



SANTA GERTRUDIS

USA

April 2026 | Volume 29 No 4



CALENDAR OF EVENTS

April and May

April

April 11	Red Hot Bull Sale <i>Belen, New Mexico</i>
April 11	Rocky Mountain Spring Runoff <i>Belen, New Mexico</i>
April 11	Wiley Spring Bull Sale <i>Effie, Louisiana</i>
April 16-19	75th Annual Membership Meeting <i>Kingsville, Texas</i>
April 24	Grandview Farms Frozen Genetics Sale <i>Smart Auctions</i>
April 25	Crimson Classic Sale <i>Cullman, Alabama</i>
April 25	Babydoll Sale 8th Edition <i>SC Online Sales</i>
April 29	The Final Sort <i>Eustace, Texas/SC Online Sales</i>

May

May 2	Santa Gertrudis Bluebonnet Sale <i>Hallettsville, Texas</i>
May 9	53rd Breeders of the Carolinas Sale <i>Monroe, North Carolina</i>
May 16-17	Midcoast Annual Weekend <i>Navasota, Texas</i>

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FROM THE FRONT OFFICE

Keaton Dodd, *SGBI Executive Director*

Dear Membership,

This spring has brought a strong and encouraging start for Santa Gertrudis breeders across the country. We've seen impressive momentum in early-season sales, highlighted by the success of the Briggs Ranch Texas Alliance Sale, where consignors including Briggs Ranch, Harris Riverbend Farms, and San Jose Cattle Company all experienced outstanding demand and competitive bidding. Likewise, the Red Doc Farm Red Hot Bull Sale delivered excellent results, reflecting both the quality of cattle being offered and the continued confidence in Santa Gertrudis genetics. These sales set a positive tone for the season and demonstrate the strength and resilience of our breed in today's marketplace.

As we look ahead, we invite you to join us at several outstanding upcoming events that continue to showcase the very best of Santa Gertrudis cattle and the people behind them. Be sure to mark your calendars for the Crimson Classic in Alabama, the Breeders of the Carolinas Sale in North Carolina, and the Bluebonnet Classic in Texas. Each of these events offers a great opportunity to evaluate elite genetics, connect with fellow breeders, and strengthen relationships within our association. Your participation and support are what make these gatherings successful, and we look forward to seeing you there.

As we continue through the year, it remains essential that we stay committed to progress in every aspect of our operations—from genetic advancement and herd management to marketing and customer service. The strength of the Santa Gertrudis breed depends on our willingness to improve, adapt, and hold ourselves to the highest standards. Just as important is the unity among our breeders; by working together, sharing knowledge, and supporting one another, we ensure a stronger future for our association and the industry as a whole.

God Bless,

Keaton Dodd

Executive Director

Santa Gertrudis Breeders International



PRESIDENT'S PERSPECTIVE

Suzanne Fulton, *SGBI President*

As I conclude my term as President of Santa Gertrudis Breeders International, I want to express my sincere gratitude for the opportunity to serve this great association and the people who make it strong.

Serving SGBI has been both an honor and a responsibility that I have taken seriously. Our breed has a proud history, but more importantly, it has a bright future. During my time as President, I have been continually impressed by the dedication of our staff, breeders, and supporters who work tirelessly to advance the Santa Gertrudis breed.

Together, we have celebrated successes, worked through challenges, and continued the mission of promoting a breed that brings real-world value to the cattle industry. From the show ring to the commercial pasture, Santa Gertrudis cattle continue to prove their worth every day.

I am especially grateful to the Board of Directors for pulling together and giving so much of your time and dedication to ensuring success. I also want to thank our committee members and volunteers, who have given so much of your time and talent to make every event a success over the past year.

To our staff—Diana, Kristy, and Olga—I have no words to fully describe what you mean to me. Your dedication and hard work have meant more than I can say.

Taylor Kelner, keep that foot on the accelerator. You are doing great things.

Keaton, as you said, only seven months in—but wow. You are going to be one for the history books, and the Santa Gertrudis breed will be even better because of your efforts. Now you can officially shorten my name in your phone to just “Madam Queen.”

