



SANTA GERTRUDIS

USA

MAY 2018 | VOLUME 21, NUMBER 5



2018 ANNUAL MEETING

Santa Gertrudis



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SANTA GERTRUDIS USA

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SANTA GERTRUDIS BREEDERS INTERNATIONAL

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

EXECUTIVE DIRECTOR

John E. Ford
 Email: jford@santagertrudis.com

REGISTRATION & MEMBER SERVICES SPECIALIST

Diana L. Ruiz
 Email: diana@santagertrudis.com

MEMBER SERVICES

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

MEMBER SERVICES REPRESENTATIVE

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

MAGAZINE STAFF

PUBLISHER

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

MANAGING EDITOR

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

EDITOR

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

AD SALES | CATALOGS

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

CREATIVE DIRECTOR

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

MATERIALS COORDINATOR

Megan Sajbel

AD DESIGN

Holly Holland

ADMINISTRATION

Leslie McKibben

COPY EDITOR

Larisa Willrett



ON THE COVER

A family of Santa Gertrudis enjoy early spring grazing at Williams Farm, Kentwood, La.

Photo by Bill Lundberg.

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Ramblings from the Open Range

EXECUTIVE DIRECTOR'S REPORT

By John Ford

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

Today's beef industry is equipped with the knowledge and selection tools to make genetic progress faster than any other time in history. Technology has changed the game. Sound breeding decisions can be made that enable seedstock operations to produce and offer their customers bulls and replacement females capable of hitting production targets, minimizing risk and maximizing profit opportunities. SGBI's selection and decision-making tools are some of the most comprehensive among the *Bos indicus*-influenced breeds and have been key to the success of the association's efforts to expand the breed's beef industry footprint.

Regardless of breed, I realize not all seedstock producers fully utilize the tools their association offers when making selection and breeding decisions, relying instead on "gut instincts." I will not argue or disagree there is some worth in making decisions on perceptive "feelings" about an animal's value. I suspect these instincts are an individual's internal database of experiences linked to an animal's past performance or an extensive knowledge of the animal's pedigree. However, in today's quickly changing world, knowledge is power so utilizing the information available through SGBI's genetic evaluation enables Santa Gertrudis breeders to speed genetic improvement in their herds and in the breed.

For any breed to remain viable and competitive in the seedstock sector, we must recognize that it is essential to constantly evaluate and develop the tools necessary that will ensure we are producing profitable genetics for our cattle-buying commercial customers. It is equally important that SGBI members utilize the tools in the association's toolbox when making selection and breeding decisions. As seedstock producers we must continue to focus on traits that are important for long-term breed success and always offer cattle that are

profitable for all industry segments.

By the time this "Ramblings" appears, two new expected progeny differences (EPDs) – heifer pregnancy and breed back – will be in place for member use, and one new selection tool will be available for commercial cattlemen who are utilizing Santa Gertrudis genetics in their breeding programs.

Fertility has a significant impact on an operation's bottom line. When we think of things that impact fertility, we don't usually think about genetics – nutrition is the first thing that comes to mind, followed by diseases. However, genetics have a large effect on fertility. Consequently, SGBI's two new EPDs will identify the genetic lines that are the most reproductively efficient in the breed's database. The heifer pregnancy EPD will predict the probability that a bull's daughters will become pregnant as first-calf heifers during a normal breeding season. The release of this exciting new tool sends a message to

industry members that SGBI is serious about profitable production.

Getting females bred for the second calf is often a greater challenge than getting them settled for their first calf. SGBI's breed-back EPD predicts the probability that a bull's daughters will become pregnant and calve at three years of age, assuming they calved as two-year-olds. Again, we are sending a message – our breed has an eye on economically relevant traits. Work is currently ongoing with the association's partners at Livestock Genetic Services to provide platform space for members to submit pregnancy and breed-back records, which will enable SGBI to grow its fertility dataset.

As announced during the Annual Meeting, SGBI has collaborated with Neogen/GeneSeek on the development and release of Igenity Santa Gertrudis, a replacement heifer selection tool for cattlemen utilizing STAR 5 females in their operations. The Igenity Santa Gertrudis DNA profile will help commercial producers who are utilizing Santa Gertrudis genetics to select replacement heifers that will be good mother cows, produce calves that perform well in their environment and have enhanced carcass quality traits. The Igenity test will be made available and sold through SGBI.

My "gut instinct" tells me these latest additions to the association's toolbox will strengthen our membership's ability to make sound selection and breeding decisions, and further expand the breed's industry footprint. 🐄

SGBI

Need to Know

Commercial demand for Santa Gertrudis-influenced cattle continues to grow nationwide. In early March at the Tadlock Livestock Spring Stocker Cow Sale, Forest, Miss., 54 open and short-bred STAR 5 females averaged \$1,263. Regardless of class, open or bred, Santa Gertrudis genetics were worth \$125-\$200 more per head than like cattle of other breeds.

