

SANTA GERTRUDIS *Source*



DECEMBER 2023 • VOLUME 26 • NUMBER 12

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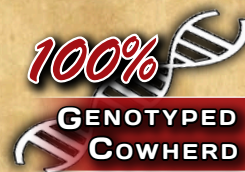
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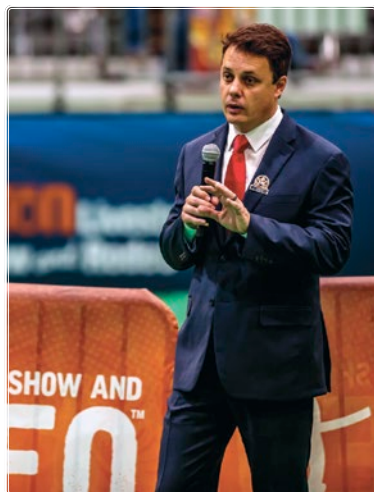
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Buena Vida Cattle Company, Kingsbury, Texas
Photo by Darren Richmond.

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Don't Give Up



This month I want to encourage breeders to remain proactive in your Santa Gertrudis cattle breeding programs. We are seeing industry-wide attrition among seedstock producers and registered cattle producers when it comes to generating numbers of registered cattle. Not all breeds will survive this transition, and the likelihood that those genetics will remain viable will be based on individual breeding programs. Oftentimes, the progressive commercial cattleman is more likely to buy from a reputable breeding program rather than just purchase registered bulls or females.

I encourage breeders to continue reevaluating their breeding programs as well as their marketing programs. If you're struggling with marketing your purebred Santa Gertrudis cattle, please consider different markets, pricing your cattle to sell and be open to customer feedback. Santa Gertrudis cattle will continue to survive as they always have since their inception; however, the number of purebred breeders will likely continue to dwindle, based on current trends.

That being said, those remaining Santa Gertrudis producers can generate significant numbers of seedstock for the beef industry or even for the recreational beef producer. We have to remember that the Santa Gertrudis breed was founded from the King Ranch herd sire Monkey several decades ago. We do not have the current environment of tax credits on registered cattle, a booming petroleum industry or a surplus of self-made successful men and women who want to plant their dreams in rural America and see them grow.

We do, however, have a product that can add value to cattlemen's breeding programs by offering traits like heterosis, adaptability and enhanced longevity. The ball is in our court to make the breeding and marketing decisions that will keep our operations viable in the next few years. Santa Gertrudis can remain viable if we continue to institute the tools of the beef industry as well as offer a niche that other major breeds fail to offer to customers.

By now you have heard that HC Neel has resigned as Santa Gertrudis Breeders International (SGBI) executive director. The SGBI office continues to operate as before, and routine breed services will continue uninterrupted. The SGBI Board is in the process of hiring a new executive director. We encourage breeders to remain engaged and reach out to the SGBI office for routine breeder services.

Santa Gertrudis can remain viable if we continue to institute the tools of the beef industry as well as offer a niche that other major breeds fail to offer to customers.

2023 has been a difficult year for Santa Gertrudis breeders, filled with drought, labor shortages and rising operational costs. Beyond the horizon, 2024 offers great opportunities for breeders to capture premiums with cattle shortages and buyers seeking more sustainable beef genetics. I encourage breeders to reinvest in progressive Santa Gertrudis genetics, and I anticipate you will see your investment pay off in the future. 🍀

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Cow Efficiency Drives Profitability and Sustainability

BY TROY ROWAN, PH.D.,
ASSISTANT PROFESSOR
AND EXTENSION
SPECIALIST (BEEF
GENETICS), UNIVERSITY
OF TENNESSEE

Genetic improvements are permanent, and the traits that drive increases in efficiency and sustainability are also the ones that improve profitability.

Sustainability is a word that gets about as many reactions as it has definitions. This is true in the cattle business and beyond. At its core, sustainability is the ability to meet current needs without depleting resources for the future. This is nothing new for an industry as future-oriented and resource-restricted as beef production. The beef industry is as efficient as ever, and I would argue that efficiency, sustainability and profitability all go hand in hand. The practices that help make our cattle more efficient will likely decrease their already modest environmental impact. Further, the traits that drive sustainability also make our herds more profitable. This means that our selection for more profitable cattle will likely increase industry-wide sustainability. For all of these genetic improvements, efficiency will be at the center.

