



SANTA GERTRUDIS

USA

MARCH 2018 | VOLUME 21, NUMBER 3

2018 NATIONAL SHOW



GRAND CHAMPION BULL



GRAND CHAMPION FEMALE

Santa Gertrudis



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CLASSIC**

April 28, 2018

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Daniel Kubecka
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SGBI Herd #621, established 1954



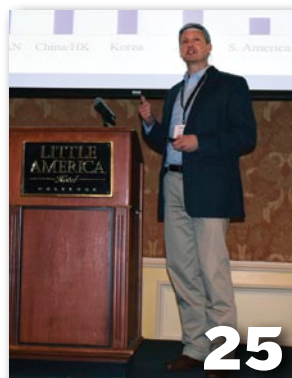
SANTA GERTRUDIS USA

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ON THE COVER

National champions were named during the National Santa Gertrudis Show at the Fort Worth Stock Show, Jan. 14, 2018, in Fort Worth, Texas.
 Photo by Darren Richmond.

Providing Polled Power Genetics to the Santa Gertrudis Breed



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Gray Oaks Farm is Selling in Houston...

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Red Doc Ruby 4105

We are selling 9 frozen embryos in the 2018 International Super Sale. All will be out of our donor **Red Doc Ruby 4105**. 3 are by **Masterpiece 101**, 3 by **Pistol 28/0** and 3 by **Trump 5127**.

These 2 heifers are just examples →
of the offering we will have at the
Crimson Classic Sale.

We look forward to seeing you at
both of these fine sales!

Gray Oaks Farm

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and Alabama!

CRIMSON CLASSIC

April 28 • Cullman, Ala.



Gray Oaks 562

Gray Oaks 562 is a **CB Bear 30/2** daughter. Her dam goes back to **Harris 3/4**, a son of **Adios 99/126**. She sells bred to **Red Doc Dinero Deal 6002**. GROWTH INDEX: 10.72 • CARCASS RANK: 9



Gray Oaks 738

Gray Oaks 738 is a **Red Doc Sancho 3318 ET** daughter. Her dam goes back to **Couch 306**, and **Cinnamon Brazos 10/3**. She sells open. GROWTH INDEX: 21.57 • CARCASS RANK: 10

**Polled Santa
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Ramblings from the Open Range

EXECUTIVE DIRECTOR'S REPORT

By John Ford

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

Earlier this year, the Long-Range Planning Committee had the opportunity to visit with *BEEF* magazine Contributing Editor Wes Ishmael and do some crystal-ball gazing, attempting to predict the direction and future of the beef industry, particularly the seedstock sector. Following Ishmael's presentation and the Committee's subsequent discussions, I spent a considerable amount of time trying to digest what I heard, reviewing additional data and contemplating the impacts industry changes will have on the Santa Gertrudis breed and Santa Gertrudis Breeders International members.

The adoption of genetic technologies, trends toward consolidation, value-based marketing, improved production, greater animal efficiencies, land fragmentation, growing a sluggish domestic demand and the animal rights movement are a few of the topics that surface when contemplating the beef industry's future. However, of the topics and issues mentioned in these futuristic industry discussions, I must admit, from a beef breed association standpoint, it is the trend toward consolidation that makes me step back and analyze our breed's long-term strategy for growth and, most important, commercial market expansion.

Industry experts agree – increased concentration and capturing economies of scale are trends in the beef industry, and there is little doubt that consolidation will continue, particularly for feeders and packers. Most agree that consolidation will not be limited to those two sectors; the cow-calf segment, stocker operations and seedstock sector will witness increased consolidation as well. Simply stated, the big will get bigger.

I recognize that "seedstock super-stores," operations capable of offering large numbers of bulls and replacement females, have a marketing advantage. The ability to present 200-500 head

or more in one offering has value to commercial bull-buying customers. Many commercial customers prefer to sort through a large selection of animals and appreciate the opportunity to purchase the needed number while limiting the amount of time spent and miles traveled. The same holds true for the purchase of commercial replacement females, which are often sought in truckload lots. At first glance, one might find this disturbing for an organi-

zation whose membership is comprised of numerous small breeders with herds of 20 head or fewer. However, I don't view this trend or movement toward larger herds as a deterrent but as an opportunity to develop avenues to better market profitable Santa Gertrudis genetics.

Over the last five years, there has been a renewed interest in our breed's genetic package. After all, few breeds are capable of producing a high-quality replacement female, profitable feeder and high-value carcass in one genetic package. Add in heterosis and a growing demand for a red hide, especially in the southern half of the nation, and one quickly recognizes that SGBI members are perfectly positioned to take advantage of future markets, regardless of herd size.

As an association we must look for and be receptive to innovative methods that offer cattle in the numbers sought by cattlemen operating in an ever-

CONTINUED ON PAGE 8 »

In Memoriam

LON JENSEN & CARROLL MYERS



Lon Jensen

Former SGBI Director **LON JENSEN** passed away Oct. 27, 2017. Lon was a man of great energy, many interests and a kind and caring heart. Between 2000 and his retirement from his dental practice, he started the first dental clinic on the Caribbean islands of Union and Canouan. He made at least 12 trips to treat island natives, who had no access to dental care. As time went on, he particularly enjoyed his livestock interests and traveling, both leading him to meet many new people and enjoy new places. He served on the Santa Gertrudis Breeders International Board of Directors for four terms and enjoyed seeing his cattle shown at state fairs in Oregon, Colorado, New Mexico, Idaho and Washington. Memorial contributions may be sent to: Philomath Booster Club, P.O. Box 1088, Philomath, OR 97370; or Benton Community Foundation, P.O. Box 911, Corvallis, OR 97339, memo Lon and Mary Jensen ROTC Scholarship Fund. At Lon's request, no formal service was held. Instead a small family gathering will be held in the future.

CARROLL MYERS, 84, of Navasota, Texas, passed away Jan. 24, 2018. Carroll earned a degree in architecture from the University of Texas in Austin in addition to a degree in electrical engineering from Trinity University. He was an active member of Christ United Method Church, an international judge of English budgerigar parakeets, enjoyed playing tennis and was a champion Santa Gertrudis breeder. Carroll was an active member of the Santa Gertrudis Breeders International and the Mid-Coast Santa Gertrudis Association.

He is survived by his sons, Mark and Michael Myers, numerous grandchildren and great-grandchildren and many extended family and friends.

Memorial contributions can be sent to: College of Veterinary Medicine, Office of Development, 4461 TAMU, College Station, TX 77843-4461. Please make checks payable to the Texas A&M Foundation and note Small Animal Construction Fund in the memo section. 🐾



Carroll Myers

SANTA GERTRUDIS DISTRICT VI BREEDERS



25th Annual District 6

HALTERED HEIFER SHOW & SALE

SEPTEMBER 14-15, 2018

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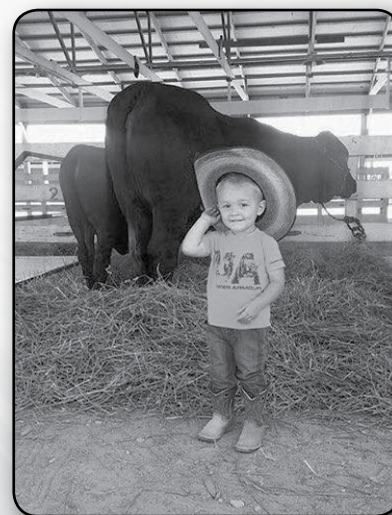
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June 23-30 • Texarkana, Texas



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PRESIDENT'S LETTER

By Yancey Strait

(972) 841-0989 | yancey_strait@yahoo.com

As my term as Santa Gertrudis Breeders International president comes to an end, I would like to thank our members/breeders for their progressive approach to improving the cattle we raise. I would also like to thank my family as well as SGBI leadership, staff and members for supporting me in this endeavor.

