



SANTA GERTRUDIS

USA

JULY 2018 | VOLUME 21, NUMBER 7



ENVIRONMENT

Santa Gertrudis



The Preferred American
Beef Breed

Tinney Farms

Over 40 years of Integrity,
Quality and Tradition.



30th Anniversary

ALABAMA CONNECTION SALE

October 5 & 6, 2018

Tinney Farms · Hanceville, AL

October 5 – *Selling 50 Data-Proven, DNA-Verified, Performance-Tested Bulls*

October 6 – *Selling 50 Alabama Connection Quality Females*



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

Tinney Farms

5251 Co. Rd. 601 · Hanceville, AL 35077

Follow us on Facebook!



Wendt-Bred Bulls Put \$\$\$ in Your Pocket!



A good selection of bulls is available at the ranch.
Bulls that will improve your bottom line!
We invite you to stop by and check them out.

All bulls priced to sell!

W
S

Wendt Ranches

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

W
S

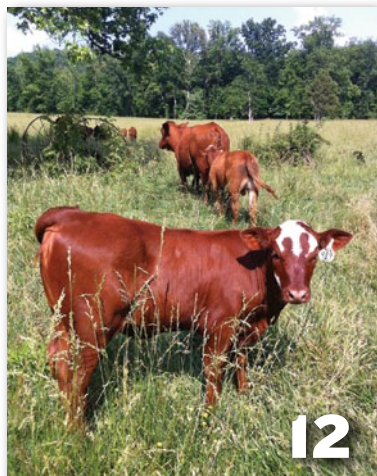
SANTA GERTRUDIS USA

IN THIS ISSUE

- 6** Watch for the NJSGA Survey
- 10** Are You Thinking About Feeding Baled Sorghum This Summer?
- 11** U.S. Roundtable for Sustainable Beef – Fourth Annual General Assembly Meeting
- 12** Make a Plan for Drought
- 18** Water in the West Not Just About Water in the West
- 20** Creative Management Pays off at Creech Farms

DEPARTMENTS

- 6** Ramblings from the Open Range
- 8** President's Letter
- 8** Calendar of Events
- 9** Breed Statistics
- 9** New Members
- 9** Junior Letter
- 17** Ad Index



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

Santa Gertrudis USA is recognized by the Santa Gertrudis Association as the official breed publication for Santa Gertrudis cattle; however, management, editing and financial responsibilities are vested in Blueprint Marketing LLC. We reserve the right to edit or refuse any copy or advertising material submitted for publication. Blueprint Marketing LLC hereby expressly limits its liability resulting from any and all misprints, errors and/or inaccuracies in advertisement or editorial content. The opinions and views expressed in all editorial material are those of the writer or the person interviewed and not necessarily those of *Santa Gertrudis USA*.

July 2018 | Volume 21, Number 7

SANTA GERTRUDIS BREEDERS INTERNATIONAL

P.O. Box 1257, Kingsville, Texas 78364
Phone: (361) 592-9357
Fax: (361) 592-8572
info@santagertrudis.com
www.santagertrudis.com

EXECUTIVE DIRECTOR

John E. Ford
Email: jford@santagertrudis.com

REGISTRATION & MEMBER SERVICES SPECIALIST

Diana L. Ruiz
Email: diana@santagertrudis.com

MEMBER SERVICES

Daniella V. McClary-Munoz
Email: daniella@santagertrudis.com

MEMBER SERVICES REPRESENTATIVE

Darren Richmond
(423) 364-9281 | djrichmd@gmail.com

MAGAZINE STAFF

PUBLISHER

Blueprint Media
P.O. Box 427, Timnath, CO 80547
Email: info@blueprintma.com

MANAGING EDITOR

Jessie Topp-Becker
(701) 307-0772 | jbecker@blueprintma.com

EDITOR

Lisa Bard | lbard@blueprintma.com
(970) 498-9306

AD SALES | CATALOGS

Darren Richmond
(423) 364-9281 | djrichmd@gmail.com

CREATIVE DIRECTOR

Kathie Bedolli | kbedolli@blueprintma.com
(540) 752-6143 | Fax: (540) 752-5856

MATERIALS COORDINATOR

Megan Sajbel

AD DESIGN

Holly Holland

ADMINISTRATION

Leslie McKibben

COPY EDITOR

Larisa Willrett



ON THE COVER

A group of Creech Farms females on rotational grazing pasture in Zebulon, N.C. Photo by Bill Lundberg.

Providing Polled Power Genetics to the Santa Gertrudis Breed

Double C Farms

William W. Cameron, Jr. & Family

377 Double C Drive

Raeford, NC 28376

(910) 875-4963

redbull@embarqmail.com



RED DOC FARM

Dr. Roland & Elia Sanchez

703 S. Christopher Road (505) 864-7781 Office
Belen, NM 87002 (505) 864-2898 Residence



GRAY OAKS FARM

Dennis Jones, owner

905 Foxtrap Rd., Russellville, AL 35654

Home: (941) 735-9391



thank you.

REDDOC
farm

Red Doc would like to thank all of our longtime and new breeders for your faith in our program. We had an exceptional Red Hot Bull Sale! Our supreme genetics are already hard at work in the U.S. and across the world. We can't wait to see your results!

Mark your calendars for next year's sale, April 6, 2019!



REDDOCFARM.COM 

Polled Santa Gertrudis Association

Curtis Hudnall, President • (936) 334-4804

Larry Osborne, Secretary & Treasurer
(937) 604-4999

CREECH FARMS

12483 NC 39 • Zebulon, NC 27597

Tony (919) 427-4679

Brandon (919) 761-3894

Email: ccreech6@gmail.com

Herd No. 16769 • Herd No. 37879



Flying C Ranch

Lester & Ouida Cossey

2639 Gum Springs Rd., Searcy, AR 72143

(501) 207-2272





Ramblings from the Open Range

EXECUTIVE DIRECTOR'S REPORT

By John Ford

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

It's summer. Temperatures in South Texas hit the triple-digit mark early this year. By mid-May 100-plus-degree days were the norm. As I have traveled to Santa Gertrudis activities and industry functions around the country, locals have commented on the unusually warm temperatures. Summer is in full swing and it appears that 2018 will be remembered as being exceptionally warm.

As would be expected, articles in industry publications are sharing tips on minimizing or dealing with heat stress in cattle. Compared to other animals, cattle cannot dissipate their heat load very efficiently. Cattle do not sweat effectively and rely on respiration to cool themselves. A compounding factor on top of climatic conditions is the fermentation process within the rumen. The process generates additional heat that cattle need to dissipate. Since cattle do not disperse heat effectively, they accumulate a heat load during the day and dissipate heat at night when temperatures inch downward. Heat stress can cause a number of production issues, including some related to fertility.

One of the heat stress-related articles that caught my attention focused on hair shedding. Recently, a number of universities have been researching tools to evaluate an animal's ability to shed hair, and researchers have established an evaluation system for cattle hair shedding. The system is designed to assist cattlemen in assessing an animal's ability to shed in the spring.

There is no doubt, shedding is an economically important trait and is closely related to cow fertility. I can understand how a tool to evaluate shedding would be a welcome addition for some beef breeds and their associations. However, I still find the discussion of a hair shedding evaluation tool somewhat incredulous. After all, *Bos indicus*-influenced breeds like Santa Gertrudis have anatomical and physiological advantages that allow them

to deal with summer temperatures. In my mind, it is very simple. When cattle producers match cow biological type to their respective environments, worrying about the negative effect hair coat has on fertility is a waste of time.

While some members of the research community and *Bos taurus* breed associations have focused on a hair shedding tool for producer use, Santa Gertrudis Breeders International recently

announced the release of two fertility expected progeny differences (EPDs) designed to effectively measure reproductive traits – Heifer Pregnancy and Breed Back. The EPDs were developed using pedigree information, member breeding records, pregnancy-check results and calving data. These newly published tools are designed to assist in the identification of animals with desirable reproductive ability.

Research has shown that heifers that fail to breed the first year, and are held over, have an average lifetime calf crop of 55 percent, compared to 86 percent for herd mates that become pregnant the first year. SGBI's Heifer Pregnancy EPD measures the probability that a heifer will get pregnant as a yearling. This EPD is reported in units of percentage; a higher EPD sire would be expected to have daughters with a greater probability, or chance, of becoming pregnant than a sire with a lower EPD.

CONTINUED ON PAGE 9 ▸

Watch for the NJSGA Survey

THE NATIONAL JUNIOR SANTA GERTRUDIS ASSOCIATION (NJSGA) and youth activities are important to the Santa Gertrudis Breeders International (SGBI) membership. And 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 NJSGA 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 a 14-month study for the Youth Activities Committee.

As part of the study, surveys will be distributed to current and former NJSGA members. "The surveys are meant to evaluate the NJSGA in order to ensure the junior program is meeting the needs of today's young people and developing the next generation of active SGBI members," Ring explains.

Surveys will be available at the 2018 National Junior Santa Gertrudis Show (NJSGS) in Texarkana, Ark. Individuals who do not attend the NJSGS will receive paper and electronic copies, which will be sent to the most recent mailing and email addresses on file.

The survey should take no longer than 20 minutes to complete. Ring says the survey is not mandatory, "but the results are meant to improve and grow the program, so the more responses we have, the better." 🐾



Photo courtesy Kathy Reynolds, Warner, Okla.

