



SANTA GERTRUDIS

USA

APRIL 2015 | VOLUME 18, NUMBER 4



2015 SGBI NATIONAL SHOW



Santa Gertrudis



The Preferred American
Beef Breed

CRIMSON CLASSIC SALE

Santa Gertrudis Cattle

April 25, 2015

Cullman Stockyards • Cullman, AL

**Selling 10 Bulls That are Ready
to Work for You!**



Lot 4 ~ TF 1109

Briggs 567 daughter; she sells bred to TF 909, whose EPDs are some of the highest in the breed. She will calve before the sale.



Lot 47 ~ TF 417 Bull

A powerful son of Old Joe that goes back to Hatchet on the bottom side. Sells semen- and trich-tested, and ready to go to work!

CONGRATULATIONS

to Luke Chastain,
Molly Wright,
Emily Cantrell
and Tyler Cantrell
on their high placing
heifers at the
National Show!



Congrats to Randy Strickmeyer, Verona, KY and TF 3137

She's a daughter of National Champion Hatchetman and was named Res. Yearling Champion Heifer at the 2015 National Show. She was purchased at the 2013 Alabama Connection Sale!

CONGRATULATIONS

to Braylee Cowan
on her Hatchteman
daughter winning
her class at
the San Antonio
Junior Show!

Tinney Farms

Manager: Arlin Taylor

Phone: 256-507-3838

5251 Co. Rd. 601 • Hanceville, AL 35077

Email: arlin.taylor@bhamfast.com

Website: tinneyfarms.com

DVAuction
Broadcasting Real-Time Auctions

Miss Grandview Annie

What an Accomplishment!

2015 National Grand Champion Female



Miss Grandview Annie

Owned by 777 Farms, Magnolia, Ark.

Annie is sired by Pusher 804 and was purchased at the 2012 Alabama Connection Sale as a heifer calf.

CRIMSON CLASSIC

April 25, 2015

Look for our consignments later this month at the Crimson Classic Sale in Cullman, Ala.

We are selling 4 pairs, 3 bulls and some outstanding Star 5 females!

This sale will be broadcast live on the internet.
DVAuction
Broadcasting Real-Time Auctions
Real time bidding & proxy bidding available.

G

Grandview Farms

Hamilton, AL

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

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

Congratulations to Chad and Jamie Daniel and family, 777 Farms, Magnolia, Ark.! Hats off to them for the great job they did with Annie and her offspring – and giving her the opportunity to accomplish so much!

Thanks to David Alderson and Darren Richmond for the great job they did with Annie during her successful journey!

Miss Grandview 748



Grandview Farms also exhibited the 2015 National Champion Produce of Dam out of Miss Grandview 748 and she was also named 2014-2015 SGBI Dam of the Year!

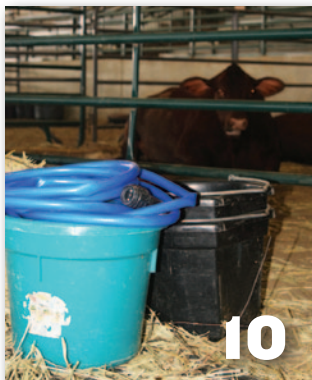
Semen is available on Pusher 804 and Red Hot 4010!

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ON THE COVER

Santa Gertrudis National Champions were named Feb. 14, 2015, at the Dixie National Livestock Show in Jackson, Miss.

Providing Polled Power Genetics to the Santa Gertrudis Breed

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John Kuretsch

Ranch Manager

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Herd # 413



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Santa Gertrudis Breeders of the Carolinas Sale

MAY 9, 2015

Saturday, 11 A.M.

Chester, South Carolina



MISS MASSIVE AMIGO D255

Calved 04/03/12

7-Time Grand or Reserve Grand Champion. Champion Polled, including 3 different State Fairs. Sells carrying her second calf, bred to 7-Time Grand Champion 7 Double Polled Liberty's Grizzley 95/011. Her dam is the best producing cow we have ever owned. Her pedigree includes National Grand Champions, Massive 07 and Mountain Man 810 as well as great polled sires Amigo 101, L & L Tripp 777 and Polled Generator.

She is the best female we have ever sold.

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Charter Members of the Polled Santa Gertrudis Association



MASSIVE GRIZZLEY D302

Calved 11/02/12

7-Time Grand or Reserve Grand Champion and Champion Polled. His pedigree includes National Grand Champions Massive 07 and Mountain Man 810 as well as great polled sires Grizzley 3308, Lucky 13, Polled Generator and Massive Generator.

Sells semen and trich-tested.

**ALSO SELLING 3 BLUE RIBBON WINNING
DOUBLE POLLED HEIFERS EXPOSED TO
OUR POLLED BULL CONSIGNMENT**

Miss Massive Amigo 452, calved 11/23/13

Miss Massive Grizzley D368, calved 04/15/13

Miss Massive Navidad D381, calved 07/20/13

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Gertrudis Association**

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William W. Cameron, Jr. & Family

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Raeform, North Carolina 28376

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Ramblings from the Open Range

EXECUTIVE DIRECTOR'S REPORT

By John Ford

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

Some people fish; others golf. I plan. I have always enjoyed long-range and strategic planning as it relates to the cattle business. I like sorting through datasets and demographics, reviewing projections and studying market trends. Thinking about long-term growth strategies and formulating marketing plans is exciting to me – especially in today's beef business environment, with feeders topping \$2 per pound and replacement-quality, commercial bred heifers bumping \$2,400 per head. There is no doubt that now is a good time to be in the cattle business, but we all know at some point (hopefully many years in the future) the market will turn south and profit margins will once again become razor-thin. When that time comes, cattlemen who have a strategic plan in place with long-range breeding and marketing goals will be positioned to operate profitably regardless of the business climate.

The first step in developing a strategic plan for an operation is determining which direction to go; in other words, evaluating long-term herd and breeding goals. Then, establishing where you want your breeding and marketing programs to be 5, 10 and 15 years from now. Understanding the industry is constantly changing and realizing the beef community is no longer a "one-size-fits-all" business is critical to a successful plan. Today's cattlemen market their products in a variety of ways through a number of avenues. The needs of a producer developing F1 replacement females in the panhandle of Florida are much different than the needs of a producer grazing yearlings on winter-wheat pasture in Texas, but both must be profitable to survive. Making breeding decisions for specialty markets, such as a grass-fed program or a junior show project, are much different than those made for a cow-calf operator retaining ownership through the feeding period. Knowing your target

customer base and understanding their needs is a prerequisite for the development of a long-range beef herd plan.

Once the market is identified and herd goals are set, it is important to focus breeding efforts on strengthening traits that have the greatest economic importance for you and your customers. For example, if your bull-buying customers market calves at weaning through the local auction barn, selecting a herd sire with an above-average weaning weight expected progeny difference (EPD) has great economic relevance to your production and market-

ing system as well as a positive impact on your customers' profitability. When making breeding or selection decisions, focus on economically important priority traits and don't set out to change numerous traits at once. Chances are many traits are already at ideal levels in your herd and simply need to be maintained.

