



SANTA GERTRUDIS

≡ ≡ ≡ **USA** ≡ ≡ ≡

May 2026 | Volume 29 No 5

Santa Gertrudis



OFFICE

SANTA GERTRUDIS BREEDERS INTERNATIONAL

CALENDAR OF EVENTS

May and June

May

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

June

- June 14-20 National Junior Santa Gertrudis Show *West Monroe, Louisiana*

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FROM THE FRONT OFFICE

Keaton Dodd, *SGBI Executive Director*

Membership,

I want to personally thank each of you, on behalf of SGBI, for showing up, engaging, and investing your time and energy into our 75th Annual Meeting. It was extremely encouraging to see the pride, passion, and shared commitment to improving this breed that each of you brought to the table. That same momentum is clearly carrying over into the marketplace, and I'd like to congratulate King Ranch, the Crimson Classic, and the Bluebonnet Santa Gertrudis Breeders for their strong, successful sales and the continued demand for Santa Gertrudis influenced cattle.

In the same spirit of momentum, I want to invite you to attend the Breeders of the Carolinas Sale in Monroe. The quality and depth of the consignments this year is truly impressive, reflecting the kind of progress and intentional breeding decisions our membership continues to make. Whether you're focused on building a set of practical, profit-driven cattle for today's commercial environment or searching for standout genetics that meet the expectations of even the most critical purebred program, there are cattle in this offering that will fit your program and move it forward.

My challenge to you as breeders this month is not simply a one-time adjustment, but a lasting shift in mindset—one that fully embraces the importance of data and our collective responsibility to submit accurate, meaningful performance information. As it stands, our registration totals over the past three years have remained largely unchanged. However, of the cattle being registered, only 39% include birth weights, 41% have actual weaning weights, 24% include yearling weights, 19% have carcass ultrasound data, and less than 2% provide usable harvest data. When we compare year over year, the trend is clear: while registrations have held steady, submissions for weaning, yearling, and carcass data have all declined.

I do want to commend the membership for the progress made in genotyping, with submissions in that area tripling over the past couple of years. That is a meaningful step forward and something we should continue to build on. However, it's important to keep in mind that genomics alone cannot drive progress. Without the phenotypic data to support and validate those results, our ability to improve accuracy and increase confidence in our evaluations is limited. If we are serious about advancing the breed, it will require a more complete and consistent commitment to collecting and submitting the data that truly drives genetic progress.

Consider this as a call to action or a challenge. I am challenging membership to continue to grow our genotypes while attempting to double the percentage of phenotypes submitted in relation to registration numbers for the 2026-27 fiscal year. I would love to report on the progress we have made in this category at our next annual membership meeting with pride in what you have all accomplished. Let's continue the pursuit of perfection.

God Bless,

Keaton Dodd

Executive Director

Santa Gertrudis Breeders International

PRESIDENT'S PERSPECTIVE

Arlin Taylor, *SGBI President*

Hello, fellow Santa Gertrudis breeders,

My name is Arlin Taylor, and it is a true honor to serve as President of this great association. I look forward to working with each of you to continue building and strengthening all that we have accomplished together.

There are many exciting things happening within our breed today. From record numbers of entries at shows to the hard work and dedication our members demonstrate in representing Santa Gertrudis cattle to the public, there is much to be proud of. These efforts do not go unnoticed and are to be commended. Our junior program and shows are second to none, and they play a vital role in securing the future of our breed.

The rising demand for Santa Gertrudis bulls and females across the country is a direct result of the commitment our members have made to evaluation, performance testing, and data-driven improvement. The success of Santa Gertrudis Star Five females topping sales nationwide is a testament to that dedication. Congratulations to all involved in achieving these milestones.

One word I have used repeatedly is members. That is because we are all part of something special, united by one common bond—Santa Gertrudis cattle. We believe in this breed and its value to the beef industry. However, we cannot reach our full potential without working together.

I encourage you to record, test, weigh, and submit your findings to the association office as we continue building a strong and dependable database. Just as importantly, I encourage you to become more involved in your association. Reach out to your Board of Directors, share your ideas, and help shape the future of this great breed.

