



SANTA GERTRUDIS

USA

MAY 2015 | VOLUME 18, NUMBER 5



**2015 SGBI
ANNUAL MEETING**

Santa Gertrudis



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777 Vegas

1/3/2014 :: 20140078 :: Polled
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HCW 9.6 | MARB -0.04 | REA 0.02 | FAT 0.0 | SH.F. 0.02
GR IDX 15.65 | CRC IDX 5

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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SANTA GERTRUDIS USA

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This bronze sculpture was on display at the Myers Cattle and Land SGBI Annual Meeting kick-off party in March. Photo by Mark Deskin of Aggieldand Photography (www.aggieldandphotography.com).

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Breeder: Triple 777 Farms, Magnolia, Ark.

*Awarded \$1,000 from the Polled Santa Gertrudis
Association for winning these two honors!*



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2015 National Best of Polled Female

2014-2015 High Point Best of Polled Female

Owner: Triple 777 Farms, Magnolia, Ark.
Chad & Jamie Daniel & Family

Breeder: Grandview Farm, Hamilton, Ala.

*Awarded \$1,000 from the Polled Santa Gertrudis
Association for winning these two honors!*

Scholarship Available

To be eligible for the 2015-2016 National Champion Best of Polled and SGBI High Point Best of Polled cash prizes, you must be a member of the Polled Santa Gertrudis Association. **JOIN TODAY!** Contact Larry Osborne for details.

**Good luck to all Junior
Exhibitors at the 2015
National Jr. Heifer Show!**

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Polled Santa Gertrudis Association

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Ramblings from the Open Range

EXECUTIVE DIRECTOR'S REPORT

By John Ford

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

It is a good time to be involved in the cattle business, but let's not mislead ourselves – managing for success is challenging in today's volatile business environment, especially in a beef industry that is constantly evolving and changing. SGBI's recently-concluded 64th Annual Membership Meeting (coinciding with the end of the fiscal year) provided insight into the challenges being faced by small breed registries in a cattle industry where volume is king. Managing SGBI with a constant eye on association finances, while focusing on efforts to keep the breed viable and visible in a highly competitive seedstock sector of the industry, is difficult, but during the 2014-2015 fiscal year (FY), successes easily overshadowed challenges.

Reviewing the breed's many successes this last year, one quickly recognizes Santa Gertrudis genetics are in demand and our cattle live up to the association's current ad slogan: **Profitable – Predictable – Productive**. SGBI witnessed a 19 percent increase in purebred registrations last year – a 5-year high for the association. As registrations increased, so did inventory, because cattle removed from the herdbook in previous years were placed back in inventory as members and former members recognized the value pedigrees add to an operation. The year closed with 24,920 purebred animals on the association's inventory, up an amazing 39 percent in a short 2-year period. Transfers increased 18 percent in 2014-2015, underscoring the fact that members have set their sights on increasing purebred herd size.

Demand for our commercial product is on the increase as well; STAR 5 recordings were up 13 percent in FY 2014-2015. The demand for Santa Gertrudis F1 females was and remains much greater than the available supply. Proof of the commercial sector's love affair with STAR 5 females was evident this

past year when 15 commercial operators selected a set of Hereford x Santa Gertrudis females as the champion pen, out of nearly 600 head representing 10 other breeds, at the San Antonio Stock Show All Breeds Sale. Santa Gertrudis F1 Females were also in high demand at the 2014 Georgia Cattlemen Commercial Female Sale, outselling black-hided genetics in several divisions. Not only were Santa Gertrudis-influenced females in high demand during FY 2014-2015, Santa Gertrudis bulls selling at public auction (year-to-date March 9, 2015) averaged \$5,142. By the way, according to the 2014 annual report of the industry's largest breed registry, Angus bulls averaged \$4,997.

Why the phenomenal growth and attraction to Santa Gertrudis genetics? I attribute the mounting interest in the breed to a number of factors; at the top of the list is the release of genomic-enhanced (GE) expected progeny

differences (EPDs). SGBI is more than a small American breed registry content to market a handful of bulls to commercial producers each year; our sights are set on offering cattlemen the information needed to make profitable selections and sound breeding decisions, resulting in greater market share. The ability to verify the breed's EPDs through cutting-edge DNA technology sent a message to the industry that members of SGBI are serious about performance and profitability. This message was heard loud and clear. Our competitors have taken notice and are currently taking the steps to upgrade their genetic evaluations. We know our cattle perform and are profitable for all industry sectors. SGBI's GE-EPDs validate our promotional claim that our genetics are Profitable – Predictable – Productive. The Board of Directors reinforced our breed's commitment to performance last fall by approving the inclusion of a \$Growth Index and a Carcass Index on pedigrees. Santa Gertrudis cattle have value regardless of when they are marketed. Placing an animal's \$Growth Index and Carcass Index on the pedigree have made it simple for bull- and female-buying customers to see the value of Santa Gertrudis genetics, regardless of marketing strategy.

