



SANTAGERTRUDIS

USA

JANUARY 2013 | VOLUME 16, NUMBER 1

HERD SIRE ISSUE

Santa Gertrudis



The Preferred American
Beef Breed

HATCHETMAN

Making his mark at Tinney Farms!



TF Hatchetman 921 R#1275672

2011 National Champion Bull. First calves look awesome, moderate in size, correct with balance and eye appeal! Hatchetman sired the high-selling female at the 2012 Alabama Connection Sale.

Tinney Farms

has produced
the last three

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RANGER



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and semen on all herd sires for sale.**

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April 27, 2013
Tinney Farms

CRIMSON
CLASSIC
Sale

Owner: Howard Tinney
256-352-5878

Manager: Arlin Taylor
256-507-3838

Tinney Farms

5251 Co. Rd. 601 · Hanceville, AL 35077

Email:
howard.tinney@bhamfast.com

Website:
tinneyfarms.com



**High Selling Lot Consigned by Circle A Farm
and purchased by Scott Sonntag**

MOUNTAIN LAUREL *Classic* SANTA GERTRUDIS SALE

We would like to thank all of our Consignors and Buyers for making the 2012 Mountain Laurel Sale a great success! Also, thank you to our Sale Committee and Management: Darren Richmond, Dan Davis, Wes McDaniel, Hoover Case and Kurt Sutherland.

J & J Farm, AL • Kersey Colley Farm, GA • Scott Sonntag, TX • Jacklett Farm, GA
Dallas Petty, AL • Brian Rogers, KY • Jerry Simpson, TN • Rusk Farm, GA
Three D Farm, MO • Tinney Farm, AL • Gray Oaks Farm, AL • Proctor Hensley, TN
Homestead Hollow Farm, GA • Carson Priddle, MO • Circle A Farm, TN
Country Club Farm, OH • Easlick Daniel, TN • Cedar Crest Farm, AL
The Georgia Gang, GA • Chris Bratton, TN • C Bar C Ranch, MO
Bud & Kelly Clark, MO • Dale Hollow SG, TN • Circle H Farm, GA • Haman Farm, GA
Jernigan Ranch, GA • Lone Oak Farm, GA • Lovett Farm, OH • Parker Farms, KY
Mosby Creek Ranch, OH • Bull Gap Farm, GA • Shaker Hill Farm, OH
Windcrest Farm, KY • MC Ranch, GA • Kenmar Farm, AL • Scott Jolly, TN



2012 Cornhole Champions, Wayne & Larry Moore!

SPECIAL THANK YOU TO OUR VOLUME BUYERS:

J & J Farm, Pell City, AL, and Kersey Colley Farm, Metter, GA

Cammi Selby & Lauren Miller
Scurry, Texas
Phone: (214) 793-0512 ~ (479) 409-2333
Email: sandymiller15@yahoo.com ~ laurenlaclie@hotmail.com

**Look for Half Sisters to these Winners
in the Premier Cowtown Elite Sale in Fort Worth, Texas!**



Selling **Miss Double TT 812**, half sister to the
2012 National Champion Female,
Miss Double TT 336 (pictured).



LCC 149/2 is half sister to LCC Sparkles (pictured),
the 2012 National Calf Champion Female
in Ft. Worth, Texas.

SANTA GERTRUDIS USA

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Santa Gertrudis USA (ISSN-10985026, USPS-013-876) is published monthly for \$30.00 US by *Santa Gertrudis USA* located at 480 Jason Rd., Ft. Collins, CO 80524. Periodicals postage paid at San Antonio, Texas and additional mailing offices. POSTMASTER: Send address changes to: *Santa Gertrudis USA*, 480 Jason Rd., Ft. Collins, CO 80524. Subscriptions: \$30 U.S. per year for all subscriptions to the U.S. and her possessions. First class subscriptions in the U.S. are available at \$50. Foreign surface mail subscriptions are \$30. Foreign airmail subscriptions are as follows: Mexico/Canada - \$60, Central America & South America - \$100, Europe and all others - \$110. We accept Mastercard, VISA and Discover. Materials in *Santa Gertrudis USA* may not be reproduced without the permission from the publisher.

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ON THE COVER

The herd bulls at Rocking A Ranch, Brenham, Texas, enjoy some winter sunshine. Photo by Cheryl Grainger.

Providing Polled Power Genetics to the Santa Gertrudis Breed

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WHAT A DIFFERENCE A YEAR MAKES!

AJH "Brazos Belle" 031/0 is a POLLED half sister to the 1994 National Champion Bull, +Brazos 013. Just try to find a more complete female in the breed TODAY!

Look for her, along with FC Pistol 28/0 and the newcomers to our show string, in Fort Worth, Jackson and Houston.

Brazos Belle



Watch for our consignments to the Houston Super Sale. All are POLLED show heifers from our string including a daughter of Co-Op 3/9 out of a Red Hot daughter. She has some of the highest EPDs in the breed.

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Home: (941) 735-9391





Ramblings from the Open Range

EXECUTIVE DIRECTOR'S REPORT

By John Ford

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

SGBI transactions have been flowing through the Kingsville office for three months. October, November and December are now under the association's belt. It has been a learning process, and there have been some bumps in the road, but Diana Ruiz and I are glad services have returned home, and control of information is once again in the hands of SGBI staff. We are appreciative of the patience members have shown as the new system is perfected, and providing efficient, friendly service to the SGBI family remains priority No. 1.

