



# SANTA GERTRUDIS

USA

APRIL 2016 | VOLUME 19, NUMBER 4



Santa Gertrudis



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Beef Breed



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**Sale Consultants:**

**Darren Richmond:** 423-364-9281

djrichmd@gmail.com

**Bill Lundberg:** 479-880-6217

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Home: 817.641.4159 • Mobile: 817.996.5866

**XB**

**Briggs Ranches**  
PO Box 1417 • Victoria, TX 77902  
Joe Jones, Manager  
(o) 361.897.1337 • (c) 361.550.0994  
briggsranches@hotmail.com



**777 Vegas**

1/3/2014 :: 20140078 :: Polled  
BW 0.9 | WW 11.9 | YW 15.2 | MILK 0.1 | TM 6.0  
HCW 9.6 | MARB -0.05 | REA 0.04 | FAT 0.0 | SH.F. 0.02  
GR IDX 15.49 | CRC IDX 3

**2016 National Champion**

Vegas is a very exciting young Santa Gertrudis herd sire out of 2013 NC High Roller. Recently in the Mid-Coast International Super Sale in Houston, Texas, 50% interest and full possession sold to Harris Riverbend Farms and Briggs Ranches for \$50,000.

His moderation in frame and "industry kind" has caught the attention of many in the Santa Gertrudis breed as well as cattlemen outside the breed both commercially and internationally. Vegas was shown across the country and won many awards as a calf, but his real recognition comes from how many have seen him and declared him "the right type" for the breed to be accepted and sold into the commercial industry.

He is backed by consistent, predictable genetics in both his sire and dam along with grandsires and granddams. He is standing and collecting at Integrated Breeders Services in Wheelock, Texas. He is putting up very viable, high quality semen. The demand is high so do not miss the opportunity to add 777 Vegas 411 into your breeding program.

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## ON THE COVER

Santa Gertrudis heifers at Wendt Ranches, in Bay City, Texas. Photo by Darren Richmond.



# Providing Polled Power Genetics to the Santa Gertrudis Breed

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# CHAMPION POLLED SANTA GERTRUDIS CATTLE OUR GRAND CHAMPION POLLED SIRES

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# Ramblings from the Open Range

## EXECUTIVE DIRECTOR'S REPORT

By John Ford

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

### Benefits of Visual Appraisal

In today's world, where science and genetic technology provide cattlemen the ability to identify profitable animals by utilizing a growing number of tools focused on economically relevant traits, some contend showing cattle is no longer a pertinent selection tool. I counter their argument by saying the only way to assess structural correctness and soundness is through visual appraisal. There will always be a need to select cattle based on conformation. In my opinion, the relevance of the show ring is shaped by the type and kind of animal we as seedstock breeders and exhibitors choose to put before the bull- and replacement-buying commercial cattlemen. If breeders choose to exhibit cattle that are structurally correct, functional and sound, the show ring will remain a viable and valuable animal selection tool – especially when utilized with measurements of an animal's genetic merit.

Earlier this year I walked through the barn that housed the junior show heifers at one of the larger livestock shows. Although I walk the aisles each year visiting with friends, associates and SGBI members, it has been several years since I took time to evaluate the junior heifer projects tied in the beds. A stroll through the youth barns can be considered an Animal Science 101 review course. Every color and kind of European, British and American breed of cattle can be seen in the rows of projects. To be honest, during the last six years I have not paid a great deal of attention to the other breeds tied in the barn, especially the European and British-influenced cattle. Let me say, my walk was eye-opening, and as a cattleman I am concerned about the type of extreme animal being pushed as desirable by some members of the youth show community.

One of my mentors was fond of saying extremes in the show ring were necessary to shift the commercial sector from one direction to another for the good of the beef industry. He likened the show ring's influence on commercial beef production to a pendulum on a clock, swinging from one extreme to another but always landing in the middle. The move from too small (visualize a 1950s Hereford show animal) to too tall (picture Chianina show cattle of the 1970s) was always used as an example, and he followed by pointing out these extremes were instrumental in pushing cattlemen to produce animals thought to be better suited for the beef industry.

Twenty years ago I might have agreed with that line of thinking, but I am uncomfortable with that philosophy today in a society where extremes are taken to the extreme. When heifers can no longer be differentiated from their steer mates, it is time to re-evaluate direction and breeding objectives.

Again, in my opinion, attempts to pack as much muscle as possible on the smallest frame imaginable, covered with disproportionate amounts of hair, while standing on excessively post legs, has resulted in females better suited for exhibition at the Barnum and Bailey sideshow than a livestock show that should be highlighting traits regarded as desirable for profitable cattle production.

However, not all the heifer projects were troubling. Also tied in the beds were sound, structurally correct, obviously fertile (calves at side) females capable of performing profitably in a wide range of climates and conditions. The Bos indicus-influenced cattle, especially the Santa Gertrudis, were a welcome sight tied among cattle that will be challenged to be efficient and profitable after their show careers have ended. I left the youth barn confident and pleased the Santa Gertrudis junior heifer projects were functional and sound, fitting the needs of the beef industry. I walked across the grounds to the All Breeds Commercial Female Sale and watched the Champion Pen of Commercial Replacement Females sale. Mirroring the Santa Gertrudis junior heifer projects I had just seen, the top pen was structurally correct, sound on their feet and legs, and very functional. The champion group was a really nice set of cattle that fit the needs of the beef industry. One other observation: They were Santa Gertrudis STAR 5 females. 🐄



2015 National Junior Santa Gertrudis Heifer Show. Photo courtesy Darren Richmond.



# CAROLINA CORNER

## 43rd Annual Santa Gertrudis BREEDERS OF THE CAROLINAS SALE

**May 7, 2016 • Sale Begins at 11:00 a.m. EDT**

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



### Auctioneer

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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Herd No. 37879

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

—S

### LOU AL TUCK FARMS

Great Falls, S.C.

Al Jackson: 803.984.0704 • Ajackson@pike.com

T.A. Jackson: 803.482.2283

LA

### 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 don't know about you all, but I welcome the changes of spring. I am thankful for longer days, greener grass and newborn calves. It is amazing to think the calves hitting the ground this spring have often been years in the making. Everyone knows the gestation period for cattle is roughly nine months, but most mating decisions begin months or years prior to turning the bull out to pasture. For instance, I first spotted my wife nearly 20 years ago, and our first offspring will hit the ground in late August!

For many, this spring's calf crop will validate last year's investment in a new herd sire. For others, it may be a painful reminder that you get what you pay for, or it's time to make a change. Either way, it is important to gather data on these calves to enable you to make sound breeding decisions going forward. The collection and reporting of accurate birth, weaning and yearling weights is the only way to objectively evaluate your calf crop against those of other breeders.

Recently, I've had many conversations wherein members ask, "Is it still necessary to turn in data now that we have genomically enhanced EPDs?" My response is always ABSOLUTELY! Our EPD system is built upon the data turned into SGBI. Increased data collection improves the validity and accuracy of our EPD system.

A second question almost always follows, "What do I do with the data of the bull calves I don't register?" This is a great question. It is critically important that members report this data as well. SGBI offers members the ability to performance-record animals without any cost. Many are surprised to learn of this service. They are also surprised to learn the performance data actually has an effect on the EPDs of the calf's sire and dam.

