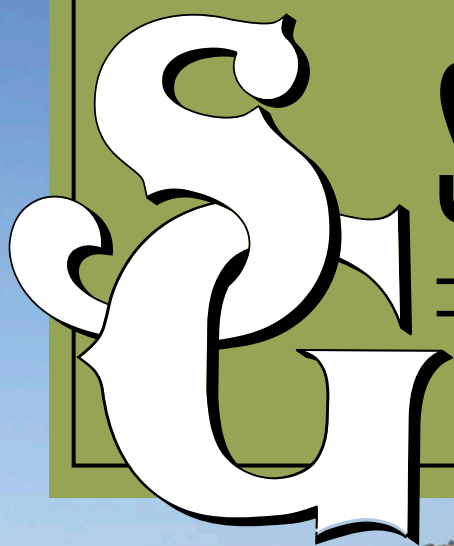




SANTA GERTRUDIS

USA

MAY 2017 | VOLUME 20, NUMBER 5

**2017
ANNUAL MEETING**

Santa Gertrudis



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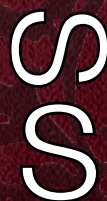
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email: wendtranches@hotmail.com

Gene Kubecka 979-240-5311

Daniel Kubecka 979-240-5312

SGBI Herd #621, established 1954



SANTA GERTRUDIS USA

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ON THE COVER

A group of Santa Gertrudis cows and calves graze an upper pasture at Cherokee Ranch, Sedalia, Colo.
 Photo by Megan Sajbel.

Providing Polled Power Genetics to the Santa Gertrudis Breed



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Ramblings from the Open Range

EXECUTIVE DIRECTOR'S REPORT

By John Ford

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

Last week was one of contrast. Several members commented that demand for commercial bulls was the best it has ever been, while others expressed concern over the lack of commercial interest in the Santa Gertrudis genetic package. I visited with each member, asking questions to try to determine if there was a formula for bull-marketing success. I made notes, hoping when I reviewed my scribbles I would find the key component for marketing success.

Unfortunately, I did not find one well-defined blueprint that guaranteed bulls would leave the farm or ranch in truckload lots. However, I did see some similarities among SGBI members who successfully market their bull crop each year. What I found most interesting was the fact that these successful marketers have a clear picture of their position in today's industry. They know what type of cattle they produce and understand the impact their genetics have on the beef community. They are objective about their cattle. Performance records, herd averages and production cost are evaluated and the best animal for their operation and their customers serves as the nucleus of their herds. Simply stated, successful marketers have a clearly identified product that can be differentiated from their competitors'.

Too often, seedstock producers take a one-size-fits-all approach to marketing, without thinking about their customers' goals. It was obvious to me that our breed's successful marketers have a targeted customer base and think about their customers' operational goals. They know who their customers are and understand their wants and needs. They are sincerely committed to making their customers' operation more profitable. For example, one customer might market his calf crop through the local auction barn, over the scales; therefore, calf weight has value. Another bull-buying customer might market his cattle through a retained ownership program, with premiums and discounts determined on carcass quality. Successful marketers synchronize their herd goals with their targeted customers' herd goals, increasing the level of buyer satisfaction. Unfortunately, the one-size-fits-all marketing strategy does not work in an industry as diverse as the cattle industry. Keep in mind if the target market is "everyone," the chances are the targeted market is "no one."

Successful marketers have a plan. A **marketing plan** is a document outlining marketing strategy and tactics. It's focused on a specific period of time and covers a variety of marketing-related details, such as goals and action steps. A marketing plan is not a static document. It changes and evolves as new trends and needs develop in the beef industry. Most importantly, a marketing plan keeps a focus on the targeted customer base. No matter how industry-acceptable a set of bulls might be, if no one knows about them, they are not going to sell. In order to maximize sales, put every possible marketing tool to work. Marketing is a broad field, encompassing elements as diverse as advertising, brand and logo design, sales calls, websites, brochures and so on. The more tools, the better. Probably one of the best marketing tools is visibility. Have a presence where the bull buyers are. Stepping outside the Santa Gertrudis circle and participating in other beef industry events like local or state cattlemen association functions, the Beef Cattle Improvement Association, Extension programs and other activities has immense value.

Finally, successful marketers build long-term relationships. Marketing 15 bulls for \$3,000/head over a 5-year period is much more profitable than swinging for the fences and marketing one bull for \$20,000, knowing the customer will be one-and-done. Developing strong long-term relationships with customers transforms your seedstock operation into a brand that bull buyers know and trust. 🐄

SGBI

Names in the News

LARRY BROWN HAS JOINED CORPORRON ACRES AND DOS BROS RANCH as manager, according to owners Jim and Rodney Corporron.

Corporron Acres and Dos Bros, headquartered in Schulenburg, Texas, is home to registered Santa Gertrudis cattle and a large herd of STAR 5 commercial females.

Brown is a native of the area and has been involved in the commercial cattle business all his life with his family's operation. In addition, he has worked in the stocker segment of the beef industry, as well as the poultry business.

Brown has firsthand knowledge of the Corporron program, as he and his father have purchased many STAR 5 females from the program. "I enjoy the cattle business and saw this as an opportunity to work every day with a very recognized and proven cattle operation. I have long admired this program and the quality of their cattle, and their reputation is of the highest," Brown says.

