



SANTA GERTRUDIS

USA

JANUARY 2018 | VOLUME 21, NUMBER 1



HERD SIRE ISSUE

Santa Gertrudis



The Preferred American
Beef Breed

Tinney Farms HERD SIRE LINEUP!

MASTERPIECE 101

Reg. #20141438



2017 National Champion Bull. Sired by Magnum 357 and dam is Miss Grandview 21, a Red Hot daughter.

Masterpiece's first calves are here and they are IMPRESSIVE! Owned with Circle A Farm.

SEMEN FOR SALE: \$50/straw, 10-straw minimum

TF 1167

Reg. #1297571



Our 3/4 SG x Red Angus outcross bull goes back to the legendary Hatchet on the top side and King Ranch genetics on the bottom side!

SEMEN FOR SALE: \$30/straw, 10-straw minimum

RUSHMORE

Reg. #20166424



Son of 2014 National Champion Integrity and line-bred Magnum 357, Rushmore looks to make his mark in the show ring and pasture soon!

SEMEN AVAILABLE SOON!

TF SABAN 4102

Reg. #20144446



Own son of Hatchet 150, he ranks in the Top 1% of the breed for WW, YW and HCW with a Growth Index of \$27.48! We look for Saban to add the genotype and phenotype the industry needs today!

SEMEN AVAILABLE SOON!

Look for SABAN and RUSHMORE in the Alderson/Richmond stalls at the Fort Worth National Show!

Mark Your Calendars!

**CRIMSON
CLASSIC**

April 28, 2018

Tinney Farms

5251 Co. Rd. 601 • Hanceville, AL 35077

Manager: Arlin Taylor

Phone: 256-507-3838

Email: arlin.taylor@bhamfast.com

Website: tinneyfarms.com

INTRODUCING OUR NEW HERD SIRE

GROWTH

BW: 80 lb. • 205-day weight: 728 lb.
365-day weight: 1,292 lb.

PERFORMANCE

2nd-high gainer on 112-day test with
a 3.39 ADG and a 3.54 WDA

ULTRASOUND

REA: 12.80 • IMF: 4.12
Fat: .30 at 12 mos.

SEMEN TEST

Scrotal: 41 cm • BSE 95%
normal and excellent quality at 13 mos.

EPDs

Top 1% Milk • Top 2% Tenderness
Top 10% Weaning and Yearling

*Red Bear was put in with a select
group of females at 15 mos. old, and
his first set of calves will be on the
ground in the fall of 2018.*

We are selling 2 heifers in the
BANNERS & BUCKLES

PROSPECT SALE

February 10, 2018

Jackson, Miss.



Pictured at 12 mos.

CB Grizzly's Red Bear 639

PEDIGREE

Red Bear is an ET son of Grizzly 3308 and donor
CF Cindy 9-7.

*He is double-bred Grizzly and combines Clarendon 740
with Double Circle 604 on the bottom side of his pedigree.*



CB 719

A Daughter of CB Bear 30/2 and Grandview 299

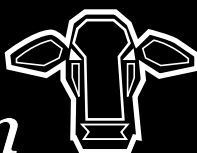


CB Challengers Katrina 706

An ET daughter of Challenger L230 and
donor CB Katrina 310.

Ed & Barbara Herring
Smithdale, Miss.
(601) 384.7062 cell
(601) 384.2617 farm

Cotton
Branch
PLANTATION



Ryan Cowart, Manager
(601) 384.6719
Bill Lundberg, Consultant
(479) 880.6217
www.cottonbranch.com

SANTA GERTRUDIS USA

IN THIS ISSUE

- 9** In Memoriam: Don W. Heard
- 10** EPDs & Heterosis - Part 1: What is the Difference?
- 14** Seedstock Production - Secrets to Success
- 16** 2016 National Beef Quality Audit Findings
- 24** Bull Selections are Not 'One-Size-Fits-All'
- 30** The Strategic Use of Heterosis
- 36** SGBI Point Show Standings
- 40** Tools in the Sire Selection Toolbox
- 41** Santa Gertrudis Foundation Update and Foundation Fundraiser Announcement
- 44** SGBI Annual Meeting Registration and Schedule
- 46** SGBI Annual Meeting Featured Speakers and Tour Highlight
- 48** SGBI Committee Profiles and Call for Nominations
- 52** Show Results

DEPARTMENTS

- 6** Ramblings from the Open Range
- 6** Need to Know
- 8** President's Letter
- 9** Breed Statistics
- 9** SGBI New Members
- 9** Calendar of Events
- 32** Junior Letters
- 42** Sale Reports
- 50** Ad Index



Santa Gertrudis USA (ISSN-10985026, USPS-013-876) is published monthly for \$30.00 US by *Santa Gertrudis USA* located at P.O. Box 427, Timnath, CO 80547. Periodicals postage paid at San Antonio, Texas and additional mailing offices. POSTMASTER: Send address changes to: *Santa Gertrudis USA*, P.O. Box 427, Timnath, CO 80547. Subscriptions: \$30 U.S. per year for all subscriptions to the U.S. and her possessions. First class subscriptions in the U.S. are available at \$50. Foreign surface mail subscriptions are \$30. Foreign airmail subscriptions are as follows: Mexico/Canada - \$60, Central America & South America - \$100, Europe and all others - \$110. We accept Mastercard, VISA and Discover. Materials in *Santa Gertrudis USA* may not be reproduced without the permission from the publisher.

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

Jan. 2018 | Volume 21, Number 1

SANTA GERTRUDIS BREEDERS INTERNATIONAL

P. O. Box 1257, Kingsville, Texas 78364
Phone: (361) 592-9357
Fax: (361) 592-8572
info@santagertrudis.com
www.santagertrudis.com

EXECUTIVE DIRECTOR

John E. Ford
Email: jford@santagertrudis.com

REGISTRATION & MEMBER SERVICES SPECIALIST

Diana L. Ruiz
Email: diana@santagertrudis.com

MEMBER SERVICES

Daniella V. McClary-Munoz
Email: daniella@santagertrudis.com

MEMBER SERVICES REPRESENTATIVE

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

MAGAZINE STAFF

PUBLISHER

Blueprint Media
P.O. Box 427, Timnath, CO 80547
Email: info@blueprintma.com

MANAGING EDITOR

Jessie Topp-Becker
(701) 307-0772 | jbecker@blueprintma.com

EDITOR

Lisa Bard | lbard@blueprintma.com
(970) 498-9306 | Fax: (970) 493-8930

AD SALES | CATALOGS

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

CREATIVE DIRECTOR

Kathie Bedolli | kbedolli@blueprintma.com
(540) 752-6143 | Fax: (540) 752-5856

MATERIALS COORDINATOR

Megan Sajbel

AD DESIGN

Holly Holland

ADMINISTRATION

Leslie McKibben

COPY EDITOR

Larisa Willrett



ON THE COVER

A group of bulls that will be part of 2018 Red Doc Farm's Red Hot Bull Sale this spring.

Photo courtesy Red Doc Farm, Belen, N.M.

Providing Polled Power Genetics to the Santa Gertrudis Breed



DIETRICH'S FLYING D RANCH

10 Seminole Tr. • Orlando, FL 32833

Phone: (407) 470-4638

HERD # 873

www.DietrichsFlyingDRanch.com

Champion Polled Santa Gertrudis Cattle



RED DOC FARM

Dr. Roland & Elia Sanchez

703 S. Christopher Road (505) 864-7781 Office
Belen, NM 87002 (505) 864-2898 Residence



Double C Farms

William W. Cameron, Jr. & Family

377 Double C Drive

Raeford, NC 28376

(910) 875-4963

redbull@embarqmail.com



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

ALABAMA

Gray Oaks Farm, Russellville

Quail Valley Farm, Oneonta

ARKANSAS

777 Farms, Magnolia

FLORIDA

Dietrich's Flying D Ranch, Orlando

GEORGIA

Jernigan Ranch, Buena Vista

MC Ranch, Alpharetta

Darren Richmond, Ringgold

ILLINOIS

Heil Cattle Co., Stonefort

INDIANA

Goodin Farms, Austin

Pleasant Valley Farm, Markelville

KENTUCKY

Jaycie Heath, Turners Station

Mosby Creek Ranch, Sparta

Parker Farms, Cave City

Shaker Hill Farm, Sparta

Stricko Ranch, Verona

Nolan & Emily Taylor, Hopkinsville

Windcrest Farm, Leitchfield

MISSISSIPPI

J.D. Chism, Pontotoc

Dixie & McRae Clay, Madison

J.R. Dobson, Laurel

MISSOURI

Osborne Livestock Co., Lathrop

Missouri Meadows, Hughesville

Dalton & Ashley Osborne, Lathrop

Todd Osborne, Lathrop

NEW MEXICO

Red Doc Farm, Belen

NORTH CAROLINA

Creech Farms, Zebulon

Double C Farms, Raeford

J.C. Sherrill Jr. Ranch, Mount Ulla

RW Farm, Benson

TENNESSEE

Circle A Farm, Williamsport

TEXAS

Corporron Acres, Schulenburg

Double TT Ranch, Rosser

Venus & Kevin Felkins, New Caney

Five Oaks Ranch, Valley Mills

Kathy Cook, Kauffman

Lazy E Ranch, Fort Worth

Pitchford Cattle Co., Athens

Emaline Robinson, Dayton

San Jose Cattle Co., Kingsville

Cami Selby, Scurry

Strait Ranches, Carrizo Springs

Tara Ranch, Liberty

Taylor Terry, Denton

Urbanosky Ranch, Plantersville

Wendt Ranch, Bay City

Don Yates, Mt. Vernon



2017 NJSGBS BEST OF POLLED FEMALE

Miss Double TT 300

Owned by Gracey Pitchford,
Athens, Texas

\$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 2018 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

GRAY OAKS FARM

Dennis Jones, owner

905 Foxtrap Rd., Russellville, AL 35654

Home: (941) 735-9391



Flying C Ranch

Lester & Ouida Cossey

2639 Gum Springs Rd., Searcy, AR 72143

(501) 207-2272





Ramblings from the Open Range

EXECUTIVE DIRECTOR'S REPORT

By John Ford

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

I have never put much merit in horoscopes or crystal ball gazing, but I have always thought it is important to keep an eye on the future and be prepared to adjust and adapt as needed. Doing so ensures that an operation or organization remains viable and competitive.

I am proud that, in 2013, our breed recognized the value of incorporating DNA into the association's genetic evaluation by utilizing a single-step methodology. This move was made a full four years before the nation's largest breed association implemented this innovative approach – one considered the most accurate method for the inclusion of DNA into a genetic evaluation.

Our early adoption of this system allowed us to become the first *Bos indicus*-influenced breed to offer DNA-verified expected progeny differences (EPD). There is no doubt this progressive move resulted in a renewed interest in our breed's genetic package and its ability to perform profitably in a wide variety of environments. Being first had value for the association, SGBI members, commercial cattlemen and our cattle, but we can't rest on past accomplishments.

Looking ahead, where does SGBI and the Santa Gertrudis breed go from here? I think the answer is clear – as the industry moves to a value-based marketing system, the overall efficiency gained by combining maternal and terminal traits into one genetic package has immense value. As students of the breed, we know Santa Gertrudis cattle were developed by the King Ranch to bring a heavy, healthy calf to the weaning pen each year and hang a quality carcass. Since the breed's inception, the focus has remained on breeding cattle that are efficient, functional and profitable for all industry sectors. There is no doubt that Santa Gertrudis is the one breed capable of combining mater-

nal and terminal traits into a unique, efficient and profitable genetic package. In the future, placing additional emphasis on maternal attributes and increasing focus on carcass quality will be extremely important for breed growth.

SGBI's suite of EPDs includes those for growth, maternal and carcass traits. They are sound tools that validate profitable performance. However, moving forward, strengthening the breed's toolbox by adding EPDs to measure and validate reproductive performance will reinforce the fact that the Santa Gertrudis cow is the industry's best female. Last year, the Performance Committee charged the association's genetic service provider, Livestock Genetic Services, with the task of developing two new EPDs to measure reproductive performance – heifer pregnancy and breed back. The heifer pregnancy EPD is being formulated on the probability that a heifer will get pregnant as a yearling. The breed-back EPD is

based on calculations concentrated on the likelihood that a two-year-old will be pregnant given she was listed as pregnant as a yearling. Development of these new tools is currently ongoing. We expect the Performance Committee will review and add both to the association's suite of EPDs in the early spring. These tools will send a message to the industry that SGBI members are serious about enhancing the breed's already strong maternal traits.

Data supports that Santa Gertrudis and Santa Gertrudis-influenced cattle are efficient feeders capable of hitting endpoint targets of 60-70 percent Choice. The association's carcass EPDs are sound, decision-making tools, and breeders who have put selection pressure on carcass traits have successfully improved their herd's carcass quality. However, from an association standpoint, more selection pressure needs to be placed on marbling. Genetic trendlines indicate carcass-trait movement has been limited, while growth and milk have increased substantially.

If Santa Gertrudis is to be recognized by the beef industry as the premier breed that combines maternal and terminal traits into one efficient genetic package, SGBI members must be objective about their herd's strengths and weaknesses, utilize the association's selection and decision-making tools, and always offer the type and kind of cattle that the industry needs now and in the future. 🐾

SGBI

Need to Know

The first in a series of promotional and educational breed videos has been released and can be viewed on the association's website, www.santagertrudis.com. The video, *A Legacy of Innovation*, follows the breed from its development on the King Ranch to the release of the first *Bos indicus*-influenced genomic enhanced expected progeny differences. The video successfully depicts the Santa Gertrudis breed's story of innovation and profitability.

A total of 12 videos will be produced and released during the next 12-14 months, with innovation as the prevailing theme. The project is a joint effort between the association's Membership and Promotion Committees. Ben Spitzer, Silo & Company, is producing the video series. In addition to appearing on the SGBI website and YouTube, the video series will be shown at industry functions and activities across the nation. 🐾



Santa Gertrudis are DATA DRIVEN and PROFIT PROVEN.

SANTA GERTRUDIS USA

SANTA GERTRUDIS DISTRICT VI BREEDERS



OUTTA THE PARK!

A Grand Slam!

SCORING 4 GRAND CHAMPIONS IN 2017

NC VEGAS X NC HATCHETMAN



BW: 52 lb.
YW: 1280 lb.

"Holy cow!"
- Harry Caray

Meadows

Hughesville, Mo.

C BAR C RANCH



De Soto, MO 63020
Alan Clark
Bud & Kelly Clark
(314) 607-1076
bud@cbarcranch.net

WWW.CBARCRANCH.NET



Missouri Meadows

Aaron, Amy, Jack & Isaac Schroeder
18067 McCurdy Road
Hughesville, MO 65334
(660) 829-3067

www.missourimeadows.com

Registered Santa Gertrudis, Durham Red & STAR 5

OSBORNE LIVESTOCK

Todd, Donna, Dalton & Ashley Osborne
Sparta, Ky. • Lathrop, Mo.
(859) 991-2438
peppydoc1@aol.com



Parker Farms



parkerfarms@scrtc.com

Charles, Deanna, Chip, June & Carsen Parker
5552 Jackson Hwy. • Cave City, KY 42127
(270) 678-5302 • (270) 670-6776

RUSTIC RAIL RANCH

PAUL & DEBBIE GAUTZ

9865 Blarney Lane • Carthage, MO 64836
dgautz53@yahoo.com
417-437-2452 • 417-438-8712



Shampain Ranch

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

Herd #4434



PRESIDENT'S LETTER

By Yancey Strait

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

I hope everyone had a Merry Christmas, and I wish you all the best in 2018. I have been excited about the *Santa Gertrudis USA* herd sire edition for months. I would like to thank Darren Richmond, BluePrint

Media and all of our advertisers for their efforts in filling this magazine with great bulls. I am glad that this edition of *SG USA* will make early appearances at the National Western Stock Show in Denver, Colo., as well as the 2018 Cattle Industry Convention and National Cattlemen's Beef Association Trade Show in Phoenix, Ariz.

If you are a cattleman or woman picking this magazine up for the first time, I would like to thank you and tell you a little bit about our breeders and breed. Our breeders are innovative and progressive members of the beef industry. Our cattle are versatile and thrive throughout the world in some of the harshest environments. Most important, our cattle excel in crossbreeding programs. If you are looking to optimize your outcross, our bulls will work well on your Angus, Red Angus, Hereford, Charolais, Brangus or Braford-based cows. Quite honestly, they work well on any breed or cross.

For Santa Gertrudis breeders, I hope this magazine serves as a great reference throughout the year. If you find bulls in the magazine that you think will improve your herd, I hope you will contact the owner for semen or offspring. Personally, I believe this edition will push me to add new genetics to my own herd. Seeing other ranches making significant strides also gives me an incentive to seek improvement in my herd.

For commercial cattlemen, I hope you consider adding Santa Gertrudis genetics to your program. Please call the SGBI office and speak to John Ford if you need assistance locating cattle.

The Santa Gertrudis Foundation recently approved a funding proposal to assist Utah State University with a project titled, "Utilizing the Santa Gertrudis Breed as a Model for Critically Evaluating Heterosis in Intermountain West Beef Systems." Santa Gertrudis was chosen for this project due to the lack of Brahman and Shorthorn genetics being used in Utah beef herds and the ability to produce F1 calves with 100-percent hybrid vigor.

I would like to thank La Campana Ranch, George West, Texas; Hefte Ranch, Hondo and Agua Dulce, Texas; and Strait Ranches, Carrizo Springs, Texas, for donating Legacy Lot heifers at the South Texas Heritage Sale to support the Santa Gertrudis Foundation's research initiative. Thank you to the Wunderlich family, Brenham, Texas, and Kincannon family, West Columbia, Texas, for supporting the Foundation through the purchase of these heifers. I greatly appreciate our prior donors and everyone who has chosen to support the Santa Gertrudis Foundation. We have now sold five Legacy Lot heifers and already have funds deployed into a multi-year research project that will validate the value of Santa Gertrudis genetics.

I recently read Gene Johnston's article, "Genetic Testing is Changing Cattle of All Stripes," on www.agriculture.com. This article outlines the impacts of DNA technology in the beef and dairy industries.

"It's a matter of competition," according to Tom Lawlor, genomics expert for the Holstein Association USA. "If you're to remain in an industry, you have to keep up genetically with your neighbors, as well as other competitors farther away."

