



SANTAGERTRUDIS

USA

JANUARY 2014 | VOLUME 17, NUMBER 1



**HERD SIRE
ISSUE**

Santa Gertrudis



The Preferred American
Beef Breed

Tinney Farms

Herd Reduction Sale

April 26, 2014

Cullman Stockyards • Cullman, AL

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



Hatchet



Hatchetman

Selling 150 Lots:

**Pairs
Bred & Open Heifers
Herd Sires
Show Prospects**



50 Females
bred to Hatchet SELL!

30 Females
bred to Hatchetman SELL!

Tinney Farms

5251 Co. Rd. 601, Hanceville, AL 35077

www.tinneyfarms.com

Darren Richmond
Richmond Marketing Services, Inc.
423-364-9281
Email: djrichmd@aol.com

Contact Arlin
or any of the Consultants
for Sale Information

Arlin Taylor
Tinney Farms Manager
256-507-3838
Email: arlin.taylor@bhamfast.com

SALE CONSULTANTS:

Bill Lundberg
479-880-6217

Gene McCarter
662-665-4911

Darryl Pitchford
903-388-2288

David Alderson
931-682-2527

Briggs Ranches

Cowman Selected. Cowman Proven.

X B



**Saturday,
March 22, 2014
11 a.m.**

**Lavaca County Exposition Center
Hallettsville, Texas**



We will be offering top-quality Santa Gertrudis cattle like these at the Bluebonnet Classic, including cow-calf pairs and bred heifers.



Briggs Ranches

X B

PO Box 1417 • Victoria, Texas 77902 • (361) 573-7141 • Joe Jones, manager (361) 897-1337
Email Joe Jones: briggsranches@hotmail.com • <https://www.facebook.com/BriggsRanch>

Traylor Division
Bloomington, Texas

San Roque Division
Catarina, Texas

San Carlos Division
Rio Grande City, Texas

www.BriggsRanches.com

IN THIS ISSUE

- 10** Sire Selection is a Two-Step Process
- 12** Using Eared Breed Bulls
- 15** In Memoriam: Mary Ryan Wilson
- 16** Juniors Exhibit at Hot Gert Show
- 18** The Birth of a Breed
- 22** The How & Why of Buying Calves on Order
- 24** Show Results
- 25** Updated Show Points Standings
- 28** Member Profile: Keith and Betty Cosgrove, Coalgate, Okla.

DEPARTMENTS

- 6** Ramblings from the Open Range
- 6** SGBI Answers Your Questions
- 8** Down the Road
- 9** SGBI New Members
- 9** Breed Statistics
- 9** Calendar of Events
- 16** Junior Letter
- 32** Ad Index



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.

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

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

MAGAZINE STAFF

PUBLISHER

Blueprint Marketing LLC
480 Jason Rd., Ft. Collins, CO 80524
(970) 498-9306
fax: (970) 493-8930
email: info@blueprintma.com

EDITOR

Lisa Bard | lbard@blueprintma.com

MANAGING EDITOR

Micky Burch | mburch@blueprintma.com

AD SALES | CATALOGS

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

CREATIVE DIRECTOR

Kathie Bedolli | kbedolli@blueprintma.com

AD DESIGN

Holly Holland

ADMINISTRATION

Leslie McKibben

COPY EDITOR

Kim Broers

ON THE COVER

This beautiful winter scene was taken by Kathy Reynolds of Prairie View Farms, Warner, Okla.

Providing Polled Power Genetics to the Santa Gertrudis Breed

LAZY E RANCH

John & Mary Wilson, Owners
John Kuretsch
Ranch Manager
Ranch: (254) 749-9519
Herd # 413



**DIETRICH'S
FLYING D RANCH**
10 Seminole Tr. • Orlando, Florida 32833
Phone: (407) 568-2351
www.DietrichsFlyingDRanch.com
HERD # 873
Champion Polled Santa Gertrudis Cattle



RED DOC FARM



Dr. Roland & Elia Sanchez
703 S. Christopher Road (505) 864-7781 Office
Belen, NM 87002 (505) 864-2898 Residence

Purchase your Polled Santa Gertrudis genetics from these Polled Santa Gertrudis Association members.

ALABAMA

Grandview Farms, Delmo Payne

ARKANSAS

777 Farms, Chad & Jamie Daniel

FLORIDA

Dietrich's Flying D Ranch, Fred Dietrich

GEORGIA

Jacklett Farms

MC Ranch, McDaniel Family

INDIANA

Goodin Farms, Goodin Family

KENTUCKY

Parker Farms

Robert Strickmeyer

Windcrest Farm, Taylor Family

Heath Farms, Pat & Beverly Heath

NORTH CAROLINA

Double C Farms, Bill Cameron

Cox Mill Farms, Alan & Vivian Cox

OKLAHOMA

Reynolds Prairie View Farms

MISSOURI

Osborne Livestock Co., Osborne Family

Brittney Shields

NEW MEXICO

Red Doc Farm, Dr. Roland Sanchez

OHIO

Mosby Creek Ranch, Larry Osborne

Shaker Hill Farm

TENNESSEE

Dale Hollow Santa Gertrudis,

Drue & Courtney Jolly

TEXAS

Wylie Taliaferro Family

Wendt Ranch, Jane Wendt

Corporron Acres, Jim Corporron

Vesper Ranch, Dick & Kelly Vesper

Yates Farms, Donald Yates

Super S Cattle, Scott & Amanda Sonntag

Our sincere thanks to Curtis & Tamara Hudnall, Tara Ranch, Liberty, Texas, for their donation lot – the high-selling bull at the Mountain Laurel Classic Sale in November. He was purchased by Jerry Simpson, Charleston, Tenn. The proceeds from his sale will benefit the Polled Santa Gertrudis Association. We also thank Joe Strickmeyer and Darrell Pitchford for their help getting him safely to the sale!

\$1,000 Scholarship Available

Junior Polled Santa Gertrudis Association members are encouraged to apply for the \$1,000 scholarship made available each year by the Polled Santa Gertrudis Association. Dues must be paid by April 1 to be eligible for scholarship. Contact the SGBI Junior Association for details.

Polled Santa Gertrudis Association

Polled Santa Gertrudis Association

Scott Sonntag, President • (254) 772-0590
Larry Osborne, Secretary & Treasurer
(937) 604-4999

Double C Farms

William W. Cameron, Jr. & Family

377 Double C Drive
Raeford, North Carolina 28376
(910) 875-4963



GRAY OAKS FARM

Dennis Jones, owner

905 Foxtrap Rd., Russellville, AL 35654
Farm: (256) 332-0615
Home: (941) 735-9391





Ramblings from the Open Range

EXECUTIVE DIRECTOR'S REPORT

By John Ford

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

My grandfather and great uncles traded cattle; trading was their livelihood – it paid the bills and put food on the table. They didn't limit themselves to trading cattle; anything perceived to have value was fair game, and growing up, I was an integral part of adding value to the product. My responsibility was to demonstrate the gentleness of an animal by petting it, holding it or sitting on its back. I have handled my share of horses, dogs, pigs and other "tradable" items, including a semi-tame raccoon. Cattle, however, was where the money was made, and bulls were the most lucrative. Demand was greatest for heifer bulls and the selection criteria for calving-ease bulls centered on the animal's age and hide color. It was assumed by all parties involved that a young, black-hided bull would produce a small calf. I don't recall in the heat of a trade any discussion surrounding birth weight or calving ease, and nothing was ever said about a bull's genetic potential.

Today, as I visit with commercial cattlemen across the country, it is apparent the demand for calving-ease bulls remains. That's understandable considering the current value of replacement females. The economics of cow-calf production emphasizes the importance of heifers giving birth to their first calf around two years of age, and research indicates calving difficulty is most likely to be problematic in two-year-old first-calf heifers. Factoring in the economics of the cow-calf business with the fact that heifers are bred immediately following puberty and expected to calve before they are fully mature, the importance of calving ease can't be overlooked. Thankfully, today's cattlemen have at their disposal a great selection tool in the form of birth weight expected progeny differences (EPDs) to assist in the selection of calving-ease bulls.

Several factors contribute to calving difficulty in heifers, including length of

gestation, calf gender, pelvic size, calving season and others. However, the factor most highly related to calving difficulty in heifers is calf birth weight. As calf birth weight increases, the percentage of heifers requiring assistance also increases. Birth weight is relatively high in heritability. Therefore, selecting for lower birth weight based on a parent's genetic potential is a means to reduce calving difficulty. Research has proven birth weight EPDs are the most accurate indicators of genetic differences for birth weight, and producers selecting bulls for use on heifers should place added emphasis on reviewing birth weight EPDs. A number of breed associations offer additional EPDs for making heifer bull selections such as calving ease (CE) and calving ease direct (CED). I'm sure these

selection tools have value; however, I remain concerned that, as seedstock producers, we can overload our commercial customers with an excess of data and information. Recognizing that birth weight EPDs are the most accurate indicator of genetic differences, I'm comfortable that SGBI's birth weight EPDs provide the information necessary for our commercial customers to make economically sound bull buying decisions.

Yes, as I travel around the country I visit with a number of cattlemen concerned with calving ease – and their concern is understandable. However, I always point out that Santa Gertrudis bulls are balanced, which results in optimum performance, calving ease, good growth, feed efficiency and great carcass quality; they're bulls flexible enough to fit any production environment, and bulls that constitute a total package. 🐄



SGBI ANSWERS YOUR

Questions

By John Ford, Executive Director

Q. We recently sold a bull to our neighbor without registration papers. The bull is still listed on our inventory; how do we remove him?

A. First, let me say I understand that many of our commercial customers are not interested in having an animal transferred to their name; however, I want to encourage SGBI members to follow through with the transfer process. Transferring an animal has a number of benefits to the association from a financial, as well as a marketing and promotional, standpoint.

Now back to the original question: An animal sold without registration papers will appear on a member's inventory for the remainder of the association's fiscal year (FY). As SGBI prepares for the following FY, membership renewals and inventories are sent to membership. At that time, members are asked to review and update their inventories. During the update process, animals sold without papers are to be removed with the notation "sold without registration papers." Updated inventories should be returned to SGBI along with membership renewals. 🐄

CAROLINA CORNER

*We've Got Something Special
Going on in the Carolinas!*

When you're from North Carolina and you name your herd sire after one of the greatest basketball coaches of all time, you know that he is **SPECIAL**.

Smooth-shouldered, level from hooks to pins, clean in his underline, long-bodied and well-muscled. He is an own son of Nine Bar 302, so his bloodlines go back to Nine Bar 5636 and T-S 266. He goes back to Geronimo 3983 and Cowboy 500 on the bottom side.



JCS Dean 91/9

Contact Us Today:

J.C. Sherrill, Jr. Ranch

(704) 278-2196 • (704) 633-5723

YOUR CAROLINA CORNER SANTA GERTRUDIS BREEDERS

Creech Farms

12483 NC 39 • Zebulon, NC 27597
Tony (919) 427-4679 • Brandon (919) 761-3894
Email: ccreech6@gmail.com
CF Herd No. 16769 • Herd No. 37879 CF

J.C. Sherrill, Jr. Ranch

Carlyle and April Sherrill
Scott, Colt & Lauren
Mount Ulla, NC 28125
(704) 278-2196 • (704) 633-5723
carlyle@sherrillcameron.com

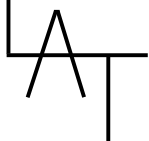
Knight n Gail Farms

Jimmy & Gail McKnight
Davidson, North Carolina
(704) 574-3132
jemcknight@mindspring.com
Carolina's Best Polled Santa Gertrudis Cattle Since 1994



LOU AL TUCK FARMS

Great Falls, S.C.
Al Jackson • 803.984.0704
Ajackson@pike.com
T.A. Jackson • 803.482.2283



**Santa Gertrudis
BREEDERS OF THE CAROLINAS**

For more information:
contact Tony Creech, President
(919) 427-4679

CAROLINA CORNER SPACE AVAILABLE

There is an opportunity to become a part of
this elite group of advertisers.
Contact Darren Richmond at (423) 364-9281
for details.



