



SANTA GERTRUDIS

USA

JANUARY 2015 | VOLUME 18, NUMBER 1

HERD SIRE ISSUE



2015 SEMEN CATALOG

Santa Gertrudis



The Preferred American
Beef Breed

Tinney Farms

SEMEN SALE

Semen priced from \$25-\$50/straw • 10 straw minimum per bull
Volume discounts available



TF Hatchet R#1137949

The Legendary Hatchet, sire of National Champions and his numbers are top 1% in the breed!



TF 909 R# 1275662

909 has the numbers – along with the phenotype – to put your herd on the map. Sired by Copperhead 214 with a pedigree that includes polled genetics.



Super Star R#1249674

2008 National Champion Bull (Polled) a son of Hatchet. Super Star was the 2010-2011 SGBI Sire of the Year, consistently produces winners in the show ring!



Sombrero 394 R#1240245

2006 National Champion Bull. This Hatchet son has already made a name for himself by producing calves that consistently have the highest weaning weights, and his sons are proving themselves as herd sires.

Proven Herd Sire Semen Available

Overdrive 774 – 2001 National Champion Bull. A son of National Champion Brazos and out of a Briggs bred dam, Overdrive has been a proven producer for years. He is the sire of Donor cow TF 514 who produced National Champion Hatchetman!

Old Joe – Our Briggs/Wendt Bred Sire that has worked so well on our Hatchet daughters for years. He is also the sire of the 2012 National Champion Bull TF Ranger.

Ricochet – Hatchet x Savannah son and sire of 2 time National Champion Hanna Montana

Briggs 567/5 – Sire of 2010 National Champion Bull Sledge

Cinch 4120 – Polled sire of many daughters at Tinney & Grandview Farms

Ricardo 182 – A King Ranch Gene Star Leader

Copperhead – Son of Big Orange Express

Kubecka 47 – Sire of AXE 000 and has many daughters in the herd at Tinney Farms

Semen also available on these great bulls from the past that still work TODAY!

Chaparosa 259 • Bosque 48/6 • Pride 300 • Tripp 777 • Cadillac 98 • Bandit 3T2 • Hoss 800
Mr. ED • Strut 55 • Hammer 860 • Double Ugly 159 • Nine Bar 744 • Santa Claus 88/8 • Apache 42



CRIMSON CLASSIC

April 25, 2015
Cullman, Ala.



Manager: Arlin Taylor

Phone: 256-507-3838

Tinney Farms

5251 Co. Rd. 601 • Hanceville, AL 35077

Email: arlin.taylor@bhamfast.com

Website: tinneyfarms.com

Miss Grandview Annie

Continues to Add to Her Impressive Resume!



Miss Grandview Annie

Owned by 777 Farms, Magnolia, Ark.

Sired by Pusher 804!

**2014-2015 SGBI LEADING HIGH POINT
FEMALE / 7 TIMES GRAND CHAMPION**

**2014 NATIONAL JUNIOR HEIFER
SHOW GRAND CHAMPION
COW-CALF PAIR & BEST OF POLLED**

**2013-2014 SGBI HIGH POINT
YEARLING FEMALE & HIGH POINT
BEST OF POLLED**

**2013 NATIONAL CALF HEIFER
CHAMPION**



Her heifer calf, Miss 777 Sweet Annie is the
SGBI Leading High Point heifer calf.

*Come see this outstanding pair and
John 316 at the National Show
in Jackson, Miss.*

John 316 201201004853

Sire: Red Hot 4010

Dam: Miss Grandview 203

(Grande daughter)

John has all the numbers plus the phenotype that
puts him at the top of the list
for young sires!

WW: Top 5%

YW: Top 3%

HCW: Top 2%

★★★★ for Growth & Carcass with a
Growth Index of \$17.20

John settled 21 heifers in 60 days, calves due this spring.



Semen Available Mar. 15

Plan to attend the Crimson Classic Sale **April 25, 2015** Cullman, Ala.



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

SANTA GERTRUDIS USA

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ON THE COVER

A Santa Gertrudis herd sire stands strong alongside a Star 5 pair in Water Valley, Tenn. Photo by Darren Richmond.

Providing Polled Power Genetics to the Santa Gertrudis Breed

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Ranch Manager

Ranch: (254) 749-9519

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

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Gray Oaks Farm, Russellville

ARKANSAS

777 Farms, Magnolia

FLORIDA

Dietrich's Flying D Ranch, Orlando

GEORGIA

Jernigan Ranch, Buena Vista
MC Ranch, Alpharetta
Darren Richmond, Ringgold

INDIANA

Goodin Farms, Austin
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MISSOURI

Hampton Hills Farm, California
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Osborne Livestock Co., Turney
Dalton & Ashley Osborne, Turney
Todd Osborne, Turney

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Cox Mill Farms, Sanford
Creech Farms, Zebulon
Double C Farms, Raeford
Flatwillow Farm, Statesville
J.C. Sherrill Jr. Ranch, Mount Ulla

OKLAHOMA

Morgan Barrow, Edmond

OHIO

Lovett Farm, Hillsboro
Shaker Hill Farm, Lebanon

TENNESSEE

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TEXAS

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Iron Oaks Ranch, Alvarado
Lazy E Ranch, Ft. Worth
Pitchford Cattle Co., Athens
Strait Ranches, Carrizo Springs
Tara Ranch, Liberty
Urbanosky Ranch, Plantersville
Don Yates, Mt. Vernon



Congratulations to Patrick Daniel, Magnolia, Ark., on Miss Grandview Annie winning the 2014 National Junior Heifer Show Best of Polled Champion and Grand Champion Cow-Calf Pair.

