



SANTAGERTRUDIS

USA

JUNE 2023 | VOLUME 26, NUMBER 6



**2023 SGBI
ANNUAL MEETING**

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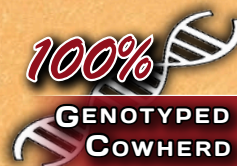
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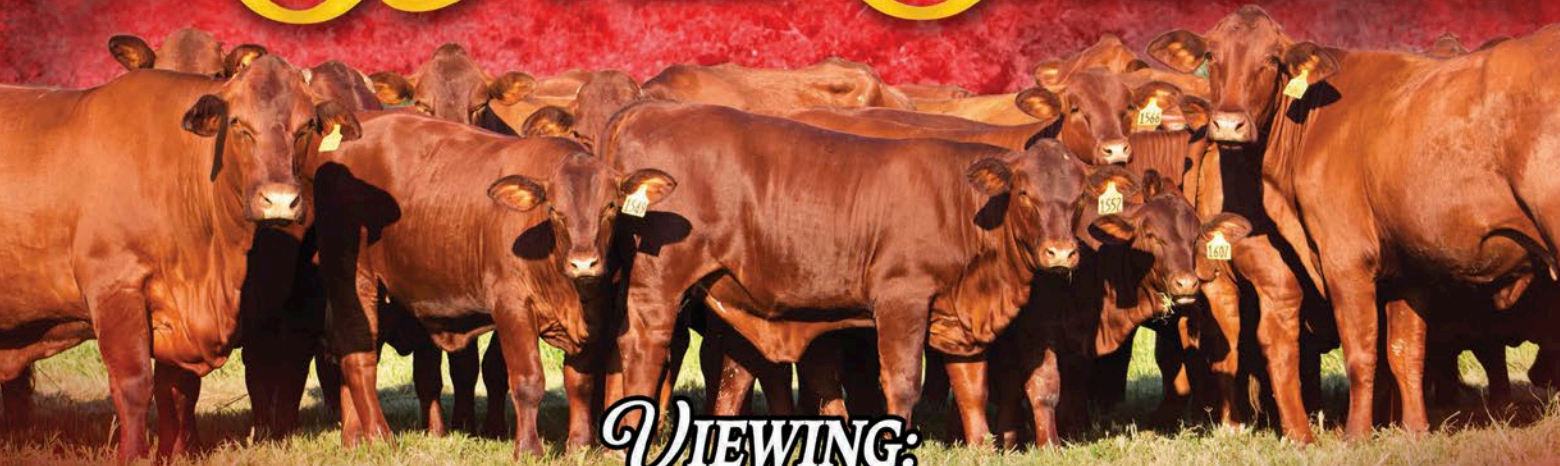
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SANTA GERTRUDIS USA

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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 Timnath, CO 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.

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SANTA GERTRUDIS USA

June 2023 | Volume 26, Number 6

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ON THE COVER

SGBI 72nd Annual Meeting attendees enjoyed their tour of the West Texas A&M Beef Carcass Research Center in Canyon, Texas.

Photo by Darren Richmond

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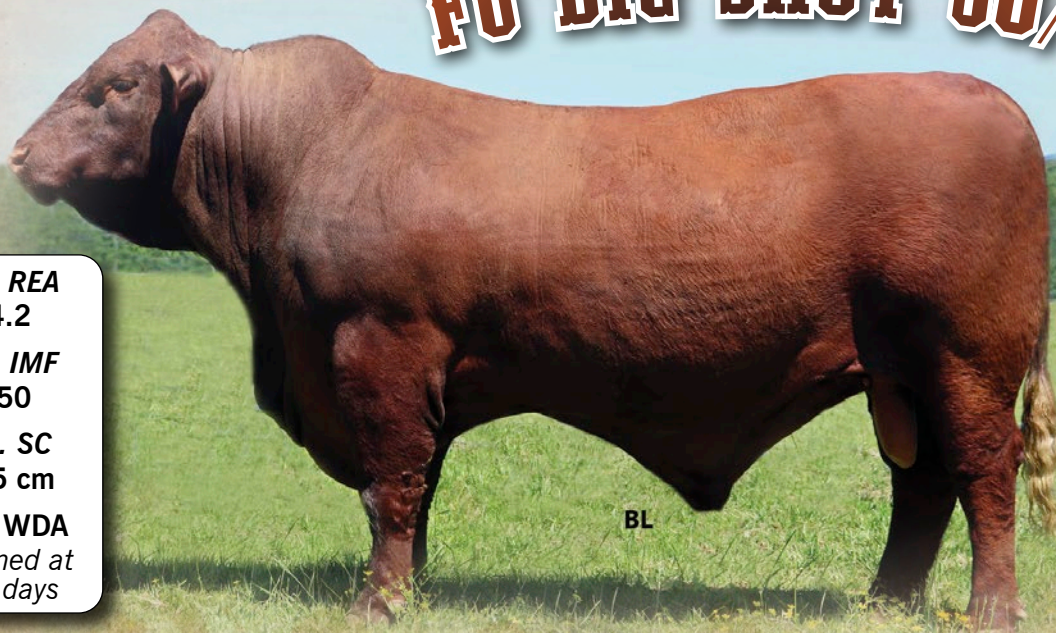
FC BIG SHOT 38/9

