



SANTA GERTRUDIS

USA

FEBRUARY 2013 | VOLUME 16, NUMBER 2



Santa Gertrudis



The Preferred American
Beef Breed

Become Part of the **LEGACY**

Look for a special announcement in the March issue of
SG USA that can make YOU part of the Hatchet legacy!



Hatchet,

Reg. # 1137949 (1996 – 2006)



Sledge



Hatchetman



Ranger

Hatchet was the 1998 National Champion Bull and 1998-1999 SGBI High Point Bull. He's the sire of five national champions, including two daughters who won the National Jr. Santa Gertrudis Heifer Show. Also on the female side, he's the sire of the SGBI High Point Female TF Legacy. On the bull side, he's sired two National Champions, Sombrero and Super Star, and is the sire of the Reserve National Champion Bull Tonka 395. His legacy continues with four National Champion Get-of-Sires and being named the SGBI Sire of the Year multiple times.

The last Three National Champion Bulls, **Sledge**, **Hatchetman** and **Ranger**, are grandson's of Hatchet. He's also an EPD trait leader and his calves have won the feed efficiency and profitability tests.

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April 27, 2013 • Tinney Farms

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Rebuild with REDS



BULLS CONSIGNED BY :

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SATURDAY, MARCH 16, 2013 • 12 NOON
Hamilton Livestock Commission • Hamilton, Texas

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Performance-Tested and Ultrasounded Santa Gertrudis Bulls

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They're selling in the *Rebuild with Reds* Sale

Noon • March 16 • Hamilton Livestock Commission • Hamilton, TX



All nine are sons of CSC Fred 8-5, 2012 Trait Leader for weaning weight EPDs.

The numbers don't lie. If you want bulls with consistency, come join us March 16.

Tag	Brand	Sire	Birth Date	Birth Wt.	ADJ W W	EPD's					H, P S	Scr Circ	ADG	ADG Ratio	WDA	WDA Ratio	REA	Bfat	Marb
						BW	WW	YW	Mat	Tmat									
4-1	390/1	CSC Fred 8-5	9/23/11	70	757	1.1	19	25	2	12	S	41	3.48	113	3.28	113	13.2	0.33	3.69
4-2	401/1	CSC Fred 8-5	9/2/11	60	771	0.1	18	27	5	14	P	41.5	3.72	121	3.28	113	12.8	0.31	3.16
4-3	404/1	CSC Fred 8-5	11/30/11	65	717	2	23	35	3	15	S	37.5	2.91	94	2.77	95	11.6	0.35	3.85
4-4	385/1	CSC Fred 8-5	9/4/11	80	678	1.8	10	18	3	8	P	41	2.37	77	2.90	100	11.5	0.37	2.96
4-5	403/1	CSC Fred 8-5	10/9/11	85	646	1.9	5	7	2	4	H	37.5	2.76	90	2.87	99	12.1	0.33	3.61
4-6	388/1	CSC Fred 8-5	9/24/11	75	785	1.8	19	29	5	15	P	34.5	3.12	101	3.13	108	11.3	0.31	3.59
4-7	399/1	CSC Fred 8-5	9/22/11	70	750	1.1	17	24	2	11	P	34.5	2.99	97	3.09	107	10.6	0.49	3.95
4-8	391/1	CSC Fred 8-5	9/14/11	65	713	0.6	15	23	3	11	P	43.5	3.21	104	3.06	105	13.5	0.46	3.79
4-9	397/1	CSC Fred 8-5	9/24/11	70	672	1.2	13	19	-2	5	S	32	3.05	99	2.98	103	13.2	0.34	3.46

GARY HARDING

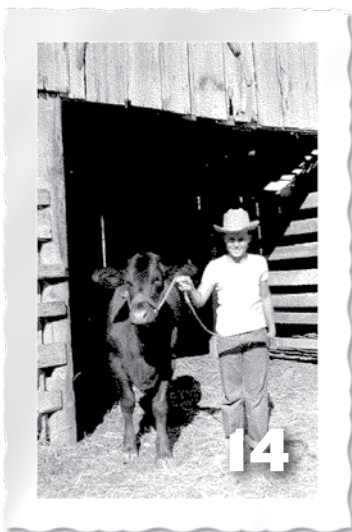
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IN THIS ISSUE

- 7** Kollege of Knowledge
- 11** Santa Gertrudis Photo Contest
- 12** SGBI Long Range Plan
- 13** Pre-Calving Checklist
- 14** Kleberg County Heifer Program
- 16** SGBI Annual Meeting

DEPARTMENTS

- 6** Ramblings from the Open Range
- 6** SGBI Answers Your Questions
- 7** Breed Statistics
- 7** Calendar of Events
- 7** New Members
- 10** The Cattle Call
- 11** Junior Page
- 22** Ad Index



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A sneaky Woman Hollerin Ranch heifer in Brookshire, Texas. Photo by Betty McCormick.

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Ramblings from the Open Range

EXECUTIVE DIRECTOR'S REPORT

By John Ford

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My remarks in the December 2012 "Ramblings from the Open Range" drew a number of positive comments from industry members. All agree that I did not conceal my displeasure with the ad campaign of America's largest cattle registry that downplays the importance of heterosis. The ads imply that profitability hinges on participation in one specific branded marketing program. I said it in December and I am saying it again: The total disregard for sound animal science and the apparent focus on single- or limited-trait selection has no place in today's beef industry. I remain confident that cattlemen understand the value of hybrid vigor, and I question if knowledgeable industry members will be the least bit swayed by efforts designed to downplay the significance of heterosis.

