

2022 SGBI HALL OF FAME

By John Ford

Dr. Porter Rodgers

“Love and tax advantages won’t keep us in the game, but performance will.”



Porter Rodgers, M.D., Santa Gertrudis herd No. 517, understood the importance of breeding cattle that fit the industry and was an early proponent of measuring, collecting and submitting performance data. During his tenure as Santa Gertrudis Breeders International (SGBI) president (1983-1985), the association laid the foundation for the breed’s first expected progeny differences (EPDs).

Rodgers’ operation, located in McRae, Ark., consisted of a purebred herd numbering 300 head and 300 commercial females. Rodgers utilized the performance information collected on the purebred herd to improve the commercial operation and vice versa. He regularly sent cattle to the feedlot, studied the performance results and made breeding decisions based on those results, confirming the cattle being produced on his operation performed for all members of the beef industry. Not only did Rodgers stress the importance of profitable performance domestically, but he also shared his performance-based message with breeders from Argentina, Brazil and South Africa.

In addition to Rodgers’ focus on performance, his herd’s success in the show ring attracted the attention of Santa Gertrudis breeders worldwide. A notable female, Stretch’s Toot-Toot 39/4, calved in January 1984, remains

one of the breed’s most decorated show animals. The Rodgers Farm bull St. Nick 183/3 had an extremely successful show career, was an early growth trait leader and became one of the breed’s more prolific sires during the 1980s, placing 378 offspring in the herdbook.

Joining Winrock Farms, J.B. Hunt and Pat Reeves, Rodgers Farm was part of the successful Razorback Classic Sale that quickly became a premier sale event. The sale also served as the foundation for numerous field days and educational events that provided

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**2022 SGBI HALL OF FAME
HOOVER CASE
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is quick to share the breed's successes with cattlemen nationwide. Although he has slowed some, Hoover and his wife, Susan, continue to operate Case Real Estate in Marshfield, Mo. In 2020, The Livestock Marketeers, a fraternity of livestock fieldmen, auctioneers and sale managers, inducted Hoover into their Hall of Fame during the organization's 55th Annual Banquet.

A Hall of Fame Livestock Auctioneer deserves recognition from a breed he has served so well over the years. Late last year, the Santa Gertrudis Breeders International Board of Directors named Hoover Case as an inductee into the Santa Gertrudis Breeders International Hall of Fame, recognizing him for his years of service to the breed and its members. 🐾

**2022 SGBI HALL OF FAME
DR. PORTER RODGERS
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Rodgers with a platform to spread his message of profitable performance.

Elected SGBI president in 1983, Rodgers took a leave of absence from his successful medical practice in Searcy, Ark., and traveled extensively, promoting Santa Gertrudis cattle. During his tenure as president, Rodgers and his wife, Carol, attended field days, shows and sales across the United States, as well as the Santa Gertrudis World Congress. In 1983 alone, he attended 13 SGBI point shows. Always a supporter of youth activities, Rodgers made sure his farm gates were always open for junior exhibitors traveling to and from shows. His pleasant personality, combined with his love for the breed, made Rodgers an extremely popular president. His drive, leadership and vision resulted in extraordinary growth for the association. His passion for Santa Gertrudis cattle was infectious and, in 1983, registrations increased by 3,000 head.

SGBI Board member, association president, breed ambassador and visionary are just a few of the words that describe Dr. Porter Rodgers. Recognizing his impact on the breed and association, Dr. Porter Rodgers has been named a member of the Santa Gertrudis Breeders International Hall of Fame. 🐾

**EXPERIENCE KENTUCKY
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Keeneland is the world's largest and most prominent Thoroughbred auction house and hosts world-class racing twice annually during its boutique spring and fall meetings. Owners, trainers, riders and fans from all over the world travel to Lexington each year to participate at Keeneland.

SGBI members participating in the tour will have the opportunity to visit Keeneland on opening day of the 2022 Spring Race Meet. Highlights of the Spring Meet include the \$800,000

Toyota Blue Grass (G2) and \$400,000 Central Bank Ashland (G1) on opening Saturday. The races are worth 100 points apiece on the Road to the Kentucky Derby (G1) and Road to the Kentucky Oaks (G1), respectively.

We hope you're making plans to join us for these incredible tours that are part of the 2022 SGBI Annual Meeting and experience all that central Kentucky has to offer.

Let the spirits lead you to Lexington, Ky., and the 71st SGBI Annual Meeting! 🐾

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