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ADJ. IMF
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ADJ. SC
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3.32 WDA
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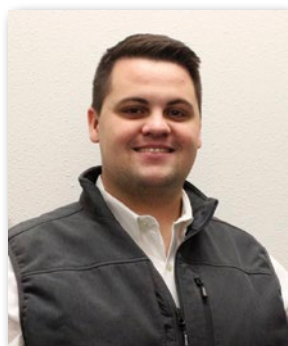
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EXECUTIVE DIRECTOR'S REPORT

By HC Neel

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Be Aggressively Innovative

I won't spend this letter talking too much about the Santa Gertrudis Breeders International (SGBI) Annual Meeting because you can see that in my other report in this magazine on page 12. But let's touch on a few highlights. I thought it was a FANTASTIC weekend in Amarillo! To all of you who attended, thank you. Thank you for your support, your input and your love for Santa Gertrudis cattle. For those of you who were not able to make it out, make plans to attend next year in Myrtle Beach, S.C., for a great time filled with education and networking opportunities. More detailed information on the 73rd SGBI Annual Meeting will be coming soon!

So, down to business. First off, make plans to attend the Santa Gertrudis World Congress in Brazil! The folks in Brazil are quite literally rolling out the red carpet for us, and they want to put on an awesome showing of Santa Gertrudis genetics for the world to see. From my understanding, they supported us at the last World Congress in the United States, and we need to reciprocate that support! Please reach out if you have any other questions regarding the World Congress in Brazil. More details are also available on page 22 and at santagertrudis.com.

Also, it is officially time to gear up for the National Junior Santa Gertrudis Show! I cannot wait to see everybody in Gonzales, Texas, later this month! I, like many of you, see tremendous value in our junior program. Also, the industry sees the same. The National Junior Santa Gertrudis program is known across the industry for its size, scale and tremendous support. We are growing future leaders through our junior program, and we must continue to support them and their efforts! Please join us all in support of these great juniors June 18-24.

The last thing I'll say is something you all probably don't want to hear from me mainly because you hear me say it all the time. To be honest, the fact that I have to say it all the time means that we all probably need to be paying a bit more attention to it. So, let me say it in all caps: WE HAVE TREMENDOUS OPPORTUNITY, BUT WE ALL HAVE TO WORK TOGETHER TO SEIZE IT AND CONTINUALLY IMPROVE. Guys, I am writing this while I'm on a quick personal trip in Spokane, Wash., and people up here are asking me about Santa Gertrudis! That should tell us something about this breed's increasing popularity.

The industry knows about us and is interested in us. The challenge we all have to

accept is this: How do we get them on the hook to actually start using Santa Gertrudis? Well, let's show them the data, let's show them the cattle, let's show them what Santa Gertrudis can do! We must be aggressively innovative in our approach to breed improvement and promotion. At the end of the day, I don't care about the quarreling. I don't care about he said, she said. I care about Santa Gertrudis, and all of you do too! We can all get to the end goal in a different way, so long as we all have the same end goal in mind: promotion and improving this breed and improving our market share within the beef cattle industry. See my SGBI Annual Meeting report for a bit more information on how we can continually achieve this.

As always, it's about BREED improvement, not only herd improvement. 🐄



Cherokee Ranch, Sedalia, Colo.

We Thank Our 2023 Annual Meeting Sponsors

SGBI is grateful for the contributions made by the following organizations in support of the 72nd SGBI Annual Meeting. 🐄