Reframing Efficiency and Sustainability

There is no place where this efficiency is as important as in the cow-calf sector. This is where animals spend most of their lives, and as a result, efficiency increases can be hugely impactful. Unfortunately, it is the sector with the most varied management and where capturing efficiency metrics is the most challenging.

Typically, we would measure the efficiency of our operations on a “per-cow” basis. In other words, how much end product (weaned calf/fed calf pounds, red meat, etc.) do I produce per cow in my herd? To define efficiency more comprehensively, we must consider our ultimate limiting factor – forage resources. The ultimate efficiency measure is how much end

product we produce on our operation’s overall footprint. This might mean a slightly lower weaning weight per cow but more pounds weaned overall if we can stock a couple more cows in the same area. Sustainability and profitability metrics deserve the same treatment. A cow that emits a bit more methane but is 50 percent more productive than the next cow is probably more environmentally friendly.

Selection Tools for Efficient and Sustainable Cattle

As we think about improving the beef industry’s environmental and economic sustainability, genetic improvement is a core strategy for driving permanent directional change. While feed additives or other management interventions might boost performance or decrease enteric emissions immediately, they are ultimately temporary solutions. Genetic improvements are permanent, and the traits that drive increases in efficiency and sustainability are also the ones that improve profitability.

Cow efficiency is a multi-faceted concept driven by a suite of traits and indicators. Many of these traits have selection tools available for making breeding decisions (i.e., EPDs). The most straightforward definition of efficiency is feed efficiency: How effectively does a cow turn forage into milk (weaned calf pounds)? Directly measuring forage-based feed intake is one of our industry’s major challenges. Dry matter intake records from feed-intake systems are typically performed in growing animals eating a concentrated diet, missing many of

Continued on 10 »



Wendy Ranches Partners, LLC, Bay City, Texas.
Photo by Darren Richmond.

Thank You

As the sun sets on another year, we are so very thankful for all of our buyers, for you, for health, family, friendships, lasting legacies, the power of hard work, dedication and Santa Gertrudis genetics.

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It is also important to remember the many other factors that make a cow efficient. A commercial cow's ability to remain productive and in a herd for the long term is central to an operation's overall profitability and efficiency.

the nuances that factor into a grazing cow's intake. These nuances include variations in an individual cow's basal metabolism, grazing behavior and environmental adaptation.

To date, our best solution for genetically improving cow efficiency has been to select for a more moderate mature size and more moderate milk production, as we know that lactation is an energetically expensive process. While mature size correlates with feed intake, it is becoming clear that it may not tell the whole story. Some cows appear to be thrifter than others, maintaining a high mature weight with minimal feed intake. Multiple land grant universities have ongoing research focused on developing ways to identify strategies that measure cow efficiency.

It is also important to remember the many other factors that make a cow efficient. A commercial cow's ability to remain productive and in a herd for the long term is central to an operation's overall profitability and efficiency. Long-lived cows help reduce the replacement rate, making annual heifer development costs cheaper, resulting in additional calves to market. Anything that jeopardizes a cow's longevity is a direct hit to a herd's overall efficiency. Cows that fail to breed but that remain in herds are almost always going to put us in the red. This lack of revenue means that a cow's costs must be spread over the remainder of her life, significantly lengthening her "payback period." Further, a sub-fertile cow is taking up valuable forage resources that could be devoted to a more productive animal. Genetic selection for fertility will remain a critical strategy for increasing herd-wide efficiency.

Other traits that interfere with longevity are also essential to consider in selection decisions with efficiency in mind. Feet and leg traits, udder quality and disposition can all cause premature culling and drive down a herd's efficiency. The multi-trait nature of efficiency can make selection decisions challenging when using many EPDs simultaneously. This makes economic selection indexes incredibly valuable to commercial bull buyers, as they appropriately weight individual traits and report single values that reflect an animal's "profit potential." Genetic improvements to holistic cow herd efficiency will rely heavily on up-to-date and relevant selection indexes.

