



SANTA GERTRUDIS

USA

JUNE 2014 | VOLUME 17, NUMBER 6



Santa Gertrudis



The Preferred American
Beef Breed

Thank You! *Tinney Farms* to Our Herd Reduction Sale Buyers!



Thank you to Townsend Cattle Co., Ivan & Debbie Townsend of Louise, TX, for purchasing our high selling pair.



Thank you to Tara Ranch, Curtis & Tamara Hudnall of Liberty, TX, for purchasing the high selling open heifer.



Thank you to SCC Elite Genetics of Pearl, MS, for purchasing the high selling bull. (Represented by Darrell Pitchford)

Special **Thank you** to Grassy Valley Ranch, James & Bryan Kelley of Van Buren, MO, for being our Volume Buyer.

Buyers from 14 States and Mexico:

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Thank you to our Sale Consultants David Alderson, Gene McCarter, Bill Lundberg & Darrell Pitchford, our Sales Manager Darren Richmond & Auctioneer Hoover Case, for a GREAT JOB!

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SANTA GERTRUDIS USA

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Cotton Branch Plantation, Smithdale, Miss. Photo by Bill Lundberg.

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Ramblings from the Open Range

EXECUTIVE DIRECTOR'S REPORT

By John Ford

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I realize that statisticians, research scientists and mathematicians would question my methodology and point out the flaws in my calculations and assumptions. However, I understand addition, subtraction and division, and following the invention of the hand-held calculator, I have become quite good at all three. The same can't be said about statistics and me; I struggle. So what is the point of this rambling regarding my shortcomings as a number cruncher? It's simple: Late last month I set out to determine the value added to our cattle from the release of SGBI's new genetic evaluation. In particular, I was curious about the value the evaluation might be adding to our bulls. I wanted a quick snapshot of the results and I wanted to arrive at the findings in an uncomplicated manner. Therefore, I chose to utilize simple math instead of a complicated statistical analysis to draw conclusions about added value benefits of SGBI's DNA-verified genetic evaluation.

Late last month I set out to determine the value added to our cattle from the release of SGBI's new genetic evaluation. In particular, I was curious about the value the evaluation might be adding to our bulls.

Recognizing that the majority of cattle in the U.S. are sold at weaning through the local sale barn auction ring, I selected weaning weight as the trait of reference for determining if there is value to, membership marketing cattle, generated by the new evaluation tools. Additionally, the relationship between weaning weight and additional traits measured in the SGBI database supported the selection of weaning weight to serve as the benchmark for my calculations.

I reviewed weaning weight data on 72 bulls marketed in April 2014. Of the 72 head sold, 29 posted weaning weight expected progeny differences (EPDs) in the top 10 percent of the breed. I eliminated an obvious outlier by removing the high-selling bull in that group of 29. I then averaged the price received for the remaining 28 high-performing bulls. I was amazed with the findings. Bulls with a weaning weight EPD in the top 10 percent of the breed averaged a very pleasing \$5,000/head, while bulls with weaning weight EPDs outside the top 10 percent averaged \$3,500/head.

Can the \$1,500 price difference be attributed solely to the fact that purchasers had the tools in place to identify high-performing animals and enough confidence in the association's genetic-based performance data to make purchase decisions? Certainly not; other factors played a role as well, and not all bull buyers were focused strictly on weaning weight. Some cattlemen making bull purchases placed emphasis on carcass traits, others had an inter-

est in maternal traits and some made selections based on animal appearance. However, inquiries received from potential buyers support my belief that value has been added to our animals thanks to the association's comprehensive genetic evaluation program.

One inquiry in particular merits mention. A call was received from an operation that handles three competing breeds of cattle in the Southeast. Like many industry members, they had been watching SGBI's move to a DNA-verified genetic evaluation system and had an interest in acquiring Santa Gertrudis genetics. With the association's evaluation system, they saw an opportunity to identify high-performing animals that would fit their bull and replacement female marketing programs. Utilizing the EPDs listed in the sale catalog and additional performance data, I was able to provide a selection, and a purchase was made. In fact, the bull purchased was the high-selling animal at the Tinney Farm's Herd Reduction Sale. When the gavel dropped, I knew that SGBI's board of directors and Performance Committee had adopted a genetic evaluation program that added value to our product. 📌



SGBI ANSWERS YOUR

Questions

By John Ford, Executive Director

Q. What information is required for the smooth and timely processing of registrations and recordations?

A. The obvious requirements are birth date, gender of the animal, name of the dam and name of the sire. Two other pieces of information are required fields as well: a name for the animal being registered and an identification number. According to SGBI's Rules of the Association, before application for registration can be made, an animal must be permanently identified with the number that is to be its lifetime individual number. Although the rules state naming an animal is the prerogative of the owner, it is recommended, and the association's database requires input of an animal name. If a name is not received, SGBI utilizes the member's last name or ranch name combined with the animal's ID number. 📌

CAROLINA CORNER

Santa Gertrudis BREEDERS OF THE CAROLINAS



SALE



Thank You Sale Buyers!



Flat Willow Farm, Statesville, N.C., sold the high-selling open heifer to Creech Farms, Zebulon, N.C.



Lou Al Tuck Farm, Great Falls, S.C., sold the high-selling pair to Gray Oaks Farm, Russellville, Ala. Dietrichs Flying D Ranch, Orlando, Fla., sold the high-selling bull to Wimmer Farm, Dry Fork, Va.

WE ALSO THANK THESE BUYERS:

Kenny & Crystal West, N.C.
Joe Keating, Fla.
Wanda Copeland, S.C.
Tim Benton, S.C.
Michael Copeland, S.C.
J.G. Baker, N.C.

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Down the Road

PRESIDENT'S LETTER

By Curtis Salter

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

After a very rough winter, we are finally getting those spring rains in the east and the grass is growing. Thank God. We are still praying for plenty of water for all the breeders in the west that are suffering from dry weather. Hang in there – rain is on the way.

Never before has there been a better opportunity to market good heifers than now. Cattlemen all over the U.S. are searching for high quality females. Demand is high and prices prove it. We (SGBI) have been listening to the commercial breeders, understanding what they are looking for, and making moves to show them what our breed can do for their operation, and it is starting to pay off. Calls are coming in every week from people looking for Santa Gertrudis-influenced females.

