



SANTA GERTRUDIS

USA

MARCH 2015 | VOLUME 18, NUMBER 3



Santa Gertrudis



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SANTA GERTRUDIS USA

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SANTA GERTRUDIS BREEDERS INTERNATIONAL

P. O. Box 1257, Kingsville, Texas 78364
Phone: (361) 592-9357
Fax: (361) 592-8572
info@santagertrudis.com
www.santagertrudis.com

EXECUTIVE DIRECTOR

John E. Ford
Email: jford@santagertrudis.com

REGISTRATION & MEMBER SERVICES SPECIALIST

Diana L. Ruiz
Email: diana@santagertrudis.com

MAGAZINE STAFF

PUBLISHER

Blueprint Marketing LLC
P.O. Box 427, Timnath, CO 80547
email: info@blueprintma.com

EDITOR

Lisa Bard | lbard@blueprintma.com
(970) 498-9306
fax: (970) 493-8930

MANAGING EDITOR

Micky Burch | mburch@blueprintma.com
(308) 440-8179

AD SALES | CATALOGS

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

CREATIVE DIRECTOR

Kathie Bedolli | kbedolli@blueprintma.com
(540) 752-6143 | fax: (540) 752-5856

AD DESIGN

Holly Holland

ADMINISTRATION

Leslie McKibben

COPY EDITOR

Kim Broers

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ON THE COVER

"Happy Trails." Photo courtesy Red Doc Farm, Belen, N.M.

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Best of the Test Sale

Genetic Development Center

March 13, 2015

Navasota, Texas

Tony is the senior herd sire at Gray Oaks Farm. He is line bred to Christmas and Challenger on top, and out of a polled Hatchet daughter on bottom. He is Homozygous Polled. He is in the top 2% in his weaning and yearling EPDs and the top 1% in his HCW EPD. His daughters are structurally correct and very feminine. His sons are long, deep and thick.



Selling a Tony Son!

Gray Oaks 407 is the Tony son selling in this sale. Gray Oaks 413, another Tony son, was the high-indexing Santa Gertrudis bull out of 58 bulls! This index was for the 70-day RFI portion of the Fall 2014 test.

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Ramblings from the Open Range

EXECUTIVE DIRECTOR'S REPORT

By John Ford

(361) 592-9357 | jford@santagertrudis.com

“I really like what is being done and the help you receive when you ask.”

This statement, found in the comment section of the SGBI Member Satisfaction Survey, continues to resonate with me days after reviewing the results of the survey conducted earlier this year. I am appreciative to learn that the responding member sees value in SGBI's efforts to expand the breed's presence in the industry; however, I am most grateful of the recognition given to the value of communication. The SGBI staff strives to be conscious of member needs and to manage the affairs of the association in a proactive manner that limits issues and promotes the breed. However, a phone call, e-mail or visit to discuss issues, answer questions or assist in the development of a marketing plan or breeding strategy is always welcome. Good communication differentiates functional organizations from great organizations.

Although the Member Satisfaction Survey return rate was not great enough to be statistically valid, the opinions expressed by those returning the measurement tool are useful and provide direction for improving association services as well as guidance for addressing membership needs. An overwhelming number of responding members, 91 percent, were satisfied or very satisfied with their SGBI membership. The dissatisfied or very dissatisfied respondents expressed concern over lack of staff, difficulty in accessing forms and applications, and frustration with committee direction and decisions. I understand that a number of members don't have computers, printers and internet service; therefore, SGBI must do a better job in providing membership with the paper forms and applications needed to conduct transactions. I hope that including blank

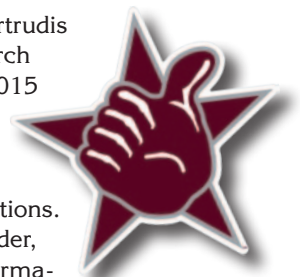
forms in the FY 2015 inventory and membership renewal packet is the first step in resolving this issue. I, too, am concerned about staffing and recognize that there are times the transaction process or SGBI response time does not meet member expectations. Implementing strategies to improve office efficiencies and streamline the flow of paperwork and data is an ongoing process. In addition, financial resources are managed in a manner that allows part-time assistance to be hired during peak registration periods, and when special programs and activities are being conducted. Completing transactions correctly and quickly is essential, and I welcome member thoughts on steps or strategies that can be implemented to improve association performance.

Ninety-six percent of those responding indicate that SGBI membership adds some degree of value to their cattle operation, and many shared

thoughts on steps that the organization can take to add even greater value. “User-friendly” is a term that appeared frequently in the survey comment section. Let me assure you that improving the ability to manage herd data and access information through Livestock Genetic Services will be a major focus for SGBI in the coming year. Exciting new breed decision-making tools and selection information have little value if the data can't be easily accessed. The same is true for the SGBI website. Respondents consider the website cluttered and suggested the association develop a plan that provides regular and timely updates. Improving marketing opportunities, especially for small herd owners, and increased eastern outreach efforts would also be beneficial. I agree, and look for opportunities to reach out to potential customers of Santa Gertrudis genetics. Yes, there are budget constraints that must be considered, but I welcome the opportunity to present programs or make phone calls during state and regional cattlemen conventions, Extension functions and field days – any activity that allows interaction with potential bull-buying customers and cattlemen looking for replacement females. Working as a team, our organization can accomplish much, but two-way communication is central to success. The opening statement continues to resonate, “I really like what is being done and the help you receive *when you ask.*” 🐾

WELCOME TO AGGIELAND

It is not too late to register for the 64th Annual Santa Gertrudis Breeders International Membership Meeting, to be held March 20–21, 2015, in College Station, Texas. Highlights of the 2015 event include an opening address by industry leader Bill Mies, Ph.D. bull marketing panel discussion, recognition of the 2015 High-Point Show animals, Executive Director Report, Board of Director elections and Hall of Fame inductions. Being inducted into the SGBI Hall of Fame are Ben Alexander, Delmo Payne and Robert “Bobby” Shelton. Additional information on the annual membership meeting can be obtained by contacting Diana Ruiz, Membership Services Specialist, at (361) 592-9357. 🐾



CAROLINA CORNER

^{42nd Annual} Santa Gertrudis BREEDERS OF THE CAROLINAS SALE

May 9, 2015 • Sale Begins at 11:00 a.m. EDT

THE ANNUAL MEETING OF THE SANTA GERTRUDIS BREEDERS OF THE CAROLINAS WILL
TAKE PLACE AT THE SALE FACILITY BEGINNING AT 6:00 P.M. FRIDAY NIGHT, MAY 8.
DINNER WILL BE SERVED FOR MEMBERS AND POTENTIAL BUYERS AT 6:30 P.M.



Auctioneer

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Location

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with Santa Gertrudis Influence*

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For more information:
contact Tony Creech, President
(919) 427-4679



Down the Road PRESIDENT'S LETTER

By Curtis Salter

(850) 957-4409 | salterfarms@ymail.com

Hello everybody,

As I sit down to write this letter, I realize my two years as your president is up, and this will be my last letter to you. First, let me thank you for the opportunity to serve these last two years. I've met and talked with a lot of great people and surely have made some good friends – folks I'll remember for the rest of my life.

A while back, we were in church one Sunday morning when our pastor began to preach on the subject of undeniable power. Well, I don't need him to know this, but my mind started drifting. I was thinking about the power of Santa Gertrudis. At one time, they were considered the rich man's breed. It certainly took the power of good business people to buy them. Recently, as John Ford and I have set up our display at different places, we find Santa Gertrudis cattle are still very popular. We are finding the undeniable power of Santa Gertrudis is still in high demand. Our cattle work well in a variety of places and cross well on most breeds, not to mention how well they work alone, as fullbloods.

You've heard me say, "The time is ours." Short supplies, high prices, and new programs like our DNA-verified expected progeny differences and Dollar Growth Index have the whole cattle industry looking at Santa Gertrudis. The commercial cowman is more excited about our cattle than he has been in years. The time is right. Undeniable power.