In late March, Santa Gertrudis-influenced cattle took home top honors in the Commercial Female division at the Robertson County Fair in Texas. Breeley Lively displayed the Champion Pen of Two Commercial Heifers and Jennifer Mask exhibited the Reserve Champion Pen of Commercial Heifers. A total of 65 pens of commercial females competed for top honors in the Commercial Female division. 🐄



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PRESIDENT'S LETTER

By Jerome Urbanosky

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



The Red Revolution has begun. Are you ready or will you watch it go past you? Most of the world's cattle are in tropic or sub-tropic regions. Black-hided cattle suffer during hot weather so commonsense cattlemen have made a move to "red." Santa Gertrudis were developed to thrive in warm and hot environments, and cattlemen worldwide are seeking a total outcross to the nation's mainly Angus-based cow herd.

The main purpose of every purebred beef breed is to provide the commercial cattle industry with a high-quality genetic source. This is something you must understand and is essential for all purebred breeders to consider when developing a marketing plan.

Your Santa Gertrudis herd is either moving forward or falling back. If you think you are keeping everything as it is, you are falling back and don't even realize it. In the 49 years I have been involved with Santa Gertrudis, one thing remains constant – everyone wants the good ones, and they sell for the most money.

I encourage you to continually push your operation to produce better cattle. This doesn't happen by luck or accident. It requires you to have a breeding plan. A plan that moves you in the direction of producing cattle that will optimize your ranch's profitability.

There is an ever-increasing demand for Santa Gertrudis bulls, and we need to have them available. I have had Santa Gertrudis breeders tell me they can only sell commercial bulls. That is great. Commercial cattlemen know what high-quality bulls cost and they will pay the price. We need to market performance-

CONTINUED ON PAGE 10 ►

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AT-LARGE DIRECTORS

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(505) 463-1993 | alicia@justiceins.com
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SANTA GERTRUDIS *Juniors*

By Heather Stenson, At-Large Director



I am Heather Stenson. I am a senior at Katy High School in Katy, Texas, and I am currently serving as an at-large director for the National Junior Santa Gertrudis Association. I am honored that I was elected at the 2017 National Junior Santa Gertrudis Show (NJS GS). I have had so much fun and feel so fortunate to be a part of this amazing leadership team representing all of the juniors in every state. I have

loved getting to meet new members in person and getting together with old friends at shows and sales.

It was great seeing some of the new genetics exhibited by Santa Gertrudis juniors and breeders at the major Texas open and junior shows. Congratulations to everyone who exhibited these beautiful red cattle. No exhibitor should be ashamed of what they brought to the various shows. The competition was deep and all the cattle looked amazing. We had fantastic breed representation at all of the Texas majors this season, and we all should be very proud of our breed association and our gorgeous red cattle.

Many of our affiliate shows are coming up and we are getting closer to junior nationals. It's crunch time for last minute practice before the NJS GS in Texarkana, Ark., in June. The registration deadline is approaching and we need those last-minute cattle registered for the show.

Also, don't forget the various contests they have for juniors to participate in. They are great learning opportunities and an awesome way to meet new friends. I look forward to seeing everyone in Texarkana at the 2018 NJS GS for "Gert Times across State Lines!" 🐄

SANTA GERTRUDIS *Calendar*

MAY

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

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 Haltered Heifer Show and Sale, Richmond, Ind.

15 Cattlemen's Opportunity Sale, Hallettsville, Texas

OCTOBER

6 Alabama Connection Sale, Tinney Farms, Hanceville, Ala.

16-18 2018 Sunbelt Farm Expo, Moultrie, Ga.

REGISTRATIONS, STAR 5 RECORDINGS AND TRANSFERS BY DISTRICT

APRIL 2018

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1	9	6	44	2
2	209	28	8	157
3	33	3	0	4
4	14	0	0	27
5	32	3	15	15
6	24	0	0	5

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1	33	5	0	16
2	3	0	0	0
3	0	0	0	11
4	1	0	0	0
5	1	0	0	1

FOR SGBI REGISTRATIONS CONTACT: Diana Ruiz

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

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SANTA GERTRUDIS *Production* **STUDY THOSE COW PIES!**

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



I was artificially inseminating (AI) a fancy set of Santa Gertrudis-influenced heifers today for a local producer and standing behind that end of the females reminded me of how important it can be for us to study what is coming out. After finishing this breeding session, I looked more like a leprechaun than an AI technician because these heifers were grazing foot-high coastal Bermuda grass. Spring has definitely arrived.

The tender, green coastal grass that these heifers were grazing was highly digestible and full of protein and moisture, and thus passed quickly through the rumen and intestines before becoming fully dehydrated. The color of this runny stuff was bright green, just like the grass that generated it. However, runny manure can mean cattle aren't digesting and metabolizing all potential nutrients in the forage. High protein diets with low fiber content produce runny stools. In a perfect world, it would make some sense to increase the dietary fiber in these heifers' diets to slow digestion and make sure we are not losing protein out the other end. However, getting these heifers to consume free-choice hay would probably be a waste of time and money.

Rest assured that these runny cow pies will not last long as the grass will mature and fiber content will increase. Even though these heifers were pretty loose at present, cow pies still formed, and they were about two inches tall around the perimeter and depressed in the center. It was easy to tell that these heifers were healthy and all nutritional requirements were being met (>15 percent crude protein and >55 percent total daily nutrition) as evident from the body condition scores.

