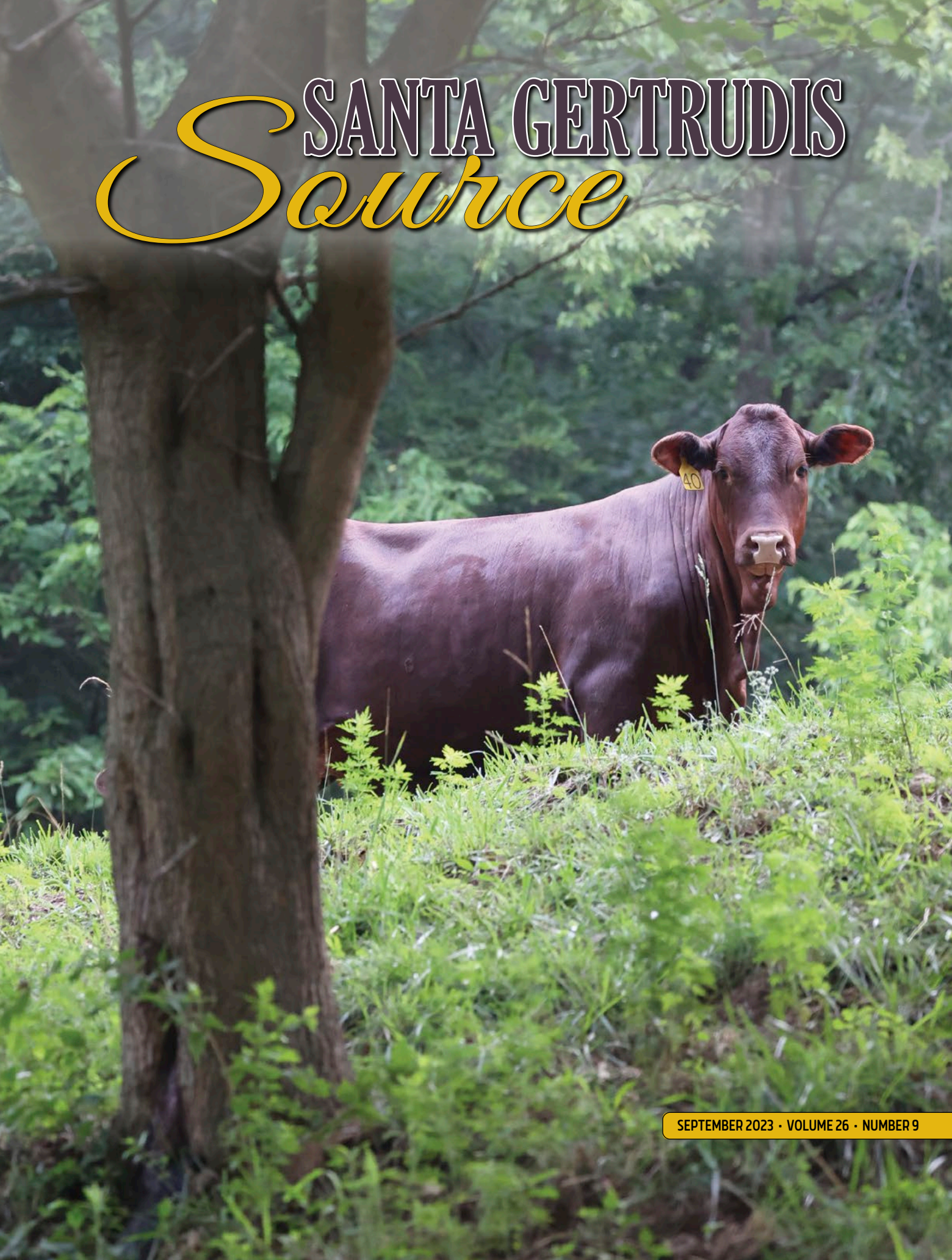


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SEPTEMBER 2023 • VOLUME 26 • NUMBER 9

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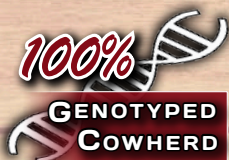


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SANTA GERTRUDIS *Source*

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Santa Gertrudis *SOURCE* (ISSN-10985026, USPS-013-876) is published monthly for \$30.00 US by Santa Gertrudis *SOURCE* located at P.O. Box 427, Timnath, CO 80547. Periodicals postage paid at Timnath, CO and additional mailing offices. **POSTMASTER:** Send address changes to: Santa Gertrudis *SOURCE*, P.O. Box 427, Timnath, CO 80547. **Subscriptions:** \$30 U.S. per year for all subscriptions to the U.S. and her possessions. First class subscriptions in the U.S. are available at \$50. Foreign surface mail subscriptions are \$30. Foreign airmail subscriptions are as follows: Mexico/Canada: \$60. Central America & South America: \$100. Europe and all others: \$110. We accept Mastercard, VISA and Discover. Materials in Santa Gertrudis *SOURCE* may not be reproduced without the permission from the publisher.

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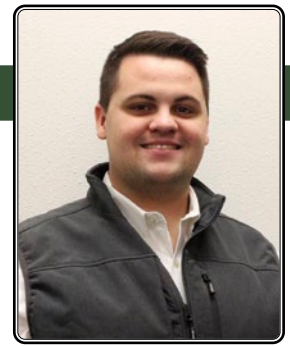


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Can You Hear the Music?

