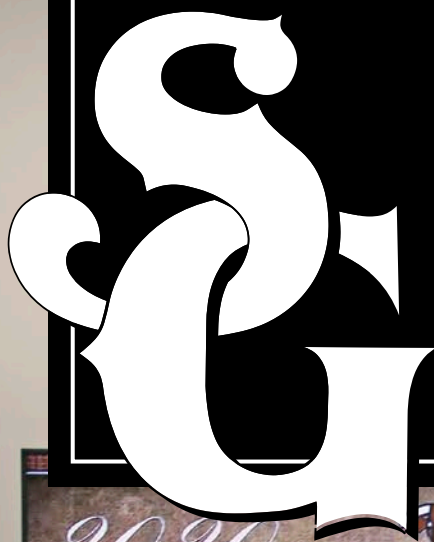




SANTA GERTRUDIS

USA

APRIL 2020 | VOLUME 23, NUMBER 4



**AFFILIATE & BREED
PROMOTION**



The Preferred American
Beef Breed

Choose Tinney Farms' Herd Sires this SPRING BREEDING SEASON



2017 National Champion

MASTERPIECE 101 (Reg. #20141438)

Masterpiece capped off one of the most dominant show careers in recent breed history. He had 13 consecutive Grand Championships and was named the 2017 National Champion Bull! We look for great things in his future. He is one of the best balanced EPD bulls, and now is your chance to use one of the most powerful bulls in the breed. Co-owned with Circle A Farm.

Semen \$50/straw, 10-straw minimum.

Contact Darren Richmond, 423-364-9281 or djrichmd@gmail.com

BW	WW	YW	Milk	T MAT	REA	Marb	FAT
0.25	16.70	21.96	-7.79	0.56	0.03	-0.19	0.016
HCW	Sh F	SC	Bal Idx	C/C Idx	Term Idx		
10.01	-0.02	0.57	4%	2%	13%		



TF PROSPECTOR (Reg. #20181333)

Sired by King Ranch 97/10, Prospector puts it all together with phenotype and performance. He was Grand Champion Bull at the 2019 North American Livestock Expo, Arkansas State Fair and Kentucky State Fair, and the 2020 Dixie National. Co-owned with Mattingly Farm.

Semen available soon for \$50/straw, 10-straw minimum.

Contact Darren Richmond, 423-364-9281 or djrichmd@gmail.com

BW	WW	YW	Milk	T MAT	REA	Marb	FAT
0.66	8.16	14.46	-6.57	-2.49	0.07	0.08	-0.009
HCW	Sh F	SC	Bal Idx	C/C Idx	Term Idx		
3.31	0.01	0.19	2%	6%	5%		

THANK YOU

to our Mid-Coast International
Super Sale Buyers!

White Rock Farm, Elliy, Ga.
(Matt, Cindy & Luke Chastain)

High Country Farms, Jacksonville, Ark.
(Blake Walker)



Mark your calendar for the **CRIMSON CLASSIC SALE**

Saturday, April 25, 2020

Cullman Stockyards, Cullman, Ala.

See our catalog in this issue of Santa Gertrudis USA

Manager: Arlin Taylor
256-507-3838
arlin.taylor@bhamfast.com
tinneyfarms.com

Tinney Farms
5251 Co. Rd. 601 Hanceville, AL 35077



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**Here's Your Chance to Win
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Wendt's Baby Doll Showcase Sale

JULY 28, 2020

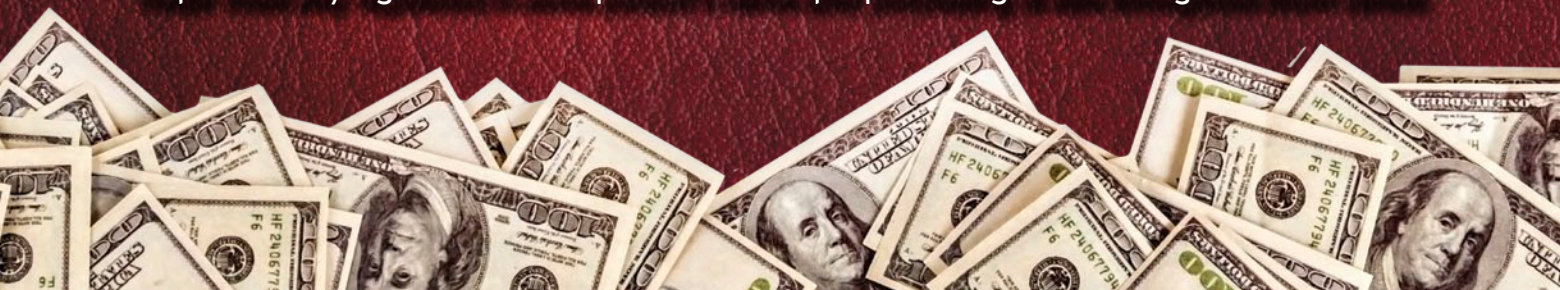
Sale will be online via www.sconlinesales.com

Never, in the 66-year history of Wendt Ranches, have we offered the opportunity to fellow breeders to have access to this many elite Santa Gertrudis heifers. To win the \$10,000, a heifer must be purchased at this sale and then win Grand Champion at the National Open or National Junior Show.

Not limited to one or the other and can win multiple times.

If the heifer wins both the National Open AND the National Junior Show, you'll receive \$20,000!

Heifer must stay registered in same person's name after purchasing at sale throughout show career.



SS

Wendt Ranches Partners LLC

5475 FM 457, Bay City, TX

Email: wendtranches@hotmail.com

Gene Kubecka

979-240-5311

Daniel Kubecka

979-240-5312

SGBI Herd #621, established 1954

SS

SANTA GERTRUDIS USA

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John Ford greets attendees at the 2020 Mid-Coast International Super Sale on March 6.
 Photo by Darren Richmond.

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Highlighting Our Consignments to Spring Sales

CRIMSON CLASSIC SALE

April 25, 2020 • 11 a.m. • Cullman, Ala.



Creech 262-9

A Red Doc Roughneck 6224 daughter on top with Zeb 802 and Payday 0049 on the bottom. She has a great balance of phenotype and EPDs. TOP 10% in 5 traits and TOP 10% in ALL three indexes! Her half-sister, Creech 260-9, also sells and carries those same traits.

Both heifers sell open.

BREEDERS OF THE CAROLINAS SALE

May 9, 2020 • 11 a.m. • Chester, S.C.

Creech 241-8

A 50% Santa Gertrudis and 50% Red Angus bull that epitomizes what the American Red program is all about. He's a son of our senior herd sire, Creech Never Again 911-4. TOP 10% in 5 traits and TOP 10% in ALL three indexes!

Creech 246-8 is also a Never Again 911-4 daughter that sells bred to SR 634 / F1.
Reg. #20181936.



Creech Farms

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(501) 207-2272





Trail Talk

EXECUTIVE DIRECTOR'S REPORT

By Webb D. Fields

(361) 592-9357 | wfields@santagertrudis.com

One of the most intriguing parts of joining Santa Gertrudis Breeders International (SGBI) has been getting to know the people. The level of participation, willingness to adopt new technology and pure will to survive in an ever-changing and evolving marketplace feels truly unrivaled. Within any association or group, the individuals who make up the organization make all the difference. I am certain that our breeders are tremendous people and our product is a good one. I am also very pleased with our current position, having been very aggressive and early adopters in some key areas to progress the breed forward.

So how do we continue to grow? What is the next step or puzzle piece to continue this trajectory? The answer isn't found in your semen tank or in an equation somewhere that we have yet to install. It's simply in our best resource, our people. I am amazed by all the resources we have in terms of our breeders and their various networks. Collectively, we have some of the best minds in the business; some of the most successful people around; a group of the brightest young minds who are absolutely eaten up with this industry and being successful within the Santa Gertrudis breed; and a junior association that is thriving and well supported. If that doesn't get you excited, I am not sure what will.

What is even more exciting for me is that we have a system in place to help cultivate these talents and bring them together. If people are our strength, then the next big move of continued growth for our breed is combining the talents of like-minded people behind our cattle. Feeding off each other and combining resources to promote our breed is an old idea, but one that truly never goes out of style.

Our affiliate associations are a tremendous starting point for our breeders. Joining and heavily participating in both SGBI and your affiliate is, without a doubt, a tremendous way to help

promote this breed and your individual operation at the same time. Whether it be through an affiliate sale, gathering for a field day full of education or a junior-focused event, our affiliates provide a great springboard for directional growth. There is certainly power in numbers.

From SGBI's perspective, we have been and will continue to be very supportive of our affiliate activities, and we think affiliates offer our breeders a tremendous opportunity to gather and share information and ideas. I for one

am extremely excited about continuing to meet with more of our breeders through affiliate association activities. These events serve as a great opportunity to meet members from across the country and start to understand different challenges and objectives within different regions.

From a member perspective, it gives you an opportunity to collaborate with each other and the potential for increased marketing power in showcasing the hard work you have done back home. I certainly look forward to the opportunity to serve in a supportive role in making this growth and shared collaboration a success.

As we continue to push forward, I applaud the great work and cooperative efforts that have been in place for years and highly suggest and look forward to more teamwork from our members in the years to come. We are only as good as our people – a comforting thought for me. 🤝

Webb Fields to Lead SGBI

Balanced Approach Will be Key to Association's Continued Success

Santa Gertrudis Breeders International (SGBI) is excited to announce that Webb Fields will lead the association as executive director effective April 1. Fields assumes this role after serving as SGBI's associate director for the past five months. He brings a great deal of beef cattle knowledge and industry experience to the helm as he prepares to lead one of the beef industry's fastest growing purebred beef associations.

In this article, hear from Fields as he shares his vision for SGBI and the Santa Gertrudis breed.