Over the last month I had the opportunity to attend two cutting-edge industry events. One was the SGBI Long-Range Planning meeting in Fort Worth, Texas, and the other was the 2018 Cattle Industry Convention and National Cattle-men's Beef Association Trade Show in Phoenix, Ariz. Debbie Townsend, vice president of Long-Range Planning, conducted an excellent planning meeting. Wes Ishmael, *BEEF* magazine, and Richard Hood, American Marketing Services, provided the Committee and meeting attendees with valuable information to consider when formulating a long-range plan for SGBI.

During the 2018 Cattle Industry Convention I had the opportunity to sit in on several meetings coordinated by John Ford that focused on marketing as well as genetic technology.

Our breed association has tremendous opportunities on the horizon. After attending this convention, I can confirm there is one option we don't have – slowing down. We must continue to embrace modern science and technology and use it to improve our cattle.

I am pleased to see Jerome Urbanosky, a good friend and long-time Santa Gertrudis breeder, assume the role of SGBI president. Urbanosky is the third SGBI president in a row to be involved with Santa Gertrudis as both a youth and an adult. He will have the opportunity to work with a strong, focused Board of Directors.

I am excited about the future of Santa Gertrudis. I will not be in attendance at as many events this year, but instead will be concentrating my efforts on raising fertile, functional and efficient Santa Gertrudis beef cattle. I wish each of you the very best. Thank you again. 🐾



SGBI booth display at the 2018 Cattle Industry Convention.

RAMBLINGS

CONTINUED FROM PAGE 6

evolving industry environment. SGBI members must be amenable to forming alliances and developing cooperative marketing programs, commingling cattle in order to meet commercial demand for truckload lots. Pulling our bull-buying customers into our marketing circles and assisting them in selling their extremely valuable Santa Gertrudis-influenced females allows us to increase the breed's offerings.

As the industry moves forward, I am confident SGBI can exponentially expand the breed's industry footprint. The demand for profitable Santa Gertrudis genetics is growing and herd size should not be a barrier to market expansion. Working together, we can capture a greater share of the commercial market. Let's examine how we market our cattle and challenge ourselves to develop strategies that better address the changing market demands. 🐾

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LONG-RANGE PLANNING Debbie Townsend

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Creech Farms

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District 6 – Todd Osborne (Mo.)

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(859) 991-2438 | peppyd1@aol.com

SANTA GERTRUDIS *Calendar*

MARCH

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

APRIL

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

MAY

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

JUNE

- 23-30** National Junior Santa Gertrudis Show, Texarkana, Ark.

SEPTEMBER

- 14-15** Haltered Heifer Show & Sale, Richmond, Ind.

REGISTRATIONS, STAR 5 RECORDINGS AND TRANSFERS BY DISTRICT

JANUARY 2018

ACTIVE MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	49	4	0	2
2	189	22	17	234
3	13	1	0	19
4	67	16	6	19
5	24	18	15	8
6	25	0	04	3

JUNIOR MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	33	4	0	5
2	4	0	0	4
3	0	0	0	2
4	0	0	0	0
5	0	0	0	1

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

SANTA GERTRUDIS WELCOMES *New Members*

Active Members

Faulk Ranch Cattle Company,
Chris and Crystal Faulk, Sweeny, Texas

R-W, Tyler Witte, Karnes City, Texas

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Marco Salazar, Harlingen, Texas

Michael Puig, Laredo, Texas

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Jake and Amy West, Mathis, Texas

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Corley Dilbeck, Warren, Texas

Associate Members

Jeff Hamilton, Boerne, Texas

SANTA GERTRUDIS SALE *Reports*

PREMIER COWTOWN ELITE SALE

JAN. 13, 2018 | FORT WORTH, TEXAS

SALE AVERAGES

59 Lots	\$3,315	3 Cows with Bulls	\$2,750
4 Bulls	\$3,437	20 Open Heifers	\$3,257
19 Bred Cows	\$3,563	5 STAR 5 Heifers	\$1,360
6 Cows with Heifers	\$5,258		

The Premier Cowtown Elite Sale was held in conjunction with the National Santa Gertrudis Open Show in Fort Worth, Texas. The high-selling female was consigned by Double TT Ranch, Rosser, Texas, and sold to Myers Cattle and Land, Navasota, Texas, for \$8,300. The high-selling bull was consigned by Pitchford Cattle Co., Athens, Texas, and was sold to Steven Digesualdo, Crowley, Texas. The Premier Santa Gertrudis Association would like to thank all of the consigners and buyers for making this sale so great. 🐾



Buyers from the 2018 Premier Cowtown Elite Sale

SANTA GERTRUDIS *Production*

AVOID MODIFIED-LIVE BVD VACCINE PRE-BREEDING

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

First, let me say, always, always work with your ranch veterinarian. A recent, large research project by animal scientists at South Dakota State University, the U.S. Department of Agriculture-Agricultural Research Service at Fort Keogh in Miles City, Mont., and Montana State University has found some very interesting results when it comes to pre-breeding vaccinations, especially if you implement artificial insemination (AI).

Please see <https://dl.sciencesocieties.org/publications/jas/abstracts/95/supplement4/216> for a brief description of their work.



Photo from Cherokee Ranch, Sedalia, Colo.

In this study, they examined the influence of two different types of vaccine administered pre-breeding on 10 different cattle herds. All cattle (n=1,565) were cows and heifers from well-vaccinated herds using modified-live vaccine (MLV) programs. The products tested were a combination Bhv-1/BVD vaccine. Bovine herpesvirus-1 (Bhv-1) is nothing novel; it is simply the virus that can cause infectious bovine rhinotracheitis (IBR) and infectious pustular vulvovaginitis (IPV) in cows and heifers. Bovine viral diarrhea (BVD) virus Type 1 and Type 2 produces immunosuppression, and if an animal is exposed to other pathogens, morbidity and/or death could result. Respiratory or vaginal mucosa is the initial site of BVD infection. This replicating virus can affect the respiratory, reproductive and digestive systems.

The main objective of this study was to compare AI conception rates when using a combined, chemically altered/inactivated vaccine versus an MLV given pre-breeding. Within

each herd, cows were sorted by parity and calving date, and assigned to receive either the inactivated vaccine or the MLV vaccine. Cows received a single vaccination, and virgin heifers received an initial and a booster vaccination. Vaccinations (cows) or booster vaccinations (heifers) were given between 27 and 89 days pre-breeding. All females were subjected to the common, seven-day CO-Synch + CIDR synchronization of estrus protocol and were AI'd at either 60-66 hours (cows) or 52-56 hours (heifers) after CIDR removal. Fertile bulls were put in with females 10 days after AI. All females were checked for pregnancy between 34 and 86 days after AI, and again at least 30 days after the breeding season.

The timed AI conception rate was greater for females receiving the inactivated vaccine (60 percent) compared to the females receiving the MLV (52 percent). The time interval from last vaccination to time of AI also showed very interesting results, regardless of which vaccine was given (see Table 1). Any vaccination against Bhv-1/BVD apparently produces conditions that may hinder conception rates if given six weeks or fewer prior to AI.