As I write this, I'm wrapping up the first day at the Texas A&M Beef Cattle Short Course (BCSC). I have always loved this event because, not only is it the largest gathering of its kind, but there is tremendous interest in *Bos indicus* cattle! Specifically, this is my first year at the BCSC representing Santa Gertrudis Breeders International (SGBI), and it did not disappoint. For those of you who were there, you know that there was hardly time to breathe at the SGBI booth due to all of the productive conversations and interest in Santa Gertrudis! So, as I'm sitting here typing and trying to figure out what to write about, two things come to mind. 1.) You all loved "Be a Goldfish" so much in last month's column, I figure why not try to model a report like that again? 2.) I think I know the perfect lesson that ties into what I've seen here.

I'm a bit of a nerd. I like movies; I like history. So, when I had the opportunity to watch *Oppenheimer*, a movie about a prominent historical event, I was pretty tickled. While this movie is

littered with profound quotes, there's one that stood out to me, especially due to the level of perspective that it provides. Near the very beginning of the movie, Niels Bohr is having a discussion with J. Robert Oppenheimer, asking about his understand-

management, we have to know where we're going before we can determine how we get there.

So, that's my challenge to anybody reading this (specifically SGBI members): What is your goal? What is your *Symphony No. 5*? What is ours? I've heard a lot lately about individual

Only when we can visualize the endgame can we discover how to achieve it. Whether it's music, theoretical physics or cattle breeding and management, we have to know where we're going before we can determine how we get there.

ing and mastery of theoretical physics. Bohr discussed that some of the world's most prominent composers (Beethoven, Mozart, etc.) did not have a mastery of their craft because they could read musical notes, but instead because they could hear the music in their minds. They could hear what it should sound like and then pull that down from the theoretical world to the practical world where they would make it reality. He then tells Oppenheimer, "The important thing isn't can you read the music, it's can you hear it? Can you hear the music, Robert?"

A lot of times, I don't think we see the forest through the trees. I don't mean as SGBI members, I mean as people and cattle breeders in general. Sometimes we worry so much about HOW to get there, that we forget what the end goal is. If we know what we're reaching for, only then can we formulate a plan. Only when we can visualize the endgame can we discover how to achieve it. Whether it's music, theoretical physics or cattle breeding and

goals, but not about breed goals. So, what are our goals? I can tell you a few things I have in mind:

- Grow SGBI registrations.
- Increase active annual SGBI memberships.
- Provide more educational material for SGBI members and Santa Gertrudis customers.
- Position Santa Gertrudis as a leading source of heterosis within the beef industry and grow the breed's industry footprint.
- Increase SGBI revenue/profit to facilitate association growth and the above goals.

While there are many things we could discuss, at the end of the day, this is my *Symphony No. 5* for SGBI. This is the music I can hear from my position. I hope you all can hear some music of your own too, and I'm excited to continue to hear about your goals! If you're needing a little bit of help, just remember this: It's about BREED improvement, not only herd improvement. 🐄



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Consider This

Fall is around the corner, and I want to take a moment to ask breeders to evaluate their calf crops and cow herds and consider implementing genetics changes. For fall breeders, consider bringing genetics to enhance value to your calf crop. Unfortunately, aside from a select few breeders, Santa Gertrudis breeders rarely utilize such tools as artificial insemination or high-end clean-up bulls across their herds. Artificial insemination (AI) has been utilized on select cattle among our association for several years; however, AI can more greatly benefit our breeders if utilized across our cowherds.

This is a great opportunity to consider purchasing semen or live “walking stock” bulls this fall that have marketplace value to the beef industry. There are several great bulls that will be offered this fall in sales, and semen available from last spring to upgrade your genetics. Traditionally, Santa Gertrudis breeders have invested more on females than they have on bull genetics. I encourage breeders who have not made upgrades in their bull battery to start this fall. Regardless of your cow herd size, genetic improvement can be made rapidly with the use of such practices. I would point out successes on the East Coast with the Breeders of the Carolinas. Santa Gertrudis cattle in the Carolinas have improved tremendously to fit the marketplace and beef industry, and their value has also risen.

I encourage our membership to register or record all of your calf crop. SGBI has implemented a total herd reporting system, which will help identify those profitable genetics in your calf crop as well as your cow herd. We encourage all breeders to continue to upload phenotypes such as weaning weights and yearling weights into the herd evaluation system. DNA testing is a great tool, as well, and we encourage its utilization; however, as the industry experts point out, your DNA submission is more valid with applied phenotypes. In other words, the animals' overall data is validated by the actual applied measures such as weaning weights, carcass data, ultrasound data and yearling weights, to name a few. I wish there was one simple measure to utilize as a selection tool for breeding and selecting genetics, but our job as breeders still requires raw measurements.

Please reach out to the SGBI staff with any questions, as they are committed to helping breeders with registering calves and assisting with data management for upcoming fall sales. I also encourage breeders submitting DNA samples and data to notify the staff of your upcoming sales and marketing deadlines in order to best serve your needs. 🐄

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Fireside Chat With Chip Kemp

BY MACEY MUELLER,
CONTRIBUTING WRITER

During the Santa Gertrudis Breeders International (SGBI) Annual Meeting in Amarillo this past April, SGBI Executive Director HC Neel sat down in an open dialog with Chip Kemp, director of commercial and industry operations at American Simmental Association (ASA) and International Genetic Solutions (IGS). In the unique format, Kemp challenged the norms and historic assumptions about genetic evaluation and discussed how American breeds, and specifically Santa Gertrudis, can best use genetic evaluation.

In his roles with ASA and IGS, Kemp regularly assists progressive producers in developing new technologies that highlight the profit potential of genetic knowledge in the beef industry. The following are summarized excerpts from his candid conversation with Neel.

NEEL: Can you touch on how genetic evaluation tools benefit smaller breeders?