Santa Gertrudis breeders continue to collect DNA and performance data at a fast pace. I thank you all for being fierce competitors in the ever-improving beef industry. 🐄

SGBI OFFICERS OF THE BOARD

PRESIDENT Yancey Strait

SECRETARY/TREASURER Deanna Parker

LONG-RANGE PLANNING Debbie Townsend

MARKETING & PROMOTION Gene Kubecka

PERFORMANCE Kathryn Hefte

YOUTH ACTIVITIES Betty McCormick

PRES. ELECT/MEMBERSHIP Jerome Urbanosky

SGBI BOARD OF DIRECTORS BY REGION

WESTERN REGION

Kathryn Hefte (Texas)

Hefte Ranch

(210) 414-2493 | hefteranch@gmail.com

Gene Kubecka (Texas)

Wendt Ranches

(979) 240-5311 | wendtranches@hotmail.com

Betty McCormick (Texas)

Woman Hollerin Ranch

(281) 375-6861 | bettysue1959@gmail.com

Yancey Strait (Texas)

Strait Ranches

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

Chris Taliaferro (Texas)

TAC Land & Cattle

(214) 674-8064 | ctaliaferro1@sbcglobal.net

Jerome Urbanosky (Texas)

Urbanosky Ranch

(281) 797-5715 | jerome@ameritechsi.com

Nancy Wunderlich (Texas)

Wunderlich Farms

(979) 277-2838 | n.wunderlich@hotmail.com

EASTERN REGION

Bud Clark (Mo.)

C Bar C Ranch

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

Larry Osborne (Ky.)

Mosby Creek Ranch

(937) 604-4999 | mosbycreekranch@aol.com

Deanna Parker (Ky.)

Parker Farms

(270) 670-6285 | parkerfarms@scrtc.com

Aaron Schroeder (Mo.)

Missouri Meadows

(660) 287-7076 | aaron@missourimeadows.com

Robert Silva (Okla.)

(918) 470-5371 | rdsilva06@sbcglobal.net

AT-LARGE DIRECTORS

District 1 - Alicia Sanchez (N.M.)

Red Doc Farm

(505) 463-1993 | alicia@justiceins.com

District 2 - Debbie Townsend (Texas)

Townsend Cattle Company

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

District 3 - Jamie Daniel (Ark.)

777 Farms

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

District 4 - Arlin Taylor (Ala.)

Tinney Farms

(256) 352-3192 | arlint@bellsouth.net

District 5 - Tony Creech (N.C.)

Creech Farms

(919) 427-4679 | creechfarms6@gmail.com

District 6 - Todd Osborne (Mo.)

Osborne Livestock Co.

(859) 991-2438 | peppydoc1@aol.com

SANTA GERTRUDIS WELCOMES

New Members

Active Members

K-Mac Cattle, Brett and Hayley Hicks,
McComb, Miss.
Cochran & Sons Farm, Joe Cochran,
Belden, Miss.
Herndon Ranch, Russ and
Sharon Herndon, Wharton, Texas
3D, Eleuterio Diaz Jr. and Nancy Diaz,
Edcouch, Texas

Commercial Members

Joe Brandt, Sealy, Texas
Gene Fickling Jr., Blackville, S.C.
George Ihrie, Timmons, S.C.
James Sease Jr., Ehrhardt, S.C.
Aaron Alford, Rockdale, Texas

Junior Members

Steve Sanders, Guthrie, Okla.
Gracyn Foster, Laurel, Miss.
Calli Grigsby, Angleton, Texas



REGISTRATIONS, STAR 5 RECORDINGS AND TRANSFERS BY DISTRICT

NOVEMBER 2017

ACTIVE MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	0	0	0	5
2	136	34	10	81
3	11	0	1	21
4	42	1	4	28
5	32	0	0	28
6	38	1	0	13

JUNIOR MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	23	0	0	9
2	4	2	0	11
3	12	3	0	4
4	0	0	0	0
5	1	0	0	0

FOR SGBI REGISTRATIONS CONTACT: Diana Ruiz

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

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

SANTA GERTRUDIS

Calendar

JANUARY

- 6-21** National Western Stock Show, Denver, Colo.
13 Premier Cowtown Elite Sale, Fort Worth, Texas
14 National Santa Gertrudis Show, Fort Worth, Texas
31-Feb. 2 Cattle Industry Convention and NCBA
Trade Show, Phoenix, Ariz.

FEBRUARY

- 10** Banners & Buckles Prospect Sale,
Jackson, Miss.
12 Dixie National Open Santa Gertrudis Show,
Dixie National Livestock Show, Jackson, Miss.
27-March 18 Houston Livestock Show & Rodeo,
Houston, Texas

MARCH

- 2** Mid-Coast 2018 International Super Sale,
Houston, Texas
2 Santa Gertrudis Foundation Fundraiser,
Houston, Texas
3 Santa Gertrudis International Show, Houston,
Texas
14-17 SGBI Annual Meeting, Tulsa, Okla.
22 Super American Bull Sale, Bloomington, Texas
24 Santa Gertrudis Bluebonnet Classic Sale,
Hallettsville, Texas

APRIL 2018

- 7** Red Doc Farm's Red Hot Bull Sale, Bosque, N.M.
28 Crimson Classic Sale, Cullman, Ala.

In Memoriam DON W. HEARD

DONALD WAYNE HEARD, 81, of Centralia, Ill.,
passed away Dec. 9, 2017, at his home.

Don was the oldest breeder of Santa
Gertrudis cattle in Illinois. He showed his
cattle in more than 14 states, earning
many champion banners. Don was very
involved with the Santa Gertrudis breed.
He served for three terms on the SGBI Board of Directors
for District 6; was co-founder and a charter member of the
Illinois Santa Gertrudis Association where he served as vice
president; and was a member of the Mid America Santa Ger-
trudis Association, where he also served as vice president.

He is survived by his wife, Betty Lou; daughters Michele
(John) McMillan, Deprecia Lee and Jada (Clay) Wright; son
Lyndon (Patti) Heard; stepsons Bobby (Ruth Ann) Branch
and Sonny (Shannon) Crane; and stepdaughter Cathy
(Roger) Halliburton. 🌹



EPDs AND HETEROSIS - PART I: What is the Difference?

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

Using expected progeny differences (EPDs) as a genetic selection tool is widely used in the seedstock industry, whereas heterosis is mostly used in the commercial industry. What is the basis for these genetic concepts, and how do genes that relate to EPDs and heterosis manifest their effects on performance? How should breeders apply these concepts in the form of practical breeding tools? Like any breeding tool, they can be used correctly or incorrectly with either desirable or undesirable results.

Both EPDs and heterosis involve quantitative traits (e.g., body weight and average daily gain) that are influenced by many genes. Basically, a gene expresses itself in a specific physiological manner, so all of an animal's genes for growth, for example, will orchestrate physiological growth events based on an animal's own genotype, as compared to other animals. As breeders, we estimate the net effect of all of these genes when a trait is measured on an animal. Similarly, half of the parent's genes for a particular trait can be measured in its offspring. Obviously, the environment also plays a role in trait performance.

EPDs

The predictive measure of genes being transmitted from parent to offspring for a specific quantitative trait is reflected in EPDs. The animal's breeding value (BV) is defined as the animal's value as a genetic parent. Specific BVs represent the numeric effects of all of the genes that the animal possesses for a quantitative trait. However, EPDs involve the transmission of a random sample of only half of the parent's genes. This explains why there is variation among a parent's own offspring, because each calf receives a different sample of genes for the same trait. Moreover, the parent's estimated and reported EPDs represent its average EPD. This expectation can be put to a simple formula: $\frac{1}{2}BV = EPD$. In other words, one-half of a parent's BV is transmissible. Most offspring will approach the average EPD value of both parents for the quantitative trait of interest.

Geneticists use models to explain gene action. We can illustrate the numeric effects of genes and the simple relationship between BV and EPD (Table 1) using cow lifetime production, which is defined as the cumulative weaning weight of all the calves raised. Using two breeds and their cross, three gene pairs (A, B and C) are needed to explain the concepts, knowing that quantitative traits involve many more gene pairs. In the table footnote are the letter codes and numeric effects for each gene (units = pounds). In reality, some genes are more important than others (some major,

while others minor). This hypothetical model shows that each gene can impart a different or, in some cases, even the same numeric value on the trait.

Table 1. Breeding Values and EPDs between Similar and Dissimilar Breeds and their Crosses. *

Similar Breeds				Dissimilar Breeds			
Breed	Genotype	BV	EPD	Breed	Genotype	BV	EPD
Breed A	AAbbCC	+4	+2	Breed C	AAbbcc	-6	-3
Breed B	aaBBcc	+2	+1	Breed D	aaBBcc	+14	+7
AXB	AaBbCc	+3	+1.5	CXD	AaBbCc	+4	+2

* Gene effect codes for similar breeds for breeding value (BV): A and a (+3 and -1), B and b (+2 and -2) and C and c (+1 and 0). Gene effect codes for dissimilar breeds: A and a (+2 and -4), B and b (+6 and -2) and C and c (+5 and -3). The expected progeny difference (EPD) equals one-half BV.

Using two similar breeds – A and B – breed A has a BV of +4, which equals the sum of the effects of all six genes ([AA: 3 + 3] + [bb: -2 + -2] + [CC: 1 + 1]). Again, half the BV of +4 equals the EPD of +2. Because the effects of genes can be summed, this type of gene action is called additive. Cows of breed B have a different set of genes; however, they have a similar BV of +2 ([aa: -1 + -1] + [BB: 2 + 2] + [cc: 0 + 0]). This is because the gene effects, although different, are similar in their overall effect on the trait. In this example, assume that these two breeds have the same average for cow lifetime productivity. However, here is a difference of only one pound with respect to the breed's EPDs, referred to as across-breed EPDs.

The A x B crossbred has a BV of +3, which is calculated as either the sum of the EPDs of the parental breeds or as the average BV of both parental breeds. (Please note that this BV value could be worked out directly based on the sum of the numeric values for all six genes: AaBbCc). The A x B cross has an EPD of +1.5, which is half the BV of +3 or the average EPD of both parental breeds.

In contrast, by using two dissimilar breeds (C and D), we see genes of these breeds impart different numeric effects than breeds A and B. As a result, the BVs of -6 and +14 (EPDs of -3 and +7, respectively) are quite different. Crossing of breeds C to D would improve the average performance for breed C by a difference of 10 pounds, although it would be wise to identify other animals of breed D with even higher EPDs if the breeding objective is to improve this trait in the C x D crossbred cow. We will continue this discussion next month.

Happy New Year! 🍷

LA CAMPANA RANCH
COMMERCIAL *AND* PUREBRED SANTA GERTRUDIS

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

QUALITY RUNS DEEP

We have semen available on all three of these young sires.

HEFTE RANCH D65



WW 730 ADG RATIO 121 SCAN WT. 1340
IMF 4.76 REA 15.88 REA/CWT 1.18

20160227 If you are looking for performance and carcass quality, this is a unique polled bull that combines both. Sired by trait leader Harco 1323, he was the high-gaining bull on our spring gain test. He possesses both marbling and rib eye area. His dam, Hefte Ranch A88 is a 6 year old cow with four calves on the ground and an amazing 349 day average calving interval.

EPDs as of 12/17

BW .53 | WW 16.20 | YW 28.84 | MILK 3.12 | TM 11.22
HCW 19.23 | BF .02 | MARB .01 | REA .26 | TEND -.03

RED DOC MASTER BURNS 5461



WW 707 ADG RATIO 111 SCAN WT. 1185
IMF 4.39 REA 13.16 REA/CWT 1.11

20157765 We are extremely excited about this young polled herd sire. He brings together a great balance of style, performance and production. **HEFTE RANCH D65** is sired by AJH 126/0, a bull who has sired sons and daughters with confirmation and substance. His dam, Hefte W24, is a 9-year-old cow that has produced 7 bull calves and maintained a lifetime average calving interval of 364 days. She has the best udder structure of any cow on the ranch.

EPDs as of 12/17

BW 1.68 | WW 13.59 | YW 18.54 | MILK 5.44 | TM 12.24
HCW 14.59 | BF .02 | MARB .00 | REA .11 | TEND .00

HEFTE RANCH D25



WW 710 ADG 4.82 SCAN WT. 1205
IMF 4.21 REA 13.84 REA/CWT 1.15

20156199 Purchased at the 2017 Red Hot Bull Sale, this polled sire is a natural born son of Red Doc Farm's top donor female, Bonita 8017. Cherry red, moderate and thick, we are looking forward to the arrival of his first calves this spring.

EPDs as of 12/17

BW 0.23 | WW 10.58 | YW 12.19 | MILK 12.24 | TM 17.53
HCW 9.07 | BF .01 | MARB -.04 | REA .15 | TEND .01

Thank you to our South Texas Heritage Sale buyers:

BROKEN T CATTLE, HUDEK FARMS, RAFAEL MIRANDA,
REESE RANCH, STRAIT RANCHES, TOWNSEND
CATTLE CO., V8 RANCH AND WUNDERLICH FARMS

Call us if you would like to add some HEFTE to your herd.



HEFTE RANCH

Agua Dulce & Hondo, Texas
(210) 414-2493 • www.HefteRanch.com

TRAITS that matter most to the cattle industry today...

- A. More efficient cows
- B. Improved weaning weights
- C. High quality beef carcasses
- D. Cow herd docility
- E. *We have BULLS that are ALL OF THE ABOVE!*



NEVER SANK 5012

DOB: 1/25/2015 • Reg #: 20153072 • Owned with Hefte Ranches

RDF Never Sank 5012 is one of the breed's young sires that combines growth and carcass into an eye-appealing package. Never Sank scanned a 4.09 IMF and measured a 13.94 square-inch ribeye. A low Birth Weight EPD along with growth EPDs in the top 1% of the breed result in a genetic package capable of siring a profitable calf, whether marketed at weaning or hanging on the rail. Sexed semen is available and Never Sank semen is qualified for export, including Australia.

	BW	WW	YW	Mat	TMat	Scrotal	HCW	REA	Marb	Tend	Fat	Carcass	\$G
EPD	0.61	17.91	39.77	-3.28	5.68	-0.02	23.89	0.31	-0.07	0.01	0.02	9	\$35.00
Accuracy	0.38	0.41	0.40	0.23	—	0.23	0.30	0.30	0.32	0.19	0.43		



Wendt Ranches

5475 FM 457 Bay City, TX 77414
SGBI Herd #621, established 1954



are ones **WENDT RANCHES** have been incorporating for years!



KR 1131/13

DOB: 9/10/2013 • Reg #: 20134080

KR 1131/13 is a combination of King Ranch and Wendt genetics that will fit into a wide variety of breeding options. He is the cowman's ideal bull, combining calving ease with tremendous growth. His low Birth Weight EPD along with a Yearling Weight EPD in the top 3% of the breed make KR 1131/13 a unique and profitable genetic package. Add in a REA EPD and Scrotal Circumference EPD in the top 1% of the breed, and you know he will work in any program for all cattlemen.

	BW	WW	YW	Mat	TMat	Scrotal	HCW	REA	Marb	Tend	Fat	Carcass	\$G
EPD	0.35	19.51	33.23	-3.51	6.25	0.61	24.00	0.42	-0.02	0.01	0.02	10	\$31.06
Accuracy	0.26	0.52	0.40	0.21	—	0.34	0.31	0.29	0.29	0.18	0.41		

V8 RIBEYE KING 100

DOB: 3/20/2015 • Reg #: 20155063

V8 Ribeye King 100 is a calving ease bull that will moderate cow size. His negative Birth Weight EPD combined with a positive Scrotal Circumference EPD and clean underline make him the ideal choice for breeders interested in producing highly marketable replacement females. His ultrasound data, including a 4.16 IMF, indicates he will sire calves capable of producing a high-quality carcass. With an impressive 16.25 REA scan, he certainly is deserving of the name Ribeye King.

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



Wendt Ranches

Gene Kubecka

979-240-5311

Daniel Kubecka

979-240-5312

email: wendtranches@hotmail.com





SEEDSTOCK SECRETS TO SUCCESS PRODUCTION



BY JESSIE TOPP-BECKER,
MANAGING EDITOR

When it comes to successful seedstock production, it's no secret that becoming successful doesn't happen overnight. It's an arduous process that requires hard work, dedication, a willingness to change and adapt, as well as a commitment to excellence.

Since 1895, the R.A. Brown Ranch has strived to build its own successful seedstock business. Over the years, the Brown family built its herd to consist of more than 1,800 head of Angus, Red Angus, SimAngus and Hotlander (a four-breed composite developed on their ranch) cattle. The family ranching business hosted its first annual production sale in 1974 and now hosts two production sales each year. Today, the fifth generation of the Brown family has taken the reigns, and the ranch is now owned and operated by Donnell and Kelli Brown.

Growing up on the ranch, and now running the business, Donnell Brown has had a front-row seat to witness and experience the ups and downs of cattle production, and he understands what it takes to be a successful seedstock producer. He willingly shares some of his secrets to successful seedstock production with other cattle producers.

Before a producer can seek success, Brown said there is one important question that must be answered – “What are your goals relative to your cattle production?”

Once that question is answered, producers can work toward building a successful business. Regardless of a ranch's specific goals, Brown's secrets

can help producers achieve the level of success they seek.

Commercial Customers Come First

For the R.A. Brown Ranch, the primary goal has always been to put the commercial customer first. While this likely comes as a surprise to many seedstock producers, it shouldn't. The whole purpose of seedstock production, according to Brown, is “to produce bulls for commercial cattlemen that will help them raise better calves that make them more money.”

The primary focus for every seedstock business should be to produce what the commercial cattleman wants. This is especially important because, as Brown pointed out, more than 90 percent of all seedstock bulls are used by commercial cattlemen.

Keeping commercial customers No. 1 has been the key to success at the R.A. Brown Ranch. “For 123 years, our family has been committed to raising better bulls for the commercial business, and that's been the success to our business,” Brown said.

During their two annual production

sales, the Brown ranch sells more than 800 head of breeding bulls. Producing bulls that align with their customers' needs has helped propel their seedstock business toward success.