**This month we are releasing an updated online registration platform. Our hope is that this will make it easier for members to register cattle online.**

We realize membership education on these and other issues is needed, which is why SGBI is taking steps to make this information more readily available and our registration systems more user-friendly. This month we are releasing an updated online registration platform. Our hope is that this will make it easier for members to register cattle online. For those of you who, like me, utilize a pad of paper and pen, you can still provide that information to our helpful member service professionals in the office.

SGBI's goal is to improve member and customer profitability, sustainability and satisfaction. Your constructive feedback is critical to SGBI's ability to accomplish these goals. Please do not hesitate to contact me or the SGBI office if we can ever be of assistance. 🍂

## Board Election Corrections

In the March 2016 issue of *Santa Gertrudis USA*, SGBI Board of Directors Eastern Region candidate Robert Silva is incorrectly listed as seeking the District 3 At-large position. The District 3 At-large seat is not open this election cycle; Silva is seeking election as an Eastern Region Director. Also note that according to the 2015 SGBI Bylaws change approved by membership, At-large Director nominations come from the Districts, not from the Board. We apologize for these errors. Election ballots were mailed to active members of SGBI the week of Feb. 22, 2016. 🍂

## SGBI OFFICERS OF THE BOARD

**PRESIDENT** Wes McDaniel

**SECRETARY/TREASURER** Deanna Parker

**BREED IMPROVEMENT** Yancey Strait

**LONG RANGE PLANNING** Warren Harris

**MARKETING & PROMOTION** David Alderson

**YOUTH ACTIVITIES** Betty McCormick

**MEMBERSHIP** Jerome Urbanosky

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**Chris Taliaferro** (Texas)

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MC Ranch

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**Larry Osborne** (Ky.)

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**Deanna Parker** (Ky.)

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Townsend Cattle Co.

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

**District 3 - Jamie Daniel** (Ark.)

Triple 777 Farms

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

**District 4 - Gene McCarter** (Tenn.)

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**District 5 - John Denson** (Ga.)

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**District 6 - Todd Osborne** (Mo.)

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# SANTA GERTRUDIS *Juniors*

By McCrae Clay, Treasurer/District 3 Director



## The National Junior Santa Gertrudis Heifer Show

The National Junior Santa Gertrudis Heifer Show (NJSGHS), to be held this year in Tampa, Fla., may easily be the highlight of every junior's summer. What's not to love about spending a week with great cattle and even greater friends? This year's Junior National is unique

because we have the opportunity to spend some time on the Florida beaches, or even visit Disney World. Along with those awesome out-of-show activities, the NJSGHS this year is jam-packed with entertaining events. I encourage all exhibitors to get involved.

One of the most beneficial contests a junior can enter is **public speaking**. Find a topic that interests you, construct a speech, and step out of your comfort zone to deliver it! Do it for the next few years and I can almost guarantee by year three when you return home, people will wonder how you became so comfortable in front of a crowd.

The **sales talk** is also a great competition that I urge you get involved in. In the cattle business, selling our animals is how we make a profit. So grab a heifer, get copies of her papers, and find a friend to exhibit her while you "sell" her! If you need a hand, don't be afraid to ask me, or any of the other directors.

**Brain Bowl** is another opportunity to learn about the best breed of cattle there is: the American original Santa Gertrudis. We juniors should take pride in our breed and learn about it. While you're at it, put your judging skills to the test in livestock judging.

While there are numerous educational and super-competitive events, we junior members still know how to have a good time. We dance A LOT at the dance, we play messy and funny games at mini-goals, and we show off our (somewhat) athletic skills at the relay games.

Whether this is your first or 15th Junior National, I urge you to get involved in, smile at the people you meet, and make the most out of your week in Tampa. It's going to be a great deal of fun, and I hope you are just as excited as I am! 🐾



## REGISTRATIONS, STAR 5 RECORDINGS & TRANSFERS BY DISTRICT

FEBRUARY 2016

| District | Purebred Reg. | STAR 5 Reg. | Performance Only | Purebred & STAR 5 Trans. |
|----------|---------------|-------------|------------------|--------------------------|
| <b>1</b> | 10            | 3           | 0                | 66                       |
| <b>2</b> | 66            | 2           | 1                | 108                      |
| <b>3</b> | 6             | 0           | 0                | 20                       |
| <b>4</b> | 42            | 5           | 3                | 29                       |
| <b>5</b> | 14            | 3           | 2                | 5                        |
| <b>6</b> | 3             | 6           | 0                | 1                        |

**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

4 B Farms, Brody Roberts, Kentwood, La.

Arian Barajas, Mathis, Texas

### Commercial Members

Milton Washington, Rochelle, Va.

### Junior Members

Ana Martinez, Houston, Texas

Gracie Garza, Liverpool, Texas

Brianne Wharton, Friendswood, Texas

Cody Ellison, Winnsboro, Texas

Klae Barber, Wauchula, Fla.

## SANTA GERTRUDIS

# *Calendar*

### APRIL

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

### MAY

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

### JULY

- 16-17** Kentucky Santa Gertrudis Show & Sale, Bowling Green, Ky.
- 16-17** Kentucky Santa Gertrudis Junior Heifer Show, Bowling Green, Ky.

### AUGUST

- 18-28** Kentucky State Fair, Louisville, Ky
- 28** Kentucky State Fair Santa Gertrudis Show, Louisville, Ky.



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***Wendt Ranches***

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email: [wendtranches@hotmail.com](mailto:wendtranches@hotmail.com)

**Gene Kubecka**

979-240-5311

**Daniel Kubecka**

979-240-5312

SGBI Herd #621, established 1954





# SANTA GERTRUDIS *Production* PROGRAM YOUR HEIFERS FOR BETTER FERTILITY

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



**D**eveloping outstanding replacement heifers is not a new concept, and most producers realize that a good post-weaning nutritional program is the key to preparing females for the first breeding season. The achievable goal is to ensure that females are of sufficient age and body weight to be pubertal prior to breeding. Traditional thinking and experience with producing

American Breed-type heifers indicates that a high percentage should be pubertal at 13 to 14 months of age and body weights of at least 700 to 750 pounds. Thus, as we make our replacement heifer selections at weaning, it would make sense to consider actual weaning weights and then develop heifers on a nutritional program that will provide average daily gains (ADG) to meet the generalized guidelines.

Recent heifer research at the U.S. Meat Animal Research Center in Nebraska and at South Dakota State University has produced results, published in the *Journal of Animal Science*, that indicate how we feed replacement heifers to reach their target weight can dramatically affect their ovarian development and thus possibly lifetime reproductive performance. First, I want to clarify that these research heifers were not Brahman-influenced; however, the physiological principles would be applicable to all beef heifers. The basis of the study was to reduce the amount of feed fed to developing heifers between 8 and 11 months of age (84 days of limit feeding) and then increase the amount fed from 11 months of age until breeding. Heifers were acclimated to the higher level of feeding over a 15-day period and then held at that level for about two months (68 days). The research study ended when the heifers were 13.5 months of age (407 days).