Down the Road

PRESIDENT'S LETTER

By Curtis Salter

(850) 957-4409 | salterfarms@att.net

By the time this letter gets to you, all the year-end holidays will be over. I trust and pray that you had a great holiday, got some rest and had some time to enjoy your family and friends. I'm always ready to end a year, and excited about getting a new one started. That's what we'll do at SGBI.

The January issue of our magazine is the herd sire issue. Selecting a bull is one of the biggest decisions you will make. Good bulls are in high demand and hard to find. I have lost count of the number of commercial cattlemen I have visited with during farm and ranch shows and beef industry events who commented that they used Santa Gertrudis bulls in the past and would be interested in using them again, if they could only find a steady supply of "the right kind." While it's true the term "the right kind" has different meanings for different people, all the cattlemen I spoke with agree "the right kind" are bulls with good dispositions. That is not surprising, since the majority of cattle owners manage small herds, fewer than 50 head, and a bull that is safe and easy to handle is a necessity. For the most part, "the right kind" is also polled. I found this to be especially true as I visited with southeastern cattlemen at the Sunbelt Ag Expo. The producers who stopped by the SGBI booth at the expo stated that they didn't have the time, or in many cases the facilities, to dehorn calves. They also made it clear that they didn't want to be docked at the sale barn for a horned animal. Having a moderate-framed, heavy-muscled bull also topped many of "the right kind" lists, and all cattlemen wanted them in good body condition so they were ready to go to work. When discussing "the right kind," cattlemen always asked two questions, "What is the average Santa Gertrudis birth weight?" and "What is the average Santa Gertrudis weaning weight?" It is obvious from these questions that "the right kind" throws a small calf that grows fast and pushes the scales down at weaning. Finally, "the right kind" must be readily available. Cattlemen understand the benefit of heterosis and they like having the option of keeping heifer calves for replacements. Santa Gertrudis bulls are "the right kind;" there is a demand, and we must continue working as an association to market our product.

Santa Gertrudis bulls are "the right kind;" there is a demand, and we must continue working as an association to market our product.

As the New Year takes off, don't forget a lot of things will be taking place. The National Santa Gertrudis Show will be in Fort Worth, Texas, Jan. 17-21, 2014. The Cowtown Elite Sale will be Jan. 18 at 5 p.m. There will be a board of directors meeting and several committee meetings taking place at Fort Worth as well, so come voice your opinion. The Dixie National Show in Jackson, Miss., takes place Feb. 11, and the South Texas Pioneer Sale is in Mercedes, Texas, March 8. The big event is the SGBI Annual Meeting, March 27-29, in Branson, Mo. Please come visit with friends and be with us during this time.

Also, don't forget that at the Annual Meeting, new members to the board of directors will be elected. Texas picks up one new board member this time that the south will lose. New officers will be elected, and new committees will be appointed. Please consider your choices carefully and vote from your heart. The people you elect manage YOUR association.

Until Next Time, God Bless.

Matthew 21:22. And all things, whatsoever ye shall ask in prayer, believing, ye shall receive. 🙏

SGBI OFFICERS OF THE BOARD

PRESIDENT Curtis Salter

SECRETARY/TREASURER Deanna Parker

BREED IMPROVEMENT Gary Harding

MARKETING & PROMOTION Cheryl Grainger

YOUTH ACTIVITIES Tom DuBois

MEMBERSHIP Bud Clark

LONG RANGE PLANNING Wes McDaniel

SGBI BOARD OF DIRECTORS BY REGION

WESTERN REGION

Tom DuBois (Texas)

DuBois Cattle Co.

(281) 723-9716 | tom.dubois@us.atlascopco.com

Cheryll Grainger (Texas)

Rocking A Ranch

(979) 337-4152 | clgrainger@aol.com

Darrell Pitchford (Texas)

Pitchford Cattle Co.

(903) 388-2288 | pitchfordcattle@hotmail.com

Yancey Strait (Texas)

Strait Ranches

(972) 841-0989 | yancey_strait@yahoo.com

Wylie Taliaferro (Texas)

Double TT Ranch

(469) 644-1620 | wylietaliaferro@yahoo.com

John Kiker (Texas)

(979) 826-8329 - j.w.k.1934@sbcglobal.net

EASTERN REGION

David Alderson (Tenn.)

Circle A Farms

(931) 490-1324 | elaine@mtbj.net

Debbie Gautz (Mo.)

Rustic Rail Ranch

(417) 438-8712

debbiegautz@yahoo.com

Wes McDaniel (Ga.)

MC Ranch

(770) 354-7802 | mcdanielwb@gmail.com

Darren Richmond (Ga.)

(423) 364-9281 | djrichmd@aol.com

Curtis Salter (Fla.)

Salter Farms

(850) 957-4409 | salterfarms@att.net

Deanna Parker (Ky.)

Parker Farms

(270) 678-5302 | parkerfarms@scrtc.com

AT LARGE DIRECTORS

District 1 - Warren Harris (N.M.)

WR Ranch

(505) 504-1513 | w07Harris@live.co

District 2 - Pat Stults (Texas)

Diamond S Ranch

(817) 534-0044 | pstults@jpsalliance.com

District 3 - Gary Harding (Okla.)

(918) 616-7741 | gary.harding1944@yahoo.com

District 4 - Gene McCarter (Tenn.)

(662) 665-4911(m) | (731) 645-3652

District 5 - John Denson (Ga.)

Denson 3D Farms

(706) 259-3838 | denson3dfarms@gmail.com

District 6 - Bud Clark (Mo.)

C Bar C Ranch

(314) 607-1076 | bud@cbarcranch.net

REGISTRATIONS, STAR 5 RECORDINGS & TRANSFERS BY DISTRICT

NOVEMBER 2013

District	Purebred Reg.	Star 5 Reg.	Performance Only	Purebred & Star 5 Trans.
1	35	5	0	43
2	143	26	4	188
3	14	1	0	38
4	51	5	0	24
5	6	2	0	12
6	8	2	0	16

CONTACT FOR SGBI REGISTRATIONS: Diana Ruiz
P. O. Box 1257, Kingsville, Texas 78364 | diana@santagertrudis.com
Phone: (361) 592-9357; Fax: (361) 592-8572

SANTA GERTRUDIS WELCOMES

New Members

Active Members

Lazy J Ranch, Jeff Jackson, Walnut Springs, Texas

Commercial Members

Custy Cattle Co., Stephen Custy, Northlake, Texas

Junior Members

Brooks Burton, Krum, Texas

Kaleigh Engelmann, Manor, Texas

Kayla Clampitt, Alvord, Texas

Coyote Creek, Marissa Muehlstein, Decatur, Texas

Cali Green, Holden, La.

McKayla Hedrick, Chico, Texas

Marco Christian Jasso, Edinburg, Texas

Matilyn Kern, DeRidder, La.

Sadie Ramsey, Timpson, Texas

John Robicheaux, Diana, Texas

Kennedy Searles, Terrell, Texas

SANTA GERTRUDIS *Calendar*

JANUARY 2014

- 1** SGBI office closed for New Year's Day
- 18** Premier Cowtown Elite Sale, Fort Worth, Texas
- 18** SGBI Foreign Marketing International Cattlemen Educational Seminar, Fort Worth, Texas
- 19** 51st Annual National Santa Gertrudis Show at the Fort Worth Stock Show, Fort Worth, Texas

FEBRUARY 2014

- 10** Florida State Fair Open Santa Gertrudis Show, Tampa, Fla.
- 10** San Antonio Stock Show Open Santa Gertrudis Show, San Antonio, Texas
- 11** Dixie National Livestock Show Santa Gertrudis Show, Jackson, Miss.

MARCH 2014

- 7** Mid Coast Santa Gertrudis International Super Sale, Houston, Texas
- 7-16** 75th Annual Rio Grande Valley Livestock Show, Mercedes, Texas
- 8** Houston Livestock Show Open Santa Gertrudis Show, Houston, Texas
- 8** South Texas "Come Build a Herd" Pioneer Sale, Mercedes, Texas
- 22** Santa Gertrudis Bluebonnet Classic Sale, Hallettsville, Texas
- 27-29** SGBI Annual Meeting, Branson, Mo.

APRIL 2014

- 2-5** Georgia Cattlemen's Association Convention, Trade Show & Beef Expo, Perry, Ga.
- 12** Red Doc Farms Red Hot Bull Sale, Belen, N.M.
- 26** Tinney Farms Herd Reduction Sale, Hanceville, Ala.

SGBI Annual Meeting March 27-29, 2014



BRANSON

Chateau on the Lake

415 N. State Hwy. 265 Branson, Mo. 65616

For reservations:

www.chateauonthelake.com

or (888) 333-5253 • Group Code: 0414SGBI

SANTA GERTRUDIS *Production*

SIRE SELECTION IS A TWO-STEP PROCESS

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



A majority of purebred beef bulls marketed each year provide a valuable genetic resource to commercial cow-calf producers. Seedstock producers use both visual appraisal and objective measurements (production records) to identify cattle that are superior in multiple traits that are of economic value to commercial cattlemen. Commercial producers should follow the same procedures when purchasing new herd bulls, because

it is these objective performance measurements that are used to calculate breed-specific expected progeny differences (EPDs) for each trait. Young purebred bulls will have EPDs, but the accuracy or reliability of each EPD will be low because they lack purebred progeny. Thus, the performance measures of young bulls become more important, as do the EPDs of each bull's sire/dam and grand sire/grand dam. Bull buyers must realize that purebred producers are objective, accurate and honest when collecting and reporting performance data, as it is these data which are used to generate and annually update EPDs. An EPD, for any given trait, combines performance measures of the individual, his progeny, full and half siblings, and all cattle in his pedigree.

Buyers like to look over a set of "For Sale" bulls first, and once they have made their selection(s), they may be curious about birth weight or weaning weight, or milk production of related females. In reality, the buyer should evaluate potential young sires on performance records first (Step 1), selecting only the bulls that would provide the genetics to achieve the short- and long-term goals of the ranch. Once a group of bulls has been narrowed to the "short-list," visual evaluation for functional and structural characteristics can begin (Step 2).

To complete Step 1, commercial bull and semen buyers must know how to interpret EPDs and know the reliability of each (ACC value). Expressed as a single number, plus or minus value, each EPD reflects the genetic transmitting ability of each bull for a particular trait. Common EPDs include birth weight, weaning weight, yearling weight, maternal (milk production and maternal ability of future daughters), total maternal (maternal EPD + ½ weaning weight EPD), and carcass performance (hot carcass weight, rib eye area, mar-

bling and rib fat thickness). Many breeds provide additional information to accompany specific EPDs, such as number of herds in which progeny were raised, number of progeny with recorded performance, number of daughters with performance measured or number of daughters which have progeny whose performance was measured.

The accuracy value (reliability) of each EPD is a measure of expected change that could occur as more progeny performance data becomes available. The scale of ACC is 0.0 to 1.0; EPDs with ACC of greater than 0.90 will change very little, whereas EPDs with ACC of less than 0.50 might change greatly as number of progeny increases. An EPD with an ACC of "PE" (pedigree estimate) usually indicates an average of that individual's parents' EPDs for that particular trait. Yearling bulls which are purchased by commercial producers will either have low ACC or pedigree estimate EPDs.

