



SANTA GERTRUDIS

USA

JANUARY 2017 | VOLUME 20, NUMBER 1



HERD SIRE ISSUE

Inside this issue:

2017 SEMEN CATALOG

Santa Gertrudis



The Preferred American
Beef Breed

MASTERPIECE

101

MASTERPIECE 101

(Reg. #20141438)

A son of two-time National Champion Magnum 357, his dam is a Red Hot 4010 daughter. Masterpiece is the kind of bull with a first impression that hits you hard! He exhibits all the traits needed in today's cattle industry, with positive numbers and the phenotype to put him in the Winner's Circle many times!

Owned by Tinney Farms & Circle A Farm.



Look for Masterpiece at the Fort Worth Stock Show and the National SG Show in Jackson, Miss., exhibited by Alderson/Richmond.

Thank you to these progressive breeders who have invested in Masterpiece 101:

777 Farms, Magnolia, Ark.
Grandview Farms, Hamilton, Ala.
Gray Oaks Farm, Russellville, Ala.
Stegall Farm/J.D. Chism, Pontotoc, Miss.
5 Bar E Farm, Altha, Fla.
Luquette Cattle Co., Abbeville, La.
Mosby Creek Ranch/Osborne Livestock Co., Sparta, Ky.

Windercrest Farm, Leitchfield, Ky.
Woman Hollerin Ranch, Brookshire, Texas
Rebel Ridge Farm, LaGrange, Ky.
Quail Valley Farm, Oneonta, Ala.
Excell Santa Gertrudis, Santa Fe, Texas
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5251 Co. Rd. 601 • Hanceville, AL

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Semen **\$50** /straw

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Harris farms 17/0
Dam of Vegas

**777
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Harris Riverbend Farms
David & Laurie Harris
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XB

Briggs Ranches
PO Box 1417 • Victoria, TX 77902
Joe Jones, Manager
(o) 361.897.1337 • (c) 361.550.0994
briggsranches@hotmail.com



777 Vegas

1/3/2014 :: 20140078 :: Polled
BW 0.9 | WW 11.9 | YW 15.2 | MILK 0.1 | TM 6.0
HCW 9.6 | MARB -0.05 | REA 0.04 | FAT 0.0 | SH.F 0.02
GR IDX 15.49 | CRC IDX 3

2016 National Champion

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.

**american
marketing
services**

Semen Marketed by AMS

Mark Cowan :: markc@amscattle.com :: 903.495.4522
Richard Hood :: richardh@amscattle.com :: 979.224.6150
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SANTA GERTRUDIS USA

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ON THE COVER

This Santa Gertrudis bull and female enjoy some sunshine at Circle A Farm, Williamsport, Tenn.
Photo by Darren Richmond.

Providing Polled Power Genetics to the Santa Gertrudis Breed



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HERD # 873



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MC Ranch, Alpharetta

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Tara Ranch, Liberty

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Wendt Ranch, Bay City

Don Yates, Mt. Vernon



2016 NJSCHS BEST OF POLLED FEMALE

Owned by Jenna Fullington, Terry, Miss.

\$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 2017 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

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Larry Osborne, Secretary & Treasurer

(937) 604-4999

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(501) 207-2272





Ramblings from the Open Range

EXECUTIVE DIRECTOR'S REPORT

By John Ford

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

During my career with the Extension Service, it was not unusual for a commercial cattleman to inform me when a really nice-looking bull calf had been spotted during branding and the decision had been made to leave him intact for future use as a herd sire. This announcement was usually accompanied by a glowing report on the calf's size of bone, tremendous rear end or overall eye appeal. The conversation always ended with an invitation to come to the ranch and see this phenomenal beast, this future sire that would be capable of making astonishing improvements in the cowherd. I hope my lack of enthusiasm and interest did not show. In my opinion, using a sire – any sire, raised or purchased – without known genetic information, is the quickest way to commit COWHERD GENETIC SUICIDE. Unfortunately, I suspect this selection scenario occurs with some frequency in cowherds across America.

There is no substitute for selecting a bull with a proven pedigree backed by sound genetic data.

In 2013, Santa Gertrudis Breeders International (SGBI) released the first genomic-enhanced expected progeny differences (GE-EPDs) for *Bos indicus*-influenced cattle. Incorporation of DNA into the breed's EPD calculations (DNA verified) has resulted in information that is more accurate and predictable than a pedigree and performance prediction alone. SGBI was also the first beef breed association to utilize the "single-step" method for the incorporation of DNA into the EPD calculation.

The SGBI single-step genomic prediction utilizes DNA information to measure the actual amount of relationship between animals in the association

database. The technology and information available today for identifying profitable herd sires allows cattlemen to select bulls with the genetic potential to achieve breeding and marketing goals. SGBI's reliable genetic evaluation ensures that cattlemen can make sound comparisons and identify herd sires that will perform at the highest level in the most challenging of environmental conditions. We have the tools in place to assist commercial bull buyers with the identification of herd sires that can minimize risk and maximize profit.

Some question the relevance of the numbers generated by the genetic evaluation, especially if their bull-buying customers show no interest in reviewing the genetic data or performance information when sorting through the bull sale pen. Sure, an attractive phenotype (appearance) is a priority for most cattlemen, but the economically relevant traits a producer desires to selectively breed for cannot be entirely attributed to the animal's appearance. Phenotype is a variable influenced by many factors in the animal's environment and development. However, there will be no argument from me concerning the value of phenotype; it is extremely important, but I do feel strongly that visual evaluation should be followed by a study of all available genetic and performance information. I feel even more strongly that our responsibility as suppliers of Santa Gertrudis genetics becomes even greater when marketing to customers who choose not to utilize information generated by the association's evaluation tools. In these instances,

CONTINUED ON PAGE 27 »

SGBI Names in the News

Santa Gertrudis Breeders International members Mark and Karen Myers of Myers Cattle and Land Corporation have donated a large bronze statue to Texas A&M University in honor of Carroll D. Myers. The statue of the Santa Gertrudis bull is displayed at the west entrance of the newly opened Veterinary and Biomedical Education Complex, which is part of the Texas A&M College of Veterinary Medicine & Biomedical Sciences.

Texas artist Payne Lara designed and created the 1,800-pound golden bronze statue with input from Mark Myers, in honor of his father, Carroll D. Myers, and his 80th birthday.



"It has the Myers Cattle and Land 'Running M' branded on its left hip along with the numbers 830 over 33 signifying my father's birthday, August 30, 1933, and representing all of the traits that he has left for all of us – such the name of the bull being Legacy," Myers says.