Recently I ran across an interview with the 2012 Beef Improvement Federation (BIF) Commercial Producer of the Year and the three regional nominees for the prestigious industry award. The comments of these top-four commercial producers substantiate my position that knowledgeable cattlemen will not buy into any attempt that diminishes the importance of heterosis. In fact, their thoughts on beef production make it clear hybrid vigor is and will remain a cornerstone for profitable commercial cattle operations. I also think their statements validate SGBI's current print media ad campaign – one built around our breed's ability to increase heterosis in commercial operations, strengthen maternal traits, and produce a consumer-pleasing, tender product.

In the interview, the 2012 BIF Commercial Producer of the Year, John Maddux of Wauneta, Neb., discusses the importance of fertility and states, "The only way to make big genetic change is by crossbreeding. We just need to keep focused on that most important economic trait and try to

attack it by making sure we generate females that have a high level of hybrid vigor and, subsequently, a high level of fertility." The three regional nominees – George Kempfer, St. Cloud Fla.; Todd Swickard, Standish, Calif.; and James Palmer, Eureka, Kan. – emphasize in the interview that profitability is driven by animals that can perform in their particular environment and do so in an efficient manner. Kempfer also mentions the difficulty many commercial cattlemen have in finding the right genetic package, especially one that produces a female that is efficient in tough environmental conditions, yet has the capability of producing a calf with the needed carcass traits. I smile when I see comments like these made by BIF's top commercial producers. Are they not describing the genetic package provided by Santa Gertrudis?

It is obvious we have the product commercial cattlemen are seeking. We must let them know we have the genetics they are searching for.

We know that Santa Gertrudis females and Santa Gertrudis F1 females are recognized for their exceptional maternal traits and the ability to wean a heavy, healthy calf in the most challenging of environmental conditions. Results from the National Steer Feedout and Texas A&M University's Ranch to Rail program confirm our calves are efficient and profitable feeders that produce a tender, consumer-pleasing carcass. As I have said before, the "one size fits all" black-hided breeding scheme prevalent throughout the past 20 years is beginning to crumble. Cattlemen are interested in genetics that will add pounds and strengthen economically important traits. It is clear to me Santa Gertrudis cattle provide the genetic package being described by top commercial producers. It is obvious we have the product commercial cattlemen are seeking. We must let them know we have the genetics they are searching for. Our marketing opportunities have never been greater. 🐄

SGBI ANSWERS YOUR *Questions*

By John Ford, Executive Director

Q. When will membership renewals and inventory updates be sent to members?

A. Our former service provider, the American Beef Records Association (ABRA), sent renewal notices and inventory requests immediately after Christmas, even though the SGBI membership year runs from April 1 through March 31. Certainly it is good to have advanced notice concerning due dates, however, the four-month time period proved to be a little too lengthy. We found ABRA's early mail out schedule resulted in membership renewals getting lost in holiday correspondence and ultimately forgotten about until it was time to register the calf crop. In order to avoid this situation and confusion, SGBI will be sending membership renewals and inventory requests this month – February. In fact, members should be receiving renewal notifications very shortly.

Please return your membership and updated inventories as quickly as possible. It is extremely important that inventories be carefully reviewed. We have found some errors in the database and want to ensure that each member's inventory is correct. Having the most current membership numbers and updated inventory figures allows for sound business decisions to be made throughout the fiscal year. 🐄

REGISTRATIONS, STAR 5 RECORDINGS & TRANSFERS BY DISTRICT

DECEMBER 2012

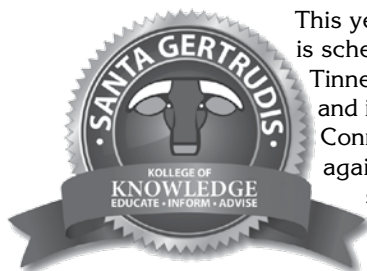
District	Purebred Reg.	Star 5 Reg.	Performance Only	Purebred & Star 5 Trans.
1	6	0	0	0
2	191	19	25	117
3	12	2	0	12
4	35	3	23	32
5	12	0	1	21
6	7	17	0	27

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Kollege of Knowledge Scheduled for April 26



This year's Crimson Classic Sale is scheduled for April 27, 2013, at Tinney Farms in Hanceville, Ala., and is sponsored by the Alabama Connection members. We will again be offering one of the best sets of cattle to come to auction. Consignors from throughout the country always bring their best!

We are also bringing back the Kollege of Knowledge. This educational program was renewed last year and was very successful and rewarding to breeders new and old. This program will give breeders and others interested a wealth of information covering herd health, nutrition, reproduction, management, performance programs, selection, marketing and sales, show preparation, and other topics and demonstrations. We'll have guest speakers that will discuss these topics and answer questions attendees have about the breed.

As in the past, the Kollege of Knowledge will be accompanied with an outstanding comprehensive text book that will cover all the topics discussed, and it will include more general information like breed history, standards of excellence, gestation tables, artificial insemination breeding schedules, etc. It can be purchased for \$25.

