



SANTA GERTRUDIS

===== **USA** =====

March 2026 | Volume 29 No 3



CALENDAR OF EVENTS

March and April

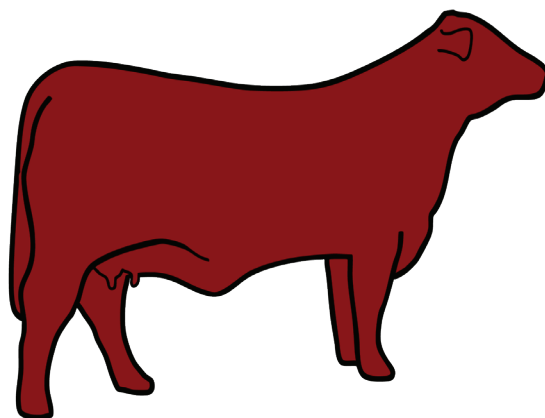
March

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>

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 16-20	75th Annual Membership Meeting <i>Kingsville, Texas</i>
April 25	Crimson Classic Sale <i>Cullman, Alabama</i>

TODAY'S
Santa Gertrudis
Longevity. Adaptability. Hybrid Vigor.



FROM THE FRONT OFFICE

Keaton Dodd, SGBI Executive Director

We step into the month of March with tremendous momentum and a positive outlook on the future. We have already seen spring weather (Closer to Summer weather in some places), and with rain on the future forecast, hopefully we are headed towards green grass and prosperous times. While I know finding time to get away from the ranch becomes more and more of a challenge, but I do encourage us as seedstock producers to get out to our fellow breeders upcoming production sales and see what they have to offer. I truly believe collaboration within breed is the key to improvement and unity.

Coming off of Houston, we should all be encouraged not only by the participation, but also by the international interest that showed up to see what our breed has to offer. I can think of visiting with at least 5 or 6 groups from different Latin American countries as well as a delegation from Turkmenistan and even a few of our friends from down under. It was truly a great event filled with marketing opportunities, exposure, and camaraderie. As we look into our upcoming annual meeting, I encourage the same level of participation from all sectors of our diverse membership. It will not only be a great time, but also expect things to move forward and new programs enacted.

In other news, I am sure many have seen the recent acquisition of Neogen, by Zoetis Animal Health. They have ensured us that it will be business as usual and nothing will change for the time being. As we get more updates I will make sure and keep the board and membership looped in. I see this as a positive moving forward and a way to further strengthen our genetic evaluation as well as future industry relations. Keep praying for moisture and a continued record market.

God bless,

Keaton Dodd

Executive Director

IN THE RED RANCH
NTR
Over 60 Years of Dedication
 Eustace, TX
 Cooper Cates - (903) 340-2725
 

WENDT RANCHES PARTNERS
 Herd Established in 1954
 Performance testing since 1958
 SGBI Herd #621
 Email: wendtranches@hotmail.com
 Website: www.wendtranches.com
 5475 FM 457 Bay City, Texas 77414
 Gene Kubecka: (979) 240-5311
 Daniel Kubecka: (979) 240-5312

Auctioneer

Terry Reagan
210-414-4411
 31007 I-10 W • Ste. 119 #133 • Boerne, Texas 78006
rancherspub@gmail.com

URBANOSKY RANCH
 SGBI HERD #2243 • EST. 1969
HOME OF SENSATION 5-1
 14525 URBANOSKY LN., PLANTERSVILLE, TX 77363
 JEROME (281) 797-5715 • BLAKE (936) 870-5252
www.urbanoskyranch.com

CODY BLACK
 Owner

 806-241-7877
blackhillslandcattle@gmail.com
BlackHillsLandCattle.com
[BlackHillsLandCattle](#)
 Smart Feed Testing • Bull & Heifer Development • Backgrounding

For advertising information:
Taylor Kelner
taylor@santagertrudis.com

STRAIT Ranches
 Y.N. STRAIT FAMILY, HERD #435
 P.O. Box 246, Streetman, Texas 75859
 Yancey 972.841.0989 | Callie 210.837.1199 | Frank Garcia, Manager 979.533.3213
WWW.STRAITRANCHES.COM

CROSSWINDS RANCH
 
DARRELL ROACH
 Keller, Texas • (817) 235-8158
crosswinds.tx@gmail.com

PRESIDENT'S PERSPECTIVE

Suzanne Fulton, *SGBI President*

To the untrained eye some think about the cattle industry as banners, backdrop pictures and national championships with the pedigrees stacked with generations of excellence. We admire phenotype. We study EPDs. We debate bloodlines. And we should. The purebred sector is important. It drives genetic progress and sets a standard.