Over the past 5-year period, “added value” has become a beef industry buzz phrase. Cattlemen nationwide have been implementing management practices and marketing strategies, and taking other steps to add value to their cattle in hopes of securing a premium for their product. Our association has also been focused on adding value through a DNA-based genetic evaluation program, a professionally managed national advertising campaign, and the addition of a Member Services Field Representative. SGBI is committed to adding value to our cattle and making sure that association membership has value as well.

Early signs indicate that SGBI's new DNA verified genetic evaluation is adding value to our animals, especially our bulls. I have no doubt that hiring a professional firm to assist the association in marketing will add value, and I saw first-hand during the Georgia Cattleman's Expo the value of having a Member Services Field Representative available to assist potential new members. Established activities add value to our cattle and asso-

SGBI is committed to adding value to our cattle and making sure that association membership has value as well.

ciation as well. This issue includes the results of the 2013 SGBI Show Survey; the show road has been a valuable promotional tool for years and the Shows and Exhibits Committee continues to look for steps to add value to SGBI's show program.

Based on the results of spring sales and the number of inquiries being received, cattlemen across the country are taking notice and recognizing the value of Santa Gertrudis genetics. This issue of *Santa Gertrudis USA* highlights programs and activities that add value. It also goes without saying that our official breed publication is a valuable asset to the breed.

Finally, I would like to wish each and every junior exhibitor the best of luck at the National Junior Santa Gertrudis Heifer Show this month. Last year, I attended Junior Nationals for the first time in about 25 years. The good impression from the young folks I interacted with last year still sticks with me. Young men and women like the ones we have involved in the Santa Gertrudis junior program restore my faith in the younger generation. When I talk to these types of young people, I realize our future is in good hands.

Until next time, God Bless.

Ecclesiastes 12: 13 & 14. Let us hear the conclusion of the whole matter: Fear God, and keep His commandments: for this is the whole duty of man. For God shall bring every work into judgment, with every secret thing, whether it be good, or whether it be evil. 🙏

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SANTA GERTRUDIS

Juniors

By Reagan Ruddock, vice president



Howdy! My name is Reagan Ruddock and I am a District 1 director and vice president of the junior board. As we all know, the 2014 National Junior Santa Gertrudis Heifer Show is this month. For the junior exhibitors, this is a time to make memories with friends that last a lifetime. The bond between show friends is unbreakable. It is difficult living hundreds of miles from some of your closest friends, but once

a year in June we are able to erase the miles and create memories that will live with us forever. For the breeders, this

is an opportunity to see some of their best cattle "in action." Nowhere else in the country is there a Santa Gertrudis show where more quality females will be exhibited.

The crown jewel of the Santa Gertrudis junior organization is the donated heifer program. This program is unique to our breed and provides many young people each year the opportunity to expand their herds while developing lifelong relationships with their donors. I want to personally thank each one of you who has donated a heifer in the past and/or will donate a heifer in the future. Your generosity and dedication to the future generation of Santa Gertrudis breeders is appreciated.

I hope each and every one of you has a successful show and enjoys every minute of it. Don't forget: If you have any questions, please ask a junior board member – we are here to help!

Safe travels and God Bless. 🍀

For more information about the 2014 National Junior Santa Gertrudis Heifer Show, see page 22.



REGISTRATIONS, STAR 5 RECORDINGS & TRANSFERS BY DISTRICT

APRIL 2014

District	Purebred Reg.	Star 5 Reg.	Performance Only	Purebred & Star 5 Trans.
1	114	13	0	74
2	115	42	0	280
3	24	8	2	14
4	11	0	0	4
5	13	3	0	14
6	4	0	0	9

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SANTA GERTRUDIS WELCOMES

New Members

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Gracie Doiron, Denham Springs, La.
Jenjer Freeman, San Antonio, Texas
Kaylee Leonard, Plantersville, Texas
Mariah Stabler, Iola, Texas
Dillon Thigpen, Hondo, Texas

SANTA GERTRUDIS Calendar

JUNE

- 1** Application Deadline for Scholarship & Junior Board of Directors
- 7** Arkoma Jr. Warm-Up Show, L&L Farm, Decatur, Ark.
- 14-21** National Junior Santa Gertrudis Heifer Show, Wichita Falls, Texas
- 18-21** Beef Improvement Federation Convention, Lincoln, Neb.

JULY

- 18-19** Kentucky National Show & Sale, Bowling Green, Ky.
- 29** Ohio State Fair Open Santa Gertrudis Show, Columbus, Ohio

AUGUST

- 6** Indiana State Fair Open Santa Gertrudis Show, Indianapolis, Ind.
- 9** Mid Coast Santa Gertrudis Assn. Cattleman's Opportunity Sale, Brenham, Texas
- 24** Kentucky State Fair Open Santa Gertrudis Show, Louisville, Ky.
- 31** Delta Fair Open Santa Gertrudis Show, Cordova, Tenn.

SEPTEMBER

- 11** Southeastern Empire Fair Open Santa Gertrudis Show, Lawrenceville, Ga.
- 19-20** District 6 Junior Show & Sale, Richmond, Ind.
- 27** Arkoma Sale, Tulsa, Okla.
- 28** Tulsa State Fair Open Santa Gertrudis Show, Tulsa, Okla.

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SOMETHING TO TALK ABOUT



By Micky Burch, managing editor

“We saw this as an opportunity to identify and validate bulls that can add value to commercial herds.”

– Adolpho Sanchez

There’s been a lot of buzz going around about SGBI’s newly-released, genomically-enhanced expected progeny differences (EPDs): They’re the first among Bos indicus breeds; they’ve been reviewed by the nation’s leading animal geneticists; they utilize genotypes collected from the breed’s leading sires and validated on 10K, 20K and 50K SNP chips; thousands of ranch phenotypes and scan records were collected from a 25-year period and serve as the foundation of the genetic evaluation. But what does all of this mean to you as an SGBI member? John Ford, SGBI executive director, says the new genetic evaluation system ensures that cattlemen can make sound selection decisions and identify animals that will perform in the most challenging of environmental conditions. How did he come to that conclusion?

