



SANTA GERTRUDIS

USA

APRIL 2014 | VOLUME 17, NUMBER 4



Santa Gertrudis



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Beef Breed

Tinney Farms

Herd Reduction Sale

11:00 a.m. • April 26, 2014

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TF 082 Bred Female • Sired by Briggs 567
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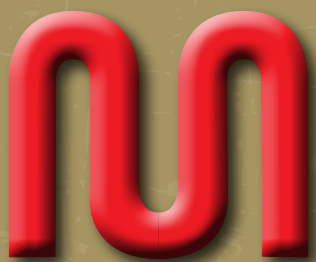
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SANTA GERTRUDIS USA

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ON THE COVER

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and Several Time Senior Champion

*Should have 2nd calf by sale time by this bull. Her
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and Many Time Calf Champion

MISS MASSIVE CADILLAC D 352

Reserve Yearling Champion, South Carolina
State Fair

MISS MASSIVE GRIZZLEY D355

Reserve Calf Champion Several Times



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Ramblings from the Open Range

EXECUTIVE DIRECTOR'S REPORT

By John Ford

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

My intention for this issue was to focus entirely on the breed's efficiency as feeders and the outstanding carcass traits of Santa Gertrudis. After all, there is a tremendous amount of unbiased university data validating that Santa Gertrudis cattle are efficient feeders capable of producing a profitable, highly desirable carcass, with consumer-pleasing results. A quick glance at data collected during the SGBI National Steer Feedout verifies that our breed is competitive on all fronts. More than 1,000 head of purebred Santa Gertrudis steers were tested in the SGBI National Steer Feedout, and the average daily gain was an extremely acceptable 3.49 money-making pounds. Contrary to the belief that Bos indicus-influenced animals produce a tough product, the average WBS (tenderness) measurement, taken from 700-plus purebred Santa Gertrudis loin samples during the feeding trial, was 6.25 pounds – well under the 7 pounds experts consider tender.

But I felt it necessary to change the focus of this month's column after I realized not all members are aware SGBI is working on a genomic- (DNA) based expected progeny differences (EPDs) genetic evaluation, and the positive marketing impact that will result from inclusion of this cutting-edge technology into our program.

In the last two years, I have taken a cautious approach to discussing SGBI's move toward genomic-enhanced EPDs. Due to my guarded tactics, membership may be unaware of the pending incorporation of genomic test results (DNA) into the breed's EPDs. Perhaps I have been overly cautious in my approach, but allowing time for collection of DNA samples and having methodology reviewed by industry leaders, research scientists and members of academia before this new technology is fully incorporated into our genetic evaluation is prudent. Confirmation that the



Photo taken at Woman Hollerin Ranch, Brookshire, Texas.

science is sound and the data is valid will allow SGBI to join an exclusive club in the beef industry. A limited number of breed associations offer their members and commercial customers genomic-enhanced EPDs; as might be expected, the American Angus Association was the first breed to utilize DNA-based technology, followed by the American

Confirmation that the science is sound and the data is valid will allow SGBI to join an exclusive club in the beef industry.

Hereford Association. Ongoing research will soon allow several other breed associations to follow suit, and SGBI is one of them. It is exciting for SGBI to be in this position, and the possibility of being the first American Breed out of the gate with genomic-enhanced EPDs could provide a tremendous marketing advantage over our "sister" Bos indicus-influenced breeds.

So, what are genomic-enhanced EPDs and how did we get the jump, so to speak, on our industry competitors? Simply put, genomic-enhanced EPDs utilize the results from DNA testing to provide added accuracy and reliability to an animal's EPDs. The benefits of genomic-enhanced EPDs are the capability to gauge an animal's genetic potential at a younger age, the ability to reach breeding goals in fewer generations and the ability to acquire data on traits that have an economic impact, but are difficult to measure. SGBI is fortunate to have access to a large number of Santa Gertrudis DNA samples collected by progressive breeders over an extended period as well as samples utilized by scientists at the U.S. Department of Agriculture Meat Animal Research Center in research activities. Given these samples and information received from the on-going SGBI 100 Bull Genotyping Project, and additional results from breeders interested in this exciting technology, SGBI's genetic evaluation service provider, Livestock Genetic Services (LGS), is confident