Interestingly, both vaccines had similar results, regardless of time interval, on overall breeding season pregnancy rates. In other words, given enough time after vaccination, the typical percentage of females for each herd did conceive. As we should expect, short postpartum cows (≤ 60 days) had lower AI conception rates than cows further postpartum, regardless of vaccination type.

To summarize, this study revealed that vaccinations with an MLV, Bhv-1/BVD vaccine given to well-vaccinated cows and heifers between 28 to 89 days pre-breeding decreased AI conception rates by 8 percent. Moreover, vaccinations of any type should be avoided within the six weeks prior to breeding season, just to be on the safe side. Always consult with your veterinarian for the best recommendations. 🐄

Table 1. Combined conception rates of beef cows and heifers receiving either an inactivated or modified live, vaccine¹ prior (27 to 89 days) to timed artificial insemination (AI) following synchronization of estrus.

Time Interval: Vaccination to AI	Combined Timed AI Conception Rate (All Females)
27 to 30 days	52%
30 to 37 days	52%
38 to 89 days	64%

¹Bovine herpesvirus-1 and Bovine viral diarrhea virus Type 1 and Type 2 combined vaccine (IBR/BVD)

LA CAMPANA RANCH

COMMERCIAL *AND* PUREBRED SANTA GERTRUDIS

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MARCH 24, 2018 ♦ 11:00AM

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- ♦ Townsend Cattle Co., Ivan Townsend Family
- ♦ Twin Creek Ranch, Wes & Lou Hall
- ♦ Wendt Ranches, Gene & Nancy Kubecka and Daniel & Lauren Kubecka
- ♦ Woman Hollerin' Ranch, Ricky & Betty McCormick

Sale Schedule

Friday, March 23rd

5:00pm - Cattle Viewing

6:00pm - Dinner

Saturday, March 24th

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

This sale will be broadcast live on the internet.

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SANTA GERTRUDIS BREEDERS AT CATTLE INDUSTRY CONVENTION

By Lisa Bard, Editor

Nearly 7,600 members of the cattle community enjoyed fellowship, fun, education and leadership opportunities during the 2018 Cattle Industry Convention and NCBA Trade Show, which ended in Phoenix, Ariz., Feb. 3. Many Santa Gertrudis breeders were also in attendance, and Santa Gertrudis cattle were well represented in the trade show.

SGBI participated in the huge and energetic trade show, with more than 350 exhibitors on more than seven acres of floor and outside space. The SGBI booth had a prime location, and leaders and members were on hand for the three-day event to engage with and talk to interested cattlemen and women who wanted to learn more about how Santa Gertrudis cattle could benefit their operations.

In addition, the show's only live cattle display booth was from Santa Gertrudis breeder Red Doc Farm, who not only promoted the breed, but provided the visual benefit of what the breed represents.

"In today's competitive seedstock environment, it is essential that Santa Gertrudis has a presence at the nation's largest industry event," said SGBI Executive Director John Ford. "Participation provides SGBI with the opportunity to network, strengthen business relationships and form new industry alliances. Most importantly attendance allows the breed to share its message of profitable, productive, and predictable genetics with the nation's commercial cattlemen." The

convention is also a time for education at Cattle-men's College and the CattleFax Outlook Seminar, business conducted in committee and policy meetings, inspiration at the general sessions and recognition of cattle industry accomplishments at various levels.

Holding business meetings at the event were the National Cattlemen's Beef Association (NCBA), Cattle-men's Beef Promotion and Research Board, American National CattleWomen, CattleFax and the National Cattlemen's Foundation. Members of NCBA also elected officers and engaged in a grassroots policy process.

Ascending to the position of NCBA president was Kevin Kester, a fifth-generation California rancher who was born and raised in the Parkfield area of southern Monterey County, where his family has lived for more than 125 years. They have a yearling stocker and an Angus-based commercial cow-calf operation, and also farm wine grapes on their 22,000-acre ranch.

The NCBA 2018 Policy Priorities, which will guide the association's lobbying efforts in Washington, D.C., over the coming year, were set at the convention. The 2018 priorities focus on five main categories: the 2018 farm bill, trade and market access, regulatory reform, antimicrobial use and fake meat.

Some of this year's priorities are familiar to longtime industry watchers. Like last year, NCBA will work to ensure that the pending farm bill includes full funding for a foot-and-mouth disease vaccine bank, protects conservation programs like the Environmental Quality Incentives Program

Jim Abbot, former major league pitcher and pitcher for the 1988 Gold Medal Olympic Team, addresses the General Session II with an inspirational message of overcoming adversity and adapting to meet obstacles in our own way.



Gene Kubecka (looking at camera), SGBI Board member and Santa Gertrudis breeder, talks with cattlemen at the SGBI booth in the NCBA Trade Show.

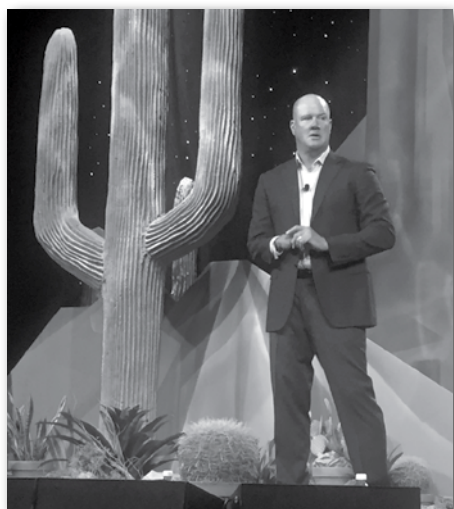


Adolfo Sanchez (right) of Red Doc Farm talks with interested cattlemen at their live Santa Gertrudis cattle display in the NCBA Trade Show.

(EQIP) and prevents market-disrupting policies like mandatory Country-of-Origin Labeling (COOL).

Likewise, the group's regulatory-reform efforts will again focus on finding a permanent solution to an electronic logging devices mandate for the trucking industry, modernizing the Endangered Species Act and replacing the 2015 Waters of the United States (WOTUS) rule.

New to the priorities list this year is an emphasis on antimicrobial use – specifically the aim to secure clean Animal Drug User Fee Act (ADUFA) reauthorization and continuing the Key Technologies Task Force action steps on antimicrobials. Another new emphasis in 2018 will be to focus on protecting the industry and consumers from fake meat and misleading labels on products that do not contain real beef. 🐄



2018 NATIONAL JUNIOR SANTA GERTRUDIS SHOW

Gert Times Across State Lines Friends, Family, Fun

June 23-30, 2018
Texarkana, Arkansas

Planning is underway for the 2018 National Junior Santa Gertrudis Show (NJS GS), June 23-30 in Texarkana, Ark.

The annual NJS GS is the highlight event for SGBI junior association families. More than 1,000 junior members, their families and sponsors attend the NJS GS each year where youth showmen exhibit more than 500 head of cattle. In addition to the cattle show, junior members compete for scholarships and strive for awards in a variety of 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 an 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 2018 NJS GS, contact Suzanne Fulton at (940) 382-3611 or esterry@hotmail.com. 📧

Sponsorship Levels

Friends:	Up to \$500
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Golden:	\$2,501-\$5,000
Platinum:	\$5,001-\$9,999
Diamond:	\$10,000+

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**Hotel Room
Reference Code:
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BEST OF LUCK AT THE SHOW!

