



SANTA GERTRUDIS

USA

MARCH 2017 | VOLUME 20, NUMBER 3



Santa Gertrudis

7,500
Registrations in 2016!

The Preferred American
Beef Breed

SELLING IN THE
International
Super Sale



Friday, March 10, 2017

6:00 p.m. · NRG Center · Houston, Texas · All Video Sale

Tinney Farms

will offer

50% Embryo Interest
on any two cows from the
ENTIRE TINNEY FARMS' HERD!



064/11
Reg. #1295125

Richmond



775/5
Reg. #1245783

Richmond



TF 4134
Reg. #20158559

Richmond

*This is the first time an offer like this has
ever been made from Tinney Farms!*

Mark Your Calendars!

**CRIMSON
CLASSIC**

April 29, 2017 · Cullman, Ala.

Manager: Arlin Taylor
Phone: 256-507-3838

Tinney Farms

5251 Co. Rd. 601 · Hanceville, AL 35077

Email: arlin.taylor@bhamfast.com
Website: tinneyfarms.com

Bluebonnet-Bound!

Bluebonnet Classic Sale

11:00 a.m., Saturday, March 25, 2017

Lavaca Expo Center • Hallettsville, Texas



SELLING EIGHT HEIFERS—

One lot of three, one lot of two and three individual lots!

All open and ready to breed.

These will be a great addition to your cowherd!

ALSO—

We have 63 bulls completing a 112-day feed test on March 8 at King Ranch Feed Yards.

Bulls will be back at the ranch mid-March and ready for viewing!



Wendt Ranches

5475 FM 457, Bay City, TX 77414

email: wendtranches@hotmail.com

Gene Kubecka

979-240-5311

Daniel Kubecka

979-240-5312

SGBI Herd #621, established 1954



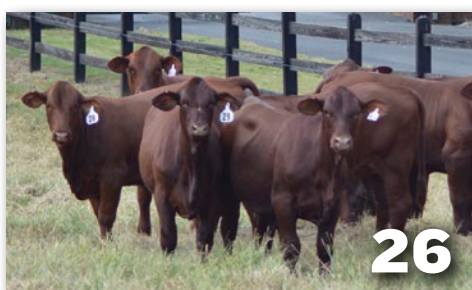
SANTA GERTRUDIS USA

IN THIS ISSUE

- 12** Do Freemartin and Twin-Heifer Calves Differ?
- 14** Genomic Testing Contract to Enhance Member Services
- 16** Record-Setting Cattle Industry Convention
- 18** 2017 NJSGS Information
- 22** Rocky Mountain Santa Gertrudis Association Builds On a Firm Foundation
- 24** Louisiana Santa Gertrudis Association Makes an Inspiring Comeback
- 26** Why Inventory is Important
- 28** Every Cow Has a Legacy
- 30** 2017 SGBI Board Candidates
- 34** SGBI 66th Annual Meeting Right Around the Corner
- 36** Gerts, Guitars & GOALS Announcement

DEPARTMENTS

- 6** Ramblings from the Open Range
- 8** President's Letter
- 10** Breed Statistics
- 10** Calendar of Events
- 10** Junior Letter
- 10** SGBI New Members
- 28** Sale Report
- 33** Ad Index
- 36** Show Results



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.

Santa Gertrudis USA is recognized by the Santa Gertrudis Association as the official breed publication for Santa Gertrudis cattle; however, management, editing and financial responsibilities are vested in BluePrint Marketing LLC. We reserve the right to edit or refuse any copy or advertising material submitted for publication. BluePrint Marketing LLC hereby expressly limits its liability resulting from any and all misprints, errors and/or inaccuracies in advertisement or editorial content. The opinions and views expressed in all editorial material are those of the writer or the person interviewed and not necessarily those of *Santa Gertrudis USA*.

March 2017 | Volume 20, Number 3

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

Daniella V. McClary-Munoz
Email: daniella@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

MANAGING EDITOR

Jessie Topp-Becker
(701) 307-0772 | jbecker@blueprintma.com

EDITOR

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

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

MATERIALS COORDINATOR

Megan Sajbel

AD DESIGN

Holly Holland

ADMINISTRATION

Leslie McKibben

COPY EDITOR

Kim Broers



ON THE COVER

The Premier Santa Gertrudis Association sponsors the annual Premier Cowtown Elite Sale during the Fort Worth Stock Show. Photo by Payne Richmond.

Providing Polled Power Genetics to the Santa Gertrudis Breed



**DIETRICH'S
FLYING D RANCH**

10 Seminole Tr. • Orlando, FL 32833

Phone: (407) 568-2351

HERD # 873

www.DietrichsFlyingDRanch.com

Champion Polled Santa Gertrudis Cattle



**RED DOC
FARM**

Dr. Roland & Elia Sanchez

703 S. Christopher Road (505) 864-7781 Office
Belen, NM 87002 (505) 864-2898 Residence



Double C Farms

William W. Cameron, Jr. & Family

377 Double C Drive

Raeford, NC 28376

(910) 875-4963

redbull@embarqmail.com



Gray Oaks Farm is Looking Forward to Consigning to These 2 Great Events!



Red Doc Ruby 4105

2017 International Super Sale

March 10 • Houston, Texas

We are selling 1 pick out of 3 pregnant recipis carrying the mating of **Red Doc Ruby 4105**, who was the high-selling female in the 2016 Spring Runoff Sale at Red Doc Farm. Service sires include **RDF Sancho's Never Before 1136**, **Masterpiece 101**, the 2017 National Champion Bull and **FC Pistol 28/0**.

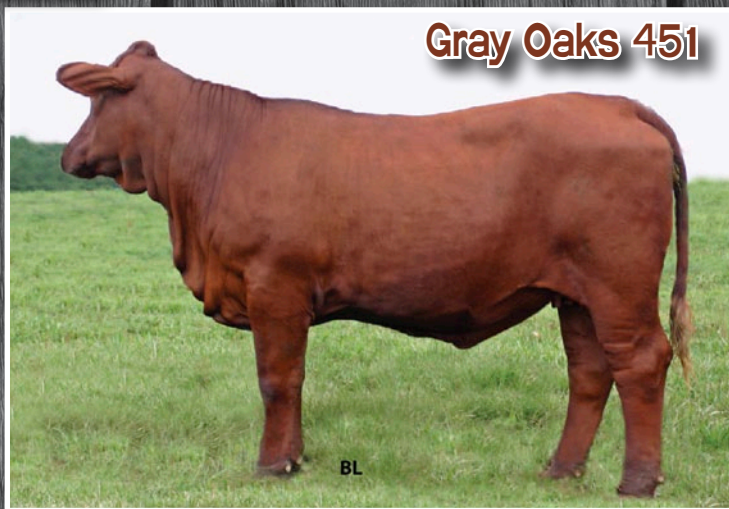
CRIMSON CLASSIC

April 29 • Cullman, Ala.

Gray Oaks 451 combines the "look" with great numbers. Her sire is **Hatchet 150** and her dam is a **Red Hot 4010** daughter. She is TOP 1% WW, YW, CW and REA and has a growth index of 28.59. She sells bred to **Red Doc Sancho ET 3318**.

**We look forward to seeing
you at these sales!**

Gray Oaks Farm



Gray Oaks 451

We are also selling a select set of 3-N-1s, pairs and bred heifers. Plus **Gray Oaks 565**, who is a son of Tony 108 and a maternal brother to 451.

DENNIS JONES, OWNER
(941) 735-9391

BILL LUNDBERG, CONSULTANT
(479) 880-6217

Polled Santa Gertrudis Association

Curtis Hudnall, President • (936) 334-4804

Larry Osborne, Secretary & Treasurer
(937) 604-4999

GRAY OAKS FARM

Dennis Jones, owner

905 Foxtrap Rd., Russellville, AL 35654

Home: (941) 735-9391



Flying C Ranch

Lester & Ouida Cossey

2639 Gum Springs Rd., Searcy, AR 72143

(501) 207-2272





Ramblings from the Open Range

EXECUTIVE DIRECTOR'S REPORT

By John Ford

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

Perception versus reality. Replacing faulty perception with fact-based information, better known as reality, is challenging in a beef industry when many portray American breeds of cattle as inferior on several fronts, particularly from a carcass quality standpoint. The Santa Gertrudis Breeders International (SGBI) Carcass Quality Roundtable, held in Fort Worth earlier this year, provided participants with information that effectively combats the faulty perceptions some hold regarding our breed's carcass quality and serves as proof that SGBI members with an eye on carcass quality can produce cattle that not only hit endpoint targets but hit them directly in the bullseye.

Tanner Pickett, assistant manager of JBS Five Rivers Hartley Feeders, shared data with those in attendance regarding 3,500 head of Santa Gertrudis and Santa Gertrudis-influenced cattle harvested in 2014 and 2016. Keep in mind JBS Five Rivers is no small operation; it is the largest global cattle feeder, with a one-time capacity of 1.2 million head. More than 900,000 head are fed in the United States each year and the company has feedyards in Idaho, Arizona, Colorado, Nebraska, Oklahoma and Texas. The data Pickett provided on the 3,000-plus head of Santa Gertrudis cattle was extremely impressive (see table below).

The information becomes even more exciting when comparing the Santa Gertrudis steer averages to the 2016 total plant average:

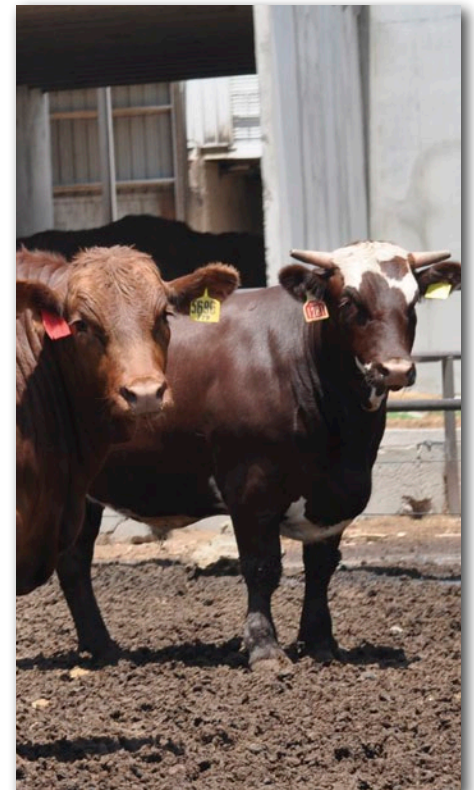
Dressing %	63.7%
%Prime/Choice	62.3%
%Sub Select	3.0%
YG 1s & 2s	52.3%
YG 4s & 5s	7.8%

If you are questioning yourself, don't. You read the data correctly. The number of Prime and Choice quality grades for Santa Gertrudis steers were 8 percentage points greater than the plant average. Is the JBS Five Rivers data an anomaly? It's not. In the December issue of *Santa Gertrudis USA*, John Josserand, AzTx Cattle Company president, reported similar performance for Santa Gertrudis cattle fed at the company's Hereford, Texas feedyard. This is reality. The Santa Gertrudis genetic package is profitable in all sectors of the beef industry, including the feedyard and packing plant.

Regardless of our bull- and replacement-female-buying customers' breeding objectives and marketing goals, ultimately their production will be harvested. As producers of seedstock,

our goal is to market animals that guarantee customers purchasing Santa Gertrudis genetics meet their objectives and goals and that the final product hits the endpoint target for carcass quality. During the roundtable, Brian Bertelsen, vice president of field operations for U.S. Premium Beef, stressed the importance of data and use of expected progeny differences (EPDs) in order to identify breed-improving genetics. We must be objective about our cattle and acknowledge that not all genetics in our herds and in the breed are hitting endpoint targets, especially when it comes to quality grade. I agree with Mr. Bertelsen: Using EPDs is the fastest way to make genetic improvement in beef cattle, and when SGBI members make breeding and selection decisions utilizing the association's reliable genetic evaluation, animals can be identified that will hit carcass quality targets, as well as meet all other breeding objectives.

The fact remains that a number of industry members have mistaken their long-held faulty perceptions of Bos indicus-influenced cattle for reality. Therefore, our challenge of industry-wide education remains; however, it is an easier task when we can support our claims of profitable performance with sound and valid data. Santa Gertrudis are DATA DRIVEN and PROFIT PROVEN. 🐮



Heifer Carcass Data

Dressing %	64.7%
%Prime/Choice	78.7%
% Sub Select	00.6%
YG 1s & 2s	51.2%
YG 4s & 5s	7.1%

Steer Carcass Data

Dressing %	64.3%
%Prime/Choice	70.9%
% Sub Select	00.6%
YG 1s and 2s	47.7%
YG 4s and 5s	6.5%

DATA DRIVEN ★ PROFIT PROVEN

CAROLINA CORNER

44th ANNUAL BREEDERS OF THE CAROLINAS SALE

May 13, 2017 • 11:00 a.m.
Chester Livestock Exchange, Chester, S.C.

PUREBRED ENTRIES

Bulls, Pairs, 3-in-1s, Bred Cows
and Heifers, Open Heifers

COMMERCIAL ENTRIES

Pairs, Open Heifers and Bred Heifers
with Santa Gertrudis Influence

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 12. Dinner will
be served for members and potential buyers at 6:30 p.m.

