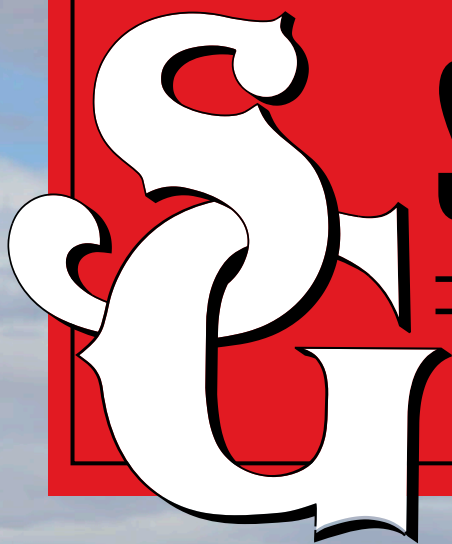




SANTA GERTRUDIS

USA

MAY 2016 | VOLUME 19, NUMBER 5

2016 SGBI ANNUAL MEETING



Santa Gertrudis



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Reg. No. 1275662

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2016 **National Champion**



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Dam of Vegas

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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everyone for all of your
support in the Houston
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Bluebonnet Classic Sale.**

IN THIS ISSUE

- 12** SGBI Annual Meeting Coverage
- 15** Could An Early Weaning Program Be a Benefit?
- 16** High Point Show Winners
- 18** Pursuing Profitability with Santa Gertrudis
- 24** SGBI Annual Report
- 28** Nutrition: Keeping the Numbers
- 32** Breeders of the Carolinas Host Ultrasound Field Day

DEPARTMENTS

- 6** Ramblings from the Open Range
- 8** President's Letter
- 10** Calendar of Events
- 10** Junior Letters
- 10** SGBI New Members
- 22** Sale Report
- 30** Ad Index



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SANTA GERTRUDIS BREEDERS INTERNATIONAL

P. O. Box 1257, Kingsville, Texas 78364
Phone: (361) 592-9357
Fax: (361) 592-8572
info@santagertrudis.com
www.santagertrudis.com

EXECUTIVE DIRECTOR

John E. Ford
Email: jford@santagertrudis.com

REGISTRATION & MEMBER SERVICES SPECIALIST

Diana L. Ruiz
Email: diana@santagertrudis.com

MEMBER SERVICES

Roxanne Silguero
Email: roxanne@santagertrudis.com

MEMBER SERVICES REPRESENTATIVE

Darren Richmond
(423) 364-9281 | djrichmd@gmail.com

MAGAZINE STAFF

PUBLISHER

Blueprint Marketing LLC
P.O. Box 427, Timnath, CO 80547
Email: info@blueprintma.com

EDITOR

Lisa Bard | lbard@blueprintma.com
(970) 498-9306
fax: (970) 493-8930

AD SALES | CATALOGS

Darren Richmond
(423) 364-9281 | djrichmd@gmail.com

CREATIVE DIRECTOR

Kathie Bedolli | kbedolli@blueprintma.com
(540) 752-6143 | fax: (540) 752-5856

AD DESIGN

Holly Holland

ADMINISTRATION

Leslie McKibben

COPY EDITOR

Kim Broers

FEATURE WRITER

Traci Eatherton

ON THE COVER

Bulls and females for the Red Doc and the Rocky Mountain Spring Runoff Sale were penned under cloudy skies that brought a bit of welcome rain the night before the sale. Ten consignors from the Rocky Mountain region contributed to the female sale.
Photo by Darren Richmond.

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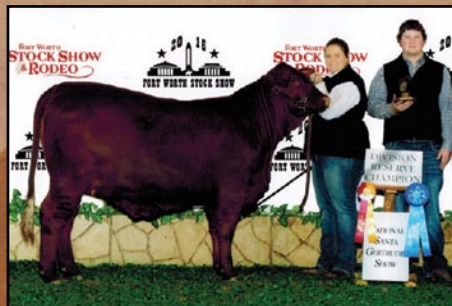
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owners: Briggs Ranches & Harris Riverbend Farm



Miss LCC 155/5

**2016 National Champion
Best of Polled Female**

owner: Cammi Selby



PC Hemingway

2016 SGBI High Point Polled Bull

owner: Casey Pitchford



Myers 14/10

2016 SGBI High Point Polled Female

owner: Britney Shields

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Ramblings from the Open Range

EXECUTIVE DIRECTOR'S REPORT

By John Ford

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

The caller was irritated and I was unable to help. Each suggestion offered seemed to compound her frustration. Questions I asked about EPDs and selection indices were taken as patronizing, only making matters worse. No one had an interest in a bull that she had listed for sale. Photos had been put on a number of social media sites but response had been minimal. She could not understand why cattlemen were not lined up to purchase the animal; after all, the bull's dam was her daughter's old show heifer and the sire had "champion bloodlines." A number of the local coffee shop experts had told her that Santa Gertrudis bulls were not marketable and she was now convinced they were correct. Unfortunately, no amount of information or data to the contrary changed her opinion. Initiating discussion on the need to make sound mating decisions and develop marketing plans before breeding was not well received. The mention that Santa Gertrudis bulls sold for an average price of \$5,645 in FY 2015 incensed her even more and she made it clear she did not believe me.

I hung up concerned about the damage done; there are few things that impact a brand's reputation more than the way it responds to complaints, and I was unsure I responded appropriately. In fact, I am not sure that any response would have been considered satisfactory by the caller at that point. What happened? Why the frustration with the breed and the association? The ball was dropped long before the call was received. It was dropped the day the family purchased the daughter's show heifer. As an association, we had failed to effectively educate the junior exhibitor and her parents about the industry, particularly the seedstock sector and the realities of the marketplace. The family was not properly equipped with the tools needed to be successful in a competitive beef business environment.

SGBI Vice President of Membership Jerome Urbanosky has long championed the need for a mentoring program designed to assist those new to the industry and the purebred cattle business, preparing them to operate successfully. Earlier this year, Jerome and the Membership Committee developed a set of recommendations for SGBI members to follow in order to mentor new customers unfamiliar with the ins and outs of the beef business. I took the liberty of tacking on an additional thought or two to the committee's suggestions and I am certain following these recommendations will result in satisfied customers equipped with a working knowledge of the seedstock

business. Taking on the role of mentor ensures that the complexities of the seedstock sector are understood and the value of the Santa Gertrudis genetic package is recognized by those entering the industry for the first time.

Develop a strong relationship with the new customer. Encourage them to ask questions about their cattle, their operation and the industry. Listen and educate.

Get them involved and encourage them to become members of SGBI and the local affiliate. Help them become fluent in the language of Santa Gertrudis, understanding the breed's genetic and decision-making tools and how to best utilize these tools in their operation.

Sell them quality cattle to start their herds. Help them develop breeding objectives and formulate marketing plans. Be a sounding board and encourage achievable goals. Be honest – not every heifer is destined to win the National Junior Show and not every bull is the next genetic curve-bender.

Mentoring our breed's newest customers and helping them achieve their industry goals is truly a win-win-win situation. It is a win for them, a win for you and a win for the association. 🐾

In Memorium

Joe Marchman, 83, of Meridian, Texas, passed away on March 2, 2016, at his residence after an extended illness. Joe was born Sept. 25, 1932, in Meridian. He was a 1957 graduate of Southern Methodist University and the first city manager for Plano, Texas beginning in 1958. Joe created the Western Heritage Sale with Gov. John Connally, Louis Pearce, Tio Kleburg, Bobby Shelton and Bill Burford. Joe ranched and had an award-winning herd of Santa Gertrudis cattle.

Myrtle Pauline Wells Herring, 91, passed away on March 17, 2016. She was born Jan. 5, 1925, in Eddiceton, Miss. She married Charles "Bug" Herring, and together they founded Ridge Point Ranch and raised Santa Gertrudis cattle. Bug died in a plane crash in 1969, and Pauline continued to build their herd of Santa Gertrudis cattle, working with some of the top genetics from the Rockefeller Petit Jean Ranch and the King Ranch of Texas. She worked with the 4-H Club and the Dixie National to promote the development of Santa Gertrudis cattle breeding in Mississippi. In lieu of flowers, donations may be made to the Santa Gertrudis Youth Foundation, Kingsville, Texas.

