



SANTA GERTRUDIS

USA

JANUARY 2016 | VOLUME 19, NUMBER 1



HERD SIRE ISSUE

Santa Gertrudis



The Preferred American
Beef Breed

TF909

Reg. No. 1275662

In today's market, it's a numbers game and 909 has the numbers – along with the phenotype – to put your herd on the map. Sired by Copperhead 214, TF 909 has a pedigree that includes polled genetics. Semen is available now!



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Joe Jones, Manager
(o) 361.897.1337 • (c) 361.550.0994
briggsranches@hotmail.com



777 Vegas

1/3/2014 :: 20140078 :: Polled
BW 1.2 | WW 12.6 | YW 15.2 | MILK -0.3 | TM 6.0
HCW 9.6 | MARB -0.04 | REA 0.02 | FAT 0.0 | SH.F. 0.02
GR IDX 15.65 | CRC IDX 5

Vegas is a very exciting young Santa Gertrudis herd sire out of 2013 NC High Roller. Recently in the Mid-Coast International Super Sale in Houston, Texas, 50% interest and full possession sold to Harris Riverbend Farms and Briggs Ranches for \$50,000.

His moderation in frame and "industry kind" has caught the attention of many in the Santa Gertrudis breed as well as cattlemen outside the breed both commercially and internationally. Vegas was shown across the country and won many awards as a calf, but his real recognition comes from how many have seen him and declared him "the right type" for the breed to be accepted and sold into the commercial industry.

He is backed by consistent, predictable genetics in both his sire and dam along with grandsires and granddams. He is standing and collecting at Integrated Breeders Services in Wheelock, Texas. He is putting up very viable, high quality semen. The demand is high so do not miss the opportunity to add 777 Vegas 411 into your breeding program.

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marketing
services**

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Richard Hood :: richardh@amscattle.com :: 979.224.6150
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ON THE COVER

Santa Gertrudis bull purchased from Grandview Farms, Hamilton, Ala. with Santa Gertrudis x Charolais females in northern Alabama.
Photo by Darren Richmond.

Providing Polled Power Genetics to the Santa Gertrudis Breed

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Missouri Meadows, Hughesville
Osborne Livestock Co., Turney
Dalton & Ashley Osborne, Turney
Todd Osborne, Turney

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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 Britney Shields, LaRussell, Mo. on Myers 14/10 winning the 2015 National Junior Heifer Show Best of Polled and Calf Champion!

\$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 2016 National Show and SGBI High Point Best of Polled Winners! Must be Polled Association member to be eligible for awards.

Polled Santa Gertrudis Association

Polled Santa Gertrudis Association

Curtis Hudnall, President • (936) 334-4804

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

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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

Are Santa Gertrudis bulls in demand, or are they simply a breeding program byproduct, with the Santa Gertrudis female the real prize sought by industry members? The answer to both questions is **YES**. Yes, the demand for profitable Santa Gertrudis bulls is on the increase, and yes, many do consider bull calves a byproduct of female production. However, in today's beef business environment, there is a growing need for bulls capable of siring profitable, efficient feeders as well as highly productive females that can be retained in the cowherd. Since Santa Gertrudis have long been recognized for their outstanding maternal traits and more recently the ability to hang a very market-acceptable carcass, the window of opportunity is open to grow the breed's bull market.

I realize there is added cost associated with bull development, and creating a lasting market is a difficult task and a long-term undertaking. This is especially true for small-scale operations; it is no secret a large number of bulls are required to attract volume buyers. Nevertheless, there are ample opportunities to grow our breed's commercial bull market, resulting in a larger industry footprint for Santa Gertrudis cattle. Marketing success for small herd owners hinges on a well-planned marketing strategy: a willingness to work cooperatively, the capability to produce the type and kind of bull demanded by commercial cattlemen, and a commitment to validate profitable performance through the use of the association's decision- and selection-making tools.

SGBI's affiliates provide the perfect means for small-scale operators to join forces in producing and grouping large numbers of high-quality Santa Gertrudis bulls in a specific geographic area. Compromise and coordination are vital for development of a successful bull-marketing alliance. Utilizing similar genetics, initiating comparable breeding

seasons, and implementing equivalent health protocols are necessary requirements for a cooperative effort to be successful. The ability to work together also allows resources to be leveraged for expanded promotional opportunities; after all, it is hard to sell bulls if you fail to reach out to potential buyers, informing them about your product and product availability.

The capability to validate, with a high level of confidence, a bull calf's future performance as a sire has value, and today's commercial cattleman expects seedstock operations to utilize and deliver genetic merit information that authenticates animal performance. SGBI's genetic evaluation, a DNA-verified EPD system, does just that, predicting how future progeny of each animal are expected to perform relative to the progeny of other animals listed in the SGBI database. The SGBI genetic evaluation has been reviewed by the nation's leading animal geneticists and utilizes genotypes (DNA) collected from thousands of animals. SGBI's DNA-verified system is sound and recognized as credible in all sectors of the beef industry, and this has value

for SGBI members. Breeding decisions made with information from the SGBI genetic evaluation ensures bull calves will develop into productive, profitable sires for our commercial customers.

Breeding decisions made with information from the SGBI genetic evaluation ensures bull calves will develop into productive, profitable sires for our commercial customers.

Bulls offered for sale must look the part. A bull's EPDs, \$ Growth Index, and Carcass Rank Index might be curve-bending and eye-popping, but if he can't pass the commercial cattleman's "eye-test," chances are he will be left standing in the sale pen at the end of the day. Commercial cattlemen continuously remind seedstock producers that bulls must be structurally sound and capable of performing in diverse environmental settings; simply stated, feet and legs are important. Disposition is a close second to structural soundness. Fewer and fewer operations will tolerate animals that are difficult to handle, and research indicates docility is a relatively heritable trait. In addition, research has also proven docile calves have heavier weaning weights.

There is a growing demand for Santa Gertrudis bulls. However, there is not a market for every Santa Gertrudis bull calf. Contradictory as that may sound, it is true. The demand is for the right type and kind, with the performance information that is expected, in the volume needed to satisfy commercial cattlemen. 🍄

In Memoriam

PHILIP V. SMITH

Former SGBI Board Member Philip V. Smith, age 77, of Bloomington, Ind., passed away Friday, Nov. 27, 2015, at his residence. Born Jan. 2, 1938, he was the son of the late James W. and Dorothy J. (Waterford) Smith. Phil had a passion for cattle, especially the Santa Gertrudis breed. In addition to serving on the SGBI Board of Directors, he was past president of the District #6 SGBI Affiliate and very



dedicated to the Junior program. Phil was instrumental in the development and management of the District 6 Field Day and Halter Heifer Sale. The annual event is entering its 23rd year and Phil remained a major supporter of the activity that showcased the versatility of the breed and encouraged youth involvement in the cattle industry. Funeral services were held Tuesday, Dec. 1, 2015 at The Funeral Chapel of Powell and Deckard, 3000 E. Third St., Bloomington. 🍄

CAROLINA CORNER

Never Again 911-4

Never Again 911-4 is a son of RDF Sancho's Never Before 1136. His dam is Liberty Ranch 53/324 who is also the dam of Zeb 802 and grand dam of Tony 108. He has good length, depth, thickness and could be homozygous polled like Zeb and Tony.

BIRTH DATE: 9/11/14

BIRTH WEIGHT: 75

205-DAY WEANING WEIGHT: 660
(No Creep)

GROWTH INDEX: 22.36

CARCASS INDEX: 10



CAROLINE

YW: 1,255 • REA: 15.5 • SC: 40 cm

BW: .9 • WW: 12.9 • YW: 24.9 • TM: 6 • HCW: 17.2 • REA: .24 • BF: .02

Top 3%

Top 1%

Top 1%

Top 1%

Top 1%

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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



PRESIDENT'S LETTER

By Wes McDaniel

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

The New Year is finally here! It brings with it a sense of hope and optimism for the future. Where I come from, New Year's Day means black-eyed peas, turnip greens and college football. It is also a time to discuss and set goals for the New Year. Perhaps one of your goals this year is to add new genetics to your herd; if so, you'll want to carefully study this Herd Sire issue of *Santa Gertrudis USA*. One of the most cost-effective ways to add new genetics is through the selection of a herd sire.