All 30 heifers on the study received the same feed (69.8 percent corn silage, 30 percent alfalfa hay and 0.2 percent salt) beginning at weaning (approximately 200 days). From weaning to 8 months of age, all heifers were fed the same amount of feed. At 8 months, half of the heifers were restricted to 68.9 percent of what the control group was fed over the next 84 days. For clarification, I will provide an example of how these two groups of heifers were fed.

Let us assume an 8-month-old replacement heifer weighs 600 pounds. An example control heifer was fed/offered 14.5 pounds of feed per day, whereas a restricted heifer was fed/offered 9.97 pounds of feed per day. Applying this same

example to an 800-pound heifer, the control heifer was fed/offered 18 pounds of feed per day, whereas the restricted heifer was fed/offered 12.4 pounds of feed per day. When the nutrition of restricted heifers was “stair-stepped up” at 11 months, they were fed 21.5 percent more feed per day than the control group and this provided for compensatory growth.



Photo courtesy Woman Hollerin Ranch, Brookshire, Texas.

Researchers removed ovaries from a subset of heifers at 8 months, 11 months (end of feed restriction), and at 13 months of age. The ovaries were processed for histological examination and number of ovarian follicles was determined. This is important for determining reproductive functionality because each ovarian follicle contains an oocyte (egg). As ovarian follicles grow

and develop, they progress through different growth stages: primary, secondary and then tertiary. When a follicle begins to develop, only two outcomes are possible: 1) the follicle will release an egg shortly after heat, or 2) it will grow to the primary, secondary or tertiary stage and then degenerate and disappear. The timing of a particular follicle's growth has much to do with which outcome will result. Prior to starting growth and becoming a primary follicle, all ovarian follicles are classified as “primordial follicles.” Primordial follicles can be considered as the egg “warehouse and storage” stage.

Interestingly, there was no significant difference in number of primary, secondary or tertiary follicles between dietary treatment groups at 8, 11, and 13 months of age. The most important finding was that the restricted fed heifers (during 8 to 11 months of age) had a significantly greater number of primordial follicles (egg warehouse) compared to control fed heifers at the end of the refeeding period (13 months of age). Developing heifers on a stair-step compensatory growth program resulted in a larger ovarian follicle reserve before the onset of breeding, which may have beneficial effects on increasing reproductive lifespan – not to mention saving a little on feed costs. 🐄

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*There will be 30 Grizzly  
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*The Govenor x Grizzly*



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# SGBI Inducts Four into HALL OF FAME

*The Santa Gertrudis Breeders International (SGBI) Board of Directors named the 2016 Hall of Fame inductees during the winter board meeting held in Fort Worth, Texas earlier this year. Selected to be inducted into the Hall of Fame during the 2016 Annual Membership Meeting are W.F. (Bill) Barrett, Double Circle Ranch (Richard and Judy Hood) and Jim Theeck. Hall of Fame inductions will take place on Friday, April 8, 2016, at 7:00 p.m., at the Embassy Suites in Albuquerque, N.M.*

## W.F. (BILL) BARRETT

Following graduation from Texas Tech University, W. F. (Bill) Barrett was offered a position as a classifier for SGBI in 1963. This was not his earliest experience with the breed – Bill saw his first Santa Gertrudis bull in 1958 when his father bought a bull at the Waco sale to utilize in the family's commercial cow herd. Bill recognized immediately that Santa Gertrudis genetics offered much more than the Hereford bulls the family had been running.

As an SGBI employee, Barrett traveled the world classifying cattle until 1967, when he and friend John Wood formed Bill Co. Custom Fitters, a successful sales management and show-cattle fitting service. Bill and his wife Kati purchased the foundation of their Five Oaks Ranch herd from the Wortham Bend Farms dispersal sale.

With a keen eye on productivity and profitability, Five Oaks Ranch cattle were – and continue to be – bred to perform efficiently. Barrett bulls have topped countless gain tests, and some of the most profitable feeder cattle to ever participate in the Texas A&M Ranch-to-Rail feedout evaluation carry the Five Oaks brand.

Barrett has been a tireless promoter of the breed, traveling worldwide to exhibit cattle, judge shows, conduct clinics and represent U.S. breeders at global events. He has served the breed in a variety of leadership positions, including terms on the SGBI Board of Directors and as president of the Premier Santa Gertrudis Association. Bill has been a long-time supporter of the youth program, providing numerous scholarships for junior members. Barrett's impact on the breed and his contributions to SGBI will be felt by the association for years to come.

## DOUBLE CIRCLE RANCH

Double Circle Ranch was established in 1949 by Coulter Hoppess, Judy Hood's father, on land adjacent to Camp Creek Lake in Robertson County, Texas. At the suggestion of O.D. Butler, Ph.D., head of the Texas A&M University Animal Science Department, Santa Gertrudis cattle were purchased for the ranch in 1952 and herd number 646 was established.

In 1972, Coulter's daughter Judy and her husband Richard Hood purchased the Double Circle herd and returned to the ranch. For the next 30 years, Richard and Judy focused on creating profitable, breed-changing cattle. Double Circle cattle were quickly recognized for their efficiency and functionality. Hood-bred females were sought by Santa Gertrudis seedstock producers nationwide. Double Circle genetics were and are found on pedigrees from North Carolina to New Mexico.

Richard and Judy were active supporters of the breed and Richard served in leadership positions for the Premier

and Mid-Coast Santa Gertrudis Affiliates as well as a director for SGBI. Richard also provided leadership to the Breed Standards Committee, serving several years as chairman. The Hoods were ardent supporters of the association's junior program and all three of their children showed Santa Gertrudis heifers and steers.

Over a 30-year period, the Double Circle purebred herd grew to 300 head, and beginning in the early 1990s, Hood cattle were marketed through the Tri-Star sale alongside consignments from Nine Bar Ranch and Mayfair Ranch. In 2001, the Double Circle Ranch herd was sold to Borchers Southern Y Ranches, L.P. Following the sale of the herd, Richard continued to promote the breed and work in a consultant role for Santa Gertrudis breeders across the nation. Double Circle genetics continue to influence programs today and the Hood family will long be recognized for the production of functional, eye-appealing Santa Gertrudis cattle.

## JIM THEECK

Starting his career on the famed Nine Bar Ranch and then moving on to the equally recognized Mayfair Ranch, Jim Theeck's involvement with Santa Gertrudis cattle spanned decades. His knowledge of cattle and understanding of the needs of commercial producers made an impact not just on breeders of Santa Gertrudis cattle, but on the entire beef industry. In addition to developing elite purebred animals sought by seedstock operations worldwide, Theeck's use of Santa Gertrudis genetics in the development and marketing of high-quality F1 replacement females changed the industry's view of Santa Gertrudis cattle. Recognizing the breed's ability to successfully cross with a wide variety of English and Continental cattle, Theeck firmly established Santa Gertrudis' position as the foundation for the development of highly productive F1 females. Under his guidance, Mayfair Ranch was one of the first Santa Gertrudis operations to hold an all-commercial F1 female sale.

