

SANTA GERTRUDIS USA



SANTA GERTRUDIS
Data Driven. Profit Proven.

NOVEMBER 2025

CALENDAR OF EVENTS

November and December 2025

November

November 1	Mountain Laurel Classic Sale <i>Calhoun, Georgia</i>
November 6	Louisiana State Fair <i>Shreveport, Louisiana</i> Junior show begins at 9:00 a.m. Open show begins at 1:00 p.m.
November 15	Fort Worth Entries due by 2:00 p.m.
November 20	North American International Livestock Show <i>Louisville, Kentucky</i> Show begins at 9:00 a.m. in ring B
November 22	South Texas Heritage Sale at noon <i>Gonzales, Texas</i> Hot Gert Open Show begins two hours following the sale
November 23	Hot Gert Junior Show at 9 a.m. <i>Gonzales, Texas</i>
November 25	Cattlemen's Congress Entry Deadline
November 27-28	SGBI office is closed for observance of Thanksgiving holidays

December

December 1	King Ranch Bull Sale <i>online at DVAuction.com</i>
December 13	Red Doc Red Hot Female Sale <i>Belen, New Mexico</i>
December 15	Last day to submit bulls for the 2026 SGBI Sire Directory
December 24-26	SGBI office is closed for observance of Christmas holidays

WORLD CONGRESS

August 2027 in Australia



FROM THE FRONT OFFICE

Keaton Dodd, *SGBI Executive Director*

First and foremost, I would like to take the opportunity to introduce myself to current and future members of SGBI. I am incredibly excited and grateful for the opportunity to work with our breeders, membership, and commercial cattleman globally to promote, continually improve, and maintain the already great traits the Santa Gertrudis breed was tirelessly built upon. If we have not met at some of the most recent events, I hope that we get a chance to visit soon at upcoming winter and early spring sales and shows. I intend to maintain an open line of communication with membership, so if there are any way that I can help your program and breed prosper and expand markets, do not hesitate to pick up the phone or send me an email. As I spend time working with staff in the office to maintain member satisfaction and continue improving efficiency, I hope that anybody with thoughts or places that need attention would reach out to myself directly so that I can develop the best possible system to serve you all.

When we think about where we are as an industry today, it is hard not be optimistic with record beef prices and demand. Now the challenge becomes managing the issues related to supply and making sure we have the inventory on hand to meet the demand for our cattle. As it stands, we are currently operating with a national cowherd as small as it has been in nearly 75 years. The basics of economics say these prices are here to stay for the foreseeable future. While we enjoy these prosperous markets, we cannot forget to continue building our Santa Gertrudis cow numbers, expand our geographic footprint, and focus on continuously growing our commercial markets. We as an association and breeders are responsible for directing the narrative and shining light on the performance, maternal, and efficiency traits the breed has historically centered around. When packer cows are bringing as much as \$2 /lb, it seems like the perfect scenario to convince a commercial producer to sell crossbred cows and invest in Santa Gertrudis.

I look forward to working together to take this association to new heights. Great times are ahead for Santa Gertrudis as we stay progressive, push towards common goals and continue to maintain a foothold in efficient beef production. After all, we are Data Driven, Profit Proven.

Sincerely,

Keaton Dodd



Keaton Dodd, *SGBI Executive Director* | keaton@santagertrudis.com | (512) 924-9954



PRESIDENT'S PERSPECTIVE

Suzanne Fulton, *SGBI President*

Welcome to the first edition of the SGBI Newsletter. I want to say a big thank you to the membership during our time of transition to a new format and a bright future.

I will start by welcoming our Executive Director, Keaton Dodd. Keaton comes to us with a strong background in the cattle industry. He hit the ground running and has already begun working with staff and members to move SGBI forward—not only within the cattle industry but also as a leader among breed associations.

Next, I would like to welcome Taylor Kelner as our Director of Communications and Youth Activities. This position had been discussed for several years among board members, and I am proud to see it finally fulfilled. Marketing, communication, and promotions are ever-evolving areas, and your board wants to be a leader in this space. Taylor is the right person for the job, her creativity and knowledge in marketing, social media, and promotions are second to none. She has been very busy implementing her vision for SGBI, which shines in this first edition.

As President, my goal is to encourage more input and participation from the membership. We as a board hope to accomplish this through transparency. Do not hesitate to reach out to your board representative or any member of the board. It is our job to represent the membership and help you, the breeder, understand all the benefits and services that SGBI can provide.

I will finish by saying a huge thank you to the staff of SGBI. Diana, Kristy, Olga, and Melissa have been the backbone of SGBI during this transition. The Board has once again voted to offer the special registration price of \$20 per registration for animals 10 months of age and up! This special runs from November 1 to December 31, 2025. If you have animals you missed, give the staff a call and register more cattle.

