



SANTA GERTRUDIS

USA

JUNE 2018 | VOLUME 21, NUMBER 6



FOCUS ON FEMALES

Queens of the Breed

Santa Gertrudis



The Preferred American
Beef Breed

MASTERPIECE 101

2017 NATIONAL CHAMPION



SEMEN

\$50/STRAW

10 Straw Minimum

Contact Darren Richmond

423-364-9281

djrichmd@gmail.com

Richmond

MASTERPIECE 101 (Reg. #20141438)

Masterpiece capped off one of the most dominant show careers in recent breed history. He had 13 consecutive Grand Championships and was named the 2017 National Champion Bull! We look for great things in the future for Masterpiece. Now is your chance to use one of the most powerful bulls in the breed. His first calf crop looks *very impressive!* Owned by Tinney Farms and Circle A Farm.



Make plans now to attend the

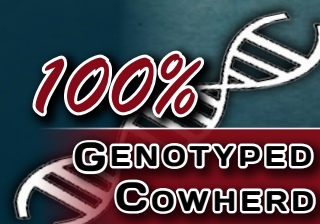
30th Anniversary

Alabama Connection Sale

October 5 & 6, 2018

Tinney Farms · Hanceville, AL

Bull Sale October 5 · Female Sale October 6



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Removing the guesswork

Tinney Farms

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Phone: 256-507-3838

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Email: arlin.taylor@bhamfast.com

Website: tinneyfarms.com

KR 1131/13



**SEMEN PACKAGES
AVAILABLE!**

"IMPRESSIVE"

Reg. #20134080

	BW	WW	YW	Mat	TMat	HCW	REA	Marb	Tend	Fat	Carcass	\$G
EPD	0.20	16.53	28.08	-0.62	7.65	20.88	0.40	-0.04	0.00	0.00	10	\$26.26
Accuracy	0.28	0.52	0.42	0.22	—	0.33	0.35	0.37	0.23	0.49		



8913

KR 1131/13's sons' numbers on feed test evaluation place them in the top of Wendt Ranches' test, where 62 bulls competed against one another. Check the numbers on these six sons, who ran off and left the field against their competition on our 112-day test. Two of them have already sold to a breeder in Florida!



8932



8921

Bull	ADG	ADG Ratio	Scrotal	IMF	REA
8913 <i>pictured</i>	4.82	122	40	3.81	1.08
8915 <i>sold</i>	4.81	122	41	3.73	1.10
8921 <i>pictured</i>	4.86	123	43	4.0	1.12
8931 <i>sold</i>	5.21	132	39	4.21	1.04
8932 <i>pictured</i>	5.58	141	42	4.06	1.03
8935 <i>pictured</i>	4.32	109	42	3.55	1.06



8935

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

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ON THE COVER

A group of bred females at Tinney Farms, Hanceville, Ala. Photo by Darren Richmond.

Providing Polled Power Genetics to the Santa Gertrudis Breed



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PRESENTING OUR NEW HERD SIRE **RED DOC CHECKMATE⁷⁰⁶⁹**

CHECKMATE was one of the high-selling bulls in the 2018 Red Hot Bull Sale. He combines the phenotype and numbers we demand in our cattle. His grand dam on the top side is a half sister to the legendary **RDF Bonita 8017**. He goes back to **New Millenium** and **Grizzly** on the bottom side.

He is **top 10% in 7 breed traits** including top 1% for YW, HCW and REA.

Collected and frozen high-quality semen at 12 mos.

We have a limited supply of semen for sale at \$40 per straw; 10-straw minimum.

Owned jointly with Cotton Branch Plantation



BW	205-DAY YW	365-DAY YW	SCROTAL 12 MOS.	GROWTH INDEX
62 lb.	643 lb.	1,281 lb.	40 cm	23.64
REA	REA/ CWT	IMF	CARCASS RANK	
13.80	1.14	4.34	10	



Thanks to Cotton Branch Plantation, Smithdale, Miss., for their purchase of our 2 lots in the Crimson Classic Sale.

**This young herd sire is on the rise.
Give us a call and be one of the first
to get **CHECKMATE** semen.**

FLYING C RANCH

Lester & Ouida Cossey

Searcy, AR 72143

(501) 207-2272

l.cossey@sbcglobal.net



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Gertrudis Association**

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Ramblings from the Open Range

EXECUTIVE DIRECTOR'S REPORT

By John Ford

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There is no doubt the topic of cow size provokes passionate debates wherever two or more cattlemen are gathered. I have been asked countless times, what is the perfect cow size? This question usually comes from producers operating at the extremes, too large a cow or too small. My answer is always a very politically correct response – “The perfect-sized cow is a female that makes money each and every year.”

This is an answer readily accepted regardless which side of the debate the questioner sits. However, I hope my politically correct answer stimulates additional thought on operational efficiencies. In my opinion, there is more to the debate than mature cow frame and weight. Cattlemen have been focused on frame size, fleshing ability and improving muscling since the early 1700s. If there was an easy answer to the perfect cow size question, I suspect we would have locked in on the ideal frame and mature weight long ago.

Environment should always surround cow size discussion. Different cattle are efficient in different environments and production systems. Gaining a better understanding of the interconnected components of efficiency is critical for cattlemen seeking to maximize profit in their operation. Optimizing the relationship between genetic and economic efficiencies is a complicated process that requires an understanding of an animal's genetic potential, the ability to manage the environment in which cattle are asked to perform and a clear vision regarding the product being produced and the customer being targeted. Successful cowherd managers identify the right size cow to fit their operation's environment, targeting a profitable calf that moves easily into the industry chain. They also realize cow size is only one piece of the profitability picture and cattle production is not a single-trait phenomenon.

There have been numerous studies and countless papers released

concerning cow size and efficiency. No discussion on cow size can overlook milk production, so a female's milking ability must be included in the conversation. The majority of industry experts draw the conclusion that, in a restricted feed environment, the most biologically efficient cow is smaller in mature size and lower in milk production. However, as forage conditions improve and feed is more readily available, a larger, heavier-milking cow may be the most efficient.

Therefore, determining what size cow and her ability to produce milk best fit the

operation's environment (feed resources) is key in defining efficient cows from a biological standpoint. Like all things in life, especially the cattle business, it is not simple. Regardless the amount of feed/forage available, increasing cow size does have a point of diminishing returns. Cattlemen must determine if larger cows that wean heavier calves pay for the differences in the amount of feed/forage a larger cow consumes.

It is not surprising that research shows mature cow size has a strong, positive genetic correlation with weaning and yearling weight. These relationships suggest that placing excessive selection pressure on growth will result in a corresponding increase in mature cow size. Research also indicates that cows with the genetic propensity to milk heavily require more nutrients year-round, not just when they are milking. All our lives, we have been conditioned to believe bigger is better. We are always focused on more – more milk, more pounds. However, in today's

CONTINUED ON PAGE 8 »

SGBI

Member News

Cherokee Ranch and Castle Hosts Ranch Gathering

Colorado Cattlemen's Association and Colorado State University hosted their first-ever Ranch Gathering at Cherokee Ranch and Castle in Sedalia, Colo., on May 15. Cherokee Ranch is home to the first herd of Santa Gertrudis cattle in the Rocky Mountain region, established by “Tweet” Kimball in the 1950s.