The Kollege of Knowledge will take place Friday, April 26, 2013, beginning at 10:00 a.m. and will last until 5:00 p.m., preceding the Crimson Classic Sale at Tinney Farms the next day. New this year will be a judging contest in conjunction with the program. We look forward to overwhelming attendance and hope this event can be educational and interesting to all. Look for further information in upcoming issues of *Santa Gertrudis USA*, or contact Darren Richmond at (423) 364-9281 or djrichmd@aol.com, or Gene McCarter at (662) 665-4911. 🐄

SANTA GERTRUDIS

Calendar

FEBRUARY

- 7** Dixie National Livestock Show, Jackson, Miss., Early Arrival & Check-In
- 7** Florida State Fair Open Santa Gertrudis Show, Tampa, Fla.
- 8** Dixie National Livestock Show Santa Gertrudis Exhibitor Dinner at the Mississippi Cattlemen's Building
- 9** SGBI Board of Directors Meeting at the Dixie National Livestock Show, Jackson, Miss.
- 9** 50th Annual National Santa Gertrudis Show at the Dixie National Livestock Show, Jackson, Miss.
- 10** Cattle Released from the Dixie National Livestock Show
- 11** San Antonio Stock Show Open Santa Gertrudis Show, San Antonio, Texas
- 15** San Antonio Stock Show Junior Santa Gertrudis Show, San Antonio, Texas
- 15** Houston Livestock Show Open Santa Gertrudis Show Late Entry Deadline

MARCH

- 1** Mid Coast Santa Gertrudis Super Sale, Houston, Texas
- 2** Houston Livestock Show Open Santa Gertrudis Show, Houston, Texas
- 8-17** 74th Annual Rio Grande Valley Livestock Show, Mercedes, Texas
- 9** Houston Livestock Show Junior Santa Gertrudis Show, Houston, Texas
- 9** South Texas Pioneer Sale, Mercedes, Texas
- 16** Rebuild with Reds Elite Bull Test Sale, Hamilton, Texas
- 23** Bluebonnet Classic Santa Gertrudis Sale, Hallettsville, Texas

APRIL

- 18-20** SGBI Annual Meeting, Corpus Christi, Texas
- 26** Kollege of Knowledge, Tinney Farms, Hanceville, Ala.
- 27** Crimson Classic Sale, Tinney Farms, Hanceville, Ala.

SANTA GERTRUDIS WELCOMES

New Members

Junior Members

Lori Lane, Bowie, Texas
Iliana Trevino, Alice, Texas



CORPORRON ACRES



has consigned tremendous
purebred genetics to the
Santa Gertrudis
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Sat. March 23, 2013 • 11:00 a.m.

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and our personal guarantee for your satisfaction.*



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Dan & Jane Wendt, owners

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The Cattle Call

PRESIDENT'S LETTER

By Charla Borchers-Leon

(361) 576-0891 | charlabl@icsi.net

I have always heard it said that the character of a real cowboy is revealed in his being good to his lady and fellow man – and also to his cattle. This somehow reminds me of the sentiments on a special day this month of February when red boxes of candy, red roses and cards dominate the minds of sweethearts across the land. This is not to overlook an evening out with a steak (of course, not chicken!) dinner for two. After all, being good to one another makes for a fulfilling and rewarding life.

Being good to those beautiful red cattle will also reap rewards at two top-notch shows this month and next. While both the upcoming Dixie National and Houston Livestock Shows are prominent venues to showcase some of the best cattle in our breed, one in particular is a milestone for Santa Gertrudis breeders in the show ring. The 50th Annual National Santa Gertrudis Show being held at the Dixie National Livestock Show in Jackson, Miss., on Saturday, Feb. 9 will be one to remember, and I look forward to welcoming you to the Exhibitor Dinner the evening before. The Board of Directors will be at the show and in town for its meeting that weekend as well.

We all also need to be good to ourselves in our fast-paced lives and spend time with family and friends. This year's Santa Gertrudis Breeders International Annual Meeting on April 18-20 in Corpus Christi, Texas, will provide perfect opportunity for camaraderie with our Gert family and friends – and also allow for fun with your own family. Association business is required, but nothing says that we can't "Come on Home to South Texas Tradition with a Little Gulf Coast Charm."

Welcome aboard the USS Lexington docked alongside Corpus Christi beach on Thursday evening with patriotic ambiance and flare for member recognition and awards in the air-controlled bay of the ship. A menu of South Texas and Gulf Coast selections along with pre-arranged transportation and easy access will be provided for all participants with special accommodations to step out on flight deck for a view of the bay and parked vintage aircraft. Make sure you are present for show and herd awards and to meet candidates running to serve on the association Board of Directors. There will also be time afterwards to enjoy with one another in local establishments if desired.

Friday's sessions provide educational opportunities and answers to recent questions on association issues. You will be included on a tour of the local Sam Kane processing plant by video presentation and hear about the Texas A&M University Ranch to Rail National Steer Feedout program. Those interested in cooking with herbs will be treated to a presentation by the Omni-Bayfront Hotel chef, who specializes in cooking with herbs grown from the on-site kitchen garden.

The afternoon provides cattle registry information on SGBI's Genetic Evaluation and Pedigree Service by John Genho of Livestock Genetic Services and Diana Ruiz, SGBI registration specialist. You can acquire pointers on marketing through the new Santa Gertrudis USA Magazine from its Publishing Editor, Lisa Bard of Blue-Print Marketing. The SGBI Long Range Plan 2013-2017 will be introduced by Dr. Ryan Rhodes, Texas A&M University-Kingsville, King Ranch Institute of Ranch Management, to provide intended direction for the membership of the association into the future. Insight into association finances will be presented by CPA Linda Hahn of Hahn and Oldham P.C. of Kingsville, Texas, with answers from the experts who maintain SGBI's financial accountability. The goal from these opportunities is for the membership to be well informed and equipped to move forward into the future.