Myers says having a statue of a Santa Gertrudis bull present at the new facility brings added recognition for the breed. "This college could have selected any species of animal that it wanted, as they serve the entire animal kingdom, so in that vein it is incredibly important that they selected a bovine, and specifically a Santa Gertrudis bull." 🐄

The sculpture was installed Nov. 4, 2016. Observing the installation from Myers Cattle and Land are, left to right, Billy Eubanks, ranch manager; Carroll Myers, owner/president; J. Payne Lara, artist; and Mark Myers, vice president.

CAROLINA CORNER

Creech Farms Consignment to the *Banners & Buckles Prospect Sale*

FEBRUARY 10, 2017 • JACKSON, MISS.

Creech 133-6 is double-polled, dark, deep, moderate and thick. She has a growth index of 20.52 and a carcass ranking of 9. She is **TOP 1%** in WW and CW, **TOP 2%** in YW and **TOP 5%** in Milk and REA.

Her sire is Gunnie 803, our senior herd sire and 1/2 brother to Pistol 28/0.

Her dam is Harding 270/8, who is one of our best, and 133-6 is the only daughter we have sold out of her.



**Look at Her
Rankings!**

CREECH 133-6

**We look forward to visiting with you in Jackson, Miss.
at the Banners and Buckles Prospect Sale.**

ZEBULON, N.C.

Creech Farms

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CF

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Herd No. 37879

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CF

CF

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Carlyle Sherrill (*Scott and Colt*)

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-S

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Great Falls, S.C.

Al Jackson: 803.984.0704 • Ajackson@pike.com

T.A. Jackson: 803.482.2283



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For more information:
contact Scott Sherrill, President
(404) 402-5601



PRESIDENT'S LETTER

By Wes McDaniel

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

The countdown is over and 2017 is finally here! The New Year is a time for reflection on where you have been and where you want to be. It is a time to make resolutions and plans for the future. There is no more saying, "It can wait until next year." It is time to jump into action!

It is no secret that for the past eight months the Santa Gertrudis Breeders International (SGBI) Board has placed a major emphasis on increasing purebred registrations and STAR 5 recordations. The Board set an ambitious but achievable goal of 7,500 registrations/recordations for the 2016 fiscal year, which ends in April. We confidently publicized our goal on the front cover of *Santa Gertrudis USA* for all to see.

SGBI members, I am excited to announce we are making tremendous progress towards our goal. Reaching 7,500 registrations/recordations will be a significant milestone for the Santa Gertrudis breed, and earn us even greater industry recognition. However, achievement of our goal will require a concerted effort on the part of all members. Specifically, affiliate participation is needed to achieve our goal and educate members on how to be active participants.

I have shared on numerous occasions that the lifeblood of SGBI is cattle registrations and recordations. The same is true of almost all breed registries. Beyond the added value of a purebred registration or STAR 5 recordation to an individual animal, it allows the association to provide top-quality member services and collective marketing of Santa Gertrudis genetics.

I hope that those who read this call to action will make a resolution to do their part. I encourage those progressive members who want to be part of the solution to register as many calves as possible as early as possible. Take advantage of the cost savings for early registrations and use the EPD information provided as part of your selection process for heifer and bull calf retention. This will pay dividends for years to come.

If you need any assistance with registrations or recordations, please contact the SGBI office or any Board member for assistance.

I wish you all the best in 2017. I am confident this is going to be a great year for SGBI! 🐾

SGBI 66th ANNUAL MEETING March 30-April 1, 2017

Join your fellow SGBI breeders for some "Gerts and Roses" hosted by the Premier Santa Gertrudis Association in Tyler, Texas this spring.

Featured Guest Speakers

Friday, March 31

Francis M. (Monte) Rouquette Jr., Ph.D., Texas A&M Regents Fellow and Professor of Forage Physiology

Learn how to extend the grazing season and reduce feeding costs with better forage programs.

Joe Paschal, Ph.D., Texas A&M University Professor & Extension Livestock Specialist

Take a virtual tour of a packaging house and discuss the results of the Santa Gertrudis Steer Feed-Out Program.

Brian Cummins, SGBI Commercial Cattleman Committee Chairman

Learn how to avoid discounts on feeder calves and utilize Santa Gertrudis genetics in commercial herds.



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(844) 205-1914

Room block reserved under SGBI

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RIBEYE KING 100



DOB: 3/20/2015
Reg #: 20155063

ULTRASOUND			
Ribeye	16.25	Back Fat	.36
IMF	4.16	Rump Fat	.37

Meet the latest edition to Wendt Ranches breeding program! This moderately-framed meat wagon is a great addition to our current collection of herd sires. He has a scrotal circumference measurement of 38cm at 18 months and is short-sheathed. Ribeye King 100 has outstanding carcass numbers, way above breed averages. We expect some great things from this stud in the coming years.

SEMEN AVAILABLE!

Gain test bulls available for sale in March.

SS

Wendt Ranches

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SS

SGBI Herd #621, established 1954

SANTA GERTRUDIS Juniors

By Jordan Hess, District 1 Representative



I can't believe it is already 2017. It seems like we all just left Tampa. Many of you may not know that I stepped out of my comfort zone at the 2016 Junior Nationals to run for District 1 Representative. I was nervous to speak in front of others, but I tried and you all supported me. Thank you! It just goes to show that sometimes trying new things can be scary, but can bring great results. I had an awesome time at the junior retreat in Kingsville and helping in the ring at the State Fair.

I will be showing my scramble heifer at the major stock shows in Fort Worth, San Antonio and Houston, and I will also attend the Dixie Nationals in February. I have been keeping detailed records and writing letters to my scramble heifer donors in Fort Worth and San Antonio. Keeping good records is not easy, but it is necessary to help me keep track of my expenditures and see where I stand in relation to what I have made. I am also working on a scrapbook for San Antonio.

REGISTRATIONS, STAR 5 RECORDINGS AND TRANSFERS BY DISTRICT

NOVEMBER 2016

ACTIVE MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	36	0	0	7
2	68	11	13	82
3	42	6	0	10
4	59	5	0	60
5	5	0	0	36
6	40	3	4	3

JUNIOR MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	26	2	0	12
2	7	0	0	0
3	1	0	0	2
4	15	0	2	5
5	0	0	0	1

CONTACT FOR SGBI REGISTRATIONS: Diana Ruiz

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

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

I am halfway through my junior year at Stephenville High School. I ordered my senior class ring, my football season is over and I have even started my college search. I am looking forward to the major shows, spring FFA activities, contests and the opportunities that will come my way.