SGBI's genetic evaluation and indices are the best tools available for identifying herd strengths and improving herd weaknesses. As you plan and set breeding goals, don't let a competitive nature get the best of you – EPDs and indices are selection- and decision-making tools. More is not always better; having the breed's highest Maternal EPD or shooting for the largest \$Dollar Growth Index might look impressive on the breed's trait leader list, but if greater inputs (feed and forage) are needed to develop and maintain extremely high-performing animals, you have lost – not gained – ground from a profitability standpoint. Careful planning and setting long-term goals and objectives will position your cattle operation to weather future market storms. 🐾

SGBI ANSWERS YOUR

Questions

By John Ford, Executive Director

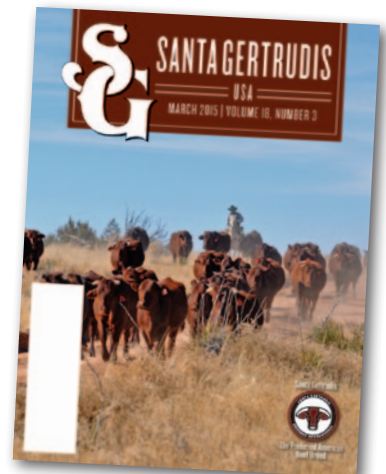
Q. Specific to *Santa Gertrudis USA*, what were the results of the SGBI Satisfaction Survey?

A. Ninety-eight percent of respondents agree or somewhat agree *Santa Gertrudis USA* adds value to association membership by providing a balanced mix of production articles, association news and industry-related topics. The most popular items of interest to respondents were show results, historical articles and breeder profiles.

For 34 percent of respondents, advertising in *Santa Gertrudis USA* has resulted in cattle or service sales; correspondingly, 41 percent of respondents have made a purchase decision based on an advertisement seen in *Santa Gertrudis USA*.

Respondents suggested *Santa Gertrudis USA* could be improved through increased distribution at local and regional events, and suggested articles be written about pasture management and rotational grazing, market conditions, breed improvement, animal selection and beef industry issues. Respondents also suggested including affiliate news and increasing junior news and historical articles.

SGBI and the publishers of *Santa Gertrudis USA* thank survey respondents, and will take their suggestions into consideration when planning editorial content in the future. 🐾



CAROLINA CORNER

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

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

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



Auctioneer

E. B. Harris

Location

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

Sale Consultant

Bill Lundberg

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*

Sale Committee

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

For more information

contact Carlyle Sherrill at
(704) 278-2196 • (704) 633-5723

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CF

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Carlyle and April Sherrill (Scott, Colt & Lauren)
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carlyle@sherrillcameron.com

—S

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T.A. Jackson: 803.482.2283



Santa Gertrudis BREEDERS OF THE CAROLINAS

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



PRESIDENT'S LETTER

By Wes McDaniel

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

I first want to thank you all for the opportunity to serve as president of SGBI. It is truly an honor to be part of such a historic organization, and I am genuinely excited about the future of our association. The progressive

steps taken by the Board of Directors over the past few years have positioned SGBI to be an industry leader.

In case you haven't noticed, Santa Gertrudis cattle are in greater demand than they have been in the past 20 years. Therefore, as we prepare to be an industry leader, one of our greatest challenges will be our ability to supply the number of purebred and Star 5 cattle demanded. Fortunately, this is an excellent opportunity and one that can be quickly addressed by SGBI's membership.

I want to challenge SGBI members to actively address our current supply and demand opportunity. Specifically, I want to encourage all members to register every purebred and Star 5 animal in their operation. If you already register all your cattle, thank you! If not, then I invite you to reconsider. I am sensitive to and aware of the many reasons why members choose not to register their cattle. The most common reasons are usually cost, time and management issues. However, I promise your return on investment for registering your cattle will exponentially outweigh any upfront time and cost. Moreover, I believe registering your cattle will actually help improve your overall herd management.

First and foremost, by registering your cattle with SGBI, you will see instant returns with improved and more accurate expected progeny differences (EPDs) for your herd. Improved EPDs add value to your cattle and are an important tool in making sound management decisions. Secondly, when you register your cattle, you put SGBI on notice that you can meet the demand of the next buyer who calls looking for cattle in your area. Potential buyers call John Ford, SGBI executive director, on a daily basis, seeking large groups of purebred and Star 5 cattle, but he is often challenged to identify operations that can supply the number of cattle demanded. This is a missed opportunity for SGBI members.

Finally, and perhaps most importantly, registrations are the financial backbone of SGBI. With increased registrations, SGBI can improve member services and build stronger markets for Santa Gertrudis and Santa Gertrudis-influenced cattle. In order to be an industry leader, SGBI must be in a financial position to take advantage of new technology, such as the recent incorporation of genomically-enhanced EPDs.

It is an exciting time to be a part of this great organization. I encourage you to step up to the challenge. My life experience has taught me you can only expect to get out what you are willing to put in.

The Board of Directors and I are committed to SGBI's vision of providing superior member services, actively seeking and utilizing partnerships to leverage success, and maintaining a focus on profitability for members and their customers. With each member's involvement, we can achieve our vision.

I thank you again for the opportunity to serve SGBI. 🐄



Photo taken at Borchers Southern Y Ranches, Victoriaa, Texas.

Publisher's Note: As of press time, the new officers and board of directors for fiscal year 2015 have not yet been seated and, therefore, are not reflected in this issue. ➔

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SANTA GERTRUDIS *Commercial Corner*

Preparing for a Successful Sale

By Darren Richmond, Alderson/Richmond Marketing & Promotion

In order to properly prepare for a successful sale, you need to plan months ahead. Prior planning is the key to achieving your goals and marketing your product. When choosing which sale to consign to, first take into consideration the time of year and the location of the sale, along with the target customer. In an ideal world, it would be best for the producer to choose marketing opportunities four to six months in advance. This gives you time to select your consignments and get them on a feeding program that will maximize your efforts. Choosing a sale that is in late spring or early fall is best, because cattle are gaining body condition during these times due to increased forage availability. Increased forage helps supplement livestock and reduce the cost of feed needed to have your consignments in top condition at sale time – and we all know condition sells.

Choosing a sale that is established is always a benefit. Customers have learned they can return each year to a particular sale and find the type and quality of cattle for which they are looking. Also, it may be important to your operation to choose a sale that has established a goal of bringing in



A very wise man once advised me to follow the 5 P's: Prior Planning Prevents Poor Performance. If you plan ahead and put in the time and effort needed, you will be successful in the cattle business.

commercial buyers looking for your type of product. These can be at established breeders' facilities or at regional stockyards that have the facilities to handle marketing your cattle. It's also necessary to select a sale that will help market your product by advertising in national and regional publications that will get your consignments the maximum exposure to potential buyers.

