



SANTA GERTRUDIS

USA

MAY 2014 | VOLUME 17, NUMBER 5

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OF BRANSON**

Santa Gertrudis



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We'd like to thank the following people
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Kevon Fuchs, Needville, Texas

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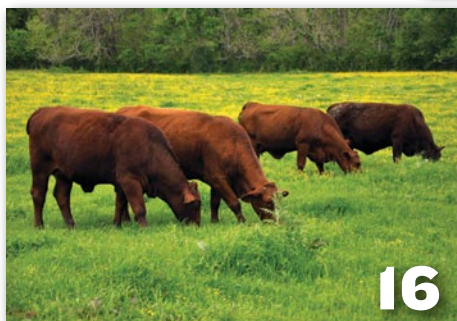
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ON THE COVER

SGBI members were "Singin' and Dancin' in the Hills & Hollers of Branson" during the lively entertainment after the Hall of Fame Awards banquet. From left are Debbie Townsend, Betty McCormick, Wade Ruddock, Jane Urbanosky, Nancy Wunderlich, Jamie Daniel, David Alderson and Ricky McCormick.

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The Polled Santa Gertrudis Association will be awarding \$500 each to the 2014-2015 SGBI High Point Best of Polled Bull and Best of Polled Female winners!

Must be a Polled Santa Gertrudis Association member to qualify.

\$1,000 Scholarship Available

Junior Polled Santa Gertrudis Association members who are applying for 2014 scholarships are encouraged to apply for the \$1,000 scholarship made available each year by the Polled Santa Gertrudis Association. Dues must be paid by April 1 to be eligible for scholarship.

Contact SGBI Junior Association for information.

Polled Santa Gertrudis Association

Curtis Hudnall, *President*
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David Hampton, *Vice President*
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Ramblings from the Open Range

EXECUTIVE DIRECTOR'S REPORT

By John Ford

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

I have never had an interest in poker; my fear of losing a dollar or two overrides the dream of hitting a big jackpot. However, I am familiar with the card-playing term “all-in.” When a poker player has the confidence to bet all his chips on the hand held, he goes “all-in.” Our breed has tremendous opportunity in today’s market to expand the Santa Gertrudis footprint in the commercial sector and increase SGBI’s presence in the industry, but to do so we must go “all-in.” The association’s resources, financial and human, must be directed toward adding value to our cattle, and increased focus must be placed on strengthening commercial demand for our product; in other words, we must go “all-in.” Please read this month’s “Ramblings from the Open Range” in its entirety, as I summarize actions being initiated to capture a greater share of the commercial market and position Santa Gertrudis directly front and center in the industry spotlight. I’m confident in the hand we are holding and am ready to go “all-in.”

As of April 2014, SGBI’s expected progeny differences (EPDs) became genomic enhanced. This simply means DNA test results are incorporated into the EPD calculations, providing added reliability and accuracy. The genomic enhanced EPD club is very exclusive, and SGBI joins a limited number of other breeds capable of offering association members and customers DNA-validated EPDs. In addition, Santa Gertrudis is the first – and currently the only – Bos indicus-influenced breed with DNA-validated EPDs. This breakthrough places Santa Gertrudis squarely in the industry spotlight.

Will bells rings and lights flash when members receive updated pedigrees? No; members might not even realize DNA technology has been incorporated into the system. The changes will be seen in increased accuracy levels. In the very near future, selection indexes

utilizing the breed’s genomic enhanced EPDs will appear on pedigrees and in sale catalogs. These indexes show in dollars the value of an animal’s offspring. These dollar-based indexes are simple to use and easily understood. Index tools will add value to pedigrees and enhance marketing. The goal is to have index tools available for member use in the next 3 to 4 months – tools that will strengthen marketing capabilities for both small and large herd owners. Later in the year, I will share steps for members to take in order to build the association’s DNA dataset, ensuring we remain on the cutting edge.

The genomic enhanced EPD club is very exclusive, and SGBI joins a limited number of other breeds capable of offering association members and customers DNA-validated EPDs. In addition, Santa Gertrudis is the first – and currently the only – Bos indicus-influenced breed with DNA-validated EPDs.

