



SANTA GERTRUDIS

USA

APRIL 2018 | VOLUME 21, NUMBER 4



**SGBI AFFILIATE
ISSUE**

Santa Gertrudis

7,500
Registrations in 2017!

The Preferred American
Beef Breed

MASTERPIECE 101

2017 NATIONAL CHAMPION



SEMEN

\$50/STRAW

10 Straw Minimum

Contact Darren Richmond

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djrichmd@gmail.com

Richmond

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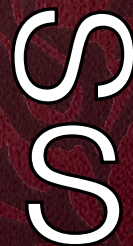
5475 FM 457, Bay City, TX 77414

email: wendtranches@hotmail.com

Gene Kubecka
979-240-5311

Daniel Kubecka
979-240-5312

SGBI Herd #621, established 1954



SANTA GERTRUDIS USA

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ON THE COVER

The annual online Mid-Coast Santa Gertrudis International Super Sale, hosted by the Mid-Coast Santa Gertrudis Breeders affiliate, was held March 2, 2018 in Houston, Texas. Photo by Darren Richmond.

Providing Polled Power Genetics to the Santa Gertrudis Breed



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Ramblings from the Open Range

EXECUTIVE DIRECTOR'S REPORT

By John Ford

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

The Spring 2018 ST Genetics Beef Sire Directory arrived in the mail today. Regardless of the company, I always take time to review directories and the lineup each firm offers. A study of the data sets, information and pictures provides me some insight into our competitors' strengths and weaknesses. I pay close attention to the traits each breed association measures and consider the usefulness of the reported information to commercial cow-calf producers. I always deliberate, is the listed measurement, breeding tool or performance data the type of information SGBI needs to offer to its cattle-buying customers? Or is it information with limited value?

Let's not allow fate to determine our breed's future; let's create it.

However, in this most recent ST Genetics Directory, it was not the pictures, genetic tools or accompanying data sets that caught my eye or inspired my thought process. It was the tagline on the front of the catalog that I found most intriguing – *The Best Way to Predict the Future is to Create It*. Wow, that statement is on the mark, especially for those of us involved in the seedstock sector of the beef industry.

As Santa Gertrudis breeders and members of Santa Gertrudis Breeders International, how do we create a future that ensures our genetic package remains profitable and viable in a rapidly changing industry? First, we should recognize that technology has and continues to change the seedstock game. SGBI must remain an industry leader in the adoption and use of genomics. SGBI was the first *Bos indicus*-influenced breed to release genomic-enhanced expected progeny differences (EPDs) and the first beef breed to utilize single-step methodology



for the incorporation of DNA into the breed's genetic evaluation.

There is no doubt these two progressive moves enhanced the breed's industry position and added value to the Santa Gertrudis genetic package. It also emphasized that it is better to be an industry leader than a follower. Playing catchup is not an option in a business that is becoming more driven by genetic technology. Breed associations that refuse or are slow to adapt to change and willing to adopt new technologies will see their positions in the industry quickly diminish.

SGBI's genetic evaluation has been strengthened by the incorporation of

DNA into the EPD calculations. Collecting and submitting DNA samples is fairly easy – pull some hair, collect some blood or take a small tissue sample. However, collecting and submitting phenotypic data is not an easy task. In order to distinguish Santa Gertrudis cattle from our competitors we must commit to collecting and submitting as much economically relevant phenotypic data as possible.

Valid, factual EPDs can't be calculated solely on genotypes. The submission of birth weights, weaning weights, yearling weights, scrotal circumferences, ultrasound results and other data sets is necessary for calculating sound, accurate EPDs and is vital to keep our genetic package at the forefront of a data-driven industry.

The collection and submission of genotypes and phenotypic data are key for long-term breed viability, but the successful future of the seedstock sector is also dependent on knowing and understanding the wants and needs of our cattle-buying customers, domestic and foreign markets, industry trends and consumer expectations. Developing and implementing a business intelligence strategy is crucial to gaining a competitive advantage as well. Collecting and analyzing data and information associated with the business of beef has value as SGBI members look to the future.

A willingness to adopt technology that has merit, recognizing and adapting to industry change, and utilizing all the tools in the association's toolbox to produce cattle that are profitable for all members of the beef industry will ensure the breed remains successful now and into the future. Let's not allow fate to determine our breed's future; let's create it. 🐾

2018 National Santa Gertrudis Show Ommission

The 2018 National Santa Gertrudis Show Champion Yearling Heifer was accidentally left off of the results that appeared in the March issue of *Santa Gertrudis USA*. We regret the error. 🐾

CHAMPION YEARLING HEIFER
C-P Miss 2022 017/9 D 8, shown by
Steve Sanders, Guthrie, Okla.



SANTA GERTRUDIS DISTRICT VI BREEDERS



**The Only Way to Do GREAT WORK
Is to LOVE WHAT YOU DO. If You
Haven't Found It Yet, Keep Looking.**



Miss Daniella 77/17

**Shown by Karli Buggs,
Carthage, Mo.**

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PRESIDENT'S LETTER

By Jerome Urbanosky

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I am thrilled and humbled to have the privilege to serve as president of Santa Gertrudis Breeders International. I bought my first Santa Gertrudis in 1969 as a 15-year-old junior member.

Being active in the breed for 49 years has been a cornerstone of my life, and almost everything good that has ever happened to me can be traced back to my involvement with the world's greatest beef breed – Santa Gertrudis.

This month, *Santa Gertrudis USA's* focus is affiliate/breed promotion. These two areas are essential in order for our breed to prosper. Please get involved and be active in your area's Santa Gertrudis affiliate. Field days, shows, sales and promotion are key aspects for your cattle program to become more involved and successful. Being involved pays big dividends.

During the past 49 years, I have witnessed our breed become more consistent and adapt to meet the demands of the beef industry. John Ford, SGBI executive director, has pushed our breed to become a leader in genomics, and the data we provide has positioned Santa Gertrudis in a leadership role in the beef cattle industry.

The focus of my presidency will be breed promotion. I am a steadfast advocate of Santa Gertrudis and their rightful place as "The Preferred American Beef Breed." Now, we must let the beef cattle industry know the good news about Santa Gertrudis.

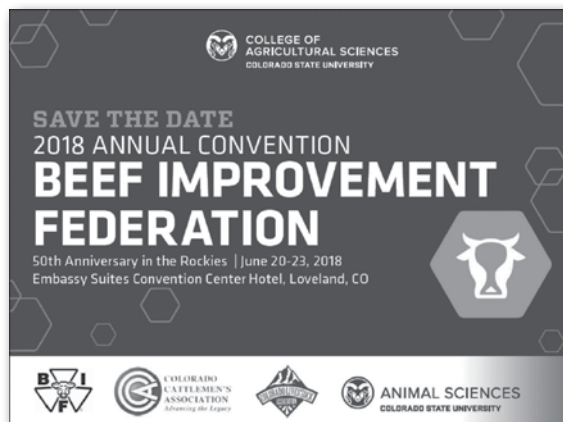
While serving on the SGBI Board, I sought Board support and commitment for the current development of promotional and educational videos promot-

CONTINUED ON PAGE 9 ▶

BIF to Celebrate 50 Years

For 50 years the Beef Improvement Federation (BIF) has hosted an annual research symposium and convention to facilitate discussion and provide education on current issues facing the beef industry, with a focus on beef cattle genetics. The 2018 convention will celebrate this anniversary at the base of the Rockies in Loveland, Colo. With a motto of "Improving the beef industry through performance evaluation," the convention is always a time where cutting-edge research and genetic advancements are discussed, explored and presented.