Brown has three sons, Lane, Landon and Braxton, and one daughter, Brysen. 🐄



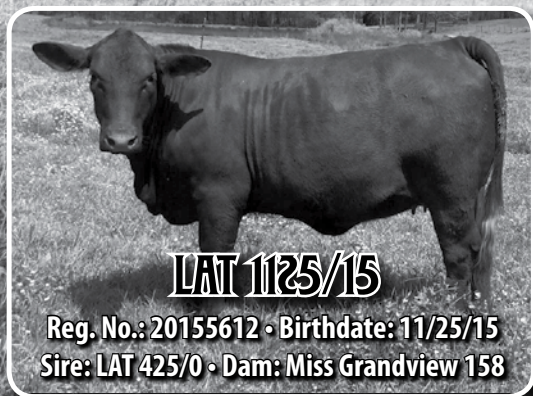
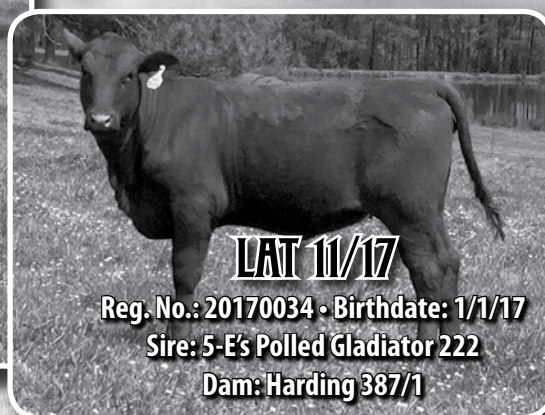
Photo taken at Briggs Ranches, Victoria, Texas

CAROLINA CORNER

Our Consignments to the:
BREEDERS OF THE CAROLINAS SALE
Sat., May 13, 2017 • Chester, S.C. • 11:00 a.m.



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 born 1/1/17!*



*◀ Also selling this open
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 BREEDERS OF THE CAROLINAS**

For more information:
 contact Scott Sherrill, President
 (404) 402-5601



PRESIDENT'S LETTER

By Yancey Strait

(972) 841-0989 | yancey_strait@yahoo.com

Fellow Santa Gertrudis Breeders,

I hope this letter finds each of you well. I have been extremely pleased with the results of Santa Gertrudis sales this spring. When making cattle breeding and selection decisions, breeders and consumers of Santa Gertrudis cattle continue to pay top dollar for animals with strong growth and carcass

Expected Progeny Differences (EPDs). As a cattle breeder, I often wonder how I can produce cattle that can keep up in this fast-paced environment. I go back to a conversation I had as a youth with Mr. Charlie White, former manager of Pat Welder Ranches. I asked him how he was able to build a large herd of cows with long, level hips. He replied simply "I select for it." SGBI's genomically-enhanced EPDs allow us to evaluate and select for many traits.

In addition to purchasing animals with strong EPDs that may help our herds, we can look to the 2017 SGBI Semen Catalog as another improvement tool. This catalog makes me very proud to be a Santa Gertrudis breeder, as there are quality bulls throughout. I believe artificial insemination is one of the most economical ways to improve a herd.

Data collection is a key factor in developing accurate EPDs and selecting genetics. I encourage each of you to collect weights on your calves, scan your yearlings and submit DNA on your herd sires, as this will improve the accuracy of your herd's EPDs and increase the value of your cattle. If you happen to be collecting weights or other data but not submitting it to SGBI, please consider submitting this information for inclusion in the database. I believe that there may be breeders not submitting data to SGBI who have genetic lines that can help all of us improve our herds. I think this is important, as I regularly speak to members who are looking for new or different genetics to add to their existing herds.

When making genetic selections, we must never forget to place an emphasis on calving ease and fertility. With the genetic tools we have at our fingertips, we can select for desired traits and improve our cattle generation after generation.

Please keep all the farmers and ranchers affected by the wildfires in Texas, Oklahoma, Colorado and Kansas in your thoughts and prayers. 🙏

Thank You Sponsors

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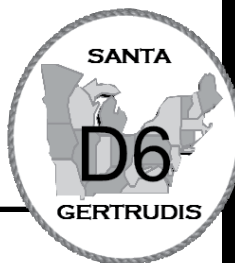
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MARCH 2017

ACTIVE MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	52	1	1	2
2	137	2	2	158
3	17	3	0	25
4	133	6	15	9
5	55	23	2	18
6	55	3	0	25

JUNIOR MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	36	2	0	22
2	0	0	0	5
3	2	0	0	5
4	2	0	0	0
5	0	0	0	2

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

In Memoriam

EDNA LOUISE McCARTER



Edna Louise McCarter, 79, passed away on Feb. 25, 2017 in Mississippi. Married for 61 years to Santa Gertrudis breeder, SGBI member and SGBI Hall of Fame recipient Gene A. McCarter, Louise was a retired accountant, having worked for numerous firms over her many years as an accountant. She is survived by her husband Gene, one son, two daughters, many grand- and great-grandchildren, and other family members. 🕊

Have a great Gert photo?

We're looking for Santa Gertrudis snapshots to beef up our collection of stock photos. Grab your camera and start taking pictures of everything Santa Gertrudis: show photos, calving, bulls, whole herds, Gerts and people, all seasons, all colors, horizontal, vertical...you name it!

Simply e-mail your **high-resolution** photos to kbedolli@blueprintma.com. Be sure to provide your name and location so you can be given credit for your photograph. You might just see your photo in an upcoming *Santa Gertrudis USA*. 🕊

SANTA GERTRUDIS

Calendar

MAY

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

JUNE

10-17 Belles and Bulls on the Bayou National Junior Santa Gertrudis Show, Lake Charles, La.

JULY

14-15 Kentucky National Show & Sale, Bowling Green, Ky.

23-27 GOALS Conference, Nashville, Tenn.

SEPTEMBER

16 Mid-Coast Cattleman's Opportunity Sale, Hallettsville, Texas

30 Arkoma Santa Gertrudis Association Sale, Tulsa, Okla.

OCTOBER

1 Arkoma Santa Gertrudis Association Show, Tulsa, Okla.

7 Alabama Connection Sale, Cullman, Ala.

NOVEMBER

10-11 Tri-Star Santa Gertrudis Sale, Bloomington, Texas

18 South Texas Heritage Sale, Robstown, Texas



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Decatur, Texas

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Beaver, Canton, Texas

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Naomi Boysen, Alvin, Texas

James Lee Hayes, Carrizo Springs, Texas

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Bama Farms, Ray Beal, Oxford, Ala.

Charles (Chuck) Phillips, Cumming, Ga.

SANTA GERTRUDIS *Production* SUPPLEMENT WARM-SEASON PASTURE GRAZING WITH DDGS?