It is an extremely exciting and pivotal time within the cattle industry. There has been such an acceleration of technology, that with a decrease in the cost of this new technology, adoption has been easier than ever and it now feels like we are moving at lightyear speed. With the need to be science driven and provide as much information as possible to our customers, we continue to look toward the future for the "next big thing."

This early adoption of technology and science almost seems counter intuitive for an old rancher at heart like me. For generations, our families and cattle operations have thrived on hard work, old-world principles, and raising and marketing our cattle in a way that has worked for years. Meanwhile, over the years, we have seen industries such as poultry and pork become "big business," eaten up by large corporations and treated like just another commodity on a supply chain being cranked out as fast as possible.

If we want to continue our ranching heritage and keep the way of life we cherish, we must strike a balanced approach of both hard work and history, with the right blend of science and technology. If we continue to implement new opportunities as they arise, we will remain at not only the forefront as a breed, but ensure that the cattle industry as a whole remains a viable option as a way of life for generations to come.

At the same time, we must remember that if some is good, more is not always the best option. A balanced approach seems to always be the answer. This remains true in the need for balance, not extremes, when evaluating breeding tabulations. Not only that, but a realization that not all animals need to do all

CONTINUED ON PAGE 37 »

Quail Valley Farms

Premier Invitational Elite Brangus & Santa Gertrudis Female Sale



June 6, 2020 at 12:00PM
in Oneonta, Alabama

Offering 50 Brangus Lots & 50 Santa Gertrudis Lots
Schedule of Events

FRIDAY, JUNE 5, 2020

All day cattle viewing

6:00 PM - Dinner

SATURDAY, JUNE 6, 2020

11:00 AM - Lunch

12:00 PM - Santa Gertrudis Elite Female Sale
Brangus Elite Female Sale immediately following



Richmond



PRESIDENT'S LETTER

By Jerome Urbanosky

(281) 797-5715 | jerome@ameritechsi.com



It is bittersweet that this will be my last President's Letter column as my term expires this month and President Elect Nancy Wunderlich will be taking over. It has been an honor to serve as president of the breed association I love so much.

Reflecting on what we have achieved over the past two years makes me proud. We implemented a new Santa Gertrudis ranch sign, added several new videos to our Santa Gertrudis marketing and advertising campaign, established the American Red program with the Red Angus Association of America, had a successful Santa Gertrudis World Congress and, the item I am most proud of, the recruitment of Webb Fields as our new executive director.

I have enjoyed the opportunity to share my thoughts and experiences with you via this letter for the past two years. I am proud that my children and grandchildren are so engaged and committed to our continued involvement in ranching and the Santa Gertrudis breed.

In 1970, I showed my first Santa Gertrudis heifer, Alice, to grand champion of the junior show at the Houston Livestock Show. Ironically my granddaughter, Demi Harrington, showed her cow, Urbanosky's Lagertha 870, to grand champion at the Houston Livestock open show in 2020. Yes, we have won many shows in the past 50 years, but this one was especially sweet to our family. It seems like yesterday, and the experiences and joy I have enjoyed being involved with this magnificent breed make me realize I wouldn't have changed anything.

I would like to express my gratitude to my family, the SGBI staff, the SGBI Board of Directors, the membership, the staff at Blueprint Media and my true friends for their support during my presidency's tenure.

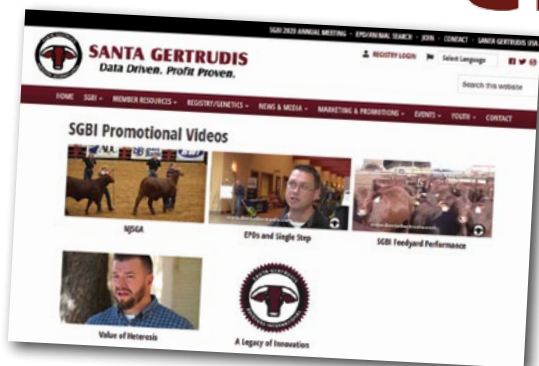
John Ford and I will hand over SGBI's reins to Webb Fields and Nancy Wunderlich, and I am very confident and excited about SGBI's future.

I hope to see you at the SGBI Annual Meeting in Gulf Shores, Ala., April 17-18.

Spread the good news about Santa Gertrudis! 🐄

Santa Gertrudis
★★★
WORLD 2019
CONGRESS
4-19 OCTOBER ★ GROWING GLOBALLY ★ USA

 **AMERICAN RED**



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SANTA GERTRUDIS
BREEDERS
OF THE CAROLINAS

47th Annual

BREEDERS OF THE CAROLINAS SALE

May 9, 2020

Chester Livestock Exchange, Chester, S.C. • 11 A.M. EST

OVER
100

**REGISTERED & SANTA GERTRUDIS-
INFLUENCED LOTS**

**Pairs, Bred & Open Heifers and a
Select Group of Bulls**

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For more information, please visit our website

www.sgbreedersofthecarolinas.com

Gerts on the Gulf

SANTA GERTRUDIS BREEDERS INTERNATIONAL 69TH ANNUAL MEETING

April 17-18, 2020

The Lodge at Gulf State Park • Gulf Shores, Ala.

Headquarters Hotel

The Lodge at Gulf State Park, a Hilton Hotel
21196 E. Beach Blvd., Gulf Shores, Ala.



Canceled

Spouse: _____

Ranch Name: _____ Herd No.: _____

Phone: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

COMPLETE REGISTRATION INCLUDES:

All sessions and meals for Friday-Saturday, President's Dinner and Hall of Fame Inductions

\$180.00 per person x _____ = \$ _____ *If received BY March 16, 2020*

\$225.00 per person x _____ = \$ _____ *If received AFTER March 16, 2020*

A LA CARTE TICKETS AVAILABLE:

FRIDAY *a la carte tickets*

MEET AND GREET RECEPTION/SOCIAL

\$75 per person x _____ = \$ _____

SATURDAY *a la carte tickets*

SGBI ANNUAL MEETING BREAKFAST, LUNCH

\$75 per person x _____ = \$ _____

PRESIDENT'S DINNER,

includes Social and Awards Reception

\$125 per person x _____ = \$ _____

Mail registration to:
SGBI, P.O. Box 1257
Kingsville, TX 78364
or FAX to (361) 592-8572

PAYMENT METHOD

Check No.: _____ TOTAL: \$ _____

Credit Card: ☐ Visa ☐ Mastercard
please check one

Credit Card No.: _____

Expiration Date: _____

Card Holder Name: _____

Card Holder Signature: _____

TENTATIVE SCHEDULE

Friday, April 17

2:00 p.m. - 4:00 p.m. Board of Directors Meetings:
Santa Gertrudis Youth
Foundation, Santa Gertrudis
Foundation and SGBI

4:00 p.m. - 6:00 p.m. Committee Meetings

7:00 p.m. - 9:00 p.m. Webb Fields, new SGBI
executive director, Meet and
Greet Reception/Social

Saturday, April 18

8:00 a.m. - Noon Annual Membership Meeting

Noon - 1:30 p.m. Lunch, SGBI New Board of
Directors Meeting

1:30 p.m. - 3:00 p.m. American Red Marketing
Program Update

3:00 p.m. - 6:00 p.m. Free Time

6:00 p.m. - 7:00 p.m. Social and Awards Reception

7:00 p.m. - 9:00 p.m. President's Dinner,
Hall of Fame Inductions



FIVE J's BEEF & CATTLE COMPANY

Carcass with Quailty

EASY FLESHING
HIGH CARCASS
QUALITY



HIGHLY EFFICIENT
EXTREMELY DOCILE



RDF Never Sank 5012 20153072

- Eye-appealing daughters
- Consistent IMF score from progeny
- Superior growth and ADG
- Thank you Hefte and Wendt Ranches for the opportunity to own this outstanding young herd sire.

Owned with Hefte Ranch and Wendt Ranches



Schu-Lar Asset 36F P43910830

- NJW 98S R117 Ribeye 88X ET x Schu-Lar 9Z Vivian 001
- Feed conversion
- Marbling
- Selected for Olsen Test

Owned with Texas Stardance Ranch, Schu-Lar Herefords and West Virginia State University.

OUR STAR 5 PROGRAM CREATES THE ELITE SOUTHERN MAMA COW FOR THE COMMERCIAL CATTLEMAN.

UPCOMING SALE CONSIGNMENTS

Crimson Classic Sale

April 25, 2020 | Cullman, Ala.

- 15** STAR 5 Santa Gertrudis open heifers sired by Never Sank 5012, CF Never Before 127-5 and CF Never Before 131.

Breeders of the Carolinas Sale

May 9, 2020 | Chester, S.C.

- 20** STAR 5 Santa Gertrudis open heifers sired by Never Sank 5012, CF Never Before 127-5 and CF Never Before 131.



Jack, Luke, Will, Sam and Ree



SR19/F1 20180823

- Sired by breed-leading carcass bull
- Son of famed SR19 Holly cow
- Biggest REA from the Tried & True Production Sale
- Great ADG

Owned with Creeh Farms



Five J's Beef & Cattle Company

Jody Standley, Owner (919) 291-4212
Kim Y. Prestwood, Manager (828) 320-7317
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Elevate and Promote Santa Gertrudis

A look at how BluePrint Media helps elevate the reputation and demand for Santa Gertrudis

By Lisa Bard, Editor

Seedstock breed promotion and marketing is a tricky, fickle beast. In a landscape that is filled with every possible “maternal-beef-breed-that-is-the-answer-to-everything-and-has-no-problems-or-faults,” it is difficult to differentiate a breed in a manner that is effective *and* truthful. Yet this is one of the primary purposes of a breed association – to brand, market and promote a breed to the successful advancement of the breed and members.

