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USA

FEBRUARY 2014 | VOLUME 17, NUMBER 2



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# SANTA GERTRUDIS USA

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## ON THE COVER

Feels like spring at Briggs Ranches, Victoria, Texas. Photo taken in December 2013 by Darren Richmond.

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# Ramblings from the Open Range

## EXECUTIVE DIRECTOR'S REPORT

By John Ford

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Over the past year, SGBI has made a concerted effort to increase our visibility at events and activities that have a sizable commercial cattlemen presence. Successful promotion results from placing the Santa Gertrudis message in areas with large numbers of commercial customers in attendance. The Sunbelt Ag Expo, county and state cattlemen conventions, and regional replacement sales have proved to be ideal venues for interacting with potential commercial customers. Board members assisting in these outreach endeavors are always pleased to learn that our breed is highly respected for its maternal traits, and a large number of commercial operations nationwide are built on base herds that are Santa Gertrudis-influenced. It is satisfying to know, in a marketplace inundated with a black-hid mindset, that commercial cattlemen recognize the value of our cattle and are receptive to infusing Santa Gertrudis genetics into their cow herds. I have found that it is easy to promote a superior product, and convincing commercial cattlemen to consider Santa Gertrudis genetics isn't a difficult undertaking; the demand is certainly there.

As I study the long-range outlook for the industry, I can't help but be excited about the opportunity the association has to continue building demand for Santa Gertrudis genetics. However, I recognize that in order to successfully meet the current demand and grow future demand for Santa Gertrudis genetics, we must address the issue of supply. The complaint most often heard from the commercial sector centers around the breed's lack of numbers and the difficulty of securing truck-load lots. It is becoming quite common to receive requests from commercial producers seeking 50 to 200 head of Santa Gertrudis females or Santa Gertrudis-influenced females. My expectation is that the request for larger lots will increase

over the next 3- to 5-year period as herd rebuilding intensifies. I and the rest of the SGBI leadership continue to have conversations regarding the supply vs. demand issue and steps that can be taken to ensure SGBI is positioned to assist commercial cattlemen in securing the Santa Gertrudis genetics needed to rebuild the nation's cow herd.

I wish supply could be increased with a snap of the fingers, but bovine reproduction isn't simple or quick. Therefore, I understand SGBI must look for innovative methods to increase cattle availability. As an association, we must be receptive to forming alliances and developing cooperative marketing programs, and grouping cattle together in order to meet commercial demand for truck-load lots. We must pull our bull-buying customers into our marketing circle, assisting them in developing and marketing their extremely valuable Santa Gertrudis-influenced heifer calves. I am confident that over the next 5-year period, SGBI can exponentially expand the breed's footprint in the commercial sector of the industry; the demand for our product is there, and we must not let this opportunity pass. Let's examine our current marketing techniques and challenge ourselves to develop strategies that better address today's market demands. 🐾

## SGBI ANSWERS YOUR

## Questions

By John Ford, Executive Director

**Q.** When will 2014 membership renewals arrive in the mailbox?

**A.** If the 2014 membership renewal has not yet been received, it should land in your mailbox within the next week to 10 days. Membership renewals, along with herd inventories, were mailed in early February. Carefully review your animal inventory and remove those animals that you no longer own, and check to make sure all animals purchased in 2013 were successfully transferred to your inventory. Work continues on updating the association's database, and member submission of updated inventories is much appreciated. 🐾

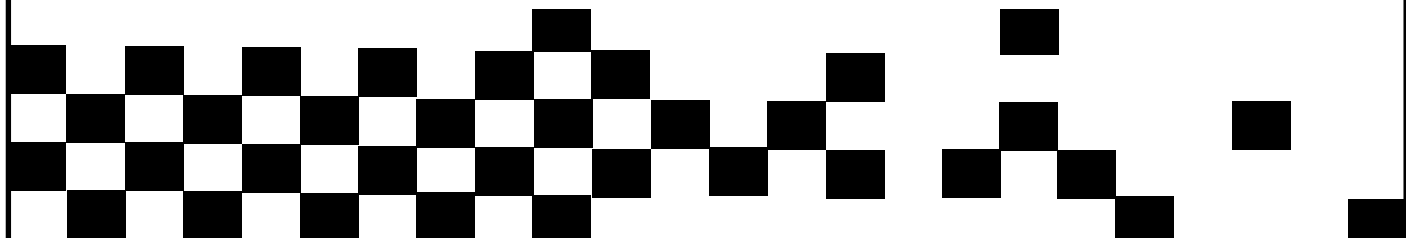
## Florida Juniors Hold Showmanship Clinic

The Florida Santa Gertrudis Association recently hosted a showmanship clinic for their juniors in Lake City, Fla. Darren and Jill Richmond of Ringgold, Ga., put on the clinic, and the kids (and parents) had a great time and learned a lot.



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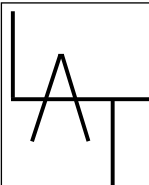
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# Down the Road PRESIDENT'S LETTER

By Curtis Salter

(850) 957-4409 | salterfarms@att.net

**A**s I sit down to write this letter, it's early February. The weather has been rough; rain and freezing cold has made the cattle business tough. It has created more labor, more feed and higher costs.