When selecting your consignments, try to put together a uniform group in type, weight and age that will represent your breeding program. You want to make a good impression with the buyers so they will be looking for cattle from your program in the future; return customers are the key to success. After you have identified your consignments, take care of all needed health requirements, such as vaccinations and deworming. The animals selected will need some type of permanent identification, like a tattoo or brand. If animals need dehorning, which will add value to your consignment, be sure to allow an adequate amount of time for their poll to heal properly – a minimum of 45 days is needed. If you are planning on selling a group of bred females, prior planning is also needed to allow time to have the group palpated safe in calf, which will also increase their value (rather than selling as exposed). In addition, selecting the type of bull to breed your consignments to can add value. Using a high-performing bull with performance data to back up your breeding decision – whatever breed of bull you choose to use – will also create value.

Once you have selected your consignments and have them on the path to being in sale condition prior to your target date, you are well on your way to a successful sale. After you have contacted the sale manager and provided the required catalog information, such



as age, physical description and registration information (if available) prior to the deadline, you will be provided with arrival information and details concerning the sale, such as providing feed, hay, bedding, etc. You will also need to have the required health certificates within 30 days of the sale date and palpation information on females that have been exposed. You most likely will be supplied with ear tags from the sale manager, along with extra catalogs that you can forward to prospective buyers.

The week before the sale (or sooner) make hauling plans and motel reservations, and take care of any other bases that need to be covered in your absence from the farm. If you have the facilities and handling equipment, have your sale tags in place prior to arrival. Taking time to do a limited amount of clipping (for example, the head and neck) will make a great impression on potential buyers and make your lots stand out among the many at the sale. Make contact with former buyers who may be interested in your consignments,

CONTINUED NEXT PAGE »

REGISTRATIONS, STAR 5 RECORDINGS & TRANSFERS BY DISTRICT

FEBRUARY 2015

District	Purebred Reg.	Star 5 Reg.	Performance Only	Purebred & Star 5 Trans.
1	8	2	0	7
2	67	8	0	47
3	9	1	0	14
4	39	10	6	27
5	9	0	0	12
6	5	0	0	17

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

Neel Cattle Co., D. Cannon Neel, Hempstead, Texas

Junior Members

Daniel Goodson, Texas City, Texas

Austin Guzman, Mansfield, Texas

Madeline Hachtel, Mt. Enterprise, Texas

Cody Jackson, Pittsburg, Texas

Brandon McKissack, Deer Park, Texas

Tiffany Moree, Canton, Texas

Cassandra Ringley, La Porte, Texas

Joel Sanchez, Fruitvale, Texas

Irelyn Sullivan, Fort Worth, Texas

Heather Young, Deer Park, Texas

SANTA GERTRUDIS *Calendar*

APRIL

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

MAY

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

JUNE

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

JULY

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

AUGUST

- 4** Ohio State Fair Open Santa Gertrudis Show, Columbus, Ohio

SEPTEMBER

- 18-19** District 6 Show Junior Show & Sale, Richmond, Ind.

PREPARING FOR A SUCCESSFUL SALE CONTINUED FROM PREVIOUS PAGE

and personally invite them to the upcoming sale.

After arriving at the sale site by the predetermined time, pen your consignments in their assigned place, and provide them with water, hay and feed. Make contact with the sale manager, and provide him/her with the required paperwork and health papers. Placing a small farm sign on your pens gives you extra exposure and shares your contact information. As potential buyers begin to arrive to inspect your lots, be available to answer any questions they may have about the background of your operation.

Once sale day arrives, if you have put in the time, effort and prior planning for your consignments, and have them in sale condition, you will reap the rewards of today's cattle market with a premium price for your hard work. After the sale, make a point to personally thank the buyers of your lots and let them know that you stand behind your product 100 percent. This will begin a relationship that should lead to repeat customers in the future, and that's good business.

A very wise man once advised me to follow the 5 P's: Prior Planning Prevents Poor Performance. If you plan ahead and put in the time and effort needed, you will be successful in the cattle business. 🍀



SANTA GERTRUDIS *Production* BODY CONDITION SCORING MADE EASY

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



Last month we discussed the postpartum period or postpartum interval, which is the duration of time that elapses from calving to first observed estrus after calving. One of the most important factors affecting the duration (extending) of the postpartum period is body condition score at calving.

Body condition scoring of cattle is not a new concept; in fact, dairy and beef cattle body condition

scoring has been around for more than 30 years. Each cattle type, however, has a unique numbering system. Dairy cattle are scored from 1 to 5 and beef cattle are scored from 1 to 9. Beef females in optimal body condition would be scored at 6.0 to 6.5. Rather than memorizing the characteristics one would look for in each of the nine units of beef cattle body condition scoring, I propose producers become proficient in determining which cows are too thin, which cows are borderline in their body condition, and what is a good body condition to achieve before calving season.

Female body condition score management 30 to 60 days prior to calving and nutritional management after calving when increased energy is required for lactation are very effective management practices to ensure a large percentage of cows maintain an annual (365-day) calving interval. It is best to evaluate the body condition of pregnant females at least 45 days prior to calving season. This schedule allows enough time for those females that are lacking body condition to add an additional body condition unit if we provide her an increased plane of nutrition.

Let us mentally visualize three cows: one that is too thin, one that is marginal in body condition and a third that is just right in her body condition. This mental scenario would apply equally to either before calving or before breeding. Looking at these females, the first thing you notice on the thin cow is that you can easily see all of her ribs and spine. With the female that is marginal in body condition only the last two to three ribs can be visualized, as she has a little more fat cover. The female that is in good or optimal body condition has only her last rib showing and you can't see her spine or pelvic bone outline easily. If these females were to be exposed to bulls today for a 60-day breeding season, we can expect less than a 70 percent pregnancy rate for the

thin cow, a 70- to 85-percent pregnancy rate for the marginal cow, and a greater than 85 percent pregnancy rate for the cow in good or optimal condition.

If cow body weights mean more to you than body condition score, and your cows typically weigh 1,350 pounds in good body condition, then figure that as you go up or down one body condition score unit, a cow would gain or lose about 80 to 95 pounds of body weight. As this type of mature cow loses body condition, each unit of condition score is represented by less and less body weight, because she simply has less weight to lose. For example, if we had that same cow weighing 1,350 pounds in a body condition score of 6, she would weigh approximately 1,200 pounds in a body condition score of 4. If she continued losing weight down to a body condition score of 3, she would weigh approximately 1,150 pounds. A mature cow is not going to be as nutritionally efficient as a growing heifer or steer, whose average daily gain will be between 3 and 4 pounds, so it may take at least 30 days of good nutrition to increase a single body condition score unit, depending on how thin the particular female was prior to turning her around nutritionally.

Obviously, determining the body condition score of beef females can be somewhat subjective; still, the most important thing to remember is try to be consistent in your evaluation. 🐄



Photo taken at Gray Oaks Farm, Russellville, Ala., by Darren Richmond.