The following example (Table 1) will compare two yearling bulls. If a commercial herd is equally divided between two sires, A and B, the following performance can be expected. The average weight of B-sired calves at birth would be 5.4 pounds lighter ($4.4 - [-1.0] = 5.4$) than the average of A-sired calves, and would be less than a sire typical for that breed. In addition, the average weight at weaning of A-sired calves will be 13 pounds greater ($22 - 12 = 13$) than the average weaning weight of calves sired by Bull B. Thus, Bull A would not be a candidate for breeding heifers or producing replacement heifers, but would add pounds. Bull B *may* be a good heifer bull. Both bulls are low in EPD reliability (ACC), so evaluation of the performance of each in terms of actual birth weight, weaning weight and yearling weight would provide additional decision-making information, especially when compared to other bulls in the "For Sale" group.

Hope we all have a prosperous 2014! 🍀

Table 1.

	BW EPD	ACC	WW EPD	ACC	YW EPD	ACC	Mat. EPD	ACC
Bull A	+4.4	0.33	+25	0.33	+37	0.33	-3.0	0.25
Bull B	-1.0	PE	+12	PE	+21	PE	+1.0	PE
Breed Avg.	+2.5	-	+15	-	+35	-	+2.0	-

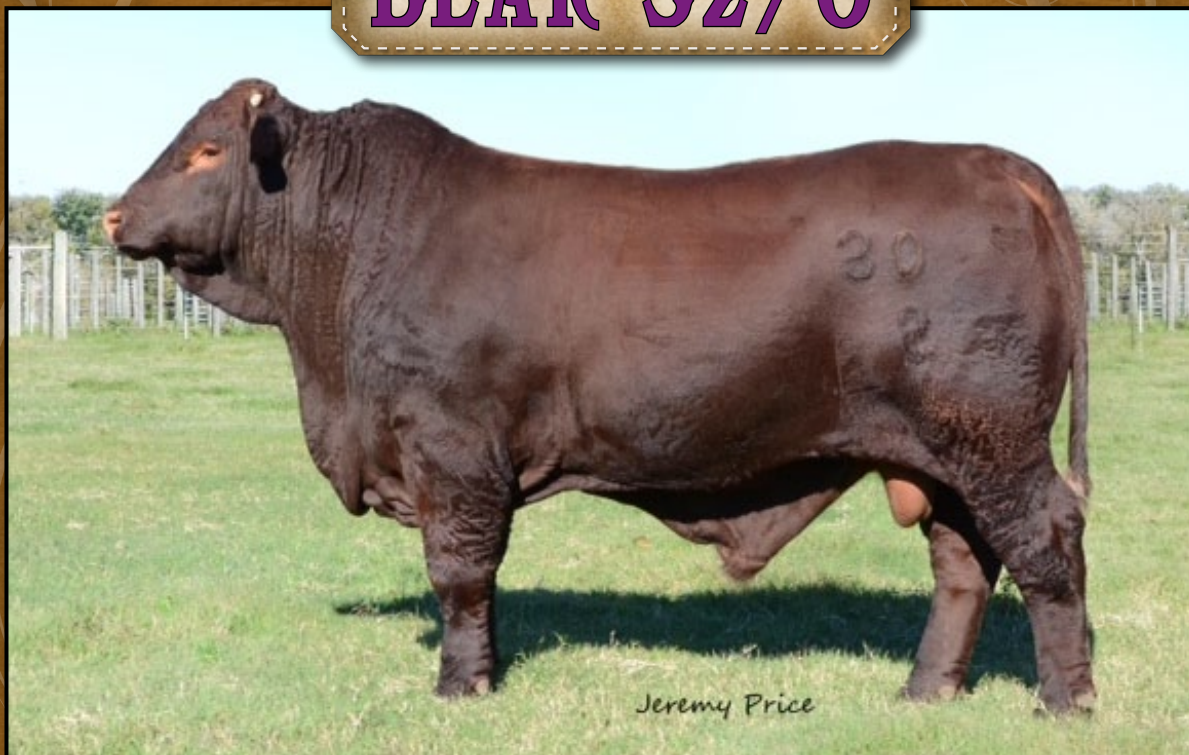
Performance trait expected progeny differences (EPD) for Bull A and Bull B, and breed average EPD. ACC = accuracy or reliability of each EPD.

LA CAMPANA RANCH

COMMERCIAL *AND* PUREBRED SANTA GERTRUDIS

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

BEAR 32/0



Jeremy Price

We are proud to introduce our young herd sire, Bear 32/0. He was the co-high-selling bull at the 2013 Briggs Ranches Bull Sale, that we purchased from Harris Riverbend Farms. We believe Bear puts it all together in a complete package.

PEDIGREE:

Great-grandson of Grizzly 3308 and Gridmaker 820

PERFORMANCE:

BW 76 • WW 630 • YW 1,208 • Gain ADG 3.68
Ratio 118% • WDA 3.01 • Ratio 129%

EPDs:

BW 1.71 • WW 13.79 • YW 18.17 • M -.7 • TMAT 6.72

ULTRASOUND:

REA 13.07 • IMF 3.06 • Yrlg. Scrotal 39 cm.

Cotton
Branch
PLANTATION



SEMEN AVAILABLE

CALL:

ED HERRING • (601) 384.7062

DAVID HARRIS • (817) 996.5866

BILL LUNDBERG • (479) 880.6217

(recommended for heifers)

ED & BARBARA HERRING

Smithdale, MS

(601) 384.7062 cell

(601) 384.2617 farm

RYAN COWART, MANAGER

(601) 384.6719

BILL LUNDBERG, CONSULTANT

(479) 880.6217

USING EARED BREED BULLS

By Joe C. Paschal, Ph.D., livestock specialist, Texas A&M AgriLife Extension, Corpus Christi, Texas

Most of the time, when I speak or write about the attributes of the American or eared breeds (in which I include Santa Gertrudis), I tend to focus on the maternal or cow side of the genetics offered by these breeds. But there is a well-established use for eared breed bulls in commercial herds. As I have stated previously, the whole purpose of the creation of the eared breeds by their founders was to create a breed for a specific environment that would thrive, yield market-acceptable calves and produce its own replacements – so I won't spend time discussing how well these bulls work on females from their own breeds; that's a given. Much has been written about how well other non-eared breeds perform (produce market-acceptable crossbred calves) on eared cows, but little has been written, much less spoken, about the use of eared bulls on British, Continental or crosses between these two breed types.

If we evaluate these breeds as a group (in order to consider their use as sires in a crossbreeding program), we need to consider what their strong points are and what they bring to a production system. As a baseline, it is helpful to look at an excellent bulletin, *Texas Adapted Genetic Strategies (TAGS) V: Type and Breed Characteristics and Uses* by Stephen P. Hammack, Ph.D. In it, Hammack ranks breeds and breed types used in Texas and most of the rest of the U.S. by their functional levels of production in eight major areas: body size, milk production, age at puberty, hot climate adaptability, fleshing ability, muscle expression, cutability (red meat yield) and marbling. In the bulletin, Santa Gertrudis and other eared breeds (with the exception of American Brahman) are listed as “American,” while the Brahman is listed under “Bos indicus” since some other non-Brahman Bos indicus breeds were included.

Under “Growth and Size” (considering rate of gain and mature weight at similar body condition), Braford and Red Brangus are considered to be more medium or moderate in size than Beefmaster, Brangus, Brahman, Santa Gertrudis and Simbrah, which are considered to be high. This doesn't mean that one breed is too small or the other too large (most of the British types fall in the high category). It just means there is a rate of gain and size difference that needs to be accounted for when selecting one of these breeds for use on commercial cows. Also, attention needs to be paid to birth weight and calving ease, since sires with Bos indicus influence tend to have larger calves when bred to females with non-Bos indicus genetics. All of these breeds are considered to be medium in milk production, with the exceptions of Brahman and Simbrah. This is strictly a consideration of direct effects due to breed, and does not include the effects of hybrid vigor or heterosis, which can and will be large. Age at puberty is medium for all eared breeds, except for Brahman, which tend to be very late. Even though eared breeds tend to reach puberty a little later, they

also are noted for longer, more productive lives. Hot climate adaptability is high for all eared breeds – again, except for Brahman, which is rated very high for that trait. As one might expect, hot climate adapted breeds are generally less cold tolerant, but many eared breeds are raised in cooler climates.

All eared breeds are rated high for fleshing ability, except Simbrah, which is medium. Fleshing ability refers to “the body's capacity to fatten and retain fat.” Bos indicus cattle tend to have higher fleshing ability, which can be good on poor quality forages, but can lead to over-fattening in the feedyard unless managed correctly. Muscling or muscle expression is medium for all eared breeds. Since muscling is inherent in the percent retail yield from a carcass cutability standpoint, one might infer that they lack muscle; **they do not**. All eared breeds are rated medium in cutability as well. They are less heavily muscled than the breeds from Europe, but as well-muscled as British beef breeds. The final category is marbling, and with the exception of Brangus and Red Brangus, which are rated medium for marbling, the other eared breeds are rated low. Marbling is the primary indicator

CONTINUED ON PAGE 14 ►



Photo courtesy Red Doc Farm.

Woman Hollerin Ranch

Home of 5-E Seven



Check Out Our Cowtown Elite Sale Lot!

"025" is an outstanding female with Harris Riverbend Farm breeding on both sides. A three-year-old, she has her second calf at side: a bull calf born Oct. 5, 2013, sired by a Magnum 357 son. Don't miss the opportunity to own this great pair!



Our No. 1 Herd Sire

Several 5-E Seven daughters will be shown at the National Santa Gertrudis Show in Fort Worth. Give us a holler for details about 5-E Seven sexed semen!

Replacement Heifers FOR SALE!

We have a nice selection of both purebred and motley-faced (Santa Gertrudis x Hereford) heifers for sale private treaty. For the most up-to-date information on heifers packages, visit our website www.womanhollerinranch.com.

Woman Hollerin Ranch

Ricky & Betty McCormick

1211 Peach Ridge Road • Brookshire, TX 77423 • Home: (281) 375-6861 • Cell: (281) 797-6355

www.womanhollerinranch.com

of Quality Grade (itself an indirect measurement of tenderness, juiciness and flavor), and it is generally higher in earlier maturing (and higher milking) types.

In addition to knowing what these breeds have to offer as sire breeds, it is also important to know what your cow herd has to offer in these eight areas, especially in relation to the production conditions under which they will raise their calves. In a second TAGS publication, *TAGS VII: Sire Types for Commercial Herds*, Hammack lists 10 scenarios where eared (American) bulls can be used on commercial-type cows, from both a terminal/market perspective as well as when considering replacement females. Eared sires can be used on British-type females (purebred or crossbred) to produce both market calves and desirable replacement females. One of the concerns here would be to pay close attention to birth weight and calving ease of the bulls chosen, especially if the females are smaller framed or are heifers.

Brahman bulls on British females, especially straightbred Angus and Hereford, can produce very high quality (and very desirable) F1 females, but their steer mates are often discounted when sold at weaning. When possible, these eared-cross steers should be fed and sold on a grid that focuses on how they will grade and yield. These same considerations are also important if eared bulls are to be used on Bos indicus x British or other eared breed females. A maximum of 50 percent Bos indicus in calves is about what the market will absorb without significant discounts, so pay attention to how much Bos indicus you have in your cowherd. In South Texas,

where I live, Santa Gertrudis bulls are widely used on Hereford and Hereford-cross females. These produce dark red calves with a mottle (or brockle) face that are very desirable as replacement females or as feeders, especially down here.