Record cold temperatures have been reported all over the nation. Thank God by the time you read this letter there won't be much more winter left.

This month we will talk about promotion. Many of us may not think about promoting our breed much, but promotion should be a large part of our business. Promotion and marketing go hand-in-hand. *Webster's Dictionary* describes "promote" as an attempt to make more popular, and "promotion" as a program to improve the perception of a product. Is this not what we as breeders should be doing every time we talk to someone – promoting our breed? Another breed association has spent millions of dollars on this same type of campaign, and even people who may not know one end of a cow from the other recognize its name. This type of campaign takes time, money and dedication. It's time we get on board and promote our Santa Gertrudis cattle.

*Webster's* describes "market" as the business of buying and selling – a place where goods are available. Recently, we've sold cattle at some of the highest prices in years. When they perform

well for their new owners, the buyers will think of Santa Gertrudis the next time they need cattle. Remember, promotion, marketing and sales go together because when you market you are promoting, and when you are promoting you are

building a market. I'm as guilty as anybody

of not wanting to sell my good cows, but let's face it: that's why we raise them, and we must sell the type of cattle we want to buy.

If you would like to be involved in the marketing and promotion of Santa Gertrudis cattle, contact John Ford; Cheryll Grainger, vice president of marketing and promotions; or me. We welcome new people and ideas with open arms.

This month, you will be receiving a ballot for the upcoming board of directors' election. Please consider the candidates carefully, make your selections and return them to the SGBI office in Kingsville, Texas. Hopefully, you can join us at the Annual Meeting in Branson, Mo., March 27-29. Come out, speak your mind, have some fun and learn something new.

Until Next Time, God Bless. 🙏

*Jeremiah 9-23 & 24. Let not the wise man glory in his wisdom, neither let the mighty man glory in his might, let not the rich man glory in his riches; But let him that glorieth glory in this, that he understandeth and knoweth me, that I am The Lord which exercise loving kindness, judgment, and righteousness, in the earth: for in these things I delight.*



SGBI 2013 advertisements

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# REGISTRATIONS, STAR 5 RECORDINGS & TRANSFERS BY DISTRICT

DECEMBER 2013

| District | Purebred Reg. | Star 5<br>Reg. | Performance<br>Only | Purebred &<br>Star 5 Trans. |
|----------|---------------|----------------|---------------------|-----------------------------|
| <b>1</b> | 114           | 9              | 5                   | 18                          |
| <b>2</b> | 336           | 289            | 511                 | 93                          |
| <b>3</b> | 8             | 4              | 0                   | 10                          |
| <b>4</b> | 19            | 1              | 19                  | 12                          |
| <b>5</b> | 27            | 2              | 0                   | 34                          |
| <b>6</b> | 30            | 13             | 5                   | 25                          |

CONTACT FOR SGBI REGISTRATIONS: Diana Ruiz

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## SANTA GERTRUDIS *Juniors*

By Jaclyn Robinson, District 1



Howdy juniors,

The show season is now in full swing, and I hope the judges are treating you well and your second semester of school is going great! As you may know, SGBI has been asking our ranchers to pull hair on several herd sires and their offspring. If you have been wondering why, the simple answer is to gather DNA samples for genomically-enhanced expected progeny differences (EPDs). What are these

genomic EPDs going to mean for the future of the Santa Gertrudis breed?

Advancements in the field of genetics have resulted in the ability to identify gene markers capable of pinpointing the location of individual genes, which control economically important traits. This has led to the use of genomically-enhanced EPDs. Collecting genomically-enhanced EPDs doesn't necessarily improve the EPDs of a breed; just like regular EPDs, genomically-enhanced EPDs can cause EPDs to rise, lower or stay the same. DNA is just one more piece of information, like calculating ultrasound information, or weaning and yearling weights. DNA and genomically-enhanced EPDs makes the rancher more aware of the characteristics of the bull or female. The purpose of genomically-enhanced EPDs is to give breeders a more rapid and accurate way to improve the genetics of their herd and our breed. Molecular breeding values, combined with traditional EPDs, increase trait prediction and genetic merit earlier in life. ▶

## SANTA GERTRUDIS *Calendar*

### FEBRUARY

- 10** Florida State Fair Open Santa Gertrudis Show, Tampa, Fla.
- 10** San Antonio Stock Show Open Santa Gertrudis Show, San Antonio, Texas
- 11** Dixie National Livestock Show Santa Gertrudis Show, Jackson, Miss.

### MARCH

- 7** Mid Coast Santa Gertrudis International Super Sale, Houston, Texas
- 7-16** 75<sup>th</sup> Annual Rio Grande Valley Livestock Show, Mercedes, Texas
- 8** Houston Livestock Show Open Santa Gertrudis Show, Houston, Texas
- 8** South Texas "Come Build a Herd" Pioneer Sale, Mercedes, Texas **CANCELLED**
- 22** Santa Gertrudis Bluebonnet Classic Sale, Hallettsville, Texas
- 27-29** SGBI Annual Meeting, Branson, Mo.

