

PRESIDENT'S LETTER

By Gene Kubecka

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Life would be boring if we didn't face new challenges each day, and this month's letter is no different. Challenges on many different levels and the decisions being made now will affect us not only today but in the future. The Santa Gertrudis Breeders International (SGBI) Board of Directors is currently awaiting a legal opinion from attorneys as to who exactly owns the data submitted into SGBI's DNA data bank. Hopefully by the time you read this article, this subject matter will have been resolved.

I was invited to attend a Cattle Genetics Seminar in St. Louis, Mo., in mid-July. There is so much work being done with genetics, feed intake and the correlation between the two to improve our beef cattle to help this sector of the agriculture industry continue to meet the protein demands of a growing global population. As the total number of available acres used to produce the food and fiber sources needed to feed the population continues to decrease, all facets of the agriculture industry will have to continue to be on the forefront of innovations to feed this ever-growing world population. Food, fiber and protein must be readily available and verified safe to the world's population.

I mentioned in last month's article about the Genetic Merit Task Force. Continued work is being done, and a detailed report will be in the October issue of *Santa Gertrudis USA* explaining the goals and objectives of this exciting topic.

SGBI's committees continue to meet and bring forth new ideas to our membership. Membership dues continue to come in, but at a much slower pace due to inventory issues. The office is in conversations with DigitalBeef to resolve these issues so that members' inventories are correct.

As we approach fall, there will be a number of sales across the country where you can confidently buy top genetics. I look forward to seeing and visiting with as many breeders as possible at these events.

Let's do great things together. 🤝

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District 5 – Mickey Bowman (N.C.)

Rockin B Farm
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District 6 – Nolan Taylor (Ky.)

WindCrest Farm
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SGBI

Need to Know

SGBI Work Order Updates

As the Santa Gertrudis Breeders International (SGBI) registry platform transitioned from its decade-old system to the DigitalBeef system late last year, both SGBI staff and members experienced a learning curve. This curve included not only learning a new system from the ground up, but learning how to enter data, pay for the work online and address subsequent questions that arose. Admittedly, there was some backlog as members and staff addressed questions, challenges and concerns.

SGBI Member Services staff member Emma Ramirez (*emma@santagertrudis.com*) has been integral in learning the new system and educating members on data entry and account reconciliation. (Diana Ruiz has transitioned to part time and is only in the office on Tuesdays and Thursdays, so for faster service, please direct all registry/work order questions to Emma.) While the backlog was frustrating for all, the SGBI office is pleased to report that as of mid-August, all backlog was caught up, work orders were being closed and certificates were being printed and mailed!

Members can do a few things to help with keeping current going forward. First, pay for work online as it's completed. If you do this, you will not receive

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**QUAIL VALLEY FARMS
SANTA GERTRUDIS MATURE COW
AND ELITE HEIFER SALE**
JUNE 10-11, 2022 | BLOUNTSVILLE, ALA.

SALE AVERAGES

74	Santa Gertrudis Lots	\$5,550
38	Mature Santa Gertrudis Cows and 2 Herd Sires	\$5,855
36	Santa Gertrudis Heifers	\$5,229

The Quail Valley Farms Santa Gertrudis Mature Cow and Elite Heifer Sale drew buyers from 11 states who purchased 74 Santa Gertrudis lots. The sale was managed by American Cattle Enterprise, the sale consultant was Pitchford Cattle Services and the auctioneer was Tommy Barnes.

In the Mature Cow Sale, the high-selling lots included Lot 150, KR Chosen One 651/18, sold to Plainview Farms, Franklinton, La., and Wiley Ranch, Effie, La., for \$40,000. The high-selling lot, Lot 101, SG 1524, was sold to Mattingly Farms, Brandenburg, Ky., for \$25,000. The high-selling lot, Lot 157, QVF MS 921/15 60G2, was sold to Fenco Farms, Floral City, Fla., for \$9,500. The high-selling lot, Lot 130, KR 1298/16, was sold to Wiley Ranch for \$9,500. The volume buyer was David Branch, Rayville, La.