Let’s start from the beginning. The inclusion of genomically-enhanced EPDs as a standard report from SGBI has been months in the making and was led by the Performance Committee in the second half of 2013. After collecting data from the past several decades, the association needed a cur-

rent calf crop to generate the inaugural set of genomically-enhanced EPDs. The good folks at Red Doc Farm, Belen, N.M., volunteered for the pilot project. “We strive to be a progressive Santa Gertrudis seedstock operation and meet the needs of commercial cattlemen in rugged, high desert country as well as the needs of commercial cattle feeders,” Adolfo Sanchez of Red Doc Farm says. “We saw this as an opportunity to identify and validate bulls that can add value to commercial herds.” For Red Doc Farm, the process started in January 2014, after the Performance Committee approved the 50K SNP chip to generate data. Red Doc Farm sent SGBI 6 years’ worth of performance and carcass data; about two months later, they received the first-ever genomically-enhanced EPDs generated for SGBI by Livestock Genetic Services.

The new numbers came just in time to be included in the sale catalog for Red Doc Farm’s annual Red Hot Bull Sale. After receiving the genomically-enhanced numbers, they evaluated each bull in the sale. “Most of the sale bulls were selected via traditional EPDs, but the genomically-enhanced EPDs highlighted the superb bulls,” Sanchez

explains. Targeting commercial cattlemen and feeders, Red Doc Farm chose to include three new ranking indexes for growth, carcass rank and maternal rank as part of the data provided to potential customers. “We chose these indexes because we feel they’re the most beneficial to our operation and the most beneficial to our customers,” Sanchez explains. “The Growth Index shows bull buyers an actual dollar value that can be added to their calf crop; the Carcass Rank Index identifies Santa Gertrudis cattle that are competitive within the entire beef industry; and the Maternal Rank Index shows commercial cattlemen how Santa Gertrudis bulls add value to replacement females.”

Here’s how each index works: The Growth Index is a dollar index that combines weaning weight and yearling weight. Since weaning weight is contained within yearling weight, post weaning gain is used in the index to prevent double-counting weaning weight. For example, if a bull has a +35 Growth Index, his calves are projected to be worth, on average, \$35 per head more as yearlings than the breed average, based strictly on weight.

The Carcass Rank Index contains marbling score, hot carcass weight, ribeye area and back fat, and is weighted by the economics of carcass values. As an index, it’s expressed as a numerical ranking within the breed on a scale of 1 to 10. So an animal with a score of 9 is in the 80th percentile; in other words, it’s better than 80 percent of the population in carcass composition.

The Maternal Rank Index combines milk and birth weight. Milk is penalized when it’s too high or too low, to prevent extremes in either direction. Birth weight has a negative factor to reflect calving ease. Like the Carcass Rank Index, the Maternal Rank Index is also expressed as a numerical ranking within the breed from 1 to 10, with 10 being the highest score. For example, an animal with a score of 6 would be in the 50th percentile; an animal with a score of 10 would be in the 90th percentile (or better than 90 percent of the breed).

As one can imagine, the Red Doc Farm family members received a lot of comments from bull buyers after they saw the new numbers. While there was some explaining to do, customers quickly caught on to the fact that genomically-enhanced EPDs are an additional tool that gives them a better idea about how a bull can add value

to their herd. In return, buyers at the Red Hot Bull Sale paid near-double prices for the bulls this year than they paid in the past. While Sanchez says the record-setting prices at this year's sale came from a combination of the new numbers as well as an enhanced sale website that included videos of individual bulls and a catalog with good layout and pictures, he also credits the genomically-enhanced EPDs for the boost in business. "People were able to use an additional tool to help identify and select bulls that could enhance their cow herd," he explains. "They could see very simply through the indexes how a bull could help generate more money for their calf crop." While Red Doc Farm's high-selling bull brought an unprecedented \$31,000, selling to Cross Timbers Cattle Co., Burleson, Texas, Sanchez reports that some 80 percent of the bulls sold to commercial cattlemen for \$3,000 to \$5,000. "We invite other Santa Gertrudis producers – both those with large herds and small – to look at this as an opportunity to add value to their operation," Sanchez says. "All Santa Gertrudis breeders can answer the needs of the beef industry through the utilization of tools like this."

One producer who saw the benefit of the new system via the Red Hot Bull Sale is their neighbor in New Mexico, Rusty McKorkel. This year was the third year McKorkel purchased bulls from Red Doc Farm for his 250-head cow herd. Prior to 2014, McKorkel made his bull selections based almost solely on birth weight EPD. This year, he picked the two bulls he purchased by prioritizing the Maternal Rank Index, then the Carcass Rank Index and finally the Growth Index. He also looked at the docility score of the bulls as well as their physical characteristics, like a clean sheath, length of body and moderate frame. "It was much simpler to use the new indexes than the old EPDs," he says. With the goal of creating a Santa Gertrudis-based cow herd, McKorkel observed that the new numbers may "allow a man to get where he wants to be a lot faster."

Red Doc Farm sees that very thing as one of the biggest advantages of genomically-enhanced EPDs – the ability to validate the genetic predictability of bulls sooner. "For the last 25 years, we've developed young bulls from 12 to 14 months of age and had to wait several years to see how they produce," he explains. "Now, through

the use of genomically-enhanced EPDs, we have more statistical confidence on what these young bulls can do – even if they've never sired calves – allowing us to make more rapid genetic progress." Part of that progress is answering several industry questions, Sanchez says. With genomically-enhanced EPDs, Santa Gertrudis breeders can enthusiastically say, "Yes!" when someone asks, "Do Santa Gertrudis cattle marble," "Can Santa Gertrudis heifers breed at 12 to 14 months of age," "Can Santa Gertrudis-sired calves wean at heavier weights," and "Can Santa Gertrudis bulls make replacement females?" In the future, Red Doc Farm plans to use genomically-enhanced EPDs for internal herd selection of high performance cattle. "This is a tool that will provide added marketplace value to cattle," Sanchez stresses. "We feel DNA validation will be pertinent to the selection process of profitable cattle, but we'll also continue performance testing to validate the DNA results."