SANTA GERTRUDIS DISTRICT VI BREEDERS



Look for
Parker Farms' heifer,
PF Bunny,
at the 40th Annual Kentucky
National Sale July 14!



**KENTUCKY NATIONAL
SANTA GERTRUDIS
SHOW AND SALE
July 13-14, 2018**
Western Kentucky Expo Center
Bowling Green, Ky.

**We are consigning an open heifer
of Gray Oaks and Tinney Farms breeding.
We look forward to seeing you there!**

***We'd like to thank the following breeders for
their private treaty purchases earlier this
year: Nolan G. Dubree, Mt. Hermon, Ky.;***
Terry Jones, Hiseville, Ky. and
Kenneth Bentley, Gamaliel, Ky.



Parker Farms Cave City, Ky.
(270) 678-5302

C BAR C RANCH
De Soto, MO 63020
Alan Clark
Bud & Kelly Clark
(314) 607-1076
bud@cbarcranch.net
WWW.CBARCRANCH.NET

Missouri Meadows
Aaron, Amy, Jack & Isaac Schroeder
18067 McCurdy Road
Hughesville, MO 65334
(660) 829-3067
www.missourimeadows.com
Registered Santa Gertrudis, Durham Red & STAR 5

OSBORNE LIVESTOCK
Todd, Donna, Dalton & Ashley Osborne
Sparta, Ky. • Lathrop, Mo.
(859) 991-2438
peppydoc1@aol.com

Parker Farms
parkerfarms@scrtc.com
Charles, Deanna, Chip, June & Carsen Parker
5552 Jackson Hwy. • Cave City, KY 42127
(270) 678-5302 • (270) 670-6776

RUSTIC RAIL RANCH
PAUL & DEBBIE GAUTZ
9865 Blarney Lane • Carthage, MO 64836
dgautz53@yahoo.com
417-437-2452 • 417-438-8712

Shampain Ranch
Santa Gertrudis Cattle
Del & Ginny Thomas
Pleasant Hill, IL 62366
(217) 734-2283
ginny2@irtc.net

PRESIDENT'S LETTER

By Jerome Urbanosky

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



Isn't it ironic to look back and remember the past? It's fun for me to recall events and people along the Santa Gertrudis Highway.

Brian Cummins, herd #2316, ranches in Canton, Texas. I bought my first Santa Gertrudis heifer, Alice, when I was 16 years old. Brian also had a Santa Gertrudis heifer and we kept them at the same place. Brian and I went to different high schools. In the past 48 years, we have remained good friends and our paths continue to cross many times over. Both of us are still heavily involved in the world of Santa Gertrudis cattle.

After I graduated from Texas A&M University in 1975, I went back home to Pearland, Texas, where my two brothers and I opened a feed store. I met a young girl from Friendswood, Texas, whose family were horse enthusiasts. This girl wasn't even old enough to have a driver's license. Her name was Cheryl Wood and you may now know her as Cheryl Grainger, herd #878, Rocking A Ranch, Brenham, Texas.

John Parker was my high school agriculture teacher. After college, he asked me to come speak at a high school in Houston. While there, I met a young man who told me his grandfather, George Butler, had quite a few Santa Gertrudis cattle in Brenham, Texas. Of course, that was Mayfair Ranch and that young man was Allen Grainger.

I knew Cheryl and Allen before they knew each other. My wife, Jane, and I went to their wedding and the rest is history.

Bill Barrett had a custom fitting company, and John and Helen Wood worked for him in Valley Mills, Texas. They wore green silk or satin shirts when showing and that was the Bill Company.

In 1981, I met the new guy Buddy Smith hired to run Santa Services, a custom fitting company, who had almost 100 show and sale cattle to take care of. Buddy brought this new, hard-changing, tough-as-nails guy in from Tennessee. Most people thought this guy had no idea what he was getting into. This guy was SGBI Hall of Fame member Gene McCarter.

Richard Hood Sr. told me one time, "Jerome, we don't have Santa Gertrudis sales anymore; we have Santa Gertrudis events!" 🐄

SGBI OFFICERS OF THE BOARD

PRESIDENT Jerome Urbanosky
SECRETARY/TREASURER Deanna Parker
LONG-RANGE PLANNING Debbie Townsend
MARKETING & PROMOTION Gene Kubecka
PERFORMANCE Kathryn Hefte
YOUTH ACTIVITIES Betty McCormick
PRESIDENT ELECT Nancy Wunderlich
MEMBERSHIP Allen "Bud" Clark

SGBI BOARD OF DIRECTORS BY REGION

WESTERN REGION

Tylor Braden (Texas)
King Ranch
(361) 219-0434 | TBraden@king-ranch.com
Kathryn Hefte (Texas)
Hefte Ranch
(210) 414-2493 | hefteranch@gmail.com
Gene Kubecka (Texas)
Wendt Ranches
(979) 240-5311 | wendtranches@hotmail.com
Betty McCormick (Texas)
Woman Holler Ranch
(281) 375-6861 | bettysue1959@gmail.com
Rafael Miranda (Colo.)
Cherokee Ranch
(303) 888-5297 | Rmvs65@gmail.com
Jerome Urbanosky (Texas)
Urbanosky Ranch
(281) 797-5715 | jerome@ameritechsi.com
Nancy Wunderlich (Texas)
Wunderlich Farms
(979) 277-2838 | n.wunderlich@hotmail.com

EASTERN REGION

David Alderson (Tenn.)
Circle A Farm
931-682-2527 | elaine@mtbj.net
Bud Clark (Mo.)
C Bar C Ranch
(314) 607-1076 | bud@cbarcranch.net
Ryan Cowart (Miss.)
Cotton Branch Plantation
(601) 384-6719 | rcowart@cottonbranch.com
Deanna Parker (Ky.)
Parker Farms
(270) 670-6285 | parkerfarms@scrtc.com
Robert Silva (Okla.)
(918) 470-5371 | rdsilva06@sbcglobal.net

AT-LARGE DIRECTORS

District 1 – Alicia Sanchez (N.M.)
Red Doc Farm
(505) 463-1993 | alicia@justiceins.com
District 2 – Debbie Townsend (Texas)
Townsend Cattle Company
(979) 541-4989 | townsendcattle81@gmail.com
District 3 – Jamie Daniel (Ark.)
777 Farms
(870) 904-3070 | jd@gregbennett.com
District 4 – Arlin Taylor (Ala.)
Tinney Farms
(256) 507-3838 | arlin.taylor@bmamfast.com
District 5 – Tony Creech (N.C.)
Creech Farms
(919) 427-4679 | creechfarms6@gmail.com
District 6 – Todd Osborne (Mo.)
Osborne Livestock Co.
(859) 991-2438 | peppydoc1@aol.com

SANTA GERTRUDIS *Calendar*

JULY

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

SEPTEMBER

14 Mid-Coast Santa Gertrudis Annual Meeting, Hallettsville, Texas
14-15 District 6 Haltered Heifer Show and Sale, Richmond, Ind.
15 Cattlemen's Opportunity Sale, Hallettsville, Texas
29 Arkoma Santa Gertrudis Association Sale, Tulsa, Okla.
30 Arkoma Santa Gertrudis Association Show, Tulsa, Okla.

OCTOBER

5-6 30th Annual Alabama Connection Sale, Tinney Farms, Hanceville, Ala.
12-13 State Fair of Texas, Dallas, Texas
16-18 2018 Sunbelt Farm Expo, Moultrie, Ga.

NOVEMBER

3 Mountain Laurel Classic Sale, Calhoun, Ga.
17-18 2018 Hot Gert Junior and Open Show, Robstown, Texas
17 South Texas Heritage Sale, Robstown, Texas

SANTA GERTRUDIS *Juniors*

By Saige Combs, President



My name is Saige Combs and I am from Anderson, Texas. I have served on the National Junior Santa Gertrudis Association (NJSGA) Board for two years, first in the at-large position and now as president. Aside from serving on the junior board, I have been active in breeding and showing Santa Gertrudis cattle for most of my life. I write this with great sadness to be leaving the junior board, but I am so thankful

for the opportunities I have had throughout the years. I have learned more than I can explain from the junior members and breeders I have had the pleasure of meeting along the way. I am truly excited to take these friendships and the knowledge I have gained from all of you into this next chapter of my life.

With my final junior nationals in the books, I think it is safe to say that this year was another success story. I would like to start by congratulating the newly elected NJSGA Board members and encouraging you to dive into this head first. This organization will only grow with your hard work and dedication as the driving force. Continue striving to set a good example for the younger members who look up to you for guidance. For all of you younger kids thinking about getting more active or running for the junior board, my advice is to do it. It may turn out to be the best decision you have made. Thank you to each and every one of you for impacting my life in a positive way and giving me a worldwide group of people to call my family. I will be praying for all of you in your future endeavors and, as always, keep breeding our beloved red cattle. 🐄

EXECUTIVE DIRECTOR'S REPORT CONTINUED FROM PAGE 6

Getting first-calf heifers rebred on a yearly calving schedule is one of the greatest challenges cow-calf producers face. Because the demands of lactation and growth can cause an extended interval from calving to first heat, the first-calf heifer is particularly difficult to rebreed after calving. SGBI's Breed Back EPD measures the probability a 2-year-old will be pregnant given she was listed as pregnant as a yearling. Improvements in this area can greatly contribute to an operation's bottom line in both immediate pregnancy rates and cow longevity since it has been proven that those cows that breed back quickly will stay in the herd longer. SGBI's Breed Back EPDs are also reported in units of percentage; a higher EPD sire would be expected to have daughters with a greater probability, or chance, of becoming pregnant than a sire with a lower EPD.