I hope to see you all somewhere along the show road. This is a passion for me and I love every minute of it. I am honored to be serving as your director this year.

I wish you much joy and success this year. 🐄

By Whitney Fuller, District 1 Representative

My name is Whitney Fuller, and I am one of your NJSGA junior board representatives from District 1. I'm 18 years old, and I have been in love with the Santa Gertrudis breed for years.

This month's theme is bull management, selection and health, so I wanted to mention that we pick our herd bulls kind of like we pick our friends – strong and dependable. While picking a bull for our herd can determine the future success of our operations, so can picking our friends wisely. Hanging with the wrong crowd is something we are warned about from an early age; our friends influence us and we do the same to them. But our bulls will influence our herds in a more physical way.

Everyone has their preferences, but we will make decisions that affect our futures and our herds. Personally, because I am going off to college soon, I can attest that decisions I have made throughout high school have helped push me towards prosperity in my life now.

I hope that everyone will remember that every decision is important in life and in our Santa Gertrudis cattle. God bless and I wish you the best in raising your pretty red cattle! See ya'll around! 🐄



SANTA GERTRUDIS WELCOMES

New Members

Active Members

Graves Creek Ranch LLC, Barry Powell,
Columbia, Miss.

Commercial Members

Juan Valdez, Crawford, Texas
Austin Page, Paris, Texas

Junior Members

Caleb Bram, Louise, Texas
Fernando San Miguel Jr., Clute, Texas
Hayden Zimmerman, Cameron Creek
Farm, Roxie, Miss.
Leah Dobson, Laurel, Miss.
John Dobson, Laurel, Miss.
Maddie Campbell, Hooks, Texas



SANTA GERTRUDIS DISTRICT VI BREEDERS



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Cows Work
Year-Round.



*Happy New
Year!*



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ginny2@irtc.net

SANTA GERTRUDIS *Production*

KEEP OR CULL?

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



Happy New Year! Hopefully 2017, and the subsequent three years, will bring us progress and prosperity, not only in the cattle business but in all aspects of the U.S. economy. Regardless of which side of the “election fence” you found yourself on, we can all be happy that it is finally concluded.

There is no doubt that we are still in the middle of a very volatile commercial cattle market. Experts are touting this market as the most

volatile ever. Sound familiar? Three years ago we were in the “highest fat cattle market on record.” In late 2014, fats were bringing north of \$1.70/lb. and last fall they fell to less than \$1.00/lb. Most U.S. Department of Agriculture (USDA) analysts are predicting fat cattle to trade between \$1.12 to \$1.21/lb. in the upcoming year. Better, but not great news. Retail beef prices should continue to decrease, which may improve domestic beef demand. In a falling market, the retail side is the last segment to come to the table on current values. However, it is important to remember that in an increasing market, they lost money (or at least made less) when commercial cow-calf producers were getting \$1,500 for a 500-600-pound weaned calf.

I am still of the opinion that we need to trim the herd of lesser-performing individuals. Last month I indicated that I would discuss cull cow values. Please refer to the table below, which summarizes a USDA cull cow and bull market report from December 2016.

TABLE 1

Class Cow	Lean, %	Weight	Avg. Dress %	High Dress %	Low Dress %
Breakers	75-80	1100-1625	\$57-\$61/cwt	\$61-\$63/cwt	\$52-\$55/cwt
Boners	80-85	1050-1475	\$57-\$61/cwt	\$62-\$64/cwt	\$51-\$56/cwt
Leans	85-90	1000-1475	\$55-\$59/cwt	\$60/cwt	\$45-\$50/cwt
Lights	85-90	800-1000	\$55-\$56/cwt	\$58/cwt	\$39-\$43/cwt
Bulls					
YG 1 to 2	50+ %	1300-2350	\$76-\$81.50/cwt	\$84-\$86.50/cwt	\$72.50/cwt

As can be seen in the table, there is a tremendous price difference per hundred pounds (cwt) in the value an order buyer is willing to assign to cull cows. For bulls, it is much simpler, because most cull bulls are not excessively fat and only differ in total body weight and amount of muscle. I think

the easiest method to describe the USDA cull cow grades is to highlight the major differences in a second table.

TABLE 2

USDA Class Cow	Fatness (Body Condition score)	Dressing Percentage
Breakers	BCS ≥ 7.0	Excellent
Boners	BCS 5.0-7.0	Good
Leans	BCS 1.0-4.0	Low
Lights	BCS 1.0-4.0	Lowest

Cull cows and bulls contribute about 20 percent of the total beef supply in the United States; half of that (10 percent of supply) is solely from cull beef cows. Each mother cow that you have decided to market has value, and that value is obviously based upon body weight, muscling and fatness. Breakers will be the heaviest muscled and the fattest cows on any given sale day. These breakers have the best dressing percentage. Recall that dressing percentage is a cow's carcass weight divided by her live weight, accounting for how much of that live cull cow was actually muscle, bone and fat. Boner cows are probably the most common class of cull cow coming from well-managed ranches. They have plenty of muscle but are not as fat as breaker cows. The major difference between lean and light cull cows is body size. Neither is preferred due to the lack of muscle and susceptibility to bruising during transport. Muscle bruising is removed from the carcass and ends up as waste.

We must remember that it takes the packer relatively the same amount time and money to process a light cull cow as a boner cull cow; therefore, the value difference still centers on the amount of muscle. Always try to market cull cows in optimum condition for your situation. If you have plenty of feed, it does make economic sense to feed leans into the boner class before marketing, especially if you know the cow. Never, ever try to feed a cull cow into the breaker class as she is least efficient at that point because you will be only adding fat. Most likely this fat will be yellow from eating grass (due to β -carotene) and will have to be removed from the muscle. As we forge ahead into the New Year, please spend some time with your cows and records, and work on that keep/cull list. 🐄



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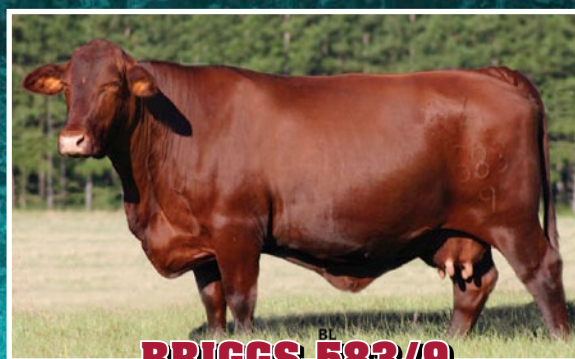
It Takes **Guts** to be a Mama Cow at **COTTON BRANCH PLANTATION**



Donor

ROSE 115/8

Dam of our herd sire War Hawk 4/5.
TOP 1% REA • TOP 5% WW/YW



BRIGGS 583/9

One of our top-producing cows.
2016 Bear bull calf 205 Adj WW: 827 lbs.
TOP 1% YW/REA • TOP 2% Marb.