CONTINUED ON PAGE 8➤

SGBI ANSWERS YOUR

Questions

By John Ford, Executive Director

Q. Why am I being billed for a transfer when the buyer agreed to pay for the transfer?

A. The buyer paying the transfer fee is not a problem; however, SGBI must be made aware that the buyer, not the seller, is responsible. If no instructions are received, Rules of the Association are followed. SGBI rules state, "It is the duty of the seller to pay the transfer fee unless it is otherwise agreed that the buyer will pay the fee." 🐾

CAROLINA CORNER

41st Annual Santa Gertrudis BREEDERS OF THE CAROLINAS SALE

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

THE ANNUAL MEETING OF THE SANTA GERTRUDIS BREEDERS OF THE CAROLINAS WILL
TAKE PLACE AT THE SALE BARN AT 6:30 P.M. FRIDAY NIGHT, MAY 9, 2014.
DINNER WILL BE SERVED FOR MEMBERS AND POTENTIAL BUYERS AT 7:00 P.M.

Auctioneer

E. B. Harris

Location

Chester Livestock Exchange
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Sale Consultant

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Sale Committee

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Michael Hadley (336) 214-0281

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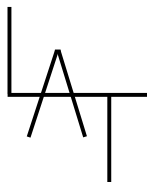
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Down the Road

PRESIDENT'S LETTER

By Curtis Salter

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

By the time you receive this article, the SGBI Annual Membership Meeting will be over. I hope you had a chance to go and be a part of this great event. Now, the new board of directors is seated,

the new officers are in place and it's time to get to work on the upcoming year. These are exciting times for the cattle business and the Santa Gertrudis breed.

There has probably never been a better time to be in the cattle business. For most small breeders, there are more options than ever before. Cull prices are good, so it might be a good time to cull older cows. Calf prices are at all-time highs, so calves at weaning are bringing good money.

Another option, if you have facilities and resources, is to retain ownership and put pounds on your calves. Feed prices are fairly stable, so you can put a pound of gain on for somewhere in the 70¢ to 80¢ range. Most of these calves will bring \$1.60 to \$1.80 per pound or more, depending on how long you carry them. Factors to consider are time, money, facilities and feed supplies.

Santa Gertrudis calves also work well in the feedyard. They are very docile and heat tolerant, and grade well. Their conversion rate from feed to pounds of meat is good. Don't let anybody fool you; the demand is out there. You just have to search out your options.

Feedyards all over the country are looking for calves. Their supplies are low, and beef is still in high demand. Talk to some feedyards about what they can offer you. You do have options. You can sell straight to them, split ownership 50/50 or retain ownership all the way until the cattle are finished and marketed. Tito Morales with Lubbock Feeders wrote a very interesting article for this issue of the magazine, and he would be a good source for answers to your questions. I'm confident he will do everything he can to help figure out the best route for your operation.

Spring is here, the weather is warming up, energy levels are rising and our enthusiasm is getting better, so remember to consider all your options when marketing your calf crop. We have the greatest cows in the business. Take care of them and they will surely take care of you.

Until Next Time, God Bless.

Proverbs 30:5. Every word of God is pure: he is a shield unto them that put their trust in him. 🙏

EXECUTIVE DIRECTOR'S REPORT

CONTINUED FROM PAGE 6

the association is close to having enough genomic data to move forward with the development and release of genomic-enhanced EPDs. Currently, LGS and SGBI are working with research geneticists and university scientists reviewing information gleaned from hundreds of DNA sample results and evaluating the methodology to be used for incorporating the information into our cattle's EPDs. Once completed, SGBI will join an exclusive club: breed associations capable of providing DNA-based EPDs.

Is the incorporation of DNA technology into our evaluation an important step or newsworthy announcement for our breed? I think the answer can be found in the latest ad campaign released by America's largest beef breed registry. The ad, touting the traits of their females, points out that their association's genetic evaluation program is the largest and most comprehensive in the industry, implying that cattlemen making animal selections don't have to rely on guesswork or worry once an animal is purchased. A marketing tool capable of removing fears a cattleman might have related to an animal's ability to perform profitably is one every breed wants in their association's toolbox and is a tool SGBI will add in the not-too-distant future. 🙏

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SANTA GERTRUDIS *Calendar*

APRIL

- 2-5** Georgia Cattlemen's Association Convention,
Trade Show & Beef Expo, Perry, Ga.
12 Red Doc Farms Red Hot Bull Sale, Belen, N.M.
26 Tinney Farms Herd Reduction Sale, Hanceville, Ala.

