

SGBI Annual Meeting Tour Opportunities Announced

Hereford Feed Yard and West Texas A&M Beef Research Center Tours Available to Annual Meeting Attendees Who Register in Advance

The Santa Gertrudis Breeders International (SGBI) 72nd Annual Meeting is officially on the books for April 2023! As Santa Gertrudis breeders from across the country converge on Amarillo, Texas, April 27-29, the SGBI team is hard at work preparing insightful and meaningful opportunities to explore different aspects of the industry and highlight several standout West Texas operations in the process.

Where This Year?

Hereford Feed Yard in Hereford, Texas, and West Texas A&M University (WTAMU) Beef Research Center in Canyon, Texas, are the tour destinations for this spring. Both located a convenient distance from the host hotel in Amarillo, these locations will offer unique opportunities to see a first-class feedyard and processing facility, both proud to call West Texas home.

If you're planning to attend the annual meeting, be sure to sign up for these tour opportunities when registering.

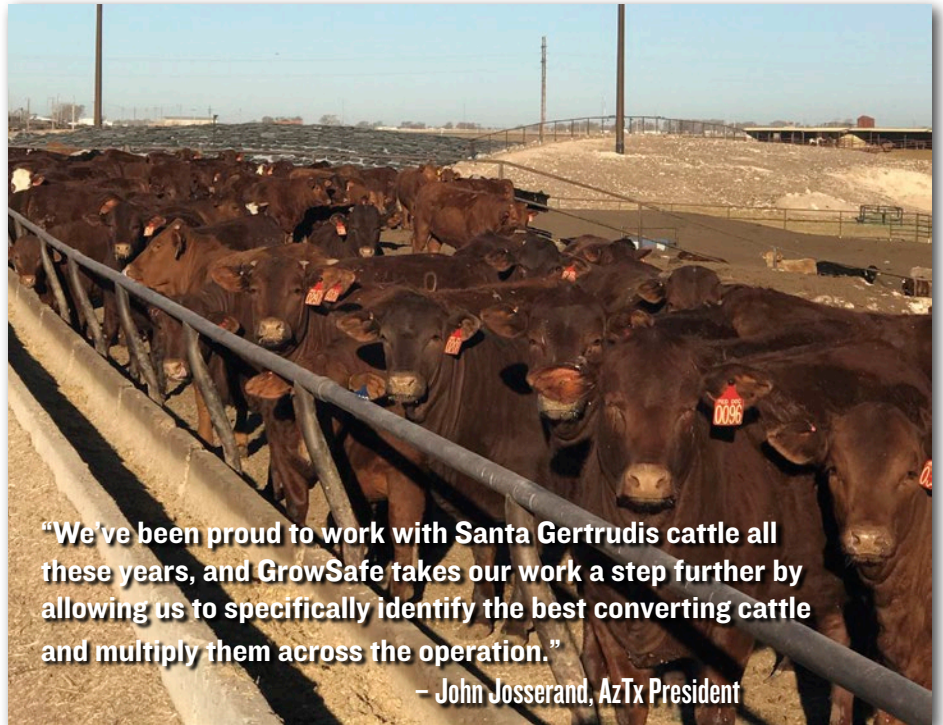
Hereford Feed Yard

Located just 45 minutes southwest of Amarillo, Hereford Feed Yard is one of the oldest and most reputable feedyards in operation today. It boasts a feeding capacity of 50,000 head, supported by the industry's most modern equipment, including a first-rate drainage system that assures the driest possible conditions for cattle.

Just minutes from some of the nation's leading packers and sitting adjacent to a major rail carrier, Hereford Feed Yard's prime location lends itself to lower priced grain and easy access to partners in the industry.

Hereford Feedyard has been home to Santa Gertrudis cattle for 20-plus years.

"We've watched the breed as genetics have improved and been able to help dispel some of the misconceptions around Santa Gertrudis cattle," says AzTx President John Josserand. "We know they grow well, they're docile and have great potential in the packing house. It's gratifying to have been a part of these develop-



"We've been proud to work with Santa Gertrudis cattle all these years, and GrowSafe takes our work a step further by allowing us to specifically identify the best converting cattle and multiply them across the operation."

— John Josserand, AzTx President

ments and work alongside our partners in the breed."

A key point of interest for annual meeting attendees may be the feedyard's use of the GrowSafe System, a cloud-based, decision-management ecosystem that improves farm profitability and animal health and welfare.

Among the unique features of the GrowSafe System is a watering system that measures cattle weights every time they step up for a drink of water. This creates a more accurate and detailed growth curve with minimal manual labor.

"It's fascinating to watch the growth curve when you get multiple weights per animal per day," Josserand says. "We've been proud to work with Santa Gertrudis cattle all these years, and GrowSafe takes our work a step further by allowing us to specifically identify the best converting cattle and multiply them across the operation."

West Texas A&M Beef Research Center

Just 20 minutes south of Amarillo, West

Texas A&M is sure to be an interesting stop. Attendees will have the opportunity to view the meats lab, a 16,000-sq.-ft. meat processing facility capable of harvesting beef, pork, lamb and goat, as well as conduct small to mid-scale research.

This USDA-inspected facility can process a truckload of cattle in eight hours and is known as a "glass walls" facility, with every room having one or more viewing windows so the public can see every step of the process – from harvest to processing and packaging – how animal products are made.

Visitors can also look forward to a Q&A session with Ty Lawrence, Ph.D., Caviness Distinguished Chair of Meat Science at West Texas A&M.

"We provide a service to collect data and conduct third-party, independent research in the meat industry," Lawrence says. "This includes how changes made on the ranch or in the feedyard impact meat products; conducting seedstock work on Santa Gertrudis cattle; and other projects."

Make Plans to Join Us!

Santa Gertrudis Breeders International looks forward to welcoming you to Amarillo in April. We hope you'll consider including these opportunities to tour these world-class locations as part of your annual meeting experience.

Details about the Santa Gertrudis Breeders International 72nd Annual Meeting will continue to be updated as the event approaches. A complete schedule and registration form can be found on page 10. To reserve your room at the Embassy Suites by Hilton, Amarillo Downtown, visit <https://santagertrudis.com/events/annual-meeting/>. We hope to see you there! 🍷

ABOUT JOHN JOSSERAND AND AZTX

John Josserand, AzTx president, leads a team of professionals to support individual yard managers and their customers. In his years with his family's business, he has carried on the AzTx reputation for integrity in leadership. AzTx takes pride in being laser focused on the well-being of cattlemen and the dynamic beef industry.



John Josserand

ABOUT TY LAWRENCE, PH.D.

Ty Lawrence, Ph.D., teaches undergraduate and advanced meat science and technology and integrated animal science courses for the M.S. and Ph.D. programs at WTAMU. He is the director of the University Meat Laboratory, a facility dedicated to teaching students the science and business of converting muscle to meat, and the director of the Beef Carcass Research Center. He also supervises the livestock and meat judging teams. 🍷



Ty Lawrence, Ph.D.



WTAMU Paul Engler College of Agriculture and Natural Sciences.
Photo from Panhandle PBS.

SANTA GERTRUDIS

THE COMPLETE PACKAGE

Maternal Quality
Carcass Merit
Maximum Heterosis



Santa Gertrudis

Data Driven. Profit Proven.

361-592-9357 | santagertrudis.com