



SANTA GERTRUDIS

USA

MARCH 2014 | VOLUME 17, NUMBER 3

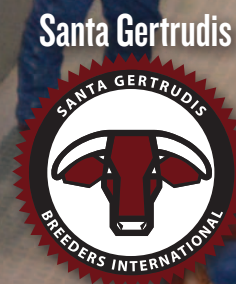


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SANTA GERTRUDIS USA

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Santa Gertrudis USA (ISSN-10985026, USPS-013-876) is published monthly for \$30.00 US by *Santa Gertrudis USA* located at 480 Jason Rd., Ft. Collins, CO 80524. Periodicals postage paid at San Antonio, Texas and additional mailing offices. POSTMASTER: Send address changes to: *Santa Gertrudis USA*, 480 Jason Rd., Ft. Collins, CO 80524. Subscriptions: \$30 U.S. per year for all subscriptions to the U.S. and her possessions. First class subscriptions in the U.S. are available at \$50. Foreign surface mail subscriptions are \$30. Foreign airmail subscriptions are as follows: Mexico/Canada - \$60, Central America & South America - \$100, Europe and all others - \$110. We accept Mastercard, VISA and Discover. Materials in *Santa Gertrudis USA* may not be reproduced without the permission from the publisher.

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ON THE COVER

Several Santa Gertrudis events were held at the Ft. Worth Stock Show, including the National Show and the Premier Cowtown Elite Sale.

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Ramblings from the Open Range

EXECUTIVE DIRECTOR'S REPORT

By John Ford

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I'm convinced discussions regarding the relevance of showing cattle surfaced at the world's first livestock show, and the argument continues today. Recently, I skimmed an article in which the author suggested that advances in genetic technology have made livestock shows irrelevant. This isn't the first industry article making that claim, and given the rapid changes in science and technology, it likely won't be the last. A growing number of people in the beef community subscribe to this train of thought, pointing to the remarkable progress made in genomics and the increasing number of informative DNA markers that have been identified in the bovine genome. Their argument is understandable; when a cattleman has the capability to know, at a high level of accuracy, an animal's genetic potential for economically important traits, the process for the selection of superior, profitable animals becomes much easier. Understandable, yes, but I question if the argument is sound.

I, too, recognize the importance of genomics, and realize that, for those who wish to remain viable in today's beef industry, genetic technology must be embraced and utilized. It's no secret that I'm committed to growing SGBI's genetic evaluation program, and I'm thrilled the breed is very near the point that will allow the incorporation of DNA technology into our expected progeny differences. However, I strongly disagree with those who say the show ring is irrelevant, and even more so with those who state that cattle shows are no more than beauty contests with little relationship to the "real world." I counter their arguments by pointing out that an animal must be structurally sound, functional, free-moving and adaptable to its environment in order to meet its full genetic potential. Selecting animals relying strictly on records and

data without visual appraisal is a recipe for disaster, and visual appraisal selection without utilization of performance records and science-based data is detrimental to genetic improvement and leaves dollars on the table. In my mind, visual appraisal goes hand-in-hand with the use of "newer" selection tools.

Time does not stand still, and we must be realistic, recognizing that demographics, the economy and other factors are changing the way cattlemen make animal selection decisions. The number of industry members selecting breeding animals based on show ring accomplishments has decreased, while the request for dollar indexes, genomic merit scores, scan data and countless other performance-based measurements has increased, and continues to do so at a rapid pace. Regardless of where a SGBI member is standing – in the show ring or in the working pens

– the customer is always right. If we intend to expand the breed's footprint in the industry, we must listen to our customers and be ready to provide the information requested. The information garnered from genomics is phenomenal, and SGBI must constantly be focused on improving and strengthening the breed's genetic evaluation. Access to performance-based data and measurements has become an expectation of our commercial customer, and with the help of our program partner, Livestock Genetic Services, great progress has been made upgrading the breed's genetic evaluation. However, the importance of visual appraisal in the selection process must never be downplayed, disregarded or discredited. Regardless of the amount and type of information available, there will always be a need to show live animals to prospective buyers. A healthy show program is good for the breed. 🐄



SGBI ANSWERS YOUR

Questions

By John Ford, Executive Director

Q. What is the turn-around time from the time a registration application is received until it is completed and sent to the member?

A. Our goal is no more than seven days. However, several factors influence the time it takes to complete a transaction, regardless of type, registration, recordation or transfer. Applications that are incomplete or contain faulty information slow the process. Faulty information is the biggest hindrance to speedy completion. Making sure that sires and dams are active, calving intervals are correct, and the parent's herd number is not confused with a child's herd number ensures that transactions flow quickly and smoothly. Of course, payment must be received before any work will be released. Unfortunately, we have no control over the postal service; therefore, allow plenty of time for mail delivery. 🐄

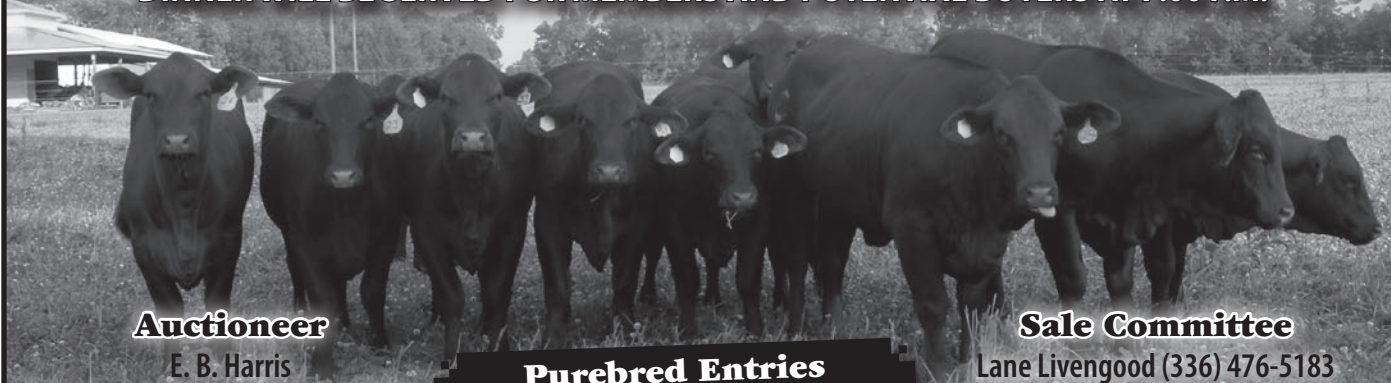
CAROLINA CORNER

41st Annual Santa Gertrudis BREEDERS OF THE CAROLINAS SALE

May 10, 2014 • Sale Begins at 11:00 a.m. EDT

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Down the Road

PRESIDENT'S LETTER

By Curtis Salter

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

We have all heard commercial cattlemen discuss, and in some cases cuss, "show cattle." They say show cattle don't fit in the real world because they are too big, they are too small, they are too much of this, or too much of that; the list goes on and on. There are hundreds of opinions about the role of showing in breed promotion, but the truth of the matter is a breed that highlights functional, industry-acceptable cattle in the show ring has a marketing advantage over breeds that simply chase show ring fads or discount the show program all together.