Yes, last year was a good year for SGBI. Our future is bright and we must continue to remain focused on the things that matter in the cattle industry: productive, predictable and, most importantly, profitable cattle that perform in all industry sectors. 🍷

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content to market a handful of bulls to
commercial producers each year; our sights are set on
offering cattlemen the information needed to make
profitable selections and sound breeding decisions,
resulting in greater market share.**



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Reg. No.: 1272242 • Birthdate: 2/20/08
Sire: D Bar J 555 • Dam: Miss D Bar J 201

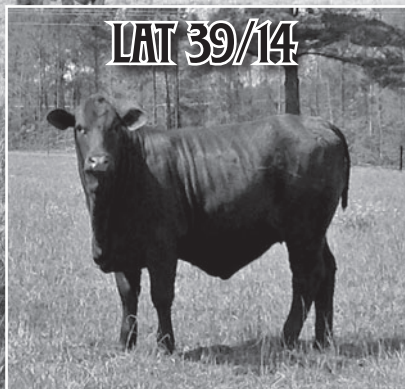
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Annual Meeting of
the Santa Gertrudis
Breeders of the
Carolinas at 6:00 p.m.
Friday night, May 8.
Dinner at 6:30 p.m.
Sale begins 11:00 a.m.
Saturday.



LAT 1015/13

Reg. No.: 201332861 • Birthdate: 10/14/13
Sire: LAT 425/0 • Dam: Harding 78/8



LAT 39/14

Reg. No.: 20143943 • Birthdate: 3/9/14
Sire: LAT 425/0 • Dam: Circle A Kamera ET 36

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LAT 33/14

Reg. No.: 20143942 • Birthdate: 3/3/14
Sire: 5 E's Polled Gladiator 222 ET • Dam: TF 775

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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

It was a pleasure to visit and commune with so many fellow Santa Gertrudis breeders from across the country at this year's 64th Annual Meeting in College Station, Texas. Every year I look forward to the Annual Meeting as a time to reflect on SGBI's accomplishments and plan for our future. I would like

to thank everyone who made the event this year so successful! I encourage all members to plan to attend the 65th SGBI Annual Meeting that will be hosted by the Rocky Mountain Affiliate in April 2016.

Over this past year, SGBI has made tremendous progress. I am excited to announce SGBI achieved a 6-year high for Santa Gertrudis registrations and a 4-year high for STAR 5 registrations. In addition, for the sixth straight year, SGBI realized a net profit. Being in a sound financial position has allowed SGBI to take advantage of strategic opportunities that continue to gain our cattle and association recognition among industry leaders. One of the most impactful decisions was the development of our genomic-enhanced expected progeny differences. It was the first of any Bos Indicus breed and is currently the envy of many other breed associations.

The success of SGBI and demand for Santa Gertrudis cattle are evident in the recent sale averages from across the country. However, as we look forward, we must continue to seek opportunities to market Santa Gertrudis cattle and improve member services. At this year's SGBI annual meeting, your Board of Directors approved a 2015 fiscal year (FY) budget that allocates resources to obtain the services of a professional marketing firm to implement a targeted marketing strategy and build upon SGBI's visibility within the industry. Additionally, the Board named Brad Wright of Ranch Hand Analytics, LLC, as the preferred vendor to provide breeders in-herd data management services. Your Board recognizes the value of developing strategic alliances with third-party vendors to optimize member services and provide financial benefits to the association.

With regard to SGBI's future, the Board is committed to the development of a long-range financial plan projected to be in place by FY 2016. We are fortunate to have a Board and executive director that are visionary and recognize the value of planning for the future. My father always told me "Luck is what happens when preparation meets opportunity." The Board's goal is to ensure SGBI is prepared to take advantage of future opportunities to become an industry leader, and we will hope for a little "luck" along the way.

Best Regards. 🤠

Welcome to Aggieland
Thank you to all who graciously donated to the
SGBI Annual Meeting:

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We also give a huge salute to all our veterans, past and present, for all they've done for our great country.



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The Next Ten Years

By Lisa Bard, *Santa Gertrudis USA* Editor

When faced with trying to visualize what the beef industry will look like in the next 10 years, most of us see the part of it that affects us or relate to that topic in terms of what our goals are for our own operation. However, when renowned animal scientist Bill Mies, Ph.D., addressed the SGBI Annual Membership Meeting, he was very clear in his depiction of the future of the beef industry. Some of it was rosy, some was dreary, some was local, some was global, most of it was frank and all of it was fascinating. Mies left no doubt that the beef industry of the future will be different than what we see today.

Expansion has begun

Part of the difference will come simply because the cattle industry is faced with rebuilding a drastically reduced cowherd at a time when demand is exceptionally high, land resources are low, age of operators is high and the culture of the customer is changing. All of these factors dictate doing things differently than they have been done in the past so that the challenges of today can be met.

The drought that swept much of the cattle-producing United States is finally over and there is grass to be had and more affordable corn than in the recent past. Cow herd expansion began in earnest late last year, with ranchers keeping or selling females for replacements, rather than sending them into the food chain. Record high beef prices are also encouraging expansion, as producers have increased resources to pay for expansion, and to buy or keep females.

According to Mies, there are also reasons that expansion may be slowed or capped. The average age of ranchers continues to rise and some older producers don't want to expand, while others simply don't want to expand after barely surviving the last few years of drought and struggle. Increased environmental regulation in the east and public lands regulation in the west make expansion challenging across the United States.