I know we have all seen cow pies at the other end of the spectrum. These patties are commonly seen during the winter months and/or at operations that rely mostly on low-quality hay rather than stockpiling forage. These cow pies are brown in color, stack up to heights greater than five inches and are tallest at the center. These types of cow pies can be found all around empty hay rings and indicate the cows have not strayed too far from their feed source. Looking down on these cow patties, you can easily see many grooves or waves within the pile.

These types of patties indicate a very low protein diet – around 5 percent – and lots of fiber – at least 30 percent. Due to the low protein content, digestibility of all nutrients is compromised and the rate of passage of digested feed is dramatically slowed; hence the lack of moisture due to full dehydration within the digestive tract. If the cows that produced these

patties are lactating, or soon to be lactating, we can expect reduced milk production and body condition score, and a very long time to rebreed.

Cattle depositing these types of patties are in need of supplemental protein. As protein in the diet is increased, the shape and consistency of the cow patty will change. We will still be able to observe some waves but not throughout. In addition, these cow pies will be larger in circumference and begin to show depression or shallow middles.

So, what is a happy medium? Somewhere between the brown, hard cow patties that bounce when they hit the ground and the bright green slurry that I was covered with after AI'ing. Remember, as we go into summer the protein in our grasses will decline; both grass and cow patties will turn brown and cow pies will gain height and become "wavy." When this happens, it is a good time to be thinking about protein supplementation to get our cows back on the correct nutritional track. Around water tanks and loafing areas are a good place to evaluate multiple cow patties at once.

It may take a little practice, but in no time at all you can become a "cow pie expert" and get a good estimate of your herd's nutritional status. Body condition scores, cow pie evaluation and forage testing are the best tools we have to monitor the nutritional status of our cattle and range quality. Hope we all get some more rain! ☔

PRESIDENT'S LETTER **CONTINUED FROM PAGE 8**

tested bulls at competitive prices comparable to other breeds. Again, quality is the key issue. Find out where you can have your bull calves performance tested and do so. Of course, gain test the ones you feel are good enough to make a positive impact for a potential buyer.

Shifting gears, those of you who missed the SGBI Annual Meeting in Tulsa, Okla., wow. The River Spirit Hotel and Casino has a wow factor and everyone who attended had a great time. Will you join us next year for the opportunity to get more involved? If you're not already, please get involved in SGBI activities and with your local affiliate.

Regarding the Santa Gertrudis Foundation, whose main purpose is to fund research and experiments utilizing Santa Gertrudis genetics, I have appointed SGBI Past President Yancey Strait as director. Anytime you need to hear positive information about Santa Gertrudis cattle, just talk to Yancey for five minutes. He continues to inspire me.

I have also appointed Wayne Jernigan, Buena Vista, Ga., to the SGBI Hall of Fame Selection Committee.

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

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Perf.: BW 75 (93%) | Adj WW 649 (104%) | Adj YW 1139 (106%) | Act REA 13.54 | Act BF 0.35 | Act IMF 4.19

EPDs as of 3/18/2018

BW 2.53 | WW 30.13 (1%) | YW 47.62 (1%) | Milk 0.71 | TM 15.77
HCW 34.04 (1%) | BackFat 0.02 | Marb -0.01 | REA 0.35 (1%) | Tend -0.01 (15%) | SC 0.85 (1%) | SG 44.47 | Carcass 10



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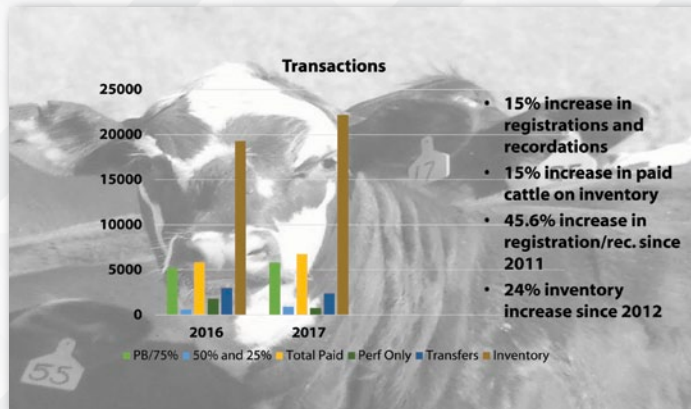
SGBI ANNUAL REPORT

Editor's note: At the recent SGBI Annual Meeting, Executive Director John Ford gave his annual report to the membership in attendance. Below are highlights from that report.

Dear SGBI Members,

The association's fiscal year closed March 31, 2018, and it was another memorable year for Santa Gertrudis Breeders International. The attention the breed continues to receive from industry members has resulted in a growing demand for the Santa Gertrudis genetic package. Fiscal year (FY) 2017 saw a tremendous increase in registrations and recordations, a growing cattle-on-inventory number, increased data collection and, most important, a strong demand, even as cattle prices softened nationally.