KEMP: First, I want to drive home the fact that success is driven through having a commercial perspective. If we lose that vantage point, we lose our relevance pretty quickly. Commercial cattlemen want cows that will last and additional terminal merit – almost everything else is noise or self-serving. If we keep that mindset, the size of your operation is not nearly as concerning, but it's more about those who are eager to use tools to serve the commercial business. With just a \$50 genomics test, smaller breeders can take advantage of the time and expense larger breeders have invested to make the genomic tools valid. Most of that knowledge and power breaks down into expected progeny differences (EPDs) we're given from our breed associations, so both sides of this party win very effectively, as long as we recognize the key commercial sector as our primary focus.

NEEL: What products are out there that would be beneficial, and what can this group of producers do to provide value to commercial herds that want to be involved with EPDs and indexes, and using some of those for selection?

KEMP: When it comes to our job of providing genetic awareness, we have to be careful to balance this desire for the “sexy” marketing tools. We have inadvertently convinced a lot of folks that DNA is a silver bullet, but it is just one more asset that adds to the level of prediction. Our job is to produce tools that peo-



ple can use to make their decisions, and the gold standard and the most responsible tool you have to benefit your commercial clients is a genomically enhanced EPD, which combines all three pieces of genetic awareness – actual phenotype of the animal and its ancestors, pedigrees and genotyping. While DNA testing used to be pretty cost prohibitive, the price point has been driven down so we can now all engage.

NEEL: How can producers improve the genetics in our herds?

KEMP: I think too often as a breed we want to build what we want to build and then we want to encourage somebody to buy it. Since we know that model has proven unsuccessful in almost every other way, we should be asking our commercial clients what they need and then make business decisions based on that. Most need to balance having enough maternal metrics with enough provable terminal metrics. EPDs are great, but a better tool is a well-

*“With just a \$50 genomics test, smaller breeders can take advantage of the time and expense larger breeders have invested to make the genomic tools valid.”
– Chip Kemp*

Continued on 12 »

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Saturday, October 28th

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“As a breed as a whole, I’d strongly encourage you to develop cow longevity and stayability EPDs to create more reliable indexes. If there is any breed that should be providing those metrics, it’s Santa Gertrudis.”
– Chip Kemp

crafted index, in particular, a well-crafted, full-lifecycle index, which is designed to understand female longevity. At this point, Santa Gertrudis does not have an EPD for cow longevity, and that’s a travesty because that’s what you all do well. You do, however, have an open herd book, which is a courageous move by a seedstock association and shows your understanding that responsible crossbreeding is what makes this thing work. No single breed has all the answers.

NEEL: What can breeders do to improve their bull sales and get more Santa Gertrudis bulls in the marketplace?

KEMP: As the average age of decision makers in commercial outfits begins to trend younger, they may be more open to making changes heavily based on data and are much less affiliated or devoted to a given breed. Instead, they are interested in a calf that will make them successful. So you need to come to the table with data that can be compared to other breed types, because on sale day, you’re not just competing against other Gert breeders, you’re competing against all the other breeds out there. Being open and willing to the concept of multi-breed tools allows you to prove that your weaning weight is directly comparable to that of other breeds. Your opinion may carry some weight among your commercial customers, but increasingly it carries less, and they want a third-party tool they can have confidence in.

NEEL: What value does the seedstock breeder have to the commercial cattle industry?

KEMP: The Santa Gertrudis breed has historically been the most progressive Brahman composite and has pushed the industry in a better direction, particularly in the South, because you were not willing to tolerate the status quo. On the other hand, there is tension because this business is moving fast and the data and technology can make it feel a little heavy sometimes. There may be a commercial cattleman out there who is madder than a hornet because his calves are 10 cents back at the local sale barn. Even though he gave up \$60 on every calf, he forgets that in every commercial herd, there are hundreds of dollars of differences in the carrying costs and the replacement value of females, but it’s hard to measure. We’ve spent the past 30 years talking about feeder calf revenue, and we forgot to talk about profitability. You all are sitting in a really sweet spot should you choose to accept the challenge, because in

an era when commercial producers are getting back to a cow herd that’s financially and fiscally responsibly rewarded, emphasizing those measurable maternal metrics is going to be important.

NEEL: Specifically focusing on commercial cattlemen, what can we do as seedstock producers to better gain and retain customers?

KEMP: First, realize that there’s no need to reinvent the wheel. Look across the fence to see what’s working well for other breeders and implement it in your operation. Talking out of the other side of my mouth, I would say don’t be afraid to do things differently than your neighbor, especially in the name of pride, because 90 percent of your neighbors don’t make money in this business. The biggest thing is to have the courage to get out of a rut.

As a breed as a whole, I’d strongly encourage you to develop cow longevity and stayability EPDs to create more reliable indexes. If there is any breed that should be providing those metrics, it’s Santa Gertrudis. Not only genetically should you have it, but it might be your greatest marketing tool. To have an economic index, which is the holy grail of the genetic business, you can’t have the right whole-lifecycle index without a cow longevity measure. You currently have something that functions as a female index, and I’m going to speculate that it’s based mostly on weaning weight. If you’re selecting on a maternal index predominantly based on weaning weights, you’re selecting for growth and you’re selecting for bigger and bigger cows, which is not beneficial to the commercial client. The more eager they are to use the data you provide them, the quicker they’re doomed. That may also be why some may have doubts about the current indexes. If you want a whole-lifecycle index, you better have cow longevity, and growth needs to be appropriately weighted.

So get legitimate maternal metrics that give you opportunity. Report data even when it’s bad, and report entire contemporary group phenotype scores (calving ease, marbling, docility, etc.), which is the primary way to make progress in this business. Cherry picking makes an animal look worse than it is without the bad ones on the bottom, so you actually short yourself by doing it.

