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NOVEMBER 2023 • VOLUME 26 • NUMBER 11

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FEATURES

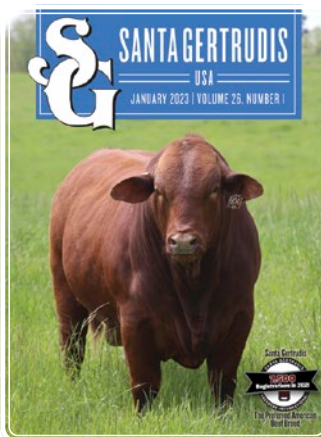


10 Moving Forward



16 GOALS Gathers in Louisville

19 2024 National Santa Gertrudis Show Announcement



20 Coming Up: The January Herd Sire Issue

IN EVERY ISSUE

- 6 From the Front Office
- 8 President's Perspective
- 12 Production Tips & Tools
- 14 Calendar
- 17 Junior Voices
- 22 Ad Index

RESULTS & REPORTS

- 11 Sale Reports
- 14 Field Report
- 14 New Members
- 14 SGBI Business
- 18-20 Show Results
- 20 Activity Reports

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Rockin 3T Ranch, Ennis, Texas

Photo courtesy of Darren Richmond.

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FC Renegade 76/2 is a son of our senior herd sire, FC Savage 25/4, making him a paternal brother to our top donor, FC Dusti 37/7. His dam is FC Zoie 19/5 who combines the genetics of Sheriff 5577 and Shakers Playboy 720.

We appreciate Dwayne and Alyson Ellis for their purchase of FC Renegade 76/2.

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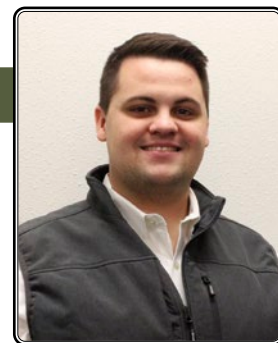


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Opportunity Knocks

I can't lie to y'all; I'm writing this one with a bit of sadness in my heart. This is the first time in a while I've been at a loss for words! When you're reading this, I will have resigned from my position as Santa Gertrudis Breeders International (SGBI) executive director. At the end of the day, I was presented with an opportunity that Kelsey and I feel like we need to pursue. The decision was not easy, as there are so many of you that I not only consider great professional contacts, but even more so as life-long friends. I gotta tell you, it's hard to leave people like that, especially when you feel like you're doing good work and have tremendous support. However, Steve Grey said, "opportunity knocks at the strangest times. It's not the time that matters, but how you answer the door."

The second the team mentality takes over is the second that this breed takes the world by storm.

I've gotten so many phone calls and texts telling me how some of you look forward to my report every month. I promise, I'll tie a quote back into something relatable and profound as I wrap this one up. But first, I want to say what a pleasure it has been to work with this breed. You don't always expect to leave a place and it to have had the impact on you that SGBI has had for me. I meant what I said earlier (and you know who you are) – I've made lifelong friends in this role that I know will stand behind me for the long haul. To each of you, I am tremendously grateful and humbled to have you in my life. I've made tremendous professional contacts and

have had the distinct pleasure of getting to know so many of you. I love hearing about your goals as cattle raisers and as people. To all of you members, I am tremendously grateful.

But there is a specific group of people that needs to be thanked above all else – the SGBI staff. To Emma, Kristy, Melissa and Miss Di, I have told you this more times than I can count, but I want it in writing for the world to know. Ladies and gentlemen, SGBI staff is as good as you could possibly ask for. I would put our ladies up against any other breed association out there. To that vast group of you who have called, expressing how grateful you are for those ladies and what they do in the office, know how appreciated those kind words are. The ladies in Kingsville made my life easier every single day, and I truly mean it

when I say that what we accomplished in my time would not have been possible without them, their work ethic and their expertise. I've always seen the office staff as a team, and I am incredibly proud, thankful and honored to have had the opportunity to serve on the same team as the four of you.