When it comes to keeping commercial customers first, Brown encourages producers to focus on providing their commercial customers with genetics and customer service that will improve the customers' profitability and sustainability. Doing so will help to build a strong foundation of loyal customers who return year after year.

Selling cattle is a big responsibility and something that should be taken very seriously. Producers invest their lives building their cow herds, so it's important to keep that in mind when selling cows and bulls. “You better make sure the cattle you sell as breeding stock are right,” Brown said. “And not just right for carcass merit, not just right for growth, but that they make good mommas.”



The bottom line is, seedstock production is about producing what the customer wants to buy instead of just trying to sell what you want to produce.

The bottom line is, seedstock production is about producing what the customer wants to buy instead of just trying to sell what you want to produce. When Brown returned to the ranch after college, they were raising seven breeds of cattle on their Texas ranch. Over time, that has narrowed to three, “because we’ve found it’s a whole lot easier to sell what the customer wants to buy than to try and sell simply what you want to produce,” he said.

Select for the Whole Package

Producers should strive for eye-appealing cattle, but breeding decisions should be based on much more than just phenotype. “Why not use all available technology to make the most important decisions that we have for the future of our business?” Brown asked. “That’s the way I see it.”

Depending on the breed, producers may have to sort through 16-23 different expected progeny differences (EPDs) for each animal. That’s a tremendous amount of information to sift through when trying to select cattle to purchase or offer for sale. “I believe in selecting for all economically relevant traits simultaneously,” Brown advised.

He believes the five most economically relevant traits are calving ease, growth, fertility/maternal, carcass and efficiency. “If you want to be successful in seedstock production, you need to get serious about selecting your seedstock – the ones you’re going to multiply,” he said.

Use of selection indices aids producers in selecting for multiple traits all at one time, and Brown encourages producers to utilize them.

In addition to selecting for these specific traits, cattle should be tested and measured for all economically relevant traits. All cattle on the R.A. Brown Ranch are measured for calving ease, birth weight, weaning weight, yearling weight, hip height, ribeye, back fat, feed efficiency, average daily gain, heifer pregnancy and a long list of other traits, including feet, teat and udder scores that don’t yet have EPDs to aid in selection.

“We measure a gazillion things, it seems like,” Brown said. However, measuring for economically relevant

traits aids the Brown family in developing cattle for longevity, which is important to their customers.

Focus on Facts

Genetics are everlasting, which is another reason Brown stressed the importance of EPDs and DNA technology – “focus on facts, not fiction.” In breeding shows, extra emphasis is placed on making sure every hair is in place, hooves are trimmed and cattle have just the right amount of fat, but “those are temporary things we do to make one look better,” Brown said. “Genetics are long term.”

Technology should be utilized in a seedstock business “to best identify and multiply the superior genetics,” he explained. Referring to his first secret – keeping the commercial customer first – Brown explained that he considers superior genetics to be those that best fit the needs of the commercial customer.

DNA testing is one example of an affordable technology producers can use to help them focus on facts. Every calf born on the Brown ranch undergoes a DNA test.

“We do a DNA test because we believe it is vitally important to know the facts,” he said. Even with a low-density DNA test, producers have access to a plethora of valuable information.

Artificial insemination (AI) and embryo transfer are additional examples of affordable technology producers can use to “multiply the most superior cattle,” while focusing on facts. AI has been used on the R.A. Brown Ranch since 1969. Today, cows on the ranch are bred using either AI or embryo transfer at least one time, “because we believe they are a great tool to mass multiply the most superior genetics,” Brown explained.

Manage Risk

Managing risk is vitally important for the success of any business. To manage risk in a seedstock business, Brown suggested producers “identify and measure the genetics you have, and multiply your known quantities.”

Multiplying proven sires is one way Brown manages risk on his ranch.

“When you come to our sale, you see a lot of bulls from the same sire group because we take those proven sires and we mass multiply and get a lot of them,” he said.

Another way to manage risk is to spread risk on things producers don’t know as much about, such as donor females. “I use a lot of young donors because I’m never going to prove a female to the accuracy that I will a sire; she just biologically can’t have that many offspring,” Brown explained. “It doesn’t take away from the value of the female, it just means I know less about her than I do a bull that’s had 1,000 progeny.”

Slow and Steady

“Not much happens fast in the cattle business. It’s a long process,” Brown said, reminding producers that beef production is a long-term venture. Building a successful seedstock business, or any business for that matter, takes years. For starters, it requires developing a customer base and offering high-quality cattle on a consistent basis. Being involved in this business is not for the faint of heart.

“About the only thing short term that you can achieve in the cattle business is failure,” he said. “People want to take shortcuts, but those tend to produce more failures than successes.”

Don’t Be Left Behind

Change isn’t always easy or comfortable. But, as John F. Kennedy once said, “Change is the law of life, and those who look only to the past or present are certain to miss the future.”

The same could be said for seedstock producers. No one can force producers to change a single thing about how they run their businesses. Producers can continue to run their businesses the same way their fathers and grandfathers did, but while those producers stay stagnant, others are thinking about the future and making radical changes to their businesses by choosing to utilize all of the available technology and putting their commercial customers first. “No one has to change a single thing they’re doing, but here’s the reality – they will have to compete with those who do.”

Regardless whether a producer raises 25 or 1,000 head of cattle, Brown encourages them to be the very best at what they do. Each operation is unique, but adopting Brown’s secrets to success will benefit cattle producers of all sizes in their quest for success. 🐾

2016 National Beef Quality Audit Findings



By Deb VanOverbeke, Ph.D., Professor, Animal Science, Oklahoma State University;
Keith Belk, Ph.D., Professor, Animal Sciences, Colorado State University; and
Jeff Savell, Ph.D., Professor, Meat Science, Texas A&M University

Since 1991, the beef checkoff-funded National Beef Quality Audit (NBQA) has delivered a set of guideposts and measurements for cattle producers and others to help determine quality conformance of the U.S. beef supply. The first NBQA focused on fed steers and heifers and the physical attributes of beef and beef by-products – marbling, external fat, carcass weight and carcass blemishes.

The beef industry conducted its first market cow and bull audit in 1994 to complement the NBQA for fed steers and heifers. As the foundation of cattle herds, cows and bulls are also sources of beef that are significant and worth understanding. In fact, it's estimated that sales of cull breeding animals contribute up to 20 percent of operational gross revenue for both beef and dairy operations.

Among the findings of that first cow and bull audit were that harvest cows and bulls were often not marketed in a timely manner; beef and dairy cows frequently had inadequate muscling at harvest; too many market cows were disabled prior to harvest; too many market cattle and carcasses were condemned; and too many carcasses had excessive bruises.

Cattle industry concerns over the years have evolved to include food safety, sustainability, animal well-being and the growing disconnect between producers and consumers. As a result, NBQA researchers have made significant changes to their research, leading to increasingly meaningful results. In fact, data from both segments of the 2016 NBQA add tremendously to the core knowledge from the audits that precede it. Following is a summary of the research, as well as their implications for the industry.

There were several major elements to the 2016 Steer and Heifer and Market

Cow and Bull National Beef Quality Audits.

Face-to-face interviews provided understanding of what quality means to the various industry sectors, and the value of the quality attributes. This research will help the industry make modifications necessary to increase the value of its products.

Among the findings of the face-to-face interviews were:

- As in previous audits, food safety surfaced as a key quality factor for both segments of the industry. To many respondents, food safety was believed to be implied as part of doing business.

- The prevalence of branded beef items increased in the marketplace, which matched concerns about size inconsistencies in beef boxes.

- Many companies were willing to pay a premium for guaranteed quality attributes. However, the average premiums companies were willing to pay were lower than in 2011. Tenderness and flavor continue to be the two beef quality factors that drive customer satisfaction.

- Beef Quality Assurance (BQA) is not currently a recognized leader in consumer-facing channels. Educating packers, retailers, foodservice and further processing entities about the BQA program could improve marketing weaknesses and negative public perceptions.

- Product quality was the most-cited strength of the steer and heifer sector of the beef industry.

- In 2016, it also became apparent that fewer beef buyers in the cow and bull segment understand the types of cattle from which their products are being sourced. The beef industry needs to do a better job of helping beef buyers understand the products they're purchasing.

Steer and Heifer: Transportation, Mobility and Harvest Floor Assessment

The research evaluated various characteristics that determine quality and value, including quality and yield grade, weight and marbling. Research showed:

- Nearly 97 percent of cattle received a mobility score of 1, with the

animal walking easily and normally, with no apparent lameness;

- 99.5 percent of all hanging carcasses had no visible injection-site lesions;

- There was a decrease in black-hided cattle compared to the 2011 NBQA – 57.8 percent versus 61.1 percent;

- There were fewer cattle with a brand, more cattle with no horns, fewer cattle with identification and more carcasses with bruises.

Cows and Bulls:

Transportation and Mobility

Sufficient space in trailers was generally provided. This helps to assure animal safety and welfare, while maintaining carcass value.

The majority of cattle walked normally, with no apparent lameness. This compared favorably with results from the previous market cow and bull audits.

Since 2007 there has been a 3.3-percent increase in sound beef cows and a 14.2-percent increase in sound beef bulls. Despite the positive soundness findings for cows, it's important for producers to be mindful of the advantage to culling cows before lameness is observed.

Steer and Heifer: In-Plant Research

The research compared data from 2016 with that of the previous five surveys to assess progress in improving quality. It also provides a benchmark for future beef industry educational and research efforts. The 2016 research showed:

- While the industry is improving the quality of beef being produced, that quality is being accompanied by an increase in size and fatness;

- Since 1995 there has been a continued increase in hot carcass weight. Key reasons for increasing weights at the packing segment are labor, infrastructure and energy costs;

- Consumers generally prefer thicker steaks with a smaller surface area.

CONTINUED ON PAGE 20 »

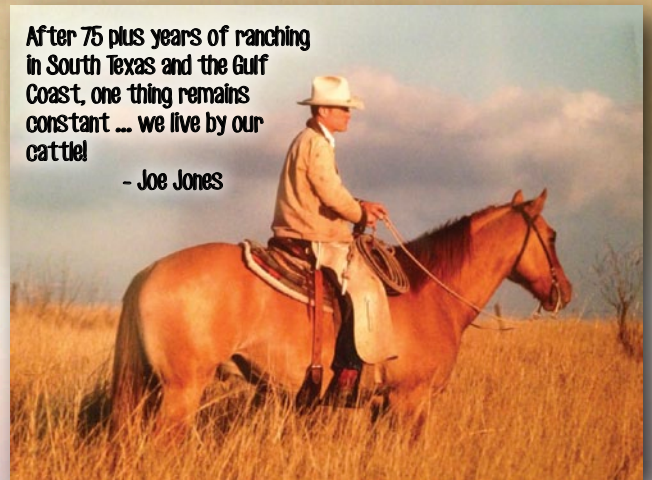
An Incredible Sale Our Deepest Appreciation



We thank all our buyers
at the 14th Annual Santa
Gertrudis Bull Sale &
Commercial Female Sale and
the 40th 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



Briggs Ranches

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

Joe Jones, manager (361) 897-1337

Email Joe Jones: briggsranches@hotmail.com • <https://www.facebook.com/BriggsRanch>

Traylor Division
Bloomington, Texas

San Roque Division
Catarina, Texas

San Carlos Division
Rio Grande City, Texas

FOUNDATION BUILT ON *Balance*

Strait Ranches IS DRIVEN BY THE NEED TO PRODUCE
FERTILE, FUNCTIONAL, EFFICIENT BEEF CATTLE.



SR GENESIS 75/3

DOB: 4.27.13

SIRE: LJV MASON 0/72

DAM: SR ARKOMA 30/0

BW: -0.85*, **WW:** 10.02*, **YW:** 21.01*, **MAT:** -0.95

REA: 0.27*, **MARB:** 0.07*, **SC:** 0.56*



KR CATALYST 531/15

DOB: 2.10.15

SIRE: KR 225/10

DAM: KR 310/12 2YO

Dam's Mature Calving Interval 361 Days

BW: -0.4, **WW:** 2.65, **YW:** 12.45*, **MAT:** -0.95

REA: 0.34*, **MARB:** 0.2*, **SC:** 0.41*

OFF TEST WDA: 3.21, **IMF:** 6.15, **REA/CWT:** 1.24



LJV MASON 0/72

DOB: 3.22.10

SIRE: SR 710

DAM: LJV DOLLY 8/48

MGS: LJV VAQUERO 4/22

BW: -0.35, **WW:** 16.46*, **YW:** 31.41*, **MAT:** -1.35

REA: 0.43*, **MARB:** 0.03*, **SC:** 0.84*



SR ARKOMA 30/0

DOB: 4.8.10

SIRE: MR WINROCK N127

DAM: PERNER D 931

MGS: CHF SAMBO 514

Average Calving Interval 348 Days

BW: -1.84*, **WW:** 4.56*, **YW:** 12.81*, **MAT:** -0.54

REA: 0.24*, **MARB:** 0.05*, **SC:** 0.82*, **MPPA:** 101.11



SR HOLLY T19 (ET)

DOB: 5.11.13

SIRE: RDF SANCHO'S NEVER BEFORE 1136

DAM: SR HOLLY 033

MGS: GRIZZLY 3308

Average Calving Interval 327 Days

BW: -2.7*, **WW:** -0.01, **YW:** 10.71*, **MAT:** 3.74*

REA: 0.15*, **MARB:** -0.03, **SC:** -0.33, **MPPA:** 104.57



SR GENUINE 69/6

DOB: 4.3.16

SIRE: SR GENESIS 75/3

DAM: SR HOLLY T19 (ET)

BW: -1.63*, **WW:** 3.96*, **YW:** 15.65*, **MAT:** 1.24

REA: 0.21*, **MARB:** 0.02*, **SC:** 0.11

OFF TEST WDA: 3.16, **IMF:** 4.38, **REA/CWT:** 1.16

STRAIT
Ranches

Y. N. STRAIT FAMILY

Y.N. Strait Family

Carrizo Springs, Texas

830-317-3310 | ynstrait@straitranches.com

WWW.STRAITRANCHES.COM

We currently have bulls bred for the commercial cattleman for sale at the ranch.

NATIONAL BEEF QUALITY AUDIT CONTINUED FROM PAGE 16

Larger carcasses could result in a steak with an undesirable surface area for many consumers;

- There was a dramatic increase in the frequency of Prime and Choice, and a decrease in the frequency of Select. One of the reasons for this is the increase in dairy-type carcasses. While the greatest proportion of carcasses were within the lowest one-third of Choice and Prime grades, the majority of carcasses qualifying for Select were in the top half of the grade;

- The number of blemishes, condemnations and other attributes that can have an impact on animal value remains small, and industry efforts to address these issues have been generally encouraging.

Cow and Bull: Live Animal Evaluations

There has been a trend toward increased body condition scores in cows since 2007, while condition has stayed relatively constant for bulls.

In the 2016 cow and bull audit, the majority of cattle surveyed had no defects present when evaluated, indicating animals were culled for less visible reasons, possibly including behavior, reproductive inability or replacement of the genetic pool. Data suggested producers may have been more likely to cull cattle after observing a single defect rather than holding an animal until other conditions occurred.

Of cattle surveyed, 97.9 percent had no visible knots – swellings resulting from an injection of animal health products. Of the visible knots, 44.9 percent were observed in the neck, the region where injections should be administered in accordance with BQA guidelines.

Cow and Bull Harvest Floor Assessments: Hide-On

The percentage of cows and bulls without mud in 2016 (56 percent) was noticeably higher than cattle with no mud in 2007 (42.7 percent), suggesting industry improvements in removing mud from hides prior to dressing. Use of branding also saw a slight improvement: the majority of cattle (77.3 percent) had unbranded hides. Producers can minimize the value loss due to branding by placing brands on the butt or shoulder rather than the side.

Cow and Bull Harvest Floor Assessments: Hide-Off

Although more than half of the cow carcasses surveyed in the audit were

bruised, the largest majority possessed a bruise of minimal severity (less than one pound of surface trim needed to remove bruise damage). Identification of bruising in the 1999 audit might have contributed to the significant industry improvement in bruise reduction from 1999 to 2007. Based on 2016 cow and bull audit results, there is still opportunity for improvement in decreasing the prevalence of carcass bruising.



Cow and Bull Cooler Assessments

There was an increase in the average fat thickness in beef cow and beef bull carcasses since 2007. Meanwhile, carcasses were more often lighter muscled than heavily muscled, even though muscle distributions have shifted upward toward average muscling (score 3) since 2007.

Strategy Session

In a December 2016 strategy session, more than 70 individuals representing every sector of the beef industry met to review research results and discuss industry implications for both the NBQAs.

One essential need identified was for greater education and communication of BQA to the supply chain and consumers, and how increased certification of BQA followers could enhance respect for the program.

Participants for the steer and heifer NBQA broke suggestions into three categories:

Safety and Animal Food Health

- Implement information sharing systems, based on modern animal identification and record-keeping

technologies, to improve global market access;

- Improve uptake of preventive health strategies and good cattle husbandry techniques to ensure future effectiveness of antimicrobials;

- Continue efforts to improve supply chain safety interventions.

Eating Quality and Reduction of Variety

- More measurable information systems and supply chain coordination;

- Research and genetic strategies to improve eating satisfaction;

- Utilize advancements in genetic selection technologies to breed for carcasses with increased eating satisfaction, uniformity and desirable end-product specifications;

- Implement or refine sorting strategies to maximize uniformity of cattle, carcasses and end product, and develop systems to enable rewarding of increased uniformity.

Optimizing Value and Eliminating Waste

- Implement information-sharing systems, based on modern animal identification and record-keeping technologies, to assist in sending informed market signals to producers for greater (or lesser) valued carcasses and improve system efficiency;

- Increase industry-wide uptake of proven genomic technologies and invest in the development, testing and acceptance of techniques to improve traits more quickly.

During the strategy session, factors affecting the cow and bull beef market were discussed, including the need for:

- More timeliness in marketing;
- Appropriate changes to placement and size of brands;

- Addressing the appropriate site for injections with the veterinary community;

- Greater coordination to ensure promotion of BQA principles and consideration of meat quality;

- More effective communication about animals that are not fit for transport;

- Remaining diligent in teaching BQA principles.

Conclusions

The beef industry has spent the past 25 years significantly improving the quality of its product, but there's no denying there is always room for improvement. In fact, the audits acknowledge room for improvement in every area.

