



SANTA GERTRUDIS

USA

FEBRUARY 2017 | VOLUME 20, NUMBER 2

**ANNUAL MEETING
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Joe Jones, Manager
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777 Vegas

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

2016 National Champion

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

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

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

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SANTA GERTRUDIS USA

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ON THE COVER

A Santa Gertrudis cow with Santa Gertrudis x Hereford STAR 5 calves at Salter Farms, Milton, Fla.
Photo by Darren Richmond.

Two *Super* lots going to the *Super Sale* in Houston!

6:00 p.m., Friday, March 10, 2017 • NRG Center

WENDT RANCH 661

DOB: 2/2/14 • Reg: 20143007

Polled, 3-year-old cow
with a Vegas heifer calf
(DOB: 11/2/16) at side.
Pregnancy status of cow
to be announced sale day.



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Ramblings from the Open Range

EXECUTIVE DIRECTOR'S REPORT

By John Ford

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Depending on the type of organization or association, annual membership meetings may be required by law, or the constitution, charter or by-laws governing the body. Santa Gertrudis Breeders International (SGBI) is no different. The association's constitution states, "Members shall meet at least once in each year on a date and at a place fixed by the board of directors." Annual membership meetings are held to conduct business on behalf of the organization and may include electing members to serve on the board of directors, reviewing the past year's financial information and discussing previous and future activities.

I am confident most seedstock producers do not get overly excited about a breed registry's annual membership meeting, and I agree it is not as stimulating as catching sight of a new calf on

the ground, making breeding decisions or seeing a marketing plan succeed. However, the importance of an annual membership meeting can't be dismissed. When everyone in an organization knows and understands the same key information and plays an active role in identifying and addressing issues and concerns, goals can be set and achieved. The nature and open-endedness of an annual membership meeting provides members the opportunity to voice concerns, share ideas, state what issues are important to them and yes, even make complaints. Equally important is the chance to interact with members of the board of directors and staff, individually and as a group. After all, these men and women set, or carry out, policy and make vital decisions related to the direction of the association in a complex and constantly evolving beef

industry. Significant decisions directly affecting SGBI and the Santa Gertrudis breed are made each year at the annual membership meeting.

When everyone in an organization knows and understands the same key information and plays an active role in identifying and addressing issues and concerns, goals can be set and achieved.

One area I am hoping to discuss with members during the upcoming Annual Meeting is association finances. Lately, SGBI has become more focused on programming related to the economic success of membership and the breed's commercial cattle-buying customers. This focus on profitability has resulted in a growing industry presence for the breed and increased demand for the Santa Gertrudis genetic package. However, even with these successes, demands on SGBI's financial resources

CONTINUED ON PAGE 8 »

Come to Tyler, Texas for the SGBI 66th Annual Meeting March 30-April 1, 2017



Join your fellow Santa Gertrudis Breeders International (SGBI) breeders for some "Gerts and Roses" hosted by the Premier Santa Gertrudis Association in Tyler, Texas March 30-April 1, 2017. The Annual Meeting is an excellent opportunity to get involved in the association and network with fellow breeders.

This year's events will take place at the Holiday Inn Tyler-South Broadway. Events at this year's meeting include committee meetings, educational seminars, tours and Hall of Fame inductions.

The Annual Meeting kicks off Friday, March 31 with committee meetings starting at 9 a.m. Get involved in one of SGBI's 12 committees and join in the discussions. Descriptions of each committee can be found on page 24. Hear from Francis M. (Monte) Rouquette, Ph.D., at 12 p.m. as he speaks about extending the grazing season and reducing feed costs. Joe Paschall, Ph.D., will give a virtual tour of a packinghouse and discuss the results of the Santa Gertrudis Steer Feed-Out Program at 1:45 p.m. The final educa-

tional seminar starts at 2:45 p.m., when Brian Cummins will discuss ways to avoid discounts on feeder calves and utilize Santa Gertrudis genetics in commercial herds. Information on each of the speakers can be found on page 15. The day will conclude with an awards banquet at 7 p.m.

Saturday, April 1 begins with the SGBI Annual Meeting at 8:30 a.m. Attendees will have the opportunity to go on one of two tours offered at this year's event – Texas A&M AgriLife Research and Extension Center in Overton, or Tyler Municipal Rose Garden Center in Tyler. Information about either of these tours can be found on page 17. The president's dinner and Hall of Fame inductions end the second day of the convention. Information on each of the individuals that will be inducted to the Hall of Fame can be found on page 18.

A complete schedule and registration information can be found on page 16. SGBI breeders are encouraged to get involved with the association and attend the SGBI 66th Annual Meeting. 🌹

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contact Scott Sherrill, President

(404) 402-5601



PRESIDENT'S LETTER

By Wes McDaniel

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

Ladies and gentlemen, it is time to wake up and smell the roses! Consider this a friendly reminder that Valentine's Day is right around the corner and there are only a few days left to keep yourself from spending more time with the herd than you anticipated. There is also a limited amount of time left to sign up for the 66th Santa Gertrudis Breeders International Annual Meeting. This year's "Gerts and Roses" SGBI Annual Meeting will take place March 30-April 1, 2017, in Tyler, Texas. It promises to be an event you will not want to miss. Sign-up information can be found in the magazine or by directly contacting the SGBI office.

Speaking of Valentine's Day, my wife, Jessica, would probably tell you that the three loves in my life are her, our daughter, Andi, and Santa Gertrudis cattle. Jessica would also be quick to share that on any given day that order could be shuffled. The truth is, she is correct. Like most of you, I am passionate about my family and Santa Gertrudis cattle. Honestly, one of my favorite things about being an SGBI member is having extended family throughout the country and abroad.

Unfortunately, as most of you are aware, SGBI recently had to say goodbye to part of our extended family, Jane Wendt. Mrs. Wendt was an instrumental past SGBI president and simply a wonderful person. Personally, Mrs. Wendt had a profound impact on my involvement with the Santa Gertrudis breed. She had a similar impact on every member she encountered and countless others throughout the Santa Gertrudis breed worldwide. I know she was thrilled that her family is carrying on the legacy of Wendt Ranch. Our thoughts and prayers are with Dan and the whole family.