### APRIL

- 2-5** Georgia Cattlemen's Association Convention, Trade Show & Beef Expo, Perry, Ga.
- 12** Red Doc Farms Red Hot Bull Sale, Belen, N.M.
- 26** Tinney Farms Herd Reduction Sale, Hanceville, Ala.

### MAY

- 3** Heritage Santa Gertrudis Sale, San Antonio, Texas

## SANTA GERTRUDIS WELCOMES

## *New Members*

### Active Members

Coffman Ranch, Russell Coffman, Rosenberg, Texas

Triple Crown Ranch, Lari Scott, Angleton, Texas

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Bailey Jones, Lake City, Fla.

Jenna C. Perez, Encino, Texas

Baylor Kimbro, Timpson, Texas

Sara Ralson, Reno, Texas

One might ask if it is still necessary to collect other information, like weights and measures, and the answer is "Yes." These measures are still very important to EPD calculation and are a necessity to further develop EPDs, so be sure to collect this information.

Wishing you well and safe travels as the show season continues, and hope to see you all down the road! 🐾

# SANTA GERTRUDIS *Production*

## SPRING PLANNING

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



**W**e've made it past the holidays and are now well into 2014, and if you haven't started spring calving season, you will probably begin soon. Now is the time to plan for spring. With any luck, your winter annuals are doing well and you have had some decent precipitation. Make sure you have plenty of high magnesium mineral available to cattle grazing these excellent sources

of winter nutrition to prevent incidence of grass tetany (a.k.a. "grass staggers"). Cattle that are receiving hay (or stockpiled forage) and a protein supplement, such as range cubes or molasses-protein tubs, will also need free access to a good mineral supplement, and some may need vitamin A. Vitamin A is stored in the liver, but dormant forage or hay contains very little of this essential vitamin, and the liver reserves may be depleted by this time. Most commercial feed contains vitamin A, but always check the label; injectable vitamin A is very inexpensive and fast-acting. Heavy-bred spring cows should be in a positive nutritional state (*gaining weight*) and should be receiving adequate amounts of water, protein, energy, minerals and vitamins. Cows that are in good condition (body condition score of 5.5 to 6.0) and are on a

positive plane of nutrition at calving will maintain a strong immune system and produce high quality colostrum.

Before we get too deep into spring activities, now is a good time to inventory equipment, facilities, supplies and vaccines. Check vaccine expiration dates, syringe/needle stockpiles, penicillin bottle volumes, pen and chute integrity, flashlights and batteries, and paper towel/clean rag stashes. A high quality lube, iodine tincture, OB sleeves and blue liquid sterilizing agent (*chlorhexidine solution*) are always good to have on hand. Locate and clean your calf pulling chains/handles and calf puller, and find a couple of good cow halters to add to the mix. Double-check the amounts of frozen colostrum and milk replacer you have on hand and replace if necessary. Make sure the drench gun and stomach tuber are in good working condition. Plan to calve in the best-protected, driest and easiest-to-access pasture on the place. *Remember last year?* Calves will survive cold nights if they can get out of the wind and are dry. To minimize the spread of young calf health problems and to reduce the stress on calving cows, more acreage in the calving pasture is preferred. Furthermore, plan to move healthy pairs to a different location (if you have that luxury). Now is also the time to consult with your veterinarian about potential calf health problems that might occur this spring, and formulate a treatment plan. All products and therapies should be on hand before the problems arise. You may want to discuss current pre-weaning/weaning calf vaccination strategies as well.

It is not too early to begin planning the spring mating assignments. Take a good inventory of herd sires that includes functionality, age and calf production history. The market value of cull bulls and cows are still at record high levels, and 2014 may be a good year to replace some bull power. Sires that will be used in the spring 2014 breeding season will need to be fertility tested soon – at least 60 days prior to turn-out. If you utilize artificial insemination (AI), plan to check your current semen inventory and inquire with semen suppliers for any "new bull" additions that you may be interested in using this year. Always pre-plan AI breeding decisions, and plan to have, on average, 1.5 straws of semen per cow to be inseminated available in the semen tank prior to the breeding season. Don't use an AI sire on impulse or simply because it is all you have left in the tank. Finally, make plans to improve your marketing strategies as you sell your cattle this year. Best wishes for 2014! 🐄



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# Record Markets for Cattle and Beef in 2014

By Derrell S. Peel, Oklahoma State University Extension Livestock Marketing Specialist

**C**attle and beef markets ended in 2013 at (or near) record levels and charged out of the gate in January with even more strength, setting the stage for 2014. These conditions have been building for several years, and were most recently exaggerated by drought-forced herd liquidation since 2011 that has pushed cattle numbers to 60-year lows. Cattle and beef prices at all levels are expected to average at record levels in 2014.