So, what you're all probably wondering now is, "What's next?" Well, I can't tell you for sure. However, I can offer you a two-part challenge. If you're to this part and you think I'm not talking to you, then dial back in because I am speaking to every SGBI member right now. *Parks and Recreation* is one of my favorite shows.

It's up there with *Ted Lasso*, *The Office* and *Modern Family*. Ron Swanson from *Parks and Recreation* is probably my second favorite TV character of all time behind *Ted Lasso*. He's a no-b.s. boss who doesn't eat salad and is insanely funny.

The first part of my challenge to you comes from one of his more serious moments: "Live your life how you want, but don't confuse drama with happiness."

I just want you all to think about it. Truthfully, it may not apply to some at all. However, if you got triggered by it, then maybe it's time to take a step back and just do a little reflecting. In my opinion, with drama, there is no happiness. Don't let the little things consume you. Think about the future; think about the goals.

Like I've said many times, the Santa Gertrudis breed is presented with incredible opportunities. This breed is filled to the brim with a superior product. But in order to truly capture that value, you can't worry about the things that don't matter. The way I see it is – if one of you wins, then the breed wins. Don't worry about what anybody else does. Instead, worry about what you can do for the breed. If you have a win, that helps everybody capture more value. But that only gets done with togetherness, unity and common goals. Don't act like the government, act like a team. The second the team mentality takes over is the second that this breed takes the world by storm.

So, what's the second part of my challenge? Well, that's pretty simple. As always, just think about this: It's about BREED improvement, not only herd improvement. 🍀



9th Annual

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Keep an Eye on Quality



The National Beef Quality Audit (NBQA), first conducted in 1991, has provided the beef industry with a roadmap for improvement. Since its inception more than 30 years ago, the NBQA, which is updated every five years, has given an idea of where industry members need to focus in order to improve beef quality and meet consumer demands. The 2022 NBQA revealed that the industry has made tremendous genetic improvement in the area of carcass quality with more than 80 percent of carcasses today grading Choice and Prime. This is compared to approximately 56 percent of carcasses hitting those quality grades in 1991.

As Santa Gertrudis seed-stock producers, we have made tremendous progress in the area of carcass quality over the last 10 years, and membership has successfully utilized ultrasound and harvest data to build a strong carcass dataset for the breed's genetic evaluation. It is no longer unusual for Santa Gertrudis cattle to scan 8 percent IMF or better and see data indicating 70 percent of the grades are Choice or better on harvested cattle reported to Santa Gertrudis Breeders International (SGBI).

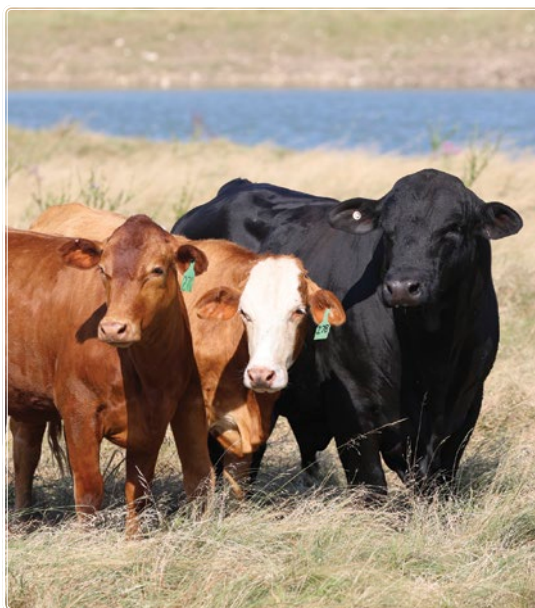
However, the Santa Gertrudis breed is still considered a "USDA Select breed." While we have made tremendous progress, our competitors have as well. SGBI members must continue to keep an eye on carcass quality as breeding and selection decisions are made.

There were other NBQA findings that can provide Santa Gertrudis breeders insight into the industry.

