



SANTA GERTRUDIS

USA

FEBRUARY 2018 | VOLUME 21, NUMBER 2

ANNUAL MEETING PREVIEW

Santa Gertrudis



The Preferred American
Beef Breed

CRIMSON CLASSIC SALE

Santa Gertrudis Cattle

April 28, 2018

Cullman Stockyards • Cullman, Ala.



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along with

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in the April 2018
SG USA Magazine!**

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March 2, 2018 in Houston, TX!**



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come Gain &
DNA tested!**

THANK YOU to our 2018 Gain Test participants:

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Triple HHH Ranch, Double ZZ Ranch, Sean Joyner and Scott Sonntag

With over 70 bulls, this looks to be a great test group. We are looking forward to a great set of data!

**Manager:
Arlin Taylor**

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arlin.taylor@bhamfast.com

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lundbergcss@yahoo.com

Gene McCarter 662-665-4911

We'll have some *Super* lots at the *Super Sale* in Houston!

6:00 p.m., Friday, March 2, 2018 • NRG Center



WENDT 783

DOB: 12/20/13 • Reg #: 20134645

Wendt 783 goes back to Buckeye, Partner, Sheriff and Riflemen in her pedigree on the top side and Briggs Ranch on the bottom. Her heifer calf (born November, 2017) is an AI calf sired by the Superman 1818 bull that was National Grand Champion in Brazil. Wendt 783 will be Aled back to the Strait's Genius bull. A powerful package of old and new genetics!

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AND

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W
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Gene Kubecka

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Daniel Kubecka

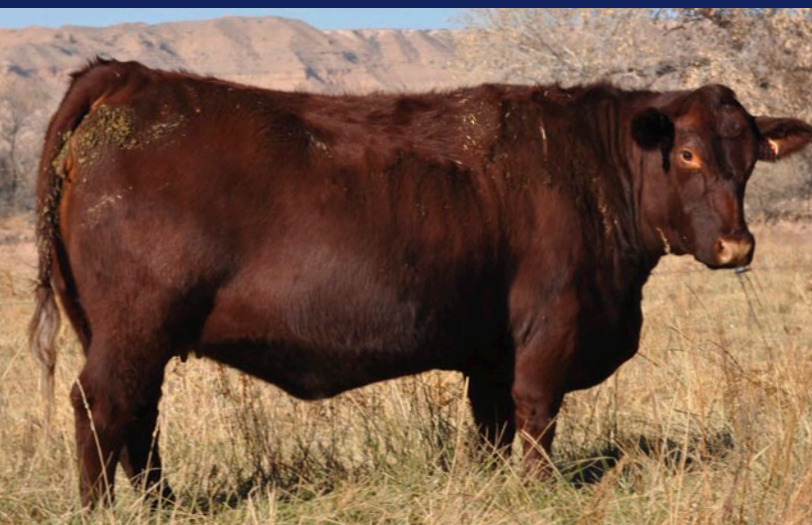
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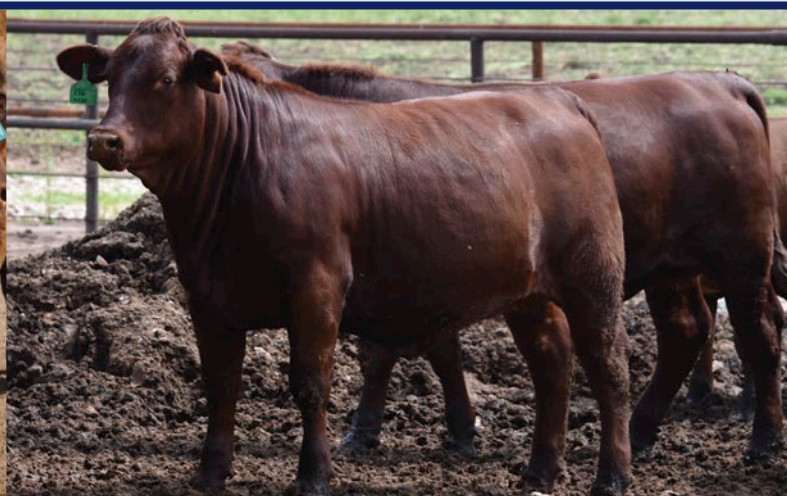
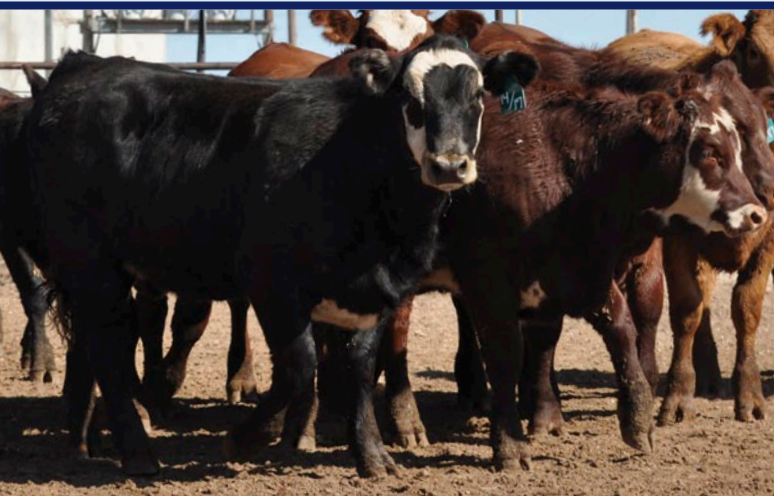
SGBI Herd #621, established 1954



APRIL 07, 2018 SPRING RUNOFF SALE



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Sale will be held after Red Doc Farm's Red Hot Bull Sale in Bosque, NM
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82% choice



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and Gert influenced bulls

April 07, 2018
Bosque, NM

14th Annual Sale
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reddocfarm.com

contact us, 505.507.7781

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SANTA GERTRUDIS USA

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ON THE COVER

Brahman FI females stand alongside their Santa Gertrudis-sired calves. Photo taken at Wendt Ranches, Bay City, Texas, by Darren Richmond.