Beef cattle breeding is about profit, and profitability starts with reproduction. SGBI's Heifer Pregnancy and Breed Back EPDs validate that Santa Gertrudis Breeders International's members are committed to identifying and breeding cattle that perform profitably in the most challenging environments, even in summer temperatures. 🐄

SANTA GERTRUDIS WELCOMES *New Members*

Active Members

T&T Angus la Muralla SPR de R L CV, I,
Rodolfo Terrazas, Chihuahua, Mexico

John Holloway, Topeka, Kan.

Judd and Heather Williamson, Lufkin, Texas

Bryan and Kate Dyck, Seminole, Texas

463-Farm, Lucky Watson, Covington, Texas

Commercial Members

Mulberry Bend Cattle Farm, Kyle Morris,
Hanceville, Ala.

Charles Neuman, Pattison, Texas

Aaron Duke, Fulshear, Texas

Junior Members

Ernie "Lee" Easterling III, Morton, Miss.

Gerardo Gonzalez, Pasadena, Texas

Lyndsie Petrosky, Angleton, Texas

Madison Kobersky, Alvin, Texas

Caleb Denmon, Buna, Texas

Mason Gisler, Victoria, Texas

Savannah Roessler, Gainesville, Texas

Jenna Hein, Sealy, Texas

Myka Mikolajchak, Alvin, Texas

Madelyn Easterling, Morton, Miss.

Joe Hackleman, Nash, Texas

Gage Campbell, Hooks, Texas

Bryce Hardy, Kaufman, Texas

Colby Krone, Perry, Ark.

Jasmine Vaughn, Austin, Ark.

Kaylee Leddy, Cave City, Ark.

Ashtyn Boyd, Omaha, Texas

Joe Shiffrar, Deville, La.

Tanner Lawrence, Robstown, Texas

Will Barton, Magnolia, Ark.

Cole Knotts, Laurel, Miss.

Erin Jo Sword, Katy, Texas

Dash Snyder, New Braunfels, Texas

Caitlyn Hobbs, Mt. Pleasant, Texas

REGISTRATIONS, STAR 5 RECORDINGS AND TRANSFERS BY DISTRICT

MAY 2018

ACTIVE MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	25	1	7	6
2	188	17	40	170
3	40	3	0	24
4	21	9	14	8
5	30	1	2	55
6	56	7	0	23

JUNIOR MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	45	0	0	23
2	22	4	0	13
3	11	0	0	4
4	0	0	0	0
5	10	0	0	4

FOR SGBI REGISTRATIONS CONTACT: Diana Ruiz

P. O. Box 1257, Kingsville, Texas 78364 | diana@santagertrudis.com

Phone: (361) 592-9357 • Fax: (361) 592-8572

ARE YOU THINKING ABOUT FEEDING BALED SORGHUM THIS SUMMER?

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



This may be only a Texas issue, but we are really, really dry, and local hay is getting expensive and somewhat hard to find. Looking at a recent drought monitor (<http://droughtmonitordev.unl.edu/Current-Map.aspx>), it seems that parts of Louisiana, Alabama and Georgia are in similar conditions. Nonetheless, there will be many sorghum farmers baling fields that did not make sufficient grain this year. Baled sorghum plants

can be a great, economical feed for beef cattle, but we need to be very cautious and thus I felt it prudent to revisit nitrates and how dangerous they can be to cattle.

Ammonium nitrogen is a main ingredient of row crop fertilizers, and when the soil microbes get to it, they convert it into nitrate nitrogen (NO_3). Because NO_3 is water soluble, it is easily taken up by plant roots. When there is plenty of soil moisture, plants will take up NO_3 and then convert it back to ammonium nitrogen to be used to make amino acids and protein in grass roots, and leaves, stems and stalks of corn, sorghum and sudangrass. Drought conditions will dramatically slow the whole process and can even cause it to stop, which results in nitrate nitrogen accumulation in the plant. The biggest problem with nitrate nitrogen is that it is non-volatile and will remain in the plants after cutting, drying and baling (unlike prussic acid).

Nitrate toxicity should actually be called *nitrite* toxicity because that compound is what rumen microbes produce from nitrate, and nitrite is absorbed into the bloodstream

of cattle. All plants will contain some nitrates but sudangrass and sorghum have potential to accumulate more, especially when the plant's nitrate uptake is more than it needs to produce protein – like during a drought.

Once in a cow's bloodstream, nitrite oxidizes the ferrous iron in hemoglobin to ferric iron, resulting in the production of methemoglobin. Hemoglobin is a metalloprotein (metal + protein) that exists in

red blood cells and is what actually carries the oxygen. The problem with the blood transporting methemoglobin, rather than hemoglobin, is that oxygen cannot be delivered to body cells. Thus, similar to prussic acid (HCN) poisoning, cells have no oxygen to function. However, in the case of nitrate toxicity, the animal's blood exhibits a "classic symptom" of being chocolate brown in color and is void of oxygen.

Researchers at the Texas Veterinary Medical Diagnostic Laboratory recommend feeding healthy ruminants forage containing 1 percent or less nitrate on a dry matter basis. If nitrates are greater than 1 percent, but less than 2.5 percent, you could grind the forage and mix with other non-nitrate-containing forage. It is not recommended to grind and mix forage containing more than 2.5 percent nitrate.

Nitrate testing can be done in the field with a standing crop or hay, or similar samples can be sent to a diagnostic laboratory (talk to local Extension personnel for assistance). A quick field test on a freshly split plant stem will let you know if nitrate is present, but only a diagnostic laboratory can give you the percent nitrate present. Diphenylamine salt (0.1 gram) dissolved in sulfuric acid (30 mL - of 36 Normal (N) or 98 percent concentrate) is the field-testing material, and one drop will immediately turn dark blue if the plant contains nitrate. No color change means nitrate is not present; however, a brown spot will eventually appear as plant sugars are caramelized by the acid. If your diagnostic lab reports parts per million (ppm) nitrate-N, rather than percent nitrate, it will require two math operations: 1) multiple nitrate-N by 4.42 to calculate actual nitrate; and 2) to convert ppm to percent-age, divide ppm by 10,000.

The bottom line is that young plants contain more HCN and nitrate than older plants. Excessive fertilizer application can potentiate both HCN production and nitrate accumulation. There is more HCN stored in the leaves than in the stems of the plant, and the younger the leaf the more HCN there is during stress conditions. In contrast, nitrate is found mainly in the plant stalk and less in the leaf and grain. Crimping and sun-curing of sudangrass and sorghum hay will reduce HCN amounts because HCN can evaporate.

Nitrate nitrogen will remain after hay harvest and sun-curing; only ensiling can reduce (20-50 percent) nitrate levels. There is no reliable method to test for HCN. Forage and hay samples, if collected properly, can be accurately tested for nitrate. Please contact your local or regional Extension agent or specialist for further information on testing for nitrates and/or additional grazing management practices to minimize the risk of either situation. 🌱



LA CAMPANA RANCH
COMMERCIAL *AND* PUREBRED SANTA GERTRUDIS

George West, Texas
(361) 566-2244
lacampanaranch.com
campana@granderiver.net

U.S. Roundtable for Sustainable Beef Fourth Annual General Assembly Meeting

By Sharon Bard, Freelance Writer

The U.S. Roundtable for Sustainable Beef (USRSB) is working quickly to turn the abstract concept of beef sustainability into concrete, applied guidelines all cattle-men can use to produce environmentally sound, socially responsible and economically viable beef. This was illustrated during the USRSB's General Assembly Meeting, May 1-3, 2018, in Oklahoma City, Okla.

Established in 2015, USRSB is a group of individuals directly involved in beef production and feeding; processing and sales; and academic, research and non-profit organizations. More than 140 diverse stakeholders gathered to discuss, explore and learn about the environmental, economic and social factors impacting the U.S. beef industry. As part of the event, an agribusiness and beef stocker shared how they are implementing sustainable practices; consumers shared their perceptions of beef sustainability; and the USRSB updated the attendees on its activities over the past year and opened a 60-day public comment period on the group's Sustainability Framework.

The fourth-annual gathering started with a beef industry sustain-

ability tour of Lopez Foods, Inc., Express Ranches and the Tim Haines Ranch. Lopez Foods staff discussed how the company is working across the beef value chain to implement sustainability practices. Attendees also learned about soil health and pasture management practices the Tim Haines Ranch has implemented as a participant of the Noble Research Institute's Land Stewardship Program.

Jeff Goodwin, a pasture and range consultant with Noble, explained that the project is a way to demonstrate what it means be a land steward. "This involves understanding what



Tim Haines, owner of Tim Haines Ranch, discusses soil health and pasture management practices.



CONTINUED ON PAGE 15 ►

25th Annual District 6 HALTERED HEIFER SHOW & SALE

SEPTEMBER 14-15, 2018

Wayne County Fair Grounds

861 Salisbury Rd., Richmond, Indiana 47374

Now Accepting Consignments!