As part of the Elite Heifer Sale, the high-selling lot, Lot 153, QVF MS Sancho 82G3, was consigned by Quail Valley Farms, Oneonta, Ala., and was sold to Lou-Al-Tuck Farm, Great Falls, S.C., for \$13,500. The high-selling lot, Lot 169, WR 445H, was consigned by Wiley Ranch, and was sold to Lou-Al-Tuck Farm, for \$12,250. The high-selling lot, Lot 163, TF 0115J2, was consigned by Tinney Farms, Hanceville, Ala., and was sold to 777 Farms, Magnolia, Ark., and Rocking 3T Ranch, Blooming Grove, Texas, for \$6,500. The high-selling lot, Lot 154, QVF MS Sancho 82G, was consigned by Quail Valley Farms, and was sold to Strait Ranches, Streetman, Texas, for \$6,500. The high-selling lot, Lot 112, SR 65/F4, was consigned by Quail Valley Farms and was sold to Black Hills Land & Cattle, Muleshoe, Texas, for \$7,500. 🐾

NEED TO KNOW

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an invoice from SGBI. Conversely, if you do not pay for the work online when completed, you will receive an invoice from SGBI. This is not only time intensive, but more costly for SGBI, so members are encouraged to pay for work online.

Second, be on notice that annual herd inventories is currently not an automated billing activity, so the SGBI office is billing for them manually, even if dues are current and paid online. If you suspect that your herd inventory is not yet paid this year, call Emma at the SGBI office at (361) 592-9357 to check your status and reconcile that. SGBI staff is working to automate herd inventory billing, but until it is implemented, they will be billing members for herd inventory in the coming months. 🐾

KENTUCKY NATIONAL SALE

JULY 16, 2022 | BOWLING GREEN, KY.

SALE AVERAGES

34	Registered Lots	\$2,260
8	STAR 5 Lots	\$2,170

The 2022 Kentucky National Sale was sponsored by the Kentucky Santa Gertrudis Association and the Kentucky Department of Agriculture. The auctioneer was Greg Reynolds, the sale chairman was Chip Parker and the sale manager was Darren Richmond.



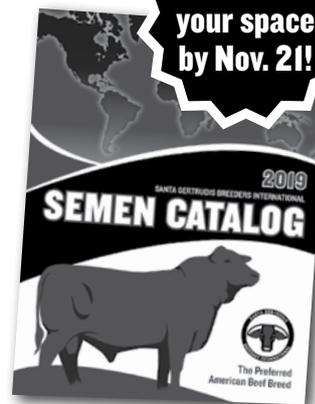
Kentucky National Sale Chairman Chip Parker, left, and volume buyer Steve McFall, right.

The high-selling lot, a bred heifer, was consigned by Pitchford Cattle Co., Athens, Texas, and was sold to Tinney Farms, Hanceville, Ala., for \$5,500. The high-selling STAR 5 lot, a pair, was consigned by Pitchford Cattle Co., and was sold to Michael Wilson, Scottsville, Ky., for \$4,800. The high-selling bull was consigned by Pitchford Cattle Co., and was sold to Matthew's Farm, Alvaton, Ky., for \$3,500. The high-selling pair was consigned by Shampain Ranch, Mt. Pleasant, Ill., and was sold to Jolly Farms, Byrdstown, Tenn., for \$3,000. The high-selling open heifer was consigned by Rolling Oaks Ranch, Doniphan, Mo., and was sold to Pitchford Cattle Co., for \$3,000. The volume buyer was Steve McFall, Paragould, Ark. 🐾

**Market Your Elite Genetics in the
2023 Semen Catalog**

Reserve
your space
by Nov. 21!

The bi-annual SGBI Semen Catalog is an incredible marketing tool available to Santa Gertrudis breeders, so don't miss your chance to be included in the 2023 catalog. As part of the January 2023 issue of *Santa Gertrudis USA*, the SGBI Semen Catalog will once again be produced in English and Spanish. As a bonus, it will also have expanded distribution at Santa Gertrudis events, internationally and by request for the next two years. Don't miss your chance at this is unique opportunity.



The semen catalog offers the breeder a unique opportunity to showcase not only proven herd sires but also the up-and-coming ones. The ability for a breeder to offer a potential herd sire's genetics to a wide range of different genetics throughout the breed – both purebred and commercial operations alike – should make all of us want to advertise in the catalog.

– Gene Kubecka, Wendt Ranches

For more information and to reserve your space in the SGBI Semen Catalog, contact Darren Richmond at (423) 364-9281 or djrichmd@gmail.com. 🐾