- The number of black-hided cattle continues to increase.
- The carcass quality grade improvements have been accompanied by an increase in carcass weight and fat thickness, leading to increases in the percentage of Yield Grade 4 and 5 carcasses.

The 2022 National Beef Quality Audit can be accessed at www.bqa.org.

I encourage each ranch to consider improving beef quality grades. We cannot stay competitive in today's market if our genetics fail to offer our consumers premiums. The commercial cattleman is well educated about the historical benefits of Santa Gertrudis genetics. We breeders need to provide them with the additional confidence their carcass quality will not be compromised. 🐄



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Moving Forward

BY JESSIE TOPP BECKER,
SANTA GERTRUDIS SOURCE MANAGING EDITOR

Focus Group Session Sets Foundation for SGBI Strategic Plan

A membership survey, focus group session and two-day strategic planning workshop in 2010, 2011 and 2012 were key tools for building the long-range plan that Santa Gertrudis Breeders International (SGBI) operated on from 2013 to 2017. Ryan Rhoades, Ph.D., Extension beef specialist at Colorado State University, was instrumental in the process then, so it was only fitting that his involvement continued a decade later when Santa Gertrudis breeders gathered at the Cherokee Ranch, Sedalia, Colo., for a focus group to discuss challenges the association and Santa Gertrudis breed face. That discussion will serve as the catalyst for the association's next strategic plan, which is being developed by the Long Range Planning Committee.

The purpose of any strategic plan is to provide direction.

Strategic plan development takes time. It takes collaboration. While not everyone may agree on exactly how the initiatives are accomplished, everyone can agree that something needs to happen.

"In a changing, dynamic industry, we've got to have focus, we've got to have direction," Rhoades said. "It's going to allow you to prioritize efforts to have the greatest impact."

As a result of the focus group session, Rhoades identified four areas the association needs to address to keep SGBI viable: education, marketing, collaboration and innovation. Specifically, educating the industry to overcome a negative perception and increase recognition of breed strengths; marketing of genetics at a profit to increase critical mass; re-



Ryan Rhoades, Ph.D., Extension beef specialist,
Colorado State University

building relationships and increasing collaborative efforts inside and outside of the organization; and identifying, developing and implementing tools to validate the uniqueness of the breed. Rhoades said these four topics are the same ones he heard from Santa Gertrudis breeders 10 years ago.

"Why are we hearing these things again? There's a reason," Rhoades told attendees. "They are big, messy, hard things to solve. And oftentimes we put a quick fix on those things, and it gets us by for a little while, but it's not a long-lasting, sustainable thing. We need to understand why these problems are continuing to happen."

In order to truly understand the problem, Rhoades said the association and its members have to go beyond conventional thinking to a systems approach, which can help breeders dig into the problems and uncover why these things are happening. He suggested the association work with the King Ranch Institute to examine some of these long-lasting, recurring problems to find better solutions.

"We need to think deeper about these problems," Rhoades said. "You don't need solutions yet; you need to better understand the problems."

The 2013 strategic planning process provided the association with

an extensive strategic assessment, a strategy map and balanced scorecard. The map provided a clear visual representation of strategic objectives and how those align, and the balanced scorecard was used for communication and accountability.

Based on what he heard from breeders during the focus group in mid-August, Rhoades said the existing strategy map is solid and needs little to no changes. However, the initiatives section on the balanced scorecard needs to be updated.

"These things they did 10 years ago, they don't work now," Rhoades said. "Some of them might be relevant, but most of them aren't going to work. You really need to focus on what the initiatives need to be to drive this and then develop some measures to measure those things. And then you hold people accountable. That's how you make it successful."

The biggest barrier to the success of any long-range plan is lack of buy-in from members.

"I know everybody has different wants and different needs, and it will be hard to determine what's the best to do, but other breeds have done this; they have invested a significant amount of money to develop a tool that makes them unique," Rhoades said. "They have done this. You need to do this."

"We need to do a better job of creating a culture of working together on common issues," he added. "There's no reason for this to exist if you can't work together."