A total of 6,243 animals were placed in the herdbook during FY 2017 – a 15-percent increase over FY 2016 and a 45.6-percent increase in registrations and recordations since 2011. Purebred/75 percent registrations equaled 5,382 and 50 percent STAR 5 recordations totaled 861. The association also witnessed a 15-percent increase in paid cattle on inventory with numbers increasing from 19,296 head to 22,170 animals. Active and junior membership declined slightly, while commercial membership witnessed a small increase. Dues were paid on 1,044 memberships, all classes, in 2017 compared to 1,078 paid in 2016.



Looking to strengthen junior membership and involvement, the Youth Foundation Board of Directors approved funding for an in-depth study of the association's junior program. A major component of the project will be member retention with emphasis placed on transitioning junior members to active membership status. The 16-month project is a collaborative effort with Texas A&M University-Kingsville.

An aggressive marketing campaign remained the centerpiece in the association's attempts to expand the breed's industry presence and spread the message of profitability in the commercial cow-calf sector. Two promotional videos, focused on the breed's position as an industry leader in the adoption of cutting-edge technology, were produced and released during the year. Social media efforts were intensified, with Facebook contacts surpassing 344,000, while Twitter impressions topped 26,000. Print media remained a mainstay in the outreach efforts, and the breed's DATA DRIVEN and PROFIT PROVEN campaign appeared 52 times in 21 targeted industry publications with circulations totaling 200,000 readers.

The DATA DRIVEN and PROFIT PROVEN message focused on the association's recognition that the industry values the validation of animal performance. The campaign reflects the membership's commitment to submitting information, records and DNA samples in order to validate the breed's claims of profitable production. At the end of the FY, SGBI stored or had access to 8,651 genotypes and averaged more than 70 DNA sample submission per month. Membership also submitted 3,340 birth weight records, 4,237 weaning weight records, 1,569 yearling weight records, 391 scrotal circumference measurements and a phenomenal 1,484 ultrasound records. All the information and data sets were downloaded into the association's database.

Data Submissions 2017

- 3,340 Birth Weight records
- 4,237 Weaning Weight records
- 1,569 Yearling Weight records
- 391 Scrotal Circumference records
- 1,484 Ultrasound records
- 8,651 Genotypes utilized (Not including KR, association is averaging 72 submissions/month)

Under the leadership of the Performance Committee, two new expected progeny differences (EPDs) were developed and approved – Heifer Pregnancy and Breed Back. Heifer Pregnancy measures the probability that a heifer will get pregnant as a yearling. More than 1,282 pregnancy-check records were utilized in the development of this exciting fertility tool. The Breed Back EPD measures the probability a two-year-old will be pregnant given she was listed pregnant as a yearling. The 2,340 two-year-old, member-submitted, preg-check records served as the foundation for the development of this new EPD. These tools are scheduled for release in the early summer of 2018.

In addition to these fertility EPDs, a collaboration with Neogen/GeneSeek resulted in the development of a commercial replacement female genetic panel, Igenity Santa Gertrudis. The panel will also be released in early 2018. SGBI joins the American Angus Association and International Brangus Breeders as the third breed association to release a commercial-based genetic tool. Igenity Santa Gertrudis will assist commercial cattlemen utilizing STAR 5 genetics in their breeding programs with the identification of profitable and productive replacement females. The Igenity panel will be marketed through Santa Gertrudis Breeders International, opening a new revenue stream for the association.

The industry's largest heterosis study was initiated by and received funding from the Santa Gertrudis Foundation during FY 2017. The research project is being conducted by Matt Garcia, Ph.D., Utah State University (USU), Logan, Utah. The five-year, pasture-to-plate study compares crossbred

CONTINUED ON PAGE 21

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SANTA GERTRUDIS BREEDERS INTERNATIONAL 67TH ANNUAL MEETING

The 2018 SGBI Annual Meeting, hosted by the Arkoma Santa Gertrudis Association and held in Tulsa, Okla., was a grand event that celebrated all things Santa Gertrudis and capitalized on the breed's progress and recent advancements. Speakers touched on ways to add value to SGBI operations as well as new genetic tools the association is offering (see story on page 24). SGBI also recognized breeders for their successes and contributions to the Santa Gertrudis breed. 🐄



LEFT: Jill Ginn of Neogen explains the SGBI Igenity commercial panel at the Annual Meeting. **CENTER:** Justin McKee addresses the SGBI membership at the Annual Meeting luncheon. **RIGHT:** Mike Armitage, A Bar Ranch and Armitage Livestock in Oklahoma, addresses SGBI Annual Meeting attendees about adding value to a cattle operation under today's marketing climate.



Members of the Sellers family from Rancho La Escondida are on hand to receive the 2018 Hall of Fame award. Pictured, left to right, are Tamara Sellers, Carlos Jr., Carlos Sellers, Patrick Sellers, SGBI President Yancey Strait, Elizabeth Sellers, Tammy Sellers, Charlie Sellers, Joe Jones (award presenter), Adriana Siller and Sergio Siller.