Eared breed bulls can also be used on other eared cross cows and Continental (European) x British cows for both acceptable market calves and replacement heifers. It is in this crossing scenario (in addition to the first, crossing with British or British-cross females) that eared bulls have their greatest potential. These bulls provide as much flexibility in either producing calves for the market or heifers for replacements as do their British counterparts, except that eared bulls shouldn't be used on Continental x Bos indicus cows to produce replacement heifers, only market calves, as they are too late maturing and usually get too big. They make a logical choice for terminal sires used for natural service in hot climates.

One other use of eared breeds as sires is in the use of breeding first calf heifers of other breed types. Genetically light birth weight and easier calving sires should be selected, especially if the heifers don't have Bos indicus genetics.

Finally, one might ask, why use eared bulls? In addition to the breed effects they offer, my first and most important point usually is that they offer heterosis for reproductive efficiency, especially in hot, humid climates, and are less often found in a tank or pond, or under a shade tree when it is hot. In addition, they can offer calving ease, maximum hybrid vigor, longevity, and climatic and forage adaptability, and are better adapted to tropical and subtropical environments. Sounds to me like good reasons to use bulls with some ear!



Introducing JOHN 316



DOB: 12/19/12 • BW: 76 lb. • 205-day Adj. Wt.: 766 lb. • YW: 1,205 lb.

Grandview John 316 Reg. # 201201004853

Calf Champion Bull 2013 State Fair of Texas!

Grandview's John 316 is another Red Hot son and will soon be joining his sire, Red Hot 4010, and his two brothers, Red Hot 017 and Red Hot 040, as a breeding bull for Grandview Farms.

Come by and inspect John for yourself at the National Show in Ft. Worth.

To produce your own Red Hot 4010 herd sire, call us for semen. Correctness and natural muscling all come in one package!

**Put Bull Power
in Your Tank!**

Contact Grandview Farm for
your semen order today!



Grandview Farms

Hamilton, AL

Owners: Delmo & Wilmuth Payne

Cell phone: (205) 468-5319

Email: delmo.payne@gmail.com

Website: grandviewfarm.biz

Mgr. Brent Shaw, phone: (205) 412-5761

In Memoriam

MARY RYAN WILSON

Mary Ryan Wilson, 88, passed away Dec. 4, 2013.



Mary was born in Vancouver, British Columbia, Canada, and grew up in Calgary, Alberta, Canada, the second of five daughters born to Mary

Agnes (McHugh) and James Ryan. She was the granddaughter of pioneer rancher Felix Alexander McHugh, who built the first log cabin in what is now Calgary, brought the first rail shipment of cattle to western Canada, and raised cattle and horses on his H2 Ranch. Mary loved winter sports, and was a professional figure skater and instructor. She also worked as an executive secretary for Imperial Oil in Calgary.

At an oil industry conference in Banff, Alberta, she met her future husband, John H. Wilson II of Fort Worth, Texas. The couple has four children and six grandchildren.

While raising their children, Mary acted as area representative for the American Field Service Intercultural Exchange Program, as regional director for Intercambio Student Exchange and for Other Cultures International Student Exchange. She was a docent at the Kimbell Art Museum, the Amon Carter Museum and the Modern Art Museum. She served on the board of the Gifted Students' Institute in Fort Worth, and at various times served as president of the Junior Women's Study Club, the Fort Worth Geological and Geophysical Auxiliary, and the Roundelay Club. She played an active role on the parish council of St. Patrick Cathedral and was a Lady of the Equestrian Order of the Holy Sepulchre of Jerusalem.

After their children grew up, Mary and John raised polled Santa Gertrudis cattle on their Lazy E Ranch in McLennan County, Texas, using not only the Lazy E brand, but also the H2 brand of Mary's Canadian ancestors. They were active in SGBI and took special interest

in the junior program.

Mary was a devoted wife to John for 62 years. She was a loving and supportive mother, the most loyal and faithful of friends, and the most vivacious of companions, one who could always be counted on to be the life of any party. An authentic extrovert, Mary was a deeply empathetic listener and a natural confidante. Always modest about her own considerable abilities, she was quick to identify and encourage the talents of others. She loved to dance, had a fine singing voice, an instinctive ear for music, and an eye for beauty in both nature and art.

She was preceded in death by her son, James Ryan Wilson, and three sisters, Eileen Ryan, Theresa Ryan English and Florence Ryan Froman. Survivors include her husband John; children Mary Catherine Wilson and husband Tony Wilson, John H. Wilson III and wife Annasue, Christopher M.T. Wilson and wife Pamela; grandchildren John H. Wilson IV, Anna Sophia Wilson, Veronica Teresa McCleave Wilson, Karly Nicole Diane Wilson, Lydia Marie Elor Wilson, Mattie Ann Mickay Wilson; and sister Catherine Ryan Kennedy. 🕊

COME BUILD A HERD!

at the South Texas Pioneer Sale

Saturday, March 8, 2014

6:30 p.m. • Rio Grande Valley Fairgrounds, Mercedes, Texas

Selling... Purebred Santa Gertrudis 3-in-1's, bred and open heifers, both polled and horned, as well as outstanding bulls. Cattle are backed by foundation Santa Gertrudis genetics. Also selling quality Star 5 females – these are good replacements or can be used in a Santa Gertrudis grading-up program.

The sale will be held in conjunction with the Rio Grande Valley Livestock Show!

Host Hotel

Victoria Palms Inn & Resort Hotel

602 N. Victoria Road, Donna, TX 78537

Phone: 800-551-5303, Fax: 956-782-3232

www.victoriapalms.com

**Ask for the Rio Grande Valley Santa Gertrudis Association South Texas Pioneer Sale Rate*

For more information, contact

Larry Garza

318 Sapphire St., Edinburg, TX 78539

lrgarza1@aol.com

Phone: 956-206-1244



Like the South Texas Pioneer Sale on Facebook!



SANTA GERTRUDIS Juniors



By McRae Clay, District 3 Director

Hello, and Happy New Year! My name is McRae Clay, and I live in Madison, Miss. I'm a sophomore at Madison Central High School. This is my first year as a director, and I couldn't be more blessed by the opportunity to represent a breed that means so much to me. I'm also a member

and president of the Mississippi Junior Santa Gertrudis Association. I really enjoyed seeing everyone in Dallas at the State Fair of Texas, and it reminded me how lucky I am to have such a great group of friends that I call my Gert family.

I want to remind everyone that the junior board is selling raffle tickets for a 45-quart Yeti cooler, and we are in the beginning stages of producing a cookbook. If you have any recipes you would like to submit, please email them to Will McDaniel at whmcdaniel@gmail.com. We are also having our annual social in Fort Worth on Jan. 25, 2014, at 9 a.m. I hope to see everyone there – we'll have a great time playing games and getting to know each other. Wichita Falls will be the home of the 2014 National Junior Santa Gertrudis Heifer Show. I also hope to see you there!

I pray for safe travels and am looking forward to the next time I see my Gert family! 🐾



By Hannah Burrough, At-Large Director

Howdy, everyone! My name is Hannah Burrough, and my family and I currently live in Weatherford, Texas. I started showing Santa Gertrudis in 2009, and my first show was Fort Worth. My first heifer, Bella, opened the doors to one of the most welcoming organizations

around – the National Junior Santa Gertrudis Association (NJSGA). Now, showing Santa Gertrudis isn't all I do; I also show steers. I'm currently serving my third year as the president of my 4-H club, and I'm also in my third year as a Texas 4-H Livestock Ambassador. Through my school, I'm a cheerleader, a member of the National Honor Society, and a Weatherford Chamber of Commerce Junior Ambassador. Nonetheless, my favorite organization is NJSGA. As show season begins again, here are some things to remember while at shows (and everywhere else):

Be **CLEAR**:

Courteous: Always show respect to your peers, leaders and authorities.

Listen: Always listen when others offer you help. Never be disrespectful; they usually are telling you something useful.

Ethics: Always remember good morals and the difference between right and wrong. Cheating does nothing but cause guilt and problems.

Apppearance: Dress to impress. Don't dress gaudy or wear something you shouldn't. Set a good example for others younger than you.

Reflection: When you look at yourself in a mirror, ask yourself if the person you see is the person you want to be, and if you are setting a good example for others around you. 🐾

Juniors Hold Annual Hot Gert Show

The South Texas Junior Santa Gertrudis Association held its annual Hot Gert Show Nov. 17, 2013, at the Jim Wells County Fairgrounds in Alice, Texas. More than 60 head of Santa Gertrudis and Star 5 cattle were entered.

On Saturday, the association sponsored a showmanship clinic given by Abby Loessin Crawford, Corpus Christi, Texas, followed by a membership meeting. At the conclusion of the day, a tamale and chili dinner was served; it was sponsored and prepared by Kenneth Tom and Lauri Hefte of Hefte Ranches.

On Sunday, Joe Paschal, Ph.D., livestock specialist, Texas A&M AgriLife Extension, Corpus Christi, Texas, judged the showmanship contest and purebred and Star 5 shows.

Winning junior showmanship was Kalli Kimble, New Braunfels, Texas; intermediate, Harrison Kimble, also of New Braunfels, Texas; and senior, Cody White, Alice, Texas.

The Grand Champion Santa Gertrudis Female was Strait Ranches 54/1, shown by Kalli Kimble, and the Reserve Grand Champion Santa Gertrudis Female was Lazy JV 2/99, shown by Cynthia Cantu, San Juan, Texas.

Taking home honors for Grand Champion Star 5 Female was Reagan Ruddock, Rockport, Texas, with SJ Island



Sarita. Ruddock also showed the Reserve Grand Champion Star 5 Female, SJ Island Rayne.

Congratulations to all the juniors who participated in the 2013 South Texas Junior Santa Gertrudis Association Hot Gert Show! 🐾

Need a little more Shape in those Genes?

QT Sherman Tank 03/4

Owned by
Harris Riverbend Farms
and Diamond S Ranch
(Semen Available)



Tank is a great sire for developing heifers and bulls. Check out these offspring—



Bear 30/2

Owned by Cotton Branch Platation
(Semen Available)



Harris Farms 12/0

Owned by Harris Riverbend Farms and Strait Ranches
(Semen Available)



Sallie 30/1

Owned by Carson Petty



Brie 27/2

Owned by San Jose Cattle Company



HARRIS RIVERBEND FARM

David & Laurie Harris

P.O. Box 691, Cleburne, Texas 76033

Home: (817) 641-4159 • Office: (817) 641-4771

Cell: (817) 996-5866

david.harrisfarms@yahoo.com



Diamond S Ranch

Jerry & Pat Stults

Fort Worth, Texas

Office: (817) 534-0044

Jerry Cell: (817) 925-1639 • Pat Cell: (817) 475-3226

jstults@jpsalliance.com • pstults@jpsalliance.com



The Birth of a Breed

By Lisa A. Neely, King Ranch Archivist

Located in deep South Texas is the venerable King Ranch. Since its establishment in 1853, the Ranch's existence has been, and continues to be, based on the invention and implementation of state-of-the-art agricultural practices. The Ranch's involvement at the forefront of the development of such innovations as the dipping vat, root plow and environmental stewardship practices are but a few of the achievements that have had a global impact on the ranching industry. In addition, King Ranch has also assured its place in history with its involvement in the beef cattle industry by developing a world-renowned breed. This last accolade came about by chance, when a mischievous bull calf caught the eye of Robert Justus (Bob) Kleberg, Jr., and became the foundation sire of the Santa Gertrudis breed.