John (Juan) Human Wilson II, 88, died April 3, 2016, on the birthday of his late wife Mary. Born Oct. 4, 1927, in Colorado, Juan spent most of his life in Texas as a successful petroleum and geological engineer and business owner. Juan's father had developed one of the early herds of purebred Santa Gertrudis on his Lazy E Ranch. When John Sr. died in 1991, Juan took over the operations of the Lazy E, where he and Mary became enthusiastic supporters and breeders of polled Santa Gertrudis cattle. He was one of the founders of the Polled Santa Gertrudis Association, served on the Premier Santa Gertrudis Board of Directors, and was several times named a Santa Gertrudis Breeder of the Year. Juan and Mary were strong supporters of the National Santa Gertrudis Youth Foundation, to whose scholarship program Juan donated generously. He also supported the National Santa Gertrudis Donated Heifer Program annually. 🐾

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Sat., May 7, 2016 • Chester, S.C.



LAT 720/15

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Sire: LAT 425/0 • Dam: Gray Oaks 954



LAT 74/15

Reg. No.: 20155005 • Birthdate: 7/04/15
Sire: LAT 425/0 • Dam: Gray Oaks 945



LAT 715/15

Reg. No.: 20155006 • Birthdate: 7/15/15
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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

My hat is off to the Rocky Mountain Affiliate and all those who made the SGBI annual meeting in Albuquerque, N.M. a huge success. We are fortunate to have members who are always willing to dedicate their time, gifts and talents for the benefit of our association. Thank you as well to the SGBI

staff who works tirelessly, and often behind the scenes, to ensure the success of the annual meeting and similar events.

This year's annual meeting was held in conjunction with the Red Hot Bull Sale and Spring Runoff Sale. I want to commend the consigners on the quality of cattle sold. Equally impressive was the complement of data that accompanied the sale offerings. It is clear the breeders of the Rocky Mountain Association understand that purebred and commercial buyers insist on cattle that are supported by data.

In today's cattle market, accurate information, including EPDs, ultrasound data and docility scores, are required if you expect a premium for your cattle. As an association, we must acknowledge commercial buyers no longer request this information – they demand it.

As breeders of Santa Gertrudis cattle, we've known for a long time the value of our genetics. Fortunately, we now have the data to validate our knowledge. It is up to the membership to embrace the use of data as a tool to distinguish and market Santa Gertrudis and Santa Gertrudis-influenced cattle.

It is my hope all future Santa Gertrudis sales will include as much data as possible for purchasers to make informed buying decisions. We live in a world where the consumers want as much information as we can provide. Wouldn't it be great if every purebred herd sire was DNA typed?

I recall that many years back, SGBI used the slogan "keep the best and cut the rest" in reference to management of bull calves. While still wise advice, I suggest our association adopt a modern spin on this slogan: "Test the best and cut the rest." It is no longer sufficient to keep the best calves based upon phenotype. In a competitive commercial bull market, bull buyers want a future herd sire with eye appeal and the data to validate their investment.

It is my hope all potential herd sires exhibited and marketed at SGBI-affiliated sales would be DNA-verified. This would benefit not only the breeders, but the future owners and ultimately the association as a whole. Contact the SGBI office to request your DNA collection kits. This minor investment in your future herd sire will pay dividends for years to come. 🐄

Thank You Sponsors

The Santa Gertrudis Breeders International would like to extend appreciation to the following Annual Meeting sponsors.

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SANTA GERTRUDIS

Juniors

By Regan Ruddock, Secretary, District 1

Junior Nationals Coming Soon!



Hey, juniors! As we near nationals, I would like to share with all of you what we have planned. For those of you who will be attending NJSGHS for the first time, we will be having some first-time activities to help you get to know each other, and us, better. We will have activities throughout the week that will bring us all closer. It is important that you participate so you can get to know

some of your fellow members better.

As packets are about to go out, I'm sure some of you are thinking about running for a director position. I know that this can be intimidating, but all of us on the board are happy that you are interested in joining us and would love to help you out if you have any questions before nationals. Being a director on the board gives you an opportunity to learn how to work as a team with 13 other people for the good of the junior association. Over my five years of serving as a director, I have made new friends and have had incredible leadership experiences. I have been able to attend the Youth Beef Industry Congress and meet board members from nearly every other breed in the nation as well as meet people who are highly placed in the industry, such as the former chief executive officer of National Cattlemen's Beef Association, Forest Roberts.

While the connections are a significant part of my involvement, I think the greatest part about being a director is what I have learned about myself through the process. Any time you are serving in a leadership position, there will be people who do not always agree with the way you handle things. I have encountered this a great deal over the past five years, but especially last year while I served as president. Through the doubts people had about me, I learned to hold true to what I believed and always stand up and fight for what I thought was best for each and every one of you as well as the breed as a whole. Getting involved is an incredible thing and I encourage every one of you to consider running for the board and/or queen or princess. I promise you these will be experiences you will not soon forget and you will learn things that will last a lifetime. 🐄

2015 National Junior Santa Gertrudis Heifer Show held in Edmond, Okla.



Correction: SGBI Affiliate Addition

The Ohio Santa Gertrudis Association was mistakenly left off the Affiliate Directory on page 17 of the April issue of *Santa Gertrudis USA*. We apologize for this error. Larry Osborne is the president of the Ohio Santa Gertrudis Association and can be reached at (937) 604-4999. 🐄

SANTA GERTRUDIS

Calendar

MAY

- 7** Breeders of the Carolinas Sale, Chester, S.C.
- 25-Oct. 21** Genetic Development Center Summer Feed Efficiency Test, Navasota, Texas
(Entry Form and Contract due May 25)

JUNE

- 20-24** National Junior Heifer Show, Tampa, Fla.

JULY

- 15-16** Kentucky Santa Gertrudis Show & Sale, Bowling Green, Ky.
- 16** 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.

OCTOBER

- 8** 28th Annual Alabama Connection Sale, Cullman, Ala.

NOVEMBER

- 19** South Texas Heritage Sale
- 20** South Texas Junior Santa Gertrudis Association Hot Gert Show

SANTA GERTRUDIS WELCOMES

New Members

Active Members

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- 4S Farms LLC, Bobby Satterfield, Geraldine, Ala.
- Kroll Land & Cattle, Kyle Kroll, Enid, Okla.
- Rolling Acres Ranch, David and Debby Mitchell, Jessieville, Ark.
- Bamboo Road Farm LLC, Holis Gooch, Abbeville, La.
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Junior Members

- Berkley Noles, Denton, Texas
- Destiny Annais Rivera, Orlando, Fla.
- Harper Lee Crawley, Dallas, Texas
- Dayne Thornton, Boerne, Texas
- Leslie Michelle Hollis, Haynesville, La.
- Madi Carter, Willacoochee, Ga.

Never Sank 5012

Wendt Ranches & Hefte Ranches



Semen packages available soon!

Reg. #: 20153072 • DOB: 1/25/2015

EPDs

BW	WW	YW	Milk
0	14.1	30.8	-2.2

PERFORMANCE

BW	WW	Scan WT	ADG	SC	FAT	REA	MARB	REA/CWT
77	656	1,235	6.74	39	.25	13.94	4.09	1.13

Never Sank 5012 was purchased from Red Doc Farm at their 2016 Red Hot Bull Sale.