When selecting a new herd sire, members should take into consideration both phenotype and genotype. Everyone has their own personal preferences when it comes to phenotype, but an ideal herd sire will comply with SGBI's Standard of Excellence, which can be found under the performance tab on the SGBI website.

As for genotype, members can confidently rely upon SGBI's expected progeny differences (EPDs), which are DNA-verified. Depending upon the needs of your herd, you can focus on specific traits or selection indices. The most current SGBI trait leaders are listed on SGBI's website under the performance tab. In fact, any registered animal can be looked up using the animal search feature on the website to see its current EPDs.

While all knowledgeable cattle producers know ideal herd sires combine both an eye-appealing phenotype and a balanced genotype, you know your market best and should select sires that meet the needs of your customers.

In addition to top-notch herd sites, perhaps one of your goals is to become more active with SGBI. We encourage interested members to attend a subcommittee meeting or the board of directors meeting at the National Show in Fort Worth, Texas, on Jan. 16, 2016. These meetings are critical to the future success of our association. There is no better way to be a part of and stay informed about association activities than to get involved at the committee level.

It has been said, "A dream written down with a date becomes a goal. A goal broken down into steps becomes a plan. A plan backed by action makes your dreams come true." I hope 2016 is the year you plan and make all your dreams come true! 🍀

Call for Nominations

Santa Gertrudis Breeders International will hold the association's Annual Membership Meeting Friday, April 8, 2016 in Albuquerque, N.M. In addition to the annual business meeting, board of director elections will be conducted. SGBI members wishing to seek a seat on the board and have their names placed on the ballot are asked to notify SGBI via U.S. mail, e-mail (Diana@santagertrudis.com) or FAX (361-592-8572) *no later than Monday, Jan. 18, 2016*. Members also may run for a position as a write-in candidate. Per the Bylaws change approved by membership last year, District director at-large nominations are no longer made by the board of directors. Individuals interested in seeking a District director at-large seat are asked to notify SGBI.

Candidates are being solicited for:

Eastern Region Director – 2 seats

Western Region Director – 2 seats

District Director At-Large – District 1 and District 5

A candidate to fill the unexpired term of Gene McCarter, District director at-large, District 4, also is being solicited. This will be a 1-year term.

Questions concerning Board seats or election procedures are to be directed to John Ford, Executive Director, jford@santagertrudis.com. 🍀

SGBI OFFICERS OF THE BOARD

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SECRETARY/TREASURER Deanna Parker

BREED IMPROVEMENT Yancey Strait

LONG RANGE PLANNING Warren Harris

MARKETING & PROMOTION David Alderson

YOUTH ACTIVITIES Betty McCormick

MEMBERSHIP Jerome Urbanosky

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District 2 - Debbie Townsend (Texas)

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(979) 541-4989 | townsendcattle81@gmail.com

District 3 - Jamie Daniel (Ark.)

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(870) 904-3070 | jd@gregbennett.co

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.)

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SANTA GERTRUDIS Juniors

By Caroline Creech, District 4 Director



I hope this finds everybody rested up from a great Thanksgiving and Christmas spent with family, loved ones, and of course some red cattle! I also hope that everybody is starting off a great New Year. We are now beginning a long stretch of major stock shows, including the National Open Show that takes place this month in Fort Worth, Texas.

This month's magazine is the Herd Sire issue. As young cattle producers, we should be trying

to produce good bulls that could potentially be used on the heifers that we are raising and exhibiting at shows. I know that many of us always hope for females out of our show heifers so that we will have another good heifer to exhibit, but having a good bull calf could potentially make a positive difference in your own herd or someone else's. Who knows, one day the bull that you raised could be in SGBI's Herd Sire issue, building up your farm name and spreading your home-grown genetics!

I hope all Juniors are excited for a great year of showing, spending time with old and new friends! I know I am having bittersweet feelings about my last year as a Santa Gertrudis Junior. But through my years as a Junior, I know that almost no matter where I go, I will have a friend that I can call and visit. This program has made such a huge impact on my life, and I am so grateful for the people I have met, the places I have gone and the memories I have made. I am lucky to have a family that lets me do all of these wonderful things. I hope everybody traveling to Fort Worth has safe travels, and I look forward to seeing all of you Juniors down the road! 🐾

Membership Renewals and Animal Inventories

Fiscal Year 2016 Membership Renewals and Animal Inventories will be mailed during the month of February. Membership renewal forms and inventories must be completed and returned to SGBI. Membership does not automatically renew. SGBI's membership and fiscal year is April 1–March 31. 🐾

SANTA GERTRUDIS WELCOMES New Members

Active Members

Wayne Hendrix, Statesboro, Ga.

Las Unicas Dos Ranch, Israel Mata, Edinburg, Texas

Chris Martin, Stockbridge, Ga.

Southernmost Land and Cattle, Ryan Pettyjohn, Montgomery, Texas

Triple P Ranch, Mike and Kim Peppercorn, Trinity, Texas

Ray and Robin Ward, Hartselle, Ala.

REGISTRATIONS, STAR 5 RECORDINGS & TRANSFERS BY DISTRICT

NOVEMBER 2015

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	14	150	18	28
2	339	138	14	318
3	17	0	0	21
4	70	2	3	43
5	0	0	0	7
6	44	0	13	11

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 in Observance of New Year's
- 16** Premier Cowtown Elite Sale, Fort Worth, Texas
- 16** SGBI Finance Committee Meeting, Fort Worth, Texas
- 16** SGBI YAC Meeting, Fort Worth, Texas
- 16** SGBI BOD Meeting, Fort Worth, Texas
- 17** National Santa Gertrudis Show, Fort Worth, Texas
- 27-29** National Cattlemen's Beef Association Convention and Trade Show, San Diego, Calif.

FEBRUARY

- 4** Florida State Fair Super Point Show, Tampa, Fla.
- 6** Arizona Cattle Industry Foundation Workshop, Phoenix, Ariz.
- 14** San Antonio Livestock Show Super Point Show, San Antonio, Texas
- 16** Dixie National Super Point Show, Jackson, Miss.

MARCH

- 4** Mid Coast International Super Sale, Houston, Texas
- 6** Houston Livestock Show Super Point Show, Houston, Texas
- 19** Blue Bonnet Sale, Hallettsville, Texas

APRIL

- 7-9** SGBI Annual Meeting, hosted by the Rocky Mountain Affiliate, Albuquerque, N.M.
- 9** Red Doc Farm Red Hot Bull Sale, Belen, N.M.
- 30** Crimson Classic Sale, Cullman, Ala.

S
S

Passing the BRAND, Continuing the LEGACY

S
S

Dan and Jane Wendt are pleased to announce the new owners and managers of **WENDT RANCH** are **GENE, NANCY, DANIEL** and **LAUREN KUBECKA**, who are continuing the family heritage of four generations raising Santa Gertrudis cattle.

Wendt Ranch

5475 FM 457, Bay City, TX 77414

email: wendtranches@hotmail.com

Gene Kubecka
979-240-5311

Daniel Kubecka
979-240-5312

SGBI Herd #621, established 1954

S
SS
S

SANTA GERTRUDIS *Production*

PAY ATTENTION TO HAY MANAGEMENT

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



Most of us have had plenty of moisture in 2015 and adequate opportunity to make or purchase hay to replenish our hay yards. Moreover, cattle should be in excellent body condition going into late fall and winter 2015/2016. In fact, there may be some who have yet to put out a single round bale. Nevertheless, just like a calf crop or a new squeeze chute, hay needs to be considered as a valuable commodity if we produce our

own or a production expense if purchased. Obviously, the least expensive way to harvest forage is with a cow, but often we find ourselves needing to feed supplemental forage. Thus, we need to pay attention to hay management, which includes storage and how best to feed it.

No matter the bale size or type of hay, we must remember that it will never be as good as on the day it was harvested. Storage loss and feeding loss are always going to occur. Add to that poor environmental conditions and it only gets worse. Even though round bales provide an easy and efficient method for hay management, it has the greatest and most consistent losses. Feed value or quality can suffer losses of 25 percent or greater. This should be considered next time you hear about a “good deal” on 2-year-old hay that was put up too mature and got rained on. If that hay was about half the quality of good hay when baled, today it is only one-fourth the quality at best. The traditional round bale, stored outside, unprotected, and on the ground, will lose 25 to 35 percent in dry matter and nutrient quality under average weather conditions. It only gets worse in a wet year. Most of these losses occur on the bottom of the bale. I think we have all picked up an old round, only to have the bottom third immediately fall to the ground, string and all. Normally, only a few inches of weathering occurs on the top and sides of a round bale.