Donor

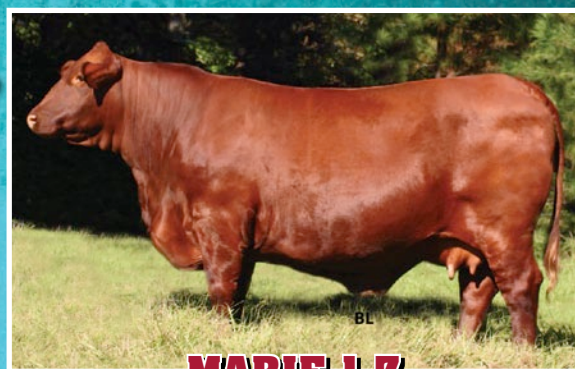
CF-CINDY 9-7

Dam of our herd sire Cimarron 333.
TOP 3% Milk • TOP 20% WW/YW

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the numbers and
collecting all the
data on our cattle
that we can.*

*Our females must
have the fertility,
volume, good
udders and the
ability to produce
a high-quality calf
every year.*

*It doesn't matter
if they're donors
or pasture cows.
There are no free
rides except for
the one to town.*



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Half sister to donor Cindy 9-7.
TOP 1% Tenderness • TOP 2% REA



Donor

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THE IMPORTANCE OF ROUTINE *BULL MAINTENANCE*

By Hannah Wine, Freelance Writer

You have sifted through stacks of sale catalogs, watched video after video online, nearly drove the wheels off your truck and finally found the bull you wanted.

That bull is one of the most critical components of your cow herd. Without live calves on the ground, you'd be out of the cattle business. To ensure your calves and, in turn, your paychecks, are coming, it's important to take good care of your bulls. Just as you change the oil, rotate your tires and on occasion flush the transmission on your truck to keep it on the road, you need to do regular bull maintenance to keep your bulls running the best they can in the pasture.

HEALTH

Often when cows are worked for regular vaccinations and deworming, the bulls are left behind, and before you know it, it's time to turn a bull out that hasn't been vaccinated.

As for your vaccination protocol, annual vaccines for Infectious Bovine Rhinotracheitis (IBR), Bovine Viral Diarrhea (BVD), Parainfluenza 3 (PI-3), Bovine Respiratory Syncytial Virus (BRSV), Leptospirosis (Lepto), Vibriosis (Vibrio) and a biannual seven-way or eight-way clostridial are the norm. However, it's of utmost importance to review your vaccination protocol with your veterinarian to make sure you have all the bases covered for your part of the country.

Bulls should be vaccinated 60 days ahead of the breeding season. It takes time for immunity to develop after a vaccination, and the age of the bull and vaccine can affect the amount of time. Any stressors or reactions from vaccines can compromise a bull's sperm production. If a bull experiences a high fever, the sperm forming at the time he had a fever will be abnormal, which causes an infertile period about 60 days after the fever.

Prevention rather than treatment is the most economical tactic to ensure

good health and avoid losses. Treatment after the onset of a disease is not always effective and is often costly, and you risk losing a bull before diagnosis or treatment can even happen.

BREEDING SOUNDNESS EXAMS

Breeding soundness exams (BSE) are insurance for your breeding season. Often producers buy a bull that has passed a yearling BSE and then consider him good to go for years to come. BSEs should be performed annually by your veterinarian to ensure a successful breeding. There are many factors that affect fertility, like age, weather and nutrition, which can affect semen concentration, motility and morphology. Since fertility changes aren't visible to the naked eye, without a breeding soundness exam it might be 283 days until you discover there was a problem. Other factors that are evaluated during a BSE are visible, like feet and leg structure, body condition, vision and general health. These factors are just as critical – a fertile bull that can't get around the pasture to breed cows is no better than an infertile bull that's sound as a cat.

NUTRITION

Inadequate nutrition can be detrimental to fertility. You should monitor the condition of your bulls just as you do your cows. During the breeding season a bull can lose from 100 to 200 pounds, equivalent to one to two body condition scores. Off-season nutrition, when the bulls are not with the cows, and the growing period for young bulls are of utmost importance in ensuring optimal fertility and performance.

A young bull's first breeding season can be hard on him, similar to that of a first-calf heifer raising her first calf. It is important for young bulls to get a little extra care to ensure that they are getting back to a body condition score of 6. A study by T.D. Rich at Oklahoma State University showed that if a young bull gets too thin, he will underperform in semen production for the rest of his life.



Photo courtesy La Cuchilla Ranch, McAllen, Texas

After the breeding season, bulls generally need some attention to restore their body weight and body condition. The amount of body weight and body condition that needs to be replaced can be considerable, especially in young bulls. Depending on the quality and quantity of forage available, bulls may need supplements.

In addition, a good mineral program is an essential part of your nutrition management. Bulls need proper levels of trace minerals for good sperm production. Mineral programs can vary from ranch to ranch, but it's important that you be familiar with local soil profiles, as they will provide clues to deficient minerals.

EXERCISE

Think of your bull as an athlete. Just because it's the off-season doesn't mean he can sit around, tearing up feed bunks, sleeping all day, eating everything he wants – and then when breeding season rolls around, he'll just magically be back to his formidable self. Like any athlete, he's got to stay in shape and condition so that he's ready to get back in the game when it's time and he has the endurance to do so. A fertile but fat and unathletic bull is not going to do you any good.