Together, we can ensure continued growth, progress, and success for Santa Gertrudis cattle.

Sincerely,

Arlin Taylor

President

AFFILIATE DESIGN PACKAGES

From May 1 through August 1, all adult and junior affiliates can access custom design packages from SGBI. Each package includes a free logo design and two custom marketing graphics specifically for your affiliate—whether that's trade show banners, booth backdrops, sale promotion materials, or regional event graphics.

For more information contact:
Taylor Kelner
Director of Communications and Youth Activities
taylor@santagertrudis.com

BREEDER FEATURE

Briggs Ranches, *Bloomington, Texas*

For Briggs Ranches, Santa Gertrudis has never been a trend, it's been the foundation.

That foundation was established in the early 1940s when R.W. Briggs Sr. became one of the early adopters of the breed. After purchasing land in South Texas, he acquired Santa Gertrudis bulls from King Ranch and began a structured grading-up program using a Hereford base.

Beginning in the late 1950s, R. W. "Bobby" Briggs Jr. became increasingly involved in the ranch operations, a role he loved until his passing in 2008. By 1955, the operation had achieved purebred status, establishing one of the breed's long-standing herds.

From the beginning, the program emphasized disciplined breeding and long-term thinking, principles that still guide the ranch today.

While Santa Gertrudis remains at the core, Briggs Ranches has continually adapted to meet environmental and market demands. Expansion into Oklahoma in the 1980s introduced new challenges, prompting the inclusion of Angus and Hereford genetics to develop cattle suited for colder climates and different forage systems.

That shift wasn't a move away from Santa Gertrudis, it was a strategic use of it.

"We've always believed in building cattle that work," said Joe Jones, general manager, referencing the program's focus on practical performance across environments.

At Briggs Ranches, selection is rooted in both data and stockmanship. Performance metrics, such as gain, efficiency, and maternal traits, are evaluated through EPDs and structured testing, while visual appraisal remains critical.

"You've got to use the data that's available now," Robert Briggs said, "but also have a good visual eye for picking cattle that will do a good job in whatever environment they're in."

That balance has allowed the program to improve carcass and performance traits while maintaining cattle that are functional and profitable.

In the demanding conditions of South Texas, Santa Gertrudis continues to prove its value. Heat tolerance, insect resistance, and efficiency under drought conditions make the breed a natural fit for the region. Crossbreeding programs have further highlighted that advantage.

"We saw those first-cross cattle come in with higher weaning weights," Robert Briggs noted, referencing early performance records kept within the program.

Those results reinforce what many producers have found, Santa Gertrudis genetics deliver measurable performance where it matters most.

As the operation moves forward, the focus remains on continuity, both in cattle and in leadership.

"It's very important to me that the ranches stay in the family," said Louise Briggs Thurmond. "We want to make sure the next generation has a significant understanding of the business, so they are able to shape and nurture the legacy that my grandfather and father have blessed us with."

Through decades of change, Briggs Ranches has remained grounded in a simple principle: build cattle that work.

By combining Santa Gertrudis genetics with disciplined selection and practical management, the operation continues to position itself, and the breed, for long-term success.



JUNIOR FEATURE

Jana Justiss, *Texas*

For Jana Justiss, the Santa Gertrudis breed is about more than cattle. It is about growth, leadership and the people she has met along the way.

At 16, Jana has already built a strong presence within the junior association, balancing a busy schedule of school, 4-H and livestock activities while continuing to grow her involvement in the breed.

Her introduction to Santa Gertrudis came shortly after she was born. Her grandfather, Larry Justiss, purchased a cow-calf pair and registered it in Jana's name.

Between a herd she began building at a young age and her family's operation, Four J Cattle, Jana has always felt a strong connection to the Santa Gertrudis breed.

There were learning curves early on, but with support from those around her and past junior board members, Jana has grown into a successful breeder and junior member.

"It was my first show, and I didn't really know what I was doing," Jana said. "But people stepped in and helped me, and that's something I've never forgotten."

While shows and sales remain important, Jana said the relationships she has built have been the most meaningful.