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



So far the weather in 2017 has been both good and bad. In my neck of the woods it was wetter than normal early and hot and windy later. Long-range precipitation forecasts do not look too bad, but nothing above normal until late fall. Since we might want alternative strategies to supplement warm-season pasture grazing this summer, I thought I would share some recent data

from Texas A&M University (TAMU) and the TAMU AgriLife Research and Extension Center in Overton, Texas. These researchers (W.B. Smith et al., 2017) evaluated the performance of stocker cattle grazing either Tifton 85 bermudagrass or Coastal bermudagrass and supplemented with dried distillers grain with solubles (DDGS).

Dried distillers grain is a byproduct of the ethanol industry and it has been used extensively in the formulation of feedlot rations and supplementation of grazing cattle. However, little research had been conducted using DDGS as a supplement to actively-growing warm-season pastures – thus, the reason for this particular research study. Traditionally, distillers grains were made by drying mash from beer or whiskey production. Today, DDGS come from corn-based distillers grains (ethanol plants) and are more commonly sold as a livestock feed (CP = 26.45 percent, Fat = 10 percent, Fiber = 7 percent) that is higher in protein and less likely to cause acidosis. One ton of corn will generate about 100 gallons of ethanol and 618 pounds of DDGS feed (10 percent moisture content).

The TAMU grazing+DDGS study had many objectives, such as stocker cattle performance, post-grazing feedlot performance, digestion kinetics and methane production. In the first experiment, researchers supplemented 800-pound stocker steers (n=112) with DDGS at 0, 0.25, 0.5 or 1.0 percent of body weight (BW) while they were grazing Tifton 85 bermudagrass. The steers gained 1.76, 2.42, 2.64 and 2.86 pounds per day, respectively. In the second study, the researchers grazed Coastal bermudagrass with both *Bos indicus* and *Bos taurus* stocker steers (n=117, 750 lb.) and supplemented them with DDGS at either 0, 0.25 or 1.0 percent of BW. There was no difference in average daily gain performance between breed types. The steers supplemented with 1 percent DDGS gained the most body weight (2.2 lb./day) and control steers (0 percent DDGS) gained the least body weight (1.54 lb./day), similar to the results of the first study.

In a separate study, the researchers incubated representative grass samples along with DDGS to mimic the intake of cattle at various rates of DDGS supplementation, in an in-vitro fermentation chamber (laboratory rumen). Degradation of Tifton 85 bermudagrass was slightly better than that of Coastal bermudagrass, but the amount of methane gas production was also greater for Tifton 85. The final experiment involved actual rumen digestion (rumen-fistulated steers) of Tifton 85 during June, August and October when supplemented with DDGS at 0, 0.25 or 1 percent of BW. They reported decreasing grass degradation with increasing season (more mature grass in October), and with increasing DDGS supplementation.



Photo courtesy Woman Hollerin Ranch, Brookshire, Texas

Overall, the researchers concluded that increasing rates of DDGS supplementation (up to 1 percent of BW) improved cattle performance, and may increase forage digestibility and decrease methane gas production. These scientists also concluded that the maturity of grass had a greater influence on a reduction of grass digestion within the rumen than did the amount of DDGS fed. Finally, supplementing grazing stocker cattle with low rates of DDGS is a viable option, but economic assessment for each specific operation and specific grasses will be required.

Seedstock cattle producers can replace the 750-800-pound stocker calves in the TAMU research study with their own replacement heifers or young bulls. Using DDGS to either stretch summer grass or improve the growth performance of young cattle grazing warm-season grasses may be an option for your operation. Current price for DDGS delivered to the Coastal Bend of Texas (some distance from the nearest ethanol plant) is about \$160 per ton as bulk, or about \$300 per ton in pellet form. Always consult a veterinarian, Extension livestock specialist or ruminant nutrition professional before making any major changes to your feeding/grazing program. 🐄

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SANTA GERTRUDIS SALE

Reports

MID-COAST SANTA GERTRUDIS ASSOCIATION INTERNATIONAL SUPER SALE

MARCH 10, 2017 | HOUSTON, TEXAS

SALE AVERAGE

29 Registered Lots \$12,587

The sale was sponsored by the Mid-Coast Santa Gertrudis Association and sale management was provided by American Marketing Services. The high-selling lot was a pair consigned by Harris Riverbend Farm and was sold to Grandview Farm, Hamilton, Ala., for \$30,000. The pick of two donor cows was consigned by Tinney Farms and was sold to Townsend Cattle Co., Louise, Texas, for \$17,000. The high-selling bred heifer was consigned by Circle A Farm and was sold to Quail Valley Farm, Oneonta, Ala., for \$15,500. The pick of Wendt Ranch's calf crop was consigned by Wendt Ranch and was sold to Quail Valley Farm for \$15,000. The



From left, David & Laurie Harris with Delmo Payne, Grandview Farm.

bred heifer consigned by 777 Farms was sold for \$15,000 to Myers Cattle and Land, Nava-sota, Texas. The bred heifer consigned by Strait Ranches was sold to Quail Valley Farm for \$15,000. 🐄



An enthusiastic crowd turned out for the Mid-Coast exclusively video sale.

SANTA GERTRUDIS BLUEBONNET CLASSIC

MARCH 25, 2017 | HALLETTSVILLE, TEXAS

SALE AVERAGES

77 Registered Lots	\$3,266
7 3-n-1's	\$4,093
9 Pairs	\$3,467
6 Bred Cows	\$3,717
22 Bred Heifers	\$3,184
4 Open Heifers	\$3,017
4 Bulls	\$2,950



Barbara and Roy Hefley (center), purchased the high-selling Harris Riverbend Farms lot, with Abrian and David Harris.