Record high beef prices, while good for the bottom line of the beef industry right now, is a somewhat dangerous position to be in as it may drive away the everyday consumer and relegate beef to a "special occasion" product. Therefore, expansion will be balanced against consumer demand.

The next ten years: Cowherd

According to Mies, in the next ten years we will see a modest expansion in the cowherd and a short recovery. "By 2025, we will have only slightly more cows than today, limited by regional

drought, urban sprawl and land values that are better for other uses," Mies said.

Land values and availability will be a huge issue. "If you didn't already own or lease it, it will be almost impossible to acquire land for running cows," Mies said. Purchasing land will be even more difficult than leasing, so more operations will exist on leased land in the future. Some will even lease land outside of the United States.

Mies also said that most producers will utilize technology in order to decrease production costs, marketing channels will remain consistent, markets will consolidate, but Internet marketing will increase. The industry will see increased use of expected progeny differences, genomics and genetic markers as well as branded products in all marketing channels.

The next ten years: Feedlots

Mies gave a very frank outlook for the feedlot sector, which is currently about 25 percent overbuilt, resulting in a lot of empty bunk space. "Basically, we built feedyards when there were a lot more cows and unless feedyards downsize to fit the cowherd, margins

will be elusive," Mies said. "Unfortunately, downsizing does not mean shutting the gates for a few years, but is instead tearing down the feedyards and walking away."

All this makes risk management mandatory for feedlots, not optional as in the past. According to Mies, changes will be made in futures and options contracts and finally updated from the 1965 contracts that are still in use. The cash market in feedlots will not be used as much and cattle will be priced by alternative methods.

The next ten years: Packers

Mies said that the packing sector has already taken the necessary steps to downsize, and while it is still overbuilt by about 8 to 10 percent, they have brought their capacity down closer to the available supply. However, they will continue to face challenges with regulations that will be used to carry out political agendas in export markets and increased governmental regulations across the board. Packers will also struggle with matching the demands of branded beef requirements with a consistent supply in terms of volume and quality.

Carcass weights continue to rise in response to lower numbers and higher demand, but packers will be the ones to set limits on the upper weights, said Mies. Fabrication styles will continue to evolve to accommodate a 900- to 1,000-pound carcass for the hotel, restaurant and institution sector, but consumers are downsizing their desired portion size, which will also affect the ideal carcass weight.

While quality has been the theme the past 10 years, 60 percent of our product is ground beef, which puts the emphasis on quantity versus quality. These opposing goals will continue to be a challenge.

General trends of the next ten years

No conversation about the future of the beef industry can avoid the anticipated changes in world population and how that will affect demand as well as changes in consumer preferences for how their food is produced.

"World population is moving out of the lower class and into the middle class. The first thing middle classes do is improve the quality of their diet, which means adding high-quality protein," Mies said. China is the largest projected population that will move into the middle class, giving the U.S. beef industry great opportunity in the export market.



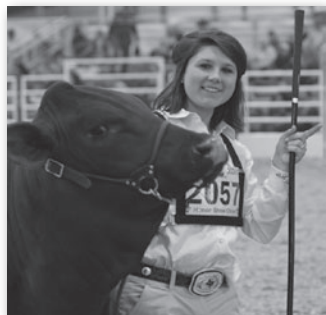
Bill Mies, Ph.D.,

CONTINUED ON PAGE 12 »

SANTA GERTRUDIS

Juniors

By Emma Robinson, District 1 Director



Howdy! My name is Emma Robinson and I am a District 1 Director. I am from Dayton, Texas, and have been raising Santa Gertrudis and Star 5 cattle my whole life. I am thrilled to represent you on the Jr. Board. It has always been a dream of mine to wear the blue jacket and help exhibitors in the show ring.

REGISTRATIONS, STAR 5 RECORDINGS & TRANSFERS BY DISTRICT

MARCH 2015

District	Purebred Reg.	Star 5 Reg.	Performance Only	Purebred & Star 5 Trans.
1	13	2	0	13
2	68	12	3	78
3	5	8	8	20
4	37	21	1	20
5	20	0	0	13
6	14	2	0	9

CONTACT FOR SGBI REGISTRATIONS: Diana Ruiz

P. O. Box 1257, Kingsville, Texas 78364 | diana@santagertrudis.com

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

Thank y'all for helping make that dream come true. I will do my best to uphold the standards set for our great breed of cattle and exhibitors.

With summer right around the corner, I want to invite each of you to enter and attend the National Jr. Santa Gertrudis Heifer Show in Edmond, Okla., June 21-26. If you have not already downloaded your information packet, you can do so on the SGBI website www.santagertrudis.com. There are many activities planned this year, including a dance on Tuesday night. Additional information about the show can be found on Facebook under 2015 National Jr. Santa Gertrudis Heifer Show. **Your entries must be postmarked no later than May 15, 2015. No late entries will be accepted.**

Besides the fun of showing cattle, why are you in the cattle business? One reason I raise cattle is to provide food for my family and country. If you are doing the same, you may have heard of Beef Quality Assurance (BQA). Funded through the beef checkoff, BQA is an effort to strengthen consumer confidence in beef as a wholesome food product by promoting good management practices for cattle producers. The program helps us, as cattle producers, convey to consumers that beef is a safe and healthy product. This allows producers to sell more beef and, thereby, make more money. Most states are currently offering a free online certification program that teaches good management practices. If you are interested in becoming certified or learning more details about the program, go to www.bqa.org.