"Meeting new people and making friends is probably my favorite part," she said. "I see them at shows, we hang out, and it's something I look forward to every time."

One event that stands out is the annual Hot Gert Show and South Texas Heritage Sale weekend, a tradition she returns to each year.

"It's always one of my favorites because that's where it all started for me," she said.

In addition to showing, Jana has taken on an active role within the junior association, serving on the junior board and looking to continue her leadership.

"I want to stay involved on the board and keep growing in that role," she said.

She is also running for queen at Junior Nationals, another opportunity to represent the breed and connect with fellow juniors.

Outside of Santa Gertrudis, Jana stays busy as a Texas 4-H ambassador, serving on her schools student council, a member of National Honor Society and an active participant in University Interscholastic League.

As she looks toward the future, Jana plans to remain involved in agriculture. She plans to attend Texas A&M University or Texas Tech University and pursue a career in the industry. Her career interests are in veterinary medicine and agricultural education.

"I definitely see myself staying involved in agriculture," she said.

When asked what she would tell a new junior member, Jana kept it simple.

"Don't give up and don't let yourself get discouraged," she said.

For Justiss, Santa Gertrudis has become more than a breed. It is a community where she has learned, built friendships and grown as a leader.



SALE RESULTS

April 2026

Red Hot Bull Sale, *Belen, New Mexico*

Red Hot Bull average	\$8,608
Elite Cut Females average	\$13,432
Rocky Mountain Association Females Average	\$9,417
Red Hot Bull Sale lots	154
Elite Cut Females lots	10
RMS Females lots	77
Total gross	\$1,854,000

Babydoll Sale 8th Edition, *SC Online Sales*

Purebred bull average	\$7,500
Star 5 heifer average	\$5,375
Purebred heifer average	\$9,326
Total gross	\$147,000

Crimson Classic Sale, *Cullman, Alabama*

Purebred lots average	\$6,220
Crossbred open heifer average	\$3,380
Crossbred bred heifer average	\$4,310
Total gross	\$533,350

The Final Sort, *SC Online Sales*

Flush average	\$8,750
Semen average (per straw)	\$97.50
Bull average	\$5,000
Open heifer average	\$7,400
Total gross	\$88,530

75th ANNUAL MEMBERSHIP MEETING

Kingsville, Texas | April 16-18

Santa Gertrudis breeders from across the United States gathered in Kingsville, Texas, April 16–18, 2026, for the 75th Annual Membership Meeting.

The event kicked off Thursday morning as breeders boarded tour buses for a full day of ranch visits, beginning at King Ranch. Members had the opportunity to tour both the horse and cattle divisions in Kingsville, gaining insight into the ranch's legacy of innovation, stewardship, and genetic development that continues to influence the breed today, followed by lunch at the Santa Gertrudis Breeders International office. That afternoon, the group traveled to San Jose Cattle Company, where they toured the ranch, stocker operations, and horse facilities before concluding the day with a dinner hosted by San Jose Cattle Company.

Friday began with committee meetings, followed by a luncheon and keynote speaker. The afternoon included the board of directors meeting and concluded with show awards presented by Patti Manak.

On Saturday, members gathered for the annual membership meeting, where voting for new board members took place. Affiliates and SGBI leadership provided updates on their involvement and ongoing efforts. The weekend concluded with the President's Dinner that evening, where Patti Manak was honored with the President's Award. District and Overall Awards were also presented, and Wayne Jernigan and David Harris were inducted into the SGBI Hall of Fame.

The success of the 75th Annual Membership Meeting would not have been possible without the exceptional leadership of the SGBI staff and board of directors. Diana, Kristy, and Olga went above and beyond in planning, organizing, and executing the event. Keaton Dodd, executive director, and Suzanne Fulton, outgoing board president, led the meeting with outstanding professionalism and dedication.

SGBI also extends its sincere appreciation to the generous sponsors who contributed through monetary support, donated auction items, and participated in the auction. Your continued support is greatly valued by the entire membership.



75th Annual Membership Meeting attendees gathered around the sign outside of the SGBI office.