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*A Toast to
Life &
Santa Gertrudis Cattle*



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Ramblings from the Open Range

EXECUTIVE DIRECTOR'S REPORT

By John Ford

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Americans are competitive by nature. A competitive drive was key in the building of our nation and remains a central factor in keeping the United States the envy of the world. Competitiveness is a part of our American DNA; it's in our genes. We want everything to be bigger, better and faster, and we always want to be on top. We want to be the best, to be number one; it's our nature. Regardless of the project or activity, if there is a top 1 percent, our goal is to get there; it is our expectation.

Being the best is who we are. We want to be better than our competitors, real or perceived, in everything we do. We must admit, our competitive nature is not always left at the barn door, and it is often allowed to influence breeding and selection decisions. If we consider the "best" as being the top of the breed's percentile chart and set breeding objectives solely on reaching the pinnacle of the trait leader list, the result can be calves that have the "best" expected progeny differences (EPDs) but still fall short in the pasture from a performance and profitability standpoint.

I don't view breeding quality seedstock as a competition, and I don't see the breed's genetic evaluation as a competitive yardstick. Instead I see the association's genetic evaluation as a carefully constructed tool designed to assist SGBI members in the production of efficient and profitable cattle. In the first volume of the *SGBI Herdbook*, Bob Kleberg refers to breeding cattle as an art, and I agree. There is an art to breeding cattle that can perform in a wide variety of environments, and I regard the breed's decision-making tools as the paint brushes needed to capture each operation's profitable masterpiece.

The association's toolbox contains some of the most accurate tools in the beef industry, ensuring that breeders can paint a profitable picture for their environment and their cattle-buying customers. SGBI pioneered a single-step methodology for incorporating

genomic data into a genetic evaluation. This cutting-edge technology is now being adopted by most beef breed associations and utilizes DNA information to more precisely calculate relationships between animals rather than simply relying on averages.

With a traditional, pedigree-based approach, relationships between animals are determined by pedigree alone. For example, pedigree would dictate that all full siblings would have a genetic relationship to one another of 0.50, and the relationship between grandparent and grandprogeny would be 0.25. However, due to inheritance, geneticists recognize that variation exists in these relationships. Single-step genomic information identifies where there are differences that the pedigree alone cannot detect.

In a nutshell, SGBI's single-step system utilizes genomic information to characterize the genetic relationships between animals, and improves EPD accuracy for both genotyped and non-genotyped animals. SGBI's genetic evaluation allows breeders to target the right combination of traits that complement the strengths and weaknesses of the cowherd, match markets and, most important, match the environment.

Utilizing SGBI's genetic evaluation, understanding the limitations of EPDs and indices, and using them in conjunction with other pertinent information results in meeting and exceeding breeding objectives.

Every operation's goal line is different. As seedstock producers, maybe we need to rethink, redefine or, better yet, replace the word *best* with the word *right*. Breeding the right kind of cattle will result in breeding the best kind of cattle.

Please review the information on the upcoming SGBI Annual Membership Meeting. This year's event will be held in District 3 in Tulsa, Okla. The planning committee has a great event lined up. In addition to the annual business meeting, there will be educational opportunities, recognition programs and plenty of time to visit and socialize with fellow SGBI members. 🍷

DON'T MISS OUT!

SGBI 67th ANNUAL MEETING MARCH 14-17, 2018

There's still time to join your fellow SGBI breeders for the Santa Gertrudis Breeders International 67th Annual Meeting, March 14-17, 2018, in Tulsa, Okla. This year's event is hosted by the Arkoma Santa Gertrudis Association and will take place at the River Spirit Casino Resort.

The Annual Meeting is a great opportunity to get involved in the association and network with fellow breeders. Events at this year's meeting include committee meetings, trade show, educational speakers and Hall of Fame inductions.

This year's Annual Meeting kicks off Wednesday, March 14, with committee meetings. Get involved in one of SGBI's 12 committees and join in the discussions. The day will conclude with an awards banquet.

Thursday, March 15, begins with committee meetings in the morning. The second day will also include three educational speakers. Hear from Mike Armitage, Armitage Livestock, as he provides insight about strategies to assist SGBI members in marketing replacement females. Justin McKee, well-known rodeo announcer, will give the keynote address during lunch, and Jill Ginn, Neogen/GeneSeek, will discuss the value of genomic testing. An evening of socializing while enjoying heavy hors d'oeuvres and cocktails at the Summit Club ends the second day of the annual event.

Friday, March 16, includes the Annual Membership Meeting. Attendees will also hear reports from SGBI Executive Director John Ford and several affiliates. The president's dinner and Hall of Fame inductions will conclude the third day of the Annual Meeting.

On Saturday, March 17, attendees will have the opportunity to participate in a tour of the Woolaroc Museum and Wildlife Preserve in Bartlesville, Okla.

To register for the SGBI 67th Annual Meeting, contact the SGBI office. 🍷

SGBI 67th ANNUAL MEETING SCHEDULE

WEDNESDAY, MARCH 14

8:00 a.m.

COMMITTEE MEETINGS

9:00 a.m. – 5:00 p.m.

SILENT AUCTION & TRADE SHOW SETUP

12:00 p.m.

1:00 p.m.

LUNCH BREAK

REGISTRATION

6:00 p.m. – 7:00 p.m.

7:00 p.m. – 10:00 p.m.

SOCIAL HOUR

AWARDS BANQUET

THURSDAY, MARCH 15

8:00 a.m.

8:00 a.m. – 11:00 a.m.

BREAKFAST

COMMITTEE MEETINGS

8:00 a.m. – 12:00 p.m.

REGISTRATION

11:00 a.m. – 12:00 p.m.

MIKE ARMITAGE, ARMITAGE LIVESTOCK

12:00 p.m. – 1:00 p.m.

LUNCH

KEYNOTE SPEAKER: JUSTIN MCKEE

1:00 p.m. – 2:00 p.m.

JILL GINN, NEOGEN/GENESEK

6:30 p.m.

HEAVY HORS D'OEUVRES AND COCKTAILS

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

FRIDAY, MARCH 16

8:00 a.m.

BREAKFAST

8:00 a.m.

ANNUAL MEMBERSHIP MEETING, EXECUTIVE DIRECTOR AND AFFILIATE REPORTS

8:00 a.m. – 12:00 p.m.

TRADE SHOW AND SILENT AUCTION END

12:00 p.m. – 2:00 p.m.