I look forward to seeing all of you in June! 🐄

SANTA GERTRUDIS

Calendar

MAY

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

JUNE

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

JULY

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

AUGUST

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

SEPTEMBER

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

SANTA GERTRUDIS WELCOMES

New Members

Active Members

Cedar Creek Farm, Jewett Borden III, Shepherdsville, Ky.
Gary Dyer Farm, Gary Dyer, Falls of Rough, Ky.
Robert James Jr., DBA VM Ranch, Bryan, Texas
Janecka Cattle, Joe Janecka, Richmond, Texas

Commercial Members

Flying J & L Ranch, Elizabeth Watkins,
Groesbeck, Texas

Junior Members

Kara Belt, Houston, Texas

Madeline Borden, Shepherdsville, Ky.
Shane Clewis, Godley, Texas
Braxton Ty Hamilton, Bridgeport, Texas
Mason Hammonds, Idabel, Okla.
Jack Graham Haralson, Carbon, Texas
Hunter Massey, Canton, Texas
Jordan Mitchell, Luling, Texas
Luke Nelson, Krum, Texas
Annie Perez, Bryan, Texas
Trey Stegint, Plantersville, Texas

SANTA GERTRUDIS *Production*

WHY DO CATTLE BLOAT?

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



An unusually wet spring produces an unusually large amount of lush forbs, clovers and winter annuals, which if consumed can cause cattle to bloat. This spring has been one for the books in some areas. Bloat is a type of digestive upset that produces abnormal distention of the rumen due to accumulated gas. Cattle produce gas every day during the rumen fermentation process, but in normal situations this gas is eructated (burped) out of the

mouth. If the gas cannot escape, pressure within the animal builds and can result in death by suffocation.

There are two types of cattle bloat: dry bloat and frothy bloat. Dry bloat typically occurs when feeding a high-grain feedyard diet or when feeding show steers. However, these types of diets can also cause frothy bloat. Grains are highly fermentable and when ground to a fine particle size, these two factors, taken together, can produce a frothiness and gas within the rumen. In addition, specific rumen microorganisms produce a “slime” which can also be involved in the bloat process. Feedyards include a feed additive known as monensin in the cattle diets, which prevents dry bloat. Monensin reduces gas production by the rumen and alters the normal feeding patterns of cattle. The most effective method to treat dry bloat is to insert a stomach tube (a rubber hose $\frac{3}{4}$ to 1 inch in diameter) into the rumen to let the gas escape. Alternatively, many veterinarians simply puncture through the hide and into the rumen on the left side of the animal with a very large metal instrument (trocar) to ensure rapid results.

Classic frothy bloat is caused by the consumption of legumes and clovers. Pastures that contain high amounts of clovers are dangerous because both the carbohydrates and proteins are highly fermentable, which in turn rapidly produces a great deal of gas and foam. The foam produced is very stable and inhibits the animal from expelling the produced gases. Legumes that are grazed have a greater potential to cause bloat than those harvested and fed as hays. Pasture management is the key to reduce the incidence of frothy bloat. Usually, frothy bloat occurs when cattle are first turned out on a lush legume-containing pasture and will affect multiple animals, but it can also occur due to simple overconsumption if the cattle have not been receiving adequate feed intake prior to turn-out. Grazing wet (dew or rain) legume-containing pastures appears to increase the incidence of bloat. Not all clovers will cause cattle to bloat; arrowleaf, milk vetch and bird’s-foot trefoil are three safe

varieties. Frothy bloat can be minimized by feeding coarse roughage (low-quality hays) prior to turn-out or not allowing more than 50 percent legume content in any single pasture. The latter requires additional pasture management and may involve shredding or broad leaf herbicide application; neither is desirable and would seem counterintuitive after years of sustained drought conditions.

Frothy bloat can be prevented by feeding antifoaming agents (Bloat Guard™), which contain a compound called poloxalene, or something similar. Feeding monensin will also prevent frothy bloat in grazing cattle and has been shown to reduce frothy bloat on irrigated wheat pasture. The main problem with these bloat preventatives is that they need to be consumed near the time of heavy grazing (morning and late evening). Rumen-tubing cattle with frothy bloat usually is not a successful treatment, as often there are simply too many head to treat and/or a lack of convenient, proper facilities for inserting the tube. If you find yourself in a bloat emergency, remove the cattle as quickly as possible. A light trot for $\frac{1}{4}$ to $\frac{1}{2}$ mile on the way to a dry lot or pasture with fewer legumes does wonders for relieving that frightening bulge above the left flank of our very valuable critters. 🐄

THE NEXT 10 YEARS CONTINUED FROM PAGE 10

“America’s love affair with ethanol will cool as new technologies continue to reduce our dependence on foreign oil, which will allow for cheaper feed grains,” Mies said. However, he cautioned that pork and chicken will also become cheaper to produce and will compete with beef. The beef industry will have to adjust to this competition.