IN THE LOOP

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

We officially welcome Taylor Kelner as our new Director of Communications and Youth Activities.

Taylor is a fifth-generation cattle producer from southwest Arkansas who grew up deeply rooted in the beef industry. From exhibiting Angus cattle at every level, even earning a top-five placing at the National Junior Angus Show, to helping on her family's cow-calf operation, her passion for agriculture started at a young age. She's also the founder of two youth agriculture organizations in Arkansas, showing her dedication to creating opportunities for the next generation.

A recent graduate of Oklahoma State University with a degree in agricultural communications, Taylor brings both fresh ideas and hands-on experience to SGBI. In her new role, she'll oversee communications, advertising, and social media efforts for both SGBI and the National Junior Santa Gertrudis Association, as well as work closely with youth programs like the NJSGA Junior Board, the National Junior Santa Gertrudis Show, and the GOALS Leadership Conference.

Thank You

Thank you to our buyers, bidders, friends and family for making the Strait-Hefte Tried & True Sale a success. We're grateful for the opportunity to share our passion for Santa Gertrudis cattle and appreciate your continued confidence in our genetics and program.

2023 Tried & True Buyers

3C
ARB CATTLE COMPANY LLC
BENDED STEEL
BILL BELLO
BLACK HILLS LAND & CATTLE
BOEUF RIVER
CHICK RANCH
CIRCLE L RANCH
COUNTRY LEGENDS RANCH
CRAIG & TONYA BRAM
CREECH FARMS
DIAMOND R CATTLE
DOUBLE G FARMS

DOUBLE TT RANCH
DP CATTLE CO.
DWAYNE WARREN
FLYING C RANCH
GRANDON FARMS
HARRIS FARMS
HEARD FARMS
HEATH AVERY
HEFTE RANCH
J&L CATTLE
JC RANCH
JEREMY REED

JL CATTLE
K&B STREIT FARMS
KILLEBREW PETTIT FARMS
KING RANCH
KYLE FEAZELL
LAZY DOG RANCH
LAZY L SHOW CATTLE
MARK ARNOLD
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MOELLER DIAMOND M
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PARKER FARMS

PIT HOUSE, LLC
REESE RANCH
RIDGE POINT RANCH
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BREEDER FEATURE

King Ranch, *Kingsville, Texas*

For generations, King Ranch has stood as a cornerstone of American cattle breeding, a name often remembered for heritage, innovation, and the Santa Gertrudis breed itself. Today, that legacy continues through a philosophy rooted in balance: honoring time-tested traditions while embracing the tools that advance the breed forward.

“It has to be a balance,” Robert Silguero, Seedstock Manager at King Ranch for 25 years explained. “You can’t just go one way or the other, because if you do, you’re going to end up in a place that’s hard to get out of. It must be a complete balance of good looks and good numbers.”

That balance between phenotype and EPDs is central to King Ranch’s approach. Once driven purely by visual selection, the ranch now uses performance and genomic data to complement the careful eye of well-versed cattlemen. “We’ve gone from focusing purely on phenotype to balancing phenotype and EPDs so we can get the complete animal on both ends,” Robert Silguero said.

“Good looks and good numbers, that’s what we’re after,” Virginia “Ginny” Silguero, Genetics Data Specialist/Bull Sales at King Ranch for seven years added.

Still, tradition holds strong. In an era of electronic IDs and ultrasound testing, the ranch continues to brand the way it always has, with careful consideration for quality and hide value.

“Back in 1994, we went from branding on the ribs to branding on the hip to save hide value, and we’ve kept it that way ever since,” said Robert Silguero. “We’re just trying to do the right thing all the way around.”

Beyond technology, environment remains the ultimate test. South Texas is known for its heat and dry conditions, a proving ground for cattle that must not only survive but thrive.

“The heartier cattle stay here longer,” Ginny Silguero said. “They must be able to survive that and still reproduce and raise a good calf. These cattle do good on any kind of weather, but here it’s predominantly hot and dry, so they’ve proven their merit through generations in tough South Texas conditions.”

Resilience, adaptability, and performance have made the Santa Gertrudis breed a staple across the south and beyond. For the people behind King Ranch, the connection to the breed runs deep.

“I was born and raised here on King Ranch, fifth generation,” Robert Silguero shared. “It’s an honor to still be here, making decisions on cattle and helping with what we’re doing.”

“For me, it’s pride and an honor to be around these amazing cattle and see them perform from the beginning all the way through their lifetime,” said Ginny Silguero.

Looking ahead, King Ranch remains committed to the continued advancement of the Santa Gertrudis breed through performance testing, ultrasound data, and expanded marketing opportunities. The ranch will host its first sale in more than two decades this December, featuring both Santa Gertrudis and American Cruz cattle.