Hands down, the easiest way commercial herds can improve efficiency is to crossbreed. Breed complementarity can be used to combine exceptional maternal and terminal genetics. *Bos indicus*-influenced breeds can help make British-based cow herds more environ-



mentally resilient. Importantly, the heterosis generated through crossbreeding not only increases pounds of weaned calf/end product, but it is essential for making the long-lived and productive replacement females that are the cornerstones of commercial herds.

Other Definitions of Sustainability

While not directly related to cow efficiency, it is essential that our operations frame sustainability in the context of longevity: How long will we be able to keep raising beef cattle? Our industry has been lucky to remain "unintegrated," and family ranches continue to produce the vast majority of our country's beef supply. However, as our margins become tighter and tighter, we can no longer pick and choose which best management practices are worth implementing. Increasing production costs, and more volatile weather and markets make the longevity of our operations even more vulnerable. Adopting technologies and making decisions that reduce costs while maintaining productivity will be essential.

An Invitation to BIF 2024

If you want to learn more about the topics above, I'd like to formally invite you to the 2024 Beef Improvement Federation (BIF) Annual Symposium, June 10-13, in Knoxville, Tenn. BIF brings together producers, academics, breed associations and allied industries for an information-packed meeting that is focused on strategies for beef cattle genetic improvement. The upcoming symposium's theme is "Breeding a More Effective Cow for Volatile Markets and Environments." I hope you will consider visiting Tennessee next summer to learn more about how we can breed more efficient, profitable, adapted and sustainable cattle. Reach out to me trowan@utk.edu with any questions! 🐾

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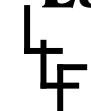


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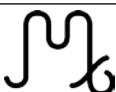
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A LOOK AT GLOBAL CATTLE PRODUCTION

With PJ Budler

PJ Budler was raised on a fifth-generation cattle operation in South Africa. At 15, he founded BonHaven Beef Cattle, which he grew to five locations in three southern Africa countries between 1996 and 2012. His herds - Hereford, Angus, Red Angus, Braford and Brahman - won numerous national shows and set auction records on the continent.

BY JESSIE TOPP BECKER,
SANTA GERTRUDIS SOURCE MANAGING EDITOR

In 2012, Budler moved to Texas where he is the international business manager for Trans Ova Genetics. Through his work with Trans Ova Genetics, running the annual “Champion of the World” competition, judging livestock shows, speaking at events and his work in the area of cattle consulting, he has visited 48 states and 106 countries.

Budler has judged 90 different cattle breeds in 43 countries. In 2017, he became the first to ever judge a national show on all six continents.

In terms of global cattle production, Budler is an excellent resource. He recently visited with *Santa Gertrudis Source* to share his perspectives.

SGS: You have evaluated many cattle breeds over your career and raised several different breeds yourself. What is the most valuable lesson you have learned about cattle production as a result?

BUDLER: As a cattle producer, consultant or evaluator, one has to focus on the “profit” traits first. These are adaptability, functional efficiency, fertility and longevity. We often forget the fundamentals and go directly to the shinier objects (“turnover” traits) such as growth, marbling, milk and muscle. The “turnover” traits are important, but irrelevant if we don’t focus on the fundamentals first.

SGS: What is your connection or experience with the Santa Gertrudis breed?

BUDLER: Growing up in South Africa, I’ve always had an appreciation for the Santa Gertrudis breed. Their adaptability to the tropics and subtropics and ability to perform in those conditions have always been admirable to me. I’ve had the pleasure of judging Santa Gertrudis cattle in Australia, South Africa, Kenya, Cuba and the



United States. A highlight for me was being part of the committee at King Ranch in Kingsville, Texas, to select a bull for clients of mine that purchased the \$65,000 pick of the herd in Houston earlier this year. It was incredible to stay in the ranch house, have dinner with the managers and then work through more than 200 King Ranch bulls to find “the one.”

SGS: What challenges do you see facing cattle producers on a global level? Are those challenges similar to the ones facing producers in the United States?

BUDLER: The challenges are different worldwide, but every one of them provides opportunities, too. Whether it be methane emissions, religious and political challenges, bureaucratic regulations, bad weather conditions, diseases or export regulations, every cattle producer has hurdles to jump over and hoops to jump through. Utilizing the appropriate genetics, herd management systems and marketing strategies can turn these challenges into opportunities.