Animal care and well-being, sustainability, antibiotic use, the use of technology in agriculture and the true value proposition of organically-raised food are all issues that will remain active with consumers. According to Mies, documentation of positive animal care and production practices are going to be necessary to maintain our market share and the positive practices, innovations and improvements in these areas should be broadcasted, just as the negative are currently broadcasted.

Finally, Mies projected that the cattle business of the future will need to be very business-like, intensely managed and transparent to the consumer. While the industry may look and act differently than it does today, it will remain, at the core, all about providing an affordable, healthy, quality product to the consumer that meets their demands and is produced in a sustainable, ethical and humane manner by people who are committed to agriculture and the cattle industry. 🐄

LA CAMPANA RANCH

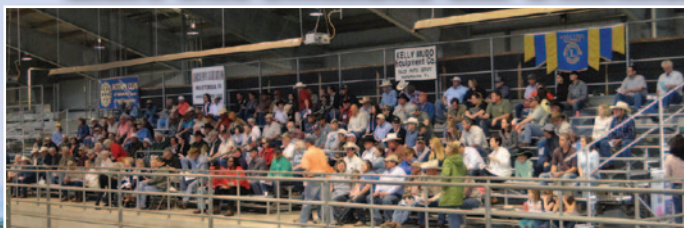
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Corporron Acres & Dos Bros Ranch

THANK YOU!

To our Bluebonnet Classic buyers and all those who attended this tremendous sale!



George Requenez,
El Jarrito Ranch, Texas
Not pictured



From left, Eric Esquibel, Briana Montano, Rodney Corporron and Stacy Montano, O/X Ranch, Las Vegas, N.M. Front row, Barbara Corporron.



Alicia Sanchez, Red Doc Farm, Belen, N.M.



Matt Kubena, Sweeny, Texas



Yancey Strait, Strait Ranches,
Carrizo Springs, Texas



Bill and Lynda Stroman, Stroman Cattle Co.,
Bryan, Texas



Larry Justiss, Four J Cattle, Hallettsville, Texas



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Operations Manager
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64TH ANNUAL SGBI MEMBERSHIP MEETING

Welcome to Aggieland

The Annual Meeting of SGBI was well attended, informative, fun, and diverse in activities and business. Held in College Station, Texas, the event started off with a social hosted by Myers Cattle and Land Corporation at their ranch near Navasota, with near perfect weather. The next two days were filled with SGBI business, informative presentations, industry tours, and member awards and recognitions. A few highlights of the meeting are shown on these pages.



Many thanks to Myers Cattle and Land Corporation for hosting SGBI breeders at a kick off social Thursday night.



SGBI Executive Director John Ford gives his annual report during the membership meeting Saturday morning.



SGBI elected their new Board of Directors at the Annual Meeting. Front row, left to right: Warren Harris, Betty McCormick, Jamie Daniel, Debbie Townsend, Deanna Parker, Cheryl Grainger and Aaron Schroder. Back row, left to right: Todd Osborne, Jerome Urbanosky, Wylie Taliaferro, David Alderson, Chris Taliaferro, Yancey Strait, John Kiker, Gene McCarter, Wes McDaniel and Executive Director John Ford. Not pictured: Larry Osborne and John Denson.



Meeting attendees enjoy a tour of the Genetic Development Center in Navasota as the second half of a tour of Sexing Technologies.



Darren Richmond and David Alderson take bids on auction items to benefit the National Junior Santa Gertrudis Association during the Annual Meeting banquet.

SEE MORE ON PAGE 16 »

Harris Riverbend Farms would like to thank our Bluebonnet Buyers!



One of the
Bluebonnet Classics'
high selling lots sold
to Briggs Ranches.

~ We'd like to thank these buyers for their support ~

777 Farms, Magnolia, AR

Gray Oaks Farm, Russellville, AL

LRB Ranches, LLC, Victoria, TX

Myers Cattle & Land, Navasota, TX

Red Doc Farm, Belen, NM

Tater Farms, Inez, TX

Twin Creek Ranch, Schulenburg, TX



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David & Laurie Harris

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david.harrisfarms@yahoo.com

Honorees & Awards



The family of Robert "Bobby" Shelton accepts the Hall of Fame plaque from SGBI President Curtis Salter (far right).



Judy McDaniel (right) was honored by SGBI President Curtis Salter (left) with the President's Award for her dedication and work with the National Junior Santa Gertrudis Association.



Diana Ruiz (right) was honored by SGBI President Curtis Salter (left) with the President's Award for her many years of service, dedication, and work for SGBI and its members.



Ben Ross Alexander (left), son of Hall of Fame honoree Ben Alexander, accepts the plaque from President Curtis Salter (right).



Delmo Payne (left) accepts the Hall of Fame plaque from President Curtis Salter (right).



Breeders that recorded the highest number of purebred Santa Gertrudis registrations were honored at the SGBI Annual Meeting. Pictured (left to right) are SGBI Executive Director John Ford, Joe Jones of Briggs Ranches (first in PB recordations), Alicia Sanchez from Red Doc Farm (third in PB recordations) and Jeff Jorgensen of the King Ranch (second in PB recordations).