MAY

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

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

JUNE

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

REGISTRATIONS, STAR 5 RECORDINGS & TRANSFERS BY DISTRICT

JANUARY 2014

District	Purebred Reg.	Star 5 Reg.	Performance Only	Purebred & Star 5 Trans.
1	15	5	9	16
2	108	9	37	87
3	17	1	2	5
4	41	0	3	10
5	5	0	2	10
6	37	2	12	4

CONTACT FOR SGBI REGISTRATIONS: Diana Ruiz

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

SANTA GERTRUDIS WELCOMES

New Members

Active Members

Frank Browning, Weaubleau, Mo.
JMK Ranch, Jon & Kim Mitchell, Luling, Texas
Doug Norton, Texarkana, Texas

Junior Members

Michael Anderson, Carthage, Mo.
Lily Romanchuk, Montgomery, Texas
Taylor Smith-Ermis, Waller, Texas
Heather Stenson, Houston, Texas



SANTA GERTRUDIS SALE

Reports

INTERNATIONAL SUPER SALE

March 7, 2014 | Houston, Texas

SALE AVERAGES

24 Total Lots	\$3,533	8 Bred Heifers	\$3,325
5 Bulls	\$2,220	2 3-in-1s	\$11,300
9 Open Heifers	\$2,722		

The 2014 Santa Gertrudis International Super Sale was held at the Houston Livestock Show and offered the best of the breed. Sponsored by the Mid Coast Santa Gertrudis Association, an outstanding set of open and bred heifers, pairs and herd sire prospects were offered at public auction.

Topping the entire sale and the bull division at \$10,000 was CP Tonka. Sired by Briggs 595/0, the bull was consigned by Casey Parish, Conroe, Texas, and went home to Rocking A Ranch, Brenham, Texas.

Casey Pitchford, Athens, Texas, offered half interest in HH Miss Sherry W21, who is sired by MC 423. The percent interest in this high-selling bred heifer went for \$6,500 to Hampton Hills, California, Mo.

The high-selling open heifer, Myers 13/31, a Myers 995 daughter, sold for \$4,600 from Myers Cattle & Land, Nava-sota, Texas, to Britney Shields, LaRussell, Mo. 🐄

THE BOYS ARE BACK!



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bulls and several older bulls
available for sale.

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SANTA GERTRUDIS *Production*

ARE YOU BQA CERTIFIED?

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



Most of us are probably familiar with the acronym BQA, and know that it represents a voluntary, industry-driven program designed to provide cattle producers with a set of best practices for producing a safe, high-quality beef product. The Beef Quality Assurance (BQA) program is also designed to provide consumers of beef with the assurance that our product is both healthy

and wholesome. This “assurance” is becoming more important every day, as consumers are demanding it and retailers are requesting it. In return, large animal agriculture companies like Tyson Foods are responding. In 2012, Tyson Foods developed their own FarmCheck™ program, an on-farm audit for their livestock suppliers. Pork supplier audits under FarmCheck™ were implemented in 2013, poultry supplier audits began early in 2014 and beef supplier audits will begin later this year.

If you are not currently BQA certified, consider taking advantage of a wonderful opportunity for all segments of cattle producers, including seedstock breeders. As announced at the 2014 National Cattlemen’s Beef Association Annual Convention in Nashville, Tenn., and recently published in *Beef Magazine*, we all have the opportunity to become BQA certified at no cost until April 15, 2014 (www.beefmagazine.com/beef-quality/get-bqa-certified-free-until-april-15). The pharmaceutical company Boehringer Ingelheim Vetmedica, Inc., will cover the cost for all of us to become BQA certified (normally \$25-\$50). This web-based BQA training program can be used by all employees of a beef operation. Training modules are customized for cow-calf, stocker, feedyard and dairy operations. The certification program can be accessed one of two ways: 1) within the *Beef Magazine* article (dated Feb. 12, 2014, see above), there is a direct link (www.bivi-bqa.com); or 2) you can access the same site at www.bi-vetmedica.com/divisions/cattle/training-program.html. Producers can also become BQA certified by attending a face-to-face training within their own state’s BQA certification program. These BQA training sessions are usually day-long, seminar-type programs that typically include a live-animal demonstration. The advantages of face-to-face BQA training include the ability to ask questions and be answered immediately, and taking part in wet labs

and cattle handling and processing activities.