When Captain Richard King founded his Rancho de Santa Gertrudes in 1853, millions of head of Longhorn cattle freely roamed South Texas. King began stocking his ranch with these rangy cattle, selecting the heaviest and strongest to breed and improve his stock. As his interest in improving his herd grew, he looked to the future, when he would no longer have to drive his cattle to the northern markets, but

to a railhead. He knew if this could become a reality, he would no longer need the traits the Longhorn cattle possessed, but could instead infuse the blood of British breeds into his stock. In the early 1870s, King acquired a hundred head of Durhams from Kentucky. Among these, King took the bulls and placed them on a select herd of range cows. Thus began the first attempts at upgrading the Ranch's beef stock through selective breeding techniques.

Shortly after assuming control of Ranch management, Robert Justus Kleberg, Sr., King's son-in-law, intensified the Ranch's breeding program. Kleberg purchased both Shorthorn (which had earlier been called Durham) and Hereford stock to infuse their blood with the Ranch's Longhorn herd. For years, the Ranch kept the Hereford-cross and Durham-cross herds separate to supply the stud for upbreeding the range stock. This program met with some success, but after several generations, the Ranch found it difficult for these improved cattle to maintain their standard of excellence because of the severe environmental conditions they lived in. A decision was then made to try to develop a hardier breed of cattle.

In 1910, a neighboring rancher, Tom O'Connor of Victoria, Texas, gave the

Klebergs – Robert Sr., Robert Jr. (Bob) and Richard Mifflin (Dick) – a huge, black half-blood Brahman-Shorthorn bull, and a decision was made to turn the bull into a pasture with purebred Shorthorn cattle. All of his male offspring were castrated, except for one promising red bull calf they called Chemmera. All of the heifer offspring were turned back with Shorthorn bulls. Chemmera was also mated back with purebred Shorthorn cows. Several years later, all of the female offspring of the O'Connor bull were separated from the herd and placed in a pasture with Chemmera. Observations were made through 1918, and it became evident that these crossbred cattle were the best range cattle seen in years. Because of these positive results, the decision was made to pursue the infusion of Brahman blood into the Ranch's cattle.

In 1918, 52 select 3-year-old Brahman bulls were purchased from A. P. Borden of Houston, Texas. These bulls were divided among eight different purebred Shorthorn breeding herds. About 700 desirable F1 heifers were selected from the first crop of calves and were placed back into the breeding herds. This type of selective breeding continued for five years, at which time it was decided that the optimal Brahman-

Shorthorn cross blood percentage was three-eighths Brahman and five-eighths Shorthorn. During this time, two of the bulls, Chiltipin and Vinotero, were each bred to herds of 50 specially selected Shorthorn heifers, whose lineage could be traced back to the great bull Lavender Viscount, the 1900 Chicago International Livestock Exposition Grand Champion Bull. Because of varying range and drought conditions, these herds were moved periodically. In 1919, the Vinotero bull and his herd were pastured near the Rancho's Laureles Division Headquarters. Also located there were the Division's milk cows. At one point, the Vinotero bull was bred to one of the milk cows, which had one-sixteenth Brahman blood passed down from the original O'Connor bull through his son, Chemmera. Through this mating, Monkey was calved in 1920. The Klebergs immediately knew that he held the characteristics they had been looking for.

When of age, Monkey was placed in a special breeding program. In order to

LEFT: The first Brahman bulls with Shorthorn cows at King Ranch.

RIGHT: Monkey, the foundation sire of the Santa Gertrudis breed.

hold the characteristics of Monkey and breed him true to type, a well-planned program of line-breeding and, in some instances, inbreeding, was carried out. Monkey was carefully bred to a select group of top cows and then to some of his own daughters and granddaughters. His best sons were also bred to his best daughters. Before his death in 1932, Monkey sired more than 150 useful sons. As the Santa Gertrudis population began to grow, it became necessary by 1925 to design a single-sire and multiple-sire breeding plan. Through this breeding program, a pure breeding herd was eventually established.

In 1940, the U.S. Department of Agriculture recognized the Santa Gertrudis breed as a distinct breed of beef cattle. Santa Gertrudis was the first breed developed in the U.S. and the first breed developed worldwide in more than a century. It was named Santa Gertrudis in

honor of Captain King's Home Ranch. The breed has been shown to have a relatively high degree of both heat and tick resistance, and Santa Gertrudis characteristics include calving ease, and good mothering and milking ability.

Almost a century since Monkey was calved, the Santa Gertrudis breed can be found worldwide. Because of the strong genetics Santa Gertrudis cattle possess, this breed is now being used as the basis of numerous new cross-breeds. All of this can be traced back to a single, mischievous bull calf named Monkey. 🐄



Where's Your Next Calf Coming From?



Briggs 001/0

We have CSS Certified for export semen on-hand.

Rocking A Ranch

Allen & Cheryll Grainger

P.O. Box 2282 • Brenham, TX 77834

Email: clgrainger@aol.com

Allen cell: (979) 337-4151

Cheryll cell: (979) 337-4152

BOVINE ELITE, LLC

✓ Semen & Embryo Sales ✓ AI & ET Equipment Sales ✓ AI/Palpation Clinics ✓ TruTest Scales
✓ Professional Importing/Exporting ✓ Semen & Embryo Warehousing ✓ AI Consulting

3300 Longmire Drive • College Station, TX 77845 • (800)786-4066 • (979)693-0388
Fax: (979)693-7994 • Email: carl@bovine-elite.com • www.bovine-elite.com



DuBois' Bullseye

REG#1213218
SCURRED



SJ High Roller 005

REG#1291870
POLLED



**Harris Farm 12/8
"Wavemaker"**

REG#1272159
SCURRED



KR Ricardo 182/02

REG#1229032
HORNED



QT Sherman Tank

REG#1246091
HORNED



RDF Sancho 7216

REG# 1269953
POLLED



Sheriff 5577

REG#1165312
POLLED



Top Gun 244

REG#1231402
POLLED



Wendt All Star 5876

REG#1217194
SCURRED



Yogi 1562

REG#1222255
POLLED

2014 A.I. Clinics

February 4-7	July 8-11
April 8-11	September 9-12
May 13-16	October 7-10
June 10-13	November 11-14



Look for us on Facebook!

Happy New Year!

Join us in 2014 at the Bluebonnet Classic and Houston Super Sale.

Townsend Cattle Company is defining our expectations for the future.
You can too with CSS Conventional and Sexed Semen.

IVAN & DEBBIE TOWNSEND
Cell: 979-541-3409
townsend30@yahoo.com

T
TOWNSEND CATTLE COMPANY
PO BOX 152 • LOUISE, TX 77455
SANTA GERTRUDIS • STAR-FIVE • COMMERCIAL CATTLE

Make the Right Choice



BOGGZ915/O



SF412



Y47 has been the top-producing bull for C Bar C, whether in the show ring or the pasture. You can't go wrong with his genetics. We are currently taking semen inquiries on this top herd sire.

www.cbarcranch.net



LITTLE GIRL 252



CORONA

ALAN CLARK
5901 Big River Heights Rd. • De Soto, MO 63020
(636) 586-6034



Choose C Bar C Ranch

BUD & KELLY CLARK
5905 Big River Heights Rd. • De Soto, MO 63020
(314) 607-1076

The How & Why of Buying Calves on Order

By Brian Cummins

When is the last time you went and watched a cattle sale, especially the calf sale? Far too many producers drop their calves off at the auction barn and tell the attendant to mail the check, or go back and pick up the check on the way to take the spouse or significant other out to eat. How did your calves sell in comparison to the rest of the sale? As a Santa Gertrudis breeder and a part-time order buyer, I get to observe the industry from both sides.

Recently, I was asked to give a talk at a cow-calf clinic on what order buyers look for in calves. That didn't take long – order buyers buy whatever the customer orders. Somebody in the U.S. has put out an order for a set of 250 lb. Jersey heifers. They don't have to be very good; you can put a calf with a blue eye or bob tail on the order – just buy them cheap.

With calves selling at a rate of one every 10 to 15 seconds, a calf buyer has to make several decisions quickly. Is it a steer, bull or heifer? What does the calf weigh? Does the calf fit any of my orders? All these decisions while listening to the auctioneer to determine if the sale price is within what I am authorized to pay. It is all about perception of what that calf will grow up to be.

What I did tell the crowd that day was that there are several things you can do to add value to your calves. Let us define value. Value is created when you produce a product that meets or exceeds the expectations of the customer – and it meets or exceeds those expectations every time, not just on average.

There are four areas that affect feeder calf value: genetics, processing/management, health and nutrition.

Genetics affects things like muscling, frame and the ability to marble, which determines red meat yield, growth and Quality Grade. The best health and nutrition program in the world can't overcome inferior genetics. As breeders, we are in charge of the genetic makeup of the calves we sell. Despite what some breeders advertise, it is important to remember that no one breed maximizes or optimizes the 3 M's: maternal, muscling and marbling. Our breed is noted for its maternal abilities. That is where using tools like expected progeny differences (EPDs) and ultrasound data, in addition to visual appraisal, is important in selecting herd bulls.

Value is created when you produce a product that meets or exceeds the expectations of the customer – and it meets or exceeds those expectations every time, not just on average.

It has been said the ideal feeder calf is at least 50 percent British (Angus, Hereford or Shorthorn), not more than 50 percent Continental (Charolais, Gelbvieh, Limousin or Simmental) and not more than 25 percent Brahman-influenced. A half-blood Santa Gertrudis calf with the other half British or Continental fits those criteria.

In addition to genetics, you can add value to your bull calves by making steers out of the ones you wouldn't use

yourself as a bull. This fall, we have seen steers 500 lb. and heavier bring \$8 to \$15 per cwt. more than comparable quality steers. That is \$40 to \$50 more in your pocket per head on a 500 lb. calf and up to \$100 a head on a 700 lb. bull calf. The castration of bull calves is second only to genetics as the most important thing you have control over.



Another way you can add value to a feeder calf is through a pre-conditioning program that includes a vaccination program and weaning the calf. Your typical sale barn calves are considered "high risk" cattle because they have not been prepared for the stress of the marketing system. Those calves arrive at the sale with milk still on their noses, not knowing how to eat or drink out of a trough, and with a compromised immune system because most have never seen a vaccination needle. After the sale, the calves are loaded on trailers and taken to the order buyer's pens, where they are mixed with calves from as many as ten auctions. When enough calves are bought to make a load, they are again loaded and hauled to the person who "ordered" the calves. A fat, bloomy calf may look good to the producer, but to a calf buyer it looks like a wreck waiting to happen. A weaned calf with two rounds of vaccinations for the upper respiratory complex is less likely to get sick or die, will have a higher average daily gain and use less feed to make that gain. Research also has shown that a higher percentage of pre-conditioned calves will grade Choice. Producers may need to pool cattle into truckload lots (48,000 lb. of same-sex, uniform quality and weight calves) in order to receive premiums. Another option is to find an auction near you that offers special sales for pre-conditioned calves.

Cattle producers have some control over the "perception" their calves make in the sale ring. It is the breeder's responsibility to make the right choices in genetics and utilize the necessary animal husbandry practices to produce a quality calf.

***Editor's Note:** Brian Cummins is retired from Texas A&M AgriLife Extension and has been a full-time order buyer for the past three years. 🐾*

DON'T MISS THE BIG EVENT!

