalBeef was one that began in early 2020. The former platform was designed more than a decade ago by John Genho of Livestock Genetics Services (LGS). This custom system helped launch Santa Gertrudis cattle into the realm of genetic evaluation, genetic improvement and efficient registrations that could track pedigrees for generations. That system was paramount in ushering in the era of Santa Gertrudis becoming Data Driven, Profit Proven, but was no longer keeping up with the needs of Santa Gertrudis breeders.

In 2018, LGS was sold to Neogen, who maintained the platform and also conducts the SGBI genetic evaluation. As SGBI grew in numbers, usage and data needs, they asked Neogen to make needed advancements and upgrades to their pedigree/registry platform. It was then that Neogen informed SGBI it would no longer be making improvements or updates to the current system, opening the door for SGBI to evaluate options that meet the needs of SGBI breeders and would be continually maintained and improved.

A special committee comprised of Kathryn Hefte, Alicia Sanchez, Ricky Cleveland, Tylor Braden, Nancy Wunderlich and Gene Kubecka looked carefully at options before deciding on DigitalBeef (*digitalbeef.com*). DigitalBeef has developed and maintains registry systems for more than 24 cattle and horse registries, and has expanded its services to include breed association management software and herd management software. Many consider DigitalBeef to be the Cadillac creator of pedigree and registry formats, and SGBI is excited to be moving to the new platform.

Webb Fields, SGBI Executive Director

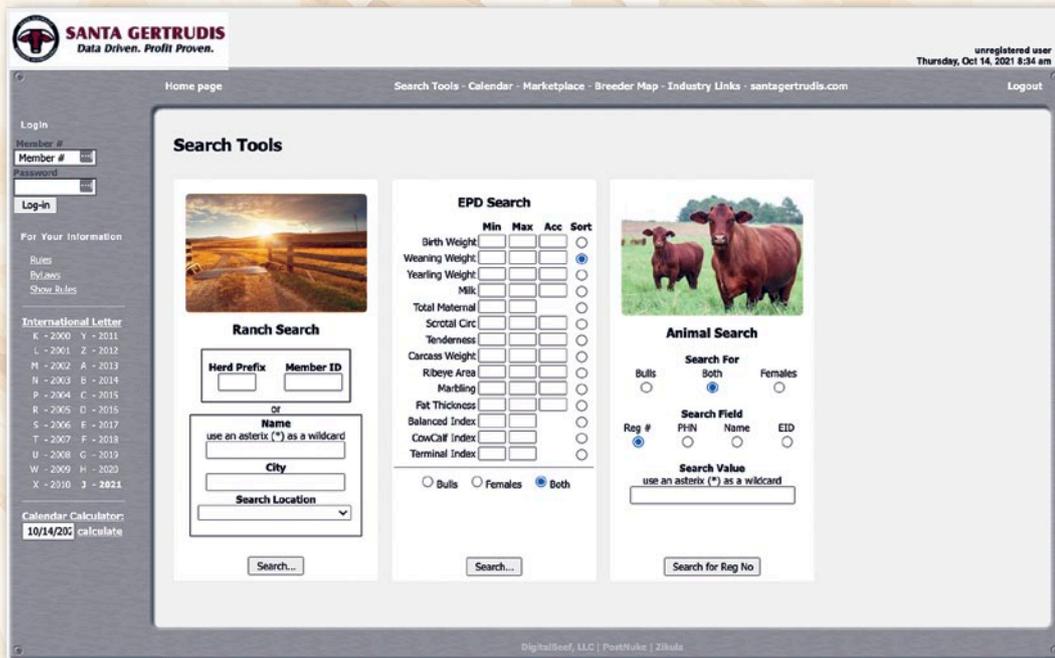
This is an extremely clean, functional platform and we feel it will open up a lot of opportunities for members to take more ownership of their data. It will allow breeders to study, sort and track data in ways that will be useful and help them make positive breeding decisions that maybe they were not able to in the past. It will also allow us to collect data on new traits that we have not been able to in the past.

What Is a Pedigree/Registry Platform?

It is important to understand just what a pedigree/registry platform is and how it works, but also what it is not. Two of the most vital services SGBI provides are: first, the registry and parentage recordation and maintenance of purebred and STAR 5 Santa Gertrudis cattle; and second, the genetic evaluation of all animals on record. Neogen historically provided both the pedigree/registry platform and the genetic evaluation for SGBI. Now and in the future, these two services will be provided by two different companies.

Neogen will continue to conduct the genetic evaluation of Santa Gertrudis cattle, while DigitalBeef will provide the registry and parentage services through the new custom program. DigitalBeef and Neogen will

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The new SGBI pedigree/registry platform login screen gives basic information while allowing access for member login (left column) and providing many options for user searches and sorts. These searches will allow anyone to find animals that meet their production and breeding criteria – a valuable tool for seedstock and commercial cattlemen.