\$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.

\$500 each will be awarded to the 2015 National Show and SGBI High Point Best of Polled Winners!

Polled Santa Gertrudis Association

Polled Santa Gertrudis Association

Curtis Hudnall, President • (936) 334-4804

Larry Osborne, Secretary & Treasurer
(937) 604-4999

Double C Farms

William W. Cameron, Jr. & Family

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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

Recently, I visited a friend who manages a large commercial cow-calf operation that turns out 100 or more bulls each year. I asked about the operation's bull selection criteria, and questioned how performance information and genetic data was utilized during the decision-making process. As you might expect, I was particularly interested in the use of genetic evaluation tools and his thoughts on various performance measures. I was surprised by his answer, but after some thought, I understand the message he was conveying to me as a representative of the seedstock sector of the beef industry.

He stated that expected progeny differences (EPDs), especially DNA-verified EPDs, are proven tools that provide reliable information for making profitable mating decisions. No surprise there – I hear and see that sentiment from commercial cattlemen daily. However, I was surprised – no, I was shocked – when he informed me that he spent a minimal amount of time studying genetic information and performance data. I am sure I had the “deer in the headlights” look on my face – after all, he manages a sizable operation, and I assumed hours were spent combing through datasets and records in order to identify bulls that

would perform profitably in the ranch's challenging environment. He stated that reviewing performance records and analyzing genetic data was the responsibility of the seedstock producer. Purebred cattle breeders wanting to secure his business are expected to utilize genetic selection tools and performance testing in the development of bulls that will be profitable in the cow-calf operation under his management. This is certainly a different perspective than commonly heard, but one I admit has merit. Unlike my friend, most commercial bull buyers I visit with indicate they are spending more and more time digesting data. However, my ranch manager friend has a valid point: It is the responsibility of purebred cattle producers to utilize all the decision-making tools in a breed association's toolbox in order to produce superior and profitable bulls for the commercial cattlemen.

Flip through any livestock-related publication or pick up a sale flyer, and it is obvious a growing number of cattlemen are looking at “the numbers” when making animal-buying decisions. But I realize not all commercial cow-calf operators utilize performance information or review genetic data when making sire selections. Many producers rely strictly on visual appraisal and there will be no argument from me concerning the importance of live animal evaluation and the role it plays in bull selection. However, I also feel strongly that visual evaluation should be followed by a study of all available genetic and performance information. Combining visual appraisal with a review of genetic information and performance data eliminates guesswork, minimizes risk, and increases the chance the animal will meet or exceed expectations. Our responsibility as suppliers of quality seedstock becomes even greater when marketing to customers who choose not to utilize information generated by evaluation tools. When serving these customers, successful selection falls squarely on our shoulders, and our challenge is to direct buyers to the animals that will perform at the highest level in their environment, management system and marketing program. As marketers of Santa Gertrudis genetics, if we are aware of our customer's goals, are constantly assessing our herd's strengths and weaknesses, and, most importantly, utilizing our breed's genetic evaluation and selection tools, we will continue to see Santa Gertrudis expand its hoof print in the commercial sector.

With Our Thanks

We would like to thank the following buyers who purchased our cattle at the South Texas Heritage Sale:

Thomas Honey Farms	Jacklyn Jones
Double G Farms	San Jose Cattle Company
Roland & Valarie Sanchez	Harris Riverbend Farm
Angelita Ranch	

SOUTH TEXAS
HERITAGE SALE

And to those who have purchased our cattle over the past year:

Dillon Thigpen
Paden Thigpen
Red Doc Farm
Antonio Weaver
Martin & Becky Cupples
Briggs Ranches
Haass Farms

HAPPY NEW YEAR!

We Greatly Appreciate Your Business.

HEFTE RANCHES

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

↑

CAROLINA CORNER

Good Times in Raleigh

2014 NORTH CAROLINA STATE FAIR

CF

GRAY OAKS 220

Grand Champion Female - Open Show

Best of Polled Female - Open Show



Open Show

FLAT WILLOW 266

Reserve Grand Champion Female - Open Show

Grand Champion Female - Junior Show



CF MISS DAKOTA TABOO 3-3

Reserve Grand Champion Female - Junior Show

*Way to go
Caroline!*

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Herd No. 37879

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—S

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**Santa Gertrudis
BREEDERS OF THE CAROLINAS**

For more information:

contact Tony Creech, President

(919) 427-4679



Down the Road PRESIDENT'S LETTER

By Curtis Salter

(850) 957-4409 | salterfarms@ymail.com

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.

As the New Year gets under way, don't forget a lot of things will be taking place. The Premier Cowtown Elite Sale kicks off the year on Jan. 7 at The Fort Worth Stock Show and Rodeo and the Open Santa Gertrudis Show is Jan. 18 in Fort Worth. The National Santa Gertrudis Show at the Dixie National Livestock Show takes place Feb. 14 in Jackson, Miss. The big event is the SGBI Annual Membership Meeting, March 20-21, in College Station, Texas. Please come visit with friends and be with us during this time.

Call for Nominations

Santa Gertrudis Breeders International will hold the association's Annual Membership Meeting on Saturday, March 21, 2015 in College Station, Texas. In addition to the annual business meeting, Board of Director elections will be conducted.