But let's talk about the other side of the industry. Commercial cattle are the blue-collar workers of the beef business.

They don't stand under bright lights. They don't have a show halter on. They don't have names that fill a catalog page. What they do have is a job and they go to work every single day.

They raise calves in tough conditions.

They convert grass into pounds.

They breed back on schedule.

They stay sound.

They make money or they don't stay.

The commercial cow is not built for a backdrop she is built for function.

And here's the truth we all know: if the commercial cattleman cannot make a living, none of the rest of it works. No breed association. No seedstock programs. No shows. No sales.

The commercial industry is the engine. It is the demand. It is the paycheck.

As Santa Gertrudis breeders, we have always had a foot firmly planted in that world. Ours is a breed built on functionality, fertility, longevity, adaptability, and pounds. The traits that matter when there isn't a show ring in sight.

Yes, we love the pretty ones. We love the history, the pedigrees, and the pride of raising a champion. But at its core, Santa Gertrudis has always been a functional breed, one designed to perform where it counts: in the pasture, in the heat, under pressure.

If we want to remain relevant, we must continue to ask ourselves a simple question: Are we building cattle that work for the commercial producer?

Because when commercial cattle win, we all win.

The future of our breed doesn't sit in the show ring. It stands in the pasture.

It works in the feed yard.

It performs on the rail.

Let's continue to celebrate our champions, but let's also honor the blue-collar backbone of this industry.

They are the reason we are here.

Suzanne Fulton

President, Santa Gertrudis Breeders International

Purple Reign[👑]

Santa Gertrudis Sale



CHECK OUT SOME OF OUR 2026 SALE LOTS

View Sale and Bid Live on

LiveAuctions.TV



Join us for the first ever
Purple Reign's College of Knowledge

Friday March 27 at 1 pm

An afternoon filled with great
speakers including

SGBI Executive Director
Keaton Dodd

Purple Reign Sale
March 28 11 am
777 Farms
Magnolia, AR

777
FARMS

Owners:

Chad & Jamie Daniel
Chad: (479)206-9199

Sale Chairman:

Laura Zibilski
(979)203-9849

BREEDER FEATURE

Diamond T Land and Cattle, Ephraim, Utah

For sixth-generation rancher Nate Thomson of Diamond T Land & Cattle Co. in Utah, Santa Gertrudis cattle weren't a trend, they were a solution.

Operating in high desert and mountain country where snow determines water supply and cattle travel miles across rugged terrain, performance isn't optional. Cows must breed back, raise a calf, and cover ground in conditions that quickly expose weakness.

In 2020, Thomson was looking to improve his Angus-based commercial herd. Like many operations, Diamond T had relied on Angus replacements and Charolais as a terminal cross. But he wanted stronger maternal traits, more longevity, and calves with greater vigor. After researching several Brahman-influenced options, he decided to artificially inseminate 20 females to a Santa Gertrudis bull as a trial.

"At first, I thought they looked just like Angus calves," Thomson said. "But when they hit the ground, they jumped up, went to work, and never stopped. The vigor was obvious."

That early impression was confirmed at weaning. The Santa Gertrudis-sired calves outperformed both Angus and Charolais contemporaries and continued to excel in the feedlot. The added heterosis showed in growth, consistency, and survivability.

"I heard someone say once that heterosis is free," Thomson explained. "And you can see it. It's night and day."

One moment in particular solidified his confidence. During a blizzard, a first-calf heifer delivered a breech calf. After pulling the calf onto a sheet of ice in brutal winter conditions, Thomson expected a fight to keep it alive. Instead, within minutes, the calf was on its feet and nursing.

"I've seen calves freeze in those conditions," he said. "That one hadn't been alive two minutes and it was already trying to suck. That kind of vigor sticks with you."

What began as a small AI trial quickly turned into a full herd transition. In 2021, Thomson purchased four Santa Gertrudis bulls and began replacing his Angus bull battery. Today, Diamond T runs Santa Gertrudis bulls across the herd and is actively building a purebred program alongside its commercial cattle. The shift has improved replacement female quality, strengthened maternal ability, and increased overall consistency.

Adaptability has been another key advantage. In Utah's mountain country, cattle must travel for water and forage. Thomson has seen Santa Gertrudis cattle disperse more evenly across the range, utilizing country that had previously gone underused. Bulls travel miles to find cows rather than waiting at water sources, improving conception rates and overall herd efficiency.