Solutions and better hay management can include: 1) storing hay on high ground, 2) elevating bales a few inches off the ground utilizing inexpensive material such as tires or pallets, 3) investing in a crushed stone pad (most expensive but can reduce losses by 10 percent), 4) covering the bales with plastic or tarps (not a long-term solution, < 1 yr.), or any combination of those. These suggestions are not on par with a fancy hay barn, but they can significantly help reduce over-



all hay loss. Even indoor storage of hay bales cannot prevent all losses. Multiple-use structures (including hay storage) can often be economically justified, as most hay will retain 95 percent of the initial quality. Useful life expectancy of these hay-storage structures can exceed 10 to 20 years.

Loss of hay at feeding can also be substantial, up to 50 percent of the bale, if not managed correctly. Remember, any time we waste hay during feeding, we are wasting money. Typically, the smaller the bale, the less is wasted at feeding. Unfortunately, it may not be cost-effective to bale, buy or feed small square bales any longer unless you are feeding horses. As is recommended with hay storage, try to feed hay on high ground that is well-drained or at least in areas that do not accumulate water. If you are like me, you may already have a “Mt. Hay-limpus” established where you have put round bales out to the herd for several years. It just makes sense that the less hay you put out at once, the greater reduction in overall feeding losses, as it encourages a better utilization by the cattle.

Well-built and functional hay racks or hay rings can cut feeding losses of hay nearly in half. The most modern of round-bale feeders elevate the entire bale 2 to 3 feet above the ground. Cattle actually eat from the bottom up. These type of feeders are more expensive but can easily pay for themselves if you feed many round bales on an annual basis. If you have both inside and outside storage for your hay, always try to feed the outside stored hay first. 🐄

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DOB 5/15/2013



Sire: Briggs 580/0 | Dam: Briggs 092/10

EPDs

BW 1.7 | WW 30 | YW 43.9 | Milk 8 | TM 23
CW 28.8 | Marb 0.07 | Fat 0.01 | REA 0.28 | Tend 0.05
Growth Index 42.73 | Carcass Ranking 10

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Nov. 20, 2015 | Louisville, Ky. | Judge: Blake Nelson

SANTA GERTRUDIS SHOW *Results*



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Mr. Double TT Omaha, shown by
Stroman Cattle Co., Bryan, Texas



RESERVE GRAND CHAMPION BULL & BEST OF POLLED BULL

PC Hemingway, shown by
Casey Pitchford, Athens, Texas



GRAND CHAMPION FEMALE

TF Tinneys Penny, shown by Randall
Strickmeyer, Verona, Ky.



◀ RESERVE GRAND CHAMPION FEMALE & BEST OF POLLED FEMALE

Myers 14/10, shown by Britney Shields,
La Russell, Mo.

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SOME THINGS TO CONSIDER WHEN BUYING A BULL

By Darrh Bullock, Professor, University of Kentucky

The purchase of a herd bull is one of those tasks that can be both fun and daunting for many beef producers. It can require a large outlay of cash, and the impacts are long-lasting. For these reasons, it is important to have a game plan in place so that you come home with the right bull for your operation.

To buy the right bull takes a great deal of evaluation of your operation: How will the bull's calves be marketed? Will heifers be retained from the bull? Will the bull be bred to heifers and if so, how many? What are your nutritional resources? The answers to these questions will determine what traits should be focused on and to what degree. When considering whether a trait should be a part of your breeding objectives, ask yourself these questions:

- ✓ Does the trait have the potential to put money in my pocket? (weaning weight, carcass weight, marbling score, etc.)
- ✓ Does the trait have the potential to take money out of my pocket? (calving ease direct, calving ease maternal, etc.)
- ✓ Does the trait have the potential to improve my quality of life? (docility, calving ease, etc.)

Of course some traits can fall into more than one category, and sometimes they even work in conflicting directions. Take, for example, milking ability: When keeping replacement heifers, females by a high-milking bull will raise heavier calves; however, they do so at a greater cost. Finding the balance that works for you is one of the more challenging aspects of proper bull buying and unfortunately, there is no one-size-fits-all solution. Another trait with some financial antagonism is growth. We focus on growth in the cattle industry because of the obvious impact on sale weight and therefore income, but we often ignore the correlated effect that this has on costs. Just as higher-milking cows have greater input costs, larger cows have the same issue. These greater costs are not just increased production costs; larger, heavier-milking cows also have higher maintenance costs so they require a greater share of your resources 365 days a year.

Matching resources, management and environmental conditions with genetics has one of the greatest impacts on reproduction in the beef herd, but is often ignored. Take a scenario in which a producer has a limited quality and quantity of feed resources but decides to buy a high-performing bull (high growth, high milk) to make up for those shortfalls. When that bull's daughters enter the herd as replacements, they will immediately require greater resources to get them developed properly to ensure first-calf conception success. Assuming this is done successfully, the next critical time is when they have their first calves; they now have high maintenance costs along with high production costs (they are still growing and they are now milking). If you consider that cattle meet their maintenance needs first, production (growth and milk) needs second and reproduction last, this scenario is a setup for disaster. Unfortunately, few beef producers make this connection when it happens. When a high percentage

of females that have just calved fail to rebreed, few producers are going to reflect that this was likely due to the bull they purchased 2½ years ago having too much genetics for growth and milk. It is much easier to blame it on the weather or some other immediate situation.

One day we may have an Expected Progeny Difference (EPD) for cow efficiency so that we can find those animals that perform at high levels on minimal resources, but we are not there yet. Most of the efficiency work that has been done to date is on feedlot efficiency, and we are unsure of the relationship between steers that have good feedlot efficiency on grain and the grazing efficiency of their heifer sisters that go back into the herd. Until then, we have to try to balance the production level of our operation with the genetics that we are putting into our herd.

With the power of the tools we have today to make selection decisions, we have to be more cautious than ever to make the right decisions. With EPDs, and increasing advancements in genomically-enhanced EPDs, we can make rapid progress in many traits simultaneously. We need to stop focusing on "Can we make change?" but rather on "Should we make change?" As beef producers, we all strive to "improve" the traits that we are interested in. Unfortunately, it seems that human nature has ingrained in us that "improve" means bigger and more. In some operations this may be true, but for many this leads to overall lower production due to reductions in reproduction. 🐄

NSGA HOLDS LIVE AUCTION

At Fort Worth on January 16, bid on a trip to San Jose Island, Rockport, Texas.

San Jose Island is one of the largest privately owned islands in the United States and offers a wonderful fishing experience as well as unique landscapes and amazing cattle.

The two-night vacation, to be used in 2016, includes accommodations in Rockport, fishing and sightseeing.

Proceeds benefit the junior board and National Junior Santa Gertrudis association.



Contact Wade Ruddock for more information at: (361) 386-5134.

SANTA GERTRUDIS BREEDERS INTERNATIONAL

TRAIT LEADERS

Successful breeding and marketing of Santa Gertrudis cattle is the result of using all available tools in the association's genetic evaluation toolbox. Percentile by Trait provides the information needed to determine an animal's rank within the breed for each measured trait. Knowing an animal's position within the breed for SGBI's measured traits provides breeders information needed for sound mating decisions. The Proven Sires Trait Leader lists identify, from the latest expected progeny differences download, bulls that excel in a specific trait. The determination of a trait leader is based on standards set by SGBI's Performance Committee for accuracy values as well as criteria for number or calves registered. The Young Sire Trait Leader lists identify young sire prospects not yet meeting the Performance Committee's accuracy of calf registration criteria, but meriting attention for predicted performance for specific traits. Listed are the results generated from the fall 2015 downloads.

