



SANTA GERTRUDIS

USA

MARCH 2016 | VOLUME 19, NUMBER 3



2016 NATIONAL SHOW

Santa Gertrudis



The Preferred American
Beef Breed

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Santa Gertrudis Cattle

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CONGRATS to Stricko Ranch – Randy, Rob, Joe Strickmeyer and Jason Heath on exhibiting the 2016 National Champion Female at the Fort Worth Stock Show! TF 3137 is a daughter of National Champions Hatchetman and Miss TT 336. *She was purchased at the 2013 Alabama Connection Sale!*

Manager:

Arlin Taylor

Phone: 256-507-3838

Email:

arlin.taylor@bhamfast.com

Website: tinneyfarms.com

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BRIGGS 177/11 *Kelsey*

- 2016 National Calf Champion Heifer
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- **Owner:** Patrick Daniel

HARRIS 204/4 *Remi*

- 2016 National Champion Star 5 Female
- **Breeder:** Harris Riverbend Farm
- **Owner:** Patrick Daniel

XB

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briggsranches@hotmail.com

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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 P.O. Box 427, Timnath, CO 80547. Periodicals postage paid at San Antonio, Texas and additional mailing offices. POSTMASTER: Send address changes to: *Santa Gertrudis USA*, P.O. Box 427, Timnath, CO 80547. 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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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

MEMBER SERVICES

Roxanne Silguero
Email: roxanne@santagertrudis.com

MEMBER SERVICES REPRESENTATIVE

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

Traci Eatherton
teatherton@blueprintma.com
(303) 243-0704

AD SALES | CATALOGS

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

ON THE COVER

Santa Gertrudis National Champions were named Jan. 17, 2016, at the Fort Worth Stock Show in Fort Worth, Texas. Photo by Darren Richmond.

Providing Polled Power Genetics to the Santa Gertrudis Breed

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CHAMPION POLLED SANTA GERTRUDIS CATTLE

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Cullman Stockyards **April 30, 2016** Cullman, Alabama

Gray Oaks Farm consignments will include:



BRED HEIFERS

Our bred heifers will include Gray Oaks 417, polled daughter of Polled Ringer on top with Polled Cheyenne on bottom. She sells bred to Bandit 152.

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Open heifers will include 2 polled daughters of Tony 108. They come out of 2 of our top-producing females.



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Farm: (256) 332-0615

Home: (941) 735-9391





Ramblings from the Open Range

EXECUTIVE DIRECTOR'S REPORT

By John Ford

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

During the winter board meeting, SGBI directors reviewed registration patterns by district and herd size. Following the review, a discussion regarding membership's perception of registration certificate value was initiated. The conversation was thought-provoking and I am certain it will serve as a foundation for future board discussions concerning purebred registrations.

Registration of cattle is the lifeblood of a breed association. To accomplish its mission of breed improvement, registry maintenance, breed protection from misrepresentation and the dissemination of information regarding breed performance, animal registration is not only necessary -- it is essential for long-term viability in the seedstock industry. Our breed's success is dependent on registration, and today's pedigree is more than a documentation of ancestry; it is a record of animal performance and estimation of genetic merit. A registration certificate is a guidebook for making breeding decisions and an instrument to be used in the animal selection process. It is also a marketing piece that objectively describes performance and provides an estimate of future offspring value.

The very top of a registration document lists the animal's name, registration number and date of birth. Animal ID (brand number), breed category, and animal sex designations appear in this section as well. Other information such as sale date, DNA status, breeder information and current owners round out the top section. This portion of the certificate might be considered the foreword; it provides introductory information about the animal.

Immediately following the top section, the results of the association's genetic evaluation can be found. This information paints a picture of the registered animal's genetic merit as a parent. As producers of seedstock, we cannot underestimate the value of

the data contained in this section. The Expected Progeny Difference (EPD) table predicts how future progeny are expected to perform relative to the progeny of other animals listed in the SGBI database. The date the EPD calculation was made is listed in the right-hand corner of the table. An added bonus is the fact that the EPD dataset for the registered animal's sire and dam are included as well. An estimate of accuracy accompanies each genetic merit prediction.

The chart on the left-hand side of the certificate contains information that provides economic insight and highlights actual animal performance. Index information is found at the top.

SGBI calculates two indices, \$ Growth and Carcass Rank. The dollar growth index calculates an animal's future offspring's value as a yearling compared to the breed average. The carcass rank index is weighted by the economics of carcass value and is expressed as a numerical ranking within the breed, with 10 being the highest. Immediately below the indices are the actual weight and adjusted weight information for the calf. Keep in mind that actual weights are impacted by environment and should be used cautiously in the decision-making process. Rounding out the chart are the results of ultrasound testing. This dataset provides a "snapshot" of the registered animal with respect to carcass value.

Finally, the three-generation pedigree can be found below the Expected Progeny Difference table. This documentation of animal ancestry is the glue that binds all the information and data, making it valid and sound. The pedigree details relationships, signifying the animals listed share a common genetic makeup.

What is the value of a registration certificate? I think the answer is simple: In today's data-driven beef industry, it is PRICELESS. 🐾

SGBI

Names in the News

The Premier Santa Gertrudis Association had its 64th annual meeting and sale in Fort Worth, Texas, at the Fort Worth Stock Show and Rodeo. The annual meeting was very well attended, with four new board members elected: Brad Bland, Glen Romines, Dan Palecek and Brian Cummins. New elected officers for Premier are Chris Taliaferro, president, Darrell Pitchford, 1st vice president; Brad Bland, 2nd vice president; Brian Cummins, secretary; and Matt Nichols, treasurer.

At the Junior Show in Fort Worth, the group presented the honor of "lifetime membership" to two gentlemen who have done more for the junior programs of Premier and SGBI than any others, Bill Burton and Wylie Taliaferro. Both have served as ag teachers, and for more than 20-plus years, devoted their lives to supporting the youth programs and Santa Gertrudis cattle. These men for years have been instrumental in the success of the Premier Association junior program and have both left their mark on the breed.

Premier also honored the Alastair Bassingwaighte family from Australia; they came for the annual meeting and sale. 🐾



CAROLINA CORNER

^{43rd Annual} Santa Gertrudis BREEDERS OF THE CAROLINAS SALE

May 7, 2016 • 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 6.
DINNER WILL BE SERVED FOR MEMBERS AND POTENTIAL BUYERS AT 6:30 P.M.



Auctioneer

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Location

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Sale Consultant

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Purebred Entries

*Bulls, Pairs, 3-in-1s, Bred Cows
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with Santa Gertrudis Influence*

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carlyle@sherrillcameron.com

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Santa Gertrudis BREEDERS OF THE CAROLINAS

For more information:

contact Tony Creech, President
(919) 427-4679



PRESIDENT'S LETTER

By Wes McDaniel

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

They say there is no time like the present, and that certainly is true for the Santa Gertrudis breed. I am excited about all the opportunities ahead of SGBI and all Santa Gertrudis breeders! The SGBI Board of Directors, with the leadership of Executive Director John Ford, is proactively taking steps to ensure Santa Gertrudis will be the preferred American Beef breed within the next five years.

In January, I referenced, "A dream written down with a date becomes a goal. A goal broken down into steps becomes a plan. A plan backed by action makes your dreams come true." SGBI's goal is clear ... for Santa Gertrudis to be the preferred American Beef breed by 2020. The question is, will the membership embrace this goal? I believe our membership will and as a result will reap the rewards of their efforts.

Of course, in order to reach our goal by 2020, we need a detailed plan with measurable steps to assess our progress. As you all know, there are many intangible ways to measure the growth and success of a breed association. Measures include, but are not limited to, membership services, finances and the reputation of a youth program. All are important; however, when the dust settles, the most objective measure of a breed association's success is the number of registrations and cattle on inventory.

In 2014, SGBI members registered 5,806 head of cattle. I am pleased to report that in 2015, registrations increased to approximately 6,000. At first glance this appears to be a modest gain, but in reality this is extremely encouraging. The Santa Gertrudis breed experienced the greatest percentage increase in registrations of any American breed!