Easy enough. Or not. All the above takes a lot of investment in time and money and a good dose of expertise – things that breed associations may be limited on. Staff are always stretched thin, wearing many hats and fulfilling many tasks and job descriptions while working overtime. Budgets are set based on membership and registry income, and typically do not have a lot of wiggle room.

One very effective way to overcome these constraints while taking advantage of today's business environment and technology is to form strategic partnerships with service-providing companies that can deliver what an association needs at affordable prices and with no overhead or added expense. That is what we at BluePrint Media strive to deliver to SGBI members.

We began as a service partner with Santa Gertrudis Breeders International (SGBI) in the spring of 2012 as the publisher of *Santa Gertrudis USA* (SG-USA) and have enjoyed serving SGBI in that capacity ever since. The magazine is a rare publication in the seedstock sector in that it is profitable for the association, is well respected, well supported and effective in its purpose. SGBI member support for your breed publication is what makes it successful, and you are to be commended for that.

As SGBI has grown over the past 10 years, it has become apparent that their services and promotion efforts need to and could expand, as well. SGBI was doing great things in the cattle industry and yet very few knew about it! We were then contracted to assist SGBI in their promotion, marketing and communication activities and now serve as

the media, marketing and promotion arm of SGBI.

We love being the behind-the-scenes gun-for-hire and working with and for SGBI members. However, it is also important for members to know where and how their membership dues are working for them, as well as *who* the players are. Many members do not realize that BluePrint is a team of many (15+ at press time) industry professionals who bring a vast array of experience and skills to your projects.

This article highlights the SGBI/BluePrint relationship and how the two work together to elevate the reputation and demand for Santa Gertrudis cattle through the association's publication and various other communication efforts.



Santa Gertrudis USA

The first issue of *Santa Gertrudis USA* that BluePrint Media (then BluePrint Marketing) produced was in August 2012 – the annual National Junior Santa Gertrudis Show issue. Over the last 7.5 years, BluePrint has helped contribute to the publication's growth and success. The magazine has also succeeded as a direct result of Darren Richmond's ad sales efforts and tremendous breeder support. As the

official publication of SGBI, *Santa Gertrudis USA* serves as the voice of SGBI and the Santa Gertrudis breed.

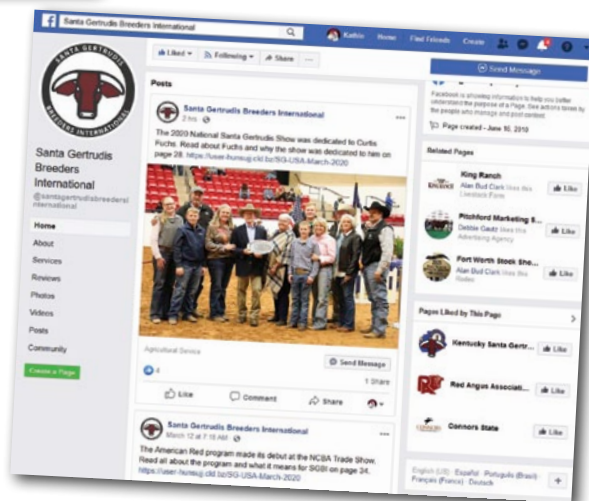
Planning for each issue is a team effort that involves key players for both BluePrint and SGBI. While the BluePrint team provides editorial, design, production coordination, and ad coordination and invoicing, SGBI Executive Director Webb Fields (and John Ford prior to his retirement), Darren Richmond and SGBI's president provide vital input on content and direction while planning each issue. BluePrint's team of talented writers regularly contribute articles to the magazine, and other articles are contributed by industry professionals and experts.

Communications Support

After BluePrint started publishing *Santa Gertrudis USA*, SGBI asked BluePrint to manage SGBI's communication needs on an as-needed basis. This included maintaining the association's website, managing SGBI's social media, conducting SGBI public relations and developing marketing materials. Those tasks, coupled with managing and producing *Santa Gertrudis USA*, have given BluePrint team members an intimate and thorough knowledge of SGBI, its members, goals and activities, and the Santa Gertrudis breed.

From 2012 to 2018, SGBI created a vast array of information about the Santa Gertrudis breed through their programs and services. Thus, in 2018, the association decided to find ways to utilize that information for breed

CONTINUED ON PAGE 14 »



SANTA GERTRUDIS DISTRICT VI BREEDERS



TF PROSPECTOR 753

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ELEVATE AND PROMOTE SANTA GERTRUDIS CONTINUED FROM PAGE 12

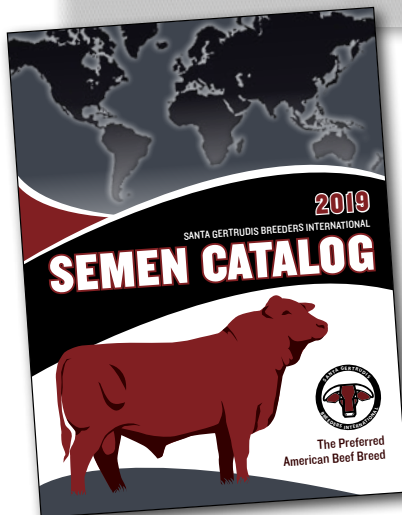
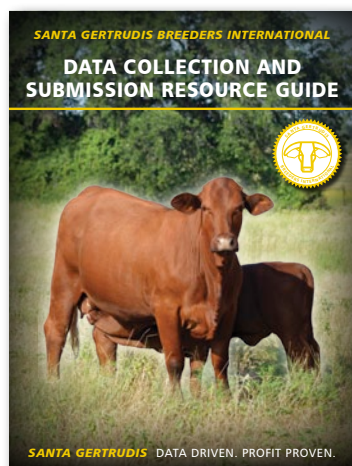
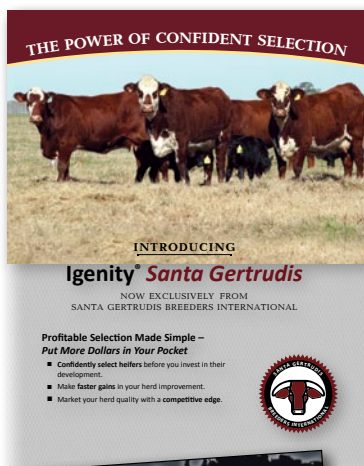
promotion and development, and sought BluePrint's expertise to elevate the reputation and demand for Santa Gertrudis cattle. After many years of managing SGBI's communication needs on an as-needed basis, SGBI hired BluePrint to provide all the association's media management duties on a monthly, contractual basis.

In order to proactively meet SGBI's needs and goals, BluePrint developed a media management strategic plan to advance the Santa Gertrudis breed and SGBI as an organization and as the global leader of the Santa Gertrudis breed. Since that time, BluePrint has continued to manage SGBI's social media accounts, build a new stock photo library, execute SGBI's advertising campaign, and develop and produce breed promotional items. Some of the highlights in recent years include launching a new website, creating a new advertising campaign, growing SGBI's social media and managing Santa Gertrudis World Congress 2019.

Meet the BluePrint Team

What began as a sole proprietorship in 1991 has grown to a partner-owned, 15+ member team of industry professionals. Each of BluePrint's elite team members has firsthand experience with the agriculture industry as well as formal training and professional experience in marketing, design and communication, which enable the team to successfully communicate about Santa Gertrudis. It is because of our team diversity and depth that we can provide such a wide variety of services. While none of us work for SGBI all the time, all of us contribute when needed, which keeps the cost to SGBI low and the quality of services high. Meet the key players who contribute to SGBI's various projects. We are a true virtual office, with each of us working from our own locations throughout the United States. We have included each team member's phone and email so you may more easily contact each of us if needed.

Kathie Bedolli – Kathie is the creative force behind many of materials we produce for SGBI. She is the creative director and designer of SG-USA as well as many of the ads in the magazine. She has also produced many of the marketing pieces for SGBI, including brochures, direct mail, eblasts, trade show banners, annual reports, logos



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and much more. Located in Colorado, she can be reached at kbedolli@blueprintma.com or (970) 568-8219.

Leslie McKibben – Leslie is the bean counter and details keeper behind everything we do for SGBI, including ad invoicing, payments, billings and keeping the books. If it's got anything to do with numbers and money, Leslie is on top of it. Located in Wisconsin, she can be reached at lmckibben@blueprintma.com or (608) 573-2430.

Jessie Topp-Becker – Jessie is the communications manager and content specialist for all SGBI projects as well as the managing editor for SG-USA. Her excellent writing, communication and organizational skills ensure that each SGBI project is well written, on brand, relevant and insightful. She was raised in agriculture and has training and experience in communications, journalism and marketing. Located in North Dakota, she can be reached at jbecker@blueprintma.com or (701) 307-0772.

Samantha Murnin – Samantha (Sam) is the project specialist for all SGBI projects such as the website development and World Congress. She also runs the SGBI advertising campaign and negotiates and executes all media buys throughout the year. Raised on a commercial cow-calf operation in Montana, her professional experience comes from years of working with cattle industry organizations. Located in Montana, she can be reached at smurnin@blueprintma.com or (970) 318-6551.

Megan Sajbel Field – Megan executes all SGBI social media (Facebook, Twitter and Instagram) and makes many of the updates to the SGBI website. Her background in marketing



CONTINUED ON PAGE 23 »

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HDHF MAGNUM 6014 ET

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www.excelsantagertrudis.com

SANTA GERTRUDIS Juniors

By Cali Green, At Large Director



Howdy there! My name is Cali Green, and I am one of the current National Junior Santa Gertrudis Association at-large directors. I am a junior at Holden High School in Holden, La., and I am very involved in 4-H, FFA, Beta and student council.

My family has been raising commercial cattle for more than 70 years. I started showing purebred Santa

Gertrudis at the age of 9 and have been in love with it ever since. This issue of *Santa Gertrudis USA* focuses on breed and affiliate promotion, which is such a vital part of the Santa Gertrudis breed. Santa Gertrudis, also known as the American Original, is a continually growing breed with more and

more cattlemen and women realizing the potential of Santa Gertrudis and what the genetics can do for their herds.