Breeders that recorded the highest number of STAR 5 Santa Gertrudis registrations were honored at the SGBI Annual Meeting. Pictured (left to right) are SGBI President Curtis Salter, Jeff Jorgensen of the King Ranch (first in STAR 5 recordations) and SGBI Member Services Representative Darren Richmond. Not pictured are Rafter B Ranch (second in STAR 5 recordations) and Alicia Sanchez from Red Doc Farm (third in STAR 5 recordations).



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- ✓ Breeding soundness exam
- ✓ Monthly performance reports
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Center
A division of Inguran LLC

Ryan Doerner (979) 324-6004
rdoerner@sexingtechnologies.com

Tim Cormany (979) 308-8704
tcormany@geneticdevelopmentcenter.com

www.GeneticDevelopmentCenter.com

High Point Show Winners

FINAL SHOWN BY POINTS

Heifer Calf Division

Miss TT 230	Michael McConaughey	39
777 Sweet Annie	777 Farms	38
Kenzi	Randall Strickmeyer	20

Yearling Heifer Division

5 Bar E Barreta	5 Bar E Farm	70
Myers I3/31	Britney Shields	31
Miss Softing	Rustic Rail Ranch	23

Senior Female Division

Miss Grandview Annie	777 Farms	102
PC Yellow Rose 32-2	Gracey Pitchford	47
CSC Kelly 255	Connors State College	22

High Point Overall Female

Miss Grandview Annie	777 Farms	102
5 Bar E Barreta	5 Bar E Farm	70

Polled Female

Miss Grandview Annie	777 Farms	9
PC Yellow Rose 32-2	Gracey Pitchford	4

High Point Bull Calf

Mr. TT Omaha	Stroman Cattle Co.	57
777 Vegas	777 Farms	55

High Point Yearling Bull

OLC Troubadour	Osborne Livestock	67
	Mosby Creek	
SCC New Edition	Southern Cattle Co.	35
LF Switchblade T	Tyler Limbaugh	20

High Point Senior Bull

Circle A Real Deal	Circle A Farm	92
5 Bar E 307	5 Bar E Farm	45
Tara's Top Drive	Tara Ranch	42

High Point Overall Bull

Circle A Real Deal	Circle A Farm	92
OLC Troubadour	Osborne Livestock	
	Mosby Creek	67

Polled Bull

777 Vegas	777 Farms	7
2. Tara's Kenworth	Tara Ranch	3

High Point Produce of Dam

Miss TT 295	Gracey Pitchford	
II		
Tidwell 250	Circle A Farm	8

High Point Get-of-Sire

TT Ervin	Circle A Farm	10
----------	---------------	----

Sire of the Year

5 Bar E Bonfire	5 Bar E Farm	117
Pusher 804	Grandview Farm	103

Dam of the Year

Miss Grandview 748	Grandview Farm	107
Tidwell 250	Circle A Farm	103

Exhibitor of the Year

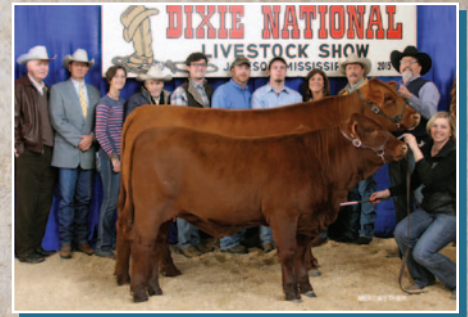
777 Farms	235
Circle A Farm	118
5 Bar E Farm	115

Breeder of the Year

5 Bar E Farm	149
Double TT Ranch	146
Circle A Farm	120



HIGH POINT OVERALL BULL
Circle A Real Deal



HIGH POINT OVERALL FEMALE
Miss Grandview Annie



RUNNER-UP HIGH POINT OVERALL BULL
OLC Troubadour



RUNNER-UP HIGH POINT OVERALL FEMALE
5 Bar E Barreta



HIGH POINT HEIFER CALF
Miss TT 230



HIGH POINT BULL CALF
Mr. TT Omaha



EXHIBITOR OF THE YEAR
777 Farms



BREEDER OF THE YEAR
5 Bar E Farm

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001/0

DOB: 12-11-09
Reg #: 1288824
CSS Certified for export semen available.
Sire: KJ Phillips Pocket 3/1
Dam: NAF Cherokee Miss 5Y16



Mountain Man 1255

DOB: 10-29-12
Reg #: 201201004523
CSS Certified for export semen available.
Sire: Mountain Man 810
Dam: Rose Hill's Marie Laveau 7/0



Swamp Fire 633

DOB: 3-3-06
Reg #: 1257882
Semen available
Sire: Rafter Y's Voo Doo 713/3
Dam: Mis Rose Hill 3/13/21

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HOUSTON LIVESTOCK SHOW

March 7, 2015 | Houston, Texas | Judge: Jim Williams

SANTA GERTRUDIS SHOW *Results*



GRAND CHAMPION BULL

MR TT Omaha 66-3, shown by
Darrell Pitchford, Athens, Texas



RESERVE GRAND CHAMPION BULL

777 Honey Badger 12-02, shown by
777 Farms, Magnolia, Ark.



GRAND CHAMPION FEMALE

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

No photo available

No photo available

No photo available

RESERVE GRAND CHAMPION FEMALE

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

BEST OF POLLED FEMALE

Itty Bitty, shown by Landon Stem,
Anderson, Texas

BEST OF POLLED BULL

Tara's KW 132, shown by Tara Ranch,
Liberty, Texas

Sending out a BIG

Thank You
to our buyers!