SGBI's service provider/program partner, Livestock Genetics Services (LGS), continues to fine tune the pedigree program. In addition, John Genho and LGS staff are working feverishly on the development of an easy-to-understand, functional selection index as well as the much anticipated genomic-enhanced expected progeny differences (EPDs). These exciting tools should be in place in short order, and I am confident that once the LGS system is fully implemented, SGBI's pedigree program and genetic evaluation will be the envy of the industry. In fact, other breeds are already taking notice, and preliminary discussions are being held regarding the marketing of SGBI/LGS services. Doing so would provide the association with an additional revenue source and allow operational cost to be spread over a great number of transactions. These early discussions indicate smaller breeds with limited registration activity are searching for industry partners to provide needed genetic information and pedigree services in an efficient, cost-effective manner.

As the beef industry – and particularly the seedstock industry – continue to evolve, new business models and plans must be implemented to ensure long term association viability. Obviously, there is a void in the information and pedigree marketplace serving smaller

registries. The possibility that SGBI can partner with LGS to fill that void is worth exploration. Following the 2012 annual meeting, the SGBI Board of Directors took a proactive move approving the formation of a Breed Opportunities Task Force to assist in the identification and review of these types of potential business prospects. In late 2012, President Charla Borchers-Leon named Jerry Goodin, Austin, Ind., as chairman of the Breed Opportunities Task Force. Appointed to serve with Goodin were Gene Kubecka, Bill Lundberg, Cheryl Grainger, Aaron Schroder and Jeff Jorgenson. In addition to SGBI President Borchers-Leon, Vice-Presidents Curtis Salter and Adolfo Sanchez will serve in an ex-officio capacity. As your Executive Director I will also play a role identifying and seeking business opportunities.

However, all SGBI members are encouraged to share their thoughts and ideas with Task Force members on steps that will "grow the company." Suggestions do not have to be strictly

cattle specific. Opportunities in the areas of administration, data-input, multi-breed gain test/feedout programs, joint facility use and rental are just few areas that offer revenue-generating possibilities and merit Task Force involvement. Factors that will be considered by the Task Force will include:

- The potential to generate revenue and/or expand revenue generating opportunities for SGBI.
 - The potential to limit or cut association expenses.
 - The expansion and/or enhancement of established markets for Santa Gertrudis genetics in a cost-effective manner.
 - The ability to open or provide access to new markets for Santa Gertrudis genetics in a cost-effective manner.
 - The potential to strengthen the breed's presence in the commercial sector.
 - The ability to strengthen genetic evaluation/performance data collection in a manner that will enhance the marketing of Santa Gertrudis genetics.
- The cattle industry is changing, and changing rapidly. The days of "business as usual" are gone. Collaboration and the leveraging of resources are critical for success in today's highly competitive beef industry. That being said, the return of services to the Kingsville, Texas, headquarters has placed SGBI in a position to take advantage of the opportunities that will occur in today's changing business environment. 🌵

SGBI ANSWERS YOUR *Questions*

By John Ford, Executive Director

Q. Is DNA testing available through the SGBI/LGS program?

A. DNA testing is now available through SGBI. Kits can be ordered online utilizing the LGS/SGBI database or by contacting the SGBI Office at (361) 592-9357. Regardless of the method chosen to order a DNA kit, a registration number for the animal to be tested will be required. After collecting a hair or blood sample, the card will be forwarded to:

Livestock Genetic Services, LLC

4432 Sperryville Pike • Woodville, VA 22749

The cost for DNA testing is \$65/kit, payable to SGBI at ordering. Yes, this is more expensive compared to past tests, but SGBI will be utilizing the latest in DNA technology known as Single Nucleotide Polymorphism. Simply put, SGBI is utilizing DNA technology that will allow a strengthening of the breed's genetic database and increase the accuracy of our animal's EPDs. 🌵

REGISTRATIONS, STAR 5 RECORDINGS & TRANSFERS BY DISTRICT

OCTOBER 2012

District	Purebred Reg.	Star 5 Reg.	Performance Only	Purebred & Star 5 Trans.
1	0	0	0	1
2	242	8	0	120
3	24	0	9	21
4	40	8	0	4
5	11	5	1	32
6	24	0	4	42

NOVEMBER 2012

District	Purebred Reg.	Star 5 Reg.	Performance Only	Purebred & Star 5 Trans.
1	38	6	0	10
2	221	19	2	256
3	2	1	2	5
4	31	1	3	43
5	22	0	0	9
6	10	1	0	6

CONTACT FOR SGBI REGISTRATIONS:

Diana Ruiz

P. O. Box 157, Kingsville, Texas 78364 | diana@santagertrudis.com

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

Get the Best Photos of Your Livestock

Taking good photos of your cattle is critical since it's often the first impression made upon future buyers and fellow breeders. The first step is to get a high resolution photo that gives you the maximum flexibility in how you can use it. *What is high resolution?* When a picture is stored, it stores little pieces of information called pixels (picture elements). The more pixels in the photo, the more information it has about the scene you just snapped. Even though it takes up more space on your memory card, it's worth it. To set your camera to take high-resolution photos, refer to your camera's user manual.