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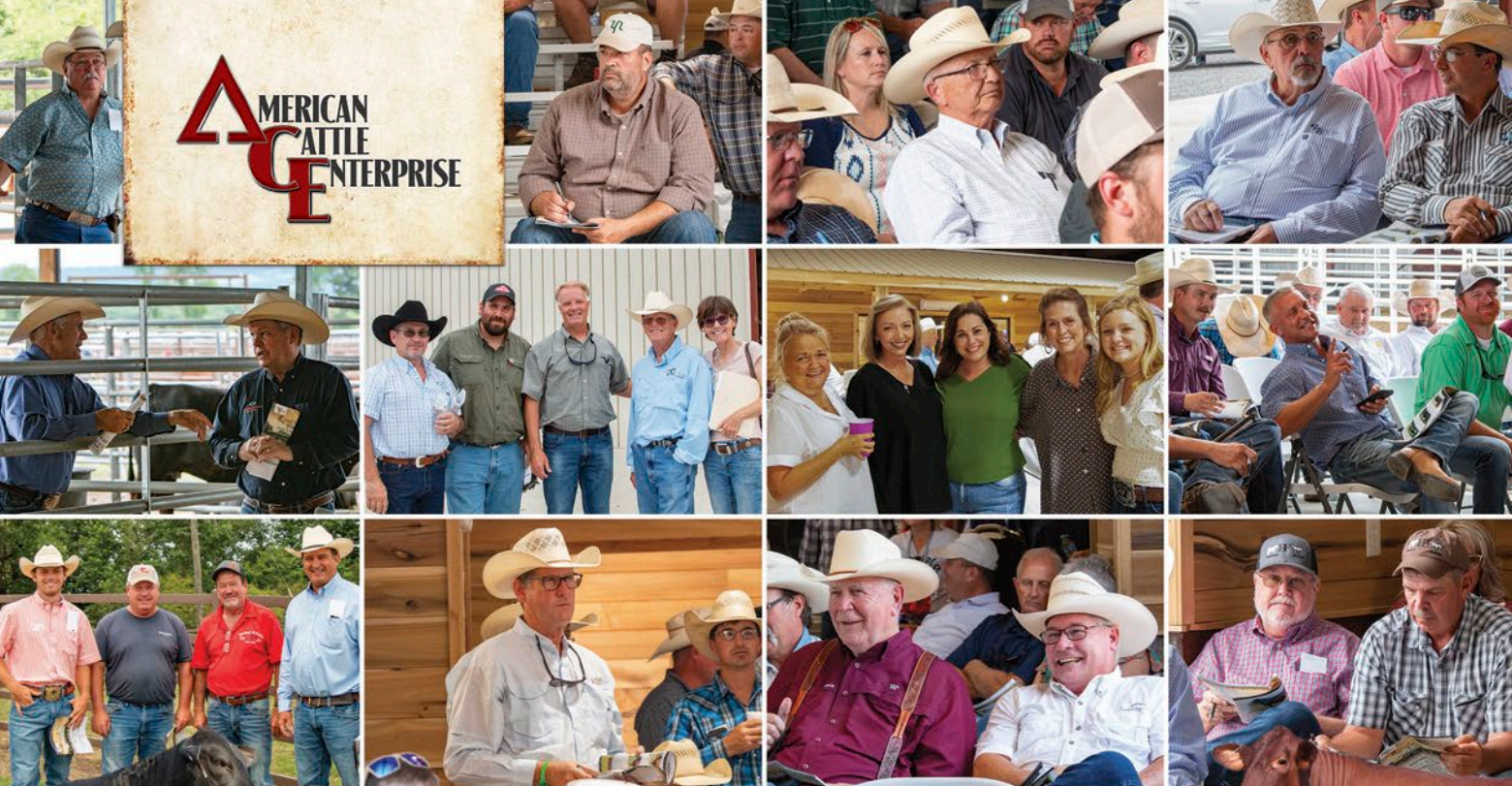
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PRESIDENT'S LETTER

By Adolfo Sanchez, M.D.

(505) 507-2898 | adolfo@reddocfarm.com



Fellow breeders, it is June now, the heat is on and you're glad you're in the Santa Gertrudis business. Your naturally adapted investment grazes in the heat and remarkably converts forage into beef and milk, even in the most extreme environments. The foundation genetics of the Santa Gertrudis breed form the basis of efficient and adaptable beef cattle.

Our challenge, however, is taking all of the base genetics of the Santa Gertrudis breed along with the advancements over seven decades of breeding to develop more confidence and consistency in the seedstock we produce. I would ask all breeders to consider these points.

Santa Gertrudis Breeders International (SGBI) is made up of a diverse set of members with a wide range of interests and breeding programs. Of course, members' operations must fit interest, environments, resources and lifestyles. However, at the end of the day, all members must remember that the production of a quality, consumer-pleasing protein product is the end-point target for all beef producers. Regardless of herd size, marketing schemes or interest, each SGBI member can take steps that strengthen the breed's position in the beef industry. I understand not all members are positioned to collect and submit every datapoint that can be measured in today's data-driven beef industry, but every producer can collect some datapoint that has value. For example, correctly forming contemporary groups, and collecting and submitting birth weights or weaning weights has value for the association and operation, regardless of breeding goals.

SGBI's role is to provide direction regarding data collection for your particular operation. The SGBI genetic evaluation is based on relationships. Registering and recording animals is the first step in validating performance. The more recent move to the DigitalBeef system has simplified many of the tasks needed to input data and register calves. However, staff is always interested in hearing from members regarding what works, what needs to be improved and what is functioning well.

I also encourage all breeders to better understand the beef industry, as it has tremendous value for all cattle operations. In order for Santa Gertrudis to thrive and grow in this competitive industry, a working knowledge of each industry sector increases marketing opportunities. SGBI is committed to providing membership with learning opportunities and industry updates. SGBI leadership will continue to work with our BluePrint Media partners, ensuring that monthly articles in *Santa Gertrudis USA* are timely, educational and keep membership informed of the many changes occurring in today's beef industry.

Last, a special thanks to all members who attended the 72nd SGBI Annual Meeting in Amarillo, Texas. A special thanks to all the speakers, sponsors and those who participated in the fundraising events. We are also thankful for the hospitality of West Texas A&M Beef Carcass Research Center and folks at AzTx Cattle Co., in Hereford, Texas. 🤠



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We'll See You at Next Year's Sale!



A Special Thanks

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SANTA GERTRUDIS *Production*

RAISE, CHECK OR FOLD



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

Beeff cattle producers may believe their business is similar to sitting at a poker table with a group of professional poker players, like Doyle Brunson, never knowing whether to raise or check your bet, or fold. I want to offer some encouraging words that 2023 is not the time to “fold,” even as we face escalating variable costs to run the ranch. Increased expenses are mostly due to the 3 Fs: feed, fuel and fertilizer. The dry fall, lower cow numbers and better weaned calf prices provide me with a feeling of déjà vu back to 2014-2015.