PROVEN SIRE TRAIT LEADERS

Trait	Animal Name	EPD	EPD Acc.	Trait	Animal Name	EPD	EPD Acc.
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Birth Weight

Myers Farms 306/6	-6.03	0.509
Polled Chief 508	-3.07	0.624
Macho 2419 **** 2419	-2.72	0.622
RDF Jefe 4-125	-2.67	0.527
King 55/0 **** 55	-2.24	0.613
KR N503/5	-1.87	0.653
DF Playboy 277	-1.80	0.504
DB 112/6	-1.79	0.654
Mr. Winrock N127	-1.75	0.545
Creel 739	-1.75	0.562

Yearling Weight

Briggs 072/13	46.19	0.509
RDF Sancho 7-216	43.56	0.605
Harco T958 (ET) T958	41.39	0.475
SCC Grid Maker 820	40.96	0.661
PCR Avalanche 95/5 (ET) 95/5	38.89	0.582
RDF Sancho's Never Before 1136	37.40	0.571
Silva 700/8	37.25	0.544
Hatchet 150	35.27	0.714
TF 909	34.34	0.483
HF Fred 303/9	34.08	0.538

Weaning Weight

Briggs 031/6	38.96	0.662
Briggs 052/11	33.31	0.571
Briggs 072/13	31.29	0.513
Five Oaks 22/9	27.78	0.620
Copperhead 214	27.59	0.625
O/X JORGE 690	26.85	0.560
Harris Farms 56/3	25.13	0.627
Myers Farms 302/5	25.10	0.526
Hatchet 150	24.93	0.746
Harris Farm 12/8 (WAVE MAKER)	24.78	0.636

Carcass Traits

Briggs 023/5
KR 659/06
Harco T958 (ET) T958
KR 189/11
Hammetts 118/1
Pitchford Cattle
4C 452
MR CVF 2022
Wendt 6000
KR 294/10

Maternal Weaning Weight

KR N6/5	22.43	0.558
Briggs 065/4	13.71	0.505
Big Man 0-63	11.70	0.524
Briggs 039/5	9.76	0.515
Briggs 024/8	9.58	0.475
Harris Farms 060/1	9.31	0.498
Polled Chief 1/4	8.94	0.625
Briggs 562/8	8.43	0.504
Briggs 073/9	8.30	0.487
King 55/0 **** 55	8.18	0.604

CONTINUED ON PAGE 18 »



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Top 18% MILK ■ Top 4% REA



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SANTA GERTRUDIS BREEDERS INTERNATIONAL TRAIT LEADERS

YOUNG SIRE TRAIT LEADERS

Trait	Animal Name	EPD	EPD Acc.	Trait	Animal Name	EPD	EPD Acc.
Birth Weight				Yearling Weight			
	Myers 334/2	-4.15	0.206		KR 720/11	53.63	0.368
	Red Doc 3029	-3.31	0.281		Red Doc Ambassador	51.27	0.275
	SR 51/1435	-3.05	0.228		Red Doc Sancho 200X	51.07	0.321
	Myers 342/3	-3.03	0.478		Red Doc Source 2091	47.54	0.320
	Mr.Cortijo 06/2011 06/1	-3.01	0.181		Red Doc 3356	47.31	0.259
	Red Doc 3057	-2.90	0.270		Red Doc 3156	46.29	0.295
	Myers 329/1	-2.88	0.203		Briggs 072/13	46.19	0.509
	Tippyl15	-2.79	0.140		RDF La Jarra 2195	45.58	0.287
	Red Doc 4294	-2.75	0.226		Harco 1260	44.49	0.200
	RDF Money Man 1258	-2.65	0.485		Briggs 069/13	43.66	0.509
Weaning Weight				Carcass Traits			
	Briggs 052/11	33.31	0.571		KR 519/14		
	Briggs 072/13	31.29	0.513		Red Doc 4063		
	Briggs 032/12	30.74	0.313		RDF Sancho's Hut 1092		
	Briggs 069/13	29.52	0.513		RDF Sancho Pledge 1116		
	Duke 407/11	29.42	0.216		KR 625/14		
	KR 720/11	29.18	0.410		RDF Sancho's Boy 1062		
	TF 390 9679	28.85	0.130		RDF Interpret 1099		
	Briggs 005/12	28.82	0.266		KR 1132/13		
	Briggs 019/11	28.23	0.271		Harco 1333		
	Harco 1260	28.12	0.294		Red Doc 3150		
Maternal Weaning Weight							
	CA 868	14.12	0.145				
	E-Man 180	13.42	0.087				
	Briggs 114/13	12.37	0.420				
	Briggs 033/11	11.56	0.132				
	Alexander 700/2	10.76	0.100				
	Missouri MeriwetherLewis 510/1	10.72	0.076				
	Briggs 755/14	10.63	0.109				
	Harco 1311	10.60	0.462				
	1415	9.94	0.469				
	071/14	9.93	0.448				



Thank You TO ALL THAT HAVE SUPPORTED US THIS PAST YEAR

We have been truly blessed to have so many great friends in our lives, and we wish you all of the best!



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2016

DNA SUBMISSION PROCEDURE

More than 4,000 DNA samples have been submitted for genotyping since the announcement and initial release of SGBI's DNA-verified expected progeny differences (GE-EPDs) in early 2014. Santa Gertrudis Breeders International was the first Bos indicus influenced breed to offer DNA-verified EPDs and the first beef breed to implement the single-step evaluation model.

Listed are the 2016 quarterly DNA submission deadlines and the coinciding EPD downloads:

SUBMISSION DEADLINE	April-June 2016 EPDs	July-Sept. 2016 EPDs	Oct.-Dec. 2016 EPDs	Jan.-Mar. 2016 EPDs
Feb. 12, 2016	XXX	XXX	XXX	XXX
May 13, 2016				
Aug. 19, 2016				
Nov. 18, 2016				

To order a hair-card kit from SGBI, complete the DNA fingerprinting form on the SGBI web site (place pointer on the SGBI tab at the drop-down menu, click on FORMS, and click on DNA fingerprinting form). Complete the form, making sure the animal's registration number is included, and return with payment to: SGBI, P.O. Box 1257, Kingsville, Texas 78364.

Upon receiving the kit(s), collect the DNA sample (hair) and forward to: Livestock Genetic Services, LLC, 4432 Sperryville Pike, Woodville, VA 22749. Confirmation of DNA Testing and Genomic Merit Scores can be expected 45-60 days following the submission deadline.

Questions about SGBI's genetic evaluation, utilizing genetic decision-making tools, or the DNA submission process should be directed to SGBI by calling (361) 992-9357 or e-mailing jford@santagertrudis.com. 📧

DNA TESTING HAIR-CARD SAMPLE COLLECTION INSTRUCTIONS

1. On the hair card, write the animal's name in the section labeled "Name."
2. Write the animal's SGBI registration number in the section labeled "Animal ID."
3. Sign and date the hair card in the sections indicated.
4. Hair samples should be collected from the tail switch (end of tail) of a restrained animal. The hair follicles found at the tail-switch region are ideal for DNA extraction.
5. Clean the tail area using a comb or brush to remove any extraneous matter such as manure or straw. Sometimes it may be necessary to wash the hair prior to collection.
6. Grasp a clump of hair (as thick as a ballpoint pen) using your hand or a pair of pliers. Pull the hair samples out with a sudden movement to get a clean tuft of hair with follicles. The hair follicles are found at the end of the hair that is embedded in the tissue.
7. Examine the hair closely. Make sure the hair follicles are present on 20 to 40 strands. DNA is found only in the hair follicles and not in the hair itself. If sufficient follicles are not available, make a second attempt at pulling hair.
8. Place pulled hair in the hair card (see instructions on the card for hair placement).
9. Carefully trim excess hair from the sides of the hair card using a pair of sharp scissors.
10. Place the hair card in a resealable plastic bag, then put this package into a sturdy mailing envelope for shipping to Livestock Genetic Services, 4432 Sperryville Pike, Woodville, VA 22749. Phone: (540) 987-8624

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CW: 21.9 • Marb: .01 • BF: .00 • REA: .30 • Tend: .02



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CROSSBREEDING STRATEGIES:

One Bull Doesn't Do It All

By Hannah Wine, freelance writer

With the volatility of today's beef industry pricing structure, looking for ways to enhance your profitability is a logical focus.

The benefits of crossbreed-

ing work like magic when it comes to increasing profitability; you've heard it time and time again, and as Santa Gertrudis breeders, you know the benefits of composite breeds on your bottom line firsthand.