Micah Morgan
Ore City, TX

Dos Bros Ranch, Schulenburg, TX
bought two of our lots

Nicole Ozona, Edinburg, TX
bought our other lot



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People Have Been Asking Me, “Hoover, Where are YOU?”

Where in the World is Hoover Case?



Well, I'll Give You Some Hints ...

The place I'm at has tall, thick, brick walls. There aren't many windows and the view isn't the best. But I do have my own private room and bath. Most of the people who stay here wear the same style and color of clothing. And, I have the wonderful opportunity to participate in various "required" activities.

Have You Guessed Where I Am? **No, I'm Not In Jail!**

I am residing at the Mercy Rehabilitation Hospital in Springfield, Mo. To make a long story short, I went in for a "little test" on March 17, and, lucky me, I won the prize for a triple bypass heart surgery procedure for the next day, complete with room and board thrown in! How lucky can a person get?

I really do apologize for missing some of your sales this spring, but I really felt that I should stay here at the "Re-Hab Inn" for a little while longer. The accommodations are really not that bad and the doctors/nurses have been wonderful, plus I've got a brand new audience for all my old jokes and stories!

I'm looking forward to seeing you all at the National Junior Heifer Show in Oklahoma as well as working at all of my regular fall sales.

Delmo says I will have more air than I had before ... just what the world needs is another long-winded auctioneer! Joe, I'm still the toughest cowboy on the ranch.

I have watched over the years as many of you in the **Santa Gertrudis family**, as well as so many others in the purebred industry, have endured more, suffered losses and have had setbacks much greater than mine. Each time that happens you are always in my heart and I wish you the very best. Thank you for the phone calls and cards; they mean so much to me. You are truly a great **family** to be a part of.

There is a phrase I like so well that says so much about life. Only two words ... **Always Forward**. It is a known fact that the Santa Gertrudis breed has done that so well, and will continue to explore and take all possible avenues that will move the breed and its "family" ... **Always Forward**.

God bless and see you soon,

Hoover Case



Here is a picture of the new "Wrangler Western Wear – Blue Line." This will be the new fad soon – at least everyone here is wearing new "Wrangler Blue."

SANTA GERTRUDIS SALE

Reports

MID COAST INTERNATIONAL SUPER SALE

March 6, 2015 | Houston, Texas

SALE AVERAGES

25	Total Lots	\$11,340	10	Heifers	\$7,400
4	Bulls	\$20,812	1	Mature Female	\$7,000
1	Pick of the Calf Crop	\$19,500	1	Embryo	\$5,500
4	Donor Females	\$16,375	2	Flush	\$5,250
2	Cow-Calf Pairs	\$9,125			

An energetic, standing-room-only crowd was on hand and on the Internet at the Mid Coast Santa Gertrudis International Super Sale to participate in the first all-video sale format, broadcast live in Houston, Texas, at the Houston Livestock Show. Twenty-five elite Santa Gertrudis lots offered from breeders across the United States found willing buyers at a rapid pace.

The sale featured a tremendous herd sire offering led by the day's high-selling lot at \$50,000 for half-interest and full possession of Lot 8, 777 411 Vegas. This polled herd bull prospect is out of High Roller, and was purchased by the partnership of Harris Riverbend Farms, Glenn Rose, Texas, and Briggs Ranches, Victoria, Texas. He was consigned by 777 Farms, Chad and Jamie Daniel, Magnolia, Ark.

The high-selling female of the day was Lot 1, 865/08 1A. The gavel fell at \$33,000 to Townsend Cattle Co., Louise, Texas, for this breed-leading Marbling female from the storied King Ranch, Kingsville, Texas.

Briggs Ranches also purchased the day's high-selling flush option, paying \$10,500 for the right to Flush Briggs 500/8 and Harris Farms 017/9 ET T017/9 with a guarantee of 10 embryos from these two breed-leading matrons. These flushes sold as Lot 13 and were consigned by Corazon-Pitchford, Athens, Texas.

BEST OF THE TEST SALE

March 13, 2015 | Navasota, Texas

SALE AVERAGES

7	Bulls	\$3,719
---	-------	---------

Bulls completing the fall test at the Genetic Development Center (GDC) in Navasota, Texas, sold in an all-breeds sale in mid-March. Two bulls tied for the top-selling honors. Lot 116 from Strait Ranches, Carrizo Springs, Texas, sold for \$4,250 to Double TT Ranch, Rosser, Texas. Lot 118, from Wendt Ranch, Bay City, Texas, sold for the same money to Urbanosky Ranch, Plantersville, Texas.

Boasting the largest individual feed intake system in the southern United States, the GDC is a great place for Santa Gertrudis breeders to performance test large contemporary groups of cattle together and market those bulls in a competitive environment.