Friday evening presents cattle for sale by some of the association's old-time breeders at The Heritage Heifer Replacement Sale with a pre-sale social, dinner and live entertainment. Dr. Adolfo Sanchez and Cattle Consultant Bill Lundberg have

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PRESIDENT'S LETTER CONTINUED ON PAGE 13 ▶

SANTA GERTRUDIS

Juniors

By Clay Robinson, National Junior Santa Gertrudis Association District 1 Director



Howdy y'all! I hope this letter comes to you with plenty of hay in the barn and water in the tanks. Between the economy and the weather, we all have to keep our eyes on the future. I am not here to talk about things we have very little control over, but I would like to talk about the future. The one thing each of us can do for the future of agriculture is have a direct influence on a child. As Ronald Reagan once said, "Each generation goes further than the generation preceding it, because it stands on the shoulders of that

generation." We are currently seeing increasingly more shoulders standing against the use of animals in agriculture and need to turn this around through education.

The need for better education has long been apparent, for knowledge is one of the few things which cannot be taken by power, greed or lust. And the need for better education in areas as vital to our survival as cattle producers has never been greater. This great, interconnected world civilization would not have been possible without the advent of agriculture, and we must educate the younger generations to respect that fact. We need to "advocate," or tell our own story, to let consumers know animal use in agriculture is both necessary and humane.

While this proposal may seem a great undertaking, we must remember a journey that changes the world is still accomplished by taking one step at a time, no matter how small the step. This first step starts with us in each of our own communities. We must go forth and share our stories! 🐾

By H. Cade Burks, National Junior Santa Gertrudis Association At-Large Director

Hello fellow Junior Santa Gertrudis members. I hope the New Year has started off as a great one. I am Cade Burks from Poth, Texas, and I represent the junior membership as an At-Large Director on the National Junior Santa Gertrudis Association Board of Directors. So far I have enjoyed my time on the junior board of directors and look forward to all of our activities for 2013.

So far it has been a great year. As a junior board, we have met several times and developed a good plan for the year. We have also put a great fundraiser in place, and we are asking all of the junior membership to participate and help us sell raffle tickets. Our fundraiser consists of several ranches donating \$100 towards a voucher that can then be used toward the purchase of cattle or semen at one of the sponsoring ranches. Remember money earned through our fundraiser goes to help us sponsor activities for our junior membership, publish our junior newsletter, *The LineUp*, and help us run our junior organization. So when raffle tickets are ready, make sure and call the SGBI office to get yours. There will also be a prize for the junior member that sells the most raffle tickets.

As with every year, spring is a busy time for all of us across the country with new calves being born, purebred cattle sales and, of course, livestock shows. The junior directors will be out at different sales and shows this spring, so please visit with us if you have any questions or concerns.

Quick reminder: The 2013 National Junior Santa Gertrudis Heifer Show will be held in San Marcos, Texas. As always this show is the highlight of our year, along with good times with our friends. Also, "Gerts Ongoing Advanced Leadership Summit" (GOALS) will be held this summer, and we will be traveling to the state of Colorado – it will be our first time holding GOALS in the western part of the country. Dates will be coming out soon, so make sure you get this great event on your calendar.

I look forward to seeing all of you at upcoming Santa Gertrudis events. Have safe travels as you promote our Santa Gertrudis breed throughout the country. 🐾



Santa Gertrudis PHOTO CONTEST!



We're looking for Santa Gertrudis snap shots to beef up our collection of stock photos. Grab your camera and start taking pictures of everything Santa Gertrudis: show photos, calving, bulls, whole herds, Gerts and people, all seasons, all colors, horizontal, vertical...you name it!

To Enter

Simply e-mail your **high-resolution** photos to kbedolli@blueprintma.com. There's no limit to how many photos you can send. This is a continuing contest; winners will be announced monthly and will receive an award from SGBI. The contest is open to regular and junior members.

Tips to ensure you get the best possible photos

Body condition: Only take photos of cattle in good body condition with correct conformation.

Grooming: Be sure the animal is as clean as possible.

Background: Avoid cluttered spaces that will distract the viewer's attention. Allow plenty of room around the animal; the photo can always be cropped tighter.

Position: Aim for a full side or three-quarters view with the head positioned high and the animal alert. Its stance should be solid. Try to have the front legs on higher ground than the back so the animal is standing uphill.

Animal color: For light colored cattle, picture by a tree line or deep blue sky. Darker cattle usually require a clear background.

Date and Time Stamp: Turn this feature off.

Set your camera at the highest possible resolution and do **not** downsize photos when sending them to us.

Turn your camera to a vertical position for possible magazine cover shots. 🐾

SGBI PROMOTIONS:



Photo courtesy C Bar C Ranch, De Soto, Mo.