SGBI NEW BOARD OF DIRECTORS MEETING

12:00 p.m. – 6:00 p.m.

6:00 p.m. – 7:00 p.m.

FREE TIME

SOCIAL HOUR

7:00 p.m. – 10:00 p.m.

PRESIDENT'S DINNER AND HALL OF FAME INDUCTIONS

SATURDAY, MARCH 17

10:00 a.m.

TOUR

Woolaroc Museum and Wildlife Preserve,
Bartlesville, Okla.

Vaccination Effects on Reproduction

By Hannah Wine, Freelance Writer

As a cow-calf producer, you've invested in the best genetics you can get, studied pedigrees, analyzed expected progeny differences (EPDs), built marketing programs and much, much more. Those top-of-the-line pedigrees and trait-leading EPDs are of little value without calves on the ground to turn a profit. Reproductive performance of your cowherd is critical.

There are numerous factors that affect reproductive efficiency, including heifer development, nutrition, cow body condition and bull fertility. George Perry, Ph.D., Extension beef reproductive management specialist in the Department of Animal Science at South Dakota State University (SDSU), explained one very important detail about reproductive management during the 2017 Range Beef Cow Symposium. "The things you do well do not compensate for the mistakes you make. Instead, the mistakes you make cancel out all of the things you do well," he said.

The effects of your vaccination program can often be hard to see, which makes it more imperative to ensure that vaccinations aren't the reproductive management mistake undoing all of your hard work.

Infectious Diseases Affecting Reproduction

There are a host of different diseases, including bovine viral diarrhea (BVD), infectious bovine rhinotracheitis (IBR), trichomoniasis, leptospirosis and vibriosis, that can affect reproduction. BVD and IBR are two viruses that impact reproductive performance by decreasing conception rates and causing embryonic loss.

BVD is widespread throughout cattle herds in the United States and the world. BVD is spread through body fluids, including saliva, respiratory secretions and manure. The virus doesn't linger in the environment, but it can survive long enough to be transferred with infected equipment, needles and palpation sleeves. Signs of BVD depend on the stage of gestation when the cow is infected.

"Infection during mid-gestation may result in the formation of persistently infected calves, which occurs as a result of infection during a period of fetal development, roughly between 40 and 120 days of gestation," Perry explained. "Persistently infected calves have incorporated the virus into their own body and will shed high levels of the virus throughout their lifetime. Later infections may result in congenital defects, late-term abortions or the birth of congenitally infected calves, which are weaker and more prone to illness than normal calves."

IBR, sometimes called red nose, is a herpes virus (in the same family as viruses causing cold sores in people). It is typically dormant in nerve clusters in the throat area or lower spine, and re-activated during times of stress. Animals previously exposed to IBR could potentially shed the virus to susceptible animals. IBR is transmitted in nasal secretions from infected animals, and affects both the respiratory and reproductive tracts. Reproductively, IBR typically results in infertility or early embryonic death, and is one of the most frequently diagnosed viral causes of late-term abortions (fifth to ninth month of gestation).

Controlling IBR and BVD in Your Herd

Vaccinating all of the cattle in your herd doesn't mean that every animal will become immune to potential diseases. An animal's immunity response to the vaccine will vary. Some animals respond extremely well and some respond poorly, but most respond somewhere in between. The goal of your vaccination program shouldn't be to ensure every animal is immune to disease, but instead to stimulate immunity in a majority of the animals to ensure that a widespread outbreak doesn't occur.

Which to Use: Modified-Live or Killed Vaccines?

It's likely that while making plans for your vaccination protocol, you have asked yourself if you should use a killed or a modified-live vaccine. There is plenty of information to support the use of either type of vaccine. It seems to be a never-ending debate as to which way to go.

Modified-live virus (MLV) vaccines trigger the one system of the immune system, cell-mediated immunity, by infecting the host cells with a live virus.

CONTINUED ON PAGE 20 ►



PRESIDENT'S LETTER

By Yancey Strait

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I just finished reading through the January herd sire edition of *Santa Gertrudis USA*. This magazine makes me proud to be a Santa Gertrudis breeder. I can bet that most breeders identified bulls that will improve certain traits in their herds. I certainly found bulls that will improve my herd and have decided to purchase semen from these bulls.

Wes Ishmael's Dec. 14 article in *BEEF* magazine, "What's a bull really worth?" delves into the importance of investing in bulls. In the article, Patrick Gunn, Iowa State University Extension beef specialist, said, "With bulls representing 50 percent of the genetics of the program (single year, no replacements), you cannot afford to give up genetic progress in your herd at the expense of cheap bulls that don't match or advance your production goals."

I think we should all invest in our bull batteries, but remember, not all bulls used in our herds have to be purchased. Artificial insemination is a great way to add valuable genetics to a breeding program.

I have noticed an increase in scheduled Santa Gertrudis activities as well as an increase in Santa Gertrudis (association and breeder) participation in commercial sales, beef industry events and other industry publications. I believe these are positive signs, but we must continue to put our cattle in front of the consumer. We must compete with our neighbors who are raising, marketing and selling other breeds of beef cattle.

I would like to congratulate Red Doc Farm on the Overall Champion Pen of Heifers at the Arizona National Livestock Show. I wish other sale participants with Santa Gertrudis and Santa Gertrudis-influenced cattle the very best this spring.

I thank all breeders who submitted their Long-Range Planning feedback to Debbie Townsend and hope everyone is planning to attend the SGBI Annual Meeting in Tulsa, Okla., March 14-17. 🍷

SANTA GERTRUDIS

Juniors

By Patrick Daniel, District 2 Director

Happy New Year! I am your District 2 director from the great state of Arkansas. As we move into 2018 we have many new things to look forward to – new calves, new shows, new sales and new members, just to name a few.

Over the years, our breed has grown and improved in many ways. With the help of our strong membership, it will continue to do so. As long as we can increase our membership, we can work together to keep the Santa Gertrudis breed moving in a positive direction. Whether you are an active committee member, involved in your local affiliate, participating in gain tests or promoting sale animals, we all play a part in the progress of the Santa Gertrudis breed.

When speaking with your SGBI Board of Directors or Junior Board of Directors, let them know your ideas and concerns. This helps everyone stay informed and helps us all work toward the same goals. Ask to be more involved or see what needs to be done; the more we can work together, the more our breed benefits.