There are multiple factors that should bring all beef producers some optimism. First, the weather pattern is changing. I hope you, like those of us in south Texas, have received some needed moisture. If this weather pattern continues or improves, there should be plenty of summer and fall grass. Second, the U.S. Department of Agriculture Jan., 1, 2023, total beef cow inventory came in at 28.9 million head - a number not seen since 1962 (2014 inventory was 29 million head and 2015 inventory was 29.7 million head). In addition, both cow and heifer slaughter in 2022 were well above the 2016-2020 average. Third, this April, fed steers were bringing north of \$170 per hundredweight (cwt) in almost all areas of the United States. Will this market rise resemble Pike’s Peak (as it did in 2014-2015) or perhaps a fire ant mound? Only time will tell.

My tongue-in-cheek reference to raising and checking your bet is as follows: No matter if we produce registered or com-

mercial American breed cattle, I think the demand for quality replacement heifers over the next two to three years should be phenomenal. If raising and marketing replacement heifers is a steady stream of income for your operation, you will have wished you had raised more of them. You also may want to retain a few more this year than normal to increase your production units. I would if I had the forage to support such an increase.

However, if you are a producer looking for reasonably priced yearling heifers to add to the herd or replace some older cows, I would recommend some caution. The yearling heifer market will be guided by the economic principles of supply and demand, as well as stocker-calf values on the commercial side. Moreover, yearling heifers, commercial or registered, are at best 19 months away from generating any income for the ranch. The present cost of getting them to the first “payday” will be greater this year than in years past. Before trading in two to three older productive cows for each “bright and shinier” yearling heifer, I would really check that cull cow’s past performance prior to selling her. (This recommendation does not apply to that 12-year-old cow with a body condition score of 8.5 and that produced her last calf pre-COVID-19. She needs to go.)

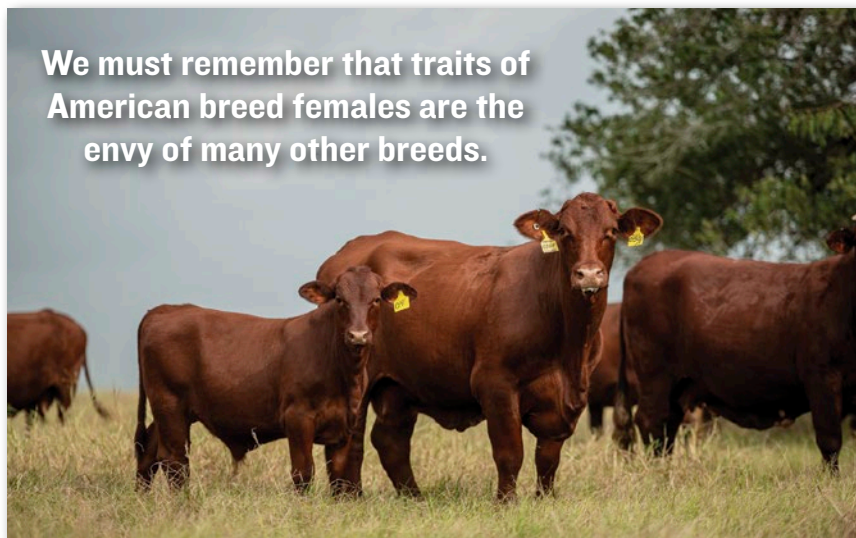
We must remember that traits of American breed females are the envy of many other breeds. American breed cows have longevity, hybrid vigor, maternal abilities and are adaptable to many environments. Let’s focus on her longevity. If an 8- to 12-year-old cow has remained productive (one calf per year), I would hesitate culling her with the current market con-

ditions. Even if her genetics are not the most desirable, she has more than paid for herself over the years. As long as she is functional and has no health issues, she will continue to be an asset to the ranch.

Even if a cow missed having a spring 2023 calf, we could also think about rolling her into a fall-calving herd if available. Alternatively, additional options could include breeding her artificially to a reasonably priced British breed sire with desired calving ease and carcass trait expected progeny differences for production of good stocker steer calves and potential American crossbred commercial replacement heifers.

Because of the current unique U.S. cow herd situation, over the next two years I am of the opinion that good profit can be generated from every functional beef cow in the United States. 🍀

We must remember that traits of American breed females are the envy of many other breeds.



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SANTA GERTRUDIS BREEDERS INTERNATIONAL 72ND ANNUAL MEETING ANNUAL MEETING REPORT

By HC Neel, Executive Director

Are you all tired of me preaching about opportunity yet? I sure hope not because I'm about to do it again. But before I get into any of that, there are a few other things I want to cover first. This entire report will essentially be a synopsis of the report I gave at the Santa Gertrudis Breeders International (SGBI) Annual Meeting general membership meeting, so anything you read here was also said in Amarillo.

I've got to start off with what could be an unpopular opinion: If we want to succeed as a breed and grow Santa Gertrudis market share, we have to do it together. Guys and gals, I do not, I repeat do NOT care about one side or the other. I do not care about an East vs. West rivalry. I do not care about a show vs. non-show (or better yet, show vs. show) rivalry. I CARE ABOUT SANTA GERTRUDIS! As executive director, my job is to eliminate all the outside noise and focus on how to run the business and continually improve your breed. All of us should take that approach. If we don't have that approach, then we will be left behind by those who do.

If we all continue to work together and be aggressively innovative, we will continue to grow and succeed!