SGS: What opportunities are there for cattle producers in the industry today? Are those opportunities the same whether producers live in the United States or around the world?

BUDLER: There are tremendous opportunities in our industry worldwide. There are so many different ways to

produce beef and milk, this in itself is an opportunity. The way I break it down in terms of finding a fit as a cattle industry specialist looking to find their place is one can find a career in genetics, herd management, nutrition, animal health, marketing, record-keeping, forage management or human capital. Within each of those eight disciplines, there are opportunities in the private sector, public sector, education or media. Every country has these opportunities at different scales. This is a truly global industry. Every country in the world either drinks milk, eats beef, has cattle or, for 99 percent of nations, does all three.

SGS: As you travel around the world, how do you see Santa Gertrudis fit in the global beef industry?

BUDLER: Santa Gertrudis cattle are adapted to the tropics and subtropics. They are heat tolerant and insect

Continued on 14 »



Thank you

To all that have supported us this past year...
We are truly blessed to have so many great firends in our lives,
and we wish all of you the best!

Merry Christmas

& Happy New Year



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BRIGGS
RANCHES

A Look at Global Cattle Production

Continued from 12

resistant. This is fundamental. The breed has worked hard at skeletal structure and breeding manageable sheaths and good udders. There are enough biotypes within the breed to make it diverse enough for markets that require and appreciate different maturity patterns and body types.

SGS: What can Santa Gertrudis breeders/Santa Gertrudis Breeders International (SGBI) do to expand Santa Gertrudis' presence in not only the United States but the world?

BUDLER: Again, adaptability is key. Keep the cattle adaptable with enough good tropically adapted skin. Focus on the commercial cow-calf producer and what makes them profitable. Making cattle that are more profitable in the feedlot is valuable, but not at the expense of the commercial ranchers. U.S. breeders have leaned heavily on growth and carcass for decades now (propagating growth hormones). The secondary sex traits and fertility have been the casualty of this exercise (propagating sex hormones). High inherent

body condition plus hormonal balance equals fertility. (Fertility is at least four times more important than growth.)

SGS: Santa Gertrudis are raised in several countries. For breeders who might be interested in selling their genetics in other countries, do you have any advice for how they can generate interest for their genetics?

BUDLER: It is a good idea to get a passport and travel to these markets or work with someone who does travel to those markets. An understanding of the context, nuance and breed intricacies required in each market is essential before trying to merchandise a product. Australia, South Africa, Paraguay and Brazil would be the largest potential export markets, followed by Cuba, Mexico, Namibia, Botswana and Honduras.

SGS: When making cattle-selection decisions, what is the most important thing for producers to keep in mind?

BUDLER: Cattle need to eat, walk and reproduce. Adaptability, functional efficiency, fertility and longevity are fundamental. Then match optimum growth, optimum milk, optimum muscle and optimum marbling to your objectives, resources and environment.

SGS: Do you think EPDs are the best tool for producers to utilize when making selection decisions?

BUDLER: If everyone is measuring everything all the time, honestly, accurately and in large numbers, then EPDs are a Rolls Royce. A Rolls Royce needs the right fuel to run correctly (junk in, junk out). The driver of a Rolls Royce needs to have a license. (There are a lot of breed associations worldwide managing EPDs for their members without the necessary understanding of their purpose.) The driver of a Rolls Royce should not be intoxicated. (Salesmen and marketing companies will almost always promote maximum over optimum. This is drunk driving.)

SGS: Anything else you'd like to share with Santa Gertrudis breeders?

BUDLER: The Santa Gertrudis breed ("Gerts" in the United States and "Santas" everywhere else) is an exceptional breed of maternal, tropically adapted cattle. I think that it is important as a breed to use what you've got and forget what you're not. Trying to be something else leaves a breed in no-man's land, a product that can often be left insignificant. 🐾

ACTIVITY REPORTS

YOUTH ACTIVITIES COMMITTEE • Trai Stegall, Chair

The Youth Activities Committee met to further clarify possession and ownership. As follows:

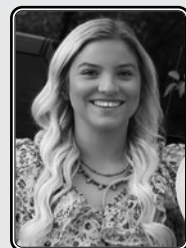


Junior members/exhibitors will maintain possession and utilize best management practices of their entries from the date of ownership through the final day of the National Junior Santa Gertrudis Show under the supervision of a county agent; vocational agriculture instructor; designated 4-H adult leader; home economics instructor; affiliate president; legal guardian and/or family consisting of a relative by blood, marriage, adoption or any person who resides in the same household or as a functional unit in the same household. Junior member/exhibitors will exhibit their entries from the date of ownership through the final day of the National Junior Santa Gertrudis Show. Exceptions include legal guardian and/or family consisting of a relative by blood, marriage, adoption or any person who resides in the same household or as a functional unit in the same household or a bonafide current paid junior Santa Gertrudis Breeders International member. 🐾

JUNIOR VOICES • Madisyn Douglas, District 1 Director

Q: WHAT HAS BEEN THE HIGHLIGHT OF YOUR NJSGA MEMBERSHIP EXPERIENCE?

A: "Your 2022–2023 National Santa Gertrudis Queen is ... Madisyn Douglas!" I was in shock. I never



would have thought that a shy, little incoming high school junior would win the National Junior Santa Gertrudis Association (NJSGA) Queen title. Although being the NJSGA Queen became one of my biggest highlights in the breed, it actually took a lot of convincing for me to run for the position. At the 2022 Hot Gert Show, Heather Blewett begged me to represent South Texas as their queen. Now, any other girl would be head over heels to fulfill this duty, but me? No. I told Heather "No!" every time she asked. After two days of Heather begging and begging, I finally gave in. Little did I know I would go on to win.

Being NJSGA Queen has allowed me to get out of my comfort zone and meet so many juniors, breeders and even people outside our breed. While serving as the queen, I got to travel all over the United States to represent the breed that always supported me. 🐾

SALE REPORTS

ALABAMA CONNECTION SALE

Oct. 7, 2023 • Hanceville, Ala.

• SALE AVERAGES •

72 Lots: \$4,640

The 35th Alabama Connection Sale was hosted by Tinney Farms and sponsored by Grandview Farms, Tinney Farms and Quail Valley Farms.

The high-selling lot, a bred cow, was consigned by Grandview Farms, Hamilton, Ala., and was sold to Lou Al Tuck Farm, Great Falls, S.C., for \$12,000.

The high-selling pick of donors flush was consigned by Grandview Farms and was sold to Red Dawn Farms, Gallant, Ala., for \$9,500.

The volume buyers were Flying AA Farms, Gray, Ga., Branch Ranch, Rayville, La., and McFall Farm, Paragould, Ark. 🐾

MAGNOLIA CLASSIC ONLINE SALE

Oct. 14, 2023 • Smartauctions.co

• SALE AVERAGES •

12 Lots: \$3,625

The Magnolia Classic Online Sale was sponsored by DMC Farm and Graves Creek Ranch. The sale manager was Darren Richmond.

The high-selling lot, an open heifer, was consigned by Grandview Farms, Hamilton, Ala., and was sold to TB Cattle Farm, Troupe, Texas, for \$6,000. The second high-selling lot, an open heifer, was consigned by Ridge Point Ranch, Meadville, Miss., and was sold to James Randle, Pontotoc, Miss., for \$4,500. The third high-selling lot, an open heifer, was consigned by DMC Farm, Philadelphia, Miss., and was sold to Joyce Curtis, Denham Springs, La., for \$4,250.

The high-selling bred female was consigned by Stegall Farm, Pontotoc, Miss., and was sold to Daniel Kubecka, Bay City, Texas, for \$4,000. The high-selling bull was consigned by Graves Creek Ranch, Columbia, Miss., and was sold to Cole Bourne, Lumberton, Miss., for \$3,750. We want to give a special thanks to the volume buyer Branch Ranch, Rayville, La. 🐾

STRAIT-HEFTE TRIED & TRUE SALE

Oct. 20-21, 2023 • Streetman, Texas

• SALE AVERAGES •

56 Bulls: \$5,500 • 53 Bred Females: \$4,580

18 Commercial Females: \$1,800 • 12 Open Heifers: \$4,942

10 Pairs: \$9,300 • 3 Embryo Packages: \$1,250

Thank you so much to our buyers and everyone who participated in the 6th Annual Strait-Hefte Tried & True Production Sale. We appreciate your support and are grateful for the opportunity to share our genetics and build lasting relationships. Seventy-one buyers from 13 states purchased 153 lots.