A crossbreeding program is more than just mating two animals of different breeds. It's the development of a breeding program that blends the strengths from different breeds to meet production goals and fit within the production environment, exactly as the Santa Gertrudis breed was developed. "Successful crossbreeding programs focus on optimums, not maximums or minimums," Dr. Bob Weaber, geneticist at Kansas State University, explains in his Crossbreeding Strategies proceedings for the 2015 Range Beef Cow Symposium. "The value of heterosis affects every cow in your outfit, and it is a value you can capture every year, no matter how you sell your calves."



best of both breeds to build a calf that is more complete in its genetic profile across a broad range of traits, just as Brahman and Shorthorn complemented each other in the development of Santa Gertrudis.

Weaber, one of the industry's leading geneticists, challenges producers to re-evaluate the bull-buying process in the coming months. Rather than flipping through catalogs and watching videos to find the bull to buy, Weaber advocates that buyers add a critical step beforehand. Step one, often overlooked each year, should be evaluating your breeding system and breeding objective. What do you need to do to improve your system and enhance profitability?

What are you building? Feeder calves or replacement heifers?

Crossbreeding doesn't counteract the need for quality parent stock. Crossbreeding and sire selection should be used together to create the ideal breeding system. Strategically selecting sires for enhancement of specific traits is essential for success. The same goes for using terminal trait EPDs or indices to select bulls to sire calves with optimum terminal traits and utilizing maternal trait EPDs or indices to select bulls to build your maternal replacement heifers.

Building feeder calves AND retaining replacement heifers?

Searching for a bull that will sire both terminal calves that excel and desirable replacement heifers is nearly impossible, and when you find that sire, it often comes with a hard hit on your checkbook. Weaber acknowledges that due to the antagonisms in the terminal and maternal objectives, it's becoming increasingly difficult to find bulls that will do everything you want, but he also offers a solution: Separate this into two distinct breeding decisions, selecting sires with optimum terminal traits to sire terminal calves and selecting sires with optimum maternal traits to sire replacement heifers. This separation increases the selection intensity of both sire groups, as they can now be more narrowly focused on specific traits. Although this strategy is new for the beef industry, it has been hugely successful in the pork and poultry industries. "I think it's long overdue in our industry," he asserts. Weaber acknowledges that the downfall to this system is the steers from the group aimed at producing replacement heifers, but it's avoidable with the use of sexed semen.

Crossbreeding Systems

Crossbreeding systems vary dramatically from herd to herd and are influenced by many different factors such as herd size, market target, existing breeds, labor availability, grazing systems, and handling facilities. One of the most critical factors in implementing a crossbreeding system is the operator's decision whether to select and raise replacements from the herd or purchase replacement females. Weaber offers that purchasing

The power of crossbreeding comes from

1. Heterosis
2. Breed complementarity

Keys to successful crossbreeding systems

1. Selecting a system that is simplistic enough for your operation
2. Construction of a plan
3. Sticking to the plan

Heterosis

Heterosis generates the largest improvement in lowly heritable traits, like reproduction and longevity. These traits respond very slowly to selection, but that can be significantly improved with heterosis. Improving on critical traits like reproduction and longevity means more calves for more years and thus more profit. With that said, the largest economic benefit of crossbreeding comes from having crossbred cows, as crossbreeding has proven to be an efficient method to improve reproductive efficiency and productivity. "In general, Bos indicus crosses have higher levels of heterosis than the British-British, British-Congenital, or Continental-Continental crosses," Weaber explains.

Breed Complementarity

Breed complementarity, more simply put, is combining the strengths of the parent breeds. It is the utilization of breed combinations that have different core strengths to get the

CONTINUED ON PAGE 30 »

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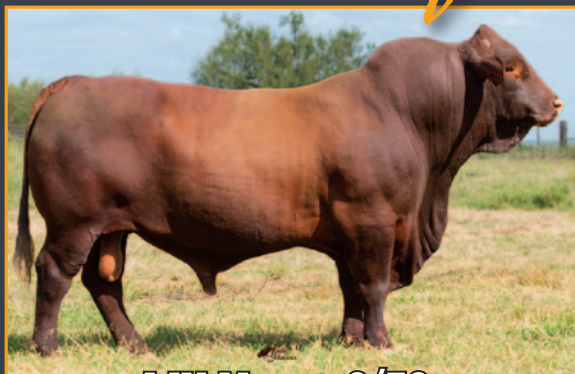
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Dam: LJV Dolly 8/48

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Milk: 2.5 • Mat.: 11.0



SR T22 (ET)

Sire: RDF Sancho's Never Before 1136

Dam: PH Welder 7/342

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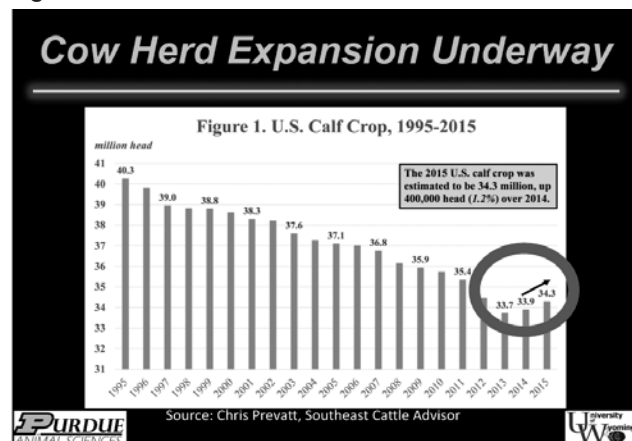
By Kelsey Pope, contributing editor

While the U.S. cow-calf industry is retreating from record-breaking price levels, producers are trying to make decisions to “hold or fold” replacement heifers. Dr. Ron Lemenager, beef extension specialist from Purdue University, referenced a Kenny Rogers line, “You got to know when to hold ‘em, know when to fold ‘em, know when to walk away and know when to run,” as he spoke to cow-calf producers at the Range Beef Cow Symposium in Loveland, Colo., Nov. 17.

Lemenager presented research that he and his colleague, Dr. Scott Lake, beef extension specialist, University of Wyoming, put together based on replacement heifer values and the challenges producers face today when selecting heifers to retain.

Lemenager said the basic answer is not an easy one. On a positive note, the national cow herd is growing (see Fig. 1 below), yet producers are seeing land (crop and pasture) prices increase, cattle prices moderating and annual cow costs going up. Lemenager shared data about the change in land value from 2000 to 2015, showing pasture prices increasing 67 percent in the last four years and crop-land values increasing nearly 60 percent in the same time frame.

Fig. 1



“A lot of us [cattlemen] rely on pasture as a means to feed our cow herd, or at least the base feed for our cow herd, so that has obviously increased our annual cost,” said Lemenager.

So what are heifers worth? The first step in figuring out the value is accurately projecting future prices, such as costs of pasture, feed and supplement; power and fuel; equipment/facility repair/replacement; interest; bull; feeder calves; and cull/surplus cows. Then, the producer must decide how much risk the ranch is willing to take.

All cattle are worth market price; anything above or below that is based on perceived value.

— Dr. Ron Lemenager

Lemenager’s answer to heifer value is simple. “All cattle are worth market price; anything above or below that is based on perceived value,” he said. When cow-calf producers think about how many heifers to keep as replacements, Lemenager explained that the answer hinges on the first question, ‘what are they worth?’, so the question becomes, ‘can I make more money selling heifers, or keeping them?’

The perceived value of the heifers may not equal real value. Lemenager said the value of cattle on a cash-flow statement versus what someone is willing to pay is probably not the same. The approach he took was to calculate net present value (NPV), which takes into account the value of something in today’s dollars based on future costs and returns. To do this, the producer has to make input assumptions, and Lemenager warned his audience that there are always dangers in making assumptions.

He urged ranchers to calculate their NPV for replacement females. Iowa State University developed an Excel spreadsheet decision-making tool software which calculates NPV (Schulz and Gunn, 2015). The software allows the

producer to make certain assumptions by inserting figures representing:

- Annual cow costs
- Future weaning calf prices
- Number of calving opportunities
- Calf weaning weights
- Sale price of cull cows
- Discount rate (interest)

Another software program referenced by Lemenager was the Kansas State University spreadsheet program to evaluate the economic value of purchasing beef replacement heifers (Tonsor and Dhuyvetter, 2014). This program also allows for a number of input assumptions similar to the ISU model, but provides data and graphs on the NPV of weanling heifers and bred yearling heifers. Based on input assumptions, it provides results of returns from that heifer grouped by varying annual cow cost.