2014 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 7, 2014 @ 7:00 PM

Reliant Center - East Arena • Houston, Texas

Pre-sale Aisle Party - March 7, @ 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

NORTH CAROLINA STATE FAIR

Oct. 22, 2013 | Raleigh, N.C. | Judge: Jary Douglas

SANTA GERTRUDIS SHOW *Results*



GRAND CHAMPION BULL

Amigo Massive D155, shown by
Michael Roy Rank,
Dietrich's Flying D Ranch, Orlando, Fla.



RESERVE GRAND CHAMPION BULL

Creech Doc Holiday 216, shown by
Caroline Creech, Zebulon, N.C.



BEST OF POLLED BULL

Amigo Massive D155, shown by
Michael Roy Rank,
Dietrich's Flying D Ranch, Orlando, Fla.



GRAND CHAMPION FEMALE

Creech Mamie 213, shown by
Caroline Creech, Zebulon, N.C.



RESERVE GRAND CHAMPION FEMALE

Miss Massive Amigo D255, shown by
Michael Roy Rank,
Dietrich's Flying D Ranch, Orlando, Fla.



BEST OF POLLED FEMALE

Creech Mamie 213, shown by
Caroline Creech, Zebulon, N.C.

SGBI POINT STANDINGS

HEIFER CALF

Ervins Ambition	Circle A Farm, Williamsport, Tenn.	52
Ervins Red Star	Circle A Farm, Williamsport, Tenn.	48
Ervins Libby	Circle A Farm, Williamsport, Tenn.	19

YEARLING HEIFER

Miss Grandview Annie	777 Farms, Magnolia, Ark.	84
Miss TT 950/2	Tara Ranch, Liberty, Texas	30
Harris Farms 27/2	Reagan Ruddock, Rockport, Texas	18

SENIOR FEMALE

HH Miss Sherry W21	Casey Pitchford, Athens, Texas	102
Circle A Lady Far	Cody Mattingly, Brandenburg, Ky.	44
5 Bar E Bella	5 Bar E Farm, Altha, Fla.	44

HIGH-POINT FEMALE

HH Miss Sherry W21	Casey Pitchford, Athens, Texas	102
Miss Grandview Annie	777 Farms, Magnolia, Ark.	84
Ervins Ambition	Circle A Farm, Williamsport, Tenn.	52
Ervins Red Star	Circle A Farm, Williamsport, Tenn.	48

BEST OF POLLED FEMALE

Miss Grandview Annie	777 Farms, Magnolia, Ark.	9
LCC I38/1	Cammi Selby, Scurry, Texas	3

BULL CALF

Tara's Top Drive 911-2	Tara Ranch, Liberty, Texas	64
CSC Playmaker	Connors State College, Warner, Okla.	28
Grandview John 316	Grandview Farms, Hamilton, Ala.	25

NORTH AMERICAN INTERNATIONAL LIVESTOCK EXPO

Nov. 22, 2013 | Louisville, Ky. | Judge: Ira Barrow

SANTA GERTRUDIS SHOW *Results*



GRAND CHAMPION BULL

CSC Hitch Hiker 127, shown by
Connors State College, Warner, Okla.



RESERVE GRAND CHAMPION BULL

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



BEST OF POLLED BULL

CSC Playmaker, shown by
Connors State College, Warner, Okla.



GRAND CHAMPION FEMALE

HH Miss Sherry W21, shown by
Casey Pitchford, Athens, Texas



RESERVE GRAND CHAMPION FEMALE

Ervin's Ambition, shown by
Circle A Farm, Williamsport, Tenn.



BEST OF POLLED FEMALE

Miss Grandview Annie, shown by
777 Farm, Magnolia, Ark.

SGBI POINT STANDINGS

YEARLING BULL

Ervins Real Deal	Circle A Farm, Williamsport, Tenn.	73
Remington 215/12	Bill Stroman, College Station, Texas	57
Honey Badger	777 Farms, Magnolia, Ark.	42

SENIOR BULL

5 Bar E Integrity 350	5 Bar E Farm, Altha, Fla.	126
CSC Hitch Hiker 127	Connors State College, Warner, Okla.	58
LF Royal Ruler Y1	Lovett Farm, Hillsboro, Ohio	49

HIGH-POINT BULL

5 Bar E Integrity 350	5 Bar E Farm, Altha, Fla.	126
Ervins Real Deal	Circle A Farm, Williamsport, Tenn.	73
Tara's Top Drive 911-2	Tara Ranch, Liberty, Texas	64
CSC Hitch Hiker 127	Connors State College, Warner, Okla.	58

BEST OF POLLED BULL

LF Royal Ruler Y1	Lovett Farm, Hillsboro, Ohio	6
CSC Playmaker	Connors State College, Warner, Okla.	4
Kilgore	Gene Kilgore, Havanna, Kan.	2

REMAINING POINTS SHOWS

Jan. 19	National Santa Gertrudis Show at the Fort Worth Stock Show (Triple Points)
Feb. 10	Florida State Fair (Single Points)
Feb. 10	San Antonio Stock Show (Single Points)
Feb. 11	Dixie National Livestock Show (Double Points)
Mar. 8	Houston Livestock Show (Double Points)

Jernigan Ranch

HAS BULL POWER

GROWTH ★★★★★ MATERNAL ★★★★★ CARCASS ★★★★★

Jake 3/11

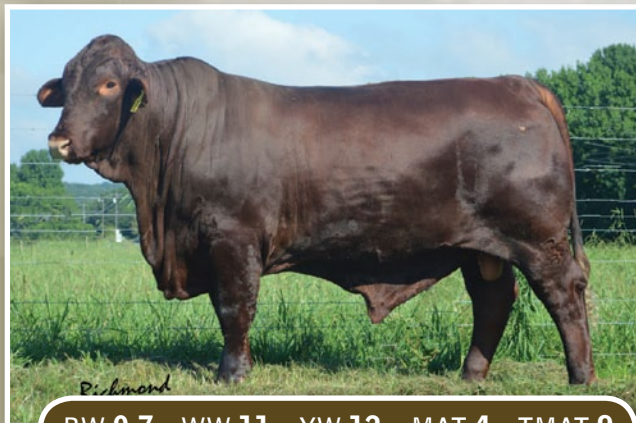


BW -0.1 WW 8 YW 11 MAT 1 TMAT 5 HCW 2
 REA 13.8 REA/CWT 114 IMF 3.89 FAT 0.37 RUMP 0.53
 Actual 205-day wt: 694 lb. • Adj. 205-day wt: 737 lb.

***EACH OF THESE BULLS HAS RECEIVED TOP RATINGS
 in the recently released SGBI DNA Testing Genomic Merit Score***

Jernigan Christian 8/11

GROWTH ★★★★★ MATERNAL ★★★ CARCASS ★★★★★



BW 0.7 WW 11 YW 12 MAT 4 TMAT 9
 HCW 7 REA 13.4 REA/CWT 114
 IMF 4.43 FAT 0.41 RUMP 0.53

Presently owned by Yancey Strait. One-third semen interest was retained by Jernigan Ranch.

Jernigan Ranch

Wayne & Lavonne Jernigan
 531 Doyle Road • Buena Vista, GA 31803
 H (229) 649-7724 • C (229) 649-9659
 wjernigansr@gmail.com

Jernigan 5/12

GROWTH ★★★★★ MATERNAL ★ CARCASS ★★★★★



BW 0.8 WW 9 YW 15 MAT -2 TMAT 2
 HCW 7 REA 12.4 IMF 5.17 FAT 0.53

**Many thanks to Calvin Cooper
 for purchasing Jernigan 5/12.**

One-third semen interest was retained
 by Jernigan Ranch.

Running M Ranch

Herd No. 2926

Polled Bulls for Sale



Jimmy & Ginger Montgomery
17925 Hwy. 82 • Union Springs, Ala. 36089
334.703.1314 (c) • 334.738.4886 (h)

Southern Breeze Ranch

Lamar Kelly
Enon, AL
(334) 667-0097 ranch
(404) 915-4952 cell
www.sbranch.com

Casablanca Ranch

Registered Santa Gertrudis Cattle
Grass Fed Beef

County Road 99 Abbeville, AL
www.casablancaranch.com
Paul Anderson (334) 790-3274
Larry Burkhalter (334) 790-4351
cbranch.al@gmail.com Lsburk1@aol.com

Cedar Crest Farms

408 Suite B, Hwy 31 N.W.
Hartselle, Alabama 35640

ALABAMA
256-773-4077
Charles Sandlin



TENNESSEE
931-294-5507
James Sandlin

GRANDVIEW FARMS

5400 Bexar Ave. East
Hamilton, AL 35570
www.grandviewfarm.biz
NATIONAL CHAMPION BULL



Delmo Payne, Owner (205) 468-5319 (cell)
Brent Shaw, Manager (205) 412-5761 (cell)



Scotty Hooper (256) 338-8605
Seth Hooper (256) 338-7197

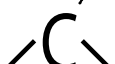
281 County Rd. 643
Cullman, AL 35055
E-mail: rshooper@mywaytrans.com
www.mywaytrans.com (choose H&H Farms)
Ranch Mgr: Johnny Smith (256) 531-5595



Chad, Jamie, Patrick,
Erin-Kay & Caroline Daniel
(870) 904-3070
triple7farms@gmail.com

MAGNOLIA, AR

Home of National Champion SJ High Roller

Flying C Ranch

LESTER & OUIDA COSSEY
2639 Gum Springs Rd.
Searcy, AR 72143
(501) 207-2272

POLLED AND HORNED
SANTA GERTRUDIS

**5 BAR E FARM**

Greg and Hilda Edenfield
Altha, FL
(850) 209-0780
email: fivebare@yahoo.com

Home of
2-Time
National
Champion
MAGNUM 357

Salter Farms

Registered Santa Gertrudis Cattle

Curtis Salter, Owner Home: 850-957-4409
8325 Springhill Rd. Cell: 850-501-1847
Milton, FL 32570 Fax: 850-957-4690

DENSON 3D FARMS

Herd # 9006

JOHN & KAY DENSON
1548 BROOKER FARM RD
DALTON, GA 30721
706-259-3838 (home)
706-264-1224 (cell)
denson3dfarms@gmail.com

HAMAN FARMS

POLLED SANTA GERTRUDIS

Andy & Janine Haman
855 Warren Rd.
Odum, Georgia 31555



C (912) 266-6280
thco@windstream.net
H (912) 586-2243

Jernigan Ranch

Wayne & Llavonne
Buena Vista, GA 31803

O: (229) 649-2575 • H: (229) 649-7724

C: (229) 649-9659

Email: wjernigansr@gmail.com

REGISTERED SANTA GERTRUDIS CATTLE

MC Ranch

6016 Salem Valley Rd.
Ringgold, GA 30736
www.mcranch.com



Dr. Burton & Judy McDaniel
(770) 475-0287 home (404) 313-0292 cell
Email: mrmcranch@aol.com

**HEIL CATTLE CO.**

Doug & Debbie Heil
Stonefort, IL 62987
618-672-4887 (h) • 618-525-0611 (c)
dheil@harrisburgruss.com

QUALITY
BEHIND THE
CRAZY H

Herd #37491
Eddyville, IL Premise

**Shampain Ranch**

Santa Gertrudis Cattle

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

Herd #4434

C Bar C RANCH

REGISTERED SANTA GERTRUDIS

ALAN CLARK
5901 Big River Heights Rd.
De Soto, MO 63020
(636) 586-6034



BUD & KELLY CLARK
5905 Big River Heights Rd.
De Soto, MO 63020
(314) 607-1076

WWW.CBARCRANCH.NET
email: bud@cbarcranch.net

MATHIS FARMS

Santa Gertrudis and Star 5 cattle

Craig Mathis

Doniphan, Mo. 573.996.4875 (h)
mgs63935@yahoo.com 573.429.0996 (c)

RUSTIC RAIL RANCH

PAUL & DEBBIE GAUTZ

9865 Blarney Lane • Carthage, MO 64836
debbiegautz@yahoo.com
417-437-2452 • 417-438-8712

Heath Farms

Pat & Beverly Heath
387 Goodin Williams Rd.
Hodgenville, KY 42748
email: bheath12@windstream.net
(270) 358 4820

Keith and Betty Cosgrove

A Purpose for Several Segments of the Industry

By Micky Burch, Managing Editor

What started as a small herd of cattle more than 60 years ago has evolved into a self-reliant purebred and commercial operation. During that time, Keith and Betty Cosgrove, Coalgate, Okla., used different aspects of the cattle industry to develop their business. Today, they stand as shining examples of how a livestock operation can change over the years, while appreciating and finding a purpose for several segments of the industry.