Strategic plan development takes time. It takes collaboration. While not everyone may agree on exactly how the initiatives are accomplished, everyone can agree that something needs to happen.

"Organizations do not become great by accident. Organizations become great when their members take an active role and commit themselves

Continued on 20 »

SALE REPORTS

EXCELL SANTA GERTRUDIS REDS TO DIE FOR VOLUME II

Sept. 7, 2023 • Santa Fe, Texas

• SALE AVERAGES •

1 Bull: \$3,200 • 13 Open Heifers: \$8,712

6 (1-unit) Embryo Lots: \$617 • 5 (3-unit) Embryo Lots: \$2,670

Excell Santa Gertrudis second biannual online Reds to Die for Volume II sale was hosted by *Steerbidder.com* Sept. 7, 2023. The high-selling lot, Lot 1, XL's Rouge Ruby 375 (ET), was sold to Kimberly Shipper, Franklin, Texas, for \$25,000. The high-selling bull, Lot 11, was sold to Cale Cornelius, Timpson, Texas, for \$3,500. 🐄

DISTRICT 6 SHOW & SALE

Sept. 15-16, 2023 • Corydon, Ind.

• SALE AVERAGES •

15 Lots: \$3,200

The 30th District 6 Show and Sale chairman was Todd Osborne and the sale manager was Darren Richmond.

The high-selling lot, a STAR 5 bred heifer, was consigned by Gracey Pitchford, Eustace, Texas, and was sold to Kelly Copas, Franklin, Ky., for \$8,500. The volume buyers were Tom Heywood, Goshen, Ind., and Kelly Copas. 🐄

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SAT., DEC. 9, 2023

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Scheduled speakers, from left, Dr. Daniel Poole, Gary Gregory and Josh Bowman



SCHEDULE OF EVENTS

- | | |
|----------------|--|
| 9:00 a.m. | Registration |
| 9:30 a.m. | Welcome & Association Updates
Josh Bowman |
| 10:00 a.m. | Educational Program
Dr. Dan Poole (Santa Gertrudis and F1 Project Report)
Gary Gregory (Bull Selection)
Dr. Felipe (Power of Crossbreeding)
Johnny Rogers (NC State Bull Test) |
| 11:30 a.m. | Lunch |
| 1:00-2:30 p.m. | Walking Tour and Driving Tour to Research Station |

Make Your Plans to Attend!

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A Better Calf-Banding Band

If widely adopted, a new calf band will become a game changer for the beef and dairy cattle industries, which have been criticized for a lack of pain management following castration of bull calves, regardless of method. Elastic banding of young male calves, lambs and goat kids has been employed as an alternate means to castration for a very long time.

A new, revolutionary approach to calf banding by Calgary, Alberta, Canada animal pharmaceutical company Solvet was successful in alleviating the pain and discomfort associated with elastic-band castration. The new product is called Lidoband, and it should be available in the United States first, followed by the United Kingdom by the end of 2023. This elastic band looks similar to currently available castration bands (the green ones), but it is infused with the anesthetic lidocaine. Based on extensive research trials, the 80 milligrams of lidocaine within the band is rapidly released within 30 minutes and then followed by a slow-release dosage for at least another 48 hours. Solvet claims the lidocaine in the impregnated band remains in the band up to 42 days.

Based on experience, banded castration takes three to six weeks before testicles are sloughed off. Some of you may have sped-up this process by gathering banded calves, lambs or goat kids one to two weeks post-



banding and simply cut below (never above) the band, which is still doing its job. This two-step castration method, in my opinion, should work well with the Lidoband.

According to the National Library of Medicine, lidocaine was first synthesized between 1943 and 1946. It became widely used due to superior safety as compared to older anesthetic agents at that time. Lidocaine is a local anesthetic that can be injected or applied topically. The site of action of lidocaine is at the sodium ion channels of nerve cells. Lidocaine actually travels through the nerve cell membrane and picks up a hydrogen ion within the nerve cell. At this point, lidocaine is positively charged (due to hydrogen) and can bind reversibly to nerve cell sodium channels from the inside of the nerve cell. This lidocaine+ binding to sodium channels locks them open and prevents nerve cell depolarization (aka “nerve firing”). I know we all have

been thankful for lidocaine every time we have needed skin sutures or had a tooth pulled. Thus, we know lidocaine works well to alleviate painful situations, like the banding of young calves.