Wendt Ranches



5475 FM 457, Bay City, TX

email: wendtranches@hotmail.com

Gene Kubecka
979-240-5311

Daniel Kubecka
979-240-5312

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Kathryn Hefte
210-414-2493

Kenneth Tom Hefte
361-813-4937





SGBI members with the highest numbers of registrations and recordations were honored at the SGBI Annual Meeting with plaques. Pictured, left to right, are Dr. Burton McDaniel, MC Ranch, District 5 Purebred Registrations; Kathy and Rance Reynolds, Reynolds Prairie View Farms, District 3 STAR 5 Recordations; David Alderson, accepting on behalf of Rock Hill Ranch, District 5 STAR 5 Recordations; Elia Sanchez, Red Doc Farms, District 1 Purebred Registrations; Dr. Roland Sanchez, Red Doc Farms, District 1 STAR 5 Recordations; and Joe Jones, LRB Ranches LLC, District 2 Purebred Registrations.



SGBI Executive Director John Ford (left) presents retiring board members Wylie Taliaferro, Gene McCarter and David Alderson (left to right) with plaques in appreciation of their service on the SGBI Board. Not pictured are John Kiker and John Denson, who were also recognized, but unable to attend.



The 2016-2017 SGBI Board comprises the following members: standing, left to right, Wes McDaniel, Yancey Strait, Larry Osborne, Chris Taliaferro, Arlin Taylor, Todd Osborne, Tony Creech, Robert Silva and SGBI Executive Director John Ford. Seated, left to right, are Jerome Urbanosky, Cheryl Grangier, Kathryn Hefte, Nancy Wunderlich, Betty McCormick, Deanna Parker, Jamie Daniel, Debbie Townsend and Warren Harris. Not pictured is Aaron Schroeder.



The late Jim Theeck was honored for his induction into the SGBI Hall of Fame by friend Alan Grainger (left) and SGBI Executive Director John Ford (right). Accepting the award on his behalf are son and daughter-in-law Clay and Julia Theeck.



Richard and Judy Hood of Double Circle Ranch are honored for their induction into the SGBI Hall of Fame.



Bill and Katie Barrett are honored for his induction into the SGBI Hall of Fame.

RIGHT: Wayne Jernigan (left) is honored by Wes McDaniel (right) with the President's Award for his influence on and importance to the breed.



MORE ANNUAL MEETING ON PAGE 14 »



Red Doc Never Sank 5012- High Selling Bull \$20,000
purchased by Wendt and Hefte Ranches



Red Doc Trump 5127-
2nd High Selling Bull
\$19,500
purchased by
McCollaum Santa
Gertrudis



Red Doc Farm would like to thank you all for another Red **Hot Bull Sale
and an excellent SGBI Annual Meeting!**

REDDOC 
farm



Red Doc Ruby
4105- High
Selling Female,
\$21,000
purchased
by Gray Oaks
Farm, Dennis,
Alma and
Naomi Jones

Red Doc Sabe
Esta 5209-
2nd High
Selling Female,
\$18,500
purchased
by Kevin and
Heather Blewett





BELOW: Members of the Seasonal Dance Group from the Pueblo of Jemez in North Central New Mexico perform at the SGBI Annual Meeting. The group is led by Lawrence Toya (left) and includes sons Delvin and Glendon and dancers Joseph and Michela Chinana, Brandon Armijo, Maxine Sabado and youngster Tyanna Gachupin.



The Fall season is represented in the Eagle Dance; a dance for harvest and greatness for what mother nature has grown. The eagle is revered by the Pueblo people because it can fly closer to the Great Spirit than any human can, thus making it a symbol of wisdom, power and strength. The eagle also symbolizes the sun and has always been regarded by the Pueblo people as having supernatural powers, particularly the power to control thunder and rain.

The Winter season is represented in the Buffalo Dance, a dance of prayer for success, abundance and joy in the upcoming cycle of life. Typically done in the winter months at the beginning of the year when a new life cycle begins.



Scooter, Roland and Elia Sanchez of Red Doc Farm pay tribute to Tweet Kimball during the dinner in her honor at the SGBI Annual Meeting.



A bagpiper performed for the SGBI annual meeting before the tribute dinner to Tweet Kimball. The bagpiper was paying homage to the Scottish-inspired castle on Cherokee Ranch.



James Holmes, executive director of the Cherokee Ranch & Castle Foundation, gives a presentation on the late Tweet Kimball, founder of Cherokee Ranch in Colorado and the founder of the Rocky Mountain Santa Gertrudis Association.

RIGHT: Additional cultural entertainment was provided by a Mariachi band during the cocktail hour prior to the President's Dinner and Hall of Fame Inductions.



MORE ANNUAL MEETING ON PAGE 16 »

SANTA GERTRUDIS *Production*

COULD AN EARLY WEANING PROGRAM BE A BENEFIT?

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



When we hear the term early calf weaning (EW), we may think of severe drought conditions, possible weaned calf health problems, or a great deal of calf vocalization. Utilizing EW as a component of an overall beef cow management plan may benefit producers of *Bos indicus*-influenced cattle, according to researchers at the University of Florida/Institute

of Food and Agriculture Sciences, Range Cattle Research and Education Center in Ona, Fla. These researchers (J.D. Arthington and J.M.B. Vendramini) recently presented a symposium that discussed their more than 15 years of experience with EW, management of EW calves and reproductive benefits of EW in *Bos indicus*-influenced females.

Management of EW calves requires extra attention, no doubt, but the research shows these calves have excellent gain:feed and, overall, have less stress associated with disease challenge, transport or feedlot entry. Some or all of these benefits may pertain to your particular beef cattle operation. During the first 90 days following EW, calves require good feed. These researchers recommend a 20 percent crude protein and 78 percent TDN (or energy) feed offered at 1 percent of body weight if they can graze winter annuals [oats, wheat, or ryegrass] or offered at 2 percent of body weight if grazing perennial pasture. The EW calf feed should also be very palatable, possibly as a pellet, and dust-free. You are essentially putting more feed dollars into the current calf crop and (one hopes) fewer feed dollars into your weaned cows. Moreover, according to the research, you should see a better feed and economic efficiency.

In my opinion, the greatest benefit to EW will be realized in reproduction, specifically the re-breeding rate of first-calf heifers. Achieving the second pregnancy in lactating, approximately 2-year-old, *Bos indicus*-influenced females is the greatest hurdle to overcome in most southern beef cattle operations. Weaning calves early, at the beginning of the next breeding season (calf age is 70 to 90 days), has two major impacts on these young mothers: 1) an abrupt cessation of suckling creates a physiological stimulus to induce estrous cyclicity and 2) an automatic decrease (about 25 percent) in voluntary dry matter intake. Therefore, these young females that would be subjected to EW should breed sooner and with less nutrition.

In a well-managed beef herd, virgin heifers are typically bred at least 2 to 3 weeks before the mature cows in order to allow for extra time postpartum before bull turnout and better attention from managers for calving difficulties. If these same females breed earlier as first-calf heifers (second breeding season), due to effects of EW, then by the age of three years they should be the first group to calve (second calf) within the calving season and thus have extra time to rebreed if necessary. Establishing this type of management plan will require a little more planning and more labor, but you will have provided the younger cows an opportunity to be very productive, contribute their genetics, and increase their longevity within the herd. It is well established that females that calve earlier in the first calving season will most likely continue to do so in subsequent calving seasons, and will remain in production much longer than females that calve later in the calving seasons. Simply put, the former are less likely to be open at palpation and thus less likely to be placed on the "cull list."