Commit to whole contemporary reporting of phenotypes and genotypes. Commit to maternal metrics with validity. Commit to a whole-lifecycle index. Those are tangible things this audience can do to move the breed forward. 🍀

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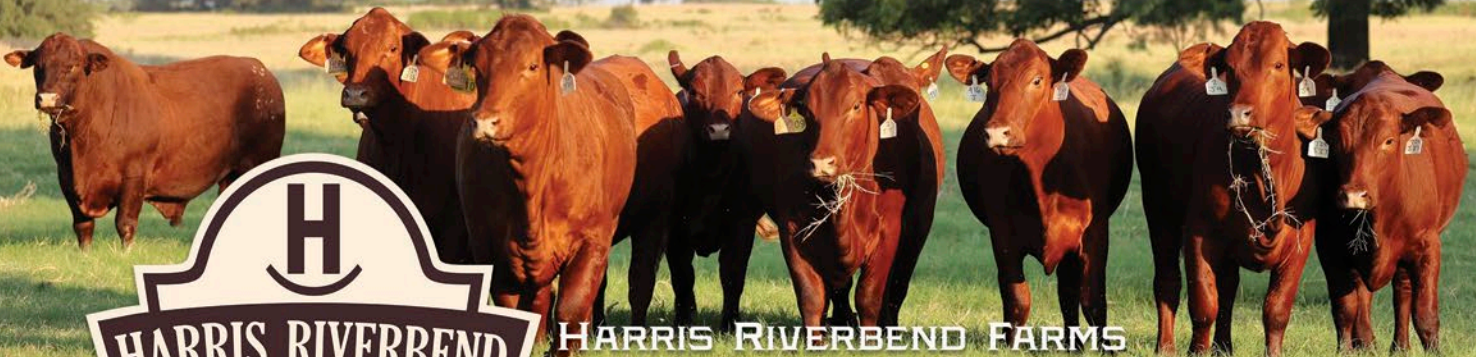
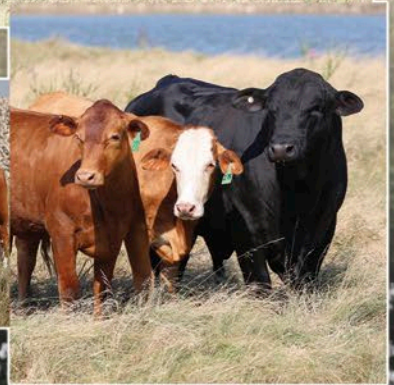


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Contemporary Grouping

Getting It Right Makes All the Difference

BY BOB WEABER, PH.D.,
PROFESSOR AND HEAD,
EASTERN KANSAS
RESEARCH AND
EXTENSION CENTERS,
KANSAS STATE
UNIVERSITY

When animals are appropriately grouped with contemporaries in terms of similar management and environment, then differences in performance are likely due to differences in genetics.

The process of analyzing individual performance records and converting them to meaningful predictors of an animal's genetic merit is a process that has undoubtedly been debated in countless pickup trucks, sale arenas, coffee shops, kitchen tables and most certainly many professors' offices. In many ways, beef cattle genetic evaluation is very complex. However, the basic premise used to compare animals is very simple. The basis on which an animal is evaluated is how it (and/or their progeny and grand-progeny) performed against its contemporaries. In other words, how did the animal perform within its contemporary group?

We know that not all the differences in an animal's performance are related to its genetics. Part of the difference is due to environmental effects. The result of the expression of an animal's genetics in an environment is an animal's phenotype. Every performance measure cattle producers take is a measurement of the animal's phenotype. For example, we know and adjust for the fact that the weaning weights of calves born to 2-year-old dams are lighter than the weights recorded for calves born to 5- or 6-year-old dams. An individual calf's weaning weight is the result of the calf's genetics for pre-weaning growth and the environment in which the calf was raised. This environment includes the herd, year and season it was born, the amount of milk provided by the calf's dam, which was influenced by the amount of grass she ate, the age of the dam, the calf's sex and other effects that would also be experienced by the calf's contemporaries.

Expected progeny differences (EPDs) were designed to predict an animal's genetic value after environmental effects have been removed. Since EPDs are calculated on the basis of comparisons, it makes sense that we must make fair comparisons. In a sense, we want to compare apples to apples and oranges to oranges. When animals are appropriately grouped with contemporaries in terms of similar management and environment, then differences in performance are likely due to differences in genetics. Thus, proper contemporary grouping is critical for EPDs to be accurate.

The contemporary group helps animal geneticists separate genetic differences from environmental effects so that animals are compared on a level playing field. A common



Buena Vida Cattle Company, Kinsbury, Texas

technical definition of a contemporary group is "a group of the same breed (not required in multi-breed systems such as the IGS multi-breed system), born within a specified age range, raised at the same location or in the same herd, of the same sex and managed alike from birth until time of measurement."

More simply put, a contemporary group is a group of animals that have had an equal opportunity to perform.

Many breed registries help breeders define correct contemporary groups according to the breed percentage (not required in multi-breed systems), sex, calving period and herd, but producers must carefully group animals according to other management and environmental factors like health and nutrition. Even so, individual breeders are ultimately responsible for the accurate contemporary grouping of their animals. It is likely that only you know the management history of your herd. When completing performance data entry forms, consideration should always be given to the management and nutrition of the calves and their dams, and then they should be grouped accordingly.

In theory, contemporary grouping is easy, but the application of contemporary grouping in real life can present many challenging decisions. A common error in building contemporary groups is breeders not assigning enough groupings to accommodate calves that have received unequal treatment. Just as damaging, some breeders create too many contemporary groups. Assignments should be as simple as possible while still accounting for major differences

Continued on 18 »

Weaber Named SGBI Genetic Evaluation Consultant

Santa Gertrudis Breeders International (SGBI) is pleased to announce that Bob Weaber, Ph.D., has been hired as the association's genetic evaluation consultant. Weaber currently serves as professor and head of the Eastern Kansas Research and Extension Centers at Kansas State University. He initially joined the faculty of the Department of Animal Sciences and Industry at the university in August of 2011. Weaber also serves as Beef Improvement Federation executive director.