**SELLING 20-25 haltered open heifers, bred heifers
and pairs!**

FOR ENTRY INFORMATION OR TO REQUEST A CATALOG, CONTACT:

Darren Richmond: 423-364-9281 • djrichmd@gmail.com



**Junior Show entries or
information contact:**

Craig Lopossa: 812-829-8053 or
clopossa@ceres.coop

Anna Hiss: 260-503-5312 or
hissam09@gmail.com



For more information contact:

Todd Osborne: 859-991-2438 • peppydoc1@aol.com
Larry Osborne: 937-435-9346 or 937-604-4999

Headquarter hotel Comfort Inn

623-209-7610 ask for District 6 rate

Make a Plan for DROUGHT

By Jenny Pluhar, Executive Director, National Grazing Coalition

“Pray for Rain!”

This statement is posted on the marquees of churches and businesses across the Texas Panhandle and northern New Mexico yet again. Not unique to this area, it is a common sentiment when things get dry in the country, no matter which side of the Mississippi you are on. After several years of beneficial and timely rainfall, this area and others across the Southwest are once again under the threatening hammer of drought.

Amarillo went more than 150 days without measurable precipitation, shattering the old record of 75 days. Since then, the Panhandle has received meager amounts of rain, one-quarter of an inch here, three-quarters of an inch there, even as much as an inch in places. There's no question that a drought is firmly in place. The weekly drought monitor map is evidence that reminds us that we are currently facing some tough situations. In an area where more frequent rainfall is commonplace, drought conditions seem to come on much faster. It does not take 150 days for the coastal bend of Texas to feel drought. After looking pretty good only a short time ago, the area was already experiencing dry conditions this spring.

This should not come as a surprise. In this part of the world, drought is more certain than most things in a rancher's life. So, why do we so often find ourselves caught seemingly unaware? Unprepared? Stressed?

While I think it is indeed worthy to pray for rain and thank our creator for the blessings of rainfall when it does come our way, I do not believe “Pray for Rain” is a meaningful drought management strategy. Those of us in the ranching business are at the mercy of mother nature all too often. Isn't it time

we plan and prepare for this thing that we know good and well is always just around the corner?

How do you develop a drought plan? Is there a magic formula? Can it ease the pain of drought?

A good drought plan and a sound stewardship plan for your ranch require you to know what you have to start with, essentially a basic forage inventory of what grows on your ranch and how much of it is available for grazing livestock. Surprise. All grasses are not created equal. Some are much more palatable to your cattle – the ribeyes, lobster tails and crème brulee of the proverbial buffet they dine from daily on your ranch. While other forages are more like the hot dog at the convenience store that has been rolling there, forgotten for a week or more. Still others are the snack cakes loaded with things nobody should eat.

A basic forage inventory and forage production numbers, as well as a tally of the grazeable acres on your ranch provide baseline information any land steward should be operating from. Perhaps we can address how to get this baseline information in place on your property at another time.

The Texas Panhandle and surrounding areas are coming off of several very favorable years of precipitation. As a result, we have grown a lot of grass. The very simplest drought plans would have had some forage “stockpiled” in the event of drought. This stockpile could be in the form of an ungrazed pasture, several pastures lightly grazed or standing forage available when the absence of spring rains has allowed no new vegetative growth. This is the simplest way to buy yourself some time.

Time triggers are key to a comprehensive drought plan. Take a look at your annual precipitation pattern. If you pass the historical spring rains, for example, and find yourself with no green grass by May 1, a drought management plan might say that, under these circumstances, you destock by 25-30 percent or whatever necessary to ensure you do not damage your rangeland resource. Easier said than done, I know. Perhaps you already know your older cows will be the first to go or you retain a percentage of stockers, which allows flexibility while preserving your core cow-calf herd. Maybe you don't keep the bred heifers. Whatever fits your operation.

Without a drought plan with pre-set time triggers, it is much more difficult to make a rational decision because the decision becomes emotional. We all know that decisions made in the heat of the moment are seldom sound and well thought out.

What about supplemental feeding? Can that be a part of a drought plan? Of course. A note of caution – very little research shows that it is economically feasible to feed your way out of a drought. In his presentation on supplemental feeding of livestock, Robert Wells, Ph.D., at the Noble Research Institute, has a slide that shows round bales in a field. In place of some of the round bales, he has rolls of \$100 bills – a blunt graphic illustrating the cost of feeding hay, either as drought management or seasonal supplemental feeding. You know the old saying, “A picture is worth a thousand words.”



Photo courtesy Ryan Keaton, Circle H Farms, Waynesboro, Tenn.

CONTINUED ON PAGE 16 »

Cedar Crest Farms408 Suite B, Hwy 31 N.W.
Hartselle, Alabama 35640ALABAMA
256-773-4077
Charles SandlinTENNESSEE
931-294-5507
James Sandlin**GRANDVIEW FARMS**5400 Bexar Ave. East
Hamilton, AL 35570
www.grandviewfarm.biz**Cattle & Semen
for Sale****RESERVE NATIONAL CHAMPION BULL****"JOHN 316"**Delmo Payne, Owner
(205) 468-5319 (cell)Brent Shaw, Manager
(205) 412-5761 (cell)**Running M
Ranch**

Herd No. 2926

Polled Bulls for Sale

Jimmy & Ginger Montgomery

17925 Hwy. 82 • Union Springs, Ala. 36089

334.703.1314 (c) • 334.738.4886 (h)

Southern BreezeLamar Kelly
Enon, AL

(404) 915-4952

sbranch@sbranch.com

www.sbranch.com

**777
FARMS**Chad, Jamie, Patrick,
Erin-Kay & Caroline Daniel
Magnolia, AR
(870) 904-3070

triple7farms@gmail.com

Home of National Champions
High Roller and Annie**DENSON 3D FARMS**

Herd # 9006

JOHN & KAY DENSON
1548 BROOKER FARM RD
DALTON, GA 30721
706-259-3838 (home)
706-264-1224 (cell)

denison3dfarms@gmail.com

Jernigan RanchWayne & Lavonne
Buena Vista, GA 31803

O: (229) 649-2575 • H: (229) 649-7724

C: (229) 649-9659

Email: wjernigansr@gmail.com

REGISTERED SANTA
GERTRUDIS CATTLE**MC Ranch**6016 Salem Valley Rd.
Ringgold, GA 30736
www.mcranch.com**Dr. Burton & Judy McDaniel**
(770) 475-0287 home (404) 313-0292 cell
Email: mrmc ranch@aol.com**DIETRICH'S
FLYING D RANCH**10 Seminole Tr. • Orlando, FL 32833
Phone: (407) 470-4638

www.DietrichsFlyingDRanch.com

Champion Polled Santa Gertrudis Cattle

*The American Original***RAFAEL MIRANDA**

Ranch Manager | 303-888-5297

JAMES HOLMES

Executive Director | 303-523-9503



CHEROKEERANCHCATTLE.COM

**HEIL CATTLE CO.**Doug & Debbie Heil
Stonefort, IL 62987

(618) 672-4887 (h) • (618) 525-0611 (c)

dheilfarm@harrisburgtruss.com

Herd #37491 Eddyville, IL Premise

QUALITY
BEHIND THE
CRAZY H**GOODIN FARMS**AUSTIN, IN
SGBI Herd #19416

(812) 794-2624

www.goodinfarms.com

BERLEY, JERRY & TERRY GOODIN
Breeders of Santa Gertrudis Cattle
Official Nu Gen Project Farm**Heath Farms****Pat & Beverly Heath**

387 Goodin Williams Rd.

Hodgenville, KY 42748

email: bheath12@windstream.net

(270) 358 4820

ARROW RANCH**Dr. Carl O. Westbrook • Vincent & Mary Westbrook**685 West 77th Street South • Tulsa, Oklahoma 74132
(918) 640-3960 • vincent-westbrook@utulsa.edu

Justin Geisinger, Ranch Mgr. • (918) 440-7264 • jgarowranch@gmail.com

WILEY RANCH**Erik or Kim Wiley**155 Sayes Rd., Deville, LA 71328
(318) 481-8082 • (318) 481-6927

erikkeri@yahoo.com

**WILLIAMS FARM****Kenny & Jackie Williams**

Kentwood, LA 70444

(985) 229-0012 • (225) 276-6970 cell

williamskh1953@gmail.com Herd 38981

**Don & Eric Perner**

(918) 366-2732

16702 Adams Road
Mounds, OK 74047dperner@olp.net
Herd No. 4405**Gary Harding**

918-616-7741

P.O. Box 87, Checotah, OK 74426

PONDEROSA RANCH**Joe & Dorothy Simmons**32557 U.S. Hwy. 177 (405) 333-2296 H
Macomb, OK 74852 (405) 640-9184 C

simco@mbo.net

Jesus is Lord



REYNOLDS PRAIRIE VIEW FARMS

Rance & Kathy Reynolds
(918) 232-7870

Warner, OK 74469
rancelee12@gmail.com

**LOU AL TUCK FARMS**

Great Falls, S.C.

