



SANTA GERTRUDIS

USA

February 2026 | Volume 29 No 2



CALENDAR OF EVENTS

February and March

February

February 1	Houston Open Show entry deadline
February 3-5	NCBA Cattle Con <i>Nashville, Tennessee</i>
February 12-14	San Antonio Open Show <i>San Antonio, Texas</i>
February 13-14	Dixie National Open Show <i>Jackson, Mississippi</i>
February 16-17	San Antonio Junior Show <i>San Antonio, Texas</i>

March

March 5-8	Houston Open Show <i>Houston, Texas</i>
March 6	Mid-Coast Houston International Super Sale <i>NRG Sales Pavillion</i>
March 11	Houston Junior Show <i>Houston, Texas</i>
March 17	Texas Alliance Sale <i>Bloomington, Texas</i>
March 17	Excell Santa Gertrudis Reds To Die For Volume VII, www.steerbidder.com
March 28	Purple Reign V Sale <i>Magnolia, Arkansas</i>

Call for Board of Directors

The 2026 Santa Gertrudis Breeders International (SGBI) Annual Meeting will be April 16-19 in Kingsville, Texas. Elections for six seats on the association's board of directors will be conducted during the annual meeting. Terms are for three years and elections will be held for the following positions:

Eastern Region Director	2 seats
Western Region Director	2 seats
District 4	At large director
District 6	At large director

Active SGBI members interested in seeking a board seat and having their name placed on the ballot should contact Member Services Specialist Kristy Gonzalez via email at kristy@santagertrudis.com by Feb. 20, 2025. A 300-word bio and picture are required, which will appear in Santa Gertrudis USA and on our website prior to the annual meeting.

FROM THE FRONT OFFICE

Keaton Dodd, SGBI Executive Director

As the dust settles on another successful National Show, I would like to take the opportunity to thank everyone who made this event possible, including the Fort Worth Livestock Show for providing an outstanding venue and support staff; Patti Manak for her continued dedication to the breed as an irreplaceable asset; and Nancy Wunderlich and Cade Burks for keeping everything running smoothly during weigh-in and show day. To each of the SGBI board and committee members that came, took part, and assisted with event planning and coordination, please know we could not make it work without you all. And lastly, thank you to the junior board for your commitment, professionalism, and willingness to contribute to the success of the breed; it did not go unnoticed.

With close to 500 head making their way through the W.R. Watt Arena, the quality was quickly evident and maintained through the entire day. Let me also compliment Mr. Kevin Jensen for his time and professional evaluation. I thought he did a great job at being fair, consistent, and efficient, which is all we can ask for as exhibitors, and at the end of the day, fantastic champions were crowned to represent our breed moving into 2026.

To close on an eventful National Show week, I just wanted to touch on the true value of the event, which, in my opinion, is camaraderie, friendly competition, and exposure. At the end of the day, thousands of eyes catching a look at our functional, striking red cattle is always a positive.

Switching gears into spring sale season, be on the lookout for some really good cattle to change hands at the many reputation-based production sales coming down the pipe in March/April. Whether you are looking to add for an elite herd sire, replacement heifer, or even foundational donor cow prospect, I can assure you they will be available this spring. I encourage all breeders, big or small, to get out and travel to see these impressive lineups in person. There is definitely no substitute for seeing those cattle in person, and the fellowship and networking opportunities are irreplaceable.

And I will close with a few comments in regard to the upcoming 75th Annual Meeting. We encourage every single SGBI member to not only be in attendance, but to be active in attendance and take part in the meetings being held. We need input and collaboration at all levels to make this event a success. We plan to make the event productive, educational, and most importantly, a really good time. Also, coming out of some committee meetings at Fort Worth and considering the meetings amongst committees happening in the next few weeks, there will be important topics discussed and voted upon, and we would encourage everybody's input.

God bless and see you soon,

Keaton Dodd

Executive Director

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Over 60 Years of Dedication
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PRESIDENT'S PERSPECTIVE

Suzanne Fulton, SGBI President

As many of you may know, SGBI has just completed the 2026 National Santa Gertrudis Show in Fort Worth, Texas. With more than 500 head of purebred Santa Gertrudis cattle—males and females, along with Star Five females—on display in Cowtown, the week was a strong showing for our breed.