Jim served SGBI in a variety of leadership positions, including holding a seat on the SGBI Board of Directors. Jim's industry knowledge made him the perfect person to provide guidance to both the Breed Improvement and Performance committees. Theeck was also instrumental in the establishment of the first national junior heifer show, held in 1979 in Dallas, Texas.

His industry accomplishments are many, but it is the understanding of the breed's role in the commercial sector and his leadership in the development of the F1 replacement female market that will ensure Santa Gertrudis remains viable in a competitive industry for years to come. Theeck passed away at the age of 70 in 2011. 🐾



# SANTA GERTRUDIS *Commercial Corner*

## BUILDING THE BALDIE



By John Ford, SGBI Executive Director

**Pick up any beef industry publication, or attend a cattle management seminar, and chances are you'll see something written or hear something spoken about the type of bull sought by the commercial cattleman. And for good reason:**

Selection of a herd sire is one of the most important decisions that a cattleman is likely to make. Almost 87 percent of the genetic makeup of a herd in which replacement heifers are retained will be represented by the last three sires used in the operation. But let's not discount the contributions made by the cow. In fact, producers wanting to maximize production and increase profitability need to place a strong focus on the females selected for the herd, keeping in mind that the crossbred cow supplies the greatest advantages in a cow-calf operation.

This fact has not been lost on the 700-plus beef producers who have packed the San Antonio All Breeds Commercial

Female and Bull sale facility in early February for the past 25 years. Each year, approximately 600 head of females are offered to buyers from as far west as California and as far east as Florida. The vast majority of females presented are F1s, usually an American breed crossed with an English or European breed. Prior to the sale, the pens of females are ranked by a panel of full-time commercial cattlemen, with a champion pen named each year. For the past two years a pen of Santa Gertrudis F1 females, consigned by Corporron Acres, Schulenburg, Texas, has taken the top honors. What makes the crossbred female, in particular the Santa Gertrudis F1 female, the commercial man's cow of choice? I think Idaho Rancher Heather Smith Thomas sums it up perfectly in ***Building the Baldie:***

### ❧ **Crossbred Cows Provide the Ultimate Benefit** ❧

Commercial cattlemen can experience the greatest amount of benefit gained by crossbreeding when using crossbred cows. Even though many stockmen use crossbreeding of straightbred parents to produce exceptional market calves — calves that gain faster than straightbreds and do well in the feedlot — the crossbred cow is the key to maximum beef production and profitability in a cow-calf operation, since hybrid vigor in the cow produces phenomenal maternal advantages. Research has shown that a crossbred cow is 8 percent more efficient than a purebred cow, lives 38 percent longer and has 25 percent more lifetime production in pounds of calf weaned. These advantages are partly due to crossbreeding having the biggest effect on traits that are not highly heritable (and hence more difficult to improve through selective breeding within a breed), such as fertility, age at

puberty and longevity. Crossbred cows live longer and due to their increased fertility are also less apt to be culled for being late or open. Any cow that can calve at two years of age, never miss a year of calving and stay in the herd another year or two beyond average culling age, will make her owner money. When a producer considers all the benefits of a crossbred cow, he can see why animal scientists call this the "only free lunch" in the cattle business.

As pointed out by Larry Cundiff, retired from the U.S. Meat Animal Research Center (MARC), Clay Center, Neb., data from MARC's heterosis studies showed that the break-even costs of production were reduced about 10 percent by using crossbred cows. Another study at Montana State University compared the effects of breed and heterosis on heifer pregnancy using purebred and crossbred females of several breeds.

Results showed that a higher percent of crossbred heifers calved at two years of age, reaching puberty and becoming pregnant earlier than purebreds. If a cow is healthier, with a stronger immune system due to hybrid vigor, she develops better immunity when vaccinated and imparts better colostrum to her calf, which in turn keeps him healthier through the risky days of early calfhoo.

Genetics play a big role in an animal's immunity and immune response. The crossbred animal is hardier than a straightbred animal in part because genes control the process of recognizing disease agents, and inbreeding doubles up more of the undesirable immune-response genes. Crossbreeding ensures more genetic diversity and optimal immune response. Thus,

**CONTINUED ON PAGE 22 »**



# AFFILIATES MATTER

By John Ford, SGBI Executive Director

In today's beef business climate, the importance of association affiliates shouldn't be undervalued. SGBI's need for strong and active affiliates is greater today than ever before.

**A**n affiliate can be a powerful asset for SGBI, capable of leading critical marketing, promotion and educational efforts in a specific area or region of the country. An affiliate's role in leadership development is immeasurable; affiliate members serve as leaders in a number of capacities on a national level. Affiliates operate independently of SGBI but are partners with the parent association, focused on increasing the breed's reach and visibility and in strengthening organizational effectiveness. There are numerous advertisement avenues and marketing strategies available to spread the SGBI message; however, it is the power to *personally connect* with bull- and replacement-buying customers through local field days, educational programs, regional sales or other activities that are priceless in an industry becoming more consolidated. No group is better positioned to reach cattlemen with SGBI's message of profitable genetics than an affiliate. Not a member of your area affiliate? Let me encourage you to join. In an area without an affiliate? Let me assist you in developing one. Already an affiliate member? Thanks – your involvement strengthens the breed's industry presence. 🐄



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## Mid-America Santa Gertrudis Association

Est. 1972

### CREATING VALUE ... TOGETHER



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





# SANTA GERTRUDIS BREEDERS INTERNATIONAL Affiliate Directory

## **Alabama Santa Gertrudis Association**

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

## **Arkoma Santa Gertrudis Association**

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

## **Santa Gertrudis Breeders of the Carolinas**

Contact: Tony Creech, President  
(919) 269-4466

## **Florida Santa Gertrudis Association**

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

## **Georgia Santa Gertrudis Association**

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

## **Kentucky Santa Gertrudis Association**

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

## **Louisiana Santa Gertrudis Association**

Contact: Charles Sam Jones, President  
(337) 375-5532

## **Mid America Santa Gertrudis Association**

Contact: Bud Clark, President  
(314) 607-1076 • bud@cbarcranch.net

## **Mid-Coast Santa Gertrudis Association**

Contact: Debbie Townsend, President  
(979) 541-4989  
ivan\_debbietownsend81@aol.com

## **Premier Santa Gertrudis Association**

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

## **Rio Grande Valley Santa Gertrudis Association**

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

## **Rocky Mountain Santa Gertrudis Association**

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

## **South Texas Santa Gertrudis Association**

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

# MID-COAST Santa Gertrudis ASSOCIATION

## MISSION

*Chartered in 1954, we are dedicated to promoting improved breeding, production and the sale of Santa Gertrudis cattle, and enhancing communication and education among our members through:*

## JUNIOR PROGRAM SUPPORT      CATTLE SALES

- Buckles & premium money
- Educational scholarships

## QUARTERLY NEWSLETTER, "THE CATTLE RATTLE"

## CALENDAR

|          |                                                                                                        |
|----------|--------------------------------------------------------------------------------------------------------|
| March 4  | Mid-Coast International Super Sale                                                                     |
| April 17 | Norval & Anna Sells Junior Heifer Show<br>Grimes County Fairgrounds, Navasota, Texas                   |
| TBD      | Mid-Coast Annual Membership Meeting<br>7:00 p.m., Washington County Fairgrounds,<br>Brenham, Texas     |
| TBD      | Mid-Coast Cattleman's Opportunity Sale<br>11:00 a.m., Washington County Fairgrounds,<br>Brenham, Texas |

VISIT OUR WEBSITE FOR MORE INFORMATION:

*www.midcoastsantagertrudis.com*



*We are what we repeatedly do. Excellence, then, is not an act, but a habit.* – Aristotle

To our juniors who have worked hard every day at home, we congratulate you on your success at the 2016 RGVSGA Futurity!