ULTRASOUND DATA COLLECTION DAY

March 24, 2017 • 11:00 a.m.

AUCTIONEER

E. B. Harris

LOCATION

Chester Livestock Exchange
2531 Lancaster Hwy.
Chester, S.C.

SALE CONSULTANT

Bill Lundberg

SALE COMMITTEE

Lane Livengood (336) 476-5183
Michael Hadley (336) 214-0281
Scott Sherrill, President
(919) 427-4679

**For more information, please visit
our website at:**

www.sgbreedersofthecarolinas.com

YOUR CAROLINA CORNER SANTA GERTRUDIS BREEDERS

Herd No. 16769

Creech Farms

12483 NC 39 • Zebulon, NC 27597

Tony (919) 427-4679 • Brandon (919) 761-3894

Email: ccreech6@gmail.com

CF

CF

Herd No. 37879

J.C. Sherrill, Jr. Ranch

Carlyle Sherrill (Scott and Colt)

Mount Ulla, NC 28125

(704) 278-2196 • (704) 633-5723

carlyle@sherrillcameron.com

-S

LOU AL TUCK FARMS

Great Falls, S.C.

Al Jackson: 803.984.0704 • Aljackson@pike.com

T.A. Jackson: 803.482.2283

LA

Santa Gertrudis BREEDERS OF THE CAROLINAS

For more information:
contact Scott Sherrill, President
(404) 402-5601



PRESIDENT'S LETTER

By Wes McDaniel

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

As I sat down to write my final article as your president of Santa Gertrudis Breeders International (SGBI), I was overcome with emotions and had a difficult time gathering all my thoughts. Perhaps the best place to start is from the beginning. Two years ago, when I was fortunate enough to be elected president, I shared my goal with the Board. It was very simple. I wanted the Board to build upon its past success and leave SGBI in a better position than when we found it. I can confidently share with you today, the Board has exceeded my expectations. SGBI membership, cattle registrations and industry recognition are all on the rise!

I am very proud of the increase in SGBI membership. In any successful organization, membership will be a primary focus. However, there is always a delicate balance of service to current members and obtaining new members. It's never an easy task, but it is one SGBI takes seriously in an ever-shrinking pool of potential members. The Board values all members and encourages everyone to get involved.

With all of this success, now is not the time to sit back. The cattle industry is ever-changing. In order to remain viable, we must continue to be at the forefront of new developments. We must have vision and be industry leaders.

I am optimistic about the increase in registrations over this past year. Registrations must be a focus for SGBI. They are critical to the financial stability of our great organization. Equally important is member education on the value of purebred and STAR 5 registrations. The fact is, registered cattle have demanded, and will continue to demand, a greater value than non-registered animals.

I am most proud of the Board's accomplishments in gaining recognition within the cattle industry. This is in large part because of our breeders' focus on genetic evaluations of their cattle. We have long known our Santa Gertrudis cattle can outperform the competition, but we now have the data to prove it. I recently attended the Cattle Industry Convention in Nashville, Tenn. with more than 9,000 other industry leaders. I promise you your efforts are not going unnoticed.

With all of this success, now is not the time to sit back. The cattle industry is ever-changing. In order to remain viable, we must continue to be at the forefront of new developments. We must have vision and be industry leaders.

From the bottom of my heart, I thank you all for the opportunity to share my vision with you over the past two years. It has been one of the greatest privileges of my life. With all the exciting developments ahead, I am excited to continue to be an active member. I promise the best is yet to come for SGBI! 🐾

In Memoriam

RICHARD THALLMAN

Richard Thallman, former SGBI executive vice president, passed away Dec. 20, 2016, at the age of 81. He was born Sept. 8, 1935, on a ranch in Bandera, Texas and was an active 4-H and FFA member. He received his bachelor's degree in animal science and his master's degree in animal breeding from Texas A&M University. Following graduation, Richard joined United States Testing Company, a control and inspection service company headquartered in Hoboken, N.J. In 1971, Richard was named the executive vice president of SGBI. During his tenure, SGBI implemented a pedigree registry system recording 130,000 animals, the accumulated registrations for the first 21 years the association existed. Thallman served as the executive vice president of SGBI from 1971 to 1974. 🐾



SGBI OFFICERS OF THE BOARD

PRESIDENT Wes McDaniel

SECRETARY/TREASURER Deanna Parker

LONG RANGE PLANNING Debbie Townsend

MARKETING & PROMOTION Jamie Daniel

PRES. ELECT/PERFORMANCE Yancey Strait

YOUTH ACTIVITIES Betty McCormick

MEMBERSHIP Jerome Urbanosky

SGBI BOARD OF DIRECTORS BY REGION

WESTERN REGION

Cheryll Grainger (Texas)

Rocking A Ranch

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

Kathryn Hefte (Texas)

Hefte Ranch

(210) 414-2493 | hefteranch@gmail.com

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

Jerome Urbanosky (Texas)

Urbanosky Ranch

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

Nancy Wunderlich (Texas)

Wunderlich Farms

(979) 277-2838 | n.wunderlich@hotmail.com

EASTERN REGION

Wes McDaniel (Ga.)

MC Ranch

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

Larry Osborne (Ky.)

Mosby Creek Ranch

(937) 604-4999 | mosbycreekranch@aol.com

Deanna Parker (Ky.)

Parker Farms

(270) 670-6285 | parkerfarms@scrtc.com

Aaron Schroeder (Mo.)

Missouri Meadows

(660) 287-7076 | aaron@missourimeadows.com

Robert Silva (Okla.)

(918) 470-5371 | rdsilva06@sbcglobal.net

AT LARGE DIRECTORS

District 1 - Warren Harris (N.M.)

WR Ranch

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

District 2 - Debbie Townsend (Texas)

Townsend Cattle Company

(979) 541-4989 | townsendcattle81@gmail.com

District 3 - Jamie Daniel (Ark.)

Triple Seven Farms

(870) 904-3070 | jd@gregbennett.com

District 4 - Arlin Taylor (Ala.)

Tinney Farms

(256) 352-3192 | arlint@bellsouth.net

District 5 - Tony Creech (N.C.)

Creech Farms

(919) 427-4679 | creechfarms6@gmail.com

District 6 - Todd Osborne (Mo.)

Osborne Livestock Co.

(859) 991-2438 | peppydoc1@aol.com

SANTA GERTRUDIS DISTRICT VI BREEDERS



THE FUTURE IS BRIGHT AT OLC

Look at These Young Herd Sires!



OLC CRACKER JACK

2016-2017 SGBI RUNNER-UP
HIGH POINT BULL CALF

20160453

*Son of Wood 8/13 and his dam is an own daughter
of 2013 National Champion Rosie!*

*Both these young herd sire
prospects will make a splash at
shows this fall!*

RS 63

20162076

*Son of SGBI Sire of the Year, TF Red Solo Cup and
out of an outstanding TT Ranch cow!*



C BAR C RANCH



De Soto, MO 63020
Alan Clark
Bud & Kelly Clark
(314) 607-1076
bud@cbarcranch.net

WWW.CBARCRANCH.NET



Missouri Meadows

Aaron, Amy, Jack & Isaac Schroeder
18067 McCurdy Road
Hughesville, MO 65334
(660) 829-3067

www.missourimeadows.com

Registered Santa Gertrudis, Durham Red & STAR 5

OSBORNE LIVESTOCK



Todd, Donna, Dalton & Ashley Osborne
Sparta, Ky. • Lathrop, Mo.
(859) 991-2438
peppydoc1@aol.com

Parker Farms



parkerfarms@scrtc.com

Charles, Deanna, Chip, June & Carsen Parker
5552 Jackson Hwy. • Cave City, KY 42127
(270) 678-5302 • (270) 670-6776

RUSTIC RAIL RANCH

PAUL & DEBBIE GAUTZ

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

REGISTRATIONS, STAR 5 RECORDINGS AND TRANSFERS BY DISTRICT

JANUARY 2017

ACTIVE MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	37	3	0	4
2	423	23	187	84
3	14	0	0	20
4	63	14	8	13
5	8	0	0	5
6	36	0	0	4

JUNIOR MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	10	0	1	7
2	4	0	0	2
3	0	0	0	0
4	0	0	0	0
5	4	0	0	0

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 *Juniors*

By Abbie Edenfield, District 4 Representative



I'm Abbie Edenfield, and I'm currently serving as your District 4 representative on the National Junior Santa Gertrudis Board of Directors. I am also a third-generation Santa Gertrudis breeder.

I live in the small town of Altha, Fla., and I live on 5 Bar E Farm. On 5 Bar E Farm, my family has been raising purebred, registered Santa Gertrudis Cattle

for more than 20 years. Since our hometown is so small, not many people know, or have heard, about us. This is why we recently created a Facebook page in order to better promote our farm and the beautiful breed that we all know and love.

Social media will be the next big thing when it comes to breed promotion. For many people, it is far more accessible and much easier to navigate than typical websites. This is especially true for the younger generation. Every post made on social media platforms can be seen by a large number of people who are able to provide immediate feedback through likes, comments, shares and retweets. Every positive reac-

SANTA GERTRUDIS *Calendar*

MARCH

- 10** Mid-Coast Santa Gertrudis Association Super Sale, Houston, Texas
- 11** Santa Gertrudis International Show, Houston, Texas
- 25** Santa Gertrudis Bluebonnet Classic, Hallettsville, Texas
- 30-April 1** Corazon Pitchford "The Rose Ceremony" Online Heifer Sale
- 30-April 1** SGBI Annual Meeting, Tyler, Texas

APRIL

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

MAY

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

JUNE

- 10-17** Bells and Bulls on the Bayou National Santa Gertrudis Show, Lake Charles, La.

JULY

- 14-15** Kentucky National Show & Sale, Bowling Green, Ky.
- 23-27** GOALS conference, Nashville, Tenn.

SANTA GERTRUDIS WELCOMES *New Members*

Active Members

Terry Ranch, Ronald Terry and Tyler Terry,
McKinney, Texas
The Valley, Lee Bowling, Stem, N.C.

Bailey Bass, Sugarland, Texas
Conner Easley, Grand Saline, Texas
Emily Sweet, Savoy, Texas
Benjamin Fleissner, Manvel, Texas
Newt Richmond, Eustace, Texas

Junior Members

Jonathan Baker, Forney, Texas

tion to a post draws more people in, creating more opportunities for that particular post to be seen.

In a recent article about social media marketing, Jason DeMers stated, "opportunity is the first element of any action." He is absolutely correct. In order to create opportunities for the promotion of our breed, we must take action. A great first step would be to use Facebook, Instagram or Twitter to proclaim a few of the wonderful qualities that our breed exhibits. As an association, we must take advantage of this tool. In doing so, we will be able to better promote Santa Gertrudis cattle. 🐄

65 YEARS STRONG TEAM PREMIER

Yesterday, Today and Tomorrow



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



Annual Scholarships:

The Premier Breeder of the Year and
The John & Mary Wilson, II
Premier Junior Exhibitor of the Year

Lifetime Members:

Premier SGA is proud of its four Lifetime Members

B.F. Stout • Grandview, Texas
John & Mary Wilson, II • Fort Worth, Texas
Bill Burton • Decatur, Texas
Wylie Taliaferro • Rosser, Texas

Annual Major Events for the Premier Membership:

Premier CowTown Elite Sale
at the Fort Worth Stock Show ~ January
Fort Worth Stock Show
Junior & Open Show ~ January
Premier Junior Warm-Up Show ~ May
State Fair of Texas
Junior & Open Show ~ October

Active Association Officers & Board of Director Members:

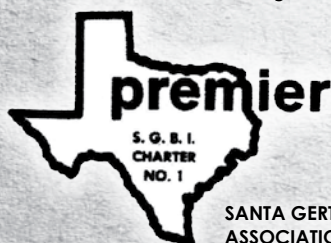
President • **Chris Taliaferro** • 214-674-8064
1st Vice Pres. • **Darrell Pitchford** • 903-388-2288
2nd Vice Pres. • **Brad Bland** • 817-991-2624
Secretary • **Brian Cummins** • 903-603-6634
Treasurer • **Matt Nichols** • 940-393-2305
Board Members
Glen Romines • 940-393-6291
Dan Palacek • 505-220-8019

Junior Association Officers & Board of Director Members:

President • Taylor Terry
Vice Pres. • Whitney Fuller
Secretary • Gracey Pitchford
Treasurer • Jordan Hess
Reporter • Sadie Cates
Queen • Hadley Brooks
Princess • Kymber Pitman

Junior Adult Leaders:

Shana Pitchford • 903-677-0664
Suzanne Terry • 940-216-6773
Connie Roach • 817-431-8716



SANTA GERTRUDIS
ASSOCIATION

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

SANTA GERTRUDIS *Production*

DO FREEMARTIN AND TWIN-HEIFER CALVES DIFFER?