We are all part of the Santa Gertrudis family and story. It is a story that has deep roots and traditions. It is also a story that has a bright future within the cattle industry. Once again, I want to invite every member to join us at this year's SGBI Annual Meeting for fellowship and to learn more about the Santa Gertrudis breed. I hope to see you all in Tyler. You will not want to miss being a part of this chapter of the SGBI story. 🌱



Jane Wendt

EXECUTIVE DIRECTOR'S REPORT CONTINUED FROM PAGE 6

have grown. Difficult management decisions in terms of resource allocation must be made over the next 5-10-year period for the breed to remain financially sound and a competitive member of the seedstock sector of the beef industry. As reported in the November issue of *Santa Gertrudis USA*, the Board has identified four focus areas believed to be critical for long-term association financial success.

1) Invest assets into the association in the form of member education, marketing, genomics and additional member services.

2) Adjust the association's fee structure, including analyzing alternative structures and systems.

3) Leverage strategic partnerships, including affiliate collaboration.

4) Restructure staff for more effective member service, examine relocation options and study virtual workplace sites.

Members of the Board and I welcome your thoughts and opinions regarding the identified focus areas and action items that will strengthen SGBI's financial position, allowing the association to expand the breed's industry footprint and grow market share. Come to Tyler, Texas March 30 – April 1, 2017, for the Annual Meeting, and take advantage of the opportunity to voice your expectations for the breed. Your opinion is valued.



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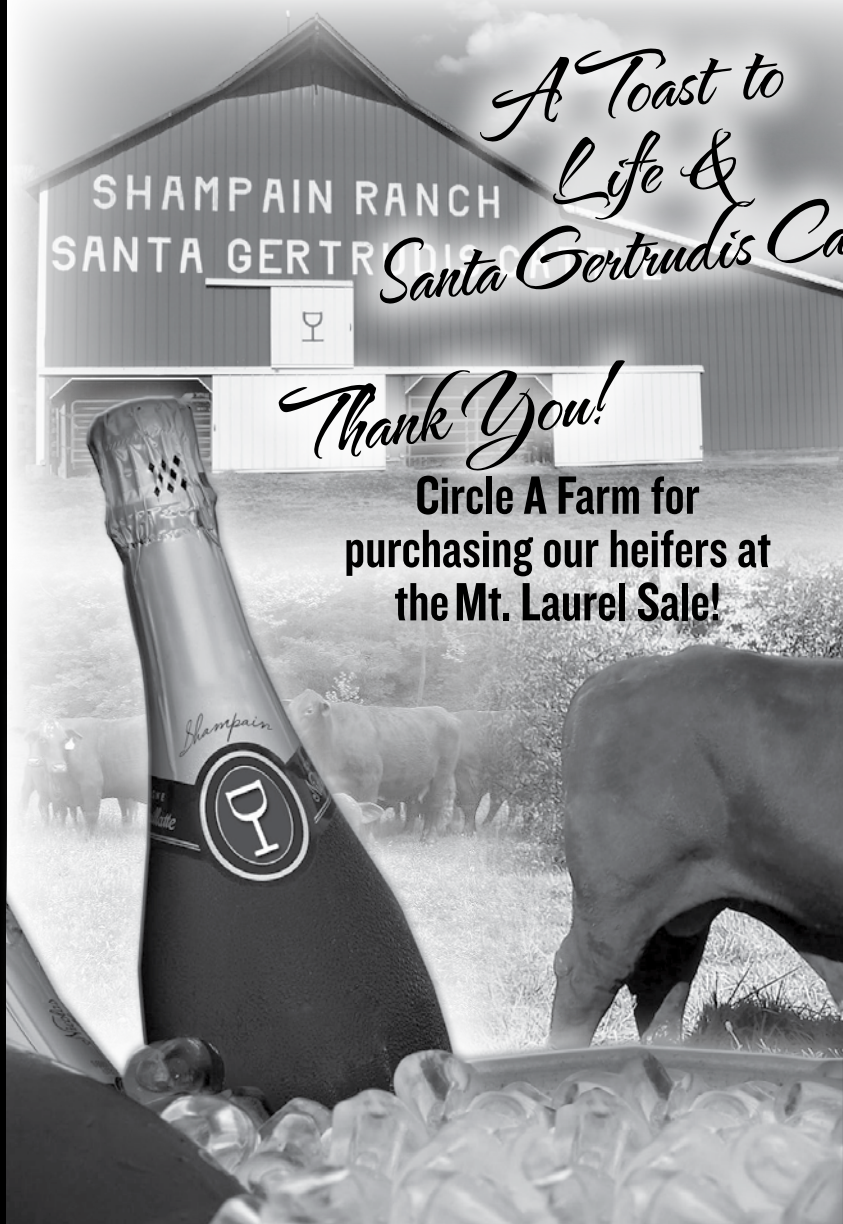
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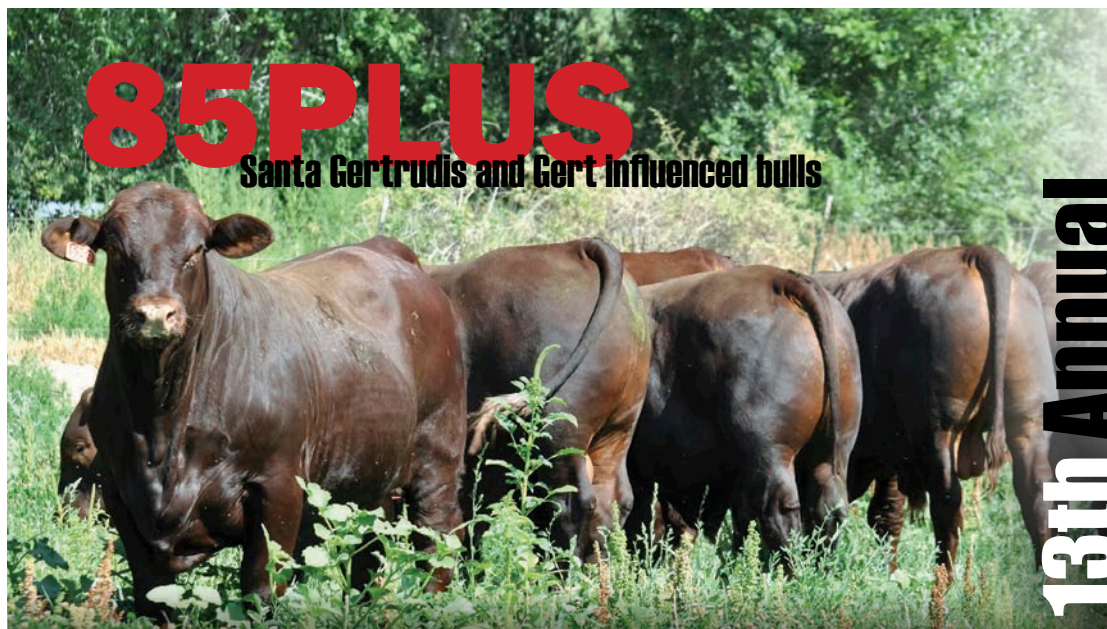
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DECEMBER 2016