BLUEBONNET CLASSIC

March 28, 2015 | Hallettsville, Texas

SALE AVERAGES

76	Total Lots	\$4,696
2	Bulls	\$6,500
18	Bred Females	\$4,517
37	Open Females	\$4,196
10	Cow-Calf Pairs	\$5,700
9	3-in-1's	\$5,594

The Santa Gertrudis Bluebonnet Classic was held in late March at the Lavaca County Exposition Center in Hallettsville, Texas, and featured replacement heifers, show prospects, bulls, pairs and bred heifers.

The high-selling lot and high-selling bull was consigned by Wendt Ranches, Bay City, Texas, and sold for \$8,000 to Matt Burke, West Columbia, Texas. Topping the open females was a consignment from Harris Riverbend Farm, Cleburne, Texas; she sold for \$7,000 to LRB Ranches, Victoria, Texas. In the bred female category, a lot from Corporron Acres, Schulenburg, Texas, sold for \$7,000 to Strait Ranches, Carrizo Springs, Texas. Borchers Southern Y Ranches, L.P., consigned the high-selling cow-calf pair at \$6,750 to Wiley Ranch, Deville, La. In the 3-in-1 group, Four J Cattle, Hallettsville, Texas, sold the top lot for \$6,500 to D Bar J, Grapeland, Texas.

The volume buyer was Jim Corporron, Corporron Acres. 🐄



A nice crowd was on hand for the Bluebonnet Classic in Hallettsville.



One of the high-selling lots at \$7,000 went from Harris Riverbend Farm, Cleburne, Texas, to Briggs Ranches, Victoria, Texas.

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C: (229) 649-9659

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DATA MANAGEMENT SERVICES

RANCH HAND ANALYTICS

Vendor Tapped to Assist SGBI Members with Data Collection, Analysis and Usage

By Micky Burch, Managing Editor

As calving season starts to wind down, the pile of papers on your desk may be growing. Not only is it time to register those new calves, but also to transfer cattle sold in recent sales and start thinking about the upcoming breeding season. The list of things to do related to the paperwork management of the cow herd can be overwhelming. For several years now, SGBI has actively sought business partners and collaborators who offer members beneficial services and generate revenue for the association. Continuing on that path, SGBI named Brad Wright, Ranch Hand Analytics, LLC, as the preferred vendor to provide breeders in-herd data management services.

Specifically, that means Wright will be working at the breeder level to improve the collection, organization and transfer of data to SGBI. "The services I provide are scalable to any size producer, and I look forward to working with any breeder that wants to improve their records and better utilize data in their breeding program," Wright explains. The benefits of Ranch Hand Analytics to Santa Gertrudis producers – large and small – will come from a review of herd data and implementation of a data management program that will

"The services I provide are scalable to any size producer, and I look forward to working with any breeder that wants to improve their records and better utilize data in their breeding program."

– Brad Wright

provide members the information needed to fully utilize all the SGBI decision- and selection-making tools in the association's toolbox, resulting in more marketing opportunities.

Increased data collection, analysis and usage has been front-and-center for SGBI for some time now. While the effort to collect data can be cumbersome at times, Wright says it's well worth it. "A common misconception about data is that it's something breed associations dreamed up to make life harder on producers, but science supports the use of this data for selection, culling and breeding decisions to reach

CONTINUED PAGE 28 »



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Congrats to Michael McConaughey, Texarkana, TX
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Congrats to Stroman Cattle Co., College Station, TX
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RANCH HAND ANALYTICS

CONTINUED FROM PAGE 24

ranch goals faster. I want to help producers use the data – not just have it because someone told them they were supposed to collect it,” Wright emphasizes.

Wright’s passion for data is the basis of Ranch Hand Analytics. With a background in the registered cattle business, and bachelor’s and master’s degrees in animal breeding and genetics from Texas A&M University, he’s always had a fascination with the numbers and statistics side of this business. “When I was in sales, my approach was to use the numbers to prove what I was selling and develop processes to help others in sales and marketing,” he says.



Brad Wright, Ranch Hand Analytics

Services provided by Ranch Hand Analytics and designed to cater to breeders include genetic consultation, herd data management and analysis, sale catalog data management, database consultation and development, sale clerking services, and sale data management and analysis. Indirectly, these services benefit breed associations by reducing the number of phone calls to the office for registration and data issues. Wright further explains, “I can organize and submit data so contemporary groups are correctly assigned, which makes better data points for genetic evaluation. I strive to provide more data than the breed association was receiving from that breeder before by helping to schedule proper dates for weaning, yearling and scan data in addition to breeding data that most breed associations aren’t collecting at this time.”

Wright’s unique combination of experience and education is a great fit for this sector of the industry. “I would like to think I have enough ‘cow-sense’ to communicate with the many traditional and time-honored cattlemen and cattlewomen that make the Santa Gertrudis breed special, but also passionate enough about the available technologies to bring those operations to the forefront of today’s seedstock industry,” Wright concludes.

For more information or to contact Wright, visit www.ranchhandanalytics.com, call (979) 219-4599 or e-mail brad@ranchhandanalytics.com. 🐾

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SANTA GERTRUDIS SHOW *Results*

No photos available

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BEST OF POLLED BULL

Shown by San Jose Cattle Co.,
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Shown by Reagan Ruddock,
Rockport, Texas

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BW: 1.7 WW: 14.8 YW: 18.2 MAT: -1.2 TMAT: 6.2
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