"What an honor it is to have Dr. Weaber join our association as a consulting geneticist," says HC Neel, SGBI executive director. "Dr. Weaber's knowledge and experience in the area of genetic evaluation is unmatched, and our association and members will greatly benefit from his expertise and input."

Weaber's primary role will be to aid in the review of the association's genetic evaluation to ensure its integrity and accuracy.



"I'm looking forward to learning more about Santa Gertrudis cattle and working closely with association staff, leadership and members to advance genetic improvement services and adoption at SGBI," Weaber says. "In just a short time, I've been impressed by the organization's vision, mission and commitment to data collection and genetic evaluation."

The focus of Weaber's Extension and research programs has been to broaden the availability, use and understanding of genetic selection tools as well as performance data collection schemes implemented by cattle producers.

Weaber grew up on a cow-calf operation in southern Colorado and has extensive experience in the cow-calf and seedstock sectors. He earned a Bachelor of Science in Animal Science and Master of Agriculture in Beef Industry Leadership at Colorado State University and a doctorate degree from Cornell University in animal breeding and genetics. 🐄



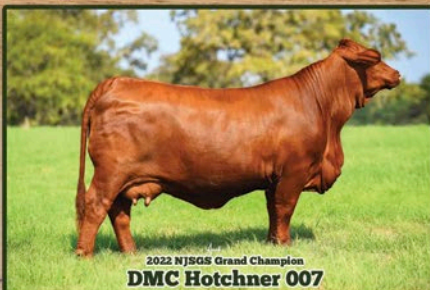
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SmartAuctions

Reporting complete data is an important part of contemporary grouping that deserves special attention. In order to make EPDs as accurate as possible, it is critical that complete and accurate performance data be submitted on every calf born in your herd.

in management. A useful method for contemporary grouping is to assign distinct contemporary group codes to animals that are exceptions to regular management practices. For example, calves that received preferential treatment (cattle being fitted for show, for example) should be placed within their own contemporary group.

It is important to note that contemporary groups never increase in size after the calving season is over. A contemporary group may, however, decrease in size. Often, as calves get older, the contemporary group will decrease in size due to culling, injury, sickness, death or assignment to sub-groups that reflect different management treatments. Contemporary groups cannot be recombined once animals have been defined to be members of separate groups.

Reporting complete data is an important part of contemporary grouping that deserves special attention. In order to make EPDs as accurate as possible, it is critical that complete and accurate performance data be submitted on every calf born in your herd. Incomplete or inaccurate data reduces the reliability of each animal's EPDs. The preciseness of an animal's EPDs, particularly animals that have no progeny, depend greatly on an animal's own performance record.

It is important to report all the calves born on your farm or ranch and their respective

weights. Granted, reporting all data takes more effort, but the benefits far outweigh the costs. Sending performance data to many breed registries on "computes" or non-registered animals is often at a reduced or no charge. If you do not report all the data, the overall performance records of your operation will not be as accurate as they could be. Every calf should be weighed at birth. No exceptions! Yes, especially weigh the dead ones. It is important that both the sire and dam of a dead calf get the credit they deserve. Reporting only the good calves does not identify the poor-producing parents. Not only will reporting each calf aid the accurate calculation of EPDs, it will also keep the dam's production record current. Often breeders will try to economize by only sending in data and registering a portion of their calf crop, usually the top end.

The practice of only reporting part of the contemporary group data is seriously flawed! It is as important, maybe more important, to identify the bottom end of the genetics and cull them, as it is to identify the top end. Additionally, by not reporting the bottom end of the calves, the top end doesn't get the credit they truly deserve.

Each calf you raise depends on you for a fair comparison relative to its mates. Many producers think it is advantageous to only report the best calves, when in fact it penalizes them. Only you know how your calves have been managed. Make sure your contemporary groupings reflect this knowledge. 🌱

A Guide to Contemporary Grouping

1. Use group codes on registration application or performance data submission forms to assign calves to contemporary groups.
2. Use a unique group code to put a sick or injured calf into a single animal contemporary group if the illness or injury affected the calf's performance.
3. Take weaning weights and measurements on all calves on the same day (when a majority of the calves are between 160 and 250 days of age), including as many calves in each contemporary group as legitimately possible.
4. Weigh all animals in a group before separating them, especially before separating show calves or bulls for a test station.
5. If the age spread of calves is greater than 90 days, choose two or more weigh dates, using as few as possible.
6. Have progeny from two or more sires in each contemporary group.
7. When calves are within an appropriate age range for each trait, record yearling weight, height, scrotal circumference, pelvic area and ultrasound measurements on the same day.
8. If carcass data is to be collected on cull bulls, helpers or steers, report weaning weights on all animals. This data allows selection of replacement females and bulls to be accounted for in genetic evaluations and helps prevent bias in the predictions.
9. Do not weigh each calf individually as it reaches 205 days of age. Instead, weigh each calf in a group individually when calves average approximately 205 days of age.
10. Do not include calves receiving special treatment (show, bull test, sale) in the same group with those that did not receive an equal opportunity to perform.