Al Jackson: 803.984.0704

Ajackson@pike.com

T.A. Jackson: 803.482.2283

Circle A Farm

David & Elaine Alderson
Registered Santa Gertrudis Cattle

Phone (931) 682-2527

Champions for the
Pasture & Showing

4824 Leipers Creek
Williamsport, TN 38487

**BIERI FARMS**

P.O. Box 441 • Angleton, Texas 77516
(979) 849-7911

Herd No. 474 • www.bierifarms.com

Blackjack Oaks Ranch

Where Excellence is the Norm



Allen & Karen Ginnard

Washington, Texas

936.878.1825 • 713.586.9978

www.blackjackoaksranch.com

Borchers**Southern Y Ranches, L. P.**

Charla Borchers-Leon • Mary Kay Borchers
2401 North Wheeler Street
Victoria, Texas 77901 • (361) 575-1297

Santa Gertrudis Y Braford F1

Purebred • STAR 5 • Crossbred Cattle

Tommy Phillips

(361) 573-5919 (H)

(361) 649-9726 (M)

Richard G. Hood

(361) 790-5641 (H)

(979) 777-8247 (M)

CORPORRON ACRES

Jim Corporron

Schulenburg, Texas 78956

Ranch (979) 562-2405 • Cell (979) 561-7185

Email: jim@corpacres.com

Rodney & Barbara Corporron

Schulenburg, Texas 78956

(713) 724-1263

Larry Brown, Manager

(979) 561-6268

www.corporronacres-dosbrosranches.com

Dos Bros Ranch

Briggs Ranches

Cowman Selected. Cowman Proven.

PO Box 1417 • Victoria, Texas 77902
(361) 573-7141

Joe Jones, manager (361) 897-1337



Traylor Division

Bloomington, Texas

(361) 897-1337

San Roque Division

Catarina, Texas

(830) 999-3236



San Carlos Division

Rio Grande City, Texas

Joe Jones: brigsranches@hotmail.com

www.BriggsRanches.com

**CROSSWINDS RANCH**

DARRELL ROACH

Keller, Texas • (817) 235-8158

Crosswinds.tx@gmail.com



Jerry & Pat Stults

Lillian, Texas

Private treaty bulls and females for sale at all times. Call & Come by to see the difference the new Santa Gertrudis can make in your herd.

817/ 534-0044 Office

817/ 925-1639 Jerry Cell
jstults@jpsalliance.com

817/ 475-3226 Pat Cell
pstults@jpsalliance.com

Double TT Ranch

WYLIE AND B. J. TALIAFERRO

Box 57, Rosser, TX 75157 • Herd # 3326

Home: (972) 452-8451 • Wylie Cell: (469) 644-1620

Duane Miller: (214) 793-5111

wylietaliaferro@yahoo.com

Double G Farms

Gilbert and Emma Garza

P.O. Box 263

Edinburg, Texas 78540

Herd No.: 2405

(956) 206-1244

**El Chaparral Grande Ranch**

Herd No. 10149



Richard & Sharon Stellman

408 FM 1376

Boerne, Texas 78006

Ranch - Hondo, Texas

(830) 426-5119

E-mail: rgsecgr@gvtc.com

Four J Cattle

Registered Santa Gertrudis & Crosses

Larry & Zoe Justiss

(361) 772-5613

zjustiss@evctx.com

6994 U.S. Hwy 77 N

Hallettsville, TX 77964

www.fourjcattle.com

Fulton Farms ES

(940) 368-7630

(940) 898-1423

Jane Fulton, Suzanne Fulton & Taylor Terry

Post Office Box 3064 • Denton, TX 76202

esterry@hotmail.com

Hargis Farms

SANTA GERTRUDIS

Box 457 • Hemphill, TX 75948

(409) 787-2165

email: hargis@suddenlink.net

Herd # 7325

HARRIS RIVERBEND FARMS

DAVID & LAURIE HARRIS

P.O. Box 691 • Cleburne, Texas 76033

(817) 641-4159

david.harrisfarms@yahoo.com

HEFTE RANCH

Kathryn Hefte Petty
(210) 414-2493

K.T. Hefte
(361) 813-4937

1200 State Hwy 173 N
Hondo, Texas 78861

Cattle Located in Hondo
and Agua Dulce, Texas

John Martin Ranches

Box 869

San Diego, Texas 78384

(361) 701-5683

Charter Member S.G.B.I.

Herd #4

La Cuchilla Ranch

LOEL O. GARZA

(956) 778-6277

McAllen, Texas

loel.garza@gmail.com

www.lacuchillaranch.com

MYERS CATTLE & LAND CORP.

CARROLL D. MYERS

(936) 825-6544

www.myerscattleandland.com

25821 State Hwy. 6 South • Navasota, Texas 77868

contact: Lauren Myers West (281) 744-7605

or: Billy Eubanks (512) 484-1776

OLIVAREZ RANCHES

Since 1898

Santa Gertrudis Since 1950

Herd #439

Ben D. Olivarez

(956) 585-1661 (o)

P.O. Box 829

Mission, TX 78573

Santa Gertrudis
Cattle Herd #878

"The Tradition Continues"

Rocking A Ranch

ALLEN & CHERYL GRAINGER

P.O. BOX 2282, BRENHAM, TX 77834

979-830-8785 • rockingacattle@gmail.com

www.rockingasasantagertrudis.com

SUSTAINABLE BEEF

CONTINUED FROM PAGE 11

the return on investment from an economic and ecological perspective is when land management practices are put in place,” Goodwin said.

He also explained that understanding the return on both economic and ecological investment will help provide the foundation for producers to move forward with sustainability.

As part of the event, a six-member panel of consumers shared perceptions and opinions about their beef purchasing decisions, including their criteria for buying beef, if and how they seek information about beef and their perception of beef sustainability. The panelists’ perceptions of sustainability were focused on the end of the beef value chain – extending the shelf-life of beef in the meat case – and not on the entire value chain. The first thoughts that came to their minds about sustainability were “something that lasts” or “something that may become extinct.” One panelist wasn’t sure how sustainability applies to beef production.

Despite their limited understanding of how sustainability relates to beef, the panelists felt strongly that the appropriate amount of land, water and air resources should be used to produce quality beef without wasting resources. They also indicated that it is important for the beef industry to communicate with consumers about how beef is produced.

Following the panel discussion, Shawn Darcy, director of market research at National Cattlemen’s Beef Association, shared findings of consumer market research on sustainability, which put numbers behind the perceptions that the consumer panelists shared. Darcy indicated that, of the consumers surveyed, only about 30 percent felt they understood how cattle are raised. In addition, the research



Shawn Darcy, NCBA director of market research, leads a consumer panel and shares the findings of consumer market research on sustainability, which revealed consumers have a low perception of what sustainability means.

showed that consumers have a very low perception of what sustainability means, particularly related to beef production. Darcy stated that the consumer panel comments and market research findings highlight the disconnect between how beef is produced and consumer perceptions, and that consumers are open to understanding how beef is produced.

“This is a progressive conversation,” Darcy said. “Sustainability is a great case study where we can talk to consumers about beef production.”

A panel of representatives from the beef, pork and dairy industries and from academia, discussed the strengths and challenges with animal agriculture lifecycle assessment

CONTINUED ON PAGE 16 ►



40th Annual
KENTUCKY
NATIONAL SANTA GERTRUDIS SHOW & SALE

July 13th • Show 9:00am
July 14th • Sale 11:00am

**Western Kentucky University
Expo Center**



Bowling Green, KY

Kentucky National Junior Heifer Show immediately following the sale July 14th

Selling Pairs, Bred Heifers, Open Heifers, Bulls & Star 5 Females

Sale Committee

Chairman : Nolan Taylor • 270.589.9046

John Taylor • Pat & Beverly Heath • Charles & Deanna Parker • Rodney Smith

Sales Manager : Darren Richmond • djrichmd@gmail.com • 423.364.9281

Contact Darren Richmond to consign.

Suggested Lodging

Holiday Inn Express • 270.843.3200

Hampton Inn • 270.842.4100

Staybridge Suites • 270.904.0480

SUSTAINABLE BEEF

CONTINUED FROM PAGE 15

(LCA). Greg Thoma, Ph.D., University of Arkansas, presented an overview of LCA and the research on the pork and beef industries he has done. Thoma recently completed an LCA for five different cow-calf finishers with similar production systems and feeding regimes. He was surprised how the environmental impacts were very different for the five producers, and that the main driver of the varied results was the different soil types in the grass pasture systems among the operations. Thoma thought these results challenged the industry by considering, "How can we manage that [grass pasture] system to make improvements?"

USRSB Sustainability Framework

The highlight of this year's event was the presentation of the group's Sustainability Framework, a comprehensive set of resources developed by USRSB members to help the beef value chain assess their individual sustainability efforts.

"The USRSB Sustainability Framework is the first of its kind, approaching beef sustainability in a holistic and unique way by examining important areas our industry can impact, and individual approaches to continuously improving the production, processing and distribution of beef," said Rickette Collins, 2017-2018 USRSB chair.

Development of the Framework began by defining key areas USRSB has identified as being important to beef's sustainability. These are intended to be elements that producers and stakeholders can identify, define and measure. The six indicators are animal health and well-being; efficiency and yield; water resources; land resources; air and greenhouse emissions; and employee safety and well-being.

The USRSB Framework is not a one-size-fits-all approach. It is designed to address the needs of the diverse beef communities who produce and buy and sell beef, including ranchers, cattle auction markets, feedyards, packers, processors, and retail and food service organizations.

"From the rancher to the consumer purchasing beef for their family meal, everyone plays a unique and important role in beef sustainability," said Kim Stackhouse-Lawson, JBS USA sustainability director and 2018-2019 USRSB chair. "The USRSB Framework was intentionally designed to apply to all sizes and types of operations and companies, no matter where they are in their sustainability journey.

This approach celebrates the diversity of the U.S. beef community, while providing enough flexibility to address the unique sustainability challenges across our national production system," Stackhouse-Lawson added.