So what's all the buzz about? A new, easily-understood tool that offers enhanced accuracy to use as a selection guide that also adds value to Santa Gertrudis cattle in the marketplace. I'd say that's something to talk about. 🐄

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SANTA GERTRUDIS *Production*

SUMMER BREEDING SLUMP

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



Summer is a great time for a vacation, but isn't ideal for cattle breeding. There are physiological reasons for not breeding, or not expecting bulls to breed, cows in summer. Other than it just being too darn hot, fertility is lower during summer than in other seasons. This lowered fertility is called the "summer breeding slump" and affects all livestock producers because it reduces conception rates and reproductive efficiency. Summer

heat stress due to elevated environmental temperature and humidity can affect fertility of both cows and bulls, but when extended over several weeks, heat stress predominantly causes lower libido, semen quality and quantity, and extends the time required for recovery to normal levels of semen production. Most southern artificial insemination (AI) bull studs begin to reduce their bull collection schedule by mid-June.

Cows and heifers produce healthy oocytes (eggs) at normal body temperature (101°F), whereas bull sperm production is optimized at 96°F, or about 5° to 6°F below normal body temperature. This is why ovaries reside inside the body cavity and testicles do not. However, increased body temperature can negatively affect the expression of estrus, fertilization rate, uterine environment and the ability to support a viable embryo, and may affect oocyte quality.

Bulls possess remarkable anatomical structures to assist with testicle temperature regulation, including muscles, nerves, sweat glands, modified circulatory system and the ability to pant. These structures can keep testicles warmer or cooler than the environment. It is much easier to keep testicles warm than cool. On a cold day, the bull simply uses muscles to raise the testicles close to the body and wrinkle the scrotum to decrease surface area. In the summer, the process is essentially reversed, to dissipate and avoid body heat. The modified circulatory structure (pampiniform plexus) sits atop each testicle, cools the blood coming from the body, and warms the blood returning from each testicle.

Bos indicus and American breeds of cattle are highly adapted to hot and humid environments due to less body heat production, greater skin surface area, and more and larger sweat glands that are closer to the skin surface (Anim. Reprod. Sci., 82-83:349-360, 2004). But when it comes to bull reproductive anatomy, all breeds of cattle are similar; thus, even Brahman influenced cattle can experience the "summer slump," albeit less pronounced than that of non-

Brahman-influenced cattle. Researchers have evaluated heat stress and semen production in dairy bulls by covering the scrotum with a sock and insulating material for 48 hours (J. Dairy Sci. 74:3827-3825, 1991). Semen was collected every 3 days before and after heat stress treatment. After day 9, semen quality began to decline and was at its lowest quality 18 days after heat stress. Semen quality (sperm morphology and motility) was below normal for 40 days following the heat stress event. Similar results were reported in a Brazilian study (Anim. Reprod. Sci., 79:1-15, 2003) that evaluated semen quality in Nelore and Charbray bulls after a 4-day scrotal insulation treatment (both breed types were equally affected). These results indicate that even a short-term heat stress has long-term consequences. Sperm production takes 63 days plus an additional 14 days for final maturation and transport to storage site. Increased testicular temperature affects sperm in the mid-to-latter stages of development, and thus lower quality sperm take time to appear and will persist, because sperm production is a continual process.

Managing for heat stress includes reducing breeding activities from mid-June to October 1, and providing access to shade and water (20 gal. per 1,000 lb. per day). An effective fly control program is also important, as cattle may avoid shade as a means of avoiding flies.

Enjoy your summer. 🐄



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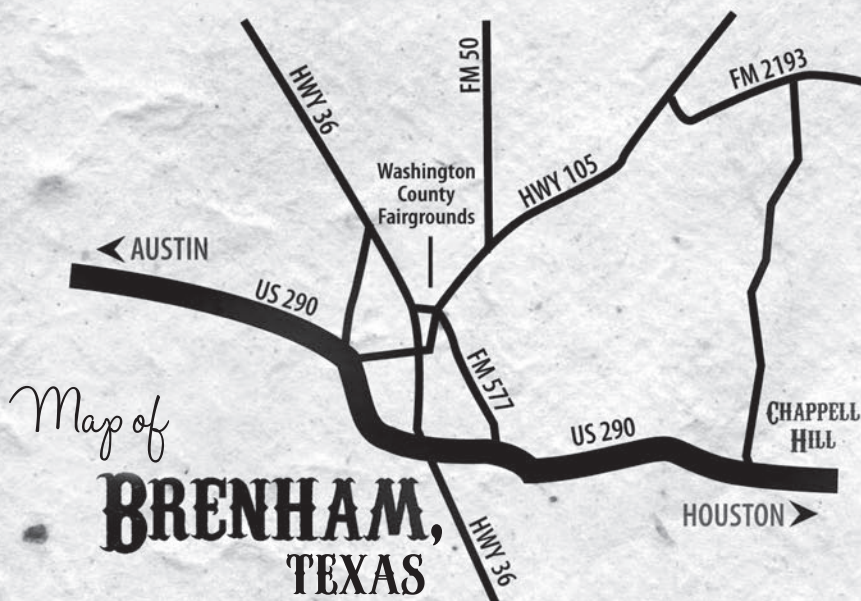
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SHOWING ADDS VALUE TO PEDIGREES:

Results from the 2013 SGBI Show Survey

For years, members of SGBI have successfully utilized the breed's show program as a tool to add value to pedigrees. However, like some other breed associations, SGBI has witnessed a decline in the number of breeders exhibiting cattle and observed a decline in the number of cattle on the show road in recent years. In an effort to address decreasing participation and enhance this important value-added program, the Shows and Exhibits Committee commissioned a survey in 2013 soliciting member input on matters that affect show road participation. The survey, developed by Texas A&M University-Kingsville College of Agriculture, has been discussed extensively by members of the Shows and Exhibits Committee and serves the association as a reference document. SGBI recognizes the value exhibiting livestock adds to pedigrees and is committed to growing the show program. Wes McDaniel, vice president of Marketing and Promotion, has asked that the 2013 Show Survey be shared with the membership and welcomes comments concerning the association's show program and efforts to increase participation.