I'm not going to try to preach to you, but I will ask you to read Numbers Chapter 19 to see what God had to say about "a red heifer without spot and

CONTINUED ON PAGE 22 »

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DuBois Cattle Co.

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Cheryll Grainger (Texas)

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(979) 337-4152 | clgrainger@aol.com

John Kiker (Texas)

(979) 826-8329 | j.w.k.1934@sbcglobal.net

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(281) 375-6861 | bettysue1959@gmail.com

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(281) 797-5715 | jerome@ameritechsi.com

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(931) 490-1324 | elaine@mtbj.net

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Wes McDaniel (Ga.)

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

Curtis Salter (Fla.)

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(850) 957-4409 | salterfarms@ymail.com

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(270) 678-5302 | parkerfarms@scrtc.com

AT LARGE DIRECTORS

District 1 - Warren Harris (N.M.)

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(505) 504-1513 | wrranchnm@gmail.com

District 2 - Pat Stults (Texas)

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JUNIOR LIVESTOCK SHOW

20 15

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Photography

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★
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whose dam was a donated
heifer from Mosby Creek
Ranch.



OLC SUGAR BABY

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WHY AFFILIATES?

By John Ford, SGBI Executive Director

SGBI's founding fathers understood breed expansion would occur if members were actively engaged in promotional efforts designed to meet local and regional needs.

In 1953, the East Texas Santa Gertrudis Association (known today as the Premier Santa Gertrudis Association) became the first affiliate chartered by SGBI. The Premier affiliate quickly developed a relationship with the Fort Worth Stock Show and began sponsoring a sale in conjunction with the annual event. They also worked hard to build membership. The 1959 Premier affiliate minutes reported that 14 new breeders were added to their membership rolls. The minutes also indicated that a number of promotional and marketing activities were planned for the upcoming year.

In today's business climate, the importance of affiliates can't be undervalued. An affiliate is a powerful asset for SGBI, capable of leading critical marketing, promotional and educational efforts in a specific area or region. An affiliate's role in leadership develop-

ment also shouldn't be underestimated; affiliate members serve as leaders in a number of capacities on a national level. Affiliates operate independently of SGBI, but are partners with the parent association and focus on increasing the breed's reach and visibility as well as strengthening organizational effectiveness. While many of SGBI's early affiliates remain active today, others no longer exist. What makes some affiliates successful, while other struggle to maintain momentum?

♦ **A successful affiliate is place-based.** A specific connection to a region or area ensures member needs and goals are comparable.

♦ **A successful affiliate is member-focused.** Affiliates can provide direct and immediate response to member needs. Furthermore, needs are addressed by the members themselves, with support, direction or guidance provided by the parent organization.

♦ **A successful affiliate is structured.** Effective, functioning affiliates operate with a board of directors, officers, com-

mittees and written by-laws. Without structure, an organization can lose its capacity to function in a timely manner. A structured approach also provides a mechanism for a continuance, always developing the next generation of leaders.

♦ **A successful affiliate has member "buy-in."** To operate effectively, membership must have a clear understanding of the affiliate's goals. When members have a specific focus, they can work as a team to accomplish goals and address needs. Regardless of the activity or program, success is achieved through the collective action of members.

SGBI's need for strong and active affiliates is as great today as it was in the breed's formative years. Sure, there are numerous advertising avenues and marketing strategies available to spread the SGBI message; however, the power to personally connect with bull- and replacement-female-buying customers through a local field day, educational program, regional sale or other activity is priceless in today's business environment. No group is better positioned to reach cattlemen with our breed's message of profitable, productive, predictable genetics than an affiliate. 🐾

The **ARKOMA** *Santa Gertrudis Association*

**Thanks to the following contributors from the
Arkoma Sale for the benefit of the
2015 NSGJHS in Guthrie, Okla.:**

San Jose Cattle Co.
Paul & Debbie Gautz, Rustic Rail Ranch
Connors State College
Gary Harding
Arkoma SG Association
Rance & Kathy Reynolds, Reynolds Prairie View Farms
Ira & Kara Barrow
Rick & Pam Thomas
Rick & Betty McCormick, Woman Hollerin Ranch

The Arkoma SG Association has donated over \$5,000 to the 2015 NSGJHS.

**ARKOMA SANTA GERTRUDIS
ASSOCIATION SALE**
Saturday, October 3, 2015
Tulsa Stockyards, Tulsa, Oklahoma

Contact Us...
ARKOMA

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Rance Reynolds • (918) 232-7870

ARKOMA JUNIOR TUNE-UP SHOWS

APRIL 12, Rustic Rail Ranch, Carthage Mo.
MAY 31, Triple Seven Ranch, Magnolia, Ark.
JUNE 20, K-Bar Ranch, Bixby, Okla.

*For information call Justin Lovitt (479) 531-4173
or Debbie Gautz (417) 438-8712*



Your 2015 Arkoma SG Association Board of Directors, from left: Rance Reynolds, President; Justin Lovitt, Vice President/Youth Director; Debbie Gautz, Marlin Allen and Gary Harding, Directors; Kathy Reynolds, Secretary/Treasurer. Not pictured, Ira Barrow, Director.

CONGRATULATIONS

to all of our Florida Juniors who participated in the
Florida State Fair Santa Gertrudis Show!

We're looking forward to hosting the
**2016 NATIONAL JUNIOR
SANTA GERTRUDIS HEIFER SHOW!**



Georgia SANTA GERTRUDIS ASSOCIATION

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Annual Functions

Georgia National Livestock Show Junior Heifer Show • Perry, GA • February
Georgia Cattlemen's Association Commercial Heifer Sale • Perry, GA • April
SouthEastern Empire Fair SGBI Point Show • Lawrenceville, GA • September
Sun Belt Farm Expo • Moultrie, GA • October
Georgia National Fair Junior Heifer Show • Perry, GA • October
Mountain Laurel Classic Sale • Calhoun, GA • November



For more information on the
Georgia Santa Gertrudis Association, contact~

Wes McDaniel
770-354-7802
mcdanielwb@gmail.com

Dan Davis
678-852-7301
danieldavis@riterug.com

John Denson
706-264-1224
denson3dfarms@yahoo.com

KENTUCKY SANTA GERTRUDIS



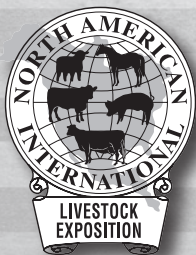
KENTUCKY FIELD DAY
May 16, 2015 *tentative*
Stricko Ranches, Verona, Ky.

KENTUCKY SHOW & SALE
July 17 & 18, 2015
Bowling Green, Ky.

**KENTUCKY JUNIOR
HEIFER SHOW**
July 17 & 18, 2015
Bowling Green, Ky.

KENTUCKY STATE FAIR
August 20-30, 2015
Louisville, Ky.

NORTH AMERICAN INTERNATIONAL LIVESTOCK EXPO.



November
Louisville, Ky.

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KENTUCKY SANTA GERTRUDIS ASSOCIATION

Mid-America SANTA GERTRUDIS ASSOCIATION

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The Mid-America Santa Gertrudis Association is proud to support the Mid-America and Arkoma Warm-up Shows, as well as the the Ozark Empire Fair and Missouri State Fair.

MID-COAST *Santa Gertrudis* ASSOCIATION

MISSION

Chartered in 1954, we are dedicated to promoting improved breeding, production and the sale of Santa Gertrudis cattle, and enhancing communication and education among our members through:

JUNIOR PROGRAM SUPPORT

- Buckles & premium money
- Educational scholarships

QUARTERLY NEWSLETTER, "THE GATTLE RATTLE"

FIELD DAYS

GATTLE SALES

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Debbie Townsend • Louise, TX
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CALENDAR

- March 6** **Mid-Coast International Super Sale**
3:00 p.m., Crowne Plaza Hotel Ballroom,
Houston, Texas
Aisle party hosted just prior to the Sale
- April 19** **Norval & Anna Sells Junior Heifer Show**
Grimes County Fairgrounds, Navasota, Texas
- August 7** **Mid-Coast Annual Membership Meeting**
7:00 p.m., Washington County Fairgrounds,
Brenham, Texas
- August 8** **Mid-Coast Cattleman's Opportunity Sale**
11:00 a.m., Washington County Fairgrounds,
Brenham, Texas

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History: The first Affiliate to be chartered by SGBI in 1953 was originally named **East Texas Santa Gertrudis Association**. In 1959 ETSGA changed their name to **Premier SGA**. We were also the Association that helped put on the first National Junior SGA shows in Dallas and Waco, Texas.