SGBI members with the highest number of registrations and recordations in the past year are recognized at the annual meeting. Pictured, left to right, are John Ford, SGBI executive director, Joe Jones, LRB Ranches, District 2 purebred registrations; Alicia Sanchez, Red Doc Farms, District 1 purebred registrations and STAR 5 registrations; Arlin Taylor, Tinney Farms, District 4 purebred registrations; Tylor Braden, King Ranch, District 2 STAR 5 recordations; and Tony Creech, District 5 purebred registrations.



Kathryn Hefte of Hefte Ranch receives the 2017 President's Award from SGBI President Yancey Strait for her efforts, work and dedication to the Santa Gertrudis breed and SGBI.



SGBI Executive Director John Ford (right) presents Yancey Strait (left) with an embroidered Carhart jacket for his service as the 2017-18 SGBI president.



Sarita Hixon receives the 2018 SGBI Hall of Fame award on behalf of her father, Tobin Armstrong of Armstrong Ranch, from SGBI President Yancey Strait.

SEE MORE PHOTOS ON PAGE 16 »



**We want to extend a very sincere 'Thank You' to all
that helped to make this sale possible.**

★ *Especially to Briggs Ranches and Salacoa Valley Farms.* ★

Your hard work made this inaugural event a huge success!

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SGBI ANNUAL MEETING CONTINUED FROM PAGE 14



The SGBI Annual Meeting Live Auction raised funds which will be used to offset portions of the 2018 Annual Meeting expenses. A silent auction contributed to these funds as well.



The 2018 SGBI Board includes (front row, left to right) Debbie Townsend, Alicia Sanchez, Kathryn Hefte, Nancy Wunderlich, Deanna Parker, David Alderson, Betty McCormick, Jamie Daniel; (back row, left to right) SGBI Executive Director John Ford, Ryan Cowart, Raphael Miranda, Gene Kubecka, Bud Clark, Tony Creech, Arlin Taylor, Tylor Braden and Jerome Urbanosky.



The 2018 Annual Meeting wasn't all work. Members, including Cristi Harrington, Nancy Kubecka, Heather Strait, Jane Urbanosky and Darren Richmond enjoy a laugh at the Thursday evening reception.



Nancy Wunderlich, Debbie Townsend and Betty McCormick raise a glass to SGBI during the Thursday reception at the Summit Club hosted by Arrow W Ranch.



The first of two meetings of the SGBI Board at the Annual Meeting involved business discussions and action to a full house.



LEFT: SGBI President Yancey Strait (center) thanks Kathy and Rance Reynolds with a buckle and gratitude for their work in planning and executing the 2018 SGBI Annual Meeting.



RIGHT: Incoming SGBI President Jerome Urbanosky relaxes with his wife Jane, Larry Richardson and Cristi Harrington.

FINAL	SHOWN BY	POINTS	FINAL	SHOWN BY	POINTS
HEIFER CALF DIVISION			OVERALL HIGH POINT BULL		
Miss 777 Showgirl	777 Farms, Magnolia, Ark.	44	Rolling Oaks Grover	Missouri Meadows, Hughesville, Mo.	77
Briggs 337D	Casey Pitchford, Athens, Texas	27	RUNNER UP OVERALL HIGH POINT BULL		
Miss LCC 10/6	Cody Heath, Turners Station, Ky.	20	Rockin 3T Syrus	Rockin 3T Ranch, Ennis, Texas	76
YEARLING HEIFER DIVISION			BEST OF POLLED FEMALE		
C-P Miss Ranger	Stroman Cattle Co., Bryan, Texas	60	Miss Grandview 555	Quail Valley Farms, Oneonta, Ala.	7
FC Top Shelf CeCe	Top Shelf Cattle Co., La Russell, Mo.	33	**Four other females are tied at 2 points		
C-P Roberto 017/9D	Liberty Ranch & Outlaw Cattle Co., Edmond, Okla.	25	BEST OF POLLED BULL		
SENIOR FEMALE DIVISION			Rolling Oaks Grover	Missouri Meadows, Hughesville, Mo.	8
Miss Grandview 555	Quail Valley Farms, Oneonta, Ala.	69	777 Gambler	777 Farms, Magnolia, Ark.	5
Cammi 155	Casey Pitchford, Athens, Texas	36	STAR 5 FEMALE		
Miss 777 Rhianna	Myers Cattle & Land, Navasota, Texas	34	Heaths Miss J.L.	Holyann Roach, Keller, Texas	7
OVERALL HIGH POINT FEMALE			Rockin 3T's Lola 2/6	Kyndale Kozlovsky, Ennis, Texas	4
Miss Grandview 555	Quail Valley Farms, Oneonta, Ala.	69	GET OF SIRE		
RUNNER UP OVERALL FEMALE			777 Vegas	777 Farms, Magnolia, Ark.	14
C-P Miss Ranger	Stroman Cattle Co., Bryan, Texas	60	SJ High Roller	777 Farms, Magnolia, Ark.	6
BULL CALF DIVISION			PRODUCE OF DAM		
777 Gambler	777 Farms, Magnolia, Ark.	53	Gray Oaks 901	777 Farms, Magnolia, Ark.	13
SF Mojito	Top Shelf Cattle Co., La Russell, Mo.	21	Harris 017/9	Liberty Ranch & Outlaw Cattle Co., Edmond, Okla.	10
RS Buzz	Randall Strickmeyer, Verona, Ky.	21	SIRE OF THE YEAR		
YEARLING BULL DIVISION			777 Vegas	777 Farms, Magnolia, Ark.	149
Rolling Oaks Grover	Missouri Meadows, Hughesville, Mo.	77	DAM OF THE YEAR		
Rushmore 141	Tinney Farms, Hanceville, Ala.	45	Gray Oaks 901	777 Farms, Magnolia, Ark.	97
Harris All In	Quail Valley Farms, Oneonta, Ala.	30	EXHIBITOR OF THE YEAR		
SENIOR BULL DIVISION			Quail Valley Farms, Oneonta, Ala.		177
Rockin 3T Syrus	Rockin 3T Ranch, Ennis, Texas	76	BREEDER OF THE YEAR		
C-P Copperhead 915C4	Ace Cattle Co., Athens, Texas	55	777 Farms, Magnolia, Ark.		192
Clancy	Quail Valley Farms, Oneonta, Ala.	50			