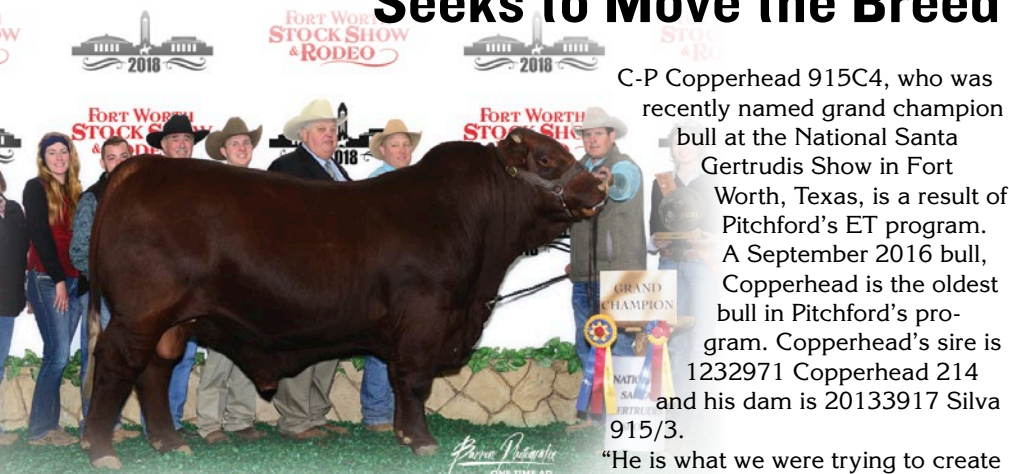


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THE TASTIEST SECRETS ARE THE BEST KIND

Pitchford Cattle Co.

Takes Home National Champion Banner, Seeks to Move the Breed Forward



C-P Copperhead 915C4, who was recently named grand champion bull at the National Santa Gertrudis Show in Fort Worth, Texas, is a result of Pitchford's ET program. A September 2016 bull, Copperhead is the oldest bull in Pitchford's program. Copperhead's sire is 1232971 Copperhead 214 and his dam is 20133917 Silva 915/3.

"He is what we were trying to create from the beginning," Pitchford explains. "He has the phenotype with so much mass, bone and muscle, but his EPDs are through the roof too."

There's not much to dislike about Copperhead, Pitchford says. "He has a great sheath, and he has so much mass, thickness and volume when you look at him from the profile."

When he's on the move, Copperhead is wide-tracking, a trait Pitchford says sets him apart from other Santa Gertrudis bulls. "Some of these bulls walk really narrow; they don't have the natural muscling that this bull has."

Pitchford is optimistic that Copperhead, and bulls like him, will appeal to commercial cattle producers. "I think Copperhead will help our breed so much because we're going to increase the weaning weight and the carcass data at the same time," he says. "I hope everybody takes a really strong interest in him, and hopefully we can help the breed move forward."

As a breed, Pitchford hopes Santa Gertrudis breeders can work toward mass producing bulls like Copperhead that appeal to commercial producers. "We need volumes of bulls like him to sell to the commercial industry."

In the first few years of his ET program, Pitchford has focused on phe-

notype and EPDs. While he's pleased with the cattle he's bred through this program so far, Pitchford has big plans for the future. "Now we're working on pushing the carcass and marbling to make sure we can get in the top 5 percent in that category as well."

As for Copperhead, Pitchford plans to sell some shares in his national champion bull. He also hopes to sell semen packages to producers in the United States and abroad.

Copperhead is no stranger to the show ring. In the last year, he has been named grand champion Santa Gertrudis bull at numerous shows, including the Tulsa State Fair, Louisiana State Fair and the Houston Livestock Show. He has been named reserve grand champion bull at several other shows as well.

Exhibiting the national champion Santa Gertrudis bull means a great deal to Pitchford. "I was just so excited because we worked hard on this project, and he is my own that I created," he explains. "We've been showing cattle for thirty-some years, but this means more to me because we raised him. He was my genetics and he was national champion."

In the last few years, Pitchford's son, Casey, and daughter, Gracey, have also had success in the show ring with their cattle as part of the National Junior Santa Gertrudis Association. Achieving these successes as a family means a lot and is affirmation to Pitchford that their program is on the right track. "We've been very, very fortunate the last three years," he says. "We've worked on it a long time, but we're really excited people are paying attention."

"These judges are outside our breed and they've noticed how good the cattle are, so hopefully they'll move the breed forward," he adds. 🐄

"We've been showing cattle for thirty-some years, but this means more to me because we raised him. He was my genetics and he was national champion."

- Darrell Pitchford

Darrell Pitchford, Pitchford Cattle Co., is no stranger to the Santa Gertrudis breed. Originally from Kentucky, Pitchford's family started raising the dark red cattle when he was 10 years old. Decades later, he continues to raise Santa Gertrudis and is proud of the improvements the breed has undergone in the last 20 years.

Today, Pitchford's family raises 300 Santa Gertrudis, Angus and Shorthorn females on their ranch at Athens, Texas. It's no secret that many cattle producers had a bad perception of Santa Gertrudis, especially in the '80s and '90s. "Our goal is to go out and change those bad perceptions," he says.

To do so, Pitchford made some major adjustments to his herd five to six years ago. He implemented an intense embryo transfer (ET) program and started focusing on phenotype and expected progeny differences (EPDs). "Some people are chasing EPDs only, but to get the perfect animal, you have to have the phenotype with the EPDs," he says. "[An animal] can have all the EPDs in the world, but if they're ugly as can be, no one is going to buy them and they won't produce as well."

As part of this shift to his program, Pitchford wanted to purchase six to seven of the best females in the breed. Once he acquired several elite females, he selected bulls that met his criteria for both phenotype and EPDs, and then started his new ET breeding program.

Super American 180+ Bulls Sell Bull Sale

Thursday
March 22nd at 1pm

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Mark Cowan | 903.495.4522 | markc@amscattle.com
Trey Kirkpatrick | 979.324.5518 | treyk@amscattle.com
www.amscattle.com

2018 NATIONAL SANTA GERTRUDIS SHOW

AT THE FORT WORTH STOCK SHOW

JAN. 14, 2018 - FORT WORTH, TEXAS - JUDGE: JIM WILLIAMS

The 55th Annual National Santa Gertrudis Show was held in conjunction with the Fort Worth Stock Show in Fort Worth, Texas. Santa Gertrudis cattle from across the country competed for the title of National Champion. Here's who took home the honors.

PARADE OF CHAMPIONS



GRAND CHAMPION BULL
C-P Copperhead 915C4, shown by
Casey Pitchford, Athens, Texas



RESERVE GRAND CHAMPION BULL
Rockin 3T's Syrus 2/5, shown by
Rockin 3T Ranch, Ennis, Texas



BEST OF POLLED BULL
Rolling Oaks Grover, shown by
Missouri Meadows, Hughesville, Mo.



**GRAND CHAMPION FEMALE AND
BEST OF POLLED FEMALE**
ET Tootsie Roll 57, shown by Taylor Terry,
Denton, Texas



RESERVE GRAND CHAMPION FEMALE
ES 565 Honey Bun, shown by Taylor Terry,
Denton, Texas



CHAMPION HEIFER CALF
Briggs 337D, shown by Casey Pitchford,
Athens, Texas



**RESERVE GRAND CHAMPION
STAR 5 FEMALE**
Harris Farms 216/6, shown by Hadley Brooks,
Krum, Texas



CHAMPION YEARLING BULL
5-E Rushmore 141, shown by
Tinney Farms, Hanceville, Ala.