SGBI has a long history of utilizing the show ring as a promotional tool and it has been very successful reaching new members and customers. However, as a breed we can't rest on past accomplishments; we must continue to move forward, making sure our show program remains in-line with the needs of a changing beef industry. The incorporation of DNA technology into our genetic evaluation, combined with our show ring program, enhances our marketing opportunities and allows members to reach more commercial customers. The show ring is a great tool for promoting Santa Gertrudis cattle, but we don't need to rest on past achievements; as an association, lets always be examining

ways that we can work together in order to strengthen this important promotional tool. A strong show program benefits the breed.

Congratulations to all of the champions named in Ft. Worth at the 51st Annual National Santa Gertrudis Show. Special thanks to the National Show Committee for their efforts in making it great!

Up Next: SGBI Annual Meeting

The next thing on the calendar of events is the SGBI Annual Meeting. Several important items will be addressed at the end of this month in Branson, Mo. One of those items is the ever-important election of members to the SGBI board of directors. This year, we have nine candidates vying for the open positions on the board. To learn more about each one of them, see pages 24 and 26 of this issue. Don't forget: your vote counts.

Also on page 26, you will find information about the educational seminars being offered at the Annual Meeting. I encourage you to take the opportunity to attend

Hefte Ranches would like to thank Briggs Ranches for purchasing our lot at the Cowtown Elite Sale. It's always an honor to have Joe Jones select our cattle. Thank you for all your support and encouragement over the years.



Circa 1984

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CONTINUED NEXT PAGE ►

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SANTA GERTRUDIS Juniors

By Les Cantu, District 1 Director



Let's talk about communication. It's been studied and proven that body language is 93 percent nonverbal and 7 percent verbal. Oftentimes, it doesn't take long to notice when something isn't right with a person, or whether someone is making a true statement or not. Body language speaks louder than words, and actions are heard even louder.

This is something that can be seen in the show ring when exhibiting cattle. The moment an exhibitor walks into that show ring, every step they take counts. Facial expressions, where their eyes are, and how relaxed or intense they

are, are all things that are communicated nonverbally. How do they carry themselves as they hold and show that animal in the ring? When standing in place, are they slouching their shoulders or standing up straight, proud of where they are? These are all things that matter and speak louder than words in a showmanship contest.

In addition, the judge may ask a series of questions to test an exhibitor's knowledge about livestock. That person may be giving correct answers to all the questions, but does their body language convince the judge they know what they're talking about? Make sure nonverbal and verbal communication are in line with each other. People can tell when things don't add up. As showmen, if you want to start moving up in

the line of champions, you have to get comfortable and be confident in your work.

Along with regular preparations for any livestock show, practice nonverbal communication as well.

See you in the ring! 🤠

PRESIDENT'S LETTER

CONTINUED FROM PAGE

these events, listen to the credible speakers and learn more about marketing Santa Gertrudis genetics to the commercial sector.

It's sure to be a good time in Branson with opportunities to socialize with fellow breeders, learn something new and conduct some important association business. Hope to see you there! 🤠

SANTA GERTRUDIS Calendar

MARCH

7 Mid Coast Santa Gertrudis International Super Sale, Houston, Texas

7-16 75th Annual Rio Grande Valley Livestock Show, Mercedes, Texas

8 Houston Livestock Show Open Santa Gertrudis Show, Houston, Texas

8 South Texas "Come Build a Herd" Pioneer Sale, Mercedes, Texas **CANCELLED**

22 Santa Gertrudis Bluebonnet Classic Sale, Hallettsville, Texas

27-29 SGBI Annual Meeting, Branson, Mo.

APRIL

2-5 Georgia Cattlemen's Association Convention, Trade Show & Beef Expo, Perry, Ga.

12 Red Doc Farms Red Hot Bull Sale, Belen, N.M.

26 Tinney Farms Herd Reduction Sale, Hanceville, Ala.

MAY

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

JUNE

15-21 National Junior Santa Gertrudis Heifer Show, Wichita Falls, Texas

REGISTRATIONS, STAR 5 RECORDINGS & TRANSFERS BY DISTRICT

JANUARY 2014

District	Purebred Reg.	Star 5 Reg.	Performance Only	Purebred & Star 5 Trans.
1	23	2	0	13
2	315	14	30	129
3	1	0	0	7
4	9	1	0	20
5	7	0	0	7
6	4	1	0	3

CONTACT FOR SGBI REGISTRATIONS: Diana Ruiz

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

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

SANTA GERTRUDIS WELCOMES

New Members

Active Members

801 Farm, Thomas Crowe, Eatonton, Ga.

Faust Ranches, James Faust, League City, Texas

Junior Members

Samantha Sugarek, Beeville, Texas

Shyanne Wolfe, Hico, Texas

SANTA GERTRUDIS *Production*

LESSONS LEARNED FROM FEEDYARDS

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



I always remember and often repeat a lesson SGBI Executive Director John Ford provided to several groups of young cattle producers attending South Texas Cow Camps held as joint efforts between Texas AgriLife Extension and TAMU-Kingsville: *"The best way to work cattle quickly is to work them slowly."* This message has been repeated and used by many others, including U.S. Department of Agriculture-Agricultural Research

Service (ARS) animal scientists in Watkinsville, GA. These researchers, who manage a 250-head cow herd for forage research purposes, indirectly found that a calm cattle-handling style has contributed to the development of a calm herd. For the past five years, the Watkinsville ARS has sent their feeder calves to a finishing operation in Iowa where each calf receives a disposition score. Calves are given a score of 1 to 5, with a 1 denoting a calm calf and a 5 representing a wild or uncontrollable calf that fights the squeeze chute and speeds off like Dale Earnhardt, Jr. at Talladega. The Watkinsville calves have received scores between 1.0 and 1.9, with a running average of less than 1.5.