SGBI Members wishing to seek a seat on the Board of Directors and have their names placed on the ballot are asked to notify Santa Gertrudis Breeders International via U.S. Mail, e-mail (Diana@santagertrudis.com) or FAX (361-592-8572) no later than Friday, January 9, 2015. Members may also run for a position as a write-in candidate.

The following seats are open for the 2015 election cycle:

District 2 and District 3 Director at Large: Director At Large is nominated by the Board and accepted or rejected by the members of that district or elected by a write-in vote on the same district ballot. Members considering a write-in campaign for a Director At Large seat are asked to follow the contact procedures listed above in order to be included in candidate activities.

Eastern Region Director: Two directors will be elected to serve during the 2015 election cycle.

Western Region Director: Two directors will be elected to serve during the 2015 election cycle.

Active SGBI Members will be receiving a call for nomination letter and suggested candidate bio form via U.S. mail. Questions concerning Board seats or election procedures are to be directed to John Ford, Executive Director, jford@sanatagertrudis.com.

Until Next Time, God Bless and Happy New Year to you and your family. 🍀



SGBI OFFICERS OF THE BOARD

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SECRETARY/TREASURER Deanna Parker

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LONG RANGE PLANNING Warren Harris

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Urbanosky Ranch

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Rustic Rail Ranch

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debbiegautz@yahoo.com

Wes McDaniel (Ga.)

MC Ranch

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

Curtis Salter (Fla.)

Salter Farms

(850) 957-4409 | salterfarms@ymail.com

Deanna Parker (Ky.)

Parker Farms

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

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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 - Todd Osborne (Mo.)

Osborne Livestock Co.

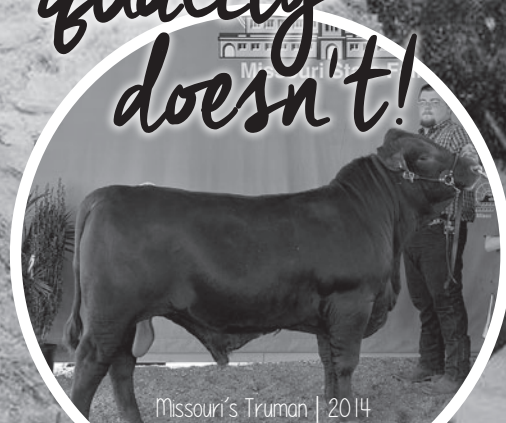
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SANTA GERTRUDIS DISTRICT VI BREEDERS



Seasons change...

*quality
doesn't!*



Since 1990, Missouri Meadows has specialized in the breeding of Santa Gertrudis, Durham Red and Star5 cattle. The farm is owned and run by Aaron and Amy Schroeder along with their two sons, Jack and Isaac.

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(270) 678-5302 • (270) 670-6776

SANTA GERTRUDIS

Juniors

By Casey Pitchford, District 1 Director



The future belongs to those who believe in the beauty of their dreams.
– Eleanor Roosevelt

What better way to start 2015 than by focusing on your dreams and making them happen? Hello! For those of you who don't know me, I am Casey Austin Pitchford from Athens, Texas, and I'm your District 1 National Junior Santa Gertrudis Association (NJSGA) Director. I have been a NJSGA member since I was four months old, and I'm excited about my first year as a national director. We have a great group of young adults to progress and improve our junior program. We are here for you, so please don't hesitate to contact any of us.

I have the privilege of writing in the "Herd Sire Issue," and as a junior member, I can say from first-hand experience this issue is very important to our youth program. Many of us juniors have show heifers that are ready for their breeding cycles, and it is crucial for their success in and out of the show ring to get bred on time and to the right bull. I would encourage each and every one of you to look at expected progeny differences (birthweights, weaning weights, total maternal, etc.) when choosing a sire. Also, I think it's important to evaluate your heifer and try to improve her faults. Call breeders and discuss the herd sires for which they currently have semen available. There are so many breeders and ranchers that support our junior program who would be more than happy to work with you to get the semen that would work best to improve your program.

Zig Ziglar said, "People often say motivation doesn't last. Well, neither does bathing...that's why we recommend it daily!" Work on your program daily, improve it this year and make it the best. I want to wish every SGBI and NJSGA member a very happy, healthy and prosperous 2015! 🐄

SANTA GERTRUDIS WELCOMES

New Members

Active Members

CNR Ranch, Clint Robson, Mounts, Okla.

Commercial Members

Red Hill Ranch, Dee Kelly, Fort Worth, Texas

Junior Members

Miguel Angel Arevalo Jr., Mission, Texas

Payton Bray, Canton, Texas

Regan Conner, Longville, La.

Morley Griffith, Shawnee, Okla.

Sierra Farms, Luis Juarez, Harlingen, Texas

Hunter Devin Thomas, Sandy Hook, Miss.