ACTIVE MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	10	5	0	10
2	360	179	669	366
3	32	0	0	17
4	37	2	19	24
5	32	0	0	6
6	25	1	0	25

JUNIOR MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	4	0	0	1
2	13	2	0	8
3	0	0	0	0
4	2	0	0	3
5	0	0	0	0

CONTACT FOR SGBI REGISTRATIONS: Diana Ruiz

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SANTA GERTRUDIS *Juniors*

By Patrick Daniels, District 2, Vice President



2017 promises to be a great year. New year, new shows, new calves – there are so many exciting things to look forward to, and the best part of that is knowing you can be an active member in the Santa Gertrudis breed and make sure your voice is heard. There are a variety of ways to become involved and be a positive influence.

Whether you are on the Junior Board, on a committee or actively involved in your affiliate, you are making a difference and promoting your cattle in one way or another. Being an active, involved member is crucial to helping this breed grow.

There will always be new issues to deal with, and it's very important that everyone is informed and allowed to express their opinion. There are many ways in which this can be done. Become involved in your local affiliate and cattle

CONTINUED ON PAGE 15 »

SANTA GERTRUDIS WELCOMES

New Members

Active Members

Top Shelf Cattle Company, Britney Shields,
California, Mo.
L & O Farms, Brian Lynn,
Plain Dealing, La.
Passion Farms, Frank Santos,
Luling, Texas

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Dr. Octavio Elizondo, San Benito, Texas
Kurt Kainer, Cameron Kainer,
Schulenburg, Texas

Junior Members

Jade Hicks, Okmulgee, Okla.

SANTA GERTRUDIS

Calendar

FEBRUARY

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

MARCH

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

APRIL

- 2** Corazon Pitchford Cattle Co. Bull Sale, Athens, Texas
- 8** Red Doc Farm's Red Hot Bull Sale, Bosque, N.M.
- 8** Rocky Mountain Santa Gertrudis Association Runoff Sale, Bosque, N.M.
- 29** Crimson Classic Sale, Cullman, Ala.

MAY

- 13** Breeders of the Carolinas Sale, Chester, S.C.



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April 29th, 2017

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SANTA GERTRUDIS *Production*

BREED HEIFERS EARLIER AND FOR A SHORT DURATION

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



Fertility is the most important economic trait and becomes critically important as cow-calf producers' margins narrow in a bearish market. In a perfect world, all replacement heifers would calve well ahead of the mature cow herd for two main reasons: **1)** our attention to females with birthing difficulties is at max, and **2)** the extra days that we can gain before subsequent

re-breeding will be appreciated by these first-time mothers. If you find this spring that some of your replacement heifers are actually calving with the older cows, that would indicate re-evaluation of the heifer program is necessary. In addition, we also may need to evaluate the calving distribution of our keeper heifers over the past few years. To accomplish this, we can simply divide each calving season into thirds and determine which kept heifers were born in the first, second and third portion of the season.

In a seedstock operation, emphasis on Expected Progeny Differences (EPDs) or genetic merit and phenotype often trump production efficiency selection decisions. Why can't we have both? The genetics of a late-born, late-breeding, late-calving replacement heifer will not override her potential loss in productivity if she fails to re-breed at least once in her lifetime. Therefore, it does make sense to concentrate on keeping only replacement heifers that were born in the first third of the calving season. *Why?* These heifers will be older and heavier and are most likely to be pubertal prior to their initial breeding season. That is not to say that we shouldn't keep additional or other heifers born later in the calving season, because, if treated similarly, some of these will also be able to become pregnant early in that first breeding season. In fact, heifers that can are most likely the most fertile and are probably the females we should keep. I will concede that an especially outstanding, late-born heifer (not her fault) could be nutritionally pushed (extra energy) to attain puberty prior to her first breeding, as long as she does not get too fat. Although effective, this is not a recommended, economically sound management practice for commercial beef heifer development.

Alternatively, striving to select heifers that are optimum in size and milking ability for the environment, and that were born in the first 30 days of the calving season, is a better approach. To hold your replacement heifers to the highest fertility standards, you could use the 30:30 principle, which is



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

to expose heifers to bulls for only 30 days, beginning at least 30 days, but preferably 45 days, prior to the mature cow breeding season. This practice can be utilized with or without artificial insemination (AI). If you wanted to include AI as a dystocia minimizer, you could implement a synchronization of estrus protocol so as to inseminate 7 to 10 days prior to the scheduled 30-day clean-up-bull breeding season. Not all heifers will breed under such stringent criteria, but the heifers that will are definitely keepers. Expect about a 55 to 65+ percent pregnancy rate with these standards, which may mean extra potential replacement heifers will have to be kept. If many heifers do not breed under these conditions, do not automatically consider them as feeder heifers. They simply will not contribute to the fertility program of your operation. These females can easily be marketed as opens or bred heifers, if their breeding season is extended beyond 30 days, and will fit nicely into the production calendar of other producers.