Researchers at Texas A&M University and Mississippi State University have also collected thousands of temperament scores, chute scores and chute exit velocities (feet/second) on cattle of several breed types. These researchers have found that feeder calves with lower temperament scores and slower exit velocities do better, gain better, are less stressed, may grade better and, most importantly, are healthier while on feed. Watkinsville cattle (816 head over 5 years) were also found to be in excellent health and had an average daily gain of 3.1 to 4.6 lb., and graded 94 percent Choice or better. Regardless of breed or breed-type, cattle can be worked either in a rough manner or in a calm manner. I prefer calm.

Developing a "calmer" cattle herd involves discipline and time. The scientists at Watkinsville ARS weigh their cattle monthly and have removed "aids" to hurry cattle through the working chute. Speaking from my own research experience, the more times cattle are worked without a threat of "severe" pain, the calmer they can become. Weekly blood sampling from a set of Brahman-influenced replacement heifers over a period of 6 to 10 months can generate a calm herd of mother cows. Unfortunately, most cattle producers do not have the

time or the resources for such cattle training. However, I believe the overriding take-home message dovetails with Ford's lesson: *"The best way to work cattle quickly is to work them as slowly and as calmly as possible."* Cattle "aids" can be kept nearby for those instances of emergency, but should be used with discipline and never be used to beat the lunch crowd to your favorite café.

How are feedyards doing with respect to cattle handling? A recent survey by Colorado State University (CSU) of feedlots in Kansas, Colorado and Nebraska was reported in Beef Magazine (www.beefmagazine.com, by Ruth Woiwode and Temple Grandin). In summary, 100 head of cattle were observed during routine processing at 28 feedyards that have one-time capacities of 5,000 to 100,000 head. The research reported that the average percentage of cattle moved with an electric prod was 5.5 percent as compared to the Beef Quality Assurance (BQA) guideline of 10 percent. Vocalization while in the squeeze was reported to average 1.4 percent versus the BQA guideline of 5 percent, and percentage of cattle falling after exiting the squeeze chute averaged 0.8 percent versus the BQA guideline of less than 2 percent. Several other measurements were recorded, and an area identified for improvement was mis-caught cattle in the head gate of the squeeze chute (closed across lower jaw or leg). Although no BQA guideline exists, other than readjustment, the CSU study reported that between 0 percent and 16 percent of cattle were mis-caught (with an average of 2.2 percent), and 60 percent of these were not readjusted before processing.

The next time you work cattle, do your own survey, and if you only need to grab your cattle "aid" once or twice per hundred head, consider that a good result. Moreover, if all other family members stay with you until the last animal is worked, we are all proud of you! 🐾



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

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SANTA GERTRUDIS *Commercial Corner*

The Slow, But Certain, Demise of Commodity Average Pricing

By Derrell L. Wilkes, Ph.D.

Editor's Note: A number of new tools are being developed to assist cow-calf producers in the marketing of their feeder calves. Verifying feeder calf performance based on a genetic merit score is one of the marketing tools that is grabbing the attention of cow-calf producers, order buyers, feeders and packers. Recently, SGBI visited with representatives from Verified Beef/Reputation Feeder Cattle to learn more about their genetic merit scoring program and discuss opportunities that might exist for Santa Gertrudis-sired calves.

Hard-working, self-reliant cattle producers are probably the last group of people in America who support the notion of “sharing the wealth” – taking money or property from a worker and giving it to a non-worker. We’ll lend a helping hand in an instant, but we don’t favor hand-outs. Ironically, we’ve been sharing the wealth for decades – every time we sell a top-end group of calves for roughly the same price as a sorrier group. The good ones subsidize the poor ones, and the guy who did everything right (the worker) ends up subsidizing the guy who doesn’t give a hoot (the non-worker). It isn’t fair and it doesn’t encourage improvement. The good news is, it’s changing.

Market observers affirm there’s more price spread between the top and bottom of calf offerings than we’ve ever seen before. An economist would say the market is “rationalizing.” A good cowman would say, “It’s about time!” There are numerous factors driving the spread wider. First, there are fewer feedlot buyers, as that segment has consolidated. Feedlots have huge computers and sophisticated records. They keep track of which cattle win and which lose. When the winners are offered again the next year, they’re ready to push the bid higher. When the losers are offered, they sit on their hands. Yes, they are behaving rationally.

Some producers implement comprehensive health and nutrition programs to prepare calves for success in the feedlot. Others don’t. Those who do get a higher price. It’s perfectly rational.

Some producers buy the best bulls and some wait until the poorest bull is presented and, when nobody else is willing to bid, take home the cheapest bull in the sale (who probably should have been a steer).

Now, there’s a tool available that gives producers the ability to get what their cattle are really worth. It’s called Reputation Feeder Cattle™ (RFC). In a nutshell, it’s a science-based method of placing a genetic merit score on a calf crop based on the genetic merit of bulls that have been used in a herd during the preceding 10-year period. Genetic merit is quantified by expected progeny differences (EPDs). Simply put, the RFC system uses EPDs of the bulls used in a herd, combined with economic weighting factors, and arrives at a single number that tells a feeder calf buyer whether the genetics of the herd deserve a better than average price or the opposite.

While the program is new, it is based on 30 years of scientific investment in EPDs,

which have proven to be the single best predictors of genetic merit. EPDs generally are available only on registered bulls. Hence, producers who buy registered bulls are eligible to participate; those who buy undocumented bulls can’t be accommodated.

Initial use of the RFC system, mostly on northern calf crops, showed a spread in relative value of more than \$20/cwt. on 6-weight calves. When the calves were offered for sale, buyers took note. In one video auction, they paid 86¢ for every dollar of extra value that was predicted by RFC. In another sale, they paid 69¢ for every dollar of added value. As buyers gain an understanding of the program, the correlation between the predicted value and the price paid will increase. This proves that feeder calf buyers are rational. They understand that genetic merit ultimately determines the performance of cattle in the feedlot, and they seem anxious to support a system that quantifies it.