For more information, contact

Loel Garza

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



Like the Rio Grande Valley Santa Gertrudis Breeders Association on Facebook!  
[www.facebook.com/RGVSGA](http://www.facebook.com/RGVSGA)



# Georgia SANTA GERTRUDIS ASSOCIATION

## Members

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Jernigan Ranch, Buena Vista, GA  
Larlin's Bar L Farm, Chatsworth, GA  
JAL Farms, Chatsworth, GA  
MC Ranch, Alpharetta, GA  
Darren Richmond, Ringgold, GA  
5 Bar E Farm, Altha, FL  
Circle A Farm, Williamsport, TN  
Bud & Kelly Clark, DeSoto, MO  
Dale Hollow SG, Gallatin, TN  
Dietrichs Flying D Ranch, Orlando, FL  
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Jolly Farms, Byrdstown, TN  
Lovett Farm, Hillsboro, OH  
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Osborne Livestock Co., Lathrop, MO  
Parker Farms, Cave City, KY  
Running M Ranch, Union Springs, AL  
Shaker Hill Farm, Lebanon, OH  
WindCrest Farm, Leitchfield, KY

## Annual Functions

Georgia National Livestock Show Junior Heifer Show • Perry, GA • February  
Georgia Cattlemen's Association Commercial Heifer Sale • Perry, GA • April  
SouthEastern Empire Fair SGBI Point Show • Lawrenceville, GA • September  
Sun Belt Farm Expo • Moultrie, GA • October  
Georgia National Fair Junior Heifer Show • Perry, GA • October  
Mountain Laurel Classic Sale • Calhoun, GA • November



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

Wes McDaniel  
770-354-7802  
mcdanielwb@gmail.com

Dan Davis  
678-852-7301  
danieldavis@riterug.com



# 64 YEARS STRONG TEAM PREMIER

*Yesterday, Today and Tomorrow*



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

## *Annual Scholarships:*

The Premier Breeder of the Year  
and

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

## *Lifetime Members:*

Premier SGA is proud of its four Lifetime Members

**B.F. Stout • Grandview, Texas**

**John & Mary Wilson, II • Fort Worth, Texas**

**Bill Burton • Decatur, Texas**

**Wylie Taliaferro • Rosser, Texas**

## *Annual Major Events for the Premier Membership:*

**Premier CowTown Elite Sale**  
at the Fort Worth  
Stock Show ~ January

**Fort Worth Stock Show Junior  
& Open Show ~ January**

**Premier Junior Warm-Up Show ~ May**

**State Fair of Texas  
Junior & Open Show ~ October**

## *Active Association Officers & Board of Director Members:*

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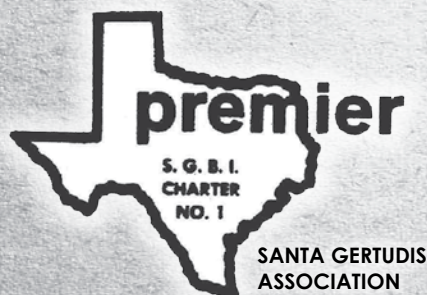
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## *Junior Adult Leaders:*

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Suzanne Terry • 940-216-6773

Connie Roach • 817-431-8716



**Major Emphasis:** To promote Santa Gertrudis and STAR 5 cattle to commercial breeders of all breeds in Texas and the USA. We also put high emphasis on the promotion of our Juniors and the Junior Association, because the Juniors are the future breeders of Premier and SGBI. Support for our Junior Members comes through our annual silent auction, which helps fund scholarships as well as Junior Shows.

**WWW.PREMIERSANTAGERTRUDIS.COM**



# SOUTH TEXAS SANTA GERTRUDIS ASSOCIATION

Our active affiliate provides the ground crew for the Better Beef Contest at the Junior National Heifer Show each year!

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

[SOUTHTEXASSANTAGERTRUDIS.COM](http://SOUTHTEXASSANTAGERTRUDIS.COM)

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Saturday  
**November 19**  
2016

## OFFICERS & DIRECTORS

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**VICE PRESIDENT:** Felix Serna

**SECRETARY/TREASURER:** Kathryn Hefte



STSGBA Officers

## DIRECTORS:

Larry Garza • George Hood

Rene Chapman

Mike Tater • Miranda Gravett



Stay tuned for information regarding an upcoming South Texas Field Day!

# South Texas Junior SANTA GERTRUDIS ASSOCIATION



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

**President:** Reagan Ruddock • **Vice President:** Marli Cantu  
**Secretary:** Ayissa Maldonado • **Treasurer:** Cal Huff  
**Directors:** Carson Petty • Cami Cantu • Harrison Kimble  
Kalli Kimble • Simon Perales

**Queen:** Kristin Story  
**Princess:** Hannah Logan



**2016 Hot Gert Show: Sunday, November 20**

Visit [www.southtexassantagertrudis.com](http://www.southtexassantagertrudis.com) for more information and updates.



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# *Louisiana Santa Gertrudis Association*

***We are very excited to host the...***

## *2017 National Junior Santa Gertrudis Heifer Show!*



**And debut**

**the first ever**

## *National Junior Santa Gertrudis Bull Show!*

*For more information about the LSGA, contact:*

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President  
(337) 375-5532

**Erik Wiley**

Vice President  
(318) 481-8082

**Amber Robertson**

Secretary/Treasurer  
(337) 377-9720





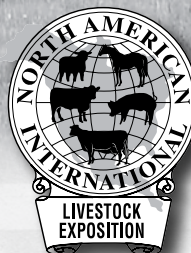
# Kentucky Santa Gertrudis

**Kentucky Show & Sale**  
July 16 & 17, 2016  
Bowling Green, Ky.

**Kentucky Junior Heifer Show**  
July 16 & 17, 2016  
Bowling Green, Ky.

**Kentucky State Fair**  
August 18-28, 2016  
Louisville, Ky.

**Kentucky State Fair Santa Gertrudis Show**  
August 28, 2016  
Louisville, Ky.



**North American International Livestock Expo.**

**November 1-18**  
Louisville, Ky.  
Entry deadline: Oct. 1

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

**Kentucky Santa Gertrudis Association**

## COMMERCIAL CORNER CONTINUED FROM PAGE 15

a crossbred cow tends to have more optimum immune system function than a straightbred cow, and hence not only stays healthier herself but may also produce more protective colostrum.