Here are some tips to ensure you get the best possible photos:

- **Condition:** only take photos of cattle in good body condition with correct conformation.
- **Grooming:** be sure the animal is as clean as possible.
- **Background:** avoid cluttered spaces that will distract the viewer's attention. Allow plenty of room around the animal; the photo can always be cropped tighter.
- **Position:** Aim for a full side or three-quarters view with the head positioned high and the animal alert. Its stance should be solid. Try to have the front legs on higher ground than the back so animal is standing uphill.
- Take more photos than you think you'll need to give yourself options. 📷

SANTA GERTRUDIS

Calendar

JANUARY

- 5** Houston Livestock Show Open Santa Gertrudis Show Entry Deadline
- 18-19** North Louisiana Ag Expo & Louisiana Cattlemen's Association, West Monroe, La.
- 18** Fort Worth Stock Show Open Show Arrival, Fort Worth, Texas
- 19** Premier Cowtown Elite Santa Gertrudis Sale, Fort Worth, Texas
- 20** Fort Worth Stock Show Open Santa Gertrudis Show, Fort Worth, Texas
- 22** Dixie National Livestock Show Entry Deadline
- 22** Fort Worth Stock Show Open Show Released, Fort Worth, Texas
- 24** Fort Worth Stock Show Jr. Show Arrival, Fort Worth, Texas
- 27** Fort Worth Stock Show Jr. Santa Gertrudis Show, Fort Worth, Texas
- 28** Fort Worth Stock Show Jr. Show Released, Fort Worth, Texas

FEBRUARY

- 7** Dixie National Livestock Show, Jackson, Miss., Early Arrival & Check-In
- 9** SGBI Board of Directors Meeting at the Dixie National Livestock Show, Jackson, Miss.
- 9** 50th Annual National Santa Gertrudis Show at the Dixie National Livestock Show, Jackson, Miss.
- 15** Houston Livestock Show Open Santa Gertrudis Show Late Entry Deadline

MARCH

- 1** Mid Coast Santa Gertrudis Sale, Houston, Texas
- 2** Houston Livestock Show Open Santa Gertrudis Show, Houston, Texas
- 9** South Texas Pioneer Sale, Mercedes, Texas
- 23** Bluebonnet Classic Santa Gertrudis Sale, Hallettsville, Texas

SANTA GERTRUDIS WELCOMES

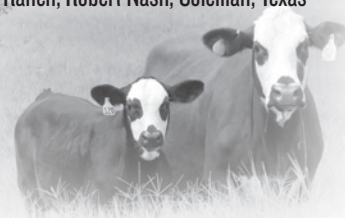
New Members

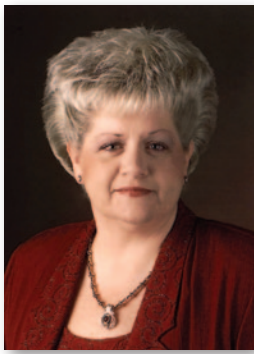
Junior Members

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Shelby Forbes, Holden, La.
David Garza, La Feria, Texas
Mark Lawrence, Seymour, Mo.

Regular Members

Martin-Bruni Cattle Company,
Joe C. Martin IV, San Antonio, Texas
Tiny Ranch, Robert Nash, Coleman, Texas





The Cattle Call

PRESIDENT'S LETTER

By Charla Borchers-Leon

(361) 576-0891 | charlabl@icsi.net

For years my family would gather on New Year's Eve at the ranch, somehow stay awake until 12:00 midnight plus one, offer a hug and toast, and bring in the New Year. It was a safe haven from public road calamity caused by potential weather concerns or partygoers. This was, of course, when we were not required to share my dear father as the dedicated physician on call to assist those who were victim to the occasion.

The end of the year was always met with resolve that while we were fortunate with life's good blessings, the New Year could be a better one still. Each January was met with that goal as it should be in any progressive setting.

Similarly, I am pleased to report to you that SGBI's year 2012 was closed out in good form. The herd registry system transitioned home with relatively minor glitches resolved. The financial picture is stable with some noted improvement in bottom line, and marketing efforts have gone beyond the norm into sections of our country left relatively untouched in recent years and into relationships with foreign breeders that have been revisited and improved. The association has also seen monetary returns in magazine production and web-based opportunities with bull sales.

Membership numbers are stabilizing with registrations indicating inspired interest in the breed. The Board of Directors has been diligent in thought and action. With attention toward sustainability, the direction of the association long range is progressive and sound. There seems to be calm within like that of the cowboy's cattle call on a long cattle drive, but all the while with intended direction and destination ahead.

With anticipation for a progressive 2013, we look forward to the announcement and introduction of SGBI's own genetic evaluation system early this year in which the King Ranch plans to participate and other breed associations have expressed interest. Opportunities and settings to collaborate with other breeds and stakeholders in the industry to financially better the bottom line are being considered. A skilled and technologically in-tune group is primed to review and improve the association website. Another group will soon evaluate dues and fees to look for ways to benefit members while aiming to improve the association bottom line. Looking outside the purebred pen, the board has determined that a Commercial Cattleman Standing Committee has merit for consideration in association structure.

Another breed marketing opportunity will find SGBI represented at the North Louisiana Ag Expo in conjunction with the Louisiana Cattlemen's Association this month. Our active and junior members will be on the road with open and junior shows as well as the Cowtown Elite Sale in Fort Worth, Texas, also this month followed by a commemorative milestone with the 50th Annual National Show at the Dixie National Livestock Show in Jackson, Miss., next month. This outlines just some of the activities for January into February 2013.