The opportunity for increasing our annual registration is evident when you consider SGBI boasts approximately 30,000 females on inventory. Simple math tells you that as a whole, SGBI members only register 20 percent of their calf crop. Of course, we know there are many members who register a significantly higher percentage of their calf crop or subscribe to total herd reporting. Those members understand the value of a registered animal and are already reaping the financial rewards associated with increased registrations. Beyond the financial rewards, they deserve recognition for their commitment to the Santa Gertrudis breed.

Consider this: If each SGBI member registered merely 5 percent more of his or her annual calf crop or a total of 25 percent of the cattle on inventory, SGBI's annual registrations would increase to 7,500. It is easy to understand why this is the logical first step toward our goal. Education and leadership at the affiliate level are greatly needed to convey the importance and financial benefits of increased registrations. With increased registrations, we gain visibility and recognition with the beef industry, as well as the financial resources to allocate to other measures of a successful breed association.

Our goal is set, and the first step is clear. It is time for all members to boldly take the first step on the path to becoming the preferred American Beef breed.

Our goal is set, and the first step is clear. It is time for all members to boldly take the first step on the path to becoming the preferred American Beef breed. The Santa Gertrudis breed has been thrust into the spotlight by being the first American breed to offer genomically enhanced EPDs. Now that we are in the spotlight, are we going to make the most of this opportunity or settle for the status quo? I am confident our membership will embrace the opportunity to take the first step and exceed our goal of 7,500 registrations in 2016! 🐮

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SGBI BOARD OF DIRECTORS BY REGION

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Cheryll Grainger (Texas)
 Rocking A Ranch
 (979) 337-4152 | clgrainger@aol.com
John Kiker (Texas)
 (979) 826-8329 | j.w.k.1934@sbcglobal.net
Betty McCormick (Texas)
 Woman Hollerin' Ranch
 (281) 375-6861 | bettysue1959@gmail.com
Yancey Strait (Texas)
 Strait Ranches
 (972) 841-0989 | yancey_strait@yahoo.com
Chris Taliaferro (Texas)
 TAC Land & Cattle
 (214) 674-8064 | ctaliaferro1@sbcglobal.net
Wylie Taliaferro (Texas)
 Double TT Ranch
 (469) 644-1620 | wylietaliaferro@yahoo.com
Jerome Urbanosky (Texas)
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EASTERN REGION

David Alderson (Tenn.)
 Circle A Farms
 (931) 490-1324 | elaine@mtbj.net
Wes McDaniel (Ga.)
 MC Ranch
 (770) 354-7802 | mcdanielwb@gmail.com
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 Parker Farms
 (270) 678-5302 | parkerfarms@scrtc.com
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 (660) 287-7076 | aaron@missourimeadows.com

AT LARGE DIRECTORS

District 1 - Warren Harris (N.M.)
 WR Ranch
 (505) 504-1513 | wrranchnm@gmail.com
District 2 - Debbie Townsend (Texas)
 Townesend Cattle Co.
 (979) 541-4989 | townsendcattle81@gmail.com
District 3 - Jamie Daniel (Ark.)
 Triple 777 Farms
 ((870) 904-3070 | jd@gregbennett.co
District 4 - Gene McCarter (Tenn.)
 (662) 665-4911(m) | (731) 645-3652
District 5 - John Denson (Ga.)
 Denson 3D Farms
 (706) 259-3838 | denson3dfarms@gmail.com
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SEMEN FOR SALE!**

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**2015-2016 LEADING
HIGH POINT BULL**

**2015
RESERVE NATIONAL CHAMPION**

**2015 STATE FAIR OF TEXAS
GRAND CHAMPION BULL**

*His dam is Rosie 190, the
2013 National Champion Female.*

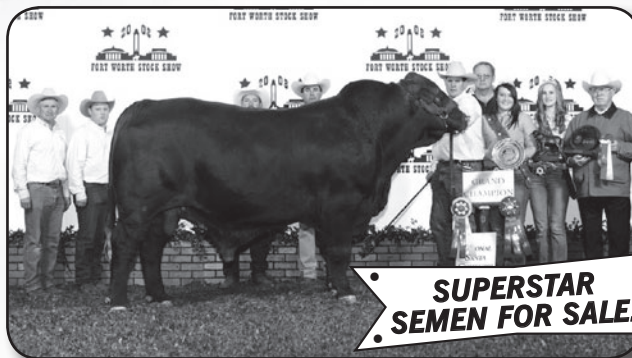


ROSIE 190

**2012-2013 SGBI HIGH POINT FEMALE
2013 NATIONAL CHAMPION FEMALE**

DAM OF OLC TROUBADOUR

*Sired by 2008 National Champion &
SGBI Sire of the Year OU Superstar*



**SUPERSTAR
SEMEN FOR SALE!**

OU SUPERSTAR

**2008 NATIONAL CHAMPION BULL
2008 SGBI SIRE OF THE YEAR**

*He is the sire of Rosie 190 and the
Grand Sire of OLC Troubadour.*

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Charles, Deanna, Chip, June & Carsen Parker
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(270) 678-5302 • (270) 670-6776

RUSTIC RAIL RANCH

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9865 Blarney Lane • Carthage, MO 64836
dgautz53@yahoo.com
417-437-2452 • 417-438-8712



Shampain Ranch

Santa Gertrudis Cattle
Del & Ginny Thomas
Pleasant Hill, IL 62366
(217) 734-2283
ginny2@irtc.net

SANTA GERTRUDIS *Juniors*

By Marliisa Cantu, Director at Large

How can we better promote our Gerts?

Hello. I'm Marliisa Cantu, but many of you may know me as Marli. I want to discuss how we can promote our breed and get the word out that Santa Gertrudis are a better breed of cattle.

What some people don't know is that the easiest way to promote our breed is to put a Santa Gertrudis logo on a hat, jacket or shirt. Many people will stop to ask, "what's a Santa Gertrudis?" As a junior director, I know we have logos on all of our shirts and jackets, and it feels good when someone stops me to ask what kind of cow I have on my sweater and I know that gives me the chance to educate that person about the wonderful breed of Santa Gertrudis.

Another way to promote our breed is through marketing of our cattle; putting calves in a sale is a great way to not only promote the breed, but also to promote your ranch or your herd of cattle. Putting some photos and information about your cattle in a sales catalog will also help to show the kind of quality cows that are being produced. 🐄



By Hadley Brooks, Princess

Hello! I'm Hadley Brooks from Krum, Texas, and I am more than honored to be your 2015-2016 National Princess. As your National Princess, I have had tons of opportunities to meet many of you at various shows, sales, and other junior events throughout the year. One of the shows that comes to mind is this year's National Open Show, held in Fort Worth, Texas. It

was great to see all of the breeders from across the country who came and participated. In addition to the breeders and ranchers, there was an amazing turnout of junior members. We should all be proud that the juniors came out and held their own at the National Open Show.

A week later I attended the Junior Heifer Show held in Fort Worth, and again it was a great experience. It was impressive to see our breed side by side with another popular breed. I remember in the first four of five classes the Gerts had four or five times the entries than the breed in the other half of the ring.

One of the highlights of the show followed the first class. Mr. Wylie Taliaferro and Mr. Bill Burton were recognized as Honorary Lifetime Members of the National Junior Santa Gertrudis Association. Both of these men have had an impact on countless numbers of young people in the Santa Gertrudis breed over the years. Mr. Burton is actually the father of my Uncle Brett. He has indirectly influenced me in ways I am probably not aware of through his relationship with my father and his sisters as former junior members. We salute these great men and thank them for their contribution to our great breed and its junior association.

REGISTRATIONS, STAR 5 RECORDINGS & TRANSFERS BY DISTRICT

JANUARY 2016

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	24	7	11	20
2	409	43	167	41
3	10	0	0	7
4	6	2	1	6
5	10	1	0	4
6	16	12	6	9

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

Almosta Ranch, Jesse Sendejo, Sandia, Texas
Brittany Cattle Co. LLC, Larry Richardson,
Gonzales, La.
Young Family Farms, Austin Young, Rusk, Texas

Commercial Members

Don and Melisa Mallinson, Princeton, Mo.