What value is there in being a genetic technology leader if beef industry members are unaware of the progress that has been made and not informed about the genetic merits of Santa Gertrudis cattle? A contract has been signed that employs a professional marketing firm to aid SGBI in spreading the message about the industry’s most versatile breed. A-Train Marketing & Communications, along with our publishing partner Blueprint Marketing, LLC, will assist SGBI in developing an attention-grabbing advertising campaign, provide guidance on ad placement strategy, handle publication rate negotiations,

design artwork and coordinate ad submissions. The shotgun approach to advertising is no longer practical or effective. Professional marketing is necessary in today’s business climate in order to effectively spread the Santa Gertrudis message of profitability. The ad campaign will be designed to reach the demographic and geographic audience that will most benefit from the inclusion of Santa Gertrudis genetics into their operations.



Darren Richmond

Finally, we need more “boots on the ground.” The value of visibility in the competitive beef industry can’t be measured. A Member Services Field Representative can link the organization

to both membership and commercial customers, allowing information and ideas to flow back and forth, strengthening the association as a whole. With that in mind, Darren Richmond was hired in April and has joined Diana and me on the SGBI staff. A familiar face in Santa Gertrudis circles, Richmond will be representing SGBI and *Santa Gertrudis USA* at industry functions and events. He will also assist members and commercial customers in locating and marketing Santa Gertrudis genetics. Richmond will operate out of his home in Ringgold, Ga., and can be reached at (423) 364-9281 or djrichmd@aol.com.

Several people have asked about the cost of the listed initiatives and if the association can afford to take these steps. My answer is that we can’t afford not to. As cattlemen rebuild the nation’s cow herd, demand for productive, profitable cattle will be at an all-time high and prices at record levels. SGBI can’t sit on the sidelines during this period of re-building. Yes, the initiatives will be costly. However, if all members of SGBI increase their registration and recordation submissions by 10 to 15 percent, the association should meet budget projections. Throughout the year, I’ll be reminding members about the importance of increasing the number of registration and recordation applications. The opportunity for growth is now; our cattle are productive and profitable, and it’s time to go “all-in.” 🐾

CAROLINA CORNER

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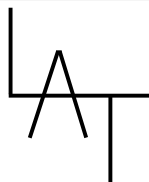
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Contact Darren Richmond at (423) 364-9281
for details.



Down the Road **PRESIDENT'S LETTER**

By Curtis Salter

(850) 957-4409 | salterfarms@ymail.com

A good time was had by all who attended the SGBI Annual Meeting in Branson, Mo., at the end of March. More importantly, association business was conducted and a new board of directors was elected. I wish to sincerely thank each of the outgoing directors for the time and talent they've offered our association over each of their terms. In addition, I would like to welcome each of the new directors. We have a great group of folks representing the breed and I'm looking forward to the activities and progress of the association over the next year.

As my second term as SGBI president came to realization, I was again honored and humbled to be elected this position and would like to thank everyone who put their trust in me.

SGBI has made great strides in the last few years, and that trend is on track to continue with the help of the great people in the main office and a dedicated board of directors. We have a tremendous group of cattlemen, cattlemen and professional business folks serving SGBI. I appreciate every one of them and look forward to working with them again.

God bless. 🍀



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 (918) 616-7741 | gary.harding1944@yahoo.com

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District 5 - John Denson (Ga.)
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 (706) 259-3838 | denson3dfarms@gmail.com

District 6 - Todd Osborne (Mo.)
 Osborne Livestock Co.
 (859) 991-2438 | peppydoc1@aol.com

TZ Cattle Company

NATIONAL BQA AWARD WINNER

Mike and Anne Wirtz, TZ Cattle Company, Brenham, Texas, were named the recipient of a national Beef Quality Assurance (BQA) award at the 2014 National Cattlemen's Beef Association Annual Meeting. The National BQA annually recognizes one beef and one dairy producer that best demonstrate animal care and handling principles as part of the day-to-day activities on their respective operations.

From the entire SGBI family,

CONGRATULATIONS MIKE & ANNE!

TZ Cattle Company is an integrated cow-calf operation, and their base herd is purebred Santa Gertrudis.