The 67th Annual SGBI Annual Meeting is the perfect place to start. Join us in Tulsa, Okla., in March and enjoy great company, delicious food and a packed schedule that's sure to be interesting and educational.

I hope to see everyone soon. If you ever have any questions or need my help, please don't hesitate to ask. 🍷



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MID-COAST
Santa Gertrudis
ASSOCIATION

2018

INTERNATIONAL

MARCH 2, 2018



FRIDAY AT 6:00PM

Super Sale

HOUSTON, TEXAS

NRG CENTER - SECOND FLOOR BANQUET ROOM

Sale managed by:



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

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

Last month we discussed the relationship between breeding value (BV) and expected progeny differences (EPDs) of similar and dissimilar breeds. This month we focus on heterosis, which is defined as the average crossbred performance for a trait of interest as compared to the average performance of the parental breeds that produced the cross. Technically, heterosis refers to a genotype being in the heterozygous state (e.g., Aa). The amount of heterosis is largely a direct reflection of the extent of heterozygosity among all the gene pairs (e.g., the entire genotype) for a single quantitative trait. Thus, F1 offspring from the mating of closely-related breeds (British x British) will have less heterozygosity (express less heterosis) than the F1 offspring from the mating of distantly related breeds (e.g., Brahman x Shorthorn).

In practical livestock breeding, heterosis is referred to as hybrid vigor. Generally, crossbreds are more vigorous than purebreds, especially with respect to fertility- and survival-related traits. This explains why most commercial cattle are crossbred – the increased vigor can affect many economic traits. Purebred cattle generally have less heterozygosity and express less hybrid vigor. EPDs are more important to seedstock producers because this part of the animal's genotype is transmissible.

To better understand heterosis, a measure known as gene combination value (GCV) is used. This genetic effect will again be illustrated using a model (see Table 2). Using the same breeds and genotypes from Table 1, the numeric effects of genes that determine an animal's BV and GCV are presented (Table 2). For simplicity, all purebreds are shown to be homozygous (AA, bb, etc.). Because there is no heterozygosity in the purebred animals, the GCVs are all zero because there is no combination of a dominant gene with a recessive gene (i.e., the dominant gene cannot mask the possible negative effect of a recessive gene that could decrease trait performance).

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

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

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

For the A x B and C x D crosses, because of complete dominance, only one dominant gene is needed for each pair. This makes animals that are either homozygous dominant (AA) or heterozygous (Aa) indistinguishable phenotypically in terms of what is seen or measured. For example, cattle that are polled could have either the PP or Pp genotype because there is complete dominance for this simply inherited trait. However, unlike BV (where the numeric effects of individual genes are summed), GCV is not so simple and instead is based on *interaction involving heterozygous gene combinations*, as well as combinations of genes among other pairs. Therefore, GCV is non-transmissible because a parent can only transmit one gene (A or a), not both genes (Aa), from a pair. This property involves a different type of gene behavior called non-additive gene action. To put in clearer perspective, an EPD is based on BV due to additive gene action whereby heterosis is based on GCV due to non-additive gene action. Potentially, for any gene pair both types of gene action could occur.

Table 2. Breeding Values and Gene Combination Values and Total Genetic Values between Similar and Dissimilar breeds and their Crosses.*

Similar Breeds	Genotype	BV	GCV	GV	Dissimilar Breeds	Genotype	BV	GCV	GV
Breed A	AAbbCC	+4	0	+4	Breed C	AAbbcc	-6	0	-6
Breed B	aaBBcc	+2	0	+1	Breed D	aaBBCC	+14	0	+14
AxB	AaBbCc	+3	+9	+12	CxD	AaBbCc	+4	+22	+26

* Gene effect codes for similar breeds for breeding value (BV): A and a (+3 and -1), B and b (+2 and -2) and C and c (+1 and 0). Gene effect codes for dissimilar breeds: A and a (+2 and -4), B and b (+6 and -2) and C and c (+5 and -3). The Genotypic Value (GV) is the sum of BV and GCV.

On the left side of Table 2, because the A x B crossbred is heterozygous for all three gene pairs, the opportunity exists for complete dominance expression, which is measurable in terms of GCV. The A x B cross has a GCV of +9. But how is this value calculated? For the A gene pair, if instead there was no dominance, the Aa heterozygote would have a BV of +2 (from +3 + -1) and be exactly intermediate between the BVs of -2 (aa) and +6 (AA) genotypes. However, because there is complete dominance, the heterozygote (Aa) has a value of +6, which is identical to the +6 BV of AA (+3 + +3).

This makes sense because these two genotypes should be indistinguishable phenotypically. The numeric contribution to GVC of complete dominance for the Aa genotype is solved by taking the difference of +6 (complete dominance) minus

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2018 SGBI BOARD CANDIDATES

Below are candidates whose names will appear on the ballot at the SGBI Board of Directors elections. Candidates appearing on the ballot notified SGBI of their intent to run by Jan. 8.

WESTERN REGION

TYLOR BRADEN currently oversees cattle operations for King Ranch, Inc. Originally from New Mexico, he grew up in the cattle industry. Tylor has worked for or managed cattle operations in Texas, New Mexico, Colorado, Wyoming, Montana, Nebraska, Oregon, Washington and Florida. He is most passionate about the cow-calf sector, but he has extensive experience in all segments of the beef industry.

Tylor started working at King Ranch after a career at Beef Northwest, a vertically integrated feeding company based in Oregon. While at Beef Northwest he served as the operations manager of four feedyards, two background yards, commercial cow-calf and seedstock operations and several subsidiary joint ventures that were located primarily in Oregon and Washington but extended to Wyoming, Florida and California. He also served as general manager and partner of various Beef Northwest subsidiaries. Tylor is excited to join King Ranch and contribute to a legacy that is bigger than any one generation and continue to advance many of its wonderful developments, such as the Santa Gertrudis breed.



Tylor Braden

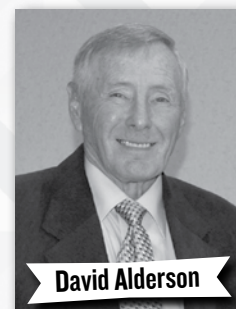
sale ring each year, participating in most regional and national sales, topping sales on numerous occasions.