The 2018 Annual Beef Improvement Federation Convention will be held June 20-23 and is hosted by the Colorado Cattlemen's Association, the Colorado Livestock Association and the Colorado State University Department of Animal Sciences. 📍



For more information and registration links, visit
www.beefimprovement.org.

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PRESIDENT'S LETTER

CONTINUED FROM PAGE 8

ing Santa Gertrudis. The second of the multi-part series is now complete and I can't wait to see it. Upon this project's completion, our hope is to provide every SGBI member with access to this tremendous marketing tool. A wise old cowman once told me, "I don't think much of a dog that won't wag his own tail."

The focus of my presidency will be breed promotion. I am a steadfast advocate of Santa Gertrudis and their rightful place as "The Preferred American Beef Breed."

Former SGBI presidents Curtis Salter, Wes McDaniel and Yancey Strait have inspired me by their leadership. I have big shoes to fill. I promise I will always do my best for the world's greatest beef breed.

Until next month, spread the good news about Santa Gertrudis. 🐾

SANTA GERTRUDIS

Juniors

By Cami Cantu, District 1 Director

"America's original beef breed" has been overlooked for many years. Recently, the Santa Gertrudis breed has grown not only in the show ring, but also in the cattle industry. Without promotion of our beloved beef breed, our recent growth would have not been possible.

With today's technology, we have not only been able to promote our breed across the country, but we have also been able to reach an international audience. With publications such as *Santa Gertrudis USA* we are able to promote not only our breed, but the breeders who make Santa Gertrudis Breeders International possible. Other forms of promotion include websites, social media, state shows and grassroots efforts.

The emergence of social media has led to an increasingly connected world where interested parties no longer have to be physically present to add to their herd. Social media and websites are useful tools for any cattle breeder, whether they are looking to expand their herd or sell to clients.

Although an online presence is important, we can't forget to go back to our roots and promote our breed through word of mouth. The first step to growing our breed could be by growing your own local affiliate. Sometimes, it's as simple as telling one new person at a cattle show about the Santa Gertrudis breed and the quality it can add to their herd. The bottom line is that the future of our breed relies on existing breeders to promote our beloved breed. What will you do to get the word out there? 🐾



SANTA GERTRUDIS

Calendar

APRIL

- 7** Red Doc Farm's Red Hot Bull Sale, Bosque, N.M.
- 7** Rocky Mountain Santa Gertrudis Association Spring Runoff Sale, Bosque, N.M.
- 28** Crimson Classic Sale, Cullman, Ala.

MAY

- 12** Breeders of the Carolinas Sale, Chester, S.C.

JUNE

- 20-23** 2018 Annual Beef Improvement Federation Convention, Fort Collins, Colo.
- 23-30** National Junior Santa Gertrudis Show, Texarkana, Ark.

JULY

- 13-14** 40th Kentucky National Show & Sale, Bowling Green, Ky.

SEPTEMBER

- 14-15** Haltered Heifer Show & Sale, Richmond, Ind.
- 14** Mid-Coast Santa Gertrudis Annual Meeting, Hallettsville, Texas
- 15** Cattlemen's Opportunity Sale, Hallettsville, Texas

OCTOBER

- 6** Alabama Connection Sale, Tinney Farms, Hanceville, Ala.
- 16-18** 2018 Sunbelt Farm Expo, Moultrie, Ga.

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MARCH 2018

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2	90	1	1	57
3	0	3	0	5
4	15	0	1	9
5	38	2	0	4
6	14	0	0	2

JUNIOR MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	13	5	0	6
2	2	0	0	1
3	10	0	2	0
4	2	0	0	3
5	0	0	0	2

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SANTA GERTRUDIS *Production*

SPRING IS A GOOD TIME TO RE-EVALUATE YOUR GRAZING PLAN

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

This is my favorite time of year, especially if sufficient winter moisture has promoted forage growth. The cattle are happy and I am happy to see the green everywhere. Now would be a good time to re-evaluate grazing plan(s), assuming we have one.

Two important concepts to understand when developing a grazing plan are stocking rate and carrying capacity. Stocking rate is the number of animals on a given amount of land over a specific period of time (acres per head). Carrying capacity is the number of head (stocking rate) that is sustainable over time per unit of land area. It is critical to evaluate how well stocking rate agrees with carrying capacity. In a perfect grazing plan, a pasture's stocking rate would be slightly less than its carrying capacity.

Additional grazing management principles begin with the concept of an animal unit (AU), which is equivalent to a 1,000-lb. cow with a calf at side. An animal unit day (AUD) represents the amount of forage (dry matter basis) that the AU would consume in one day (26 lbs.). An animal unit month (AUM) and an animal unit year (AUY) is that 26 lbs. of forage (approx. 50-plus lbs. fresh grass) multiplied by 30 days and 365 days, respectively. Thus, an AU will need 780 lbs. of dried forage per month or 9,360 lbs. per year.

The problem with these historic units is beef cows have become larger and heavier over time. Larger cows simply consume more dried forage each day. A 1,200-lb. beef cow with calf at side is actually 1.2 animal-unit equivalents (AUE), consuming 31.2 lbs. (20 percent more) of dried forage each day. Mature bulls are considered 1.5 AUE and horses are 1.25 AUE, mostly because they have top and bottom teeth and can gaze closer to the ground.

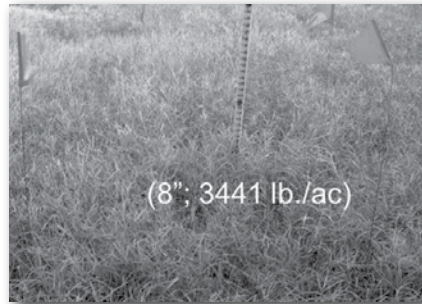
Proper grazing management includes timing, intensity, duration and frequency of grazing. Timing refers to time of grazing versus forage growth. Grazing can be a longer duration during periods of plant regrowth and should be a shorter duration when forage is dormant. Grazing intensity refers to how much forage leaf is removed and is dependent on stocking rate, palatability of grasses, size of pasture, geography of the pasture, water and salt locations, and timing of grazing.

I'm sure you have heard the phrase "take half, leave half." Forage research has shown that removal of up to 50 percent of leaf volume will minimally hinder root growth (2-4 percent), whereas 80 percent leaf removal will result in a 100-percent stoppage of new root growth.

You also need to consider what other animals, such as wildlife and insects, are eating your forage. In reality, grazing 50 percent of leaf volume will allow 30 percent for a cow,

10 percent for bugs and 10 percent for wildlife. Theoretically, each 1,200-lb. cow should have access to 104 lbs. of dried forage each day. She would eat 31.2 lbs.; insects could consume 10.4 lbs.; wildlife could consume 10.4 lbs.; and we would leave 52 lbs. of forage as residual.

Once we have established the amount of forage a cattle herd needs, we can work on the pasture's carrying capacity and stocking rate, and then determine how long the cattle can remain on that pasture – duration. Basically there are three types of grazing management systems: continuous, rotational and mob grazing. The amount of labor required to manage each is least for continuous grazing and most for mob grazing. All have advantages and disadvantages. Continuous grazing will allow constant sampling of re-growth and can harm rootstock. Many plants can be over-grazed while others are under-grazed, depending on palatability. Some call these over-grazed plants "ice cream" plants. If sufficient acres are not available or if animal distribution is not adequate, patch grazing (bare ground) may result.