The high-selling lot, SR Crossfire 621/J13, was sold to Flying C Ranch, Searcy, Ark., for \$20,000. The high-

selling lot, SR Guns & Roses 23/K2, was sold to Townsend Cattle Company, Louise, Texas, for \$20,000. The high-selling lot, Hefte Ranch K113, was sold to Triple H Ranches, Navasota, Texas, for \$17,000.

The high-selling lot, SR MS Wickham 654/L, was sold to Craig and Tonya Bram, Louise, Texas, for \$11,000. The high-selling lot, Hefte Ranch K37, was sold to Wunderlich Farms, Brenham, Texas, for \$9,500. The high-selling lot, Hefte Ranch K141, was sold to Five J's Cattle Company, Clayton, N.C., for \$9,000. The high-selling lot, FC 67/1 ET, was consigned by Flying C Ranch and was sold to David Branch, Rayville, La., for \$9,000. 🐾

BRIGGS BULL AND COMMERCIAL FEMALE SALE AND TRI-STAR SALE

Oct. 27-28, 2023 • Bloomington, Texas

• SALE AVERAGES •

Brangus Bulls: \$5,535 • Santa Gertrudis Bulls: \$4,130

Super American Bulls: \$4,750

American Red Commercial Females: \$1,916

Super American Commercial Females: \$2,134

Santa Gertrudis Commercial Females: \$2,244

Tri-Star Females: \$4,870 • Total Commercial Females: \$2,108

The 46th Annual Tri-Star Sale kicked off with more than 200 people in attendance and 88 registered buyers. The high-selling lot, Lot 226, a Chosen One daughter, was consigned by Harris Riverbend Farms, Cleburne, Texas, and was sold to Dewayne Walker, Laneville, Texas, for \$13,000.

The second high-selling lot, Lot 227, an X Factor daughter, was sold to, Dewayne Walker for \$11,000.

The Briggs Bull & Female Sale was just as strong. The high-selling lot, Lot 1, Conquistador of Briggs 1524K11, was sold to Zajic Farms, Ennis, Texas, 777 Farms, Magnolia, Ark., and Mattingly Farms, Battletown, Ky., for \$32,000. 🐾

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Kenjie Miller, Altha, Fla.
Florlan Sanchez II, Belen, N.M.



Santa Claus and Spring Calving Are Coming Soon

As we reflect on the past 12 months of great commercial calf prices and we count our blessings, our number of round bales and the total inches of 2023 rainfall, let us not forget about those heavy-bred cows that will start dropping calves in early 2024. If El Niño has not found your ranch yet, they say it should be coming soon. We shall see! If true, for some of us that could mean a cold, wet winter. This fact concerns me a little as I have visions of cold drizzle/rainy days with shivering bred cows surrounding and eating round bales like kids eat cotton candy at a carnival.



If your round bale count leaves you concerned, then it is time to locate one or two more bales per bred cow – if you can find them at a reasonable price.

Mature bred cows will consume 3 percent of their body weight in dry matter each day. Most round-bale hay is 90 percent dry matter plus 10 percent water. Thus, a good 1,200-pound bale of hay actually contains 1,080 pounds of dry matter hay. If my bred cows average 1,300 pounds, then they will eat, on average, 39 pounds of dry matter each day (or 43.3 pounds on an as-fed basis).

Using cowboy math and a calculator, I have discovered that each bred cow will eat one round bale every 27.7

days. To manage our spring-calving cows properly, we must ensure that we have enough dry grass or hay to successfully carry them through that last trimester of gestation. Maintaining her current body condition is critical for this period of rapid fetal growth, for her optimum lactation and for her successful rebreeding on schedule. Hopefully at present, the bred cows are in a body condition score of 5 to 6. Let us do our best to keep them at that same level of condition. Recall that most cows will normally lose 0.5 to 1 body condition score in the first 60 days following calving, even when grass is green and growing. Putting bred cows in a lower body condition score than 5 is a recipe for disaster in terms of breed-back percentage.

After the New Year, focus on maintaining a cow's adequate nutrition and water intake. In addition, vitamins and minerals are also important considerations as these bred cows near parturition. Minerals such as copper, selenium and zinc, plus vitamins A and E, are critical for proper calf delivery, quality colostrum, calf health, immune function and vigor, and prevention of retained placentas.