Cattle slaughter is expected to decrease more than 7 percent year-over-year in 2014, leading to a 6.5 percent or larger decrease in beef production. This forecast is contingent on continued improvement in overall drought conditions, which appear to have jump-started herd expansion in late 2013. Feeder cattle supplies will continue to tighten in 2014, with a still-smaller calf crop, increased heifer retention for breeding and reduced feeder cattle imports. Continued herd liquidation in the first half of 2013 likely means cattle inventories were smaller to start 2014, but herd expansion may begin this year. It likely will take 3-4 years to rebuild the drought losses of the last three years, with additional herd expansion possible to the end of the decade.

although increased exports of pork and poultry will reduce the domestic market pressure from those competing meats. Beef exports were stronger than expected in 2013, with increased exports to Japan, Mexico, Hong Kong and Taiwan. Beef exports are expected to decrease modestly in 2014, due to high prices and reduced beef production. Beef exports as a percent of total production will be similar to 2013 levels. Beef imports are expected to increase, with higher U.S. beef values and increased demand for processing meat as a result of reduced U.S. cow slaughter.

## **It is an unprecedented time for the U.S. beef cattle industry, with record prices and expectations for still higher prices in 2014.**

The feedlot and beef-packing sectors will continue to struggle with reduced cattle supplies and high input costs in 2014. For feedlots, sharply reduced feed costs resulting from the record 2013 corn crop will be offset by high feeder cattle prices and reduced capacity utilization. Following feedlot and packing plant closures in 2013, the potential for more feedlot and packing capacity to exit the industry in 2014 remains high. Reduced total feeder cattle imports will further compound low feeder cattle supplies in 2014. Mexican feeder cattle imports were down by one-third in 2013 compared to year-earlier levels and are expected to decrease further in 2014.

Cow-calf producers will enjoy increased profitability in 2014, with record calf prices and moderation in some input costs, especially feed costs. However, unprecedented values for heifers and cows will present a significant challenge for producers attempting to expand cow herds. High heifer prices in late 2013 foretell extremely strong demand for breeding females in 2014. Moisture conditions in the spring and early summer will be the key to how much and how fast herd expansion will occur in 2014.

It is an unprecedented time for the U.S. beef cattle industry, with record prices and expectations for still higher prices in 2014. There are very strong fundamental reasons for the current price levels, but pushing into uncharted territory always raises the level of uncertainty. It is not a question of whether higher prices will happen, but rather a question of how fast the market can absorb high prices. Demand is a key factor to watch moving forward. Higher boxed beef prices are needed to accommodate the higher feeder and fed cattle prices that are squeezing feedlot and packer margins. The drought situation will be a key factor in determining whether current herd expansion plans can move forward or will once again be postponed, as happened the past three years. Supply will be the major driver in the market for several years, and cow-calf producers can enjoy the benefits of a market providing strong incentives for herd expansion and increased calf production. 🐄



Beef wholesale and retail prices will push even higher in 2014, after starting the year at record levels. Choice boxed beef prices moved back above the \$200/cwt. level in early January, followed by Select cutout above \$200/cwt. for the first time ever. Total meat supplies in 2014 are expected to be unchanged from 2013 levels, as decreased beef production will be offset by a projected 3.4 percent increase in broiler production and a modest 1.7 percent increase in pork production. Projected 2014 pork production continues to be reduced due to the effects of Porcine Epidemic Diarrhea virus, which has not yet been controlled. Both pork and poultry will provide competition to moderately higher beef prices,

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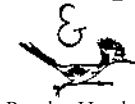
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# Using Genetic Promotional Tools

By John Ford, SGBI Executive Director

Last year, I watched a young bull sell at an affiliate event. He was owned by a junior member, and the catalog noted he had a solid show ring career. However, it was not his show record, though impressive, that caught my eye. The consignment's weaning weight expected progeny difference (EPD) was +20 pounds – a number that easily placed him in the top 10 percent of the breed. Here was an animal that had the genetic potential to add valuable pounds to a calf crop; after all, the majority of cattle in the U.S. are sold by the pound. I waited to hear the gentleman on the block point out this exceptional number to the crowd, but was disappointed when no mention was made that this young sire had the potential to substantially increase weaning weights, resulting in a bigger payday when the calf crop was marketed. I thought about this missed opportunity and challenged myself to encourage SGBI members to better utilize the information from our breed's genetic evaluation in promotional efforts. Successful promotion is the result of using all available tools in the toolbox, and our breed's genetic evaluation should not be overlooked or discounted when developing promotional materials.

The breed's updated and upgraded genetic evaluation, currently managed by program partner Livestock Genetic Services (LGS), includes a simple-to-use "Percentile by Trait" tool that is correlated to the most recent EPD download and is posted on the SGBI website. This tool is not only a great device for making genetic improvement decisions, it has fantastic promotional and marketing value. The "Percentile by Trait" table provides the information needed to match an animal to its exact percentile for each measured trait. Viewing the August 2013 EPD Run Percentile by Trait Table (Table 1), we learn that an animal with a birth weight EPD of -1.3 or less will rank within the top 10 percent of the breed. If you are marketing calving ease bulls, what better promotional information is there than knowing and having the documentation that an animal is ranked within the top 10 percent of the breed for birth weight? Research has shown time and time again that birth weight is a proven indicator of calving ease. Is there a commercial cattleman in your area looking for a bull that will increase weaning weights, but at the same time produce needed replacement females? Check out the weaning weight percent-

tile along with milk and total maternal; a bull that ranks in the top for these traits would certainly fit that particular customer's needs.