SANTA GERTRUDIS *Calendar*

MAY

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

10 Arkoma Jr. Warm-Up Show, Carthage, Mo.

15 Entry Deadline for the National Junior Santa Gertrudis Heifer Show

24 Arkoma Jr. Warm-Up Show, Kilgore Santa Gertrudis, Havana, Kan.

JUNE

1 Application Deadline for Scholarship & Junior Board of Directors

7 Arkoma Jr. Warm-Up Show, L&L Farm, Decatur, Ark.

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

REGISTRATIONS, STAR 5 RECORDINGS & TRANSFERS BY DISTRICT

MARCH 2014

District	Purebred Reg.	Star 5 Reg.	Performance Only	Purebred & Star 5 Trans.
1	9	0	36	0
2	88	7	121	0
3	21	1	8	0
4	8	5	10	2
5	24	1	5	1
6	21	0	20	4

CONTACT FOR SGBI REGISTRATIONS: Diana Ruiz

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SANTA GERTRUDIS SALE

Reports

BLUEBONNET CLASSIC

March 22, 2014 | Hallettsville, Texas

SALE AVERAGES

56 Total Lots	\$2,630	Cow-Calf Pairs	\$3,890
Open Females	\$2,260	3-in-1s	\$3,070
Bred Females	\$2,370	Bulls	\$2,570

Fifty-six head of registered Santa Gertrudis cattle sold at the 2014 Annual Santa Gertrudis Bluebonnet Classic on March 22, 2014, at the Lavaca Expo Center, Hallettsville, Texas. The Bluebonnet Classic offers some of the best replacement females in the breed.

The high-selling lot was a cow-heifer calf pair sold by Strait Ranches, Carrizo Springs, Texas, and purchased by Heather and Kevin Blewett, New Braunfels, Texas. Top-ping the bull category was a consignment by Four J Cattle, Hallettsville, Texas, which was purchased by Erik and Kim Wiley, Deville, La. Cody and Selina Hodges, DeLeon, Texas, purchased the high-selling bred heifer from Harris Farms, Cleburne, Texas. Harris Farms also sold the high-selling open heifer to Red Doc Farm, Belen, N.M. This year's volume buyer was James McAda from Bay City, Texas.

Debbie Townsend, sale chairman, and the consigners were delighted at this year's crowd. It was good to see numerous return buyers and welcome visitors from Texas and Louisiana. Sponsors for the sale were Borchers Southern Y Ranches, L.P.; LBR Ranches; Corparron Acres; Dos Bros Ranches; DuBois Cattle Co.; Four J Cattle; Harris Farms; Hefley BHR Ranch; NAF Cattle Division; Rancho Salida del Sol; Strait Ranches; Townsend Cattle Co.; Twin Creek Ranch; and Wendt Ranch. 🌂

URBANOSKY RANCH ONLINE GERT-TASTIC SALE

April 6, 2014 | Plantersville, Texas

SALE AVERAGES

19 Total Lots	\$2,197	3 Bulls	\$2,700
12 Open Heifers	\$2,577	3 Semen Lots	\$73.50/straw
1 Star 5 Heifer	\$1,625		

The 2014 Urbanosky Ranch Gert-Tastic Sale was hosted online with CW Cattle Sales April 5-6. Buyers had the opportunity to purchase the best Urbanosky Ranch has to offer, including show quality and replacement females, bulls and semen. Volume buyers were Solomon Butler, Navasota, Texas; and Bud Clark, De Soto, Mo. 🌂

SANTA GERTRUDIS WELCOMES

New Members

Active Members

Aymond Ranch, Michael Aymond, Mansfield, La.

Bill Peterson, Campbell, Mo.

Rafter B Ranch, Tim Barta, Needville, Texas

Commercial Members

Diamond Bar F Ranch, Charlie Fink, Chandler, Texas

RBR Cattle Co., Reuben Rush, Hamburg, Ark.

Vineyard "Circle V" Ranch, William Scott, San Antonio, Texas

Junior Members

Caleigh Bode, Anahuac, Texas

Kennedy Brooks, Krum, Texas

Colin Creech, Zebulon, N.C.

Audrey Jones, Lake City, Fla.

Hannah Logan, Victoria, Texas

Madison Moran, Brenham, Texas

Taylor Pate, Maud, Texas

Chaney Rutland, Boque Chitto, Miss.

Megan Valdez, Alvord, Texas

Cheyenne Watson, St. James, Mo.

SANTA GERTRUDIS *Production*

FOOD FOR THOUGHT

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



Many beef cattle producers may have read the same article I came across recently that asked the question, "Has the U.S. become a ground beef nation?" I think we are all aware of the previously unheard-of prices for all classes of cattle, and I was stunned back in late March when I sold one of my older cows with a less than desirable udder for \$1.16/lb. She was too big (1,550 lb.), but produced a good calf every year. If

you quickly do the math, WOW! The article I am referring to appeared in *BeefMagazine.com* (Feb. 13, 2014) and quoted Don Close, vice president, food and agribusiness research and advisory, animal protein, for the global company Rabobank. The background information included the fact that 60 percent of all U.S. retail beef sales (restaurants and grocery stores) are in the form of ground beef or ground beef product. That is by no means an extreme majority, but it is definitely greater than 50 percent. Historically, the "all-steak" price to ground beef price has held slightly above or below a 2.5:1 ratio. However, most recently, this relationship has decreased to around 1.5:1, and isn't a reflection of the price of steak going down. Close predicts that this price relationship between all types of steak and ground beef may narrow even further.