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Peak Hurricane Season Is Upon Us

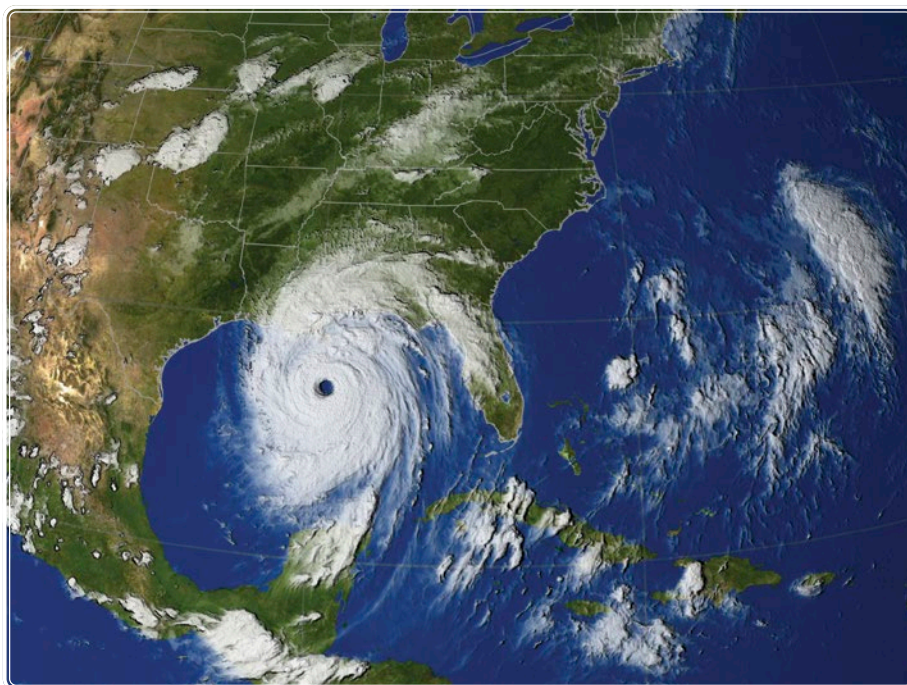
Due to a relentless dome of high pressure, continual waves of Saharan dust and maybe some good luck, the 2023 Gulf Coast hurricane season has been very quiet. That does not mean we can let our guard down. In fact, 53 years ago (early August) hurricane Celia made a beeline for my part of Texas. That storm did not slow down until it hit El Paso. Some readers may have experienced that bad storm. The middle of this month will be the peak of Atlantic hurricane and tropical storm activity, evaluated separately or together,

based on the National Oceanic and Atmospheric Administration data from 1944 to 2020. Planning, preparation, preparedness and potential recovery plans are topics to at least think about this month.

Collecting ideas and examples from multiple sources made me think about three categories of essential ranch activities. I will name these categories “Now,” “When” and “If.” Briefly, what can be done now and what we should do when forecasters tell us an investigation, or “invest,” is developing in the Gulf, Bay of Campeche or Caribbean. I

will save the “If” category for when our ranch is in the “cone of uncertainty.” If we prepare properly, then the time of “If” should require the least time and effort but will be the most stressful.

What can be in the “Now” category is most likely projects we have put off this summer because it has been too darn hot. Activities such as picking up light ranch junk that we have accumulated over time and repairing loose pieces of tin on barns and shade structures. Think about eliminating items that could harm cattle during a 100-mph wind. Other considerations to accomplish now would include making sure our cattle trailers are functional (tires, lights and floors), doing needed repairs on the perimeter fence, taking pictures of facilities, purchasing extra bags of supplemental feed and ensuring all cattle have legible ear tags. If you have a premise identification number (PIN), put it in your cell phone, just in case you need it later. Another import preparation activity is to gather family, staff and even neighbors to make a hurricane plan. In corporate America, this would be called a “tabletop” exercise. Topics to be discussed include evacuating cattle or moving them to the highest possible pasture least likely to hold water. If cattle can be moved to high ground, it may be beneficial to



Continued on 22 »

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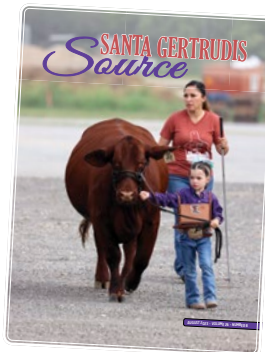
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Robert Linton, Waldo, Ark.
Colton Blankenship, Bartow, Fla.
Paige Blankenship, Bartow, Fla.

Correction

In the August issue of *Santa Gertrudis Source* we printed the wrong scholarship amounts for two National Junior Santa Gertrudis Youth Foundation scholarship recipients. Emily Sweet and Makailey Brock each received \$2,000 scholarships. We apologize for this mistake. Congratulations to all of the scholarship recipients. 🍀



Peak Hurricane Season Is Upon Us *Continued from 20*

place enough round bales in that pasture to feed all cattle for a week to 10 days. Creating an emergency contact list is also important; include your veterinarian, county Extension agent, local emergency management and state board of animal health. Last, it would be a good time to fill any ranch fuel storage tanks and check the status of generators and chainsaws kept on the ranch.

Once an “invest” has appeared and we find ourselves in the “When” category, now would be time to review the hurricane plan and purchase any needed basic fencing supplies, extra cattle water tanks (if needed), withdraw some cash from the bank and stock up on critical supplies for both people and cattle. Furthermore, secure any loose items still remaining and double check perimeter fences for trees that could fall and cause damage enough to let cattle roam free.

Typically, folks have 96 hours (four days) of warning to be prepared for the “If.” Now would be the time to evacuate cattle, if that is the plan. Be aware of potential traffic congestion when selecting an evacuation route. If cattle are to stay on the ranch, it is time to move them to high ground, protect all stored hay and feed as much as possible, open all gates to pastures not holding cattle and secure all ranch facility doors and windows. Store all chemicals in a safe place and unplug all electrical equipment not in use.

