

Committee Reports



Numerous Santa Gertrudis Breeders International (SGBI) members have stepped up to the plate and volunteered their time and talents to serve on the association's committees, representing members from across the country. The committees have been busy planning, setting goals and taking action. Moving forward, you will find reports regarding committee meetings and actions in Santa Gertrudis USA and on the association's website, www.santagertrudis.com.

SGBI members are encouraged to contact committee members with their questions, ideas and suggestions.

Research & Education Committee, Kathryn Hefte, Chair

During the DigitalBeef presentation at SGBI's Annual Meeting in Kentucky earlier this year, it was brought to our attention that members did not have easy access to the Beef Improvement Federation's udder and teat score chart.

The Research & Education Committee and the Breed Promotions Committee are joining forces to provide a reference sheet with calving information and codes. This is a necessary and helpful service we should provide to members and fits perfectly with the mission these committees' mission.

Our new Digital Beef registry platform has an interface that allows members to add additional data when they register calves. This data should be recorded within 48 hours of the calf's birth to be completely accurate. Data fields include dam docility, udder suspension, teat score, calving ease score, nursing score, etc. We are working to create a laminated reference card that producers can carry with them and record this data when they encounter new calves in the pasture. When they later sit down to register their calves online, adding this data will allow the association to create new expected progeny differences and indexes in the future. We are also requesting that the DigitalBeef programmers add a link to the udder score graphic on the registration interface.

Be on the lookout for the reference card, which should be available in the upcoming months.

Sales & Marketing Committee, Kade Thigpen, Chair

The first Sales & Marketing Committee meeting was held May 25. This goal of this

meeting was to initiate conversation between the committee and Blueprint Media and create a starting point for our committee to begin working.

The actual meeting went according to plan and there was great discussion regarding the performance of our present marketing strategies. Our committee was able to gain useful knowledge on how best to present our information to registered and commercial breeders.

The other main topics of discussion were centered around future marketing. A few examples include pursuing opportunities to collaborate with other breeds, advertising campaigns with real data and creating a way to tell our breed's unique story to the world.

If you have any questions, please feel free to reach out to any of the committee members.

Foreign Marketing Committee, Kade Thigpen, Chair

The initial Foreign Marketing Committee meeting was held May 26. We are excited to be back in business post-COVID! Our committee is fired up and will be attending events in multiple countries across South America in the future.

We were able to have some deeper discussions on marketing strategies the committee wants to pursue. A few of those ideas were: have a better presence at international events, such as the Houston Livestock Show; build better relationships with brokers and salesmen in foreign countries; and extend marketing efforts into Asian countries.

Our first priority is to get some updated marketing literature translated and printed for the upcoming South American trips.

If you have any questions or concerns regarding international marketing, please feel free to reach out to any of the committee members.

Shows & Exhibits Committee, Tanya Bram, Chair

The initial Shows & Exhibits Committee meeting was held May 31. This meeting was set to go over "hot" topics in the show world and set a plan to begin working on those issues.

First and foremost, the Shows & Exhibits Committee wants to be more transparent with the membership. We are working on

getting information out to the public as quickly as possible.

A few topics of discussion from the meeting included the split between open show rules and junior show rules, "pay-to-play" dates and times, judges list and, once again, trying to be clearer with the membership regarding changes, dates and judges list.

Members can find a list of upcoming SGBI-approved shows on page X as well as on the association's website, <https://santagertrudis.com/events/show-schedule>.

The next meeting will be held in person sometime during the National Junior Santa Gertrudis Show. If you have any questions, please feel free to reach out to a committee member before the next meeting.

Breed Promotions Committee, Nancy Wunderlich, Chair

The Breed Promotions Committee has been working on a couple different projects right off the bat.

The first project is in conjunction with the Education & Research Committee. They are working on creating an udder and teat reference card to help breeders properly score their cows and be able to properly input that data back in the DigitalBeef database, if they choose.

The second project is one left behind from last year's Breed Promotions Committee – creating signage that members can use to promote our breed in their local sale barns. This is a great way to promote Santa Gertrudis to producers across the country.

We believe this committee's mission is to focus on promoting Santa Gertrudis to both internal (i.e. SGBI members) and external (other cattle producers) audiences.

If you have any questions or concerns, please feel free to reach out to any committee members.

Editor's Note: A list of SGBI's committees and their committee members was included in the June issue of Santa Gertrudis USA. A listing can also be found on the association's website, <https://santagertrudis.com/sgbi/committees>.