If you got busy this fall and did not provide annual vaccinations to these expectant mothers, then do it now. The sooner the better. Proper annual booster vaccinations will ensure cows have plenty of time to respond to vaccines and generate immunoglobu-

lins that will address disease-causing bacteria and viruses. Vaccinating bred cows at least six weeks prior to parturition allows plenty of time for the all-important maternal antibodies to transfer from the dam's bloodstream into the colostrum.

This first milk – aka liquid gold – is high in both nutrients and antibodies. These antibodies are the only disease defense for the newborn calf. Ideally, newborns should get nearly two quarts of colostrum (5 percent of birth weight) within the first four hours, plus another two quarts by hour 12. By hour 24, it is too late for colostrum because the intestine cannot absorb antibodies fully intact. Thus, colostrum at this point can be considered just milk. This thicker, creamy, yellow colostrum can be stored in the freezer from last calving season. Middle-aged cows seem to produce the best quality. Gallon freezer bags, half full (approximately 2 quarts), make great storage containers. Squeeze out all air, seal bags, then lay flat in the freezer. When needed, simply place the frozen package in a sink full of hot water until thawed and warmed to 100 to 102° F for feeding.

Before Christmas, check your calving supplies and find the calf puller and chains. Hopefully, you will not need them. However, if your calving kit is short a few items, please tell Santa Claus; surely, he will have your back. 📧

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For more information, contact Mickey Bowman at (336) 669-5771 or rockinbrowdyroosters@yahoo.com. 📧

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Grandview Farms.....	18	TB Cattle Farm.....	11, 19
Graves Creek Ranch LLC.....	5	Tideland Farms.....	18
Hargis Farms.....	19	Tinney Farms.....	2
Harris Riverbend Farms.....	13, 19	Triple P Ranch.....	11
Heath Farms.....	18	Twisted C Farms.....	18
Hefte Ranch.....	19, 22	Urbanosky Ranch.....	19
In the Red Ranch.....	19	Vesper Ranch.....	19
Iron Oaks Cattle.....	19	VZ Cattle.....	11
Jernigan Ranch.....	18	Wendt Ranches.....	3, 19
John Martin Ranches.....	19	Williams Farm.....	18
		WindCrest Farm.....	7
		Wunderlich Farms.....	19

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North Carolina State Fair



GRAND CHAMPION BULL

OLC Jessie James,
Osborne Livestock Co., Lathrop, Mo.



RESERVE GRAND CHAMPION BULL

QVF Paradigm 117K4,
Bar M Farm, Lenior, N.C.



GRAND CHAMPION FEMALE

Miss Grandview 205J2, Bar M Farm
and Grandview Farms, Lenior, N.C.



RESERVE GRAND CHAMPION FEMALE AND BEST OF POLLED FEMALE

5J's G70's Peaches 01/23,
5J's Cattle Co. and Bar M Farm,
Lenior, N.C.



GRAND CHAMPION STAR 5 FEMALE

MVF Maggie May,
Morse View Farm, Mountain Grove, Mo.



RESERVE GRAND CHAMPION STAR 5 FEMALE

5J's 2100, 5J's Cattle Co.,
Clayton, N.C.

NO PHOTO
GRAND CHAMPION STAR 5 BULL
MVF Rip, Morse View Farm,
Mountain Grove, Mo.

Oct. 15, 2023 • Dallas, Texas

Judge: Brandon Cutrer

State Fair of Texas



GRAND CHAMPION BULL

777 Candyman, 777 Farms and
Wendt Ranches, Magnolia, Ark.



RESERVE GRAND CHAMPION BULL

M Rock Shuga Bear, M Rock Farm,
Texarkana, Texas



GRAND CHAMPION FEMALE

CLB Tana Marie, Tripp Nichols,
Axtell, Texas



RESERVE GRAND CHAMPION FEMALE AND BEST OF POLLED FEMALE

Kubecka 18/21, In The Red Ranch,
Eustace, Texas

NO PHOTO
BEST OF POLLED BULL
XL Pendleton, Landon Stem,
Plantersville, Texas

2024 NATIONAL SANTA GERTRUDIS SHOW

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JAN. 15, 2024**

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Arkansas State Fair



GRAND CHAMPION BULL
777 Candyman, 777 Farms and
Wendt Ranches, Magnolia, Ark.