Looking further into this New Year, plan to come on home to where the breed began with the annual meeting on April 18-20 in South Texas. Corpus Christi and the nearby King Ranch will provide something for everyone with Gulf Coast charm and cattle ranching tradition you will not want to miss. Look for complete details coming your way in the next weeks and couple of months.

As January 2013 is upon us, let us go forward with resolve in the direction of our association. The vision from across the land is clear with optimistic direction. Join me in a New Year's resolution for progressive times ahead within and for our association.

With determined resolve, I remain committed to proceed with vision in Leading the way ... to the Dawn of a New Day. 🐄

SGBI OFFICERS OF THE BOARD

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SECRETARY/TREASURER Pat Stults

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MARKETING & PROMOTION Curtis Salter

YOUTH ACTIVITIES Tom DuBois

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District 6 - Bud Clark (Mo.)
C Bar C Ranch
(636) 586-6034 | bud@cbarcranch.net

Thank You Buyers

at the 35th Annual Tri-Star Sale

We appreciate these buyers:

Briggs Ranches
Corporron Acres
Creech Farms
Dos Bros
Grandview Farms
Hefte Ranch
Oak Creek Ranch
San Jose Cattle Co.
Super S Cattle
Triple 7 Farms
Twin Creek Ranch
Wendt Ranch



The high-selling lot went to Creech Farms, Zebulon, N.C. Pictured are (from left) Brandon Creech, Abrian Harris and Tony Creech.

We'll see you in Ft. Worth at the Premier Cowtown Elite

We're bringing three pens of five head each of Star 5 Females to the Premier Cowtown Elite Sale at Ft. Worth on Jan. 19. There'll be one pen each of Santa Gertrudis X Herefords, Santa Gertrudis X Angus-Plus and Santa Gertrudis X Red Angus. These cattle are ideal for junior commercial pens, Star 5 show heifers, American cross steers and percentage grade up cattle.

We're also a proud sponsor of the Bluebonnet Classic Santa Gertrudis Sale, scheduled for March 23 at Hallettsville, Texas.



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Give yourself the Edge!

MAKE SURE THAT NEW BULL IS GUARANTEED FERTILE



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

It is often said that in life there are no guarantees. However when it comes to a new herd sire purchase, do not load him in your trailer without one. A guarantee that a yearling herd sire is fertile is just as important as his pedigree and expected progeny differences (EPDs). Think of it as a component of “bull buyer customer service.”

A young bull is expected to service 15 to 25 cows/heifers within a 60 to 90 day period. Thus, the fertility of your new sire has a much greater impact on overall production than the fertility of a single cow or heifer. The “fertility guarantee” will be a signed document indicating that the bull was tested by a licensed veterinarian for health status, physical soundness, scrotal circumference and high-quality semen.

When the veterinarian performs a Breeding Soundness Evaluation (sometimes called a BSE) he/she will give the bull a thorough physical exam, rectally palpate the internal reproductive glands that add fluid to sperm cells forming the semen, measure scrotal circumference (SC), and obtain a semen sample. Semen samples will be used for two specific sperm tests: 1) sperm motility (gross and individual), and 2) sperm morphology (structure). To be considered a satisfactory potential breeder, a bull must have at least 30 percent motile and 70 percent normal (defect-free) sperm cells. Approximately 75 days are required for the formation, maturation and transport of sperm cells needed to service females. If your new sire recently tested fertile, and remains healthy and sound, then he will have a ready supply of functional sperm in storage and will continually produce sperm cells that can fertilize oocytes over the entire breeding season.

Bulls that are physically sound and healthy, but do not meet the sperm criteria, may classify as “deferred,” and a re-test can be scheduled. This is usually due to a poor semen collection in young bulls. If a bull fails any of the three criteria and the veterinarian believes he will not improve with time, the bull will be classified as an unsatisfactory potential breeder. Measuring SC is done because breeding soundness exams have specific benchmarks a young bull must meet during his growth and maturation to be considered fertile. From 15 to 24 months of age, SC will increase about 1 cm every three months. A bull that is less than 15 months of age must have a minimum SC of 30 cm, and, by definition, a bull



Photo taken at Borchers Southern Y Ranches, L.P. Headquarters Division, Lavaca County, Texas.

that is greater than 24 months of age must have a minimum SC of 34 cm to pass the exam.

The remaining component of the “bull guarantee” would be the bull producer standing behind the bull’s ability to service females and produce quality calves. This part of the “guarantee” can be difficult because there are no exact tests for libido (desire) and serving capacity (ability) that can be applied to the sire other than exposure to females in estrus. To ensure your new sire is doing his job, you need to observe him at least once a day during the early part of his first breeding season. Assuming that your cows/heifers are in good shape (body condition score greater than 4.5), cows are at least 45 days post-calving, and your heifers are also pubertal (greater than 60 percent of mature weight and more than 13 months old), you should expect about five percent of the breeding group to be in estrus each day, with the vast majority of females having one estrus within the first 21 days.

Cattle producers can and should rely on the accuracy of the breeding soundness exam; consider it cheap “bull insurance” for current sires and a valid buyer guarantee for young sires. Proper nutrition, good herd health and a breeding soundness exam are the best management practices to prepare bulls for breeding. 🐄

LA CAMPANA RANCH

COMMERCIAL *AND* PUREBRED SANTA GERTRUDIS

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

DON'T MISS THE BIG EVENT!