Junior Members

Steven MacEwan, Conroe, Texas

SANTA GERTRUDIS

Calendar

MARCH

- 4** Mid Coast International Super Sale, Houston, Texas
- 6** Houston Livestock Show Super Point Show, Houston, Texas
- 19** Blue Bonnet Sale, Hallettsville, Texas

APRIL

- 6** SGBI Board of Directors Meeting
- 7-9** SGBI Annual Meeting, hosted by the Rocky Mountain Affiliate, Albuquerque, N.M.
- 9** Red Doc Farm Red Hot Bull Sale, Bosque, N.M.
- 9** Rocky Mountain Santa Gertrudis Association Spring Runoff Sale, Bosque, N.M.
- 30** Crimson Classic Sale, Cullman, Ala.

MAY

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

As I write this, I'm looking forward to the upcoming major shows in San Antonio and Houston. I hope to see many of you there; thank you again for allowing me to be your National Princess! 🐄

Wendt Ranches—

Your Herd Bull Replacement Center



We invite you to our herd bull replacement center to study the Gain Test records, DNA analysis and see the eye appeal of our bulls. Come choose *THE BULL* that will upgrade your herd!

*Look for our bull consignment lots in the
Houston Super Sale, March 4, and the
Bluebonnet Classic, Hallettsville, TX, March 19.*

S
S

Wendt Ranches

5475 FM 457, Bay City, TX 77414
email: wendtranches@hotmail.com

Gene Kubecka
979-240-5311

Daniel Kubecka
979-240-5312

S
S

SGBI Herd #621, established 1954

SGBI TRAIT LEADERS

Successful breeding and marketing of Santa Gertrudis cattle is the result of using all the available tools in the association's genetic evaluation toolbox. The Percentile by Trait table 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. Based on the latest expected progeny differences download, the Proven Sire Trait Leader lists identify 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 2016 download. SGBI's genetic evaluation service provider Livestock Genetic Services reports the January 2016 download added approximately 1,400 new genotypes to the association's database and was one of the largest performance data dumps in recent history. Also included for review are the 6-year IMF scan averages and the 2014 and 2015 calving year EPD averages. Please note the genetic improvement being made in Growth Traits.

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	-5.67	0.511		Red Doc 3029	-3.89	0.294
	Polled Chief 508	-2.90	0.624		Myers 334/2	-3.79	0.208
	RDF Jefe 4-125	-2.74	0.529		SR 51/1	-3.17	0.228
	Macho 2419 **** 2419	-2.73	0.623		Myers 342/3	-2.71	0.478
	King 55/0 **** 55	-2.23	0.613		Mr.Cortijo 06/2011 06/1	-3.03	0.181
Weaning Weight				Weaning Weight			
	Briggs 031/6	36.67	0.667		Briggs 005/12	40.86	0.368
	Briggs 052/11	27.99	0.571		Briggs 052/11	27.99	0.571
	Briggs 069/13	25.39	0.513		Briggs 032/12	29.45	0.314
	Five Oaks 22/9	27.68	0.620		TF 390	29.45	0.314
	Copperhead 214	26.61	0.627		Briggs 069/13	25.39	0.513
Yearling Weight				Yearling Weight			
	Briggs 069/13	38.93	0.509		Red Doc Ambassador	52.29	0.276
	SCC Grid Maker 820	40.15	0.661		KR 720/11	52.78	0.375
	Briggs 072/13	40.96	0.509		Red Doc Sancho 200X	50.17	0.321
	RDF Sancho	42.06	0.509		Briggs 069/13	38.93	0.509
	Briggs 026/11	32.79	0.493		Red Doc 3356	47.98	0.260
Maternal Weaning Weight				Maternal			
	KR N 6/5	22.42	0.564		CA 868	14.62	0.148
	Briggs 065/4	15.02	0.505		Briggs 033/11	13.32	0.138
	Big Man 0-63	12.54	0.524		Briggs 114/13	11.75	0.420
	Harco T155/5 (ET) T155/5	8.89	0.451		Red Doc 4071	12.55	0.123
	Polled Chief 1/4	8.76	0.625		Red Doc Si Sabe 3106	9.46	0.407
Carcass Traits				Carcass Traits			
	Briggs 023/5				Red Doc 4063		
	KR 659/06				RDF Sancho's Hut 1092		
	Hammetts 118/1				RDF Sancho Pledge 1116		
	Red Doc 3150				RDF Sancho's Boy 1062		
	4C 452				RDF Interpret 1099		

PERCENTILES BY TRAIT

January 2016 EPD Run

Percentile	BW	WW	Milk	YW	HCW	REA	Marb	Fat	WBS
Best	-8.46	40.86	22.42	52.78	37.76	0.669	0.465	-0.1392	-0.774
Top 1%	-2.61	16.94	8.85	23.53	16.85	0.213	0.076	-0.0102	-0.079
Top 2%	-2.19	14.42	7.49	19.93	14.27	0.176	0.059	-0.0083	-0.061
Top 3%	-1.91	12.88	6.64	17.65	12.71	0.154	0.049	-0.0077	-0.050
Top 4%	-1.75	11.72	6.05	16.01	11.58	0.137	0.046	-0.0071	-0.042
Top 5%	-1.63	10.83	5.58	14.72	10.68	0.124	0.044	-0.0067	-0.036
Top 10%	-1.34	7.80	4.14	10.41	7.64	0.084	0.028	-0.0049	-0.021
Top 20%	-0.92	4.34	2.99	5.72	4.17	0.044	0.019	-0.0026	-0.009
Top 30%	-0.66	1.97	2.01	2.55	1.81	0.025	0.014	-0.0012	-0.004
Top 40%	-0.51	0.03	1.28	0.15	-0.07	0.012	0.009	-0.0005	-0.001
Top 50%	-0.30	-1.67	0.53	-1.85	-1.65	0.000	0.005	0.0001	0.001
Top 60%	-0.08	-2.81	-0.19	-3.33	-2.65	-0.011	0.000	0.0008	0.005
Top 70%	0.21	-3.83	-1.12	-4.71	-3.81	-0.024	-0.007	0.0015	0.010
Top 80%	0.56	-5.12	-2.23	-6.81	-4.99	-0.043	-0.017	0.0022	0.016
Top 90%	1.08	-7.73	-4.04	-9.62	-7.21	-0.077	-0.034	0.0038	0.034

6 Year IMF Average

Year	Avg. IMF
2010	3.98
2011	3.96
2012	3.95
2013	3.20
2014	3.45
2015	3.16
Overall Average	3.42

Calving Year	Avg. BW	Avg. Adj. WW	Avg. Adj. YW	Avg. BW EPD	Avg. WW EPD	Avg. YW EPD	Avg. Mat EPD	Avg. Marb EPD
2014	71.85	580.40	976.50	0.18	4.10	5.76	0.54	0.00
2015	72.20	594.10		0.42	6.27	8.50	0.52	-0.01

SANTA GERTRUDIS *Production* CHANGES ARE COMING TO ANIMAL ANTIBIOTIC USE

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



The U.S. Food and Drug Administration (FDA) is taking important steps to combat antibiotic-resistant bacteria on a national scale. Full implantation of FDA's Guidance #213, December 2016, will completely change the way that medically important animal antibiotics have been used in livestock feed and water for years. Essentially, it will be illegal to use these antibiotics for production purposes; moreover, livestock

producers will need to obtain veterinarian authorization to use them for prevention, control or treatment of a specifically identified disease. It is critical that all livestock producers be aware of these coming changes, whether or not medically important antibiotics are currently being administered for production purposes. Of all segments involved in animal agriculture, the purebred or registered beef cattle segment should be affected the least. Nonetheless, if this National Action Plan for Combating Antibiotic-Resistant Bacteria (https://www.whitehouse.gov/sites/default/files/docs/national_action_plan_for_combating_antibiotic-resistant_bacteria.pdf) is not successful, what will be next?

At present, the FDA is moving to eliminate the use of medically important antibiotics for production purposes; more specifically, for growth promotion and feed efficiency. Thus, the growing and feeding segments of animal agriculture would be impacted the most by FDA's Guidance #213. Going forward, these antibiotics could still be used for therapeutic uses and still be administered in either feed or water. The major change is that animal antibiotic use must occur under the direct supervision of a licensed veterinarian.

