

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

McClure Named Santa Gertrudis Breeders International Executive Director

KINGSVILLE, Texas (Jan. 29, 2024) – Santa Gertrudis Breeders International (SGBI) announces Chris McClure as its executive director, effective immediately.

“SGBI welcomes Chris McClure as our new executive director,” says SGBI President Adolfo Sanchez. “He brings tremendous beef industry knowledge to the Santa Gertrudis breed as well as strong business experiences.”

As executive director, McClure will lead the association’s staff at SGBI headquarters in Kingsville, Texas, serve as a liaison between the board of directors and members, and lead the advancement of one of the beef industry’s most versatile purebred breeds.

“I am excited to be joining Santa Gertrudis Breeders International,” McClure says. “Although my experience and background have been focused on commercial aspects of cattle production – rather than the registered and purebred seedstock business – I have long been interested in Santa Gertrudis cattle, which, I believe, have tremendous, underutilized potential to positively impact today’s beef production industry.”

McClure’s background is rooted in the agriculture industry and includes extensive experience in agricultural finance, business consulting, animal health distribution and livestock diagnostics.

For the past nine years, McClure has worked as a business consultant for various clients, where he helped businesses raise capital, develop business plans, maintain customer relationships and more. He has also previously worked with AzTx Cattle Company, Texas Heritage National Bank and Gold Standard Labs.

“I see a bright future for America’s original beef breed because it is the right breed to meet the challenges of the future,” McClure says. “We have a great group of breeders who are poised and ready to fill the demand for these true ‘business-focused’ cattle.”

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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