BQA was established more than 30 years ago as a Beef Safety Assurance program to prevent chemical residues in beef. These programs discouraged using combinations of antibiotics at the feedyard – the improper use of pharmaceutical products according to FDA regulations. Interestingly, the architects of Beef Safety Assurance adopted principles set forth by Pillsbury® when that company [Pillsbury®] supplied food to the NASA space program. Funded by beef checkoff money, BQA programs became established in nearly every state with an overall objective of building beef demand in the United States and over-



seas. By the mid-1990s, BQA had matured, due in part to the 1991 National Beef Quality Audit, which reported carcass quality defects of excess fat, lack of marbling and injection-site blemishes. While BQA’s emphasis initially was to improve quality and increase consumer confidence in fed beef, attention was now focused as well on non-fed cattle [cull bulls and cows] and the beef they produce. The 1994 Non-Fed Beef Quality Audit indicated that the top 10 defects found in non-fed cattle were mainly due to improper management practices. In the fall of 2006, BQA established a cattle transport manual, and in the fall of 2010, BQA developed the Stocker/Cow-Calf/Seedstock Assessment Manual, designed to help all producers benchmark their operations in areas such as animal welfare, cattle handling, record keeping, etc. As one of the initial BQA pioneers, Dee Griffin, DVM, stated, “BQA is a process of figuring out what could go wrong, planning to avoid it – then validating and documenting what you have done; BQA is just part of good business.”

For additional information about BQA, go to www.bqa.org and download plenty of information at no charge, including videos, tips, manuals and several examples of “processing-maps” that are designed to help us document when, where, how and what we gave at our last annual herd vaccination.

Are you BQA certified? If the answer is “Not yet,” take the opportunity to become BQA certified. Whether we choose the online route or face-to-face venue, it’s imperative we stay current with the most up-to-date standards and best management practices to keep the beef consumers we have and, hopefully, increase the number of beef consumers for the future of our industry. 🐄

LA CAMPANA RANCH

COMMERCIAL *AND* PUREBRED SANTA GERTRUDIS

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



BEAR 30/2

No matter what angle you look at him, we believe Bear is one of the most structurally correct bulls in the Santa Gertrudis breed.

- HE HAS THE PHENOTYPE WE WANT -

Bear just came out of the pasture after his first 90-day breeding season looking as good coming out as he did going in.

- HE HAS THE MUSCLING WE WANT -

We haven't seen any cows back in heat – he got his cows bred.

- HE HAS THE FERTILITY WE WANT -

PHENOTYPE + MUSCLE + FERTILITY = BEAR 30/2

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SAN ANTONIO STOCK SHOW

Feb. 10, 2014 | San Antonio, Texas | Judge: Felix Serna

SANTA GERTRUDIS SHOW *Results*



GRAND CHAMPION BULL

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



RESERVE GRAND CHAMPION BULL

TF 255 RollTide, shown by Pitchford Cattle Services, Athens, Texas



GRAND CHAMPION FEMALE

SR 54/1, shown by Kalli Kimble, New Braunfels, Texas



RESERVE GRAND CHAMPION FEMALE

HH Miss Sherry W21, shown by Pitchford Cattle Services, Athens, Texas

BEST OF POLLED BULL

Harris El Patron 7/3, shown by Pitchford Cattle Services, Athens, Texas

DIXIE NATIONAL LIVESTOCK SHOW

Feb. 11, 2014 | Jackson, Miss. | Judge: Larry DeMuth



GRAND CHAMPION BULL

5 Bar E Integrity 350, shown by 5 Bar E Farm, Altha, Fla.



RESERVE GRAND CHAMPION BULL

Mr. Double TT Zoom 50/1, shown by Double TT Ranch, Scurry, Texas



GRAND CHAMPION FEMALE

Circle A Ervin's Ambition, shown by Circle A Farm, Williamsport, Tenn.