Mob grazing has been widely utilized in high rainfall areas. Cattle are allowed access to abundant forage for short durations (hours, days) at high stocking rates. Forage is either consumed or trampled, which incorporates

organic matter, manure and urine back into the soil. Mob grazing must be followed by plenty of rain and rest.

Finally, grazing frequency refers to how often defoliation of a particular plant occurs. Ideally, re-foliation should begin after each bite. Grazing frequency will vary depending on forage type, season, rainfall and animal type. Grazing frequency should be based on carrying capacity, not stocking rate.

Rotational grazing is based on providing sufficient time for all plants in a pasture to re-foliate (re-growth). This system is probably the most utilized because it is a good combination of efficient labor use and good land stewardship. Rotational grazing works best if you can stagger periods of rest across seasons of the year. For example, rest pasture X for three months of the year over the next four years: Year 1, rest Jan-Mar.; Year 2, rest Apr.-June; Year 3, rest July-Sept.; and Year 4, rest Oct.-Dec.

Remember ... take half, leave half. 🐄

LA CAMPANA RANCH

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65 YEARS STRONG TEAM PREMIER

Yesterday, Today and Tomorrow



History: The first Affiliate to be chartered by SGBI in 1953 was originally named **East Texas Santa Gertrudis Association**. In 1959, ETSGA changed its name to **Premier SGA**. We were also the Association that helped put on the first National Junior SGA shows in Dallas and Waco, Texas.



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The Premier Breeder of the Year and
The John & Mary Wilson, II
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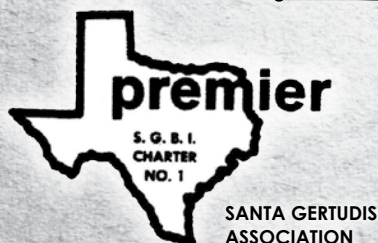
Premier CowTown Elite Sale
at the Fort Worth Stock Show ~ January
Fort Worth Stock Show
Junior & Open Show ~ January
Premier Junior Warm-Up Show ~ May
State Fair of Texas
Junior & Open Show ~ October

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Major Emphasis: To promote Santa Gertrudis and STAR 5 cattle to commercial breeders of all breeds in Texas and the USA. We also put high emphasis on the promotion of our Juniors and the Junior Association, because the Juniors are the future breeders of Premier and SGBI. Support for our Junior Members comes through our annual silent auction, which helps fund scholarships as well as Junior Shows.

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CATTLEFAX PREDICTS LARGE SUPPLY AND STRONG DEMAND IN 2018

By Lisa Bard, Editor

CattleFax celebrated its 50th anniversary during the popular CattleFax Outlook Session at the 2018 Cattle Industry Convention and NCBA Trade Show in February. Convention attendees flock to the session to hear industry experts share their predictions for the coming year.

Profitability, Supply and Demand

CattleFax Senior Analyst Kevin Good highlighted the industry's profitability during 2017 and said the trend looks to continue into 2018.

Good first discussed where we've been. From 1996 to 2013, the industry saw a 15-million-head drop in total cattle numbers; 6 million of that were beef cows. Over the last four years, the cow herd has been replenished, with an increase of 2.8 million head of that in beef cows.

"It's been a great run, and with respect to this last year, all segments of the beef industry have been very profitable," Good said.

However, are we still expanding? Beef cow slaughter was up about 250,000 head in 2017 and dairy cow slaughter was up about 100,000 head. CattleFax is forecasting 2018 cow slaughter to be up an additional 400,000 head and that more heifers will go on feed as well, which will slow and gradually stop the rate of expansion. Even so, CattleFax analysts expect an additional 200,000-400,000 head to be added to the herd over the next few years.

Good said there are growing supplies of protein coming to market during the year ahead, including large supplies of competing proteins, which will weigh on all beef prices.

Although beef production is expected to increase to 27.5 billion pounds during 2018, Good said current consumer demand is expected to remain good and potentially increase as retail prices moderate. He said CattleFax is predicting beef to remain a strong competitor against other proteins.

"Demand is robust on all fronts.

Domestically, retail demand is increas-

ing, and beef is being featured more in the consumer markets," Good said. "The retail and foodservice industries are doing very well, and the solid economy in the United States is one of the main drivers as unemployment rates continue to decline and per-capita income rises."

Good said even though beef demand is high, leverage will continue to be a challenge for the feedlot and packing segments as shackle space becomes increasingly constrained by rising slaughter rates. With the growth in production, Good said he anticipates lower, but still profitable prices for the cow-calf segment, while feeders and backgrounders will see their margins narrow.

Imports, Exports and Trade

Trade is vital to the cattle industry and continues to be of great concern. Imports and exports show a tremendous amount of change over time, and the difference in the balance of trade over the last two years has been substantial.

"We need to recognize how important trade is to our industry," Good said. "For perspective, beef production was up 2.5 billion pounds in 2017 versus 2015. At the same time, the balance of trade improved by 1 billion pounds, so with the increase of production in the past two years, trade offset 40 percent of that, which is a tremendous benefit."

As CattleFax looks to 2018, they are optimistic that exports will continue be up, but not nearly as positive as the past two years.

"We have a bigger supply of all proteins ahead in 2018. For the past year, we were very fortunate to have solid export volume," Good said. "We are forecasting trade to increase year over year in 2018, but still, the rate of production is outpacing the rate of exports."



Randy Blach, CattleFax CEO, gives the summary at the CattleFax Outlook Seminar during the 2018 Cattle Industry Convention in Phoenix, Ariz.

Weather

Drought conditions have been spreading across the United States since last winter with the Southwest being impacted the most. Meteorologist Art Douglas, professor emeritus, Creighton University, predicted a possible transition from La Niña conditions to a weaker El Niño by summer. United States weather patterns over the next three months will be dictated by La Niña. However, equatorial warming could shift drought patterns across North America by late spring and summer.

The long-range forecast shows continued dryness in the Southwest and cold conditions on the Plains, but without a great deal of snow cover this winter and spring, the cold may not stick around. The southeastern United States is also quite warm. The spring forecast shows very dry patterns from the West Coast into the Rockies and throughout the Southern Plains, which will have an effect on summer grazing. The summer looks to be hot and dry throughout the West and Southwest, but precipitation could pick up in July and August.

CONTINUED ON PAGE 14 »

SOUTH TEXAS SANTA GERTRUDIS ASSOCIATION



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SOUTHTEXASSANTAGERTRUDIS.COM

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*South Texas Junior Santa Gertrudis Association
Hot Gert Exhibitors*

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Vice President: Harrison Kimble
Secretary: Kalli Kimble
Treasurer: Camilla Cantu
Directors: Amy Brewer • Hannah Logan
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Queen: Kelsey Bordovsky
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2018 Hot Gert Junior and Open Shows: Nov. 17-18

Open to all Santa Gertrudis exhibitors

Visit www.southtexassantagertrudis.com for more information and updates.

Gert Times Across State Lines

Friends, Family, Fun

Planning is underway for the 2018 National Junior Santa Gertrudis Show (NJS GS), June 23-30 in Texarkana, Ark.

Complete entry forms will be available on the SGBI website (www.santagertrudis.com) as of April 1. Entries may be submitted beginning April 15 through May 15; late entries may be submitted May 16 through June 1. No entries will be accepted after June 1.