Remember the important concept established many years ago – *"Heifers that are born early in the calving season will most likely breed early (first estrous cycle) in their first breeding season, and will have greater lifetime productivity."* In times when production costs have an opportunity to exceed profit potential, it is definitely prudent to re-evaluate important production practices. Overall herd fertility, no doubt, is a good place to start. 🐄

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ANNUAL MEETING FEATURED SPEAKERS

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

Francis M. (Monte) Rouquette, Ph.D., is employed by Texas A&M AgriLife Research and has worked at the Texas A&M AgriLife Research and Extension Center at Overton since October 1970. Rouquette has held a variety of professional positions while at Texas A&M, including assistant professor, associate professor and professor, and he currently serves as regents fellow and professor of forage physiology.

Rouquette conducts basic and translational research on nutritive parameters and defoliation regimens of warm-season perennial grasses and cool-season annual grasses and legumes. Currently, his pasture research program represents the longest continuous stocking experiments with improved forages and nutrient cycling in the United States.

Rouquette obtained his bachelor's degree in agronomy from Texas A&M



University-Kingsville, his master's degree in forage cropping systems from Texas Tech University and his doctoral degree in forage physiology from Texas A&M University.

Brian Cummins Retired County Extension Agent, Van Zandt County, Texas *Guest Speaker*

Brian Cummins' involvement with Santa Gertrudis cattle began in 1969 with a heifer project, as a part of his vocational agriculture class. This led to a career as an agricultural science teacher and county Extension agent. He was the first county Extension agent to be recognized by the Texas Southwestern Cattle Raisers for his outstanding beef educational programs. He is called upon even in retirement to share his knowledge in marketing of beef cattle and forages. Since retiring from the Extension Service, Cummins has worked as an order buyer, putting together stocker, feeder and replacement cattle.

Cummins earned a bachelor's degree in agriculture from Stephen F. Austin State University and a master's degree from Texas A&M University.



Joe C. Paschal, Ph.D., Professor and Extension Livestock Specialist, Texas A&M University *Guest Speaker*

Joe C. Paschal, Ph.D., is the Texas AgriLife Extension livestock specialist stationed at the Texas AgriLife Research and Extension Center in Corpus Christi. His duties include assisting county Extension agents in conducting, developing and evaluating educational and applied research activities in livestock in south Texas. His work and interests include animal breeding and genetics, reproduction, nutrition, management and marketing.

Paschal also works closely with the Rio Grande Valley Beef Improvement Association Bull Gain and Heifer Development Program and is responsible for collecting and compiling the data for the American Brahman Breeders Association Carcass Merit Program and the Santa Gertrudis Breeders Association National Steer Feed-Out Program.

He earned his bachelor's (1977) and master's (1982) degrees in animal science and doctorate in animal breeding (1986) from Texas A&M University. 🐾



JUNIOR LETTER CONTINUED FROM PAGE 12

organizations in your county and state. Stay updated on the purebred market, as well as the commercial market in your area, and listen to what buyers want. It's always helpful to keep a pulse on what is desired or needed. Become involved in Santa Gertrudis Breeders International – ask to be on committees or talk to others on committees and ask to be included in what they are planning. Talk to the Board of Directors and let them know your opinions, what you would like to see change, what you would like to participate in, things you are excited about. Talk to them about what is going on in your area and what you are seeing there. Attend sales and meetings when you can and participate as much as you can.

Next month's Annual Meeting is a great place to start. There are always informative lectures, meetings, tons of food and a chance to visit with other Gert breeders, share stories and get advice. Vendors will also be there promoting the latest technology. It's always an enjoyable weekend and a perfect chance to learn more about our breed, meet new people, reconnect with some you haven't seen in a while and contribute your thoughts and opinions.

If you have any questions on how to become more involved, please ask me or any member of the Junior Board of Directors.

I wish everyone a very blessed and prosperous 2017! I hope to see you in Tyler, Texas March 30-April 1. 🐾

SANTA GERTRUDIS SALE *Reports*

CORAZON-PITCHFORD CATTLE CO.
SANTAS FOR THE HOLIDAY SALE
DEC. 21, 2016 | ONLINE VIA CATTLEINMOTION.COM

SALE AVERAGES

10 Bulls \$3,270

The high-selling bull was Lot 10, C-P Copperhead 915C1, which sold to El Coyote Ranch for \$3,600. 🐾

Santa Gertrudis Breeders International 66th Annual Meeting



Holiday Inn Tyler-South Broadway • Tyler, Texas

March 30-April 1, 2017

SCHEDULE OF EVENTS

Thursday, March 30

3:00 p.m.

SGBI Board of Directors Meeting

Friday, March 31

9:00 a.m. - 5:00 p.m.

Registration

9:00 a.m. - 11:30 a.m.

Committee Meetings

12:00 p.m. - 1:30 p.m.

Opening Luncheon / Keynote Speaker:
Francis M. (Monte) Rouquette, Ph.D.,
Texas A&M University

1:45 p.m. - 2:45 p.m.

Joe Paschal, Ph.D., Texas A&M University

2:45 p.m. - 3:55 p.m.

Brian Cummins, SGBI

6:00 p.m. - 7:00 p.m.

Happy Hour

7:00 p.m. - 9:30 p.m.

Awards Banquet

Saturday, April 1

8:00 a.m. - 9:30 a.m.

Breakfast

8:30 a.m. - 11:30 a.m.

Annual Membership Meeting, Executive Director's
and Affiliate Reports

11:45 a.m. - 12:30 p.m.

SGBI New Board of Directors Meeting

1:00 p.m. - 4:30 p.m. (TOUR OPTIONS)

Texas A&M University Research Center,
Overton, Texas or

Tyler Municipal Rose Garden Center, Tyler, Texas

6:00 p.m. - 7:00 p.m.

Cocktail Hour

7:00 p.m. - 10:00 p.m.