Following are the results and assumptions gathered from the 2013 Santa Gertrudis Show Survey. The information is based on a 15 percent (68) response/return based on 545 active members; 64.7 percent (44) of respondents were owners/exhibitors. The Show Survey response/return rate reflects the findings of the 2011 SGBI Membership Survey that indicates 13.7 percent of the association's membership consider their operations to be show/exhibition-oriented.

1 Which of the following factors would you consider a "barrier" that limits your show ring participation?

Participation in the SGBI show program is clearly limited by the cost/expense involved with exhibition. In order to increase participation in the SGBI show program, the association must seek and develop avenues that reduce costs related to exhibition.

2 Rate your "agreement" with the following criteria used to determine a qualified Santa Gertrudis judge.

Survey results indicate that an ideal SGBI show judge would:

- › Have beef industry experience
- › Have current knowledge of industry standards
- › Have direct knowledge of the Santa Gertrudis breed

Results also indicate that an SGBI show judge should not be:

- › An SGBI board of director
- › A professional fitter

Although the level of agreement is not as great, the majority of responders would prefer that judges have university/Extension affiliation and a college degree. The majority have a preference for judges who are not members of SGBI.

3 Rate your "agreement" with the following groups having the responsibility of selecting show judges.

Survey participants are in agreement that the SGBI Shows and Exhibits Committee has the responsibility for selecting show judges. However, it is evident from the results that survey participants would welcome input from livestock show officials. Most responding do not consider the involvement of a third party or external source as an option for the selection of judges.

4 Rate your "agreement" with the following groups having the responsibility of assigning show judges.

The assumption can be made that survey participants prefer that livestock shows select their show's judges based on the recommendation of the SGBI Shows and Exhibits Committee (allow shows to select judges from the approved judge's list and eliminate the committee making assignments).

5 Rate your level of "satisfaction" with the following SGBI show practices.

The majority of exhibitors are satisfied with the overall SGBI show program. The number of classes offered drew high marks from those responding. The majority also expressed satisfaction with the current rules governing shows. A limited number of responses were received concerning show penalties and the current point show system. Survey participants may not be familiar with or have first-hand knowledge regarding show penalties or the newly unveiled point system. The majority (54.4 percent) aren't satisfied with the current judge selection process utilized by the committee and 33.8 percent of the 54.4 percent are very dissatisfied. However, 45.6 percent are either satisfied or very satisfied with the process. The assumption can be made that by addressing Question #2 and Question #4, member satisfaction with the selection process will improve.

6 Rate your "agreement" with the following groups having the responsibility of interpreting SGBI show rules.

Results indicate that the Shows and Exhibits Committee has the responsibility of interpreting show rules.

Rate your "agreement" with the following groups having the responsibility of enforcing SGBI show rules.

The assumption can be made that the Shows and Exhibits Committee has rule enforcement responsibility. However, involvement of the SGBI board of directors and livestock show officials is also acceptable to those responding.

8 Rate your "agreement" with the following groups being members of the SGBI Shows and Exhibits Committee.

The Shows and Exhibits Committee should comprise SGBI members. Having industry participation would be viewed in a positive light. However, survey participants are

very clear that professional fitters should not serve on the Shows and Exhibits Committee.

9

Please indicate your show and exhibition status. Check all that apply.

64.7 percent (44) of the survey responders classified themselves as owner/exhibitors.

10

Please indicate the number of shows you attend each year.

Not surprisingly, the majority (67.6 percent) attend 1-7 shows. This response relates to Question #1 concerning barriers to participation. Again, the assumption can be made that cost is the limiting factor.

11

Which of the following do you consider your primary reason for participation in shows?

The vast majority consider shows as a promotional or marketing tool for their farm or ranch.



2013-2014 SGBI High Point Overall Bull 5 Bar E Integrity 350

12

Please indicate the percentage of your total annual cattle sales directly derived from your show ring participation.

Even though the vast majority consider showing a marketing tool, survey participants indicate that very few head are marketed as a result of show ring participation.

13

Please indicate the number of head you market annually for open and junior show ring exhibition.

This follow-up question supports the findings of #12; 76.5 percent (52) market 10 head or less as a result of show ring participation. One could draw the conclusion that even though survey participants indicate they consider showing a marketing and promotional tool, the social aspect (enjoyable pastime) is much more important.

14

Do you currently have a marketing plan which includes an annual marketing/promotion budget?

57.4 percent (39) indicated that they have a marketing/promotion budget for their farm or ranch.

15

Which of the following does your annual marketing/promotion budget include?

In addition to cattle exhibition, the majority utilize print media as a tool to market cattle. 📖

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PART II OF II:

AI Technicians Follow Strict Protocols to Optimize Success

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

In the first part of my artificial insemination (AI) article, I discussed the critical aspects of facilities, vaccinations, animal body condition and nutrition, proper time to breed on natural heats and sexed semen. This time, I'll review protocols for synchronizing virgin heifers and cows as well as tips on how to improve overall conception rate within your herd.

There are various methods for synchronization of estrus in cattle. The one I use consistently and have had continued success with is the 7 Day CO-Synch + CIDR (Controlled Internal Drug Release). Note that breeding times are different for heifers than cows. It's crucial to know before starting this protocol that your cattle must be open. If any bred cows or heifers are exposed to this protocol, there's at least a 70 percent chance of abortion. One of the critical components to this protocol is the CIDR, which resets, or reprograms, a bovine's reproductive clock. Almost always, on days when I arrive to start animals on breeding protocol, there will be at least one or two animals expressing heat. I go ahead and insert CIDRs into them, and they always have a great response on breeding day. Monitor CIDRs closely and ensure daily that they are still in the cattle. If one loses her CIDR, replace it immediately. Never place cattle with CIDRs in with weaned steers or bull calves, as they take pride in removing them.

Needles used in this protocol should be 18- or 20-gauge and 1.5 inches in length. Again, note that times for breeding heifers and cows are different. Heifers are to be bred at 54 hours after CIDR removal. The following is a schedule we would use for setting up heifers to breed with a breeding date of Monday, May 12, 2014, 2 p.m. Saturday, May 3, we insert CIDRs and administer 2cc of GnRH (ex. Cystorelin or Factrel); this is the only step of the protocol where exact time isn't an issue, providing the date is correct. The next Saturday, May 10, we work heifers through the chute at 8 a.m., remove the CIDRs and administer prostaglandin (ex. Estrumate at 2cc, Lutalyse at 5cc). Then, 54 hours later, on May 12 at 2 p.m., we breed the heifers and administer 2cc of GnRH to ensure estrus subsides.