Sustainability Metrics and Sustainability Assessment Guides (SAGs) serve as segment-specific elements of the Framework that allow each segment of the value chain the ability to measure progress within its business or operation. SAGs provide each sector within the U.S. beef value chain with guidelines on the purpose, approach and methods for

reaching the metrics, and ultimately improving the six Indicators developed by the USRSB.

At the event, USRSB announced a 60-day public comment period on the Framework.

"The USRSB public comment period is an opportunity for us to listen," Stackhouse-Lawson explained. "As we open this conversation to the public, we will build upon the USRSB's foundational work with the important input from interested stakeholders.

"Our journey is not complete after the comment period," Stackhouse-Lawson added. "The USRSB's mission is to continuously improve, meaning we will always need to evaluate, assess and adapt to ensure the U.S. beef value chain remains the trusted global leader in sustainable beef production."

The Working Group will next focus on education, training and outreach throughout the beef value chain, concentrating on how to take ownership and the information back to each of the sectors.

"Our ranchers, auction markets and feedyards across the country work hard every day to raise and feed cattle in a way that protects the environment and the animals under our care, improves the lives of families and communities, and helps ensure the economic viability of farmers and ranchers now and in the future," said Ben Weinheimer, Texas Cattle Feeders Association vice president and 2018-2019 USRSB chair-elect. "These efforts provide assurance to consumers that the high-quality beef they enjoy and share with their families was produced in a sustainable way they can be proud of." 🌱

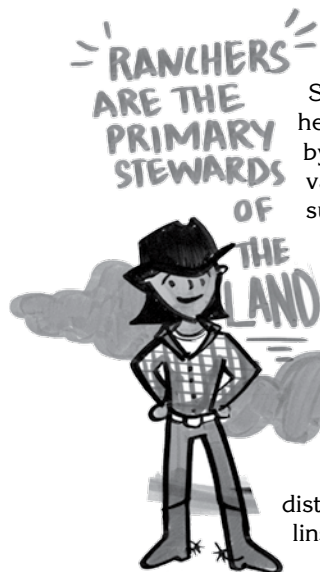
MAKE A PLAN FOR DROUGHT CONTINUED FROM PAGE 12

If this makes sense to you, undoubtedly you may wonder how to get started. How do I get a forage inventory and figure out what is growing on my ranch? In my travels with the Texas Grazing Land Coalition, land stewards most often request information about plant identification.

A forage inventory does not have to be an onerous thing to create. The U.S. Department of Agriculture's Natural Resources Conservation Service can help you get started. The 7th National Grazing Land Conference, Dec. 2-5, 2018, in Reno, Nev., will be chock full of methods and resources concerning forage inventories and drought plans (www.grazinglands.org).

Hopefully you have access to a local or state Grazing Land Coalition (GLC) that can serve as a resource in tallying your natural resources. The Noble Research Institute also offers consulting services to producers in many states. Visit www.noble.org. You can contact the Texas GLC at <http://texasglc.org> for resources, and because it is 2018, you can also find us on Facebook.

Drought management is somewhat of a misleading topic. We are fooling ourselves if we think we are "managing" drought. We can only plan for drought. After all, we know it is coming, regardless of how favorable the current year may be. Let's get ahead of drought, plan for it. Plan ON it. Reduce the stress on our rangeland resources and reduce the stress on our management team, be it your family, employees, whoever. Having a plan in place, even a simple one, that is created well in advance will allow your team to move forward unemotionally and with less stress on everyone at your operation, including the cows, your family and your banker. 🌱



Rose Hill Ranch

AJ & Rosemary Gambino

P. O. Box 235 Pattison, TX 77466
(832) 496-8836

www.santagertrudiscattle.com

e-mail: rosemary.gambino@gmail.com

**SILVERBROOK RANCHES**

Helen Groves, owner

Ken Welch, general manager

17490 Private Road 4105, Baird, TX 79504

(325) 854-1002 Fax (325) 854-1010

**SILER**

SANTA GERTRUDIS CATTLE

DAVID & AVANELL SILER

P.O. Box 3

Doole, Texas 76836

(325) 483-5449

**Strait Ranches**

Y.N. Strait Family

Carrizo Springs, TX

830.317.3310 | 830.876.3309

www.straitranches.com

THIRTEEN OAKS RANCH

VALLEY MILLS, TEXAS

**HAROLD & OLENA COBB**

Santa Gertrudis Cattle

P. O. Box 21775

254-749-2586

Waco, Texas 76702

254-405-1111

haroldccobb@gmail.com

Townsend Cattle Co.

Ivan Townsend Family

HOME OF RDF SANCHEZ'S NEVER BEFORE 1136

CSS Conventional & Sexed Semen Available

Louise, Texas • (979) 541-3409

townsend30@yahoo.com

**URBANOSKY RANCH**

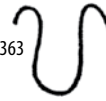
SGBI HERD # 2243 • EST. 1969

HOME OF GERT DYNASTY 4-30

14525 URBANOSKY LN., PLANTERSVILLE, TX 77363

JEROME CELL (281) 797-5715

BLAKE CELL (936) 870-5252

**VESPER RANCH**

Kelly Vesper

Charter Member SGBI - Herd 43

Drawer 679, Cotulla, TX 78014

(903) 436-3606

Established 1850

**Wendt Ranches**

Herd Established in 1954

PERFORMANCE TESTING SINCE 1958

E-mail: wendtranches@hotmail.com

Website: www.wendtranches.com

SGBI Herd #621

5475 FM 457

Bay City, Texas 77414

Gene Kubecka: (979) 240-5311

Daniel Kubecka: (979) 240-5312

WUNDERLICH FARMS

Herd #: 18001, 19282, 34115, 35706

TERRY & NANCY WUNDERLICH AND FAMILY

1755 LANGE LAKE RD. • BRENNHAM, TEXAS 77833

979-277-2838

n.wunderlich@hotmail.com



SERVICES

David Alderson
931.682.2527
Williamsport, TNDarren Richmond
423.364.9281
djrichmd@gmail.com**ALDERSON/
RICHMOND**Marketing & Promotion
of Santa Gertrudis Cattle**Cottage Farm Genetics**

Jackson, TN 38305

Wesley Klipfel

800-293-BULL

cottages@aeneas.net

www.cottagefarmgenetics.com

SEMEN COLLECTION

SEMEN STORAGE

BULL HOUSING

EMBRYO TRANSFER

PROGRAMS

AI PROGRAMS

**HOOVER CASE
AUCTIONEER**P.O. Box 281
Marshfield, MO 65706
(417) 844-6020**LUNDBERG CATTLE SERVICES**Photography • Marketing • Advertising
Herd Consulting • Sales Consulting

Bill Lundberg

P.O. Box 567

Russellville, AR 72801

Office: (479) 967-1524

Cell: (479) 880-6217

lundbergcss@yahoo.com

PITCHFORD CATTLE SERVICES* Specializing in Show & Sale Cattle
* Offering Year Round Gain Testing
* Herd Consultation, Management & A.I. Work

Darrell, Shana,

(903) 388-2288 (c)

Casey & Gracey Pitchford

(903) 677-0664 (h)

8565 CR 5915 • Athens, Texas

pitchfordcattle@hotmail.com PITCHFORDTRADITION.COM

**Terry Reagan**

Auctioneer

210-414-4411

215 W. Bandera Rd., Ste. 114-624

Boerne, Texas 78006

rancherspub@gmail.com

**DARREN RICHMOND**

Ringgold, Ga.

(423) 364-9281

djrichmd@gmail.com

Facebook/
Darren Richmond

SALE CATTLE • HERD SIRES • DONOR COWS

Contact your Sales Representative to
place an ad in **Santa Gertrudis USA:****DARREN RICHMOND**

(423) 364-9281

djrichmd@gmail.com

Advertisers

777 Farms.....	13	Circle A Farm.....	14
Alabama Connection Sale.....	19	Corporon Acres.....	14
Alderson/Richmond Marketing & Promotion.....	17	Cottage Farm Genetics.....	17
Arrow W Ranch.....	13	Cotton Branch Plantation.....	13, 22
Bieri Farms.....	14	Cox Mill Farms.....	13
Blackjack Oaks Ranch.....	14	Creech Farms.....	5, 13
Borchers Southern Y Ranches, L.P.....	14, 23	Crosswinds Ranch.....	14
Briggs Ranches.....	14	Denson 3D Farms.....	13
C Bar C Ranch.....	7, 13	Diamond S Ranch.....	14
Cedar Crest Farms.....	13	Dietrich's Flying D Ranch.....	13
Cherokee Ranch.....	13	District 6 Breeders.....	7, 11
		Dos Bros Ranch.....	14

Double C Farms.....	5	Hoover Case.....	17
Double G Farms.....	14	Jernigan Ranch.....	13
Double TT Ranch.....	14	Jim Campbell Farm.....	13
El Chaparral Grande Ranch.....	14	John Martin Ranches.....	14
Four J Cattle.....	14	Kentucky National Sale.....	15
Fulton Farms.....	14	King Ranch Inc.....	24
Flying C Ranch.....	5	La Campana Ranch.....	10
Gary Harding.....	13	La Cuchilla Ranch.....	14
Goodin Farms.....	13	Lou Al Tuck Farms.....	14
Grandview Farms.....	13, 19	Lundberg Cattle Services.....	17
Gray Oaks Farm.....	5, 19	MC Ranch.....	13
Hargis Farms.....	14	Mid-Coast Santa Gertrudis Association.....	21
Harris Riverbend Farms.....	14	Missouri Meadows.....	7
Heath Farms.....	13	Myers Cattle & Land Corporation.....	14
Hefte Ranch.....	14	Olivarez Ranches.....	14
Heil Cattle Co.....	13		