It is such an amazing and honoring feeling to call the people in this association my family. I feel so blessed to know so many people from all over the country. No matter what, I know I have people behind me who will always support my dreams as well as everyone else's. Overall, the more people we can get involved in this amazing organization, the better we can become.

I look forward to seeing y'all at the 2020 National Junior Santa Gertrudis Show in Monroe, La., in June. 🐄



SANTA GERTRUDIS Calendar

APRIL

- 4** Red Doc Farm's Red Hot Bull Sale, Bosque, N.M.
- 4** Rocky Mountain Spring Runoff Sale, Bosque, N.M.
- 17-19** Santa Gertrudis Breeders International 69th Annual Meeting, Gulf Shores, Ala.
- 18** Briggs Super American Brangus & Santa Gertrudis Bull Sale, Bloomington, Texas
- 25** Crimson Classic Sale, Cullman, Ala.

MAY

- 9** Breeders of the Carolinas Sale, Chester, S.C.
- 9** Mid-Coast Cattleman's Opportunity Sale, Brenham, Texas
- 16** Mississippi/Alabama Field Day & Jr. Heifer Show, hosted by Grandview Farms, Crawford, Miss.

JUNE

- 5-6** Quail Valley Farms Premier Invitational Santa Gertrudis & Brangus Female Sale, Oneonta, Ala.
- 13-20** National Junior Santa Gertrudis Show, Monroe, La.

JULY

- 17-18** Kentucky National Show & Sale, Bowling Green, Ky.
- 28** Baby Doll Sale, Wendt Ranches, Bay City, Texas

SEPTEMBER

- 12** First Annual Southern Harvest Sale, Wiley Ranch, Effie, La.
- 18-19** District 6 Sale and Junior Show, Corydon, Ind.

OCTOBER

- 16-17** 3rd Annual Strait-Hefte Tried & True Production Sale, Carrizo Springs, Texas

REGISTRATIONS, STAR 5 RECORDINGS AND TRANSFERS BY DISTRICT

FEBRUARY 2020

ACTIVE MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	264	22	3	21
2	130	16	15	59
3	24	2	16	114
4	31	4	0	8
5	20	8	5	10
6	23	1	2	2

JUNIOR MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	18	12	0	6
2	3	2	0	1
3	0	2	0	4
4	1	0	0	2
5	0	0	0	0

FOR SGBI REGISTRATIONS CONTACT: Diana Ruiz
P. O. Box 1257, Kingsville, Texas 78364 | diana@santagertrudis.com
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SANTA GERTRUDIS BREEDERS INTERNATIONAL AFFILIATE ASSOCIATIONS

Alabama Santa Gertrudis Association

Contact: Betty Kelso Clough
(256) 566-7878

Arkoma Santa Gertrudis Association

Contact: Rance Reynolds
(918) 232-7870 | ranceleel2@gmail.com
<https://www.facebook.com/ArkomaSantaGertrudisAss/>

Santa Gertrudis Breeders of the Carolinas

Contact: Peaches Carpenter
(910) 269-7717
<https://www.sgbreedersofthecarolinas.com>

Florida Santa Gertrudis Association

Contact: Casey Jones
(386) 623-9088 | <https://flgerts.weebly.com/>

Georgia Santa Gertrudis Association

Contact: Wes McDaniel
(404) 630-1142 | mcdanielwb@gmail.com
<https://www.facebook.com/GeorgiaSantaGertrudisAssociation/>

Indiana Santa Gertrudis Association

Contact: Bob Hiss
(210) 503-5310 | mbhissjr@embarqmail.com

Kentucky Santa Gertrudis Association

Contact: Cody Mattingly
(270) 668-2776 | mattinglyfarms96@yahoo.com
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Louisiana Santa Gertrudis Association

Contact: Amber Roberson
(337) 377-9720
<https://www.facebook.com/ljsaga/>

Mid-America Santa Gertrudis Association

Contact: Britney Shields
(417) 793-5887

Mid-Coast Santa Gertrudis Association

Contact: David Moran
(979) 251-0391
midcoastsantagertrudis@gmail.com
<https://midcoastsantagertrudis.com/>

Mississippi Santa Gertrudis Association

Contact: Trai Stegall
(662) 296-5120

Premier Santa Gertrudis Association

Contact: Matt Nichols
(940) 393-2305 | mnicol1011@earthlink.net
<https://www.facebook.com/Premier-Santa-Gertrudis-Association-109761342388446/>

Rocky Mountain Santa Gertrudis Association

Contact: Stacey Montano
(505) 429-0067 | o.xranch@hotmail.com
<https://www.facebook.com/rockymountainsantagertrudisassociation/>

Santa Gertrudis Breeders of the Rio Grande Valley

Contact: Alex Salinas
(956) 207-7457 | sbgrgv@gmail.com
<https://www.facebook.com/SGBRGV/>

South Texas Santa Gertrudis Association

Contact: Kenneth Tom Hefte
(361) 813-4937 | hefteranch@gmail.com
<http://www.southtexasheritagesale.com/south-texas-santa-gertrudis-association.html>

2020 National Junior Santa Gertrudis Show June 13-20, 2020

Ike Hamilton Expo Center, West Monroe, La.

The annual National Junior Santa Gertrudis Show (NJSGS) is the highlight event for National Junior Santa Gertrudis Association (NJSGA) families. More than 1,000 junior members, their families and sponsors attend the NJSGS each year where youth showmen exhibit more than 600 head of cattle.

Several sponsorship opportunities are available that will allow you and/or your company to make a tax deductible contribution to the Santa Gertrudis Youth Foundation. If your organization is interested in becoming a part of this vibrant youth activity, securing a sponsorship agreement or learning more about opportunities with the 2020 NJSGS, contact Betty McCormick at (281) 797-6355 or bettyssue1959@gmail.com.

⇒ **The NJSGS packet will be available on www.santagertrudis.com in early April!**

For more information, including host hotels visit:
<https://santagertrudis.com/sgbi-youth/national-jr-santa-gertrudis-show/>



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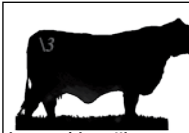


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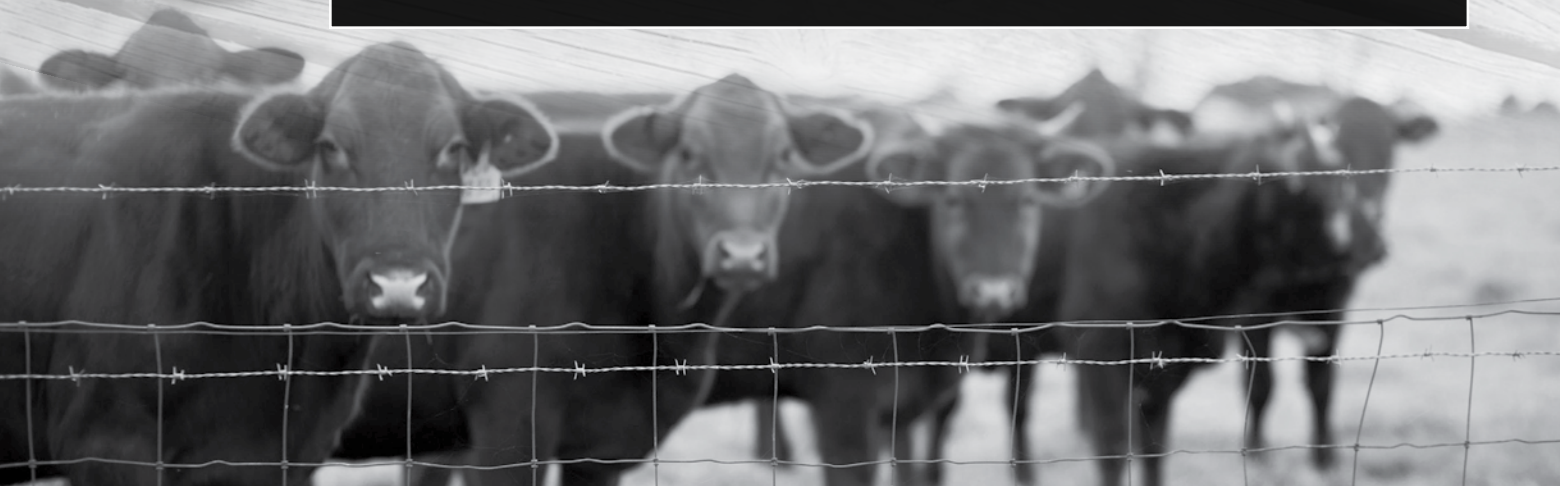
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(337) 377-9720

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INFLUENCING GROWTH, PUBERTY IN HEIFERS

Randy L. Stanko, Ph.D., Texas A&M University-Kingsville



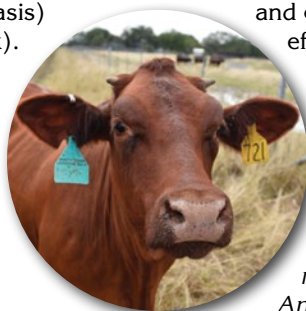
I always try to keep Santa Gertrudis Breeders International readers aware of current scientific research that may affect production. Therefore, similar to last month, I would like to share data from a study of beef heifers. Ironically, this study is also from University of Florida researchers¹, but this study was conducted at the Institute of Food and Agriculture Sciences Research Station in Ona, Fla. In a two-year study, the research

subjects were Black Brangus replacement heifers (n=128; 64 heifers each year). These heifers were 311 ($\pm$ 18 days of age) and weighed 537 pounds ($\pm$ 9 pounds) at the start of the study each year. This study was designed to investigate the impacts of supplement frequency offering (3 times vs. 7 times per week) as well as total amount of supplement fed (1.25 percent vs. 1.75 percent of body weight) on heifer growth (average daily gain (ADG)) and reproduction.