The FDA emphasizes that these changes are critical to ensure that these medically important antibiotics are used very carefully and only when needed to treat specific animal diseases or conditions. This new rule is called the Veterinary Feed Directive (VFD) and is a critical component of FDA's plan to ensure judicious use of medically important antimicrobials in food-producing animals.

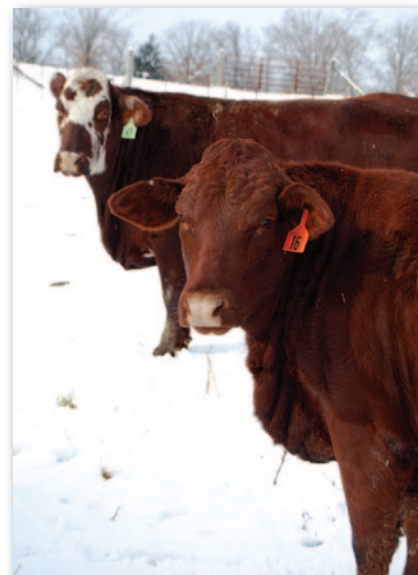
We and the FDA know that medically important antibiotics are crucial for treating, controlling, and preventing disease in food-producing animals. Over the past several years, FDA has been actively engaging veterinary organizations, animal producer organizations and other stakeholders to express their concern over medically important antibiotics labeled for a continuous or undefined duration of use. That type of antibiotic use is not consistent with proper antibiotic use principles

outlined in previous FDA guidance documents. Therein lies the problem. However, once implemented, FDA Guidance #213 may ultimately affect very few products that are currently marketed. The FDA promises to analyze this issue regularly and look at specific animal health conditions that are (or could be) associated with ending the open-ended or long-term duration use of antibiotics.

There is no doubt that in the future each operation involved with raising food-producing animals will need to have a good working relationship with their veterinarian. The FDA even has an acronym for this veterinarian-client-patient-relationship: VCPR. The key elements in this relationship are as follows:

1) the veterinarian must engage with the animal producer to assume responsibility for making clinical judgments about patient (livestock) health; 2) the veterinarian must have sufficient knowledge of the patient (livestock) through examination and/or visits to operations where the patient is managed; and 3) the veterinarian must provide for any necessary follow-up care. In addition, veterinarians are obligated to follow state-defined VCPR requirements. In states with no applicable or appropriate state VCPR requirements, veterinarians will need to issue VFDs in compliance with federally defined VCPR requirements. Are you confused yet?

What is the bottom line on FDA's Guidance #213? A veterinarian's primary responsibility will be to help design management, vaccination, housing, and nutritional programs that will aid in reducing the disease incidence and, therefore, the need for medically important antibiotics -- antibiotics that historically have been administered (long-term) in either feed or water of growing, food-producing animals. Veterinarians will be the only individuals involved with the selection, use, and dosage decisions of these antimicrobials. Guess we all better take some time to visit with our veterinarian before Christmas! 🐾



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SGBI Genetics a Hot Topic at NCBA Convention

By Traci Eatherton, Managing Editor

New cattle producers are hunting for that perfect breed to choose and seasoned producers are looking for new genetics to add to their herd. The “which breed should I choose” question was one of the common topics SGBI’s Executive Director, John Ford, and President Wes McDaniel discussed with guests at this year’s National Cattlemen’s Beef Association meeting in San Diego, Calif., Jan. 28-30.

Given the tremendous amount of booth traffic, Ford says the interest for SGBI genetics is there.

“Wes and I were involved in a number of meetings concerning the SGBI genetic evaluation and the genetic tools that are being offered to our commercial cattle buyers,” Ford says.

The NCBA convention was McDaniel’s first, and the experience was not only enjoyable, but also educational, he shared.

“It’s vital that we have a presence at these events,” McDaniel says. “I was surprised at the acceptance of our breed, and the number of producers who mentioned that at some point they have used Santa Gertrudis genetics.”

“We were able to meet with the genetic companies to discuss opportunities for future marketing and genetic resources for our members,” McDaniel added.

There’s no doubt it’s an exciting time to be a Santa Gertrudis breeder!

While genetics was one key topic of discussion, cattle markets were another hot topic at the convention, with historically volatile livestock markets on producers’ minds. According to Randy Blach, CattleFax CEO, the current market correction has occurred, following the ‘perfect storm,’ but there is some relief ahead.

Recent price shock in the market and insights about the turbulence ahead were presented by CattleFax staff during the 2016 Cattle Industry Convention in San Diego, Calif. in January.

Blach explained how tight global protein supplies and a strong export market in 2014 and 2015 led to the market peaks and significant drops seen recently. Animal health challenges in both poultry

and pork production led to tight supplies in 2014, which saw the tightest per-capita protein supply in the last 20 years.

“It was a perfect storm; there was not enough beef, there was not enough pork, and there was not enough poultry,” Blach said. “When you start to connect the dots, you see how these markets can move so fast.”

It was inevitable that a price correction would occur, according to Blach.

“A year ago the question was how fast the market would contract,” Blach said. “It happened fast and in a very short period of time.”

Blach pointed out that the market experienced the third-largest rally in history, up 32 percent in 15 months. But the rally corrected itself with the third-largest break in history, dropping 32 percent in 15 months.

While the downward spiral is expected to level out, the market will continue to trend lower, Blach said.

“We are coming off of historic peaks in the cattle market, created by unique conditions in the global beef and protein markets,” Blach explained. “Dynamics, specifically global beef supply, led to a large correction in price. That big market downward swing is nearly over now. However, the cycle shows prices continuing to trend lower in 2016, 2017 and 2018.”

Blach said profit margins for the cow-calf sector and packers will narrow but remain positive. U.S. meat and poultry supplies will also continue to grow up to 2 percent in 2016. Global demand will begin to stabilize, and domestic demand could drop 3 to 5 percent.

Analysts predicted the cattle feeder will lose about \$200 per head, stocker operators will see tight margins, and cow-calf will continue with profitable margins. The team of economists expects fed cattle prices averaging \$130 to \$145 over the next year.



SGBI Executive Director John Ford poses with Joe Meyers, an Illinois cattleman, who was the winner of the SGBI trade show giveaway cooler.



John Ford and SGBI President Wes McDaniel enjoyed speaking with cattlemen and women from around the country at the NCBA convention in San Diego.

“Exports must grow or the domestic supply will become burdensome,” Blach added.

The total 2016 cattle inventory is expected to be 3.5 percent larger than last year, which is the biggest increase since 1974. Beef cow inventory is forecast at 1.1 million head larger than last year, totaling 30.8 million head.

Blach also said the U.S. economy will continue to grow slowly but should remain recession-free and land values and lease rates should trend lower over the next two to three years as margins tighten.

CONTINUED ON PAGE 20 »



Santa Gertrudis Breeders International 65th Annual Meeting

Embassy Suites • Albuquerque, NM

April 6-9, 2016

Schedule of Events

EMBASSY SUITES • ALBUQUERQUE, NM

WEDNESDAY, APRIL 6

5pm SGBI Board of Directors Meeting

THURSDAY, APRIL 7

9am-5pm

Registration

9am-11:30am

Committee Meetings

12pm-1:15pm

Lunch/ Keynote Speaker,

Lee Leachman of Leachman Cattle

Bull Marketing: Realities, Fads,

Necessities

1:30pm-2:30pm

Tom Rea, DVM of Genetics West

Reproduction Services

Implementing the use of embryo

transfer in your herd

2:40pm-3:40pm

Frank White, PhD Lead Nutritionist-

Ranch-Way Feeds

Bull and heifer development for the

Seedstock Producer

6pm-7pm

Happy Hour/ Native American Dancers

7pm-9:30pm

Awards Banquet/ Tribute to Tweet

Kimball

FRIDAY, APRIL 8

8:30am-11am

SGBI Annual Meeting, Executive

Director's Report and affiliate reports

11:30am-1pm

SGBI New Board of Directors meeting

1pm-4pm

Tour Red Doc Farm OR

Jewelry Shopping Tour- Sunwest Silver

6pm-7pm

Cocktail Hour, "Welcome to the

Southwest" Mariachi Band-

entertainment

7pm-10pm

President's Dinner & Hall of Fame

inductions

SATURDAY, APRIL 9

9:30am

Buses depart to Red Doc Farm

1pm

Red Doc Farm's Red Hot Bull Sale

followed by Rocky Mountain Santa

Gertrudis Spring Runoff Female Sale

Hotel Information

Embassy Suites

1000 Woodward PI NE,
Albuquerque, NM 87102

(505) 245-7100

Group Code: SGB, rate \$129

reservation cut-off: March 7

REGISTRATION FORM

Name: _____ Spouse: _____

Ranch Name: _____ Herd No.: _____

Phone: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

COMPLETE REGISTRATION INCLUDES:

All sessions & meals for Wed.-Fri.; tours with transportation;

President's Dinner and Hall of Fame Inductees

\$250.00 per person X _____ = \$ _____ If received **BY** March 7, 2016

\$300.00 per person X _____ = \$ _____ If received **AFTER** March 7, 2016

THURSDAY a la carte tickets

LUNCH/KEYNOTE SPEAKER

\$75 per person x _____ = \$ _____

DINNER/AWARDS BANQUET

\$100 per person x _____ = \$ _____

FRIDAY a la carte tickets

PRESIDENT'S DINNER AND
HALL OF FAME INDUCTIONS

\$125 per person x _____ = \$ _____

To provide appropriate transportation,
please RSVP to jewelry tour and Red
Doc Farm tour:

☐ JEWELRY TOUR HOW MANY? _____

☐ RED DOC TOUR HOW MANY? _____

PAYMENT METHOD

Check No.: _____ TOTAL: \$ _____

Credit Card: ☐ Visa ☐ Mastercard

Credit Card No.: _____

Expiration Date: _____

Card Holder Name: _____

Card Holder Signature: _____

Mail registration to: SGBI, P.O. Box 1257- Kingsville, TX 78364 or FAX to (361) 592-8572



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April 09, 2016 - Bosque, NM

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O/X Ranch, Red Doc Farm, Rancho Xacona,
Wine Glass Ranch*

Sale will be held following Red Doc Farm's Red Hot Bull Sale in Bosque, NM

Sale chairman/contact, VP Stacey Montaño 505.429.0067

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Red Doc Oro Nuevo 4350



Red Doc Never Stop 4370



Red Doc 4256



Red Doc 4383

April 09, 2016 Bosque, NM
REDDOCFARM.COM

- *Accommodations at Holiday Inn Express, Belen 505.861.5000 reference Red Hot Bull Sale for special rate
- *Proxy bidding available
- *Delivery available to centralized locations
- *For more information:
Emilio Sanchez 505-507-7781
Manny Casillas 530-559-7698



REDDOC
farm

12th Annual Red Hot Bull Sale
Red HOT Bulls

NCBA CONVENTION CONTINUED FROM PAGE 16

Feeder cattle and calf supplies are also expected to increase. The calf crop has increased 570,000 head over the past two years, with about a million head increase expected in 2016 due to the growing beef cow herd. Increased placements should trend through 2018, according to CattleFax data.

According to the CattleFax staff, challenges to beef demand today include growing protein supplies, sluggish economic growth and shifting currency

values. Due to cowherd expansion, the trend of declining per-capita net beef supplies is transitioning to growing supplies, which will continue for the several years, and just as in previous expansion years, prices will continue to move lower, Blach shared.

With more than 6,700 people attending this year's convention, Tracy Brunner, Kansas cattle producer, was officially elected to succeed Philip Ellis, Chugwater, Wyo., as NCBA president.

Brunner, a fourth-generation cattleman from Ramona, Kan., expressed optimism about the organization's

momentum, saying he would continue to build on the organization's success of the prior year.

"The American beef industry is stronger than it has ever been," Brunner said. "We have the right people growing the right product in the right way. We have the right organizational culture and structure. We have promotion and advocacy, research and education. We have public policy efforts to ensure beef producers are represented in the halls of Congress and at the table as laws are made. We are committed to not only protecting and promoting the beef business of today, but even more importantly, the beef business of tomorrow. We have an exciting year ahead as international demand for American beef continues to rise and trade remains high priority. It's a great time to be in the beef business and a part of this great organization."

During the convention's Cattlemen's College, Colin Woodall, NCBA senior vice president of government affairs, brought up another hot topic, sharing some thoughts on the upcoming elections.

"First of all, mark your calendar for Nov. 8, 2016," says Woodall. "We will not only be voting in one new president, but also 34 senators and 435 representatives. Are you registered to vote? Put this date on your calendar because it will be extremely important you voice your opinion in this election. Voters just aren't showing up. Ultimately, we need more people taking elections seriously and showing up to vote."

While he didn't endorse any specific candidate, he did discuss some of the top issues producers are facing, and key points to watch for within candidate interviews, including the Trans-Pacific Partnership (TPP), Waters of the United States (WOTUS), Endangered Species Act, and animal health production practices.

"In 2015, we worked to keep beef in the Dietary Guidelines and to repeal COOL," said Woodall. "Now we are fighting for the TPP, so we can get a premium for beef items like beef livers, tripe, heart, and tongue."

"While tongue isn't exactly what's for dinner in the United States, Japanese consumers will pay for these beef items. In 2015, we did \$1.6 billion worth of trade with Japan; however, we did that with a 38.5% tariff on those sales. Meanwhile, Australia has a 10% advantage on our high tariff, but we know if we can get the tariffs to the same level, we can compete with Australia any day of the week." ☂

RETREAT to the ROCKIES

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- Exhibitor display table provided for BOTH SGBI Annual Meeting and RHBS
- Includes free registration for TWO people for SGBI Annual Meeting with meals and events
- Banner recognition for SGBI Annual Meeting

Gold Sponsor

\$1,500

- Sponsor for SGBI Annual Meeting only
- Recognition on printed material for SGBI Annual Meeting
- Exhibitor display table provided for SGBI Annual Meeting
- Includes free registration for TWO people for SGBI Annual Meeting with meals and events
- Banner recognition for SGBI Annual Meeting

Silver Sponsor

\$600

- Exhibitor sponsor of SGBI Annual Meeting
- Exhibitor display table provided for SGBI Annual Meeting
- Includes free registration for ONE person for SGBI Annual Meeting with meals and events
- Banner recognition for SGBI Annual Meeting

Bronze Sponsor

\$500 or Less

- Banner recognition for SGBI Annual Meeting

For more information please contact,
John Ford or Diana Ruiz 361-592-9357



53RD ANNUAL SANTA GERTRUDIS
2016 National Show
 AT THE FORT WORTH STOCK SHOW ★ FORT WORTH, TEXAS
 JAN. 17, 2016 ★ JUDGE: FELIX SERNA

The 53rd Annual National Santa Gertrudis Show was held in conjunction with the Fort Worth Stock Show and Rodeo, Jan. 13–Feb. 4, in Fort Worth, Texas. More than 200 of the best Santa Gertrudis showed up from across the country to compete for the title of National Champion. Here's who took home those honors:

Parade of Champions



**Grand Champion Bull and
Best of Polled Bull**

777 411 Vegas, shown by Harris Farms/Briggs Ranch,
Cleburne, Texas



Reserve Grand Champion Bull
 Grandview John 316, shown by Grandview Farms,
Hamilton, Ala.



Grand Champion Female
 TF 3137, shown by
Randall Strickmeyer, Verona, Ky.



Reserve Grand Champion Female
 Danrick's Prentiss, shown by
Madison Callaway, Batson, Texas



Best of Polled Female
 Miss LCC 155/5, shown by
Cammi Selby, Scurry, Texas



Grand Champion STAR 5 Female
 Harris Farms 204/4, shown by Patrick Daniel,
Magnolia, Ark.



Reserve Grand STAR 5 Female
 Xwinds Bonita Cabeza Blanca, Shown by Hollyann
Roach, Keller, Texas



Champion Bull Calf
 PC Hemingway I23-4,
shown by Casey Pitchford, Athens, Texas



Champion Heifer Calf
 Briggs I77/14, shown by Patrick Daniel, Magnolia, Ark.