If the “If” happens to your ranch, never put your family at risk and only check on your cattle when it is safe. Our breed types of cattle are very resilient and should be OK, based on the plan. No one ever wants to experience the full force of a hurricane, and I am not advocating spending large sums of money in preparation. I am simply suggesting formulating a plan, getting the easy things done first, then ramping up activities if the need arises. Hopefully we will just get rain and a little wind. 🍀

EVENT CALENDAR

September

- 7 Reds to Die for Volume II, steerbidder.com
- 15 Larry Osborne Memorial SGBI Point Show, Corydon, Ind.
- 9 Wiley Southern Harvest Female Sale, Effie, La.
- 15 Santa Gertrudis Field Day, Encinal, Texas
- 15-16 District 6 Halted Heifer Show & Sale, Corydon, Ind.
- 15-16 Red Dirt Gert Sale, Encinal, Texas
- 18 Gwinnett County Fair, SGBI Point Show, Lawrence, Ga.
- 18 Rise of Champions Sale, smartauctions.co

October

- 7 Alabama Connection Sale, Hanceville, Ala.
- 13-14 Magnolia Classic Sale, smartauctions.co
- 20-21 Strait Hefte Tried & True Production Sale, Streetman, Texas
- 27 TriStar Female Sale, Bloomington, Texas
- 28 Briggs Ranches Bull & Commercial Female Sale, Bloomington, Texas

November

- 4 Mountain Laurel Classic Sale, Calhoun, Ga.
- 10-11 Quail Valley Farms Annual Bull & Female Sale, Blountsville, Ala.
- 16 North American International Livestock Show, Louisville, Ky.
- 18 Hot Gert Show, Robstown, Texas
- 18 South Texas Heritage Sale, Robstown, Texas
- 26-Dec. 11 Santa Gertrudis World Congress 2023, Brazil

December

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

January 2024

- 16 2024 National Santa Gertrudis Show, Fort Worth, Texas
- 31-Feb. 2 Cattle Industry Convention & NCBA Trade Show, Orlando, Fla.

March

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



There's a Place for Everyone

In early June Darren and I visited six Santa Gertrudis operations in southeast Texas. The goal of this trip was two-fold: 1) to interact with Santa Gertrudis breeders and 2) take photos that can be added to SGBI's photo library for use in print advertisements, *Santa Gertrudis Source* and more. It was a wonderful opportunity to visit with breeders about their operations and cattle, and see some outstanding Santa Gertrudis. Regardless of the operations' size, each ranch is successful in its own way, and their cattle prove it.

A special thank you to the breeders who allowed us to visit their operations: Buena Vida Cattle, Heather Blewett and Kalli Kimble; Wendt Ranch, Gene and Daniel Kubecka;

Strait Ranch, Cynthia and Yancey Strait; Harris Riverbend Farms, David Harris and Justin Massey; In the Red Ranch, Michael, Jodi, Abbie and Cooper Cates; and Rockin 3T Ranch, Colby and Hannah Threet. Thank you for giving your time and sharing your passion for these beautiful, cherry-red cattle.

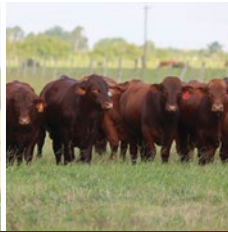
We hope to visit more ranches across the country over the next year to highlight our breed's diversity and adaptability. One thing that continues to be evident to us after each interaction with Santa Gertrudis breeders is that, no matter the size of your ranch or the goal of your operation, there is a place in the Santa Gertrudis breed for you! 🌟



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ACTIVITY REPORTS

FINANCE COMMITTEE • Amber Robertson, Chair

The Finance Committee was approved by the Santa Gertrudis Breeders International (SGBI) Board of Directors at their last meeting on June 6. We have worked closely with SGBI Executive Director HC Neel to approve monthly expense reports. During our next scheduled meeting via Zoom on Aug. 9, we will discuss a number of topics brought to us by the board. These topics include collecting outstanding balances (more than 30 days) from members, exploring the feasibility of hiring a youth director, some marketing/promotional opportunities for the breed, along with the topic of sustainability from the number of registrations (6,887 purebred registrations and 1,473 STAR 5 registrations in 2022). Our association has an exceptional executive director who has played a key role with getting our office back on track financially and continues to give guidance to our committee when asked. I encourage members to reach out to the board of directors/district representatives to express your thoughts, ideas, direction or needs.

YOUTH ACTIVITIES COMMITTEE • Trai Stegall, Chair

We had a successful junior nationals in Gonzales, Texas. A special thanks to an amazing Youth Activities Committee (YAC) and Vickie Loessin for handling ShoWorks for us. The YAC will meet in late August to discuss any changes or additions to next year's junior nationals, which will be in Little Rock, Ark., at the state fairgrounds.

We just finished a successful GOALS under the direction of Casey and David Jones and Christy Moran. Forty juniors did a wide variety of activities in Louisville, Ky. Another thank you to chaperone Heather Strait. Saying thank you is never enough for all these hard-working volunteers on and off the committee.

Breed Standards Committee • Heather Blewett, Chair

The Breed Standards Committee met on March 29 to discuss the topic of interest – birthmarks. During the meeting, the standing rules and guidelines were reviewed to determine if there were any definitions or terms already in place to utilize for qualifying animals with birthmarks. Nothing was found in the standing guidelines, so the committee voted to add "Birthmark" to the rules listed under "Breed Character" in the "Objectionable" column. This was established so that if someone was questioning an animal's qualification to show, they could make an official protest if they feel the animal does not meet breed standards. After the SGBI Board of Directors approved the motion for the addition, the new objectionable term, "Birthmark," was defined by the committee as, "Birthmarks may have white or black hair color, but do not include white skin/hide color."