Whether top producers are located in an area with an above-average market or a below-average market, the best cattle within a region will produce a better genetic merit score than the local average, and should bring more money. So, whether your starting point is above average or below, the RFC system can help you benchmark your herd and define your plans for making it better.

One thing is for sure: The trend toward greater accountability, greater transparency and honest documentation of cattle history and treatments is absolutely unstoppable. Beef customers are demanding it. Producers who desire a successful future in the cattle business will embrace it.

The RFC program is offered exclusively through Verified Beef, LLC – a long-standing organization dedicated to quality improvement in the beef industry. For more information, visit www.reputationfeedercattle.com or contact me at (303) 570-9207 or darrell@verifiedbeef.net. 📧



SANTA GERTRUDIS SALE

Reports

PREMIER COWTOWN ELITE SANTA GERTRUDIS SALE

Jan. 18, 2014

SALE AVERAGES

Registered Lots			
6 Bulls	\$2,360	4 Cow-Bull Calf Pairs	\$3,600
4 Bred Females	\$3,100	11 Open Heifers	\$1,940
10 Bred Heifers	\$1,950	Star 5 Lots	
4 Cow-Heifer Calf Pairs	\$3,665	1 Cow-Heifer Calf Pair	\$3,000
		8 Open Heifers	\$1,650

The Premier Cowtown Elite Santa Gertrudis Sale was held in conjunction with the Fort Worth Stock Show. Topping the sale was Lot 25, a bred heifer with a calf at side. Offered by Double TT Ranch of Rosser, Texas, the 3-in-1 package sold to Myers Cattle and Land of Navasota, Texas, for \$5,000. Myers Cattle and Land also bought the second high-selling lot from Woman Hollerin Ranch, Brookshire, Texas. Lot 30, a female with a bull calf at side, sold for \$4,750. The high-selling bull came from Robert Silva, Krebs, Okla. Lot 43A, a Nov. 30, 2012 born bull, sold to Briggs Ranches, Victoria, Texas, for \$3,200. The second high-selling bull came from Iron Oaks

Cattle, Alvarado, Texas. Lot 28, a bull born Nov. 14, 2011, sold to Double TT Ranch for \$3,100.

Along with the sale, the Premier Santa Gertrudis Association held its annual meeting and elected a new board of directors and officers. They are: Chris Taliaferro, Rosser, Texas, president; Darrell Pitchford, Athens, Texas, first vice president; Brad Bland, Chico, Texas, second vice president; Brian Cummins, Canton, Texas, secretary; Matt Nichols, Axtell, Texas, treasurer; Glen Romines, Chico, Texas, board member; and Dan Palecek, Tyler, Texas, board member. For more information, visit www.premiersantagertrudis.com. The Premier Santa Gertrudis Association would like to thank all the Premier members who attended and stayed for the Cowtown Elite Sale and the National Santa Gertrudis Show. The weekend was wonderful, and they hope to see all the membership there the same weekend next year. ☂



The high-selling lot at the Premier Cowtown Elite was consigned by Double TT Ranch, Rosser, Texas, and purchased by Myers Cattle & Land, Navasota, Texas.

C Bar C Ranch Welcomes SGBI Members!

I would like to welcome everyone to the 63rd SGBI Annual Meeting in Branson, Mo., March 27-29. We are truly excited to be hosting this year's meeting and expect it to be a great one.

Our host hotel (*shown*) is the Chateau on the Lake, which is a AAA Four Diamond resort & spa. It overlooks the amazing Table Rock Lake.

I, along with the entire membership of District 6, welcome you to Branson. We know you'll have a great time while you're here!



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Meeting Highlights

Thurs., March 27

"IT" –The Hughes Brothers and Family Show

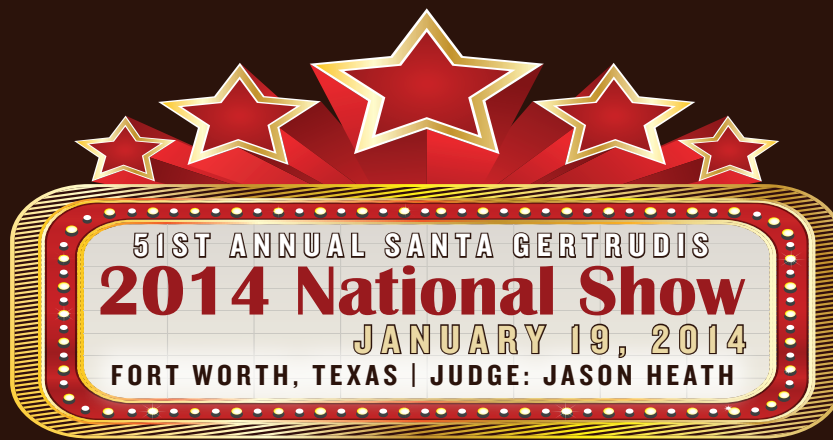
Fri., March 28

Affiliate Breakfast – Candidate Speeches
Education Seminars
Awards BBQ, Special Speaker

Sat., March 29

Annual Membership Meeting Breakfast
Trade Show / Silent Auction Ends
Free Time in Branson
Presidents Dinner and Hall of Fame

See page 19 of the February issue of Santa Gertrudis-USA for a complete schedule.



SANTA GERTRUDIS PARADE OF CHAMPIONS

The 51st Annual National Santa Gertrudis Show was held in conjunction with the Fort Worth Stock Show in Fort Worth, Texas, on Jan. 19, 2014. The best of the best showed up to compete for the title of National Champion, and here's who took home those honors:



Grand Champion Bull

5-E's Integrity, shown by Greg & Hilda Edenfield, Altha, Fla.



Reserve Grand Champion Bull

Tara's Top Drive 911-2, shown by Tara Ranch, Liberty, Texas



Best of Polled Bull

TF 110 Red Solo Cup, shown by Randall Strickmeyer, Verona, Ky.



Grand Champion Female

Tara's Belle III, shown by Tara Ranch, Liberty, Texas



Reserve Grand Champion Female

Circle A Ambition, shown by Circle A Farm, Williamsport, Tenn.