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Friday, April 17

2:00 PM.....View Cattle

6:00 PM..... Southern
Hospitality Dinner

Saturday, April 18

8-4 PMView Cattle

6:30 PM.....NuGen
Foundation Celebration*

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

* registration required

52ND ANNUAL SANTA GERTRUDIS 2015 National Show

AT THE DIXIE NATIONAL LIVESTOCK SHOW
Feb. 14, 2015 Jackson, Miss. • Judge: Joe Butt

The 52nd Annual National Santa Gertrudis Show was held in conjunction with the Dixie National Livestock Show, Feb. 14, 2015, in Jackson, Miss. More than 150 of the best Santa Gertrudis showed up from across the country to compete for the title of National Champion. Here's who took home those honors:

PARADE OF CHAMPIONS



GRAND CHAMPION BULL
Circle A Real Deal, shown by Circle A Farm,
Williamsport, Tenn.



RESERVE GRAND CHAMPION BULL
OLC Troubadour, shown by Mosby Creek Ranch,
Dayton, Ohio & Osborne Livestock Co., Sparta, Ky.



BEST OF POLLED BULL
777 411 Vegas, shown by 777 Farms, Magnolia, Ark.



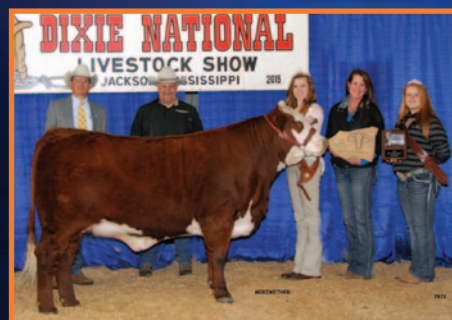
**GRAND CHAMPION FEMALE &
BEST OF POLLED FEMALE**
Grandview Annie, shown by 777 Farms, Magnolia, Ark.



RESERVE GRAND CHAMPION FEMALE
5-E Barretta 29, shown by 5-E Farm, Altha, Fla.



GRAND CHAMPION STAR 5 FEMALE
XWinds Bonita, shown by
Hollyann Roach, Keller, Texas



**RESERVE GRAND CHAMPION
STAR 5 FEMALE**
HB 525, shown by Hollyann Roach, Keller, Texas



CHAMPION BULL CALF
Mr Double TT Omaha 66-3, shown by
Stroman Cattle Co., Bryan, Texas



CHAMPION HEIFER CALF
Miss Double TT 230, shown by Michael McConaughy,
Texarkana, Texas

MISS GRANDVIEW ANNIE

A ROAD TO SUCCESS...

Annie's Road to Success began at the 2012 Alabama Connection Sale, where she was purchased from Grandview Farm. After that, her list of accomplishments began...

- 2013 National Calf Champion Female
- 2013-2014 SGBI High Point Yearling Female
- 2013-2014 SGBI High Point Polled Female
- 2014 National Junior Heifer Show Grand Champion, Cow/Calf Pair **and** Best of Polled Female
- 2014-2015 SGBI Overall High Point Female **and** SGBI High Point Polled Female

and ended with her being named the...

2015 NATIONAL GRAND CHAMPION FEMALE



We would like to thank Grandview Farm and Delmo Payne for giving us the opportunity to purchase Annie and David Alderson and Darren Richmond for helping Annie accomplish our goals!

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AND FAMILY**

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2015 National Show

CLASS WINNERS



CLASS 1: EARLY SUMMER HEIFER CALF

- 1) Miss 777 452, shown by Patrick Daniel, Magnolia, Ark.

CLASS 2: LATE JUNIOR HEIFER CALF

- 1) Miss 777 Sweet Annie, shown by 777 Farms, Magnolia, Ark.
- 2) CSC Matriarch 418B, shown by Connors State College, Warner, Okla.

CLASS 3: EARLY JUNIOR HEIFER CALF

- 1) Miss Special Lady, shown by Rustic Rail Ranch, Carthage, Mo.
- 2) "Pearl" TF 434, shown by Molly Rose Wright, Talking Rock, Ga.

CLASS 4: LATE SENIOR HEIFER CALF

- 1) Miss Double TT 230, shown by Michael McConaughy, Texarkana, Texas
- 2) Miss Em 3808, shown by Woman Hollerin Ranch, Brookshire, Texas

CLASS 5: EARLY SENIOR HEIFER CALF

- 1) Kenzi, shown by Randall Strickmeyer, Verona, Ky.
- 2) CSC Emily 362/3, shown by Connors State College, Warner, Okla.

CLASS 6: CHAMPION HEIFER CALF

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

CLASS 7: RESERVE CHAMPION HEIFER CALF

- Miss Special Lady, shown by Rustic Rail Ranch, Carthage, Mo.

CLASS 8: LATE SUMMER YEARLING HEIFER

- 1) O/X Mini Me, shown by Stacey Montano, Las Vegas, N.M.
- 2) Danrick's Prentiss 22/3, shown by Madison Callaway, Batson, Texas

CLASS 9: EARLY SUMMER YEARLING HEIFER

- 1) TF 3137, shown by Randall Strickmeyer, Verona, Ky.
- 2) PC Pink Rose 64-3, shown by Casey Pitchford, Athens, Texas

CLASS 10: LATE JUNIOR YEARLING HEIFER

- 1) CSC Paula 339, shown by Connors State College, Warner, Okla.
- 2) NTR Miss Trixie 32-3, shown by Casey Pitchford, Athens, Texas

CLASS 11: EARLY JUNIOR YEARLING HEIFER

- 1) 5-E Barretta 29, shown by 5-E Farm, Altha, Fla.
- 2) "RB" TF300, shown by Luke Chastain, Talking Rock, Ga.

CLASS 12: CHAMPION YEARLING HEIFER

- 5-E Barretta 29, shown by 5-E Farm, Altha, Fla.

CLASS 13: RESERVE CHAMPION YEARLING HEIFER

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

CLASS 14: LATE SENIOR YEARLING HEIFER

- 1) C Bar C Little Girl 252, shown by Casey Pitchford, Athens, Texas
- 2) Miss Caney, shown by Carley Morgan, Portia, Ark.

CLASS 15: EARLY SENIOR YEARLING HEIFER

- 1) LF Gold Palina, shown by Lovett Farm, Hillsboro, Ohio
- 2) Heaths Lady Limestone, shown by Patrick Daniel, Magnolia, Ark.

CLASS 16: LATE TWO-YEAR-OLD HEIFER

- 1) CSC Kelly 255, shown by Connors State College, Warner, Okla.
- 2) O/X Mia 773, shown by Stacey Montano, Las Vegas, N.M.

CLASS 17: EARLY TWO-YEAR-OLD HEIFER

- 1) Grandview Annie, shown by 777 Farms, Magnolia, Ark.
- 2) Gray Oaks 220, shown by Caroline Creech, Zebulon, N.C.

CLASS 18: CHAMPION SENIOR FEMALE

- Grandview Annie, shown by 777 Farms, Magnolia, Ark.

CLASS 19: RESERVE CHAMPION SENIOR FEMALE

- CSC Kelly 255, shown by Connors State College, Warner, Okla.