I want to extend my congratulations to all of the winners and to the breeders behind these animals, as well as to everyone who made the commitment to travel to Fort Worth and participate in the National Show. Events like this do not happen without dedication, time, and a true belief in the breed.

So, why do we do all this?

Cattle shows began as a way for ranchers and farmers to exhibit the very cattle they were using on their operations—a way to market proven genetics. While marketing methods have changed over time, the purpose behind them has not.

The Fort Worth Stock Show began more than 130 years ago with the intent of encouraging interest in local cattle. As it grew, it became a place to showcase cattle to buyers well beyond the region, including northern meat packers. In many ways, that same concept still applies today.

The cattle we see in the show ring represent years of selection for traits that matter in the commercial industry—fertility, structural soundness, disposition, adaptability, and performance. While the setting may be different, the message should remain clear: these cattle are bred to work.

Santa Gertrudis was developed to meet the needs of commercial cattlemen, and that purpose still defines the breed today. Our National Show is an opportunity to highlight not only the visual excellence of the breed, but also the real-world value these cattle bring to commercial operations. When we connect those dots, the show ring can become more than a competition.

As we move forward, SGBI will continue working to strengthen the connection between the seedstock and commercial sectors, ensuring that what we celebrate in the barns translates to value in the pasture and at the sale barn.

WE'RE RINGING THE BELL FOR

TB ROCKY 131M



PERFORMANCE DATA

BW 71

205 ADJ 771

365 ADJ 1180

35.5 CM SC @ 14 mos

3.48 ADG on 112 day gain test on high roughage ration.

SCAN DATA

REA 12.28

REA/CWT 1.11

IMF 3.90

Pictured at 15 months | Registration # 20241111

TB Rocky 131M is a son of Strait Ranches senior herd sire Red Rock 82H11 who combines two breed legends, KR Chosen One and Harris 82/4. His dam is Miss CF 131 one of our top producing females. She goes back to the outstanding producer of champions Clarendon 740 six times. Rocky has 11 traits in the top 40% or better in his EPD profile.

THOMAS BURNETT

(512) 676-7086

thomasb@trbautomation.com
100% Genotyped Herd

Herd 20797
Troup, Texas

TB
CATTLE FARM
TROUP, TX

BREEDER FEATURE

In The Red Ranch, *Eustace, Texas*

For the Cates family of In The Red Ranch, Santa Gertrudis cattle are not simply what they raise they are who they are. Their operation in Eustace, Texas, is built on faith, family, and a lifelong connection to a breed that has shaped both their program and their values.

Today, the ranch is owned and operated by second-generation breeders Michael and Jodie Cates, along with their children—third-generation breeders Abbie, Sadie, and Cooper Cates. Each plays a key role in the day-to-day operations and the future of the program, along with the dedication and support of Esteban “Frito” and Kelby Lawson.

The family’s Santa Gertrudis story began in the 1960s, when Jerry Cates showed the breed as a young man. After graduating in 1966, he was drafted for Vietnam in 1968 and returned home in 1971. In the mid 1970’s, Jerry and Patricia Cates repurchased cattle and reestablished the family’s Santa Gertrudis herd. Over the years, the herd grew steadily through carefully selected purchases and a commitment to raising cattle that were sound, functional, and true to the breed.

“My dad always called them ‘God’s cattle,’” shared Michael Cates. “He said the good Lord wouldn’t have made them if He didn’t want everybody to have them.”

That belief has remained central to the way the Cates family approaches both cattle and life.

More than 30 years ago, the family moved to their current ranch in Eustace, where the program continued to evolve. What began as a small, passion-driven herd was built through consistency and respect for proven genetics. Early on, their base cow herd came from past show heifers, with bulls rotated from respected programs every few years. That strategy, bringing in outside influence while staying grounded in their own standards, became a defining part of the program.

As the next generation became more involved through FFA, 4-H, and the show ring, the ranch naturally began to shift. What started with one calf per child grew into a deeper commitment to showing, breeding, and ultimately shaping a more business-driven operation, while still honoring the principles that built the herd.