Best of Polled Female

LCC 138/1, shown by Cammi Selby, Scurry, Texas



Grand Champion Star 5 Female

SJ Island Cora, shown by Reagan Ruddock, Rockport, Texas



Reserve Grand Champion Star 5 Female

SJ Island Sarita, shown by Reagan Ruddock, Rockport, Texas



2014 National Show

CLASS WINNERS

Class 1: Early Summer Heifer Calf

Miss Grandview 3123, shown by Caydi Blaha, El Campo, Texas
JR 106, shown by Jimmy Schuetz, Chico, Texas

Class 2: Late Junior Heifer Calf

Rocking A Anna, shown by Rocking A Ranch, Brenham, Texas
Miss Double TT 075, shown by Reagan Ruddock, Rockport, Texas

Class 3: Early Junior Heifer Calf

Circle A Red Star, shown by Circle A Farm, Williamsport, Tenn.
LF Delilah, shown by Lovett Farms, Hillsboro, Ohio

Class 4: Late Senior Heifer Calf

Circle A Ambition, shown by Circle A Farm, Williamsport, Tenn.
Miss 777 205, shown by Patrick Daniel, Magnolia, Ark.

Class 5: Early Senior Heifer Calf

Miss 777 291, shown by Erin-Kay Daniel, Magnolia, Ark.
SJ Lady Estrella 217, shown by Reagan Ruddock, Rockport, Texas

Class 6: Champion Heifer Calf

Circle A Ambition, shown by Circle A Farm, Williamsport, Tenn.

Class 7: Reserve Champion Heifer Calf

Miss Grandview 3123, shown by Caydi Blaha, El Campo, Texas

Class 8: Late Summer Yearling Heifer

Miss Double TT 968, shown by Casey Pitchford, Athens, Texas
SJ Lady Jewels 214, shown by Reagan Ruddock, Rockport, Texas

Class 9: Early Summer Yearling Heifer

Miss Double TT 975, shown by Cammi Selby, Scurry, Texas
Lynn #24, shown by Randall Strickmeyer, Verona, Ky.

Class 10: Late Junior Yearling Heifer

PC Yellow Rose 32-2, shown by Gracey Pitchford, Athens, Texas
Harris Farm 27/2, shown by Reagan Ruddock, Rockport, Texas

Class 11: Early Junior Yearling Heifer

Miss Double TT 855, shown by Cammi Selby, Scurry, Texas
SJ Lady Lil' Bug, shown by Reagan Ruddock, Rockport, Texas

Class 12: Champion Yearling Heifer

Miss Double TT 855, shown by Cammi Selby, Scurry, Texas

Class 13: Reserve Champion Yearling Heifer

PC Yellow Rose 32-2, shown by Gracey Pitchford, Athens, Texas

Class 14: Late Senior Yearling Heifer

SR 54/1, shown by Kalli Kimble, New Braunfels, Texas
Lady Clayre, shown by Michael McConaughy, Texarkana, Texas

Class 15: Early Senior Yearling Heifer

5-E Bella, shown by Greg & Hilda Edenfield, Altha, Fla.
LCC 138/1, shown by Cammi Selby, Scurry, Texas

Class 16: Late Two-Year-Old Heifer

HH Miss Sherry W21, shown by Casey Pitchford, Athens, Texas

Class 17: Early Two-Year-Old Heifer

Tara's Belle III, shown by Tara Ranch, Liberty, Texas
Rocking A's Annabelle, shown by Rocking A Ranch, Brenham, Texas

Class 18: Champion Senior Female

Tara's Belle III, shown by Tara Ranch, Liberty, Texas

Class 19: Reserve Champion Senior Female

5-E Bella, shown by Greg & Hilda Edenfield, Altha, Fla.

Class 20: Grand Champion Female

Tara's Belle III, shown by Tara Ranch, Liberty, Texas

Class 21: Reserve Grand Champion Female

Circle A Ambition, shown by Circle A Farm, Williamsport, Tenn.

Class 22: Best of Polled Female

LCC 138/1, shown by Cammi Selby, Scurry, Texas

Class 23: Early Summer Bull Calf

LF Switchblade, shown by Robert Limbaugh, Steele, Ala.
Mr. Double TT Ernie 138, shown by Wylie Taliaferro, Rosser, Texas

Class 24: Late Junior Bull Calf

Full Throttle, shown by Rustic Rail Ranch, Carthage, Mo.
Circle A Lone Ranger, shown by Circle A Farm, Williamsport, Tenn.

Class 25: Early Junior Bull Calf

Mr. Double TT Innovator 22/3, shown by Wylie Taliaferro, Rosser, Texas
352E Dream Catcher 300, shown by Super S Cattle Co., Waco, Texas

Class 26: Late Senior Bull Calf

Tara's Top Drive 911-2, shown by Tara Ranch, Liberty, Texas
Grandview John 316, shown by Grandview Farms, Hamilton, Ala.

Class 27: Early Senior Bull Calf

CSC Playmaker 286, shown by Connors State College, Warner, Okla.

Mr. Double TT Commander 100/2, shown by Wylie Taliaferro, Rosser, Texas

Class 28: Champion Bull Calf

Tara's Top Drive 911-2, shown by Tara Ranch, Liberty, Texas

Class 29: Reserve Champion Bull Calf

Grandview John 316, shown by Grandview Farms, Hamilton, Ala.

Class 30: Late Summer Yearling Bull

No entries.

Class 31: Early Summer Yearling Bull

Mr. Double TT Dexter 336-2, shown by Wylie Taliaferro, Rosser, Texas

Circle A Real Deal, shown by Circle A Farm, Williamsport, Tenn.

Class 32: Late Junior Yearling Bull

777 Honey Badger 1202, shown by Triple Seven Farms, Magnolia, Ark.

Class 33: Early Junior Yearling Bull

TF 255 Roll Tide 255, shown by Randall Strickmeyer, Verona, Ky.
Rustic Rail Remington 215-12, shown by Stroman Cattle Co., Bryan, Texas

Class 34: Champion Yearling Bull

Mr. Double TT Dexter 336-2, shown by Wylie Taliaferro, Rosser, Texas

Class 35: Reserve Champion Yearling Bull

Circle A Real Deal, shown by Circle A Farm, Williamsport, Tenn.

Class 36: Late Senior Yearling Bull

No entries.

Class 37: Early Senior Yearling Bull

Circle A Ironman, shown by David Greer, Brandenburg, Ky.