REGISTRATIONS, STAR 5 RECORDINGS & TRANSFERS BY DISTRICT

NOVEMBER 2014

District	Purebred Reg.	Star 5 Reg.	Performance Only	Purebred & Star 5 Trans.
1	35	4	1	25
2	126	3	27	219
3	14	0	0	51
4	6	0	7	46
5	8	2	0	7
6	37	1	5	10

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 Calendar

JANUARY

- 1** SGBI office closed
- 2** SGBI office open with regular hours
- 17** Premier Cowtown Elite Sale, Fort Worth Stock Show & Rodeo, Fort Worth, Texas
- 18** Fort Worth Stock Show Open Santa Gertrudis Show, Fort Worth, Texas

FEBRUARY

- 5** Florida State Fair Open Santa Gertrudis Show, Tampa, Fla.
- 14** National Santa Gertrudis Show at the Dixie National Livestock Show, Jackson, Miss.
- 14** San Antonio Livestock Open Santa Gertrudis Show, San Antonio, Texas

MARCH

- 6** Mid Coast International Super Sale, Houston, Texas
- 7** Houston Livestock Show Open Santa Gertrudis Show, Houston, Texas
- 13-22** Rio Grande Valley Livestock Show, Mercedes, Texas
- 20-21** SGBI Annual Membership Meeting, College Station, Texas
- 28** Bluebonnet Classic Sale, Hallettsville, Texas

APRIL

- 11** Red Doc Farms Red Hot Bull Sale, Belen, N.M.
- 11** 1st Annual Western Heritage Heifer Sale, Belen, N.M.
- 18** The NuGen Partnership Sale, Ringgold, Ga.
- 25** Crimson Classic Sale, Cullman, Ala.

MAY

- 9** Breeders of the Carolinas Annual Sale, Chester, S.C.

JUNE

- 20-27** National Jr. Santa Gertrudis Heifer Show, Guthrie, Okla.

CIMARRON 333



BL

Pictured at 13 months

Cimarron has returned home from the 2014 Summer Test at the Genetic Development Center in Navasota, Texas. We are very pleased with his results at 365 days of age:

Final Weight	ADG	ADG Ratio	WDA	RFI	Index
1250	4.22	111	3.51	.96	98

FERTILITY TEST AT 365 DAYS OF AGE

Concentration and motility: Very Good

Normal cells: 85%

Primary Abnormal: 5%

Secondary Abnormal: 10%

Scrotal Circumference: 34.5 cm

Scan data at 322 days of age:

Weight	REA	REA Ratio	IMF	IMF Ratio	Rump Fat	Rib Fat
1060	12.10	104	3.41	102	.34	.34

We traced Cimarron's pedigree back as far as we could. He goes back to the original Christmas 517 34 times, and to Old Man Christmas 62/50 26 times.

HE'S ONE OF A KIND ... HE'S CIMARRON 333.

ED & BARBARA HERRING
Smithdale, MS
(601) 384.7062 cell
(601) 384.2617 farm

Cotton
Branch
PLANTATION



RYAN COWART, MANAGER
(601) 384.6719

BILL LUNDBERG, CONSULTANT
(479) 880.6217

SANTA GERTRUDIS *Production* IS EARLY WEANING A GOOD MANAGEMENT PLAN?

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



As we begin the New Year, anxiously anticipating our spring 2015 calf crop and hoping for a continuation of the strong cattle market, it may be a good time to consider novel management strategies. Is early weaning of calves a good management plan? Well, it depends on your situation and ranch goals. Early weaning is not something you want to be ill-prepared for or manage half-heartedly. The only reasons for early weaning

are to 1) reduce lactation demands on the cow, 2) conserve grass (winter, spring, summer or fall), 3) better manage a severe drought, or 4) a combination of these three items. Early weaning is most beneficial to first-calf heifers that may or may not have calved late. These young ladies are probably the most difficult cattle to manage for rebreeding purposes because they themselves are still growing and the nutritional demands of lactation and growth can put reproduction on the back burner.

Two people you need to consult before attempting an early weaning strategy are your feed supplier and local veterinarian. This is especially prudent if you plan on keeping the calves and feeding them out yourself. Early weaned calves have high nutritional demands, and you want them to be healthy. Most ranches that implement early weaning wean at 3-, 4- or 5- months of age (six-months and beyond is probably not considered early weaning). The 4- to 5-month-old calves should be easier to manage. Because of reduced stress, they are already accustomed to eating forage, and they may have received their initial vaccinations. The younger calves could be more of a challenge to manage because of nutritional demands and the fact that they still should be under the influence of maternal immunity obtained from colostrum. Here is where you need input from your veterinarian to determine if and when these young calves should be vaccinated and with what products. The major concerns with weaning these younger calves are the overall stress of weaning and avoiding disruption of their passive immunity.

To lessen weaning stress, regardless of calf age, it is best to manage for dust, flies and heat if weaning in late spring or summer. Pre-expose the cow-calf pairs to the "weaning pen" prior to weaning and make sure it is escape-proof. Mother cows will show their calves where to eat and drink. Keep-

ing the calves penned after weaning, allowing mother cows to come and go for visiting purposes, will lessen the stress, and this behavior will eventually end after several days. Any management practices you need to accomplish on the early-weaned calves must be done prior to or after the weaning process (at least a couple of weeks). Getting these young calves on feed can be a challenge, yet some producers report good results from turning 400- and 500-weight calves out on grass.

Calves that are younger and lighter at weaning will need a dense, non-bulky diet. Starter pellets (14 percent protein) are a good choice and can be easily top-dressed on good quality hay. Avoid using mature, older, coarse or dusty hay. These young calves do need some roughage in the diet for rumen function, but these requirements can be met with cottonseed or soybean hulls, wheat midds, or coarse ground hay. Make sure your calf feed contains ingredients that are high in energy, protein, sufficient minerals, and vitamins A, D and E. Whatever feed you decide to use, make sure you bring calves up slowly – over 5 to 7 days – by feeding 1.0 to 1.5 percent dry matter (DM) of their body weight initially, then work them up to 2.5 to 3.0 percent DM of body weight [Example: 350 lb. calf x 0.03 (3 percent) = 10.5 lb. of DM; 10.5 lb. of DM ÷ 0.80 (DM content of feed is 80 percent) = 13 lb. on an as-fed basis]. These early-weaned calves will be set back, no doubt, but they will eventually catch up. These young calves are very efficient and will produce excellent feed:gain ratios. Once these calves have been weaned and are on-feed, you can decide when to market them. If we all get some spring moisture, the demand for lightweight stocker calves should be good. If you decide to keep the heifers and some of the bull calves, you will have plenty of time to study them and select the best replacements. 🐄



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FRIDAY, MARCH 20

9:00 a.m. – 11:30 a.m.