More than 100 guests were treated to tours of the castle, presentations from Cherokee Ranch and Castle Executive Director James Holmes and the opportunity to see some of the Cherokee Santa Gertrudis herd and talk to Ranch and Land Operations Manager Rafael Miranda. SGBI Executive Director John Ford fielded questions about Santa Gertrudis cattle from many who were not familiar with the breed. 🐄



SGBI Executive Director John Ford (left) and Cherokee Ranch and Castle Executive Director James Holmes (right) talk during the social time before the Ranch Gathering dinner.



Rafael Miranda (fourth from right) responds to questions from tour participants about their Santa Gertrudis cattle that are penned behind them and the Cherokee Ranch program.

SANTA GERTRUDIS DISTRICT VI BREEDERS



THE LEGEND'S LEGACY

OLD SCHOOL 518/14

**SEMEN
AVAILABLE!**

**\$30 per straw with
10 straw minimum.**



C BAR C RANCH



C BAR C IRON CLAD

An ET son of Old School and out of Harding 30/4. Iron Clad was Grand Champion Bull at San Antonio. He will be on the show road again this year, and we are very excited for the future of this young bull.



C BAR C ADAIR

A flush mate to Iron Clad. She is owned by Dylan Leddy, and has been doing a great job for him as well. We would like to wish Dylan good luck as he shows Adair and Eleanor at Junior Nationals this year.



C BAR C MISS QUEEN BEA

This is our donated heifer to Kalli Kimble. Bea is an Old School daughter out of SF 412/10, which has always produced show quality calves. We also wish Kalli the best with Bea at Junior Nationals.

C BAR C RANCH



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Herd #4434

PRESIDENT'S LETTER

By Jerome Urbanosky

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June is “**FOCUS ON FEMALES**” month, and this issue of *Santa Gertrudis USA* includes several “Queens of the Breed,” making it a can’t-miss issue for all Santa Gertrudis breeders.

I’m sure most new breeders start their herds with females. Some breeders want to buy less expensive females and use bull power to improve their calf crop. Other breeders buy higher quality females and then struggle to find enough bull power to make an improvement. This usually requires a commitment to utilize artificial insemination or a larger commitment to invest in a quality herd sire.

I started my Santa Gertrudis herd as a junior member with two outstanding females, which both won the Junior Show at the Houston International Livestock Show. In the beginning, I struggled to find enough bull power to improve the females’ calf crop. So, I know what junior members and new breeders face.

Like most people, I enjoy attending Santa Gertrudis sales. My favorite thing is to look at the cow-calf pairs. On my first trip through the sale offerings, I only evaluate the calves and, for the most part, ignore the cow. Then I rank the calves for quality and consider their pedigree. After doing this, I look at the dams and see if they are without major fault before I get ready to make my bid when the sale starts.

By the time a female has become a cow, you should buy her because of what she has produced. Please remember, the prettiest girls don’t always bake the best biscuits. Remembering this has served me well over the years.

During the drought of 2011, many breeders had to cull their herds. I went to a sale and followed my sale-day protocol. There was a middle-aged Wendt cow with a dynamite heifer calf by her side. The cow was thin and milking her heart out for the calf. The pair sold near the end of the sale, and I bought the skinny cow and super heifer calf for \$850. I sold the heifer at weaning for \$2,500 and that cow produced other high-quality calves, which earned us more than \$22,000 and included a class winner at the National Santa Gertrudis Show.

The “Red Revolution” has begun. Don’t be left out. Demand for Santa Gertrudis cattle has outpaced the current supply. Get involved and, until next month, spread the good news about Santa Gertrudis. 🐾

EXECUTIVE DIRECTOR'S REPORT CONTINUED FROM PAGE 6

cow-calf business, we should be conditioned to think optimum, not more.

Moving forward, maybe our discussions need to focus on efficiency instead of our personal frame size and mature cow weight likes and dislikes. After all, it is not always the cow we envision as the front pasture kind that is the most profitable. Often times the profitable female is the one that does

not quite fit our picture of the perfect cow. Instead, she is the cow that breeds on time every year, brings a heavy, healthy calf to the weaning pen and does so regardless of conditions with minimal inputs. Utilizing the association’s genetic evaluation when making selection and breeding decisions will eliminate the guess work, ensuring cows are the right size for the operation’s environment. 🐾

Correction

In the May issue of *Santa Gertrudis USA*, there was an error with the National Junior Santa Gertrudis Show schedule. During the pure-bred show, bulls will show first, followed by females. Also, the order for special classes judging is: donated heifers, STAR 5 females, bred and owned, and best of polled. We apologize for this error and wish everyone good luck at this year’s event. 🐾



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SANTA GERTRUDIS WELCOMES *New Members*

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Nathan Coates Jr., Sinton, Texas

SANTA GERTRUDIS *Calendar*

JUNE

20-23 2018 Annual Beef Improvement Federation Convention, Loveland, Colo.

23-30 National Junior Santa Gertrudis Show, Texarkana, Ark.

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

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

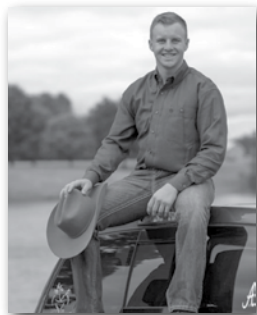
3 Mountain Laurel Classic Sale, Calhoun, Ga.

17-18 2018 Hot Gert Junior and Open Show, Robstown, Texas

17 South Texas Heritage Sale, Robstown, Texas

SANTA GERTRUDIS *Juniors*

By Casey Pitchford, At-Large Director



Hey y'all! My name is Casey Pitchford. I am a student at Temple College in hopes of being a physical therapist and, one day, owning and raising my own herd of beautiful cherry-red cattle. I'm on my third, and final, two-year term on the National Junior Santa Gertrudis Association Board of Directors, where I serve as an at-large director. The theme for the June issue of

Santa Gertrudis USA is "Focus on Females."

Santa Gertrudis are known for their heat resistance, but they are also known for being a maternal breed. While herd sires are very beneficial to an operation, no operation can succeed without a herd of productive females. For Santa Gertrudis cattle, this desired trait is achieved due to the females' milking ability. Another amazing quality of Santa Gertrudis females is longevity. This word refers to a female's ability to produce high-quality offspring for many years. Personally, I have several females that are more than 10 years old that still produce show heifers and herd sire prospects.

The National Junior Santa Gertrudis Show is just around the corner, and I can't wait to see what our breed has produced this year. I want to wish everyone a good week and best of luck in the ring! 🐄

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	20	9	10	7
2	179	0	46	272
3	14	5	0	27
4	152	21	0	14
5	17	0	0	1
6	21	0	8	16

JUNIOR MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	39	4	0	25
2	3	0	0	1
3	6	2	0	3
4	12	0	0	1
5	1	0	0	0

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SANTA GERTRUDIS *Production*

HAVE YOU BOUGHT A DRONE YET?

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



First, my disclaimer: I am not suggesting you purchase a drone or buy a specific drone model. I do not personally own a drone, nor have I flown a drone solo.

However, I have been working with colleagues from Texas AgriLife Research/Extension and Texas A&M University-Corpus Christi who are experts in unmanned aerial vehicles (UAV), an aircraft piloted by remote control or onboard computers, other-

wise called drones.