CONTINUED ON PAGE 21 ►

NATIONAL BEEF QUALITY AUDIT CONTINUED FROM PAGE 20

The steer and heifer audit recognized the decrease in hide brands, the decreased presence of horns and an increase in the frequency of Prime carcasses. It is evident, however, that further improvement is needed with liver condemnations and carcasses with bruising.

For the market cow and bull sector specifically, progress can continue by focusing on:

- Food safety;
- Appropriate management of cull cows and bulls to increase muscle condition before harvest;
- Culling animals before physical defects are severe;
- Seeking to better understand causes of liver abscesses;
- Implementing measures to eliminate carcass bruising;
- Reducing defects to allow the cow and bull industry to capture additional value;
- Emphasizing education about the BQA program to propel the momentum of the cow and bull industry.

While the data from both audits show that those in the industry have a valuable story to tell, it doesn't help that many in the industry don't fully know the best way to tell it.

An important strategy for improved industry health and success was evident in the research – utilizing BQA and its principles to increase consumer confidence and enhance industry commitment would encourage greater beef demand and improve industry harmonization. Carrying this BQA message throughout the industry all the way to consumers would benefit every audience. 🍴

2018 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

6:00 p.m., Friday, March 2, 2018

NRG Center · Houston, Texas

Aisle Party at 4:00 p.m.

SG Foundation Fundraiser after sale–

Legacy Dinner & Dance

See page 41 of this issue for more information.

For more information

Richard Hood

richard@amscattle.com

(979) 224-6150

Debbie Townsend

townsendcattle81@gmail.com

(979) 541-4989

midcoastsantagertrudis.com



DVAuction
Broadcasting Real Time Auctions

THE LEGEND CONTINUES Old School 518/14

OLD SCHOOL 518/14 combines the genetics of L&L 300 and Winrock Challenger L230. The breed percentile rankings show that Old School certainly ranks at the top of the class. WW: top 1%, and MARB: top 10%. These impressive genetic values, along with a GI of \$29.71 and a CRI of 10, will put your breeding program at the head of the class. Outstanding growth, plus impressive carcass traits will result in more dollars in your pocket. Old School calves hitting the ground are extremely clean, big-boned and have an excellent hip.

*Look for C Bar C Iron Glad,
an Old School son, at the
National Show in
Fort Worth!*



**C BAR C
RANCH**

SEMEN AVAILABLE Both domestic & international
EPDs AS OF 12/17

BW: 2.62 WW: 18.83 YW: 29.09 MILK: -0.82 TM: 8.60 CW: 23.25
BF: 0.01 MARB: 0.02 REA: 0.31 TEND: 0.00 SC: 0.24

ALAN CLARK

De Soto, MO 63020

(636) 586-6034

WWW.CBARCRANCH.NET

BUD & KELLY CLARK

De Soto, MO 63020

(314) 607-1076



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!



PROVEN PERFORMANCE, EXCEEDING EXCELLENCE

HARRIS RIVERBEND FARMS

David & Laurie Harris

PO Box 691 • Cleburne, TX 76033

Home: 817.641.4159 • Office: 817.641.4771 • Mobile: 817.996.5866

H SON OF A GUN 30/5

*CSS Semen
Available*



*Cattle
Solutions*

Sire: FC Pistol 28/0 | Dam: HARCO 1201 | DOB 3/7/2015 | Polled | Reg # 20155506
Perf.: BW 75 (93%) | Adj WW 649 (104%) | Adj YW 1139 (106%) | Act REA 13.54 | Act BF 0.35 | Act IMF 4.19

EPDs as of 11/17/17

BW 2.52 | WW 28.44 (1%) | YW 44.07 (1%) | Milk 3.14 (20%) | TM 17.36
HCW 31.61 (1%) | BackFat 0.02 | Marb 0.00 | REA 0.32 (1%) | Tend -0.01 (20%) | SC 1.01 (1%) | SG 42.22 | Carcass 10



PROVEN PERFORMANCE, EXCEEDING EXCELLENCE
HARRIS RIVERBEND FARMS

David & Laurie Harris

PO Box 691 • Cleburne, TX 76033

Home: 817.641.4159 • Office: 817.641.4771 • Mobile: 817.996.5866

BULL SELECTIONS

ARE NOT 'ONE-SIZE-FITS-ALL'

By Kelsey Pope, Freelance Writer

photo courtesy WR Ranch, Albuquerque, N.M.



In the height of bull-buying season, it is critical to look at the options that best fit your cattle business plan and goals for the future.

As a cow-calf producer, do you buy your bulls? Do you raise your own bulls? Do you use yearling or older bulls? Maybe you use all of the above or a combination. While there are options that can be economically feasible for producers, there are certainly trade-offs between them.

In Matt Spangler's role as a beef genetics specialist and associate professor at the University of Nebraska-Lincoln, he encourages breeders to clearly distinguish their breeding objectives before choosing the type of bull.

"Identify which traits are economically relevant to you based on how you market calves and if you retain replacement heifers or purchase them," Spangler, Ph.D., says. "Identify environmental constraints (e.g., limited labor, limited forage availability), then select bulls based on expected progeny differences (EPDs) and economic indices."

Spangler explains that if producers decide to cull bulls at a certain age, using yearling bulls allows for more years of service. Additionally, yearling bulls should represent the most advanced genetics available. For seedstock producers, reducing the age of bulls used increases the rate of genetic gain via reducing the generation interval.

The key trade-off between older and yearling-aged bulls is the number of cows, on average, that they can service in a breeding season.

"As a general rule of thumb, older bulls should be able to service more cows in a breeding season," Spangler says.

While this can put yearling bulls at a disadvantage, Spangler notes that there seems to be more yearling bulls on offer when it comes to sale time. While there may generally be fewer two-year-olds

to choose from, there are certainly producers who focus on producing 18- or 24-month-old bulls; you just might have to look a little harder, Spangler says.

Producers who raise their own bulls have cost and development advantages.

"On the surface, one advantage of raising your own bulls is cost," Spangler says.

Most producers likely don't keep detailed track of costs when raising their herd sire, and some of those costs may not be taken into account, such as data collection and genotyping animals to maintain pedigrees.

Another positive in favor of raising bulls is the ability to develop, instead of fatten, bulls.

"If you essentially sell bulls to yourself, there is no need to get them fat to convince yourself to buy them," Spangler adds.

While raising bulls has its advantages, the main advantage of purchasing a bull is benefiting from the data and pedigree collection that enable selection tools (EPDs and indices) that should be used in determining which bull(s) to buy. Without these tools, sire selection becomes a guess.

With all of the choices for bull selection, Spangler encourages producers to focus on what works best for their operation.

"There is an advantage in the ability to buy a product from someone who specializes in making that product, which allows most producers to spend time on what they do best – managing their commercial operation," Spangler says. "There seems to be value in specialization, even in the cattle industry. Just don't make bull selection more cumbersome than it needs to be." 🐄

14th Annual

Red Hot Bull Sale

April 7, 2018
Bosque, NM



85 PLUS

**Santa Gertrudis
and Gert influenced bulls**



REDDOCFARM.COM

Emilio Sanchez 505.507.7781

Skylar Harris 979.224.3557

REDDOC
farm



Rockin
3T's

SYRUS 2/5



**SEMEN
FOR SALE!**

Reg. #20150791

DOB: 3/3/2015

Sire: Rockin 3T's
Prince Charman 5/1

Dam: Rose Hill Miley 0/18

Top 10% for WW, YW and CW

2017 State Fair of Texas Grand Champion | 2017 Oklahoma State Fair Grand Champion
2017 Four States Fair Grand Champion | 2017 State Fair of Louisiana Reserve Grand Champion
2017 Dixie National Livestock Show National Reserve Grand Champion
2017 Fort Worth Stock Show Reserve Grand Champion | 2016 State Fair of Texas Yearling Champion
2016 Houston Livestock Show Reserve Calf Champion



BE SURE TO LOOK FOR OUR EMBRYO LOTS IN THE HOUSTON SUPER SALE

Prince Charman X Rose Hill Miley

Full sib embryos to the 2017 Reserve National Champion Bull Syrus

NC Vegas X NC Urbanosky's Cinderella

National Champion bloodlines

Rockin 3T's Achilles 5/7 Reg#20171783 | DOB: 4/1/2017

Come by our stalls at the National Open Show in Fort Worth and check out our consignment to the Banners & Buckles Sale. Achilles is the first progeny of Syrus to be offered to the public and we believe he sets the bar high. This young bull calf is EXCEPTIONAL!

Follow our
ranch on



COLBYTHREET: 214-949-7084
rockin3t@yahoo.com

SCOTT THREET: 972-489-6887
threetpallet@sbcglobal.net





Est. 1937

MYERS CATTLE & LAND CORPORATION

SANTA GERTRUDIS HERD #6491

Rihanna

State Fair of Texas Grand Champion &
Four States Fair Grand Champion



Richmond



A full sister to last years National Champion Arianna, Rihanna has proven herself inside the show ring and out. State Fair of Texas Grand Champion & Four States Fair Grand Champion. Arkansas State Fair, Kentucky Sate Fair & The North American Sr Reserve Champion. Watch for Rihanna at the National Show in Fort Worth in 2018!

WWW.MYERSCATTLEANDLAND.COM

BILLY EUBANKS (512) 484-1776

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

25821 STATE HIGHWAY 6 SOUTH
NAVASOTA, TEXAS 77868-8225

RW 8/13

20133006



- 8/13 Combines Creech Farms & Gray Oaks Farms Polled Genetics going back to Hatchet 150 & Ricardo
- 8/13 is a two time National Show Class Winner, 2014 & 2016 North Carolina State Fair Grand Champion Bull
- 7 times Best of Polled Bull and the 2015-2016 SGBI Runner Up High Point Polled Bull of the Year!



*His first
calves are
IMPRESSIVE!*



RW WOODCHUCK
2017 Reserve Grand Champion Bull
North Carolina State Fair

OLC CRACKER JACK
2016-2017 SGBI Runner up
High Point Bull Calf!

8/13 SEMEN IS AVAILABLE AT \$30/STRAW—10 STRAW MINIMUM

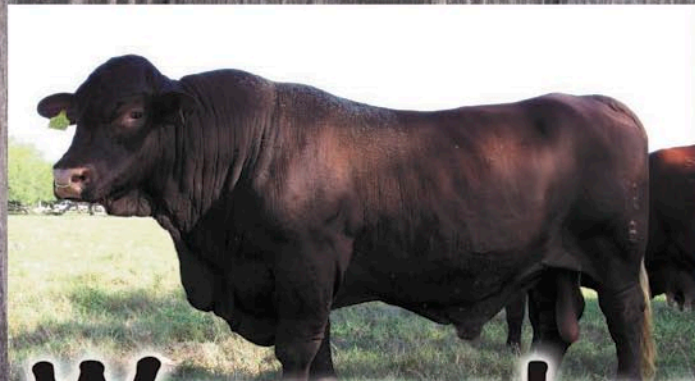
*Looking for the Polled Bull that will
Add Performance & Eye Appeal to Your Herd, Try RW 8/13!*

RW FARM

Ronald & Debbie Wood | 9360 Stricklands Crossroads Rd. | Benson, NC 27504
(919) 902-1003 | woodtireman@gmail.com

San Jose Sires

Proven
Producers
with
Performance



Wavemaker



Whiskey River



Patton



Churchill



C-P Copperhead 915C1

Your Source for Quality Santa Gertrudis and Star 5 Genetics!

SAN JOSE CATTLE COMPANY

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

THE STRATEGIC USE OF HETEROSIS



By Todd Thrift, Ph.D., Associate Professor, University of Florida; Matt Hersom, Ph.D., Associate Professor, University of Florida;
and Joel Yelich, Ph.D., Senior Research Scientist, University of Idaho

Traditionally, in the beef cattle industry from 1920-1960s, crossing two breeds of beef cattle was considered an undesirable mating plan. Progressive cattlemen in that era had purebred Herefords, Shorthorns or Angus. Any commercial producer who had crossbred animals quickly “graded up” to the breed of their choice. Consequently, high levels of linebreeding were common. Jay Lush, Ph.D., suggested that crossbreeding was very common with swine and sheep breeders, becoming common with poultry and “rarer in cattle and horses.”¹

Early work in crossing cattle on the Gulf Coast recognized the value of combining different breeds, particularly when the survival of existing purebreds was very low. Gulf Coast producers have had successful crossbreeding programs for nearly 100 years, even when many in the cattle business considered it a highly undesirable practice.

When Continental breeds arrived in the United States in the 1960s, a whole new era of crossbreeding occurred. Introduction of large-framed, fast-growing European cattle resulted in a huge shift in cattle type. New genes from Continental cattle resulted in improved performance, much of which was attributed to the new breed. In fact, some of the improvement in performance was likely a result of heterosis. It was often said, “I tried some of those new Simmental, or Charolais or Limousin [or any Continental breed] and, man, they are good; calves grow like crazy.”

Some of this increase in performance was certainly additive gene action. No doubt some was heterosis. After one breed was used for a few years, a switch was often made to the next “hot” breed. This resulted in a repeat of the cycle as new genes were brought in from a different breed, often resulting in improved performance and, as a byproduct, heterosis.

In the process, the beef industry learned a hard lesson in genotype-by-environment interactions. Producers used the heifers from these crosses as replacements because they grew into large-framed, high-milking cows. As a whole,

these cattle were fertile until a drought hit and feed resources became limited. What resulted from this random crossing of breeds was an infusion of new genetics, a general increase in cow size and milk yield, increased nutrient requirements, some level of heterosis and a rainbow of coat color patterns.

In the 1990s, it was suggested that crossbreeding might be to blame for creating the problem of too much variation in the beef cattle industry. Certainly, crossing breeds did contribute to the variation in coat color. But coat color has never been a good indicator of uniformity.

The 1991 *Beef Quality Audit*² showed that beef was too variable in many carcass traits. These carcass traits are mostly moderate to highly heritable. Improvement in highly heritable traits is best accomplished through selection. Several breeds have been highly successful at improving carcass traits this way. While focused selection for carcass traits was occurring in the last 25 years, some in the cattle industry rekindled the theory that cattle of one color are less variable in composition.

Great strides have been made at improving carcass traits in the purebred cattle industry, and the breeding and selection decisions over the last two decades have resulted in improved beef quality. But reproductive traits have not had similar improvement. In our estimation, there may even be a general decline in reproductive performance, which has been masked by the effects of environmental modification, most often in the form of available feed resources.

Today’s cow has better nutrition, but improvements in weaning weights have been marginal, and reproduction has been stagnant. Reproductive traits have low heritability, but are affected by high levels of heterosis when breeds are crossed. The crossbred cow has been shown to be superior in many aspects, including age at puberty, reproduction and longevity. Despite this, some wonder whether or not heterosis still exists.

Heterosis, or hybrid vigor, is simply defined as the improved performance of crossbreds as compared to the

CONTINUED ON PAGE 32 »

OUR SENIOR HERD SIRE

Thank you to Harris Riverbend Farms, Red Doc Farms, and Schuster Farms for the purchases of our sale lots at the South Texas Heritage Sale.



Semen
Available
on All
Our Bulls!

G.O. LEROY 338

- Leroy is the producer – The most consistent bull we have ever used.
- His pedigree includes Clarendon 740, Tank, Grizzly, Geronimo, Mr. Buckeye 930 and Navidad 519.
- He combines great phenotype with some of the top bloodlines in our breed.
- His daughters always average over 4% on IMF and were one of the high selling pens in the South Texas Heritage Sale.
- His sons are clean, thick, correct and are being used by top producers both purebred and commercial.

OUR YOUNG HERD SIRES



HARRIS 39/5

- Harris 39/5 is a son of Pistol 28/0 and his dam combines Longfellow 57 and Grizzly.
- He is Top 1% WW, YW, HCW, REA and SC.
- Growth Index 43.04: Carcass Rank 10



HARRIS 066C4

- Harris 066C4 is a son of Harco T958 and his dam combines Mr. CVF 2022 with Tinney 066.
- He is Top 1% WW, YW, HCW, Top 4% Marb, Top 5% Tend, Top 10% Milk
- Growth Index 38.87: Carcass Rank 10

WILEY RANCH

ERIK OR KIM WILEY

155 Sayes Rd., Deville, LA 71328
(318) 481-8082 • (318) 481-6927

average of the two purebreds used in the cross. There are higher levels of heterosis when there is a large difference in the gene frequency between the breeds crossed for the trait of interest. Simply put, the more diverse the two breeds are, the more heterosis is realized in the cross.

Crossbreeding systems are designed to combine various breed strengths (or minimize weaknesses) and take advantage of heterosis. Much of the early crossbreeding work was conducted with British crosses in the 1960s. Suggestions have been made that heterosis was valuable only when British-type cattle were small and slower growing. Today's British-type cattle are larger. In fact, data would suggest they're as large as many Continental cattle in mature cow size evaluations. Implications have been made that heterosis is no longer needed to improve production.

Studies specifically designed to evaluate heterosis resulting from crossing different breeds are less common today. Current research relating to genetic evaluations is focused on genomics and the search for genes controlling phenotypes. At one time, many states had large cattle research herds to estimate the relative effects of breeds and crosses. These studies involved many breeds across many geographic regions. Data published from these studies formed the basis for much of what is known today about animal breeding and crossbreeding. Unfortunately, these experiments take time and by the time results are analyzed, the industry has already moved on to the "next great breed."

Today, the early work with crossbreeding still serves as a solid foundation. Results from those studies are completely applicable to modern cattle production. Crossbreeding, and the accompanying heterosis, is still a valid and highly effective means of improving pounds of calf weaned per cow exposed. Its effects are mediated predominantly through increased fertility of the crossbred cow, increased survival of the crossbred calf and longevity of the crossbred cow. These effects often result in a 20-25 percent (35 percent when using *Bos indicus* x *Bos taurus*) improvement in pounds of calf weaned per cow exposed. No other technology in the beef production industry provides this type of return from both biological and economic perspectives.

Certainly, crossbreeding is not as simple as placing two breeds together. Depending on the system utilized, there are requirements for extra pastures, calving-ease bulls for yearling heifers and marketing multiple types of offspring that may be multiple colors.