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



Immediately, we are all nodding our heads “yes,” at least reproductively. However, researchers at the U.S. Department of Agriculture (USDA) Meat Animal Research Center (MARC) in Clay Center, Neb. recently presented results from a two-year study that addressed whether these two types of heifer twins differ in post-weaning growth or carcass traits. The MARC location would be the most appropriate, and the only,

research center that could conduct such a project, as they have a herd of cows that has been selected for twinning rate for more than 30 years. Beef cattle producing twins on a regular basis is an interesting concept, in and of itself, as we contemplate feeding approximately 9 billion people a mere 33 years from now. Twinning is a relatively rare event in most breeds of beef cattle, at 1 to 2 percent if not a selected trait. The MARC twinning herd has maintained an impressive twinning rate of 50 percent as of 2012, when the research focus shifted.

A freemartin heifer is generated when she is born a twin to a male calf, a condition not seen in other twinning or litter-bearing species. Nonetheless, it is the male twin that secretes the masculinizing hormone testosterone while in utero that results in an infertile heifer twin, the freemartin. Freemartin heifers were first described by the Romans and have been present throughout history. In most cattle twins (90 percent), the blood vessels of each placenta become entwined and blood circulation is shared between the fetuses. The deleterious effect on these freemartin heifers is greater if fusion occurs early in gestation. The continual testosterone exposure early in life impairs her female reproductive tract development, including her ovaries. Thus, a bull calf is born that is 100 percent normal but his twin heifer could be 100 percent sterile.

The researchers at MARC asked the question, “*What other future performance measures might be affected by the loss of normal gonadal function?*” To address this question, they selected, over two calving seasons, 48 freemartin heifers and 21 intact heifers that were born twin to another heifer. All heifers were weaned at 173 days of age and were placed directly into a feedyard weighing approximately 400 pounds.

All heifers were fed a basic starter diet, and then eventually transitioned to a finisher diet (88 percent total digestible nutrients and 13 percent protein).

Heifers were harvested at MARC at an average age of 462 days (15.5 months and 1040 pounds). Weaning, yearling and harvest body weights were not different between freemartin heifers and heifer twins. Carcass weight (669 vs. 673 pounds), ribeye area (10.85 vs. 11.2 inches), fat thickness (0.47 vs. 0.46 inch) and yield grade (3.22 vs. 3.07) were not different between freemartin heifers and heifer twins, respectively. The only trait that was not similar among the research heifers was marbling scores. The freemartin heifers showed a tendency to have better marbling (modest vs. small); however, both heifer types would fall into the Choice grade. This study concluded that weights and carcass traits were similar for freemartin heifers and intact twin-heifer calves that were managed equally.

What could beef producers gain from this information? A freemartin heifer will make an excellent feeder heifer; they have value – a dollar value that is similar to current, marketable, intact feeder heifers. So, if you find a surprise during calving season this spring, do not be disappointed if one twin is a bull and the other twin is a heifer. You still may have an outstanding herd sire prospect and you have just become a feeder heifer producer. 🐄



LA CAMPANA RANCH

COMMERCIAL *AND* PUREBRED SANTA GERTRUDIS

George West, Texas
(361) 566-2244
lacampanaranch.com
campana@granderiver.net

SOUTH TEXAS SANTA GERTRUDIS ASSOCIATION



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

SOUTHTEXASSANTAGERTRUDIS.COM

**MARK YOUR CALENDARS!
FOR OUR AFFILIATE'S
SOUTH TEXAS HERITAGE SALE**

SOUTH TEXAS HERITAGE SALE

**Saturday
November 18
2017** **Robstown,
Texas**

SOUTH TEXAS IS AN ACTIVE AFFILIATE

- ★ We provide the ground crew for the Better Beef Contest at the Junior National Heifer Show each year!
- ★ We coordinate donation of Class Winner belt buckles for the San Antonio Junior Show.
- ★ Our 2016 Fall Field Day hosted over 100 people!

*Stay tuned for information regarding the
South Texas Fall Field Day!*



**Be sure to like our Facebook page
and visit it for regular updates!**

South Texas Junior

SANTA GERTRUDIS ASSOCIATION



The South Texas Junior Santa Gertrudis Association hosts the annual Hot Gert Show every November, as well as a social during the San Antonio Stock Show. We welcome all juniors from any affiliate at our functions.

Come join our fun!

President: Cal Huff
Vice President: Harrison Kimble
Secretary: Kalli Kimble
Treasurer: Camilla Cantu
Directors: Amy Brewer • Hannah Logan
Kelsey Bordovsky • Brianna Rios
Madison Maglievas
Queen: Kristin Story
Princess: Kalli Kimble

2017 Hot Gert Show: Sunday, November 19

Visit www.southtexassantagertrudis.com for more information and updates.

SANTA GERTRUDIS *Commercial Corner*

GENOMIC TESTING CONTRACT TO ENHANCE MEMBER SERVICES

By John Ford, SGBI Executive Director



Exciting discoveries in the field of bovine genomics have resulted in the development of tools that allow seed-stock producers to identify superior genetics quicker and make better selection decisions sooner. Santa Gertrudis Breeders International (SGBI) was an early adopter of these cutting-edge genomic-assisted selection, management and marketing tools. In 2013, SGBI released the first genomic-enhanced expected progeny differences (DNA-verified EPDs) for Bos indicus-influenced cattle and

was the first beef breed association to utilize a relationship method (single-step) for the incorporation of DNA into the breed's EPD calculations. However, as a small beef registry, SGBI has not been in a position to take advantage of testing and marketing opportunities offered by genomic testing service companies or to establish a personal, working relationship with their laboratory operations. Santa Gertrudis DNA

samples have flowed to the testing lab through a third party (Livestock Genetic Services) since the association moved to DNA-verified EPDs in 2013. That changed earlier this year when SGBI signed a genomic testing service agreement with GeneSeek, Inc.

Effective immediately, all DNA samples will be submitted to the SGBI office, P.O. Box 1257, Kingsville, Texas 78363, instead of being forwarded to Livestock Genetic Services in Woodville, Va. Samples will be logged in and batched at the SGBI office and shipped directly to the GeneSeek lab in Lincoln, Neb. Samples now will be mailed to the lab on a monthly basis instead of quarterly. Monthly submissions should lead to a quicker turnaround, resulting in producers having needed genetic information in a timely fashion. Moving forward, SGBI will be utilizing the more powerful GGP_ Bovine 50K test for genomic profiling and the cost will be \$60/sample, resulting in a savings to SGBI members of \$5/sample. The bulk submission price, 60 samples or more,

CONTINUED ON PAGE 34 ►

TOOK THE TROPHY AND THE BREED CHANGER



Thank You!

*Quail Valley Farm
Oneonta, Ala.*

*For your purchase of Clancy
and his dam Miss Yancy!*

N

KOOL RUNNINGS

"Peace Be the Journey"

Brian, Kasie, Wyatt & Quincy Nelson
(417) 850-9652
Sarcoxie, Mo

AND INTRODUCING *Mr Flex*



**2017 FORT WORTH STOCK SHOW
GALF CHAMPION**

*This is Miss Yancy's second bull calf – another
breed changer! Look for him at shows this fall!*

Santa Gertrudis Breeders International Affiliate Associations

Alabama Santa Gertrudis Association

Contact: Charles Sandlin, President
(256) 773-4077

Arkoma Santa Gertrudis Association

Contact: Rance Reynolds, President
(918) 232-7870

Santa Gertrudis Breeders of the Carolinas

Contact: Scott Sherrill, President
(919) 427-4679

Florida Santa Gertrudis Association

Contact: Hilda Edenfield, President
(850) 209-0780 • fivebare@yahoo.com

Georgia Santa Gertrudis Association

Contact: Wes McDaniel, President
(770) 354-7802 • mcdanielwb@gmail.com

Indiana Santa Gertrudis Association

Contact: Bob Hiss, President
(210) 503-5310 • mbhissjr@embarqmail.com

Kentucky Santa Gertrudis Association

Contact: Nolan Taylor, President
(270) 589-9046 • emilyandnolan@att.com

Louisiana Santa Gertrudis Association

Contact: Sam Jones, President
(337) 463-8431

Mid-America Santa Gertrudis Association

Contact: Aaron Schroeder, President
aaron@missourimeadows.com

Mid-Coast Santa Gertrudis Association

Contact: Allen Grainger, President
(979) 337-4151 • agrainger@aol.com

Mississippi Santa Gertrudis Association

Contact: Trai Stegall, President
(662) 296-5120

Ohio Santa Gertrudis Association

Contact: Larry Osborne, President
(937) 604-4999

Premier Santa Gertrudis Association

Contact: Chris Taliaferro, President
(214) 674-8064

Rio Grande Valley Santa Gertrudis Association

Contact: Loel Garza, President
(956) 778-6277

Rocky Mountain Santa Gertrudis Association

Contact: Dr. Roland K. Sanchez, President
Aggiescoot@yahoo.com

South Texas Santa Gertrudis Association

Contact: Kenneth Tom Hefte, President
(210) 414-2493

The ARKOMA Santa Gertrudis Association

Contact Us...

ARKOMA
SANTA GERTRUDIS ASSOCIATION
P.O. Box 469 • Warner, OK 74469
Rance Reynolds • (918) 232-7870



ARKOMA SANTA GERTRUDIS ASSOCIATION SALE

Saturday, September 30, 2017
Tulsa Stockyards, Tulsa, Oklahoma

ARKOMA SANTA GERTRUDIS ASSOCIATION SHOW

Sunday, October 1, 2017
Tulsa Fairgrounds, Tulsa, Oklahoma

2017 Arkoma SG Association Board of Directors

President Rance Reynolds

Vice President Justin Lovitt

Secretary/Treasurer Kathy Reynolds

Gary Harding
Roger Morton

Debbie Gautz
Todd Tennepohl

Ron McNear

ARKOMA JUNIOR TUNE-UP SHOWS

TO BE ANNOUNCED

For information call Justin Lovitt (479) 531-4173

Record-Setting Cattle Industry Convention

By Lisa Bard, Editor

The 2017 Cattle Industry Convention and NCBA Trade Show set records as the largest ever, with more than 9,300 cattle industry professionals attending. The event was held in Nashville at the famed Gaylord Opryland Resort and featured non-stop educational meetings, grassroots policy meetings, social events and an expansive trade show. The event was attended by many SGBI members and leaders, who participated in the meetings and at the SGBI trade show booth. SGBI enjoyed a great deal of traffic at their booth and interest in Santa Gertrudis cattle was high.

"Industry interest in the Santa Gertrudis genetic package continues to grow. The breed's cutting edge DNA-based genetic evaluation, combined with recently released carcass quality data, is catching the attention of cattlemen across the nation," says John Ford, SGBI executive director. "The volume of traffic that visited the SGBI booth during NCBA has doubled over the last 3-year period and this year 25 cattlemen requested additional performance information be forwarded to their ranches.

"The opportunity to network with genetic and animal health professionals, as well as others, during the annual event is extremely beneficial to the association and it is my hope that members will be able to capture added value due to projects discussed with a number of agribusiness firms during the three day event. Bottom line, breeds that are viable and taken seriously in the industry have a presence at NCBA," Ford says.

Expect the Unexpected

A highlight of the Cattle Industry Convention for many was the keynote address from Dana Perino in the second General Session. Perino was the press secretary for President George W. Bush the last year and a half of his presidency and is now a panelist on *The Five*, which airs daily on the Fox News Channel. Her exposure to the Washington scene brought an insider's knowledge to attendees. Having grown up in Colorado and Wyoming, she said she felt "right at home" in front of the audience of thousands of cattlemen and women.

Perino said the recent presidential



Dana Perino, former White House press secretary for President George W. Bush and now a panelist on Fox News Channel's *The Five*, keynotes the second General Session, discussing the political realities facing the cattle industry in 2017.

election was unique. The odds of getting an inside straight are 254 to 1, she told the audience, and those are the kind of odds Trump beat to win the presidency. "It was a hard hand to play, and he played it perfectly," she said.

However, Perino had some cautionary words in regard to what is ahead. "Actions of the new administration are like a dog on ice chasing a marble," Perino said. "You have to expect the unexpected."

According to Perino, cattle producers should work to make sure they "get in front of the administration as much as possible" on things like trade. She suggested giving away the upper hand in trade to China through destruction of the Trans-Pacific Partnership (TPP) was not a good idea, but "he (Trump) can change his mind."

"Government doesn't work just like a business," she said, adding that she hoped "things would settle down for them." Donald Trump "thrives on chaos," according to Perino. At some point, however, things will get calmer "or the chaos will take over."

Perino was also confident that the nomination of Neil Gorsuch to the country's highest court would be successful. "Mark my words," she said, "he will get confirmed to the Supreme Court."

Uden to Lead NCBA

The convention wrapped up on Saturday with the election of Nebraska

cattleman Craig Uden as the organization's new president.

Kevin Kester of Parkfield, Calif., was voted to serve as NCBA president-elect. Jennifer Houston of Sweetwater, Tenn., will serve as vice president. Jerry Effertz of Velva, N.D., is the new Federation chairman and the new Federation vice chair is Dawn Caldwell of Edgar, Neb. The new NCBA Policy Division chairman is Joe Guild, Reno, Nev. and Jerry Bohn of Pratt, Kan., is the new policy vice chairman.

Uden, a fourth-generation cattleman from Elwood, Neb., said he is proud to lead NCBA. As president, Uden will lead the organization's policy work and oversee efforts as a contractor to the Beef Checkoff Program.