2013 SANTA GERTRUDIS INTERNATIONAL

Super Sale

at the Houston Livestock Show,
offering "The Best of the Breed."

Sponsored by the Mid-Coast Santa Gertrudis Association

FRIDAY, MARCH 1, 2013 @ 7 PM

Reliant Center - East Arena • Houston, Texas

Pre sale Aisle Party - March 1, @ 5:45 PM



For more information on the sale,
contact the Sale Chairmen

Allen Grainger: (979) 337-4151 • Agrainger@aol.com

Tom DuBois: (281) 723-9716 • Tom.DuBois@us.atlascopco.com

MIDCOASTSANTAGERTRUDIS.COM

Save the Date!



SGBI Annual Meeting

April 18-20, 2013

Corpus Christi, Texas

Something for Everyone!



*Comin' Home
to South Texas Tradition ...
with a Little Gulf Coast Charm.*

Gerts Go to South Texas Farm & Ranch Expo

By Cheryl Grainger, Mid-Coast Affiliate

Santa Gertrudis were once again visible during the South Texas Farm & Ranch Show held Oct. 24-25 at the Victoria Community Center in Victoria, Texas. The Mid-Coast Affiliate, along with SGBI, co-sponsored the booth; several Mid-Coast directors and members manned the space by passing out magazines and literature. Also, an informational video clip played to promote the junior association and National Junior Santa Gertrudis Heifer Show. This year's event featured more than 125 booths, with Santa Gertrudis being the only cattle breed on display. During the event, attendees were invited to listen to agricultural speakers, view equipment as well as earn continuing education units.



Mid-Coast Affiliate members (left to right) Debbie Townsend, Allen Grainger, George Hood and Donna Tater work the Santa Gertrudis booth at the South Texas Farm & Ranch Show.

BULL POWER!

Grandview Farms' Herd Sires have consistently produced offspring that perform in the pasture and show ring. Look for their progeny this year in the Crimson Classic and Alabama Connection Sales!



Pusher 804 R# 1285076

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Commercial Cattleman Utilizes Santa Gertrudis Herd Sires

By Micky Burch, Managing Editor
Photos courtesy Red Doc Farm, Belen, N.M.

Over the course of more than four decades, John Johnson has tried every breed of cattle under the sun on his 68,000 acre ranch. While he hasn't found the perfect breed for the central Arizona environment, he's seeing good things with Santa Gertrudis.

John and his wife, Leslie, own and operate Flying H Ranch at Young, Ariz. To say this is big country is a vast understatement. The more than 400 commercial mother cows spend the entire year grazing natural, native grass and browse on a stretch of land that measures 30 miles long by six miles wide. In a normal year, the grass will green up for about six weeks. In drought conditions, like were seen in 2012, it may green up for just two to four weeks a year.

In order to manage his cow herd full time, John has three headquarters strategically located at the upper, middle and bottom of the ranch. A couple of hired cowboys and some additional part-time help aid him with running

cattle on the rough forest allotment. The single largest challenge John faces is finding cattle that can adapt and thrive in the environment that ranges between 3,000 and 6,000 feet in elevation. "I'm still looking for the perfect breed that will conform to the country," he says. "We have to utilize breeds that the environment will support." Part of managing cattle in that environment is disposition. "It takes 60 days to ride the county and gather all the cattle at weaning time," John explains. "So the cattle need to be 'cowboy friendly' – meaning they should drive without the cowboys having to rope and drag the calves."

With that in mind, docility is one of the main reasons John uses Santa Gertrudis bulls. After a short stint with Santa Gertrudis in the 1970s, John started using the breed again as herd sires just in the last five to six years. In addition to temperament, he also cites calf vigor at birth as a reason for using the red genetics – and that's something that's almost invaluable in the wilderness of the Gila County ranch. "The

calves have to be stout enough to fight off predators like bears, mountain lions and coyotes," John says.

Calves also have to be able to survive just on mother's milk and mountain mahogany milk brush, which means their mama's also have to hold their own. Aside from selenium salt and well water, the cattle are pretty much on their own in terms of finding feed. But with the right genetics, John says, they can make a living.

Like many commercial cattlemen, John's primary goal is to produce the largest number possible of calves to sell. Calf crops oftentimes run between 70 and 80 percent in his part of the country, and that statistic is every bit as dependant on Mother Nature as the mother cow. Once the calves are weaned, John goes in with several other Gila County ranchers to host their own stocker-feeder sale. "Everyone gets together to sell two to three thousand head of cattle," he explains. The group goes in and hires an auctioneer for the live sale that boasts a large volume of homegrown, packaged calves.

Those that aren't sold on the annual sale are kept as replacement heifers – usually about 50 head a year that look like they'll adapt to the rough environment, be docile enough to be handled on horseback and raise a healthy calf on a yearly basis. The heifer calves will eventually join the cow herd and possibly be bred to a Santa Gertrudis bull. John's bull to cow ratio is one bull to eight or 10 cows; quick math will tell you he's got about 50 bulls on hand all the time. He likes to purchase bulls



as yearlings that “haven’t been pampered,” he explains. His herd sires need to last and, being as it can take as long as two years to for them to acclimate to the range, also have to be tough enough to survive on their own.