NOT PICTURED

CHAMPION BULL CALF
PC/SCC The Rifleman 110-7, shown by
Casey Pitchford, Athens, Texas

GRAND CHAMPION STAR 5 FEMALE
Rockin 3T's Lola 2/6, shown by
Kyndale Kozlovsky, Ennis, Texas

2018 NATIONAL SANTA GERTRUDIS SHOW DEDICATION *Felix Serna*

Felix Serna has a lifetime of ranching experience in the South Texas area. He developed his skills with horses and cattle by observing and learning from the experienced vaqueros (one of which was his father) on the Kenedy Ranch in Sarita, Texas, where he began working at the age of five. As one of the largest ranches in South Texas, the Kenedy Ranch maintained a large Santa Gertrudis herd and Quarter Horse remuda.

Time and hard work have led to Serna's current position as director of registered livestock operations for El Coyote and La Paloma ranches. He also has the task of managing the Quarter Horse remuda and Thoroughbred herds, as well as maintaining El Coyote Ranch's Texas Longhorn herd and San Jose Cattle Company's Santa Gertrudis herd. Throughout the years, these herds have produced championship-caliber livestock.

While working on these ranches, Serna has been involved in all aspects of the cattle industry, from making breeding decisions to looking after the health and productivity of the stocker-steer program. His philosophy, whether he is working with cattle or horses, is to develop a superior product that meets the demands of today's industry.

He credits his mentors for the lessons and skills that he learned from such an early age, which have enabled him to enjoy the life and career he has today. He has a constant thirst for knowledge and strives to learn from each day and give back when he can. He has served on the Kenedy County-Wide Common School District School Board for more than 30 years and has served as president for 26 years. Just as he learned from his men-



tors, Serna strives to use his knowledge and skills to help others.

The Santa Gertrudis breed and the SGBI Shows & Exhibits Committee are proud to dedicate the 2018 National Santa Gertrudis Show to Felix Serna. 🐄



CHEROKEE RANCH & CASTLE

Sedalia, Colo.

— 63 Years Breeding Santa Gertrudis —

Cherokee Lively 6D14

Reg.# 20165116

*One of four lots consigned to the
Rocky Mountain Spring Runoff Sale,
April 7, Bosque, NM.*

This heifer was on the Grow Safe Gain Test. She will have all of the ADG, DMI, RFI, F:G data available. She's also bred and has complete carcass ultrasound data.



**She sells on
April 7 in the Spring
Runoff Sale!**

BW	WW	YW	Mat	TMat	Scrotal
-1.66	-4.33	6.66	-3.77	-5.93	-0.07
HCW	REA	Marb	Fat	Carcass	\$G
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Sale will be held after Red Doc Farm's Red Hot Bull Sale in Bosque, NM

Sale chairman/ contact, VP Stacey Montañó 505-429-0067 

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April 7, 2018
Bosque, NM



85 PLUS

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Sale for special rate
*Proxy bidding available
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REDDOC
farm 

2018 NATIONAL SANTA GERTRUDIS SHOW

CLASS WINNERS

EARLY SUMMER HEIFER CALF

1. Gucci 7-41, shown by Demi Harrington, Plantersville, Texas
2. ET Twinkie, shown by Taylor Terry, Denton, Texas

LATE JUNIOR HEIFER CALF

1. CC Desi's Sapphire 73, shown by Landon Stem, Anderson, Texas
2. Miss Brassy, shown by Rustic Rail Ranch, Carthage, Mo.

EARLY JUNIOR HEIFER CALF

1. Miss NTR Thunder 13/7, shown by Sadie Colin Cates, Enchanted Oaks, Texas
2. SJ Lady Roulette 701, shown by Perry Bass, Kingsville, Texas

LATE SENIOR HEIFER CALF

1. PS Miss Crimson Rose 295D8, shown by Gracey Pitchford, Athens, Texas
2. Wendt 1132, shown by Caroline Daniel, Magnolia, Ark.

EARLY SENIOR HEIFER CALF

1. B14 Briggs 337D, shown by Casey Pitchford, Athens, Texas
2. KK Sweet Caroline, shown by Kalli Kimble, Kingsbury, Texas

CHAMPION HEIFER CALF

Briggs 337D, shown by Casey Pitchford, Athens, Texas



RESERVE CHAMPION HEIFER CALF

CC Desi's Sapphire 73, shown by Landon Stem, Anderson, Texas

LATE SUMMER YEARLING HEIFER

1. Rockin 3T's Betsy 9/16, shown by Bret Pittman, Ponder, Texas
2. Rockin 3T's Cinderella's Vegas, shown by Jason Elliott, Ennis, Texas

EARLY SUMMER YEARLING HEIFER

1. ET 673 Lilo, shown by Taylor Terry, Denton, Texas
2. HK Hallie's Comet, shown by Harrison Kimble, Kingsbury, Texas

LATE JUNIOR YEARLING HEIFER

1. C-P MS 2022 017/9 D 8, shown by Steve Sanders, Guthrie, Okla.
2. LR OLCC Wonder Woman, shown by Steve Sanders, Guthrie, Okla.

EARLY JUNIOR YEARLING HEIFER

1. C-P Miss Ranger 413D I, shown by Stroman Cattle Co., Bryan, Texas
2. SR 9/6, shown by Avery Strait, Prosper, Texas

CHAMPION YEARLING HEIFER

C-P Miss 2022 017/9 D 8, shown by Steve Sanders, Guthrie, Okla.

RESERVE CHAMPION YEARLING HEIFER

C-P Miss Ranger 413D I, shown by Stroman Cattle Co., Bryan, Texas

LATE SENIOR YEARLING HEIFER

1. C-P MS Roberto 673 C 6, shown by Steve Sanders, Guthrie, Okla.
2. MCC Reese 1521, shown by Clayton Lennon, Alba, Texas

EARLY SENIOR YEARLING HEIFER

1. ET Tootsie Roll 57, shown by Taylor Terry, Denton, Texas
2. Miss Maggie, shown by Karli Buggs, Sarcoxie, Mo.

LATE TWO-YEAR-OLD HEIFER

1. ES 565 Honey Bun, shown by Taylor Terry, Denton, Texas
2. HB 53/15, shown by Hollyann Roach, Keller, Texas



EARLY TWO-YEAR-OLD HEIFER

1. Miss Double TT 545, shown by Randall Strickmeyer, Verona, Ky.
2. Miss LCC 155/5, shown by Casey Pitchford, Athens, Texas

CHAMPION SENIOR FEMALE

ET Tootsie Roll 57, shown by Taylor Terry, Denton, Texas

RESERVE CHAMPION SENIOR FEMALE

ES 565 Honey Bun, shown by Taylor Terry, Denton, Texas

GRAND CHAMPION FEMALE

ET Tootsie Roll 57, shown by Taylor Terry, Denton, Texas

RESERVE GRAND CHAMPION FEMALE

ES 565 Honey Bun, shown by Taylor Terry, Denton, Texas

BEST OF POLLED FEMALE

ET Tootsie Roll 57, shown by Taylor Terry, Denton, Texas

EARLY SUMMER BULL CALF

1. ET Slurpee 711, shown by Taylor Terry, Denton, Texas
2. Rockin 3T's Ozy 9/7, shown by Rockin 3T Ranch, Ennis, Texas

LATE JUNIOR BULL CALF

1. Rockin 3T's Achilles 5/7, shown by Rockin 3T Ranch, Ennis, Texas
2. PC A Wuane 319-7, shown by Casey Pitchford, Athens, Texas

MORE RESULTS ON PAGE 22 »

BABY DOLL BLOWOUT SALE

MARCH 31, 2018 • PITCHFORD SALE FACILITY • ATHENS, TX

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EARLY JUNIOR BULL CALF

1. PC/SCC The Rifleman 110-7, shown by Casey Pitchford, Athens, Texas
2. 777 Gambler, shown by Caroline Daniel, Magnolia, Ark.