Keith's dad Travis started their cattle business in 1951 in partnership with Bob Howe. The pair invested in five Santa Gertrudis heifers and a bull. Over the course of the next two decades, they worked to build their purebred herd from those original five heifers, and expanded their commercial herd through outside purchases. "We've always had both purebred and commercial components to our cattle herd," Keith explains.

In the 1970s, Keith pursued the show ring segment of the business, and in their heyday, the Cosgroves were breeding some of the best show cattle in the country. The highlight of the showing years for Keith was when they sold 10 percent interest in their bull 74/5 for \$120,000. Then, 74/5's first crop of bull calves sold for an average \$25,000. "That's really something," Keith says humbly. The Cosgroves continued to show cattle up until 2009, when the economics of showing dictated a change in management.

Since then, the Cosgrove cattle operation has gone back to its roots, and maintains both a purebred and a commercial herd. At its high point, the couple was maintaining some 250 females and up to 600 yearlings. Today, Keith and Betty keep about 100 purebred Santa Gertrudis females and 50 to 75 commercial cows. Between the commercial and purebred herds, they keep back about 40 replacement heifers each year and breed a select group of those females to Santa Gertrudis bulls. The rest of the purebreds are mated with Hereford bulls to make motley-faced calves. All of the first calf heifers are bred to low birth weight Angus bulls. At the foundation of all their females, though, remains Santa Gertrudis. "Santa Gertrudis females are, without a doubt, the best mothers in the business," Keith says matter-of-factly.

Given the data Keith and Betty have collected over the years, that's a sound statement. In the late 1980s and early 1990s, the couple entered their cattle in several performance and feedlot evaluations. After gathering all that information and honing their selection criteria, they've established a cow herd that regularly weans 700-pound calves at six months of age. Those calves then go on to the feedlot, where they consistently post feed:gain ratios of between 5:1 and 5.5:1. Further, their cattle usually go to harvest at 11 to 12 months of age weighing 1,300 to 1,400 pounds, and grade Choice or higher. With statistics like that, it's no wonder all Keith has to do is let the local auction market know when the calves are coming.

What doesn't go to the sale barn is sold ahead of time privately at the ranch. Keith and Betty sell a fair amount of females, and in recent years have found a stronger demand for the commercial cattle than the purebreds, especially the motley-faced females. They also sell a handful of bull calves off the cow, which is also something that's changed over the years. "We used to sell 50 to 75 bulls a year, but it got to where it wasn't profitable anymore because we sold them as 2-year-olds," Keith explains. Now, Keith and Betty keep the top three or four purebred bull calves for themselves, and unless someone has spoken for a bull calf while he was still on his mother, everything else gets castrated at weaning.

Weaning, like calving, takes place twice a year. To avoid bad weather, spring calving goes from March to the middle of May, and fall calving from September through mid-November. "That's what works best for us in terms of labor input and cash flow," Keith points out. In between times, they put up winter feed and update their records. "Every animal on the place is branded, tagged and has a record that Betty keeps track of," Keith says of his wife and partner.

While Keith admits they've had a lot of fun in the show ring and being involved with SGBI, he's most proud of the female herd they've built and the bulls they've raised and sold to other breeders who have had success with them. "This is a dollars-and-cents operation – everything we have has been bought and paid for with the cows," he concludes. In the end, it's evident Keith and Betty have appreciated and found a purpose for all segments of the cattle industry to expand and develop their business. 🐄



Cox Mill Farms

Herd #16315
C (919) 708-2816
H (919) 499-6741
Alan & Vivian Cox
6444 Cox Mill Rd.
Sanford, NC 27332

Sundance Farm

Lane & Greg Livengood

1457 Yokley Rd. • Thomasville, NC 27360
(336) 848-1445 cell (336) 476-5183 home



Herd No. 9562

Featuring Santa Gertrudis & Star 5 Cattle

L♥VETT FARM

www.lovettfarm.com

Specializing in Polled Santa Gertrudis

CHARLES & RHONDA LOVETT

10119 U.S. Hwy. 50E • Hillsboro, OH 45133
(937) 393 0859 • lovettfarm@gmail.com

ARROW RANCH

Dr. Carl O. Westbrook • Vincent & Mary Westbrook

685 West 77th Street South • Tulsa, Oklahoma 74132

(918) 640-3960 • vincent-westbrook@utulsa.edu

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

BRANDON RANCHHOME OF POLLED
JIM BOB 293

REGISTERED SANTA GERTRUDIS
HERD NO. 18704

David Brandon
(918) 633-6251

8712 N. 40th St. • W Porter, Okla. 74454

Creekline Ranch

Marlin & Carla Allen

21 N. 4010 Rd. • Boswell, OK 74727

(620) 342-7212 • (620) 344-6045

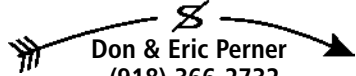
(620) 366-0400

email: huskq2000@yahoo.com

Gary Harding

918-616-7741

P.O. Box 424 • Warner, OK 74469

Double P RanchDon & Eric Perner
(918) 366-2732

16702 Adams Road
Mounds, OK 74047

e-mail: dperner@olp.net
Herd No. 4405

REYNOLDS PRAIRIE VIEW FARMS

Rance & Kathy Reynolds
(918) 232-7870

Warner, OK 74469
kathy051@cox.net

**Circle A Farm**

David & Elaine Alderson

Registered Santa Gertrudis Cattle

Champions for the
Pasture & Showing

Phone (931) 682-2527

4824 Leipers Creek
Williamsport, TN 38487

DALE HOLLOW

SANTA GERTRUDIS

REGISTERED SANTA GERTRUDIS CATTLE

Drue & Courtney Jolly

Phone: (931) 704-2477

Email: Drue.Jolly@yahoo.com

P.O. Box 8101

Gallatin, TN 37066

BAR-T RANCH

Rick and Pam Thomas

7288 Luella Road • Sherman, Texas 75090

(972) 977-8897

r.thomas1947@yahoo.com

Herd #8802

BIERI FARMS

474

P.O. Box 441 • Angleton, Texas 77516

Office: (979) 849-7911 • Fax: (979) 849-1926

oldaggie56@aol.com • www.bierifarms.com

Blackjack Oaks Ranch

Where Excellence is the Norm



Allen & Karen Ginnard

Washington, Texas

936.878.1825 • 713.586.9978

www.blackjackoaksranch.com

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

Charla Borchers-Leon • Mary Kay Borchers

2401 North Wheeler Street

Victoria, Texas 77901 • (361) 575-1297

Santa Gertrudis Y Braford F1

Purebred • Star 5 • Crossbred Cattle

Tommy Phillips

(361) 573-5919 (H)

(361) 649-9726 (M)

Richard G. Hood

(361) 790-5641 (H)

(979) 777-8247 (M)

Briggs Ranches

Cowman Selected. Cowman Proven.

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

Joe Jones, manager (361) 897-1337



Traylor Division

Bloomington, Texas

(361) 897-1337

San Roque Division

Catarina, Texas

(830) 999-3236



San Carlos Division

Rio Grande City, Texas

Joe Jones: brigsranches@hotmail.com

www.BriggsRanches.com



Jerry & Pat Stults

Fort Worth, Texas

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

817/ 534-0044 Office

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

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

Double T Ranch

Wylie and B. J. Taliaferro

Box 57, Rosser, TX 75157 • Herd # 3326

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

Fax: (972) 452-3520 • Duane Miller: (214) 793-5111

Santa Gertrudis Cattle

Herd No. 14644

**DuBois Cattle Company**

Tom & Debbie DuBois

Ranch (903) 626-4153

Jewett, Texas 75846

tom.dubois@us.atlascopco.com

El Chaparral Grande Ranch

Herd No. 10149



Richard & Sharon Stellman

408 FM 1376

Boerne, Texas 78006

(830) 537-5778

Ranch - Hondo, Texas

(830) 426-5119

E-mail: rgsecgr@gvtc.com

Four J Cattle

Registered Santa Gertrudis & Crosses

Larry & Zoe Justiss

(979) 562-2126

zjustiss@cvctx.com

6994 U.S. Hwy 77 N

Hallettsville, TX 77964

www.fourjcattle.com

HARGIS FARMS

SANTA GERTRUDIS

Box 457 • Hemphill, TX 75948

(409) 787-2165

Herd # 7325



HARRIS
 **RIVERBEND FARM** 
DAVID & LAURIE HARRIS
 P.O. Box 691 • Cleburne, Texas 76033
(817) 641-4159
david.harrisfarms@yahoo.com

SILVERBROOK RANCHES
 Helen Groves, owner
 Ken Welch, general manager
 17490 Private Road 4105, Baird, TX 79504
 (325) 854-1002 Fax (325) 854-1010 

WUNDERLICH FARMS
 Herd #: 18001, 19282, 34115, 35706
 TERRY & NANCY WUNDERLICH AND FAMILY
 1755 LANGE LAKE RD. • BRENNHAM, TEXAS 77833
WF 979-277-2838
 n.wunderlich@hotmail.com

HEFTE RANCHES
 Kathryn Hefte Petty (830) 741-3969  Kenneth Tom Hefte (361) 767-2058
 1200 State Hwy 173 N
 Hondo, Texas 78861 *Cattle Located in Hondo and Agua Dulce, Texas*

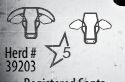
 **SILER**
 SANTA GERTRUDIS CATTLE
 DAVID & AVANELL SILER
 P.O. Box 3
 Doole, Texas 76836 
(325) 483-5449

David Alderson 931.682.2527
 Williamsport, TN. **ALDERSON/**
 Darren Richmond 423.364.9281
 djrichmd@aol.com **RICHMOND**
 Marketing & Promotion
 of Santa Gertrudis Cattle 

HILTON CATTLE COMPANY
 Proud Breeders of Santa Gertrudis Cattle
Hc DON AND DEB HILTON
 P.O. Box 534
 Chappel Hill, TX 77426
(713) 598-2692

 **Strait Ranches**
 Y.N. Strait Family
 Carrizo Springs, TX
 830.317.3310 | 830.876.3309
 www.straitranches.com

Darrel Gray, DVM
 drdgray@bellsouth.net
 2903 Co. Rd. 434
 Moulton, AL 35650
City View Genetics
 Bovine Embryo Transfer & Veterinary Services
 Office (256) 974-5392

IRON OAKS CATTLE
 Lou & Robin Breving
 Alvarado, Texas
 817-821-7540
 loub5@sbcglobal.net 

TARA Ranch
 LIBERTY, TX
 Curtis & Tamara Hudnall Ph: 936.334.4804
Producing High Quality Santa Gertrudis Cattle