While John appreciates many aspects of the Santa Gertrudis breed, he finds just as much value in commercial Santa Gertrudis as registered. The only drawback is, due to the growing popularity of the breed, he finds that bulls are getting more expensive. By and large, though, he concludes, the cattle are doing well for him.

Santa Gertrudis Source

John has been purchasing his Santa Gertrudis herd sires from Red Doc Farm in neighboring New Mexico. It’s the people at Red Doc, he says, every bit as much as the cattle that keeps him going back. He explains that the effort made by Red Doc to listen to their customers is unprecedented. Personally, John needs docile, short sheathed bulls so they won’t injure themselves in the brushy county, and Red Doc delivers just that. “It’s the individual breeder that makes all the difference,” he says. “I wouldn’t buy bulls from anyone else.”

Likewise, the Sanchez family believes in their customers – especially the commercial cattleman. John works closely with Florian Sanchez when picking out herd sires. The first time John went to the Belen, N.M., ranch, Florian explains, he didn’t immediately want to see the bulls. “We drove him around the ranch because he wanted to see the cattle out on the range,” Florian explains. “He wanted to see good mothering ability – cows producing well in hard country that only gets eight to 10 inches of rain a year.” And what John saw were big calves thriving in the harsh environment. But just to prove it to himself, John bought bulls one year, and didn’t buy any again until two years later when he knew how the calves had performed. “John’s a true cattleman,” Florian says of his friend.

The bulls produced by Red Doc meet John’s expectations because they’re raised in similar conditions. Since 1979, the Sanchez family has been raising Santa Gertrudis cattle adapted to the high desert and mountainous climate. With more than 760 head of Santa Gertrudis headquartered along the Rio Grande Valley in central New Mexico, Red Doc is the largest seedstock producer of any breed in the area. The cattle run on native grasses, and Red Doc also has irrigated farm land

that produces grass and alfalfa hay for the development of the weaned calf crop, brothers Roland and Adolfo explain. The ranch operates with very low inputs; the cattle are provided biannual vaccines, salt, mineral and liquid protein. In return, they’re expected to wean a calf each year without assistance and breed back within 90 days.

Once calves are weaned, there are several options for their future; one is as a bull. Red Doc hosts the Red Hot Bull Sale annually in April selling about 75 breeding age Santa Gertrudis bulls. Florian explains that the majority of the bulls sold go out to the western range states and work for commercial cattlemen, while about 10 percent go back to registered Santa Gertrudis breeders. “Our goal is to be a bull battery and propagate Santa Gertrudis breeders,” he explains. Roland and Adolfo expand on that, saying, “We’ve targeted the commercial cowman’s needs by developing hard working bulls that have been performance tested in order to provide hybrid vigor, enhanced weaning weights, fertility, adaptability and improved carcass quality on steers and maternal traits on replacement heifers,” they say. “We believe that, as seedstock producers, we need to offer a product that allows for improved value of both heifer and steer progeny.”

Those steers are oftentimes fed out at AZTX Feeders in Hereford, Texas. For about 15 years, Red Doc fed out their own cattle; in the fall of 2000 they started a buy back program for calves out of bulls that were purchased at the Red Hot Bull Sale. Data is collected from the time the cattle enter the feedlot until harvest and has shown that both purebred and crossbred Santa Gertrudis are economically beneficial in the feedlot when compared to industry standards. Red Doc shares this data with customers to evaluate for future herd sire purchases. The folks at Red Doc are confident in their buy back program because they know the predictability of the cattle.

Wade Lewis, manager of the AZTX Cattle Company Hereford Feed Yard, says the cattle from Red Doc are outstanding. “Their beef characteristics, conformation and gainability put them right up there with the best of the



black-hided cattle we feed,” he says. Lewis attributes part of that success to the quality of replacement females Red Doc keeps. “Some breeds aren’t tough enough to handle conditions where grass isn’t very lush,” he explains. “These cattle are coming out of native country and drought conditions, and you can’t even tell.”

Predictability is something the entire industry is striving for. Santa Gertrudis in particular have proven themselves to be a complete, profitable breed in the commercial sector of the cattle industry from a total marketing standpoint. Florian, a veterinarian by trade, finds many of his clients looking to put a little ear and terrain hardiness into their herd. “The English breeds have made their cattle very refined, so many people are looking to put some ruggedness back into their cattle,” he explains. His brothers add to that, saying, “We’ve worked to modernize phenotype and carcass quality in order to make our cattle stand out amongst Bos indicus cattle, and we’ve always seen Santa Gertrudis as a strong foundation cow for commercial cattleman. We also feel the modern Santa Gertrudis bull offers a great deal of heterosis to the predominantly Angus-based cow herd in the U.S.”

Knowing the purpose of Santa Gertrudis in the cattle industry goes back to a functional breed that maximizes beef production in harsh climates and provides good quality beef, Florian concludes, “Santa Gertrudis have tremendous potential to be a leading breed.” 🐄

SANTA GERTRUDIS SALE *Reports*

MOUNTAIN LAUREL CLASSIC

Nov. 10, 2012 | Calhoun, Ga.

SALE AVERAGES

32 Registered Lots	\$1,972
8 Pairs	\$2,356
11 Bred Females	\$1,959
9 Open Heifers	\$1,227
4 Bulls	\$2,912
13 Crossbred Lots	\$1,330

The Mountain Laurel Classic Santa Gertrudis Sale was held Nov. 10 at the University of Georgia Livestock Pavilion at Calhoun, Ga. Fifty quality lots were sold, including pairs, bred heifers, open heifers and bulls. Also selling were numerous Santa Gertrudis cross females.