Class 38: Late Two-Year-Old Bull

Mr. Double TT Zoom 50/1, shown by Wylie Taliaferro, Rosser, Texas

Class 39: Early Two-Year-Old Bull

TF 110 Red Solo Cup, shown by Randall Strickmeyer, Verona, Ky.
LF Royal Ruler, shown by Lovett Farm, Hillsboro, Ohio

Class 40: Aged Bull

5-E's Integrity, shown by Greg & Hilda Edenfield, Altha, Fla.

Class 41: Champion Senior Bull

5-E's Integrity, shown by Greg & Hilda Edenfield, Altha, Fla.

Class 42: Reserve Champion Senior Bull

TF 110 Red Solo Cup, shown by Randall Strickmeyer, Verona, Ky.

Class 43: Grand Champion Bull

5-E's Integrity, shown by Greg & Hilda Edenfield, Altha, Fla.

Class 44: Reserve Grand Champion Bull

Tara's Top Drive 911-2, shown by Tara Ranch, Liberty, Texas

Class 45: Best of Polled Bull

TF 110 Red Solo Cup, shown by Randall Strickmeyer, Verona, Ky.

Class 46: Produce-of-Dam

Shown by Greg & Hilda Edenfield, Altha, Fla.
Shown by Perry Bass, Kingsville, Texas

Class 47: Get-of-Sire

Shown by Circle A Farm, Williamsport, Tenn.
Shown by Wylie Taliaferro, Rosser, Texas

COVERAGE CONTINUED NEXT PAGE ►



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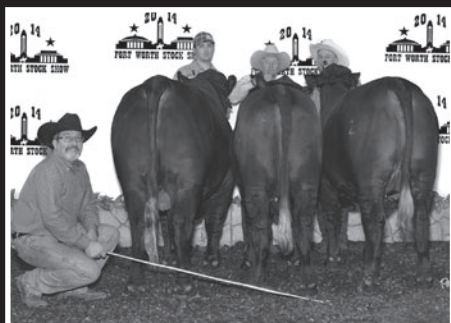
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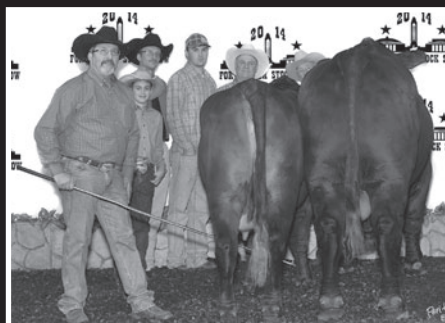
COVERAGE CONTINUED ON PAGE 20 ►

PARADE OF CHAMPIONS, CONTINUED



Champion Get-of-Sire

Shown by Circle A Farm, Williamsport, Tenn.



Champion Produce-of-Dam

Shown by Greg & Hilda Edenfield, Altha, Fla.

Star 5 Female Classes

Class 101: Females

Born Before Sept. 1, 2012

Miss CF 292, shown by Parker Mason, Chappell Hill, Texas

Bonita Blanca, shown by Hollyann Roach, Keller, Texas

Class 102: Females

Born Jan. 1-Aug. 31, 2012

SJ Island Sarita, shown by Reagan Ruddock, Rockport, Texas

Miss Double TT 986, shown by Cammi Selby, Scurry, Texas

Class 103: Females Born in 2011

SJ Island Cora, shown by Reagan Ruddock, Rockport, Texas

Miss Double TT 850, shown by Casey Pitchford, Athens, Texas

Class 104: Grand Champion

Star 5 Female

SJ Island Cora, shown by Reagan Ruddock, Rockport, Texas

Class 105: Reserve Grand Champion

Star 5 Female

SJ Island Sarita, shown by Reagan Ruddock, Rockport, Texas

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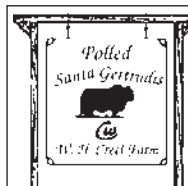
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2014 National Show

AN EVENT TO REMEMBER



LEFT: SGBI board member Wylie Taliaferro (far left) helped recognize long-time Fort Worth Stock Show Superintendents (left to right) Bob Glenn, Gary Wilson and Mike Warner. Also pictured is Gene McCarter.



The best of the best showed up to compete for the title of National Champion.



The 51st Annual National Santa Gertrudis show was dedicated to Wylie and B.J. Taliaferro. To read more about the Taliaferro family, see the August 2013 issue of *Santa Gertrudis USA*.



An aisle party was held prior to the Premier Cowtown Elite Santa Gertrudis Sale held at the Fort Worth Stock Show.



LEFT: Looks like we have a Santa Gertrudis breeder in the making!

RIGHT: National Junior Santa Gertrudis Association board members gather at Fort Worth.



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Member Profile

Tinney Farms

34 Years in the Making

By Micky Burch, managing editor

Established in 1980, Tinney Farms is at home in Hanceville, Ala., about 45 miles north of Birmingham. Its founder, Howard Tinney, attended the University of Alabama and became a successful businessman, creating Birmingham Fastener, a manufacturer and distributor of fasteners for structural steel fabrication; metal building manufacturers; transportation; water works and utilities; original equipment manufacturers; construction; maintenance, repairs and operations; and more. Today, Birmingham Fastener operates the highest volume distribution center of nuts and bolts, and standard fasteners in the U.S.

While building his manufacturing business, Howard also put his passion and efforts into breeding Santa Gertrudis cattle. Also in 1980, he began to put together an outstanding group of cattle from breeders throughout the country. He searched in the southeast, and expanded his pursuit for the best genetics into Texas. One of Tinney Farms' first herd sires was Bosque 8/5, a bull Howard purchased from El Colina Ranches of Sutherland Springs, Texas; another was Chapparosa 259 from Chaparrosa Ranch, La Pryor, Texas. These two herd sires were the building blocks of the Tinney Farms cow herd.

In the early 1990s, Howard envisioned the show ring as a great marketing tool, and soon after the run of Tinney Farms national champions began, with Hammer 860 and Miss Reno 044 in 1992. Not long after that, in 1998, Tinney Farms bred and raised its first national champion bull, Hatchet 150, who would become one of the Santa Gertrudis breed's all-time great herd sires. Additional Tinney Farms national champions include Overdrive, Sombrero, Hanna Montana and a run of three consecutive Tinney-bred national champion bulls from 2010 to 2012: Sledge, Hatchetman and Ranger. Tinney Farms genetics are also prevalent in the SGBI junior program, where they've resulted in three National Junior Santa Gertrudis Heifer Show grand champions as well as many other winners.