Now that I've got that off my chest again, let's get into the numbers: there were approximately 8,900 registrations in the last fiscal year. This is similar to the previous fiscal year, but down slightly from prior to COVID-19. As you can imagine, between how crazy life has been and the drought seen through much of the country, registrations are slightly down across many breeds. So, that is no surprise and very expected due to conditions across agriculture over the past few years. I believe the next couple of years will be very telling to see how we grow within the industry. There were also 3,800 transfers in the last fiscal year. This is roughly the same as years past and appears to be staying relatively constant.

I also presented some numbers on new members: Over the last fiscal year, SGBI added 58 new annual members and 128 new junior members. Those are great numbers and significant growth! To me, that shows just how much breeders believe in our cattle and our junior program. My challenge to you all is this: How do we continue to recruit new annual members? Also, how do we maintain better retention of junior members as they transition to annual members? I don't think any of us know the answers right now, but let's keep thinking about it and continue to roll out innovative ideas to address these challenges.

DNA/genotype numbers have also stayed relatively constant over the past few years. To me, it seems like many of you have gotten involved in DNA/genomic testing. That said, if everybody has roughly the same number of calves born every year, of course the DNA testing numbers will maintain fairly constant. I think we've reached a slight plateau in DNA testing because of this. Again, the challenge of new-member recruitment could also help to slightly boost these numbers in the future.

I closed my report at the annual meeting with what you all have heard me say time and time again. You will continue to hear me say it time and time again, too. This breed has been presented with tremendous opportunity. For example, the heterosis project with Utah State University is in its sixth year and has INCREDIBLE data coming back that we need to provide to the masses! In addition, the research projects that are starting at Texas State University and North Carolina State University present a world of opportunity and potential geographical growth of our breed. We must continue to support these joint research initiatives. Primarily because the substantial interest in our cattle comes directly from commercial breeders.

In order to expand our market share, we need to raise a product that the commercial industry wants. We cannot tell them what they need and expect them to believe it. Give them what they want, not what you think they need. In my opinion, data from these universities will continue to help grow demand for Santa Gertrudis cattle.

In addition, we must be aggressively innovative in our approach to our breed's marketing and promotion. That comes from shifting the focus on how we do things a bit. You'll see more specialized print ads in the future, as well as digital advertising of Santa Gertrudis. We need to cater to our target markets and also make information as easily accessible as possible. We'll be tailoring ads to fit geographical regions, differing production schemes and so on.

Again, many of you have heard me say these things in a roundabout way at some point or another. If we all continue to work together and be aggressively innovative, we will continue to grow and succeed! 🍷



SANTA GERTRUDIS USA

GOALS 2023

Reserve your spot now!

Mark your calendars for GOALS 2023 to "SWING FOR THE FENCES" and step up to the plate for leadership development in Louisville, Ky., home of the Louisville Slugger. The Gerts Ongoing Advanced Leadership Summit (GOALS) will be July 25-29, 2023. We want you to be a part of our GOALS 2023 Team!

The summer retreat will focus on organizational leadership, relationship building, personal development and goal setting. We encourage all NJSGA members, ages 13 and older, to register for GOALS 2023 and join us in Louisville in July. The cost for this five-day, four-night, all-inclusive program is \$450 plus travel expenses. All flights will be through Louisville Muhammad Ali International Airport; incoming flights should arrive no later than 3 p.m., July 25, and departing flights should be scheduled for after 3 p.m., July 29. Please submit the form and deposit (by check) to reserve your spot as soon as possible.

For more information, contact GOALS 2023 co-chairmen Casey Jones at (386) 623-9088, Jbarfarms5@gmail.com or Christy Moran at (979) 203-0433, moran_fam4@yahoo.com. 📧

Registration packet is now available on the SGBI website and the NJSGA Facebook page.



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From Steak to Plate in Amarillo

By Lisa Bard, *Santa Gertrudis USA* Editor

Photos by Darren Richmond

The 2023 Santa Gertrudis Breeders International (SGBI) Annual Meeting was a great overview of the contributions of Santa Gertrudis cattle from steak to plate. The busy three-day meeting was packed with committee and business meetings, educational presentations, tours, awards and social events. Complete coverage of the presentations by Matt Garcia, Ph.D., Utah State University, and Chip Kemp, director of ASA and IGS Commercial and Industry Operations, will be included in the July issue of *Santa Gertrudis USA*. The following photos give a great overview of all that transpired in the few days. 🐮



West Texas A&M Visit

SGBI members were treated to a tour of the impressive West Texas A&M (WTAMU) Beef Carcass Research Center (BCRC) in Canyon, Texas. The WTAMU Beef Carcass Research Center was established in 1992 as a service to the U.S. beef industry. Since 1992, the BCRC has collected harvest and grading data on more than 490,000 cattle. The BCRC routinely collects research data for pharmaceutical companies, feedlot research trials, university research trials, seedstock producers and other entities that have a need for data collection.



Ty Lawrence, Ph.D., Caviness Distinguished Chair of Meat Science, was on hand to answer questions and discuss the intricacies of data collection and the role of the BCRC.



AzTx Cattle Co. Tour

A cold and blustery day was more of a concern to the attendees than the Santa Gertrudis bulls being developed at AzTx Cattle Co., in Hereford, Texas.





Heather and Yancey Strait and Cody Mattingly, left to right, receive awards for ownership of the SGBI Sire and Dam of the Year, respectively, for the most registrations in 2021-2022. SR Genesis 75/3, owned by Y.N. Strait family, is the 2021-2022 SGBI Sire of the Year and Harris Farms 003/1, owned by Mattingly Farms, is the 2021-2022 SGBI Dam of the Year.