SGBI Board of Directors Meeting

11:00 a.m. – 5:00 p.m.

Registration

Noon – 1:30 p.m.

Opening Luncheon

Keynote Speaker: Dr. Bill Mies

2:00 p.m. – 5:00 p.m.

Committee Meetings

6:30 p.m. – 9:30 p.m.

SGBI Awards Buffet

SATURDAY, MARCH 21

7:30 a.m. – 11:00 a.m.

Breakfast Buffet and

Annual Membership Meeting

11:30 a.m. – 12:30 p.m.

Affiliate Luncheon

1:00 p.m. – 5:00 p.m. (TOUR OPTIONS):

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Producers Should Study Data Before Buying Bulls

By Kris Ringwall, Ph.D., Beef Specialist,
North Dakota State University Extension Service

There is certainly no shortage of bull photos. Have you ever wondered just how many bull photos can be printed in one magazine? A great many, it appears, and despite the added color and enhanced graphics, bulls still look like bulls. Yes, there are some subtle differences. To the trained eye, those differences may be notable; still, there seem to be more similarities than differences in many of the bulls.

We enjoy photographs, but we also should enjoy data. Bulls may be very similar in phenotype – in other words, their physical appearance as shown in a photo – but their genotype may differ dramatically. Even their color, although fairly indicative of the DNA on one chromosome, may give no indication of what DNA is on the other chromosome. Because all chromosomes are paired, the calves that the bull produces each will be products of only one of the chromosomes. Therefore, black cattle certainly can sire red calves.

In terms of many other traits, the variation within a particular lot of bulls can be extreme, even though all the bulls may look alike. Some bulls have

high-growth DNA, while others have low-growth DNA. Some bulls will have DNA more likely to produce Prime to Choice Grade calves, while a very similar-looking bull may only produce Select or Low Choice Grade calves.

Although muscle quantity and expression may be observed in the phenotype or photo of the bulls, the ultrasound data indicating ribeye area per hundred pounds of live weight certainly tells the same story.

The point is that true bull selection rests with understanding the data. The action of buying bulls should be a process of sorting through the data first, and then looking at the bull. Every single piece of data is directly connected to a strand of DNA somewhere on the chromosome. Positive selection pressure on the correct traits will increase positive DNA within a bull stud. In turn, the DNA will combine with the DNA available in the cow herd to produce the calf crop.

Therefore, the process of buying bulls actually is, or at least should be, fairly methodical. Although data terms may baffle a bull buyer, one should always

check out what the trait abbreviations and the many expected progeny difference (EPDs) values mean. Most breed association websites have good glossaries to refer to, or one can just ask other breeders.

A personal pet peeve of mine when it comes to sale catalogs is only showing a photo. If there's room for a photo, there should also be room for the animal's various numbers, making all of the available information on that animal convenient for the potential buyer. Right up front in the sale catalog, sellers should present the average EPD values for the various traits the breed evaluates, followed by the average EPD values for the cattle being sold.

Additional information could be provided for the breed, such as the trait values for the top 25 percent of the breed, or perhaps the top 1 percent of the breed, depending on the strengths of the bulls or heifers being sold.

For the new bull buyer who is not aware of the breeders within a breed, those producers who are willing to print the average EPD values for the calves they are selling make the initial screening much easier. Of course, one still needs to look at individual numbers.

Why not start buying from producers who are selling bulls or heifers that are above average for desired traits? There is no quicker or easier way to evaluate the expected future performance authenticity of potential bull candidates.

CONTINUED ON PAGE 23 »

SANTA GERTRUDIS

Juniors

By Patrick Daniel, Director-at-Large



My name is Patrick Daniel and I am from Magnolia, Ark., where my family owns and operates Triple Seven Farms. I am 15 years old and I am a fourth-generation Santa Gertrudis breeder. I am so excited to be serving as a NJSGA Director-at-Large and I want to thank you for this opportunity! I am a sophomore at Magnolia High School, where I am involved in FFA, Future Business Leaders of America and the Panther Pride Leadership program. I run cross country and track, and swim for the Magnolia Panthers. I have been showing commercial heifers and Santa Gertrudis cattle for the past six years.

Since this is the Herd Sire Issue, I would like to discuss the importance of herd sire selection. Many people consider this to be the most important management decision that a breeder makes. This is an exciting time in the cattle business, but especially the Santa Gertrudis breed, considering the success of the recent record sales this fall. Much of this can be attributed to the development of the SGBI genetic evaluation. Both purebred and commercial breeders are using this index in their selection process. The Growth Index puts together weaning weight and yearling weight. The Carcass Index contains marbling score, hot carcass weight, ribeye area and backfat. The two combined provide a "snapshot" of an animal's growth and carcass traits. Selecting a bull with desirable numbers and traits is the quickest way to influence the marketability of your calf crop.