Applications for UAV use in agriculture cropping systems are endless and mind blowing. We are focusing our efforts on beef cattle applications. At the start, we already have disadvantages when it comes to UAV applications. Unlike farmers, our production units have four legs and are never in the exact same spot during a production season. Nonetheless, I do believe UAVs may have merit in a beef cattle operation.

The really neat part of this technology is the ability to take aerial photos and/or videos, and the distance that can be flown while still being in control (about four miles). The UAV we have been using while experimenting with beef cattle is the Phantom 4 Pro (DJI, Shenzhen, China), which can be purchased at a "big box" electronics store for around \$1,500. This is a battery-powered, four-blade, helicopter-looking device with an onboard camera. The built-in screen on the hand-held navigation platform lets you see what the UAV is seeing in real-time. Photos and/or videos can be downloaded to a computer for later viewing or can be used to compare with previous flights. Last but not least, this particular UAV has "waypoint" control. That is drone jargon for simply drawing a route on screen (based on satellite images like Google maps) and the UAV will move in that direction while keeping the same altitude. Most UAVs can be flown manually or pre-programmed with GPS coordinates.

Immediately, I can see how this technology can be used on any cattle ranch to monitor fence lines, water tanks, water leaks, percentage of brush or weed encroachment or anything else that would benefit from a bird's-eye view. For example, if we had the GPS coordinate of where we are currently and the GPS coordinate of a water tank (within four miles), the UAV will take off, fly to the tank (where we can take look) and then fly back to us. Similarly, if we know the GPS coordinates of each corner of a non-brushy pasture, a UAV can fly that pasture, in a back and forth pattern, while we are watching the video screen searching for cattle, cows calving, empty mineral tubs, etc.

Alternatively, my very experienced colleagues have been manually flying the UAV to a location I've chosen. Based on my experience, a teenager with hours of video gaming experience may become a valued ranch hand in the future. We have flown multiple tame pastures of coastal Bermuda grass looking at and looking for specific cows up to a half mile away.

I will admit that I was skeptical at first, and a little uneasy thinking about the fence repair after the cows ran through it, once "droned." Needless to say, I was surprised. These cattle were by no means gentle, but they were not crazy either. We began flying at 164 feet, then at 131 feet, 98 feet, 65 feet and finally 33 feet above the ground and above the cattle. We have flown the UAV strictly from a road outside the pastures and the cattle could always see our vehicles. Because the cattle could always see us on the road, I think they did not associate humans with the UAV buzzing overhead. It was not until the UAV was flying at 33 feet that the cattle seemed uneasy and began to walk away. Let me tell you, a picture taken at 33 feet [about 27-28 feet above a cow] can be "zoomed in" on your laptop computer such that you can count horn flies. How cool is that?

Whether you think a UAV is a fancy and expensive toy or an additional, time-saving tool for the tool box, the technology is amazing and will become less expensive as newer models are developed. As with any new technology, the learning curve will be steep, especially for us older folks. Hopefully our kids or grandkids can help us. Just think of the conversations you can have while flying a UAV together. Who knows, this may be a key to getting young folks interested in ranching. 🐄



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SANTA GERTRUDIS SALE

Reports

RED DOC FARM'S RED HOT BULL SALE

APRIL 7, 2018 | BOSQUE, N.M.

SALE AVERAGES

Bulls \$4,738

The 2018 Red Hot Bull Sale had a packed house and was the first-ever offering of all "Grow Safe" tested Santa Gertrudis bulls in the country. Leo Casas III was the auctioneer. The high-selling Lot 1, Red Doc Trump Train 7013, was sold to Len Custer, Kennedy, Texas, for \$17,500. The high-selling Lot 2, Dinero 6341, was sold to Cross Timbers Cattle, Burleson, Texas, for \$20,000. The high-selling Lot 3, Red Doc Diablo 6306, was sold to partnership Wiley Ranch, Deville, La., and Gylanda Ranches, Queensland, Australia, for \$20,000. The high-selling Lot 34, Red Doc Riot 7069, was sold to partnership Flying C Ranch, Searcy, Ark., and Cotton Branch Plantation, Smithdale, Miss. The Red Hot Bull Sale kept its strength throughout due to strong support from commercial cattlemen. Bulls sold from Florida to Utah and internationally to Mexico and Australia. 🐄

ROCKY MOUNTAIN SANTA GERTRUDIS ASSOCIATION'S SPRING RUNOFF SALE

APRIL 7, 2018 | BOSQUE, N.M.

SALE AVERAGES

Purebred Females \$4,384
STAR 5 Females \$1,979

The 4th Annual Rocky Mountain Santa Gertrudis Association's Spring Runoff Sale was strong, and Santa Gertrudis purebred and commercial females sold for a premium. The sale's stand-out lot was Lot 86, Red Doc 5372 and heifer calf 7437, as this unique pair offered marbling and some of the most modern genetics in the breed. This high-selling lot was sold to Wiley Ranch, Deville, La., for \$28,000. Several other females sold well, and the cattle were a good representation of modern, industry-based Santa Gertrudis cattle. 🐄

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RIGHT: Tony Creech with buyers from the 2018 Breeders of the Carolinas Sale: Bud Clark, David Alderson, Arlin Taylor and Ryan Cowart.

CRIMSON CLASSIC SALE

APRIL 28, 2018 | CULLMAN, ALA.

SALE AVERAGES

47 Registered Lots	\$3,795	21 Open Heifers	\$2,790
6 Pairs	\$5,583	20 Embryos	\$525
20 Bred Females	\$4,315	76 Crossbred Females	\$1,350

The Crimson Classic Sale took place April 28, 2018, and was sponsored by the Alabama Connection. The sale manager was Darren Richmond and the auctioneer was Hoover Case. The high-selling lot was a cow-calf pair consigned by 777 Farms, Magnolia, Ark., and was sold to Lou Al Tuck Farm, Great Falls, S.C., and Madisyn Douglas, Bonham, Texas, for \$12,250. Another pair was consigned by Flying C Ranch, Searcy, Ark., and was sold to Cotton Branch Plantation, Smithdale, Miss., for \$8,000. The high-selling bred heifer was consigned by Creech Farms, Zebulon, N.C., and was sold to Grandview Farm, Hamilton, Ala., and Harris Farms, Cleburne, Texas, for \$7,750. The high-selling open heifer was consigned by Ray and Robin Ward, Hartselle, Ala., and was sold to Tinney Farms, Hanceville, Ala., for \$4,750. The volume buyers were Tim and Kim Graham, Coffeetown, Ala., and Graves Creek Ranch, Barry Powell, Columbia, Miss. 🐄



Flying C Ranch and buyers from Cotton Branch Plantation at the 2018 Crimson Classic Sale.

BREEDERS OF THE CAROLINAS SALE

MAY 12, 2018 | CHESTER, S.C.