Awards



Recipients of the 2022-2023 SGBI High Point Show Awards proudly exhibit their buckles after the awards ceremony. Pictured, left to right, are Matthew Zajic, Kevin and Heather Blewett, Kalli Kimble, Todd Hyde, Chris Birdwell, Gracey Pitchford with baby Everleigh, Shanna and Darrell Pitchford and Laura Ziblski.



Suzanne Fulton, left, is bestowed the President's Award from 2022-2023 SGBI President Gene Kubecka, right, for her dedication, devotion and work on behalf of SGBI breeders and members during the past year.



On hand for the recognition for the most purebred and STAR 5 registrations in each district are, left to right, Del and Ginny Thomas from Shampain Ranch; Adolfo, Christina, Elia and Alicia Sanchez and Samantha Padilla from Red Doc Farm; and Mickey Bowman, accepting the awards for Creech Farms and Five J's Cattle Company.



Bill Lundberg, left, receives the Hall of Fame bronze from SGBI Past President Yancey Strait, center, and SGBI Executive Director HC Neel.



Family members of 777 Farms receive the Hall of Fame bronze. Pictured, left to right, are Chad and Jamie Daniel, Gene McCarter (award presenter), Erin Kay Daniel, Caroline Daniel, Darren Richmond (award presenter), Patrick Daniel and SGBI Executive Director HC Neel.

MORE ANNUAL MEETING ON PAGE 16 »

SGBI ANNUAL MEETING

CONTINUED FROM PAGE 15



The 2023-2024 SGBI Board is seated on Saturday, April 29. Front row, left to right, are Suzanne Fulton, Amber Robertson, Darrell Pitchford, Rafael Miranda, Adolfo Sanchez, Mickey Bowman, Arlin Taylor and Jamie Daniel. Back row, left to right, are SGBI Executive Director HC Neel, Cody Mattingly, Matthew Zajic, Yancey Strait, Trai Stegall, Craig Lopossa, Bill Stroman, Daniel Kubecka and David Alderson. Not pictured are Jewett Borden and Kade Thigpen.



SGBI staff Emma Ramirez, left, and Kristy Gonzalez, right, are recognized by 2022-2023 SGBI President Gene Kubecka, center, for their dedication and contributions to the members and breeders during his tenure.



2022-2023 SGBI President Gene Kubecka is presented with an engraved cutting board and leather notebook cover as he concludes his service to the SGBI Board and members.



It's a family affair with newly elected SGBI President Adolfo Sanchez, right, his wife, Christina, left, and their two girls.

Around the Annual Meeting

Members from all over the United States took time to enjoy one another's company, catch up and share a laugh or two.



Shana and Darrell Pitchford, Judy McDaniel, Connie Roach and Pat Stults, left to right.



Rafael Miranda, Mickey Bowman and Arlin Taylor, left to right, enjoy a little levity during the photo session for the newly seated SGBI Board of Directors.



Devlin Reese, and Danny and Beth Casillas, left to right.

Nancy Kubecka, Rita and Luke Lyness, left to right.





HC Neel, left, and Chip Kemp, right, present and discuss challenges and opportunities in genetic evaluation at the SGBI Annual Business Meeting.



Family and friends are what make SGBI so special. Laura Ziblski, left, joins three generations of Pitchfords – Shana, center, Gracey, right, and Gracey's daughter Everleigh after the annual banquet.



Matt Garcia, Ph.D., Associate department head and associate professor at Utah State University Beef Specialist/Beef Cattle Genomics gives a presentation on the heterosis research being done at Utah State using Santa Gertrudis cattle.



Darren Richmond, Cody Mattingly, Chad Daniel, David Alderson and Craig Lopossa, left to right, stand ready for the next event at the SGBI Annual Meeting.

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2023 National Junior Santa Gertrudis Show

June 18-24, 2023 ★ Gonzales, Texas

★★★ Schedule of Events ★★★

The following schedule is tentative and subject to change.

SUNDAY, JUNE 18

- 6:00 a.m.-3:00 p.m. Grounds open for arrival
(ALL cattle MUST be on the fairgrounds by 3:00 p.m.)
- 8:00 a.m.-5:00 p.m. Show Office open, Fairgrounds
- 10:00 a.m.-4:00 p.m. Queen/Princess/Director
Candidates may begin campaigning
- 2:00 p.m.-4:00 p.m. Cattle Check In, Arena
(bring original registration papers and health certificate)
- 2:00 p.m.-4:00 p.m. Photo/Ad Contest Turn In, Show Office
- 7:00 p.m. NJSGA Junior Board of Directors Game Time

MONDAY, JUNE 19

- 8:00 a.m.-5:00 p.m. Show Office open, Fairgrounds
- 8:00 a.m. Public Speaking Contest
- 8:30 a.m.-2:00 p.m. Better Beef Contest
(must be in line by 2:00 p.m.)
- 11:30 a.m.-3:00 p.m. Queen/Princess Tea & Interviews
- 2:30 p.m. Livestock Judging/Cattlemen's Contest
- 5:30 p.m. Welcome Dinner
(Queen, Princess and Director candidate speeches)
- 7:30 p.m.-10:00 p.m. NJSGS Dance and Social