In addition to electing the new officer team, NCBA members voted on new and expiring policy issues, and set policy priorities for the organization that will direct the efforts of NCBA in Washington, D.C., and elsewhere.

"The coming year is going to be a huge one for the cattle and beef industry from a policy standpoint," Uden said. "We are facing unprecedented change in Washington, D.C., and we're going to work tirelessly to make sure our producers' voices are heard in Washington on important issues like tax reform, regulatory relief and international trade."

With record-breaking attendance, packed rooms for general sessions and policy meetings and plenty of networking and social events, the 2017 Cattle Industry Convention and NCBA Trade Show was one for the books. The 2018 event will be held in Phoenix, Ariz., Jan. 31-Feb. 3, 2018. 🐄



From left, Kathryn Hefte, Hefte Ranch, Hondo, Texas; Deanna and Charles Parker, Parker Farms, Cave City, Ky.; Judy McDaniel, MC Ranch, Ringgold, Ga.; and Wes McDaniel, Ringgold Ga., SGBI President.

748C19



Sire: Briggs 072/13 "Roberto"

673C7



Sire: Briggs 072/13 "Roberto"

748C12



Sire: Co-op 3/9

SELLING 35-40 GENETICALLY ELITE HERD Sires

WANTED

CORAZON - PITCHFORD

APRIL 2, 2017 SUNDAY AT HIGH NOON

AT CORAZON - PITCHFORD SALE FACILITY ATHENS TX

Upcoming Sale

Selling Progeny of C-P Legendary Ladies



The Rose Ceremony

Online Sale March 30 - April 1, 2017

Selling Genetically Superior

Donor and Show Heifer Prospects

FOR MORE INFORMATION CONTACT

PAUL DONISTHORPE

CELL: 505-228-5135

CORAZONCATTLE@YMAIL.COM

DARRELL PITCHFORD

CELL: 903-388-2288

PITCHFORDCATTLE@HOTMAIL.COM

Belles and Bulls on the Bayou

June 10-17, 2017 • Lake Charles, Louisiana

Hosted by the Louisiana Santa Gertrudis Association

Planning for the 2017 National Junior Santa Gertrudis Show (NJS GS), June 10-17 in Lake Charles, La., is well underway.

The annual NJS GS is the highlight event for SGBI junior association families. Each year, more than 1,000 junior members, their families and sponsors attend the NJS GS. During the event, more than 500 head of cattle are exhibited by youth showmen. In addition to the cattle show, junior members compete for scholarships and strive for awards in a variety of other youth development activities that are conducted during the week-long event.

Several sponsorship opportunities are available that will allow you and your company to reach Santa Gertrudis junior members and their families. As a NJS GS sponsor, you will have the ability to have a presence at the show, where the focus is youth development and livestock production.

If your organization is interested in becoming a part of this vibrant youth activity, securing a sponsorship or agreement or learning more about opportunities with the 2017 NJS GS, contact Amber Robertson at (337) 377-9720 or njsgs2017@yahoo.com. 



Sponsorship Levels

Buckle:	\$300
Friendship:	Up to \$1,000
Silver:	\$1,001-\$2,499
Golden:	\$2,500-\$4,999
Platinum:	\$5,000+

Hotel Information

Host Hotel: Holiday Inn

330 Arena Rd. • Sulphur, LA 70665

(337) 527-0858 • \$129.99/night

Hampton Inn

210 Henning Dr. • Sulphur, LA 70663

(337) 527-0000 • \$129/night

Fairfield Inn

2615 Ruth St. • Sulphur, LA 70665

(337) 528-2629 • \$115/night

Wingate

300 Arena Rd. • Sulphur, LA 70665

(337) 527-5151 • \$109/night

Camper/RV Spaces

Burton Coliseum Complex

7001 Gulf Hwy • Lake Charles, LA 70607

(337) 721-4090 • \$20/night/space

A Super PAIR FOR THE Super SALE

Mid Coast 2017 International Super Sale

FRIDAY, MARCH 10 • HOUSTON, TEXAS • ALL VIDEO

HEFTE RANCH C64

Hefte Ranch C64 is a gentle, productive female with a beautiful phenotype and perfect udder. She has very strong growth EPDs. Her calf at side, Hefte Ranch E74, born 01/26/17, is sired by KR 1269/14, a KR 97/10 son – one of the top-ranked carcass bulls in the breed!

Hefte Ranch E74 combines carcass and growth and will be an excellent producer, just like her dam.

Visit our website for more information!

HEFTE RANCHES

Agua Dulce & Hondo, Texas

(210) 414-2493 • www.HefteRanch.com



*Trail-Leading
EPDs*

Both Hefte Ranch C64 and her calf, Hefte Ranch E74, have EPDs that rank in the Top 2% for WW, the Top 1% for YW, the top 1% for REA and the Top 10% for Tenderness.

Corporron Acres



MARCH 25, 2017 ♦ 11:00 AM

Lavaca County Exposition Center • Hallettsville, Texas

♦ REPLACEMENT HEIFERS ♦ SHOW PROSPECTS ♦ QUALITY BULLS
♦ PAIRS ♦ BRED HEIFERS

SCHEDULE

Friday, March 24

5:00 p.m. - Cattle Viewing

6:00 p.m. - Dinner

Saturday, March 25

8:00 a.m. - Cowboy Coffee

11:00 a.m. - Sale Begins



For sale catalog and photos visit:

www.bluebonnetclassicsale.com

**C CORPORATION
ACRES**

Jim Corporron

3148 County Road 229 • Schulenburg, Texas 78956

979-562-2405 • Cell 979-561-7185 • Email: jim@corpacres.com

**DosBros
Ranch**

Rodney & Barbara Corporron

528 County Road 223 • Schulenburg, Texas 78956

713-724-1263



Jessie Mendel
Operations Manager
979-561-7103

Brad Wright
Ranch Hand Analytics
Genetic Consultant
979-219-4599

WWW.CORPORRONACRES-DOSBROS Ranches.COM

SPRING RUNOFF SALE

April 08, 2017



FLUSH OPTIONS



FLUSH OPTIONS



BRED HEIFERS



SHOW PROSPECTS



FUTURE DONORS

*Consignors- Burns Cattle Company,
Cherokee Ranch, Drake Ranch, J5 Cattle,
Motherlode, O/X Ranch, Red Doc Farm*

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


ROCKY MOUNTAIN
SANTA GERTRUDIS
ASSOCIATION



Sale chairman/contact, VP Stacey Montano 505.429.0067



85 PLUS

Santa Gertrudis
and Gert influenced bulls

13th Annual Red **Hot** Bull Sale **RedHOTBulls**

**April 08, 2017
Bosque, NM**

*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
Skylar Harris 979-224-3557



REDDOCFARM.COM

REDDOC
farm



ROCKY MOUNTAIN

SANTA GERTRUDIS ASSOCIATION

Builds on a Firm Foundation



Photo courtesy Red Doc Farm, Belen, N.M.

A passion for promoting high-quality Santa Gertrudis cattle, an interest in learning and a desire to connect with fellow breeders are three key building blocks that helped build the Rocky Mountain Santa Gertrudis Association (RMSGA). The history of the RMSGA can be traced back to the 1960s when the late Tweet Kimble of Cherokee Ranch and several other breeders came together to charter the affiliate. Just like the time and care that went into constructing the castle at Cherokee Ranch, Kimble dedicated her time and talent to build the affiliate. She served as the association's president for many years, and helped plan, organize and host several of RMSGA's events.

Dr. Roland K. Sanchez, RMSGA president, says one of the first events for the association was an annual show and sale at the National Western Stock Show (NWSS) in Denver from 1967 to 1992. Sanchez recalls that tough winter conditions made it difficult to continue the event. "They require at least 40 head to maintain a show, so Tweet had to have extra cattle ready in case some of the Texans bringing cattle to the National Western Stock Show couldn't make it because of snow and ice." In 1993, RMSGA moved the show from the NWSS to the Colorado State Fair; the event continued until 2005. The association also hosted another show and social event during the New Mexico State Fair until 2011.

Earlier this year, RMSGA members once again headed to the NWSS to start planning an event at Cherokee Ranch. It was the first time the affiliate had exhibited cattle in Denver since discontinuing its show and sale. Although Red Doc Farm was the only member with Santa Gertrudis cattle in the stockyards, Sanchez is optimistic that other Santa Gertrudis breeders will exhibit cattle in Denver in the future. "There is a great market there for selling some of our cattle," he says. For RMSGA members, the NWSS holds special meaning. "We've always felt that Tweet started

the presence and she would be happy to know we revived it," Sanchez says.

Today, the association remains very active. One of the primary goals of the RMSGA, which has a membership base of 16 states, is to produce profitable and productive cattle for purebred and commercial breeders. The affiliate also strives to expand the footprint of Santa Gertrudis-influenced cattle. Members accomplish these goals by hosting an annual sale and educational meetings, as well as supporting junior members.

In 2015, RMSGA hosted the inaugural Rocky Mountain Santa Gertrudis Association Spring Runoff Sale. This event is held in Bosque, N.M. in conjunction with Red Doc Farm's Red Hot Bull Sale. Since one of the primary goals of the affiliate is to produce profitable and productive Santa Gertrudis cattle, Sanchez says consigning high-quality cattle is a priority for RMSGA members. "The cattle have to be quality and they have to have data to prove that they are good for the industry." More than 200 people attend the event, including purebred and commercial breeders from states including California, Kansas, Oregon and Texas.

CONTINUED ON PAGE 25 »

In August, members of the Rocky Mountain Santa Gertrudis Association met at Cherokee Ranch to plan the 2017 Spring Runoff Sale.



Miss Grandview 9115

Selling at the
Mid-Coast International Super Sale
March 10, 2017 • Houston, Texas



A Proven Donor!

We are selling 50% embryo interest in this *great* female!

Miss Grandview 9115 is the dam of 2015 National Champion Female, Miss Grandview Annie; she produced the 2015 National Champion Produce of Dam *and* was named the 2014-2015 SGBI Dam of the Year. Other than Annie, this will be our first offering of 9115 progeny to the public.

9115 has been a very productive IVF embryo producer and is ready to work in your program!

MANAGED BY:



BROADCAST BY:



VIDEOGRAPHY BY:



Mark your calendars for the
Crimson Classic Sale
April 29, 2017 • Cullman, Ala.

Miss Grandview Annie



Grandview Farms Hamilton, AL

Owners: Delmo & Wilmuth Payne
Cell phone: (205) 468-5319
Email: delmo.payne@gmail.com

Website: grandviewfarm.biz
Mgr. Brent Shaw, phone: (205) 412-5761



By Jessie Topp-Becker
Managing Editor

LOUISIANA

Santa Gertrudis Association Makes Inspiring Comeback

In 2004, after losing the first three games of the American League Championship, the Boston Red Sox made a comeback and won the next four games to advance to the World Series. Then they won four straight games against the St. Louis Cardinals to win their first World Series in 86 years.

Celebrities, sports teams and even everyday people overcome setbacks from time to time. Comebacks inspire us and remind us that with hard work and perseverance, we too can triumph. In this profile, we highlight a Santa Gertrudis affiliate that made its own inspiring comeback.

The Louisiana Santa Gertrudis Association (LSGA) was chartered in 1979 by a group of ranchers who were enthusiastic about developing Santa Gertrudis breed popularity. The affiliate was active and worked hard to provide marketing and educational events for its members.

Then, for several years the affiliate went dormant. Despite not having an active affiliate for years, many of the members continued to raise Santa Gertrudis cattle. Amber Robertson, LSGA secretary/treasurer, explains that a growth in the number of new breeders helped rejuvenate the affiliate. "In recent years, the number of new herd owners began to grow and our cattlemen wanted a way to better market their animals. After some discussion, it was decided to restart the association and bring back the structure that once provided marketing, development and educational avenues to our state."

Since being reinstated in 2015, LSGA has grown to 30 members. The significant membership growth has helped members discover ways to further develop their Louisiana-grown Santa Gertrudis cattle. Just as a southern gumbo includes a variety of ingredients, the LSGA boasts a variety of members that constitute the affiliate, including purebred, STAR 5 and commercial breeders, as well as both small and large operations.

Currently, all affiliate members call Louisiana home. However, members do not have to live in the state to be a member of the association. The affiliate welcomes anyone to join who has an interest in the breed and understands the value of Santa Gertrudis cattle.

In addition to membership growth, the LSGA has begun to host a variety of activities for its members. These activities include quarterly meetings and junior events. The quarterly meetings allow the members to take care of association

business. The members also are hoping to host a Louisiana Santa Gertrudis sale in the future.

Supporting junior members is a priority for the LSGA. The Junior Warm-Up Show is one of the affiliate's most popular events. This two-day show includes educational presentations, cattle, food and fellowship for the whole family. The affiliate puts a great deal of emphasis on junior activities because members say they recognize the importance of instilling good stewardship and an agricultural lifestyle in the next generation.

In an effort to further support and promote the junior association, the Louisiana affiliate will host the 2017 National Junior Santa Gertrudis Show in June. Members say they are excited about this opportunity because it will allow them to experience additional affiliate growth and welcome the Santa Gertrudis family to their state.