From First Heifer Program to Long Range Plan

By John Ford, SGBI Executive Director

The Kleberg County 4-H and FFA Santa Gertrudis Heifer Program featured in this issue (page 14) was one of the first promotional programs created to expand the footprint of the Santa Gertrudis breed. SGBI's charter members and the breed's founding fathers understood the value of the highly adaptable cattle and were determined to see Santa Gertrudis flourish, not just in South Texas, but worldwide. In an era that lacked today's instant forms of communication, traditional show and tell methods were required to promote new products, cattle included. The Kleberg County 4-H and FFA Santa Gertrudis Heifer Program proved to be a perfect approach in promoting the new breed. With the support of the Kingsville community, progressive breeders, the King Ranch and under the watchful eye of Bob Kleberg, the innovative promotional activity matched South Texas farm boys with carefully selected heifers from a number of pioneer breeders. The program moved females into the marketplace, resulting in Santa Gertrudis genetics spreading around the world. The 4-H- and FFA-based promotional program proved to be extremely successful in marketing

Santa Gertrudis Cattle in the 1950s and 1960s. However, it's safe to say this type of promotional activity would attract little attention in today's fast-paced world.

Oddly enough, developing an effective promotional program is more difficult now than it was 50 years ago, despite access to cutting edge technology and the ability to reach millions with the click of a button. Today, effective outreach, promotion and marketing is a science that relies on the collection and study of demographics, involvement of focus groups, surveys on customers' needs, and the development of a carefully formulated long range strategic plan that targets the customer base, sets association priorities, identifies current and future goals, and devises methods needed to operate successfully. Realizing that an effective promotional program requires a carefully developed long range strategic plan, the SGBI Board developed the association's first Long Range Plan (LRP) in 2006. Under the guidance of then Vice-President Charla Borchers-Leon, the board formulated a plan that placed emphasis on strengthening marketing efforts in the commercial sector and improving operational functions.

SGBI operated under this first plan through 2012.

The association's original plan also laid the foundation for the 2013–2017 LRP, one that places increased emphasis on promotional and marketing activities. The recently developed plan is the result of 18 months of data collection. With assistance from the Texas A&M University-Kingsville, King Ranch Institute of Ranch Management and under the leadership of former LRP Vice-President Borchers-Leon and current LRP Vice-President Wes McDaniel, data was collected from SGBI membership, industry members and leaders through surveys, focus groups and listening sessions. The findings were carefully analyzed and compiled into a usable tool that provides a very clear picture of members' needs and a road map for increasing the breed's footprint in the beef industry. Not only does the plan set the direction for association and breed growth over the next five-year period, it also sends a clear message to industry members that Santa Gertrudis genetics can improve the profitability of an operation regardless of size.

The SGBI 2013–2017 LRP provides the association the foundation for promoting Santa Gertrudis genetics and increasing the breed's footprint in the marketplace. The 2013–2017 LRP will be presented at the 2013 Annual Membership Meeting.

The beef industry is highly competitive. Capturing a larger share of the market is difficult. Capturing a larger share of the market without a long range plan that can serve as the base for promotional and marketing efforts makes the task impossible. The SGBI 2013–2017 LRP provides the association the foundation for promoting Santa Gertrudis genetics and increasing the breed's footprint in the marketplace. The 2013–2017 LRP will be presented at the 2013 Annual Membership Meeting.

Knowing where one wants to go is important; knowing how to get there is essential; having a clearly developed plan, or road map, makes the task possible. The SGBI LRP is the association's promotional road map. 🐄

SANTA GERTRUDIS *Production*

PRE-CALVING CHECKLIST

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



Although some producers probably have many calves already on the ground, it is imperative that we prepare our females as well as ourselves for successful calving. Here's my suggested pre-calving checklist:

1. Make sure bred cows and heifers are in good body condition (BCS 5 or greater) and are up to date on vaccinations. It is recommended that producers boost their females in the third trimester (30-45 days before calving) against viral diseases like Bovine Viral Diarrhea (BVD) Types I and II, Bovine Respiratory Syncytial Virus (BRSV), Parainfluenza Virus (PI3), and Infectious Bovine Rhinotracheitis (IBR). A clostridial (blackleg) may also be given if needed and ScourGaurd 4KC® might also be considered, especially if wet conditions are expected (we should be so lucky). Calving and raising calves in dry, clean areas (see No. 4 below) can decrease exposure to organisms that cause scours [Bovine rota-Coronavirus (KV) and *E. coli*, *Clostridium Perfringens* Type C]. The immune response developed from the vaccinations forms antibodies that pass from cow to calf through the colostrum.

2. Find and collect your tools needed for assisting the birthing process. Calf jack, chains/handles or even cotton ropes, a working flashlight, water bucket, basic liquid soap, palpation lube, iodine for navels and obstetrical sleeves should be located, cleaned and placed for easy access. You may also want to get newspaper, old towels and possibly a heat lamp ready.

3. Check your supply of frozen colostrum and milk replacer; also find your calf bottles, nipples and stomach tube. Make sure they are clean and ready to use. If frozen colostrum is over 1 year old, obtain fresh and discard the old. We need to ensure that each calf receives 1 quart of colostrum within the first six hours after birth and 3-4 quarts within the first 12-24 hours after birth.

4. Do we have a clean pasture or area/barn to calve out females? Providing a clean and dry environment for those newborns is one of the best preventions for health problems. Facilities need a minimum of a 30-day "cow free" period to reduce manure load and should be relatively close to working facilities, especially for first-calf heifers.