The annual NJS GS is the highlight event for SGBI junior association families. More than 1,000 junior members, their families and sponsors attend the NJS GS each year where youth showmen exhibit more than 500 head of cattle. In addition to the cattle show, junior members compete for scholarships and strive for awards in a variety of youth development activities conducted during the week-long event.

Several sponsorship opportunities are available that will allow you and your company to reach Santa Gertrudis junior members and their families. As an NJS GS sponsor, you will have the ability to have a presence at the show, where the focus is youth development and livestock production.

If your organization is interested in becoming a part of this vibrant youth activity, securing a sponsorship or agreement, or learning more about opportunities with the 2018 NJS GS, contact Suzanne Fulton at (940) 382-3611 or esterry@hotmail.com. 📧

June 23-30, 2018
Texarkana, Arkansas

Sponsorship Levels

Friends:	Up to \$500
Bronze:	\$501-\$1,500
Silver:	\$1,501-\$2,500
Golden:	\$2,501-\$5,000
Platinum:	\$5,001-\$9,999
Diamond:	\$10,000+

Host Hotel

HOLIDAY INN CONVENTION CENTER
5200 Convention Plaza Dr. • Texarkana, Ark. 71854
(870) 216-2000



CATTLEFAX

CONTINUED FROM PAGE 12

Prices

Steady grain prices this year will help keep input costs manageable. According to CattleFax, yields will drive corn prices in the 2018-19 marketing year with no significant changes anticipated in acreage or demand. Corn futures prices are projected to range from \$3.25 to \$3.95 per bushel as supplies remain adequate. With more livestock to feed in 2018 and the smallest acreage on record in 2017, CattleFax predicts hay prices will increase \$10-\$15 per ton with additional weather-related price risks.

CattleFax analysts predicted fed cattle prices will be lower than last year, averaging \$115 per hundred-weight (cwt.). Fed cattle prices are likely to face resistance near \$130, with downside risk in the upper \$90 range. Good predicted bargaining position will continue to favor cattle processors and retailers, with profit margins at or above 2017 levels.

CattleFax projected 750-pound steers will average \$1 lower than 2017 levels at \$145/cwt., with a range from

the upper \$120s to \$160/cwt. Meanwhile, average 550-pound steer calves will see a trading range from \$170/cwt., at the spring high to an average price in the upper \$130s, during the fall marketing season. For 2018, calf prices are expected to average \$158/cwt.

CattleFax projects that bred-cow values will be down just a little bit this year. While they are still optimistic about prices through the year, these will be challenged a bit by the weather outlook. Weather-related feed shortages may influence bred cow values, particularly on a regional basis.

2018 and Beyond

CattleFax CEO Randy Blach wrapped up the session with a longer-range perspective. "Looking further down the road and the cycle that we are in, we know that cow numbers are going to peak soon and we are seeing the slow down. Therefore, we will see growing harvest numbers from now through the end of the decade," Blach said. "In fact, 2018 will be the largest level of beef production in the history of our industry."

The overall production levels will be higher, giving record supplies over the next decade. When compared to pork and poultry production, the nation's total meat production will top out at more than 102 billion pounds in 2018.

While the global marketplace wants more of the high-quality product that the United States produces, without access to those markets, moving that record supply will be a challenge. Simply put, the United States must see export markets grow because there is more to consume. According to Blach, increased exports will be necessary to prevent the record supplies from overwhelming the market.

It's been an interesting few years in the cattle cycle and while the highs in 2014 were amazing, the market has corrected considerably. Blach sees continued correction but believes that the markets have settled into a comfortable range and that the bottom may be a fairly soft landing for the cow-calf sector, reflective of a global demand complex.

For more information, visit cattlefax.com. 📧

2017-2018 SGBI EXHIBITOR OF THE YEAR

2017-2018 SGBI Overall High Point Female and
High Point Polled Female

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Incoming SGBI President Jerome Urbanosky has loved Santa Gertrudis cattle for as long as he can remember. Although his parents weren't involved in the cattle business, Jerome's grandparents raised Polled Herefords and commercial cattle near Caldwell, Texas – the place where he fell in love with cattle.

Jerome caught his first glimpse of Santa Gertrudis cattle while traveling to his grandparents' ranch as a young boy. "We would drive past Nine Bar Ranches in Cypress, Texas, and I always looked forward to seeing the Santa Gertrudis," he says. "I always knew if I ever had cattle I would have Santa Gertrudis – they were, and are, the ultimate."

In 1969, at the age of 15, Jerome won a \$200 certificate at the calf scramble during the Houston Livestock Show and Rodeo. With his scramble certificate and a \$150 loan from his dad, he purchased his first Santa Gertrudis heifer from Ganado Rojo, a ranch near Alief, Texas. The following year he purchased a second Santa Gertrudis heifer, this time from Mirasol Ranch in Uvalde, Texas. Alice and Miss Masterpiece 612 (along with their offspring) served as the foundation for the Urbanosky Ranch herd.

Jerome married his wife, Jane, in 1976. In 1985 the couple moved their family to Plantersville, Texas, where they still live and raise Santa Gertrudis. The couple has four children – two daughters, Patti and Cristi, and two

sons, Jerome III "Rooster" and Blake – who were all active members of the National Junior Santa Gertrudis Association (NJSGA).

Patti and Cristi both served as NJSGA queens, while Blake served as junior association president. Today, all four children remain SGBI members and either live on Urbanosky Ranch or five minutes away.

The next generation of the Urbanosky family has also started to get involved with the association; several of Jerome and Jane's grandchildren are NJSGA members.

"We really are a family ranching operation dedicated to Santa Gertrudis," Jerome says.

Since first joining SGBI in 1970, Jerome has been actively involved. In addition to his participation in the Breed Standards and Long-Range Planning Committees, he has served as vice president of the Membership Committee since his election to the Board of Directors in 2014.

Being an active affiliate member has also been a priority over the years. Jerome is a member of the Mid-Coast Santa Gertrudis Association and the Polled Santa Gertrudis Association. Throughout his 30 years of membership with the Mid-Coast affiliate, he has served as president and vice president, as well as a Board member for several terms.

Jerome is very excited to take his leadership involvement with SGBI to the next level. "I am so thrilled and humbled to be selected as SGBI president," he says. "Anyone who knows me is aware of how much I love Santa Gertrudis. Anything I can do to serve the breed and association, I'm all in."

In addition to the ranch, Jerome has many years of experience in the agriculture industry. After graduating from Texas A&M University in 1975, he started a feed business with his two brothers; the business eventually grew to include several

retail stores and a large commercial feed mill. He got out of the family business in 2000 and founded AmeriTech Staffing in Houston, Texas.

He is confident that the knowledge and skills he has learned over the years will be an asset in his new role. "I have accomplished some success in the business world and want to use those skills to serve SGBI."

As incoming president, Jerome has identified several goals for the association in the coming year. "My main goal is to increase the marketing and promotion of the world's greatest beef breed," he explains.

Promoting Santa Gertrudis' advantages as "the breed of choice" to the beef industry is another priority. "Since SGBI's foundation sire 'Monkey' was born 98 years ago, our breed and genetic pool have become more stable," Jerome says. "Our cattle are more uniform and our data is industry leading. We need to become more vocal and proud of Santa Gertrudis today."