President's Dinner & Hall of Fame Inductions

Sunday, April 2

12:00 noon

Corazon Pitchford Cattle Co. Bull Sale,
Athens, Texas

Hotel Information

Holiday Inn Tyler-South Broadway
5701 South Broadway

Tyler, Texas 75703 • (903) 561-5800
Group Code: SGBI • Rate: \$119

REGISTRATION FORM

Name: _____ Spouse: _____

Ranch Name: _____ Herd No.: _____

Phone: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Complete Registration Includes:

All sessions & meals for Thurs. to Sat.; tours with transportation; President's Dinner
and Hall of Fame Inductions

\$275.00 per person x _____ = \$ _____ *If received BY March 3, 2017*

\$325.00 per person x _____ = \$ _____ *If received AFTER March 3, 2017*

FRIDAY *a la carte tickets*

OPENING LUNCHEON / KEYNOTE SPEAKER

\$50 per person x _____ = \$ _____

DINNER / AWARDS BUFFET

\$100 per person x _____ = \$ _____

SATURDAY *a la carte tickets*

SGBI ANNUAL MEETING BREAKFAST

\$25 per person x _____ = \$ _____

PRESIDENT'S DINNER AND HALL OF FAME
INDUCTIONS

\$125 per person 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

Two Tour Options on Annual Meeting Agenda

Tyler Municipal Rose Garden Center

While in Tyler, Texas for the 2017 SGBI Annual Meeting, members will have the opportunity to participate in a tour of the Tyler Municipal Rose Garden Center. Tyler, rose capital of America, is home to the largest municipal rose garden in the United States. The world-famous garden includes 14 acres of perfectly landscaped gardens, and features 35,000 rose bushes and more than 500 varieties of roses.



The Tyler Rose Garden officially opened in 1952. The roses in the first garden were donated by local nurseries with the intent of creating a living catalogue of roses produced by the Tyler rose industry.

Nearly 3,000 rose bushes were used in the first planting.

While touring the garden, visitors can also tour the Tyler Rose Museum. This museum preserves and displays the story of Tyler's rose-growing industry and pageantry of the Texas Rose Festival.

Texas A&M AgriLife Research and Extension Center

SGBI members interested in learning about the latest forage research will not want to miss the tour of the Texas A&M AgriLife Research and Extension Center in Overton, Texas during the SGBI Annual Meeting March 30-April 1.

The tour will take place Saturday, April 1. Participants will have the opportunity to learn about forage research conducted at the center, including forage utilization and stocking rate studies, clover breeding and beef cattle reproduction biology studies. This tour is a great opportunity for members to ask questions and learn valuable information about pasture management.

The center in Overton was established in 1967 to house personnel and programs of the Texas Agricultural Experiment Station and Texas Cooperative Extension for the purpose of addressing the needs of east Texas and its citizens. Research at the center is conducted on agricultural topics pertinent to the east Texas ecosystem, including pasture utilization and forage quality, ryegrass and small grains, forage legumes, animal physiology and horticulture. 🌿

Members interested in touring the AgriLife Research and Extension Center or the world-famous rose garden should register for the SGBI 66th Annual Meeting. A complete schedule and registration information can be found on the preceding page.

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- Santa Gertrudis bulls have DNA-verified accuracies and dependable data that you look for when selecting profit-building bulls for your breeding program.
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Gerbs and Roses

HALL OF FAME INDUCTEES

Smith, Cosgrove and Herring to be Honored

Santa Gertrudis Breeders International (SGBI) will induct three breed leaders into the SGBI Hall of Fame at the upcoming Annual Meeting. The Hall of Fame represents SGBI's most prestigious award and recognizes the unique and significant contributions of these individuals to the support, growth and advancement of the Santa Gertrudis breed. Inductions into the Hall of Fame will be made during the President's Dinner Saturday, April 1.

Vernon S. Smith

Vernon S. Smith's involvement in the Santa Gertrudis breed started in the late 1950s. Along with his brother James, Vernon purchased El Colina Ranch in Walnut Springs, Texas. The pair purchased the entire herd of Santa Gertrudis cattle from the KiHeKah ranch in Arizona. KiHeKah Ranch had a well-established herd that included the herd sire Apache 42.

Over the next several years, they purchased the John Penn ranch near Chalk Mountain, Texas, as well as the entire herd. Combining the herds from KiHeKah Ranch and John Penn Ranch yielded outstanding results. El Colina Ranch was in the spotlight winning several shows, topping many sales and selling cattle worldwide. In the late 1970s, the pair once again purchased several new herd sires and acquired more herds.

Vernon served as president of SGBI for a single term from 1977 to 1978. In addition to leading the organization, he served on multiple committees over the years. Vernon was always involved with the association to some degree, combining his business experience and personality to help propel SGBI forward.

El Colina Ranch was known for its extensive AI breeding program. Over the years, Vernon also became interested in embryo transfer. In 1978, a donor cow from the ranch was sent to an embryo facility in Colorado. The following year, 10 embryo calves were born at the ranch, the first to be registered at SGBI. During the next few years, Vernon expanded the embryo transfer program. At its peak, the ranch had more than 30 donor cows in its program. In the mid-1980s, more than 200 embryo calves were born at El Colina Ranch.

In addition to the embryo transfer program, Vernon saw a need for new

and improved ways to market offspring. After meeting with Brinks Brangus, which had developed a system of marketing fresh and frozen embryos, Vernon developed a similar program for El Colina Ranch. The program involved selling embryos in packages of 5 or 10, and included the calving, development and marketing of the offspring. The program Vernon started helped to boost the sale of Santa Gertrudis embryos, semen and live cattle worldwide.

A second marketing idea of Vernon's was the Challenge I and II cattle sales. As part of the program, show-age embryo and natural offspring were sold in the Challenge Program. The program paid cash to owners of these offspring that competed and placed in major shows.

The El Colina Ranch herd was dispersed in 1987, after the financial crisis of 1985. Despite no longer owning cattle, Vernon remained involved with Santa Gertrudis cattle and SGBI until his death. It is with gratitude for Vernon Smith's leadership and commitment to SGBI and the Santa Gertrudis breed that Santa Gertrudis Breeders International names Vernon S. Smith a member of the SGBI Hall of Fame.