David is a Vietnam veteran who proudly served his country. He has been involved in his local cattlemen's association activities in central Tennessee. David, along with Darren Richmond, exhibits Santa Gertrudis cattle throughout the United States, putting the Santa Gertrudis breed in front of thousands of people at state fairs and national livestock shows.

David previously served on the SGBI Board from 2010-2015 and looks forward to serving the breed again. For more than 25 years, the Aldersons have been a true asset to the Santa Gertrudis breed, remaining active in activities, both small and large.

RYAN COWART is seeking a seat on the SGBI Board of Directors for the Eastern Region. Ryan manages the Cotton Branch Plantation in Smithdale, Miss., where he was raised. He is married to Raleigh Wroten Cowart and together they have a six-month-old son, Branch. Ryan was a member of the National Junior Santa Gertrudis Association and showed Santa Gertrudis cattle while growing up. He currently serves as president of the Franklin County Cattlemen's Association and also serves as the Area 7 vice president for the Mississippi Cattlemen's Association.

"At Cotton Branch Plantation, our program is based on producing cattle that have the ability to easily convert forage into beef," Ryan says. "We work hard to provide them with high-quality forage year round. Our cows are required to produce a quality calf every year or they will be replaced with one that will. Our bulls must sire calves that fit the beef industry, both purebred and commercial."



David Alderson



Ryan Cowart

EASTERN REGION

DAVID ALDERSON and his wife, Elaine, own and operate Circle A Farm in Williamsport, Tenn., just south of Nashville. Since the early 1990s, the Aldersons have maintained a high-quality herd of 50-60 registered Santa Gertrudis. Their main objective has been producing the highest-quality show cattle. They have been very successful, having been named SGBI Exhibitor of the Year four times and SGBI Breeder of the Year once, in 2015. Other accomplishments include breeding and exhibiting a total of three national champions and multiple SGBI high-point winners. Circle A Farm also excels in the

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EPDS AND HETEROSIS - PART II

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+2 (no dominance), which equals +4. This is a positive gain due to heterosis.

Across all three gene pairs, the A x B crossbred has a total GCV of +9 (calculated as the sum of +4 from Aa, +4 from Bb and +1 from Cc), which is higher than the best BV of +4 for breed A. On the right side of the table, the C x D crossbred of dissimilar breeds has a GCV of +22, which is numerically higher than the best BV of +14 for breed D. Further, the genotypic value (GV) is the sum of BV and GCV, and represents total genetic performance. The GV value of +12 for the A x B cross is higher than the GV of +4 for breed A, while the GV value of +26 for the C x D crossbred well exceeds the GV of +14 for breed D. (Note that the GVs for all four breeds come entirely from BV.)

In crossbreeding systems, it is important to understand that BV and GCV both contribute to total genetic performance (GV). Successful commercial producers strive to pur-

chase bulls with the best EPDs for several traits that are used in crossbreeding to produce terminal crossbreds that will also benefit from heterosis based on GCV.

A commonly cited statistic is that the crossbred cow expresses a level of about 25 percent heterosis for lifetime productivity. This is a composite trait that includes fertility, survival and growth traits. Growth- and feed efficiency-related traits usually show less, but still some, benefits from heterosis. However, carcass traits are influenced very little by heterosis because these traits already tend to be highly heritable. Another important point is that heterosis expression is *generally greater in unfavorable environments*. Thus, in adverse environments, crossbreds can be harder than purebreds.

In summary, EPDs and heterosis are based on two different types of gene action. Some traits are influenced more, others less, by these two types of gene action. In terms of genetic performance of offspring, purebreds are affected more by EPDs than GCVs, whereas crossbreds can sometimes be affected to a similar extent by both EPDs and GCV, depending on the trait. 🐄



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6:00pm - Dinner

Saturday, March 24th

8:00am - Cowboy Coffee

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HALL OF FAME INDUCTEES

Armstrong and Rancho La Escondida to be Honored

The Hall of Fame represents the SGBI's most prestigious award and recognizes the unique and significant contributions of individuals to the support, growth and advancement of the Santa Gertrudis breed. Selected to be inducted into the Hall of Fame at the 2018 Annual Meeting are Tobin Armstrong and Rancho La Escondida. Hall of Fame inductions will be made during the President's Dinner, Friday, March 16.

TOBIN ARMSTRONG

Tobin Armstrong was a fourth-generation Texan with deep roots in the cattle industry. Armstrong Ranch, a 50,000-acre ranch located in Kenedy County, Texas, was founded in 1852 by Tobin's great-grandfather, James Durst. Many of Tobin's relatives, including his grandfather, John Armstrong; his father, Charles Armstrong; and his uncle, Tom Armstrong, managed Armstrong Ranch over the years.

Tobin returned to the family ranch in 1945 after serving in the Air Force during World War II. He and his wife, Anne, were married in 1950, and they raised their five children on the ranch. Tobin and Tom managed the ranch together before Tobin took over full management in the 1970s.

Over the years, many breeds of cattle have been raised on the Armstrong Ranch, including Shorthorn, Brahman and Hereford. Santa Gertrudis cattle came to the ranch in the 1940s from the neighboring King Ranch.

At that time, most breeders were concerned with showing performance, not production. That was not the case for Tobin and Armstrong Ranch. When selecting bull calves from King Ranch's commercial cow herd, Tobin and Tom selected bulls based on breed type, muscularity and balance. They raised the calves on pasture for one year before selecting the highest performers, which became their Santa Gertrudis seedstock herd.

Having high-performing bulls was always a priority for Tobin. For years, Armstrong bulls were gain tested in 140-day tests. Armstrong Ranch was known for frequently having the top 10 bulls in any test they entered.

Female performance was also important. Armstrong Ranch started palpating cows in 1947; all open cows were culled from the herd. Heifer calves kept for replacements had to be bred at 24 months or they went to the feedyard.

By measuring the reproductive performance and gaining ability of their cattle, the Armstrongs developed a very productive cattle herd.

Tobin is often remembered for using herd improvement tools before they were popular. He was among the first cattlemen to implement artificial insemination (AI). Tobin first used AI in 1948, a time when many producers doubted this new-found technology. In the 1960s he also started focusing on carcass performance to improve his herd.