When all factors are weighed, the crossbred cow gives her owner the most benefit. By contrast, the stockman who is merely trying to take advantage of hybrid vigor in the calves using straightbred cows and bulls of another breed gains less impact on profitability. Calf weaning weights for crossbred calves are 5 percent more (and yearling weights 4 percent more) than straightbred calves. The research study in the 1990s that came up with these figures showed that a straightbred cow with a crossbred calf earned an average of \$23.37 more than if she had a straightbred calf. However, a crossbred cow with a crossbred calf netted \$116.88 more than a straightbred cow with a straightbred calf. This potential increase in profit is one reason a number of producers went to crossbred cow herds.

*When all factors are weighed, the crossbred cow gives her owner the most benefit.*

During the past decade, however, with the increasing popularity of "black" cattle and the drive toward more uniformity and marbling, many of America's commercial cow herds have lost most of the heterosis they once had. Due to market pressures for beef calves, many stockmen have been using bulls of just one breed, and the replacement heifers then become more and more straightbred with each generation.

Jim Gosey, retired University of Nebraska beef Extension specialist, says the loss of heterosis in these herds shows up most quickly in the traits that are least heritable and most associated with inbreeding depression, namely reproduction (fertility), hardiness and longevity. The price paid for the loss of heterosis is cumulative, as a number of very small losses add up and amount to a substantial sacrifice in lifetime productivity. As one cattle buyer observed a few years ago after a very cold and slow spring during which feed supplies

were short, most of the cows in several herds he worked with were thin, and there was a high rate of open cows after the breeding season. It's interesting to note that the cows that bred back the best and on time – in spite of the tough conditions – were the old crossbred cows that were still in the herds. The younger females that were a high percentage of straight breeding didn't do as well.

– Reprinted from the American Hereford Association *Building the Baldie* publication with permission from author Heather Smith Thomas.

Perhaps the most powerful statement made regarding the value of F1 females has occurred the last two years at the San Antonio Livestock Show All Breeds Commercial Female Sale, where 12 full-time cattlemen sifted through nearly 600 head to select the set considered to be the ideal commercial replacement females – Santa Gertrudis STAR 5s. 🐄





*Est. 1937*

# MYERS CATTLE & LAND CORPORATION

SANTA GERTRUDIS HERD #6491

**Congratulations!**  
**Britney Shields & Myers14/10**



**National Female of the Year**  
**National Polled Female of the Year**  
**National Yearling of the Year**



**Congratulations!**

Michael McConaughy and FC 16/5  
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Bringing in cattle on Wendt Ranch are, left to right, Jenna, Gene, Nancy, Lauren, Jonathan, Daniel and Kinsley.

# Wendt Ranch Partners —

## FOUR GENERATIONS IN THE MAKING

By Jenna Sneed

**I**n the summer of 1970, Nancy [Wendt] and Gene Kubecka first met at 4-H camp over a heated game of volleyball. Each has their version of the story, but suffice it to say Gene went in for a spike and ended up walking Nancy to the nurse's office. They left camp a long-distance item; Gene from Palacios, Texas and Nancy from Bay City, Texas. For our millennial readers, this was long before the days of cell phones and Facebook. Correspondence had to be via snail mail and brief long-distance phone calls. Luckily, they both showed cattle and could meet on the show road.

In the spring of 1973, Gene and Nancy were both showing Wendt steers at the Mercedes National Steer Show. In those days, winning the "weight per day of age" award was highly regarded by Wendt Ranches as a standard of excellence and the result of sound record management. Dan and Jane Wendt's daughters, Kathy and Nancy, often took home the bronze trophy for this category; however, that year, Gene won, and as he says, "That might have been my foot in the door!"

Nancy and Gene both attended Texas A&M University, married in June of 1978, and welcomed children, Daniel and Jenna, in the late '80s. Throughout the '90s and early '2000s, they hauled show cattle all over the United States. Highlights included Daniel winning the San Antonio show and college scholarship in 1998, and Jenna winning various national public speaking contests. Both children went on to graduate from Texas A&M and now live and work in Houston, Texas. Daniel is married to Lauren [Turek] Kubecka, and they have a little girl named Kinsley with a baby sister on the way. Jenna is married to Jonathan Sneed.

On Jan. 1, 2016, Dan and Jane Wendt sold the herd to Gene, Nancy, Daniel and Lauren; thus began the fourth generation operating Wendt Ranches. Jenna and Jonathan, while not owners, continue to support the family by providing the new herd owners with communication and legal consulting. When sitting down with Gene, Nancy, Daniel and Lauren, one quickly feels three things: a deep respect for the legacy of Wendt Ranches, a targeted approach to the future, and a sense of enthusiasm for the Santa Gertrudis breed. The

newly formed Wendt Ranch Partners have five main areas on which they are focusing.

### Maintain a performance-tested herd

There's nothing like looking out the window and seeing handsome red animals grazing – preferably on green grass! While phenotype is important, the family wants to make sure that their breeding choices are backed by numbers. Wendt Ranch has kept thorough performance records since 1954. This promotes confident choices regarding the direction of their herd, as well as the likely future of their cattle in other herds throughout the years.

Moving forward, some of the key performance targets include a high growth index, producing balanced animals, efficient mother cows, and selling 200-plus herd bulls per year (included in the 3 to 5 year plan). Strict culling programs will be enforced to produce herd sires and an elite mother cow herd. They plan to utilize technology such as genomics testing and a robust AI program to accelerate the realization of these targets.

In addition, Wendt Ranches Partners will continue to be an integral part of the Nu-Gen Program.

### Continue to produce quality females while focusing on top herd sires

Wendt Ranch is known for producing and selling quality females. The ranch has also produced some of the big herd sires of the breed, starting with Superman and Crackerjack. In the late '80s and '90s, Gene and Nancy produced Buckeye, Partner, and Ben Hur, and Daniel was the breeder of Sheriff sires who continue to show up on the pedigrees of today's top-performing animals. In the late '80s, five Santa Gertrudis bulls from the United States were chosen to represent the breed in South Africa. Two of the five came from Dan Wendt and Gene Kubecka's herds. The family continues to firmly believe that bulls are paramount to a herd's legacy, as a sire's influence is never neutral – it takes a herd either above or below the line of its current performance. Wendt Ranches Partners is gearing up to be the ranch to get your herd bull replacements.



## Investment in local and international networks

Dan and Jane grew their brand to be recognized locally and nationally, as well as in countries across the world, including South Africa, Namibia, Morocco, Australia, Brazil, Paraguay, Honduras, Mexico, Canada and Russia. After making an international sale, Dan and Jane individually visited each ranch within 24 months to check how the cattle were doing, as well as to gain and share appreciation for other ranching practices around the globe. The new herd owners plan to continue this standard of care and have plans to visit ranches in South Africa and Paraguay in the next year. While the family thinks it's important to leverage today's technology to connect, it will always remain secondary to in-person connection.

## Service with passion

While producing top-quality animals on their ranch is Priority #1, it is also imperative to lend their voice to the direction and organization of the breed as a whole. Gene currently serves as chairman of the Breed Standards Committee of the Santa Gertrudis Breeders International, and all of the partners plan to be active in breed associations. Wendt Ranches Partners will continue the tradition of donating a heifer to the winner of the Bred and Owned class at the National Jr. Show.