Osborne Livestock.....	7	Silverbrook Ranches.....	17
Parker Farms.....	7	Southern Breeze Ranch.....	13
Perner, Don & Eric.....	13	Strait Ranches.....	17
Pitchford Cattle Services.....	17	Terry Reagan.....	17
Polled Power Genetics.....	5	Thirteen Oaks Ranch.....	17
Polled Santa Gertrudis Association.....	5	Tideland Farms.....	13
Ponderosa Ranch.....	13	Tinney Farms.....	2, 19
Red Doc Farm.....	5	Townsend Cattle Co.....	17
Reynolds Prairie View Farms.....	14	Urbanosky Ranch.....	17
Richmond Photography & Video.....	17	Vesper Ranch.....	17
Rocking A Ranch.....	14	Wendt Ranches.....	3, 17
Rose Hill Ranch.....	17	Wiley Ranch.....	13
Running M Ranch.....	13	Williams Farm.....	13
Rustic Rail Ranch.....	7	Wunderlich Farms.....	17
Shampain Ranch.....	7		
Siler Santa Gertrudis Cattle.....	17		

WATER IN THE WEST

Not Just About Water in the West

By Lisa Bard, Editor

Solutions to water needs lie in the hands of the next generation, said U.S. Secretary of Agriculture Sonny Perdue. He was in Denver, Colo., April 27 for a conversation about water with former Secretary of Agriculture Tom Vilsack, who serves as a special advisor to Colorado State University (CSU), as part of the inaugural Water in the West Symposium.

Perdue and more than 30 water experts – ranging from conservationists, politicians, researchers and farmers, to business professionals – shared their insights during the two-day event. The sold-out symposium drew more than 400 attendees and highlighted the greatest challenges surrounding water in the western region.

Water is an endless topic of discussion in the West, particularly in Colorado. As the only headwater state in the continental United States – which means all the water in the state flows outside state boundaries – everyone has an interest and a stake in water. Water in Colorado flows to 18 other states and Mexico and supports municipalities, agriculture, energy development, economic development and recreation, making it an issue of importance to a great many people.

Tony Frank, CSU president and chancellor of the CSU System, joined other speakers in reiterating the theme that water needs to be at the forefront of all conversations regarding our future.

“The lead use of water, globally, is agriculture and we realize how critical that is as we look to meet the global demand for protein with a growing global population,” Frank said. “We also know that 1-in-10 people don’t have [access to] fresh water. In the future we project a 50-percent increase in urbanization, and with that, a 56-percent increase in energy needs by the year 2050.”

Meeting these increased water demands will require innovation, conservation, collaboration and communication, according to symposium speakers. They agreed that this is not a challenge for any one sector, but a challenge for all to find solutions for.

“As you’ve heard virtually every speaker say, what happens around

water will in a very real sense influence the world we leave to future generations,” Frank said.

Speakers echoed Frank’s charge of the importance of the issue of water having an impact on everyone and having the power to galvanize diverse interests to collaborate around it.

“We do realize that every drop counts. We all live here, we breathe the same air that you breathe, we drink the same water that you drink,” said Dan Haley, president and CEO of the Colorado Oil and Gas Association.

Don Brown, Colorado commissioner of agriculture, also addressed the need for agriculture to be innovative and get “more crop per drop” as water becomes more limited and must spread over more uses and stakeholders. He sees agriculture using the same amount of water but becoming more productive, and at the same time, becoming better at conservation and technology utilization.

“Yes, I’m the Colorado commissioner of agriculture, but at the end of the day, I’m a farmer and rancher from Yuma County, Colorado,” Brown said. “Water is a great connector; we all need it, we all use it.”

Perdue and Vilsack Talk Water and Food

For those in agriculture, one highlight of the symposium was the dialogue between Perdue and Vilsack regarding water and food. The two sat down to talk issues, challenges and solutions.

“Water usage is like our first responders. We don’t think about it until we need it, so we take water for granted and only think about it during bad times,” Perdue said. “We need an ongoing plan and ongoing conversation of solutions on all sectors so that it’s not just a periodic conversation when it’s a problem. The public will not be that interested when they are not constrained.”

Perdue addressed the stress that drought can bring to agriculture and those people involved in production agriculture, noting that “it is insidious and affects people emotionally.” This is something urban dwellers simply don’t understand or comprehend. Communication and conversations between those in production agriculture and those not involved will help increase understanding of shared concerns, as well as collaboration for solutions. This is even more apparent considering the current drought affecting those in the Southwest and other regions.

In their conversation, Vilsack asked about the aging agriculture generation and our expectations of them.

“There are some very bright, young people getting involved. We are seeing an almost spiritual ‘get back to the dirt’ with the Millennials getting back to the land,” Perdue replied. “Not traditional ag because traditional ag is so land intensive, but instead more greenhouse type operations.”

Beyond the West

How does all this affect Santa Gertrudis breeders? While many live and raise their cattle in environments that are not water-limited, many do, and it is beneficial to all to understand and appreciate the environmental constraints of fellow breeders. In addition, many international markets, Mexico in particular, are greatly affected by water in the West. Agriculture reaches beyond county, state or national borders and certainly beyond environmental regions. If we are to feed a growing population, we must recognize that water is a limiting factor. The Santa Gertrudis breed’s adaptability and flexibility will assist in meeting these water challenges. 🐾



U.S. Secretary of Agriculture Sonny Perdue (left) and former U.S. Secretary of Agriculture Tom Vilsack (right) talk water and food at the Water in the West Symposium in Denver, Colo., April 27, 2018.



*Integrity, Quality,
Tradition & Hospitality*

30th Anniversary

ALABAMA CONNECTION SALE

October 5 & 6, 2018

Coming home to Tinney Farms, Hanceville, AL



October 5, 3:00 p.m.

Selling 50

**Performance-Tested,
DNA-Verified, Data-Proven Bulls –
all with ultrasound data.**

Also Selling 30

**Santa Gertrudis-influenced
Crossbred Females**

*Look for our catalog in the
September issue of
Santa Gertrudis USA!*



October 6, 11:00 a.m.

Selling 50

**of the Highest Quality Alabama
Connection Members' Females!**



Tinney Farms

Tinney Farms

Arlin Taylor, Manager

(256) 507-3838

arlin.taylor@bhamfast.com

5251 Co. Rd. 601, Hanceville, AL 35077

tinneyfarms.com



Gray Oaks Farm

Dennis Jones, Owner

Cell: (941) 735-9391,

Farm: (256) 332-0615



Grandview Farms

Delmo & Wilmuth Payne, Owners

Cell: (205) 468-5319

delmo.payne@gmail.com

Brent Shaw, Manager: (205) 412-5761

Seth Holmes, Herdsman: (205) 412-7053

5400 Bexar Ave. East Hamilton, AL 35570

grandviewfarm.biz



SALE CONSULTANTS:

Bill Lundberg · (479) 880-6217 · lundbergcss@yahoo.com

Darren Richmond · (423) 364-9281 · djrichmd@gmail.com

Richard Hood, AMS, Bull Sale Consultant · (979) 224-6150 · richard@amscattle.com

PRODUCER PROFILE



CREATIVE MANAGEMENT PAYS OFF AT

Creech Farms

By Macey Mueller, Freelance Writer

Making more with less is a common theme in the cattle industry these days, and North Carolina seedstock producer Tony Creech is determined to make the most of his Santa Gertrudis herd with the limited resources he has available at his family's Creech Farms.

Located just 25 miles east of Raleigh, N.C., Creech explains that development pressure has inflated land prices, making it nearly impossible to find pasture to rent. Instead, he utilizes an intensive rotational strip grazing program on his 100 acres to maximize the land's potential.

"We've got good soil and we have good rainfall – five to six inches a month – so we've got good growing conditions for grass," he says. "But with limited pasture availability, I use rotational grazing to get the most use out of the land as I can."

Creech's 75 cow-calf pairs – mainly purebred Santa Gertrudis with about 15 STAR 5 mamas – graze in plots of fescue, hybrid Bermuda and Marshall ryegrasses. When the rye dies off in the summer, he plants pearl millet or relies on a native crabgrass to sustain his herd. With such favorable growing conditions, Creech says his grass will usually last until December when he starts feeding hay and cottonseed. He also creep feeds his fall-born calves to help the nursing cows through the

winter months until the ryegrass is ready at the beginning of March.

"Our best grazing is in the spring on the Marshall ryegrass," Creech says. "A fall-calving cow that's been pulled down will be back in condition in just a couple of months."

Most of the pastures at Creech Farms are 5- to 30-acres. The exterior fencing is all six-strand, high-tensile wire, and while some of the interior fencing is three strands, Creech primarily uses an electric polywire to cross-fence his smaller cells.

He will often divide a five-acre pasture into three plots and will put 25-30 pairs in each section. Depending on the grass condition, cattle are usually moved every three days, and Creech tries to let the cells rest 20-30 days before grazing them again. He has about 50 cells sectioned off in the rotation.