High Point Heifer Calf**Miss 777 Showgirl****High Point Yearling Female****C-P Miss Ranger****High Point Overall Female
High Point Senior Female
Best of Polled Female****Miss Grandview 555**

CONTINUED ON PAGE 18 ►

**Runner Up Overall High
Point Bull
High Point Senior Bull**



Rockin' 3T Syrus

**High Point Overall Bull
Best of Polled Bull
High Point Yearling Bull**



Rolling Oaks Grover

High Point Bull Calf



777 Gambler

**High Point STAR 5
Female**



Heaths Miss J.L.



High Point Show Winners

2017 SGBI High Point Show winners were on hand to receive their buckles. Pictured, front row, left to right, are David Alderson, Hollyann Roach, and Jamie and Chad Daniel. Back row, left to right, are Ricky Cleveland, Darren Richmond, Aaron Schroeder, Bud Clark and Colby Threet.



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and straight-bred animal performance. At the height of the study, the university's 250 Angus-based cowherd will be bred to Santa Gertrudis bulls. In addition to supporting the USU project, the Foundation also provided support to Auburn University and Texas A&M University's Global Beef Initiative.

Following a number of years of financial challenges, the association is currently on sound financial footing. However, as a small business in an extremely competitive industry, the association must position itself to remain financially sound. SGBI's leadership continues to investigate avenues and opportunities to generate revenue and lower operating costs. SGBI's wholly owned subsidiary, Small Registry Systems (SRS), provides the association with an opportunity to spread operating costs. United Braford Breeders (UBB) joined the American Pinzgauer Association in fall 2017 as an SRS client. The UBB contract doubles SRS monthly revenues for SGBI. Discussions have also been initiated, and are ongoing, with the association's genetic lab provider, GeneSeek, examining possible genetic evaluation business opportunities for both entities in a domestic and international marketplace.

SGBI members realize there are challenges on the horizon but are confident that the breed's growing industry presence and the increasing demand for Santa Gertrudis genetics positions the organization for future success. 2017 was another great year for Santa Gertrudis Breeders International. Many thanks go out to SGBI members for their commitment to the breed and the association.

John Ford, Executive Director
Santa Gertrudis Breeders International



SANTA GERTRUDIS

Juniors

By Caydi Blaha, District 1 Director



Hello. My name is Caydi Blaha and I am from Louise, Texas. This is my first year serving on the National Junior Santa Gertrudis Association (NJSGA) Board of Directors. I have wanted to serve on the Board for as long as I can remember. I have shown Santa Gertrudis cattle since I was nine years old, and my family has been a part of the breed for many years. I am very grateful for the many friendships that I have made

and continue to make.

As many of you know, the 2018 National Junior Santa Gertrudis Show (NJSGS) is coming up very soon. It is always a fun time to reconnect with old friends and meet new ones. Just as the active membership has completed their annual meeting and election of a new Board, the NJSGS is much like that. I would like to take this opportunity to encourage any juniors who are interested in running for a Board position to do so. As a NJSGA Board member, you have the opportunity to work as a team and it is a very rewarding experience. Best of all, it allows you an opportunity to give back to this great organization. I look forward to seeing everyone at Junior Nationals! 🐾

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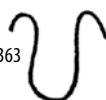
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SALES REPRESENTATIVE:
Darren Richmond
(423) 364-9281 • djrichmd@gmail.com

NATIONAL JUNIOR SANTA GERTRUDIS SHOW

June 23-30, 2018

Schedule of Events

Date/Time Event

Saturday, June 23

Noon Grounds open for arrival

Sunday, June 24

7:00 a.m. Grounds open for arrival
 8:00 a.m. Stalls available for setup/affiliate display
 9:00 a.m. NJSGA Board Meeting (Fairgrounds)
 9:45 a.m. Board of Director's Clinic (Fairgrounds)
 * ALL current Board members and candidates must attend.
 10:00 a.m. Turn in photos, videos, PowerPoints and scrapbooks
 11:30 a.m. Check-in and Better Beef Contest begins
 6:00 p.m. Welcome Dinner and Candidate Speeches (Fairgrounds)
 7:00 p.m. Survivor: Exhibitor Style – Outwit, Outlast, Outplay