CORAZON PITCHFORD CATTLE CO. "THE ROSE CEREMONY" ONLINE HEIFER SALE

MARCH 30-APRIL 1, 2017 | ONLINE

SALE AVERAGE

6 Lots \$4,750

The high-selling lot was Lot 6, C-P Miss Vegas 295 D6, which sold for \$9,100 to Harrison Kimble. The heifer was sired by 777 411 Vegas and the dam was Crimson Rose 295. The second-high-selling female was C-P MS 2022 017 D10, which sold to Quail Valley Farm, Oneonta, Ala. for \$6,100. The heifer was sired by MR CVF 2022 and the dam was Harris Farms 017/9. 🐄

CORAZON PITCHFORD CATTLE CO. ELITE HERD SIRE SALE APRIL 2, 2017 | ATHENS, TEXAS

SALE AVERAGE

24 Bulls \$3,870

The volume buyer was Lackey Ranch, Yorktown, Texas. The high-selling lot was Lot 8, C-P Roberto 915C8, which was sold to Tinney Farms, Hanceville, Ala. and Grandview Farms, Hamilton, Ala. for \$9,000. The bull was sired by Roberto 072/13 and the dam was the great Silva 915. The second-high-selling lot was Lot 2, C-P Roberto 673C7, which sold for \$6,100 to Lackey Ranch, Yorktown, Texas. The bull was sired by Roberto 072/13 and the dam was the great Silva 673. 🐄



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Who Supported Us!

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Randy, Rodney & Barbara Corporron with Alicia Sanchez, Red Doc Farm, Belen, N.M. and Jim Corporron



Rodney and Jim Corporron with Joe Jones, Kelsey Jones Cawley, Louise Briggs Thurmond and Jimmie Thurmond, Briggs Ranches, Victoria, Texas



Rodney, Barbara and Randy Corporron with Linda and Paul Reed, Blue Valley Ranch, Comanche, Texas



Frank Santos and family, Passion Farms, Luling, Texas



Randy and Rodney Corporron with Dr. Kurt Kainer, DVM, Schulenburg, Texas

Not Pictured: James and Helen McAda, McAda Ranch, Bay City, Texas

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Genetic Consultant
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Santa Gertrudis Breeders International 66th Annual Meeting



The 2017 Annual Meeting, hosted by the Premier Santa Gertrudis Association, was a time for association business, socializing among Santa Gertrudis friends old and new and to honor the achievements of the past by Santa Gertrudis breeders and supporters. 🐄



SGBI recognized those operations that had the highest numbers of Santa Gertrudis registrations and recordations at the 2017 Annual Meeting. Pictured, left to right, are Darren Richmond, representing Delmo Payne for the highest numbers of purebred registrations from District 4; Eric Wiley, representing Kenneth Williams for the highest number of STAR 5 recordations in District 3; Robert Silva for the highest number of purebred registrations in District 3; Adolpho Sanchez from Red Doc Farm for the highest number of purebred registrations in District 1; Jessica Sanchez from Red Doc Farm for the highest number of STAR 5 recordations in District 1; and Bud Clark for the highest number of purebred registrations in District 6.



John Ford, SGBI executive director, gives his annual report to the SGBI membership at the membership breakfast meeting.



Retiring board member and SGBI past-president Wes McDaniel is honored at the annual meeting with a plaque presented by SGBI Executive Director John Ford.



Retiring board member Cheryll Grainger is honored at the annual meeting with a plaque presented by SGBI Executive Director John Ford.



ABOVE RIGHT: Yancey Strait assumes the reins of SGBI as the 2017-2019 president. **FAR RIGHT:** Paul Donisthorpe is honored with the 2017 President's Award. Accepting the bronze from President Wes McDaniel (right) on behalf of Paul is Darrell Pitchford (left).



MORE ANNUAL MEETING ON PAGE 16 »

Thank You TO ALL THAT HAVE SUPPORTED US THIS SPRING



Thank you to Grandview Farms for purchasing the high selling lot at the Houston Super Sale.



Thank you to Hefley Ranch for your support at Bluebonnet Classic.



Thank you to Passion Farms for your support at Bluebonnet Classic.



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SGBI ANNUAL MEETING CONTINUED FROM PAGE 14

RIGHT: The 2017 SGBI board includes, front row, left to right: Warren Harris, Debbie Townsend, Nancy Wunderlich, Kathryn Hefte, Deanna Parker, Jamie Daniel, Betty McCormick and Aaron Schroeder. Back row, left to right, are: John Ford, SGBI executive director, Yancey Strait, Jerome Urbanosky, Arlin Taylor, Tony Creech, Bud Clark, Larry Osborne, Gene Kubecka, Robert Silva, Chris Taliaferro and Todd Osborne.



LEFT: Todd Osborne (right) presents checks to polled Santa Gertrudis high point show winners from the Polled Santa Gertrudis Association. Receiving a check is Jamie Daniel from 777 Farms (left).



Family members of the late Pauline Herring accept the bronze for her induction in the SGBI Hall of Fame. Pictured, left to right, are: SGBI President Wes McDaniel, Esther and Jett Herring, Mark McRae, Dixie and Will Clay, Melody and John Maxey and Myra and Howard Herring.



Vernon S. Smith is honored as a recipient of the SGBI Hall of Fame induction at the Annual Meeting. Accepting the bronze on his behalf is his son, Vernon S. Smith, Jr. (center) and grandson Troy Smith, and presenting the award is SGBI President Wes McDaniel (left).



ABOVE RIGHT: Honored with induction into the SGBI Hall of Fame are Betty and Keith Cosgrove (center left, center right). SGBI President Wes McDaniel and friend Buddy Smith join them for the presentation.



LEFT: Chris Taliaferro, president of the Premier Santa Gertrudis Association (and host affiliate) assists Gene McCarter with an auction item at the Awards Banquet.

RIGHT: SGBI Executive Director John Ford and Brian Cummins talk business after the afternoon educational session at the Annual Meeting. Cummins was a speaker earlier in the day.



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2017 NATIONAL JUNIOR SANTA GERTRUDIS SHOW



Juniors, parents and spectators are all anxiously anticipating the 2017 National Junior Santa Gertrudis Show (NJSQS), June 10-17,

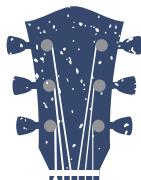
2017. This year's event will take place at the Burton Coliseum Complex in Lake Charles, La.