SALE AVERAGES

3 Bulls	\$2,200	4 3NI	\$4,700
3 Bred Heifers	\$2,400	43 Purebred Females	\$2,023
6 Exposed Heifers	\$1,717	34 STAR 5 Females	\$1,246
22 Open Heifers	\$1,483	1 STAR 5 Bull	\$1,250
5 Pairs	\$2,290		

The Breeders of the Carolinas Sale was sponsored by Breeders of Carolinas Santa Gertrudis Association, and the sale consultant was Bill Lundberg. The high-selling lot, a cow-calf pair, was consigned by Creech Farms, Zebulon, N.C., and was sold to Townsend Cattle Co., Louise, Texas, for \$8,000. Also, a pair was consigned by MC Ranch, Alpharetta, Ga., and was sold to Jim Bo Shaver for \$4,500. 🐄



DATA DRIVEN – PROFIT PROVEN

Land Grant Universities' Role in Proving Santa Gertrudis' Viability

As a Santa Gertrudis breeder and Santa Gertrudis Breeders International member, you're keenly aware of the association's advertising campaign: Data Driven – Profit Proven. This campaign focuses on the breed's efforts to collect data and validate profitable performance.

Santa Gertrudis breeders know firsthand that Santa Gertrudis combine all the traits needed for performance and profitability. However, the breed's continued success is dependent on expanding the Santa Gertrudis' industry footprint. Over the last 13 months, SGBI has announced collaborations with two prominent land grant universities – Auburn University and Utah State University (USU). Collaborations such as these are paramount in demonstrating Santa Gertrudis' viability and profitability to beef producers, and in growing the breed's industry presence and increasing demand.

"Collaboration with land grant universities provides the breed a gateway to research and producer outreach opportunities," explains John Ford, SGBI executive director.

The collaboration with Auburn University was initiated in May 2017 when three Santa Gertrudis breeders – Grandview Farms, Tinney Farms and Quail Valley Farms – donated 54 embryos to establish a purebred herd at the university.

The long-term goal of the project is to have a herd of 25 registered Santa Gertrudis cows. Building a purebred herd of mature cows is a process that will take several years.

Research will be conducted once the Santa Gertrudis herd is established. "The reach and breadth of the research will change as the herd becomes more established," explains Robert Britton, Auburn University Research and Extension Center director. The research will likely include grazing patterns, disease resistance, conception rates and longevity, among a number of other research areas.

In February, 19 embryos were placed into commercial females at the university's E.V. Smith Research Center in Shorter, Ala. This research center is the most visible agricultural facility in Alabama and "they needed a greater influx of *Bos indicus* cattle," Britton says.

The next wave of embryos will be placed in one of the university's fall-calving herds.

Although it will take time to build Auburn's Santa Gertrudis herd, Britton is excited to add diversity to their existing herd, which is predominantly Angus with some Beefmaster cattle as well.

Ford shares in that excitement. "SGBI looks forward to collaborating with Auburn University on both applied research and research projects that will strengthen the cattle industry, especially related to the use of *Bos indicus*-influenced genetics in the Southeast."

On the opposite side of the country, Utah State University is investigating the advantages of crossbreeding with Santa Gertrudis.

"The long-term goal is to teach producers that heterosis and crossbreeding is a valuable tool in their toolbox that they need to take advantage of," explains Matthew Garcia, Ph.D., assistant professor and beef specialist in USU's Department of Animal, Dairy and Veterinary Sciences. "This is a tool that

we have left on the table for too long and we need to start incorporating it back into our herds."

As a breed, Santa Gertrudis are known to play an important role in crossbreeding programs around the world, and Ford is excited to see the results from USU's project. "The versatility of Santa Gertrudis ensures that it is a compatible and profitable cross with a wide variety of breeds, resulting in an extremely valuable F1 replacement heifer," he says. "Regardless of breed, crossing with Santa Gertrudis results in F1 females that are productive, predictable and profitable in any operation."

In August 2017, 40 head from Utah State University's herd were artificially inseminated (AI'd) using donated semen from Santa Gertrudis sires. The cows were palpated 90 days after breeding, revealing that 60 percent were bred. Garcia expects to see the first calves sometime in June.

These crossbred calves, and those born in phase two, will be followed starting at birth. Steers will be followed until harvest, while heifers will be incorporated into the herd. Phase two of the research project launched in May when 150 cows were AI'd.

The results from this project will have implications for a variety of areas that can impact Utah producers. "I think the big thing is that we are going to prove to producers that crossbreeding with Santa Gertrudis genetics is beneficial, and that they stand to benefit from a growth, carcass and female longevity standpoint," Garcia says. "We also aim to prove that Santa Gertrudis-crossbred offspring are extremely adaptable to the diverse Utah environment."

Once they have data to support these points, Garcia plans to make the genetics available for producers to utilize in their own herds.

While the goals of the projects at Auburn University and Utah State University are as unique as the landscapes the universities occupy, each project plays a vital role in supporting the breed's campaign: Data Driven – Profit Proven. 🐄

"Collaboration with land grant universities provides the breed a gateway to research and producer outreach opportunities."

– John Ford



GRANDVIEW FARMS

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MISS GRANDVIEW 268



20125941

GERONIMO X BRIGGS 003/99

This cow is a full Sib to CVF 2022 and Miss Grandview 555, the reigning SGBI High Point Female. She ranks in the **TOP 1%** for marling in the breed. We look for this female to add her phenotype and marbling traits to her offspring!

1441

MISS GRANDVIEW 9115



20097364

A Hatchet granddaughter, she is the **dam of 2015 National Champion Female Annie** and her bull calves have outperformed most of their contemporary group. This cow has been mated to some of the breeds top bulls and we are excited about their potential!

1247



201201003707

	BW	WW	YW	Milk	TM	HCW
EPD	1.93	18.06	31.93	-0.68	8.36	23.23
	BFat	MARB	REA	TEND	SC	
	0.01	0.03	0.28	0.01	0.00	

A Harco T958 daughter, this female has some of the highest EPDs in the breed. She's **TOP 1%** for WW, YW, HCW, REA and **TOP 10%** in MARB. Her mating with some of the breeds' top performing bulls will outperform the competition.



20145424

	BW	WW	YW	Milk	TM	HCW
EPD	1.63	19.54	34.71	6.98	16.75	27.09
	BFat	MARB	REA	TEND	SC	
	0.02	-0.05	0.48	0.00	0.33	

This female is in the breeds' **TOP 1%** for WW, YW, HCW, REA and has a Growth Index of \$32.12. She is a herd sire producer – as the dam of Pistolero and Gunsmoke, the high-gaining bull on the spring 2018 Tinney Farms Gain Test!

❖ **Bull Sale** ❖

Oct. 5, 2018 • Hanceville, Ala.

❖ **Alabama Connection Sale** ❖
Oct. 6, 2018 • Hanceville, Ala.



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Cell phone: (205) 468-5319
Email: delmo.payne@gmail.com

Website: grandviewfarm.biz
Mgr. Brent Shaw, phone: (205) 412-5761
Seth Holmes, Herdsman: (205) 412-7053

SGBI Performance Committee Releases

Fertility EPDs



By John Ford, Executive Director

Successful cattlemen understand that the beef business is a balancing act. Excessive selection pressure on one trait often results in reduced performance for another trait. For example, too much selection pressure on production traits can lead to a decrease in reproductive traits. Finding the right balance of genetic relationships for cow-calf operators can be a challenge. However, one cannot dispute the impact reproductive traits have on producer profitability. Regardless of herd size – two head or 2,000 head – the success of the beef business lies in a female's ability to bring a calf to the weaning pen each and every year.