Researchers used heifer body weight to pre-sort individuals into groups. Grouped heifers were equally placed into one of 16 Bahia grass pastures (four heifers per pasture) each year. The four different feeding treatments were then assigned randomly to each pasture (four pastures per treatment). Treatments were as follows:

- **Treatment 1.** Soybean hull-based supplement fed at 1.25 percent of body weight (dry matter basis) delivered only Monday, Wednesday and Friday.
- **Treatment 2.** Soybean hull-based supplement fed at 1.25 percent of body weight (dry matter basis) delivered daily (seven times per week).
- **Treatment 3.** Soybean hull-based supplement fed at 1.75 percent of body weight (dry matter basis) delivered only Monday, Wednesday and Friday.
- **Treatment 4.** Soybean hull-based supplement fed at 1.75 percent of body weight (dry matter basis) delivered daily (seven times per week).

It is important to understand that heifers fed supplement at 1.25 percent of body weight received the same amount of total feed supplement each week, regardless of frequency. In a similar fashion, heifers fed supplement at 1.75 percent of body weight received the same amount of total feed supplement each week, regardless of frequency.



Each year, the experiment began on day 0. On day 56, all heifers were inserted with an EAZY-BREED™ CIDR® device for 14 days to induce puberty. Timed artificial insemination (AI) followed on day 89. This is a common 33-day synchronization of estrus protocol recommended for beef heifers. Specific details appear on the last few pages of any commercial semen catalog. Fertile bulls were placed with heifers (following timed AI) from days 89 to 167.

Greater ADG resulted from daily feeding as compared to feeding three times per week. Daily feeding also increased the percentage of pubertal heifers prior to CIDR insertion and prior to timed AI. However, three times per week and seven times per week fed heifers had similar pregnancy rates after the study. Interestingly, soybean hull-based supplement fed at 1.25 percent of body weight increased overall ADG as compared to the 1.75 percent supplement treatment. The percentage of pubertal heifers prior to CIDR insertion was similar between the 1.25 percent and 1.75 percent of body weight fed heifers.

After the 14-day CIDR protocol, more heifers fed at 1.75 percent of body weight became pubertal before timed AI, and more heifers fed at 1.75 percent of body weight became pregnant by the end of the study. The increased (1.75 percent) supplement offered produced favorable results regardless of how often supplement was provided to the heifers.

Collectively, these data show that offering supplementation at 1.25 percent of body weight calculated daily but offered on a three time per week basis at a body weight of 537 pounds is sufficient to manage replacement heifers prior to the breeding season. [Ex. 537-pound heifer x 1.25 percent = 6.7 pounds per day or 47 pounds per week]. Three feedings per week [47 pounds per week $\div$ 3 days = 15.6 pounds fed on Monday-Wednesday-Friday]. As compared to daily feeding [6.7 pounds x 7 days = 47 pounds per week].

However, during the synchronization of estrus protocol implementation period and artificial insemination sessions and continued into the time of bull exposure, it may benefit reproductive efficiency to increase the amount of supplementation offered to replacement heifers, such as shown in the results of the heifers that received supplement at 1.75 percent of body weight.

Footnotes: ¹ Palmer, E., M. Vedovatto, J. Ranches, R. Oliveira, J. Arthington, J. Vendramini and P. Moriel. 2020. Effects of concentrate supplementation frequency and amount on growth and reproductive performance of Brangus heifers. Abstract 55. Southern Section Animal Science. 🐄

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ELEVATE AND PROMOTE SANTA GERTRUDIS CONTINUED FROM PAGE 14

and non-profit membership organizations brings a fresh perspective to these tasks. Located in Colorado, she can be reached at msajbel@blueprintma.com or (303) 981-4668.

Larisa Willrett – As our main copy editor, Larisa's stamp is on everything we produce for SGBI. Anything that goes in the magazine, on the website, out on social media, or in marketing or promotional materials is edited by Larisa first. A lifetime in agriculture, journalism, writing and editing makes her invaluable. Located in Illinois, she can be reached at lwillrett@blueprintma.com or (815) 761-4781.

Holly Holland – Holly is an extremely talented designer and our catalog specialist. She designs many of the ads for *SG-USA* advertisers as well as many of the catalogs that go out with the magazine. She is also the designer behind the SGBI advertising campaign and many other SGBI marketing materials. Located in Colorado, she can be reached at hholland@blueprintma.com or (970) 556-8332.

Darren Richmond – Darren is not only contracted by SGBI as a breed representative, but by BluePrint as the *SG-USA* advertising sales representative. Because of his easy-going, affable demeanor, it's easy to underestimate the value of what he brings to *SG-USA* and SGBI. Darren not only sells all ads for *SG-USA* but works closely with each advertiser to ensure their ads and materials are timely, on-target, intentional, and speak to each customer's goals and wishes. He also coordinates all sale reports and all show results for the magazine and SGBI website. He is an invaluable member of the team! Located in Georgia, he may be reached at djrichmd@gmail.com or (423) 364-9281.

Micky Burch – Micky is multi-talented as our database and distribution manager, feature writer and project analyst. She manages all *SG-USA* subscribers, comps, member recipients and distributions. A lifetime in agriculture, journalism, communications and management makes her invaluable. Located in Nebraska, she can be reached at mburch@blueprintma.com or (308) 440-8179.

Emily Stribling – Emily is the newest addition to the team and brings a suite

of skills as a writer, designer, artist and more. She designs ads for advertisers, was instrumental in creating materials for World Congress and has written content and feature articles for SGBI and *SG-USA*. Located in Texas, she can be reached at estribling@blueprintma.com or (860) 428-8531.

Judy McDaniel – Judy joined our team to plan and execute Santa Gertrudis World Congress 2019 to great success. Located in Georgia, she can be reached at jmcdaniel@blueprintma.com.

We also have a slate of very talented freelance writers in Hannah Gill, Kate Giess, Kelsey Pope, Macey Mueller, Olivia Willrett and Patti Wilson, and our go-to photographer is Cate Doubet. All of these very talented ladies add to the SGBI communication and promotion efforts.

Lisa Bard – As for me, I have the very best job of all as I get to work with all the people on our team to the benefit of the SGBI breeders and members. I guess you could say I am the liaison between SGBI and BluePrint. I can be reached at lbard@blueprintma.com or (970) 222-7422.

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Grassroots Efforts Promote Santa Gertrudis Cattle and Support Juniors

By Kelsey Pope, Contributing Writer

LOUISIANA IS MAKING A NAME FOR THEMSELVES IN THE SANTA GERTRUDIS BREED.

By promoting the breed and value of Santa Gertrudis genetics, their goal is to provide opportunities for members and support junior events.

The Louisiana Santa Gertrudis Association (LSGA) was started in 1979, headed by a group of ranchers eager to encourage producers to raise the breed. Unfortunately, the affiliate went dormant for several years.

However, despite not having an active affiliate, many producers continued to raise Santa Gertrudis and grow the breed's popularity, as well as get juniors involved in showing Santa Gertrudis cattle.

"The number of new herd owners began to grow, and our cattlemen wanted a better way to market their animals," says Amber Robertson, LSGA secretary/treasurer. "After some discussion, it was decided to restart the association and bring back the structure that once provided marketing, development and educational avenues to our state."

In 2015, the LSGA was reinstated and has grown in membership and function. Robertson has served for four years as the LSGA secretary/treasurer after getting involved in the Santa Gertrudis breed in 2014.

"My husband, Beau, is from Corpus Christi, Texas, where his dad was a state game warden who patrolled a division of the King Ranch," Robertson says. "I grew up with commercial cattle and was involved in 4-H, but when



LSGA booth set up at the State Fair of Louisiana Livestock Show.

we started our own herd, we knew we wanted to raise Santa Gertrudis."

Robertson serves alongside LSGA Board members on a volunteer basis to conduct business for the association. LSGA officers in 2020 are President Sam Jones, Rafter J Ranch in DeRidder; Vice President Erik Wiley, Wiley Ranch in Deville; Secretary/Treasurer Amber Robertson, Running R Cattle in Sweet Lake; and junior advisor Aimee Guidry, Guidry Farms in Gueydan. Board of director members include John Green, Circle G Farms in Holden;

Kenny Williams, Williams Farm in Kentwood; Beau Robertson, Running R Cattle in Sweet Lake; and Kirk Garber, Bar K Cattle in Alexandria.

While promoting the breed and educating about the benefits of utilizing Santa Gertrudis genetics, LSGA also provides opportunities for its members, including quarterly meetings, junior events and participation at Louisiana Cattlemen Association meetings. Members recently attended the Louisiana Cattlemen's Association Convention and had a booth to endorse the breed.

The LSGA Board holds quarterly meetings; they meet three times a year for an in-person meeting and have a conference call for their fourth meeting. The meetings are held in conjunction with state shows that most members attend.

The annual membership meeting was recently held at the Louisiana State University State 4-H/FFA Livestock Show. Other meetings during the year are held at the Louisiana Junior Santa Gertrudis Association (LJSGA) State Warm-Up Show and the State Fair of Louisiana.

Being a non-profit association, a large effort by the board goes into raising funds for advertising and sponsoring junior activities with their annual calf raffle.

"Our board sponsors a raffle for LSGA and this will be the third year," Robertson says. "Our association raffles off two calves – one Star 5 show heifer and one Santa Gertrudis bull."



2020 LSU State 4-H/FFA Show in Gonzales.

Association members have donated calves for the past three years. Sam Jones at Rafter J Ranch has donated a bull calf all three years. Erik Wiley at Wiley Ranch donated a heifer the first two years, and this year, Kenny and Jackie Williams at Williams Farm are donating the heifer calf.