The following is our breeding schedule for cows if we had an appointment for breeding with the AI technician for Tuesday, May 13, at 8 a.m. Cows are to be bred about 63 hours after CIDR removal, so on Saturday, May 3, we administer 2cc of GnRH and insert a CIDR. One week later, on Saturday, May 10, at 5 p.m., we remove CIDRs and administer prostaglandin (2cc for Estrumate or 5cc for Lutalyse). Then, on Tuesday, May 13, at 8 a.m., exactly 63 hours from CIDR

removal, we breed our cows and administer 2cc of GnRH.

Here are a few tips I've found to be worth the effort. On first-calf heifers, remove the calves 24 hours before scheduled breeding time. Place calves in a comfortable environment with access to high-quality hay, a good medicated feed and fresh water. The calf not nursing for 24 hours makes the first-time momma cycle a stronger heat. After breeding, return calves to mommas and monitor calves for the next 48 hours for scours. On mature cows, remove the calves 12 hours before breeding time. This helps a little in protocol response, but also is a safety precaution for the calves to avoid getting stepped on or smashed by large cows that are really wound up. Return calves to their mothers shortly after breeding.

Sexed semen is a viable way to obtain calves from bulls, with an estimated 90 percent accuracy on the gender selected for. I personally have no problem using sexed semen on cows that are at least 45 days past calving, are in good flesh and are expressing a good heat.

I'll administer 2cc of GnRH after breeding to try to ensure healthy semen are present by speeding ovulation up a little. Two of the most common sizes of straws for sexed semen are 2.1ml and 5ml. Although you can expect a 10-15 percent decrease in pregnancy rates when using sexed semen vs. conventional semen, you'll find on average only a 5 percent gain in extra pregnancies when using the 5ml straw as opposed to the smaller volume straw. When using sexed semen in a flush, you may notice a 25-35 percent decrease in the total number of transferrable embryos as compared to what you would experience with conventional, non-sexed semen. Sexed semen is also more capable of being damaged by mishandling or very brief exposure to wind or light. Always store sexed semen in a canister by itself to avoid unnecessary exposure while using other semen.

AI is one of the greatest gifts we have as participants in the cattle industry. When we take care of our animals and place viable semen in the hands of trained professionals, we can begin to reap the rewards. However, AI doesn't eliminate the need for a good clean-up bull; our cows have no sustainable value if they remain open. 🐄



Photo by Caroline Creech, Creech Farms, Zebulon, N.C.



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TZ CATTLE CO.

Sees Value in Santa Gertrudis Crosses

By Micky Burch, managing editor

In one way or another, Mike and Anne Wirtz of TZ Cattle Company, Brenham, Texas, have been involved with the Santa Gertrudis breed for more than 50 years. They both raised cattle as youths; though there wasn't an SGBI program at the time, Mike raised what are now Star 5s. Each of them used the money from the dispersal of their respective cow herds to pay for college, and they met while participating on collegiate rodeo teams. "I wasn't very good at rodeo, though," Mike says with a laugh. "That's why I went to vet school."

After establishing his practice, Mike and Anne started raising cattle again. At this point, their herd consisted of show heifers for their children, Will and Sarah, along with some additional females. After the kids were done showing, Mike and Anne continued to increase cow herd numbers, but became more commercially-focused.

Prior to the drought of 2010-2011, Mike and Anne had 300 females. The base herd of 100 purebred Santa Gertrudis females were crossed with Canadian Hereford bulls to make motley-faced replacement heifers. For several years, they marketed females through special sales at the Fort Worth and Houston stock shows. Then, they put Angus bulls on the motley-faced females, creating a terminal cross specifically for the feedyard. "We use Santa Gertrudis because they fit the humid climate of the Gulf Coast, and are disease- and insect-resistant," Mike explains. "Then, we crossbreed for hybrid vigor, growth and carcass quality." Mike believes in breeding the best Santa Gertrudis females to the best Hereford bulls he can find; he accomplishes that by selecting bulls based on superior phenotype and sound expected progeny differences (EPDs). "We prioritize birth weight and weaning weight," he says. "When we're looking at Angus bulls, we also consider yearling weight for the feedyard."

Today, TZ Cattle Company is a 150 head (and rebuilding) cow-calf operation; their crossbreeding system is the same as it was prior to the drought. Ideally, Mike and Anne's calves are pre-

conditioned using a modified Vac-45 program, raised on grass to 800 pounds, then sent to the feedlot. At harvest, they're sold on the grid or contracted on a natural program; all are age, process and source-verified, and some have gone to Japan or South Korea. If the weather forces them to sell early, they take advantage of pre-conditioned stocker-feeder sales.

A large part of their marketing strategy is dual calving seasons to capture two markets. "We calve half the cows in February and March, and the other half in October and November," Mike explains. Their calving period results from an aggressive breeding program, which includes synchronization via the use of CIDRs and artificial insemination (AI). "With AI, we have access to some of the best bulls in the business," Mike points out. He and his right-hand man Wayne Wellman handle all of the AI work themselves, and accomplish a 60-percent conception rate. Five days after they're done Aling, they kick out the bulls for 60 days to naturally breed anything that didn't stick AI.

Beefing Up with BQA

A large part of Mike's career as a veterinarian was Beef Quality Assurance (BQA). "The BQA program was established to counter drug residue and carcass blemishes. Since we did a lot of herd work for our clients, we had the opportunity to teach BQA and educate producers about why they should use recommended practices," he explains. Mike trained his staff on his own livestock, stressing the importance of vaccinating, vaccine handling and animal welfare. He also cites the advantages of BQA certification when marketing cattle. "When done properly, BQA enhances carcass value due to low sickness and blemishes in the beef itself," he explains. "Safe handling techniques reduce



Mike and Anne Wirtz and family

stress, help gain and reduce bruising – this helps to produce a quality product to ensure consumer demand due to an excellent dining experience."