Registration information and applications are now available on the SGBI website. **The early registration deadline is May 1, 2017.** Any entries postmarked after May 1 will be charged a late fee of \$50 per entry. *No entries will be accepted after May 15.*

Individuals interested in running for the National Junior Santa Gertrudis Association (NJSQA) Board of Directors, applying for the National Santa Gertrudis Youth Foundation scholarship or entering the Queen and Princess, Brain Bowl or Herdsman contests can find the entry forms on the SGBI website.

For more information on the NJSQS, contact SGBI at (361) 592-9357 or email njsqs2017@yahoo.com. 🐄

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On your Mark, Get Ready, Set, GO!
GOALS 2017

Mark your calendars for July 23-27 and **get ready** to attend GOALS 2017 – all **set** in the entertainment capitol of Nashville, Tenn. Junior members ages 13 and up are encouraged to make plans now to **GO!**

Every other summer, NSGJA members are fortunate to have the opportunity to attend our breed association's junior leadership program. Along with junior registration, the National Santa Gertrudis Youth Foundation, Santa Gertrudis affiliates and the generous donations of many individual donors fund this 5-day, 4-night, all-inclusive program. Junior members seeking to broaden their leadership skills and build lifelong bonds with fellow breed enthusiasts are invited and welcome to join us on this amazing journey.

Along with expert leadership programming, our agenda this year will include a tour of Glen Leven Farm and Ellington Agriculture Center, a part of the Tennessee Land Trust and Department of Agriculture; a day of adventure-based team-building culminating with a night-time zip-lining adventure; Nashville sightseeing as time permits and ending with a night of entertainment at the Grand Ole Opry. 🐄

Registration information will be available on the SGBI website in May.
For more information, call Judy McDaniel (404) 226-5177.

Schedule of Events

Date/Time Event

Saturday, June 10

8:00 a.m. Grounds open for arrival
Noon-7 p.m. Stalls available for setup/affiliate display

Sunday, June 11

8:00 a.m. Stalls available for setup/affiliate display
9:30 a.m. NJSQA board meeting (Show grounds)
3:30 p.m.-4:30 p.m. Mini GOALS (Show stands)
5:00 p.m.-6:00 p.m. Showmanship Clinic (Show stands)
7:30 p.m. Survivor (Arena)

Monday, June 12

8:00 a.m. Check-in begins
8:00 a.m.-5 p.m. Photo, video, PowerPoint and scrapbooks due in office
10:00 a.m.-noon Queen/Princess Luncheon (Hotel)
1:30 p.m.-5:00 p.m. Livestock Judging and Cattleman's Contest (McNeese Farm)
6:00 p.m. Welcome Dinner/Concert

Tuesday, June 13

8:00 a.m.-11:30 a.m. Public Speaking (McNeese)
8:30 a.m.-4:00 p.m. Herdsman Contest
2:30 p.m.-5:30 p.m. Sales Talk Contest (Arena)
7:30 p.m.-10:30 p.m. Dance (Chalkley Room)

Wednesday, June 14

8:00 a.m. Showmanship Contest (Arena)
8:30 a.m.-4:00 p.m. Herdsman Contest
11:00 a.m.-2:00 p.m. Vote at ballot box for Directors, Queen and Princess
2:00 p.m.-5:00 p.m. Brain Bowl Contest (Chalkley Room)
6:00 p.m.-8:00 p.m. Scholarship and Director Interviews (Interview Room)

Thursday, June 15

8:00 a.m. Purebred Female Show (Arena)
Purebred Bull Show to follow
National Junior Meeting (1 hour after show)

Friday, June 16

8:00 a.m. Special Classes Judging (Donated, Best of Polled, Bred & Owned and STAR 5)
Scholarship Recipient Meeting (30 minutes after last class)
Donated Heifer Meeting (30 minutes after last class)
6:30 p.m. Awards Banquet (Coliseum)

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2017 Kleberg-Kenedy Jr. Livestock Show Champion Heifer - Wavemaker Daughter

2017 Star County Fair Champion Heifer - Wavemaker Daughter

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SGBI Annual Report

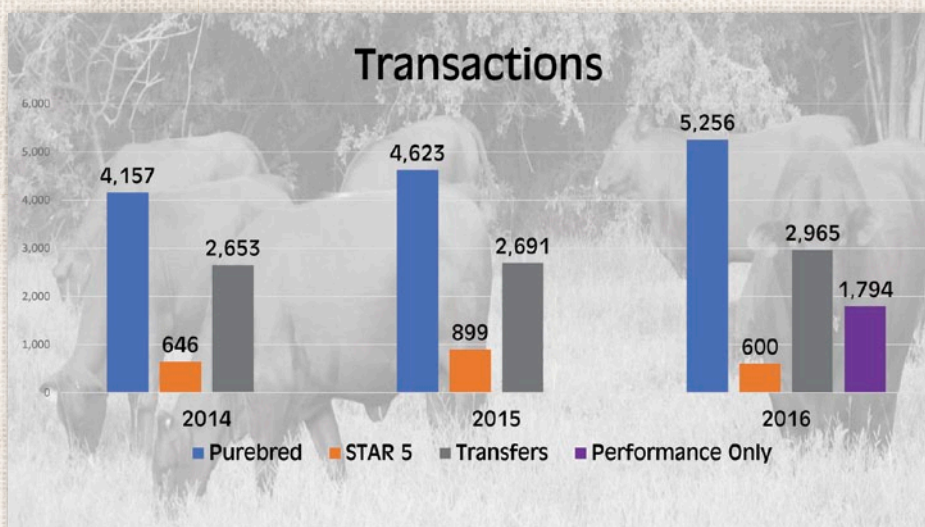
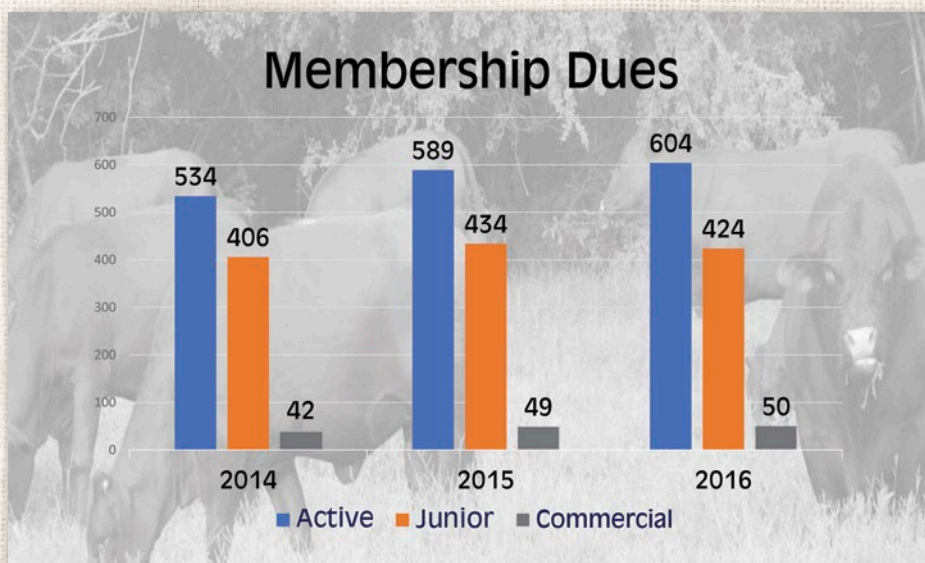
Editor's note: At the recent SGBI Annual Meeting, Executive Director John Ford gave his annual report to the membership in attendance. Below are highlights from that report.