At the fall meeting, the committee plans to review other breed standard guidelines that seem to be dated in order to meet the evolving cattle industry standards, including things like expected progeny differences, reproductive efficiency and conformation regulations. 🐾

SALE REPORTS

KENTUCKY NATIONAL SALE

July 14-15, 2023 • Bowling Green, Ky.

• SALE AVERAGES •

31 Registered Lots: \$2,425 • 8 STAR 5 Lots: \$2,465

The 45th Kentucky National Sale was sponsored by the Kentucky Santa Gertrudis Association and the Kentucky Department of Agriculture. The sale chairman was Chip Parker, the sale manager was Darren Richmond and the auctioneer was Corbin Cowles.

The high-selling open heifer was consigned by Gracey Pitchford, Eustace, Texas, and was sold to Chad Lennon, Alba, Texas, for \$6,500. The high-selling bred female was consigned by MC Ranch, Alpharetta, Ga., and was sold to 777 Farms, Magnolia, Ark., for \$6,250. The high selling bull was consigned by DP Cattle Co., Eustace, Texas, and was sold to Ward Farm, Hartselle, Ala., for \$4,100. The high-selling pair was consigned by Shampain Ranch, Pleasant Hill, Ill., and was sold to RJ Ranch, Augusta, Ga., for \$3,500. The high-selling STAR 5 female was consigned by Gracey Pitchford and was sold to Kelly Copas, Franklin, Ky., for \$4,200. The volume buyer was RJ Ranch. 🐾



JUNIOR VOICES • Jewellie Green • District 3 Director

Q: WHAT IS THE BIGGEST LESSON YOU'VE LEARNED AS A RESULT OF RAISING SANTA GERTRUDIS?



A: My name is Jewellie Green, and I'm from Holden, La. Over the past two years, I have served as a district director and national princess.

I've been a part of the Santa Gertrudis breed for the past 12 years, and out of all the years, one of the most important lessons I have learned is family, friendship and community are key. Competition is always better when you are surrounded by people you care for with trust and respect. Our wonderful Santa Gertrudis family is full of encouragement and support for all of its members. It's okay to want to win (which we all do), but it's vital to remember we are all a part of a community and need to show up ready to help, cheer on and sometimes even cry with others in not only the show ring but life. Over the past year, I have made many long-lasting friendships from across the United States through incredible opportunities, such as Gerts Ongoing Advanced Leadership Summit, that have made major impacts on my life. This is just one of many life lessons I've learned. I can't wait to see my Gert family on the show road this upcoming year! 🐾

Kentucky National Show

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DP MR Delmo 118J4,
DP Cattle Co., Eustace, Texas

GRAND CHAMPION FEMALE

PC/Serbese MS Forgotten 017K,
Gracey Pitchford, Eustace, Texas

RESERVE GRAND CHAMPION FEMALE

Miss Grandview 9101,
MC Ranch, Alpharetta, Ga.

GRAND CHAMPION STAR 5 FEMALE

FC 05/1, Gracey Pitchford,
Eustace, Texas

RESERVE GRAND CHAMPION STAR 5 FEMALE

Windcrest 2/73,
Windcrest Farm, Leitchfield, Ky.



From left, Wes and Jessica McDaniel family, Judy McDaniel, Deanna Parker, Scott Burks, Chip Parker, Laura Zibilski, Darrell Pitchford and HC Neel.

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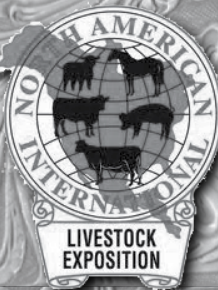
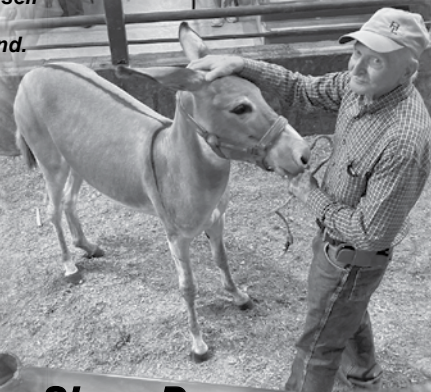
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MVF Never Before Dynamite,
Morse View Farm,
Mountain Grove, Mo.



RESERVE GRAND CHAMPION BULL

QVF Paradigm 117H4, Bar M Farm
and 5J's Cattle Co., Lenior, N.C.



GRAND CHAMPION FEMALE AND BEST OF POLLED FEMALE

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



RESERVE GRAND CHAMPION FEMALE

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



GRAND CHAMPION STAR 5 BULL

MVF Rip, Morse View Farm,
Mountain Grove, Mo.



GRAND CHAMPION STAR 5 FEMALE

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



RESERVE GRAND CHAMPION STAR 5 FEMALE

Miss Khole, Nolan Heard,
Centralia, Ill.

Point Show Nomination Form

The SGBI 2023-2024 Point Show Nomination Form is available on the SGBI web-site at: <https://santagertrudis.com/member-resources/forms/>. 

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GF Stetson, Grubb Farm,
Chillicothe, Ohio



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PC Miss Copperhead Josie 116J,
Bar M Farm, Lenior, N.C.



RESERVE GRAND CHAMPION FEMALE

QVF MS Paradigm 11K, Nolan Heard,
Centralia, Ill.



GRAND CHAMPION STAR 5 BULL

MVF Rip, Morse View Farm,
Mountain Grove, Mo.



GRAND CHAMPION STAR 5 FEMALE

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



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STAR 5 FEMALE**

Miss Khole, Nolan Heard,
Centralia, Ill.

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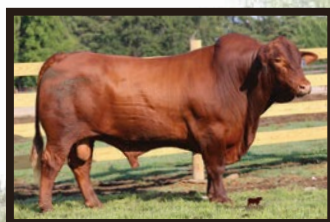
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