CLASS 20: GRAND CHAMPION FEMALE

- Grandview Annie, shown by 777 Farms, Magnolia, Ark.

CLASS 21: RESERVE GRAND CHAMPION FEMALE

- 5-E Barretta 29, shown by 5-E Farm, Altha, Fla.

CLASS 22: BEST OF POLLED FEMALE

- Grandview Annie, shown by 777 Farms, Magnolia, Ark.

CLASS 23: EARLY SUMMER BULL CALF

- 1) KC, shown by Randall Strickmeyer, Verona, Ky.
- 2) O/X Swagger 798, shown by Stacey Montano, Las Vegas, N.M.

CLASS 24: LATE JUNIOR BULL CALF

- 1) CSC Next Step 432B, shown by Connors State College, Warner, Okla.
- 2) Scorpion, shown by Rustic Rail Ranch, Carthage, Mo.

CLASS 25: EARLY JUNIOR BULL CALF

- 1) 777 411 Vegas, shown by 777 Farms, Magnolia, Ark.
- 2) Boss 449, shown by Woman Hollerin Ranch, Brookshire, Texas

CLASS 26: LATE SENIOR BULL CALF

- 1) CSC Clean Sweep 370/3, shown by Connors State College, Warner, Okla.
- 2) Iron Oaks Home Run 3-916, shown by Iron Oaks Cattle, Alvarado, Texas



CONTINUED PAGE 18 »

5 BAR E FARM

2014-2015 SGBI
BREEDER OF THE YEAR

5 BAR E BARRETA



RESERVE NATIONAL CHAMPION FEMALE

5 Bar E Barreta is the 2015 Reserve National Champion Female as well as the 2014-2015 SGBI runner-up High Point Female and the High Point Yearling Female.

She is sired by 5 Bar E Bonfire, the 2014-2015 SGBI Sire of the Year and grandson of 2-Time National Champion Bull Magnum!

THANK YOU ALDERSON/RICHMOND FOR EXHIBITING BARRETA
TO HER FULLEST POTENTIAL!

5 BAR E 307

SELLING AT THE CRIMSON CLASSIC

CRIMSON
CLASSIC

April 25, 2015 • Cullman, Ala.

A son of 2014-2015 SGBI Sire of the Year, 5 Bar E Bonfire, his dam also produced National Champion Bull Fast Eddy!

He was Reserve Senior Champion at the 2015 National Show and the Grand Champion Bull at the 2014 Kentucky State Fair.



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We're all also selling a super nice, halter-broke female in the sale!

5 BAR E FARM

Greg and Hilda Edenfield

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CLASS 27: EARLY SENIOR BULL CALF

- 1) Mr Double TT Omaha 66-3, shown by Stroman Cattle Co., Bryan, Texas
- 2) XL's Midas 355, shown by Excell Santa Gertrudis, Santa Fe, Texas

CLASS 28: CHAMPION BULL CALF

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

CLASS 29: RESERVE CHAMPION BULL CALF

- 777 411 Vegas, shown by 777 Farms, Magnolia, Ark.

CLASS 30: LATE SUMMER YEARLING BULL

- 1) Wood 8/13, shown by Ronald Wood, Benson, N.C.
- 2) Mr TY 117-3, shown by Ty Ranch, Rosser, Texas

CLASS 31: EARLY SUMMER YEARLING BULL

- 1) Mathis Lumberjack, shown by J.D. Chism, Pontotoc, Miss.

CLASS 32: LATE JUNIOR YEARLING BULL

- 1) OLC Troubadour, shown by Mosby Creek Ranch, Dayton, Ohio
- 2) Tara Ranch 132, shown by Tara Ranch, Liberty, Texas

CLASS 33: EARLY JUNIOR YEARLING BULL

- 1) TF SCC New Edition 3115, shown by SCC Elite Genetics, Pearl, Miss.
- 2) Sugar Baby 113, shown by Jenna Fullington, Terry, Miss.

CLASS 34: CHAMPION YEARLING BULL

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

CLASS 35: RESERVE CHAMPION YEARLING BULL

- TF SCC New Edition 3115, shown by SCC Elite Genetics, Pearl, Miss.

CLASS 36: LATE SENIOR YEARLING BULL

- 1) Tara's Top Drive 911-Z, shown by Tara Ranch, Liberty, Texas
- 2) Grandview John 316, shown by Grandview Farms, Hamilton, Ala.

CLASS 37: EARLY SENIOR YEARLING BULL

No entries.

CLASS 38: LATE TWO-YEAR-OLD BULL

- 1) Circle A Real Deal, shown by Circle A Farm, Williamsport, Tenn.
- 2) 777 Honey Badger 1202, shown by 777 Farms, Magnolia, Ark.

CLASS 39: EARLY TWO-YEAR-OLD BULL

- 1) TF 255 Roll Tide, shown by Randall Strickmeyer, Verona, Ky.

CLASS 40: AGED BULL

- 1) 5-E 307, shown by 5-E Farm, Altha, Fla.

CLASS 41: CHAMPION SENIOR BULL

- Circle A Real Deal, shown by Circle A Farm, Williamsport, Tenn.

CLASS 42: RESERVE CHAMPION SENIOR BULL

- 5-E 307, shown by 5-E Farm, Altha, Fla.

CLASS 43: GRAND CHAMPION BULL

- Circle A Real Deal, shown by Circle A Farm, Williamsport, Tenn.

CLASS 44: RESERVE GRAND CHAMPION BULL

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

CLASS 45: BEST OF POLLED BULL

- 777 411 Vegas, shown by 777 Farms, Magnolia, Ark.

CLASS 46: PRODUCE-OF-DAM

- Grandview 948, Grandview Farms, Hamilton, Ala.

CLASS 47: GET-OF-SIRE

- TT Ervin, Circle A Farm, Williamsport, Tenn.

STAR 5 FEMALE CLASSES**CLASS 1: CALVED IN 2014**

- 1) Harris Farms 204/4, shown by Michael McConaughy, Texarkana, Texas
- 2) XWinds Orange Sherbert 371C, shown by Hollyann Roach, Keller, Texas

CLASS 2: CALVED IN 2013

- 1) XWinds Bonita, shown by Hollyann Roach, Keller, Texas
- 2) HB 525, shown by Hollyann Roach, Keller, Texas

CLASS 3: CALVED IN 2012

- 1) Miss Grandview 320, shown by Claylee Chism, Pontotoc, Miss.

GRAND CHAMPION STAR 5 FEMALE

- XWinds Bonita, shown by Hollyann Roach, Keller, Texas

RESERVE GRAND CHAMPION STAR 5 FEMALE

- HB 525, shown by Hollyann Roach, Keller, Texas



As they do every year, the SGBI Junior Board volunteered their time working the National Show.



777 Farms, Magnolia, Ark., continued their success with Miss Grandview Annie, named both Grand Champion Female and Best of Polled Female.