In the off-season, whether your bulls are kept separately or as a group, they should be kept in pens or pastures with plenty of room to exercise. Encourage exercise by putting protein supplements or feed bunks far from the water source. It often pays to try to make sure that the bulls you turn out together are compatible ahead of time, so they aren't spending all their time fighting when they should be breeding cows. 🐄

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KR CATALYST 531/5

Reg # 20153484 • Horned • 2/10/2015
KR 225/10 (1288621) x KR 310/12 2YO (201201003113)
BW: -0.22, WW: 3.25, YW: 10.64, MAT: 0.07
CW: 6.55, REA: 0.21, MARB: 0.15, FAT: 0.03

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SR GENESIS 75/3

Reg # 20132516 • Scurred • 4/27/2013
LJV MASON 0/72 (1290709) x SR 30/0 (1289177)
BW: -0.42, WW: 10.09, YW: 20.15, MAT: 1.41
CW: 12.46, REA: 0.24, MARB: 0.04, FAT: 0.01



LJV MASON 0/72

Reg # 1290709 • Horned • 3/22/2010
SR 710 (1266890) x LJV DOLLY 8/48 (1271765)
BW: -0.4, WW: 18.48, YW: 39.08, MAT: -2.5
CW: 24.43, REA: 0.42, MARB: 0.03, FAT: 0.02

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EPDs OR INDEXES?

By John Ford, SGBI Executive Director

The number of selection and decision-making tools available for both seedstock breeders and commercial cow-calf operators continues to increase. Sorting through the massive amounts of data and information in sale catalogs can be overwhelming, especially for commercial producers unfamiliar with the many breed-specific tools. Seedstock producers, more familiar with records and data, understand that an animal's suite of EPDs is the most accurate and effective tool available for comparing genetic levels. EPDs offer seedstock producers a tremendous opportunity to improve genetics within their herds. Breed associations, SGBI included, are constantly developing more and more EPDs for breeder use. With a growing number of EPDs available, selection goals must be carefully established by seedstock producers to determine which EPDs are of primary importance in order to achieve their particular breeding objectives. Additionally, EPDs should be combined with other selection criteria, including structural and reproductive

soundness, to identify animals that best fit the environment, management scheme and marketing plan. It can't be stressed enough: EPDs are the most reliable indicator of an animal's true genetic merit and the best tool available for genetic improvement in a seedstock operation.

On the other hand, SGBI's indexes provide commercial cattlemen with a simplified and efficient selection tool, identifying animals that will hit a targeted market endpoint. Our breed's indexes combine a group of complementary traits and economics into one value. In a nutshell, SGBI indexes, when properly aligned with a commercial cattleman's marketing objective, simplify selection decisions. SGBI offers commercial cattle-buying customers two decision-making indexes, \$ Growth and Carcass Rank.

\$ Growth puts together weaning weight and yearling weight. Since WW is contained in YW, post-wean gain (PWG) is used in the index to prevent double counting WW. As an example of the index, if an animal has a +30

growth index, its offspring will be on average worth \$30 more as yearlings than the breed average, based strictly on weight. This tool is best utilized by our bull-buying customers marketing their calf crops around 12 months of age by the pound.

The association's carcass rank index contains marbling score, hot carcass weight, ribeye area, backfat and tenderness and is weighted by the economics of carcass values. It is expressed as a numerical ranking within the breed from 1 to 10, with 10 being the highest. For example, an animal with a score of 9 would be in the 80th percentile or would be better than 80 percent of the population in carcass composition. A ranking of 6 would place the animal in the 50th percentile. This index is designed to assist our breed's commercial customers that sell calves at harvest.

While SGBI's indexes are great selection tools for commercial cattlemen, seedstock operators should use indexes cautiously during the decision-making process. For example, the SGBI Carcass Rank Index is weighted by the economics of carcass values and an emphasis is placed on carcass traits and **growth**. Solely utilizing the carcass index as a seedstock selection tool might result in increased growth while negatively impacting marbling. Purebred producers with an eye on improving carcass quality should focus on SGBI's genomic-enhanced marbling EPD during the decision-making process. Breeding cattle with higher marbling EPDs will produce slaughter progeny with a higher degree of IMF and therefore higher-quality grades.

As producers of seedstock, how do we best utilize SGBI's indexes? As **marketing tools**, allowing us to direct customers toward animals that will achieve a profitable endpoint in the commercial market sector. Indexes help alleviate some of the confusion and apprehension commercial cattlemen encounter when faced with an overabundance of information and data. The simplicity of an index results in an efficient selection tool, allowing profitable commercial endpoints to be achieved. 🐾

NATIONAL SANTA GERTRUDIS SHOW

SATURDAY, FEB. 11, 2017

Tentative Schedule

FEB. 9
BY 5:00 P.M. CATTLE ARRIVE

FEB. 10
6:00 P.M. BANNERS & BUCKLES PROSPECT SALE

FEB. 11
8:00 A.M. NATIONAL SANTA GERTRUDIS SHOW

FEB. 12
2:00 P.M. CATTLE RELEASED

NATIONAL SANTA GERTRUDIS SHOW

to be held in conjunction with the
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8:00 a.m.

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Consider the Basics of Bull Purchasing

By Darrh Bullock, Extension Professor, University of Kentucky
and Megan Rolf, Assistant Professor, Kansas State University

Buying a bull can be a stressful time for many commercial cattlemen; it is a considerable investment and there are long-term consequences to your decision. Bull purchasing should not be taken lightly, but if you follow some simple guidelines, the process can be relatively simple. When you break it down, there are three primary factors that need to be assessed: reproductive soundness, structural soundness and genetic potential.

Reproductive Soundness

For a bull to have any value to a beef producer, he must be reproductively sound. The best means to determine the reproductive soundness of a bull is through a breeding soundness exam. If a bull passes this exam, he should have the physical capability to breed and settle cows. However, it is important to remember that this test is a snapshot in time and is only a good indicator for the impending breeding season. Bulls should be retested each year or before each breeding season to ensure that they are still physically capable of settling cows. This exam does not measure desire to breed (libido), so bulls should be observed for their interest in females in heat. Many breeders will guarantee the reproductive soundness of the bull, so it may be helpful to know whether the seller will provide this service, both in terms of capacity and desire to breed.

Structural Soundness

To be an efficient breeder, a bull must be structurally sound. This means that he should move without pain or discomfort and should have appropriate angles at weight-bearing joints like the shoulder and hock. Structure is a heritable trait, so if a bull has poor structure he can pass this trait to his offspring. This is most critical when heifers will be retained from a bull since we would like to keep these females in the herd for 10 or more years.

Genetic Merit

The primary reason for purchasing a bull is the expected performance of his calves. If replacement females will be retained, this decision should not be a hasty one because the effects will

be long-lasting. Breeds differ in their level of productivity and environmental adaptability; therefore, the first decision should be breed type. Once a breed is determined, selection between bulls for performance should be based on Expected Progeny Differences (EPDs) whenever possible.