The Texas and Southwestern Cattle Raisers Association, along with the Agri-Life Extension Service, recognized TZ Cattle Company with the Texas BQA award in 2012 and submitted their application to the National Cattlemen's Beef Association for a national award. The BQA award applications are eligible to win for three years, so when Mike and Anne learned they had won the award in 2014, they were completely surprised and honored.

Working within BQA guidelines, Mike and Anne's plan now is to recover from the drought, grow the herd and increase overall carcass quality. Their rebuilding efforts have another goal as well: to allow for Will, Sarah and their families to return to the ranch. Will is a Special Forces Commander in the Navy; he and his wife Paige have two sons, Kyle and Ian. Sarah and her husband Corey Keniston, who is also a Navy Commander, also have two children, Anna and Evan. Along with passing on the family ranch is the family brand – TZ – that dates back to the 1940s. "It was my dad's brand from Fort Bend County, where I was raised," Mike reminisces. "It's a good, recognizable brand representing the 'TZ' in 'Wirtz.'" After more than 50 years of involvement in the cattle industry, Mike and Anne still use that brand today. 🐄



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JUNE 15-20, 2014



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More heifers are needed for the 2014 show. To donate a heifer, please contact Patti Manak at pmanak@fisd.us or call (361) 522-7336.

Cookbooks for Sale

Santa Gertrudis Junior Association cookbooks will be available for \$20 at the NJSGHS. This is a simple, yet great way to support a junior association fundraiser!

SCHEDULE OF EVENTS

Saturday, June 14

12 a.m.-7 p.m. Grounds Open for Arrival

Sunday, June 15

8 a.m. Grounds Open for Arrival

3-6 p.m. Mini-GOALS (Show Stands)

6 p.m. Information Gathering/Social (Show Stands)

Stalls available for setup/affiliate display

7 p.m. NJSGA Board of Directors Meeting (Show Grounds)

Monday, June 16

8 a.m.-12 p.m. Cattle Check-In

*Also Check In: Yearbook, PowerPoint & Photography (Arena Office)
(Contest Entries Must Be Checked-In by 3 p.m.)*

9 a.m.-12 p.m. Public Speaking Contest (MPEC Center Seminar Room)

1-4 p.m. Brain Bowl (MPEC Center Seminar Room)

4:15-6:15 p.m. Junior Board Interviews (Arena Ticket Office)

6:30 p.m. Welcome Cookout

Tuesday, June 17

8:30 a.m.-4 p.m. Cattle in Barn

8:30 a.m.-4 p.m. Herdsman Contest

9 a.m. Sales Talk (Show Arena)

2 p.m. Queen/Princess Interview (MPEC Center Room 6)

5:30 p.m. Survivor (Outdoor Covered Arena) *Bring your lawn chairs*

Wednesday, June 18

8:30 a.m.-4 p.m. Cattle in Barn

8:30 a.m.-4 p.m. Herdsman Contest

8 a.m. Pre-Showmanship Meeting (exhibitors and parents, Arena Stands)

9 a.m. Showmanship: Pee-Wee, Junior, Intermediate, Senior

1 p.m. Cattle Judging/Cattlemen's Contest (Show Grounds)

6 p.m. Scholarship Interviews (Arena Ticket Office)

Thursday, June 19

8 a.m. Cattle in Barn

9 a.m. NJSGHS Purebred Female Show

ONE HOUR AFTER SELECTION OF CHAMPION FEMALE

NJSGHS General Membership Meeting (Show Stands)

Friday, June 20

9 a.m. NJSGHS Special Classes Judging (Cow-Calf, Donated Heifer, Best of Polled, Bred & Owned, Star 5)

6 p.m. Awards Banquet (MPEC Center)

Saturday, June 21

All cattle must be off grounds by noon



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SANTA GERTRUDIS SALE

Reports

GEORGIA EXPO COMMERCIAL HEIFER SALE

April 4, 2014 | Perry, Ga.



The 16th Annual Georgia Expo Commercial Heifer Sale was held in early April at the Georgia National Fairgrounds in Perry, Ga., where 175 top commercial females sold in uniform pens of 2 and 3 head, including cow-calf pairs, bred heifers and open heifers. The high-selling pen-of-3 bred heifers were Santa Gertrudis x Hereford and were consigned by Salter Farms, Milton, Fla. They sold for \$2,200 per head to Herb Taft, Buena Vista, Ga. In the open heifer category, a Santa Gertrudis x Hereford pen-of-3 consigned by Albert Ward of Commerce, Ga., brought \$2,150 per head and went home with Mark Bayer, Warner Robbins, Ga. 🐄

RED HOT BULL SALE

April 12, 2014 | Bosque, N.M.

Auctioneer: Leo Casas III

SALE AVERAGES

Bulls \$4,564

Bred Heifers \$4,090

Red Doc Farm's 10th Annual Red Hot Santa Gertrudis Bull Sale was a record sale for the Santa Gertrudis breed. Sixty-five performance bulls and five bred heifers sold to 11 states, from Oregon to Alabama and into Mexico. This offering of Santa Gertrudis and Santa Gertrudis composite bulls were the first Bos indicus cattle evaluated with genomically-enhanced (DNA- verified) expected progeny differences (EPDs) as well as Growth, Carcass and Maternal Indexes.

Brooke, Delight and Austin Justice from Cross Timbers Cattle Company, Burleson, Texas, bought the record-selling bull Si Sabe 3106 – a true “curve bender” for calving ease, carcass and performance – for \$31,000. Commercial cattlemen raised their hands high for bulls with good “numbers” at this sale. The volume buyers were Felipe and Juan Sanchez, local commercial cattlemen who bought seven Santa Gertrudis bulls. 🐄



TINNEY FARMS HERD REDUCTION SALE

April 26, 2014 | Cullman, Ala.

Sale Management: Richmond Marketing Services, Darren Richmond

Auctioneer: Hoover Case

Sale Consultants: David Alderson, Bill Lundberg, Gene McCarter and Darrell Pitchford

SALE AVERAGES

162 Total Lots \$3,045

42 Cow-Calf Pairs \$3,438

70 Bred Females \$2,905

35 Open Heifers \$2,645

15 Bulls \$4,360



Townsend Cattle Co., Louise, Texas, purchased the high-selling cow-calf pair.