RESERVE GRAND CHAMPION FEMALE

5 Bar E Bella, shown by 5 Bar E Farm, Altha, Fla.

BEST OF POLLED FEMALE

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

CHAMPION STAR 5 FEMALE

Miss Double TT 986/2, shown by Cammi Shelby, Scurry, Texas

FLORIDA STATE FAIR

Feb. 10, 2014 | Tampa, Fla. | Judge: Doug Hixon

GRAND CHAMPION BULL

Amigo Massive D155, shown by
Michael Roy Rank of Dietrich's
Flying D Ranch, Orlando, Fla.

RESERVE GRAND CHAMPION BULL

Massive Grizzley D302, shown by
Travis Rouse of Dietrich's
Flying D Ranch, Christmas, Fla.

GRAND CHAMPION FEMALE

Miss Massive Grizzley D253, shown by
Michael Roy Rank of Dietrich's
Flying D Ranch, Orlando, Fla.

RESERVE GRAND CHAMPION FEMALE

5-E Little Annie, shown by Abbie
Endenfield, Altha, Fla.

SANTA GERTRUDIS SHOW *Results*



2013-2014 *Results*

High-Point Winners will be Published in May

The open Santa Gertrudis show at the Houston Livestock Show, held March 8, 2014, marked the end of the show season for SGBI points shows. High-point winners were announced and awards were presented at the SGBI Annual Meeting in Brandon, Mo., at the end of March. Look to the May issue of *Santa Gertrudis USA* for full results of the high-point winners, along with additional SGBI Annual Meeting coverage.

You could have one of these, too!



With 5-E Seven sexed semen.

Kalli Kimble, New Braunfels, Texas, took advantage of our 5-E Seven sexed semen and got KK Lucy 103. She's been a great addition to Kallie's herd, and as a single entry was named Reserve Calf Champion at the San Antonio Open Show.

Lucy has also helped her mother, SR 54/1, earn several titles, including Grand Champion at the San Antonio Open Show, Reserve Grand Champion at the San Antonio Junior show and Grand Champion at the San Angelo Junior Show.

Congratulations, Kalli and Lucy!

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SGBI Inducts Four into Hall of Fame

By John Ford, SGBI Executive Director

SGBI was proud to honor four Hall of Fame inductees at its 63rd Annual Meeting, held March 27-29, 2014, in Branson, Mo.

Wylie Taliaferro

In the early 1960s, high school student Wylie Taliaferro purchased a Santa Gertrudis bull from Charles Pearce, Corsicana, Texas, with the intention of turning the bull out with the family's Hereford cows. His father Ben thought otherwise, so Wylie placed the bull in a pasture containing only his own cows. When Wylie's calves weighed an average of 150 pounds more than the family's straight-bred Hereford calves, Wylie's father instructed his son to purchase a Santa Gertrudis bull for the family cows. This small beginning of one bull and a few cows evolved into a storied purebred operation, Double TT Ranch.

Double TT, Rosser, Texas, has produced numerous national champions and breed trait leaders. Seedstock purchased from Double TT serves as the foundation for countless herds, both domestically and abroad. Impressive as

it is, it's not the cattle, the ribbons on the wall or the herds built on a foundation of Double TT breeding that make this operation noteworthy; it's the man who built Double TT, Wylie Taliaferro.

Wylie has served SGBI in numerous leadership positions over the years; however, it's his support and dedication to the breed's youth that is his legacy. As one of the founding fathers of the youth program, Wylie was instrumental in mapping out the National Junior Santa Gertrudis Heifer Show, donated heifer program and youth scholarship program. Each activity has had a lasting effect on thousands of young lives. Wylie's leadership and service to the association will be long remembered, and the support he has given thousands of young breeders will carry on forever.

Joe Jones

At age 23, with an ag education degree in hand, Charlotte, Texas, native Joseph E. Jones began working for SGBI as a field staff member. His responsibilities included ranch visits, classifica-

tion inspections, and representing the association at shows and events. Joe's knowledge of cattle and understanding of the industry served SGBI well during his tenure with the organization. However, it was his honest approach to business, fair-mindedness and determined work ethic that caught the attention of SGBI members worldwide.