"We only raffle off 500 tickets every year and they go fast," Robertson says. "They are \$10 per ticket with two chances to win a Santa Gertrudis calf. This fundraiser allows our association to continue to promote our breed and sponsor our juniors. That's the main purpose of our association."

The raffle winners are chosen at the LJSGA State Warm-Up Show. By raising funds through this raffle, LSGA has the opportunity to sponsor the Louisiana-bred prizes throughout the year for the LJSGA, as well as to work closely with the Louisiana Cattlemen's Association to advertise and promote the Santa Gertrudis breed and breeders.

"The association also sponsors membership ads every year," Robertson adds. "We promote the breed where we can."

In 2017, Louisiana hosted the National Junior Santa Gertrudis Show (NJS GS), and this year, the 2020

NJS GS will be held in West Monroe, June 13-20. Each year, more than 1,000 National Junior Santa Gertrudis Association members, their families and sponsors attend the show. In addition, junior members compete for scholarships and strive for awards in a variety of youth development activities.

"We are looking forward to attending the National Junior Show in West Monroe," says Amy Guidry, LJSGA junior advisor. "Our hospitality booth was great last year, but we are looking to do even better this summer. You can look forward to some great Louisiana cooking and goodies."

Guidry manages the junior association and their schedule, as well as organizes and helps host the junior shows and events. Guidry and her husband, who own Guidry Cattle Co., Gueydan, were both junior members.

"Currently there around 20 junior members, ages 9 to 21, which is steadily increasing," Guidry says.

Other shows that juniors participate in are the State 4-H Livestock Show in Gonzalez in February, the State Warm-up Show in May and State Fair of Louisiana in November.

"At the State Warm-up Show, the juniors participate in a breed show



LSGA President Sam Jones, Bret Pittman and Kelly Jones at Rafter J Ranch, where Pittman chose a donated heifer.

that consist of approximately 25 to 30 head," Guidry says. "Also, we offer a breed showmanship along with the other 4-H contests like livestock judging, premier exhibitor and Louisiana Cattlemen's Showmanship."

The State Warm-Up Show is in DeRidder this year, May 29-30, and is open to any paid LJSGA member.

CONTINUED ON PAGE 29 »

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LGSGA AFFILIATE CONTINUED FROM PAGE 27

"State Warm-Up is our biggest event for the year," Guidry adds. "It includes mini-contests to give the juniors a chance to get ready for nationals."

The juniors are also doing a raffle fundraiser where they will choose a winner at the State Warm-Up.

"The juniors are raffling off a CattleVacBox," Guidry says. "This is a cooler that is used to maintain the temperature [of vaccines] if you vaccinate chute side. The motto is 'make every shot count.'"

The last junior event of the year is after the State Fair of Louisiana in Shreveport in November.

"At the State Fair, we have a junior and an open show," Guidry says. "This is an opportunity for juniors to compete on the open circuit right here in Louisiana."

Louisiana recently had an opportunity to promote their state and cattle globally at the Santa Gertrudis World Congress 2019. Part of the 17-day tour in October included meetings and a parade through New Orleans' French Quarter, and a ranch tour and meal at LSGA Vice President Erik Wiley's ranch near Deville, where delegates



LJSGA junior advisor Aimee Guidry and LJSGA President Cali Green at the Louisiana Cattlemen's Convention where Cali won first runner up and Miss Congeniality in the Queen's contest.

received a taste of the local flavor and hospitality. The World Congress had not been hosted in the United States for 25 years.

LSGA remains effective at reaching out to producers to be involved on the state level with their association.

"Promoting the breed is only part of the role of our affiliate," Robertson says. "We need individuals dedicated to the breed to actively participate in meetings, attend events and represent our industry. We welcome anyone interested in being involved with LSGA!" 🐄



John Green and Carrol Hebert cook pastalya for the 2019 NJSGS Hospitality Contest at the Louisiana booth.

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Mississippi Focuses on the Future

By Macey Mueller, Contributing Writer

WHILE THE MISSISSIPPI SANTA GERTRUDIS ASSOCIATION (MSGA) once partnered with nearby Arkansas and Louisiana to make up the Delta Santa Gertrudis Association, the breed's increased popularity in the South eventually allowed each state to form its own affiliate several decades ago.

Today, the MSGA boasts approximately 20 adult members and nearly as many juniors. The organization strives not only to promote the genetic qualities that make Santa Gertrudis cattle ideal for the South but also supports youth involved in showing and leadership activities vital to the breed's continued growth in the state.

Pontotoc native Trai Stegall serves as MSGA president and says the state's junior program is the heartbeat of the affiliate.

"Bar none, we have one of the best groups of juniors, and we think they are the best advertisement for our breed," he says.

Stegall's involvement in the breed began when his mother's family, the Akers, started their herd in the late 1970s. After his parents were married, Stegall's father, Wade, began showing the red cattle and kept the family active in the breed while also helping juniors along the way.

"My dad wanted to make sure any kid who wanted to show a calf had one and that it was a Gert," Stegall says.

Wade Stegall passed away in 2017, but his family and close friends carry on his

legacy of investing in the next generation. The Stegalls have a herd of nearly 100 purebred and STAR 5 Santa Gertrudis cattle and still ensure youth who are interested in showing are able to do so.

"It's basically just a family tradition that has turned into a side job," he says with a laugh. "My niece and nephew still show, and we work with several other kids who show our cattle each year."

Dixie Clay, Meadville, serves as MSGA vice president. Her family's Ridge Point Ranch is a small Santa Gertrudis operation in southwest Mississippi that started in the 1960s when her parents registered Santa Gertrudis herd No. 1541. Her mother, Pauline Herring, served as secretary of the original Delta Santa Gertrudis Association and was inducted posthumously into the Santa Gertrudis Breeders International Hall of Fame in 2017.

Clay grew up showing Santa Gertrudis cattle, and her family has also been instrumental in building the youth program throughout the state, including hosting field days, a group dinner before the Lincoln County junior show each year and a float day on the Homochitto River that flows through their ranch.

"The kids all get together, float the river, eat and practice their Brain Bowl skills for the national show," she says. "Even though it doesn't involve their cattle, the kids enjoy the fellowship."

At the state level, juniors are encouraged to participate in five shows to

earn points throughout the year – two county shows in northern Mississippi, two shows in the central part of the state and one in the south. Participants who are members of both the National Junior Santa Gertrudis Association and the Mississippi Junior Santa Gertrudis Association are eligible to compete for prizes and recognition, including buckles for high point Santa Gertrudis bull and heifer, high point STAR 5 bull and heifer and high point exhibitor.

The MSGA is planning to co-host a field day with fellow Alabama Santa Gertrudis breeders this May. The event will include a warm-up show to help prepare exhibitors for the junior national show and the following show season. A large group of Mississippi youth also attends the annual National Junior Santa Gertrudis Show each year. Clay says more than 40 head of cattle are expected to enter the 2020 event in West Monroe, La., this summer.

"We work hard to help our junior exhibitors compete – not just in the show ring but in all of the contests and events available," she says. "We have kids who have shown commercial cattle join our Santa Gertrudis juniors because we're more than just a breed association – we are active together and we invest time and resources in our kids."

The MSGA also supports youth showing at the Dixie National Livestock Show each February and often hosts a dinner, like this year's crawfish boil, that brings everyone together.

Clay says building the state's junior program not only benefits the youth involved, but also boosts breed recognition and sales.

"Our association is here to support our local Santa Gertrudis breeders, and as our junior program grows, they continue to purchase show calves private treaty from area ranches and at Santa Gertrudis sales around the state," she says.

Many times the bulls offered for sale have been shown by junior members, and are thus gentle and ready to work on any operation.

CONTINUED ON PAGE 31 »



Members of the Mississippi Santa Gertrudis Association host a crawfish boil for juniors during the 2020 Dixie National Livestock Show in Jackson.

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MISSISSIPPI AFFILIATE CONTINUED FROM PAGE 30

"Some breeders in the MSGA are large enough to produce and offer breeding-age bulls to local commercial cattlemen as well as registered operations," Clay says. "Most breeders in Mississippi are small, and the biggest request we have are for good bulls to be gentle."

"It's just another way supporting the junior program actually comes back to support our breeders," she adds.

In addition to the breed's adaptability, maintainability and excellent mothering abilities, Clay and Stegall agree that the success of the Santa Gertrudis breed can also be attributed to the people involved in the MSGA and junior program.

"Our goal is to work toward retention so kids who get involved in the junior program come to appreciate the cattle, grow up to become breeders themselves and get their kids involved as exhibitors," Stegall says. "We're

lucky to have such a dedicated group of breeders in our state, and we hope to continue that tradition for generations to come."



Considered the heart of the Mississippi affiliate, the state's juniors are often very competitive in the national contests each year.

In addition to Stegall and Clay, Stacy McCulley, Summit, serves as MSGA secretary, and Susan Tyson, Meadville, serves as treasurer.

JD Chism serves as MJSGA president, Anna Tyson is vice president and Leighton McCulley is secretary/treasurer. Chism and McCulley also serve on the National Junior Santa Gertrudis Association Board. 🐾

John Ford

Retiring SGBI Executive Director Made His Mark

April 1, 2020, marks the passing of the reins from John Ford to Webb Fields as executive director of Santa Gertrudis Breeders International (SGBI). It's been a busy 10 years with Ford at the helm and he leaves with great confidence for the future of the Santa Gertrudis breed under the capable leadership of his successor, Webb Fields, and the SGBI Board and members.

Following a 30-year career with Texas A&M AgriLife Extension Service, Ford accepted the executive director position with Santa Gertrudis Breeders International in the late summer/early fall of 2010. He holds a bachelor's degree in animal science from Sul Ross State University and a master's degree in animal science from Texas A&M University-Kingsville. He has held numerous leadership positions in the beef industry, but the one he is most proud of is that of SGBI executive director.