Keith & Betty Cosgrove

The start of Cosgrove Ranch dates back to 1951 when Keith Cosgrove's dad, Travis, partnered with Bob Howe to invest in a few head of Santa Gertrudis cattle. The pair invested in five cows and one bull. Over the next 20 years, the Cosgrove family built their purebred Santa Gertrudis herd and grew their existing commercial herd. Keith was involved with the ranch from an early age and Betty immediately became involved when the couple was married in 1970.

Cosgrove Ranch is located in Coalgate, Okla., and has always been a family operation. Keith's parents, Travis and Ruby, had Herd #2028; Keith's sister, Barbara, had Herd #2029; and

Keith and Betty have Herd #2030. Although three separate herds constituted Cosgrove Ranch for many years, everyone worked together to take care of the animals. At its peak, 250 females and 600 yearlings were maintained at Cosgrove Ranch.

In 1974, Keith started to pursue the show ring segment of the business. Throughout their many years in the show ring, Cosgrove Ranch had tremendous success. Keith and Betty recall having more than 100 Grand Champions, Reserve Grand Champions, Reserve National Grand Champions, Get of Sire and Produce of Dam over the years. Their operation is remembered for breeding some of the best show cattle in the country. The Cosgroves remained active in the show ring until 2009.

Over the years, the couple experienced success in the sale ring, too. Cosgrove 74/5 had a significant impact on Cosgrove Ranch. Keith and Betty sold 10 percent interest in Cosgrove 74/5 for \$120,000. Then, 74/5's crop of bull calves sold for an average of \$25,000. For many years, Cosgrove Ranch hosted production sales. Today, they sell cattle via private treaty.

Breeding quality cattle remains a top priority for Cosgrove Ranch. In the late 1980s and early 1990s, Keith and Betty entered their cattle in several performance and feedlot evaluations. The information they have gathered from their animals over the years has allowed them to establish a cow herd that regularly weans 700-pound calves at six months of age. Those calves then go on to the feedlot, where they consistently post feed:gain ratios of between 5:1 and 5.5:1. These cattle usually go to harvest at 11 to 12 months of age weighing 1,300 to 1,400 pounds, and grade Choice or higher.

The Cosgroves have also been active members of their local affiliate and SGBI. Keith was president of the

Arkoma Santa Gertrudis Association. He also served on the SGBI Board of Directors, was chairman of the shows and exhibits subcommittee and served on the breed standards subcommittee. Supporting youth is also important to Keith and Betty. The couple donated heifers to the National Junior Santa Gertrudis Association on a number of occasions.

Keith and Betty remain passionate about their Santa Gertrudis cattle and continue to maintain both a purebred and a commercial herd. Today, around 50 purebred Santa Gertrudis females are still maintained at Cosgrove Ranch.

In recognition of all they have done to support the Santa Gertrudis breed, SGBI counts it an honor to name Keith and Betty Cosgrove members of the Hall of Fame.

Pauline W. Herring

Impact is often described as something that has an influence or effect on something or someone around them. There is no question that Pauline W. Herring had a significant impact on the Santa Gertrudis breed.

Pauline and her husband Charles (Bug) were married in 1939. Together the couple founded Ridge Point Ranch, and raised five children – Melody, Merry,

Howard, Jett and Dixie. Their small commercial operation started with Angus and Hereford cattle. Pauline and Bug purchased their first Santa Gertrudis cattle from Ray Cowart of Henderson, Texas in December 1962. This purchase included 12 head of Santa Gertrudis heifers and one bull. The next year they purchased the entire Santa Gertrudis herd of Double M Ranch, owned by D. E. McEwen. Ridge Point Ranch later purchased a heifer consigned by James W. Brown of Davis, Okla. In July 1964, they returned to Henderson, Texas and purchased nine purebred heifer calves and 11 purebred bulls.

On April 13, 1969, Bug was killed in a plane crash. At the time of Bug's death, Pauline had a commercial cattle operation of approximately 50 cows and a few registered cattle. Over the next decade, Pauline developed one of the largest and most successful Santa Gertrudis herds east of the Mississippi River. She continued to build her herd of Santa Gertrudis cattle, working with some of the top genetics from the Rockefeller Petit Jean Ranch and the King Ranch of Texas. For her outstanding work, she was named Mississippi Cattleman of the Year. Pauline attributed the success of Ridge Point Ranch to buying good cattle at the very start and

continually striving to improve the herd.

Pauline always supported local 4-H and FFA programs. In addition to letting her own children show, Pauline allowed kids who could not afford animals of their own to show cattle from Ridge Point Ranch.

Pauline was passionate about promoting the Santa Gertrudis breed. She was part of the Triple Nickel Syndicate and was one of the first breeders in the area to ship Santa Gertrudis cattle to overseas markets. She also influenced several commercial breeders to raise Santa Gertrudis cattle, including Ed Herring, former SGBI president. Pauline served as the secretary for the Delta Santa Gertrudis Association for many years, and hosted several association field days at Ridge Point Ranch. In 1977, she was appointed by President Jimmy Carter to serve on the U.S. Department of Agriculture's Mississippi ASCS Committee, where she served for several terms.

Pauline passed away March 17, 2016, at the age of 91. She remained passionate about Santa Gertrudis cattle until her death and still attended the local shows she worked so hard to build. It is evident that Pauline left her mark on the Santa Gertrudis breed, and it is a privilege to name Pauline W. Herring a member of the SGBI Hall of Fame. 🐾

In Memoriam

JANE VAUGHAN WENDT

Lifetime resident of Matagorda County Jane Vaughan Wendt, 82, died Dec. 17, 2016, at her home on Wendt Ranch in Bay City, Texas. She was surrounded by family.

Jane was born Dec. 13, 1934. She graduated in 1952 from Bay City High School with dear friends, many of whom she remained close to throughout her life. She married Dan Wendt on March 4, 1953. Together they spent 63 years building a world-class Santa Gertrudis herd. They pioneered performance records that helped to establish breed standards still revered today. Together, Jane and Dan grew their brand to be recognized locally and nationally, as well as in countries across the world, including South Africa, Brazil, Australia, Paraguay, Russia and Morocco. After making an international sale, both Dan and Jane would individually visit each ranch to see how the

cattle were doing, as well as to gain and share appreciation for other ranching practices around the globe.