Remember, there is no such thing as the “best” bull – individual beef producers must make that determination based on their individual breeding program goals and expected market. There are too many traits to select for all of them at once, so it is important to choose those traits with the most economic importance for your operation and place the most selection emphasis on those traits. It is also vital to consider the production environment when setting your breeding program goals. Make sure to place selection emphasis on these traits so that your cattle fit the amount of labor, feed and environmental resources you have. Traits that can have a large economic impact, particularly when resources are limited, are calving ease, milk production and mature size. An operation with limited labor during calving season and too little emphasis on calving ease in the bull can have devastating results. In a situation where nutrition is limited but the herd consists of large, heavy-milking cows, the end result is likely to be large calves but reduced performance and likely reduced income. Fitting genetics to management is key!

Example Bull Categories

The following categories are guidelines for finding bulls that meet some of the common needs of beef producers. Depending on your goals and management, you may need to focus on a more unique suite of traits, but this

is a good guide for getting started. To find out where a bull ranks in his breed, refer to the EPD Percentile Table from the respective breed association.

• **Heifer Acceptable** – This is a specialty-type bull that should be used when a high percentage of first-calf heifers are to be bred. Choose bulls in at least the top 25 percent (perhaps top 10 percent in breeds with known calving problems) of the breed for direct calving ease (CED) and consider using proven bulls with high-accuracy CED EPDs to minimize risk of dystocia. Typically, easy-calving bulls do not express as much growth in their calves as lower CED sires. To maintain an acceptable level of growth, bulls with extremely low weaning and/or yearling weight EPDs should be avoided.

• **Terminal** – This is a specialty-type bull that should be used when replacement females will not be retained. The purpose of this bull is to produce calves with exceptional feeder calf performance. Therefore, milk can be disregarded and growth should be emphasized. Producers who will be retaining ownership and selling on a carcass basis should select for those traits used in their pricing grid and emphasize carcass weight.

• **Balanced Trait** – Bulls that fit these recommendations should be moderate for calving ease, growth and milking ability. The purpose of this bull would be to produce calves that are acceptable feeder calves, while keeping the mature size and milk level of replacement females in moderation. Selecting bulls that rank between the 25 and 75 percent level in their breed for both growth and milking ability should achieve this goal, as long as you keep in mind the level of nutritional

CONTINUED ON PAGE 22 »

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Hanceville, Ala.



RESERVE GRAND CHAMPION BULL

Clancy, shown by Wyatt Nelson,
Sarcoxie, Mo.



GRAND CHAMPION FEMALE AND BEST OF POLLED FEMALE

Miss Double TT 300/5, shown by
Gracey Pitchford, Athens, Texas



GRAND CHAMPION STAR 5 FEMALE

Miss Double TT 626, shown by
Jaycie Heath, Turners Station, Ky.



BEST OF POLLED BULL

Windcrest 17/5, shown by
Windcrest Farm, Leitchfield, Ky.

RESERVE GRAND CHAMPION FEMALE
Myers 14/10, shown by Britney Shields,
La Russell, Mo.

RESERVE GRAND CHAMPION STAR 5 FEMALE

Miss Double TT April, shown by
Cody Heath, Turners Station, Ky.

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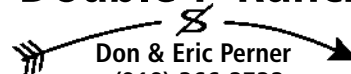
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SOUTH TEXAS HERITAGE SALE

NOV. 19, 2016 | ROBSTOWN, TEXAS

SALE AVERAGES

Bred Purebred Heifers	\$4,118	STAR 5 Bred Heifers	\$2,286
Purebred Pairs	\$3,064	STAR 5 Pairs	\$3,200
Purebred Open Heifers	\$2,148	STAR 5 Open Heifers	\$1,775

The South Texas Heritage Sale was held in Robstown, Texas Nov. 19. There were many interested buyers, old and new members who came out to view the 96 head of cattle. Despite a weak cattle market, prices held up well for quality purebred and STAR 5 females. There was a lot of excitement generated by the King Ranch consignment, KR 36/15, a moderate-framed, polled bred heifer with excellent carcass numbers. The high-selling female, King Ranch 36/15, was consigned by King Ranch and sold to Wiley Ranch. John Martin of John Martin Ranches received the first annual Heritage Breeder Award for his contributions to the Santa Gertrudis breed and many years of membership in the South Texas Santa Gertrudis affiliate. 🐄



39th ANNUAL TRI-STAR SANTA GERTRUDIS SALE

NOV. 12, 2016 | BLOOMINGTON, TEXAS

SALE AVERAGES

393	Registered Lots	\$3,107
220	Commercial Females	\$2,087
4	Bred Heifers	\$7,775
10	Open Heifers	\$5,213
28	Fall Pairs	\$3,879
23	3-in-1 Pairs	\$7,326
104	Bulls	\$3,815



BASICS OF BULL PURCHASING

CONTINUED FROM PAGE 18

resources available. The level of calving ease that should be selected for will depend on how much time is spent with the herd during calving and the potential proportion of heifers to be bred.

• **Low Maintenance** – This category of bull is for producers who will be retaining and/or selling replacement females that need to have lower maintenance requirements. Unfortunately, cow maintenance EPDs are not currently computed for all beef breeds, but they do exist for some breeds. Typically, cows that have smaller mature size and less milking ability have lower maintenance requirements. Therefore, even if maintenance EPDs are not available, selecting bulls with below-average growth and milk values should produce replacement females that will have lower maintenance requirements. The trade-off is that their siblings, which will be sold as feeder calves, will have lower growth as well. It is recommended to avoid the lowest extremes for either growth or milking ability.

• **Carcass Merit** – Producers who will be retaining ownership of their calves and who are being paid for carcass merit should place additional emphasis on these traits. A carcass merit bull may easily fit one of the above categories but would have the added ability to produce calves with exceptional carcass characteristics. Traits of economic importance would be carcass weight, marbling and percent retail product or yield grade. The pricing scheme that the calves will be sold under will determine the level of emphasis to be placed on each trait. For example, if the calves are to be marketed on a “High-Quality Grid,” then greater emphasis should be placed on increasing marbling while maintaining acceptable carcass weights. Also, remember that as you increase carcass weight, you also increase mature cow size of replacement females unless using a terminal sire.

Conclusions

Crossbreeding and bull selection have important long-term economic impact on your herd. Selecting the right bull for your operation is a decision that includes setting production goals, analyzing your resources and management and locating the bull that best fits your situation. If done properly, this process can take considerable time and effort, but the financial and management rewards can be significant.