The original published research on the concept of lidocaine-impregnated elastator bands tested three band types and lidocaine levels between 80 and 200 milligrams per band. These researchers compared band performance to standard lidocaine injections as a control group. The three types of latex elastator bands loaded with lidocaine were small (green), medium (beige) and large (Callicrate) sizes. All bands outperformed lidocaine injections in long-term delivery and pain mitigation. When and if the larger bands will be available, only time will tell. Presently, I am only aware of the small bands (Lidoband) developed for calves up to 250 pounds and lambs up to 50 pounds. These bands will be sold over the counter without a prescription.

With my own hit-and-miss online research, I found individually packaged bands (packets of six bands) that may cost about \$2 per band vs. \$2.79 for a package of 100 classic, latex rubber elastator rings. It's recommended that the person applying the bands wear gloves. Lidoband can be used with the currently available elastator devices (\$12 to \$43). No need

Continued on 20 »

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SGBI BUSINESS

Bull Agreement

If a breeder lends out a bull for natural service, please document dates that it was pasture exposed to dam(s). Breeders can log in to DigitalBeef, click "herd mgmt," "breeding," "bull agreements," "add new tab." Then, enter the Santa Gertrudis Breeders International (SGBI) member number of the person you lent the bull too; highlight the bull; enter the beginning and end date (optional); and then click "record agreement." That will allow the breeder to register calves with no kick outs.

Annual Meeting

The 2024 SGBI Annual Meeting will be April 25-27 in Myrtle Beach, S.C. Watch for more information in future issues of *Santa Gertrudis Source* and on SGBI's website and social media channels.

As always, if you have any questions or require any assistance, please do not hesitate to contact us at the SGBI office at (361) 592-9357. 🐄

FIELD REPORT • Darren Richmond
SGBI Member Services Representative



District 6 Events

In late September, the District 6 Breeders celebrated their 30th Show and Sale in Corydon, Ind. If you are a Santa Gertrudis breeder and haven't attended this event, it's a must! The Osborne and Mattingly families, Rob and Barb Moeller and Craig Lapossa are to be commended on their hard work and time they put into this event that 100 percent supports the juniors members.

From the Friday night meal sponsored by Cedar Creek Farm to the junior auction raising thousands of dollars for the juniors, the Santa Gertrudis Breeders International Larry Osborne Memorial Point Show, D6 Sale and the junior show is a weekend of giving and fellowship like no other in the breed! 🐄



Photos by Laura Ziblski

EVENT CALENDAR

November

- 1 NJSJS Ownership Deadline - Purebred Female, STAR 5, Bull Classes
- 4 Mountain Laurel Classic Sale, Calhoun, Ga.
- 10-11 Quail Valley Farms Annual Bull & Female Sale, Blountsville, Ala.
- 15 National Santa Gertrudis Show Registration Deadline
- 16 North American International Livestock Show, Louisville, Ky.
- 18 Hot Gert Show, Robstown, Texas
- 18 South Texas Heritage Sale, Robstown, Texas
- 18 Southern Partners in Performance Sale, Union Grove, N.C.
- 26-Dec. 11 Santa Gertrudis World Congress 2023, Brazil

December

- 9 Breeders of the Carolinas Field Day, Bahama, N.C.

January 2024

- 14 Stockyard Showcase Sale, SC Online Sales
- 15 National Santa Gertrudis Show, Fort Worth, Texas
- 31-Feb. 2 Cattle Industry Convention & NCBA Trade Show, Orlando, Fla.

February

- 1 Premier Santa Gertrudis Association Sale Entry Deadline
- 17 Wendt's Super Santa Sale, Online

March

- 19 Texas Alliance Sale, Bloomington, Texas
- 23 Purple Reign III Sale, Magnolia, Ark.