It is imperative that all SGBI members become advocates for Santa Gertrudis. "We must all do more to market and promote the breed; SGBI can't do it alone," he says. "As an association we have strength and a voice when we are a unified group." 🐄



Jerome, Jane and Blake Urbanosky

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CB 629



CB 722

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CB 722 is a daughter of Gray Oaks 428, a Tony 108 son and Mr Red daughter. Her dam combines O.U. Superstar and Partner 5273. She had a 205 Adj. Wt. of 728. She scanned an REA of 10.11 and IMF of 4.10. She sells open.

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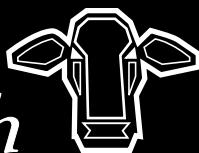
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For more information, please visit our website at:
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SGBI Mid-Coast Affiliate

By Traci Eatherton, Freelance Writer

Chartered in 1954 as the Santa Gertrudis Breeders International's second affiliate, the Mid-Coast Santa Gertrudis Association has built its reputation on strong membership and an active junior program. With over 100 active and junior members, the affiliate's success is due in part because of their ability to retain junior members.



"We have always maintained a strong membership and retained a large number of our junior members as they move up to become active members," says Debbie Townsend, Santa Gertrudis breeder and Mid-Coast past president and vice president. "Our 2018-19 Board of Directors includes four former junior members. At least 20 of our current active members are past juniors or have had one or more family members who are past junior members."

The major emphasis of the Mid-Coast affiliate is to promote improved breeding, production and the sale of Santa Gertrudis cattle. In addition to sponsoring two annual sales – the International Super Sale during the Houston Livestock Show and Rodeo in the spring and the Cattleman's Opportunity Sale in late summer/early fall – Mid-Coast annually hosts The Aisle Party prior to the International Super Sale.

Striving to stay in the forefront of innovative ideas, Townsend says the two uniquely different sales offer a platform to promote breeding and production of Santa Gertrudis cattle.

"We have just recently concluded the 2018 International Super Sale, an event that has become known as one of the

most prestigious sales in the breed," Townsend says.

In 2014, the Mid-Coast Board accepted a challenge from Santa Gertrudis Breeders International (SGBI) executive director John Ford to move forward in a new and innovative technique for selling cattle.

"The Board determined that it was our responsibility as an association to make every effort to inform the cattle industry that we – Santa Gertrudis breeders – were the only *Bos indicus* breed to offer a DNA-based expected progeny differences evaluation program at that time," Townsend says.

The location for this challenge was obvious, according to Townsend. Houston, Texas, was a perfect place to host the historic breed, and the International Super Sale has become a showcase for Santa Gertrudis at the Houston Livestock

Show and Rodeo. The sale is managed by American Marketing Services LLC, and offers a very diverse exposure for the breed. The extensive United States database of breeders is joined by other countries, opening doors for international sales.

While video sales are a common tool in today's cattle markets, the International Super Sale was one of the first

all-video sales offered in the Santa Gertrudis breed, according to Townsend.

"Consignments were sought requesting 'only elite genetics and consistent show ring champions' with a very strict screening process. Our first sale consisted of 25 lots, and the 2018 sale offered 37 lots," Townsend says. "Since 2015, we have grossed in excess of \$1.3 million."

Townsend has chaired the sale for the past four years, following in the footsteps of her father, John Carleston, who also served as chairman, along with Norval Sells.

"I feel committed and enthusiastic about its success, and it has been my honor to serve as the chairperson of this sale over the past four years," Townsend says.

The International Super Sale is just one piece of the Santa Gertrudis hoof print at the Houston Livestock Show and Rodeo. The Aisle Party in the stalls has grown over the years from just using available stall space occupied by the cattle, to filling a 40-foot commercial area with Santa Gertrudis breeders and guests just prior to the sale.

"Food and drinks are served and allow everyone to catch up with old friends, meet new ones and get a sneak preview of the sale lots," Townsend says. "We have also added a Power-Point presentation that allows ranches to advertise their cattle during our stay in Houston."

CONTINUED ON PAGE 22 ►



The 2018 Mid-Coast International Santa Gertrudis Open Show was dedicated to long-time member and supporter Delbert Walker. A silver platter honoring Mr. Walker was presented by Richard Graham Hood (center, silver hat) to the Walker family. Also pictured are Mid-Coast President Allen Grainger (second from right) and SGBI President Jerome Urbanosky (far right).

Making Memories

- ◆ 2018 JUNIOR SANTA GERTRUDIS RESERVE GRAND CHAMPION FEMALE, FORT WORTH STOCK SHOW & RODEO
- ◆ 2018 JUNIOR SANTA GERTRUDIS GRAND CHAMPION FEMALE, SAN ANTONIO STOCK SHOW & RODEO
- ◆ 2018 OPEN SANTA GERTRUDIS GRAND CHAMPION FEMALE, HOUSTON LIVESTOCK SHOW & RODEO

Congratulations Avery Strait!



SR 9/6 "ABIGAIL"



Sire: SR T10 (ET)
Dam: HT'S Abella 78/11
WW: 21.51 PCTL: 1%
YW: 32.53 PCTL: 1%
REA: 0.23 PCTL: 2%

SR Liv 2/6
Sire: LJV Mason 0/72
Dam: SR 837
WW: 9.36 PCTL: 10%
YW: 16.63 PCTL: 4%
MILK: 3.42 PCTL: 15%
HCW: 9.78 PCTL: 10%
MARB: .05 PCTL: 4%
REA: 0.22 PCTL: 2%
TEND: -0.06 PCTL: 2%
SC: 0.64 PCTL: 1%

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MID-COAST AFFILIATE CONTINUED FROM PAGE 20

The Mid-Coast members invest in their juniors at the show, ponying up for belt buckle awards in each class. The John A. Carleston Showmanship Award is presented to the exhibitor selected as the top showman for that day.

Each year, in the late summer or early fall, Mid-Coast hosts the Opportunity Sale, one of the longest-running affiliate sales in the history of SGBI. Held in conjunction with the Mid-Coast annual meeting, it was developed to offer a valuable service and means for Mid-Coast members to market their cattle to cattlemen across the state.

"We are looking forward to the 2018 sale and meeting," Townsend says. "The meeting will be held on Friday, Sept. 14, with the sale to follow on Saturday, Sept. 15."

Watch for more information from sale chairman, Matt Kubena.

Mid-Coast's pride lies not only in their cattle, but also in their 50 junior members, which is showcased annually at the Norval and Anna Sells Memorial Show. This year's show was March 30.

With the assistance of youth advisor David Moran and the Mid-Coast Board, the Junior Show is held in the spring. The affiliate's junior membership elects junior officers, a queen and a princess at the spring event. They also organize fundraisers for member-based activities.

"The original purpose of the show was a warm-up for juniors who were attending junior nationals," Townsend says. "The show was held on the Saturday prior to junior nationals. Most of the

participants left the show and traveled in a caravan to the national junior show location. The long trips created lasting friendships and lots of good memories over the years."

Mid-Coast also offers a scholarship program to deserving graduating seniors to continue their education at the college level.