Promoting the Santa Gertrudis breed and educating cattlemen on the benefits of utilizing Santa Gertrudis genetics is one of the primary goals of the affiliate. To help accomplish

CONTINUED ON PAGE 25 »



The Louisiana Santa Gertrudis Association has a very active junior membership, and hosts a variety of activities to support its junior members.

this goal, the group likes to have its events focus on marketing and promotion of the Santa Gertrudis breed. Members explain that the activities held throughout the year allow them to stay up-to-date with the association's progress and upcoming events. Being able to participate in activities that are held within the state is another highlight for members.

Members of the Louisiana Santa Gertrudis Association encourage all Santa Gertrudis breeders to get involved with their local affiliates. They explain that affiliates allow members to become involved at the local level, provide a network of breeders to enhance and expand marketing opportunities and bring geographically-separated breeders together to address a common need. LSGA members say being an affiliate member can also help to increase the market area for affiliate members' cattle sales.

Just like the Red Sox comeback excited fans across the country, the comeback of the Louisiana Santa Gertrudis Association has excited and invigorated its members and fellow Santa Gertrudis breeders. 🐄



Editor's note: We extend a special thank-you to members of the Louisiana and Rocky Mountain Santa Gertrudis Associations for providing information on their affiliates and their many activities.

ROCKY MOUNTAIN CONTINUED FROM PAGE 22

Education and supporting junior members are two top priorities for the RMSGA. "One thing we always insisted on was an educational meeting for the affiliate, and an atmosphere where [members] could learn," Sanchez explains. "We've shown our affiliate members that it's very important that they understand every part of the industry," he adds. The affiliate also supports the junior association. "It has been a great leadership program for children from our affiliate, and we support them. We have fundraisers and we raffle off donations to create money for our youth."

"You don't have to be a member of an affiliate, but it sure helps. You have a sounding board, someone to talk to that has experienced something you haven't."

— Dr. Roland Sanchez, RMSGA president

Sanchez says it's a full-time job to keep cattle competitive, and being an affiliate member helps make that job a little easier. "You don't have to be a member of an affiliate, but it sure helps. You have a sounding board, someone to talk to that has experienced something you haven't." He adds, "When you get a collection of minds together, you really can do much better than just one person or one family doing it themselves."

Through a variety of events, passion for Santa Gertrudis cattle and a desire to help each other and the breed, members continue to build and strengthen the Rocky Mountain Santa Gertrudis Association. 🐄

Louisiana

Santa Gertrudis Association

**We are excited about hosting and eager to see everyone at the
2017 National Junior Santa Gertrudis Show!**

LSGA Members

Rafter J Ranch, DeRidder, LA; Sam & Kelly Jones
Circle G Farms, Holden, LA; Edward & Paula Green
Circle G Farms, Holden, LA; John & Sheila Green
Forbes Farm, Holden, LA; Craig & Pam Forbes
Hollis' Lazy Girl Ranch, Haynesville, LA; Glenn & Tara Hollis
4B Farm, Kentwood, LA; Brody Roberts
Luquette Cattle Company, Abbeville, LA; Troy or Caleb Luquette
Carrol & Roxanne Hebert, Abbeville, LA
Bar K Cattle, Alexandria, LA; Kirk & Karen Garber
Running R Cattle, Sweet Lake, LA; Beau & Amber Robertson
Wiley Ranch, Deville, LA; Erik or Kim Wiley
Williams Farm, Kentwood, LA; Kenny & Jackie Williams
Brittany Cattle Company, Gonzales, LA; Larry or Shane Richardson
TW Ranch, Plaucheville, LA; Timothy Wiley
Twin Oaks Farm, Denham Springs, LA; John & Joyce Curtis
Guidry Cattle Company, Gueydan, LA; Bradley & Aimee Guidry
Vanya Cattle Company, Abbeville, LA; Nathan Vanya
Patton Farms, New Iberia, LA; Kenny & Phyllis



LSGA Officer Team

President: Sam Jones
337.463.8431

Vice President: Erik Wiley
318.481.8082

**Secretary/Treasurer:
Amber Robertson**
337.377. 9720

**Board of Directors:
Troy Luquette
Beau Robertson
John Green
Glenn Hollis**



Why is Inventory Important?

In every business across the country, inventories are being taken, analyzed, checked, re-checked, verified and scrutinized. Overall, however, cattle producers do not put the same emphasis on inventory in their cattle business as they do in other businesses. Inventory in cattle operations is just as important as in a pipe yard, grocery store, gas station or hardware store. Inventory management should be much easier for cattle operations than for a retail store because inventory is not received and sold as often. However, there is one thing the retail stores have easier – their inventory does not move by itself!

With bankers, tax accountants and breed associations all asking for inventories, what is the big deal? Cattle inventory, outside of land, is the biggest asset on the ranch. If you are leasing land, your cattle are the biggest asset. Each animal on the place has a value that can be borrowed against or liquidated for cash. Each cow has her place in manufacturing calves. Calves are the product that is available as an asset for growth or as a retail item to generate cash flow. Each cow that fails to do her job, brings down the profitability of the rest of the herd. But if the failing cow cannot be identified, the problem cannot be improved.

For seedstock breeders reporting to a breed association, how many animals are showing on your association inventory and costing you money that are no longer on your operation? There is no way to properly account for expenses per head if the exact inventory is not known. In addition to breed association fees, stocking rate and feed costs per head cannot be calculated and analyzed without an accurate inventory.

Another aspect of inventory that is often overlooked at tax time is the source of the animal. There are large tax implications if an animal that died or was sold in the past year was purchased versus raised. If individual animals and their sources are not tracked, this can be tough information to come by. I can guarantee no accountant in the country can tie together a shoebox full of receipts and a feed sack note that scribbles: “Red cow died calving.” Which red cow? When did she die? How old was said cow? Which ranch was she on? Was she one of the red cows raised in spring of 2012, or did you buy her in spring of 2014? The list goes on until an eventual guess is made.

The first step to controlling your inventory is to have all cattle identified with consistent, clear, visible and unique identification. Develop an identification (ID) system that works for you and stick to it. When buying commercial cattle, re-ID cattle to match your system. Be consistent in the way cattle are identified so that everyone on the ranch has no doubt who an individual animal is. With purchased registered cattle, often the ID cannot be changed because of the registry, but make sure that new animal does not create a duplicate in your herd. If there is a duplicate ID issue, develop a prefix or suffix for within-herd use that identifies that animal. For example, if I have a cow 6/6 and I purchase a cow from XYZ ranch that is also 6/6, the new animal may be tagged 6/6-X to designate that she is the cow that came from XYZ ranch. The harder it is to identify individual animals, the harder recordkeeping and inventory control is to maintain. It is also strongly recom-

mended to have some form of permanent ID for instances when tags are lost. A brand is both visual and permanent and works well in most settings. A tattoo can be used, but that animal would have to be brought through the chute to verify ID.

As technology advances, more tools continue to become available. Just as a retail store will have barcodes on inventory items, electronic identification (EID) can be used in cattle. This can be very helpful in managing inventory of large groups of cattle and can allow for automatic inventory of animals every time they are worked. With the right software used in conjunction with EIDs, it becomes much easier to identify missing cattle or cattle in the wrong location.

Once cattle are individually identified, a producer must still be proactive in keeping inventories current. To get started, there is still nothing better than pen and paper. Run every animal through the working pens and write down their IDs. This will be the starting physical

CONTINUED ON PAGE 28 »



Photo courtesy Myers Cattle & Land Corp., Navasota, Texas



AARON SCHROEDER, President
Hughesville, Mo. • (660) 829-3067

CRAIG MATHIS, Vice President
Doniphan, Mo. • (573) 429-0996

BRITNEY SHIELDS, Secretary
LaRussell, Mo.
(417) 793-5887

SHERRY HAMPTON, Treasurer
California, Mo. • (573) 796-2763

TIFFANY DUGAN
Junior Leader

FRANK HAMILTON
DON MALLINSON
MIKE OWENS
Board Members

Mid-America Santa Gertrudis Association

Est. 1972

CREATING VALUE ... TOGETHER



*Like us on
Facebook!*

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

The Secret of Success is Constancy of Purpose.

— Benjamin Disraeli

To our juniors who have worked hard every day at home, we wish you good luck and success at the 2017 RGVSGA Futurity!



2016 Christmas Toy Drive



2016 RGVSGA Futurity



2016-2017 Junior Officers



2016 State Fair of Texas



2016 National Junior Heifer Showmanship



For more information, contact
Loel Garza

Loel.Garza@gmail.com • Phone: 956-778-6277



Like the Rio Grande Valley Santa Gertrudis
Breeders Association on Facebook!
www.facebook.com/RGVSGA

INVENTORY CONTINUED FROM PAGE 26

inventory that will allow for much greater accuracy of records in the future. Take that physical inventory and use that as the start of whatever data/inventory management system you choose.

While records can still be done with pen and paper, the easiest management, especially with larger herds, will be with computer software. Spreadsheets work well for organization, but even spreadsheets are hard to maintain as the cowherd and number of records grow. There are several programs available specifically for cattle management and most have a free trial period. It is important to pick a program that is easy to learn and use. All programs will

take some time to become efficient at, but records and inventory should not be a daunting task. For registered breeders, it is important to find a management software program that is set up to work with your breed association to reduce the need to double-enter data.

It is time to put "business" back in the cattle business. Inventory control and management is one of the first steps to any successful business. What came in? What was sold? What is available for sale? What died? How many calves were born? How many bulls are on feed? How many heifers are in the replacement pen? How many registered cows are on the ranch? Does the association inventory match the real inventory? Where are individual animals located? Are pastures stocked per their

stocking rate? Which cows failed to wean a calf this year? How many open cows are ready to breed? How many cattle were purchased this year? How many raised heifers went into production this year? What was the year-end inventory of cows, bulls and yearlings?

With good inventory management, the answers to these questions and many more will be easy to access at any time. This will allow producers to save time in preparing tax documents, save money with breed associations to maintain proper inventories and be better prepared to place a value on the cow herd when considering liquidation or borrowing against assets. Good inventory is good business in any field. 🐾

SANTA GERTRUDIS SALE *Reports*

PREMIER COWTOWN ELITE SALE

JAN. 14, 2017 | FORT WORTH, TEXAS

SALE AVERAGES

25 Lots	\$3,318	2 Pairs	\$4,100
14 Open Heifers	\$3,380	3 Bulls	\$3,100
4 Bred Heifers	\$3,400	2 STAR 5 Females	\$1,450

The Premier Cowtown Elite Sale was held in Fort Worth, Texas, Jan. 14, 2017, and was sponsored by the Premier Santa Gertrudis Association. The auctioneer was Chris Taliaferro and the sale committee consisted of Matt Nichols, Darrell Pitchford and Brian Cummins. The high-selling female was an open heifer consigned by Stricko Ranch, Verona, Ky., and was sold for \$6,500 to Karli Buggs, Carthage, Mo. The high-selling bred heifer was consigned by Double TT Ranch, Rosser, Texas, and was sold for \$5,250 to Myers Land & Cattle, Navasota, Texas. The high-selling pair was consigned by Triple 777 Farm, Mag-

nolia, Ark., and was sold for \$4,250 to Myers Land & Cattle. 🐾



Buyers from the Premier Cowtown Elite Sale and members of the Premier Santa Gertrudis Association are, left to right, Duane Miller, Wylie Taliaferro, BJ Taliaferro, Carroll Myers, Debbie Gautz, Billy Eubanks, Karli Buggs, Jason Heath, Shawn Buggs and Paul Gautz.

EVERY COW HAS A LEGACY

The Santa Gertrudis breed is supported by two foundations – the National Santa Gertrudis Youth Foundation and the Santa Gertrudis Foundation. In 1993, the National Santa Gertrudis Youth Foundation was formed to administer scholarships and educational programs for youth involved in breeding Santa Gertrudis cattle. Fifteen years later, in 2008, the Santa Gertrudis Foundation was formed to enhance the Santa Gertrudis breed within the beef industry through research and education to help secure long-term sustainable breed growth.



These two foundations are launching a new campaign – Every Cow Has a Legacy. This campaign will give Santa Gertrudis breeders the opportunity to participate in the foundations and turn cull cows into the next Santa Gertrudis legacy. Your cull cows can continue their work through youth, education and research to better the future of the Santa Gertrudis breed.

How can you use your cull cows to support the Santa Gertrudis breed? Simply mail the proceeds of your cull cows to the foundation or have your livestock market mail the proceeds directly to the Santa Gertrudis Foundation. You can designate your funds for education, youth or research.