Dear SGBI Members,

The fiscal year closed March 31, 2017, and it was another memorable year for our association. Demand and interest in the Santa Gertrudis genetic package continues to grow. The excitement within the association and the attention received from industry members has resulted in tremendous organization growth across the board. Active membership numbers are up, purebred registrations are up, transfers are up, data collection and submission numbers are up, the breed's genetic trendline is improving, our industry footprint is expanding and, most importantly, demand for Santa Gertrudis genetics has remained strong even as the national market has softened.

Much of the association's success can be attributed to the breed's growing industry presence and an aggressive marketing program. The breed's campaign, Data Driven – Profit Proven, appeared 52 times in 21 targeted industry publications and was viewed by an estimated 1 million cattlemen. SGBI's social media efforts were ramped up during the year as well, with a total of 2,135 Facebook views that were shared 469 times and 16,320 Twitter messages that were retweeted; all of the social media messages were focused on the breed's message of profitability. Greater participation and involvement in industry activities and functions also strengthened the breed's outreach efforts.

Active membership surpassed 600 members, totaling 604 breeders on the association rolls. This is a 2.5 percent increase over fiscal year (FY) 2015 and a 13 percent increase over 2014. Commercial membership has remained steady; however, junior membership did fall slightly, from 434 to 424. Purebred registrations continue to increase, with 5,256 animals placed in the herdbook during FY 2016. This was a 14 percent increase over FY 2015 and a 26 percent increase over the last two-year period. FY 2016 saw fewer STAR 5 animals recorded, but this can be attributed in part to offspring of 75 percent females being issued purebred pedigrees. A greater number of transfers were processed, indicating more



members and customers recognize the value behind a SGBI pedigree. Appearing for the first time in the annual report are performance registration numbers; 1,794 animals were entered into the herdbook labeled performance only, strengthening the association's data collection efforts and validating breed performance.

SGBI's advertisement campaign, Data Driven – Profit Proven, focuses on the breed's efforts to collect data and validate profitable performance. The SGBI membership understands the value associated with data collection, the relationship it has with the breed's cutting-edge DNA-verified genetic

evaluation and the impact that validated performance has on marketing efforts. Over the past four-year period there has been a 64 percent increase in data collection on non-parent animals, and the association stores or has access to more than 7,000 DNA samples. SGBI is one of only 10 beef breed associations with genomic-enhanced Expected Progeny Differences (EPDs) and its 7,209 genotypes clearly make the organization an industry leader in the area of genomics.

When the Performance Committee began investigating the implementation of a DNA-verified EPD system in 2011, no genetic laboratories were interested in contracting with

our association. This was understandable, because we are a small registry and, at that time, initiating a DNA-based system was costly. Our service provider, LGS, agreed to flow the association's DNA samples to GeneSeek Labs through its contract. Due to the enthusiastic adoption of this technology by SGBI members, the association did sign a contract with GeneSeek Labs for genetic laboratory services in the winter of 2016. This newly signed contract lowers the testing cost for SGBI members utilizing DNA testing or parent verification services. It is also important to note that samples are now shipped directly through SGBI, resulting in a quicker turnaround time and ensuring results are received in a timely manner.

SGBI is currently on sound financial footing, but challenges remain on the horizon. This past year, SGBI's leadership took steps to better position the association for long-term financial stability. An agreement was signed with United Braford Breeders (UBB) and SGBI's wholly owned subsidiary, Small Registry Systems, to provide clerical and adminis-

trative services. UBB will be joining American Pinzgauer Association, which signed a like agreement with Small Registry Systems in FY 2015. These two agreements will generate approximately \$1,700 a month in income for our association – but more importantly, this added revenue allows SGBI to spread operational and employee cost.

Association leadership continues to investigate avenues and opportunities to generate revenue and lower operational cost. Earlier this year, SGBI and Texas Beef Cattle Science Center (TBCSC) signed an agreement naming TBCSC a preferred vendor of animal health and nutritional products. In exchange, SGBI will receive a percentage of the net profit from member sales. The National Santa Gertrudis Youth Foundation and Santa Gertrudis Foundation also began the process of remaining financially viable by announcing the launch of a fundraising campaign, *Every Cow Has a Legacy*. Strengthening the Foundations' financial positions will ensure the breed has the funding necessary to support youth programming, research and member education. SGBI has experienced tremendous growth during the last 4-5 year period and the Board is com-

mitted to continued breed growth. However, the leadership realizes that the seedstock sector is highly competitive and increasing operational cost are making it more difficult to compete for market share. Following an 18-month study and review of SGBI's financial position, the association leadership has made the difficult decision that service fees will be adjusted in FY 2017.