To enhance communication and education among members, Mid-Coast offers a quarterly newsletter, *The Cattle Rattle*, and holds seasonal field days. 🐄

MID-COAST SANTA GERTRUDIS ACTIVITIES

- March 2:** International Super Sale, Reliant Center, Houston, Texas
- March 3:** Houston Livestock Show & Rodeo Santa Gertrudis Open Show, Reliant Center, Houston, Texas
- March 10:** Houston Livestock Show & Rodeo Jr. Heifer Show, Reliant Center, Houston, Texas
- April 28:** Norval & Anna Sells Mid-Coast Junior Show, Grimes County Fairgrounds
- Sept. 14:** Mid-Coast Annual Meeting, Hallettsville, Texas
- Sept. 15:** Cattleman's Opportunity Sale, Hallettsville, Texas

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SANTA GERTRUDIS *Foundation Fundraiser*

Red Legacy Dinner and Dance: A First for the Houston Livestock Show & Rodeo

No show is without its challenges. The Santa Gertrudis Foundation has found ways to address some of the struggles and turn a potential issue into an opportunity.

"Complaints aren't always a bad thing," says Debbie Townsend, Santa Gertrudis breeder and Mid-Coast affiliate past president and vice president. "Sometimes some of the best ideas come about by hearing someone complain, and finding a way to fix it."

She adds that having the International Super Sale at the Houston Livestock Show and Rodeo can be trying. "For anyone who has tried to fight the rodeo crowd and find somewhere to dine after the sale, you have reason to complain."

In an effort to raise funds and awareness for the Santa Gertrudis Foundation, the affiliate created the Red Legacy Dinner Dance, featuring a catered meal and dancing immediately following the International Super Sale. Tagged as "One Night, Two Big Events," the Red Legacy Dinner and Dance was a huge success, hosting 175 diners. Proceeds from the event will benefit the Santa Gertrudis Foundation for education and research. 🐄

COMMITTEE MEMBERS:

Debbie Townsend, Alicia Sanchez, Barbara Corporron, Betty McCormick and Tana Hajovsky.

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Annual Events

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NJSGS

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Open Santa Gertrudis Point Show returns to the

2018 Georgia National Fair

Perry, GA • October 2018

Look for Georgia Santa Gertrudis on exhibit at the

2018 Sunbelt Farm Expo

Moultrie, GA • October 16-18, 2018

Mountain Laurel Classic Sale

Calhoun, GA • November 3, 2018



GEORGIA-BRED CHAMPIONS



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**For more information on the
Georgia Santa Gertrudis Association, contact**

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National Junior Santa Gertrudis Association Undergoes Assessment

Some might consider the National Junior Santa Gertrudis Association (NJSGA) the largest SGBI affiliate. Regardless of how it is viewed, the Santa Gertrudis junior program and youth activities are important to the association's membership, garnering a great deal of support from affiliates nationwide.

In today's ever-evolving world, junior livestock programs and activities must provide young people with the tools and technology required to remain competitive in a rapidly changing beef industry and seedstock environment. Recently, the SGBI Youth Activities Committee initiated an in-depth study of the breed's junior association in order to ensure the Santa Gertrudis youth program is meeting the needs of today's young people and developing the next generation of active SGBI members.

Bekah Ring, Texas A&M University-Kingsville graduate student, along with Randall Williams, Ph.D., Ring's graduate professor and thesis committee chairman, and Roger Hanagriff, Ph.D., Ring's thesis committee co-chair and survey administrator, are conducting the 14-month study for the Youth Activities Committee. Below is an interview with graduate student and principle SGBI youth program investigator Bekah Ring.

SG USA: A review of a junior program that has operated for more than 40 years is a large undertaking. How is this going to be accomplished?

Ring: We will send a request for responses to 100 percent of the contacts SGBI has for every 10 years from 1985 to 2015. We understand that it is not realistic to have 100 percent of the surveys returned from each of those four decades, so our sample size will be based off our response rates. We will also attend the 2018 National Junior Santa Gertrudis Show (NJSGS) in Texarkana, Ark., to survey current NJSGA members.

SG USA: Why is it important to review SGBI's youth program?

Ring: If we do not analyze what the program has accomplished, we cannot see where we can improve and what more we can do for the next generation of breeders. This requires us to evaluate our strengths and weaknesses so we can see where we are lacking and what we need to do to improve. We cannot

make a start for change without viewing what needs it.

SG USA: What will be examined as part of this study?

Ring: We will be looking at the retention rate of the NJSGA as adult members returning after graduation to join SGBI as adults. We will also be examining the effectiveness of the NJSGA's ability to provide students with the skills and tools necessary to be profitable and active in the beef industry.

SG USA: Is junior member retention a part of the study?

Ring: Yes, member retention is a large part of the study. There is a reason that membership has never increased. If we can evaluate where the problem lies, we can make the changes necessary to improve the program and, in turn, grow NJSGA membership.

SG USA: Some beef leaders have expressed a concern that youth livestock shows don't align with the needs of the industry. Will these concerns be addressed in the study?

Ring: Yes, they will be. In both surveys to former and current members, we will be addressing what the youth association has done to benefit them as future producers or industry professionals. We will also work to identify ways to improve the association so that members are better prepared to be a part of the industry when they leave the NJSGA.

SG USA: How is the needed information to be collected?

Ring: We will be contacting members to request their responses to a survey that will be developed. If we have members' email addresses, the survey will be electronic online, which will help with accuracy when analyzing the collected data. We will mail paper copies with an optional web address for an online version of the survey to members we do not have email addresses for.

SG USA: What is the timeline for this project and what kind of information do you hope to generate for the breed's decision makers?

Ring: My timeline has already started as I am currently working on my proposal for the SGBI Board of Director's meeting in Tulsa, Okla., where I will present my proposal and surveys for approval. Distribution of surveys to former members will begin in May



Photo courtesy Keaton Bush, Timpson, Texas

and to current members in June at the NJSJ Show. In August and September I will be analyzing and writing my findings to present in a preliminary meeting in October and to the Board in November. Next March, I will present my completed thesis to the Board of Directors and follow up with an article describing my findings in the SG USA. Through this research I hope to show the junior program's value and identify areas of improvement.

SG USA: What drew you to research youth livestock program participation and junior breed association activity?

Ring: I am currently studying to work with youth in agriculture, and I was encouraged to look into this project. What hooked my interest was that this is a project that could really make a difference for the youth sector of the industry. Showing an animal at a livestock show is not merely about winning and making money, it is about learning more about the industry and what it takes to produce quality livestock for production. If we can offer the junior association more opportunities to learn and grow, we can influence the industry as a whole.

SG USA: What are you most excited about with this research project?

Ring: I am looking forward to seeing the changes in the youth through the years and what they are getting out of the program. I plan to teach agriculture when I finish my degree, so having experience evaluating what drives students, what keeps them involved in agriculture and what they get out of their experiences will help me be a stronger educator and advisor. 🐾

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Santa Gertrudis Thrive in the Carolinas

For many, Mother's Day is a time to celebrate the matriarch of the family with flowers, cards or other gifts. However, for the 35 members of the Santa Gertrudis Breeders of the Carolinas (SGBOC), Mother's Day weekend is synonymous with sale day, their biggest day of their year. The SGBOC sale has been held on Mother's Day weekend every year since the affiliate was officially organized in 1973, although the founders were active in the Carolinas since the mid-1950s.

By Hannah Johlman, Freelance Writer

SGBOC's main goal is to continue the annual sale, according to Scott Sherrill, SGBOC president. The affiliate works hard to continue improving their cattle and the sale.

"We want to keep it successful," Sherrill says. "We want to make sure it's healthy and make sure it's a good way to get our genetics around the Carolinas."

Ten years ago, the sale crowd consisted of mostly consignors and very few purchasers, but in the past few years, the sale has grown immensely. According to Sherrill, the sale went from struggling to get 30 consignments to consistently receiving between 50 and 60 head of both purebred and commercial cattle. Generally, the sale is made up of half purebred and half commercial cattle, with the commercial side helping cover the sale's expenses and keeping the commission lower on the purebred cattle.