“When good cows are paired with the right bull, the results tend to take care of themselves,” said Cooper Cates, son of Michael and Jodie. “If they can also go back to the pasture and stay productive after a successful show career, that’s a win in our eyes.”

Today, In The Red Ranch is intentionally focused on developing Santa Gertrudis cattle that balance phenotype, functionality, and longevity. The family prioritizes structure from the ground up, placing heavy emphasis on sound feet and legs, udder quality, and cow families that have already proven themselves over time. Their breeding decisions are guided by the belief that truly great cattle must perform in both the show ring and the pasture.

“We’re intentional about combining phenotype and genetics,” explained Cooper Cates. “The goal is to raise functional, dominant Santa Gertrudis females that fit a wide range of breeding programs.”

In recent years, the ranch has also embraced modern technology and data management, implementing tools like digital herd records, DNA tracking, and strategic pasture management. These advancements have allowed them to better monitor cow health, breeding outcomes, and long-term trends, while continuing to stand behind every animal they produce.

Equally important to the Cates family is their commitment to the people within the Santa Gertrudis breed. From donating heifers and supporting junior exhibitors to offering guidance and friendship to fellow breeders, they view their role as stewards of both cattle and community.

“We’re simple. We love what we do, love who we do it with,” Michael Cates shared. “We’re just trying to make the next great Santa Gertrudis female and bull, one generation at a time.”

At In The Red Ranch, the brand on the hip represents far more than ownership. It stands for faith, family, integrity, and a deep belief in the future of Santa Gertrudis cattle. Through careful breeding, genuine relationships, and an unwavering respect for the breed, the Cates family continues to carry their legacy forward.



JUNIOR FEATURE

Avery Strait, Texas

Avery Strait may live in the small town of Streetman, Texas, but her impact on the Santa Gertrudis breed reaches far beyond her community. A fifth-generation Santa Gertrudis breeder, Avery has been immersed in the breed her entire life, growing up with a deep appreciation for cattle, family tradition, and the people who make the breed what it is.

“I’ve been in the Santa Gertrudis breed my entire life,” Avery shared. “My family has kind of been embedded in this breed, so it was always something I was going to be a part of.”

From an early age, she looked up to the leaders within the Junior Association, dreaming of one day taking on those same roles herself.

Her involvement began when she served as National Princess at just 11 years old, marking her first step into leadership within the organization. By age 13, Avery had joined the Junior Board as a director and quickly became more involved each year, later serving as vice president, secretary, and now National Queen.

“That was my first time to kind of take a leadership role in the organization, and I loved it so much,” she said. “Each year after that, I just wanted to do more.”

One of Avery’s favorite parts of being involved in Santa Gertrudis is the people. She credits much of her growth to fellow juniors and mentors who modeled leadership through hard work and service. One of her biggest influences has been Kalli Kimble.

“Kalli was such a hard worker and always had such a big leadership impact within the breed,” Avery explained. “She showed me what I should strive to be.”

A defining moment in Avery’s journey came when she earned High Point Junior Breeder, an achievement that changed how she viewed success.

“It showed me that success does not just come from winning banners and ribbons,” she said. “It was really cool to see that my genetics were having an impact beyond just my own animals and helping other people be successful too.”

While the show ring still holds a special place in her heart, Avery believes influence, mentorship, and breeding quality cattle are equally meaningful. Through the Junior Association, Avery has also grown in confidence and communication.

“The public speaking contests and leadership roles have really helped me learn how to speak openly and not be afraid to have conversations,” said Avery. “I’ve built relationships with people I never would have met if it were not for Santa Gertrudis.”

Looking to the future, Avery plans to continue growing her herd and taking on a larger role within her family’s operation. She is especially passionate about supporting junior members and preserving programs that bring new families into the breed.

“I really want to continue influencing the juniors and helping with things like donated heifers,” she said. “That program is such a special part of this breed, and I am excited that one day I will get to help carry that legacy forward.”

Her advice to new juniors is simple and heartfelt.

“Do not be scared,” Avery said. “Everyone in this breed is so kind and always willing to help you. Make as many friends as you can, compete in the contests, and be involved in everything you can. You only get so many years as a junior.”