Historically, beef producers have found it difficult to select for reproductive traits. They are challenging to measure and tend to be less heritable when compared to growth and carcass traits. Over the years, there has been little agreement on how to measure efficient reproduction. Is it age at first calving, age at puberty, interval between calves, calving date, calving rate, days from first breeding to conception, days open, calves born or pregnancy rate? Or is there some other indicator that best measures efficient reproduction?

A more perplexing question is how does a producer make selection decisions that will result in improved cow-herd reproductive traits? The answer – fertility EPDs. Expected progeny differences (EPDs) represent the beef industry's most powerful source of information for selection and genetic

improvement. EPDs are the best estimate of an animal's genetic worth, and research has shown that small genetic improvement in cow herd fertility often has a positive impact on profitability.

Under the guidance of the Santa Gertrudis Breeders International (SGBI) Performance Committee, SGBI has compiled a database that allows for the calculation of two EPDs designed to measure reproductive traits – heifer pregnancy and breed back. These newly released EPDs assist producers in identifying 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.

Getting first-calf heifers rebred on a yearly calving schedule is one of the greatest challenges cow-calf producers face. The first-calf heifer is particularly difficult to rebreed after calving. The demands of lactation and growth can cause an extended interval from calving to first heat, ranging from 120 to 150 days. SGBI's Breed Back EPD measures the probability a two-year-old will be pregnant given she was listed

as pregnant as a yearling. Even small improvements in this area can greatly contribute to an operation's bottom line in both immediate pregnancy rate and cow longevity, since it has been proven that cows that breed back quickly will stay in the herd longer. 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. Reproductive efficiency in a cow herd will probably never be 100 percent. However, utilizing SGBI's Heifer Pregnancy and Breed Back EPDs in the selection and breeding decision-making process will add dollars to the bottom line.

Editor's note: Santa Gertrudis Breeders International encourages members to collect and report as much data as possible on animals in their herd. All data can be entered via the online registry system or submitted to the association office for input. Collecting and recording data ensures that EPDs for the Santa Gertrudis breed are as accurate as possible. Later this summer, the association will be releasing the SGBI Breeder Guide to Data Collection and Submission. The handbook will provide instruction on proper collection and submission of data for all traits the association records, including the two new fertility EPDs – Heifer Pregnancy and Breed Back. 🐄



MISS DOUBLE TT 230 “Desi”

★ First Santa Gertrudis ever cloned
Now has 4 identical twins

★ Embryo calves on the ground by:
Bulletproof, Hatchet and High Roller

2016

GRAND CHAMPION

Ft. Worth Livestock Show & Rodeo Junior Heifer Show

GRAND CHAMPION

San Antonio Livestock Show & Rodeo Open Show

GRAND CHAMPION

San Antonio Livestock Show & Rodeo Junior Show

GRAND CHAMPION

Houston Livestock Show & Rodeo Open Show

GRAND CHAMPION

Houston Livestock Show & Rodeo Junior Heifer Show

GRAND CHAMPION

Rodeo Austin Livestock Show

2015

GRAND CHAMPION

Houston Livestock Show & Rodeo Open Show

RESERVE GRAND CHAMPION

National Junior Heifer Show

GRAND CHAMPION

Washington County Fair

RESERVE GRAND CHAMPION

The State Fair of Texas Open Show

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Texas Junior Livestock Show Fall Classic

RESERVE SUPREME CHAMPION AMERICAN

Texas Junior Livestock Show Fall Classic



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MAKING A CASE FOR THE “RIGHT” COW SIZE

By Kelsey Pope, Freelance Writer

Producers and researchers alike have weighed in on the long-lived consideration of the “ideal” cow size as it relates to environmental factors, carcass traits and economic efficiency, but the conversation is moderating.

The U.S. beef industry saw dramatic swings and aggressive selection for mature frame size during the 1960s, ‘70s and ‘80s. Around the late 1980s, frame size stabilized and then began to decline through the early 2000s. More moderate frame size, compared to that seen 30 years ago, is evident around the country today.

According to David Lalman, Ph.D., Oklahoma State University professor and Extension beef cattle specialist, one factor contributing to these dramatic swings over time is the high degree of heritability associated with mature frame size.

Lalman focuses his research on sustainability, increasing profitability and reducing cost of production through improved forage utilization, better matching beef cattle genetics to forage resources and evaluating beef production systems and alternatives. In March 2018, Lalman published an Extension fact sheet, “Mature Cow Size Considerations,” along with Eric DeVuyst, Ph.D., farm and production management specialist, and Aksel Wiseman, graduate research assistant. In this article, they conclude that cow size is an important consideration in a ranching enterprise.

“Because mature frame size and weight are highly heritable traits, cow size can be, and has been, readily manipulated through selection,” Lalman

said. “On average, frame size throughout the beef industry has moderated and has been consistent for several years. Just recently, mature cow weight appears to be stabilizing.”

Using cow carcass weights as a barometer, mature cow weights increased rapidly from the early 1990s through about 2004. Since then, change in annual average cow carcass weights has become steadier.

“Changes in weight with no change in frame size suggest modification over time in body composition,” Lalman said. “For example, most breeds’ genetic trend data indicate that carcass weights, muscularity and, to a lesser degree, back fat are increasing over time. At the same time, consistent selection for growth in most breeds, combined with little to no selection pressure against feed intake [until just recently], has led to a U.S. beef cattle population with increased capacity for feed intake.”

Today, compared to 30 years ago, the industry has many more tools available to manage and manipulate mature cow size in a beef herd. Consequently, a cattle breeder can target a mature cow size goal and gradually work toward that goal through sire selection decisions and culling.

Efficiency in environment and genetics

When aiming to produce “right-sized” cows, genetic heritability is a contributing factor to cow size in relationship with a given environment. J.D. Radakovich says that different cattle are efficient in different environments and production systems, and gaining an

understanding of the integrated components is critical to maximizing profits.

Radakovich is a graduate of the King Ranch Institute for Ranch Management where he conducted research on cow size and efficiency with fellow graduate Jennifer Johnson-Livsey. Radakovich is now the general manager of Western Ranches for Hoodoo Land Holdings.

The Hoodoo Ranch, considered one of the largest historical ranches in Wyoming, is located between Cody, Wyo., and Yellowstone National Park. The ranch also runs cattle in southeastern Montana on the Yellowstone River.

Livsey was raised on a cow-calf operation in eastern Colorado and is now a pasture insurance representative for Texas AgFinance in Colorado.

“Defining optimum efficiency is complicated because it is a combination of biological efficiency, or feed consumed to beef produced, and economic efficiency, or dollars invested to dollars returned,” Radakovich says. “It is also dependent upon the interplay between genetics and a given environment.”

Livsey says the practical implications are that different cattle are “right” for different environments.

“Reproduction is everything,” Livsey says. “Yet, tradeoffs exist between production and reproductive traits.”

She contends that the most efficient cow is the one with the highest milk potential that can, without reducing the percentage of calves successfully weaned, repeatedly produce a calf by bulls with the growth and carcass characteristics valued most in the marketplace.