Weaning calves early may not fit your operation or facilities, but don't overlook a proven practice that can be applied to a subset of females in your herd. As always, success of any beef cattle management practice can be affected by region, season and rainfall. However, if implemented properly and with consultation from your veterinarian, EW may be the most cost-effective management practice for those who raise *Bos indicus*-influenced cattle. 🐄



LA CAMPANA RANCH

COMMERCIAL *AND* PUREBRED SANTA GERTRUDIS

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

High Point Show Winners



Co-Overall Bull & Senior Bull
OLC Troubadour



Co-Overall Bull & Bull Calf
PC Hemmingway



Runner-Up High Point Overall Bull
Mr. TT Omaha

No photo available

High Point Yearling Bull
Stromans Terminator



High Point Overall Female
High Point Yearling Female
High Point Polled Female
Myers 14/10



Runner-Up High Point Overall Female
High Point Senior Female
5 Bar E Barreta

FINAL	SHOWN BY	POINTS	FINAL	SHOWN BY	POINTS	FINAL	SHOWN BY	POINTS
Heifer Calf Division			Bull Calf Division			Produce of Dam		
Circle A Wendy	Circle A Farm	29	PC Hemmingway	Casey Pitchford	76	Harding 30/4	Casey Pitchford,	19
SF Homegrown Honey	Britney Shields	27	BMF Toasted Marshmellow	Nick Black	15	OLC Rosie 190	Osborne Livestock	
Briggs 177/14	Patrick Daniel	22	TF Saban 4102	Tinney Farm	13		Mosby Creek Ranch	16
Yearling Heifer Division			Yearling Bull Division			Get of Sire		
Myers 14/10	Britney Shields	97	Stromans Terminator	Stroman Cattle Co.	44	LF Royal Ruler	Lovett Farm	8
PC Bambino Baby	Casey Pitchford	39	Mr. KC	Randall Strickmeyer	33	TF Red Solo Cup	Randall Strickmeyer	8
OLC Rosie	Osborne Livestock Co.	20	RS Bubba	Randall Strickmeyer	25	5 Bar E 7	Woman Hollerin Ranch	2
777 Ariana	Patrick Daniel	20	Senior Bull Division			Sire of the Year		
Senior Female Division			OLC Troubadour	Osborne Livestock		TF Red Solo Cup 110	Stricko Ranch	133
5 Bar E Barreta	5 Bar E Farm	54		Mosby Creek Ranch	76	SJ High Roller	777 Farm	84
TF 3137	Randall Strickmeyer	34	Mr. Double TT Omaha	Stroman Cattle Co.	63	STAR 5 Female		
Miss TT 230	Landon Stem	33	Tara's Top Drive	Tara Ranch	49	Bonita Cabeza Blanca	Holly Ann Roach	7
Overall High Point Female			High Point Overall Bull			Harris Remi 204	Patrick Daniel	6
Myers 14/10	Britney Shields	97	OLC Troubadour	Osborne Livestock		Miss Double TT 268	Casey Pitchford	4
5 Bar E Barreta	5 Bar E Farm	54		Mosby Creek Ranch	76	Exhibitor of the Year		
PC Bambino Baby	Casey Pitchford	39	PC Hemmingway	Casey Pitchford	76	Casey Pitchford	169	
TF 3137	Randall Strickmeyer	34	Mr. Double TT Omaha	Stroman Cattle Co.	63	Britney Shields	144	
Best of Polled Female			Best of Polled Bull			Randall Strickmeyer	137	
Myers 14/10	Britney Shields	9	PC Hemmingway	Casey Pitchford	6	Breeder of the Year		
Dam of the Year			RW 8/13	Ronald Wood	5	TT Ranch	239	
Harding 30/4	Casey Pitchford	124				Casey Pitchford	169	
OLC Rosie 190	Osborne Livestock							
	Mosby Creek Ranch	112						



High Point Heifer Calf
Circle A Wendy



High Point STAR 5 Female
Bonita Cabeza Blanca



High Point show winners were recognized at the Annual Meeting Awards Banquet. Present to accept their belt buckles were Todd Osborne, Wylie and B.J. Taliaferro, Holyann Roach, Larry Osborne, Britney Shields, David Alderson, Darren Richmond and Paul Donisthorpe (representing Casey Pitchford).

RIGHT: High Point Polled Santa Gertrudis show winners were recognized at the SGBI Annual Meeting with checks presented by Larry Osborne (center) of the Polled Santa Gertrudis Association. Present to accept their awards were Jamie Daniel, 777 Farms (left) and Paul Donisthorpe (right), representing Casey Pitchford.



MORE ANNUAL MEETING ON PAGE 18 »

Sending out a BIG

Thank You!

We appreciate our **BLUEBONNET CLASSIC** buyers!

Mackey Cattle Co., Timpson, TX ►
purchased our highest-selling lot, a cow/calf pair

Four J Cattle Co., Hallettsville, TX
Blue Valley Ranch, Comanche, TX
Strait Ranches, Carrizo Springs, TX
L&J Ranch, Raymondville, TX
Adrian Garza, Edinburg, TX

Also, thank you to our buyer at the
Houston International Super Sale!

777 Farms, Magnolia, AR
purchased our embryo lot



Give us a holler for
details about 5-E Seven
sexed semen!

Woman Hollerin Ranch

Ricky & Betty McCormick

1211 Peach Ridge Road • Brookshire, TX 77423 • Home: (281) 375-6861 • Cell: (281) 797-6355

www.womanhollerinranch.com

Pursuing Profitability with Santa Gertrudis

By Traci Eatherton, Feature Writer

Strategizing is key to not only the bottom line, but also sustainability, for future breeders of Santa Gertrudis cattle, according to this year's keynote speaker at the SGBI annual meeting, held April 6-8 in Albuquerque, N.M. Lee Leachman, third-generation cattleman at Leachman Cattle of Colorado, in Wellington, Colo., discussed goals and strategies for producers of Santa Gertrudis cattle and the association as a whole.



Lee Leachman addresses the SGBI Annual Meeting.

During his presentation, "30 Years of Bull Shipping: Realities, Fads and Necessities," Leachman emphasized the importance of data. Sharing his family's 80-year history in the industry, Leachman pointed out that historical selection strategies often focused on fads and/or single-trait selection. Unfortunately, industry profitability depends on multiple traits that can only be successfully improved with a well-designed, multi-trait index, according to Leachman.

Today, Leachman Cattle of Colorado has a network of 38 cooperator herds, with approximately 8,000 cows that are all artificially inseminated once, then put in with a clean-up bull. They market about 1,500 bulls through nine different sales, and export semen and embryos. They select Angus, Red Angus, and Stabilizer for maternal traits that maximize cow/calf profitability, and use Charolais for terminal traits.

"The business has been good to us," Leachman shared, pointing out that the composite portion of the business is growing the fastest, but the competitiveness in the bull market is real.

With Angus still dominating the overall market, successful seedstock breeders must become both master stockmen and master marketers, Leachman said.

"If you do both well, the market tends to reward you today," Leachman explained. "While you may be improving, you have to ask yourself, are you keeping up with the competition?"

Using the belt-buckle frame of the '50s and the large frame of the '80s for examples, Leachman pointed out that success lies in providing value to the customer and avoiding the fads. The profitability of your customers is the necessity.

"Your product must be truly different. Customers base decisions on perceptions, but ultimately, they pay for product

value. Deliver value and you will earn your customers' loyalty," Leachman said.

"We just came through some of the best times in history and everyone was making money," Leachman added. "But now the market is adjusting and looking at the numbers, and the profit to the customers is going to be the deciding factor for business sustainability. You will not be successful if your customers do not make money."

Profit Drivers

"There are a lot of people arguing about the kind of cattle that will make the most money," Leachman pointed out. "It seems clear that the cattle that provide both more output and have fewer inputs will be the ones that make the most profit." With expected progeny differences (EPDs) that focus on outputs, it is easy to find cattle that produce the most. However, in today's production systems, measuring inputs is just as important.

Looking at four key areas, Leachman said that output, reproduction, longevity, and cow cost are genetic profit drivers for the cow/calf producer. Output is measured in weaning weights; reproduction is measured in calving ease, live calf percentage and breed-back times; longevity is measured simply by how long the cow remains in the herd; and cow cost is determined largely by how much she eats and the cost of that input.

"We want the calf to weigh more, we want the cows to breed back earlier and we want the cows to live longer. But selecting for the highest-growth cattle can cause other traits to take a dive in the wrong direction," Leachman pointed out.

"If you are just chasing high output, you almost always lose ground on fertility and input costs. Usually, this results in lower profitability for the cow/calf operation," he explained. "The best way to increase fertility and longevity is to have crossbred cows."