TUESDAY, JUNE 20

- 8:00 a.m.-4:00 p.m. Show Office open, Fairgrounds
- 8:00 a.m. Sales Talk Contest
- 9:00 a.m.-3:00 p.m. Cattle stalled in barns, Herdsman Contest

TUESDAY, JUNE 20 *continued*

- 11:00 a.m.-2:00 p.m. Voting
- 2:00 p.m. Brain Bowl Contest
- 6:30 p.m. Director and Scholarship Interviews

WEDNESDAY, JUNE 21

- 8:00 a.m.-4:00 p.m. Show Office open, Fairgrounds
- 8:30 a.m. Showmanship Contest Pee Wee (5-7 years old), Senior, Intermediate, Junior, Old Timers
- 9:00 a.m.-3:00 p.m. Cattle stalled in barns, Herdsman Contest
- 10:00 a.m.-12:00 p.m. Final Voting
- 12:00 p.m. Deadline for Norval and Anna Sells Hard Luck Stories submissions

THURSDAY, JUNE 22

- 8:30 a.m. National Junior Santa Gertrudis Show: Purebred Bull Show, STAR 5 Show, Bred and Owned Show
- 4:00 p.m. NJSGA Membership Meeting immediately following NJSGA Junior Board Meeting, Arena Stands

FRIDAY, JUNE 23

- 8:30 a.m. National Junior Santa Gertrudis Show, Donated Heifer Show, Purebred Female Show
- 6:00 p.m. National Junior Santa Gertrudis Awards Ceremony, Fairgrounds

Cattle Released After Showing

SATURDAY, JUNE 24

- 12:00 p.m. Deadline for cattle to be off the fairgrounds

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SANTA GERTRUDIS *Calendar*

JUNE

- 9-10** Quail Valley Farms Mature Cow Herd & Elite Invitational Heifer Sale, Blountsville, Ala.
18-24 National Junior Santa Gertrudis Show, Gonzales, Texas

JULY

- 3-6** Beef Improvement Federation Annual Symposium, Calgary, Alberta, Canada
14-15 Kentucky National Show & Sale, Bowling Green, Ky.
25-29 Gerts Ongoing Advanced Leadership Summit, Louisville, Ky.

AUGUST

- 29** Wendt's Annual Baby Doll Sale, www.sconlinesales.com

SEPTEMBER

- 9** Wiley Ranch Pure Breed Registered Santa Gertrudis Female Sale, Effie, La.
15-16 District 6 Halted Heifer Show & Sale, Corydon, Ind.
15-16 Red Dirt Gert Sale, Encinal, Texas

OCTOBER

- 7** Alabama Connection Sale, Hanceville, Ala.
20-21 Strait Hefte Tried & True Production Sale, Streetman, Texas
27 Tri Star Santa Gertrudis Sale, Bloomington, Texas
28 Briggs Ranches Bull & Commercial Female Sale, Bloomington, Texas

NOVEMBER

- 4** Mountain Laurel Classic Sale, Calhoun, Ga.
10-11 Quail Valley Farms Registered Santa Gertrudis Bull & Female Sale, Blountsville, Ala.
26-Dec. 11 Santa Gertrudis World Congress 2023, Brazil

REGISTRATIONS, STAR 5 RECORDINGS AND TRANSFERS BY DISTRICT

APRIL 2023

ACTIVE MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	8	2	0	33
2	194	36	2	224
3	23	2	0	45
4	66	17	0	24
5	21	45	0	23
6	8	0	0	10

JUNIOR MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	37	8	0	44
2	4	0	0	7
3	4	2	0	11
4	0	0	0	1
5	1	0	0	2

FOR SGBI REGISTRATIONS CONTACT: Diana Ruiz
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SANTA GERTRUDIS Juniors

By Jewelie Green, District 3 Director



Laissez les bons temps rouler... or... Let the good times roll! Hi! I am Jewelie Green. I am from a tiny Louisiana town named Holden. I am a freshman and have served two years as District 3 director. I've enjoyed every single minute of it! From Houston to Oklahoma to Dallas to Texarkana and everywhere in between, it has been a heck of a ride and

I hope it is not over!

Every year, many other youth members and I eagerly await our National Junior Santa Gertrudis Show. There are so many activities for everyone to participate in! This year, our show is being held in Gonzales, Texas, June 18-24. Activities for our youth include public speaking, photography, brain bowl, livestock judging, cattlemen's contest, sales talk, better beef, herdsman and the sales ad contest. There is something for everyone! It is also good to get out of your comfort zone and try something new! Nationals has always been a time for everyone to reconnect with old friends and create new friendships. I know this year will be no different!

Again, as we say in Louisiana - laissez les bons temps rouler in Gonzales, Texas, for our 2023 junior nationals. COME AND SHOW 'EM! Can't wait to see everyone there! 🍷



By Luke Nelson, District 1 Director



Hi! My name is Luke Nelson. I am from Krum, Texas, and am currently serving as a District 1 director. I have been showing Santa Gertrudis cattle since 2016 when I attended my first National Junior Santa Gertrudis Show (NJS GS) in Tampa, Fla.! Speaking of junior nationals, it is just around the corner and if you are like me, you are already looking forward

to attending this year's show in Gonzales, Texas!