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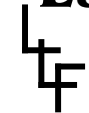
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Santa Gertrudis

GOALS GATHERS IN LOUISVILLE



National Junior Santa Gertrudis Association members at the 2023 GOALS. Forty members representing six states participated in this year's event.



For a full report and additional pictures, visit:
www.santagertrudis.com/sgbi-youth/goals



LEFT: GOALS youth participants, chaperones and field day hosts at Cedar Creek Farms. SGBI member and District 5 Director Jewett Borden provided a field day experience at his farm-to-finishing operation in Shepherdsville. **RIGHT:** The GOALS group stands near the starting gates of the Kentucky Derby. The members also toured the Churchill Downs stables and training center and Kentucky Derby Museum.

Our Deepest Thanks!

To all of the breeders throughout the years who have supported our operation through their purchase of our genetics.

Special Thanks!

Josh Amos, Horton, Ala.
Kyle Morris, Mulberry Bend Farm, Ala.
Five J's Cattle Co., N.C.
Hiss Family Farm, Ind.
Cedar Creek Farm, Ky.
Arrow Creek Farm, Ky.
Graves Creek Ranch, Miss.
T & S Farm, S.C.
Rockin B Farm, N.C.

Pleasant Valley Farm, Ind.
Diamond S Ranch, Texas
Ronald Beckman, Ind.
Rolling Oaks Ranch, Mo.
Tinney Farms, Ala.
Ray & Logan Ward,
Ward Farm, Ala.,
Kade Thigpen, Texas
Red View Farms, Ind.
Heard Farm, Ill.
Jason Meyers, Ill.

We'd also like to express our appreciation to Diana Ruiz at SGBI for all her help through these many years!

And Finally...

I especially want to thank my wife, Ginny, for taking care of the herd all those years I was on the river.

- Del



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Thank you Kyle Morris, Mulberry Bend Farm, Hanceville, Ala., for your purchase of our bred heifers!

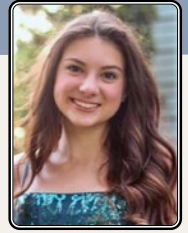


Rhett Laubach, Our Next Speaker, poses for a photo with GOALS participants. Laubach led multiple educational sessions.



Goals participants with "Mr. Agriculture" in Kentucky. Mr. Warren Beeler gave an amazing motivational and informative talk to the juniors.

JUNIOR VOICES · Gracyn Foster,
Secretary



Q: WHAT ADVICE WOULD YOU GIVE SOMEONE WHO IS JUST GETTING STARTED WITH THE NJSGA?

A: I have been involved in the Santa Gertrudis breed for almost seven years. My first national show was in 2018 in Texarkana. I had two calves, a heifer and a bull, and I had no idea what I was doing. My mom decided that she would sign me up for almost every competition and, against my will, I competed. At my first National Junior Santa Gertrudis Show, I won first place in the junior category of sales talk. I went to College Station the next year and won first place again. The next year, I wanted to back out. I was moving into the intermediate category and 12-year-old Gracyn was scared out of her mind. Then I received the best piece of advice: "Always reach higher, even when you think you're at the top." So, I reached higher and won sales talk again; then I reached higher and won national princess; then once again, I reached higher and was elected to be a national at-large director and NJSGA secretary. I went from being a dorky 11-year-old girl who had no idea what she was doing, to being a girl who isn't scared to reach higher. So, my advice for you is, "Always reach higher, even when you think you're at the top." 🌟

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BEST OF POLLED FEMALE
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Magnolia, Ark.



GRAND CHAMPION STAR 5 FEMALE
Miss TOCR Molly, Landon Stem,
Plantersville, Texas



**RESERVE GRAND CHAMPION
STAR 5 FEMALE**
HCC Lola, Tripp Nichols, Axtell, Texas

Sept. 15, 2023 • Corydon, Ind.
Judge: David Alderson

Larry Osborne District 6 Memorial Show



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Weatherford, Texas



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Axtell, Texas



RESERVE GRAND CHAMPION FEMALE
Miss Grandview 205J2, Bar M Farm
and Grandview Farms, Lenior, N.C.