Cautioning producers on chasing just output, Leachman said collecting data on input has become necessary for profit. Higher-growth animals reach larger weights at a given age by eating more. Basic EPDs ignore the cost of the higher growth, including more feed consumed, larger mature cow size, too much milk, reduced fertility and reduced longevity.

Feedlot profit drivers include the traits of feed conversion, carcass quality, carcass yield and calf health – the first three of which are genetically driven. Feed intake is a highly heritable, measurable trait, and most producers are not taking the time to measure this or develop the data.

"Today, if you are not measuring feed conversion, you don't know which bull you should be using," he said, sharing his story of two bulls, and the 40-percent heritable trait.

In this example, Leachman explained that they produced two bulls that were very similar in their phenotype, had similar yearling weights (1,244 pounds versus 1,222 pounds) and were from the same herd. However, one bull consumed 17 pounds of dry matter per day, compared to the other bull that consumed 42 pounds of dry matter per day. The first

bull's conversion rate was 4:1, versus the second bull's conversion of 10:1. "Which bull's daughters would you want?" Leachman asked.

In addition to the feed intake, quality or marbling should also remain a priority, as it is a significant profit driver. "Prime is a big, big value driver at about \$22/cwt weight over Select," he said.

PROFIT DRIVER: FEED INTAKE A TALE OF TWO BULLS...



- Same herd. 1244 AYW vs. 1222 AYW.
- 17 vs. 42 lbs. of dry matter / day (9,125 lbs. / year).
- Converted 4 to 1 vs 10 to 1.
- 40% Heritable = 112 cows vs 75 cows on same grass.
- Which bull's daughters do you want?

Indexes

With today's EPDs, producers can find cows that can produce more with less, while still improving the beef quality traits. Leachman stated that well-thought-out indexes are the key to finding cattle that put all of these traits together.

Poultry, swine and dairy breeders have successfully used indexes to change their animals for years. However, he pointed out that each industry ran into problems when it left key traits out of its indexes. Poultry developed structure issues, swine developed tenderness issues, and dairy cows developed fertility issues. He suggested that the key to success was to measure everything that matters, and make sure that it is in your index.

"The good indexes work. The bad indexes just take you to the scene of the accident faster – because you are going to crash," Leachman said. "Build a good index, and chase it."

Leachman Cattle of Colorado uses three indexes in their operations and evaluations that they have developed over time: \$Ranch (identifies profit from birth through weaning), \$Feeder (identifies profit from weaning to harvest) and \$Profit (identifies profit from birth through harvest).

WE HAVE THREE PROFIT INDEXES ON EVERY BULL WE PRODUCE:

- **\$Ranch:** Profit from birth through weaning.

- Fertility Milk Growth
- Cow feed intake

- **\$Feeder:** Profit from weaning to harvest:

- Feed conversion
- Carcass value
- Carcass weight

- **\$Profit:** puts it all together. \$Ranch + \$Feeder.
- One number that predicts your bottom line!

1 LCOC PROTEGE G651Y													
17444104	09/25/11	A	P	For:									
106AN	BLK	B	TPL	CAF									
Rito 112 of 2536 Rito 616													
GAR-EGE Protege													
L B 6807 Tabled 339													
Cardenas Pascal E36													
TOP Donomere T533													
LCOC DONOMERE PG234													
Acc BW	WW	WWW	YW	MI	TMF	REA	MPWT	FIG	Imide	YEST	SCB		
60	-1.6	63	116	21	0.84	0.69	1268	-0.33	107	0.70	-0.14		
sRANCH 833.20%													
sFEEDER 6119 0.3%													
sPROFIT 613.423 0.4%													

The top Protege son we have found anywhere!

He shared field data from herds that have improved their bottom line with the use of Leachman indexes in their selection process. The K Lazy K herd of Highmore, S.D., improved feed conversion from 6:1 to 4.8:1 in five years. Another herd has 1,200-pound cows that wean 600-pound calves that finish at 1,465 pounds with a 5:1 conversion.

The Future

In conclusion, Leachman laid out what he feels should be long-term (10-year) goals for professional seedstock breeders and outlined the key strategies to achieve them.

The goals:

- 1,250-pound cows that wean more than 50 percent of their body weight.
- Cows that eat less than 23 pounds of dry matter per day and wean an 87-percent calf crop.
- Steers that gain four pounds per day and convert 4:1.
- 950-pound carcasses.
- Genetics that will command unprecedented value differences for top herds and garner huge premiums for their calves when sold at weaning.

The strategies:

- Measure everything that matters!
- Don't single-trait select.
- Use artificial insemination, embryo transfer, DNA testing and Indexes.
- Use other breeds to accelerate progress.
- Relentlessly pursue profitability.

Leachman challenged the group by asking, "Which Santa Gertrudis breeders will make this future a reality?" 🌱

MORE ANNUAL MEETING ON PAGE 20 ▶

Thank You!

We appreciate everyone who participated in the
2016 MidCoast International Super Sale.



Special thanks to Hefte Ranches
for their purchase of Tideland 401!

Al Shiyou
6033 Pontiac Dr.
Kiln, MS 39556

(c) 228.216.8731
(h) 228.255.8729



Tideland Farms

Replacement Heifers & Bulls – We Got Some Good Ones.



Scooter Sanchez and Jerome Urbanosky look over females on green spring grass during the afternoon tour of Red Doc Farm.



SGBI Executive Director John Ford (right) makes comments from the block to open the Red Doc sale. Also on the block are (left to right) Alicia Sanchez, auctioneer Leo Casas III and Aldolfo Sanchez.



David Harris, Harris Riverbend Farm (seated, left), and Joe Jones, Briggs Ranches (seated, right), review the Red Doc sale catalog on sale day.



Aldolfo Sanchez (black blazer, back to camera) reviews pre-sale instructions with the ringmen before the Red Doc sale while Alicia Sanchez readies the block.



After the President's dinner, various items were auctioned off to raise money to offset the cost of the annual meeting, including this tool set. Auctioneer Randy Somers donated his services for the live auction. Other donations included a deer hunt at Vesper Ranch, Cotulla, Texas, an elk hunt at Cherokee Ranch, Sedalia, Colorado, jewelry, custom-crafted home decorations as well many other desirable items.



Cherokee Ranch & Castle Foundation Board member Ken Buckius and Executive Director James Holmes chat with Chris, Wylie and B.J. Taliaferro of TAC Land and Cattle after the awards banquet.

WINNER

Grand Champion Pen of Females Honor at San Antonio, Texas Sale:

Corporron Acres

Corporron Acres, Schulenburg, Texas saw their pen of Santa Gertrudis x Hereford females take the grand champion pen of females honor at the San Antonio All Breed Bull and Commercial Female Sale, February 17 at the San Antonio Livestock Show and Rodeo. **This is the second year in a row that Corporron has won the coveted championship, and only the fifth time in the 25 years of the sale that a consignor has won the honor back-to-back.**



Corporron Acres, Schulenburg, Texas exhibited the grand champion pen of females at the San Antonio All Breed Bull and Commercial Female Sale. The winning pen was this set of Santa Gertrudis x Hereford pairs with Angus calves at side.

Corporron Acres received the trophy and other prizes for winning the grand champion pen of females overall title at the San Antonio All Breed Bull and Commercial Female Sale. From left, George Manna, Manna Pre-Cast Concrete; John Ford, Santa Gertrudis Breeders International executive director; Jessie Mendel, Corporron Acres manager; Jim, Connor, and Rodney Corporron with Corporron Acres; Bart Goebel, Westway Feed Products; and Kent Savage and Pat Shields, Capital Farm Credit.

The pen, comprised of five Santa Gertrudis x Hereford females at 24-27 months old, sold with 30-60-day-old calves sired by Angus bulls.

A panel of 12 judges selected the pen as the first-place Santa Gertrudis and Santa Gertrudis Cross Pairs entry and the pen went on to win the prestigious overall title. Heifers are judged on quality, soundness and uniformity of the entire pen. The champions sold for \$5,200 each and two more Corporron consigned pens, bred the same way, sold for \$3,900 and \$3,700.