No President serves alone, and the accomplishments during my tenure were the result of teamwork and shared commitment.

I would also like to thank the past Presidents, especially Dr. Adolfo Sanchez, Gene Kubecka, and Nancy Wunderlich, for paving the way, answering questions when I had them, giving advice when needed, and most importantly, for your friendships.

The 75th Annual Meeting was a huge success. Old friendships were celebrated and rekindled, and new ones were established. Thank you to King Ranch and San Jose Cattle for opening your gates and making us feel welcome. The experience of returning to our heritage is something unique to our breed—something to treasure and build upon.

As I step aside, I do so with confidence in the leadership to come and optimism for what lies ahead. With Arlin Taylor at the helm, SGBI is in good hands, and the opportunities before us are significant if we continue to work together.

Thank you for your trust, your friendship, and your support during my time as President. It has truly been a privilege to serve.

Suzanne Fulton

Outgoing President

Santa Gertrudis Breeders International

BREEDER FEATURE

Strait Ranches, Streetman, Texas

For Strait Ranches, raising Santa Gertrudis cattle is more than a business—it is a legacy more than 70 years in the making.

The family's involvement with the breed began in 1951, when their great-grandfather, Y.C. Strait, became a member of Santa Gertrudis Breeders International. Early on, the family recognized the value Santa Gertrudis cattle brought to their operation, particularly when crossed on Angus-based cows, often referred to as "Santa Angus" by their great grandmother. That early understanding of hybrid vigor and adaptability helped shape the program's foundation and direction for generations to come.

In 1972, Y.N. Strait took over the operation and built the program around practical, productive cattle that could thrive in South Texas. Known for his strong work ethic and commitment to improvement, he focused on raising cattle that worked in real-world conditions. Following his passing in 2021, his influence remains evident not only in the herd, but in the values that continue to guide the family today.

Today, Strait Ranches is managed by Cynthia Strait, Yancey and Heather Strait, Jake and Callie Loden, along with the fifth generation—Avery, Arden, Piper and Nellie. What began as a commercial operation transitioned into a seedstock program in the mid-1990s, with a stronger emphasis on genetic improvement through artificial insemination, embryo transfer and disciplined selection.

The ranch now artificially inseminates more than 300 females and transfers over 100 embryos annually, continuing to advance traits such as fertility, maternal ability, structural soundness, longevity and carcass value. Their goal is to produce cattle that are consistent, functional and valuable to both their program and their customers.

Influential genetics have played a key role in shaping the program. LJV Mason 0/72 remains one of the most impactful sires, known for producing cattle with strong performance and daughters recognized for their udder quality, maternal ability and longevity. Donor females such as SR Hazel 23/7—named the 2024–2025 SGBI Dam of the Year—and SR Arkoma 30/0 have left a lasting mark, with many of today's leading cattle tracing back to these lines.

Strait Ranches takes a balanced approach to breeding decisions, combining phenotype, EPDs and practical functionality. Structural soundness, foot quality, udder design and overall balance remain essential, while performance data helps guide genetic progress. The goal is to produce cattle that not only look the part but perform in real-world conditions and deliver value to commercial cattlemen.

The addition of KR Summit 706/22 reflects that philosophy, offering a strong combination of phenotype and performance with 11 EPDs ranking in the top 25% of the breed. His early calves have generated excitement and represent the continued forward momentum of the program.

Marketing efforts have evolved over time, highlighted by the Strait-Hefte Tried & True Sale, established in 2018 in partnership with Hefte Ranches. The sale has become a key platform for showcasing genetics, building relationships and supporting customers, who are also invited to consign cattle of their own.

Looking ahead, the family remains focused on growing their impact by placing more Strait Ranches genetics into commercial herds across the country. As a fourth-generation operation, their mission is clear: continue improving the herd while building a lasting legacy for future generations.

For Strait Ranches, Santa Gertrudis cattle are more than part of the operation—they are part of the family's story.



JUNIOR FEATURE

Andi McDaniel, Georgia

At 9 years old, Andi McDaniel of Georgia, is already building a strong foundation in the cattle industry through her family's long-standing involvement with Santa Gertrudis cattle.