5. Refresh our memory on normal presentation and actual birthing duration. Remember we want to see two feet/legs, hooves facing down, followed closely by the nose. Any other type of presentation more than likely signals trouble and our intervention is warranted. Normally, from water breaking to

delivery it should take no more than four hours, and from feet and nose to delivery no more than one hour. We can have major problems if head/shoulders/front legs are out and calf is not delivered immediately, because during the birthing process the calf is still receiving oxygen from the umbilical cord. The calf could die due to lack of oxygen if it remains in the birth canal while the umbilical cord is compressed.

6. Remember to make sure each calf is breathing normally and is able to stand and move around after delivery. Following a normal, unassisted parturition, calves should be standing within 30-40 minutes; following an easy pull or hard pull add 15 and 45 minutes, respectively. Additionally, make sure the dam accepts the calf. This is especially important when calving out first-calf heifers and mature cows that required extensive assistance.

7. Have your veterinarian's number and a backup veterinarian's number programmed into your cell phone. I would also ask fellow producers/friends if I could call on them in cases of major problems.

We all put blood, sweat, tears and many hours of labor into our beef cattle herds, and there is nothing more satisfying than a successful calving season. Each one of those calves represents the future and success of our enterprise. Hopefully we will not lose a single one because we forgot to prepare. 🐄

PRESIDENT'S LETTER CONTINUED FROM PAGE 10 ▶

put together established bloodlines along with newer genetics for an offering that will enhance any herd. Don't miss this opportunity to acquire proven performance at this event.

Saturday's Annual Meeting will consist of worthwhile updates and required business and election of directors for future terms. Afternoon free time (or preferred departure) will be provided, but you won't want to miss an additional event of exceptional memory at home where the deep red cattle breed all began. A Santa Gertrudis Foundation fundraising event will take place with a special Santa Gertrudis Hall of Fame induction in Kingsville on Saturday evening.

More details will be forthcoming on the sale and "the homecoming" events in days to come. See page 16 for preliminary Annual Meeting information.

So, like a real cowboy, my cattle call to you is to keep *red* at the forefront – and be good to your spouse or significant other, be good to your cattle, and plan to attend the upcoming Annual Meeting and Santa Gertrudis Foundation event with your Gert and own family and friends. It will be a good time for all!

I invite you to "Come on Home"

by Leading the way ... to the Dawn of a New Day. 🐄

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Kleberg County Heifer Program is Unique as Youth Beef Cattle Project and Auction

Reprinted from The Santa Gertrudis Journal, May 1960

By Jim Compton, former SGBI Publicity Director

One of the most unique beef cattle projects in the nation is conducted annually in Kleberg County of South Texas.

Titled the Kleberg County 4-H Club and FFA Santa Gertrudis Heifer Program, this project has grossed more than \$180,000 since its inception in 1951, and as far as can be determined, there is no other youth project exactly like this one being staged in the U.S.

The program is being carried out on this basis: Each summer about 10 to 15 4-H Club boys and FFA students are selected by their club leaders and chapter advisors to participate in the program. They are selected on the basis of past endeavor, interest and ability. Then, Santa Gertrudis breeders throughout South Texas are invited to participate by contributing a heifer to the program. The boys draw lots for the heifers. The boys take the heifers home with them and are responsible for the feeding, fitting and training of their respective animals. The breeder furnishes all of the feed.

The following spring, in April, all of the heifers are exhibited at the Kleberg County Fair, and finally on the night following the annual King Ranch sale of Santa Gertrudis bulls, are sold at auction. Of the total sale price, the breeder gets 65 percent, the boys get 30 percent and five percent goes to the committee in charge of the program to cover show expenses, etc.

In the eight years of its existence, the program has seen 133 heifers enter the sale ring, selling for a total of \$180,870,



Stanley Woelfel, 1952

for an average of \$1,360. Two heifers, one sold at the auction in 1952 and another in 1959, hold the record sale price of \$6,000 each.

Limited to Santa Gertrudis heifers only, the program is carried out under the auspices of an agricultural committee composed of farmers, ranchers and businessman. Among its members can be counted the dean of the school of agriculture at a local college, a furniture store owner, the county sheriff, county agricultural agent, vocational agriculture teachers, a veterinarian and many others.

The program is coordinated by Bill Thomas, agricultural agent for Kleberg County and Kennedy County, and Marvin Marshall and John Aregood, vocational agriculture teachers at King

High School in Kingsville and Riviera High School in Riviera, respectively. Each year the heifers are divided equally among boys under the supervision of these men, with straws being drawn in the event there is an unequal number of heifers available.

Thomas explains that this program was initiated in 1951 in an effort to assist 4-H Club and FFA boys in a program which would be more practical than that of fat steer feeding, inasmuch as the feeding of fat steers did not represent a true value of feeding benefits and because low prices were paid for all but the extreme top steers.

Thomas added that the heifer program does not require any expenditure on the part of the boy, yet it gives him



Stanley Woelfel, 1952

something constructive and educational to do for six to eight months of the year; assists him in learning to feed, fit and train cattle; and pays him a dividend for his effort.

From the time the boy obtains the heifer, she is his sole responsibility. The boy is required to do the work himself and is required to keep daily records on the feeding, even to the amount of hay given the heifer each morning and evening. Thomas says he requires his 4-H Club boys to spend at least one hour each day with their heifers.

The animals are weighed every 28 days on scales which were purchased by Kleberg County for this purpose.

The records kept by the boys are constructive toward winning state and national awards in the case of the 4-H Clubbers and the Lone Star and American degrees in the case of the Future Farmers.