2016 National Show

CLASS WINNERS

Class 1: Early Summer Heifer Calf

- 1) Miss Maggie Rose II, shown by Karli Buggs, Sarcoxie, Mo.
- 2) Miss Grandview 584, shown by Tara Ranch, Liberty, Texas

Class 2: Late Junior Heifer Calf

- 1) Rockin 3T's Jasmine 3/5, shown by Madisen Trojacek, Corsicana, Texas
- 2) Robinson's Tahlula 956, shown by Emaline Robinson, Dayton, Texas

Class 3: Early Junior Heifer Calf

- 1) Miss LCC 155/5, shown by Cammi Selby, Scurry, Texas
- 2) Miss Double TT 545, shown by Cammi Selby, Scurry, Texas

Class 4: Late Senior Heifer Calf

- 1) Rita 4216, shown by Woman Hollerin Ranch, Brookshire, Texas
- 2) Miss Double TT 504, shown by Cammi Selby, Scurry, Texas

Class 5: Early Senior Heifer Calf

- 1) Briggs 177/14, shown by Patrick Daniel, Magnolia, Ark.
- 2) CSC Cowgirl 47, shown by Connors State College, Warner, Okla.



Class 6: Champion Heifer Calf

Briggs 177/14, shown by Patrick Daniel, Magnolia, Ark.

Class 7: Reserve Champion Heifer Calf

Miss LCC 155/5, shown by Cammi Selby, Scurry, Texas

Class 8: Late Summer Yearling Heifer

- 1) Robinson 927, shown by Emaline Robinson, Dayton, Texas
- 2) Klassy Pretty Lady, shown by Hollyann Roach, Keller, Texas

Class 9: Early Summer Yearling Heifer

- 1) Miss 777 452, shown by Patrick Daniel, Magnolia, Ark.
- 2) Myers 14/10, shown by Britney Shields, La Russell, Mo.

Class 10: Late Junior Yearling Heifer

- 1) PC Baby's Bambino 32/4, shown by Casey Pitchford, Athens, Texas
- 2) CSC Matriarch 418b, shown by Connors State College, Warner, Okla.

Class 11: Early Junior Yearling Heifer

- 1) Miss Special Lady, shown by Karli Buggs, Sarcoxie, Mo.
- 2) Rocking A Charlotte, shown by Rocking A Ranch, Brenham, Texas

Class 12: Champion Yearling Heifer

PC Baby's Bambino 32/4, shown by Casey Pitchford, Athens, Texas

Class 13: Reserve Champion Yearling Heifer

Miss 777 452, shown by Patrick Daniel, Magnolia, Ark.

Class 14: Late Senior Yearling Heifer

- 1) Miss Double Tt 230, shown by Landon Stem, Anderson, Texas
- 2) Rocking A Zoey, shown by Madisyn Raulston, Clarksville, Texas

Class 15: Early Senior Yearling Heifer

- 1) Danrick's Prentiss, shown by Madison Callaway, Batson, Texas
- 2) Rockin A Macie, shown by Heather Stenson, Houston, Texas

Class 16: Late Two-Year-Old Heifer

- 1) TF 3137, shown by Randall Strickmeyer, Verona, Ky.
- 2) SR 84/3, shown by Kalli Kimble, Kingsbury, Texas

Class 17: Early Two-Year-Old Heifer

- 1) TF Bama Girl 303, shown by Casey Pitchford, Athens, Texas
- 2) 5-E Barretta 29, shown by Greg and Hilda Edenfield, Altha, Fla.

Class 18: Champion Senior Female

TF 3137, shown by Randall Strickmeyer, Verona, Ky.

Class 19: Reserve Champion Senior Female

Danrick's Prentiss, shown by Madison Callaway, Batson, Texas

Class 20: Grand Champion Female

TF 3137, shown by Randall Strickmeyer, Verona, Ky.

Class 21: Reserve Grand Champion Female

Danrick's Prentiss, shown by Madison Callaway, Batson, Texas

Class 22: Best of Polled Award, Female

Miss LCC 155/5, shown by Cammi Selby, Scurry, Texas



Class 23: Early Summer Bull Calf

- 1) KK Patron 615, shown by Kalli Kimble, Kingsbury, Texas
- 2) Sundance, shown by Heather Stenson, Houston, Texas

Class 24: Late Junior Bull Calf

- 1) Rockin 3t's 2/5, shown by Rockin 3t Ranch, Ennis, Texas
- 2) 777 531 Reno, shown by Patrick Daniel, Magnolia, Ark.

Class 25: Early Junior Bull Calf

- 1) RSR Spectre 007, shown by Rising Sun Ranch, Pea Ridge, Ark.
- 2) Harris 4/5, shown by Cotton Branch Plantation, Smithdale, Miss.

Class 26: Late Senior Bull Calf

- 1) PC Hemingway 123-4, shown by Casey Pitchford, Athens, Texas
- 2) Danrick's Hotchner, shown by The Danrick, Marquez, Texas

Class 27: Early Senior Bull Calf

- 1) Robinson 919, shown by Emaline Robinson, Dayton, Texas
- 2) TF 4102, shown by Tinney Farms, Hanceville, Ala.

Class 28: Champion Bull Calf

PC Hemingway I23-4, shown by Casey Pitchford,
Athens, Texas

Class 29: Reserve Champion Bull Calf

Robinson 919, shown by Emaline Robinson,
Dayton, Texas

Class 30: Late Summer Yearling Bull

1) Mde Bazooka 413, shown by Patrick Daniel,
Magnolia, Ark.

2) LF Royal Roggie, shown by Lovett Farm,
Hillsboro, Ohio

Class 31: Early Summer Yearling Bull

1) Circle A Masterpiece, shown by Circle A Farm,
Williamsport, Tenn.

2) KC, shown by Randall Strickmeyer, Verona, Ky.

Class 32: Late Junior Yearling Bull

1) CSC Next Step 432b, shown by Connors State
College, Warner, Okla.

2) 5-E I2 Gauge, Greg and Hilda Edenfield, Altha, Fla.

Class 33: Early Junior Yearling Bull

1) 777 4II Vegas, shown by Harris Farms/Briggs
Ranch, Cleburne, Texas

2) Stroman's Terminator 410, Stroman Cattle Co,
Bryan, Texas

Class 34: Champion Yearling Bull

777 4II Vegas, shown by Harris Farms/Briggs Ranch,
Cleburne, Texas

Class 35: Reserve Champion Yearling Bull

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

Class 36: Late Senior Yearling Bull

1) Mr Double Tt Jaguar I/3, shown by Wylie Taliaferro,
Rosser, Texas

2) Hud, shown by Benjamin Erwin, Terrell, Texas

Class 37: Early Senior Yearling Bull

1) 8/13 Wood, shown by Ronald Wood, Benson, N.C.

2) Mr Double TT Omaha 66-3, shown by
Stroman Cattle Co, Bryan, Texas

Class 38: Late Two-Year-Old Bull

OLC Troubadour, shown by Mosby Creek Ranch,
Dayton, Ohio

Class 40: Aged Bull

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

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

Class 41: Champion Senior Bull

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

Class 42: Reserve Champion Senior Bull

Mr Double Tt Jaguar I/3, shown by Wylie Taliaferro,
Rosser, Texas

Class 43: Grand Champion Bull

777 4II Vegas, shown by Harris Farms/Briggs Ranch,
Cleburne, Texas

Class 44: Reserve Grand Champion Bull

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

Class 45: Best of Polled Award, Male

777 4II Vegas, shown by Harris Farms/Briggs Ranch,
Cleburne, Texas

Class 46: Produce-Of-Dam (2 Offspring, 1 Cow)

1) Connors State College, Warner, Okla.

2) Casey Pitchford, Athens, Texas

Class 47: Get-Of-Sire

(3 Animals, 1 Sire, 2 Dams, Both Sexes)

1) Randall Strickmeyer, Verona, Ky.

2) Connors State College, Warner, Okla.