Monday, June 25

9:00 a.m. Public Speaking (Holiday Inn Convention Center)
 11:00 a.m.-1:00 p.m. Queen/Princess Luncheon (Holiday Inn Convention Center)
 Noon-2:00 p.m. Voting begins (Fairgrounds)
 1:30 p.m. Livestock Judging and Cattleman's Contest
 6:30-7:30 p.m. Voting (Fairgrounds)
 7:00 p.m. Dance (Fairgrounds)

Tuesday, June 26

8:30 a.m. Sales Talk Contest
 9:00 a.m.-3:00 p.m. Herdsman Contest
 11:00 a.m.-12:30 p.m. Voting
 2:00 p.m. Brain Bowl Contest
 6:00 p.m. Scholarship and Director Interviews

Wednesday, June 27

8:00 a.m. Showmanship Meeting
 9:00 a.m. Showmanship Contest
 11:00 a.m.-1:00 p.m. Final Voting
 3:00 p.m. Herdsman Contest ends
 6:00 p.m. NJSGA General Membership Meeting and Junior Social

Thursday, June 28

8:30 a.m. Purebred Female Show
 Purebred Bull Show to follow
 4:00 p.m. NJSGA Board Meeting (all new and old Board members)
 (or 30 minutes after the show)

Friday, June 29

8:30 a.m. Special Classes Judging (Donated, Best of Polled, Bred & Owned, and STAR 5)
 3:00 p.m. Scholarship Recipient Meeting and Donated Heifer Meeting
 (or 30 minutes after the show)

Saturday, June 30

Noon All cattle must be off grounds

Gert Times

Across State Lines

Santa Gertrudis Foundation Supports Global Initiative

The Santa Gertrudis Foundation Board of Directors approved support for the Texas A&M University (TAMU) Department of Animal Science Global Beef Cattle Initiative, a research and education project designed to enhance beef cattle learning opportunities that target cattle adapted to subtropical and tropical climates.

With nearly 70 percent of the world's cattle population located in the subtropical and tropical regions of the world, collaborating with Texas A&M University on this effort supports the Santa Gertrudis Foundation's mission of research and education. SGBI President Jerome Urbanosky, Past President Yancey Strait and Executive Director John Ford presented Cliff Lamb, Ph.D., TAMU Animal Science Department head, with the support funds in late March. The presentation was made at the Kleberg Animal Science Building in front of the statue of Santa Gertrudis breed founder Bob Kleberg.

The Foundation support funds are earmarked for the International Beef Academy, the educational outreach arm of the Global Beef Cattle Initiative. The academy's goal is to advance the knowledge of beef producers in emerging technologies across the globe. Santa Gertrudis Foundation funds are supporting research and education projects at Auburn University, Utah State University and Texas A&M University. 🐄



SGBI AND GENESEEK OFFER MORE GENETIC TOOLS TO SANTA GERTRUDIS BREEDERS

By Lisa Bard, Editor

In a few short years, Santa Gertrudis Breeders International has made huge strides in offering genetic evaluation tools to its members. From being the first *Bos indicus* breed to offer genomic-enhanced expected progeny differences (EPDs) to becoming the first beef breed to use single-step methodology to incorporate DNA sequencing into their EPDs, SGBI has been on the forefront of genetic evaluation. Now, SGBI is once again offering a new tool to its members in the form of a commercial genetic panel through GeneSeek®, designed specifically for STAR 5 or commercial producers.

During the Annual Meeting, Jill Ginn, GeneSeek® territory representative for Neogen® Corporation reviewed all the genetic evaluation tools available to SGBI members. Neogen is the global leader in genetic testing for animal agriculture, processing more than 3 million DNA samples each year, and is the parent company of GeneSeek, based in Lincoln, Neb.

Ginn reviewed two of the product lines GeneSeek offers to SGBI members. The first is the GeneSeek Genomic Profiler™ (GGP) product line, specifically built for seedstock producers. The second is the Igenity Profile line, built for commercial producers. Each of these product lines offers valuable tools – based on DNA technology – and enables producers to predict their cattle's future performance and pick the best breeding stock based on better insight and targeted selection.

GeneSeek offers two specific GGP products to SGBI breeders. Both result in genomic-enhanced EPDs but serve different purposes for different animals and at different price points. The GGP-HD 150K test is for high-impact animals (i.e. AI sires and donor dams) and reveals the most valuable information on these animals. This tool is best used for key bloodlines to get the maximum data on these animals. The second is the GGP50K – the “workhorse” for selection, management and marketing of sale bulls and sale females. Both products give SGBI members access to cutting-edge cattle

DNA testing and accelerated breed improvement.