When considering tools producers can use to improve efficiency, Radakovich and Livsey found that the ratio of total pounds weaned divided by number of cows exposed is the best measure for the entire herd. The ratio recognizes that reproduction is the most important maternal indicator of efficiency. Producers who are able to increase the ratio without increasing input costs will see an increase in net profit.

“Depending on your management, you can really affect your cow size,” Radakovich says. “There’s genetic potential and there’s what really happens on a ranch that can have just as much of an influence.”

No breed excels in all efficiency traits, yet crossbreeding programs can take advantage of breed similarities and differences, making them an ideal way to positively, and relatively quickly,



SANTA GERTRUDIS USA

CONTINUED ON PAGE 18 »

GRAY OAKS FARM

Ruby



GROWTH INDEX: \$30.76
CARCASS RANK: 10

Red Doc Ruby 4105 is the top donor at Gray Oaks Farm. She is Top 1% WW, YW, HCW, REA, SC. Top 2% BFAT, HPREG. Top 5% MILK. The bull calf pictured with Ruby is Never Surrender 6013, the high-selling bull in the 2017 Red Hot Bull Sale and purchased by Cherokee Ranch. Ruby has been mated to Never Before 1136, Pistol 28/0, Masterpiece 101, Trump 5127 and Yuma 114. We can't wait to get these calves on the ground!



DeAnna & Charles Parker, Parker Farms, Cave City, Ky., and Del & Ginny Thomas, Shampain Ranch, Pleasant Hill, Ill. for purchasing our high-selling bred heifers.

OUR OTHER CRIMSON CLASSIC BUYERS

Special thanks to new breeders, Timothy & Kim Graham, Coffeeville, Ala.

Thank You!

CRIMSON CLASSIC SALE BUYERS



Ryan, Haleigh and Branch Cowart, Cotton Branch Plantation, Smithdale, Miss.



Kenneth & Dawn Caldbeck, Red Dawn Farms, Gallant, Ala.



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Tinney Farms, Hanceville, Ala.

"RIGHT" COW SIZE CONTINUED FROM PAGE 16

produce genetic change for efficiency. The cattle on Hoodoo Ranch shifted from purebred Charolais to a Charolais/Red Angus cross, breeding for maternal traits as a function of trying to find a breed that worked best in their environment.

"Our management decisions were to buy smaller-framed Red Angus bulls to put on the Charolais, so our cow size has decreased a little since producing purebred Charolais," Radakovich says. "What's amazing to me is the range in size our cows can be and still produce efficiently. We had a drought on our ranch in Montana last summer and those four-year-old cows were weighing 900 pounds in the fall and our five-year-old opens on the Hoodoo in Wyoming weighed more than 1,400 pounds. In just that one year, we had that much variation in cow weight."

The management style was the same in both locations, so their size difference was principally due to environment and the drought conditions those cows faced, along with where they were in their production cycle. However, the cows that faced drought still bred back well.

"In Cody, Wyoming, the environment is variable, going from 4,500 feet to almost 10,000 feet in elevation with different moisture patterns, so not many acres are the same. In contrast, the ranch in Montana is grazing pasture lands and rolling hills on the plains with different weather patterns and different quality of grasses," Radakovich reveals. "So that takes little tweaks in management to make sure we can maintain the health and size of our cattle in all environments."

For Alex Johns, environment is a large factor in the type and size of cattle they run in Florida. Johns, the natural resource director for the Seminole Tribe of Florida Inc., has been ranching in Florida his entire life. While also managing a ranch for the Seminole tribe, he also runs his family's First American Ranch. The ranch has a fitting name as it is Native American owned and part of the oldest cooperative in the United States.

"We like a smaller cow as we find they are more efficient at utilizing our poor-quality forage," Johns says. "She must have a lot of rumen capacity because she will need to eat a large amount of our forages to get her daily nutritional needs."

While Johns has been working to moderate the size of cattle they run,

market pressures are demanding larger carcasses.

"Bigger carcasses make more money on the slaughter end," Johns adds. "However, on the ranch side, the bigger cattle are less efficient, and fertility will suffer in our environment."

Each beef producer has production practices, genetics and environments that are unique to them. Producers must evaluate their individual system and determine what is most profitable, based on biological and economic determinants of herd size.

"There are going to be guardrails to whatever environment you are in and whatever market that you're selling into," Livsey adds. "As long as your cow type is within given environmental and economic guardrails, size difference has little impact on profitability."

Output considerations and economics

Lalman's research goes further to conclude that climate and management practices likely have substantial impact on the relationship of mature cow weight to calf weaning weight in commercial beef cow-calf operations.

In a data set from three different operations in Oklahoma, Lalman, DeVuyst and Wiseman quantified the relationship

CRIMSON CLASSIC & BREEDERS OF THE CAROLINAS SALES

We Sincerely Thank Our Buyers

CRIMSON CLASSIC SALE

Thank you Grandview Farms, Hamilton, Ala. and Harris Farms, Cleburne, Texas, for purchasing our high-selling bred heifer

Thank you to Tinney Farms, Hanceville, Ala. for purchasing our other bred heifer.



We thank all these breeders for their trust in Creech Farms genetics!

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Thank you Townsend Cattle Co., Louise, Texas, Tinney Farms, Hanceville, Ala., Circle A Farm, Williamsport, Tenn., Cotton Branch Plantation, Smithdale, Miss. and C Bar C Ranch, DeSoto, Mo.



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Today, compared to 30 years ago, the industry has many more tools available to manage and manipulate mature cow size in a beef herd. Consequently, a cattle breeder can target a mature cow size goal and gradually work toward that goal through sire selection decisions and culling.

of mature cow weights to calf weaning weights in commercial cow-calf operations. They discovered that for each 100 pounds of additional cow weight, calf weaning weight increased by an average of 6.7 pounds. Arkansas data published in 2006 indicated that this relationship was 15 pounds of added weaning weight for each 100 pounds of additional cow weight.

“Climate may be important in this relationship,” Lalman said. “Without solid evidence, in challenging environments larger cows will wean calves weighing about six pounds more per each 100 pounds of additional cow. In less restrictive environments, larger cows would be expected to wean calves weighing 15 or more pounds per each 100 pounds of additional cow weight.”

“Less restrictive” can be interpreted as higher quality, more abundant forage, lower stocking rate (allowing the cattle to select a better quality diet),

more harvested forage feeding, more supplementation, more winter annual grazing, less heat or cold stress, less parasite exposure and so on.

Lalman added that, based on the evidence available, it appears that each additional 100 pounds of cow weight generates about \$6-\$30 of added calf income, depending on the calf market. However, in a 2011 study, the addition of each 100 pounds of cow weight cost an additional \$42 due to increased feed costs and grazing land required.

“Larger mature cow size generates more cull cow income,” Lalman said. “One factor often overlooked when crediting larger cows with increased cull income is that additional cow weight is not free to begin with.”

He further explained that for example, comparing 1,000-pound cows to 1,400-pound cows and a \$70 per hundredweight cull cow price, 1,400-pound cows generate an additional \$280 at



culling time. However, the additional 400 pounds of growth required additional nutrients through the development stages and about six to seven years of age when they finally reach their mature weight. While forage is generally the cheapest feed resource on a ranch, the conversion of forage (even

CONTINUED ON PAGE 23 »

THANK YOU BUYERS!