LATE SENIOR BULL CALF

1. 777 Highroller 901 D5 (ET), shown by M Rock Farm, Texarkana, Texas and Myers Cattle & Land, Navasota, Texas
2. 777 High Roller 17D8 ET, shown by Patrick Daniel, Magnolia, Ark.

EARLY SENIOR BULL CALF

1. 777 High Roller 17D11 (ET), shown by Myers Cattle & Land, Navasota, Texas
2. Urbanosky's Tony, shown by Landon Stem, Anderson, Texas

CHAMPION BULL CALF

PC/SCC The Rifleman 110-7, shown by Casey Pitchford, Athens, Texas

RESERVE CHAMPION BULL CALF

777 High Roller 17D11 (ET), shown by Myers Cattle & Land, Navasota, Texas

LATE SUMMER YEARLING BULL

1. Tex Hess Mr. Milky Way, shown by Ryan Hess, Stephenville, Texas
2. SJ Boomerang 614, shown by Perry Bass, Kingsville, Texas

EARLY SUMMER YEARLING BULL

1. Mr. Flex, shown by Wyatt Nelson, Sarcoxie, Mo.
2. 777 Vegas 1181D, shown by Erin Kay Daniel, Magnolia, Ark.

LATE JUNIOR YEARLING BULL

1. Rolling Oaks Grover, shown by Missouri Meadows, Hughesville, Mo.
2. C-P Vegas 295 D5, shown by Casey Pitchford, Athens, Texas

EARLY JUNIOR YEARLING BULL

1. 5-E Rushmore 141, shown by Tinney Farms, Hanceville, Ala.
2. Mr. Double TT Business 312, shown by Wylie and BJ Taliaferro, Rosser, Texas



GET-OF-SIRE

CHAMPION YEARLING BULL

5-E Rushmore 141, shown by Tinney Farms, Hanceville, Ala.

RESERVE YEARLING CHAMPION BULL

Mr. Flex, shown by Wyatt Nelson, Sarcoxie, Mo.

LATE SENIOR YEARLING BULL

1. Big Show, shown by Flatwillow Farms, Statesville, N.C.
2. C-P/SCC Roberto 748C22 (ET), shown by Matthew Nichols, Axtell, Texas

EARLY SENIOR YEARLING BULL

C-P Copperhead 915C4, shown by Casey Pitchford, Athens, Texas

LATE TWO-YEAR-OLD BULL

1. Clancy, shown by Quail Valley Farms, Oneonta, Ala.
2. Jernigan 13/15, shown by Wayne Jernigan, Buena Vista, Ga.

EARLY TWO-YEAR-OLD BULL

1. Rockin 3T's Syrus 2/5, shown by Rockin 3T Ranch, Ennis, Texas
2. 777 531 Reno, shown by Erin Kay Daniel, Magnolia, Ark.

AGED BULL

1. TF 4102, shown by Tinney Farms, Hanceville, Ala.
2. PC Hemingway 123-4, shown by Casey Pitchford, Athens, Texas

CHAMPION SENIOR BULL

C-P Copperhead 915C4, shown by Casey Pitchford, Athens, Texas

RESERVE CHAMPION SENIOR BULL

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

GRAND CHAMPION BULL

C-P Copperhead 915C4, shown by Casey Pitchford, Athens, Texas

RESERVE GRAND CHAMPION BULL

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

BEST OF POLLED BULL

Rolling Oaks Grover, shown by Missouri Meadows, Hughesville, Mo.

PRODUCE-OF-DAM

(2 Offspring, 1 Cow)

1. Pitchford Cattle Co., Guthrie, Okla.
2. Taylor Terry, Denton, Texas

GET-OF-SIRE

(3 animals, 1 sire, 2 dams, both sexes)

1. Taylor Terry, Denton, Texas
2. 777 Farms, Magnolia, Ark.



PRODUCE-OF-DAM

STAR 5 FEMALES

(Born Sept. 1, 2016 and After)

1. 777 MAB Sweet Caroline 17E, shown by Caroline Daniel, Magnolia, Ark.
2. RE'AN's Feebee, shown by Tate Villanueva, Alvin, Texas

STAR 5 FEMALES

(Born Jan.-Aug. 2016)

1. Rockin 3T's Lola 2/6, shown by Kyndale Kozlovsky, Ennis, Texas
2. Harris Farms 216/6, shown by Hadley Brooks, Krum, Texas

STAR 5 FEMALES

(Born 2015)

1. SJ Miss Desiree 506, shown by Perry Bass, Kingsville, Texas
2. ES 26, shown by Taylor Terry, Denton, Texas

GRAND CHAMPION STAR 5 FEMALE

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

RESERVE GRAND CHAMPION

STAR 5 FEMALE

Harris Farms 216/6, shown by Hadley Brooks, Krum, Texas



45th ANNUAL BREEDERS OF THE CAROLINAS SALE

May 12, 2018 • 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 11. Dinner will be served for members and potential buyers at 6:30 p.m.

AUCTIONEER
E. B. Harris

LOCATION

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

SALE CONSULTANT

Bill Lundberg

SALE COMMITTEE

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WHAT IS THE IMPORTANCE OF VISUAL APPRAISAL IN MAKING SELECTIONS?

By Matthew Garcia, Ph.D., MBA, Extension Beef Specialist/Beef Genomics, Utah State University

The practice of proper visual appraisal has been instrumental to many of the improvements the beef industry has achieved over the last six decades. However, with all the tools currently available to beef producers to make selection decisions, is visual appraisal still as vital in the selection process? Many would argue that, with the use of centralized testing methods, expected progeny differences (EPDs), genomically enhanced EPDs and commercial genomic testing, visual appraisal has become less important because we are actually able to better select for genomic value.

I would argue that visual appraisal is as equally important as those previously described selection methods. Genomic predisposition and breeding value are of great importance, but a herd sire has to be able to transfer that breeding value, and the producer needs the resources to realize that breeding value into performance of his/her animals. In this article, I will touch on why visual appraisal is still an important selection tool for herd sires and replacement females.

Visual Appraisal in a Herd Sire

With all the previously described selection tools available, visual appraisal in herd sires is still vitally important prior to purchase and after incorporating the bull into your operation. Pre-purchase, a bull that is physically appealing (muscling, body depth, structure, etc.) is very important since his calves will, for the most part, be bought based on appearance and weight. However, structure and physical ability are the major components that should be evaluated from a visual appraisal standpoint.

The first part of visual appraisal prior to purchase or breeding season is to evaluate if a bull is sound on his feet and legs. Does he travel smoothly without wasted movement? Are his eyes clear and do his sexual organs look free from scarring or damage? It is vital that a bull is sound so that he can pursue cows and cover ground.

The second part of visual appraisal is to evaluate if his appearance is compatible with his paperwork/predictions. Basically, does he look like he is going to give you the type of calf that his paperwork says he is capable of and is he going to give you the type of calf that fits your marketing and managing program?