The second product line is the Igenity Commercial Profiles, which are genetic profiles for percentage females that help commercial, STAR 5 or breed-up producers make confident heifer selection, management and marketing decisions. Ginn explained that once a breed association develops a good foundation and genetic base using a high number of strong, high-density genotypes, GeneSeek can develop an Igenity genetic profile for that breed. Because a profile has been developed specifically for the Santa Gertrudis breed, it is called Igenity Santa Gertrudis.

In a nutshell, a DNA sample can be taken from a young animal that does not have any progeny and, via the Igenity Santa Gertrudis test, give the producer a profile that will tell them what kind of performance and progeny they can expect from that animal. This information enables producers to make selection decisions on young animals at weaning or when they are selecting replacement heifers, before the females have any offspring.

“Rather than just looking at a heifer's phenotype and pedigree, genetic testing of young animals allows producers to look under the hood and know what that animal's true genetic potential is before she has calves on the ground,” Ginn said. “A commercial genetic profile allows producers to select the desired heifers earlier in their life and make the desired contributions to their herd through their offspring.”

Like any genetic information, the traits that are reported are numerous and how they are used is dependent on each individual operation's goals and emphasis. Ten traits are reported on the Igenity Santa Gertrudis, including birth, weaning and yearling weights; milk; scrotal circumference; hot carcass weight; marbling; fat thickness; ribeye area and tenderness; and two indexes – growth and carcass.

Igenity Santa Gertrudis generates a report for the producer that includes the results on each animal profiled and assigns a score of 1 to 10 for each of



Jill Ginn, GeneSeek® territory representative

the reported traits on every animal. Keep in mind that these scores are created based on the individual animal's DNA via the sample provided by the producer and the vast amount of data on Santa Gertrudis animals in the GeneSeek database.

Another appealing point of Igenity Santa Gertrudis is that it still allows a producer to use multi-sire parentage, but with the reports, he/she knows which bull sired a calf or heifer and can then make selection, culling and/or breeding decisions on their sires as well as the females.

Signing up for the Igenity Santa Gertrudis profile is easy and can be done through SGBI. Basically, a producer will order the tests online, take a DNA sample, match the animal ID to the test barcode or sample ID and send the test back. Ginn said that “the best time to take sample is whenever it's easy for you. You can take a sample on day one of a calf's life or at branding or weaning or any time thereafter. However, it takes 21-28 days for us to turn around the report, so plan accordingly for your sorting, culling and breeding decision times.”

SGBI is excited to continue to offer members these cutting-edge and valuable genetic evaluation tools that enable members to produce even better Santa Gertrudis cattle. 🐄

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HOUSTON LIVESTOCK SHOW

March 3, 2018 | Houston, Texas | Judge: Duane Miller

SANTA GERTRUDIS SHOW *Results*



GRAND CHAMPION BULL

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



RESERVE GRAND CHAMPION BULL

Rushmore 141, shown by Tinney Farms
and Circle A Farm, Hanceville, Ala.

No Photo Available

BEST OF POLLED BULL

PC Hemingway, shown by
Casey Pitchford, Athens, Texas



GRAND CHAMPION FEMALE AND BEST OF POLLED FEMALE

SR 9/6 Abigail, shown by Avery Strait,
Prosper, Texas



RESERVE GRAND CHAMPION FEMALE

C-P Miss Ranger 413D, shown by
Stroman Cattle Co., Bryan, Texas

SANTA GERTRUDIS SALE

Reports

SUPER AMERICAN BULL SALE

MARCH 22, 2018 | VICTORIA, TEXAS

SALE AVERAGES

50 Santa Gertrudis Bulls \$3,840
14 Santa Gertrudis STAR 5 Bulls \$3,267

The Super American Bull Sale was held in Victoria, Texas, and was sponsored by Briggs Ranches, Harris Riverbend Farm and Salacoa Valley Farm. The sale was managed by American Marketing Services. The high-selling bull, a Pistol son, was consigned by Harris Riverbend Farm, Cleburne, Texas, and was sold to Quail Valley Farms, Oneonta, Ala., for \$20,500. The high-selling Lot 12, C-P Pistol 314D5(ET) was consigned by Harris Riverbend Farm, Cleburne, Texas, and was sold to Lackey Ranch, Yorktown, Texas, for \$7,000. 🐄

BLUEBONNET CLASSIC SALE

MARCH 24, 2018 | HALLETTSVILLE, TEXAS

SALE AVERAGES

30	Bred Heifers	\$2,311
41	Open Heifers	\$2,246
17	Pairs	\$3,038
2	Bulls	\$2,950

The high-selling lot, a bred heifer, was consigned by Strait Ranches, Carrizo Springs, Texas, and was sold to Wunderlich Farm, Brenham, Texas, for \$5,750. 🐄

PITCHFORD BABY DOLL BLOWOUT SALE

MARCH 31, 2018 | ATHENS, TEXAS

SALE AVERAGE

30	Open Heifers	\$4,355
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The Pitchford Baby Doll Blowout Sale was held in Athens, Texas, and was managed by Cattle in Motion. The high-selling lot was sold to Vesper Ranch, Cotulla, Texas, for \$15,000. 🐄

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