Premier SGA Annually Sponsors:

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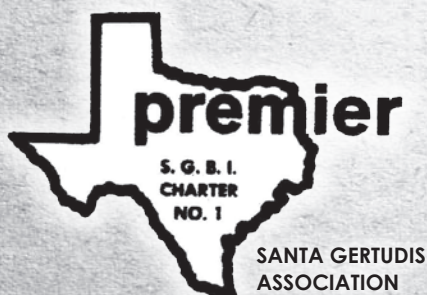
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Major Emphasis: To promote Santa Gertrudis and Star 5 cattle to commercial breeders of all breeds in Texas and the USA. We also put high emphasis on the promotion of our juniors and the Junior Association, because the juniors are the future breeders of Premier and SGBI. Support for our Junior Members comes through our annual silent auction, which helps fund scholarships as well as Junior Shows.

WWW.PREMIERSANTAGERTRUDIS.COM

SOUTH TEXAS SANTA GERTRUDIS BREEDERS ASSOCIATION



For membership applications and information updates, please see our website:

SOUTHTEXASSANTAGERTRUDIS.COM

MISSION STATEMENT FROM BYLAWS

The South Texas Santa Gertrudis Breeders Association was established in 1954 to further the improvement of the breeding of Santa Gertrudis cattle, to hold sales and shows of said cattle and to work in every manner pertaining to the promotion and progress of the Santa Gertrudis breed.

OFFICERS & DIRECTORS

Kenneth Tom Hefte
Felix Serna
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Last year our affiliate helped conduct the first Better Beef Contest at the NJSGHS in Wichita Falls. Over 120 heifers were scanned and \$1,000 in prize money was awarded to junior exhibitors.

HOST AFFILIATE OF THE SOUTH TEXAS HERITAGE SALE



South Texas Junior SANTA GERTRUDIS ASSOCIATION



The South Texas Junior Santa Gertrudis Association now hosts two shows every year.

The Cactus Classic Steer and Heifer Prospect Show, open to junior exhibitors of all breeds, is held in Victoria in September and our annual **Hot Gert Show**, open to all junior Santa Gertrudis exhibitors, is held in November.

Please make plans to join us at these shows this year.



Check out our web page at www.southtexassantagertrudis.com under the STJSGA tab. For those interested in joining our affiliate, membership forms can be found on the site. Also, be sure to "like" our Facebook page, South Texas Junior Santa Gertrudis Association.

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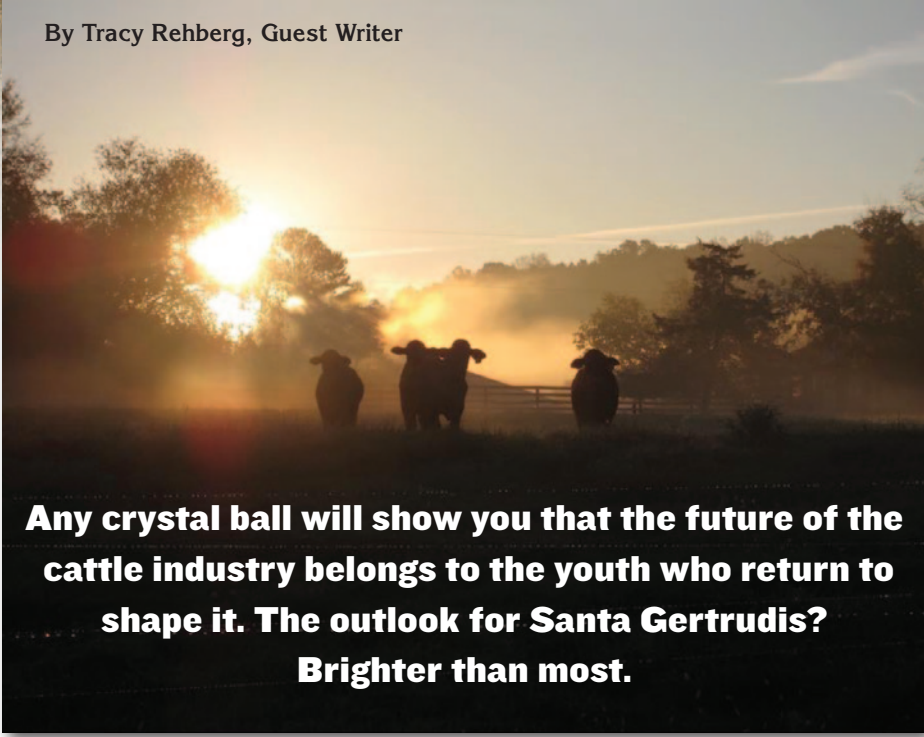
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YOUNG, BUT EXPERIENCED: Wes McDaniel Represents a

By Tracy Rehberg, Guest Writer



Any crystal ball will show you that the future of the cattle industry belongs to the youth who return to shape it. The outlook for Santa Gertrudis? Brighter than most.

Incoming SGBI President Wes McDaniel considers his appointment both an honor and a testament to the organization's commitment to developing junior members.

"Our association is developing future leaders within our breed," Wes said. "I've been fortunate to rise in these ranks and hope to add value, because of my age, and by bringing new ideas and excitement that go beyond the mold."

At age 30, Wes is the youngest to serve at the board's helm, but opportunities through Santa Gertrudis abound.

Wes began showing cattle at the age of 8 and recalls growing up through the junior association. By the early 2000s, he had served as president of the National Junior Santa Gertrudis Association (NJSGA). He was married last summer to his wife, Jessica, whom he met when they were adolescents, both showing Santa Gertrudis cattle and serving on the NJSGA board.

Wes graduated from the University of Georgia with a degree in risk management and insurance before earning a law degree at Atlanta's John Marshall Law School. Following graduation, Wes launched a career as an insur-

ance defense attorney in Atlanta while returning to a more active SGBI role.

This marks Wes's second term and fifth year serving on the SGBI Board of Directors. He has been Vice President of Long Range Planning, during which he led the development of the association's current Road Map for Success and, more recently, Vice President of Marketing and Promotion, where he worked to expand the Santa Gertrudis footprint by working with A-Train Marketing, Fort Collins, Colo., to develop and implement a targeted marketing strategy.

"I give my family credit. Their active participation is a testament to my involvement today," explained Wes, whose father, Burton McDaniel, M.D., served on the SGBI Board for 12 years. His mother, Judy McDaniel, currently serves on the SGBI Youth Activities Committee. His wife Jessica's father, Tom DuBois, is a member of the Board as well. Tom and Debbie

DuBois own and operate DuBois Cattle Co. near Jewett, Texas.

Wes's younger siblings, Ali, Anna and Will, are contributors, too. Both Ali and Anna served as NJSGA queen. Anna also served as the 2008-2009 NJSGA president. Will currently serves as Vice President of the NJSGA Board of Directors.

Burton and Judy, along with their children, Wes, Ali, Anna and Will, are proprietors of MC Ranch – a highly successful and progressive breeder of Santa Gertrudis cattle, earning the SGBI Breeder of the Year Award five years in a row from 1994-1998. Since 1992, MC Ranch has bred and exhibited as many, if not the most, champions as any breeder competing today.

MC Ranch is located near Ringgold, in the scenic northwest Georgia foothills, and has been family-owned-and-operated since the 1830s. The operation began raising Santa Gertrudis-influenced cattle in the 1970s and started exhibiting in 1990.