“The recommendation that I’m coming away with from running through these simulations is that these results don’t fit any individual operation, but these numbers are based on selling feeder calves off of the cow, at or shortly after weaning,” said Lemenager. “There is not value added for the calf, the yearling or the cow prices, so for those of you who are seedstock producers, these numbers don’t quite fit, but these numbers are close for commercial cattlemen selling calves at weaning time.”

Lemenager also recommended producers run a ranch NPV using their own weaning weights, annual cow cost, what they expect the future prices of cows, yearlings, etc. to be in the 5- to 10-year horizon, and the discount rate needed for loan interest and family expenses. Lemenager used 5 percent, but he said many producers use a larger percentage.

Based on these simulations, Ron and Scott came up with two solutions. The first is to keep only the “best” heifers. Maintain your genetic base and keep herd genetics moving forward. Or it may be more economical for the producer to keep a herd size constant rather than expanding.

CONTINUED ON PAGE 30 »

U.S. Cattle Market Settles into Sustained Prices After Record-Breaking Years

By Kelsey Pope, contributing editor

As 2015 came to a close, cattlemen saw cyclically lower cattle prices move to the “more normal” level, explained Jim Robb, Director and Senior Agricultural Economist for the Livestock Marketing Information Center at the Range Beef Cow Symposium in Loveland, Colo., Nov. 17, 2015.

During Robb's session on the cattle market outlook, he recapped that 2014, into 2015, were not typical years for cattle, reporting record-high prices. Yet, looking into the near future, lower cattle prices will average out to seasonal price patterns. The peak of the cyclical term was in 2015, and while prices are lower now, cattle feeders still had the second-highest fed cattle market in history in the fourth quarter of 2015. Robb expects prices to trend lower at least through 2018, and probably into 2019, from calf prices to cull cow prices.

“These lower prices feel bad compared to 2014-15, but that was an anomaly [second-highest cattle market ever],” Robb shared. “This is a market we need to learn from; we see markets unraveling all the time and we need to learn in cow-calf country how to respond to markets.”

While cattle prices are lower, costs are continuing to rise. Pasture rent has gone up significantly and annual production costs are as much as \$900 per head. Corn prices will not go high again like 2008 unless a drought or another issue affects supply. Ethanol is no longer driving the U.S. corn industry. It is now a mature market of its own, so its impacts will not blow up the livestock markets. But Robb warns that producers need to be prepared for feedstuff costs – those feeding grain need to react sooner than in recent years.

Even with these changes in the markets, the U.S. cattle herd is in a growth phase.

“Cattlemen are holding back 6.5 percent more replacements than a year ago,” said Robb. “Heifer hold-back levels are foundational for growing the herd and we are on track to do this.”

Cattlemen are building their herds with replacement heifers. Cull cow

slaughter is dependent on heifer retention for herd expansion, but Robb explained cow-calf producers should plan on a seasonal price increase for cull cows into the spring months.

“For commercial beef production, 2017 will be about as big as it was in 2013,” said Robb. “Net cow-calf returns for 2016 look to be way down, but it will still be the second-best ever.”

Looking into the U.S. markets, Robb shared that our economy is growing sustainably, even though it is growing at a pace less than what we've had in past economic recoveries with a great consumer confidence report. Beef consumers love beef products, but the per-capita consumption of beef is going down. Price is very important because consumers are still paying very high prices for beef.

Competition for protein in the grocery-store meat case is growing, with pork and poultry both experiencing surges in production in 2015. Robb said this will level off in 2016-17. Chicken prices are more competitive than a year ago because of avian influenza and pork had the highest world production in 2015, but this won't be repeated in 2016 or 2017.

On the export side, demand for U.S. beef products is struggling. The U.S. economy is growing and the rest of the world is not; therefore, key U.S. beef customers are in recession and buying less beef. The U.S. beef by-products, hides and offal products took a big cut and are \$5/cwt lower than last year, as these products are dependent on export markets. Overall beef export sales decreased in 2015 and Robb said 2016 will not be a growth year for beef exports, but U.S. beef producers should look forward to a beneficial rebound in 2017.

The other side of the international trade equation is with U.S. imports. Robb said the forecast for 2016-17 is that they will not be huge beef import years like 2014-15. The key factors are: 1) Australia has been in a drought so it is liquidating cattle; 2) the world economy has slowed down; 3) the U.S. population is growing; 4) exchange rates

are adjusting; and 5) Australia does not have the herd numbers to keep liquidating, so we won't see import growth. The two countries with growing incomes and growing exports are the United States and Brazil, so expectations from these two countries are high.

In planning for the future, Robb advises cattlemen and feeders to keep an eye on the biggest potential price drops.

“Plan for cyclically eroding cattle prices,” said Robb, “We see things we don't expect so we need to adapt.”

Robb further advised that all producers should expect a return to the “more normal” price seasonality in price patterns, yet be prepared for downdrafts and act early. For cow-calf producers, the relationship with cattle feeders is important, so they should price calves realistically and set acceptable bids early. With today's markets, the cattle-feeding industry has changed how business is conducted; feeders are the cow-calf producers' customers and they are doing things differently and focusing on quality cattle.

“Get back to the basics and know how your calves perform,” Robb advised cow-calf producers.

In conclusion, Robb recapped that domestic consumer meat demand is strong, but the future remains uncertain. On a positive note, after the World Health Organization recently came out with a report linking red meat to cancer, the cattle market remained unchanged. Robb explained that foreign beef demand will likely get better as other countries around the world come out of recession, yet we need to keep an eye on the chicken and pork output ramping up.

Robb credited the U.S. Department of Agriculture (USDA) and the Foreign Ag Service (FAS) for the market data they provide, which helps cattlemen make marketing decisions.

“Markets take information to operate and market data is very important. Information from the USDA and FAS is critical and it takes people on the ground putting this together,” Robb concluded. 🐄

INTRODUCING

CB

WAR HAWK

4/5



War Hawk is a son of Pistol 28/0. He is also a great-grandson of Grid Maker 820 and Habanero 0335.

He was the high-selling bull in the Tri-Star Sale and Bull Sale at Briggs Ranches.

We believe this was quite a feat for a 10-month-old bull calf.



Double Bred Grizzly



ROSE 115/8

Rose 115/8 is the dam of War Hawk and was one of the high-selling females in the Tri-Star Sale. We selected Rose for her proof of production as seen in War Hawk and Harris 4/4. She will be a donor in our ET program.



HARRIS 4/4

Harris 4/4 was one of the high sellers in the Briggs Ranches Bull Sale. He is a full brother to War Hawk and was purchased by Salacoa Valley Farms, Fairmount, Ga.

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CROSSBREEDING STRATEGIES

CONTINUED FROM PAGE 24

healthy, well-developed replacement females of appropriate breed composition can be the simplest and quickest way for operators (particularly those of small herds) to maximize maternal heterosis in the cowherd.

As operators determine the system best for them, it's critical that they make their choice simple when it comes to using a two- or three-breed rotation, terminal cross with F1 females, or composite breeds:

Two-or Three-Breed Rotation

Two breeds are mated and the resulting female offspring are kept as replacements and mated back to one of the breeds. In following generations, females are bred to the opposite breed of their sire. For their entire lives, females would be mated to the bull breed opposite their sire. (For example, Shorthorn and Brahman were crossed to make 1/2 Shorthorn x 1/2 Brahman females, who were then bred to Shorthorn. The resulting calves would be 3/4 Shorthorn x 1/4 Brahman. These females would then be mated to Brahman bulls.) Breeds used in this system should be of similar type to avoid large swings in progeny phenotype.

Pros

- Simplicity
- After several generations, the amount of retained heterosis in two-breed rotation stabilizes at 67 percent of the maximum calf and dam heterosis; three-breed rotation maximizes at 86 percent

Cons

- If natural service is used, this system requires at least two breeding pastures
- Minimum herd size of approximately 50
- Replacement females are mated to herd bulls; consideration must be given to calving ease
- Number of pastures and cows increases as the number of breeds in the rotation increases

Terminal cross with F1 females

Utilizes crossbred cows and bulls of a third breed.