The last part of visual appraisal typically happens once the bull has been breeding in your operation. In this situation, the major factor to consider is how compatible the bull is to your operation and the resources you have for him to do his job. Specifically, is he holding enough body condition to complete a breeding season, or do you have to pull him early because he has gotten too thin? What is the time frame for him to recuperate after breeding season? Do you have to allocate extra resources to keep him in your system? Finally, is he producing calves that are visually appealing and able to be productive in your system with your resources? While these might not be traditional visual appraisal questions, they need

to be answered if a bull is going to become, and remain, a sire in your herd.

Visual Appraisal of Replacement Females

Visual appraisal and selection based on visual appraisal in replacement females have been somewhat of a heartbreaking process for beef producers. Typically, producers will say, "I want a deep-bodied female, with a specific frame size, a large pelvic area, feminine head and a tight, well-shaped udder."

These are all important characteristics that are directly related to a heifer's ability to do her job as a mother in your herd. However, visual appraisal in females has not been as accurate. This is because of the job we are asking females to do in our herds and the fact that fertility and reproductive efficiency are lowly heritable and highly environmentally influenced. A heifer's/cow's job is to breed early in life (at one year of age), calve early (at two years of age), rebreed and do it every year with our resources so she pays her bills and ours. However, even if she has all the physical characteristics that you are looking for, there are times that your most desirable heifer/cow falls out because she fails to adhere to her job description.

While it is important to select for the visual characteristics that we know make a good cow, it is probably more useful to incorporate visual appraisal as one of many tools to identify females in your operation. For example, how well does she perform her "cow job description" with the available resources, and how well does she fit your specific system? Specifically, does she consistently maintain a proper body condition score (BCS) throughout the production process without requiring extra resources to do her job? In this case, visual appraisal of our desired traits, accompanied with visual appraisal of her BCS and her ability to fulfill her job duties might be selection tools to determine how successful and compatible this cow is to your production system.

Summary

Visual appraisal is still an important component directly tied to the success of our beef production systems. While visual appraisal is important in selection, it should be utilized with other selection tools and benchmarks to evaluate animal performance after they have been selected, as well.

Visual appraisal, like any other selection tool, should not be the lone deciding factor we use to make selection decisions. It should be used in combination with all the tools that are currently available to producers to make more accurate decisions. In order to remain productive, profitable and sustainable, multiple selection tools should be utilized to select and produce animals that are more compatible with our resources, production goals, management capabilities, herd improvement goals and marketing strategies. 🐄

U.S. Meat Export Federation's Greg Hanes Offers Beef Export Update

By Hannah Wine, Freelance Writer

Think export markets don't matter to your cattle operation? Think again. "Whether you realize it or not, you are exporting your beef internationally," said Greg Hanes, U.S. Meat Export Federation (USMEF) assistant vice president of international marketing, during the 2017 Range Beef Cow Symposium in Cheyenne, Wyo. "Some parts of your animals are going into the international market as there are certain cuts that the U.S. exports. About 90-95 percent of U.S. beef producers are global suppliers, supplying the world with the best product and making the U.S. the most competitive beef producer."

Hanes explained that USMEF has more than 20 offices around the world and works in more than 90 countries to gain access to foreign markets and promote export sales of U.S. product. USMEF has seen success with U.S. beef, particularly because of the production of a superior, grain-fed product.

While the global beef supply has not changed in the last 11 years, Hanes explained that there has been a large increase in demand for beef. "Ninety-six percent of the world's population is outside of the U.S. The middle class outside of the U.S. is growing drastically. By about 2030, 70 percent of the world's middle class will be outside of the U.S. This is huge potential. Those demands are increasing, but supplies aren't increasing that much, which is good for us. We're ramping up our production and this is a very good time to do it, so that we're positioned to take advantage of this increasing demand."

The United States has a big advantage as the main supplier of grain-fed beef, which produces a consistent quality. Other suppliers and competitors in the beef industry are Brazil, who is a big supplier, but mainly of grass-fed beef; India, who supplies a lot of water buffalo beef, which is a low-end product; and Australia, the United States' biggest competitor, who is down 19 percent this year.

China and the United States are the two largest beef importers. "Why does the U.S. import when we also export?" Hanes asked. "We're exporting higher quality cuts, like chuck rolls and short plates, for a higher margin than we'd be able to sell them for here. As for our imports, we're bringing in lean trimmings from Australia to mix in with the fat trimmings we have here, and that makes your McDonald's and Burger King hamburgers."

U.S. beef export demand is high but we are only exporting 13 percent of our beef. This year, Hanes anticipates the United States will export more than \$7 billion in beef. "We're not exporting steaks, but short plates, tongues, livers and things we don't eat as much of here," he explained.

Hanes expects U.S. beef exports to continue to grow steadily. Within the next three years, he expects exports to grow 4-5 percent, or 1.45 billion metric tons sent overseas.

In addition to being a major source of grain-fed beef, the United States, has an advantage in that we are able to export specific cuts of chilled beef. "Chilled beef is important because Brazil and Australia are providing frozen beef, but chilled beef has a higher margin because the quality is higher," Hanes explained. "Once a buyer starts buying chilled beef, they have to keep doing so. They have a brand, a story, a product. They must stick with it whether prices are going up or prices are going down. It's steady purchasing."

That isn't the case with frozen beef. "With frozen, a buyer can buy a whole bunch when prices go down and stick it in the freezer. Then, when prices go up, they can say, 'Oh no, we're not buying any now,'" he said. "Chilled beef is our huge advantage, and chilled exports are up 34 percent on the grain-fed side."

Japan, Mexico, Korea, Canada, China and Hong Kong are where most



of our product is going. The Trans-Pacific Partnership (TPP) would have given the United States better duty rates into Japan. Even without the United States' participation in TPP, it's a large market. With Mexico and Canada being major markets, the United States' role in the North American Free Trade Agreement (NAFTA) is important. "If you look at the value of the exports, Mexico is No. 2 in volume and No. 3 in value, and Japan will pay high premiums for the cuts that we don't eat here in the U.S.," Hanes explained. "These values are key."

Japan is a strong point for U.S. beef even without the benefit of the TPP trade agreement. "Japan is our big market and we see growth continuing," Hanes said. "Japan is eating 16 percent more beef than last year; they understand that eating meat is good for you. They have an aging population and the government is promoting more meat consumption so that the aging

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National Champion Title Is Twice as Sweet for Fulton Farms

By Jessie Topp-Becker, Managing Editor



The taste of victory is always sweet, but for Fulton Farms, the 2018 National Santa Gertrudis Show was twice as sweet. In addition to earning the grand champion female banner with ET Tootsie Roll 57, the family also took home the reserve grand champion banner with ES 565 Honey Bun.

Earning both titles at the national show is something few Santa Gertrudis breeders, if any, have ever done before. For Suzanne Fulton and her daughter, Taylor Terry, these titles are even more special. “They’re both females that we bred and raised,” Fulton explains. “Not only did we breed and raise them, we owned their mothers and grandmothers.”

Located in Denton, Texas, Fulton Farms has been raising and breeding Santa Gertrudis since the 1980s. Originally a commercial cattle business, Fulton’s father, who worked in the steel business, traded a truckload of steel for three Santa Gertrudis bulls. Since then, they have grown their purebred herd. Today, the Fulton Farms’ herd includes 120 purebred Santa Gertrudis and STAR 5 females.

As their herd has grown over the years, Fulton’s primary goal has been “to raise top-quality females.” Fulton sells some of their females in sales, but most are sold via private treaty.