MC Ranch showed its first National Champion Female, MC Scarlet, in 1992. MC Scarlet would be the cornerstone of MC Ranch's breeding program for the next 25 years. Wes fondly remembers showing the grand champion female at the National Junior Santa Gertrudis Heifer Show (NJSGHS) in 1995 and the grand champion open female at the National Santa Gertrudis



New Breed of SGBI Leadership

“I encourage you to get involved and share your passion for Santa Gertrudis cattle every opportunity you get. It is an exciting time to be a part of SGBI.” – Wes McDaniel

Show in 1996. Most recently, 16-year-old Will exhibited the 2014 NJSGHS grand champion female, a heifer bred by MC Ranch.

While accomplished in the show ring, MC Ranch recently turned its focus toward the integration of NuGen genetics into its herd, along with partners

Wendt Ranch, Bay City, Texas, and Goodin Farms, Austin, Ind. NuGen partners reproduced the 3/8 x 5/8 foundation animal using Brahman and Shorthorn genetics, respectively. Foundation animals are purebred Santa Gertrudis, equivalent to the SGBI foundation sire “Monkey,” producing purebred Santa Gertrudis offspring. This integration is intended to help breeders improve hybrid vigor and heterosis when crossed with other Santa Gertrudis animals, and to help meet the current demands of the beef industry.

CONTINUED ON PAGE 26 »

LEFT: MC Scarlet, the 1992 National Champion and vital to the MC Ranch breeding program for a quarter century.



Wes with his wife Jessica.

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SG2015-04



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Sale chairman/contact, VP Stacey Montañño
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Sale will be held following Red Doc Farm's
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11th Annual

Red Hot Bull Sale

Red HOT Bulls

FORT WORTH STOCK SHOW

Jan. 18, 2015 | Fort Worth, Texas | Judge: David Martin

SANTA GERTRUDIS SHOW *Results*



GRAND CHAMPION BULL

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



RESERVE GRAND CHAMPION BULL

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



BEST OF POLLED BULL

777 Vegas, shown by 777 Farms,
Magnolia, Ark.



GRAND CHAMPION FEMALE

Miss Softing, shown by Quincy Nelson,
Carthage, Mo.



RESERVE GRAND CHAMPION FEMALE

Miss Double TT 230, shown by
Michael McConaughy, Texarkana,
Texas



BEST OF POLLED FEMALE

Miss Softing, shown by Quincy Nelson,
Carthage, Mo.



GRAND CHAMPION STAR 5 FEMALE

TG 328, shown by Reagan Ruddock,
Rockport, Texas



RESERVE GRAND STAR 5 FEMALE

Harris Farms 204/4, shown by
Michael McConaughy,
Texarkana, Texas

PRESIDENT'S LETTER

CONTINUED FROM PAGE 8

without blemish." He didn't say black or white or multiple-colored. He said *red*.

As I leave you, I must thank John Ford and Diana Ruiz for being some of the best people in the world to work with. Thanks to all the folks at our magazine, especially Micky Burch for putting up with me. Thanks to all our Board of Directors: We've not always agreed, but in the end we all

came together. Above all, thank you to the membership for putting your trust in me and allowing me to work for the best people in the world and the best breed of cattle. Thanks to my wife Carole and my family for supporting me and giving me the time to do this.

God Bless You and I love you.

We'll meet Down the Road 🤠

Galatians 6:9. And let us not be weary in well doing: for in due season we shall reap, if we faint not.

Our brothers & sisters will be at the sales listed below:



The Santa Gertrudis bulls consigned to these sales completed their performance test at the Genetic Development Center in Navasota, TX. All data will be available at these sales. The heifers are from the top end of our own replacements.

Pick of 3 Bulls – *March 6, Crowne Plaza Hotel, Houston, TX*
5 Bulls – *March 13, Genetic Development Center, Navasota, TX*



2 Bulls & 2 Pens of 3 Heifers –
MARCH 28, BLUEBONNET SALE
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We invite you to come to these sales
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Dan & Jane Wendt, owners

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SGBI Herd #621, established 1954



FLORIDA STATE FAIR

Feb. 6, 2015 | Tampa, Fla. | Judge: Brett Wheeler

SANTA GERTRUDIS SHOW *Results*



GRAND CHAMPION BULL

5 Bar E 9mm, shown by
Kelsie Edenfield, Altha, Fla.



RESERVE GRAND CHAMPION BULL

Massive Grizzley D302, shown by
Dietrichs Flying D Ranch, Orlando, Fla.



GRAND CHAMPION FEMALE

5 Bar E Tootsie, shown by
Kelsie Edenfield, Altha, Fla.



RESERVE GRAND CHAMPION FEMALE

5 Bar E Princess Lea, shown by
Tristan King, Altha, Fla.



BEST OF POLLED BULL

Hatchet Massive Tripp D313, shown by
Dietrichs Flying D Ranch, Orlando, Fla.

5 Bar E Princess Lea, shown by
Tristan King, Altha, Fla.



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Please RSVP by March 12, 2015
to lauren.west@myerscattleandland.com

SANTA GERTRUDIS *Production* MANAGING THE POSTPARTUM PERIOD

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



The postpartum period, or postpartum interval (PPI), is the duration of time that elapses from calving to first observed estrus after calving. During this time period, the female is recovering from pregnancy and a prolonged exposure to the pregnancy hormone progesterone, and is repairing and shrinking the size of the uterus. Normal PPI duration is from less than 40 days to 90-plus days, depending on many internal and external factors. Most beef cows will actually ovulate earlier in the PPI without showing behavioral signs of estrus (silent ovulation), and then 10 to 20-plus days later, will exhibit their first behavioral estrus and ovulate again, which marks the end of the PPI. This first “official” estrous cycle, as far as the bull is concerned, will either be of normal length (17-24 days) or what is known as a non-fertile “short cycle” (9-13 days). The purpose of all this activity is to prime the reproductive system to function again; recall that it has been relatively inactive for 10 to 11 months.

Females that calve early in the season tend to rebreed early in the breeding season. These females are not necessarily super-fertile; they just have time to complete, or almost complete, the PPI prior to bull turnout. On the opposite end, females that calve late often have difficulty getting re-bred because a major portion of the PPI overlaps the dedicated breeding season. Calving late, and thus breeding late, may or may not be her fault; it could have been our management or possibly a bull problem. Once a female calves late, it is a challenge to get her bred earlier (i.e., breed earlier and thus calve earlier in the season). For this reason, it has been well established that virgin heifers must be bred *at least two weeks* prior to the mature cow herd to allow for extra time to complete the PPI, as well as let managers concentrate efforts for calving assistance.

Major factors that affect the duration of PPI include body condition at calving, level of milk production as it affects body condition, and suckling. Suckling is simply Mother Nature’s way of telling the cow “take care of this calf before we worry about the next one.” A female’s inherent fertility may also influence the length of PPI. Recent research at Texas A&M University AgriLife Research Station in Overton has shown that both body condition and ovarian follicle size (determined by ultrasonography) at 21- 28 days post-calving

significantly influence the length of PPI. Brahman females in very good body condition (6.5+ on a scale of 1-9) and Brahman females which had ovarian follicles less than or equal to 14 mm in size had the shortest PPI (*Rocha et al., 2015*). In addition, body condition and ovarian follicle size, measured at 21-28 days post-calving, were positively correlated. This data reaffirms why it is so important to make sure those heavy bred females are receiving adequate nutrition, especially if they are good milk producers.