2015 National Show

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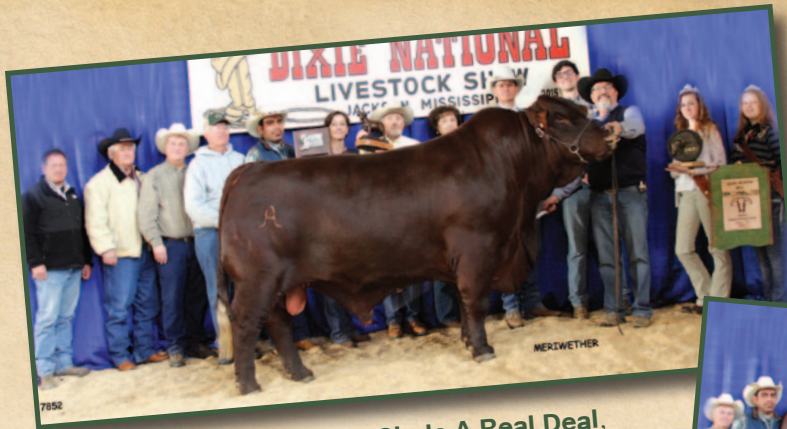
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Kathy Cook
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Rustic Rail, Carthage, Mo., celebrated their Early Junior Heifer Calf Champion win with Miss Special Lady.

2015 National Show!!



National Champion Bull Circle A Real Deal, owned by Circle A Farm, Williamsport, Tenn. Sired by SGBI Sire of the Year TT Ervin. He is also the 2014-2015 SGBI Overall High Point Bull. **Semen now available!**

*Alderson/Richmond would also like to thank our customers
Grandview Farm, Ala.; Flatwillow Farm, N.C.;
Tyler Limbaugh, Ala.; Shaker Hill Farm, Ohio;
Windcrest Farm, Ky.; and J.D. Stephens, N.Y.,
for their trust in our program.*



National Champion Female Miss Grandview Annie, owned by 777 Farms, Magnolia, Ark. Annie is also the 2014-2015 SGBI Overall High Point Female. Thank you Chad and Jamie Daniel and family for letting us be part of Annie's success.



Reserve National Champion Bull OLC Troubadour, owned by Larry and Todd Osborne Sparta, Ky. Troubadour is also the 2014-2015 SGBI Runner-Up Overall High Point Bull. Thank you to the Osbornes for giving us the opportunity to exhibit Troubadour.



Reserve National Champion Female 5 Bar E Barreta, owned by 5 Bar E Farm, Altha, Fla. Barreta is also the 2014-2015 SGBI Runner-Up Overall High Point Female. Thank you Greg and Hilda Edenfield and family for letting us be part of Barreta's success.

Also, a BIG THANK YOU to our crew:
Lester Smith, John and Nolan Taylor,
Jill and Payne Richmond,
Anthony Alderson and Louis Garcia.



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2015 National Show

DEDICATION

T.D. Ulrich, Shaker Hill Farm

He's been described as an American hero, a business success and loyal friend. He's noted for his eye for perfection and attributes his success in the livestock industry – both with Morgan horses and Santa Gertrudis cattle – to the Golden Ratio. There's no doubt T.D. Ulrich, Shaker Hill Farm, Lebanon, Ohio, is deserving of the National Santa Gertrudis Show dedication.

T.D. was born and reared near Hamilton, Ohio. When he was 13, his father went blind and the family relocated to his grandparents' farm, where he grew up during the Depression. When he was old enough, T.D. found work with Armco Steel Corporation until he enlisted in the Navy at age 18. Following his honorable discharge, T.D. attended the University of Mississippi on the GI Bill.

In the late 1940s, T.D. married his wife, Marilyn, and returned to work for Armco Steel, which led to his entry into the highway paint and guardrails business. He branched into the pavement-marking business in the '60s, which expanded into various traffic control enterprises, such as sign erection and marker installation.

T.D. and Marilyn had two sons, Dan and Dale. In 1967, Dan bought out T.D.'s early business partner and worked alongside his father until 2005, when they sold the business.

During that time, the company became one of the largest traffic-control services east of the Mississippi, performing road work from Maine to Arizona.

This diligence led T.D. to purchase Shaker Hill Farm in 1960, named after a local landmark called "Shaker Hill" near a one-time Shaker settlement. T.D.'s passion to strive for the best included building a stable at Shaker Hill Farm where, at one time, he had 100 Morgan horses in his breeding operation, including several titleholders.

While on a highway job near Wilmington, Ohio, T.D. noticed two Santa Gertrudis bulls standing in a field. He thought they were the prettiest cattle he had ever seen, and proceeded to purchase Santa Gertrudis of his own. After his wife's passing in 2006, T.D. hit the Santa Gertrudis show road with Larry Osborne, Mosby Creek Ranch, Dayton, Ohio.

It's only fitting, then, that he was recognized for his efforts at the National Santa Gertrudis Show, held alongside the Dixie National Livestock Show, in Jackson, Miss. To read more about T.D. and Shaker Hill Farm, see page 52 of the October 2014 issue of *Santa Gertrudis USA*. Congratulations, T.D., on this well-deserved honor. 🍀

T.D. Ulrich, left, alongside Gene McCarter, right, during the dedication.



COMING TO THE CRIMSON CLASSIC

Sat., April 25, 2015
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Our female consignments are bred to Gray Oaks 238. He's selling April 25th in Cullman, Ala., at the Crimson Classic Sale.

Don't miss this opportunity!



Gray Oaks 238 is Hurricane 9222 and Clarendon 740 on the top side. His dam, 021, was our high-selling lot in the 2014 Alabama Connection Sale and sold to Red Doc Farm. She combines the breeding of Cinch 4120 and Mr. Red W101.

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JOIN THE SUSTAINABILITY DISCUSSION

By Lisa Bard, *Santa Gertrudis USA* Editor

It seems as if our society latches on to buzzwords and rides them until exhaustion sets in, never really addressing the true issue at hand or coming to any solution. A buzzword, by definition, “is a word or phrase that becomes very popular for a period of time.” Buzzwords do not just form out of thin air; they typically come to the front of our consciousness when numerous people get concerned enough about an issue to start talking about it, or the media grabs hold of a few sound bites and creates a crisis. Once that happens, the ride is on and that poor horse is “gonna be rode hard and put up wet,” and then a new buzzword will take its place.

What cannot and should not be ignored is the possibility of a real and valid concern or issue that poses an underlying challenge to society or our industry and is at the root of the buzzword to begin with. If we address the real, underlying challenge, suddenly the approach is different and in the end, we will likely have a better mount that will help us do our job faster, more efficiently and with better results.

One of today’s most popular buzzwords is “sustainability.” We hear or see that word everywhere these days – in commercials, on social media, in the news, in discussions with our neighbors and in conversations our kids have with their friends over what they have heard in school. I’m sure we’ve all taken pause and asked ourselves, what exactly is sustainability and how does it truly affect the beef industry?