Fulton relies on genetics and phenotype to make breeding decisions. A

majority of their herd is naturally bred; artificial insemination (AI) is used to breed the remaining 10-15 percent. Their goal is to breed “big, deep bodied [females] with good feet and legs,” she explains. “If they can’t get up and take care of themselves, they can’t take care of babies either; that’s their No. 1 job.”

ET Tootsie Roll 57

A July 2015 calf, Tootsie Roll was born in the show barn. “We trained her from about three days on that if she wanted to be brushed or set up with a show stick, she had to hold her head up high,” Fulton says. “She’s just a big-bodied, very fertile female, just like her mother and grandmother.”

Tootsie Roll is an AI calf; her dam is ES Chupa and she is sired by Cedar Crest Apache Poll. It had been about 10 years since Fulton had used this sire in her herd. “I just thought it was time to bring him back,” she says. “And I thought the mating would be a good mating.” She was right.

Despite only being in the show ring eight times, Tootsie Roll was typically a class winner. However, she was usually overshadowed by Honey Bun in the show ring, as Honey Bun would typically win the division and sometimes be named champion. “This time, when Tootsie Roll, who is my favorite, beat out Honey Bun, it was extra sweet for me,” Fulton says.

ES 565 Honey Bun

Honey Bun was born in June 2015 and is the daughter of Terry’s first show heifer, Pop Tart. She is sired by Gilligan, who was the first bull Fulton purchased outside of their own herd in 15-20 years. “Several of Taylor’s show heifers came from him,” Fulton explains. “It just so happened that the mating of he and Pop Tart really worked out.”

Over the years, Terry has shown Honey Bun at numerous shows with great success. Honey Bun was named reserve grand champion purebred and champion calf at the 2016 National Junior Santa Gertrudis Show and was reserve yearling champion at last year’s Houston Livestock Show and Rodeo. “She was just always one of the ones that was in the top,” Fulton says.

This isn’t the first time a national champion banner will return to Fulton Farms – both Fulton and Terry have earned this honor before. In 1989, Fulton showed the national champion female with a female they purchased from Nine Bar Ranch. Terry had the national champion female in 2011 with ES Bouncy.

But for Fulton, the title is sweeter this time. Taking home two champion banners is a reminder to Fulton that hard work pays off. “This doesn’t happen overnight,” she says. “I’ve told Taylor, this is 25-30 years of me breeding and mating cattle to get you where you are.”

Looking ahead, Fulton plans to flush five or six of her females for some breeders who want to start raising Santa Gertrudis again. “It’s nice to have your genetics appreciated and sought after,” she says. “Not necessarily for any kind of monetary gain; it’s more for the fact that people appreciate your breeding and knowledge of the cattle industry.”



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population is getting the protein and nutrients they need.

"Particularly the government is promoting more lean meat as opposed to the highly marbled Wagyu and Kobe beef that is typically eaten," he added. "What's considered lean meat in Japan is considered Prime and Choice in the U.S., so we can export these cuts. Prime and Choice are lean alternatives for Japan. Japan is buying all of the beef tongues and short plate we have. We have 44 percent of the beef market share in Japan [and] Australia has 46 percent. Hopefully, by next year we should exceed them. We have 52 percent of the market in Japan for chilled beef."

Hanes is optimistic about other markets as well. "Koreans are eating more and more beef all the time" he said. "Their domestic production is declining as they don't have the land or the room. Their self-sufficiency is dropping and we provide the best product that fits what they're looking for."

"If you only remember one number, it should be that these export premiums that we're getting are adding \$277 per head to the value of the cattle fed in the U.S."

– Greg Hanes

Hanes shared the story of the U.S. company Costco, which has 13 outlets in Korea that sell more beef than any other chains in the country. For many years, Costco was only selling Australian beef. In 2017, Costco in Korea began selling U.S. beef, a switch that will shift an estimated 15,000 metric tons of U.S. beef through their stores.

China is a large potential market, but it has been a challenge for the U.S. The Chinese market closed to U.S. beef in 2003 as a result of bovine spongiform encephalopathy (BSE). China opened their market to U.S. beef imports in 2017 with several stipulations, such as no beta agonists, no hormones and book-end traceability (place of birth and death).

"Chinese markets are interesting because they're fairly big suppliers themselves, but their supply isn't meeting the needs," Hanes explained.

"China is accepting imports more and more, currently with suppliers from 30 different countries. A lot of opportunity for U.S. beef has boomed in China over the past five to six years, but unfortunately, we weren't able to take advantage of it.

"China is currently the largest importer of beef from around the world," he added. "Right now, our biggest challenge is for supply to meet the no hormones and the traceability requirements. We don't have enough of our product that meets those requirements and is readily available."

Hanes advised producers to continue producing more beef for these emerging markets. "If you only remember one number, it should be that these export premiums that we're getting are adding \$277 per head to the value of the cattle fed in the U.S." 🍴

SANTA GERTRUDIS

Juniors

By Shelby Ferguson, District 1 Director



Howdy from Aggieland! I am a sophomore at Texas A&M University, and I am serving as a District 1 National Junior Santa Gertrudis Association director. We are currently in the thick of the spring show season, spring calving season and enjoying some of this nice weather after a rough winter!

With that being said, it is time to start marking your calendars (if you haven't already) for the 2018 National Junior Santa Gertrudis Show (NJS GS) in Texarkana, Ark. Will you be there to support our juniors and represent our breed? Each year, hundreds of people come to junior nationals to exhibit their red cattle, and participate in leadership opportunities and fellowship with our Santa Gertrudis family. As we approach the 2018 show, it is time to begin thinking about your attendance. You, or someone you know, may not be exhibiting any cattle this year, but your support and attendance are still very important. It is crucial that we continue to support our junior members – they are the future of this breed.

The NJS GS is an excellent opportunity to watch some of the younger members of our breed at work, and to see some of the best red cattle our breeders have to offer. So take out a pen, mark your calendars for June 23-30 and come support our junior members at the 2018 National Junior Santa Gertrudis Show. I cannot wait to see you all there. Thanks and Gig 'Em! 🍴

By Ryan Hess, At-Large Director



I am currently serving as an At-Large director for the National Junior Santa Gertrudis Association (NJS GA). I was elected at last year's National Junior Santa Gertrudis Show (NJS GS), and I can't wait to begin my career serving on the NJS GA Board. The 2018 stock show season has finally begun! The National Santa Gertrudis Show was held in Fort Worth this year and cattle barn No. 4 was full of red cattle. Many good genetics were bought and sold on the first Saturday of the show at the annual Cowtown Elite Sale. The show was dedicated to Felix Serna – a well-deserved honor. The NJS GA held a social for all juniors before the junior show. There were more than 50 juniors in attendance and many new faces were there; we had a great time playing games and eating food. I look forward to seeing you all in San Antonio and Houston, and at the NJS GS this June in Texarkana. 🍴

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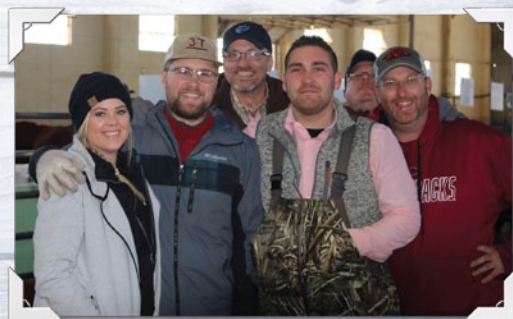
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