75th Annual Membership Meeting attendees at San Jose Cattle Company before dinner.



Hall Of Fame Inductees

David Harris, Harris Riverbend Farms
Wayne Jernigan, Jernigan Ranch



President's Award Recipient

Patti Manak

75th ANNUAL MEMBERSHIP MEETING

Board of Directors

President (East): Arlin Taylor, Tinney Farms

President-Elect/Marketing & Promotion (West): Daniel Kubecka, Wendt Ranch Partners

Secretary/Treasurer (At-Large 2): Patti Ermis, Urbanosky Ranch/P-D Ranch

Breed Improvement (West): Perry Bass, San Jose Cattle Co.

Long Range Planning (West): John Justiss, 4J Cattle

Membership (At-Large District 5): Mickey Bowman, Rockin B Farm

Youth Activities (West): Callie Strait-Loden, Strait Ranches

Jessica Humphrey (West), H2 Cattle Company

Devlin Reese (West), Reese Ranch

Larry Garza (West), Double G Farms

Cody Mattingly (East), Mattingly Farms

Todd Osborne (East), Osborne Livestock Co.

Jamie Daniel (East), Triple 7 Farms

Dr. Marshall Saiz (At-Large 1), Mesa Segura Ranch

Kim Wiley (At-Large 3), Wiley Ranch

Mark Clay (At-Large 4), Ridge Point Ranch

Jewett Borden (At-Large 6), Cedar Creek Farm

Virginia Silguero (King Ranch), King Ranch



Show Award Winners

Female Division Winners

Heifer Calf: XL's River Honor 801 — Excell Santa Gertrudis

Yearling Heifer: XL's Celine 020 ET — Excell Santa Gertrudis

Intermediate: Miss 777 Lucchese 392 ET — Caroline Daniel

Senior: XL's Red Queen 389 ET — Excell Santa Gertrudis

Best of Polled: Miss 777 Granite 732 — Kallie Kilpatrick

Overall Female: XL's Red Queen 389 ET — Excell Santa Gertrudis

Runner-Up Female: TN Red Lady 223/3 — Tripp Nichols

Star Five Female: Gucci's God Fav M401 — Gracey Pitchford, Casey Pitchford, Pitchford Cattle Co. and Laura Zibilski.



Bull Division Winners

Bull Calf: XL's Typhoon 504 — Excell Santa Gertrudis

Yearling Bull: 777 Dreamboat 977Mc Bet On Red ET — O/X Ranch

Senior Bull: XL's American Pharoah 303 ET — Excell Santa Gertrudis

Best of Polled: BM Chapter 1 L71 — Flatwillow Farms

Overall Bull: 777 Dreamboat 977Mc Bet On Red ET — O/X Ranch

Runner-Up Bull: XL's American Pharoah 303 ET — Excell Santa Gertrudis

Get of Sire: XL's Midas 355 — Excell Santa Gertrudis

Produce of Dam: XL's Cleopatra 008 (ET) — Excell Santa Gertrudis

Sire of the Year: Dreamboat 037E2 — Wendt Ranches

Dam of the Year: XL's Cleopatra 008 (ET) — Excell Santa Gertrudis

Breeder of the Year: Excell Santa Gertrudis

District and Overall Award Winners

Purebred Registrations:

District 1- Red Doc Farms, New Mexico

District 2- Strait Ranches, YN Strait Family, Texas

District 3- Triple Seven Farms, Arkansas

District 4- Grandview Farms, Alabama

District 5- Five J's Beef and Cattle Company, North Carolina

District 6- Jim Campbell Farm, Missouri

Top Dam- RAR Miss Abigail 1637

Owned by: Excell Santa Gertrudis

Top Sire- Dreamboat 037E2

Owned by: Wendt Ranch Partners, LLC

Star 5 Recordings:

District 1- Red Doc Farms, New Mexico

District 2- King Ranch Inc, Texas

District 3- Arrow W Ranch, Oklahoma

District 4- Tideland Farms, Mississippi

District 5- Five J's Beef and Cattle Company, North Carolina

District 6- Hiss Family Farm, Indiana



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