

SGBI ANNUAL REPORT

By Webb Fields, SGBI Executive Director

“If everyone is moving forward together, then success takes care of itself.”

– Henry Ford

SGBI Members,

Our success as a membership truly lies in our willingness to work together toward a common goal. That willingness to work together over the last several years has allowed the growth we’ve seen in both membership and cattle activity, and that same willingness will continue to allow growth in years to come. A common goal for any group is vital to ensuring everyone is pushing in the same direction. That common goal for Santa Gertrudis Breeders International (SGBI): The success and expansion of the Santa Gertrudis breed.

It was with a ton of excitement when I reported to membership at our annual meeting in April. 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 continue to take notice of our strides to be the red-hided, heat-tolerant, heterosis provider that is performance oriented and functional. Our new partnership with DigitalBeef as our registry provider has allowed us to better track, quantify and display these areas of growth and success.



SGBI Executive Director Webb Fields gives the association’s annual report to the membership with many positives to report, including increased overall registrations, the association’s strong financial status and a new registry system.

This growth in demand and relevance in the commercial industry is due largely to the continued growth and push toward data-backed genetics. FY2021 was another strong year in DNA submissions, with a total of 1,969 new 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 evaluation.

2021 also proved to be a large growth region for membership. In the past, membership across breeds has been anywhere from steady to a slight downward trend. This past year, a boost in membership allowed us to carry 1,016 total members in 2021 – 600 active members, 351 junior members and 65 commercial participants – allowing for areas of growth in each category compared to recent years.

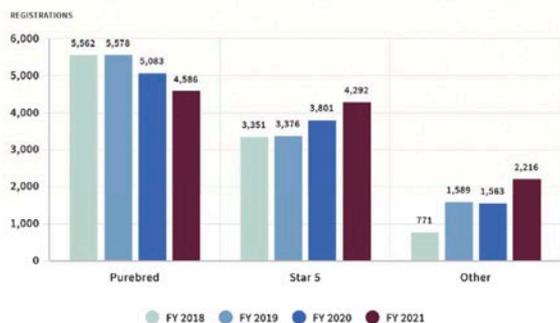
Registrations and recordations remained steady, with a total of 8,909 in FY2021. A total of 4,586 purebred animals were registered with the association, with 4,292 STAR 5 recordations being made. We were also able to add an additional 2,216 records from performance-only animals and pedigree drop-ins, strengthening our knowledge and accuracy on the product we provide the industry.

New in 2021, the Santa Gertrudis breed is now on a whole-herd reporting system. This is something membership has talked about for a long time, and our new pedigree system has allowed this move. The Total Herd Enrollment (THE) program has been initiated with 2022 cow herd inventories, which will allow us to track registrations out of your herd, providing vital fertility data and other trait collection that will push the breed forward.

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 on heterosis,

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YEAR IN REVIEW



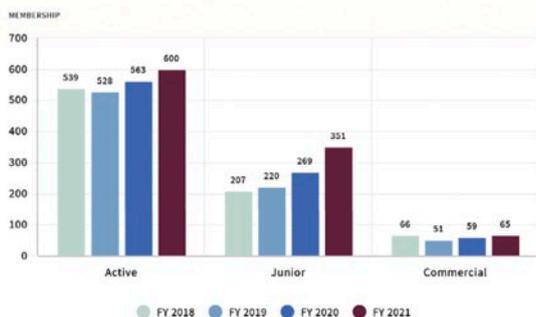
FY 2021 TOTAL: 11,125

REGISTRATIONS/RECORDATIONS: 8,909

51% PUREBRED

48% STAR 5

YEAR IN REVIEW



1,016
FY 2021 TOTAL MEMBERSHIPS

ANNUAL MEETING
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University of Kentucky (UK) faculty, left to right, Eric Vanzant, Ph.D., Katherine VanValin, Ph.D., and Les Anderson, Ph.D., talk to the SGBI delegation before taking them on a tour of the UK Animal Research Center Beef Unit.



University of Kentucky (UK) faculty Eric Vanzant, Ph.D., right, explains the purpose of individual feeding stalls used for nutrition trials to SGBI members who attended the UK Animal Research Center Beef Unit tour.



ABOVE: Left to right, Nolan Taylor, Craig Lopossa, David Alderson and Arlin Taylor enjoy opening day at the Keeneland racetrack, despite the stormy weather.

LEFT: Billy Eubanks, left, and Gladys Schiel, right, are dressed for the weather at opening day at Keeneland.



ABOVE LEFT: The youngest attendee of the convention, Eliana Sanchez, daughter of Adolfo and Christina Sanchez, is a happy camper throughout the UK Animal Research Center Beef Unit tour, as well as the rest of the convention.



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performance, efficiency and carcass quality. Our current project with Utah State University is generating valuable information about the breed's ability to perform in the Intermountain West and is generating interest among the commercial sector. We believe this is a real growth region for the breed. This project has been a huge success not only in quantifying the Santa Gertrudis advantage in added pounds and quality in drought conditions, but also in getting producer buy-in from commercial breeders in that region as we've seen a large growth in new commercial memberships from bull purchases.

In addition, the Youth Foundation awarded \$44,000 in scholarships within the fiscal year to deserving junior members. This continued support of the youth will also pay dividends in promoting and driving young people from our junior program into active future members of the breed.

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 520,813 impressions, 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 magazine added \$17,335.64 in revenue to SGBI's bottom line over the past 12 months. BluePrint also conducted a survey for *Santa Gertrudis USA* to stay progressive in the magazine's look and feel as well as stay in tune with what our readership wants to see from the publication.

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. Our strength is in our membership, and the common goal of success and working together will continue the growth we saw in 2021 into the future. 🍀