In addition to building a high-quality herd of Santa Gertrudis cattle, Tobin also made significant contributions to the beef industry through his leadership in organizations and politics. For 48 years he served on the board of the Texas and Southwestern Cattle Raisers Association. He was appointed to the National Cattle Industry Advisory Committee, the Special Advisor Committee on Livestock Taxation, and the U.S. Department of Agriculture Secretary's Advisory Committee on Foreign Animal and Poultry Disease. Tobin first served

on SGBI's Board of Directors in 1951, and he served as the association's president from 1965 to 1967.

Tobin passed away Oct. 7, 2005, at the age of 82. In recognition of his leadership and commitment to SGBI, the Santa Gertrudis breed and the beef industry, SGBI is pleased to name Tobin Armstrong to the SGBI Hall of Fame.

RANCHO LA ESCONDIDA

The history of Santa Gertrudis cattle at Rancho La Escondida began when they imported 22 registered heifers and two registered bulls into Mexico in 1948. At that time there were many problems due to cattle ticks. That is when Elizabeth (Spence) Seller's father, Roberto Spence, decided to start using Santa Gertrudis. He had learned about their resistance to ticks, adaptability and above-average weaning weights.

After several years of producing and selling Santa Gertrudis bulls, heifers and steers, other ranchers started noting the benefits of the breed. As a result, in 1968, Elizabeth's father and several other breeders were instrumental in founding the Mexican Santa Gertrudis Association. Soon afterward, Rancho La Escondida began showing cattle and organizing Mexican National Santa Gertrudis shows all over Mexico.

Elizabeth married Charlie Sellers in 1967. The couple took over operation of the ranch in 1969. The ranch is located 90 miles from the nearest town, and has no electricity or telephone service. About 10 years ago, they bought a small generator so Elizabeth could use computers to keep better cattle records.

The Sellers have been very strict in their selection of breeding stock. They prioritize mothering ability and sturdy bone development, and they cull infertile or sub-fertile females as well as males with undesirable characteristics such as long prepuces and poor bones. Doing so leaves only animals good enough to serve commercial and purebred breeders. Males that don't meet their requirements are exported to feedlots in the United States where they have performed very well, particularly in weight gain efficiency.

At Rancho La Escondida, 10 percent of the heifer calves are kept as replacements and the rest are generally sold to purebred or commercial breeders who are looking for cattle with higher weaning weights, strong mothering instincts and good foraging ability.

In 1970, the Sellers joined SGBI in order to be eligible for a grading program. Shortly thereafter, Charlie was invited to join SGBI's Breed Improvement Committee.

From 1978 to 1990, Charlie and Elizabeth served as president and secretary, respectively, of the Mexican Santa Gertrudis Association. In 2002, their son, Carlos, was elected treasurer of the association. In 2010, Charlie was re-elected president and Carlos was elected secretary.

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2018 SGBI BOARD CANDIDATES

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"We understand it is our responsibility to get the matings right in order to produce the calves we are looking for," he adds. "The calves will be limit-fed creep to promote growth and be preconditioned for weaning. Heifers will be put on high-quality forage and limit fed. Bulls will be put on a 112-day gain test, which will consist of forage and limited grain. Bulls and heifers will be ultrasounded and have DNA pulled at 12 to 13 months of age. Bulls will be semen tested with scrotal measurements and must pass at 12 to 14 months of age."

Ryan is excited to see what is in store for the future and to raise his son around Santa Gertrudis cattle.



Aaron Schroeder

AARON SCHROEDER seeks a position as an SGBI Eastern Region director. Some know Aaron as the owner/operator of Missouri Meadows, while others may know him as the "one-legged guy who breeds Gerts."

Aaron has raised Santa Gertrudis cattle since 1990 and thoroughly enjoys the breed. He does not think of himself as being in the Santa Gertrudis industry, but instead thinks of himself

as being in the cattle industry. Like many other breeders, Aaron chose Santa Gertrudis for the qualities they bring to the cattle industry and believes they have come a long way as a breed.

He supports the continuation and expansion of many of SGBI's current programs. He believes the use of SGBI's new genetic EPDs system, the marketing of the STAR 5 program and the collection of feedlot data are necessary to help SGBI members become better breeders and raise better cattle.

"It is necessary for us to promote our cattle, services and programs to cattlemen who live in the South and to those cattlemen who live north of I-40," Aaron says. "I would like to see the association continue to find ways to inform our breeders, both large and small, of what we are doing for them to ensure their success. To increase membership, we must make the value of our membership known."

DISTRICT 2

DEBBIE TOWNSEND seeks re-election to the SGBI Board of Directors, representing District 2. She and her husband, Ivan, along with their daughters, Tanya (Craig) and Tana (Cory), and grandchildren, Caleb and Cade, own Townsend Cattle Co., with a herd consisting of registered Santa Gertrudis and commercial cattle. In addition, they own CIC Construction, Inc., an oilfield construction company.

Debbie currently serves as vice president of SGBI's Long-Range Planning Committee. She and her Committee will be presenting the 2018-2022 Long Range Plan at the SGBI Annual Meeting in March. She also serves as chairman of the International Super Sale and the Bluebonnet Classic Sale. Debbie has been a member of SGBI for 28 years, serving on the Youth Activities Committee for the past 10 years. Previously, she was chairman of the Membership Committee and chairman of the 2013 SGBI Annual Meeting. Debbie recently completed her term as a Mid-Coast director, where she has served as president and vice president.



Debbie Townsend

Debbie is motivated to maintain the enthusiasm and focus that Santa Gertrudis breeders have established, utilizing the information provided by DNA-verified genetic evaluation. She is committed to educating members, increasing knowledge about genetic evaluation and providing them the tools to make use of the latest technology. She believes that we, as breeders, must continue to develop and expand these opportunities with our Santa Gertrudis genetics to strengthen our position and obtain profitable results.

"As vice president of the Long-Range Planning Committee, I have had the opportunity to tabulate the survey results on how members view our strengths/weaknesses, opportunities for growth, challenges/threats and recommendations for the next five years," Debbie says. "I would appreciate your consideration to serve another term on the Board to allow me the opportunity to work with you and make these things happen."