Keep in mind that not all cattlemen are focused on the same traits, and animals with traits falling in the top 10 percent or top 20 percent are not necessarily the type of animal that fits all environments or operations. For example, in areas where forage production is marginal, cattlemen might prefer a milk EPD that is in the bottom quarter or half of the breed, especially if the growth traits are in the top 10, 20 or 30 percent. Animals that are balanced fit a wide variety of production and management schemes; therefore, a promotional piece can be successfully developed for an animal that falls in the top 30 to 40 percent for all traits. Pick up any semen catalog and you will see that genetic companies have long utilized a breed's "Percentile by Trait" tables in their write-ups on the particular genetics being marketed. The "Percentile by Trait" table is a great tool that SGBI members have in the association toolbox; it's one that is easy to use in the development of sound, performance-based promotional material.

**The "Percentile by Trait" table is a great tool that SGBI members have in the association toolbox; it's one that is easy to use in the development of sound, performance-based promotional material.**

**Table 1. August 2013 EPD "Percentile by Trait"**

| Percentile | BW    | WW    | YW    | Milk | Total Maternal Weaning | HCW   | REA    | Marb.  | Fat    | Tenderness |
|------------|-------|-------|-------|------|------------------------|-------|--------|--------|--------|------------|
| 10%        | -1.3  | 8.2   | 11    | 4.9  | 6.1                    | 12.4  | 0.1    | 0.05   | -0.005 | -0.023     |
| 20%        | -0.95 | 4.5   | 6.1   | 3.5  | 3.5                    | 6.8   | 0.06   | 0.02   | -0.004 | -0.009     |
| 30%        | -0.72 | 1.9   | 2.8   | 2.5  | 2                      | 2.9   | 0.026  | 0.008  | -0.003 | -0.003     |
| 40%        | -0.54 | -0.34 | -0.1  | 1.5  | 1                      | -0.3  | 0.003  | 0.001  | -0.002 | 0          |
| 50%        | -0.34 | -2.2  | -2.6  | 0.65 | -0.1                   | -3.2  | -0.02  | -0.004 | -0.001 | 0.001      |
| 60%        | -0.1  | -3.6  | -4.7  | -0.1 | -1.2                   | -5.6  | -0.036 | -0.008 | 0      | 0.006      |
| 70%        | 0.2   | -5    | -6.3  | -1   | -2.1                   | -7.3  | -0.05  | -0.013 | 0.001  | 0.011      |
| 80%        | 0.6   | -6.6  | -8.2  | -2.3 | -3.6                   | -9.5  | -0.07  | -0.019 | 0.004  | 0.017      |
| 90%        | 1.1   | -8.3  | -12.4 | -4.2 | -5.9                   | -13.8 | -0.11  | -0.023 | 0.008  | 0.037      |

\*The August 2013 EPD "Percentile by Trait" table was posted on the SGBI website when this article was developed for *Santa Gertrudis USA*. An updated table based on the January 2014 run is now available and posted.

The "Proven Sire and Young Sire Trait Leader" lists can also be helpful in developing promotional materials. The lists are updated following each EPD download and record those proven sires and young sires that are the breed's leaders for each individual trait. The trait leader lists can also be accessed on the SGBI website. A notation that an individual is sired by a trait leader – or in the case of a young sire, listed as a trait leader – has value that strengthens pedigrees and family lines, adding value.

An exciting new tool recently released by LGS is the "DNA Testing Genomic Merit Score." This tool is based on a combination of genetic

CONTINUED ON PAGE 17 ►

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# Member Profile

## Myers Farm A Grading Up Story

By Jim Graves, Five Oaks Farm, Chapel Hill, Tenn.

**W**ade Myers, a great friend of mine since I met him 20 years ago, hails from Campbell County, Tenn. He married Betty Jo in 1956, and worked on the family farm for many years. In 1972, Wade and Betty Jo moved with their two children, Patsy and Jerry, to Unionville, Tenn., taking with them 44 Hereford cows.

By trade, Wade is a machinist, using the G.I. bill to go to school after serving in the military. He worked for the Shmides Corp. in Tullahoma, Tenn., for a number of years; for most of those years, Wade also worked to make his farm a show place for his cow herd. He had been working for Shmides for four years when he was asked to teach machinists at Tennessee Technology Center in Shelbyville. He retired from teaching in 1988, having taught many young men and women his trade.

### Pursuit of Excellence

The story of Wade's involvement with Santa Gertrudis began long ago, when his younger brother Bruce told him about some "beautiful red cattle" he'd seen on his travels out west. In 1969, Wade and Bruce began their search for some Santa Gertrudis of their own. It was a challenging pursuit, since it seemed as if they would need to purchase a truckload in order to buy some cows and heifers, but Wade managed to purchase a bull from Doug Watts of East, Tenn. Then, he began working on the "Grade Up" program that SGBI had launched back when the breed was just getting its start.