Given its strong show ring presence, it's no wonder Tinney Farms has earned the SGBI Breeder & Exhibitor Award multiple times, and is the winner of many SGBI High Point Awards. Still, Tinney Farms' success goes beyond the show ring. Numerous winners in the performance arena have been produced by Tinney Farms, including many gain test and ranch-to-rail awards for highest average daily gain and feed efficiency. Along with show ring and performance cattle involvement, Howard stayed very active in SGBI breed association activi-



Premier Tinney Farms herd sire, Hatchet.

ties, including serving multiple terms as an SGBI board member, as the Shows & Exhibits Committee Chairman and as SGBI president in 2006-2007. He also was a past president of the Alabama Cattleman's Association. To top the list of accolades, in 2007 Tinney Farms was named the Alabama Beef Cattle Improvement Association Purebred Breeder of the Year.

In an effort to promote the Santa Gertrudis breed, Tinney Farms served as one of the founding members of the Alabama Connection Sale that celebrated its 25th anniversary in 2013. From its conception, this sale has been one of the premier Santa Gertrudis sales in the U.S. because consignors offer their best and stand behind their product. Every year, some of the breed's highest-selling lots are sold here, and numerous national show winners have been purchased through the Alabama Connection Sale. Through this sale and other marketing outlets, Tinney Farms has established itself as a staple for many

CONTINUED ON PAGE 25 ►



From left, Delmo Payne, Leroy Chaney, Dennis Jones, Brad Tinney, Retha Tinney, Hoover Case, Arlin Taylor, Brent Shaw, Bill Lundberg and Charles Sandlin.

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SGBI 2014 ANNUAL MEETING

Meet Your SGBI Board Candidates

Below are candidates whose names will appear on the ballot at the SGBI board of director elections. Regional candidates appearing on the ballot notified SGBI of their intent to run by 5 p.m., Feb. 10, 2014. Per SGBI's governing documents, At-Large Directors were nominated by the board and can be accepted or rejected by members of that district, or elected by a "write-in" vote on the same district ballot.

Eastern Region

Wes McDaniel, Ringgold, Ga.

Wes McDaniel, vice president of Long Range Planning and President-Elect, is seeking re-election as Eastern Regional Director. McDaniel, an attorney, and his family own and operate MC Ranch, and have been SGBI members since 1985. He is the current president of the Georgia Santa Gertrudis Association and a former president of the National Junior Santa Gertrudis Association (NJSGA). In his first term on the SGBI board, his focus was improving member and customer profitability, sustainability and satisfaction. His goals are to continue increasing demand for Santa Gertrudis cattle and providing value-added services to the membership. It's been an honor and a privilege for him to serve on the SGBI board for the past three years, and he looks forward to the opportunity to continue that service.

Western Region

Brian Cummins, Canton, Texas

What started out as an FFA project in 1969 turned into a lifelong association with Santa Gertrudis for Brian Cummins. In 2010, Cummins retired after 35 years as an ag teacher and extension educator. In 2006, he started order buying calves, which gave him insight as to how Santa Gertrudis are perceived by the commercial industry. After witnessing several changes in the beef industry over the last 40 years, Cummins believes Santa Gertrudis have a place in today's industry that puts more emphasis on predictability. To be relevant, breed associations must utilize available tools to increase production of consistently high performing animals that meet the needs of cow-calf, stocker and feedlot owners. That same animal must also produce high quality beef that meets or exceeds consumer's expectations.

Loel Garza, Edinburg, Texas

As a fifth generation cattleman, Loel Garza raised Santa Gertrudis steers in

his youth. Today, he and his wife Celia have two daughters, Ayssa and Itza. Eight years ago, Itza, who's on the NJSGA board, started showing Santa Gertrudis heifers, so he switched their herd from commercial to purebred Santa Gertrudis. With U.S. cattle inventories at historic lows, Loel feels the breed has an opportunity to promote their advantages of low maintenance, adaptability and survival in adverse conditions. Outside the cattle industry, Loel is the owner of NEXPAY, a payroll and payroll tax service. He has been a member of the NAFTA Federal Credit Union Supervisory Committee, and is a Charter member of Hub City Toastmasters, an organization that helps individuals improve their public speaking and communication skills.



Cheryll Grainger, Brenham, Texas

Cheryll Grainger has been a Santa Gertrudis breeder since 1984 with the family-owned Rocking A Ranch, a registered Santa Gertrudis and commercial cow-calf operation. Cheryll earned degrees in ag economics from Tarleton State University and English from Sam Houston State University. She is currently a SGBI Western Region Director, vice president of Sales and Marketing, and a member of the Youth Activity and Donated Heifer committees. She previously sat on the Mid Coast board, serving three years as secretary and four as president. She was also the editor of *The Cattle Rattle* newsletter and chaired the 2011 SGBI Annual Meeting. She and her husband Allen have two daughters, Allison and Lauren. Her goal is to build communication, enhance the breed's image and expand its market share.

Betty McCormick, Brookshire, Texas

Betty McCormick believes Santa Gertrudis should be aligned with the demands of the industry, and that SGBI is headed in the right direction with programs that expand breeders' customer bases. She also feels the board has a responsibility to seek out marketing options and new ideas. A 1981 graduate of Texas A&M with a degree in animal science, Betty interned with LaRue's Cattle Service, where she was first exposed to Santa Gertrudis. She bought her first five heifers from John Kiker. Betty and her husband Ricky own and manage Woman Hollerin Ranch, where Betty enjoys being the artificial insemination technician. They have two daughters who grew up in the junior program. The couple love their church, cattle, kids, fishing trips and eating steak.

Debbie Townsend, Louise, Texas

Debbie and Ivan Townsend own and operate Townsend Cattle Co. along with their children and grandchildren. They also own CIC Construction, Inc. As a member of the Mid Coast affiliate, Debbie serves as secretary and chairman of the Aisle Party at the Super Sale. She is also chairman of the Blue-bonnet Classic Sale. As a 25-year SGBI member, she has served on the Youth Activities, Membership and Long Range Planning committees, and was chairman of the 2013 Annual Meeting. She has had a connection with the breed for more than 35 years and is confident in the direction it's currently going. Her vision is to expand and strengthen the marketability of Santa Gertrudis outside the breed to increase registrations and membership.