Although it is located in the heart of the country where the Santa Gertrudis breed was originated, the program has become much more than "just local." It has gained the support of the entire Santa Gertrudis industry, with breeders from throughout Texas contributing heifers, and buyers from throughout the world attending the annual sale.

Since 1951, more than 100 breeders have contributed heifers, and more than 60 breeders from Texas, Florida, District of Columbia, Oklahoma, Arkansas, Georgia, South Carolina, Louisiana, Arizona, Canada, Cuba, Hawaii and Colombia have bought them. A total of 183 boys have participated also.

Many of the heifers sold have brought more than \$2,000 each, having been purchased by owners of large and small operations alike.

An illustration of the interest generated by this program was seen in 1958 when a heifer being fitted by a 4-H Club boy was accidentally electrocuted. The breeder of the heifer had also contributed a second heifer to the program and following its sale, the breeder split his part of the proceeds of the second heifer with the boy whose animal had been killed.

Not only do farmers and ranchers support the program, but businessmen do also. This year, businessmen of Kleberg County paid the cost of printing the catalog for the sale. 🐄

Santa Gertrudis Today

Kleberg County Heifer Program One of the First Santa Gertrudis Breed Promotions

By Micky Burch, Managing Editor

The Kleberg County 4-H Club and FFA Santa Gertrudis Heifer Program was one of the earliest promotional programs in the history of the breed. Up to the inception of the Heifer Program, the breed-founding King Ranch had been selling Santa Gertrudis bulls, but never females. This program was the beginning of Santa Gertrudis females being offered at public auction.

Stanley Woelfel, Kingsville, Texas, was one of 10 participants in the first Kleberg County Heifer Program in 1951. "It was the very first red heifer program," he explains of the project he started participating in when he was just 11 years old. At the nudging of his county agent, Kenneth Jackson, Woelfel got involved with the program through 4-H. Growing up, his dad worked for the railroad and they farmed, but livestock, especially cattle, wasn't a big part of their life. What started as a single-head heifer project, turned into a junior Santa Gertrudis association membership and a lifetime in cattle industry.

"We started feeding the heifers about six months before the sale," he explains. Program participants were also required to keep records of their project. Though at the time the record keeping was fairly minimal, "It taught me that records are very useful," Woelfel says.

After the feeding period, all of the heifers were exhibited at the Kleberg County Fair, and on the night following the annual King Ranch Santa Gertrudis bull sale, the heifers were sold at auction. Of the total sale price, the breeder got 65 percent, the participants got 30 percent and five percent went to the committee in charge of the program to cover expenses.

Woelfel participated in the program for three years. The first year, he received a heifer from the Worthwright Ranch, SGBI Herd #3; she sold for a profitable \$3,600 to Charlie Moses from Kenedy, Texas, and ended up being the mother of the famous polled Santa Gertrudis herd sire Moses 6/6. His second heifer was from breeder H.B. Calvin, SGBI Herd #77, and sold for a program record-tying \$6,000. "Can you imagine a heifer selling for \$6,000 in the 1950s?" Woelfel asks with a laugh. Still, when he looks back he remembers that particular female as "a real sweetheart and an extremely perfect individual." She ended up in the Texas A&M University-Kingsville herd. Woelfel's third and final heifer came from the Alexander Ranch, SGBI Herd #78.

Woelfel saved his profits from the Kleberg County Heifer Program and bought some heifers from Mrs. W.M. Wright at the Worthwright Ranch, the donor of his first female. Woelfel and his wife Sylvia were married between their junior and senior years of college and he gave one of the heifer calves to his new bride as a wedding present. After college, between 1963 and 1969, the couple managed a Santa Gertrudis operation at Thomasville, Ga., and Woelfel's dad kept a watchful eye on the cattle. When the young couple returned to ranch at the Woelfel home place, they started building their cow herd with descendants from the wedding present. Today, Stanley and Sylvia own and operate a 450-head commercial Santa Gertrudis cow herd. 🐄



Stanley Woelfel, 2008

SANTA GERTRUDIS BREEDERS INTERNATIONAL 62ND ANNUAL MEETING



April 18-20, 2013

Corpus Christi, Texas



Tentative Schedule of Events

Thursday, April 18

- 11:00 a.m.** Registration available
SGBI Committee meetings begin
- 4:00 p.m.** SGBI Board meeting
- 7:00 p.m.** "The Journey" – Membership welcome and awards presentation aboard the USS Lexington

Friday, April 19

- 7:30 a.m.** "The Gathering" – Affiliate breakfast
- 8:00 a.m.** Registration continues. Trade Show and Silent Auction begin
- 9:00 a.m.** Video tour of Sam Kane Processing Plant and TAMU Ranch to Rail National Steer Feedout Summary – Dr. Joe Paschal, TAMU AgriLife Extension Service
- 9:30 a.m.** "Cooking with Fresh Herbs" presented by Omni-Bayfront Chef
- 11:30 a.m.** Lunch
- 12:30 p.m.** "Hear Ye, Hear Ye" – meet and ask questions of the people who work for your organization. These forums will be rotated in 45-minute intervals

SGBI's Genetic Evaluation and Pedigree Service – John Genho, Livestock Genetic Services; and Diana Ruiz, SGBI Registration Specialist

Santa Gertrudis USA – Making the Magazine Work for the Breed – Lisa Bard, BluePrint Marketing