RED DOC HOT BULL SALE

Carlos Aguirre | Rancho el 88 | Lot 16 Bull



ROCKY MOUNTAIN SPRING RUNOFF SALE

Dr. Roland, Elia Sanchez & Family
Red Doc Farms | Lot 83 6D14

David Harris | Harris Farms | Lot 95A 7H1
Kathryn Hefte | Hefte Ranch | Lot 95B 7L7



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BIF Celebrates 50 Years

By Lisa Bard, Editor

The Beef Improvement Federation (BIF) is celebrating 50 years in 2018. Themed with “Elevating the Industry,” the Annual Meeting and Research Symposium is poised not only to celebrate the last 50 years but launch into the next 50.

BIF was officially founded in 1968, but the formation began the previous January during a meeting at National Western Stock Show. At that time, a group of producers and researchers – spearheaded by Colorado cattle producer, lawyer and performance evaluation advocate Ferry Carpenter and Frank Baker, the federal Extension livestock specialist in 1967 – met with the goal to move the cattle industry from its historical basis of visual appraisal to one of evaluation based on performance. Thus began a very powerful and intentional “performance movement” in the cattle industry that continues and thrives today. Fifty years later, the 2018 BIF Annual Meeting and Symposium will return to Colorado, June 20-23 at the Embassy Suites Convention Center in Loveland.

Each year, the symposium focuses on research, innovation and education for producers and scientists alike on current issues facing the beef cattle industry “to connect science and industry to improve beef cattle genetics.” BIF’s three-leaf-clover logo symbolizes the link between industry, Extension and research.

The beginnings

In the late ‘60s and ‘70s when BIF was formed, the cattle industry was experiencing a great deal of change with the influx of Continental breeds and the implementation of artificial insemination and crossbreeding. Many states had Beef Cattle Improvement Associations (BCIA) but no standard procedures or measurements. At the same time, land-grant universities were conducting more research on genetics and how genetic evaluation could improve cattle herds. The germplasm research being conducted at the U.S. Meat Animal Research Center would provide incentive and data to create and formulate genetic evaluation, and



other data collected by producers and breed associations would add to that.

Creating and utilizing new evaluation methods based on performance versus visual appraisal was not an easy road. The first step was to standardize performance testing, including the terminology, the actual methods of measurement and the education as to what the information meant. Over the years, there were a few growing pains and disagreements, but the common goal prevailed.

Steve Radakovich of Radakovich Cattle Company, Earlham, Iowa was president of BIF in 1983-1984, when BIF was still young and evolving.

“Back then we were a bit of a divided camp. We had one group who were the ‘weigh and pray’ folks,” Radakovich says. “They would stand by the scales and pray that the animal weighed more than he did the time before. Then there was the systems group, which I was a part of, who asked questions such as ‘Is bigger really better?’”

“The weigh and pray guys thought that the systems guys were nuts and these two approaches led to some pretty good arguments.”

“This is the meeting where practice and theory meet and the learning is going both ways. If you want to stretch your imagination but do so at a level that can be put into practice, this is the place to do that.”

– Lee Leachman

At that time, some were leaning heavily toward advancing methodology and figuring out how to standardize data collection and utilization, which then led to discussion about the direction of the seedstock industry. During this critical time in the industry, BIF facilitated this direction through the exchange of ideas.

Mark Enns, Ph.D., professor of animal breeding and genetics at Colorado State University (CSU) and organizer of the 2018 BIF Symposium, also got his first exposure to BIF as a graduate student in the ‘80s. “BIF helped create the unified vision for genetic improvement throughout the beef industry and established common ground for all the breed associations and all the cooperative breed improvement groups to work under,” Enns says. “We cannot discount the brilliant minds who came up with the idea for BIF and recognized the need for it.”

Throughout the years, BIF has made significant contributions to the beef industry, particularly the seedstock sector. “BIF has allowed the smaller, family seedstock producer to compete on the same playing field with the larger seedstock producer,” Radakovich says. “BIF standardized evaluation so that the smaller operators could utilize the methodology, could pursue an objective selection process and could compete with larger operations. Without the standard methodology, they would not have access to those tools.”

Current BIF President Donnell Brown, R.A. Brown Ranch, Throckmorton, Texas, remembers his first BIF meeting.

“BIF was the first cattle meeting I went to after I graduated from college,” Brown says. “I was able to talk with the scientists whose research I had studied and talk to the breeders whose catalogs I had been pouring through. They were the leaders in the beef industry. It was inspirational.”

"There was no policy and no politics. It was just a meeting about the facts and how we would use the resources we had to more efficiently and effectively raise better beef. BIF is still about that."

Today's challenges and beyond

Fifty years later, genetic evaluation has progressed to genomically-enhanced EPDs, across-breed evaluations, evaluation indexes and EDPs on a huge array of traits. Today's cattle industry is also faced with a great many issues including animal welfare, the environment, diet and health, and food safety, all of which can be affected by genetics in some part.

According to Enns, BIF will help guide the industry in how we use, validate and verify the rapidly evolving genomic pipeline and put these new traits to use. Regional evaluation will be a big thing in the future, including the development of regional EPDs and development of specialized adaptability traits. Scientific attention to these traits has been coming for the past 5-10 years and is now becoming more important for regions of the world where climate, adaptability, disease tolerance and feed efficiency are big issues.

"Genetic evaluation may help us balance the competing needs of global beef production with sustainability and conservation," Enns says. "The United States is a first-world country and our needs are different than those in third-world countries who are simply concerned with finding a protein product to eat. Understanding these competing visions and how genetic tools can be used to address these visions is important."

Radakovich agrees. "The population increase of today and tomorrow poses a great threat to resources and as beef producers, we have to figure out how we can remain sustainable under this pressure that gets worse and worse all the time. We must be adaptable with fewer and fewer resources. Our big advantage is that cattle are ruminants and can consume feedstuffs that can't be consumed and converted by other protein sources."

Genomics can be comparable to the computer age with gene mapping and epigenetics as the next cutting-edge technologies. Genomics and genetic advancements will also allow commercial producers to concentrate on other issues.

"If a commercial operation is doing well genetically, then they can move on to address some of the larger, industry concerns such as environmental issues, food safety and animal welfare. A good manager can only handle a few topics at a time and if their genetics are solid, then they can worry about the other concerns," Radakovich says.

Matt Spangler, Ph.D., associate professor of animal science at the University of Nebraska-Lincoln believes that "genetic evaluation will change such that 'seedstock' will drift further and further away from 'purebred. The data used to inform genetic merit will be weighted more heavily towards commercial level data. The entities participating in data generation for genetic evaluation and seedstock production will change such that there is more alignment between the end-product and germplasm at the nucleus level. The general nature of breed associations, and their role, will change. I'm not sure if these changes occur in 10 or 50 years, but they will occur."

CONTINUED ON PAGE 27 ►

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"RIGHT" COW SIZE

CONTINUED FROM PAGE 19

high-quality forage) to cow weight gain is low. Consequently, the increased cull cow income will be substantially offset by the economic cost (although nearly impossible to measure) of developing or growing the added cow weight.

What will the future bring?

In digesting all of the data and research about cow size, efficiency as a whole is complicated. Reproduction along with management, biological and economic factors will continue to be studied and applied from both the research and production side of beef cattle.