“With our sheer amount of genomic data, I think King Ranch really helps lead the way and shape the future, showing the possibilities of this breed and improving EPD accuracy,” Ginny Silguero said. “Our old sale catalogs used to have the tagline ‘In the pursuit of perfection.’ I think that’s still relevant for us today.”

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Fall Bull Sale

December 1, 2025



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JUNIOR FEATURE

Caden Tyson, *National Junior Santa Gertrudis Association President*

At just 17 years old, Caden Tyson of the Mississippi Affiliate has already spent more than half his life surrounded by Santa Gertrudis cattle. What began as a hesitant introduction to the show ring has grown into a deep passion for the breed and the people who make it special.

Caden's first experience with cattle came through his older sister, who started showing when he was in third grade. "She took up her first show heifer—a Star Five that could have easily been mistaken for a mammoth," he recalled. "Naturally, all four feet eleven inches of eight-year-old me wanted no part of this cow world." But as he traveled with her to shows, something changed. "I fell in love with the industry, and more importantly, the people," he said.

That sense of community has defined his journey. "Everyone from SGBI to the Mississippi Affiliate has always been there for me, never hesitating to lend a hand," Caden said. "Out of all the breed and species organizations I've seen, I truly believe ours stands miles ahead."

Over the years, Caden has made countless memories in the show barn, but one stands above the rest—the moment he was elected President of the National Junior Santa Gertrudis Association at the 2025 National Junior Show in Chickasha, Oklahoma. "I was scared, shocked, and incredibly excited," he said. "As I walked out of the directors meeting, I was met by the entire Mississippi Affiliate waiting for me. The outpouring of love and support was overwhelming, but what meant the most was hearing younger juniors say they wanted to be directors one day. That moment showed me the true impact of leadership and community."

Caden credits his success to those who helped shape him. "The Clays, Trai Stegall, and of course my parents have all played huge roles," he said. "But I have to give the most credit to my siblings. When I was younger, I thought I wanted to be better than them. Now, I realize I just want to be like them. They carved a path for me to follow, and I've been sure to match every step."

As his time in the junior program winds down, Caden looks to the future with confidence. He plans to attend Mississippi State University to pursue a bachelor's degree in Biosystems (Agricultural) Engineering, followed by a master's degree. "Agriculture will always play a major role in my life," he said. "It's given me everything—from friendships to purpose."

For younger members just starting their journey, Caden's advice is simple: "Put yourself out there. Compete in every contest, run for the board, shake every hand you can, and don't skip the dance. You'll meet the most influential and inspiring people by taking advantage of every opportunity our organization offers. It will build you in ways you never expected—and I wouldn't have it any other way."



SALE RESULTS

October and November 2025

Alabama Connection Sale, Cullman, Alabama

Bulls average	\$8,700
Bred females average	\$7,255
Pairs average	\$8,780
Open Heifers average	\$5,833
Overall lot average	\$7,808

Tried and True Sale, Streetman, Texas

60 purebred bulls average	\$7,908
4 Star 5 bull average	\$6,250
55 bred heifer average	\$8,091
18 open heifer average	\$8,250
10 pairs average	\$14,050
Bull gross	\$499,500
Female gross	\$734,000
Total gross	\$1,233,500

Tri Star Sale, Bloomington, Texas

21 purebred bulls average	\$8,035
71 registered females average	\$7,254
334 commercial females average	\$4,439
406 head average	\$5,350
Total gross	\$2,172,450

Email all show and sale results to Taylor Kelner, director of communications and youth activities
taylor@santagertrudis.com

SHOW RESULTS

October 2025

State Fair of Texas, *Dallas, Texas*

Grand Champion Santa Gertrudis Female



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

Reserve Champion Santa Gertrudis Female



CL Sarafina ET
Owned by: B Square Ranch & Circle
L Ranches

Grand Champion Santa Gertrudis Bull



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

Reserve Champion Santa Gertrudis Bull



777 Bet on Red
Owned by: O/X Ranch

Grand Champion Santa Gertrudis Heifer



MS Dreamboat 2186 ET
Bred and owned by: Kinsley Kubecka

Reserve Champion Santa Gertrudis Heifer



Honza 010M ET
Owned by: Coleton Honza

SHOW RESULTS

October 2025

Arkansas State Fair, *Little Rock, Arkansas*

Grand Champion Santa Gertrudis Female



Miss 777 Granite "Mockingbird"
Owned by: DMC Farms

Reserve Champion Santa Gertrudis Female



XL's Celine 020
Owned by: Excell Santa Gertrudis

Grand Champion Santa Gertrudis Bull



777 BET ON RED 977M2
Owned by: O/X Ranch

Reserve Champion Santa Gertrudis Bull



777 Candyman 777N6
Owned by: Caroline Daniel

December 15 is the last day to submit bulls for the 2026 SGBI Sire Directory

Santa Gertrudis Breeders International
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Kingsville, TX 78364

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