Management strategies to reduce PPI or to reverse those late-breeding/late-calving cows should include body condition management 30 to 60 days prior to calving and nutritional management after calving (increased energy). Additional strategies can include early weaning, a 48-hour calf removal between 40 and 60 days after calving, a progesterone treatment (7-10 days EAZYBREED CIDR™), and once-a-day suckling. These strategies can be applied to individuals or a group of females; however, they require labor and additional cost. Once-a-day suckling for 3 weeks (30-50 days post calving) removes the nursing calf inhibition of reproduction, but in my opinion is too much work. Using progesterone, regardless of an artificial insemination program, is a good tool to “prime” the reproductive system of postpartum females; however, it will

not overcome poor body condition. The simplest and less labor-intensive strategy is to identify, 45 days prior to calving season, those late-calving females and any other females that are lacking body condition. Concentrate your nutritional management efforts on these first and then decide if other PPI management tools are appropriate for your operation. 🐄

Rocha, C., R.A. d’Orey Branco, R.C. Vann, T.H. Welsh, Jr., D.A. Neundorff, A.W. Lewis, and R.D. Randel. 2015. Relationship between body condition score, follicular activity and postpartum interval in Brahman females. Southern Section Animal Science. Abstract 121.



Photo courtesy Ridge Point Ranch, Madison, Miss.

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Wes believes that the ability to meet commercial demands and support members will be important to growth in the Santa Gertrudis breed. "I'm looking to remain focused on member services, which will be extremely important to SGBI's position as a player in the beef cattle industry going forward," he said.

"We have an excellent product. The key in any business is the ability to market that product. We have an opportunity to achieve more through marketing as well as through the grassroots efforts of our breeders in advantageous positions across the country."

For Wes, the spirit of opportunity is always present. Consider this excerpt from his association address in the 2013-2017 Road Map for Success: "Organizations do not become great by accident. Organizations become great when their members take an active role and commit themselves to the success of the organization. I encourage every member of our association to take ownership. Get involved in a committee of interest and help our association reach our strategic objectives. Our strength is in the unity of our membership. There is one thing I am most certain of: If you are reading this, you share with me a devotion and passion to Santa Gertrudis cattle." 🐄

REGISTRATIONS, STAR 5 RECORDINGS & TRANSFERS BY DISTRICT

JANUARY 2015

District	Purebred Reg.	Star 5 Reg.	Performance Only	Purebred & Star 5 Trans.
1	198	20	0	9
2	305	12	118	82
3	53	9	0	38
4	18	0	14	5
5	31	0	0	6
6	17	2	0	5

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

J&A Farms, Susan Abmeyer, Seneth, Mo.

Commercial Members

Dr. Paul McMurray, Roanoke, Ala.

Thomas McMurray Farms, Roanoke, Ala.

Junior Members

Avia Laborde, Hessmer, La.

Cole Laborde, Hessmer, La.

Cody Murphy, Houston, Texas

Ty Rolen, Ville, Texas

Brooke Wanjura, Weimar, Texas

Zane Wanjura, Weimar, Texas



The McDaniel Family, pictured left to right: Wes, Jessica, Ali, Anna, Judy, Will and Burton.

SANTA GERTRUDIS *Calendar*

MARCH

- 6** Mid Coast International Super Sale, Houston, Texas
- 7** Houston Livestock Show Open Santa Gertrudis Show, Houston, Texas
- 13** Best of the Test Sale, Navasota, Texas
- 13-22** Rio Grande Valley Livestock Show, Mercedes, Texas
- 20-21** SGBI Annual Membership Meeting, College Station, Texas
- 28** Bluebonnet Classic Sale, Hallettsville, Texas

APRIL

- 11** 11th Annual Red Hot Bull Sale, Bosque, N.M.
- 11** RMSGA Spring Runoff Sale, Bosque, N.M.
- 12** Arkoma Jr. Heifer Show, hosted by Rustic Rail Ranch, Carthage, Mo.
- 18** The NuGen Foundation Sale and Celebration, Ringgold, Ga.
- 19** Norval & Anna Sells Junior Heifer Show, Navasota, Texas
- 25** Crimson Classic Sale, Cullman, Ala.

MAY

- 2** Tennessee Marketing Roundtable, Murfreesboro, Tenn.
- 9** Breeders of the Carolinas Annual Sale, Chester, S.C.
- 16** Kentucky Assn. Field Day, hosted by Stricko Ranch, Verona, Ky.
- 31** Arkoma Jr. Heifer Show, hosted by 777 Farms, Magnolia, Ark.

JUNE

- 20** Arkoma Jr. Heifer Show, hosted at the Ron & Jan King Farm, Bixby, Okla.
- 20-27** National Jr. Santa Gertrudis Heifer Show, Guthrie, Okla.

JULY

- 17-18** Kentucky Show & Sale, Bowling Green, Ky.
- 21-25** GOALS Junior Retreat, Gettysburg, Pa.

SANTA GERTRUDIS BREEDERS INTERNATIONAL

TRAIT LEADERS

Successful breeding and marketing of Santa Gertrudis cattle is the result of using all available tools in the association's genetic evaluation toolbox. Percentile by Trait provides the information needed to determine an animal's rank within the breed for each measured trait. Knowing an animal's position within the breed for SGBI's measured traits provides breeders information needed for sound mating decisions. The Proven Sires Trait Leader lists identify, from the latest expected progeny differences download, bulls that excel in a specific trait. The determination of a trait leader is based on standards set by SGBI's Performance Committee for accuracy values as well as criteria for number of calves registered. The Young Sire Trait Leader lists identify young sire prospects not yet meeting the Performance Committee's accuracy or calf registration criteria, but meriting attention for predicted performance for specific traits. Listed are the results generated from the January 2015 downloads.

PROVEN SIRE TRAIT LEADERS				YOUNG SIRE TRAIT LEADERS			
Trait	Animal Name	EPD	EPD Acc.	Trait	Animal Name	EPD	EPD Acc.
Birth Weight				Birth Weight			
	Myers Farms 306/6	-6.0	0.51		Myers 334/2	-4.2	0.21
	Polled Chief 508	-3.1	0.62		Red Doc 3029	-3.4	0.28
	RDF Jefe 4-125	-2.8	0.53		Mr. Cortijo 06/2011 06/1	-3.2	0.18
	Macho 2419 **** 2419	-2.7	0.62		SR 51/1	-3.1	0.23
	King 55/0 **** 55	-2.2	0.61		Myers 342/3	-3.1	0.46
Weaning Weight				Weaning Weight			
	Briggs 031/6	43.5	0.64		Briggs 052/11	43.2	0.55
	Briggs 052/11	43.2	0.55		Briggs 032/12	34.1	0.31
	Harris Farm 12/8 (Wave Maker)	28.5	0.58		Duke 407/11	32.0	0.21
	Briggs 022/11	27.7	0.54		Briggs 755/13	31.5	0.49
	O/X Jorge 690	27.6	0.55		Briggs 072/13	31.2	0.50
Maternal Weaning Weight				Yearling Weight			
	KR N6/5	22.5	0.56		KR 720/11	53.7	0.37
	Briggs 065/4	16.4	0.48		Red Doc Sancho 200X	49.9	0.32
	Big Man 0-63	13.0	0.50		Briggs 072/13	47.5	0.49
	Harris Farms 060/1	10.4	0.49		Red Doc 3328	47.2	0.28
	MR CVF 2022	8.2	0.59		Briggs 069/13	46.7	0.49
Yearling Weight				Carcass Traits			
	RDF Sancho 7-216	46.1	0.59		RDF Sancho's Hut 1092		
	SCC Grid Maker 820	39.4	0.64		RDF Sancho Pledge 1116		
	PCR Avalanche 95/5 (ET)	37.9	0.58		RDF Sancho's Boy 1062		
	Hatchet 150	35.9	0.70		RDF Interpret 1099		
	Silva 700/8	34.9	0.52		KR 1132/13		
Carcass Traits							
	Briggs 023/5						
	KR 659/06						
	KR R49/06						
	4C 452						
	Hammetts 118/1						

BEHIND THE SCENES OF SANTA GERTRUDIS USA

By Lisa Bard, Editor, and Micky Burch, Managing Editor

It's the first of the month, which may not seem like a big deal – but if you're one of the many people involved with the production of *Santa Gertrudis USA* (SG-USA), it means several things: This month's magazine should be in mailboxes, next month's advertising deadline is near and editorial copy should be well on its way through the proofing process. What does all of this mean to you as an SGBI member and SG-USA advertiser and reader? To answer that question, we're going to take you through how the magazine works, step-by-step.