"The hours a person spends ranching aren't for the faint of heart," Gene says. "It takes a lot of hard work. One must have a passion for it."

Nancy follows up, saying, "It's a love for a way of life." Daniel and Lauren echo this. In fact, their two-year-old, Kinsley, can be seen on weekends checking the "moo-moos" in her mini-gator with her shih-tzu, Pepper, and lab, Mattie, riding in the back.



New Wendt Ranch partners include (left to right) Nancy, Daniel, Kinsley, Lauren and Gene Kubecka.

## It's a family operation and everyone has a role to play

When riding pastures with Dan, Jenna once asked, "What's the secret sauce?" Dan paused and said, "It takes two people, Jane and I, having the same vision. We both were committed to what we were building together, and we've been step-for-step the entire way."

The husband-and-wife connection continues and is enhanced by having two couples focused on the ranching operations. While Lauren is new to raising cattle, her curious attitude and can-do spirit make her a quick study.

"The working relationship works well because everyone has a role to play and does so well," Nancy says. Whether

CONTINUED ON PAGE 26 »

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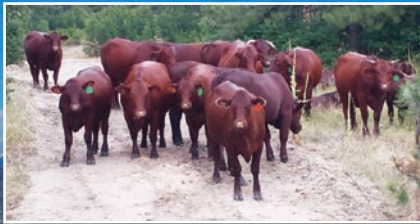
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## WENDT RANCHES CONTINUED FROM PAGE 24

it's preparing for hosting guests at the ranch or day-to-day operations, everyone pitches in.

Additionally, Daniel and Gene often take photos of "real-time" ranch moments while checking the herd and Daniel will share them via social media outlets and online marketing platforms. Using mobile and web-based technology allows

Wendt Ranch Partners to keep breeders updated, no matter where everyone is located. While the family enjoys the benefits of technology, it's a distant second to live interaction and working cattle together as a family, which they enjoy doing often. It's a family affair – not just with themselves, but with their extended family in the Santa Gertrudis breed. As they say, "Stop by – our gate is always open." 🐾



Daniel and daughter Kinsley check out some young Santa Gertrudis females – or as Kinsley calls them, the "moo-moos." Photos like this one are then posted on Wendt Ranches social media outlets.

## SANTA GERTRUDIS SALE

*Reports*

### MID-COAST INTERNATIONAL SUPER SALE

MARCH 4, 2016 | HOUSTON, TEXAS

#### SALE AVERAGES

**36** Lots **\$8,616**

The MidCoast Affiliate's International Super Sale continued to offer buyers the breed's top genetic packages and set records. The 2016 sale, held March 4, 2016 during the Houston Livestock Show and Rodeo, was another record breaking event. Half interest in Lot 14, Hemingway 123-4, consigned by Casey Pitchford, sold for \$70,000 to multiple buyers. This 12/03/14 son of TF 110 Red Solo Cup has been a show ring favorite during the show season. 36 lots sold for \$310,150, averaging \$8,615.52. 🐾



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# Selling *versus* Marketing Cattle



By Traci Eatherton, SG-USA Feature Writer

**W**hile some cow-calf producers still simply just “sell” their calves every year, more and more producers are jumping on board with marketing. Those taking the “sell” route only are missing out on opportunities beyond merely getting the highest price. While producing quality calves is a priority, in today’s industry marketing also has become a top priority for those planning to be in the business for the long haul. Competitive marketing of cattle includes a plan beyond selling at the most convenient market outlet and at the most convenient time.

Marketing lets producers have more control over the outcome of a sale, and to market effectively, producers need to learn and evaluate options – all of them. With today’s information highway, the traditional sale barns have taken on a new look.

While the new marketing arena may take away some of the social aspects of the traditional sale barn, the advantages for buyers and sellers are there, according to Brett Spader, DVAuction.

“The important thing to remember is it’s not trying to recreate the sale barn, but rather supplement it,” Spader says. Companies such as DVAuction offer an avenue for those who can’t make it to the sale.

“We still encourage our customers to go to sales if they can,” Spader says. “But for those who can’t, that is where the added value comes in.”

Multi-media technologies have allowed producers to present cattle to thousands of buyers, without the stress of taking the cattle off the ranch until delivery. Technology has also offered smaller producers the opportunity to market their cattle more successfully.

“We can tailor a sale for smaller ranches, or those with a specialized sale, such as embryos,” shares Tim Lockhart with Cattle in Motion.

On the other side, buyers have the opportunity to participate in sales without leaving their own operation. Sometimes, those cold days at the sale barn are enough to send buyers out the door for a warmer environment.

“It can be a lot more cost-effective,” Lockhart points out. “The buyers are at home, all over the world.”

If that’s not enough incentive, there are the videos. Seeing an animal in its own environment can save a sale; that nervous and aggressive bull in the ring may just be having temporary ring insanity. The picture-perfect photos from the sale catalogs are replaced with action.

“It allows us to not worry about their dispositions,” Lockhart explains, point-

ing out that a heated heifer in the ring may be completely different in her own environment.

Quality online marketing companies offer other options, including digital photography, breeding program introductions, herd sire shoots and family photography. Then the professionally edited photos and footage not only go on the company’s website, but can also link to others.

Like any investment, research is key, and Spader points out that more and more producers are taking their time and doing their due diligence before a purchase. Marketing companies offer that look at cattle, prior to a sale.

“As folks log in to see sales, you get tremendous exposure,” he says. “Plus, it’s better than TV for some.”

Getting started with a video auction is as simple as making a phone call, and developing a relationship with a marketing company by setting up a marketing plan.

## Market Options

The typical auction market will continue to have some advantages. With competitive bidding, convenience, prompt exchanges of livestock and payments, and no minimums on cattle numbers, it is still a valuable marketing place. But it does present disadvantages, including no price control, high overhead costs, cattle stress and shrink, and a lack of relationship-building following the sale. Alternative marketing plans may be needed to supplement this option.

Graded and pooled selling is the combination of small lots of livestock into larger, uniform lots of animals. This can be done informally by people “pooling” their animals before selling or through more formal arrangements, including through a marketing company. Larger numbers of animals typically attract more buying competition.

Tele-auction, or the use of a telephone conference call to allow separation of livestock, buyers and the auction process, allows producers with truckload lots of cattle to sell directly from the ranch. Producers with partial truckloads can be matched with other producers “on paper” to sell their livestock together. The tele-auction could also be used with a pooled arrangement for smaller producers.