Many of the more complicated systems only function well in herds of 500 cows or more. Ninety percent of cow-calf producers in the United States have fewer than 100 cows. Consequently, there aren't many true crossbreeding programs in place. Instead, what often results is a corrective mating plan that results in some heterosis, but rarely maximizes hybrid vigor. 🐾

Footnotes:

¹ Lush, J. 1945. *Animal breeding plans*. Iowa State University Press. Pg 333.

² Lorenzen, C. L., D. S. Hale, D. B. Griffin, J. W. Savell, K. E. Belk, T. L. Frederick, M. F. Miller, T. H. Montgomery, and G. C. Smith. 1993. *National Beef Quality Audit: Survey of producer-related defects and carcass quality and quantity attributes*. J. Anim. Sci. 71: 1495-1502

SANTA GERTRUDIS

Juniors

By Abbie Edenfield, District 4 Director



Selecting a great herd sire is a crucial step in building a successful breeding program, and there are several things to keep in mind. Expected progeny differences are an important factor in the selection process, as they help determine the rankings of bulls in their selection group.

Also, the percentage of live calves born is essential. In a recent online article, John F. Grimes, beef coordinator for Ohio State University Extension, wrote, "A bull that can increase the number of live calves born, add to growth and increase the maternal strength of a herd through daughters retained should be viewed as a sound investment."

Another thing you might want to consider when selecting a herd sire is the bull's ability to breed heifers. When making this selection, it is better to choose a bull with a lower birth weight to ensure calving ease for heifers and cows.

All of these are essential factors to consider when choosing a bull that will hopefully bring exceptional profit to your operation. 🐾

By JD Chism, District 3 Director

Greetings from the Hospitality State. I am JD Chism, and I'm currently serving for the first time as your District 3 director. I hope you all had a great holiday and are prepared for a blessed 2018.



The herd sire issue is an exciting issue to kick off the New Year. Bull selection gives us an important opportunity to enhance the profitability of our Santa Gertrudis production. To effectively select a sire, we must be educated on the use of expected progeny differences and understand our breed standards. Sire selection has a long-term impact on our operations. I think this issue of *Santa Gertrudis USA* showcases some of the greatest sires in our breed. The Santa Gertrudis breed continues to get better and better every year.

North Mississippi had a dry summer and fall, which resulted in feeding hay a few weeks earlier than normal. Luckily, we had a good hay crop in 2017. We are putting the final touches on our show string for the late winter shows, and look forward to a break before we begin preparing for the National Junior Santa Gertrudis Show, which will be in Texarkana, Texas this year. It is already shaping up to be an exciting week, as always.

I look forward to seeing everyone at the Fort Worth Stock Show, Dixie National Livestock Show and Houston Livestock Show and Rodeo. I pray everyone has safe travels. 🐾

555 CHECKS EVERY INDUSTRY BOX!

PHENOTYPE



2017-2018 SGBI Leading High Point Female!

Grand Champion at the 2017 North American, Arkansas State Fair, Missouri State Fair and Ohio State Fair.

GENOTYPE



555 is in the breed's top 1% for marbling!

PEDIGREE



SIRE: Wendt Geronimo
DAM: Briggs 003/99
Full sister to CVF 2022

PRODUCTION



Heifer calf QV Summer Sage sired by 2017 National Champion bull Masterpiece 101 – undefeated class winner!

555 is a successfully flushed donor cow.

MARKETING



555 was the high-selling bred heifer at the 2017 Houston Super Sale.

QUAIL VALLEY SUMMER SAGE 20170279

Sired by 2017 National Champion Masterpiece 101. Summer Sage is in the breed's top 5% for marbling and is an undefeated class winner!

She sells Feb. 10, 2018, at the Banners & Buckles Sale, Jackson, Miss.

QUAIL VALLEY FARMS

Oneonta, Alabama

Ricky Cleveland, Owner

(205) 533-5049 • ricky@xcelmasonry.com

Josh Latham, Farm Manager

(205) 446-5539

Brian Wood • (205) 410-7834

MISS GRANDVIEW 555

20150499



Look for 555 at the 2018 National Show in Fort Worth in the Alderson/Richmond stalls.



SELLS!
Banners &
Buckles Sale
Feb. 10



GRANDVIEW FARMS

Hamilton, Alabama

Delmo & Wilmuth Payne, Owners

(205) 468-5319 • delmo.payne@gmail.com

Brent Shaw, Manager (205) 412-5761

Seth Holmes, Herdsman (205) 412-7053

www.grandviewfarm.biz

A MAGNIFICENT POLLED HERD SIRE

5 BAR E 64

A Pedigree of Champions

Sired by 5 Bar E **POLLED GLADIATOR**, his dam is a double-bred **Magnum 357** (two-time National Champion) and sire of National Champions **INTEGRITY** and **Masterpiece 101**.

He is siring a solid set of calves each year. We are particularly pleased with his heifer calves and have several for sale like this one!



1297007

EPDs as of 12/17

BW: 1.11 • WW: 7.43 • YW: 6.76 • Milk: -1.11
TM: 2.60 • HCW: 5.90 • Marb: 0.00 • REA: 0.01



5 BAR E 64 DAUGHTER

recently purchased by Circle A Farm.



COOKS KATTLE COMPANY

Kathy Cook
Kaufman, Texas

(972) 932-6727
cookskattle@yahoo.com



CHAMPION GENETICS

18035 FM 17 * CANTON, TX 75103

OFFICE 903-567-4044

CRAIG BARTON 903-920-3223

For many years, we have had the privilege of working with some of the biggest and best breeders all over the South...we would welcome the opportunity to assist YOU in any of your collection/genetic needs!

- ♦ Semen Collection & Processing
 - ♦ CSS Available Facility
- ♦ Storage ** Shipping ** Supplies
- ♦ AI ** Embryo Collections
- ♦ AI Training Schools

At our facilities or on-farm collecting — COME SEE US!

HELLACIOUS 750



*Focus
Erick Schmidt*

URBANOSKY RANCH SENIOR HERD SIRE

- ★ Sexed Semen Available
- ★ Conventional Semen Available
- ★ Top Gain Test Sons for Sale
- ★ Show and Replacement Heifers Available



URBANOSKY RANCH

PLANTERSVILLE, TEXAS

JEROME (281) 797-5715 | BLAKE (936) 870-5252

SGBI POINT SHOW STANDINGS

Through the North American International Livestock Expo

HEIFER CALF DIVISION

777 Vegas Show Girl	Patrick Daniel, Magnolia, Ark.	42
RPV Top Shelf Kahlua	Top Shelf Cattle Co., La Russell, Mo.	17
Briggs 337D	Casey Pitchford, Athens, Texas	15

YEARLING HEIFER DIVISION

PC Miss Ranger	Stroman Cattle Co., College Station, Texas	35
FC Top Shelf CeCe	Top Shelf Cattle Co., La Russell, Mo.	28
LR OLCC Wonder Woman	Liberty Ranch & Outlaw Cattle Co., Edmond, Okla.	18

SENIOR FEMALE DIVISION

Miss Grandview 555	Quail Valley Farms, Oneonta, Ala.	59
Miss 777 Rhianna	Myers Cattle & Land Co., Navasota, Texas	34
Miss Cammi 155	Casey Pitchford, Athens, Texas	29

BULL CALF DIVISION

777 Gambler	777 Farms, Magnolia, Ark.	42
RS Buzz	Randall Strickmeyer, Verona, Ky.	21
SF Mojito	Top Shelf Cattle Co., La Russell, Mo.	21

YEARLING BULL DIVISION

Rolling Oaks Grover	Missouri Meadows, Hughesville, Mo.	67
All In Harris 2/6	Quail Valley Farms, Oneonta, Ala.	30
SF Crown Royal	Top Shelf Cattle Co., La Russell, Mo.	23

SENIOR BULL DIVISION

Clancy	Quail Valley Farms, Oneonta, Ala.	46
3T Syrus	Rockin 3T Ranch, Ennis, Texas	40
C-P Copperhead 915C4	Pitchford Cattle Co., Athens, Texas, and Southern Cattle Co., Marianna, Fla.	35

STAR 5 FEMALE

Heaths Miss J.L.	Hollyann Roach, Keller, Texas	7
5 females tied at 2 points each		2

PRODUCE OF DAM

Gray Oaks 901	777 Farms, Magnolia, Ark.	10
Harris 017/9	Liberty Ranch & Outlaw Cattle Co., Edmond, Okla.	6

GET OF SIRE

777 Vegas	777 Farms, Magnolia, Ark.	10
SJ High Roller	777 Farms, Magnolia, Ark.	6

BEST OF POLLED FEMALE

Miss Grandview 555	Quail Valley Farms, Oneonta, Ala.	5
Miss Cammi 155	Casey Pitchford, Athens, Texas	2

OVERALL HIGH POINT FEMALE

Miss Grandview 555	Quail Valley Farms, Oneonta, Ala.	59
777 Vegas Show Girl	Patrick Daniel, Magnolia, Ark.	42
PC Miss Ranger	Stroman Cattle Co., College Station, Texas	35
Miss 777 Rhianna	Myers Cattle & Land Co., Navasota, Texas	34

BEST OF POLLED BULL

Rolling Oaks Grover	Missouri Meadows, Hughesville, Mo.	5
777 Gambler	777 Farms, Magnolia, Ark.	5

OVERALL HIGH POINT BULL

Rolling Oaks Grover	Missouri Meadows, Hughesville, Mo.	67
Clancy	Quail Valley Farms, Oneonta, Ala.	46
777 Gambler	777 Farms, Magnolia, Ark.	42
3T Syrus	Rockin 3T Ranch, Ennis, Texas	40



ROLLING OAKS GROVER

shown by Missouri Meadows, Hughesville, Mo.



MISS GRANDVIEW 555

shown by Quail Valley Farms, Oneonta, Ala.



HEATHS MISS J.L.

shown by Hollyann Roach, Keller, Texas

CHEROKEE RANCH & CASTLE

Sedalia, Colo.

— 63 Years Breeding Santa Gertrudis —



Reg# 20145305



Reg# 20153103



Reg# 20160089

Cherokee Grand Canyon 257/4

BW	WW	YW	Mat	TMat	Scrotal
1.13	14.38	23.17	1.37	8.56	0.29
HCW	REA	Marb	Fat	Carcass	\$G
16.34	0.18	0.01	0.01	10	\$21.98

Great phenotype with length, muscle, rib and excellent sheath. Top 1% in YW, HCW and SC and Top 2% in WW and REA. A loaded pedigree with performance and a history of champions. He's a game changer!

Cherokee Ruler 5156

BW	WW	YW	Mat	TMat	Scrotal
1.59	21.17	26.27	-4.33	6.26	0.08
HCW	REA	Marb	Fat	Carcass	\$G
19.07	0.27	0.12	-0.01	10	\$26.86

Cherokee Ruler ranks in the Top 1% for WW, YW, HCW, REA and 10% for Marbling. He scores phenomenally on carcass and ranked third among all 2016 Red Doc bulls offered. From top to bottom, he is sure to consistently deliver.

Cherokee Never Surrender 6013

BW	WW	YW	Mat	TMat	Scrotal
1.72	26.77	43.02	-0.19	13.20	0.05
HCW	REA	Marb	Fat	Carcass	\$G
29.77	0.36	-0.05	0.02	10	\$40.82

This bull has gone on to rank #1 in performance among our 2016 bull crop. A strong combination of phenotype, growth and carcass, he ranks in the Top 1% for WW, YW, HCW and REA.



James Holmes
Executive Director
303-523-9503

CherokeeRanchBeef.com

Supporting cattlemen and the Santa Gertrudis breed across the Rocky Mountain West!

Rafael Miranda
Ranch Manager
303-888-5297

Banners & Buckles Sale

FEBRUARY 10, 2018 ★ JACKSON, MISS.

Selling these two daughters of 2015 National Champion Bull Real Deal.



2015 NATIONAL CHAMPION BULL
Sired by TT ERVIN



Circle A Farm

David & Elaine Alderson
Williamsport, Tenn.

Phone (931) 682-2527 • Cell (931) 446-2527
dhealderson@gmail.com

REAL DEAL
Semen is available!



#20172754 ★ DOB: 1/6/17



#20172755 ★ DOB: 7/10/17

Dam is an own daughter of 2008 National Champion Female Bravo's Star

Jernigan Ranch

Performance



Jernigan 13/15 "Brent"

2017 Grand Champion
Southeast Empire Show
Lawrenceville, Ga.

2017 Grand Champion
North Carolina State Fair
Raleigh, N.C.

2017 Grand Champion
Greater Jacksonville
Agricultural Exposition
Jacksonville, Fla.

2016 Res. Grand Champion
South Carolina State Fair
Columbia, S.C.

2016 Res. Grand Champion
Greater Jacksonville
Exposition
Jacksonville, Fla.

	BW	WW	YW	Mat	TMat	Scrotal	HCW
EPD	0.12	7.63	9.13	4.39	8.21	-0.19	4.99

Jernigan 716

	BW	WW	YW	Mat	TMat	Scrotal
EPD	0.82	18.71	35.38	4.26	13.62	-0.15
	HCW	REA	Marb	Carcass	\$G	
	24.52	0.40	0.00	10	\$32.25	

Jernigan 631

	BW	WW	YW	Mat	TMat	Scrotal
EPD	1.48	13.58	20.22	4.03	10.82	0.01
	HCW	REA	Marb	Carcass	\$G	
	13.76	0.07	0.05	10	\$19.59	

Jernigan 708

	BW	WW	YW	Mat	TMat	Scrotal
EPD	0.75	19.32	33.64	-0.59	9.07	-0.03
HCW	REA	Marb	Tend	Fat	Carcass	\$G
21.19	0.25	-0.02	0.00	0.02	10	\$31.27

Jernigan 707

	BW	WW	YW	Mat	TMat	Scrotal
EPD	1.47	17.12	31.84	6.17	14.74	-0.08
	HCW	REA	Marb	Carcass	\$G	
	23.44	0.37	0.02	10	\$29.14	

Jernigan 632

	BW	WW	YW	Mat	TMat	Scrotal
EPD	2.56	17.75	29.36	5.62	14.50	-0.20
	HCW	REA	Marb	Carcass	\$G	
	23.24	0.27	0.01	10	\$27.65	

Jernigan 1/15

	BW	WW	YW	Mat	TMat	Scrotal
EPD	1.84	17.45	27.17	5.08	13.80	0.30
	HCW	REA	Marb	Carcass	\$G	
	20.03	0.23	0.01	10	\$26.00	



Jernigan 608

	BW	WW	YW	Mat	TMat	Scrotal	Adj. WW	Adj. YW
EPD	0.96	18.05	30.52	6.80	15.83	0.14	717	1,294
	HCW	REA	Marb	Tend	Fat	Carcass	\$G	
	19.92	0.26	0.05	0.03	0.00	10	\$28.59	

Jernigan Ranch

Wayne & Lavonne Jernigan

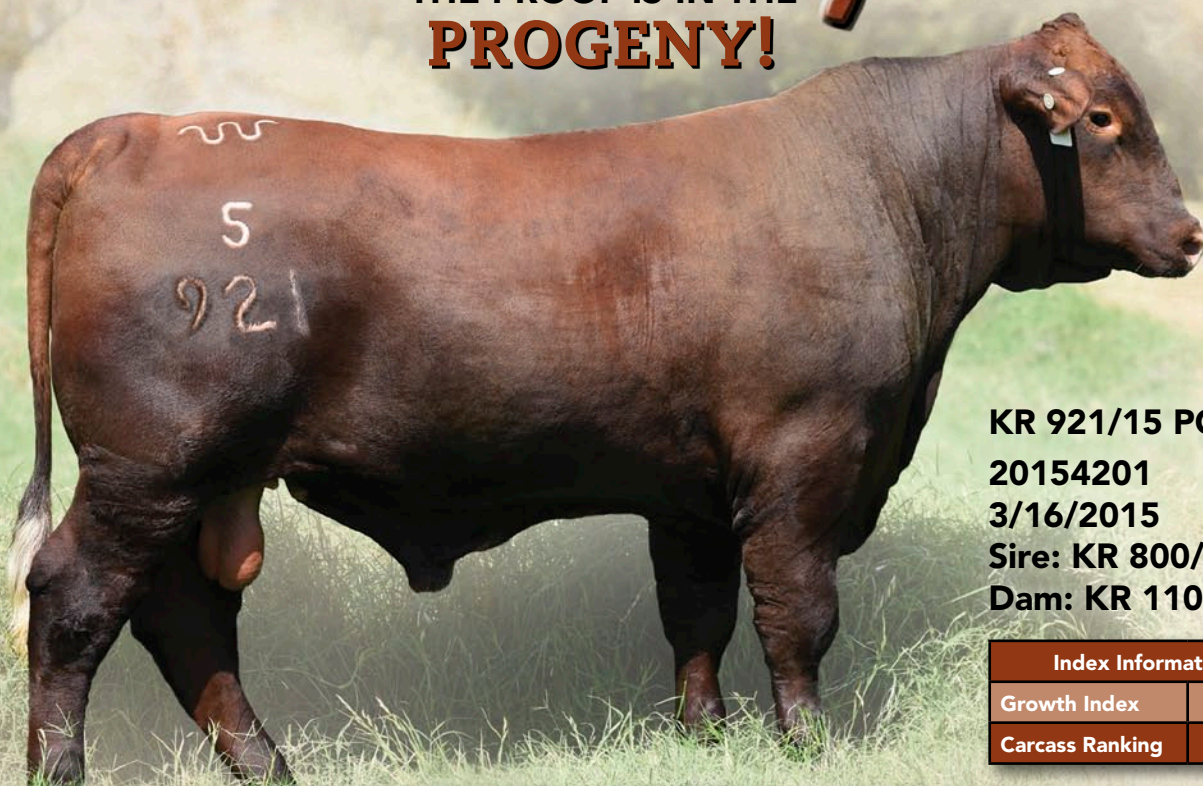
531 Doyle Road • Buena Vista, GA 31803

H (229) 649-7724 • C (229) 649-9659

wjernigansr@gmail.com

el Rey

THE PROOF IS IN THE
PROGENY!



