

SANTA GERTRUDIS BREEDERS INTERNATIONAL



Post Office Box 1257 | Kingsville, Texas 78364
(o) 361.592.9357 | (f) 361.592.8572
www.santagertrudis.com

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FOR IMMEDIATE RELEASE

HC Neel Named Santa Gertrudis Breeders International Executive Director

KINGSVILLE, Texas (Jan. 8, 2023) – Santa Gertrudis Breeders International (SGBI) announces HC Neel as its executive director effective Jan. 3. As executive director, Neel will provide leadership for the association’s staff and members while leading one of the beef industry’s fastest growing purebred beef associations.

“We are excited to have HC at SGBI’s helm,” says SGBI President Gene Kubecka. “His experience raising, showing and judging cattle, along with his breed association experience make him an excellent fit for SGBI. Most important, his vision for enhancing our breed’s relevance in the beef industry cannot be understated.”

Neel has deep roots in the cattle business and South Texas/Gulf Coast ranching. He grew up on a large-scale cow-calf ranch north of Refugio, Texas, where he and his family have been actively involved in showing and raising cattle.

“My entire life has been dedicated to the cattle industry, specifically in South Texas. I have a strong passion for that way of life and perhaps an even stronger passion for *Bos indicus* cattle and the value they provide to the industry,” Neel says. “The opportunity to work with a breed and association with such rich history and prominence in an area I’ve always called home is one I am incredibly grateful for and do not take lightly.”

Before joining SGBI, Neel served as director of association services for the American Brahman Breeders Association where he was intensely involved in research and breed improvement initiatives, performance programs, genetic progress and association management. He strives to utilize his passion and experience in the beef cattle and ranching industries to influence positive change that benefits cattle breeders at all levels of the production chain.

For Santa Gertrudis breeders, Neel says the future presents a world of opportunity, especially with the increasing popularity and demand of red-hided cattle across the United States.

“Santa Gertrudis offers a way for cattle raisers to incorporate superior adaptability and heterosis with a hide color that becomes more desirable by the day,” he says. “SGBI has done tremendous work in marketing these facts and identifying partners to help capitalize on the value of red-hided cattle. I think this opens tremendous opportunities for the breed to expand and increase our own piece of the market share across the United States.”

Neel’s involvement in the beef industry also includes serving as an officer and committee member with varying organizations such as the Texas Purebred Cattle Alliance and the

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Texas & Southwestern Cattle Raisers Association. A member of nationally competitive livestock judging teams at Blinn College and Texas A&M University, Neel also serves as a professional livestock judge at local, state and national levels.

The Neel family resides in Goliad, Texas, where they own and operate a small cow herd that focuses on the production of show cattle for 4-H and FFA youth across the state.

"I look forward to the incredible opportunity to work with Santa Gertrudis producers and continue to promote and progress the breed as a leading force in the *Bos indicus* and beef cattle industries," he says.

For more information about Santa Gertrudis Breeders International, please visit www.santagertrudis.com.

Santa Gertrudis Breeders International provides progressive leadership, services, programs and technology to promote and broaden the long-term profitability of Santa Gertrudis influence within the beef industry by being member driven and consumer focused. For more information about Santa Gertrudis cattle and Santa Gertrudis Breeders International, visit www.santagertrudis.com.

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