RESERVE GRAND CHAMPION BULL
M Rock Shuga Bear, M Rock Farms,
Texarkana, Texas



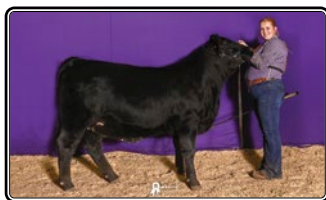
GRAND CHAMPION FEMALE
CLB Tana Marie,
Tripp Nichols, Axtell, Texas



RESERVE GRAND CHAMPION FEMALE
XL's Glitter & Gold, Excell Santa
Gertrudis, Santa Fe, Texas



GRAND CHAMPION STAR 5 BULL
DK Salty Chupacabra,
Crey Cummings, Batesville, Ark.



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



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

NO PHOTOS
BEST OF POLLED BULL
XL's Pendleton, Landon Stem,
Plantersville, Texas
BEST OF POLLED FEMALE
Miss Grandview 9115J12, Red Dawn
Farm, Gallant, Ala.

FIELD REPORT • Darren Richmond
SGBI Member Services Representative



Fall Sale Season



October fall sale season is in full swing! Southern hospitality was in the air at the 35th Annual Alabama Connection Sale hosted by Tinney Farms in Hanceville, Ala. There was perfect fall weather when Tinney Farms also hosted the fall SGBI Board of Directors meeting. As always, Retha, Arlin and the whole Tinney Farms crew made everyone feel welcome with the Friday evening meal and entertainment – love those butter beans and brisket. There are many breeders who have attended all 35 Connection Sales, making it one the Southeast's premier fall sales. The hospitality and fellowship is something all breeders look forward to the first weekend in October! 🍂



EVENT CALENDAR

December

- 5-7 2024 National Santa Gertrudis Show Awards Sale, SC Online Sales
- 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.

April

- 5 Rocky Mountain Elite Cut Sale, Belen, N.M.
- 6 Red Hot Bull Sale, Belen, N.M.
- 6 Rocky Mountain Spring Runoff Sale, Belen, N.M.
- 13 Wiley Spring Bull Sale, Effie, La.
- 19-20 Santa Gertrudis Bluebonnet Classic Sale, Hallettsville, Texas
- 20 Crimson Classic Sale, Hanceville, Ala.
- 25-27 2024 SGBI Annual Meeting, Myrtle Beach, S.C.

2023 STRAIT - HEFTE

Tried & True

PRODUCTION SALE

Our heartfelt thanks to all who attended, watched online, bid and/or purchased cattle at the 6th Annual Tried & True Sale!
We had such a great time with friends, both old and new!



To those who purchased our genetics, your confidence means so much to us.

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Triple H Ranches
Wunderlich Farms
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Old Agency Reserve
San Jose Cattle Company
Harris Farms
Tanya and Craig Bram
Bradshaw Land & Cattle
Lazy Dog Ranch
Lackey Ranch
Blacktip Cattle
Strait Ranches
Kerlick Family Cattle
Z4 Cattle Company
Callahan Ranch
Steve Johnson
Antonio Weaver, Jr.
Texas Oaks Cattle Ranch
Reese Ranch
Butler Livestock
Tideland Farms
Stephanie Nite
Benji Shoe Farms
Jesse Annis
Marshall Farms
Brian Cummins
Bar M Farms
Wayne Jernigan, Sr.
Lyness Farms
Jenkins 4J
Colby Stewart
John Walker
C & C Cattle
JL Ranch
3C Ranch
TZ Cattle
Rex Wilbanks
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Thies Ranch
Four J Cattle
Rocking F Ranch
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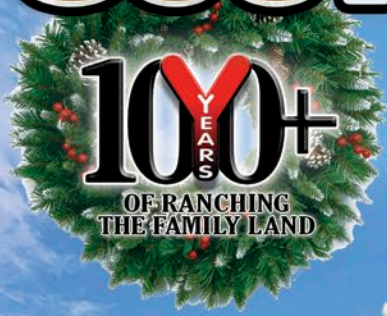
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