"We really haven't had any drawbacks with this system; it has really only helped our operation," he says. "We have seen a dramatic increase in soil health since we started the rotational grazing, and the weed pressure has decreased."

Without this creative management practice, Creech estimates he'd only be able to run 30-35 pairs on his 100 acres. Instead, he is able to double his grazing days, which has allowed him to double the size of his herd and be more sustainable with his limited resources.

LEFT: High-quality genetics and innovative management practices have helped Tony Creech double the size of his Santa Gertrudis cowherd despite limited land resources. *Photo by Caroline Creech.*

He has worked with his Johnson County Cooperative Extension agent and has hosted a field day on his land but says a lot of what he has learned about rotational grazing has come from trial and error.

"Once you do it just a little bit, it's really easy to figure out," Creech says.

Another advantage to the intensive rotation is the increased amount of time Creech gets to spend with his cattle, which has made them more docile and easier to handle.

"When they see me coming, they know it's time to move on to the next pasture," he says. "They'll follow me to the next plot or to the working area. I kind of like the attention they give me."

While Creech primarily sections off the plots and moves the cattle himself, he does rely on the help of his wife, Allyson, and their four children, Brandon, Caroline, Seth and Colin, to help vaccinate and wean the calves and keep the cows healthy.

"We enjoy doing things as a family when we can," he says. "It's been fun to watch my children grow up learning how to work around the cattle and understanding more about our operation."

Creech, who is a footing contractor by trade, has always been interested in the Santa Gertrudis breed and knew he wanted to start a high-quality herd of his own. Through the 1990s and 2000s, he was able to acquire land adjacent to his property near Zebulon, N.C. After the tobacco buyout of 2004, a lot of land was out of production, and Creech decided to plant grass and get into the cattle business. He purchased his first cattle in 2006.

"I wanted to do more than take a few cattle to the sale barn," he says. "I wanted to raise quality animals that I could sell to other producers."

With that mindset, Creech set out to source quality genetics from established Santa Gertrudis seedstock producers. His original females came from fellow North Carolina producer Bill Cameron at Double C Farm in Raeford and others he purchased at purebred sales.

Over time, Creech has built a reputable set of cows, primarily using Never Before genetics from New Mexico's Red Doc Farm.

"My goal is to have the best quality seedstock cattle I can raise," he says. "Never Before's calves have good car-

cass data and have really performed in my operation and for my customers.”

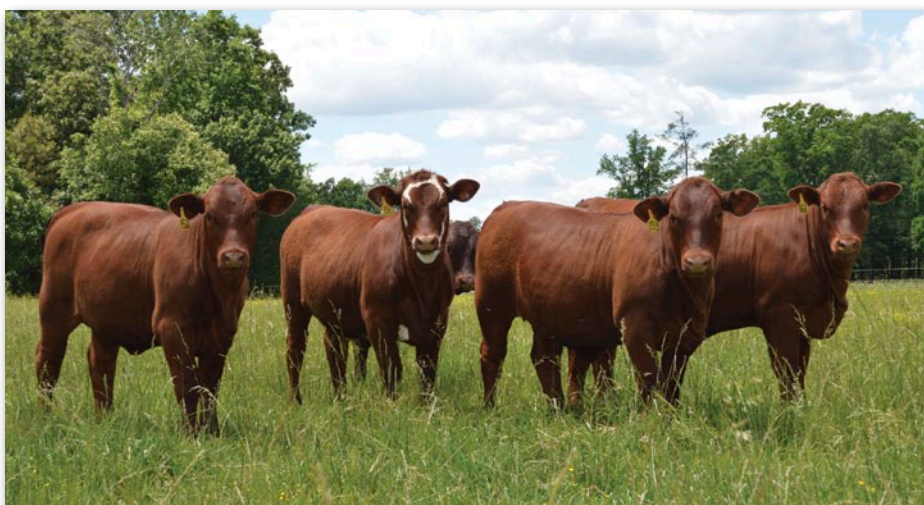
Creech uses artificial insemination to breed his females and has a September/October fall calving season and a March/April spring calving season.

He usually retains the top 10-15 percent of his heifers for replacements and then consigns the others to several seedstock sales in the South, including the Breeders of the Carolinas Sale, the Crimson Classic in Alabama, the Mountain Laurel Sale in Georgia, and the Banners and Buckles Sale in Mississippi. Most of his bulls are sold private treaty on the farm.

Creech’s desire to raise quality Santa Gertrudis cattle also stemmed from his daughter Caroline’s involvement in showing cattle. She started exhibiting her family’s Santa Gertrudis heifers and bulls at the local, state and national level when she was 14.

“Building our herd with show-quality genetics has helped to improve the overall makeup of our cattle,” he says.

Creech is proud of the herd he and his family have grown over the past 12 years and is especially impressed with the mothering abilities of his Santa Gertrudis cows, which is one of the traits



Creech Farms utilizes an intensive rotational grazing program to sustain 75 purebred Santa Gertrudis and Star 5 cows on just 100 acres in central North Carolina. Photo by Caroline Creech.

that initially attracted him to the breed.

“They are just great mothers – easy calvers, good milkers and really protective,” he says. “In our area, we have some coyotes that are almost like pets because they’re always hanging around, but I’ve never had a problem with them harming my calves.”

Creech’s appreciation for Santa Gertrudis genetics has led him to take on leadership roles within the breed. He

has served as president of the Santa Gertrudis Breeders of the Carolinas and is currently the District 5 Director-At-Large for Santa Gertrudis Breeders International.

“I enjoy getting to know my fellow breeders and traveling to several sales a year to see how producers are using our proven genetics to improve the Santa Gertrudis breed,” he says. 🐄



MID-COAST SANTA GERTRUDIS ASSOCIATION

CATTLEMAN'S *Opportunity Sale*

SATURDAY,

SEPT. 15, 2018 @ 11:00 AM

LAVACA EXPOSITION CENTER
HALLETTSVILLE, TEXAS

NOW TAKING CONSIGNMENTS!

Open & Bred Heifers · Pairs · 3N1s · STAR 5 Females · Select Bulls · Embryos · Semen

Join us!

***Friday, Sept. 14 for cattle viewing from 3:00-6:00 p.m.,
followed by a cocktail social at 6:00 p.m.***

Hotel info:

Best Western Inn
Hallettsville, Texas
361-798-9200

Rooms have been blocked under “Mid-Coast Santa Gertrudis.”
Must be booked by Aug. 14, 2018 to receive special rate.

***For more information,
contact Sale Chairman:***

Matt Kubena • 979-373-1911
makubena@aol.com
or any Mid-Coast Board Member

WWW.MIDCOASTSANTAGERTRUDIS.COM

YOU MUST "CHECK" OUT OUR

2 New Herd Sires

RED DOC **EL HOMBRE** 6279 RED DOC **CHECKMATE** 7069



El Hombre is a Red Doc El Rey 3253 son. He is a rare combination of high growth, performance, carcass quality and phenotype.

205-day WT: 810 Growth Index: 34.22
Gain Test ADG: 4.34 Carcass Rank: 10
SC: 43 cm.

*Top 10% in 7 traits including:
Top 1% WW, YW, HCW, REA and SC.
Top 2% BBK • Top 3% MARB.*



Owned jointly with Flying C Ranch

Checkmate is a wide-based, deep-bodied bull with an impressive growth curve.

BW: 62 lbs. Feed Conversion: 5.3:1
205-day WT: 643 Cost of Gain: \$0.56
365-day WT: 1,281 Growth Index: 21.22
Carcass Rank: 10

*Top 10% in 6 traits including:
Top 1% YW and REA • Top 2% HCW and SC.
Top 5% BW and WW.*

CHECKMATE SEMEN AVAILABLE!

\$40/straw • 10-straw minimum

Thanks to Our Crimson Classic Buyers

CREECH FARMS, Zebulon, N.C. • TIM & KIM GRAHAM, Coffeeville, Ala.

JERNIGAN RANCH, Buena Vista, Ga.

And Private Treaty Sales

RED DOC FARMS, Belen, N.M. • DRAKE RANCH, Ignacio, Colo. • 4S FARMS, Geraldine, Ala.

CHEROKEE RANCH, Sedalia, Colo. • TIM & KIM GRAHAM, Coffeeville, Ala.

ED & BARBARA HERRING

Smithdale, Miss.

(601) 384.7062 cell

(601) 384.2617 farm

**Cotton
Branch
PLANTATION**



www.cottonbranch.com

RYAN COWART, MANAGER

(601) 384.6719

BILL LUNDBERG, CONSULTANT

(479) 880.6217

100+
YEARS
OF RANCHING
THE FAMILY LAND

SUSTAINABILITY ON "RED" HOT



FIRECRACKER DAYS



Borchers Southern

Ranches, L.P.

Charla Borchers-Leon

Mary Kay Borchers

2401 North Wheeler Street • Victoria, Texas 77901 • (361) 575-1297

Tommy Phillips
(361) 573-5919 (H)
(361) 649-9726 (M)

Proud Producers of  Cattle

E-mail: charlabl@icsi.net • FAX: (361) 576-0891
Website: www.cattletoday.com/borchers_southern_y

Jeff Baranowski
(361) 575-1297 (O)
(361) 571-9728 (M)



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

ROBERT SILGUERO: (361) 221-0316 • TYLOR BRADEN: (361) 219-0434 • TBRADEN@KING-RANCH.COM