Thus, we have the premise of Close's recent Rabobank report, which stated, "The industry (beef) is producing an extraordinarily high-grade product (Choice steaks) for consumers who wish (possibly) to purchase a commodity (ground beef)." There is no doubt beef consumption per

person has dropped from a high of 80 lb.-90 lb. per year to what we are currently consuming ($\pm$ 54 lb. per year). Other beef industry professionals are of the opinion that we are probably at the minimum level of U.S. beef consumption, no matter the retail price. In other words, U.S. consumers will purchase and consume 54 lb. of beef per person per year, regardless of price. *Is this good or bad?*

Close writes that the beef industry needs to consider selecting cattle early in the production cycle for two distinct markets: high-end Choice and commodity ground beef.

According to the data, at the time when we were consuming the most beef, we were very price-sensitive; if beef price increased, we easily switched to a lower-priced animal or fish protein source. Today, unfortunately, 60 percent of that 54 lb. may be in the form of ground product. Interestingly, Close writes that the beef industry needs to consider selecting cattle early in the production cycle for two distinct markets: high-end Choice and commodity ground beef. Finally, Close proposed that 33 percent to 50 percent of cattle should be raised primarily for ground beef, with calves left on a forage-based diet for a longer period and, thus, spending less time in the feedyard. This production model would reduce the potential to over-feed cattle in attempts to make them grade well, and should reduce carcass weights. These "ground-beef cattle" could potentially grade Select or Low Choice and, if they do grade, the rib and loin could be marketed as such. What do you think? How would the American breed's seed-stock segment fit into such a beef production system?

At present, or in the immediate future, we will have the genetic tools to help us select cattle that could be used effectively in such a two-pathway industry. Obviously, one production pathway would favor carcass quality while the other would favor carcass quantity, but I think both pathways would need to emphasize overall efficiency. The unknown factors in this discussion are numerous and include: Will lower production costs of producing commodity ground beef cattle be sufficient to offset the price difference received (live or carcass); Is the 1.5:1 price ratio (steak:ground beef) permanent or just an anomaly?; and Will commercial cow-calf producers be emotionally satisfied producing calves destined for ground beef? I am sure you can think of many more unknowns that would affect the success and functionality of such a beef production system. Regardless of our opinions, we have been given plenty of food for thought. 🍴



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San Antonio Stock Show

- 2014 Open Show Grand Champion Female
- 2014 Junior Show Reserve Grand Champion Female

San Angelo Stock Show

- 2014 Junior Show Grand Champion Female

Comal County Junior Livestock Show

- 2014 Grand Champion Female

Good luck to all exhibitors of Strait Ranches' heifers at the National Junior Heifer Show.

**Thank you to all of our Bluebonnet
Classic and private treaty buyers!**



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SINGIN' AND DANCIN' IN THE



Event organizer Sherry Hampton (far left) takes a moment to enjoy the entertainment with David Alderson.



Dennis Alsup (far right) gathers with his family to receive the SGBI Hall of Fame award.



From left, Arlin Taylor, Brad Tinney and Delmo Payne accept the SGBI Hall of Fame Award on behalf of Howard Tinney.



Wylie Taliaferro (far right) gathers with his family to receive his SGBI Hall of Fame Award.



Joe Jones, center, gathers with his family after being presented with the SGBI Hall of Fame award.



HALL OF FAME HONOREES & AWARD WINNERS

LEFT: Delmo Payne (left) with SGBI High Point Best of Polled Female winner Patrick Daniel (center) and his mother Jamie Daniel.



LEFT: Hilda Edenfield (left) of 5 Bar E Farms accepts the award for SGBI High Point Bull award from Wylie Taliaferro. MIDDLE: David Alderson (left) of Circle A Farm receives the Breeder of the Year award from Wylie Taliaferro. RIGHT: The SGBI High Point Female award was presented to Casey Pitchford (left) by Wylie Taliaferro.



Curtis (left) and Tamara Hudnall of Tara Ranch received the award for SGBI Runner-Up High Point Bull.