Class 101: STAR 5 Females

Born Sept. 1, 2014 & After

1) Delilah, shown by Landon Stem, Anderson, Texas

2) HCC Darcy, Kyle Burrough, Weatherford, Texas



Class 102: STAR 5 Females

Born Jan. 1-Aug. 31, 2014

1) Harris Farms 204/4, Patrick Daniel, Magnolia, Ark.

2) CWR Brickhouse, Hollyann Roach, Keller, Texas

Class 103: STAR 5 Females

Born In 2013

1) Xwinds Bonita Cabeza Blanca, shown by
Hollyann Roach, Keller, Texas

2) HB 525, shown by Hollyann Roach, Keller, Texas

Class 104: Grand Champion

STAR 5 Female

Harris Farms 204/4, shown by Patrick Daniel,
Magnolia, Ark

Class 105: Reserve Grand Champion

STAR 5 Female

Xwinds Bonita Cabeza Blanca, shown by Hollyann
Roach, Keller, Texas



2016 Board Candidates

Below are candidates whose names will appear on the ballot at the SGBI Board of Directors elections. Regional candidates appearing on the ballot notified SGBI of their intent to run by Mon., Jan. 18, 2016. Per SGBI's governing documents, At-Large directors were nominated by the Board and can be accepted or rejected by the members of that district, or elected by a "write-in" vote on the same district ballot.

Western Region

PAUL DONISTHORPE



A New Mexico native, Paul was reared on a farm in the Four Corners area and was active in FFA, serving as chapter president and a state officer in New Mexico.

After receiving a bachelor's degree from Purdue University, Paul returned to New Mexico and has spent his adult life in the accounting and investment banking sectors in the state. A CPA for more than 30 years, he currently practices with a mid-sized local accounting and consulting firm. He and his wife, Liane, reside in Alameda, N.M.

Paul has been actively involved with Santa Gertrudis since 2002, when he purchased five heifers from Warren Harris and one heifer from Red Doc Farms. In 2007, Corazon moved its entire cattle operation to Lindale, Texas, and Dan Palecek joined Paul as a partner. In 2010, Corazon formed Corazon-Pitchford Cattle Company with Darrell and Shana Pitchford, and acquired the sale facility and 120 acres in Athens, Texas. Today, Corazon and Corazon-Pitchford are integrated beef cattle producers, producing and marketing natural, grass-finished beef to retail and institutional customers in East Texas, and developing and marketing premium Santa Gertrudis seedstock.

A past member of the Santa Gertrudis Board of Directors from 2005 to 2010, Paul is committed to working with breeders across the country to see that the breed remains a leader among the American bos-indicus influenced breeds, and to developing and promoting programs for Santa Gertrudis cattle to become more competitive in the ever-changing commercial bull and replacement female markets regionally and nationally. He will be a strong advocate of promoting the use of available tech-

nology that is more and more prevalent in today's beef industry. He also recognizes that the future of our breed requires that we ensure that the SGBI junior program remains strong in order to have organic growth within SGBI.

ALLEN GRAINGER



Allen Grainger grew up around the Santa Gertrudis business and, along with his wife, is owner of Rocking A Ranch near Brenham, Texas. He is a past member of

the SGBI board, having served as vice president of Marketing and Promotions. During that time, Allen, along with Bill Lundurg, organized the Santa Gertrudis episodes on "The Cattle Show" seen on RFD TV.

In addition, Allen served as the director of the National Santa Gertrudis Youth Foundation and oversaw its growth in assets from \$300,000 to more than \$700,000 and scholarships from \$16,000 to \$50,000. To date, the Youth Foundation gives more scholarships than any other breed organization.

Allen focuses on keeping Santa Gertrudis at the forefront of the commercial cattle business. The herd at Rocking A consists of roughly 150 purebred cows and 100 "Brazos Composite" cattle, which are one-half Santa Gertrudis, one-fourth Hereford and one-fourth Gelbvieh. Through both of the herds, he pushes Santa Gertrudis genetics to commercial and purebred operations.

KATHRYN HEFTE

Kathryn Hefte is a third-generation Santa Gertrudis breeder seeking a seat on the SGBI board of directors. Growing up, Kathryn participated as a junior member and has remained an active member for more than 40 years. She and her brother, Kenneth Tom Hefte, own and operate Hefte Ranch with cattle in Agua Dulce and Hondo, Texas.

As a seedstock producer, Kathryn aims to raise cattle that are productive

and functional. She is constantly working to improve her herd by adding new genetics and utilizing the latest technology, such as ultrasound data and DNA



collection. A strong advocate of performance testing as a way to promote the breed, Kathryn has participated in many breed improvement programs and all-breed gain tests, including the SGBI Steer Feed-out, Genetic Development Center, Rio Grande Valley Beef Improvement and National Santa Gertrudis Gain Tests.

With the support of other breeders, Kathryn initiated and organized the Better Beef Contest at the NJSGHS to educate juniors about carcass quality while also collecting valuable data for the SGBI database. She has also been on the South Texas Heritage Sale Committee.

A firm believer in the importance of affiliates at the regional level, Kathryn has worked to re-establish the South Texas affiliate and has served as its secretary/treasurer for three years.

She also has served on the SGBI Youth Activities, Performance and Finance Committees.

Kathryn says, "I am passionate in my belief that the Santa Gertrudis breed can offer producers advantages that other breeds cannot, and I will work to provide a progressive voice and vision for the future of this breed."

NANCY WUNDERLICH



Nancy, along with her husband and family, Terry Wunderlich, DVM, own and operate Wunderlich Farms, a commercial and purebred cattle operation

of approximately 400 head. After being in the commercial cattle business for years, the Wunderlichs purchased their first Santa Gertrudis heifer in 1995, for their oldest son, Pete, to show. Over the years, their other sons, Paul and Dayne, followed Pete to the show ring; this herd of retired show heifers became a functional, productive herd that they have continued to build on. "With the welcoming kindness of Bill and Dee Pennybacker, along with Dan and Carolyn Moran, we were hooked in the breed for

both junior and active memberships," Nancy says.

The Wunderlichs continue to implement ranching practices learned from Dr. Mike Wirtz and Jim Theek. The "thick tail/long switch" rule of Judy Hood in addition to the "if you like 'em once, you will like 'em again" motto of Richard Hood is a common practice in their common-sense approach to a profitable cattle operation.

They are members of the Mid Coast Association and their sons have been junior members of the Mid Coast and South Texas Junior Associations. Pete and Paul have both served on the Junior Santa Gertrudis Board, as president and vice president respectively. Nancy has participated in and served as chaperone for numerous goals and junior board retreats and chaired/co-chaired four national junior heifer shows. Also, she has sat as a voting member of SGBI Shows/Exhibits, Youth Activities and Long Range Planning Committees, in addition to serving as Youth Activities Chair. Currently, she is a member of the SGBI Youth Activities and Breed Improvement Committees.

"I am ready to take a common-sense approach toward the business of Santa Gertrudis Breeders International for you," Nancy says.

Eastern Region

DEBBIE GAUTZ

Debbie Gautz, Carthage, Mo., owns and operates Rustic Rail Ranch with her husband Paul, two daughters and their families. They maintain 75 breeding-age

females at the ranch and credit a strong artificial insemination (AI) program with their production of high-quality Santa Gertrudis cattle. Along with her family and grandchildren, Debbie shows and markets Santa Gertrudis throughout the country.

Debbie has been involved with the Santa Gertrudis board and committees since the early 1980s and has served on the Membership, Youth Activities and Shows and Exhibits committees.

"It is important to me to be actively involved in our breed, to be able to promote and market our great red cows, and to answer questions and help with problems that arise in our membership," Debbie says.



DEANNA B. PARKER



The Parker family has been breeders of Santa Gertrudis cattle since 1991. Deanna has been serving on the Board of Directors of SGBI since 2006 as Eastern

Region director. She previously served as District VI director from 2000-2005. She currently serves as secretary-treasurer and Finance Committee chair, a post she held from 2003-2006 and from 2013 to present. She has also served on the Finance Committee since 2002, and the Shows and Exhibits Committee from 2003-2015. While on the Shows and Exhibits Committee, she served as its secretary. Special committees served on were a task force to update the constitution and by-laws, nominating committee under three presidents, and the search committee to fill the executive director's position. Deanna was also the recipient of the "President's Award" presented by Howard Tinney in 2006. She was a co-host of the 2002 National SGBI Convention in Louisville, Ky., co-host of the 2003 SGBI National Open Show, co-chair of the 2008 NJSGHS Queen Contest and for the past few years has served on the Kentucky National Show and Sale Committee, having managed the event in 2011. In addition, the Parker family showed Santa Gertrudis cattle for several years.