DISTRICT 3

JAMIE DANIEL seeks re-election as a District 3 At-Large director on the SGBI Board of Directors.

She lives in Magnolia, Ark., with her husband, Chad, and their three children, Patrick, Erin-Kay and Caroline.

Together they own and operate 777 Farms, where they raise registered Santa Gertrudis cattle and are very active on the open and junior show circuit. Jamie is a member of the

Arkoma Santa Gertrudis Association, Premier Santa Gertrudis Association, Louisiana Santa Gertrudis Association and the Polled Santa Gertrudis Association, and she currently serves on three SGBI committees. Additionally, she has served as vice president of SGBI's Marketing and Promotion Committee. Jamie is also a real estate broker and insurance agent.

"I've enjoyed serving for the last three years and would love the opportunity to continue to serve as your representative," Jamie says. "I'm excited about the progress our breed has made over the last few years and cannot wait to see what the future holds for Santa Gertrudis cattle. I would sincerely appreciate your support, and I thank you in advance." 🐾

HALL OF FAME INDUCTEES

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Today, Rancho La Escondida is on the threshold of the fourth generation of Sellers becoming involved in the ranch. Carlos, his wife, Tamara, and three children – Carlos Jr. and twins Patrick and Tammy – spend as much time as possible at the ranch and work alongside Charlie and Elizabeth.

Due to high transportation costs, Rancho La Escondida only shows cattle at a few shows. Carlos has taken over as the ranch's representative, selling large lots of cattle that have been sent to various parts of Mexico. The Sellers have also started using expected progeny differences, DNA testing and genomic tools to improve their herd.

In recognition of all the Sellers family has done to support the Santa Gertrudis breed, it is a privilege to name Rancho La Escondida to the SGBI Hall of Fame. 🐾

THE STRATEGIC USE OF HETEROSIS

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

Editor's Note: In Part I of this series, the authors discussed the history of heterosis. In Part II, they delve into cattle producers' strategic use of heterosis.

The beef cattle industry's reluctance to implement crossbreeding is a result of several factors. Many producers crossbreed and receive the benefits of crossing in the form of heterosis. However, very few utilize a planned crossbreeding program. Many of these mating systems have been well established for more than 75 years. A full outline of these systems is beyond the scope of this article; an overview of breeding systems has been provided by Stephen Hammack, Ph.D.¹ Experimental results have repeatedly shown great benefit, but execution of the systems is often difficult.

Crossbreeding systems may be divided into three types: terminal, rotational and composite. There are also combinations of these systems that work to increase heterosis.

In general, terminal-sire systems maximize heterosis but do not produce their own replacement heifers. Many terminal systems are used in theory, but often fall apart when a producer decides to keep some "big, good-looking replacement heifers" from a terminal mating. Numerous examples of this occurred in the 1980-1990s.

Rotational systems provide some level of hybrid vigor and produce replacement females. Often, herd size is a limiting factor, and these systems work best in large herds with the ability to market different types and colors of offspring.

Composite systems have the advantage of some hybrid vigor and the production of replacements with the simplicity of straight-breeding. Some have suggested that the composite program would work best for small producers (one- to two-bull herds). Successful examples of these systems are in place in the United States.

Many of the initial composites used the red recessive gene to set color pattern. Price discrimination of non-black cattle in the United States has limited the acceptability of some of the composite populations. It should be noted that the suggestion is not for a producer to develop his or her own composite, but rather utilize a composite that has been developed by a larger, purebred breeder.

Composite formation is complex and requires a large number of cows to avoid inbreeding depression. Utilization of an existing composite is simple and similar to straight-breeding. Many of the early composite breeds like Brangus, Beefmaster and Santa Gertrudis were formed to provide a specific mix of *Bos indicus* and *Bos taurus*. Residual heterosis that resulted was a bonus, but not the initial game plan.

More recent four-breed composites (25 percent of each breed) have resulted in more heterosis. Most of these composites have been developed in temperate climates; very few are available in

tropical or subtropical regions. However, one-quarter to one-third of beef cows are located in the southern United States and face the challenges of heat stress for much of the year.

The beef industry's structure may not lend itself to large-scale adoption of composite systems. History has shown that many producers do not stick with a breed (or system) long enough to realize the benefits. Too often, the lure of some new breed or cross diverts their attention from the original plan. A historical review of beef industry trait selection would suggest that we often blow with the wind and almost always overshoot our target.

There is a belief that the only worthwhile crossbred female is the F1. In reality, she is the Cadillac of females and will express maximal heterosis, but she is expensive to create from an existing population of purebreds. However, crossbreeding systems do not have to be started with purebreds. A simple sorting based on phenotype is all that is required. A producer might sort cattle into red and black coat color. The red cattle could be consistently bred to an Angus bull and the black females to a Herford bull. In executing this breeding plan, one has effectively started a two-breed rotation.

In the Gulf Coast region, the most-common sort would be cows with *Bos indicus* (more ear) influence and those with minimal *Bos indicus* (less ear) influence. The appropriate breeds may be picked to produce a desirable calf while keeping a specific level of *Bos indicus* percentage AND getting some level of heterosis. Simple crossbreeding systems often have greater success, even though they may not maximize heterosis. It is important to remember that the haphazard crossing of breeds is not a crossbreeding system.

Another serious impediment to crossbreeding has been our failure to have frank discussions about breeds, and the strengths and weaknesses of each breed. For years, it was taboo to say negative things about breeds for fear of hurting feelings or reducing a breeder's ability to merchandise cattle. There is not one breed that rises above all others in all environments in terms of maternal, growth and carcass characteristics. Many breeds excel at two of those categories and some in three categories. But no one breed excels in all three categories to be a perfect fit for all environments. An often forgotten but scientifically studied characteristic of heterosis is that it is frequently the greatest in the harshest environments.

The strategic use of heterosis requires a long-term plan. Many small producers (fewer than 100 cows) would benefit from the use of a terminal-sire system. They should purchase crossbred replacement heifers that fit their environment and resources. Cattle producers' independent nature often interferes with implementation of this plan, though. When

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COMMERCIAL CORNER

CONTINUED FROM PAGE 18

presented with terminal-sire systems, they contend, “I can’t buy as good as I can raise.”