Jerome Urbanosky, Plantersville, Texas

Jerome Urbanosky started raising Santa Gertrudis in 1969, and won the Houston Livestock Show in 1970 and 1971. He was also a charter member of the Mid Coast junior association. A 1975 graduate of Texas A&M, Jerome

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TINNEY FARMS

CONTINUED FROM PAGE 22

commercial breeders throughout the southeast, serving as a reliable source for Santa Gertrudis bulls and females as the foundation for crossbred herds and Star Five programs.

Another example of Howard's entrepreneurial spirit can be seen in Stouts Mountain Ranch, a premier whitetail deer-hunting destination in the southeast. Howard's son Brad has had a major role in its growth, along with Ranch Manager Rodney Floyd.

More than 30 years ago, Tinney Farms began as a passion and vision; today, through hard work, a masterly marketing plan and superior management, it is one of the top Santa Ger-

trudis herds in the country. Even after Howard's untimely death in the spring of 2013, Tinney Farms continues with the same passion that its founder demonstrated. Howard's wife Retha, their son Brad and his wife Sloan and their family, along with Farm Manager Arlin Taylor, and employees Adam Seckfort and Louis and Stoney Garcia, plan to continue the great program Howard built. Howard loved his red cows, and the cattle family that grew each time he met a new breeder. Once you drove through the front gate at Tinney Farms, you were no longer a stranger – you were a friend, and were treated with great southern hospitality. Tinney Farms invites you to visit – the gate is wide open. 🐄

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SGBI 2014 ANNUAL MEETING

Educational Seminars Offered

SGBI President Curtis Salter has designated the focus of the 2014 Santa Gertrudis Breeders International Annual Membership meeting as “Marketing Santa Gertrudis Genetics into the Commercial Sector.” Educational sessions have been designed to provide information to assist SGBI members in capturing a larger share of the commercial bull and replacement female market. The informative marketing sessions are scheduled to begin at 9:30 a.m. on Friday, March 28, 2014.

Order Buying 101

A large percentage of America’s calf crop is marketed through local livestock auction barns. In a 15- or 20-second time period, an order buyer must determine if the calf coming through the sale ring will satisfy his customer. In such a short time frame, how does an order buyer determine calf value and appraise traits that influence value? SGBI members will have an opportunity to learn about the finer points of feeder calf evaluation and cattle buying at 9:30 a.m. on Friday, March 28. Frank Brazle, Ph.D., a cattle buyer from Chanute, Kan., will discuss his approach to filling orders and explain the how and why of calf value. Prior to buying cattle on order, Brazle served as a livestock production extension specialist in southeast Kansas. He received his bachelor’s and master’s degrees from Kansas State University (KSU), and earned a doctorate from the University of Tennessee. Brazle also carries the title KSU Professor Emeritus.

Building a Bull Market

Circle A Angus Ranch is a multi-faceted cattle operation that markets more than 400 bulls annually. Utilizing a steady flow of customer feedback and extensive herd

records, General Manager Mark Akin oversees an operation recognized for assisting the ranch’s bull-buying customers with improving profitability and accomplishing genetic goals. Innovative marketing programs and alliances have helped Circle A Angus Ranch build and maintain a large commercial customer base. Circle A Angus Ranch is a 24,000-acre, 7,000-head ranching operation headquartered in Iberia, Mo. The ranch also has operations in Stockton and Huntsville, Mo. Circle A Angus Ranch is owned by the Dave Gust Family of Orland Park, Ill. Akin will share with SGBI members tips used to build a successful commercial bull marketing program. With roots in Florida and Texas, Akin came to Circle A Angus Ranch as the operation was in the establishment phase during the early 1990s.

Marketing Replacement Females

Driven by environmental factors, herd liquidation has pushed cattle numbers to a 60-year low and cattle prices to record highs. Herd expansion is expected to begin in earnest in 2014, resulting in a tremendous need for quality replacement females. Strong demand for females is expected to remain until the end of the decade. SGBI members positioned to take advantage of the demand for females in the commercial cow-calf sector have an unprecedented opportunity to increase profitability and help the association expand its presence in the commercial sector. Mike Armitage, Claremore, Okla., will provide insight about strategies to assist SGBI members in capturing a larger share of the robust commercial female market. Mike and Martha Armitage own and operate Armitage Livestock, a marketing company that primarily sells bred cows and heifers. Armitage Livestock incorporates added-value options to the approximately 18,000 bred heifers and cows it markets annually. 🐾

MEET YOUR SGBI BOARD CANDIDATES

CONTINUED FROM PAGE 24

first founded a livestock feed enterprise, then established AmeriTech Staffing. Jerome and his wife Jane have four children who are all SGBI members and are involved in the family Santa Gertrudis operation, where they have more than 200 registered females. He has served as president of the Mid Coast affiliate, as chairman of the Super Sale and as a sale consultant. He also helped initiate the Aisle Party concept and is an approved SGBI judge. He believes mentoring new members is key to the breed’s success and growth.

District 4 At-Large

Drue Jolly, Gallatin, Tenn.

Drue Jolly and his wife Courtney own Dale Hollow Santa Gertrudis. He’s

been around the red cattle most of his life. For five years, he operated a small, Santa Gertrudis-influenced commercial herd. After purchasing an Angus bull and getting an underwhelming calf crop, he switched back to a Santa Gertrudis bull. In 2010, he joined SGBI and purchased his first registered females. If elected, he hopes to help grow the breed’s popularity with commercial cattlemen by increasing information output and promotion. He commends SGBI on their increasing efforts with the magazine and website, and looks to continue improving them. He would also like to assist in finding additional avenues for members to market their cattle.

District 6 At-Large

Bud Clark, DeSoto, Mo.

Alan “Bud” Clark has been involved

with Santa Gertrudis for 24 years – ever since C-C Ranch purchased their first Santa Gertrudis bull. He was a member of the NJSGA and the Mid-America junior association for 10 years, and was president and vice-president of Mid-America. Since becoming an active member, Clark has served on the Mid-America board as vice-president, and is currently serving as president. He’s also been on the SGBI board for three years – the last two as vice president of Membership. Clark enjoys giving back to District VI by supporting shows and sales, and donating time and animals. If re-elected, he plans to continue promoting the breed, being a voice for District VI on the SGBI board and helping fellow breeders however he can. 🐾

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