Deanna is a consultant to Burchett Law Firm, where she served as office manager for 45 years before semi-retiring in 2015. She also served as Barren County Quarterly Court Clerk and Barren County Judge Pro Tem. Deanna is married to Charles Parker and has two children, Carin and Chip, and two granddaughters, Ashley and Carsen.

"I earnestly solicit the vote of each and every member in the Eastern Region, so that I may continue to serve all SGBI members in an honorable and honest manner to keep our association strong and viable for 60-plus more years. The SGBI staff, Finance Committee and I have made great strides in the past five years to keep your association "in the black" and to serve your needs to provide you with an association you can be proud of," Parker says.

District 1

WARREN HARRIS



Warren Harris is asking SGBI members for support and a vote for him as at-large Board of Director for District 1. Harris said it was a great honor to serve on the board

in the past and it would be an honor to continue for the next director's term.

Warren believes we are entering a very important time for Santa Gertrudis breeders, with the best opportunity for the cattle to meet the great demand of seedstock and commercial breeders. This demand is unprecedented because SG breeders are producing phenomenal cattle. SG leadership in genomic testing and breeding has breeders inquiring as to the methods of testing and classification, and other breeds are attempting to follow SG leadership in producing cattle that is demanded by the industry of producers, feedlots, and commercial cattlemen locally and internationally.

At this point, Harris says the direction should be to continue to stay on top. "Now is not the time to rest on our past accomplishments, but to continue the work that has been started, which is producing great results. We must continue our efforts to make sure that our cattle are recognized nationally and internationally," Harris says.

Harris started his work approximately 20 years ago, not only as a breeder, but also as an SGBI board team member on behalf of Santa Gertrudis cattle. With his wife Rose, he has enjoyed every minute of his participation with SGBI and their cattle. Since his wife's passing, he considers the members of SGBI as members of his family. "I definitely want to be a part, no matter how small or giant the stride that SGBI makes to accomplish the best future for our cattle," Harris says.

District 3

ROBERT SILVA

No biography provided by candidate at press time.



CONTINUED ON PAGE 28 »



2016 NATIONAL SHOW DEDICATION

Keith & Betty Cosgrove

Cosgrove Ranches



AFTER MORE THAN 60 YEARS OF BREEDING SANTA GERTRUDIS,

and more than 30 years of showing, Keith and Betty of Coalgate, Okla., are more than deserving of the National Santa Gertrudis Show dedication.

Cosgrove Ranches got its initial start with Keith's parents, Travis and Ruby Cosgrove. Travis's knowledge of genetics and breeding of Santa Gertrudis cattle was considered phenomenal, according to Gene McCarter, who provided the dedication for the show. "Everything he did in breeding cattle -- he had a reason for why he did it, and why he did it that way."

With more than 100 grand champions, reserve grand champions, get of sire, and produce of dam, that knowledge was the beginning of a viable herd and a successful breeding program that has become a staple in the show ring.

At Keith and Betty's first show in 1974, their bull did not win his class, but he did sell to a breeder in South

Africa. In 1977, they would get their first grand champion with Sabrina 185/6 at the Tulsa State Fair, in Tulsa, Okla. Then in 1978, 195/6 was grand champion in San Antonio, Texas and later set what was a breed record at that time, selling for \$20,000 as a bred heifer. The history continued with bulls like Cosgrove 12/9, who won 11 junior championships, four reserve grand championships, and two grand championships, eventually selling at auction for \$70,000.

During the '70s, '80s and '90s, the show crowd was large. A small show was 100 head, with larger shows featuring up to 300 head. "We had a lot of competition," Betty shared.

But the challenge was met. Cosgrove 74/5 left a large impact on the herd.

Every bull calf he sired averaged \$20,500.

It wasn't always champions and celebrations. A vaccine complication would take a large portion of their herd, but the Cosgroves took the seven head that were not given the vaccination and rebuilt.

A bull calf from Dr. Sam Scroggins, Harrison, Ark., would put them back in the winner's circle at the shows, and become their senior herd sire. Their last show, in 2009, ended where they started, with the grand champion bull, Cosgrove 7/8, and reserve grand champion cow, in Tulsa, Okla. 🐄



2016 National Show

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District 4

ARLIN TAYLOR



Arlin has been associated with Santa Gertrudis cattle for the last 22 years, starting with Tinney Farms in Hanceville, Ala., for Howard and Retha Tinney

in April, 1995. According to Arlin, he became a part of the Tinney family, basically growing up with Brad Tinney over the last 22 years.

Arlin was born in St. Louis, Mo., in 1971, graduating high school in 1990. He worked for Walmart Distribution from 1990 to 1995, prior to becoming a full-time employee of Tinney Farms. He has been married for 13 years to Linda, and they have an 11-year-old son, Ethan their true cowboy, born on one of the Alabama Connection Sale days.

Arlin has been a part of producing multiple National Champions and a group that has been named Breeder of the Year four times.

“Without the help of Howard and Retha, none of this would have been possible. As most of you know, Howard was a fierce competitor in the show ring. His competitive spirit lives on here at Tinney Farms,” Arlin says.

Arlin is ready to give back to the breed and association a small portion of what he's gained over the years, by running for the board of directors this spring. “I pledge to you to always do my best to help our breed of cattle to further advance in the cattle industry,” he says, crediting and thanking the Tinney family for giving him the opportunity to be a part of the organization.

District 5

TONY CREECH

Tony Creech seeks to hold the position of representative of District 5 on the SGBI Board of Directors. He owns and operates Creech Farms in Zebulon, N.C., with his wife Allyson and children Brandon, Caroline, Seth and Colin. They have been raising registered Santa Gertrudis cattle along with STAR 5 cattle

for 10 years now. Tony is currently the president of the Santa Gertrudis Breeders of the Carolinas, a position he has held for four years, and one in which he has used his leadership skills to better the organization and the breed. In addition to raising cattle, Tony owns and operates his own footing contracting business.

In the past few years, the Creeches have built up their herd tremendously by introducing new genetics with AI. They are proud of the cattle that they are raising and are marketing them with ads, sales and shows.

Tony will strive to strengthen the quality of cattle in this breed while also aiming to raise the registration numbers coming in from District 5. He hopes that serving his district will help to better the breed and is excited to be more a part of SGBI. 🐾



SANTA GERTRUDIS SALE

Reports

THE PREMIER COWTOWN ELITE NATIONAL SANTA GERTRUDIS SALE

Jan. 16, 2016 | Fort Worth, Texas

SALE AVERAGES

35	Lots	\$3,701	14	Open Heifers	\$3,410
4	Bred Cows	\$4,625	6	STAR 5 Heifers	\$2,625
1	Cow w/Heifer	\$3,300	4	Semen Lots	\$962
1	Cow w/Bull	\$4,000	3	Flushes	\$5,583
				Donated items	\$6,150

The Premier Santa Gertrudis Association held its 64th Annual Meeting of its membership on Jan. 16, 2016 at the Fort Worth Stock Show. The new officers of the board of directors were elected as follows: Chris Taliaferro, president; Darrell Pitchford, first vice president; Brad Bland, second vice president; Brian Cummins, secretary; and Matt Nichols, treasurer. Additional board members include Glen Romines and Dan Palacek. The Premier Cowtown Elite Sale was held in conjunction with the National Open Show. The high-selling bull consigned by Triple Seven Farms was purchased by VM Cattle Company for \$7,750. The high-selling female consigned by Circle A Farms was purchased by Darrell Denison for \$6,750. 🐾



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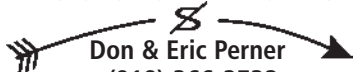
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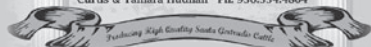
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