Although I suggest using these tools in your sire selection, I still believe phenotype should have a big role in your final decision as well. A bull and his offspring should be desirable to the eye as well as on paper. There are some awesome bulls in this directory that have both the numbers and the eye appeal.

I look forward to seeing everyone at the upcoming spring shows and preparing for the National Junior Santa Gertrudis Heifer Show in Oklahoma! 🐄

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Center: David Harris, Harris Riverbend Farm, Texas



Center: Dr. Roland "Scooter" Sanchez, Red Doc Farm, N.M.



Center: Joe Jones, Briggs Ranches, Texas.



Left: Rafael Miranda, Cherokee Ranch, Colo.; right: Delmo Payne, Grandview Farms, Ala.



Louise Briggs Thurmond with husband Jimmie and their son Jack, Texas.



Front row, Dan and Jane Wendt. Back row right Nancy Wendt Kubecka and Gene Kubecka, Wendt Ranches, Texas.

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Left: Debbie Townsend, Tanya Townsend Bram;
front row: Caleb Bram; back row, from left:
Cade and Craig Bram, Townsend Cattle Co., Texas



Right: Dan & Laura George, Vanderpool Cattle Co.,
Texas.



Tommy Hammack, Texas.

Not pictured:
Jacklyn & Kelsey Jones, Texas;
Kyle & Robbie Streit, Texas.

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Sunday, Feb. 15: Cattle released at 5 p.m.

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THE BUSINESS OF GRASS-FED BEEF

By Micky Burch, managing editor

As American consumers become more savvy about their meals, interest in how, where and who grows their food is increasing. Likewise, many of today's consumers are strictly business when it comes to buying beef.

For some beef consumers in Texas, grass-fed is the only way to go, and to get it, they go to the folks at Myers Grass Fed Beef in Navasota. Although grass-fed beef is an increasingly popular trend in today's market, it's "old hat" at Myers Cattle and Land Corporation.

Established in 1937 in Kendall County, Texas, Myers Cattle and Land Corporation started with Herefords. Carroll Myers Sr. introduced the first Santa Gertrudis bull, resulting in the cow herd eventually reaching purebred status. Today, the Myers mark their 200 head with SGBI Herd No. 6491.

Looking for better pastures, the Myers relocated their ranch to the Navasota area in 1988. At their current location, they utilize artificial insemination, embryo transfer, genomic selection and other state-of-the-art technologies to breed a classic Santa Gertrudis animal. Specific bloodlines engineered by Carroll Myers Jr. structure the ranch's philosophy of emphasizing breeding quality rather than quantity. In addition to Carroll, the people behind the program include Billy Eubanks in operations, Lauren Myers West as program director and Mark Myers as creative director.

Their hands-on approach to the breeding and selection of livestock includes working in a natural and calm environment, which works well on their 800 acres of improved grassland 40 miles north of Houston, between Navasota and College Station on the banks of the beautiful Navasota River. This environment is vital to the Myers Grass Fed Beef program. "Free-range, grass-fed beef is proof that genetics are a key factor in producing top-quality cattle," West explains. "We run a moderate herd of purebred Santa Gertrudis with foundation bloodlines that are well-suited for our grass-fed herd." Because Santa Gertrudis females are known for their calving ease, milk production and mothering ability, their calves are correspondingly noted for a high weight per day of age and ability to gain weight on pasture alone.

The natural fleshing ability of Santa Gertrudis, coupled with an

increasing demand from consumers for lean beef, created an irresistible opportunity for the Myers to market a grass-fed product. "Consumers are discovering grass-fed beef as an alternative to beef finished on grain," West continues. Specifically, those consumers tend to be young families who approach their diet with all-natural in mind, and go after low-fat, high-protein foods. Either way, it's good news for the beef business: Eating grass-fed rather than grain-fed doesn't require a change in eating habits, nor does it decrease the amount of beef a consumer eats in a year. "If you eat a typical amount of beef – 66.5 pounds a year – switching to grass-fed beef will save you 17,733 calories a year without requiring any willpower or change in eating habits," West points out.



And that – healthy eating – is one of the biggest selling points of grass-fed beef. Grass-fed products tend to be lower in total fat than grain-fed products. Fat has 9 calories per gram, compared to the 4 calories per gram of protein and carbohydrates, West explains. The greater the fat content, the greater the number of calories. So, a sirloin steak from a grass-fed steer could have one-third to one-half the amount of calories as a similar cut from a grain-fed steer. Grass-fed meat also tends to be two- to six-times higher in omega-3 fatty acids ("good fat"), and is the richest known source of another type of good fat called "conjugated linoleic acid," or CLA. When ruminants are raised on fresh pasture alone, their milk and meat can contain as much as five times more CLA than products from animals fed conventional diets. CLA may be one of the most potent

CONTINUED ON PAGE 21 »

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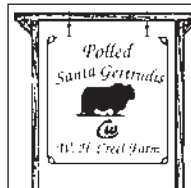
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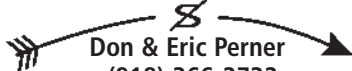
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GRASS FED BEEF CONTINUED FROM PAGE 18

defenses against cancer. Further, when meat is this lean, it also lowers LDL cholesterol levels.