The high-selling lot was a pair with a bull calf sired by the 2012 National Champion Bull TF Ranger consigned by Circle A Farm, Williamsport, Tenn., that sold to Scott

Sonntag of Waco, Texas, for \$4,300. The high-selling bull was consigned by Shaker Hill Farm, Lebanon, Ohio, and is a son of Shakers Sierra; he sold to Myron Colley of Metter, Ga., for \$4,100. The high-selling bred heifer was consigned by Shaker Hill Farm and is a daughter of Shakers Sierra; she sold to Jacklett Farm, Alpharetta, Ga., for \$2,600. The high-selling open heifer was consigned by Parker Farms, Cave City, Ky., and sold to Carson Priddle, Doniphan, Mo., for \$1,900. Volume buyers were Myron Colley and J&J Farms, Pell City, Ala. 🐄



The high-selling lot at the Mountain Laurel Classic was a pair with a bull calf at side consigned by Circle A Farm, Williamsport, Tenn., that sold to Scott Sonntag (right) of Waco, Texas. Also pictured is David Alderson, sale consultant.

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Feb. 7-10, 2013



NATIONAL SHOW TO HONOR JOHN H. WILSON & MARY RYAN WILSON

The SGBI Shows and Exhibits Committee is honored to announce that the 2013 National Santa Gertrudis Show is being dedicated to long-time Santa Gertrudis producers and breed association leaders John H. Wilson II and Mary Ryan Wilson. John and Mary have continued the tradition begun in the early 1950s by John's father, John H. "Doc" Wilson, Sr., of producing superior polled Santa Gertrudis cattle. Genetics from the Wilson's Lazy E Ranch can be found in polled pedigrees across the nation. In addition to being polled association leaders and developing top-quality polled genetics, the junior association has benefited immensely from the Wilson's support of youth programs and activities. The 2013 National Santa Gertrudis Show will be held during the Dixie National Livestock Show in Jackson, Miss., Feb. 9.



SCHEDULE OF EVENTS

Thursday, Feb. 7

10:00 a.m. Check in until noon on Feb. 8, 2013

Friday, Feb. 8

6:00 p.m. Exhibitor Dinner at the Mississippi Cattleman's Building sponsored by Double TT Ranch & Borchers Southern Y Ranches, L.P.

Saturday, Feb. 9

10:00 a.m. 50th National Santa Gertrudis Show
Aisle Party following the show
sponsored by Super S Cattle Co. & 777 Farms – Chad & Jamie Daniel

5:00 p.m. SGBI Board of Directors Meeting at the Hampton Inn on Greymont Ave.

Sunday, Feb. 10

2:00 p.m. Cattle Released

AWARD SPONSORS

SGBI Shows & Exhibits Committee, Vesper Ranch, Townsend Cattle Co., Tinney Farms, Grandview Farm, Double Circle Ranch, Briggs Ranches, Rolling Acres Farm, Kenmar Farm, Dallas Petty, Harris Riverbend Farm, Polled Santa Gertrudis Association, Crimson Classic Sale, Wunderlich Farm, Woman Hollerin Ranch, Hoover Case, Urbanosky Ranch, Y.N. Strait, Jernigan Ranch, Dietrichs Flying D Ranch, Gary Harding, Circle A Farm, Kathy Cook, Pearman Farm, Cody Mattingly, Parker Farms and Betty Kelso Clough.

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SGBI POINT STANDINGS

2012-2013 SGBI Super Point Show Standings through the North American International Livestock Expo.
Remaining Point shows are: Fort Worth Stock Show, Florida State Fair, National Show at the Dixie National, San Antonio Stock Show and Houston Livestock Show.

FEMALE DIVISION

Heifer Calf Division	POINTS
5 Bar E Bella, shown by 5 Bar E Farm	35
OLC Dixie, shown by Dalton Osborne	26
FC Duchess, shown by Emmalee Taylor	10
Yearling Heifer Division	
Miss TT 645, shown by Randall Strickmeyer	29
CKC Couchs Velvet, shown by Kathy Cook	20
Circle A Lady Far, shown by Cody Mattingly	10
Senior Female Division	
Rosie 190, shown by Dalton Osborne	99
O/X Morgan, shown by Briana Montano	18
Harris Arkansas 17-D, shown by Patrick Daniel	15
High Point Overall Female	
Rosie 190, shown by Dalton Osborne	99
Runner-Up High Point Female	
5 Bar E Bella, shown by 5 Bar E Farm	35
Best of Polled Female	
CKC Couch's Velvet, shown by Kathy Cook	5
Five females tied at 1 point each	
Produce of Dam	
5 Bar E Farm with Briggs 019/5	12
Lovett Farm with LF Golden Ruler	7