In 1983, Joe was employed by Briggs Ranches as assistant manager. Following the untimely death of Mac Woods in 1988, Joe assumed the managerial responsibilities. Focusing on profitability, with the goal of producing sound, functional cattle, Joe has been instrumental in developing a breeding program for Briggs Ranches that is committed to providing seedstock operators and commercial cattlemen with bulls and replacement females capable of performing in the most challenging environments. Briggs cattle have had and continue to have a positive effect on the breed.

CONTINUED ON PAGE 16 ►



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By Tito Morales, Lubbock Feeders

Over the years, I have been asked many times by cow-calf producers, "How do we get away from buyers docking our cattle due to hide color or breed?" The answer is quite simple: Avoid auction barns and send your calves straight to the feedlot. Many people have the erroneous perception that Santa Gertrudis cattle can't compete in the feedyard with English breeds. That is simply not true. The majority of Santa Gertrudis cattle don't grade Choice; in fact, only about 20 percent hit the Choice target, with the remaining 80 percent grading High Select. However, contrary to popular belief, grading Choice doesn't ensure a profit. Profit comes from outstanding performance and efficiency – areas in which Santa Gertrudis excel. The outstanding feedyard performance of Santa Gertrudis cattle results in black numbers at the bottom of the page – and isn't the bottom line the most important part of the balance sheet?

I have had the opportunity to work with a number of SGBI members, assisting them in tracking cattle performance and tailoring feeding programs to fit their operations. The performance information collected from breeders matches the data compiled by SGBI during the National Steer Feed-out and results from the Texas A&M University Ranch to Rail Program. Santa Gertrudis cattle gain 3.5 pounds (or more) per day, with Yield Grades of 1, 2 and 3 (no 4s) and approximately 20 percent of the animals grade Choice. As more and more SGBI members begin tracking their cattle's performance and make breeding selections based on growth and carcass trait data, I expect Quality Grade will continue to improve, resulting in Santa Gertrudis cattle becoming even more profitable. Reviewing your cattle's feedlot performance and collecting data from the packing plant provides the information needed to improve cattle performance. In today's world, cattlemen must realize the industry is changing, and those who will be profitable understand the necessity of tracking animal performance and using all the tools available to improve productivity.

The cattle industry is a business based on volume, and I understand small herd owners don't have the ability to market a truck-lot load. SGBI members can easily over-



come this barrier by working with their neighbors and fellow breeders to put together a full load. A "buy-back" program is a great way to put together a full load of your genetics, while helping your bull-buying customer market his or her calf crop. There are many options available to aid the small producer in adding value to his or her calf crop. Feedyards across America are willing and ready to assist cow-calf producers in examining options that capture the greatest amount of money. Lubbock Feeders has a long-established relationship with SGBI and is positioned to work with SGBI members in devising a feeding program or option to fit their operation. To learn more about feeding opportunities or Lubbock Feeder programs, contact me, Tito Morales, at (877) 331-4460.

Editor's Note: Tito Morales grew up on a small, family-owned feedyard in Juarez, Mexico. Following graduation from New Mexico State University, Morales organized and managed a cattle company in Spain for the Bank of Spain. Following his stint in Spain, Tito spent nine years at Alta Verde Industries, a 25,000-head yard in southwest Texas, 12 years with AZTX Cattle Company in the Texas Panhandle, and has been a part of the Lubbock Feeders team for the last four years. Morales has extensive experience crossing and feeding Mexican cattle. 🇲🇽

HALL OF FAME CONTINUED FROM PAGE 14

Joe has served SGBI in a number of leadership positions, including terms on the board of directors as vice president of Breed Improvement, and on numerous committees. As an experienced judge with a keen eye for structure, Joe has represented SGBI at major livestock shows in both North and South America. Joe gained the respect of SGBI members early in his Santa Gertrudis career and

members have relied on him for guidance and counsel, knowing it will be dispensed honestly, with integrity and in a manner that will best serve the breed.

Dennis Alsup

A high school ag science teacher turned farm manager was an early leader in breeding and promoting polled Santa Gertrudis. Following a stint as a high school teacher, Texas Tech graduate Dennis Alsup stepped into the manager position at L&L Farms, Decatur,

Ark. – a division of Peterson Industries, one of the region's largest poultry producers. Recognizing the need and growing demand for polled Santa Gertrudis cattle, Dennis set out to breed and promote polled cattle. Not only were L&L Farms' cattle polled, they were highly competitive in the show ring and sought by cattlemen nationwide.