Sorting out the value of benefits in one stage of production and weighing those against the potential drawbacks in another state is a real challenge, Lalman said. Nevertheless, it is apparent that mature cow size is one trait that should not be ignored in the production process.

"I believe cattle will continue to trend larger from a seed-stock perspective," Johns says. "Ranchers will need to apply constant pressure to moderate cow size."

Radakovich believes that cow size will not change radically in the future, but the quality of the animal will increase.

"In the future, the quality of animal that we have will probably increase, which might be longevity or meat quality or efficiency, but it's going to be very selective with enhanced breeding technologies," Radakovich says. "Whether that's using CRISPR [clustered regularly interspaced short palindromic repeats] technology to eliminate some problems we might have in the nation's cowherd or something similar. It's going to be much more selective on an individual animal basis in the future, regardless of breed." 🐄

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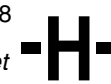

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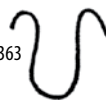
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BIF CELEBRATES 50 YEARS CONTINUED FROM PAGE 21

Elevating the industry

The 2018, 50th Anniversary BIF Symposium promises to address all this and more.

"BIF is the one meeting where you get the interaction of the genetic improvement leaders in both industry and academia," Enns says. "If what we are developing in science is not able to be translated to the industry, then we are wasting our time. There has always been this free-flow conversation of constructive criticism for the betterment of genetic improvement. This meeting is where the appropriate application of science is developed by discussions of the people using the science and the people developing it."

Lee Leachman, Leachman Cattle of Colorado, Wellington, Colo. and BIF vice president, agrees. "This is the meeting where practice and theory meet and the learning is going both ways. If you want to stretch your imagination but do so at a level that can be put into practice, this is the place to do that," Leachman says.

For 2018, the first day is dedicated to what the future of beef production looks like in North America. The speakers, breakout session and wrap-up will evaluate the future from a variety of viewpoints, including beef quality, sustainability, efficiency and traits not yet considered.

The second day is about data – how to collect it, who will own it and how it's used. How can we better leverage all the data in an internet-permeated society? This year's program is also about helping the industry look at the possible/probable issues that will need to be addressed over the next 50 years.

The meeting also includes a Young Producer's Symposium, an evening at the CSU Stadium Club, a Friday dinner out sponsored by Leachman Cattle of



Photo courtesy Donnie Spriggs, Texarkana, Texas

Colorado and Zinpro, and area tours on Saturday.

The 2018 BIF Research Symposium and Convention is hosted by the CSU Department of Animal Sciences, the Colorado Cattlemen's Association and the Colorado Livestock Association. For more information, a full schedule and registration information, visit beefimprovement.org. 📧

DOUBLE G FARMS PROUDLY INTRODUCES

Our Newest Herd Sire

Marty 6/165

TOP 1% REA & SC	TOP 3% YW & TEND.	TOP 4% MARB.	Top 10% WW
--------------------	----------------------	-----------------	---------------

Thank you to Larry Sidebottom, Lazy LJV Cattle Co., for giving us the opportunity to purchase such an outstanding bull.

Things are fixin' to get real good!

We also thank Kade Thigpen, Hondo, Texas, for his purchase of 8 good, functional Double G females. We look forward to seeing them work in your breeding program.

Double G Farms

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lrgarza1@aol.com

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HERD NO.: 2405



Reg. No.: 20166145 • Birth: 10/1/16
Sire: SR 710 • Dam: SR 57/0

BW: -0.55 • WW: 8.48 • YW: 20.31
HCW: 13.95 • MARB.: 0.04 • REA: 0.36
RGVBIA Index: 103.05 • ADG: 4.35

2018 FALL SHOW SCHEDULE

Show	Location	Arrival Date	Show Date	Judge	Contact	Entry Deadline
Ohio State Fair	Columbus, Ohio	7/30/18	7/31/18	Todd Herman	ohiostatefair.com	6/20/18
Ozark Empire Fair	Springfield, Mo.	8/1/18	8/4/18	Wes Hudson	ozarkempirefair.com	6/15/18
Indiana State Fair	Indianapolis, Ind.	8/6/18	8/7/18	Ryan Rash	indianastatefair.com	7/1/18
Missouri State Fair	Sedalia, Mo.	8/16/18	8/19/18	Jim Butler	mostatefair.com	7/2/18
Kentucky State Fair	Louisville, Ky.	8/24/18	8/26/18	Scott Burks	kystatefair.org	7/10/18
Southeastern Empire Fair	Lawrenceville, Ga.	9/12/18	9/13/18	TBD	gwinnettcountyfair.com	9/1/18
Four States Fair	Texarkana, Ark.	9/16/18	9/18/18	Ryan Cummins	fourstatesfair.com	8/31/18
Oklahoma State Fair	Oklahoma City, Okla.	9/22/18	9/23/18	TBD	okstatefair.com	9/15/18
Tulsa State Fair	Tulsa, Okla.	9/27/18	9/30/18	Shane Werk	tulsastatefair.com	9/1/18
State Fair of Texas	Dallas, Texas	10/11/18	10/12/18	Kolten Thigpen	bigtex.com	9/1/18
Arkansas State Fair	Little Rock, Ark.	10/14/18	10/17/18	Ryan Rathmin	arkansasstatefair.com	9/1/18
Louisiana State Fair	Shreveport, La.	11/3/18	11/4/18	Jacob Tipp	statefairloisiana.com	9/6/18
North American Livestock Expo	Louisville, Ky.	11/13/18	11/15/18	Jason Duggin	livestockexpo.org	10/1/18

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2018 Fall Show Schedule

All SGBI Point Shows

Ohio State Fair
Indiana State Fair
Missouri State Fair
Kentucky State Fair
Four States Fair
Tulsa State Fair
Arkansas State Fair
State Fair of Texas
North American Expo



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Maintaining *Balance*

SR Arkoma 30/0

DOB: 4.08.10
SIRE: Mr Winrock N127
DAM: Perner D 931



BW: -1.94 **TOP 3%** | WW: 3.18 **TOP 25%**
YW: 12.41 **TOP 10%** | HCW: 6.35 **TOP 15%**
MARB: 0.06 **TOP 2%** | REA: 0.26 **TOP 1%**
SC: 1.29 **TOP 1%**

- 349-day average calving interval on 7 calves
- Dam of SR Genesis 75/3



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Urbanosky's Cinderella 9-42

Reg. #1281639 · DOB: July 2009



Cinderella Accolades:

- Res. Grand Champion Female, 2011 Fort Worth Livestock Show
- Grand Champion Female, 2011 San Antonio Livestock Show
- Grand Champion Female, 2011 Houston Livestock Show
- National Champion Female, 2012 Junior Nationals



Rockin 3T's Syrus 2/5

Cinderella is the paternal granddam to our 2017-2018 Reserve National Champion Bull.

SEMEN AVAILABLE!



Rockin 3T's Lola 2/6

She's also the paternal granddam to our 2017 Fort Worth Livestock Show's Grand Champion STAR 5 Female and 2018 National Champion STAR 5 Female.

**Thank You to our buyers at the 2018 Banners & Buckles Sale
and the 2018 International Super Sale!**

Darrell Pitchford • Steven DiGesualdo • The Mackey Family



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