More information will be available in the April issue of *Santa Gertrudis USA*. For additional details on this campaign, please contact John Ford, SGBI executive director, at (361) 592-9357 or jford@santagertrudis.com. 🐾

Cedar Crest Farms408 Suite B, Hwy 31 N.W.
Hartselle, Alabama 35640

ALABAMA

256-773-4077
Charles Sandlin

TENNESSEE

931-294-5507
James Sandlin**GRANDVIEW FARMS**5400 Bexar Ave. East
Hamilton, AL 35570
www.grandviewfarm.biz**Cattle & Semen
for Sale****RESERVE NATIONAL CHAMPION BULL**Delmo Payne, Owner (205) 468-5319 (cell)
Brent Shaw, Manager (205) 412-5761 (cell)

COLORADO

**CHEROKEE
RANCH**

— & CASTLE —

**JAMES HOLMES**
Executive Director
303-523-9503**RAFAEL MIRANDA**
Ranch Manager
303-888-5297

SEDALIA, COLORADO

CherokeeRanchandCattle.com

MISSOURI

C BAR C RANCH

De Soto, MO 63020

Alan Clark

Bud & Kelly Clark

(314) 607-1076

bud@cbarc ranch.net

WWW.CBARCRANCH.NET**Scotty Hooper (256) 338-8605**
Seth Hooper (256) 338-7197281 County Rd. 643
Cullman, AL 35055

E-mail: rshooper@mywaytrans.com

www.hhfarmscullman.com

Ranch Mgr. Johnny Smith (256) 531-5595

**Running M
Ranch**

Herd No. 2926

**Polled Bulls for Sale**
Jimmy & Ginger Montgomery

17925 Hwy. 82 • Union Springs, Ala. 36089

334.703.1314 (c) • 334.738.4886 (h)

Southern Breeze

Lamar Kelly

Enon, AL

(404) 915-4952

sbranch@sbranch.com

www.sbranch.com

ILLINOIS

**HEIL CATTLE CO.**Doug & Debbie Heil
Stonefort, IL 62987

(618)672-4887 (h) • (618)525-0611 (c)

dheil@harrisburgtruss.com

Herd #37491 Eddyville, IL Premise



NEW MEXICO

WR RANGH

P.O. Box 639

Bosque, N.M. 87006

(505) 504-1513

wrranchnm@gmail.com

NORTH CAROLINA

Cox Mill Farms

Herd #16315

C (919) 708-2816

H (919) 499-6741

Alan & Vivian Cox
6444 Cox Mill Rd.
Sanford, NC 27332

ARKANSAS

Chad, Jamie, Patrick,
Erin-Kay & Caroline Daniel
Magnolia, AR

(870) 904-3070

triple7farms@gmail.com

Home of National Champions
High Roller and Annie

INDIANA

GOODIN FARMSAUSTIN, IN
SGBI Herd #19416

(812) 794-2624

www.goodinfarms.com

BERLEY, JERRY & TERRY GOODIN
Breeders of Santa Gertrudis Cattle
Official Nu Gen Project Farm

OKLAHOMA

ARROW RANCH

Dr. Carl O. Westbrook • Vincent & Mary Westbrook

685 West 77th Street South • Tulsa, Oklahoma 74132

(918) 640-3960 • vincent-westbrook@utulsa.edu

Justin Geisinger, Ranch Mgr. • (918) 440-7264 • jgarrowranch@gmail.com

FLORIDA

**5 BAR E FARM**

Greg and Hilda Edenfield

Altha, FL

(850) 209-0780

email: fivebare@yahoo.com

KENTUCKY

Heath Farms

Pat & Beverly Heath

387 Goodin Williams Rd.

Hodgenville, KY 42748

email: bheath12@windstream.net

(270) 358 4820

GEORGIA

DENSON 3D FARMS

JOHN & KAY DENSON

1548 BROOKER FARM RD

DALTON, GA 30721

706-259-3838 (home)

706-264-1224 (cell)

Herd # 9006

denson3dfarms@gmail.com

LOUISIANA

WILEY RANCH

Erik or Kim Wiley



155 Sayes Rd., Deville, LA 71328

(318) 481-8082 • (318) 481-6927

erikkeri@yahoo.com

MISSISSIPPI

Ed & Barbara Herring
Smithdale, MSRyan Cowart,
Manager
601-384-6719601-384-7062 cell
601-384-2617 farm**Gary Harding**

918-616-7741

P.O. Box 87, Checotah, OK 74426

2017 SGBI Board Candidates

Below are candidates whose names will appear on the ballot at the SGBI Board of Director elections. Regional candidates appearing on the ballot notified SGBI of their intent to run by Feb. 1, 2017.

WESTERN REGION



Betty McCormick

Betty McCormick, along with her husband, Ricky, own and operate Woman Hollerin' Ranch, Brookshire, Texas. Betty seeks re-election as a Western Region representative on the SGBI Board of Directors. Betty has served as the vice president of youth activities for the past three years.

Betty says the board recognizes the importance of data. "DNA testing, weight collection and ultrasounds add value to our

product. We, as a board, have approved growth indexes to be placed on registration papers to promote values that would be attractive to all, especially the commercial market." She adds, "Whether you like it or not, papers do add value to your product. It took me a long time to realize this. I believe that it is vital that our breed seamlessly transition into modern marketing practices, including YouTube, Facebook, Instagram and Twitter."

Betty believes the board has a responsibility to support SGBI members. "The board is having to look very hard at finances and how we can generate more money to support the functions of SGBI so that SGBI can serve the members more efficiently. SGBI serves the members by advertising for the breed. Many ads are run in magazines throughout the country and SGBI participates in National Cattlemen organization functions with a booth to help promote our cattle." She adds, "SGBI also serves its members by helping process the data given to them by us so that the genetic information of Santa Gertrudis cattle can be enhanced and kept up to date, which gives our product value."

Jerome Urbanosky

Jerome Urbanosky recently completed his first term on the SGBI Board of Directors and seeks re-election as an SGBI director. During his three years on the board, Jerome served as vice president of membership. "During that time, membership in SGBI increased, and we have established a mentoring program," he says.

Jerome has raised Santa Gertrudis cattle since 1969, and his involvement with the breed started as a junior member. "Anyone that knows me is aware of my dedication to and passion for Santa Gertrudis," he says. Jerome and his wife, Jane have been married for 41 years and have four children, all of whom are SGBI members and active Santa Gertrudis breeders. Their two daughters, Patti and Cristi, both served as queens of the National Junior Santa Gertrudis Association



(NJSGA), and their youngest son, Blake, served as NJSGA president.

Jerome won breeder of the year at the National Junior Santa Gertrudis Heifer Show (NJSGHS) in 2014 and 2016. Their operation, Urbanosky Ranch, has produced many top show cattle, including the NJSGHS National Champion, Cinderella 9-42. They raise more than 200 registered females and are proud of their elite herd bull battery, which consists of Bulletproof, Hellacious, Gert Dynasty, Leonidas, Sensation and Bodacious. Jerome is also an SGBI-approved judge. Jerome also owns and operates AmeriTech Staffing in Houston, Texas, and received the Aggie 100 award in 2013 and 2014. He graduated from Texas A&M University in 1975.

"I want to use my extensive business and management skills to serve SGBI and would appreciate your support," Jerome says.

EASTERN REGION



David Alderson

David Alderson and his wife, Elaine, own and operate Circle A Farm in Williamsport, Tenn., just south of Nashville. Since the early 1990s, the Aldersons have maintained a high-quality herd of 50-60 head of registered Santa Gertrudis cattle. Their main objective has been producing the highest-quality show cattle, and they have been very successful, having been named SGBI Exhibitor of the Year four times and SGBI Breeder of the

Year once, in 2015. Other accomplishments include breeding and exhibiting a total of three national champions and multiple SGBI high-point winners. Circle A Farm also excels in the sale ring each year, participating in most regional and national sales, topping sales on numerous occasions.

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

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

CONTINUED ON PAGE 32 »

PONDEROSA RANCH

Joe & Dorothy Simmons

32557 U.S. Hwy. 177 (405) 333-2296 H
 Macomb, OK 74852 (405) 640-9184 C
 simco@mbo.net
Jesus is Lord

REYNOLDS PRAIRIE VIEW FARMS

Rance & Kathy Reynolds
 (918) 232-7870

Warner, OK 74469
 rancelee12@gmail.com

**Circle A Farm**

David & Elaine Alderson
 Registered Santa Gertrudis Cattle

Phone (931) 682-2527
 4824 Leipers Creek
 Williamsport, TN 38487

Champions for the
 Pasture & Showing

BIERI FARMS

#474

P.O. Box 441 • Angleton, Texas 77516
 Office: (979) 849-7911 • Fax: (979) 849-1926
 oldaggie56@aol.com • www.bierifarms.com

Blackjack Oaks Ranch

Where Excellence is the Norm



Allen & Karen Ginnard

Washington, Texas
 936.878.1825 • 713.586.9978

www.blackjackoaksranch.com

Borchers Southern Y Ranches, L. P.

Charla Borchers-Leon • Mary Kay Borchers
 2401 North Wheeler Street
 Victoria, Texas 77901 • (361) 575-1297

Santa Gertrudis



Braford F1

Purebred • STAR 5 • Crossbred Cattle

Tommy Phillips

(361) 573-5919 (H)

(361) 649-9726 (M)

Richard G. Hood

(361) 790-5641 (H)

(979) 777-8247 (M)

Paul Donisthorpe
 (505) 228-5135



Darrell Pitchford
 (903) 388-2288

C - P**Corazon Pitchford Cattle Company LLC**

P7150 CR 3715 • Athens, Texas 75752
 www.corazonpitchford.com

Find us on

Briggs Ranches

Cowman Selected. Cowman Proven.

PO Box 1417 • Victoria, Texas 77902
 (361) 573-7141

Joe Jones, manager (361) 897-1337



Traylor Division

Bloomington, Texas

(361) 897-1337

San Roque Division

Catarina, Texas

(830) 999-3236



San Carlos Division

Rio Grande City, Texas

Joe Jones: briggsranches@hotmail.com

www.BriggsRanches.com

**CORPORON ACRES**

Jim Corporon

Schulenburg, Texas 78956

Ranch (979) 562-2405 • Cell (979) 561-7185

Email: jim@corpacres.com

Rodney & Barbara Corporon

Schulenburg, Texas 78956

(713) 724-1263

Dos Bros Ranch

www.corporonacres-dosbrosranches.com

**CROSSWINDS RANCH**

DARRELL ROACH

Keller, Texas • (817) 235-8158

Crosswinds.tx@gmail.com



Jerry & Pat Stults

Lillian, Texas

Private treaty bulls and females for sale at all times. Call & Come by to
 see the difference the new Santa Gertrudis can make in your herd.

817/ 534-0044 Office

817/ 925-1639 Jerry Cell
 jstults@jpsalliance.com

817/ 475-3226 Pat Cell
 pstults@jpsalliance.com

Double TT Ranch

Wylie and B. J. Taliaferro

Box 57, Rosser, TX 75157 • Herd # 3326

Home: (972) 452-8451 • Wylie Cell: (469) 644-1620

Fax: (972) 452-3520 • Duane Miller: (214) 793-5111

El Chaparral Grande Ranch

Herd No. 10149



Richard & Sharon Stelman

408 FM 1376

Boerne, Texas 78006

(830) 537-5778

Ranch - Hondo, Texas
 (830) 426-5119

E-mail: rgsecgr@gvut.com

Four J Cattle

Registered Santa Gertrudis & Crosses

Larry & Zoe Justiss

(361) 772-5613

zjustiss@cvctx.com

6994 U.S. Hwy 77 N

Hallettsville, TX 77964

www.fourjcattle.com

Fulton Farms

(940) 368-7630

(940) 898-1423

Jane Fulton, Suzanne Fulton & Taylor Terry

Post Office Box 3064 • Denton, TX 76202

esterry@hotmail.com

Hargis Farms

SANTA GERTRUDIS

Box 457 • Hemphill, TX 75948

(409) 787-2165

email: hargis@suddenlink.net

Herd # 7325

HARRIS RIVERBEND FARMS

DAVID & LAURIE HARRIS

P.O. Box 691 • Cleburne, Texas 76033

(817) 641-4159

david.harrisfarms@yahoo.com

HEFTE RANCHES

Kathryn Hefte Petty

(830) 741-3969

Kenneth Tom Hefte

(361) 767-2058

1200 State Hwy 173 N

Hondo, Texas 78861

Cattle Located in Hondo
 and Agua Dulce, Texas**IRON OAKS CATTLE**

Lou & Robin Breving

Alvarado, Texas

817-821-7540

loub5@yahoo.com



GO TEXAN.

John Martin Ranches

Box 869

San Diego, Texas 78384

(361) 701-5683

Charter Member S.G.B.I.



Herd #4

La Cuchilla Ranch

LOEL O. GARZA

(956) 778-6277

McAllen, Texas

loel.garza@gmail.com

www.lacuchillaranch.com



MYERS CATTLE & LAND CORP.

CARROLL D. MYERS

(936) 825-6544

www.myerscattleandland.com

25821 State Hwy. 6 South • Navasota, Texas 77868
 contact: Lauren Myers West (281) 744-7605
 or: Billy Eubanks (512) 484-1776

SGBI BOARD CANDIDATES

CONTINUED FROM PAGE 30

Bud Clark

Bud Clark seeks to become an Eastern Region representative. Bud and his family own C Bar C Ranch in De Soto, Mo. His family has raised Santa Gertrudis cattle since 1990. Bud is vice president of Wease Distributing, which was founded by his great-grandfather in 1929.