BEST OF POLLED FEMALE
Miss Grandview 9115J12,
Red Dawn Farm, Gallant, Ala.



GRAND CHAMPION STAR 5 FEMALE
MVF Maggie May, Morse View
Farm, Mountain Grove, Mo.



**RESERVE GRAND CHAMPION
STAR 5 FEMALE**
BM K62, Gracey Pitchford,
Eustace, Texas

Sept. 18, 2023 • Lawrenceville, Ga.
Judge: Vance Christi

SHOW RESULTS

Southeast Empire Fair



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Magnolia, Ark.



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GRAND CHAMPION FEMALE
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Axtell, Texas



RESERVE GRAND CHAMPION FEMALE
Miss Grandview Bugatti 5121K,
Gracey Pitchford, Eustace, Texas



GRAND CHAMPION STAR 5 FEMALE
MVF Maggie May, Morse View Farm,
Mountain Grove, Mo.



**RESERVE GRAND CHAMPION
STAR 5 FEMALE**
HCC Lola, Tripp Nichols, Axtell, Texas

**NO PHOTO
BEST OF POLLED FEMALE**
Miss Grandview 9115 J12, Red Dawn
Farm, Gallant, Ala.

Sept. 24, 2023 • Oklahoma City, Okla.
Judge: John Rayfield

Oklahoma State Fair



GRAND CHAMPION BULL
777 Kash, Erin Kay Daniel,
Magnolia, Ark.



RESERVE GRAND CHAMPION BULL
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Wendt Ranches, Magnolia, Ark.



GRAND CHAMPION FEMALE
CLB 2221 Tana Marie, Tripp Nichols,
Axtell, Texas



**RESERVE GRAND CHAMPION FEMALE
AND BEST OF POLLED FEMALE**
Miss Grandview 9115 J12,
Red Dawn Farm, Gallant, Ala.



GRAND CHAMPION STAR 5 FEMALE
Cooperheads Ms Assignment,
Gracey Pitchford, Eustace, Texas



**RESERVE GRAND CHAMPION
STAR 5 FEMALE**
Miss TOCR Molly, Landon Stem,
Plantersville, Texas

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BEST OF POLLED BULL**
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Plantersville, Texas

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DK Salty Chupacabra,
Crey Cummings, Batesville, Ark.



GRAND CHAMPION STAR 5 FEMALE

HCC Lola, Tripp Nichols, Axtell, Texas



RESERVE GRAND CHAMPION STAR 5 FEMALE

H2 Belle 8, H2 Cattle Co.,
Clarksville, Texas

NO PHOTO RESERVE GRAND CHAMPION STAR 5 BULL

SF Michelob, Top Shelf Cattle Co.,
California, Mo.

ACTIVITY REPORTS

FINANCE COMMITTEE - Amber Robertson, Chair

The Santa Gertrudis Breeders International (SGBI) Finance Committee met via Zoom on Aug. 9 and Sept. 26 to discuss topics brought to us by the SGBI Board. During these meetings, the committee researched the feasibility of hiring an associate director at the office or a consulting firm. Both of these were suggested by the board to help our office and association run efficiently.

The Finance Committee is conducting an audit on unpaid/outstanding membership balances and strategies to mitigate these and steps to prevent these types of balances going forward. We will be making recommendations to the board on these topics and others at the fall SGBI Board of Directors meeting Oct. 6. I would welcome anyone with questions or concerns to reach out to me or any of our board of directors. 🐾

A Better Calf-Banding Band

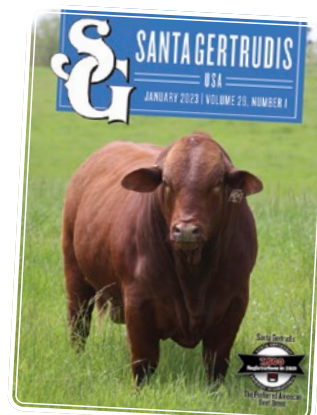
Continued from 12

to worry about getting lidocaine residue on your hands if you accidentally handle Lidobands; simply wash your hands with soap and water.