Note: This article was adapted from a factsheet published by the authors at eBEEF.org. For additional information on beef cattle genetics, please visit this website. 🐄

Thank You!

Emma Claire Long



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Heifer Calf Division

LR OLCC Wonder Woman	Liberty Ranch & Outlaw Cattle Co., Ore City, Texas	19
M Rock Pixie Dust	M Rock Farm, Texarkana, Texas	17
Miss Sherry W2I	Casey Pitchford, Athens, Texas	16
WRF Dinni	White Rock Farm, Takling Rock, Ga.	16

Yearling Heifer Division

LCC 155/5	Casey Pitchford, Athens, Texas	58
Maggie 73/15	Karli Buggs, Carthage, Mo.	16
Circle A Kristen	Circle A Farm, Williamsport, Tenn.	14
SF Inferno	Shields Farm, La Russell, Mo.	13

Senior Female Division

Miss 777 Ariana	777 Farm, Magnolia, Ark.	69
Corona 14/10	Britney Shields, La Russell, Mo.	66
OLC Rosie	Ashley Osborne, Lathrop, Mo.	25

Bull Calf Division

Copperhead 915C4	Corazon/Pitchford & Southern Cattle Co., Athens, Texas	38
OLC CrackerJack	Ashley Osborne, Lathrop, Mo.	20
SF Sniper	Shields Farm, La Russell, Mo.	14
CP Mr. Roberto 295DI	Casey Pitchford, Athens, Texas	12

Yearling Bull Division

Mr. Clancy	Wyatt Nelson, Sarcoxie, Mo.	38
Spectre 007	Stroman Cattle Co., College Station, Texas	33
Harris 11/5	Stricko Ranch, Verona, Ky.	31

Senior Bull Division

Masterpiece	Tinney Farm & Circle A Farm, Hanceville, Ala.	90
TT Omaha	Stroman Cattle Co., College Station, Texas	40
PC Hemingway	Casey Pitchford, Athens, Texas	7

STAR 5 Female

Harris 204/5	Gracey Pitchford, Athens, Texas	4
Miss TT April	Cody Heath, Turners Station, Ky.	3
CWR Brick House	CrossWinds Ranch, Keller, Texas	3
Miss TT 626	Jaycie Heath, Turners Station, Ky.	3

Produce of Dam

Miss Grandview 21	Circle A Farm, Williamsport, Tenn.	9
Miss TT 110	Britney Shields, La Russell, Mo.	6
Gray Oaks 901	777 Farm, Magnolia, Ark.	4

Get of Sire

SJ High Roller	777 Farm, Magnolia, Ark.	10
TF Red Solo Cup 110	Stricko Ranch, Verona, Ky.	6

Best of Polled Female

Miss 777 Ariana	777 Farm, Magnolia, Ark.	6
Corona 14/10	Britney Shields, La Russell, Mo.	3
Miss LCC 155/5	Casey Pitchford, Athens, Texas	2

Best of Polled Bull

Windcrest 17/5	Windcrest Farm, Leitchfield, KY	6
----------------	---------------------------------	---

** Five other bulls are tied at 1 point

Overall Point Leaders

Bull: Masterpiece 101

Female: Miss 777 Ariana



Miss 777 Ariana

shown by 777 Farm, Magnolia, Ark.



Masterpiece 101

shown by Tinney Farm and Circle A Farm, Hanceville, Ala.

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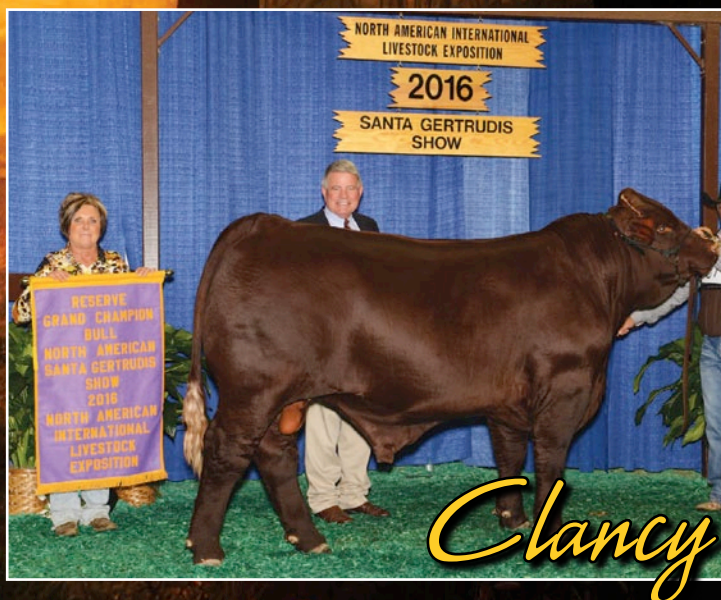
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- Reserve Grand Champion Bull – NAILE (Tom Turner)
- Grand Champion Bull – Ozark Empire Fair (Cary Crow)
- Grand Champion Bull – Missouri State Fair (Mike Jedicka)
- Champion Yearling Bull – Tulsa State Fair (Jason Heath)
- Champion Yearling Bull – Shreveport (Mitch Thomas)
- High Point Yearling Bull – Current Standings



ERVIN x MISS YANCY

20150251 • 4/5/15 • Horned

BW: .51 • WW: 12.39 • YW: 16.76 • TM: 8.77 • Milk 2.58
CW: 11.63 • Marb: -.03 • REA: .12 • SC: .01 • CR: 9 • GI: 16.69

Pedigree and Influence

- ➔ Clancy's dam, Miss Yancy 60/3, was the Grand Champion Female at the 2015 NJSCHS (Jim Williams).
- ➔ Miss Yancy's sire, LGV Mason 0/72 (Strait Ranches) is a trait leader for WW and YW EPDs.
- ➔ Clancy's sire, Ervin (raised by Double TT Ranches) was the 2013-2014 Sire of the Year and sired three National Champions in just two years!
- ➔ Miss Yancy is powerful, moderate and brings on **SERIOUS GERT POWER!**
- ➔ Her offspring feature seamless transitions combining profitable performance with that showing look!

Thanks to all who have supported us on this exciting ride!

Our special appreciation to Corazon-Pitchford Cattle for their support and the opportunity to fast forward Miss Yancy's genetics!