Bud is actively involved in the association. He served on the SGBI Board of Directors from 2011 to 2014 as the District 6 At-Large director. He was selected as vice president of membership and served in that role from 2012 to 2014. He has also served on several committees, including Breed Standards, Finance, Membership and Website.

"I aim to be a voice for the breeders in the east, both big and small," Bud says. "Most of our breeders in the east are smaller operations, and I want to continually let them know that they have a voice in what goes on in the association." He adds, "I would also like to find ways to retain members when they transition from being a junior member to an active member. I have always had a drive and passion for bringing in new members and helping those new members feel welcomed and appreciated, whether it be active members or junior members."

Bud and his wife, Kelly, have four children: 3-year-old twins, Sam and Will, and 1-year-old twins, Daniel and Izzy. Bud is excited to raise their children with the Santa Gertrudis breed.



to offer a pilot program at the 2017 National Junior Santa Gertrudis Show that includes bulls, in an effort to grow and expand the market for Santa Gertrudis cattle.

"It is my vision as a board member to continue to promote the standard and excellence of the Santa Gertrudis breed. I feel this can be done by targeting of commercial cattlemen throughout the eastern region. I respectfully ask for your vote," Erik says.

DISTRICT 4

Arlin Taylor

Arlin Taylor seeks re-election as a District 4 At-Large director on the SGBI Board of Directors. Arlin has managed Tinney Farms in Hanceville, Ala., for the past 23 years. He has been married to his wife, Linda, for 14 years, and they have a 12-year-old son, Ethan.

"At Tinney Farms, we have worked hard to produce industry-demanding cattle through an intense planning and breeding program that has been proven in the show ring and feedlots," he says.

Arlin has served on the Board of Directors for one year, and has been involved with other committees. "My goal is to be the voice for District 4, and do my part to help the improvement of our breed and our association," Arlin says.



DISTRICT 6

Todd Osborne

Todd Osborne seeks re-election as the District 6 At-Large director on the SGBI Board of Directors. He has served on the Show and Exhibits Committee for four years. Todd also currently serves as the vice president of the SGBI Polled Association.

Todd is the owner of Osborne Livestock Company, operated in Sparta, Ky. and Lathrop, Mo.

Todd has raised commercial cattle since 1989, in addition to registered Quarter Horses and mules. The Osborne family started showing and raising registered Santa Gertrudis cattle in 2004. They have had one national champion, one reserve national champion and several state champions.

In September 2016, Todd took over the duties as chairman of District 6 Junior Heifer Show and Sale. He has also served as the co-chairman of District 6 Sale and Show for the last eight years. "At this show, I strive for every exhibitor to walk away with an award or money. I also hope that the junior members walk away with more knowledge of Santa Gertrudis cattle than they had before they got to the show," he says.

"My goal and vision for the Santa Gertrudis breed is to breed quality, functional cattle that excel in the show ring and the pasture," Todd says. 🐄



Erik Wiley

Erik Clinton Wiley seeks a seat on the SGBI Board of Directors for the Eastern Region. A lifelong resident of Effie, La., Erik is married to Keri Deville Wiley, and they have two children, Ethan James (17) and Mia Elizabeth (9).

Erik is very involved in his community as a member of St. John's Catholic Church in Deville, La; a member of the Effie Volunteer Fire Department, where he



has served as a board member for 10 years; a board member of the Lagniappe Cotton Gin; a member of the Louisiana Cattleman's Association; and a board member of the Avoyelles Parish Branch. He also serves on the Shows and Exhibits Committee for SGBI.

Erik is a fourth-generation farmer and cattleman and works on his family's farming operation, Paul Miller and Sons, where they raise 5,000 acres of corn, cotton, soybeans and milo. He and his father are co-owners of Wiley Ranch, where they raise 190 head of registered Santa Gertrudis and STAR 5 cattle.

Erik supports youth in the Santa Gertrudis breed and has worked with the Louisiana Santa Gertrudis Association

OLIVAREZ RANCHES

Since 1898
Santa Gertrudis Since 1950
Herd #439

Ben D. Olivarez P.O. Box 829
(956) 585-1661 (o) Mission, TX 78573

URBANOSKY RANCH

SGBI HERD # 2243 • EST. 1969
HOME OF HELLACIOUS 750

14525 URBANOSKY LN., PLANTERSVILLE, TX 77363
JEROME CELL (281) 797-5715 • RANCH (936) 894-2017
BLAKE CELL (936) 870-5252

**Bickett Genetics**

Todd J. Bickett DVM

Embryologist

455 Brotherton Lane
Chickamauga, GA 30707
O: 706-375-6586 • C: 423-667-3799
tjbickett5@gmail.com

**VESPER RANCH**

Kelly Vesper

Charter Member SGBI - Herd 43
Drawer 679, Cotulla, TX 78014
(903) 436-3606 • (830) 879-2245
Established 1850

Cottage Farm Genetics

Jackson, TN 38305

Wesley Klipfel

800-293-BULL

cottages@aeneas.net

www.cottagefarmgenetics.com

SEMEN COLLECTION
SEMEN STORAGE
BULL HOUSING
EMBRYO TRANSFER
PROGRAMS
AI PROGRAMS

Santa Gertrudis
Cattle Herd #878

"The Tradition Continues"

Rocking A Ranch

ALLEN & CHERYLL GRAINGER
P.O. BOX 2282, BRENNHAM, TX 77834
979-830-8785 • rockingacattle@gmail.com
www.rockingasanta gertrudis.com

Rose Hill Ranch

AJ & Rosemary Gambino

P.O. Box 235 Pattison, TX 77466

(832) 496-8836

www.santa gertrudiscattle.com

e-mail: rosemary.gambino@gmail.com

Wendt Ranches

SGBI Herd #821

Herd Established in 1954

PERFORMANCE TESTING SINCE 1958

E-mail: wendtranches@hotmail.com

Website: www.wendtranches.com

5475 FM 457

Gene Kubecka: (979) 240-5311

Bay City, Texas 77414

Daniel Kubecka: (979) 240-5312

LUNDBERG CATTLE SERVICES

Photography • Marketing • Advertising
Herd Consulting • Sales Consulting

Bill Lundberg

P.O. Box 567

Russellville, AR 72801

Office: (479) 967-1524

Cell: (479) 880-6217

lundbergcss@yahoo.com

SILVERBROOK RANCHES

Helen Groves, owner

Ken Welch, general manager

17490 Private Road 4105, Baird, TX 79504

(325) 854-1002 Fax (325) 854-1010

**WUNDERLICH FARMS**

Herd #s: 18001, 19282, 34115, 35706

TERRY & NANCY WUNDERLICH AND FAMILY

1755 LANGE LAKE RD. • BRENNHAM, TEXAS 77833



979-277-2838

n.wunderlich@hotmail.com

**SILER**

SANTA GERTRUDIS CATTLE

DAVID & AVANELL SILER

P.O. Box 3

Doole, Texas 76836

(325) 483-5449



SERVICES

David Alderson

931.682.2527

Williamson, TN

Darren Richmond

423.364.9281

djrichmd@gmail.com

ALDERSON/

RICHMOND

Marketing & Promotion
of Santa Gertrudis Cattle




Strait Ranches
Y.N. Strait Family
Carrizo Springs, TX
830.317.3310 | 830.876.3309
www.straitranches.com



TARA Ranch
LIBERTY, TX
Curtis & Tamara Hudnall Pte 936.334.4804
Featuring High Quality Santa Gertrudis Cattle

THIRTEEN OAKS RANCH

VALLEY MILLS, TEXAS



HAROLD C. COBB

Santa Gertrudis Cattle



P.O. Box 21775

Bus. 254-749-2586

Waco, Texas 76702

haroldccobb@gmail.com

Townsend Cattle Co.

Ivan Townsend Family

HOME OF RDF SANCHO'S NEVER BEFORE 1136

CSS Conventional & Sexed Semen Available

Louise, Texas • (979) 541-3409

townsend30@yahoo.com

**Advertisers**

5 Bar E Farm29
777 Farms29
Alderson/Richmond Marketing & Promotion33
Arkoma Santa Gertrudis Association.....15
Arrow W Ranch.....29
Bickett Genetics.....33
Bieri Farms.....31
Blackjack Oaks Ranch.....31
Borchers Southern Y Ranches, L.P.31, 39
Brian Nelson14
Briggs Ranches31
C Bar C Ranch9, 29
Carolina Corner7
Cedar Crest Farms29
Cherokee Ranch29, 35
Circle A Farm31, 37
Corazon Pitchford Cattle Co.17, 31
Corporon Acres19, 31
Cottage Farm Genetics33
Cotton Branch Plantation.....29
Cox Mill Farms.....29
Creech Farms.....7
Crosswinds Ranch.....31

Denson 3D Farms.....29
Diamond S Ranch.....31, 35
Dietrich's Flying D Ranch.....5
District 6 Breeders9
Dos Bros Ranch.....19, 31
Double C Farms5
Double P Ranch.....29
Double TT Ranch.....31
El Chaparral Grande Ranch31
Flying C Ranch.....5
Four J Cattle31
Fulton Farms.....31
Gary Harding29
Georgia Santa Gertrudis Association..37
Goodin Farms.....29
Grandview Farms.....23, 29
Gray Oaks Farm5
H & H Farms29
Hampton Hills.....29
Hargis Farms.....31
Harris Riverbend Farms31
Heath Farms.....29
Hefte Ranches.....18, 31
Heil Cattle Co.....29
Hoover Case.....33

Iron Oaks Cattle.....31
J.C. Sherrill, Jr. Ranch7
Jernigan Ranch.....29
Jim Campbell Farm29
John Martin Ranches.....31
King Ranch Inc.....40
La Campana Ranch12
La Cuchilla Ranch31
Lou Al Tuck Farms7
Louisiana Santa Gertrudis Association25
Lundberg Cattle Services.....33
MC Ranch29
Mid-America Santa Gertrudis Association27
Missouri Meadows9
Myers Cattle & Land Corporation....31
Olivarez Ranches33
Osborne Livestock9
Parker Farms9
Pitchford Cattle Services.....33
Polled Power Genetics.....5
Polled Santa Gertrudis Association..5
Ponderosa Ranch.....31
Premier Santa Gertrudis Association..11
Red Doc Farm5, 21
Reynolds Prairie View Farms.....31
Rio Grande Valley Santa Gertrudis Association27
Rocking A Ranch.....33

Rocky Mountain Santa Gertrudis Association Spring Sale20
Rose Hill Ranch.....33
Running M Ranch.....29
Rustic Rail Ranch.....9
Santa Gertrudis Bluebonnet Classic Sale38
Santa Gertrudis Breeders of the Carolinas7
Shampain Ranch.....9
Siler Santa Gertrudis Cattle.....33
Silverbrook Ranches.....33
South Texas Junior Santa Gertrudis Association13
South Texas Santa Gertrudis Association13
Southern Breeze Ranch29
Strait Ranches.....33
Tara Ranch.....33
Thirteen Oaks Ranch.....33
Tideland Farms29
Timney Farms2
Townsend Cattle Co.33
Urbanosky Ranch.....33
Vesper Ranch.....33
Wendt Ranches3, 33
Wiley Ranch.....29
WR Ranch29
Wunderlich Farms.....33

**HOOVER CASE AUCTIONEER**

P.O. Box 281
Marshfield, MO 65706
(417) 844-6020

Gerts and Roses

SGBI 66TH ANNUAL MEETING

Right Around the Corner

There's still time to join your fellow SGBI breeders for some "Gerts and Roses" during the Santa Gertrudis Breeders International (SGBI) 66th Annual Meeting March 30-April 1, 2017, in Tyler, Texas. This year's event is hosted by the Premier Santa Gertrudis Association and will take place at the Holiday Inn Tyler-South Broadway.

The Annual Meeting is a great opportunity to get involved in the association and network with fellow breeders. Members will have the opportunity to participate in committee meetings, educational seminars, tours and many other exciting activities.

The annual event starts Friday, March 31 with committee meetings. Get involved in one of SGBI's 12 committees and join in on the discussions. Hear from Francis M. (Monte) Rouquette, Ph.D., as he speaks about extending the grazing season and reducing feed costs. Joe Paschal, Ph.D., will give a virtual tour of a packinghouse and discuss the results of the Santa Gertrudis Steer Feed-Out Program, and Brian Cummins will discuss ways to avoid discounts on feeder calves and utilize Santa Gertrudis genetics in commercial herds. The day will conclude with an awards banquet.

Saturday, April 1 begins with the SGBI Annual Meeting. Attendees also will have the opportunity to go on one of two tours offered at this year's event – Texas A&M University Research

Center in Overton, or Tyler Municipal Rose Garden Center in Tyler. The president's dinner and Hall of Fame inductions end the second day of the convention. 🐾

SCHEDULE OF EVENTS

Thursday, March 30

3:00 p.m.