KR 921/15 POLLED
20154201
3/16/2015
Sire: KR 800/11
Dam: KR 110N/09

Index Information	
Growth Index	21.46
Carcass Ranking	10

EPDs as of: 12/17	Birth Weight	Weanling Weight	Yearling Weight	Milk	Total Maternal	Carcass Weight	Marbling	Back Fat	Ribeye Area	Tenderness
EPD	0.42	10.64	24.58	2.74	8.06	19.55	0.22	0.02	0.32	0.02
Accuracy	0.26	0.34	0.32	0.21	NA	0.29	0.29	0.41	0.27	0.18

The first calves have arrived and El Rey has proven his herd sire potential. They have the eye-appeal combined with the growth and carcass traits we were looking for and the industry demands. In one generation, El Rey can take a herd from a 90% ranking up to the top 1% in carcass traits. And he'll do it while maintaining the look and growth needed today.



HARRIS 190E
sold at the 2017
TriStar Sale
for \$7300!

***We would like to thank these breeders
for their confidence in El Rey:***

NATIONAL

Harris Riverbend Farms	Grandview Farms
John Liford	Four J Cattle Co
Hefte Ranches	Allen Morgan
Diamond S Ranch	Steven Neidigk
Corporron Acres	Cotton Branch Plantation
Marvin Smith	Allen & Karen Ginnard

INTERNATIONAL

Semex, Canada	Costa Rica	Paraguay
Mexico	Panama	Argentina
Nicaragua		

Robert D. Silva • Silva Ranch • Krebs, Oklahoma
(918)470-5371 • 011 506 8932 7953
rdsilva06@sbcglobal.net • silvaranchsa@gmail.com



TOOLS IN THE SIRE SELECTION TOOLBOX

By Jessie Topp-Becker, Managing Editor

When it comes to sire selection, producers have several tools in their toolboxes to guide their selection decisions – expected progeny differences (EPDs), economically relevant traits (ERTs), selection indices and visual appraisal. During the 2017 Range Beef Cow Symposium, Matt Spangler, Ph.D., University of Nebraska-Lincoln Extension beef genetics specialist, and Bob Weaber, Ph.D., Kansas State University Extension specialist, explained each of these tools and outlined how producers can use them to make selection decisions.

Before making selection decisions, Weaber said producers must first answer four questions: 1) What are my breeding/marketing goals? 2) What traits directly impact the profitability of my enterprise? 3) Are there environmental constraints that dictate the level of performance that is acceptable for a given trait in my enterprise? 4) How are females replaced in my herd?

Sire selection becomes easier once these questions have been answered. The ultimate goal of sire selection should be to improve profitability via genetics. To do that, producers need to understand which traits generate

revenue or incur a cost within their operation and focus on selecting sires with the traits that impact profitability.

Expected Progeny Differences

EPDs are one selection tool producers can use to guide their selection decisions. “EPDs separate the wheat from the chaff,” Spangler said, while explaining that EPDs provide a measure to compare animals (within a breed) to one another for their genetic potential as parents for a specific trait.

EPDs incorporate several sources of information – full pedigree, an animal’s own record, genomic data and progeny information – and their accuracy increases as additional sources of information become available. With EPDs, environmental effects are also removed. “We sort out the environmental effects as a consequence focused

on that which can be passed between generations,” Spangler explained.

When compared to phenotypic selection, EPDs are 7-9 times more effective at generating a response to selection. “Having a tool [EPDs] that is useful and describes genetic variation is really important,” Weaber said.

This is especially true because EPDs isolate environmental factors that will not be passed from parent to offspring. Weaber reminded producers that EPDs can be used to increase, decrease or optimize performance.

When using EPDs, maximum trait selection should not be a producer’s main focus, this is especially true for commercial producers. Selecting for the maximum level of a particular trait might be optimal for some operations; however, producers should focus on identifying the optimal level of traits, rather than the maximum level. “The extremes in biology always come with a consequence,” Weaber said. “Figuring out the appropriate levels is a fair bit of the battle.”

Striving for optimal, not maximum, trait selection drives profitability. “Maximum calving ease, maximum yearling weight, maximum milk and maximum carcass is likely not the optimum solution for anyone in this room,” Weaber explained. “Understanding that maximum isn’t always best is really key.”

Economically Relevant Traits

There are numerous EPDs producers can select from, but not all EPDs are pertinent to an operation. Consequently, producers need to identify the traits that are economically relevant to their production system. An ERT is one “that has either a cost or revenue stream



Photo courtesy Ben Spitzer, Silo & Company

directly associated with it," Weaber explained.

All traits that are not ERTs are indicator traits, or a trait that is genetically correlated to an ERT but not an ERT itself. Examples include ultrasonic carcass measurements, birth weight and scrotal circumference.

"The importance of traits differs based on objective," Weaber said. "So understanding our objective, making sure we're connecting the traits that are important to our production objective is really key."

Selection Indices

Selecting for multiple traits is a challenge, which is why Weaber and Spangler encourage the use of selection indices. With a selection index, the economic value for each trait is measured in dollars, and the EPDs are then weighted according to their economic value to describe the differences in profitability. Selection indices can dramatically reduce the complexity of multiple-trait selection and aid in sire selection toward increased profitability.

The indices are objective and provide a uniform way to describe the relative economic values for a specific selection candidate. "Selection indexes simplify our approach by not getting bogged down by the minutia of 'this one is two pounds better here, but has one unit worse calving ease.' You don't have to worry about that, it's all in the index," Weaber explained.

To use an index properly, producers must clearly identify their breeding objective. "One of the biggest selection risks you make is not putting emphasis, and the right amount of emphasis, on the right traits," Weaber said. "Understanding which is the right index and using it is key. Describing your production system helps guide you to which selection index to use."

Visual Appraisal

Today, many producers continue to rely solely on a bull's phenotype to make their selection decisions. "That's unfortunate," Spangler said. "Because when we defer to what the bull looks like and not what his genetic merit is, we create an inefficiency in the beef industry complex."

An animal's phenotype is what is seen, or measured, and it is influenced by genetics and the environment. Since the purpose of selecting a herd sire is to identify a bull based on his potential

Santa Gertrudis Foundation Update

By Allen Grainger, Director, Santa Gertrudis Foundation

AS THE SANTA GERTRUDIS FOUNDATION EVOLVES, it is apparent that our breeders are grasping the greater purpose of what the Foundation stands for and what it can do for the breed. Doors are being opened for conversations at the university level. To date, Auburn University and Utah State University are actively building their programs to include Santa Gertrudis genetics. In addition, SGBI President Yancey Strait and SGBI Executive Director John Ford met with G. Cliff Lamb, Ph.D., Department of Animal Science head at Texas A&M University (TAMU), regarding his beef-cattle initiative.

Whether the meeting with Lamb provides an immediate avenue for Santa Gertrudis cattle into the TAMU program or not, the fact is, we (Santa Gertrudis) have been invited to the table for discussion. This, in itself, is a huge step forward for the Santa Gertrudis breed.

Three more Legacy Lots were sold at the South Texas Heritage Sale. Many thanks to La Campana Ranch and Tom Martin, Hefte Ranch and Strait Ranches for donating heifers that benefited the Foundation. I will include a bio of these ranches in next month's Foundation article. Also, thank you to Kyle Kinncannon, and Terry and Nancy Wunderlich for purchasing these heifers. Your support of this program is greatly appreciated.

Looking ahead, Debbie Townsend is working on an event that will benefit the Santa Gertrudis Foundation immediately following the Super Sale at the Houston Livestock Show. I'm hearing talk of dinner, drinks, music and lots of fun, so plan to stick around after the sale.

Building something great takes time and patience. I truly believe we are on the right track, and all the support we have from our breeders proves that. 🐮

ADDING VALUE TO THE SANTA GERTRUDIS BREED THROUGH RESEARCH AND EDUCATION

Join Us!

SANTA GERTRUDIS

Foundation Fundraiser

MARCH 2, 2018

Immediately following the 2018 International Super Sale
NRG Center | Houston, Texas

Join your fellow Santa Gertrudis breeders for an evening of dinner and dancing at the Houston Livestock Show and Rodeo. The event will take place immediately following the International Super Sale. All proceeds will benefit the Santa Gertrudis Foundation.

More information coming soon!

DEBBIE TOWNSEND

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

CONTINUED ON PAGE 42 ►

SANTA GERTRUDIS SALE

Reports

14th ANNUAL BRIGGS RANCHES BULL AND COMMERCIAL FEMALE SALE

NOV. 10, 2017 | BLOOMINGTON, TEXAS

SALE AVERAGES

114 Bulls \$3,828
217 Commercial Heifers \$1,933

The high-selling lot, Lot 1, was sold to Tinney Farms, Hanceville, Ala., and Grandview Farms, Hamilton, Ala., for \$12,500. The high-selling lot, Lot 16, was sold to Red Doc Farm, Belen, N.M., for \$10,000. The high-selling lot, Lot 7, was sold to Lively Farms, Franklin, Texas, for \$8,750. The high-selling lot, Lot 13, was sold to Wiley Ranch, Deville, La., for \$8,750. The volume buyer was Vesper Ranch, Cotulla, Texas. 🐾

40th ANNUAL TRI-STAR SANTA GERTRUDIS SALE

NOV. 11, 2017 | BLOOMINGTON, TEXAS

SALE AVERAGES

76 Lots \$4,911

The high-selling lot, Lot 158, sold to Wiley Ranch, Deville, La., for \$12,000. The high-selling lot, Lot 165, was sold to Guidry Cattle Co., Gueydan, La., for \$10,500. 🐾

SOUTH TEXAS HERITAGE SALE

NOV. 18, 2017 | ROBSTOWN, TEXAS

SALE AVERAGES

Bred Heifers \$3,434
Pairs and 3NI \$3,767
Open Heifers \$2,546
STAR 5 Bred Heifers \$2,000
STAR 5 Open Heifers \$1,869

The 2017 South Texas Heritage Sale was the biggest and best to date! Thank you to everyone who joined us in Robstown. A total of 151 head of Santa Gertrudis and STAR 5 females were sold.

The high-selling lot was consigned by the King Ranch, Kingsville, Texas, and was sold to Cherokee Ranch, Sedalia, Colo. Tom Martin of La Campana Ranch, George West, Texas, was awarded the 2017 Heritage Breeder award by the South Texas Santa Gertrudis Association.



La Campana Ranch; Hefte Ranch, Hondo and Agua Dulce, Texas; and Strait Ranches, Carrizo Springs, Texas, all donated Legacy Lot heifers. Two Legacy heifers were purchased by Wunderlich Farms, Brenham, Texas, and one was purchased by Kenley Kincannon, West Columbia, Texas. The donated Legacy Lots averaged \$4,250 per head. 🐾

TOOLS

CONTINUED FROM PAGE 41

as a parent, the environment should not be considered when making selection decisions because the environmental benefits will not be passed from parent to offspring. Additionally, a bull's actual phenotype (weights, scan data, etc.) cannot be compared from animal to animal since they are not adjusted for systematic effects and do not provide any indication of an animal's genetic superiority. When producer's select a herd sire based on phenotype, they place selection pressure on the animal's genetic potential and environmental influences.

However, there are some instances when a producer should use phenotypic selection when evaluating potential herd sires. Since not all ERTs have an associated EPD, in those cases, the use of phenotypic information may

be useful. For sire selection, Spangler explained there are three examples where a bull's phenotype is important relative to his ability to pass on genetic potential for other traits – breeding soundness exams, docility and feet and leg traits. "These are pass or fail criteria related to their ability to do their job," he said. "But we're not advocating using the raw phenotypes as a proxy for how well they are going to improve those traits for the next generation."

Since it is nearly impossible to distinguish between genetic and environmental effects on the sire, phenotypic evaluation should only be used to ensure that a bull passes the thresholds described above. Producers should not rely solely on visual appraisal to make selection decisions.

Some producers may argue that they rely on visual appraisal when making selection decisions because they don't understand how EPDs, ERTs and selec-

tion indices work. Spangler said that is not a valid excuse. "How many of you can explain to me in great detail how the engine of your vehicle or how an airplane works," he asked. "You made the conscience decision that, even though you don't know exactly how they work, they are a more efficient means of getting you from point a to point b than the other options you have available." He said the same is true with selection tools. Even if producers don't understand exactly how the tools work, they are still effective and should not be ignored.

Once producers have identified their production goals, they can use the genetic prediction tools that best align with their specific goals. "We realize that selection is challenging," Spangler said. "So it's critical to use the right tool for the right job. 🐾

Our *Honey Badger*

is doing a great job for us!

His calves are thick and stylish!

**Semen
available
for sale!**



Woman Hollerin Ranch

Ricky & Betty McCormick

1211 Peach Ridge Road • Brookshire, TX 77423

Home: (281) 375-6861 • Cell: (281) 797-6355

www.womanhollerinranch.com



Find us on Facebook!

**Happy
New Year!**



Look for this Honey
Badger daughter,
born 4/22/17, in the
Banners & Buckles Sale
in Jackson, Miss.!



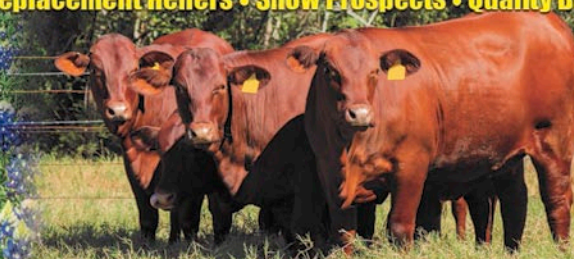
MARCH 24, 2018 11:00AM

**Lavaca County Exposition Center
Hallettsville, TX**

**Offering to include:
Replacement Heifers • Show Prospects • Quality Bulls**

Sale Schedule
Friday, March 23rd
5:00pm - Cattle Viewing
6:00pm - Dinner

Saturday, March 24th
8:00am - Cowboy Coffee
11:00am - Sale Begins



"Committed and Proven" Sponsors

- ♦ Borchers Southern Y Ranches, L.P., Charla Borchers-Leon & Mary Kay Borchers
- ♦ Briggs Ranches, LRB Ranches LLC, Robert Briggs & Louise Briggs Thurman
- ♦ Corporon Acres, Jim Corporon
- ♦ Dos Bros Ranches, Rodney & Barbara Corporon
- ♦ DuBois Cattle Co., Tom & Debbie DuBois
- ♦ Four J Cattle Co., Larry Justiss Family
- ♦ Hargis Ranch, Phillip & Dana Hargis
- ♦ Harris Riverbend Ranch, David & Laurie Harris

- ♦ Hefley BHR Ranch, Barbara Hefley
- ♦ Rancho Salida Del Sol, John & Pam Liford
- ♦ Strait Ranches, Y.N. Strait Family
- ♦ Townsend Cattle Co., Ivan Townsend Family
- ♦ Twin Creek Ranch, Wes & Lou Hall
- ♦ Wendt Ranches, Gene & Nancy Kubecka and Daniel & Lauren Kubecka
- ♦ Woman Hollerin' Ranch, Ricky & Betty McCormick

This sale will be broadcast live on the internet.
DVAuction
Broadcasting Real-Time Auctions
Real time bidding & proxy bidding available.

For sale catalog, photos and up-to-date information, visit our website:
For inquiries contact Sale Chairman: Debbie Townsend • (979) 541-4989 • townsendcattle81@gmail.com

SANTA GERTRUDIS BREEDERS INTERNATIONAL 67TH ANNUAL MEETING



River Spirit Casino Resort • Tulsa, Okla.

MARCH 14-17, 2018

HOTEL INFORMATION

River Spirit Casino Resort
8330 Riverside Pkwy.
Tulsa, Okla. • (888) 748-3731

GROUP CODE: Santa Gertrudis
Breeders International

RATE: \$109/night
RESERVATION CUT-OFF: Feb. 12, 2018

SCHEDULE OF EVENTS

WEDNESDAY, MARCH 14

8:00 a.m.

COMMITTEE MEETINGS

9:00 a.m. – 5:00 p.m.

SILENT AUCTION & TRADE SHOW SETUP

12:00 p.m.

1:00 p.m.

LUNCH BREAK

REGISTRATION

6:00 p.m. – 7:00 p.m.

7:00 p.m. – 10:00 p.m.

SOCIAL HOUR

AWARDS BANQUET

THURSDAY, MARCH 15

8:00 a.m.

8:00 a.m. – 11:00 a.m.

BREAKFAST

COMMITTEE MEETINGS

8:00 a.m. – 12:00 p.m.

REGISTRATION

11:00 a.m. – 12:00 p.m.

MIKE ARMITAGE, ARMITAGE LIVESTOCK

12:00 p.m. – 1:00 p.m.

LUNCH

KEYNOTE SPEAKER: JUSTIN MCKEE

1:00 p.m. – 2:00 p.m.

JILL GINN, NEOGEN/GENESEK

6:30 p.m.

HEAVY HORS D'OEUVRES AND COCKTAILS

hosted by Vince and Mary Westbrook, Arrow W Ranch
at the Summit Club

FRIDAY, MARCH 16

8:00 a.m.

BREAKFAST

8:00 a.m.

ANNUAL MEMBERSHIP MEETING, EXECUTIVE DIRECTOR AND AFFILIATE REPORTS

8:00 a.m. – 12:00 p.m.

TRADE SHOW AND SILENT AUCTION END

12:00 p.m. – 2:00 p.m.

SGBI NEW BOARD OF DIRECTORS MEETING

12:00 p.m. – 6:00 p.m. 6:00 p.m. – 7:00 p.m.

FREE TIME

SOCIAL HOUR

7:00 p.m. – 10:00 p.m.

PRESIDENT'S DINNER AND HALL OF FAME INDUCTIONS

SATURDAY, MARCH 17

10:00 a.m.

TOUR

Woolaroc Museum and Wildlife Preserve,
Bartlesville, Okla.