Dennis served on numerous SGBI committees, including Breed Standards, and

CONTINUED ON PAGE 18 ►

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**HALL OF FAME
CONTINUED FROM PAGE 16**

Shows and Exhibits. He was an active member of the Arkoma Affiliate and a founding member of the Razorback Santa Gertrudis Sale. A true ambassador of the breed, he judged livestock shows across the nation. The result of his efforts to promote polled genetics is still felt today; the foundations of numerous herds trace their origin to L&L polled genetics. But it is Dennis' dedication and tireless determination to promote the breed in the Arkoma area that will be most remembered.

Howard Tinney

It will be hard for anyone to match Howard Tinney's enthusiasm for the breed and love of marketing. An Ala-

bama businessman, Howard had no peers when it came to utilizing the show ring as a marketing tool. Tinney Farms' phenomenal run of champion cattle on the national level began in 1992 and spanned a 10-year period. At one point, Tinney-bred cattle captured national champion bull honors for three consecutive years.

A successful businessman and founder of Birmingham Fastener, Howard began building a Santa Gertrudis herd in 1980 by selecting cattle from breeders across the United States. In addition to selecting genetics that would perform in the show ring, cattle had to have strong performance pedigrees. Tinney-bred cattle can be found topping numerous feeding trials for average daily gain and feed efficiency. Howard served multiple terms on the

SGBI board of directors, including a stint as president of the association. Tinney's tenure on several state and regional beef industry boards allowed him the opportunity to promote the breed on a national stage.

Howard's promotional skills enabled him to develop a tremendous market for Santa Gertrudis cattle, and Tinney Farms quickly became established as a staple for reliable, sound Santa Gertrudis genetics on a national level. Tinney's ability to develop demand for Santa Gertrudis and provide fellow SGBI members with marketing avenues bolstered the breed's presence within the industry. Howard's untimely death in 2013 was a devastating loss to the breed, but his entrepreneurial spirit, marketing knowledge and leadership have strengthened the entire SGBI effort. 🐄

Ownership Options

The Ins & Outs of Retaining a Calf Crop

By Micky Burch, managing editor

It's April, and while many cow-calf producers are in the midst of calving, some are marketing their old calf crop or are already thinking about the best way to handle their new one. At weaning, calf crops often have light, medium and heavy calves simply due to calving distribution and herd genetics, Greg Lardy, Ph.D., North Dakota State University animal sciences department head, says. Producers may sort off and sell the heavy end right away, while the middle-weight group is back-grounded and the light weights are used as yearling grass calves or sold as needed to provide income. Regardless of when the calves go to the feedyard, producers have a choice between selling them outright or retaining ownership. Before that decision is made, Lardy recommends producers look at all aspects of the commercial feeding industry. "Custom feeding should be viewed as a potential means to add value to your calf crop and/or evaluate the genetic merit of your cow herd," Lardy says.

The first person producers should consult with when considering retaining ownership is their lender, because marketing dates – i.e., producer's paychecks – are delayed. "If you traditionally market your calves at weaning, income will be delayed six to eight months until slaughter cattle are marketed," Lardy points out. Cow-calf producers should also be aware of the tax implications of retaining ownership. Since income (and taxes) on retained calf crops is deferred for several months, producers wanting to sell weaned, back-grounded or yearling calves may run the risk of selling two calf crops in one year. While tax laws regarding income averaging may help in this situation, Lardy advises producers to contact a tax professional to determine any implications of retained ownership.

How Retained Ownership Works

Commercial feedyards are specialists in feeding cattle high-concentrate finishing rations, and they make money



Photo taken at C Bar C Ranch, De Soto, Mo.

by providing feed and services. Often, the feedyard deducts charges when the cattle are marketed, and the person retaining ownership is then sent a check for the proceeds, provided the cattle make enough money to cover all the costs. Lardy recommends producers have a thorough understanding of typical feedyard charges; three of the most common ways of billing are yardage, yardage plus a feed markup, or a feed markup only. For example, some feedyards may charge those retaining ownership for the actual feed expenses, plus 35 to 40 cents per head per day yardage. "Ask about fees before placing cattle in a feedyard so you don't have any surprises," Lardy recommends.