Who is Involved

The first issue of *SG-USA* produced by BluePrint Marketing, LLC on behalf of SGBI was the August 2012 issue. Since that time, many SGBI members have worked with and personally gotten to know the members of the *SG-USA* team. Micky Burch is the managing editor and handles editorial (non-advertising) items for each issue; her responsibilities include writing stories, contacting guest authors to write columns and stories, and collecting show results, sale reports and photos. Kathie Bedolli is in charge of all the design work in the magazine, which means she designs every page of the magazine, including many ads. If Kathie doesn't design your ad, BluePrint team member Holly Holland or Sarah Gee does. Leslie McKibben manages database and financial items, including subscriptions, mailing lists, advertiser accounts, invoicing, accounts receivable, database maintenance and advertising coordination. Lisa Bard serves as the editor of the magazine, which means she's in charge of the "big picture" and handles administrative decisions. And of course, the magazine would not exist if it weren't for Darren Richmond, *SG-USA* sales rep and SGBI field rep. This team also works very closely with John Ford, SGBI executive director, to set and maintain publication goals and plan each issue.

The Big Picture

At its most basic level, Ford describes the magazine as a tool SGBI uses to communicate with the membership. In addition, it is a profit center for SGBI; therefore, it's important that the magazine break even or better every month. No matter what, SGBI receives royalties from each and every issue. In that vein, the *SG-USA* team balances ad sales against editorial content on a per-issue basis to make sure that all goals are met – editorial goals, communication goals, financial goals and member-service goals.

In every publication, page count is determined by the amount of income generated via ad sales weighed against estimated magazine expenses. Detailed records are kept on each issue, which helps us project how future issues will develop and tells us that an issue will be profitable at about 55 percent advertising and 45 percent editorial. Anything that is not paid advertising – including the cover, table of contents, ad index and board of directors' listing – is considered editorial. In order to meet the financial, communication and member-service goals of *SG-USA*, the magazine rarely

exceeds 60-percent advertising and will not go below 50-percent advertising.

Editorial Content

The *SG-USA* goals are taken into consideration in the development of the yearly editorial calendar, which sets the stage for each issue and is formed with input from all *SG-USA* team members. We discuss the theme of each issue for the upcoming year based on annual breed and beef industry events as well as the cattle production cycle. For example, the National Santa Gertrudis Show is featured in the spring, the Membership Directory comes out in the fall after membership dues are paid, late-spring issues may cover breeding protocols and fall issues may discuss cattle marketing.

Based on these parameters, and with the yearly editorial calendar in mind, the *SG-USA* team meets far in advance of every issue to plan and develop the content of each issue, into what we call the story board. Using historical data and current industry indicators, we estimate what the issue's advertising page count will be, then target a total page count that is 55- to 60-percent advertising and 40- to 45-percent editorial. That is how we determine our projected total page count for a given issue.

Then, knowing how many pages of editorial we need, we discuss story ideas, starting with columns and other regular items that always appear in the magazine. Columns are articles written by the same person that appear in every issue, and include "Ramblings from the Open Range" by Ford; a message from the current SGBI president; "Santa Gertrudis Production" by Randy Stanko, Ph.D.; and a message from an SGBI junior board member. Other regular elements in the magazine include a list of new members, SGBI stats, a calendar of events, show results and sale reports.

Feature stories are articles that are written for a specific issue. For example, an article about artificial insemination may be written by a guest author for the "Focus on Females" issue or a BluePrint team member may write an article about



marketing semen for the “Herd Sire Issue.” Bottom line, the more advertising that is sold, the more room there is in the magazine for feature stories.

So how do we decide what topics to address in feature stories? First, we reference the annual editorial calendar and make sure all of the regular elements are in. Then, we look at the theme of the issue and discuss ideas. Richmond may have talked to someone at a show who is trying to market embryos, which would make a good story for the marketing issue. Ford may have attended an event and heard about a new element to genomics that needs to be communicated to the membership. One of the BluePrint team members may have attended an economics seminar examining the future of the beef business that would make an interesting story. As ideas are exchanged, authors are identified and contacted as needed.

One item of interest to many SGBI members is show results. The results published in *SG-USA* are those of open shows officially approved by the SGBI Shows and Exhibits Committee. In order to balance show results with other editorial that’s beneficial to the membership, only approved open shows that contribute to the association’s point awards system are published. We work hard to balance show results against other editorial items of interest to all breeders.

Another area of interest to many readers is news about junior members. While there is a regular column from a junior board member in each issue and an entire (summer) issue dedicated to the activities and results from the National Junior Santa Gertrudis Heifer Show, along with occasional feature stories that focus on juniors, more coverage than this would offset the editorial balance between industry and breed news, educational/member service stories, open show results, SGBI member news and the ad/editorial proportion. We encourage those who wish to see additional coverage of individual junior news or achievements to consider conveying this information through advertorials (purchased advertising/editorial space). This creative option allows *SG-USA* to meet its publication goals and still offers options for those who want additional exposure to SGBI members and readers.

As the ad sales deadline nears, we re-evaluate the big picture and adjust page count and content as necessary if more or less advertising has come in than we anticipated. Ad sales also determine the amount of color editorial pages in each issue, as color editorial is offset by color advertising. We will print editorial in black only to improve cost effectiveness, as dictated by advertising sales.

CONTINUED ON PAGE 34 »



PERCENTILES BY TRAIT

January 2015 EPD Run

Every breed with computed expected progeny differences (EPDs) generates a table that breaks down the EPDs into percentile rankings. By using this table, producers can determine how an animal ranks within its respective breed for each measured trait. The SGBI percentile table provides information on an individual animal’s ranking within the breed, and is an easy-to-use tool that is proving extremely valuable for making breeding and selection decisions to meet production goals. 🐄

Percentile	Birth Weight	Weaning Weight	Milk	Yearling Weight	Hot		Ribeye Area	Marbling	Back Fat	Shear Force
					Carcass Weight					
Best	-8.5	43.5	22.8	56.4	38.7		0.67	0.466	-0.1403	-0.779
Top 1%	-2.6	16.8	8.8	23.5	16.8		0.21	0.076	-0.0111	-0.086
Top 2%	-2.2	14.3	7.4	19.9	14.3		0.17	0.060	-0.0099	-0.066
Top 3%	-1.9	12.7	6.5	17.6	12.7		0.15	0.055	-0.0094	-0.055
Top 4%	-1.8	11.6	5.9	16.0	11.6		0.14	0.052	-0.0090	-0.046
Top 5%	-1.6	10.7	5.5	14.7	10.7		0.12	0.048	-0.0084	-0.040
Top 10%	-1.3	7.7	4.2	10.3	7.6		0.08	0.027	-0.0051	-0.023
Top 20%	-0.9	4.3	2.9	5.6	4.1		0.04	0.018	-0.0026	-0.008
Top 30%	-0.7	1.9	2.2	2.4	1.7		0.03	0.012	-0.0015	-0.003
Top 40%	-0.5	-0.1	1.3	0.0	-0.2		0.01	0.009	-0.0007	0.000
Top 50%	-0.3	-1.8	0.6	-2.1	-1.7		-0.01	0.005	0.0001	0.002
Top 60%	-0.1	-3.1	-0.2	-3.6	-2.9		-0.02	0.001	0.0008	0.006
Top 70%	0.2	-4.0	-1.1	-5.0	-4.1		-0.03	-0.006	0.0015	0.011
Top 80%	0.6	-5.4	-2.2	-7.1	-5.6		-0.05	-0.016	0.0022	0.017
Top 90%	1.1	-7.7	-4.0	-10.8	-7.5		-0.08	-0.033	0.0037	0.036

Due to additional data becoming available for the low accuracy carcass traits, the ranges of these traits have been adjusted to align with the breed’s higher accuracy growth traits and provide a truer industry picture. While this impacts an animal’s actual carcass EPDs, it does not impact ranking within the breed. Following adjustment and with the additional data, ranks remain above a 98% correlation as compared to the August 2014 download.