Video auctions are similar to tele-auctions, except that videos of the cattle are made for advance viewing or for viewing by satellite telecast while

CONTINUED ON PAGE 34 ►



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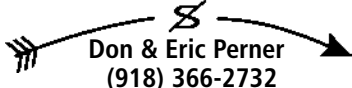
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# SAN ANTONIO STOCK SHOW

Feb. 14, 2016 | San Antonio, Texas | Judge: Paul Wunderlich

## SANTA GERTRUDIS SHOW

*Results*



**GRAND CHAMPION BULL &  
BEST OF POLLED BULL**

PC Hemingway 123/4

Shown by Casey Pitchford, Athens, Texas



**RESERVE GRAND CHAMPION BULL**

Mr. Double TT Omaha 66/3

Shown by Stroman Cattle Co.,

Bryan, Texas



**GRAND CHAMPION FEMALE**

Miss Double TT 230

Shown by Landon Stem,

Plantersville, Texas



**RESERVE GRAND CHAMPION FEMALE**

PC Casey's Lexie 112/3

Shown by Casey Pitchford, Athens, Texas



**BEST OF POLLED FEMALE**

PC Bambino Baby

Shown by Casey Pitchford, Athens, Texas

# HOUSTON LIVESTOCK SHOW

March 6, 2016 | Houston, Texas | Judge: Jason Heath



**GRAND CHAMPION BULL &  
BEST OF POLLED BULL**

777 Vegas

Shown by Briggs Ranches/  
Harris Riverbend Farms



**RESERVE GRAND CHAMPION BULL**

Mr. Double TT Jaguar 1/3

Owner: Double TT Ranch

Shown by Duane Miller, Scurry, Texas



**GRAND CHAMPION FEMALE**

Miss TT 230

Shown by Landon Stem,  
Plantersville, Texas



**RESERVE GRAND CHAMPION FEMALE &  
BEST OF POLLED FEMALE**

Miss 777 452 Ariana

Shown by Patrick Daniel,  
Magnolia, Ark.



# DIXIE NATIONAL LIVESTOCK SHOW

Feb. 16, 2016 | Jackson, Miss. | Judge: Wes Hudson



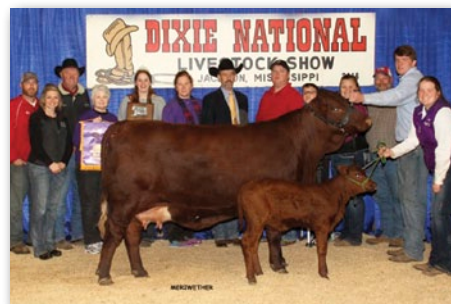
## GRAND CHAMPION BULL

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



## RESERVE GRAND CHAMPION BULL & BEST OF POLLED BULL

PC Hemingway 123/4  
Shown by Casey Pitchford,  
Athens, Texas



## GRAND CHAMPION FEMALE

Miss 777 308 Edward Anne  
Shown by Cole Forbes, Holden, La.



## RESERVE GRAND CHAMPION FEMALE

RMR Bluebell  
Shown by Caiden McDowell, Zachary, La.



## BEST OF POLLED FEMALE

Pepper  
Shown by Windcrest Farm,  
Leitchfield, Ky.



## RESERVE GRAND CHAMPION STAR 5 FEMALE

Crosswinds Bonita Cabaza Blanca  
Shown by Hollyann Roach,  
Keller, Texas

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## SELLING VERSUS MARKETING CATTLE

CONTINUED FROM PAGE 28

the cattle are sold. These video auctions have expanded, and marketing companies now can bring a sale to just about any location, offering the social connection along with a climate-controlled venue.

Video auctions were once exclusively sponsored by national companies; however, in recent years, many local auction markets as well as some regional marketing agencies have begun marketing load-lots of cattle using video auctions. Regardless of the size of the marketing agency, video or tele-auctions allow buyers to select from hundreds or thousands of cattle coming from a wide geographic area in a short period of time, which reduces transportation costs and health risks.

Many producers still use direct marketing or private treaties to improve their bottom line. While this can be a way to add value and increase profits, there are additional production risks to this and it can be costly. Private treaty selling of cattle is increasing because many buyers prefer to have their calves conditioned to their specifications and prefer to buy from sellers whose pro-

duction practices meet their needs and demands.

A number of other options are available to producers, such as retained ownership and branded beef programs. Working with a knowledgeable com-

pany on a marketing plan to reach set goals can make the difference in the sustainability of a ranching operation.

"As with anything else, we want people to do their homework," Spader says. 🐄

### DVAuction

Founded in 1999, DVAuction, with more than 264,000 viewers, is the oldest livestock Internet marketing service. Specializing in the real-time Internet broadcasting of sales and special events, DVAuction provides a unique online viewing experience that is free to the public, and simply requires a quick login registration.

In addition to purebred specialty sales, DVAuction also broadcasts weekly sales from auction markets, providing up-to-date access to current livestock market reports. Specialty sales include beef cattle, horse, Boer goat, lamb, land and many other types of auctions. All auctions are broadcast with live video, live audio, and secure bidding and messaging features.

For more information, contact Brett Spader at (785) 633-5512, or email him at [brett@dvauction.com](mailto:brett@dvauction.com).

### Cattle in Motion

Cattle in Motion was founded in 2002 by Davy and Tim Lockhart. Like many other businesses, Cattle in Motion began out of need. At the time, Tim was general manager at DeShazer Cattle Co., and needed to videotape some heifers for a potential client in Canada. Using a borrowed Handycam and a computer that could edit video, Tim sent his first DVD to Canada, to a producer who would buy three of the five heifers featured on it. The team grew from there, and today works in 30 states and six Canadian provinces.

For more information, contact Tim Lockhart, (888) 554-8437 ext. 705, or email him at [tim@cattleinmotion.com](mailto:tim@cattleinmotion.com).

## SGBI to Provide Genetic Evaluation Services for Mexican Herdbook

Santa Gertrudis Breeders International (SGBI) and Mexico Santa Gertrudis Association have agreed to implement a common genetic evaluation allowing producers of Santa Gertrudis cattle on both sides of the border to evaluate cattle utilizing the same genetic selection tools. SGBI Executive Director John Ford and Mexico Association President Carlos Sellers announced the agreement at a genetic planning meeting March 4 during the Houston Livestock Show and Rodeo. Livestock Genetic Services of Woodville, Va. will provide the services needed for the two-association evaluation.

**"The ability to evaluate genetics and make sound selection and breeding decisions opens the door for breed growth, not just in the two countries but across North, Central and South America."**

— John Ford, SGBI Executive Director

"This is a great opportunity for Santa Gertrudis breeders in the United States and Mexico," Ford said, following the announcement. "The ability to evaluate genetics and make sound selection and breeding decisions opens the door for breed growth, not just in the two countries but across North,

Central and South America. I look forward to working with the Mexico Santa Gertrudis Association validating animal performance and strengthening the breed's presence in the commercial sector."

Sellers echoed Ford's sentiment. "Providing Mexican cattlemen with identical genetic evaluation tools will allow for the constant measurement of our cattle's genetic progress with their American counterparts and identify profitable genetics regardless of country. This joint effort will certainly benefit breeders on both sides of the border."

The Santa Gertrudis Breeders International genetic evaluation is one of the most comprehensive among Bos indicus-influenced breeds. The evaluation has been reviewed by leading animal geneticists and utilizes genotypes collected from the breed's leading sires and validated on 10K, 20K, 30K and 50K SNP chips. Thousands of ranch phenotypes and scan records collected over a 25-year period serve as the foundation of the genetic evaluation. SGBI is a leader in the adoption and implementation of genetic technology and the association's database contains more than 4,000 DNA samples genotyped with the GeneSeek Genomic Profiler. The first joint association Santa Gertrudis genetic evaluation is scheduled for release in early July, 2016. 🐄



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← We would like to thank  
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