REGISTRATION FORM

Name: _____ Spouse: _____

Ranch Name: _____ Herd No.: _____

Phone: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

COMPLETE REGISTRATION INCLUDES:

All sessions & meals for Wed.-Sat.; tour with transportation; President's Dinner
and Hall of Fame Inductions

\$275.00 per person x _____ = \$ _____ If received BY Feb. 26, 2018

\$325.00 per person x _____ = \$ _____ If received AFTER Feb. 26, 2018

WEDNESDAY a la carte tickets

DINNER/AWARDS BANQUET

\$100 per person x _____ = \$ _____

THURSDAY a la carte tickets

BREAKFAST

\$25 per person x _____ = \$ _____

LUNCH / KEYNOTE SPEAKER

\$50 per person x _____ = \$ _____

FRIDAY a la carte tickets

SGBI ANNUAL MEETING BREAKFAST

\$25 per person x _____ = \$ _____

PRESIDENT'S DINNER AND HALL OF FAME INDUCTIONS

\$125 per person x _____ = \$ _____

TOUR number attending x _____

PAYMENT METHOD

Check No.: _____ TOTAL: \$ _____

Credit Card: ☐ Visa ☐ Mastercard
please check one

Credit Card No.: _____

Expiration Date: _____

Card Holder Name: _____

Card Holder Signature: _____

Mail registration to: SGBI, P.O. Box 1257 • Kingsville, TX 78364 or FAX to (361) 592-8572

2013 NATIONAL CHAMPION BULL • 2016-2017 SGBI SIRE OF THE YEAR

FEATURING SJ HIGH ROLLER 005



HIS PROGENY CONTINUE TO COVER ALL THE BASES

Show Winners • Sale Toppers

Better Beef Contest Winners

#1 marbling heifers at Tampa & Lake Charles shows

***High Roller Sexed & Conventional
Semen Available***



777 VEGAS

2016 NATIONAL CHAMPION BULL

Sired by SJ High Roller



MISS 777 ARIANA

2017 NATIONAL CHAMPION FEMALE

SGBI HIGH POINT FEMALE

Sired by SJ High Roller



777 GAMBLER

SGBI LEADING HIGH POINT BULL CALF

Full brother to Vegas

**Grand Champion Kentucky & Arkansas State Fairs
Reserve Grand Champion State Fair of Texas**

2016-2017 SGBI Exhibitor of the Year

CHAD & JAMIE DANIEL AND FAMILY

(870) 904-3070 • (479) 206-9199

triple7farms@gmail.com



777 VEGAS SHOW GIRL

SGBI LEADING HIGH POINT HEIFER CALF

Sired by 777 Vegas

6 time Calf Champion

**777
FARMS**

MAGNOLIA, AR

***Look for Gambler and
Vegas Show Girl at the 2018
National Show in Fort Worth!***

SANTA GERTRUDIS BREEDERS INTERNATIONAL 67th ANNUAL MEETING

FEATURED SPEAKERS

Jill Ginn Genomics Territory Manager, Neogen/GeneSeek



Jill Ginn grew up in Hereford, Texas, the Beef Capital of the World. She has had a passion for the beef industry since she was a young girl. Jill graduated from Texas A&M University with a degree in agricultural science.

After graduation, Jill began her career in the beef industry as a cattle buyer for Excel Corp. (Cargill Meats) in the northern Texas Panhandle. Upon departing Excel, Jill was recruited by Schering-Plough Animal Health as a national account manager for the Global Animal Management Division. In 2002, Jill began working for Novartis Animal Health as a territory manager in northeast Texas and Louisiana focusing on

cow-calf and stocker operations.

In her spare time, Jill has held several leadership positions in the beef industry. She served as National Beef Cook-Off chairman in 2009, chairman of the Young Cattlemen's Conference in 2010 and president of the American National Cattle-Women in 2011.

In September 2013, Jill began working for GeneSeek, a division of Neogen, coordinating the sales and marketing of beef genomic profiles in Texas. In this position, Jill consults with cattle producers on how to utilize their genomic results to make genetic improvement in their herds. She also works with breed association staff and university Extension personnel to educate the beef industry about the value of genomic testing.

Jill and her husband, Scott, have three children – twins, Luke and Grace, and older sister, Taylor. They live in Granbury, Texas.

Justin McKee Announcer

Justin McKee is probably best known as the television "voice of the PBR," from 2001-2010, where he worked for several television networks, including NBC, CBS, Foxsports, Versus and RFD-TV. For the last three years he has hosted *The Road to the American* and *The American* on RFD-TV. Justin has also voiced national ads for B&W Hitches, Ford Trucks, the City of Las Vegas, Mandalay Bay Hotel, Priefert Manufacturing, the Professional Bull Riders (PBR) and PFI Western Store.

Justin also has announced some of the biggest Professional Rodeo Cowboy Association (PRCA) rodeos in the country, including Cheyenne Frontier Days, Pendleton Round-Up, Calgary Stampede and the Ellensburg Rodeo. The ranch-raised cowboy not only talks about rodeo, but has stayed active as a competitor and finished in the top 35 of the PRCA World Standings in steer roping in 2005 and 2011.

He also pastors Cowboy Capital Fellowship in his community of Lenapah, Okla., and has started several programs to help people in need, including food backpacks for school kids and distributing food to families through The Mary and Martha Project. He and his wife, Jeannie, have a 17-year-old daughter, Kassidy, who was the 2016 Miss Rodeo Oklahoma Teen. The family owns a cow-calf and stocker operation with leases in Kansas, Oklahoma, Arkansas and east Texas.

Mike Armitage Owner, Armitage Livestock

Mike Armitage, Claremore, Okla., will provide insight about strategies to assist SGBI members in marketing replacement females. Mike and his wife, Martha, own and operate Armitage Livestock, a commercial female marketing company developed to supply quality replacements for the beef cattle industry. Armitage Livestock was started in 1988 and incorporates added-value options to all the bred heifers and cows it markets annually. 🐄



TOUR HIGHLIGHT

Woolaroc Museum Tour

While in Tulsa, Okla., for the 2018 SGBI Annual Meeting, members will have the opportunity to participate in a tour of the Woolaroc Museum and Wildlife Preserve in Bartlesville.



Established in 1925, Woolaroc was the ranch retreat of oilman Frank Phillips. The name Woolaroc is derived from three words – the woods, lakes and rocks that make up the Osage Hills of northeast Oklahoma where Woolaroc is located. The name was originally intended for the rustic lodge ranch house, but it soon became the name for the entire Frank Phillips ranch.

The 3,700-acre wildlife preserve is home to more than 30 varieties of native and exotic animals and birds, including buffalo, elk and longhorn cattle. Guests can enjoy a two-mile drive through the animal preserve during their visit to Woolaroc.

Woolaroc also has a museum housing a collection of Western art and artifacts; Native American pottery, baskets, beads, blankets and cultural art; historical displays; and one of the most complete collections of Colt firearms in the world. The museum has one of the most outstanding Western art collections in the world that represents the culture and lifestyles of the people and peoples of America and the American West.

Registration for the 2018 SGBI Annual Meeting is now open. Make plans to attend this annual event and tour the Woolaroc Museum and Wildlife Preserve. 🐄

Cedar Crest Farms408 Suite B, Hwy 31 N.W.
Hartselle, Alabama 35640

ALABAMA

256-773-4077
Charles Sandlin

TENNESSEE

931-294-5507
James Sandlin**GRANDVIEW FARMS**5400 Bexar Ave. East
Hamilton, AL 35570
www.grandviewfarm.biz**Cattle & Semen
for Sale****RESERVE NATIONAL CHAMPION BULL****"JOHN 316"**Delmo Payne, Owner (205) 468-5319 (cell)
Brent Shaw, Manager (205) 412-5761 (cell)**Running M
Ranch**

Herd No. 2926

Polled Bulls for Sale**Jimmy & Ginger Montgomery**

17925 Hwy. 82 • Union Springs, Ala. 36089

334.703.1314 (c) • 334.738.4886 (h)

Southern BreezeLamar Kelly
Enon, AL

(404) 915-4952

sbranch@sbranch.com

www.sbranch.com

**777
FARMS**Chad, Jamie, Patrick,
Erin-Kay & Caroline Daniel
Magnolia, AR
(870) 904-3070

triple7farms@gmail.com

Home of National Champions
High Roller and Annie**DENSON 3D FARMS**

Herd # 9006

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

Wayne & Lavonne

Buena Vista, GA 31803

O: (229) 649-2575 • H: (229) 649-7724

C: (229) 649-9659

Email: wjernigansr@gmail.com

REGISTERED SANTA
GERTRUDIS CATTLE**MC Ranch**6016 Salem Valley Rd.
Ringgold, GA 30736
www.mcranch.com**Dr. Burton & Judy McDaniel**
(770) 475-0287 home (404) 313-0292 cell
Email: mrmcranch@aol.com**Contact your Sales Representative to
place an ad in Santa Gertrudis USA:****DARREN RICHMOND**

(423) 364-9281

djrichmd@gmail.com

**CHEROKEE
RANCH**

— & CASTLE —

**JAMES HOLMES**
Executive Director
303-523-9503**RAFAEL MIRANDA**
Ranch Manager
303-888-5297

SEDALIA, COLORADO

CherokeeRanchandCattle.com**HEIL CATTLE CO.**Doug & Debbie Heil
Stonefort, IL 62987

(618)672-4887 (h) • (618)525-0611 (c)

dheil@harrisburgtruss.com

Herd #37491 Eddyville, IL Premise

QUALITY
BEHIND THE
CRAZY H**GOODIN FARMS**AUSTIN, IN
SGBI Herd #19416

(812) 794-2624

www.goodinfarms.com

BERLEY, JERRY & TERRY GOODIN
Breeders of Santa Gertrudis Cattle
Official Nu Gen Project Farm**WR RANGH**

P.O. Box 639

Bosque, N.M. 87006

(505) 504-1513

wrranchnm@gmail.com

Cox Mill Farms

Herd #16315

C (919) 708-2816

H (919) 499-6741

Alan & Vivian Cox
6444 Cox Mill Rd.
Sanford, NC 27332**WILEY RANCH****Erik or Kim Wiley**

155 Sayes Rd., Deville, LA 71328

(318) 481-8082 • (318) 481-6927

erikkeri@yahoo.com

Creech Farms

12483 NC 39 • Zebulon, NC 27597

Tony (919) 427-4679 • Brandon (919) 761-3894

Email: ccreech6@gmail.com

Herd No. 16769 • Herd No. 37879

**Cotton
Branch
PLANTATION**Ryan Cowart,
Manager
601-384-6719Ed & Barbara Herring
Smithdale, MS
601-384-7062 cell
601-384-2617 farm**ARROW RANCH****Dr. Carl O. Westbrook • Vincent & Mary Westbrook**

685 West 77th Street South • Tulsa, Oklahoma 74132

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

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

Don & Eric Perner

(918) 366-2732

16702 Adams Road
Mounds, OK 74047dperner@olp.net
Herd No. 4405

SGBI COMMITTEE PROFILES

GET INVOLVED WITH SGBI - JOIN A COMMITTEE

Are you making plans to attend this year's annual Santa Gertrudis Breeders International meeting in Tulsa, Okla.? The activities will begin with committee meetings at the River Spirit Casino Resort; this is a great time to get involved in the association. SGBI's 12 committees include Breed Improvement, Marketing and Promotions, Finance, Long-Range Planning, Membership and Youth Promotion. Pick one and join the discussion!

BREED IMPROVEMENT

The responsibilities of the Breed Improvement Committee are managed through the following subcommittees:

- The **BREED STANDARDS** Subcommittee shall be referred to for recommendations on all policy matters concerning the Standard of Excellence, breed improvement programs, registration of cattle and recording methods applicable thereto.

- The **PERFORMANCE TESTING** Subcommittee shall be referred to on all aspects of breed improvement relating to performance-oriented programs, and will be charged with increasing and encouraging breeder participation in these programs.

- The **RESEARCH AND EDUCATION** Subcommittee shall be referred to for current research information regarding beef cattle and the Santa Gertrudis breed, and shall be charged with encouraging and/or supervising relevant and ongoing research on the breed.

MARKETING AND PROMOTION

The responsibilities of the Marketing and Promotion Committee shall be managed through the following subcommittees:

- The **SHOWS AND EXHIBITS** Subcommittee shall be referred to on all policy matters pertaining to shows and exhibits in which Santa Gertrudis cattle participate.

- The **SALES AND MARKETING** Subcommittee shall be referred to on all policy matters relating to the marketing and merchandising of purebred and crossbred Santa Gertrudis cattle in the United States and foreign countries.

- The **BREED PROMOTION** Subcommittee shall be referred to on all policy matters relating to the advertising and promotion of the Santa Gertrudis breed in the United States and foreign countries.

- The **COMMERCIAL CATTLEMAN** Subcommittee shall be referred to on policy and procedures relating to the marketing of and merchandising of purebred and Santa Gertrudis-influenced genetics in the United States to commercial and commercially-oriented cattle operations.

FINANCE COMMITTEE

The Finance and Auditing Committee shall be nominated by the secretary-treasurer, who will serve as chairman of the committee, and who will have supervision of the books of account of the association, making regular audits of such books of account. To it shall be referred all matters pertaining to the fiscal affairs of the association.

LONG-RANGE PLANNING

The Long-Range Planning Committee shall be nominated by the vice president designated as Long-Range Planning vice president, and shall be charged with the establishment and maintenance of the Santa Gertrudis

Breeders International Long-Range Plan.

MEMBERSHIP

The Membership Committee shall be nominated by the vice president, and shall be charged with the maintenance of membership rolls and the establishment of criteria for membership, communications between members and beef industry allies, and encouraging member retention and recruitment of new members.

YOUTH ACTIVITIES

The Youth Activities Committee shall be nominated by the vice president designated as youth vice president, and shall be charged with the establishment and maintenance of the existing comprehensive set of guidelines and programs for the motivation of more active junior members.

For more details on the committees, along with more opportunities to get involved in the association, visit the SGBI website or contact the SGBI office.

CALL FOR NOMINATIONS

Santa Gertrudis Breeders International will hold the association's Annual Membership Meeting Friday, March 16, 2018, in Tulsa, Okla. In addition to the annual business meeting, Board of Director elections will be conducted. Active SGBI members wishing to seek a seat on the Board and have their names placed on the ballot are asked to notify Diana Ruiz, SGBI member services specialist, via U.S. mail, email (diana@santagertrudis.com) or FAX (361) 592-8572 no later than Monday, Jan. 8, 2018. A 300-word bio and picture are required, which will appear in the February issue of *Santa Gertrudis USA*. Individuals interested in seeking a district director at-large seat are also asked to notify SGBI.

Candidates are being solicited for:

EASTERN REGION DIRECTOR – 2 seats

WESTERN REGION DIRECTOR – 2 seats

DISTRICT DIRECTOR AT-LARGE – District 2 and District 3

Questions concerning Board seats or election procedures are to be directed to John Ford, SGBI executive director, jford@santagertrudis.com.



Gary Harding

 918-616-7741
 P.O. Box 87, Checotah, OK 74426

PONDEROSA RANCH
Joe & Dorothy Simmons
 32557 U.S. Hwy. 177 (405) 333-2296 H
 Macomb, OK 74852 (405) 640-9184 C
 simco@mbo.net
 Jesus is Lord

REYNOLDS PRAIRIE VIEW FARMS
Rance & Kathy Reynolds
 (918) 232-7870
 Warner, OK 74469
 rancelee12@gmail.com

 REGISTERED SANTA GERTRUDIS

LOU AL TUCK FARMS
 Great Falls, S.C.
 Al Jackson: 803.984.0704
 Ajackson@pike.com
 T.A. Jackson: 803.482.2283

Circle A Farm

David & Elaine Alderson
 Registered Santa Gertrudis Cattle
 Phone (931) 682-2527
 4824 Leipers Creek
 Williamsport, TN 38487
 Champions for the Pasture & Showing

BIERI FARMS #474
 P.O. Box 441 • Angleton, Texas 77516
 Office: (979) 849-7911 • Fax: (979) 849-1926
 oldaggie56@aol.com • www.bierifarms.com

Blackjack Oaks Ranch
 Where Excellence is the Norm

Allen & Karen Ginnard
 Washington, Texas
 936.878.1825 • 713.586.9978
 www.blackjackoaksranch.com

Borchers Southern Y Ranches, L. P.
 Charla Borchers-Leon • Mary Kay Borchers
 2401 North Wheeler Street
 Victoria, Texas 77901 • (361) 575-1297
Santa Gertrudis Y Braford F1
Purebred • STAR 5 • Crossbred Cattle
 Tommy Phillips Richard G. Hood
 (361) 573-5919 (H) (361) 790-5641 (H)
 (361) 649-9726 (M) (979) 777-8247 (M)

Briggs Ranches
Cowman Selected. Cowman Proven.
 PO Box 1417 • Victoria, Texas 77902
 (361) 573-7141
 Joe Jones, manager (361) 897-1337

Traylor Division
 Bloomington, Texas
 (361) 897-1337

San Roque Division
 Catarina, Texas
 (830) 999-3236
San Carlos Division
 Rio Grande City, Texas
 Joe Jones: briggsranches@hotmail.com
www.BriggsRanches.com

CORPORRON ACRES

Jim Corporron
 Schulenburg, Texas 78956
 Ranch (979) 562-2405 • Cell (979) 561-7185
 Email: jim@corpacres.com
Rodney & Barbara Corporron
 Schulenburg, Texas 78956
 (713) 724-1263
Dos Bros Ranch
 www.corporronacres-dosbrosranches.com

CROSSWINDS RANCH 5

DARRELL ROACH
 Keller, Texas • (817) 235-8158
 Crosswinds.tx@gmail.com

Diamond S Ranch
 Registered Santa Gertrudis Cattle
Jerry & Pat Stults
 Lillian, Texas
 Private treaty bulls and females for sale at all times. Call & Come by to see the difference the new Santa Gertrudis can make in your herd.
 817/ 534-0044 Office
 817/ 925-1639 Jerry Cell jstults@jpsalliance.com
 817/ 475-3226 Pat Cell pstults@jpsalliance.com

Double TT Ranch
WYLIE AND B. J. TALIAFERRO
 Box 57, Rosser, TX 75157 • Herd # 3326
 Home: (972) 452-8451 • Wylie Cell: (469) 644-1620
 Duane Miller: (214) 793-5111
 wylietaliaferro@yahoo.com

El Chaparral Grande Ranch
 Herd No. 10149

 Richard & Sharon Stellman
 408 FM 1376
 Boerne, Texas 78006
 (830) 537-5778
 Ranch - Hondo, Texas (830) 426-5119
 E-mail: rgsecgr@gvvc.com