The fallacy in this plan is that only about half of the herd’s cows can exist in a terminal system. The other half must be in a system that makes replacement females. Rotational systems produce replacement heifers, but to function they require larger herd size and more pastures during the breeding season. Composite systems offer the merit of producing replacement heifers and providing hybrid vigor at some level.

It is possible to put together strategic crossbreeding plans using the most popular breeds in the United States. These plans have been laid out for 100 years, yet adoption still remains only moderate. It must be stressed to producers that these breeding plans represent a 20-year commitment. Some level of crossbreeding should continue to exist because the benefits to reproduction, calf survival and cow longevity are well established.

The dairy and egg industries have had great success in straight-breeding. Both of these industries work in a controlled environment, and predominantly select for one trait. The modern dairy cow is a milk machine, but it is well documented that fertility, longevity and survival have all declined,

resulting in higher replacement costs to the dairy industry.

The beef industry must function in multiple environments and select for multiple traits. The most important of those traits is reproduction, which is greatly improved by crossbreeding. Regardless of breeding plan, the commercial industry should adopt the use of a crossbred cow. The benefits of early puberty, increased fertility, earlier calving, greater pounds of calf per cow exposed and improved cow longevity are too great to overlook. As producers look for increased production and economic efficiencies, they already have the largest tool at their disposal in the breeding system they implement.

The most practical crossbreeding program for small producers who want to raise their own replacements heifers is a two-breed rotation or composite system. Larger, more complicated systems yield more heterosis, but often fail due to the complexity of implementation. Regardless of the system, many of the benefits of crossbreeding result from using a crossbred cow. Mating systems that emphasize the crossbred cow offer great advantages.

Authors’ note: Mention of breeds in this publication is solely for illustration purposes. No endorsement is implied. 🐾

Footnotes:

¹ Hammack, S. 2011. Texas Adapted Genetic Strategies for Beef Cattle IV: Breeding Systems. Accessed May 12, 2017. <http://animalscience.tamu.edu/wp-content/uploads/sites/14/2012/04/geneticsE189-4.pdf>

VACCINATION EFFECTS

CONTINUED FROM PAGE 9

Modified-live vaccines are known for a longer-lasting immune response with fewer doses. Whereas killed vaccines, more formally known as inactivated virus vaccines (IVV), stimulate the other system of the immune system, antibody-mediated immunity. Killed vaccines require more frequent boosting, but are often recognized for being safer for use on pregnant females.

For many years, research around modified-live versus killed vaccines has focused on the timing of the injections to develop the best immunity and the resulting reproductive effects based on immunity. Recently, research by Perry, Russell Daly, DVM, and Christopher Chase, DVM, from the SDSU Veterinary and Biomedical Sciences Department, has uncovered that the vaccine type administered around breeding season plays an instrumental role in conception rates.

Take a likely situation. You buy a group of heifers, and you don’t know their vaccination history and need to get the vaccinations taken care of before breeding. With naïve heifers (meaning they have never been vaccinated) or heifers or cows with an unknown vaccination history, a modified-live vaccination will affect the first cycle as well as extended cycles. The SDSU study found that 10 percent of naïve heifers vaccinated 36 and 6 days prior to artificial insemination (AI) with a killed vaccine (Vira Shield™ 6+VL5 HB) experienced abnormal estrous cycles compared to 38 percent of naïve

heifers vaccinated 8 days prior to AI with a modified-live vaccine (Bovi-Shield Gold® FP® 5). Perry advised against using modified-live vaccines in naïve females around breeding season.

When vaccinating females that have been on a modified-live vaccine protocol their entire lives, the SDSU study found that killed vaccines have the greatest impact on pregnancy success. In a group of cows that had been given modified-live vaccines as calves, cows that received a killed vaccine 30 days prior to breeding had a 46.5 percent AI conception rate compared to cows that received a modified-live vaccine 30 days prior to breeding at a 40 percent AI conception rate and a control group that received saline injections at a 43.3 percent AI conception rate.

“Our studies show that AI conception rates are better with killed vaccines than modified-live vaccines,” Perry said. “We went on to analyze the impact of exposing these females to IBR and BVD following their vaccinations. In the females vaccinated with modified-live vaccines, 13 percent aborted and 17 percent of their calves or fetuses had IBR and/or BVD. In the females vaccinated with killed vaccines, 5 percent aborted and none of their calves or fetuses had IBR or BVD.

“Of the females that received saline injections and were then exposed to the IBR/BVD challenge, 73 percent aborted, and IBR and BVD were detected in 100 percent of the calves or fetuses. You have solid fetal protection if you switch to a killed vaccine.”

Setting Your Cattle Up for Reproductive Success

To ensure you have the immune system covered on your replacement animals, Perry recommended that you give a modified-live vaccination around weaning time to activate that side of the immune system. Then move to using killed vaccines in your replacement females to activate the other side of the immune system, ensuring the best possible reproductive scenario. After all, the more females you get bred early in the breeding season, the heavier and heartier your calves are at weaning and the higher your profit.

“Modified-live vaccines are needed to set up animals; we need that side of the animal’s immune system primed. But, when moving to the reproductive herd, modified-live vaccines can have adverse effects,” Perry explained. “There’s mounting evidence of the adverse effects of modified-live vaccines occurring. In our research study of 19 herds and 3,000 animals, we have seen a 5- to 8-percent difference in conception rates between modified-live and killed vaccines given on label.”

Pre-breeding vaccination programs should be carefully considered when it comes to the proper product and vaccination timing. It’s best to work directly with your veterinarian to develop a plan that works for your herd, keeping in mind that your vet will know the level of disease exposure of your herd. 🐾

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BW: -0.48 • PCTL: 45% • WW: 11.4 • PCTL: 5%

YW: 20 • PCTL: 3% • MAT: 3.47 • PCTL: 15%

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12 Dixie National Open Santa Gertrudis Show, Dixie National Livestock Show, Jackson, Miss.
27-March 18 Houston Livestock Show & Rodeo, Houston, Texas

MARCH

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

APRIL

- 7** Red Doc Farm's Red Hot Bull Sale, Bosque, N.M.
7 Rocky Mountain Santa Gertrudis Association Spring Runoff Sale, Bosque, N.M.
28 Crimson Classic Sale, Cullman, Ala.

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