Sustainability defined

Cameron Bruett, head of communications for JBS S.A. (the world’s leading animal protein processor), addresses the issue of sustainability head-on and is a frequent speaker at

cattle industry events. He admits that sustainability is a very complex issue, but if food-chain stakeholders (including beef producers) properly define it, they can change consumer attitudes and address opposition.

The concept of sustainable development has been around for some time. It is described as development that meets the needs of the present without compromising the ability of future generations to meet their own needs. It consists of balancing local and global efforts to meet basic human needs without destroying or degrading the natural environment.

According to Bruett, sustainability is much more than the environment. “We call sustainability the triple bottom line – the three-pillar approach. It’s social, environmental and economic. It’s managing all three of those critical areas in a way that brings itself toward long-term profitability, stability and viability.



ity. You have to operate better today than you did yesterday to improve for tomorrow,” said Bruett, speaking at a recent cattle industry meeting.

In that sense, sustainability is greatly challenged by the combination of the large population increase in the developing world and the unsustainable consumption in the developed world. It’s a double-edged sword – the hungry population is increasing in numbers and therefore needs more food, but the overfed population is wasting a large portion of their consumable products, thereby aggravating the problem.

Some reports say that humans are living beyond the carrying capacity of planet Earth. Ironically, carrying capacity is a term that cattlemen are very familiar with when it comes to managing their land resources. If ranchers exceed the carrying capacity of their land, they know they must reduce numbers, increase efficiency, or do both. If they do not, they risk destroying their land resource. Management is key to long-term sustainability in the cattle industry, and has been for generations.

Unfortunately, we cannot manage global population. That is one issue that hits too personally and too hard; it comes with many complexities and, frankly, it seems easier for society to blame and point fingers at the industries that contribute to and address sustainability, rather than the population crisis itself. So we manage what is ours to manage, which is sustainability in the beef industry, and leave the discussion about the population exceeding Earth’s carrying capacity to another day.

What is agriculture doing to achieve sustainability?

Sustainable agriculture has been in existence for centuries, but with the increased demand for food (and therefore beef) brought on by a burgeoning population, agriculture is feeling the heat. In response to this, the Global Roundtable for Sustainable Beef (GRSB) was formed. According to their website www.grsbeef.org, the GRSB is “a global, multi-stakeholder initiative developed to advance continuous improvement in sustainability of the global beef value chain through leadership, science and multi-stakeholder engagement and collaboration.

Cameron Bruett, JBS S.A. head of communications and GRSB president, addresses a cattle industry meeting on the topic of sustainable beef.

CONTINUED PAGE 28 »

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SANTA GERTRUDIS

Juniors

By Caroline Creech, District 4 Director

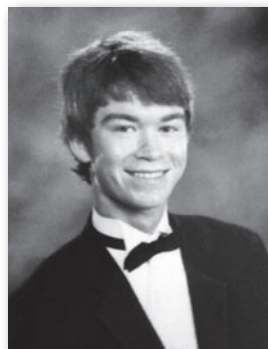


Hello. My name is Caroline Creech and I am from Zebulon, N.C. I am your District 4 junior director. As most of the major shows are wrapping up, I hope that all juniors are starting to gear up for the National Junior Santa Gertrudis Heifer Show (NJSGHS) in Oklahoma in June.

Along with several other junior board members, I attended the National Santa Gertrudis Open Show that was held in Jackson, Miss. This was my first major show as a director. Along with showing cattle and working the ring, I enjoyed catching up with current junior members, past junior members and other adult members of this great breed.

In addition to the NJSGHS this summer, we will also be having the Gerts Ongoing Advanced Leadership Summit (GOALS). GOALS is such a great opportunity for junior members. While there, you will get to travel and learn leadership skills, but most importantly, you'll create friendships and memories that will last forever. I am encouraging all junior members to participate in this great opportunity. As most of us juniors are spread out across the country, we only get to see each other a handful of times throughout the year, but when we do get to see each other, it seems as if we can pick up right where we left off.

I am looking forward to seeing and hanging out with all of the junior members at the NJSGHS in Oklahoma in just two short months. Till then, God Bless. 🍀



By Colt Sherrill, At-Large Director

Hello everyone! My name is Colt Sherrill and I'm a freshman at the University of North Carolina at Wilmington. The 2015 National Santa Gertrudis Open Show is behind us and before you know it we'll be in Guthrie, Okla., for Junior Nationals. As the school year is coming to a close, I'm sure everyone has their mind on

this year's NJSGHS, which is sure to be full of competition, friends and fun. What's great about the NJSGHS is the opportunity you have to get involved in many competitions, such as Public Speaking, Sales Talk and Brain Bowl, along with the show itself. Not only are these great ways to meet other junior members and show off your skills, it also helps you gain valuable knowledge that will last a lifetime. These events are a great way to learn more about the breed, which is important because as junior members we are the future of SGBI.

Another great way to become involved is by attending GOALS, which will be held in Gettysburg, Penn., this summer. Having attended GOALS three times in the past, I can tell you that it's one of the best ways to meet other junior members as well as improve leadership skills that can be used anywhere.

No matter what it may be, I encourage all of you to participate in some of the many events offered by the junior association. The experiences you'll gain from them are priceless. Hope to see y'all in Oklahoma! 🍀

BUTTS TO ADDRESS 2015 GOALS

By John Ford, SGBI Executive Director

Kristina Butts, executive director of legislative affairs for the National Cattlemen's Beef Association (NCBA), will visit with the 2015 Gerts Ongoing Advanced Leadership Summit (GOALS) participants at the NCBA Washington, D.C., office later this summer. As NCBA's head lobbyist in the Washington office, Butts leads the association's lobbying efforts on nutrition, food safety, animal welfare, animal health and border concerns, along with a myriad of other issues that impact America's beef industry. In her role as executive director, Butts directs a team of lobbyists charged with communicating the unique challenges cattle producers face to policy influencers on Capitol Hill. Butts and the NCBA legislative team spend each day working with the nation's decision makers and their staffs, providing information and education in order to ensure they have the knowledge needed to pass laws that help cattlemen produce a safe and wholesome product in a sustainable fashion. Butts has initiated a number of innovative approaches that have effectively bridged the gap between cow-calf producers, feeders, veterinarians, animal scientists and other beef industry professionals, and those who work inside the Washington Beltway.

Butts, originally from Pearland, Texas, was the 1996 Texas Beef Ambassador and placed second at the National Beef Ambassador Program Competition. She attended Texas Tech University and was a member of the 2000 Meats Judging Team. Butts earned her undergraduate degree in agricultural communications with an animal science minor, and her master of science degree in animal and food science, with an emphasis on food safety. Recently, Butts was named a 40 Under 40 by *Vance Publishing/Drovers Network*. 40 Under 40 recognizes 40 individuals under the age of 40 for their leadership and commitment in advancing the cause to double food production by 2050. Prior to accepting her position with NCBA, Butts served on the staff of U.S. Congressman Lamar Smith, Texas-21.