With a heart for leadership, a passion for Santa Gertrudis, and a dedication to service, Avery continues to represent the very best of the Junior Association and the future of the breed.



SHOW RESULTS

Cattlemen's Congress

Judged by: Chad Oates

Grand Champion Santa Gertrudis Female



CL Sarabi ET
Owned by: Rhett Harrington

Reserve Champion Santa Gertrudis Female



XL's Celine 020
Owned by: Excell Santa Gertrudis

Grand Champion Santa Gertrudis Bull



777 Bet On Red
Owned by: O/X Ranch

Reserve Champion Santa Gertrudis Bull



CL Favo ET
Owner By: In the Red Ranch, Circle L
Ranches, and Leifeste Show Cattle

Grand Champion Star 5 Female



CH Brielle 101M
Owned by: Cody Heath

Reserve Champion Star 5 Female



CL Raya
Owned by: B Square Ranch



Reserve Supreme
American Bull

777 Bet On Red
Owned by: O/X Ranch

SHOW RESULTS

National Open Santa Gertrudis Show

Judged by: Kevin Jensen, Courtland, Kansas

Grand Champion Santa Gertrudis Female



CL Sarabi ET
Owned by: Rhett Harrington

Reserve Champion Santa Gertrudis Female



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

Grand Champion Santa Gertrudis Bull



777 Bet On Red
Owned by: O/X Ranch

Reserve Champion Santa Gertrudis Bull



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

Grand Champion Star 5 Female



Gucci's God Fav M401
Owned by: Pitchford Cattle Company, Casey Pitchford, Gracey Pitchford, and Laura Zibilski

Reserve Champion Star 5 Female



Miss 777/ABF Jelly Bean
Owned by: Anna Phelps



NATIONAL OPEN SHOW

Dedicated to: Delmo Payne



The 2026 National Open Santa Gertrudis Show in Fort Worth, Texas, was dedicated in honor and memory of Delmo Payne of Grandview Farms, Hamilton, Alabama. Mr. Payne was a devoted Santa Gertrudis breeder who spent many years giving back to the association, with a special passion for supporting and mentoring youth. His commitment to the next generation left a lasting impact on the breed and its future. Accepting the dedication on his behalf were his family, including daughters Emma Kate and Molly, their husbands, and their children.



IN THE LOOP

Taylor Kelner, *SGBI Director of Communications and Youth Activities*

As the new year comes and goes, many of us set resolutions that, for one reason or another, tend to fade by February. Let's not let marketing become one of them. Whether your focus is raising the next national champion show heifer, producing cattle with strong performance numbers, developing elite replacement females or herd bulls, or simply enjoying good red cattle in your front pasture, there is a buyer out there for what you produce. If marketing feels overwhelming, a few intentional steps can help ensure your cattle are being seen.

The first step in any marketing effort, whether it's a full campaign or a simple Facebook post, is identifying your ideal customer. Consider what type of content they engage with on social media, what print publications they read, whether they research before buying, and what region they operate in. Once you know who you are trying to reach, creating and sharing content becomes much more focused and effective.

It's often said that "you just have to post on social media," but that is easier said than done, especially when you're unsure what your audience wants to see. A helpful approach is to start at the top and work your way down. Begin by introducing your family and operation, then share your goals within your operation. From there, highlight donor cows or herd bulls you are proud of, accomplishments on your ranch, and milestones along the way. While a viral video is exciting, building genuine connections within your community is what creates lasting value.

For those interested in print marketing, state cattle associations, breed publications (like this one), and regional agricultural outlets are all excellent places to start. These platforms offer broad exposure and allow you to reach audiences that may not be active on social media.

Santa Gertrudis Breeders International is here to support your operation and marketing efforts, no matter your goals within the breed.

RED DOC ET *Parranda* 2489



CSS CERTIFIED SEMEN STRAWS

\$45 PER STRAW UNDER 50 STRAWS
\$40 PER STRAW 51 - 100 STRAWS
\$35 PER STRAW 101 - 200 STRAWS
\$30 PER STRAW 201+ STRAWS

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HOW TO ADVERTISE WITH SGBI

Santa Gertrudis USA print ads

Full page \$500
Half page \$300
Quarter page \$200

Brand ads:
2.5 in x 1 in at \$300/year
2.5 in x 2 in for \$600/year

Santa Gertrudis Breeders International email blasts

Send your sale flyer or ranch news to our growing audience of Santa Gertrudis breeders.