A year later, Wade purchased a bull from Morgan Green to help with the grading up. In 1973, Wade became an active member with Myers Farms with a brand he called The Diamond M, because he wanted the herd he built to be treated like a precious gem. Although Wade was told it would take him about seven years to achieve a full purebred herd, it took even longer because he was very particular and seeking the best Santa Gertrudis he could breed. He followed through with the "Grade Up" program by having SGBI classifiers out to verify his herd. At one point in the "Grade Up" process, cattle would get a Bar S (-S) brand; then, when a bull or female met the Standards of Excellence established by the breed founders, cattle would receive an "S" brand. Wade worked hard to earn "S" brands for his herd.

In 1979, he purchased a weaned bull calf named "93" from W.H. "Bill" Creel – the bull that Wade believes has most positively affected his cow herd. Early on, he ran into people who didn't necessarily feel Santa Gertrudis cattle met the needs of the industry. This wasn't what Wade was seeing on his farm, though, where his calf crops were growing well, had no calving problems and demonstrated feeding efficiency. He decided to take his bulls to the University of Tennessee for its senior bull gain test, and wasn't surprised to learn they tested as well as bulls of other breeds.



**Wade Myers (left) and his son Jerry perform routine afterbirth calf care. Every calf born on the farm is weighed and vaccinated, and detailed records are kept to aid in breeding decisions and keep track of genetic traits.**

In 1985, Wade took a bull named "Myers 55" to the gain test, where he demonstrated the highest average daily gain (ADG) of any bull on test – 3.69 lb. – and the highest Index at 8.32. "Myers 55" has been one of SGBI's trait leaders. Today, Wade's young bulls "Myers 329/1" and "Myers 334/2" are both Young Sire Trait Leaders for birth weight, and he looks forward to seeing how their calves do in the future.

Another one of Wade's bulls, "Mountain Man 107," sired calves that were small at birth, and grew well. His bull "Chester 138/8," from breeder Euel Hammett, Odessa, Texas, helped clean up the underline of Wade's herd, which he believes is important to the breed's future. Also helping to improve the herd at Myers Farms is "Silverbrook Farms 524," a bull from a ranch owned by Helen Kleberg Groves of The King Ranch.

Today, Wade and Betty Jo enjoy the company of their five grandchildren and six great-grandchildren. Wade was recognized as the 2002 Conservation Farmer of the Year by the Bedford County Soil and Water Conservation for the improvements he has made on his farm to help the soil and environment, and in 2009-2010 for having the Top Star-5 Recordation in District 4. Wade, along with Bud Shanks of Shanks Farm, Cookeville, Tenn., helped found the Mid-South Santa Gertrudis Affiliate Association.

Wade looks at the Santa Gertrudis breed in the state of Tennessee and sees a bright future. He has the oldest active herd number and the largest registered herd in the state. He believes in his "beautiful red cattle," and continues to look for ways to improve his herd and farm. 🐄

*Edited by Kim Broers, Santa Gertrudis USA copy editor.*

**Wade was recognized as the 2002 Conservation Farmer of the Year by the Bedford County Soil and Water Conservation for the improvements he has made on his farm to help the soil and environment, and in 2009-2010 for having the Top Star-5 Recordation in District 4.**



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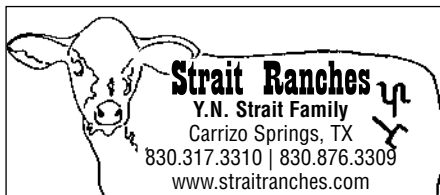
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# USING GENETIC PROMOTIONAL TOOLS CONTINUED FROM PAGE 14

information and a selection index formulated into a simple star-based rating system that ranks an animal's growth traits, maternal traits and carcass traits. Members submitting DNA samples receive this score on the certificate of testing from LGS. The system groups the traits measured into three categories, ranking them by percentile, with a 4-star designation placing an animal in the top quarter of the breed. This newly released tool has already caught the attention of numerous cattlemen as an easy-to-use and simple-to-understand tool. As SGBI continues to upgrade its

genetic evaluation, this particular tool will increase in its promotional value.

Santa Gertrudis breeders have worked hard to breed animals that are versatile, functional and profitable, so let's use all the tools available to promote this outstanding breed.

\*The August 2013 EPD "Percentile by Trait" table was posted on the SGBI website when this article was developed for *Santa Gertrudis USA*. An updated table based on the January 2014 run is now available and posted. 🐄

*Reviewed by John Genho, Livestock Genetic Services founder.*

# TO PLACE AN AD IN SANTA GERTRUDIS USA CONTACT SALES REPRESENTATIVE:



**Darren Richmond**  
(423) 364-9281  
djrichmd@aol.com

Ask about pricing for sale catalog  
insertions or overruns of your ad!