**CORPORRON
ACRES**

Jim Corporron

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Jessie Mendel
Operations Manager
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SANTA GERTRUDIS SALE

Reports

ANNUAL SANTA GERTRUDIS BLUEBONNET CLASSIC SALE

MARCH 19, 2016 | HALLETTSVILLE, TEXAS

SALE AVERAGES

77	Total Lots	\$3,799
5	3N1s	\$5,168
14	Pairs	\$5,168
23	Bred Females	\$3,444
31	Open Females	\$3,029
4	Bulls	\$5,315
Gross Sales:		\$292,500

The Bluebonnet Classic focuses on offering some of the best replacement females in the breed. This was the 15th consecutive year for the sale. This year's volume buyers were Blue Valley Ranch, Paul and Linda Reed from Comanche, Texas and Mackey Cattle Company, Brenda Mackey from Timpson, Texas.

The high-selling lot was a cow/bull calf pair sold by Harris Farms, Cleburne, Texas and purchased by Wendt Ranches, Gene and Daniel Kubecka, Bay City, Texas. High-selling bull was consigned by Rancho Salida Del Sol, Gonzales, Texas and purchased by Jean Lagow, Anahuac, Texas. This purchase was made on DVAuction. Myers Land and Cattle, Navosata, Texas purchased the high-selling 3N1 from Four J Cattle, Hallettsville, Texas. Borchers Southern Y Ranches L.P. sold the high-selling bred heifer to Connor Creek Ranch, Schulenburg, Texas. The high-selling open heifer was sold by Woman Hollerin Ranch, Sealy, Texas to Strait Ranches, Carizo Springs, Texas.

Debbie Townsend, sale chairman, and the consigners were delighted at this year's crowd. It was good to see so many return buyers and welcome visitors from Texas, New Mexico, Louisiana and even Oregon. We were extremely pleased that 42 percent of the sales were to new buyers.

Sponsors for this sale were Borchers Southern Y Ranch L.P., LBR Ranches, Corporron Acres, Dos Bros Ranches, DuBois Cattle Co., Four J Cattle, Hargis Farms, Harris Farms, Hefley BHR Ranch, Rancho Salida del Sol, Strait Ranches, Townsend Cattle Co., Twin Creek Ranch, Wendt Ranches and Woman Hollerin Ranch. 🐄



RED DOC FARM RED HOT BULL SALE

April 9, 2016 | BOSQUE, NEW MEXICO

Auctioneer: Leo Casas III

Red Doc Farm's 12th Annual Red Hot Bull Sale was a packed house in the new Red Doc sale facility. Red Doc bulls sold strong as commercial cattlemen and registered buyers contended for industry-leading performance and carcass genetics.

High-selling lots included Red Doc Never Sank 5012, which sold for \$20,000 to Kubecka/Wendt Ranches and Hefte Ranches. Red Doc Trump 5127 sold to McCollaum Santa Gertrudis Ranch of Utah for \$19,500. Other highlights included Red Doc Revolt 4105, which sold to Gray Oaks Farm for \$21,000. Red Doc Sabe Esta 5209 sold for \$18,500 to Heather and Kevin Blewett and was one of many fine lots offered in the sale. Bulls sold to several states and five states in Mexico. Red Doc Farm would like to extend a special thank you to all the consigners and buyers who participated in the event. 🐄



Red Doc high-selling bull



Red Doc high-selling female

Double TT

2015-2016 SGBI Breeder of the Year

For over 50 years, we have adapted to the ever-changing cattle industry.



Congrats to Landon Stem & Miss TT 230!

Grand Champion Female at the 2016 Fort Worth, San Antonio, Houston & Austin Junior Shows and Grand Champion Female at the 2016 Houston Livestock Show Open Show

Miss TT 230 is sired by Mr. Double TT Tomahawk 414



Congrats to Cammi Selby & LCC 155!

2016 National Best of Polled Female at the Fort Worth Stock Show

LCC 155 is sired by Mr. Double TT Intimidator 19/6



Congrats to Britney Shields & Myers 14/10!

2015-2016 SGBI High Point Overall Female and High Point Polled Female

14/10 is sired by Rick 10/9



Mr. Double TT Jaguar 1/3

2016 Houston Livestock Show Reserve Grand Champion Bull and 2015 State Fair of Texas Best of Polled Bull

Jaguar is sired by Mr. Double TT Adios 92/5

Double TT Ranch

Wylie & B.J. Taliaferro

Box 57, Rosser, TX 75157 • Herd #3326

Wylie Cell: 469-644-1620

Fax: 972-452-3520 Duane Miller: 214-793-5111

Purebred and STAR 5 cattle for sale at all times.

Also, congrats and thank you to these Double TT Ranch Customers-

Randall Strickmeyer
Britney Shields
Landon Stem
Cody Heath

Jaycie Heath
Cali Green
Mary Tate Peppercorn
Myers Cattle & Land Co.

Nicklas Fenner
Cammi Selby
Charles Lasley
Signal Ranch

SGBI Annual Report

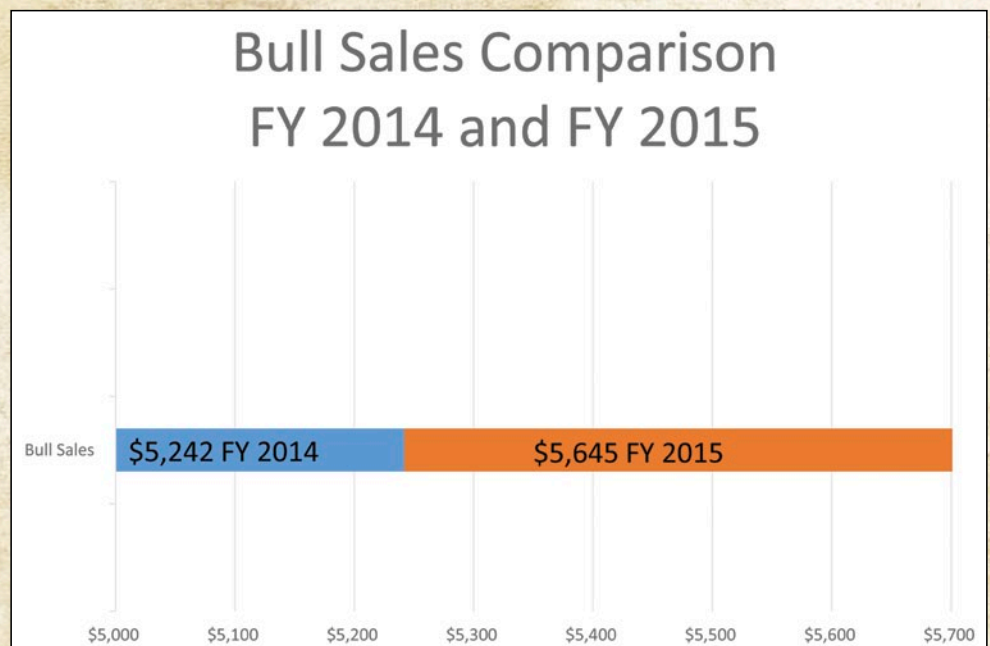
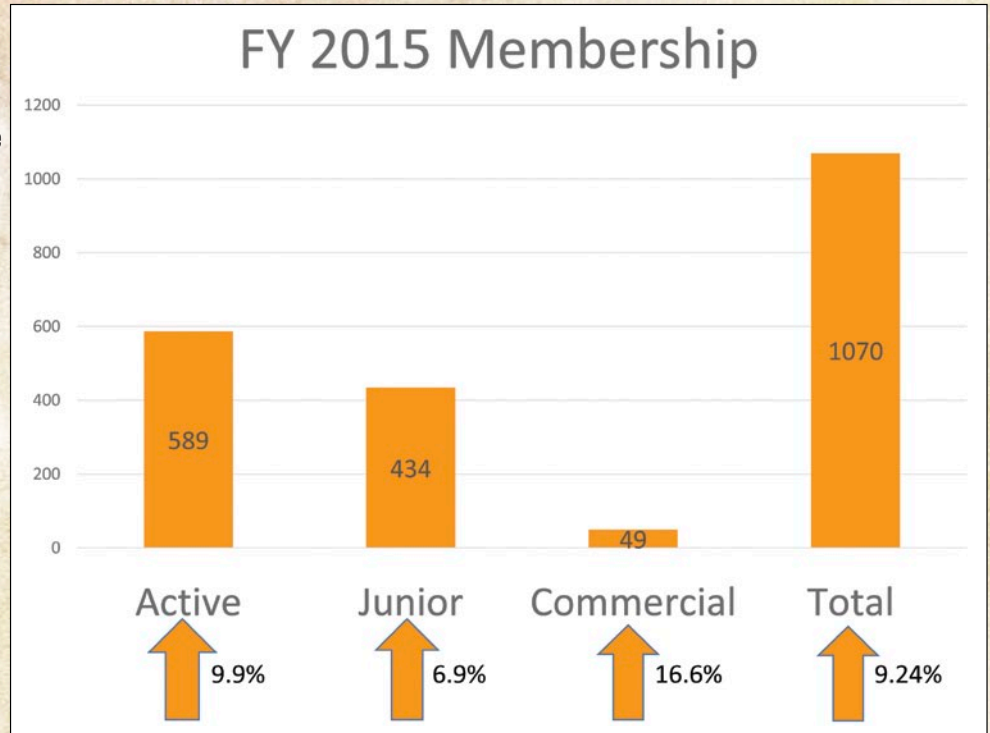
Editor's note: At the recent SGBI Annual Meeting, Executive Director John Ford gave his annual report to the membership in attendance. Below are highlights from that report.