Jane also fostered youth leadership programs and served on the Mid-Coast Santa Gertrudis Board of Directors and the Santa Gertrudis Breeders International (SGBI) Board of Directors. In 2007, Jane was selected as the first female president of SGBI, and provided leadership to the association until 2009. Jane and Dan were inducted into the Santa Gertrudis Hall of Fame in 2012 in recognition of their leadership and many contributions to the Santa Gertrudis breed.

Jane was well-known for her quick wit, kind spirit, hospitality and perseverance. Many called her a 'class act' of a lady who was always positive despite the circumstances.

Jane is preceded in death by her parents, Corinne Clark and Frank Vaughan; her sister, Corinne Fields; and children, Jimmy and Ann Wendt. She is survived by her husband, Dan Wendt; their two daughters, Kathy Wendt Riggers (husband Tim Riggers) and Nancy Jane Wendt Kubecka (husband

Gene Kubecka); grandchildren, Daniel Kubecka (wife Lauren Kubecka) and Jenna Jane Sneed (husband Jonathan Sneed); great-grandchildren, Kinsley and Laney Jane Kubecka; and sister Margaret Ottis. 🐾



SOCIAL MEDIA:

The Future of Communicating for the Cattle Business

By Kelsey Pope, Freelance Writer

Raising beef cattle is steeped in tradition. Marketing your cattle business and promoting what you do to those outside the industry is ensured with traditional routines. However, a more modern concept is to positively promote the cattle business using relationships built through social media, which looks to be the future of communicating the cattle business.

Advocacy: The Why

As cattlemen and women, you are experts at what you do: taking care of the land and livestock while producing high-quality beef. This makes you the perfect “advocate” – a term that has recently become prevalent in helping people outside of agriculture learn about where our food is raised and grown and the people behind it.

In our country, rural communities have declined and consumers are generally two or more generations removed from having meaningful ties with how their food is raised. Without those ties to agriculture, consumers don’t know about modern food production and may have misguided ideas and sometimes share erroneous information, photos and videos about the treatment of food animals.

While we can have conversations with friends and acquaintances who live around us, using social media platforms allows cattle producers to correct misinformation and share what we are doing with a much broader audience.

Social media has also changed how cattlemen and women engage with the customers who purchase their cattle. Online auctions on Facebook sell cattle daily, seedstock cattlemen promote their bulls for sale on Instagram and commercial cattlemen can instantly search for market prices to sell calves on Twitter. Information is accessible and abundant in our modern, online world.

Express Your Story: The How

The first and best way for you to use social media to advocate or market

your cattle business is to simply share who you are and what you do. This develops the relationship between you and the consumer or your customer. As a seedstock producer, you want to build a bond with other cattlemen so they can trust you and your seedstock cattle. As a beef producer, you want general food-eaters to understand how your cattle were raised and build confidence among those consumers.

This can be as simple as sharing a photo on Facebook and Twitter of moving cattle and explaining what you do on your ranch. Later, talk about your herd health program and how you keep your calves healthy. Then share photos from a family event. You can share on a personal level without giving away personal details.

Once you dive in to the social media world, try to be consistent with sharing. This doesn’t mean daily; it simply means that you can post when it works for your schedule, but be intentional about sharing photos and information that will promote your business, the breed and the entire industry. Adding a short video or Facebook “Live” video gets even more relational in building a connection and utilizing your mobile device to take live shots on-the-go and instantly share online.

Santa Gertrudis Breeders International (SGBI) has more recently gotten involved with digital marketing and using social media to promote the breed and producers. SGBI’s involvement on social media is an advantage that producers should make the most of by interacting and sharing mutual content.

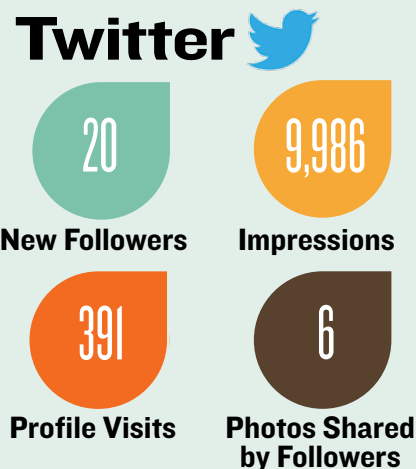
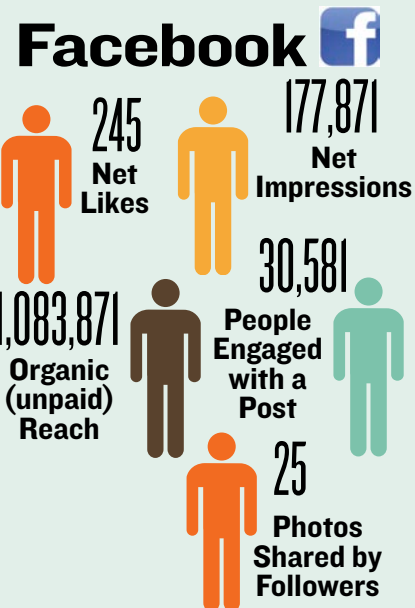
As a producer, you may not have fresh content to share consistently, but by going to SGBI’s Facebook and Twitter accounts, you can easily like, share or retweet their information, which reciprocates all efforts.

Why engage with SGBI?

Increases awareness. Engaging on social media allows the breed to grow while allowing those outside the

SGBI Social Media

SGBI is active on two social media platforms – Facebook and Twitter. These platforms are used to promote the Santa Gertrudis breed, share information about upcoming sales, shows and events and highlight other association information. The information below represents the growth of SGBI’s social media performance over the last 6 months. We invite you to engage with us on social media and help promote the Santa Gertrudis breed.



industry to visually see and read why Santa Gertrudis cattle make the best breed with data-driven, profit-proven performance.