BULL DIVISION

Bull Calf Division	POINTS
Gray Oaks 165, shown by Tyler Limbaugh	19
Circle A Ironman, shown by Cody Mattingly	18
777 KimoSoBe 172, shown by Patrick Daniel	15
Shaker's Sonora, shown by Dan Pearman	14
Yearling Bull Division	
Red Solo Cup TF 110, shown by Randall Strickmeyer	38
TF Maxbo 104, shown by Tinney Farm/Quail Valley Farm	23
LF Royal Ruler, shown by Lovett Farm	18
Senior Bull Division	
5 Bar E Integrity 350, shown by 5 Bar E Farm	94
SJ High Roller, shown by San Jose Cattle Co.	15
DC Swoosh 777, shown by Jacklett Farm	11
High Point Overall Bull	
5 Bar E Integrity 350, shown by 5 Bar E Farm	94
Runner-Up High Point Bull	
Red Solo Cup TF 110, shown by Randall Strickmeyer	38
Best of Polled Bull	
DC Swoosh 777, shown by Jacklett Farm	3
Three bulls tied at 1 point each	
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Lovett Farm with LF Corona	5

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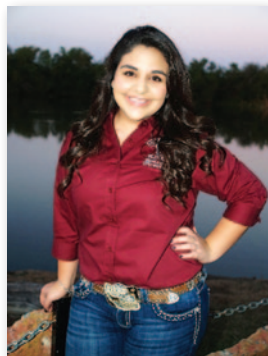
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By Itza Garza, National Junior Santa Gertrudis Association director

Well, it's the beginning of a new year again, and everyone knows what that means! It's time to get the year 2013 off to a wonderful start! You may see people setting personal goals or kicking a tough habit, however I have a challenge for each and every one of the junior members for the new year. Let's stop the procrastination, and start working on entries for the National Junior Santa Gertrudis Heifer Show! Whether it be working your heifers to work just right with you in showmanship, creating a Power Point, snapping great photos or writing speeches for the public speaking contest, it's definitely time to get busy!

Studying brain bowl questions, whether you are competing or not, always helps in the ring, as judges will most likely ask questions similar to those in the packet. Remember that the more events you compete in, the more chances you have to win something! There are so many events to compete in, and there is always something for everybody! Never be



afraid of trying something new; you just never know when you may be good at something. Now is the time to set great new year's resolutions and follow through with them. If it is your first year attending the National Show in June, I recommend making great first impressions by trying to compete in all events. Also, if you are planning on running for Director, Queen or Princess, now is a great time to start preparation for your speeches, interviews and campaigns. Last but not least, let's not let years of hard work go to waste, class of 2013 graduates – start filling out your scholarship applications! Let's start off the year 2013 in a positive way, by helping make our breed shine by putting our best effort into everything we do as junior members. If you have any trouble, or need any advice at all, feel free to contact any one of the Directors – after all, we are always here to help! 🐄

Mid-Coast Junior Field Day

More than 20 Mid-Coast juniors, along with parents and guests, were at the Wharton County Fairgrounds on Nov. 10 to attend a junior field day. The Mid-Coast officer team organized this year's event to provide insight and assistance in show-day preparations. During the day, the juniors participated in several team-building activities as well as attended demonstrations on clipping, grooming, breed standards and showing. Juniors were encouraged to ask questions and, after lunch, participate in practice showmanship with one-on-one assistance offered by former National Junior showmanship winners and directors. The goal for the day was to enhance knowledge and help juniors to get ready for the upcoming major shows. 🐄

– Brooke Wallace, Mid-Coast Jr. Secretary

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Rosie 190, shown by Dalton Osborne,
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RESERVE GRAND CHAMPION FEMALE

Tara's Belle 111, shown by Tara Ranch,
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BEST OF POLLED FEMALE

CKC Velvet, shown by Kathy Cook,
Kaufman, Texas

BULL SHOW

GRAND CHAMPION BULL

5 Bar E Integrity 350, shown by 5 Bar E
Farm, Altha, Fla.

RESERVE GRAND CHAMPION BULL

TF 110 Red Solo Cup, shown by Stricko
Ranch, Verona, Ky.

BEST OF POLLED BULL

DC Swoosh 777, shown by Jackeltt
Farm, Alpharetta, Ga.

SANTA GERTRUDIS SHOW *Results*



GRAND CHAMPION FEMALE



GRAND CHAMPION BULL

STATE FAIR OF LOUISIANA OPEN SANTA GERTRUDIS SHOW

Nov. 4, 2012 | Shreveport, La. | Judge: Darren Richmond

FEMALE SHOW

GRAND CHAMPION FEMALE

Harris Farms 17/0, shown by Patrick
Daniel, Magnolia, Ark.

RESERVE GRAND CHAMPION FEMALE

Lil Cee Cee, shown by Kaston Gore,
Pollock, La.

BEST OF POLLED FEMALE

Miss Grandview S234, shown by
Patrick Daniel, Magnolia, Ark.

BULL SHOW

GRAND CHAMPION BULL

Wendt's Rifleman's Pistol 7, shown by
Ethan Wiley, Deville, La.

RESERVE GRAND CHAMPION BULL

777 Kimosobe 172, shown by Patrick
Daniel, Magnolia, Ark.

STATE FAIR OF LOUISIANA JUNIOR SANTA GERTRUDIS SHOW

Nov. 4, 2012 | Shreveport, La. | Judge: Mark Core

FEMALE SHOW

GRAND CHAMPION FEMALE

Lil Cee Cee, shown by Kaston Gore,
Pollock, La.

RESERVE GRAND CHAMPION FEMALE

Wile's Miss Betsy, shown by Ethan
Wiley, Deville, La.

BULL SHOW

GRAND CHAMPION BULL

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SHOW RECORD

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