Dear SGBI Members,

The 2015 fiscal year ended March 31, 2015 and I am pleased to report that demand and interest in the Santa Gertrudis genetic package continues to grow. The excitement within the association and the attention being received from the industry is documented by growth in membership and an increase in purebred registrations and STAR 5 recordations. Bull sales remain strong and I am confident will remain so as more and more commercial bull-buying customers see the value of our product. SGBI is recognized as a leader in the adoption and utilization of genetic tools to validate cattle performance. This is evidenced by the growth in the number of genotypes collected and stored in the association's database. It is obvious that membership recognizes the value of the breed's DNA-verified EPD system and the value it adds to our cattle.

Not only does our membership see value in the association's genetic evaluation, Santa Gertrudis breeders in neighboring countries recognize it as well. Effective July 2016, SGBI will begin calculating EPDs for the Mexican Santa Gertrudis Association. This step will allow cattle to be compared equally on both sides of the border, increasing marketing opportunities for all breeders of Santa Gertrudis cattle.

Most importantly, SGBI is on sound financial ground; however, we must be aware there are challenges on the horizon. Operational costs continue to rise and do so at a rate that is outpacing association growth. In addition, there will be changes in senior employee status over the next 5-7-year period that will have an impact on operating costs. Seventy-two percent of SGBI's revenue is generated by



CONTINUED ON PAGE 26 »

SUMMER 2016 FEED EFFICIENCY TEST

ENTRY FORM AND CONTRACT:

Available Beginning:

April 8, 2016

at www.geneticdevelopmentcenter.com

DUE DATE FOR ENTRY FORM AND CONTRACT:

May 25, 2016

ELIGIBLE BIRTH DATES TO ENTER:

September 1, 2015-

December 31, 2015 born calves

RECEIVING CATTLE:

June 8-10, 2016

START GROWSAFE:

July 1, 2016

END GROWSAFE:

September 9, 2016

END TEST:

October 21, 2016

FOR MORE INFORMATION:

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ANNUAL REPORT

CONTINUED FROM PAGE 24

membership dues, registration/recording and member service fees (inventory). The importance of registration can't be ignored and President Wes McDaniel has set a goal of 7,500 registrations/recording for the upcoming year.

Other steps also are being taken to strengthen the association's future financial positions. A wholly owned subsidiary of SGBI, Small Registry Systems, was formed in the fall of 2015 to provide pedigree and related recordkeeping services to purebred cattle associations registering 1,500 head or less annually. Providing administrative and management services to smaller registries will allow SGBI to spread operational costs. A management agreement was reached with the American Pinzgauer Association (APA) in February 2016 and Small Registry Systems will begin providing pedigree services to APA on Aug. 1, 2016. Small Registry Systems will aggressively seek business opportunities that will allow SGBI to spread its costs of operation.

The formation of Small Registry Systems was just the first step in preparing for the future. Victoria Salin, Ph.D., Texas A&M University, and a team of graduate students recently completed a year-long study based on the association's finances and projections

related to future growth of the purebred sector. The team also looked at a succession strategy for senior employee positions. The SGBI Board of Directors will be utilizing this study to formulate a long-range financial plan for the association. The Board is to be commended for taking this pro-active approach designed to ensure that SGBI remains on sound financial ground for years to come.

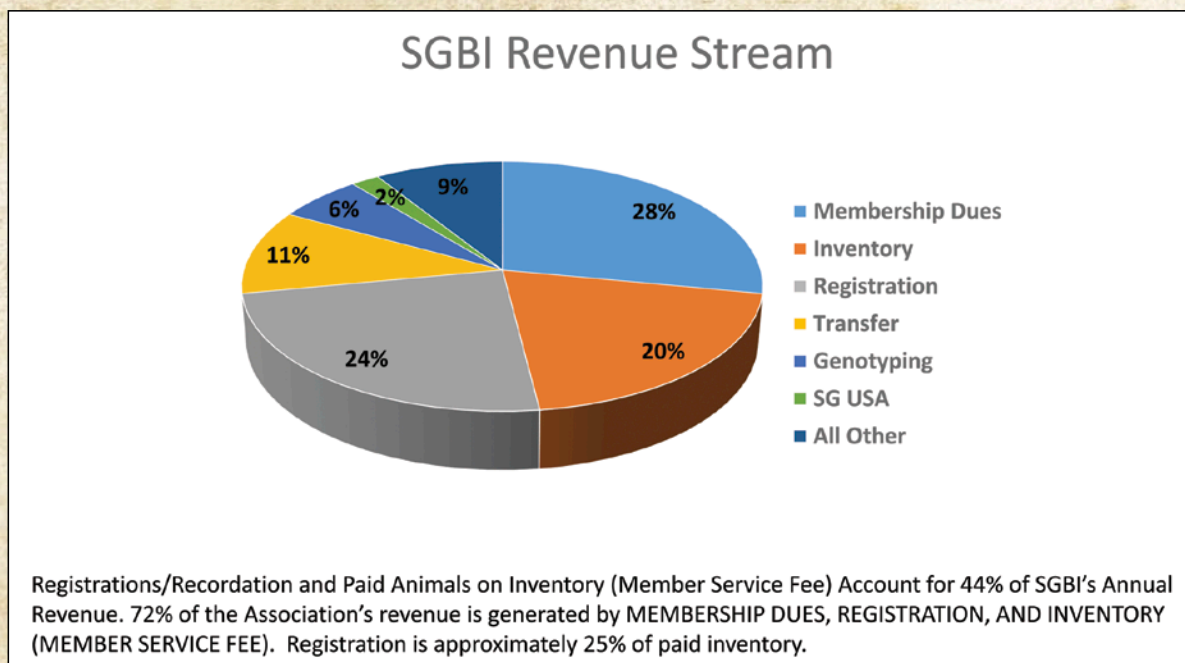
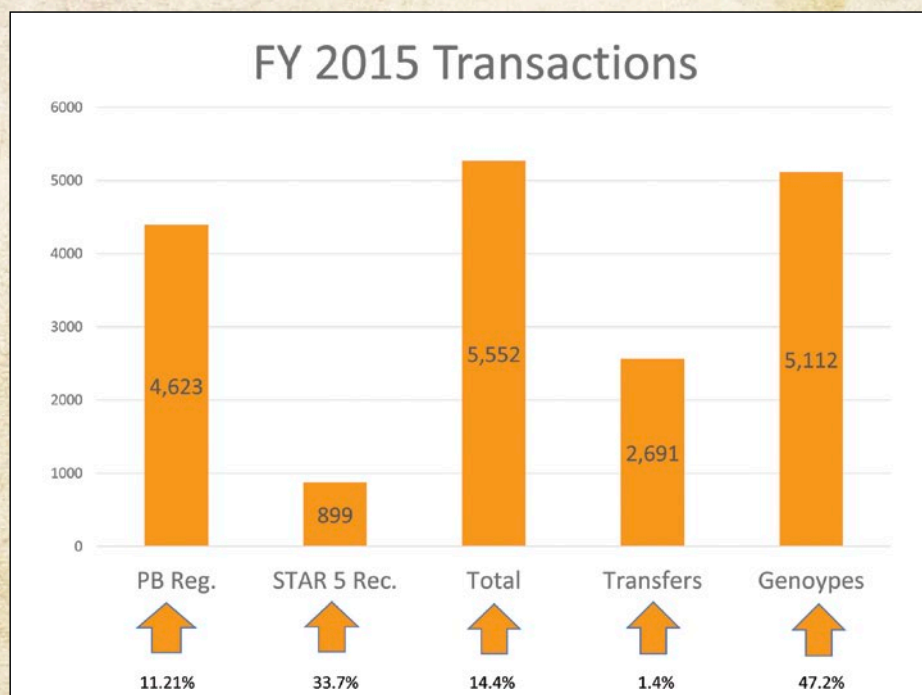
It has been a great year. Demand is phenomenal and industry members recognize our genetic package is Profitable-Predictable-