Sherrill attributes the sale's success to a number of factors, including a good location at a local cattle market, a strong core group of breeders as well as good support from Santa Gertrudis breeders internationally. The last few years, Sherrill says, the sale has been fortunate enough to draw buyers from across the country, something he attributes to successful advertising.

"We've got purebred breeders from Alabama, some from Colorado and some from New Mexico who have attended the last couple of years, which has been fantastic," he says. "We ran into them at another sale and mentioned it to them, and surprisingly enough, we were already on their radar."

The sale is advertised on posters and flyers locally, throughout the Carolinas in the Carolina Cattle Connection (a publication of the North and South Carolinas Cattlemen's Association), nationally in *Santa Gertrudis USA* and in the *Cattle Today* magazine.

"We also have our core membership who are really good about consigning, bidding on and buying animals," he says. "So, we get a lot of really good local and national support of other members from the SG organization, and it's all been a good combination of factors for our sale."

Tony Creech, SGBOC past president, has been exclusively breeding Santa Gertrudis for 12 years. He says the sale's size is a reflection of the quality of the offering, especially since the since desired cow type has changed a bit over the years.

"Today, we're trying to get a more modern animal that the commercial cattlemen are looking for," he says. "A thicker, stockier type cow rather than the taller, lanky, older type Santa Gertrudis cow of the past."



Events throughout the year, such as the annual field day, are a way for the SGBOC members to stay involved.



The annual field day is a chance to share new ideas and technologies with breeders in the Carolinas.

Creech also believes that it is the additional outreach and educational events the SGBOC puts on for their members that has helped the sale's genetics progress in such a way.

Though Sherrill says one of the main reasons people join the affiliate is to consign cattle to the sale, SGBOC is also active in providing fellowship, networking and informative events for its members, both in and out of the Carolinas.

"One thing I'm working on is having opportunities for our membership to collect carcass ultrasound data on their animals," he says.

The carcass data collection event has been held two or three times a year, and while it hasn't been highly attended

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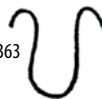
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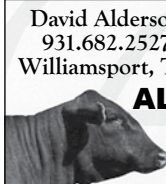
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THRIVING IN THE CAROLINAS

CONTINUED FROM PAGE 28

yet, Sherrill remains optimistic, saying that 50 animals have been ultrasounded that would not have been otherwise.

"I've ultrasounded all my heifers and bulls to collect the carcass data," Creech says. "It's something we've got to do to improve. We've got a good product here, we just need to modernize it a bit to where it's something the commercial cattlemen will want to try."

In addition to ultrasounding, the affiliate also holds an annual field day for members to gather, network and

learn about what resources are out there from industry professionals.

"The first year I was president, we had university presenters address a huge variety of topics, and then last year we really focused on the marketing side," Sherrill says.

The goal of the field days is to help breeders learn things that they can take back to their farms to then improve their own herds, which has been evident at the Mother's Day sales.

"I think everything we do as an affiliate comes back to trying to improve our cattle at our sales, which are now are a lot better quality than they were 10 years ago," Creech says. "And I think that's also helping us get new members."

The affiliate gains members each year, even some from Florida, Kentucky, Tennessee, Georgia and Virginia. The group remains concerned, however, about their lack of junior representation at shows the past two years.

"That is something we had since the affiliate began," Sherrill says, "but we just generally have an aging membership, which is something we're not sure how to address yet. But as an affiliate there is a lot of communication between our membership and we try to provide opportunities for them to get together to learn, and I think that really drives why we have such a strong core membership." 🐾

In the past few years, SGOBC has implemented progressive strategies to double the size of their annual sale.



SANTA GERTRUDIS SALE

Reports

BANNER & BUCKLES SALE

FEB. 10, 2018 | JACKSON, MISS.

SALE AVERAGES

14	Open Heifers	\$4,140
4	Bulls	\$3,350
3	STAR 5 Open Heifers	\$2,180
16	Embryos	\$525

The Banner & Buckles Sale took place in Jackson, Miss., Feb. 10, 2018. The auctioneer was Jarvene Shakelford and the sales manager was Darren Richmond. The high-selling open heifer, Masterpiece Daughter, was consigned by Quail Valley Farm, Oneonta, Ala., and was sold to Tinney Farms for \$8,600. The high-selling bull, 3T Syrus son, was consigned by Rockin 3T Ranch, Ennis, Texas, and was sold to Ace Cattle Co., Athens, Texas, for \$5,500. The open heifer, Miss 777 750, a Pistol daughter, was consigned by 777 Farms, Magnolia, Ark., and was sold to Micah Flemens, Waco, Texas for \$7,200. The open heifer, CB 719, a CB Bear daughter, was consigned



High-selling buyers Ricky and Angie Cleveland, Arlin Taylor, Darrell Pitchford, Colby Threet, Misty Edwards and Chad Daniel.

by Cotton Branch Plantation, Smithdale, Miss., and was sold to Ace Cattle Co., for \$6,600. The high-selling STAR 5 open heifer was consigned by 777 Farm and was sold to Misty Edwards, Magnolia, Ark., for \$2,350. The volume buyer was David and Jason Herring, Laurel, Miss. 🐾

MID-COAST SANTA GERTRUDIS INTERNATIONAL SUPER SALE

March 2, 2018 | Houston, Texas

SALE AVERAGES

41 Lots	\$9,151
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The International Super Sale was sponsored by the Mid-Coast Santa Gertrudis Association. The auctioneer was Doak Lambert and the sale manager was American Marketing Services' Richard Hood. The high-selling lot, a pair with 50 percent interest and full possession, was consigned by Red Doc Farm, Belen, N.M., and was sold to Quail Valley Farms, Oneonta, Ala., and Tinney Farms, Hanceville, Ala., for \$35,000. The high-selling pick of bred heifers was consigned by King Ranch, Kingsville, Texas, and was sold to Miller Alexander, McAllen, Texas, for \$22,000. The high-selling pick of donor cows was consigned by Quail Valley Farms and was sold to Salacoa Valley Farms, Fairmount, Ga., for \$20,500. The high-selling bred heifer was consigned by Strait Ranches, Carrizo Springs, Texas, and was sold to Harris Riverbend Farms, Cleburne, Texas, for \$15,500. 🐾



High-selling buyers Quail Valley Farms and Tinney Farms.

Another Great Show Season for Alderson/Richmond Customers!!

Thank you to all our 2017-2018 A/R Customers for letting us help you meet your goals!!



Miss Grandview 555 – Owner: Quail Valley Farm
2017-2018 SGBI High Point Female & High Point Polled Female
Congrats to Quail Valley Farm for 2018 SGBI Exhibitor of the Year!



Rolling Oaks Grover
Owner: Missouri Meadows
2017-2018 SGBI High Point Bull & High Point Polled Bull



777 Gambler – Owner: 777 Farms
2017-2018 SGBI High Point Bull Calf
777 also had High Point Heifer Calf – 777 Show Girl.
777 was honored with 2018 SGBI Breeder of the Year!



Rushmore 141 – Owner: Tinney Farms
2018 National Champion Yearling Bull &
Reserve Grand at Houston and The Dixie National!



Heaths Miss J.L. – Owner: Holyann Roach/Windcrest Farm
2017-2018 SGBI High Point STAR 5 Female!