Hopefully, Solvet will not encounter any roadblocks in making Lidoband available to U.S. beef cattle producers. This will become an industry-changing product that finally addresses animal welfare concerns. 🐾

Coming Up: THE JANUARY HERD SIRE ISSUE

Start the New Year off right by being a part of the annual Herd Sire issue. It's a great way to showcase your bull battery, promote your newest sire or tout your tried-and-true genetics. Contact Darren Richmond at (423) 364-9281 or djrichmd@gmail.com for more information. 🐾



Moving Forward Continued from 10

to the success of the organization," penned Wes McDaniel, 2013 SGBI vice president of long range planning, in the 2013 strategic plan's introduction. "Our strength is in the unity of our membership."

SGBI has experienced leadership changes, differences of opinions and differing thoughts on the association's direction over the past 10 years. However, in order for the association and the Santa Gertrudis breed to remain relevant and viable, SGBI members need to put differences aside to find the best way to move forward. 🐾

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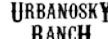
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AD INDEX

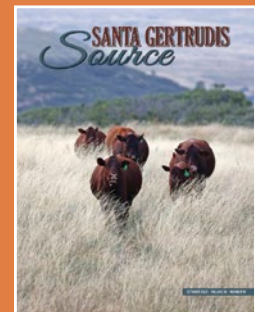
3WC Cattle.....15	La Campana Ranch.....12
4S Farms.....21	Lucky L Farm.....15
5J's Cattle Company.....5	Mattingly Farms.....13
777 Farms.....5	MC Ranch.....21
Arrow Creek Santa Gertrudis.....15	Minix Cattle Co.....15
Bleri Farms.....17, 21	Old Agency Reserve.....21
BlackTip Cattle.....21	Olivarez Ranches.....22
Borchers Southern Y Ranches L.P.....21, 23	Osborne Livestock.....13
Briggs Ranches.....21	Parker Farms.....13
Buena Vida Cattle Company.....11, 21	Passion Farms.....5
Carley's Show Cattle.....15	Pinnacle Cattle Co. LLC.....21
Cherokee Ranch & Castle.....21	Red View Farms.....13
Corporon Acres.....21	Richmond Photography & Video.....22
Creech Farms.....5	Ridge Point Ranch.....15
Crosswinds Ranch.....21	Rockin B Farm.....15
Diamond G Ranch.....15	Rocking A Ranch.....22
District 6 Breeders.....13	Rose Hill Ranch.....22
Double TT Ranch.....21	Santa Gertrudis Breeders of the Carolinas.....11
Excell Santa Gertrudis.....21	Santa Gertrudis Small Breeders Group.....15
Flying C Ranch.....5	Shampain Ranch.....13, 16
Four J Cattle.....22	South Texas Santa Gertrudis Association.....7
Franklin Farms.....15	Strait Ranches.....22
Goodin Farms.....21	T&S Farm.....21
Grandview Farms.....9, 21	TB Cattle Farm.....15, 22
Graves Creek Ranch LLC.....5	Tideland Farms.....21
Hargis Farms.....22	Tinney Farms.....2
Heath Farms.....21	Triple P Ranch.....15
Hefte Ranch.....22	Twisted C Farms.....21
In the Red Ranch.....22	Urbanosky Ranch.....22
Iron Oaks Cattle.....22	Vesper Ranch.....22
Jernigan Ranch.....21	VZ Cattle.....15
John Martin Ranches.....22	Wendt Ranches.....3, 22
KC Ranch LLC.....21	Williams Farm.....21
Kick'n A Ranch.....22	WindCrest Farm.....13
King Ranch Inc.....24	Wunderlich Farms.....22

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