SANTA GERTRUDIS

Juniors

By McRae Clay, District 3 Director



First of all, I want to thank everyone who came to the National Santa Gertrudis Show in Jackson, Miss., last month. It really was a great representation of this breed of cattle we hold so close to our hearts. I truly believe Santa Gertrudis cattle are worthy of much more attention than they are currently getting. The main way we promote the

breed here in Mississippi is through our junior shows. We just attended the Dixie National Junior Roundup, and will go to the Mississippi State Fair in October.

We also have the Mississippi Bred Incentive Fund. This fund was put in place to promote the high caliber of cattle in Mississippi. As of this printing, I feel very fortunate to be leading the purebred heifers, while Jenna Fullington is leading the bulls and Star 5 heifers. We have gained several new members this year and are excited to continue the legacy of showing our pretty red cattle.

I'm already counting down the days to one of the greatest weeks you will ever experience as a junior member: the National Junior Santa Gertrudis Heifer Show. This show has been where I have made lifelong friends and gained a family in my fellow breeders. Our show, unlike any other breed, has a donated heifer program. This program is just one example of how supportive our breeders are to the youth and we are forever thankful. Our breed of cattle really has something special in the outstanding juniors and breeders who put so much time and effort into making the "American Original" beef breed what it is today. See ya'll in Guthrie, Okla.! 🐾

GOALS SLATED FOR JULY

JUNIORS: Mark your calendars for a truly unique and memorable Gerts Ongoing Advanced Leadership Summit (GOALS) adventure July 21-25 in beautiful, historic Gettysburg, Penn. This year's summit will also include a day trip to explore our nation's capital, Washington, D.C.

The Lodges at Gettysburg, a 63-acre private retreat nestled on one of the highest and most beautiful ridgelines in Gettysburg, will be our home base for the week. The Lodges overlooks the hallowed ground where Union and Confederate soldiers fought and died in the most historic, defining battle of America's Civil War. We will use this very battlefield to strengthen our leadership skills through focusing on powerful metaphors, such as the Higher Ground, the Left Flank and Courageous Communication. Shawn Cassidy, our facilitator, will share with us the secret to growth, fulfillment and success through trusted and meaningful relationships.

Other highlights of the trip (still in the planning stage) include one action-packed day in Washington, D.C., including a tour of either the U.S. Department of Agriculture or National Cattlemen's Beef Association; a beef scavenger adventure and cook-off prepared with real Santa Gertrudis beef donated by Chapel Ridge Farms; outdoor team building

RED GERTS ON RED DIRT

Planning for the 2015 National Junior Santa Gertrudis Heifer Show (NJSGHS), June 21-27 at the Lazy E Arena in Guthrie, Okla., is well underway.

Several sponsorship opportunities are available that will allow you and your company to reach some of the 400 junior member families in a variety of ways. By being a NJSGHS sponsor, you have the ability to have a presence at the show, where the focus is youth development and livestock production. Participation in youth livestock shows is a major family activity, with weekends and vacations devoted to attending cattle-related activities. The NJSGHS is the highlight event for SGBI junior association families. Each year, more than 1,000 people attend the NJSGHS, with 400 head of cattle shown by 300 youth. In addition to the cattle show, numerous other youth development activities are held, including Brain Bowl, Queen's Contest, Public Speaking, Sales Talk, PowerPoint, Photography and Yearbook.

If your organization is interested in becoming a part of this year's dynamic youth activity, securing a sponsorship or agreement, or learning more about opportunities with the 2015 NJSGHS, contact Ira Barrow at (407) 443-6074 or NJSGHS15@gmail.com.

Sponsorship Levels

Sponsor: \$200	Show Supporter: \$500
Contest Sponsor: \$1,200	Silver: \$2,500
Gold: \$5,000	Platinum: \$10,000+
Vendor Booth	

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(405) 341-4818	(405) 844-3700
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For updates regarding the 2015 NJSGHS, be sure to "Like" the Facebook page (on Facebook, search for "2015 National Junior Santa Gertrudis Heifer Show"). 🐾

activities at Strawberry Hill Nature Preserve; a private farm tour of President Dwight Eisenhower's Farm; a formal dinner and dance; and lots of s'mores around the campfire!

GOALS will be limited to 50 participants. This all-inclusive 5 day/4 night retreat is open to any junior member 13 years of age or older. The early bird fee is \$425 per junior by June 1; after that, the fee is \$500 per junior as available. Flights should be made in and out of Baltimore Washington International Airport. More information and registration information will be available soon on the SGBI website. Questions? Call Judy McDaniel, (404) 225-5177. 🐾



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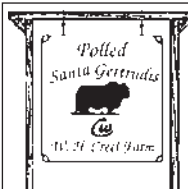
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WORTH WRIGHT

A Pioneer in the Development of the Polled Santa Gertrudis Breed

By Frank Yturria, DVM, Brownsville, Texas

In Charles Darwin's work *Origins of Species* and *Plants and Animals Under Domestication*, Darwin discussed at length the matters of mutations and variations, and how they could be made permanent by system in mating.

Darwin concluded that in every variety of plant and animal life there are all sorts of curious mutations of nature constantly occurring.

History records the existence of "polled" – or naturally hornless – beef cattle since the first descriptions of civilization. Also, over the years it has been established the polled gene is dominant over the horned trait, so that more often than not polled offspring resulted from mating polled and horned animals.

This conclusion was proven in the Santa Gertrudis breed when Worth Wright, who at the time was working for King Ranch, took a polled son of "Monkey" and bred the bull to horned Santa Gertrudis cows, resulting in a calf crop which was 70 percent natural polled.

This bull, whom Wright named "Old Poll," became the foundation head of polled Santa Gertrudis.

Polled Santa Gertrudis represents the development of an idea that it was both possible and practical to develop Santa Gertrudis minus horns. Realizing how much the feeder and packer desired animals that were hornless, and knowing that the Santa Gertrudis would one day be in great demand, I was convinced that the breeding of polled Santa Gertrudis should be attempted, and in 1955 I started such a program on my ranch. I was motivated by the promising prospect of developing Santa Gertrudis without horns and yet retaining all the outstanding bred-in beef producing characteristics of the Santa Gertrudis, but with the added desirable trait of being naturally hornless.

During the past 15 years, I have pursued this goal until today I have over 200 purebred, double polled Santa Ger-

trudis cows. It has been my policy to infuse the bloodlines of the best known and most famous of the Santa Gertrudis families into my herd, such as "Masterpiece 511," "El Capitan," "Tarzan" and of course selected bulls from the King Ranch.

In 1962 I was much encouraged after a visit with my good friend Richard M. Kleberg, Jr. of King Ranch who showed an interest in my polled Santa Gertrudis program and who urged me to continue in my work. For several years Kleberg had been breeding for the polled trait on the King Ranch by selecting a group of purebred cows that showed the natural polled tendency and breeding them to a son of the original Worth Wright bull from the King Ranch foundation herd. In 1962 I made a gift to King Ranch of a polled bull which Dick Kleberg picked out of a group of young bulls. The daughters of the Wright bull that inherited the polled characteristic were bred to the Yturria bull and to a polled son of Pepino, one of the leading sires on the King Ranch. It is interesting to note the dominance of the polled characteristic in this case. Pepino has massive horns and the dam of the polled bull had the usual horn formation of the Santa Gertrudis breed.

Richard M. Kleberg, Jr., told me, "We want you to know that the Yturria bull you gave me has made a material contribution to our polled herd on the King Ranch."