"Our bulls aren't standing at the water tanks," said Thomson. "They're out hunting cows. Our breed-back has been phenomenal."

Despite drought conditions and harsh winters, weaning weights continue to improve. Replacement females show stronger maternal traits, better milk, and overall longevity.

"They grow hair. They adapt. Whether it's Louisiana heat or Utah snow, they thrive," he said.

Now with a seventh generation involved in the ranch, Thomson's long-term goal is to continue strengthening both the commercial and purebred Santa Gertrudis programs. For producers considering the breed, his advice is simple.

"People thought I was crazy," he said. "But I don't regret making the leap for one minute. They just add more to your cow herd than you can even imagine."

In some of the toughest cattle country in the West, Santa Gertrudis aren't just working—they're elevating the program.



CRIMSON CLASSIC

Sale

April 25th, 2026

11:00 am • Cullman Stockyards
Cullman, AL

Sponsored by:

The Alabama Connection

Tinney Farms & Grandview Farms

Grandview Farms Online Frozen
Genetics Sale April 24

SmartAuctions

Selling 50

Elite Santa Gertrudis Females

150 Lots Sell

Selling 100

Santa Gertrudis Influenced Females
Bred & Open



Arlin Taylor | 256-507-3838

Nathan Lipscomb | 334-799-4915

Brent Shaw | 205-412-5761

For catalog requests contact

Darren Richmond | 423-364-9281

djrichmd@gmail.com

LiveAuctions.TV

JUNIOR FEATURE

Luke Nelson, *Texas*

At 19 years old, Luke Nelson cannot imagine life without Santa Gertrudis cattle.

Nelson grew up in a family rooted in the breed. His mother and her siblings showed Santa Gertrudis cattle, and when he became eligible in third grade, he followed in their footsteps. What began as a family tradition quickly became something more.

“We’ve always raised Santa Gertrudis,” Nelson said. “That’s what we showed. That’s what my family showed. We just stayed involved and kept getting more into it.”

Through his involvement in the Santa Gertrudis Breeders International and the National Junior Santa Gertrudis Association, Nelson found more than a show project. He found confidence, leadership and a second family.

“If I didn’t have cows, it would be hard not doing anything with them,” Nelson said. “Showing gives me something to do. It gives me connections with people. You get to travel, compete and gain experience.”

Nelson has served two full terms as a junior director, an experience he describes as one of the most impactful parts of his time in the breed. Before becoming a director, he considered himself shy and reserved. Leadership within the junior association changed that.

“Before I was a director, I didn’t talk to people much,” Nelson said. “Once I got to know the other directors, they became like my second family. Now I’m comfortable talking to people and helping others.”

As a director, Nelson has helped exhibitors in the ring, assisted with Junior Nationals events and supported younger members as they navigate the show arena. The role has taught him responsibility, communication and how to handle pressure — skills that extend far beyond the barn.

“A lot of people don’t realize how much goes on behind the scenes,” Nelson said. “You focus on helping the kids in the ring and doing your job.”

With one year of junior eligibility remaining, Nelson is already reflecting on what the program has meant to him. After graduating, he attended a show simply to help and quickly realized how much he missed competing.

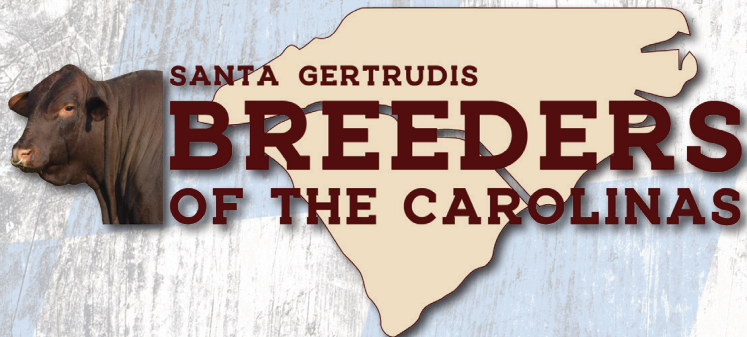
“At first I thought I wouldn’t miss it,” Nelson said. “But once you stop, you realize how much it meant to you.”

While his time as a junior is nearing its final chapter, his involvement with Santa Gertrudis is far from over. Nelson plans to stay connected to the breed, whether through raising and breeding cattle of his own or supporting future junior members.

“I’d like to raise cattle myself one day and have my kids show,” Nelson said. “I want to stay involved and help other kids if they need it.”

Through the opportunities provided by Santa Gertrudis Breeders International and the junior association, Nelson has grown from a quiet third grader into a confident leader. His story reflects the purpose of the program, developing not only strong exhibitors, but capable young adults prepared for the future.