# 2014 SGBI ANNUAL MEETING REGISTRATION

Name: \_\_\_\_\_ Spouse: \_\_\_\_\_

Ranch Name: \_\_\_\_\_ Herd No. \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

## PACKET INFORMATION

Early Bird Registration: \$185.00 per person *Received by February 22nd*

Sunset Registration: \$200.00 per person *Received after February 22nd*

### Includes

**Thursday:** Welcome Social with light hors d'oeuvres; The Branson Experience "IT"  
(The Hughes Brothers and Family Show with dinner and transportation)

**Friday:** Affiliate breakfast; trade show luncheon; Awards dinner BBQ with special speaker

**Saturday:** Annual Membership Meeting breakfast.

**Individual Event Meals must be reserved by February 22nd!**

Contact Sherry Hampton at (573) 338-1810 or (573) 796-2763. *Tickets will be required at door.*

**Optional** *Please check if interested*

☐ March 29th Presidents Dinner and Hall of Fame Induction with special guest appearance



## REGISTRATION

\$185.00 per person x \_\_\_\_\_ = \$ \_\_\_\_\_

*Received by February 22nd*

\$200.00 per person x \_\_\_\_\_ = \$ \_\_\_\_\_

*Received after February 22nd*

\$75.00 Saturday x \_\_\_\_\_ = \$ \_\_\_\_\_

*Presidents Dinner & Hall of Fame Induction*

**TOTAL** = \$ \_\_\_\_\_

## PAYMENT METHOD

Check No. \_\_\_\_\_ Total \$ \_\_\_\_\_

Credit Card Type *select one* ☐ Visa ☐ MasterCard

Credit Card No: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

## HOTEL INFORMATION

### Chateau on the Lake Resort

415 North State Hwy 265 • Branson, Mo. 65616 • (888) 333-5253

SGBI Annual Meeting • Room Rate: \$104.00/night + taxes

**Absolute Reservation Cut-off Date: February 22, 2013**

All rooms will be released after this date. *This is a great rate for a 5-Star resort!*

Rooms may also be reserved at [www.chateauonthelake.com](http://www.chateauonthelake.com)

Enter reservations, click on Group Code 0414SGBI

### MAIL REGISTRATION TO

SANTA GERTRUDIS BREEDERS INTERNATIONAL

P.O. Box 1257, Kingsville, TX 78364

Or fax to: (361) 592-8572

# SANTA GERTRUDIS BREEDERS INTERNATIONAL

## 63rd Annual Meeting March 27-29, 2014

BRANSON, MISSOURI

### TENTATIVE SCHEDULE OF EVENTS

#### Thursday, March 27

|                       |                                          |
|-----------------------|------------------------------------------|
| 8:00 a.m.             | SGBI Committee Meetings Begin            |
| 1:00 p.m.             | Conference Registration Begins           |
| 9:00 a.m. - 5:00 p.m. | Silent Auction and Trade Show Setup      |
| 2:00 p.m.             | SGBI Board Meeting                       |
| 5:00 p.m.             | Welcome Social and Light Hors d'oeuvres  |
| 6:00 p.m.             | Board bus for dinner                     |
| 6:30 p.m.             | Dinner in the Balcony of the Theater     |
| 8:00 p.m.             | "IT" The Hughes Brothers and Family Show |

#### Friday, March 28

|                         |                                            |
|-------------------------|--------------------------------------------|
| 8:00 a.m.               | Affiliate Breakfast – Candidate Speeches   |
| 8:00 a.m. - 12:00 p.m.  | Conference Registration                    |
| 9:30 - 10:30 a.m.       | "Order Buying 101"                         |
| 10:30 - 11:30 a.m.      | "Bull Buying Habits"                       |
| 11:30 a.m. - 12:30 p.m. | "Marketing Commercial Replacement Females" |
| 12:30 - 2:30 p.m.       | Roving Trade Show Luncheon                 |
| 2:30 p.m.               | Polled Association Meeting                 |
| 6:00 p.m.               | Awards BBQ, Special Speaker                |

#### Saturday, March 29

|                        |                                        |
|------------------------|----------------------------------------|
| 8:00 a.m.              | Annual Membership Meeting Breakfast    |
| 8:00 a.m. - 12:00 p.m. | Trade Show / Silent Auction Ends       |
| 12:00 - 2:00 p.m.      | New Board of Directors Meeting         |
| 12:00 - 6:00 p.m.      | On your own to enjoy Branson or relax! |
| 6:00 p.m.              | Presidents Dinner and Hall of Fame     |

#### Induction

Hall of Fame Inductees: Dennis Alsup, Joe Jones, Wylie Taliaferro and Howard Tinney

Special Entertainment and Auction



#### OUR HOST HOTEL

### Chateau on the Lake

This AAA Four Diamond Branson resort & spa offers everything you would expect from a five-star resort.



*Stunning lakefront location*

*Luxurious accommodations*

*Comprehensive amenities*

*Choice of dining options*

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**(888) 333-5253 • Group Code: 0414SGBI**

### Plan to Attend "it" – The Hughes Brothers & Family Show

**Little Word - BIG SHOW!**



**[www.hughes-brothers.com](http://www.hughes-brothers.com)**

**SEE it:** where over 50 amazing singers, dancers and musicians combine their astonishing scope of talent to create Branson's Ultimate Entertainment Experience!