Polled Santa Gertrudis were developed with the commercial producer in mind. A hardy, useful breed that is the result of combining the most important economic traits with the advantages of the naturally hornless head. They are beef cattle with the "money-making gene package" for size, gainability, longevity, fertility, mothering ability, conformation and carcass merit. 🐄

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Deadlines

This entire process takes place on a monthly basis with a firm adherence to deadlines. As a rule of thumb, the advertising deadline is the first of the month prior to the issue being published. For example, the advertising deadline for the March issue is Feb. 1. Generally, the first two weeks of the month are spent designing ads; writing, collecting and proofing editorial; laying out the magazine; and proofing it prior to sending it to print. The "to-print" deadline is usually around the 14th of the month. It then takes approximately 10 days to print the magazine, stitch, trim and address it, and get it in the mail. The magazine is mailed to the SGBI membership under periodical rates and designation, with the goal of having it arrive in mailboxes the first of the month. It's important to note that the magazine is not addressed and mailed from the SGBI office or a third-party mailing distribution center; it is addressed and mailed by the printer, which greatly increases efficiency and has improved delivery times significantly in the past two years.

Hopefully, this has helped you better understand how *SG-USA* works. Should you have further questions, please contact any of the BluePrint team members, Ford or Richmond. All contact information can be found on page 4 of this issue. 🐾



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- ♦ Woman Hollerin' Ranch, Rick & Betty McCormick

Sale Schedule

Friday, March 27th
5:00pm - Cattle Viewing
6:00pm - Dinner

Saturday, March 28th
8:00am - Cowboy Coffee
11:00am - Sale Begins



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HOT TOPICS FROM THE CATTLE INDUSTRY ANNUAL CONVENTION



By Tracy Rehberg, Guest Writer

The 117th Cattle Industry Annual Convention and Trade Show, themed “Sizzling Hot in San Antonio,” saw record-hot attendance, with more than 8,000 cattlemen on hand to attend the largest-yet cattle industry trade show, issues forum and outlook seminar. SGBI’s own John Ford, executive director, and Curtis Salter, president, manned a trade show booth, while Red Doc Farm from Belen, N.M., showcased Santa Gertrudis bulls and females in a live exhibit.

The convention kicked off with the Cattlemen’s College, offering several interesting topics for breeders, including that of Colorado State University Professor George Seidel, Ph.D. Seidel’s presentation covered methods, costs and success rates for using newer reproductive strategies, such as sexed semen, in vitro fertilization and cloning, as well as applications for newer technologies, such as transgenics and embryo biopsy for valuable trait selection. While costly, time-intensive and impractical for most, selective technologies may be justified for some breeders, with the understanding than 10 years down the road is only two breeding decisions away.

Also presenting was University of Nebraska-Lincoln Associate Professor and Beef Genetics Specialist Matt Spangler, Ph.D., who urged producers to apply the science of genetic selection tools to support decisions conducive to their production environments. For example, a high-milking cow may look good on paper, but if a producer’s environment doesn’t have the nutrients to support her, it’s a bad decision. “Most seedstock producers know the frustration of having advised clientele relative to bull choice only to see said client leave the sale with the exact opposite of what they really need,” explained Spangler.

Oklahoma State University Livestock Economist Derrell Peel, Ph.D., presented the economics of herd rebuilding – an interesting topic for breeders, as beef market experts strongly warn producers to apply extra caution during reinvestment in 2015, and in understanding the value of a bred cow.



TOP: The vast trade show encompassed 7 acres of space and was a hub of activity throughout the convention. **ABOVE:** Curtis Salter and John Ford spent their time discussing the benefits of Santa Gertrudis cattle with cattlemen over the course of three days.

Why so much caution? According to CattleFax CEO Randy Blach’s State of the Industry address, “these are wild times.” The good-news outlook is that we can expect high prices and ongoing herd expansion to continue through 2017, while U.S. and global beef supplies are still tighter than demand. The bad news is that the “perfect storm” contributing to the most bountiful time in the beef industry in decades has ended.

Further, we have more total meat on the market today and many potential market disruptions loom, such as the uncertainty of the West Coast port disruption that has chilled beef overflowing storage across the United States. Other port disruptions could occur if porcine epidemic diarrhea (PED) virus in pork or high-path avian influenza in poultry spread. This year may also see 100-percent duties imposed on beef going to Mexico and Canada in retaliation to country-of-origin labeling. Meanwhile, the rising dollar could add roughly 15 percent to beef exports this year.

While beef expansion is needed, Blach told producers to watch what they're doing, in light of the present and unprecedented market volatility that we are experiencing, which has seen shifts exceeding 20 percent in fed cattle prices during 2014.

The weather is changing, too, explained Creighton University Professor Emeritus Art Douglas, Ph.D., during his well-attended weather outlook. In fact, he believes we are in a period of climate reversal that will result in a complete shift from hotter and drier temperatures to cooler and wetter temperatures over the long term.

While we can't change the weather, we can change our industry. Several National Cattlemen's Beef Association (NCBA) policy and marketing committee members converged to discuss the advancement of important policies and programs with strong implications for the beef industry. The biggest call to action was voicing support for the reinstatement of lean beef in the U.S. Department of Agriculture/Health and Human Services dietary guidelines. NCBA is currently working all angles, in collaboration with other meat



Red Doc Farm from Belen, N.M., showcased Santa Gertrudis bulls and females in a live exhibit at the Cattle Industry Convention and Trade Show in San Antonio, Texas.

associations, to support the science and basis behind dietary decision-making.

Beef councils are focused on efforts to protect beef's spot on the menu through various initiatives to support Beef Quality Assurance programs, urban millennial consumer education, chef tours, cookouts in U.S. and global markets, and collaboration with students, nutritionists, and dieticians as well as health-related organizations, such as the American Heart Association.

NCBA reaches more than 31,000 members and offers perks for joining, including a free 1-liter bottle of Dectomax® to new members. It also offers "Top-Hand Recruiter" discounts for enrolling three new members for savings on things like New Holland, John Deere, Dodge Ram Trucks, Cabela's and more.



SANTA GERTRUDIS SALE

Reports

PREMIER COWTOWN ELITE SALE

Jan. 17, 2015 | Fort Worth, Texas

SALE AVERAGES

2 Bulls	\$5,100	1 Cow-Bull Calf Pair	\$3,700
1 Bred Female	\$6,000	3 Cow-Heifer Calf Pairs	\$5,000
9 Open Heifers	\$2,635	6 Semen Lots	\$520
6 Bred Heifers	\$3,120	1 Donation Lot	\$2,100

The Premier Santa Gertrudis Association held its 63rd Annual Meeting of its membership on Jan. 17, 2015, at the Fort Worth Stock Show in Fort Worth, Texas. The new officers of the Board of Directors are Chris Taliaferro, member president; Darrell Pitchford, first vice president; Brad Bland, second vice president; Brian Cummings, secretary; and Matt Nichols, treasurer. Additional Board members include Glen Romines and Dan Palacek.

The Premier affiliate also hosted the Premier Cowtown Elite Sale in Fort Worth on Jan. 17, 2015, at 5 p.m. The sale went very well. The high-selling bull was Lone Ranger, consigned by Circle A Farm, Williamsport, Tenn., born April 12, 2013;

he sold to Wendt Ranch, Bay City, Texas, for \$6,200. The second highest-selling bull was consigned by Rockin 3T Ranch, Ennis, Texas; Mac Daddy 11/3, born Sept. 24, 2013, brought \$4,000 from Urbanosky Ranch, Plantersville, Texas.

Topping the females was a lot from Double TT Ranch, Rosser, Texas. Miss TT 078 sold to Myers Cattle & Land Corporation, Navasota, Texas, for \$6,100. The second highest-selling female came from San Jose Cattle Co., Kingsville, Texas; SJ Lady Carrugo 007 sold to Diamond S Ranch, Fort Worth, Texas, and Harris Riverbend Farm, Cleburne, Texas, for \$6,000.

The volume buyer was Myers Cattle & Land Corporation, with four lots. The sale was managed by the Premier Santa Gertrudis Association. Next year, the Premier Cowtown Elite Sale will be held Jan. 16 at the Fort Worth Stock Show along with the National Santa Gertrudis Show. Make plans now to attend next year.





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Saturday, April 18

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8:00 PM.....NuGen Foundation Sale

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