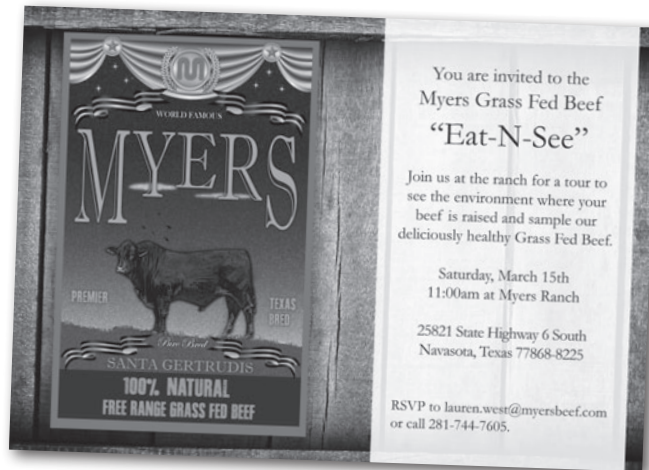
To market their product, the Myers use several tactics. Arguably the most successful is their signature "Eat-N-See" event, held a few times throughout the year. Current and potential clients are personally invited to the Myers ranch to sample beef and tour the environment where their food is raised. In an open field, guests are treated to a white-tablecloth, sit-down setting that includes wine tasting and other treats in addition to samples of grass-fed beef. The "Eat-N-See" events also include cooking demonstrations where West compares grocery-store-purchased beef against grass-fed beef and, more importantly, Santa Gertrudis grass-fed beef. "People are astonished at the difference," she exclaims. "Grass-fed beef is much leaner than generic grocery-store beef, but even compared to grass-fed beef of other breeds, Santa Gertrudis-produced grass-fed beef is significantly leaner." When sampling beef, one thing West is adamant about is not adding sauces or other ingredi-

ents to the beef; that way, she says, taste-testers get the true flavor and texture of the beef. The hard work put forth by all-natural producers like the Myers is paying off, too. "HEB grocery stores has stated that this is a billion-dollar business in Texas alone," West points out, adding that their list of recurring customers requesting beef is backed up into February.

For the Myers, the grass-fed beef business brings in approximately \$8.50 a pound hanging weight or 50 to 55 percent of the live weight (hanging weight is what's left after the removal of large bones, hide, blood and soft tissues). A grass-fed consumer looking to buy beef could expect to take home 40 to 50 percent of the hanging weight, depending on the cuts requested from the processor. For example, a 1,000-pound steer could produce 550 pounds of product. If a consumer wanted to buy half a beef, they would pay for half the hanging weight, or 275 pounds. The cost of beef would include 275

pounds of meat at \$8.50 per pound, processing at about 65¢ a pound, plus \$25.00 for 1/2 beef (or \$50.00 for a whole beef). In this example, the cost of the beef is \$2337.50 and the processing is \$203.75, or \$2541.25 total for half of a grass-fed beef.

For the Myers, marketing grass-fed beef is icing on the operation's cake. "It provides an outlet for us to sell steers that were once considered a negative byproduct of a purebred operation," West concludes. "This way, we're marketing a product for top dollar as opposed to simply selling the steers, and taking what the sale barn will give us." 🐄



SUCCESS IN SOUTH TEXAS!

SOUTH TEXAS HERITAGE SALE

Thank you to everyone who came to Robstown to support the sale and to all buyers that purchased cattle at the South Texas Heritage Sale. It was a great day for South Texas Santa Gertrudis breeders.

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FALL 2014

SGBI Point Show Standings

Through the North American International Livestock Expo

Remaining Points Shows

Jan. 18 Ft. Worth Stock Show, Ft. Worth, Texas

Feb. 5 Florida State Fair, Tampa, Fla.

Feb. 14 National Santa Gertrudis Show (Double Points)
at the Dixie National Livestock Show, Jackson, Miss.,

Feb. 14 San Antonio Livestock Show, San Antonio, Texas

Mar. 7 Houston Livestock Show, Houston, Texas

Heifer Calf Division

1. 777 Sweet Annie	777 Farms, Magnolia, Ark.	32
2. Kenzie 323	Randall Strickmeyer, Verona, Ky.	16
3. Miss TT 230	Michael McCaughy, Redwater, Texas	10

Yearling Heifer Division

1. 5 Bar E Barreta	5 Bar E Farm, Altha, Fla.	50
2. Myers I3/31	Britney Shields, LaRussell, Mo.	31
3. TF Miss Bama 303	Casey Pitchford, Athens, Texas	23

Senior Female Division

1. Miss Grandview Annie	777 Farms, Magnolia, Ark.	77
2. PC Yellow Rose 32-2	Gracey Pitchford, Athens, Texas	44

High Point Overall Female Standings

1. Miss Grandview Annie	777 Farms, Magnolia, Ark.	77
2. 5 Bar E Barreta	5 Bar E Farm, Altha, Fla.	50
3. PC Yellow Rose 32-2	Gracey Pitchford, Athens, Texas	44
4. 777 Sweet Annie	777 Farms, Magnolia, Ark.	32
5. Myers I3/31	Britney Shields, LaRussell, Mo.	31

High Point Best of Polled Female

1. Miss Grandview Annie	777 Farms, Magnolia, Ark.	7
2. PC Yellow Rose 32-2	Gracey Pitchford, Athens, Texas	4

Bull Calf Division

1. 777 Vegas	777 Farms, Magnolia, Ark.	42
2. Mr. TT Omaha 63-3	Stroman Cattle Co., College Station, Texas	37

Yearling Bull Division

1. OLC Troubadour	Osborne Livestock, Turney, Mo. & Mosby Creek Ranch, Dayton, Ohio	44
2. SCC New Edition	Southern Cattle Co., Pearl, Miss.	29
3. LF Switchblade	Tyler Limbaugh, Steele, Ala.	20