GOALS is a youth leadership development program designed to prepare the next generation of SGBI leadership. Visiting with NCBA's executive director of legislative affairs will provide GOALS participants the opportunity to better understand the work done daily by industry representatives to ensure laws and regulation governing agriculture, particularly animal agriculture, are sound, fair and not overly burdensome for the beef industry. 🍀

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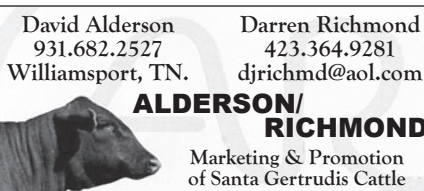
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The Simple Genetics of Polled Cattle

The Polled Gene is Not as Simple as Many Think

Cattlemen in various areas of the world have long disagreed on whether or not beef cattle should be horned or polled.

The presence of horns makes market (especially feed-lot) animals hard to handle, resulting in bruised carcasses. Advocates of horned cattle believe that horned sires tend to be better breeders under range conditions because these bulls scatter and therefore are more likely to cover a larger percentage of the cow herd.

The Angus cattle have long been recognized as "the polled breed" and are apparently homozygous (breed true) for the gene. Only polled offsprings are produced in crosses with all breeds except the Brahman or those based on Brahman crossbred foundations.

Crosses with cattle of Brahman background result in variable percentages of calves with horns, banana horns or heavy scurs. Although there is not sufficient data, it appears that the polled gene in Brahman strain cattle (Santa Gertrudis) is not completely dominant as it is in the Angus.

Polled Herefords and polled Shorthorns descend from polled mutant or "sport" animals that have occurred in the parent horned breeds. Mutation occurs when, by some accident during the process of duplication of a gene, its character is changed so that it will affect the trait conditions in a new way. These accidents occur only once in millions of gene duplications. Mutant types breed true for the alterations. A character like polledness in cattle that is regarded as depending upon the action of one pair of genes can be expected to demonstrate a ratio of three polled to one horned when first cross (progeny of polled x horned) animals are bred together. With only four progeny this may not always be true, but the chance of finding this ratio will increase with a greater number of offsprings involved.

If the dominant character (polledness) is being retained, the selected portion of the herd may be either homozygous (carry similar genes) or heterozygous (carry dissimilar genes). This would hold true whether or not the breeder knew the background of the inheritance involved. These like-to-like matings will always reproduce simple recessive conditions (horned animals), but the dominant character (polled animals) is not as reliable. This is demonstrated when mating unlike individuals that will show the dominant

(polled) character, but occasionally leave offsprings with the recessive condition (horned).

Three types can appear among polled cattle: 1. HH (homozygous polled); 2. Hh (heterozygous polled); 3. hh (homozygous horned).

When a polled bull is purchased, he can either be HH or Hh. If his pedigree shows all ancestry to be polled, then there is a high degree of certainty that he is HH (pure for polledness). However, if he is the progeny of a polled bull and a horned cow (or vice versa), he will be Hh and will produce some horned individuals in the future. He would be expected to leave only 50 percent polled, but to obtain such a percentage would require a large number of progeny. The next generation will again depend upon the genotype of the polled bull being used. If he is again pure (HH) and mated to first-cross (horned x polled, Hh) cows, all of his calves will be polled. If he is heterozygous (Hh), such as an offspring from the first-cross mating, and paired with a first-cross (Hh) cow, he will leave approximately 25 percent of horned progeny and follow the accepted ratio of 3:1. Pure bulls (HH) mated to similar type cows (HH) will produce progeny known as double polled individuals, which are in turn true carriers of the HH factor.

There are some conflicts and differences of opinions in regard to the appearance of scurs when a polled (HH) bull is mated to a horned (hh) cow. There are three theories existing: 1. Scurs are sex-influenced, acting dominant in polled males and recessive in polled females; 2. The primary gene for polledness is not completely dominant and, therefore, heterozygous individuals might carry scurs; 3. The scur gene is recessive and independent of those for horns and, therefore, appear only in individuals that are homozygous for this gene.

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Rocking A Charlotte, shown by
Rocking A Ranch, Brenham, Texas



BEST OF POLLED FEMALE

TG 333, shown by Trisha Pittman,
Corpus Christi, Texas

SUSTAINABILITY CONTINUED FROM PAGE 22

The GRSB envisions a world in which all aspects of the beef value chain are environmentally sound, socially responsible and economically viable.”

GRSB is a group of organizations, companies, industry stakeholders, civil societies and interested parties brought together for the common goal of sustainable beef. One of their first actions was to draft formal principles and criteria for global sustainable beef, released in November of 2014 after a year and a half of development.

GRSB now defines sustainable beef as a socially responsible, environmentally sound and economically viable product that prioritizes our planet, people, the animals and continual progress.

“Our membership worked in a collaborative fashion to boldly confront the challenges in every segment of the beef value chain. The core principles for global sustainable beef production seek to balance a broad range of issues,

including natural resources, community and individual development, animal well-being, food, efficiency and innovation,” says Bruett.

This definition, and the corresponding principles and criteria, are not designed to create a standard or mandate for how beef should be produced in any region, country, environment or under any specific government. Instead, they are designed to give guidance and clarity to future discussions about sustainability that have been murky and random in the past.

Moving forward

While the GRSB has made great progress in identifying, defining and clarifying what sustainable beef is, their work has just begun. Their next step is to identify areas where improvements and efficiencies can be achieved in order to attain global beef sustainability. This month (April 2015) they will be



Global Roundtable for Sustainable Beef

holding their board of directors meeting in San Antonio, Texas, and will be touring the King Ranch on the last day of the meetings. It is interesting and inspirational that the birthplace of the Santa Gertrudis breed will be hosting the directors of this progressive and productive organization.

Sustainability is more than just a buzzword. It is borne out of a consideration of our land, our resources, our fellow humans, our animals and our future – all traits that those in agriculture have at their very core. When we embrace these same concerns from those not in agriculture who may not share our heritage and our history with sustainability, rather than become defensive with their concerns and questions, we create solutions. Join the conversation and share your sustainability story and maybe even improve what you do and how you do it. 🐄



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Thank You Myers Cattle Co., Navasota, Texas

for purchasing the high-selling lot at the
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Thank you to all our other buyers as well!

Congrats to Reagan Ruddock, Rockport, Texas

on her success with Miss TT 075/3, a daughter of
Bar T 37/4. She was the Grand Champion Female
at the 2015 Fort Worth Stock Show Junior Show.



Congrats to Michael McConaughey, Texarkana, Texas

on his success with Miss TT 230, a daughter of Mr.
TT Tomahawk 414. She was the 2015 National Calf
Champion Female and Reserve Grand Champion Female
at the 2015 Fort Worth Stock Show. She was also the 2015
Grand Champion Female at the Houston Livestock Show
and 2014-15 SGBI High Point Heifer Calf.



Congrats to Stroman Cattle Co., College Station, Texas

for exhibiting Mr. TT Omaha, a son of
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at the 2015 Houston Livestock Show and
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