Junior nationals is a week filled with friends, fun and cattle. While it is a long, hot week, we as junior members need to enjoy every minute of it! I encourage everyone to participate in as many activities as you can. Come start your week off right by participating in the Director's Game Night on June 18. Then, Monday night be sure to attend the Welcome Dinner followed by the NJS GS Dance and Social. This is a great opportunity to meet fellow juniors from all over the United States.

The rest of the week will include lots of contests, competitions and cows! Be sure to watch and cheer on your friends as they compete in the various contests. I hope to see you in Gonzales! 🍷

By Levi Nelson, At-Large Director



Hey, everyone! My name is Levi Nelson and I am currently serving my fourth year on the National Junior Santa Gertrudis Board as an at-large director. This amazing breed has done so much for me over the past 11 years, and I wanted to take this chance to thank each and every one of you for being a part of that.

The National Open Show was a huge success this past February and it was great getting to see so many new faces. The Santa Gertrudis breed is off to a great start in 2023 with many successful sales and many more to come. The growth and improvement that we are making is truly remarkable. I can't wait to see what the future will hold with the genetic enhancements and overall improvements that we are continuing to make each year.

Once again, I just want to wish everyone a safe and fun rest of the year, and I look forward to seeing everyone in Gonzales, Texas! 🍷

Santa Gertrudis World Congress 2023

Nov. 26-Dec. 10, 2023

Technical and cultural immersion across four Brazilian states, acquiring the maximum knowledge of the Santa Gertrudis breed.

It is with great pleasure that the ABSG (Brazilian Santa Gertrudis Breeders Association) is organizing the Santa Gertrudis World Congress in Brazil, Nov. 26-Dec. 10, 2023. This will be the third edition of the breed's World Congress held in Brazil; the first took place in 1978 and the second in 1997.

The ABSG acknowledges the importance of the World Congress for exchanging information on breeding, besides being an excellent opportunity to reunite with the large family of passionate Santa Gertrudis breeders.

The 2023 World Congress is being organized with great care and dedication. It is ABSG's goal to continue the global breed planning project, building off the work started at the last World Congress in the United States.

This year's World Congress will feature:

- Brazilian cattle production from north to south with the heavy presence of the Santa Gertrudis breed (industrial crossing, pure cattle).
- Vigorous Brazilian agriculture and its high production rates.
- Visits to some of Brazil's most beautiful sites, including beaches in the northeast, the São Francisco River Canyon (the fifth-largest navigable canyon in the world) and Iguassu Falls (one of the largest waterfalls in the world).

The goal of this event is that all attendees will leave with the certainty that Santa Gertrudis is a world breed, with global growth, and that, together, we will help Santa Gertrudis reach the top! 🍷

For more information, visit santagertrudis2023.com



SANTA GERTRUDIS SALE

Reports

CRIMSON CLASSIC SALE

APRIL 22, 2023 | CULLMAN, ALA.

SALE AVERAGES

53 Registered Lots \$3,608

78 Crossbred Lots \$1,655

The Crimson Classic was sponsored by the Alabama Connection Sale Group, Grandview Farms, Tinney Farms and Quail Valley Farms. The sale auctioneer was Chad Johnson and the sale manager was Darren Richmond.

The high-selling lot, a bred heifer, was consigned by Grandview Farms, Hamilton, Ala., and was sold to David Branch, Rayville, La., for \$7,750.

The second-high-selling lot, a bred heifer, was consigned by Quail Valley Farms, Oneonta, Ala., and was sold to David Branch for \$7,000.

The high-selling open heifer was consigned by Stroman Cattle Co., Bryan, Texas, and was sold to David Branch for \$6,200.

The high-selling pair was consigned by Creech Farms, Zebulon, N.C., and was sold to David Garner, Moulton, Ala., and Flying AA Farm, Gray, Ga., for \$5,250.

The high-selling STAR 5 female was consigned by Rolling Oaks Ranch, Doniphan, Mo., and was sold to Reagan Lord, Clinton, Miss., for \$3,400.

The volume buyer was David Branch. 🐄

2023 SPRING SALES HOSTED BY RED DOC FARM

MARCH 31-APRIL 1, 2023 | BOSQUE, N.M.

SALE AVERAGES

Elite Cut Female Sale

13 Lots \$8,307

Red Doc Farm Red Hot Bull Sale

131 Lots \$6,269

Rocky Mountain Spring Runoff Replacement Female Sale

55 Lots \$3,675

This year marked another excellent year for Santa Gertrudis sales in the Mountain West. These three sales were well attended and high-quality cattle sold for top dollar across the United States and internationally. The high-selling bull, Lot 3, Red Doc AL FIN 1576, was sold to 2-C Cattle, Luling, Texas, and Rancho Tormenta, Honduras, for \$90,000. The volume buyer was Jyp McCorkel, Denver City, Texas, who purchased nine bulls. Several new international buyers from Mexico also made great purchases this year.

As always, the Red Hot Bull Sale was well attended with high-end bulls selling to commercial cattlemen all over the country. This year, more than 26 bulls were sold into Utah to new and returning commercial cattlemen.

The Sanchez family and the Rocky Mountain affiliate would like to thank all of those who attended from the Santa Gertrudis breed and from the commercial beef industry. 🐄

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45th

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JULY 14 & 15, 2023

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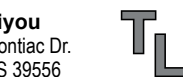
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