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work together as needed to coordinate their use of the data on record with SGBI.

The pedigree/registry platform is fed and driven by members and those who use it. Members will use it to register an animal, transfer that registration, record phenotypic data on that animal and then retrieve that data to make selection and breeding decisions. The system will also be used by producers and potential buyers who are interested in learning more about a specific animal, including its parentage and phenotypic data and genetic evaluation results. All available information on any given animal will be accessible via the pedigree/registry platform.

Kathryn Hefte, SGBI Vice President of Breed Improvement

I am very excited about the amount of information that will be available at our fingertips to use and make selection decisions with. This system is as easy or complex as you want to make it. If you want to see all the calves in your contemporary groups and their data, you can do that. If you simply want to register your calves, you can do just that.

The genetic evaluation is conducted “behind the scenes” utilizing the data on record and stored in the pedigree/registry platform. This genetic evaluation is what creates all expected progeny differences (EPDs) and selection indexes for all Santa Gertrudis cattle on record. The results of the SGBI genetic evaluation (conducted monthly) are made available to SGBI members on the *santagertrudis.com* website as well as in each individual animal’s record on the pedigree/registry platform. (Note: the genetic evaluation for Dec. 2021 will be skipped while the pedigree/registry platform is transitioning. The Nov. 2021 and all 2022 genetic evaluations will be conducted on schedule.)

When and How Is It Available?

The new system will be launched on Nov. 1, with only SGBI staff having full access for a few weeks. During this

Kathryn Hefte, SGBI Vice President of Breed Improvement

This new system is designed to be user friendly and promote member use. We encourage breeders to take the time to learn the system and, yes, there will be a learning curve, but it's an easy curve. I keep exploring the program and learn more all the time.

time, SGBI staff will be conducting all data entry, registrations and transfers, with the goal of working out any kinks, troubleshooting the system and learning the system from top to bottom.

As in the past, the system will be available via the SGBI website. All data will be transferred behind the scenes during the weekend before the Nov. 1 launch, with a downtime span of only a couple of days. System support will be provided by SGBI staff, with Emma Ramirez eventually being the lead staff member on the platform.

Once staff feels that the system is ready for full launch, SGBI members will be able to log in and use the system as intended. Training for members – in the form of written instructions, video instructions, training sessions at the 2022 Annual Meeting and via SGBI social media and *Santa Gertrudis USA* – is planned. The goal is to have 85 percent of SGBI members entering their own data and conducting their own registrations and transfers, allowing them to take ownership of their data and processes, and creating efficiencies for both SGBI staff and members. 🐄

Webb Fields, SGBI Executive Director

It will help membership and staff to function better. The accounting process that is built into this system will allow members to complete the work themselves and pay for the transactions online and in real time. It gives more control and management of their herds to the members and takes the burden off staff, which is more efficient for all.

The screenshot shows the Santa Gertrudis website interface. At the top, there's a navigation bar with links like 'Home page', 'Search Tools', 'Calendar', 'Marketplace', 'Breeder Map', 'Industry Links', and 'Logout'. Below this is a 'Work Menu' with various options like 'Search/Find', 'Animal', 'Ranch/Person', 'My Account', 'View', 'Herd Mgmt', 'Customers', 'Suppliers', 'Reports', 'Tools', 'Affiliations', 'Work Queues', and 'Show Standings'. The main content area is titled 'General Profile Information' and includes a 'Add Ranch Logo' field. It has several sections: 'Profile Type', 'Official Profile ID', 'Official Profile Name', 'Parents Profile ID', 'Herd Prefix', 'Hold Brands', 'Hold Brand Location', 'PHN Location', and 'Member Password'. There's also an 'Event' table with columns for 'Event' and 'Date'. Below this is a 'Balance Due: \$' field. At the bottom, there are tabs for 'Addresses', 'Phones', 'Contacts', 'Syndicates', 'Associated', 'Herd', 'Pastures', 'Kickouts', 'CG's', 'AT Certificates', 'Embryo Certificates', 'Account', and 'Prefs'. The 'Herd' tab is selected, showing a table with columns for 'All', 'Quick Sire List', 'Breeding', 'Yearling', 'Weaned', 'Pre-Wean', 'Breeding', 'Yearling', 'Weaned', 'Pre-Wean', 'On Hold', 'For Sale', and 'Legacy'. The table contains several rows of data with descriptions for each category.

Members using the new system will have a number of resources available to them in their dashboard to use in managing their herds, making selection and breeding decisions, and marketing their cattle. Once available, members are encouraged to spend time learning the system and determining what will benefit them most.