HILLS & HOLLERS OF BRANSON



SGBI Executive Director John Ford addresses the audience during the Annual Membership Breakfast Meeting. He discussed Santa Gertrudis being the first American breed to incorporate genomic enhanced EPDs into their data, an accompanying advertising campaign to spread the word and the addition of new SGBI staff member Darren Richmond.



2014-2015 SGBI BOARD OF DIRECTORS

Back row, from left, are John Ford, Curtis Salter, John Kiker, Yancey Strait, Todd Osborne, Tom DuBois, Wes McDaniel, Warren Harris, Wylie Taliaferro and Darren Richmond. Front row, from left, Gene McCarter, David Alderson, Cheryl Grainger, Deanna Parker, Pat Stults, Debbie Gautz, Jerome Urbanosky and Betty McCormick.

Thanks to all those who made donations to both the live and silent auctions as well as the purchasers who made them both such a great success!



Hoover Case started off an entertaining evening with the live auction. The live and silent auctions raised nearly \$23,000.



SGBI members Joe Fauth, Wes McDaniel, Yancey Strait, Dale Pitchford and Nancy Kubecka relax after a delicious lunch.

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Ervin's Red Star	Circle A Farm	58

Yearling Heifer Division

Miss Grandview Annie	Patrick Daniel	84
Miss TT 950/2	Tara Ranch	38

Senior Female Division

HH Miss Sherry W21	Casey Pitchford	124
5 Bar E Bella	5 Bar E Farm	99

High Point Overall Female

HH Miss Sherry W21	Casey Pitchford	124
Ervin's Ambition	Circle A Farm	99

Best of Polled Female

Miss Grandview Annie	Patrick Daniel	9
LCC 138/1	Cammi Selby	8

Bull Calf Division

Tara's Top Drive 911-2	Tara Ranch	107
CSC Playmaker	Connors State College	44

Yearling Bull Division

Ervin's Real Deal	Circle A Farm	96
Remington 215/12	Bill Stroman	67

Senior Bull Division

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CSC Hitch Hiker 127	Connors State College	76

High Point Overall Bull

5 Bar E Integrity 350	5 Bar E Farm	176
Tara's Top Drive 911-2	Tara Ranch	107

Best of Polled Bull

LF Royal Ruler	Lovett Farm	6
CSC Playmaker	Connors State College	6

Get-of-Sire

TT Ervin	Circle A Farm	34
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Produce-of-Dam

Briggs 019/5	5 Bar E Farm	36
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Sire of the Year

TT Ervin	Circle A Farm	325
Magnum 357	5 Bar E Farm	252

Dam of the Year

Briggs 019/5	5 Bar E Farm	290
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Exhibitor of the Year

Circle A Farm	317
5 Bar E Farm	290

Breeder of the Year

Circle A Farm	381
5 Bar E Farm	312



HIGH POINT OVERALL BULL
5 Bar E Integrity 350



HIGH POINT OVERALL FEMALE
HH Miss Sherry W21



RUNNER-UP HIGH POINT OVERALL BULL
Tara's Top Drive 911-2



RUNNER-UP HIGH POINT OVERALL FEMALE
Ervin's Ambition



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PART I OF II:

AI Technicians Follow Strict Protocols to Optimize Success

By Craig Mathis, certified AI technician, Doniphan, Mo.

Artificial Insemination (AI) is one of the quickest ways in the cattle industry to improve herd quality and make money. This article will cover the critical aspects of facilities, vaccinations, animal body condition and nutrition, proper time to breed on natural heats and sexed semen.

First, AI technicians must have safe, secure facilities to handle the cattle and keep the cattle handlers safe. Many of today's modern squeeze chutes serve the purpose well, as do palpation cages, which allow the inseminator access directly behind the animal once it's restrained. Also needed is a corral or lot to keep the cattle contained.

Vaccinations are a must for keeping cattle healthy. Use of injectable dewormer one month before calving for cows and 30-45 days prior to breeding for virgin heifers increases conception rates. When I administer injectable dewormer to virgin heifers prior to breeding, I also administer vaccinations against 7-Way Blackleg and leptovibrio, including Hardjo-bovis. The vaccine is critical for Hardjo-bovis prevention because the disease settles in the female kidney and reproductive tract,

and causes major reproductive problems, including conception failure and early embryonic death. It also may cause abortion of calves during the last trimester of pregnancy. Vaccination against Hardjo-bovis is effective as early as four weeks of age in heifer calves who are replacement candidates. Hardjo-bovis is transmitted via natural breeding, through female's urine or from cow to fetus. So, definitely