Under his leadership, SGBI became the first beef breed association to adopt the "single-step" methodology for incorporating DNA into the breed's genetic evaluation. Santa Gertrudis also became the first *Bos indicus*-influenced breed to offer genomic-enhanced expected progeny differences (EPDs). The Santa Gertrudis breed witnessed tremendous growth following the adoption of this cutting-edge genetic technology. Santa Gertrudis advancements continue to this day with the development of the American Red program (which he spearheaded), the adoption of Igenity commercial panels, and new EPDs and indexes. He established the **Data Driven – Profit Proven** tagline that has become the mantra of the Santa Gertrudis breed throughout the world.



During Santa Gertrudis World Congress 2019, John gets up close with cattle on display at Cotton Brand Plantation. Photo courtesy of Wendy Gould, Australia.

He also very successfully oversaw the Santa Gertrudis World Congress 2019 – last held in the United States more than 25 years ago. World Congress brought the Santa Gertrudis breed to a world stage and cemented SGBI as a global leader.

Ford also looked for ways to strengthen SGBI and as such, established Small Registry Systems (SRS), a wholly owned subsidiary of SGBI that not only provides services to other small breeds, but has created a profit center for SGBI, allowing additional staff and services to be added over the years.

He was instrumental in establishing strategic partnerships with other industry organizations that brought additional skills and programs to SGBI, including Ranch Hand Analytics and Blueprint Media. His efforts in establishing Santa Gertrudis research programs at major U.S. land-grant universities, including Utah State University and others, have netted Santa Gertrudis breeders scientific data and results to build the **Data Driven – Profit Proven** platform.

"Witnessing a growing industry demand for the Santa Gertrudis genetic package has been exciting and there is no doubt in my mind it is the result of membership adopting the tools and

technologies that validate profitable performance," Ford says. "I hope that my involvement has played a small role in Santa Gertrudis becoming the industry's **Data Driven – Profit Proven** breed. Thanks for allowing me to be a member of the Gert family."

Ford spent the duration of his time as SGBI executive director championing the breed, working with members to find common ground and common purpose, and developing channeled, focused efforts to grow the breed and position it for success. He leaves SGBI in a very solid position, having grown membership, registrations and STAR 5 recordations; moved the association from a place of financial stress to financial stability and growth; grown staff and association services; and positioned Santa Gertrudis as a growing, in-demand breed. He also leaves knowing that the association is in good hands with Webb Fields.

From our perspective (all of us at Blueprint Media), rarely have we worked with and for someone so honest, ethical, visionary, knowledgeable, dedicated and capable. It has been an honor to work with John Ford. He has made an indelible mark indeed.

See more >



John Ford's Influence

John Ford served under seven SGBI presidents and numerous board members, and worked with countless members. Below are a few who answered the call to provide their thoughts on the man who "left it better than he found it."

Charla Borchers Leon – SGBI Past President

With time, a lot of people and events come and go with a rare few who truly make a mark in the sequence of things. Retiring SGBI Executive Director John Ford has made his. From the first handshake and utterance of his Tennessee drawl, John made an impression on those of us on the committee gathered to conduct interviews and ultimately recommend the selection of the man who would lead Santa Gertrudis Breeders International into the next decade. My first encounter with John was in a hotel lobby in Oklahoma where he was meeting new people and comfortably working the gathered crowd. While that made a very good first impression, his ability to forecast a leadership path and goal to establish a long-term plan were quite impressive in his interview. He had in mind a mark to make for the association comprised of passionate breeders with cattle that had considerable foundation credibility and progeny.



Like most voluntary membership organizations, SGBI was challenged with decreasing membership as well as decreasing registrations and struggling finances. SGBI needed a strong, consistent pathway for progressive existence. It needed an executive director with vision to make a mark in the cattle industry, not just for himself, but for the Santa Gertrudis breed. John delivered.

I had the honor of being elected SGBI president at the annual meeting in 2012 and had the opportunity to work side by side with John while president. I observed his determined and uncanny ability to find the positive in circumstances that resulted in successes for the association. John was at ground level in the evaluation, selection and implementation of the successful recordation system for Santa Gertrudis cattle genetics and eventually expanded its use by other breeds at a profit to SGBI.

He was responsible for the relationship developed with BluePrint Media for the consistent production of the *Santa Gertrudis USA* magazine and other marketing services, as well as working with agricultural academia in formulating association-wide, long-range planning. In our years of working together, there were necessary updates to and compliance with governing documents and the adoption of committee and association-wide policies.

No one could promote the Santa Gertrudis breed like John has done during his time as executive director. I saw the impact he made in that year we worked together and was sound in my selection of the first-ever executive director recipient of the President's Award, the most distinguished SGBI annual award selected and awarded solely by the president. John Ford has remained a loyal and trusted associate and friend. He will humbly reject accolades and notoriety, but I

would without hesitation select him again for that award – with my respect and gratitude for the mark he has made.

Yancey Strait – SGBI Past President

John Ford is a great strategist, planner and leader, but has proven to have the unique ability to unify membership and achieve goals through collaborative efforts, both with Santa Gertrudis breeders and beef industry partners. I would like to thank John Ford for relentlessly working to maximize the potential of the Santa Gertrudis breed and for continuing to push all of us to improve our product.

I was honored to have the opportunity to work with John on numerous projects when serving on the Santa Gertrudis Board of Directors and am grateful for his friendship.

Pat Stults – SGBI Board Member

As I look back over John's tenure from the perspective of a breeder as well as an entrepreneur, I realize that we will never be able to repay him for what he has done and how far he brought our association. Most do not have a full grasp of the depth and breadth of his contributions to the organization. Under his leadership, SGBI transitioned from an inconsequential and insolvent entity to a viable, respected and financially stable association – and in a relatively short period of time.

From the day in Tulsa when he came into that angry mob scene of a "board meeting," I have been in awe of his vision and people skills. His enduring, kind consideration of others, and his willingness to make every person he encounters feel important regardless of their station or size is a unique skill that our organization has benefited from. Coupled with his untiring work on behalf of the Santa Gertrudis breed, we will forever be in his debt. It continues to be our honor and privilege to work with John and call him our friend!

Jerome Urbanosky – SGBI President

When I assumed the presidency, I had no idea how much John Ford went above and beyond serving in his capacity as executive director, but in working with him these past few years, I have seen it again and again.

Santa Gertrudis breeders have been very fortunate to have John Ford as our executive director these past 10 years. He is an innovator in adopting and utilizing genomic information to push our breed to the forefront of all the American breeds, and to embrace and utilize this technology.

As the first American breed, Santa Gertrudis were once viewed as traditional and resistant to new technology and change. Under the leadership of John Ford, we are now industry leaders, and our Data Driven – Profit Proven breed has the attention of the beef cattle industry.

Wes McDaniel – SGBI Past President

The greatest asset of any organization is its membership. However, without leadership, even the greatest organizations will not reach their full potential. John Ford's leadership, vision and dedication were instrumental to SGBI's current status and success. His impact and legacy on the Santa Gertrudis breed are rivaled by only a select few. I can say without hesitation, John is a true friend to the Santa Gertrudis breed!

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DATA MAKES THE DIFFERENCE

By Lisa Bard, Editor

The genetic advancements made in the Santa Gertrudis breed in the past 10-15 years are apparent now more than ever. At a time when some other breeds struggle, demand for **Data Driven – Profit Proven** Santa Gertrudis bulls and females is strong and remains so, even when the cattle cycle began its downward trend following the highs a few years ago. Santa Gertrudis has proven to be a breed whose performance is backed by data – and that is what has made the difference.

At the recent 2020 International Super Sale, held March 6 during the Houston Livestock Stock Show and Rodeo, Leachman Cattle of Colorado (LCoC) bought the pick of the Shuster Farms ET calf crop and then, in partnership with Shuster Farms, bought the pick of embryo transfer (ET) calves from Quail Valley Farms. For one of the leading seedstock bull producers in the nation to invest in Santa Gertrudis genetics is no minor thing.

Annually, LCoC markets more than 2,000 bulls, including Angus, Red Angus, Stabilizer composites (with both black and red lines) and Charolais. Approximately 2.5 years ago, they started to incorporate Brangus into the black Stabilizer line and have been looking for ways to add *Bos indicus* genetics to the red Stabilizer line.

Lee Leachman, LCoC CEO, acknowledges that they have been investigating ways to incorporate Santa Gertrudis into their breeding program for quite some time. This year, with confidence that the breed and breeders are moving forward, the tipping point came. Leachman was very encouraged by a group of cattle in the International Super Sale offering that were substantially better than the mean in terms of their expected progeny differences (EPDs) – and they decided to jump in.

“We are highly aware that genetic improvement in different breeds is occurring at different rates. If you are going to be competitive, you must work with breeds that are improving,” Leachman says. “As we looked at the American breed options, we looked at what SGBI is doing and what progressive Santa Gertrudis breeders are doing with genomics. We also like the approach of taking a more open view of their herdbook and allowing breeders

to incorporate new genetics and then breed back up to purebred status. We concluded that all of those things have created a genetic trend in Santa Gertrudis that is unique and special.”



Lee Leachman addressed the 2016 SGBI Annual Meeting.

Building Hybrid Lines

Leachman picked two breeds – one red (Santa Gertrudis) and one black (Brangus) – as a means for them to incorporate *Bos indicus* into their hybrid lines – or more correctly, to develop new hybrid lines based on those gene pools.

“We are very much looking at our investment in Santa Gertrudis as a way to build hybrids that have a percentage of *Bos indicus* blood in them,” Leachman says. “We will use them to make the best hybrids that we can design.”