**HEAR it:** everything from Broadway to country to comedy to patriotic to gospel to rock-n-roll.

**FEEL it:** the energy & emotion of over-the-top production numbers with brilliant lighting & sound. "it" delivers everything you want in a Branson Show...and more.

You will absolutely **LOVE it!**

# **USLGE:** **SGBI's Promotional Partner**

By John Ford, SGBI executive director

**The U.S. Department of Agriculture's (USDA's) most recent figures project U.S. ag exports will surpass \$137 billion in value when the 2013 numbers are finalized, and it is anticipated that U.S. beef exports will account for more than \$5 billion of that \$137 billion.**

**T**he future implementation of additional free-trade agreements will allow the U.S. to gain an even greater foothold in Asia and other fast-growing areas where there is surging demand for American beef. Growing foreign demand for U.S. beef benefits all sectors of the industry, including the live cattle market, and U.S. cattlemen are witnessing a growing plea for live animals and genetic material world-wide.

The international community recognizes that superior, performance-oriented genetics originate in the U.S., and most SGBI members are aware that Santa Gertrudis genetics have long been sought by cattlemen in Mexico and other Central and South American countries. However, few realize there is growing interest in countries that at one time were a part of the former Soviet Union. Interest in Santa Gertrudis genetics is growing in Russia, Kazakhstan and neighboring countries. Inquiries are also being received by SGBI from South Africa and the Middle East.

In today's global economy, there exists tremendous opportunity to expand SGBI's presence, and it is gratifying to know that, regardless of nationality, cattlemen recognize the value of Santa Gertrudis genetics. However, the confusing and time-consuming process of promoting and selling genetics in foreign markets, even markets as close as nearby Mexico, is a challenge that few SGBI members can successfully navigate. Foreign marketing is neither simple nor quick. Language barriers, baffling rules and regulations, and cultural differences are just a few of the obstacles that must be overcome before a successful sale can be finalized.

To circumvent foreign marketing promotional obstacles and challenges, SGBI relies on membership in U.S. Livestock Genetics Export, Inc., better known as USLGE. USLGE is a non-profit, nationwide trade organization that represents the international marketing interests of the U.S. livestock industry. Created in 1993, USLGE provides assistance and coordination to foreign market development programs that promote U.S. livestock genetics abroad. Simply put, membership in USLGE opens up avenues of international expo-

sure for SGBI, allowing the association to reach potential buyers in foreign markets.

SGBI pays an annual USLGE membership fee of \$5,000 that not only ensures the Santa Gertrudis breed receives international exposure, but also allows the association to access USDA foreign marketing funds. USLGE administers funds received from the USDA's Foreign Agricultural Service, and these funds are made available to member organizations for promotional activities, such as international advertising, translation of marketing materials, and participation in foreign trade shows and exhibitions. SGBI receives funding based on a promotional plan developed and submitted annually by our Foreign Marketing Committee. The submitted plan must clearly outline each activity and identify the country that SGBI will be targeting. SGBI receives between \$12,000 and \$16,000 each year from the USLGE-administered program, and the funds must be spent as stated in SGBI's approved plan.

A great deal of time and effort must be spent building the relationships needed to open a market in a foreign locale. This relationship-building process often takes years, and the results are not always visible. However, attendance by foreign cattlemen at SGBI events, affiliate sales and production sales has increased over the last 5-year period, and it's not surprising to learn that Santa Gertrudis genetic material is being shipped to Mexico, Central and South America, and South Africa. There is little doubt that this growing interest in U.S. genetics can be attributed in part to SGBI's collaboration with USLGE.

Recently, a group of cattle producers from Kazakhstan spent three days in Texas and Oklahoma visiting SGBI members and viewing cattle. Is there any potential to market semen and embryos in this former Soviet Union state? That is yet to be determined, but with the assistance of the USLGE, SGBI will be able to remain in contact with these potential customers, and continue to build a relationship with cattlemen on the other side of the world. 🐄





**Saturday,  
March 22, 2014**

**11:00 a.m.**

**Lavaca County Exposition Center  
Hallettsville, Texas**

## **Selling Santa Gertrudis Cattle to Purebred and Commercial Breeders**

**Replacement Heifers • Show Prospects • Quality Bulls**

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- NAF Cattle Division, Dexter & Jan Joyner
- Rancho Salida Del Sol, John & Pamela Liford
- Strait Ranches, Y.N. Strait Family
- Townsend Cattle Co., Ivan & Debbie Townsend
- Twin Creek Ranch, Wes & Lou Hall
- Wendt Ranches, Dan & Jane Wendt

### **Schedule of Events**

#### **Friday, March 21**

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

#### **Saturday, March 22**

8:00 a.m. Donuts & coffee  
11:00 a.m. **SALE**  
Lunch served after sale

*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.*

*For sale catalog, photos and up-to-date information, visit our website:*

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**Saturday,  
March 22, 2014  
11 a.m.**

**Lavaca County Exposition Center  
Hallettsville, Texas**



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