Increases knowledge. Participating in social networks exposes you as a producer to a larger number of relevant articles, postings and information about

CONTINUED ON PAGE 22 »

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SOCIAL MEDIA

CONTINUED FROM PAGE 20

the industry. It provides an opportunity to promote our breed, educate those outside of our industry about cattle and can equip you with knowledge you may have not been aware of prior to reading an article.

Become an active member. Social media is a great way to be an active member when you cannot attend a show, sale or event, allowing you to share photos or an article from that

event with your friends and followers. Our platforms provide a way to promote and acknowledge the success of our association and other members. It's also a way to gather information on upcoming events.

How to Share SGBI Content

Facebook.com/

SantaGertrudisBreedersInternational:

Content posted by another person on Facebook can be shared through a "Like," "Comment" or "Share." By



doing one or all of these, you engage with content that will in turn be multiplied and seen by more readers.

Twitter.com/SGBInt:

Information on Twitter is concise: 140 characters or less. This captures the reader's short attention span in a tweet, which can be combined with hashtags (#) in front of a word to link that word to corresponding conversations. For example, SGBI uses the hashtag #TBTSantaGertrudis to link conversations with pictures and stories from the past (TBT stands for Throwback Thursday). By clicking on the hashtag, you can directly see all of the conversations connected. You can "Like" a tweet and "Retweet," which is very similar to forwarding an email to all of your followers. This is the best way to share SGBI information! You can also "Reply" to a tweet, which directly sends a public message to a Twitter user.

Prepare to Share

By following SGBI on social media, producers can recognize the value of consistent, respected information and prepare themselves to engage on social media. This benefits your cattle business with name recognition and marketing, but also advances the beef industry through positive promotion. Help consumers and customers alike by connecting the dots from pasture to plate. SGBI is being proactive on social media and our members can help by continuing the conversation and staying engaged as an industry online. 🐾

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Sale Schedule

Friday, March 24th

5:00pm - Cattle Viewing

6:00pm - Dinner

Saturday, March 25th

8:00am - Cowboy Coffee

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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 Tyler, Texas? The activities will begin at the Holiday Inn Tyler-South Broadway, with committee meetings; this is a great time to get involved in the association.

Breed Improvement Committees

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 Committees

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 Committee

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 Committee

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 Committee

The Youth 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. 🐄

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SANTA GERTRUDIS *Commercial Corner*

PASTURE MANAGEMENT

By Brian Cummins, Retired County Extension Agent, Van Zandt County, Texas

We all like to tell people that we are in the cattle business because it sounds so much more glamorous than being a grass farmer, but a good forage program is the backbone of a beef operation. The key is to try to produce high-quality forages and extend the grazing season to reduce dependence on supplemental feeding.

The keys to a good pasture program are soil fertility, weed control and grazing management. You can liken this to legs on a triangle: take away one and the thing falls apart.

The beginning step in getting the soil fertility right is to get a soil test done on each field. Before you say that is a typi-



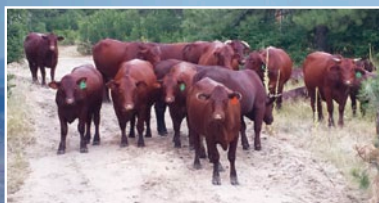
cal Extension agent answer, let me explain the importance. The soil test gives us a baseline for what the soil can produce and the pH of the soil. The optimum pH for forage production is 6.0 to 7.0. Acidic soils ($\text{pH} \leq 6.0$) create production problems by limiting the availability of some essential plant nutrients; in other words, the nutrients might be there but are not available to the plant. The test will tell us how much, if any, limestone needs to be added to correct the pH and how many units of Nitrogen (N), Phosphorus (P) and Potassium (K) are

needed for a certain level of production.

Let's say you have a 20-acre field of Coastal Bermuda that is used for hay production. The results of a soil test can serve

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The keys to a good pasture program are soil fertility, weed control and grazing management.

as a guide for the use of perhaps \$2,000 worth of limestone and \$13,000 worth of fertilizer in one growing season. Or in another case, the producer may not need any limestone and only \$3,000 worth of fertilizer. For \$10 to \$15, you can take the guess out of applying nutrients.

A weedy field is usually the result of poor management – either low fertility or poor grazing management. With proper fertility inputs, healthy forage stands usually can outcompete weed species. Under low fertility conditions, however, weed species generally have the competitive advantage. Proper grazing management keeps the balance of desirable and undesirable plants in check. When we are overstocked, desirable forages are continuously and heavily grazed without the opportunity to recover. This results in an “overgrazed” situation.

The first thing in a weed control program is to identify what you have. If it is a cool-season weed and it's April or May, there's not much point in killing it with herbicides when hot weather will do the job for free in a month or so. Weed identification is also essential to know which type of herbicide to apply and when to apply it.

People often ask about mowing weeds. Generally, mowing pastures for weed control is not recommended, and there are several reasons why. One, it costs as much or more to mow as it does to spray. Two, mowing cuts down the forage grasses you want the cattle to eat as much as it cuts down weeds. Three, almost all major weeds and brush will re-grow after mowing. Following is some research done by David

Bade, Ph.D., Texas A&M Extension forage specialist, that supports that statement:

TREATMENT	YIELD 1990 (lbs DM/ac)	YIELD 1991 (lbs DM/ac)
Early herbicide – fertilized	2142	8332
Early herbicide – unfertilized	1330	4988
Late herbicide – fertilized	881	7610
Late herbicide – unfertilized	477	4898
Shredding – fertilized	577	5088
Shredding – unfertilized	341	4787
Fertilizer only – no herbicide	645	2587

The last leg of our pasture-management triangle is grazing management. Grazing management involves controlling where, when and how much livestock graze. Overstocking is characterized by low quantities of desirable forage and increasing levels of undesirable plants. Too many animals for a given forage resource reduces animal performance, encourages weed infestation and results in more off-farm purchases such as herbicide and supplemental feed.

A good pasture management program should have as the goal to produce forage with the level of nutrients required for the kind and class of livestock in the herd at the least cost. 🐄

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