Pros

- Simplest system to implement
- Achieves highest use of heterosis and breed complementarity

- All calves marketed will have the same breed composition
- One breeding pasture required
- No special identification of cows or groups required

Cons

- Replacement females will need to be purchased or produced separately

Composite Breed

Comprised of a population made up of two or more component breeds, designed to retain heterosis in future generations without crossbreeding and maintained like a straight bred (for example, Santa Gertrudis).

Pros

- As easy to manage as straight breeds once composite is formed
- Easy to implement in small or large herds

Cons

- In closed populations, inbreeding must be avoided as it will decrease heterosis
- Inclusion of a third or fourth breed in the system takes more expertise and management

Despite the advantages, challenges do exist in crossbreeding systems. According to Dr. Harlan Ritchie of Michigan State University, the five leading challenges are:

1. More difficult in small herds
2. Requires more breeding pasture and breeds of bulls
3. Requires more recordkeeping and identification of cows
4. Matching biological types of cows and sires
5. System continuity

Santa Gertrudis producers are no strangers to crossbreeding programs. With that said, many cattlemen reach the optimum heterosis for their program in different ways that are best for their programs. Fortunately, there is room for all programs used by your fellow breeders and customers in the beef industry. Despite the differences, it's hard to find a cattleman who doesn't want to maximize the profitability of his or her breeding program.

"While these possibilities are exciting, the fundamentals still hold. Pair breeds to take advantage of breed complementarity when possible, utilize heterosis, and select animals within the chosen breeds using EPD and bio-economic index values. Without these fundamentals, advancing technology has no chance of success," Weaber concludes. 🐄

DECISION-MAKING FACTORS

CONTINUED FROM PAGE 27

The second is to consider selling heifer packages. If a producer can get a premium for weanling heifers or bred yearlings, from whatever benchmark value was established in the simulation, he should consider selling them rather than keeping them. Lemenager applauded cattlemen who can pay down debt and lower their interest payments. 🐄

OTHER USEFUL RESOURCES

ISU-Net Present Value of Beef Replacement Females

<https://www.extension.iastate.edu/agdm/livestock/html/b1-74.html>

KSU-Beef Replacements Spreadsheet Program to Evaluate the Economic Value of Purchasing Beef Replacement Heifers

<http://www.agmanager.info/livestock/budgets/production/default.asp>

What Are Your "Cow Carrying Costs"? Cow-Calf Enterprise Budget

www.coopext.colostate.edu/ABM/cowcarryingcosts2011.xls

Buying Versus Raising Replacement Heifers – Weaning to Pregnancy Testing

www.coopext.colostate.edu/ABM/heiferreplacementdecisiontool.xlsx

What Can You Afford to Pay for a Cow? A Decision Aid for Cattle Producers v2.0.

www.coopext.colostate.edu/ABM/afford_a_cow.xls

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- ◆ Twin Creek Ranch, Wes & Lou Hall
- ◆ Wendt Ranches, Gene and Daniel Kubecka Families
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6:00pm - Dinner**

**Saturday, March 19th
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11:00am - Sale Begins**



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RS Reese	Randall Strickmeyer, Verona, Ky.	20
SF Homegrown Honey	Britney Shields, La Russell, Mo.	17
Townsend 0515	Townsend Cattle Co., Louise, Texas	14

YEARLING HEIFER DIVISION

Myers 14/10	Britney Shields, La Russell, Mo.	90
PC Bambino Baby	Casey Pitchford, Athens, Texas	23
OLC Rosie	Osborne Livestock Co., Turney, Mo.	20

SENIOR FEMALE DIVISION

5 Bar E Barreta	5 Bar E Farm, Altha, Fla.	51
Lexie 112/3	Casey Pitchford, Athens, Texas	18
TF 3137	Randall Strickmeyer, Verona, Ky.	14

OVERALL HIGH POINT FEMALE

Myers 14/10	Britney Shields, La Russell, Mo.	90
5 Bar E Barreta	5 Bar E Farm, Altha, Fla.	51
Circle A Wendy	Circle A Farm, Williamsport, Tenn.	25



SGBI Overall leading High Point Female, Myers 14/10, owner Britney Shields

BEST OF POLLED FEMALE

Myers 14/10	Britney Shields, La Russell, Mo.	9
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BULL CALF DIVISION

PC Hemingway	Casey Pitchford, Athens, Texas	42
BMF Toasted Marshmellow	Nick Black Troy, Ohio	15
TF Saban 4102	Tinney Farm, Hanceville, Ala.	10
SF Haggard	Britney Shields, La Russell, Mo.	10

YEARLING BULL DIVISION

Mr. KC	Randall Strickmeyer, Verona, Ky.	30
Stroman's Terminator 410	Stroman Cattle Co., Bryan, Texas	30
RS Bubba	Randall Strickmeyer, Verona, Ky.	25

SENIOR BULL DIVISION

OLC Troubadour	Osborne Livestock & Mosby Creek Ranch, Sparta, Ky.	67
Mr. Double TT Omaha	Stroman Cattle Co., Bryan, Texas	45
Tara's Top Drive	Tara Ranch, Liberty, Texas	42
RW 8/13	Ronald Wood, Benson, N.C.	29

HIGH POINT OVERALL BULL

OLC Troubadour	Osborne Livestock & Mosby Creek Ranch, Sparta, Ky.	67
Mr. Double TT Omaha	Stroman Cattle Co., Bryan, Texas	45
Tara's Top Drive	Tara Ranch, Liberty, Texas	42
PC Hemingway	Casey Pitchford, Athens, Texas	42



SGBI Overall leading High Point Bull, OLC Troubadour, owner Osborne Livestock & Mosby Creek Ranch

BEST OF POLLED BULL

RW 8/13	Ronald Wood, Benson, N.C.	5
PC Hemingway	Casey Pitchford, Athens, Texas	4

PRODUCE OF DAM

OLC Rosie 190	Osborne Livestock & Mosby Creek Ranch, Sparta, Ky.	15
Miss Double TT Crimson Rose 295	Casey Pitchford, Athens, Texas	11

GET OF SIRE

LF Royal Ruler	Lovett Farm, Hillsboro, Ohio	8
TF Red Solo Cup	Randall Strickmeyer, Verona, Ky.	2
5 Bar E 7	Woman Hollerin Ranch, Brookshire, Texas	2

STAR 5 FEMALE

Bonita Cabeza Blanca	Holly Ann Roach, Keller, Texas	4
Harris Remi 204	Patrick Daniel, Magnolia, Ark.	2
Miss Double TT 268	Casey Pitchford, Athens, Texas	2
CSM Mary Ann	J.D. Chism, Pontotoc, Miss.	2
Heaths Miss Missouri	Jack Schroeder, Hughesville, Mo.	2

REMAINING POINT SHOWS

Jan. 17	National Santa Gertrudis Show at the Fort Worth Stock Show (Double Points)
Feb. 4	Florida State Fair Super Point Show
Feb. 14	San Antonio Livestock Super Point Show
Feb. 16	Dixie National Super Point Show
Mar. 6	Houston Livestock Show Super Point Show

Awards will be given at SGBI's Annual Meeting in Albuquerque, N.M.



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Kenneth Tom Hefte, Hefte Ranch, Hondo, Texas



Matt Kubena, Sweeny, Texas



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Reviewing Maternal Genetics in Herd Sire Selection Can Improve Profits

By Traci Eatherton, managing editor

With today's growing database of numbers in the cattle industry, cattle producers are running out of excuses for not checking data on potential herd sires.

The progress made on charting genetics in beef production opens options for producers to choose bulls that can be tailored to fit their programs. Finding the right herd sire means breeding profitable cattle, in addition to improving the cow herd. Whether the plan is to adjust calf weights, raise bulls that sire heavy calves, or improve a breeding program with quality heifers, a successful program needs long-lived, efficient, productive cows, year after year. Maternal qualities should be as important to most bull buyers as weaning and yearling weight.

When looking at EPDs, keep in mind that thinking one bull is better than another based on one trait can be a big mistake. In the general EPD world, there are no rights and wrongs. It all depends on a producer's program and what the needs are.

When picking a herd sire to produce quality heifers and cows, evaluating the mother, including her milking ability, udder shape and teat size, general conformation, fertility, disposition, longevity, mature size, fleshing ability, and nutritional needs, can improve a herd in a number of ways. While a potential herd sire's maternal side may be excellent in several of these traits, if she is deficient in one or more categories needed to improve a herd, it may be time to re-evaluate.