Productive. My thanks to the members of SGBI; it is your hard work and commitment to the breed that have resulted in the association's successes. I look forward to the coming year and am excited about the successes to come. Please feel free to contact me should you have questions, concerns, or just want to talk cattle.

Sincerely,

John Ford
Executive Director

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Nutrition: Keeping the Numbers

Like the holidays, breeding season for spring calving has snuck up on producers, again! 'Tis the season, and during SGBI's annual meeting in Albuquerque, N.M., Frank White, Ph.D., PAS nutrition services manager and lead nutritionist with Ranch-Way Feeds, stressed the importance of proper nutritional management of cattle during all of the critical reproduction stages.

Opening with an overview of a ruminant's digestive system, White followed with the importance of nutrition and the value of keeping a body condition score (BCS) on cows.

"If you start trimming nutrition costs, that's going to affect production later," White said. "Nutrition is extremely important."

BCS, a management tool designed for nutritional needs, uses a numeric score to estimate body energy reserves in a cow. Research has shown that there is a link between a cow's body condition score and reproductive performance. Monitoring BCS helps to assess production efficiency.

"I'm a big believer in body condition scoring your cattle," White said. "A first-calf heifer is growing and lactating, and you want her to get pregnant. Those are the three biggest nutritional stresses on an animal."

Making sure heifers have proper nutrition is key. White points out that nearly 40 percent of total operating costs in cow-calf production are associated with nutrition.

Whether planning comes from a nutritionist or from a producer's own assessment, the value in implementing and maintaining an efficient supplementation program for cattle is clear. In White's quick rundown on cattle maintenance, he pointed out that ruminants need protein to increase digestibility.

"There is not a perfect feed," White said. "You are going to have to supplement your cows."

His three-step process includes: 1) Determining the nutrient requirements for the cow or heifer; 2) Estimating the amount of nutrients the forage used



Frank White, Ph.D. addressing the SGBI Annual Meeting.

offers; and 3) Subtracting 1 from 2 to determine the deficiency.

White shared that a number of extension services are available for help, including the one on the Oklahoma State University (OSU) Extension website, where producers can find calculators to help with the assessment. (<http://beefextension.com/pages/ccnutr.html>)

White also emphasized getting forage tested.

"You don't have to do it every year," he said, adding that a baseline was needed to get started with a successful nutritional program. Over supplementing, while good for companies in the supplement business, is not good for a producer's bottom line.

For cattle that are grazing lower-quality forage, priority is placed on meeting protein requirements to maximize forage intake and digestion. Protein supplementation increases digestibility of forage, which can improve BCS. The goal for a spring calving herd is to maintain a BCS on mature cows of 5.5, and heifers a 6, according to White.

For more info on BCS, visit <https://pubs.ext.vt.edu/400/400-795/400-795.html>

Research

White shared OSU research supporting his presentation on nutritional value, and the need for supplementation.

OSU's Division of Agricultural Sciences and Natural Resources studied the impact of short-term energy restriction on ovulation rates of cycling replacement heifers.

"A major consideration is to not let the heifers go on a steep downslide in energy intake as we approach the breeding season," said Glenn Selk, Ph.D., Oklahoma State University Cooperative Extension.

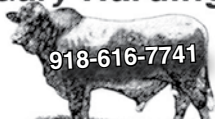
Research has shown that if heifers, near the time of reaching puberty, undergo a severe reduction in dietary intake of protein and especially energy, breeding success may be disappointing.

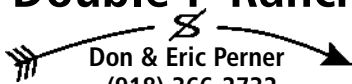
"The effects of acutely restricting nutrition on ovulation and metabolic hormones were evaluated in Angus x Hereford heifers," Selk said. "All the heifers were housed in individual pens in a barn and fed a diet supplying 120 percent of their maintenance requirements for protein and energy (1.2 M) for 10 days to allow time to adjust to the environment and diet."

All the heifers were determined to be cycling at the conclusion of this adjustment period. The heifers were then split into two groups. Half of the heifers were fed a diet supplying 40 percent of their maintenance requirements. The other half continued on the original diet that supplied 120 percent of the maintenance requirements. All heifers were injected with prostaglandin, so they should have ovulated on about day 14 of the trial.

"Seventy percent of heifers receiving only 40 percent of their dietary requirements did not ovulate as a response to the injection, whereas all heifers in the other group experienced normal ovulation," Selk said. "Furthermore, restricting nutrient intake for 14 days prevented ovulation in a large percentage of beef heifers without altering visible body condition."

The takeaway from White's presentation? Evaluating and maintaining a good nutrition plan is key to a successful cow-calf operation. 🐄

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Breeders of the Carolinas Host Ultrasound Field Day

By Darren Richmond, SGBI Field Representative

On March 18, the progressive Santa Gertrudis Breeders of the Carolinas held an ultrasound data collection day in Ramseur, N.C. Cattle from Creech Farms, Zebulon, N.C. and JC Sherrill Jr. Ranch, Mt. Ulla, N.C. participated.

The day was designed to start building a more meaningful carcass dataset on local genetics. Currently, not many ranches are collecting carcass data, resulting in low EPD accuracies on carcass traits. The affiliate event made it cost-effective for small breeders who could not justify an ultrasound technician coming to their ranch to scan a contemporary group of three or four head. The data collected included yearling weights, intramuscular fat, ribeye area and scrotal circumference and will allow breeders to build accuracy and have meaningful carcass EPDs.

Collecting carcass ultrasound data will be an ongoing, sustained effort, probably twice a year – once for spring calves and once for fall calves. The hope is that over time, breeders can build a better understanding and database of their local genetic pool's carcass qualities, leading to value added in their annual sale and to all of their customers.

This day of data collection was set up by Scott Sherrill, who is looking to provide more information to future buyers. Dr. Brent Scarlett of Asheboro, N.C., a veterinarian and certified ultrasound technician in the state of North Carolina, was on hand to collect the data. SGBI Field Representative Darren Richmond was on hand to help with the collection. Breeders of the Carolinas extend thanks to Mike Moss of Windy Hill Farm for the use of his excellent facilities.

The Breeders of the Carolinas are to be commended for stepping up and organizing this event. 🐄



DVM Brent Scarlett, Carlyle Sherrill, Scott Sherrill and Tony Creech (left to right) work at the ultrasound data collection day in March.



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