N*

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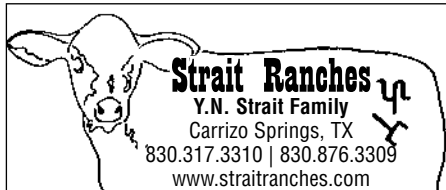
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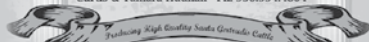
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Oct. 19, 2016 | Raleigh, N.C. | Judge: Scott Burks



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BEST OF POLLED BULL**

RW 8/13, shown by Ronald Wood,
Benson, N.C.



RESERVE GRAND CHAMPION BULL

Big Show 129-5, shown by FlatWillow
Farm, Statesville, N.C.



GRAND CHAMPION FEMALE

RW Pearl 1/16, shown by Ronald Wood,
Benson, N.C.



**RESERVE GRAND CHAMPION FEMALE
AND BEST OF POLLED FEMALE**

FlatWillow 301, shown by
FlatWillow Farm, Statesville, N.C.

SANTA GERTRUDIS SHOW

Results

RAMBLINGS

CONTINUED FROM PAGE 6

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There is no substitute for selecting a bull with a proven pedigree backed by sound genetic data. Bulls that excel in economically relevant traits maximize profitability no matter how volatile the market. SGBI has the tools to identify profitable genetics. Utilizing the dependable data generated by the breed's genetic evaluation ensures our product is genetically superior and profit-building for our bull-buying customers. I think SGBI's current advertising campaign says it all: **Santa Gertrudis are DATA DRIVEN-PROFIT PROVEN.** 🍀

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JANUARY 14, 2017 ★ FORT WORTH, TEXAS



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6:00pm - Dinner

Saturday, March 25th
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11:00am - Sale Begins



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We appreciate the confidence you've placed in
our program!



HEFTE RANCH

Agua Dulce & Hondo, Texas
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See you next year!

LOUISIANA STATE FAIR

Nov. 6, 2016 | Shreveport, La. | Judge: Mitch Thomas

GRAND CHAMPION BULL

CP Copperhead 915C4, shown by
Corazon/Pitchford Cattle Co. &
Southern Cattle Co., Athens, Texas

BEST OF POLLED BULL

Wiley's Lil Man, shown by Mia Wiley,
Deville, La.

RESERVE GRAND CHAMPION BULL

CP Mr. Roberto 295D1, shown by
Casey Pitchford, Athens, Texas

GRAND CHAMPION FEMALE AND BEST OF POLLED FEMALE

LCC 155/5, shown by Casey Pitchford,
Athens, Texas

RESERVE GRAND CHAMPION FEMALE

LR OLCC Wonder Woman, shown by
Liberty Ranch & Outlaw Cattle Co.,
Ore City, Texas

GRAND CHAMPION STAR 5

Harris 204/5, shown by
Casey Pitchford, Athens, Texas

RESERVE GRAND CHAMPION STAR 5

CWR Brick House, shown by
CrossWinds Ranch, Keller, Texas

SANTA GERTRUDIS *Calendar*

JANUARY

- 14** Carcass Quality Roundtable,
Fort Worth, Texas
- 14** Premier Cowtown Elite Sale,
Fort Worth Stock Show &
Rodeo, Fort Worth, Texas
- 15** Fort Worth Stock Show &
Rodeo Santa Gertrudis Show,
Fort Worth, Texas

FEBRUARY

- 10** Banners & Buckles Prospect
Sale, Jackson, Miss.
- 11** National Santa Gertrudis
Show/Dixie National
Livestock Show,
Jackson, Miss.
- 12** Open Santa Gertrudis Show,
San Antonio Livestock Show,
San Antonio, Texas

MARCH

- 10** Mid-Coast Santa Gertrudis
Association Super Sale,
Houston, Texas
- 11** Santa Gertrudis International
Show, Houston, Texas
- 25** Santa Gertrudis Bluebonnet
Classic, Hallettsville, Texas
- 30-April 1** SGBI Annual Meeting,
Tyler, Texas

APRIL

- 8** Red Doc Farm's Red Hot Bull
Sale, Bosque, NM
- 8** Rocky Mountain Santa
Gertrudis Association Spring
Runoff Sale, Bosque, NM
- 29** Crimson Classic Sale,
Cullman, Ala.

2017 *International Super Sale*

Offering the Best of the Breed

Sponsored by:

MID-COAST SANTA GERTRUDIS ASSOCIATION

All Video Sale

*Where Elite Genetics & Showring Champions
Come Together*

Friday, March 10, 2017

NRG Center · Houston, Texas

Aisle Party

4:00 p.m.

preceding sale in the cattle stalls

Hotel Reservations:

Crowne Plaza at NRG

1-800-227-6963 · \$189/night

Block: International Super Sale
(Request Tower – based on availability)

Reserve by 2/10/17

For more information:

Richard Hood

richard@amscattle.com · (979) 224-6150

Debbie Townsend

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

midcoastsantagertrudis.com

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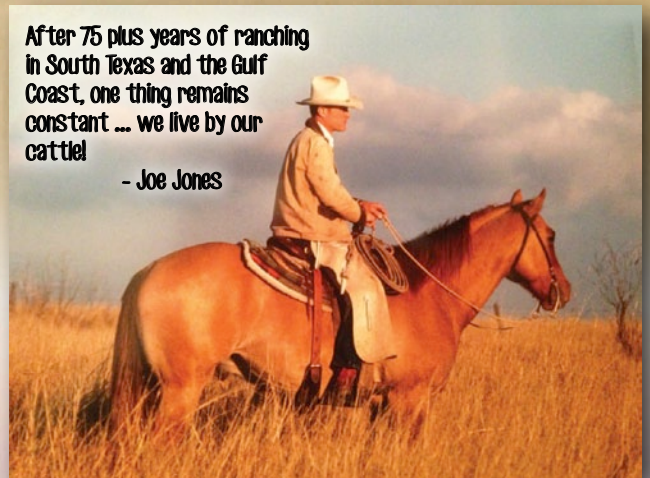
An Incredible Sale Our Deepest Appreciation



We thank all our buyers
at the 13th Annual Santa
Gertrudis Bull Sale &
Commercial Female Sale
and the 39th Annual Tri-Star
Santa Gertrudis Sale.

After 75 plus years of ranching
in South Texas and the Gulf
Coast, one thing remains
constant ... we live by our
cattle!

- Joe Jones



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Richard G. Hood
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*Your Source for the
"Original" Santa
Gertrudis Genetics*

Established 1853

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



THANK YOU
Wiley Ranch for the purchase
of KR 36/15 at the
South Texas Heritage Sale!


KING RANCH

Virginia Silguero

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