SGBI Board of Directors Meeting

Friday, March 31

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

Registration

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

Committee Meetings

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

Opening Luncheon / Keynote Speaker:

Francis M. (Monte) Rouquette, Ph.D.,
Texas A&M University

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

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

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

Brian Cummins, SGBI

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

Happy Hour

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

Awards Banquet

Saturday, April 1

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

Breakfast

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

Annual Membership Meeting, Executive Director's
and Affiliate Reports

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

SGBI New Board of Directors Meeting

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

Texas A&M University Research Center,
Overton, Texas or
Tyler Municipal Rose Garden Center, Tyler, Texas

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

Cocktail Hour

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

President's Dinner & Hall of Fame Inductions

Sunday, April 2

12:00 noon

Corazon Pitchford Cattle Co. Bull Sale,
Athens, Texas

To register for the SGBI 66th Annual Meeting, contact the SGBI office.

COMMERCIAL CORNER

CONTINUED FROM PAGE 14

Again, turnaround will be much quicker than in the past. In the future, SGBI will offer genetic diagnostic testing options in order to help members and their cattle-buying customers enhance profitability.

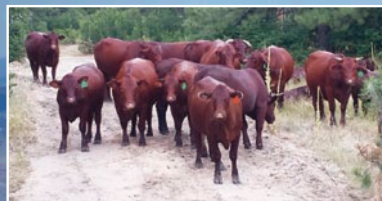
SGBI members now have three sample options: hair, blood and tissue. There is no change in the hair-card or blood-card ordering process; contact Danni at the SGBI office for kits or cards. However, please note that due to the time and effort required to prepare hair samples for testing, GeneSeek is assessing an additional \$2 for hair samples and this fee will be added to the testing cost. GeneSeek encourages the use of tissue sample units (TSU) for DNA collection. Neogen GeneSeek and Allflex USA have invested in the development of tissue sampling units for the collection and processing of DNA samples. With a quick squeeze, the Allflex TSU collects a small tissue sample from the ear. The specialized hand

tool places the small piece of tissue into a vial of preservative, avoiding dirt, manure or cross-contamination. SGBI is working with Allflex on the establishment of a TSU protocol and examining opportunities to obtain and market TSUs to members at a discounted rate. SGBI members interested in utilizing the Allflex TSU applicator or wanting to learn more about this efficient sampling tool are asked to contact SGBI.

These changes and pending changes in the SGBI DNA collection and submission protocol will result in a quicker turnaround time, ensuring that members have the genetic information needed to make timely breeding and selection decisions. Although Livestock Genetic Services will no longer serve as the intermediary between SGBI and the GeneSeek laboratory, it will continue to conduct the association's monthly genetic evaluation and manage SGBI's database. 🐾

CHEROKEE RANCH & CASTLE

62 Years Breeding Santa Gertrudis



Look for our lots in the Red Hot Bull Sale and Rocky Mountain Female Sale, April 8, 2017, at Red Doc Farm, Bosque, N.M.



James Holmes
Executive Director
303-523-9503

Rafael Miranda
Ranch Manager
303-888-5297

Sedalia, Colorado

www.CherokeeRanch.org

Supporting cattlemen and the Santa Gertrudis breed across the Rocky Mountain West!

Diamond S Ranch

SELLING AN EMBRYO BASKET

March 10 ★ Houston, Texas

2017 International Super Sale



NAVIDAD 8/5

#20152735 (Harris 8/5)
The high-selling bull at the 2016 Tri Star Sale.

NAVIDAD RANCH 457

#21242032
This cow has wonderful maternal qualities. She has a beautiful udder and has raised 10 calves in 10 years!

Billy 124/4
Billy III 207
Navidad Ranch 609
Nineteen 519
Navidad Ranch 214
Navidad Ranch 605

★ PROGENY ESTIMATE ★

DOUBLE UP ON THESE TREMENDOUS NAVIDAD GENETICS!

	BW	WW	YW	Milk	CWT	BFat	Marb	REA	Growth Index	Carcass Rank
Sire	1.81	20.24	23.52	1.52	18.59	0.01	0.05	0.18	24.56	10
Dam	0.08	1.55	1.83	3.53	0.78	0.01	0.08	-0.03	1.9	10
Embryos	.95	10.90	12.68	2.53	9.69	0.01	0.07	0.08		
Breed Rank		Top 5%	Top 10%		Top 10%		Top 2%	Top 10%		

Diamond S Ranch

JERRY & PAT STULTS

Lillian, Texas
Jerry (817) 925-1639
Pat (817) 475-3226
Office (817) 534-0044
pstults@jpsalliance.com

SUPER REGIONAL POINT SANTA GERTRUDIS CATTLE SHOW

Jan. 16, 2017 | Fort Worth, Texas | Judge: Jim Williams



GRAND CHAMPION BULL

Circle A Masterpiece, shown by Circle A Farms, Williamsport, Tenn., and Tinney Farms, Hanceville, Ala.



RESERVE GRAND CHAMPION BULL

Rockin 3T's Syrus 2/5, shown by Colby Threet, Ennis, Texas



GRAND CHAMPION FEMALE AND BEST OF POLLED FEMALE

Miss 777 452, shown by Triple Seven Farms, Magnolia, Ark.



RESERVE GRAND CHAMPION FEMALE

Miss Double TT 300-5, shown by Gracey Pitchford, Athens, Texas



GRAND CHAMPION STAR 5 FEMALE

Rockin 3T's Lola 2/6, shown by Kyndale Kozovsky, Ennis, Texas

RESERVE GRAND CHAMPION STAR 5 FEMALE

ES 26, shown by Taylor Terry, Denton, Texas

No Photo Available

ARIZONA NATIONAL LIVESTOCK SHOW

Dec. 29, 2016 | Phoenix, Ariz. | Judges: Tom Chilton & Mike Oden

Red Doc Farm receives the award banner for Reserve Supreme Champion Replacement Heifer Pen during the Arizona National Livestock Show.

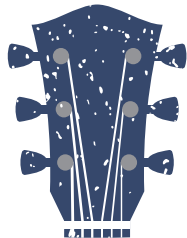


RESERVE SUPREME CHAMPION REPLACEMENT HEIFER PEN

Shown by Red Doc Farm, Belen, N.M.

★ Gerts, Guitars and GOALS ★

LEADERS IN THE MUSIC CITY



GERTS ★ GUITARS ★ GOALS
NASHVILLE, TN
July 23-27, 2017



Junior members, get ready to top the charts as we head to Nashville, Tenn. for the 2017 Gerts Ongoing Advanced Leadership Summit (GOALS). The stage is set for "Gerts, Guitars and GOALS...Leaders in the Music City." The leadership conference will take place July 23-27, 2017.

Your ticket to stardom will include an array of upbeat activities from entertaining tourist attractions to noteworthy leadership lessons and the opportunity to realize your personal breakthrough leadership performance potential.

The early bird registration fee is \$425 per person prior to June 15; after that, the fee will be \$475. **Registration will close July 3.**

Look for more details in *Santa Gertrudis USA*, and on the SGBI website and Facebook page. For more information, call Judy McDaniel, (404) 225-5177. 🍷

Miss Grandview 555

Full Sister to Mr. CVF 2022



#20150499 ☆ DOB: 3/2/15



Circle A Farm

David & Elaine Alderson
Williamsport, Tenn.

Phone (931) 682-2527 • Cell (931) 446-2527
dhealderson@gmail.com

Sells in Houston!

MID-COAST INTERNATIONAL SUPER SALE

MARCH 10, 2017

HOUSTON, TEXAS

Miss Grandview 555 is a full sister to Mr. CVF 2022 – one of the breed's highest-accuracy carcass trait sires, with 294 progeny listed in the association's database.

Among active bulls, with an accuracy level greater than .50, Mr. CVF 2022 has the second-highest Marbling EPD at 0.09, placing him solidly in the TOP 1% of the breed.

555 Sells safe in calf to Masterpiece 101 – the 2016-2017 SGBI High Point Bull. She will be on display at the Houston Livestock Show, stalled with A/R Marketing.



Masterpiece

DVAuction
Broadcasting Real-Time Auctions



Georgia

SANTA GERTRUDIS ASSOCIATION

Annual Functions

**Georgia Cattlemen's
Convention & Trade Show**

Perry, GA • March 30-April 1, 2017

SouthEastern Empire Fair SGBI Point Show

Lawrenceville, GA • Sept. 14, 2017

Sunbelt Farm Expo

Moultrie, GA • Oct. 17-19, 2017

Georgia National Fair Junior Heifer Show

Perry, GA • October

Mountain Laurel Classic Sale

Calhoun, GA • Nov. 4, 2017

MEMBERS

Circle H Farm, Wrightsville, GA
Jackett Farm, Alpharetta, GA
Jernigan Ranch, Buena Vista, GA
Larlin's Bar L Farm, Chatsworth, GA
JAL Farms, Chatsworth, GA
MC Ranch, Alpharetta, GA
Darren Richmond, Ringgold, GA
4W Valley Farm, Commerce, GA
White Rock Farm, Talking Rock, GA
Triple H Ranch, East Ellijay, GA
Johnson & Son Farm, Millen, GA
Running M Ranch, Union Springs, AL
5 Bar E Farm, Altha, FL
Dietrich's Flying D Ranch, Orlando, FL

Shampain Ranch, Pleasant Hill, IL
Hiss Family Farm, Columbia City, IN
Pleasant Valley Farm, Markelville, IN
Mosby Creek Ranch, Sparta, KY
Parker Farms, Cave City, KY
WindCrest Farm, Leitchfield, KY
Estes Farm, Elizabethtown, KY
Bud & Kelly Clark, DeSoto, MO
Osborne Livestock Co., Lathrop, MO
J.C. Sherrill, Jr. Ranch, Mount Ulla, NC
Sundance Farm, Thomasville, NC
Creech Farm, Zebulon, NC
Circle A Farm, Williamsport, TN
Jolly Farms, Byrdstown, TN



**For more information on the
Georgia Santa Gertrudis Association, contact-**

Wes McDaniel

770-354-7802

mcdanielwb@gmail.com

Dan Davis

678-852-7301

dancdavis007@gmail.com



MARCH 25, 2017 ♦ 11:00AM

Lavaca County Exposition Center ♦ Hallettsville, TX

Offering to include:

Replacement Heifers • Show Prospects • Quality Bulls

“Committed and Proven” Sponsors

- ♦ Borchers Southern Y Ranches, L.P., Charla Borchers-Leon & Mary Kay Borchers
- ♦ Briggs Ranches, LRB Ranches LLC, Robert Briggs & Louise Briggs Thurman
- ♦ Corporron Acres, Jim Corporron
- ♦ Dos Bros Ranches, Rodney & Barbara Corporron
- ♦ DuBois Cattle Co., Tom & Debbie DuBois
- ♦ Four J Cattle Co., Larry Justiss Family
- ♦ Hargis Ranch, Phillip & Dana Hargis
- ♦ Harris Riverbend Ranch, David & Laurie Harris
- ♦ Hefley BHR Ranch, Roy & Barbara Hefley
- ♦ Rancho Salida Del Sol, John & Pam Liford
- ♦ Strait Ranches, Y.N. Strait Family
- ♦ Townsend Cattle Co., Ivan Townsend Family
- ♦ Twin Creek Ranch, Wes & Lou Hall
- ♦ Wendt Ranches, Gene & Nancy Kubecka and Daniel & Lauren Kubecka
- ♦ Woman Hollerin' Ranch, Rick & Betty McCormick

Sale Schedule

Friday, March 24th

5:00pm - Cattle Viewing

6:00pm - Dinner

Saturday, March 25th

8:00am - Cowboy Coffee

11:00am - Sale Begins



For sale catalog, photos and up-to-date information, visit our website:

www.bluebonnetclassicsale.com

For inquiries contact Sale Chairman:

Debbie Townsend • (979)541-4989 • townsendcattle81@gmail.com

DVAuction
Broadcasting Real-Time Auctions

Quality **Y** Beyond Today **Y**

100+
YEARS
OF RANCHING
THE FAMILY LAND



Come "Bu**Y**"
When **Y**ou See Us!



SaturdaY****
March 25, 2017



Borchers Southern

Ranches, L.P.

Charla Borchers-Leon

Mary Kay Borchers

2401 North Wheeler Street • Victoria, Texas 77901 • (361) 575-1297



Proud Producers of  Cattle

Tommy Phillips
(361) 573-5919 (H)
(361) 649-9726 (M)

E-mail: charlabl@icsi.net • FAX: (361) 576-0891
Website: www.cattletoday.com/borchers_southern_y

Richard G. Hood
(361) 790-5641 (H)
(979) 777-8247 (M)

The **KING RANCH**

*Your Source for the
"Original" Santa
Gertrudis Genetics*

Established 1853

When building a program, you must start with a solid foundation. Whether you are breeding seedstock or commercial animals, you need to start with a quality product that will turn a profit. King Ranch purebred Santa Gertrudis and Santa Gertrudis-influenced genetics can provide just that. Our cattle were derived from the need for performance in feedyards and breeding programs, which means they must be fertile, efficient and profitable. The combination of Brahman and Shorthorn genetics has formed a cross that is hardy and effective in a wide range of climates and conditions. The King Ranch: where it all began.



*Her paternal granddam
sells in Houston on
March 10th at the
International Super Sale!*


KING RANCH

Virginia Silguero

WWW.KING-RANCH.COM

ROBERT SILGUERO: (361) 221-0316 • JEFF JORGENSEN: (361) 219-0434 • JJORGENSEN@KING-RANCH.COM