Introducing SGBI's 2013-2017 Long Range Plan – Dr. Ryan Rhodes, TAMUK – King Ranch Institute of Ranch Management

The Association Finances – Linda Hahn, CPA, Hahn and Oldham

- 5:00 p.m.** Depart for Richard M. Borchard Regional Fairgrounds Robstown, Texas
- 5:30 p.m.** Pre-Sale Social/Dinner with live entertainment
- 7:00 p.m.** "The Heritage" – Heifer Replacement Sale

Saturday, April 20

- 7:30 a.m.** Registration, Trade Show and Silent Auction continue
"The Dynasty" – Annual Membership Meeting
- 11:30 a.m.** New Board of Directors Meeting
- 12:00 a.m.** Lunch
- 1:00 p.m.** SGBI Appetizer Cook-Off – for those who want to show off their cooking skills and share some of their local flare (details to be announced)
- Experience South Texas – for those who want to venture out and see the sites, here's your chance
- 5:00 p.m.** Tasting Party/Judging
- 5:30 p.m.** Depart for Kingsville, Texas
- 6:15 p.m.** "The Homecoming" – A Santa Gertrudis Foundation Fundraising Event & Hall of Fame Induction (exciting additional event details to follow)

Hotel Information

Make your hotel reservations early!

First 25 reserved rooms qualify for a special drawing (see details below)

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Online registration: Go to www.santagertrudis.com. Click on web link to our personal landing page at the Omni.

Absolute cut-off for reservations at Omni-Bayfront is March 22.
All rooms will be released after this date.

SPECIAL DRAWING

Be one of the first 25 participants to reserve your Annual Meeting rooms (3-night stay) and qualify for one free meeting registration.

Registration forms coming soon ...

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The Heritage

This will be the first time some of these ranches have consigned to a Santa Gertrudis Sale in many years.

HEIFER REPLACEMENT SALE

Friday, April 19, 2013 • 7:00 p.m.

Held during the SGBI Annual Meeting

Richard M. Borchard Regional Fairgrounds | Robstown, Texas

Females offered in this sale represent respected breeders deep in our Santa Gertrudis heritage, and those with more recent herd numbers.



**Consignments are still being accepted.
Keep watching for more details.**

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Schedule of Events

Friday, March 22

3:00 p.m. View cattle
6:00 p.m. Dinner

Saturday, March 23

8:00 a.m. Continental breakfast
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Sale facility is located approximately 1 mile north of Hallettsville on U.S. Hwy 77, turn on FM 200 and proceed about 1 mile to the facility at the intersection of FM 957.

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Advertisers

777 Farms.....	18
Alderson/Richmond.....	19
Bar-T Ranch	19
Borchers Southern Y Ranches, L.P.	19,23
Boykin Farms.....	18
Brandon Ranch	19
Briggs Ranches.....	21
C Bar C Ranch.....	18
Casablanca Ranch.....	18
Cedar Crest Farms.....	18
Circle A Farm.....	19
City View Genetics.....	22
Connors State College.....	19
Corporon Acres	8
Cox Mill Farms	18
Creech Farms	19
Creekline Ranch.....	18
Dale Hollow Santa Gertrudis	19
Dan Wendt.....	22
Denson 3D Farms.....	18
Diamond S Ranch	19
Dietrich's Flying D Ranch.....	5

Dos Bros Ranch	8
Double C Farms.....	5
Double TT Ranch.....	19
DuBois Cattle Company.....	19
El Chaparral Grande Ranch.....	19
Five Oaks Farm.....	19
Flying C Ranch	18
Four J Cattle Company.....	19
Fred Dietrich	22
Gary Harding	3,19
Gene McCarter.....	19
Goodin Farms	18
Grandview Farms	18
Gray Oaks Farm.....	5,18
H&H Farms	18
Hadley Farms	19
Haman Farms	18
Happy Valley Ranch	18
Hargis Farms.....	19
Harris Riverbend Farm	19
Hefte Ranches	19
Heil Cattle Co.	18
Hilton Cattle Company	19
Hoover Case	22
Iron Oaks Cattle.....	19
Jernigan Ranch	18
John Martin Ranches.....	19

King Ranch	24
Knight N Gail Farms.....	19
La Campana Ranch.....	13
Lazy E Ranch	5
Lundberg Cattle Services	22
Mathis Genetic Solutions.....	22
MC Ranch	18
Mid Coast Santa Gertrudis Super Sale.....	Insert
Olivarez Ranches	19
Parker Farms	18
Polled Power Genetics	5
Rebel Ridge	18
Rebuild With Reds Sale.....	3
Red Doc Farm	5
Rising Sun Ranch.....	18
Rocking A Ranch.....	19
Rose Hill Ranch.....	22
Rustic Rail Ranch	18
Salter Farms.....	18
Santa Gertrudis Bluebonnet Classic Sale	20
Shampain Ranch.....	18
Silverbrook Ranches	22
Snodgrass Cattle Company	22
South Texas Pioneer Sale	17
Southern Breeze Ranch	18
Strait Ranches	22
Super S Cattle Company	5
The Heritage Sale	17
Thirteen Oaks Ranch.....	22
Tideland Farms	18
Tinney Farms.....	2
Urbanosky Ranch	22
Vesper Ranch	22
Wendt Ranch.....	9
W.H. Creel Farm	18
Wunderlich Farms.....	22

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