One specific area of interest producers have been looking at is cow efficiency; while analyzing and keeping data can be time-consuming, improving cow efficiency improves profits, according to Trey Patterson of Padlock Ranch Co., which has operations in northern Wyoming and southern Montana.

Patterson, speaking at the Range Beef Cow Symposium in Loveland, Colo., Nov. 17, shared that the most productive cattle in terms of output on his ranch

were not necessarily the most profitable. Everything in moderation – on average, the most efficient cows were moderate for both mature size and milk production. In an attempt to “build a better cow” for the environment, Patterson said, emphasis is placed on converting feed resources into long-term reproductive success and controlling the costs of producing a weaned calf that satisfies customer expectations.

In the cattle business, sometimes a picture is just simply a picture, but the data behind it is what's worth a thousand words.

At producer Douglas Olsen's ranch in Nebraska, individual feed intake data is collected and the information gained suggests that feed efficiency of grain diets vs. forage diets is not exactly the same, but is not far off.

Using lifetime production records and photographs of cows from his own commercial herd as examples, Olsen said, “You can't see the differences between more- and less-efficient cows. You can't tell by looking. Mature weight was not a factor with these cows.”

Olsen said there remains much potential for genetic improvement of production efficiency, and specifically feed efficiency. Through genomics and continued progeny testing, including collection of feed intake data, he believes opportunity to increase overall production efficiency can be realized.

Colorado seedstock producer Lee Leachman warned producers against obsessing over feed efficiency. Leachman pointed out that a focus on feed efficiency is like focusing on one trait – there's more than one option.

“It doesn't work to continue selecting for excessive growth, milk production, post-weaning gain and carcass traits, because cost of production goes up and up,” said Leachman. “As a result, we have been selecting for cows that eat more. We should be doing the opposite, so we can run more cows by stocking more heavily.”

Leachman suggested that cow-calf producers consider basing genetic

selection on the goal of increasing profit per acre. The ability to run more cattle on the same or less acreage makes revenue go up and costs go down, thus increasing opportunity for profit.

In Leachman's presentation at the Range Beef Cow Symposium, he shared a tale of two bulls, weaned on the same day, and fed the same ration. As yearlings, they both weighed in at about 1230 lb, but one bull's daily feed intake averaged 17 lb of dry matter per day, while the other averaged 42 lb.

While Leachman points out more studies need to be done, research suggests that the feed efficiency trait is 30 to 40 percent heritable, so that trait is likely to get passed on to the daughters. With that example, Leachman's tale of two bulls, a producer could stock 112 cows on the low intake number versus 75 on the high intake number.

According to Leachman, running smaller, low-feed-intake cows allows a rancher to increase stocking rates. Their calves may not be as big, he admitted, but the total pounds of calf weaned per acre will be greater than when a ranch must support fewer, larger, high-intake cows. Additionally, Leachman emphasized the advantages of heterosis, saying crossbred cows also wean more calves during their lifetimes.

While we don't want to single trait select, Leachman believes we may have to make a radical change in the way we think about production. The bottom line is that while feed efficiency is a complex issue, it should be considered in a profitable business plan. History has genetic trends selecting bigger cows that eat more, and the new information coming suggests that we should select for cattle eating less.

“This is radically different than how we've thought about selecting cows in the past,” Leachman said. “What we've done in the past is made the cow bigger with higher feed intake.”

But with today's market and feed costs, it may be time to look at herd sires and production from a different perspective. 🐄

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SANTA GERTRUDIS

Juniors

By Seth Lyness, District 1 Director



My name is Seth Lyness and although I am a new member to the National Junior Board of Directors, I am anything but new to the Santa Gertrudis breed. I have grown up around Santa Gertrudis cattle and I have learned a great deal about the breed and how to manage a herd. Honestly, in my opinion, one of the most important parts of raising a successful herd of purebred or crossbred cattle is choosing

the right herd sire. The cold hard fact is, there is almost no other way to successfully manage a large herd. It is definitely possible to grow a herd solely on an AI regimen, but it's a lot of work for anyone to do for an extended period of time; a herd sire can do most of the work for you, most of the time. Moving cattle from pasture to pasture and giving your bull a rest every now and then can produce satisfying results and give you peace of mind that your females are bred.

There's no doubt when running a strictly commercial herd, the best bet economically, and for successful maintenance, is utilizing a herd sire. The question is, what about when you're wanting to produce show-quality cattle? Undeniably, an AI regimen is going to be better than the naturally-bred course, because you are in control of genetics, etc. But the odds of "hitting" every time with artificial insemination are a lot less than with an actual bull in the pasture. Most everyone I know

who AI their cattle still have to make the investment of a "cover bull."

Many of us know how disappointing it is to find out after months of showing your prize heifer that she didn't get bred with the AI program – plus, when she was in the show ring or on the road, she was not with a cover bull. As a backup to this plan, a herd sire to spot your star bovine would have had you all set up to take home the buckle at Fort Worth!

A bull not only sires your calves, he can be the face of your farm or ranch. An all-star bull can really bring money to your operation with the sale of semen straws and the sale of his calves, thereby increasing private sales. Many ranches pride themselves solely on their herd sire bull prospects and bull sales. Almost all bulls that come from these ranches are elite-style, dominant, and have proven genetics -- which ultimately makes great herd sires. When picking out a herd sire, look at ranches that produce power bulls with proven EPDs and statistics. It is also important to look toward your herd; select one that works with your females. If your heifers are bigger and weigh more, pick a bull built the same, so breeding is easy for both the bull and cow; if you want to down-size, pick a shorter bull but with the muscularity to give your calves a moderate build, and in about two to three calf crops it will start to show (and vice versa on smaller-built heifers).

The bottom line, in all cattle operations, whether large or small, commercial or purebred, show animals or production only, is economics. A herd sire is an investment for which it takes nine months to see any kind of return. Whether you are a ranch that uses only artificial insemination or natural breeding, a herd sire is an investment that should be considered as a guarantee that your AI cows and heifers will be covered without the added cost of having a cover bull, while still developing your natural breeding program with purebred genetics.

Good luck to everyone in the coming year with their herds and show strings. I look forward to seeing everyone in Florida later this year. 🐾

SANTA GERTRUDIS SALE

Reports

38TH ANNUAL TRI-STAR SANTA GERTRUDIS SALE

Nov. 13-14, 2015 | Bloomington, Texas

SALE AVERAGES

418 Lots	\$3,719	17 Bred heifers	\$5,441
91 Bulls	\$4,647	16 Fall 1st Calf Pairs	\$5,205
254 Commercial Females	\$2,481	2 Fall Pairs	\$6,625
28 3-in-1 Pairs	\$9,643	10 Open Heifers	\$4,175

This successful sale, held at Briggs Ranches in Bloomington, Texas, brought bidders from several states, along with some international bidders. Harris 1121 was purchased by Townsend Cattle Co., Louise, Texas, for \$12,500. Harris heifer calf was purchased by Flying C Ranch, Search, Ark., for \$18,000. Harris 4/5 bull was purchased by Cotton Branch Plantation, Smithville, Miss., for \$14,500. Harris 3/5 heifer

calf was purchased by Red Doc Farm, Belen, N.M., and Rancho La Ceiba, Mexico for \$14,500. 🐾

Alabama Connection Members Start Bull Test

On Dec. 6, 2015, Alabama Connection members Grandview Farm, Gray Oaks Farm and Tinney Farms combined forces to start a 120-day bull gain test that will take place at Tinney Farms in Hanceville, Ala.

This year's test consists of 52 Santa Gertrudis and Santa Gertrudis-Cross bulls. DNA samples were collected on all bulls and sent off for genomic testing. Data that will be collected on these bulls includes Average Daily Gain, Weight per day of Age, Frame Score, Scrotal Circumference, and semen and Trich tests. All bulls will be scanned at the end of the test and Docility scores will be given to all Bulls. All this information will be made available for the top 30 Bulls offered for sale at the Crimson Classic Sale April 30, 2016, at the Cullman Stockyards in Cullman, Ala. The Alabama Connection members hope to expand this bull test to larger groups of bulls in the future to meet the high demand for Santa Gertrudis bulls in the Southeast and give buyers all possible data. 🐾



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