Assuming that the embryo picks are females, they plan to multiply them rapidly, both as purebreds and as hybrids – breeding back to Santa Gertrudis as well as outcrossing. Their intent is not toward a specific percentage of breeds, but instead to evaluate the resulting animals and their traits and see how it all plays out.

“We do not go into these projects with any predetermined percentages of bloodlines – we simply see what we get and measure the outcomes and then determine what is optimal,” Leachman says. “Our strategy with Santa Gertrudis will be to multiply purebreds but then also outcross them to make hybrids, but with no predetermined idea of what the right mix is. We will let the production seek its own level.”

LCoC works with Galen Weaver, DVM, a consulting veterinarian for

feedlots and owner of Emma Creek Cattle Co., south of Amarillo, on their *Bos indicus*-influence breeding projects. They also partner with Taylor Schuster of Schuster Farms, a longstanding Santa Gertrudis breeder who is also producing American Red females. These partners are involved in their Santa Gertrudis purchases.

“We had the opportunity to go into the Quail Valley Farms and Schuster Farms herds – where they are stacking these top genetics – and pick from a set of ET calves from each herd,” Leachman says. “That is a pretty unique opportunity. If we are going to get into these breeds, we want to get in at the top.”

Why Santa Gertrudis?

Leachman started looking at *Bos indicus* breeds and the existing composites that were around years ago because they were marketing genetics and working with breeders in Florida. They knew that in the Southeast, cattle would need a level of acclimation that cannot be obtained easily with *Bos taurus* cattle. There was a realization then that they needed (and there was opportunity) to build the right kind of animal for that environment.

“Quite simply, we need populations of *Bos indicus* cattle that are actively improving the same way *Bos taurus* populations are improving and moving rapidly. We see a huge market potential there,” Leachman says.

The selection pressure that Santa Gertrudis breeders are placing on economically relevant traits is very important and relevant in LCoC’s decision to buy into the breed, as well as the involvement of genomic-enhanced selection to accelerate that.

“If Santa Gertrudis breeders were not doing that, we would not have purchased these genetics because you cannot be an island unto yourself,” Leachman says. “All of our success – and anyone who breeds Santa Gertrudis – is dependent on the rate of improvement of the breed. You can’t do it without the data and the desire to put emphasis on those traits.”

In Leachman’s opinion, Santa Gertrudis cattle are supremely acclimated to southern environments but will still

CONTINUED ON PAGE 36 »

JOHN FORD

CONTINUED FROM PAGE 33

Curtis Salter – SGBI Past President

When John took over as SGBI executive director, he was like a football player. He picked up a fumble, started to run and never looked back. He never thought about things that were behind us, but instead thought **ONLY** about where we were going. To his credit, he has kept up the pace – and enthusiasm for the Santa Gertrudis breed – for 10 years.

John always treated SGBI as a growing business that belonged to all of us instead of an organization that belonged to someone else. He believed that if something helped one, it helped all, and if it helped all, it helped one. He realized early on that we had to have relationships with the commercial cattle industry and other breeds, and he has never stopped working toward that goal.

Because John is the type of person who has never met a stranger, when you talked to him for a few minutes, you wanted to do business with him. This trait helped SGBI grow and prosper under his leadership and put the name Santa Gertrudis back in the cattle industry. SGBI members and owners of this great breed owe John a debt of gratitude. I am very blessed to be able to call him my friend.

Deanna Parker – Past SGBI Treasurer

Thanks for allowing me to comment on my friend, John Ford. I was on the search committee that selected John as one of the three candidates who were invited to meet with the board in Tulsa in the fall of 2010. The first thing I noticed about him when he interviewed by phone was his Tennessee twang. He had done his homework and knew exactly where I lived in southern Kentucky. I was also lucky enough to be the one to meet with him in Tulsa and take him around to meet the board and other members who were there for the Tulsa



John Ford (left) with then SGBI president Wes McDaniel (right) at the NCBA Trade Show, which Ford attended each year on behalf of SGBI during his tenure.

show. He had very impressive credentials, one being having been responsible for presenting a budget each year when he was a county agent. I liked him right away for his down-home humor and ability to relate to anyone he met. After making his presentation to the board, there was no doubt “he was the one.”

John certainly has not disappointed. We could have looked the world over and could not have come up with a more formidable candidate for executive director. And as Paul Harvey says, “now you know the rest of the story.” My life has certainly been enriched having been a friend of John Ford. 🐄

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- Briggs Ranches, Bloomington, Texas and Harris Riverbend Farm, Cleburne, Texas for their purchase of our Donor Cow flush, Red Doc 5359.

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GRAND CHAMPION BULL

BSR Yeti, shown by Audrey Jones,
Lake City, Fla.



RESERVE GRAND CHAMPION BULL

Sullie, shown by Lecy Hutcheson,
Wrightsville, Ga.



GRAND CHAMPION FEMALE

Scarlet, shown by Lecy Hutcheson,
Wrightsville, Ga.



RESERVE GRAND CHAMPION FEMALE

Miss Lady May, shown by Carley Jones,
Lake City, Fla.



GRAND CHAMPION STAR 5 FEMALE

CJ's Bella 318/7, shown by
Carley Jones, Lake City, Fla.



RESERVE GRAND CHAMPION STAR 5 FEMALE

Mary Ann, shown by Lecy Hutcheson,
Wrightsville, Ga.

SAN ANTONIO LIVESTOCK SHOW

Feb. 9, 2020 | San Antonio, Texas | Judge: Brad Bennett



GRAND CHAMPION BULL

Rockin 3T's Creed, shown by
M6/Greenson Farm, Rice, Texas



RESERVE GRAND CHAMPION BULL AND BEST OF POLLED BULL

Rafter Y Manchild, shown by
Laura Zibilski, Burton, Texas



GRAND CHAMPION FEMALE AND BEST OF POLLED FEMALE

KK Sabes Tatiana, shown by
Kalli Kimble, Kingsbury, Texas



RESERVE GRAND CHAMPION FEMALE

PC Clara 1/18, shown by Bret Pittman,
Ponder, Texas

DATA MAKES THE DIFFERENCE CONTINUED FROM PAGE 34

hair up in the winter and then slick off in the summer. On top of that, breeders are putting upward pressure on marbling – which is very important to LCoC and their customers – and downward pressure on birth weights, which will be important as they outcross to the *Bos taurus* populations. Selection for the fertility traits is also possible now and is almost equally important from a financial standpoint as is selection for growth and carcass traits.

“Our task as breeders is to find the genetics that work and in today’s environment. Cattle must have the ability to acclimate, they must have fertility and they must have carcass merit. If you don’t have all those things, the cattle are not going to work,” Leachman says. “The reality is, you need sufficient populations to make genetic improvement and unless you are measuring all of the traits related to profitability and then combining that in a genetic analysis, you’re going to get left in the dust.”

Santa Gertrudis is making the dust as they continue to march forward. 🐄

DIXIE NATIONAL LIVESTOCK SHOW

Feb. 11, 2020 | Jackson, Miss. | Judge: Wes Hudson

SANTA GERTRUDIS SHOW *Results*



GRAND CHAMPION BULL

TF Prospector, shown by
Mattingly Farm and Tinney Farms,
Hanceville, Ala.



RESERVE GRAND CHAMPION BULL AND BEST OF POLLED BULL

WR Caesar, shown by Abbie Mouton,
Abbeville, La.



GRAND CHAMPION FEMALE AND BEST OF POLLED FEMALE

Miss 777 Kirby, shown by 777 Farms,
Magnolia, Ark.



RESERVE GRAND CHAMPION FEMALE

Miss 777 Kitty, shown by 777 Farms,
Magnolia, Ark.



GRAND CHAMPION STAR 5 FEMALE

Miss 777 Gypsy, shown by
Erin Kay Daniel, Magnolia, Ark.



RESERVE GRAND CHAMPION STAR 5 FEMALE

MTG Jazzy, shown by Brittany Kunkel,
Poughkeepsie, Ark.

FIELDS TAKES THE REINS CONTINUED FROM PAGE 6

things. A trait-leading bull in one or two traits, with an otherwise balanced evaluation, can be extremely valuable to a breeder needing to move the needle in a positive direction for those traits that this herd sire excels at. Breeding complementarity must continue to be evaluated and considered when mating our cows, not simply applying a "one size fits all" approach in our breeding schemes.

As we are in the midst of evaluating traits, collecting performance data and trying to remain up-to-date on the science, we cannot forget that cattle still have to function in the real world and have a quality look. With tight margins and many of us in the business for both profit and enjoyment, we must keep a product that is pleasing to the eye and, more important, that will be long lasting in their skeleton.

As it was explained to me early on in livestock evaluation, the skeleton serves as the foundation of the animal. If the skeleton is laid in right, the rest falls into

place. Correct skeletal quality allows cattle to be big bodied, powerful and attractive, which increases production and perceived value. If we can focus on the basics of feet and leg structure, fertility, longevity and quality, the rest seems to take care of itself.

As for SGBI, this association plans to be very supportive of our membership in their quest to produce the highest valued, best product available. In doing so, our mission is to provide excellent member service, manage and protect association assets, and remain progressive in adopting technology and innovation to gain market share. Our door, phones, emails and every other line of communication remain open to funnel new ideas as well as serve as an information center to keep what we feel is the best breed, with the best members, up to date on all things Santa Gertrudis.

We are all pushing toward the same goal: to see this breed thrive and ensure its profitability and longevity for many years to come. With that in mind, our collaborative efforts of keeping the cattle good on hoof, while adopting the science, certainly seems like the right balance to do just that. 🐾



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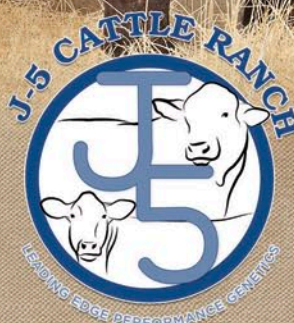
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