SANTA GERTRUDIS

**BREEDERS
OF THE CAROLINAS**



BREEDERS

OF THE CAROLINAS SALE

53rd Annual

May 9, 2026 • 11 a.m. EST

Union County Agri Center, Monroe, N.C.



LOCAL HOTELS

QUALITY INN

Monroe, N.C. • (704) 283-9600

COMFORT INN

Matthews, N.C. • (704) 845-5911

SLEEP INN

Matthews, N.C. (704) 841-1660

REGISTERED & SANTA GERTRUDIS- INFLUENCED LOTS

**OVER
100**

**Pairs, Bred & Open Heifers and
a Select Group of Bulls**

SALE COMMITTEE

Tony Creech (919) 427-4679

Josh Bowman (336) 215-4774

Dennis Lee (336) 202-4138

Jody Standley (919) 291-4212

Scott Sherrill (404) 402-5601

TO CONSIGN & CATALOG REQUESTS

Darren Richmond (423) 364-9281

djrichmd@gmail.com

LiveAuctions.TV



**For more information,
find us on Facebook!**



SHOW RESULTS

Dixie National Livestock Show

Judged by: Jason Duggin

Grand Champion Santa Gertrudis Female



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

Reserve Champion Santa Gertrudis Female



XL's Celine 020
Owned by: Excell Santa Gertrudis

Grand Champion Santa Gertrudis Bull



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

Reserve Champion Santa Gertrudis Bull



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

Grand Champion Star 5 Female



SF Velvet
Owned by: Ryland McDaniel

Reserve Champion Star 5 Female



BM Dixie M75
Owned by: Andi McDaniel

San Antonio Stock Show

Judged by: Wade Shackelford

Grand Champion Santa Gertrudis Female



XL's Golden Glam 314
Owned by: Kaden Mullins

Reserve Champion Santa Gertrudis Female



Miss 777 Beaux's Babygirl
Owned by: Brody Wilkins

Grand Champion Santa Gertrudis Bull



XL's Typhoon 504
Owned by: Excell Santa Gertrudis

Reserve Champion Santa Gertrudis Bull



PD's Double Shot 301
Owned by: Torres Cattle

Florida State Fair

Judged by: Ryan Cummings

Grand Champion Santa Gertrudis Female



XL's Celine 020
Owned by: Excell Santa Gertrudis

Reserve Champion Santa Gertrudis Female



777 Mockingbird 732
Owned by: DMC Farm

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

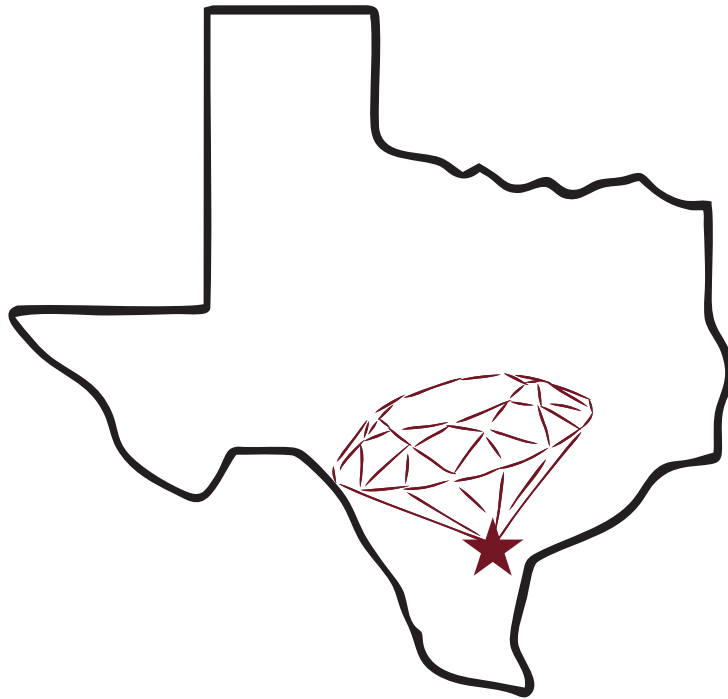
SALE RESULTS

February 2026

All Breeds Sale, San Antonio, Texas

20 Santa Gertrudis-influenced pairs averaged \$7,000 per pair, consigned by Briggs Ranches and Texas Oaks Cattle.

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.*

** Registration is open for the 75th Annual Membership Meeting. Registration forms can be found at: www.santagertrudis.com/events/annual-meeting/*