Buyers from 13 states and Mexico attended the Tinney Farms Herd Reduction Sale in late April. Purchasing the high-selling bull, TF SCC New Edition 3115, for \$11,000 was SCC Elite Genetics, Pearl, Miss. The high-selling pair, LCC Sparkles with a bull calf at side sired by Hatchetman, sold

for \$7,750 to Townsend Cattle Co., Louise, Texas. Topping the open heifer division was TF 334, a Briggs 567 daughter; she sold for \$8,000 to Tara Ranch, Liberty, Texas. The high-selling bred female was TF 607/9, a daughter of national champions “Sombbrero” and “Hanna Montana”; she sold for \$5,800 to 4B Cattle Co., Kaplan, La. The volume buyer was James Kelley, Van Buren, Mo. 🐄



Tara Ranch purchased the high-selling open heifer.

BREEDERS OF THE CAROLINAS SALE

May 10, 2014 | Chester, S.C.

Auctioneer: E.B. Harris • Sale Consultant: Bill Lundberg

SALE AVERAGES

All Purebreds \$2,375

Bulls \$3,067

Bred Females \$2,300

Open Heifers \$1,876

Pairs \$3,183

3-in-1s \$2,733

Female w/Star 5 Calf \$2,067

All Star 5s \$1,558

Open Females \$1,420

Bred Females \$1,657

CONTINUED ON PAGE 26 ►

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SALE REPORTS CONTINUED FROM PAGE 24

Santa Gertrudis breeders met at the Chester Livestock Exchange for the 41st Annual Santa Gertrudis Breeders of the Carolinas Sale in early May. Purebred and commercial entries were offered for sale, including bulls, pairs, 3-in-1s, bred females, bred heifers and open heifers.

RIGHT: (L to R) Al Jackson & Bill Lundberg (representing Gray Oaks Farm) purchased the high-selling pair from Lou Al Tuck Farm, and Mr. & Mrs. Mark Wimmer purchased the high-selling bull from Deitrichs Flying D Ranch, Fred & Roy Deitrich.





**2014
Fall Show Schedule**
All SGBI Point Shows

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Tulsa State Fair
Arkansas State Fair
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North American Expo



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Thank You Arkoma Sale Buyers!

We thank the Bradley Family, Diamond, Mo.;
Robert Silva, Krebs, Okla.; and Chad Robinson,
Maud, Texas, for their purchases!

Thank You Townsend Cattle Co.!

Thanks also to Townsend Cattle Co., Louise, Texas,
for their purchase at the MidCoast Santa Gertrudis
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**Look for our genetics at the
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FIRST QUARTER TRAIT LEADERS ANNOUNCED



Each quarter, SGBI updates the breed's expected progeny differences (EPDs) for all registered Santa Gertrudis cattle. Included in the quarterly update are two sets of trait leader lists that rank performance on proven and young sires for the economically important traits measured by SGBI. Proven sire criteria, set by the SGBI Performance Committee, ensures identified animals are high accuracy bulls, currently active in breeding programs. Trait leader lists are not intended to recommend one sire over another; rather, the lists provide a starting point, allowing breeders to identify genetics suitable for achieving breeding and production objectives. Trait leader lists are another tool designed to assist SGBI members in adding value to their cattle. The complete trait leader lists can be viewed on the SGBI website www.santagertrudis.com; simply go to the homepage, hover on the "Performance" tab, then click on "EPD Statistics." 🐄

PROVEN SIRE TRAIT LEADERS

Trait	Animal Name	EPD	EPD Acc.
BIRTH WEIGHT	Myers Farms 306/6	-6.3	0.5
	Polled Chief 508	-3.0	0.62
	Macho 2419 **** 2419	-2.9	0.62
	RDF Jefe 4-125	-2.7	0.52
	King 55/0 **** 55	-2.2	0.61
WEANING WEIGHT	Briggs 031/6	39.9	0.6
	Copperhead 214	31.1	0.6
	Hunts DHF Missile 961	27.7	0.51
	Hatchet 150	26.2	0.0
	Harris Farms 56/3	25.0	0.56
MATERNAL WEANING WEIGHT	KR N6/5	19.5	0.52
	CB 8333	11.9	0.59
	Big Man 0-63	8.2	0.57
	Polled Chief	8.2	0.57
	King 55/0 **** 55	8.0	0.57
YEARLING WEIGHT	RDF Sancho 7-216	39.2	0.55
	SCC Grid Maker 820	38.8	0.64
	Hatchet 150	32.6	0.69
	PCR Avalanche 95/5 (ET) 95/5	32.5	0.58
	RDF Sancho's Never Before 1136	32.1	0.46
CARCASS TRAITS	KR 659/06		
	Briggs 023/5		
	Hammetts 118*1		
	KR R49/06		
	4C 452		

YOUNG SIRE TRAIT LEADERS

Trait	Animal Name	EPD	EPD Acc.
BIRTH WEIGHT	Myers 334/2	-4.2	0.2
	Mr. Cortijo 06/2011 06/1	-3.2	0.18
	Myers 329/1	-3.2	0.2
	Red Doc 3057	-3.0	0.26
	SR 51/1	-2.9	0.231
WEANING WEIGHT	Briggs 032/12	33.7	0.31
	TF 390	31.2	0.13
	RDF Kansas 1178	29.9	0.28
	KR 720/11	28.5	0.31
	TF 216	28.4	0.15
YEARLING WEIGHT	KR 720/11	54.7	0.35
	Harco 1260	47.8	0.18
	Red Doc Sancho 200X	47.2	0.32
	RDF La Jarra 2195	46.9	0.29
	Red Doc 3156	44.9	0.29
CARCASS TRAITS	RDF Sancho's Hut 1092		
	RDF Sancho Pledge 1116		
	RDF Sancho's Boy 1062		
	RDF Interpret 1099		
	Red Doc 3150		

Complete trait leader lists can be viewed on the SGBI website www.santagertrudis.com.

Good luck Kalli & Lucy!



We're excited for Kalli Kimble, KK Lucy 103
(a 5-E Seven daughter) and Lucy's mother,
SR 54/1, to show at Junior Nationals!

*Best
Wishes*

to ALL those exhibiting
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