Miss 777 Rhianna – Owner: Myers Cattle & Land Co.
2017 Grand Champion Female at
State Fair of Texas and Four States Fair!

Thank You to Our Crew!
Jill & Payne Richmond, John & Nolan Taylor
and Carson Priddle

Also, a Big Thank You to
Osborne Livestock Co., Mosby Creek Ranch,
Grandview Farm & Parker Farms



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David & Elaine Alderson
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4824 Leipers Creek
Williamsport, TN 38487



Richmond Marketing
Darren Richmond
423-364-9281
djrighmd@gmail.com
Show Cattle - Sales Management

DIXIE NATIONAL LIVESTOCK SHOW

Feb. 12, 2018 | Jackson, Miss. | Judge: Brett Wheeler

SANTA GERTRUDIS SHOW *Results*



GRAND CHAMPION BULL

Rockin 3T Syrus, shown by Rockin 3T Ranch, Ennis, Texas



GRAND CHAMPION FEMALE AND BEST OF POLLED FEMALE

Miss Grandview 555, shown by Quail Valley Farm, Oneonta, Ala.



GRAND CHAMPION STAR 5 FEMALE

Smuckers 310/6, shown by Jenna Fullington, Terry, Miss.



RESERVE GRAND CHAMPION BULL

Rushmore 141, shown by Tinney Farms, Hanceville, Ala.



RESERVE GRAND CHAMPION FEMALE

Miss LCC 10/6, shown by Cody Heath, Turners Station, Ky.



RESERVE GRAND CHAMPION STAR 5 FEMALE

Miss Circle H 620, shown by Taylor Guidry, Gueydan, La.

FLORIDA STATE FAIR

Feb. 7, 2018 | Tampa, Fla. | Judge: Lewis Dooley



GRAND CHAMPION BULL AND BEST OF POLLED BULL

Massive Mt. Grizzley D556, shown by Dietrichs Flying D Ranch, Orlando, Fla.



RESERVE GRAND CHAMPION BULL

JJ's El Patron 112/7, shown by Jake Jones, Lake City, Fla.



GRAND CHAMPION FEMALE AND BEST OF POLLED FEMALE

Rock Hill Pearl, shown by Madi Carter, Willacoochee, Ga.



RESERVE GRAND CHAMPION FEMALE

Running M Diamond, shown by Madi Carter, Willacoochee, Ga.

SAN ANTONIO STOCK SHOW & RODEO

Feb. 11, 2018 | San Antonio, Texas | Judge: Shane Lindsey

SANTA GERTRUDIS SHOW *Results*



GRAND CHAMPION BULL

C Bar C Iron Clad, shown by C Bar C Ranch, DeSoto, Mo.



GRAND CHAMPION FEMALE

KK Sweet Caroline, shown by Kali Kimble, Kingsbury, Texas



RESERVE GRAND CHAMPION BULL

SJ Boomerang 614, shown by San Jose Cattle Co., Kingsville, Texas



RESERVE GRAND CHAMPION FEMALE

C-P Miss Ranger, shown by Stroman Cattle Co., College Station, Texas

NO PHOTO AVAILABLE

BEST OF POLLED BULL

Wayne 319/7, shown by Casey Pitchford, Athens, Texas

NO PHOTO AVAILABLE

BEST OF POLLED FEMALE

LCC 155, shown by Casey Pitchford, Athens, Texas

Data Driven – Profit Proven



Add value to your Santa Gertrudis purchase: Get the registration papers!
Genetic information - Performance data - Generations of pedigrees

- With a large data set and utilizing cutting-edge genomic technology, Santa Gertrudis breeders have the information and tools to produce genetically superior bulls for their customers.
- Santa Gertrudis bulls have DNA-verified accuracies and dependable data that you look for when selecting profit-building bulls for your breeding program.
- No matter your production system, environment, marketing system or genetic base, adding data-driven Santa Gertrudis to your operation will increase your profitability.

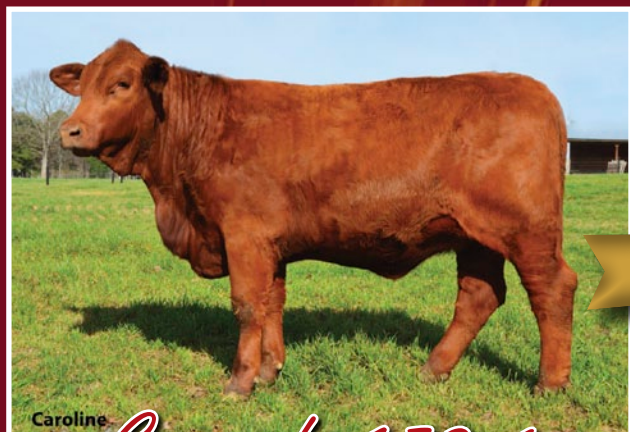
The new color of **RED** is **BLACK** on the bottom line.

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2 Great Events - Some of Our Very Best!

APRIL 28 CRIMSON CLASSIC CULLMAN, ALA.



Creech 152-6

152-6 is a daughter of our young sire Never Again 911-4. Her dam goes back to Double Wide 18/2 and Gunnie 803. She sells bred to Creech 100-4, a Pistol 28/0 son. She is top 10% for WW, YW, HCW, REA and Tenderness.

GROWTH INDEX: 23.84 • CARCASS RANK: 10
REA: 7.40 • IMF: 3.34



Creech 156-6

156-6 is a Double Wide daughter. Her dam is a half sister to Pistol 28/0 and is Hatchet with Grizzly on bottom. She sells bred to Creech 100-4. She is top 10% for WW, YW, HCW, REA and SC.

GROWTH INDEX: 25 • CARCASS RANK: 10
REA: 9.10 • IMF: 5.38

2 BRED HEIFERS!

MAY 12 BREEDERS OF THE CAROLINAS SALE CHESTER, S.C.



Creech 106-4

106-4 is a Double Wide 18/2 daughter. Her dam is a Clarendon 740 granddaughter. She sells with a heifer calf born 9/3/17, sired by Pistol son Creech 100-4. She sells bred to Never Again 911-4. top 20% WW, YW, HCW, Marb., and SC.

GROWTH INDEX: 7.95 • CARCASS RANK: 9
REA: 11.5 • IMF: 4.23



Creech 155-6

155-6 is also a Double Wide 18/2 daughter. Her dam is a Never Before daughter and goes back to Pay Day 0049. She sells bred to Creech 100-4, a Pistol son. She is Top 10% for WW, YW, HCW, Marb., and REA.

GROWTH INDEX: 23.20 • CARCASS RANK: 10
REA: 8.3 • IMF: 3.53

2 EXAMPLES OF OUR
CAROLINA SALE
OFFERING!

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KING RANCH[®]

Your Source for the "Original" Santa Gertrudis Genetics

Established 1853

King Ranch continues to develop our Santa Gertrudis cattle with the original focus for which we created the breed: to make the most profitable beef animal for our volatile environment. We carefully manage our selection process and trait correlations so that we maintain fertility as the main objective while simultaneously advancing our carcass and performance characteristics by utilizing genomically enhanced EPDs, single-step selection, whole herd reporting, and rigid phenotypic selection parameters. Because of our balanced analytical and phenotypic selection approach, our cows get bred year-after-year in the toughest South Texas coastal environment and wean heavy calves that perform in the yard and on the rail.



Virginia Silguero

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