It has been another great year for Santa Gertrudis Breeders International – demand for the breed's genetic package remains high and our industry footprint continues to expand. It is the hard work of members that has created these many successes. SGBI members realize that there are challenges ahead, but we are all confident that the breed's growing industry presence and the increasing demand for our cattle positions the association for future success. The opportunities for SGBI are unlimited and we can state with complete confidence that our breed is the *Preferred American Beef Breed*. I look forward to continued growth in the coming year. 🐄

Sincerely,

*John Ford, Executive Director
Santa Gertrudis Breeders International*

Santa Gertrudis are **DATA DRIVEN** and **PROFIT PROVEN**



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The Power of Genomics and Contemporary Groups

By Lisa Bard, Editor

Brad Wright of Ranch Hand Analytics and SGBI adviser for data collection and management has worked with a number of cattle breeders across a wide range of breeds and locations. He helps breeders and breed associations with herd data management and analysis, cow herd expected progeny difference (EPD) analysis, strategic breeding plan development and contemporary group analysis to improve EDP calculations, among other things. Wright was a speaker at the SGBI Annual Meeting, where he discussed understanding genomic enhanced EPDs as well as the value of contemporary groups in genetic evaluation.

this and put in the actual relationship instead of the estimated relationship, which increases the accuracy of an EPD,” Wright said.

However, the data collected from progeny – the phenotype portion of the EPD model – is still what drives the model, so it is vital that the data is good. While high-accuracy animals (those with accuracies of more than .75) will not change much with the inclusion of genomics, their DNA profile is needed because an animal with that accuracy will have many relatives in the database.

So what is “good data”? According to Wright, it is accurate data collected

at the right time in proper contemporary groups.

A contemporary group is a set of animals that have an equal opportunity to perform because they are the same sex, are managed alike and are exposed to the same environmental conditions and feed resources. Contemporary groups are the basis for removing external effects and isolating the genetic breeding

then your contemporary numbers are skewed,” Wright said. Some operators don’t like to turn in data on the lesser performing calves, feeling that if they are not going to keep the animals in their herd or sell them as seedstock, that there is no value in recording the data. This could not be further from the truth, as it is the data from ALL calves in a contemporary group that accurately demonstrates the performance of all calves, including the high performers. Basically, if the high performers don’t have the low performers to compare to, they will not be identified as anything other than average performers. “By not turning in all data from the contemporary group, you will be hurting the EPDs of the calves that really are the good performers,” Wright said.

The same goes for the EDPs of the sires of the contemporary group calves. “If you don’t turn in all the data on all calves in the group, you can skew – and potentially hurt – the EPDs of a sire you are trying to prove,” Wright said.

He also pointed out that it does not cost breeders anything to turn in performance data. “You don’t have to register all of them, but you should turn in the data on all calves,” Wright said. It’s not costing breeders to turn in the data, but it could cost a lot in terms of accurate genetic evaluation on cattle that they are using in their herd or selling to others.

To increase the accuracy of the EPDs of cattle in a herd, he recommended that operators collect and submit DNA samples on their replacement heifers, which, over time, will result in the entire cow herd being DNA verified.

In a competitive industry that should use and capitalize on any and all advantages, the use of genomics and the proper use of contemporary groups will give operators an edge in selection, marketing, profits and predictability. “Every data point matters and the proper use of this data gives us tools we can use with confidence,” Wright concluded. 🐾



Brad Wright from Ranch Hand Analytics and SGBI reviews the relationships between contemporary groups during the Annual Meeting educational program.

Genomics has been a very important advancement in beef cattle breeding and genetics in the past few years as well as a focus for SGBI and Santa Gertrudis breeders. Wright explained how the genomic relationship can and does improve on the pedigree model for calculating EPDs to more accurately measure the relationship between the genotype and phenotype of an animal.

“In a pedigree relationship model, we assume that an animal is 25-percent related to its grand sire and grand dam, but in actuality, they can be anywhere between 0 and 50 percent related. With the use of genomics, we can fine-tune

value of any given trait.

“It is very important that anything in your herd that has an environmental impact on the performance of the herd be identified by its own management code when you send in the data,” Wright said. “If you don’t, you will be unfairly penalizing calves from different environments (pastures, feeding programs, etc.) by not identifying them as their own contemporary group. If you do identify contemporary groups, it will make that data mean more.”

It is also very important to turn in all data on all calves in the group. “If you’re not turning in all your data,

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SANTA GERTRUDIS *Juniors*

By McRae Clay, District 3 Representative



Hey y'all. My name is McRae Clay, and I am from Madison, Miss. I am currently finishing my final term as the District 3 representative. I have thoroughly enjoyed getting to represent this breed over the past four years on the National Junior Santa Gertrudis Association Board of Directors. The relationships that have developed from our pretty red cattle will be treasured for many years to come.

This past weekend I attended the SGBI Annual Meeting. It was great to see faces that I had missed so much and once again bond over our beloved Santa Gertrudis. This was my first Annual Meeting, but I have a feeling it will never be topped. My mother, Dixie, and I had the opportunity to talk about my grandmother, Pauline Herring. She was recognized as a 2017 Hall of Fame inductee. It was such a special moment to share with my mom, knowing my grandmother would have been so proud if she was still here today. As I thought about the legacy my grandmother left, it really got the gears in my brain turning.

The National Junior Santa Gertrudis Show is quickly approaching; I encourage you to get involved. Our years as junior members are limited. I strongly urge you to introduce yourself to people around the barn that you may not know or sign up for an event that is out of your comfort zone. You will be leaving your legacy behind, so I beg you to make the most of your opportunities.

I can't wait to see everyone in Louisiana. God Bless. 🙏

By Saige Combs, At-Large Director



Hello. My name is Saige Combs, and I am from Anderson, Texas. This is my first year serving on the National Junior Santa Gertrudis Association Board of Directors as one of the at-large directors. Being on the board is something I have wanted to do since I started showing. I have shown Santa Gertrudis cattle for nearly 10 years, and I've learned many important life lessons and developed friendships that will last a lifetime.

There is one thing that we all have in common, and that is our wonderful Santa Gertrudis cattle. The National Junior Santa Gertrudis Show is coming up and it is exciting to think about reconnecting with friends and making new ones – not to mention the thrill of friendly competition, and I don't mean only in the show ring. It's great to see who has done their homework for the brain bowl competition or cattlemen's contest. Personally, when we get to the ring, I have always been fascinated with the quality cattle we have created.