For Andi, cattle are a family tradition. Both sides of her family have raised Santa Gertrudis cattle for many years. Andi's parents met showing Santa Gertrudis cattle.

Andi said her parents have played the biggest role in her journey so far.

"I have to say that my parents have helped me the most in the amazing journey," she said. "Through them, I've learned about how to raise and care for these cattle and how to be motivated for this journey."

One of the cattle making this year especially memorable for Andi is Ridge Point 4113, better known around the McDaniel house as "Dolly". Andi said Dolly stands out not only for her quality, but also for the opportunity she has had to show her. The upcoming National Junior Santa Gertrudis Show will be the biggest show for the duo so far.

"She's such a beautiful heifer," Andi said. "I'm so thankful for the opportunity to show her and I'm very excited to show her at junior nationals this summer. She has a bit of an attitude, but the good ones tend to."

Andi loves showing her Santa Gertrudis and Star 5 cattle across the country alongside multi-generational friends.

"My favorite show to attend would be the Indiana District 6 show," she said. "I love the District 6 show because it brings back special memories and the people who run it put a lot of time and effort into this. I love being able to be the princess and helping in the sale."

The friendships she has made through Santa Gertrudis Breeders International have also been an important part of her experience.

"I met my friend Mary Catherine Smith, who I have become very close to," said Andi.

That relationship is especially meaningful because their families share history in the breed. Andi's parents and Mary Catherine's dad grew up showing Santa Gertrudis cattle together.

McDaniel said the show ring has already taught her lessons she plans to carry with her as she grows.

"It would be to work hard, don't give up, and to teach me to stay tough," she said. "Like my mom always says, you can do hard things."

Outside of cattle, McDaniel also plays softball and recently began pitching. She said she is now one of the main pitchers on her team.

At a young age, McDaniel is already gaining valuable experience through family, competition and friendships in the Santa Gertrudis breed. With Junior Nationals ahead, she is looking forward to continuing that journey in the ring.



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SALE RESULTS

March 2026

Houston Super Sale, Houston, Texas

Embryo average	\$7,600
Live lot average	\$9,775
Overall lot average	\$123,801

Texas Alliance Sale, Bloomington, Texas

112 Bred commercial heifer average	\$4,616
20 Open commercial heifer average	\$3,584
21 Santa Gertrudis bull average	\$5,175
Total gross	\$1,244,400

Reds To Die For Volume VII

Purebred heifer average	\$153,000
Purebred heifer gross	\$19,125
Semen average	\$9,750
Semen gross	\$812.50
Embryo average	\$17,250
Embryo gross	\$2,875
Bull gross	\$25,000
Total gross	\$205,000

Purple Reign V Sale, Magnolia, Arkansas

High selling lot	\$46,000
Open heifer average	\$10,023
Bred/paid average	\$5,850
Bull average	\$8,000
Flush average	\$7,833
Overall average	\$8,334
Number of lots	64
Total gross	\$533,350



SANTA GERTRUDIS

**BREEDERS
OF THE CAROLINAS**

BREEDERS

53rd Annual

OF THE CAROLINAS SALE

May 9, 2026 • 11 a.m. EST

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April 2026

SHOW RESULTS

Houston Livestock Show

Judged by: Webb Fields

Grand Champion Santa Gertrudis Female



XL's Red Queen 389
Owned by: Excell Santa Gertrudis

Reserve Champion Santa Gertrudis Female



XL'S Crimson Queen 324 ET
Owned by: Re'ana Villanueva

Grand Champion Santa Gertrudis Bull



777 Bet On Red 977M2
Owned by: O/X ranch

Reserve Champion Santa Gertrudis Bull



XL's American Pharoah 303
Owned by: Excell Santa Gertrudis



MAY 2, 2026

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SALE SCHEDULE

Friday, May 1st	Saturday, May 2nd
5 PM Cattle Viewing	8 AM Cowboy Coffee
	11 AM Sale Begins

This sale will be broadcast live on the internet.

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2024 LOTS



To request a catalog

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Santa Gertrudis Breeders International
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National Junior Santa Gertrudis Show
June 14-20, 2026 | West Monroe, Louisiana