Please send your sale flyer, graphics, or copy five business days prior to the email date.

\$50 per email blast

SGBI Marketing Packages

One full-page advertisement in Santa Gertrudis USA

One boosted Facebook and Instagram post promoting the sale

Sale catalog featured on the front page of the SGBI website for 45 days prior to the sale

Two dedicated email blasts to the SGBI subscriber list

Inclusion in the SGBI online events calendar and in Santa Gertrudis USA

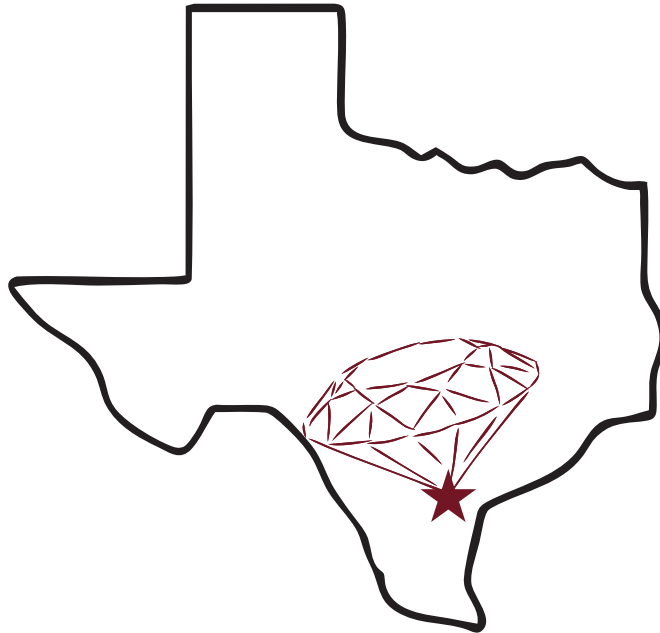
Social media story feature (Instagram and Facebook Stories) during sale week

Houston welcome bags

Include your sale flyer or ranch promo flyer in our Houston Livestock Show welcome bags passed out to all exhibitors
\$300 - full color flyer
\$200 - black and white flyer
*Price includes printing

For all inquiries or questions, please email Taylor Kelner at taylor@santagertrudis.com

Santa Gertrudis Breeders International
PO Box 1257
Kingsville, TX 78364



DIAMOND LEGACY

75 Years of Santa Gertrudis Excellence

Santa Gertrudis Breeders International Annual Membership Meeting
Kingsville, TX | April 16-19, 2026

ANNUAL MEMBERSHIP MEETING SCHEDULE

Thursday, April 16

7 a.m. - 8 a.m.	Breakfast and registration
8:30 a.m. - 12 p.m.	King Ranch tour
12 p.m. - 1:30 p.m.	Lunch at SGBI
2 p.m. - 4 p.m.	Tour of San Jose Cattle Company
5 p.m. - 8 p.m.	Dinner and welcome social

Friday, April 17

7 a.m. - 8 a.m.	Breakfast
8:30 a.m. - 12 p.m.	Committee meetings
12 p.m. - 1:30 p.m.	Lunch/keynote speaker
2 p.m. - 5 p.m.	Board meeting
7 p.m. - 9 p.m.	Awards Dinner and 75 year recap

Saturday, April 18

7 a.m. - 8 a.m.	Breakfast
8 a.m.	Annual membership meeting
11 a.m.	Committee breakout session and brainstorming
12 p.m.	Lunch
2 p.m. - 4:30 p.m.	New board meeting
5 p.m. - 7 p.m.	Cocktail hour and 75th Anniversary Genetic Event and Sale
7 p.m. - 9 p.m.	President's Dinner with dance/social to follow

** Schedule subject to change.*

** Members will be notified via email, social media, and newsletters when registration opens for the 75th Annual Membership Meeting.*