Santa Gertrudis breeders have done a tremendous job at making some of the best cattle I've ever laid my eyes on. I'm not being biased, either; well done.

I plan to make many more memories throughout my years, and I hope the younger generations make plenty more as well. Working with this breed and learning from those who are older than I has shaped me into the person that I am today. It's truly a blessing to be a part of such an amazing organization. Thank you so much. I am looking forward to seeing ya'll in St. Charles. 🙏

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March 11, 2017 | Houston, Texas | Judge: Blake Nelson



GRAND CHAMPION BULL

C/P Copperhead 915C4, shown by Corazon Pitchford Cattle Co. and Southern Cattle Co., Athens, Texas



RESERVE GRAND CHAMPION BULL

Danrick's Hotcher, shown by Trey and Dana Daniel, Marquez, Texas



GRAND CHAMPION FEMALE AND BEST OF POLLED FEMALE

LCC 155/5, shown by Casey Pitchford, Athens, Texas



RESERVE GRAND CHAMPION FEMALE

Myers 14/10, shown by Britney Shields, La Russell, Mo.

No Photo Available

BEST OF POLLED BULL

PC Hemingway, shown by Hemingway Alliance, Athens, Texas

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Miss Double TT Sandy 300



HIGH POINT HEIFER CALF

Miss LCC 155/5



HIGH POINT YEARLING HEIFER

Miss 777 Ariana



**HIGH POINT OVERALL FEMALE,
SENIOR FEMALE & POLLED FEMALE**

Myers 14/10



RUNNER-UP HIGH POINT FEMALE

C/P Copperhead 915C4



HIGH POINT BULL CALF

Clancy



HIGH POINT YEARLING BULL

FINAL	SHOWN BY	POINTS	FINAL	SHOWN BY	POINTS	FINAL	SHOWN BY	POINTS
Heifer Calf Division			Bull Calf Division			STAR 5 Females		
Miss Double TT Sandy 300	Gracey Pitchford	37	C/P Copperhead 915C4	Corazon Pitchford Cattle Co.	53	Miss Double TT 626	Jaycie Heath	7
LR OLCCC Wonder Woman	Liberty Ranch	25	OLC CrackerJack	Southern Cattle Co.	27	Harris 204/5	Gracey Pitchford	4
M Rock Pixie Dust	Outlaw Cattle Co.	23	SF Sniper	Ashley Osborne	19	Produce of Dam		
Yearling Heifer Division			Yearling Bull Division			Miss Grandview 21	Circle A Farm	11
Miss LCC 155/5	Casey Pitchford	69	Clancy	Quail Valley Farm	50	Gray Oaks 901	777 Farms	7
Miss Double TT 545	Randall Strickmeyer	28	Spectre 007	Stroman Cattle Co.	40	Get of Sire		
Maggie 73/15	Karli Buggs	24	Harris 11/5	Randall Strickmeyer	35	SJ High Roller	777 Farms	16
Senior Female			Senior Bull Division			TF Red Solo Cup	Randall Strickmeyer	6
Miss 777 Ariana	777 Farms	99	Masterpiece 101	Tinney Farms		Sire of the Year		
Myers 14/10	Britney Shields	84		777 Farms		SJ High Roller	777 Farms	151
OLC Rosie	Ashley Osborne	25	Mr. Double TT Omaha	Circle A Farm	120	Dam of the Year		
High Point Overall Female			Danrick's Hotcher	Stroman Cattle Co.	48	Miss Grandview 21	Circle A Farm	147
Miss 777 Ariana	777 Farms	99	Overall High Point Bull			Exhibitor of the Year		
Myers 14/10	Britney Shields	84	Masterpiece 101	Tinney Farms		Triple 777 Farms	138	
Miss LCC 155/5	Casey Pitchford	69		777 Farms		Britney Shields	113	
High Point Polled Female			C/P Copperhead 915C4	Circle A Farm	120	Breeder of the Year		
Miss 777 Ariana	777 Farms	9		Corazon Pitchford Cattle Co.	53	Double TT Ranch	184	
Myers 14/10	Britney Shields	3	High Point Polled Bull			Circle A Farm	161	
Miss LCC 155/5	Casey Pitchford	3	Windcrest 17/5	Windcrest Farm	7			
			PC Hemingway	Hemingway Alliance	3			

Masterpiece 101



HIGH POINT OVERALL BULL
HIGH POINT SENIOR BULL

Windcrest 17/5



HIGH POINT POLLED BULL

Miss Double TT 626



HIGH POINT STAR 5 FEMALE



Karen, John and Scott Taylor from Windcrest Farm accept their belt buckle for the High Point Polled Santa Gertrudis bull.



SGBI recognized the High Point show winners at the Annual Meeting. Pictured, back row, left to right are: Darren Richmond, John Taylor, Chad Daniel, Jason Heath, David Alderson, Wylie Taliaferro, Darrell Pitchford and Arlin Taylor. Front row, left to right are: Britney Shields, Jamie Daniel, Gene McCarter and B.J. Taliaferro.

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2016-2017 National High Point Runner-Up Female
2015 Ozark Empire Fair Reserve Grand Champion
2015 Missouri State Fair Grand Champion
2015 NAILE Reserve Grand Champion Female
2015 Kentucky State Fair Reserve Grand Champion
2015 Delta State Fair Grand Champion
2015 Arkansas State Fair Grand Champion
2015 Oklahoma State Fair Grand Champion
2015 Tulsa State Fair Grand Champion
2016 Ozark Empire Fair Grand Champion
2016 Missouri State Fair Grand Champion
2016 NAILE Reserve Grand Champion
2016 Kentucky State Fair Grand Champion
2016 Arkansas State Fair Reserve Grand Champion
2016 Ohio State Fair Reserve Grand Champion
2015 National Junior Santa Gertrudis Heifer Show
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Myers Cattle and Land thanks Britney Shields as well as Bruce and Debbie Shields for their dedication and congratulates them on this tremendous success!



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