HOOVER CASE AUCTIONEER
 P.O. Box 281
 Marshfield, MO 65706
 (417) 844-6020 

John Martin Ranches
 Box 869
 San Diego, Texas 78384
 (361) 256-3554
 Charter Member S.G.B.I.  Herd #4

THIRTEEN OAKS RANCH
 VALLEY MILLS, TEXAS
 **HAROLD C. COBB** 
 Santa Gertrudis Cattle
 P. O. Box 21775 Bus. 254-749-2586
 Waco, Texas 76702 haroldccobb@gmail.com

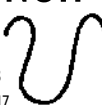
LUNDBERG CATTLE SERVICES 
 Photography • Marketing • Advertising
 Herd Consulting • Sales Consulting
 Bill Lundberg Office: (479) 967-1524
 P.O. Box 567 Cell: (479) 880-6217
 Russellville, AR 72801 *lundbergcss@yahoo.com*

MYERS CATTLE & LAND CORP.
CARROLL D. MYERS
 (936) 825-6544
 www.myerscattleandland.com
 SANTA GERTRUDIS HERD #6491
 25821 STATE HWY 6 SOUTH, NAVASOTA, TEXAS 77868-8225
 FOR ADDITIONAL INFO: LAUREN MYERS WEST (281) 744-7605

Townsend Cattle Co.
Ivan & Debbie Townsend
 SANTA GERTRUDIS • STAR FIVE
 Louise, Texas
 (979) 541-3409
 email: townsend30@yahoo.com 

PITCHFORD CATTLE SERVICES
 * Specializing in Show & Sale Cattle
 * Offering Year Round Gain Testing
 * Herd Consultation, Management & A.I. Work
 Darrell, Shana, (903) 388-2288 (c)
 Casey & Gracey Pitchford (903) 677-0664 (h)
 8565 CR 3913 • Athens, Texas
PITCHFORDCATTLE@HOTMAIL.COM

OLIVAREZ RANCHES
 *Since 1898*
Santa Gertrudis Since 1950
 Herd #439
 Ben D. Olivarez P.O. Box 829
 (956) 585-1661 (o) Mission, TX 78573

URBANOSKY RANCH
 SGBI HERD #2243 • EST. 1969
 HOME OF HELLACIOUS 750
 14525 URBANOSKY LN., PLANTERSVILLE, TX 77363
 JEROME CELL (281) 797-5715 • RANCH (936) 894-2017
 BLAKE CELL (936) 870-5252 

Rocking A Ranch Santa Gertrudis Cattle Herd #878
"The Tradition Continues"
ALLEN & CHERYLL GRAINGER
 P.O. BOX 2282, BRENNHAM, TX 77834
 979-830-8785

VESPER RANCH
 *J.B. "Dick" Vesper*
Kelly Vesper
 Charter Member SGBI - Herd 43
 Drawer 679, Cotulla, TX 78014
 (830) 879-2245
Santa Gertrudis Since 1940

Rose Hill Ranch
 AJ & Rosemary Gambino & Sons
 Boone, A J III, Troy
 P. O. Box 235 Pattison, TX 77466
 (281) 375-8836
 www.santagertrudiscattle.com
 e-mail: rgambino@consolidated.net

Dan Wendt
 Herd Established in 1954
 PERFORMANCE TESTING SINCE 1958
 E-mail: dwendt@1skyconnect.net
 Website: www.wendtranches.com
 SGBI Herd #621 5473 FM 457 PH. (979) 245-5100
 Bay City, Texas 77414 FAX (979) 244-4383

5 BAR E FARM

**2012-2013 SGBI
BREEDER AND EXHIBITOR
OF THE YEAR,
A SGBI RECORD SIX TIMES!**



MAGNUM 357

Magnum is the sire of this year's SGBI High Point winners, 5 Bar E Integrity and 5 Bar E Bella. For a decade now, Magnum has been one of the most consistent producing bulls, siring show winners across the country!

SEMEN IS STILL AVAILABLE. CALL FOR PRICING.

2-TIME NATIONAL CHAMPION • 5-TIME SGBI SIRE OF THE YEAR



5 BAR E INTEGRITY

A TRUE CHAMPION

**Look for Integrity
at the 2014 National
Show in Ft. Worth!**

Integrity, a Magnum 357 son out of our outstanding Briggs bred dam. Integrity has been named Grand Champion Bull 18 times, including 2012 & 2013 State Fair of Texas, 2013 Ft. Worth Stock Show and the 2012 Houston Livestock Show. He's also been named Reserve National Champion Bull in 2012 & 2013 and is the 2012-2013 SGBI Point Bull and is leading for the same title in 2013-2014.

THANK YOU TO ALDERSON/RICHMOND FOR EXHIBITING INTEGRITY!



5 BAR E FARM

Greg and Hilda Edenfield

Altha, Florida • (850) 209-0780 • email: fivebare@yahoo.com

Look For These Hefte Ranch Females at the Premier Sale in Fort Worth

★PREMIER★
Cowntown Elite
SANTA GERTRUDIS SALE

Saturday, January 18, 2014

Both of these females were tested at the Genetic Development Center in Navasota, Texas. Both heifers scored well above-average on the Feedlot Profitability Index. Each also had very good RFI (*residual feed intake*) scores, indicating they are able to gain weight more efficiency than expected.



HEFTE RANCHES

Agua Dulce & Hondo, Texas
(210) 414-2493



Hefte Ranch A09

Feedlot Profitability Index: 114
RFI: -2.00 (most negative number is more efficient)
% IMF: 5.04



Hefte Ranch A11

Feedlot Profitability Index: 110
RFI: -2.13 • % IMF: 4.89

Advertisers

5 Bar E Farm.....	27, 31
777 Farms.....	27
Alderson/Richmond.....	30
Arrow Ranch.....	29
Bar-T Ranch.....	29
Bieri Farms.....	29
Blackjack Oaks Ranch.....	29
Borchers Southern Y Ranches, L.P.	29, 35
Bovine Elite LLC.....	20
Brandon Ranch.....	29
Briggs Ranches.....	3, 29
C Bar C Ranch.....	21, 27
Carolina Corner.....	7
Casablanca Ranch.....	27
Cedar Crest Farms.....	27
Circle A Farm.....	29
City View Genetics.....	30
Cotton Branch Plantation.....	11, 27
Cox Mill Farms.....	29
Creech Farms.....	7

Creekline Ranch.....	29
Dale Hollow Santa Gertrudis.....	29
Dan Wendt.....	30
Denson 3D Farms.....	27
Diamond S Ranch.....	17, 29
Dietrich's Flying D Ranch.....	5
Double C Farms.....	5
Double P Ranch.....	29
Double TT Ranch.....	29
DuBois Cattle Company.....	29
El Chaparral Grande Ranch.....	29
Flying C Ranch.....	27
Four J Cattle.....	29
Gary Harding.....	29
Goodin Farms.....	27
Grandview Farms.....	14, 27
Gray Oaks Farm.....	5
H&H Farms.....	27
Haman Farms.....	27
Hargis Farms.....	29
Harris Riverbend Farm.....	17, 30
Heath Farms.....	27
Hefte Ranches.....	30, 32
Heil Cattle Co.....	27
Hilton Cattle Company.....	30
Hoover Case.....	30

Iron Oaks.....	30
J.C. Sherrill, Jr. Ranch.....	7
Jernigan Ranch.....	26, 27
John Martin Ranches.....	30
King Ranch.....	36
Knight N Gail Farms.....	7
La Campana Ranch.....	10
Lazy E Ranch.....	5
Lou Al Tuck Farms.....	7
Lovett Farm.....	29
Lundberg Cattle Services.....	30
Mathis Farms.....	27
MC Ranch.....	27
Mid Coast Santa Gertrudis Association.....	23
Myers Cattle & Land Corporation.....	30, 34
Olivarez Ranches.....	30
Parker Farms.....	27
Pitchford Cattle Services.....	30
Polled Power Genetics.....	5
Polled Santa Gertrudis Association.....	5
Rebel Ridge.....	27
Red Doc Farm.....	5
Reynolds Prairie View Farms.....	29

Rocking A Ranch.....	19, 30
Rose Hill Ranch.....	30
Running M Ranch.....	27
Rustic Rail Ranch.....	27
Salter Farms.....	27
San Jose Cattle Company.....	33
SG Breeders of the Carolinas.....	7
Shampaign Ranch.....	27
Siler Santa Gertrudis Cattle.....	30
Silverbrook Ranches.....	30
South Texas Pioneer Sale.....	15
Southern Breeze Ranch.....	27
Strait Ranches.....	30
Sundance Farm.....	29
Tara Ranch.....	30
Thirteen Oaks Ranch.....	30
Tideland Farms.....	27
Tinney Farms.....	2
Townsend Cattle Co.....	21, 30
Urbanosky Ranch.....	30
Vesper Ranch.....	30
W.H. Creel Farm.....	27
Wiley Ranch.....	27
Woman Hollerin Ranch.....	13
Wunderlich Farms.....	30

PREDICTABILITY AND CONSISTENCY

Then



and Now

The Tradition Continues with These Super Sires!



WAVEMAKER



TRAVELER

WAVEMAKER DAUGHTER
FULL SISTER TO
SJ HIGH ROLLER
2013 NATIONAL CHAMPION BULL



SJ Lady Luck



SJ Cita's Cinna

TRAVELER DAUGHTER
FULL SISTER TO
SJ CITA'S JETTA
TEXAS STATE CHAMPION STAR 5

Your Source for Quality Santa Gertrudis and Star 5 Genetics!

SAN JOSE CATTLE COMPANY



~ P.O. Box 711 Kingsville, TX 78363 ~ Office: 361-294-5462 ~ Felix Cell : 361-522-0807 ~ Wade Cell 361-386-5134 ~



Est. 1937

MYERS CATTLE & LAND CORPORATION

SANTA GERTRUDIS HERD #6491



Nothing is more important to the profitability of your herd than genetics. Myers Cattle & Land Corporation takes pride in providing proven foundation genetics that offer performance in your breeding program.

WWW.MYERSCATTLEANDLAND.COM

CARROLL D. MYERS (936) 825-6544

FOR ADDITIONAL INFORMATION CONTACT: LAUREN MYERS WEST (281) 744-7605

25821 STATE HIGHWAY 6 SOUTH
NAVASOTA, TEXAS 77868-8225

True B^Y TRADITION

100+
YEARS
OF RANCHING
THE FAMILY LAND



MARK **Y**OUR CALENDAR
SATURDAY, MARCH 22, 2014

Borchers Southern

Ranches, L.P.

Charla Borchers-Leon

Mary Kay Borchers

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

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

Proud Producers of  Cattle

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

Richard G. Hood
(361) 790-5641 (H)
(979) 777-8247 (M)



The KING RANCH

*Your Source for the
"Original" Santa
Gertrudis Genetics*

Established 1853

When building a program, you must start with a solid foundation. Whether you are breeding seedstock or commercial animals, you need to start with a quality product that will turn a profit. King Ranch purebred Santa Gertrudis and Santa Gertrudis-influenced genetics can provide just that. Our cattle were derived from the need for performance in feedyards and breeding programs, which means they must be fertile, efficient and profitable. The combination of Brahman and Shorthorn genetics have formed a cross that is hardy and effective in a wide range of climates and conditions. The King Ranch: where it all began.




KING RANCH

WWW.KING-RANCH.COM

ROBERT SILGUERO: (361) 219-0420 • JEFF JORGENSEN: (361) 219-0434 • JJJORGENSEN@KING-RANCH.COM