Another question cow-calf producers should ask feedyard managers about is marketing. "Marketing finished cattle is one of the most important services a commercial feedyard provides," Lardy points out. When interviewing a feedyard manager, producers should find out how many packers bid on the cattle weekly; if they sell "live" or "in the beef"; if they have access to grids, formula pricing arrangements, contracts or alliances; and if they offer carcass data collection services.

Receiving carcass data may be an advantage of retained ownership, but there are ways of attaining that information without retaining ownership in an entire calf crop. One option is to participate in local steer feedout trials; often, producers can consign as few as five head to a feedout, and still learn how their cattle perform in the feedlot. Another option is for seedstock producers to offer calf buyback programs where customers can pool small groups of calves, then market them as a load. That way, cattle with similar genetics are marketed as a group, but individual breeders can still receive carcass data on their calves.

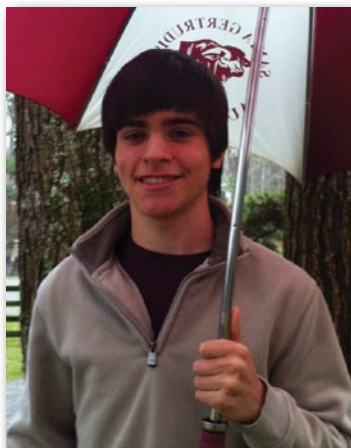
Whether individual producers have a load of their own calves or are going in with another ranch, Lardy recommends several things to ensure a successful retained ownership experience. Start with a pen of cattle that are uniform in gender, weight, body type, age, breeding and previous nutritional management. "When a pen of cattle is as similar as possible, the feedlot manager has an easier time feeding the cattle to an optimum endpoint," he says.

Retaining ownership in smaller groups of calves is also one form of risk management. Many commercial feedyards offer risk sharing by purchasing a portion of the calves themselves, which can also help ease cash flow issues. "The use of futures markets, hedging, options and other risk management programs are available through many custom feedlots," Lardy explains.

At the end of the day, Lardy reminds producers that, while retained ownership does help diversify marketing strategies, it isn't necessarily for everyone. "Make sure it fits your financial and risk management objectives, and that you're working with a feedyard that fits your needs," he concludes. "A successful custom feeding experience involves an investment of time from you, and a high degree of trust between the cattle owner and the feedlot manager." 🐄

SANTA GERTRUDIS *Juniors*

By Will McDaniel, Treasurer



Ready or not, April showers are on the way! That's right fellow breeders, most of the country is headed into their rainy season. Although here in Georgia, while there might be clouds in the sky, we're still likely to see lots of sun. So, you are all invited to come on over, *but bring your umbrella just in case!*

I was just recently awarded the Eagle Scout rank through the Boy Scouts of America (BSA), an achievement that I am very proud to have earned. The really nice thing about scouting is that it goes hand-in-hand with being

a part of the National Junior Santa Gertrudis Association (NJSQA). Think about it: As a junior member, you have to love the great outdoors, making lifelong friends, setting positive goals for yourself and following a clear path to achieve them, doing good deeds and helping each other, and experiencing wild and crazy adventures all the while learning responsibility. Similar to Scouting, these are all very much a part of being a NJSQA member.

The BSA motto is "Be Prepared." That's just what I'm encouraging everyone in the NJSQA to do. The National Junior Santa Gertrudis Heifer Show (NJSQHS) is right around the corner and the time to get ready is right now. I know some of you have never stopped getting ready, and that really makes it tough on all the rest of us, but we're always up for a challenge.

I look forward to seeing you all in Wichita Falls, Texas. The show committee, headed up by Brad Bland, has been working hard all year to make this a great adventure for us and I'm ready to show them how much we appreciate their efforts. I challenge you all to try a new contest this year or, better yet, try all of the contests this year.

So, pull out your NJSQHS packet, check all the boxes and "Be Prepared" for the time of your life!

See ya soon! ☔

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**Watch for a complete schedule
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Santa Gertrudis USA.
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