Senior Bull Division

1. Circle A Real Deal	Circle A Farm, Williamsport, Tenn.	71
2. 5 Bar E 307	5 Bar E Farm, Altha, Fla.	37
3. Tara's Top Drive	Tara Ranch, Liberty, Texas	28

High Point Overall Bull

1. Circle A Real Deal	Circle A Farm, Williamsport, Tenn.	71
2. OLC Troubadour	Osborne Livestock, Turney, Mo. & Mosby Creek Ranch, Dayton, Ohio	44
3. 777 Vegas	777 Farms, Magnolia, Ark.	42
4. Mr. TT Omaha 63-3	Stroman Cattle Co., College Station, Texas	37
5. 5 Bar E 307	5 Bar E Farm, Altha, Fla.	37

High Point Polled Bull

1. 777 Vegas	777 Farms, Magnolia, Ark.	4
2. Tara Kenworth	Tara Ranch, Liberty, Texas	2
2. Flatwillow Endeavour	Statesville, N.C.	2

High Point Produce of Dam

1. Miss TT 295	Pitchford Cattle Co., Athens, Texas	11
2. Tidwell 250	Circle A Farm, Williamsport, Tenn.	6

High Point Get of Sire

1. TT Ervin	Circle A Farm, Williamsport, Tenn.	6
2. (3 bulls tied with 2 points each)		

BULL DATA CONTINUED FROM PAGE 15

Once the overall performance of the herd has been determined in relation to the breed as a whole, one can select the desired bulls from within the sale offering.

Once one knows the average value for all the traits analyzed within the breed, the process of finding and sorting bulls based on their ranking within the breed is relatively easy. The job is

to find the sale prospects by scanning all the sons of the reference sires that meet one's criteria and then scanning all the bulls for their own performance, because the cow and bull ultimately determine the genetic value of the bull.

Through the years, it has been made obvious that more people are picking the top bulls because the bidding dollars seem to jump quickly on bulls that lead the data. That is a good thing for the industry, but is a little frustrating when the wallet doesn't have an

equivalent roll of money.

Keep in mind that no photo is going to relay the information that is needed. Only breed association EPD data will – which is critical in making long-lasting bull decisions. Great bulls have great numbers. Learn to read them and don't bid on poor bulls.

Editor's Note: This article was reprinted with permission from Kris Ringwall, Ph.D., North Dakota State University Extension Service from cattletoday.com, Oct. 2, 2014. 🐄

NORTH AMERICAN INTERNATIONAL LIVESTOCK EXPO

Nov. 21, 2014 | Louisville, Ky. | Judge: Chad Wilson

SANTA GERTRUDIS SHOW *Results*



GRAND CHAMPION BULL

Circle A Real Deal, shown by
Circle A Farm, Williamsport, Tenn.



RESERVE GRAND CHAMPION BULL

TT Omaha 66-3, shown by Stroman
Cattle Co., College Station, Texas

No photo available

BEST OF POLLED BULL

Tara Kenworth, shown by Tara Ranch,
Liberty, Texas



GRAND CHAMPION FEMALE

PC Yellow Rose 32-2, shown by
Gracey Pitchford, Athens, Texas



RESERVE GRAND CHAMPION FEMALE

5 Bar E Barreta, shown by 5 Bar E Farm,
Altha, Fla.



BEST OF POLLED FEMALE

PC Yellow Rose 32-2, shown by
Gracey Pitchford, Athens, Texas

SANTA GERTRUDIS SALE

Reports

SOUTH TEXAS HERITAGE SALE

Nov. 22, 2014 | Robstown, Texas

SALE AVERAGES

31 Bred Santa Gertrudis Heifers	\$3,680
37 Open Santa Gertrudis Heifers	\$2,655
14 Bred Star 5 Heifers	\$3,200
31 Open Star 5 Heifers	\$1,970

Despite windy and wet conditions, a large crowd gathered at the Borchard Regional Fairgrounds in Robstown, Texas, on Saturday, Nov. 22, 2014, for the South Texas Heritage Sale. Auctioneer Leo Casas set a brisk pace of energetic bidding from the audience.

The high-selling lot was a bred Santa Gertrudis heifer that calved at the sale from Double TT Ranch, Rosser, Texas.

She sold for \$8,500 with her newborn heifer calf at side. The high-selling open Santa Gertrudis heifer was consigned by Borchers Southern Y Ranches, L.P., Victoria, Texas, and was purchased for \$4,700 by Robert Silva, Krebs, Okla. A pen-of-three bred Star 5 heifers, also from Double TT Ranch, were purchased by Bill Selman, Lockhart, Texas, for \$3,500 each. The high-selling pen of open Star 5 heifers were three-quarter Santa Gertrudis/one-quarter Hereford heifers from Strait Ranches, Carrizo Springs, Texas, that sold to Jeff and Karina Green, Judsonia, Ark., also for \$3,500 each.

Thirty-seven buyers took home 113 head of new Santa Gertrudis and Star 5 heifers from this successful sale. The South Texas Heritage Sale committee appreciates all the consignors who committed cattle and placed their faith in us. Thank you also to the Betancourt Cooking Team from Edinburg, Texas, for preparing our Friday BBQ and Saturday breakfast. And we would like to thank Rene Chapman and Ainsworth Trucking for providing the facilities and the cozy, beautifully-decorated tent.



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