Four J Cattle
 Registered Santa Gertrudis & Crosses
Larry & Zoe Justiss 6994 U.S. Hwy 77 N
 (361) 772-5613 Hallettsville, TX 77964
 zjustiss@cvctx.com www.fourjcattle.com

Fulton Farms ES
 (940) 368-7630
 (940) 898-1423
Jane Fulton, Suzanne Fulton & Taylor Terry
 Post Office Box 3064 • Denton, TX 76202
 esterry@hotmail.com

Hargis Farms
 SANTA GERTRUDIS
 Box 457 • Hemphill, TX 75948
 (409) 787-2165
 email: hargis@suddenlink.net
 Herd # 7325

HARRIS RIVERBEND FARMS

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

HEFTE RANCH
 Kathryn Hefte Petty (210) 414-2493
 K.T. Hefte (361) 813-4937
 1200 State Hwy 173 N
 Hondo, Texas 78861
 Cattle Located in Hondo and Agua Dulce, Texas

John Martin Ranches
 Box 869
 San Diego, Texas 78384
 (361) 701-5683
 Charter Member S.G.B.I.
 Herd #4

La Cuchilla Ranch
LOEL O. GARZA (956) 778-6277
 McAllen, Texas
 loel.garza@gmail.com
 www.lacuchillaranch.com

MYERS CATTLE & LAND CORP.
CARROLL D. MYERS
 (936) 825-6544
 www.myerscattleandland.com
 25821 State Hwy. 6 South • Navasota, Texas 77868
 contact: Lauren Myers West (281) 744-7605
 or: Billy Eubanks (512) 484-1776

OLIVAREZ RANCHES
 Since 1898
 Santa Gertrudis Since 1950
 Herd #439

 Ben D. Olivarez P.O. Box 829
 (956) 585-1661 (o) Mission, TX 78573

Santa Gertrudis
Cattle Herd #878

Rocking A Ranch
"The Tradition Continues"

ALLEN & CHERYL GRAINGER
P.O. BOX 2282, BRENNHAM, TX 77834
979-830-8785 • rockingacattle@gmail.com
www.rockingasantagertrudis.com

Rose Hill Ranch

AJ & Rosemary Gambino
P. O. Box 235 Pattison, TX 77466
(832) 496-8836
www.santagertrudiscattle.com
e-mail: rosemary.gambino@gmail.com

SILVERBROOK RANCH

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

SILER
SANTA GERTRUDIS CATTLE

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

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

THIRTEEN OAKS RANCH
VALLEY MILLS, TEXAS

HAROLD C. COBB
Santa Gertrudis Cattle

P. O. Box 21775 Bus. 254-749-2586
Waco, Texas 76702 haroldccobb@gmail.com

Townsend Cattle Co.
Ivan Townsend Family
HOME OF RDF SANCHEZ'S NEVER BEFORE 1136
CSS Conventional & Sexed Semen Available
Louise, Texas • (979) 541-3409
townsend30@yahoo.com

URBANOSKY RANCH
SGBI HERD #2243 • EST. 1969
HOME OF GERT DYNASTY 4-30
14525 URBANOSKY LN., PLANTERSVILLE, TX 77363
JEROME CELL (281) 797-5715
BLAKE CELL (936) 870-5252

VESPER RANCH
Kelly Vesper
Charter Member SGBI - Herd 43
Drawer 679, Cotulla, TX 78014
(903) 436-3606
Established 1850

Wendt Ranches
Herd Established in 1954
PERFORMANCE TESTING SINCE 1958
E-mail: wendtranches@hotmail.com
Website: www.wendtranches.com

5475 FM 457 Gene Kubecka: (979) 240-5311
Bay City, Texas 77414 Daniel Kubecka: (979) 240-5312

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

TARA Ranch
LIBERTY, TX
Curtis & Tamara Hudnall Ph: 936.334.4804

David Alderson 931.682.2527
Williamsport, TN
Darren Richmond 423.364.9281
djrichmd@gmail.com

ALDERSON/ RICHMOND
Marketing & Promotion
of Santa Gertrudis Cattle

Cottage Farm Genetics
Jackson, TN 38305
Wesley Klipfel
800-293-BULL
cottages@aeneas.net
www.cottagefarmgenetics.com

SEMEN COLLECTION
SEMEN STORAGE
BULL HOUSING
EMBRYO TRANSFER
PROGRAMS
AI PROGRAMS

LUNDBERG CATTLE SERVICES

Photography ♦ Marketing ♦ Advertising
Herd Consulting ♦ Sales Consulting

Bill Lundberg Office: (479) 967-1524
P.O. Box 567 Cell: (479) 880-6217
Russellville, AR 72801 lundbergcss@yahoo.com

PITCHFORD CATTLE SERVICES

Specializing in Show & Sale Cattle
Offering Year Round Gain Testing
Herd Consultation, Management & A.I. Work

Darrell, Shana, (903) 388-2288 (c)
Casey & Gracey Pitchford (903) 677-0664 (h)
8565 CR 3913 • Athens, Texas
pitchfordcattle@hotmail.com PITCHFORDTRADITION.COM

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

Advertisers

777 Farms.....	45, 47	La Cuchilla Ranch.....	49
Alderson/Richmond Marketing & Promotion.....	50	Lou Al Tuck Farms.....	49
Arrow W Ranch.....	47	Lundberg Cattle Services.....	50
Banners & Buckles Sale Catalog.....	Insert	MC Ranch.....	47
Bieri Farms.....	49	Mid-Coast Santa Gertrudis Association.....	21
Blackjack Oaks Ranch.....	49	Missouri Meadows.....	7
Borchers Southern Y Ranches, LP.....	49, 55	Myers Cattle & Land Corporation.....	27, 49
Bovine Elite LLC.....	54	Olivarez Ranches.....	49
Briggs Ranches.....	17, 49	Osborne Livestock.....	7
C Bar C Ranch.....	7, 21, 47	Parker Farms.....	7
Cedar Crest Farms.....	47	Perner, Don & Eric.....	47
Champion Genetics.....	34	Pitchford Cattle Services.....	50
Cherokee Ranch.....	37, 47	Polled Power Genetics.....	5
Circle A Farm.....	37, 49	Polled Santa Gertrudis Association.....	5
Cook's Kattle Company.....	34	Ponderosa Ranch.....	49
Corporon Acres.....	49, 51	Quail Valley Farms.....	33
Cottage Farm Genetics.....	50	Red Doc Farm.....	5, 25
Cotton Branch Plantation.....	3, 47	Reynolds Prairie View Farms.....	49
Cox Mill Farms.....	47	Rockin 3T Ranch.....	26
Creech Farms.....	47	Rocking A Ranch.....	50
Crosswinds Ranch.....	49	Rose Hill Ranch.....	50
Denson 3D Farms.....	47	Running M Ranch.....	47
Diamond S Ranch.....	49	Rustic Rail Ranch.....	7
Dietrich's Flying D Ranch.....	5	RW Farm.....	28
District 6 Breeders.....	7	San Jose Cattle Company.....	29
Dos Bros Ranch.....	49, 51	Santa Gertrudis BlueBonnet Classic.....	43
Double C Farms.....	5	Shampain Ranch.....	7
Double TT Ranch.....	49	Silva Ranch.....	39
El Chaparral Grande Ranch.....	49	Siler Santa Gertrudis Cattle.....	50
Flying C Ranch.....	5	Silverbrook Ranches.....	50
Four J Cattle.....	49	South Texas Santa Gertrudis Association.....	53
Fulton Farms.....	49	Southern Breeze Ranch.....	47
Gary Harding.....	49	Strait Ranches.....	18-19, 50
Goodin Farms.....	47	Tara Ranch.....	50
Grandview Farms.....	33, 47	Thirteen Oaks Ranch.....	50
Gray Oaks Farm.....	5	Tideland Farms.....	47
Hampton Hills.....	47	Tinney Farms.....	2
Hargis Farms.....	49	Townsend Cattle Co.....	50
Harris Riverbend Farms.....	22-23, 49	Urbanosky Ranch.....	35, 50
Heath Farms.....	47	Vesper Ranch.....	50
Hefte Ranch.....	11, 49	Wendt Ranches.....	12-13, 50
Heil Cattle Co.....	47	Wiley Ranch.....	31, 47
Hoover Case.....	50	Williams Farm.....	47
J5 Cattle Ranch.....	53	Woman Hollerin Ranch.....	43
Jernigan Ranch.....	38, 47	WR Ranch.....	47
Jim Campbell Farm.....	47	Wunderlich Farms.....	50
John Martin Ranches.....	49		
King Ranch Inc.....	56		
La Campana Ranch.....	10		

TO PLACE AN AD IN SANTA GERTRUDIS USA
CONTACT SALES REPRESENTATIVE:
Darren Richmond
(423) 364-9281 • djrichmd@gmail.com

Corporron Acres

WE SINCERELY THANK OUR

TRI-STAR SALE BUYERS

AS WELL AS ALL THOSE WHO SUPPORTED OUR PROGRAM IN 2017!

Representing Corporron Acres & Dos Bros Ranch are Jim Corporron, Rodney & Barbara Corporron and Larry Brown, Manager



Jacklyn Jones, Texas



Joe Jones & family, Briggs Ranches, Texas



Delmo Payne and Brent Shaw,
Grandview Farms, Ala.



Felix Serna, San Jose Cattle Company, Texas
and El Triunfo, Elseo Garza, Texas



David Harris & family, Harris Riverbend
Farms, Texas



Gene Kubecka, Wendt Ranches,
Texas



Wiley Family, Wiley Ranch, La.



Arlin Taylor, Tinney Farms, Ala.



Alicia Sanchez, Red Doc Farm, N.M.
and Cherokee Ranch, Colo.



Kelly Vesper, Vesper Ranch, Texas

**CORPORRON
ACRES**

Jim Corporron

3148 County Road 229 • Schulenburg, Texas 78956

979-562-2405 • Cell 979-561-7185 • Email: jim@corpacres.com

**DosBros
Ranch**

Rodney & Barbara Corporron

528 County Road 223 • Schulenburg, Texas 78956

713-724-1263



Larry Brown
Manager

979-561-6268

Brad Wright

Ranch Hand Analytics
Genetic Consultant

979-219-4599

WWW.CORPORRONACRES-DOSBROS Ranches.COM

LOUISIANA STATE FAIR

Nov. 5, 2017 | Shreveport, La. | Judge: Webb Fields

SANTA GERTRUDIS SHOW

Results



RESERVE GRAND CHAMPION BULL

Syrus, shown by Rockin 3T Ranch,
Ennis, Texas



RESERVE GRAND CHAMPION FEMALE

C-P 017D8, shown by Liberty Ranch &
Outlaw Cattle Co., Edmond, Okla.



GRAND CHAMPION STAR 5 FEMALE

Sweet Caroline, shown by
Caroline Daniel, Magnolia, Ark.



RESERVE GRAND CHAMPION STAR 5 FEMALE

Miss Circle H613, shown by Taylor
Guidry, Gueydan, La.

NO PHOTOS AVAILABLE

GRAND CHAMPION BULL

C-P Copperhead 915C4, shown by Southern Cattle Co., Marianna, Fla.

BEST OF POLLED BULL

777 Gambler, shown by 777 Farms, Magnolia, Ark.

GRAND CHAMPION FEMALE AND BEST OF POLLED FEMALE

Cammi 155, shown by Casey Pitchford, Athens, Texas

NORTH AMERICAN INTERNATIONAL LIVESTOCK EXPO

Nov. 16, 2017 | Louisville, Ky. | Judge: David Ragsdale



GRAND CHAMPION BULL AND BEST OF POLLED BULL

Rolling Oaks Grover, shown by
Missouri Meadows, Hughesville, Mo.



RESERVE GRAND CHAMPION BULL

SF Mojito, shown by Shields Farm,
La Russell, Mo.



GRAND CHAMPION FEMALE AND BEST OF POLLED FEMALE

Miss Grandview 555, shown by
Quail Valley Farms, Oneonta, Ala.



RESERVE GRAND CHAMPION FEMALE

C-P Miss Ranger 413D1, shown by
Stroman Cattle Co.,
College Station, Texas



GRAND CHAMPION STAR 5 FEMALE

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



RESERVE GRAND CHAMPION STAR 5 FEMALE

Heath Lady Cool, shown by
Heath Farm, Hodgenville, Ky.

J5 CATTLE RANCH



101 PROOF 20164152

This bull has a tremendous amount of natural thickness and real world performance. He has huge growth spread from birth to weaning off the high desert ranch at 6,000 feet. His actual data is 71 BW, 772 WW, 1250 YW, 4.790% Marb, 0.276% Fat and 14.00% REA. He offers a great deal of volume, thickness and early maturity that is sought by the commercial beef industry. He swings a 900 lb. carcass, a 4.7 IMF and adjusted 6.17 IMF at 359 days of age.

RDF LONGSIDE 1123 1295811

Longside 1123 is complete bull all the way around. He is a powerhouse with tremendous depth and width of body passing onto his offsprings. His calves are easy fleshing, deep and thick. His daughters are in production and show strong maternal traits. He is top 1% WW, 4% YW, 2% HCW, 1% Fat, 3% Marb. Longside semen is available for international shipment.



Juan Pineda, General Manager | (303) 349-6664 | juancitopolo@gmail.com
Rafael Miranda, For Cattle | (303) 888-5297 | rmvls65@gmail.com

A Big "Thank You"

To everyone who joined us in Robstown for the
SOUTH TEXAS HERITAGE SALE, especially to
our buyers:

Briggs Ranches
Borchers Southern Y
Ranches, L.P.
Broken T Cattle
Buena Vida Cattle
Cherokee Ranch
Circle G Farms
Cochran and Sons
DG Ranch
F. Blake Dietzmann
Diamond S Ranch
Double G Farms
El Jarrito
Four J Cattle
Hardin Ranch
Harris Riverbend Farms

Hefte Ranch
Hudek Farms
J Star C Ranch
J5 Cattle Co
Jana Justiss
Kenley Kincannon
Korban Cattle
La Campana Ranch
Lackey Ranch
LeGrand Farms
Lilly Creek Farm
Rafael Miranda
Tom Pellett
Hector Pina
Charles Ponder Jr.
Michael Puig

Red Doc Farm
Reese Ranch
Marco Salazar
777 Ranch
Lazy JV Ranch
Strait Ranches
Kade Thigpen
Scott Threet
Townsend Cattle
V8 Ranch
Weaver Ranches
West Ranch
Wiley Ranch
Woman Hollerin Ranch
Wunderlich Farms

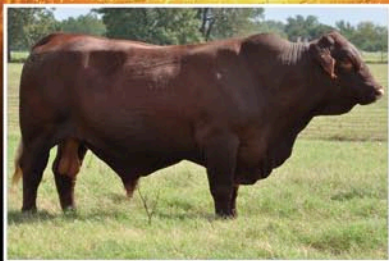
SOUTH TEXAS HERITAGE SALE



SOUTHTEXASHERITAGESALE.COM

PROFITABLE PERFORMANCE. CONSISTENT *Quality.*

Bovine Elite is proud to offer the most comprehensive lineup of quality bulls in the industry. Call us today to order!



BRIGGS 001/0

REG. NO. 1288824

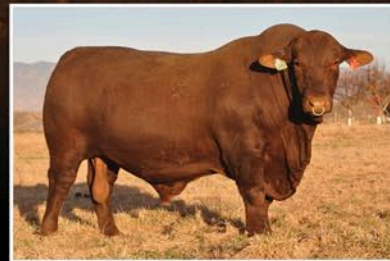
Sound, heavy muscled, top 10% for YW, Milk, HCW and REA, Fall 2017



CSC HITCH HIKER 127

REG. NO. 1293700

Attractive, clean underlined, top 4% for WW and YW, Fall 2017



RDF SANCHO 7-216

REG. NO. 1269953

Trait Leader, top 1% for WW, YW, HCW, MARB, REA, Fall 2017



SHERIFF 5577

REG. NO. 1165312

Attractive polled bull, consistently producing banner winning offspring



QT SHERMAN TANK 03/4

REG. NO. 1246091

Moderate framed, deep bodied bull, top 10% WW and YW, Fall 2017



SCC GRID MAKER 820

REG. NO. 1172003

Trait Leader, top 1% for WW, YW, HCW and REA, Fall 2017



HARRIS FARM "WAVE MAKER" 12/8

REG. NO. 1272159

Thick, deep bodied, Trait Leader for WW, YW, HCW, Fall 2017



SJ HIGH ROLLER 005

REG. NO. 1291870

National Champion bull, impressive look, body depth and thickness



DUBOIS' BULLSEYE 0522

REG. NO. 1213218

Deep, sound, top 10% or better for six production traits, Fall 2017

BOVINE ELITE, LLC

SEMEN & EMBRYO SALES • AI & ET EQUIPMENT SALES • AI / PALPATION CLINICS • SEMEN & EMBRYO WAREHOUSING
PROFESSIONAL EXPORTING • AI CONSULTING & SIRE SELECTION • TRUTEST SCALES

(979) 693-0388 OR (800) 786-4066 • (979) 693-7994 (FAX)

3300 LONGMIRE DRIVE • COLLEGE STATION, TX 77845

Visit our website for a complete listing of bulls available

WWW.BOVINE-ELITE.COM



100+
YEARS
OF RANCHING
THE FAMILY LAND

INFLUENCED BY QUALITY



A QUALITY PUREBRED SALE
SATURDAY, MARCH 24, 2018

Borchers Southern

Ranches, L.P.

Charla Borchers-Leon

Mary Kay Borchers

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

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

Proud Producers of  Cattle

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

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

KING RANCH[®]

Your Source for the "Original" Santa Gertrudis Genetics

Established 1853

King Ranch continues to develop our Santa Gertrudis cattle with the original focus for which we created the breed: to make the most profitable beef animal for our volatile environment. We carefully manage our selection process and trait correlations so that we maintain fertility as the main objective while simultaneously advancing our carcass and performance characteristics by utilizing genomically enhanced EPDs, single-step selection, whole herd reporting, and rigid phenotypic selection parameters. Because of our balanced analytical and phenotypic selection approach, our cows get bred year-after-year in the toughest South Texas coastal environment and wean heavy calves that perform in the yard and on the rail.



Virginia Silguero

ROBERT SILGUERO: (361) 221-0316 • TYLOR BRADEN: (361) 219-0434 • TBRADEN@KING-RANCH.COM