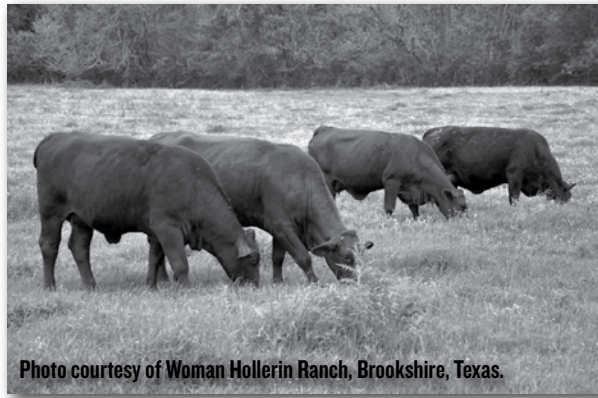


Photo courtesy of Woman Hollerin Ranch, Brookshire, Texas.

vaccinate for Hardjo-bovis with a vaccine that not only protects against Hardjo-bovis, but against strains of leptovibrio as well.

Next, be sure you're providing adequate nutrition, including mineral, to your cattle. Also, learn to body score your cattle – a thin, poor-fleshed animal can be in heat, but it may not be a fertile heat. Cows may have natural heats as well, but if they aren't getting their nutritional requirements met,

CONTINUED ON PAGE 18

SANTA GERTRUDIS

Juniors



By Trey Roach, secretary

Eutrophication, or hypoxia, is the condition of having low oxygen percentage and is primarily a problem for estuaries and coastal waters. Hypoxic waters have dissolved oxygen concentrations of less than 2-3 parts per million. This is caused by a variety of factors, including excess nutrients – primarily nitrogen and phosphorus – and water body stratification due to saline or temperature gradients. These excess nutri-

ents promote excess levels of algal growth. As dead algae decompose, oxygen is consumed, resulting in low levels of oxygen in the water. Nutrients come from sources including

fertilizers from agriculture, golf courses and suburban lawns; erosion of soil full of nutrients; discharges from sewage treatment plants; and deposits of atmospheric nitrogen.

The hypoxic zone in the Gulf of Mexico forms every summer, a result of excess nutrients from the Mississippi River and seasonal stratification (layering) of waters in the Gulf. Nutrient-laden freshwater from the Mississippi River flows into the Gulf of Mexico. This freshwater is less dense and remains above the denser, saline Gulf water. It's warmer than the deeper ocean water, which further contributes to stratification. This prevents the mixing of oxygen-rich surface water with oxygen-poor water on the bottom of the Gulf. Without mixing, oxygen in the bottom water is limited and the hypoxic condition remains. This "dead zone" impacts aquatic life in the Gulf as well as other freshwater and saltwater locations.

Again, one of the leading causes of eutrophication is excess nitrogen, which gets into water sources by means of runoff. As responsible supporters of the agriculture industry, it's our obligation to be informed and aware of the problems we may be causing and could eliminate. This issue affects everyone, from large-scale farmers to those who work to keep a beautiful front yard. Being responsible with our fertilizer practices is something we all can do. 🌱

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COMMERCIAL CORNER**CONTINUED FROM PAGE 16**

neither your AI technician nor your four-legged herd sire will have much luck in getting them to settle. Also ensure that virgin heifers are not too fat to settle. Old show heifers may need 45-60 days to be let down gradually to get in condition to breed and become safe in calf.

Natural heats are expressions of estrus that an open female bovine exhibits every 18-23 days. When bred AI during natural heats, be sure to breed toward the end of her heat, or 3-4 hours after she has ceased standing in a locked position while being mounted. If an inseminator isn't available or time doesn't allow for breeding at the end of her heat,

you may breed as late as you possibly can while she is still standing, as long as you administer 2cc of Cystorelin or Fac-trel after breeding. This will aid in shutting down heat.

Semen used for AI purposes has an average life span of 18-26 hours after being dispensed inside the cow. A cow usually won't ovulate any sooner than 8 hours after finishing heat. This is why it's most productive to breed toward the end of her heat. Also, semen has to be inside the cow's uterine body for 6 hours before it's capable of fertilizing the ovulated egg.

In the second part of this article, I'll discuss protocols for synchronizing virgin heifers and cows as well as tips on how to improve overall conception rates within your herd. 🐄

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SANTA GERTRUDIS SHOW *Results*



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For more information, please contact:

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36th Annual
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