



SANTA GERTRUDIS

USA

JUNE 2015 | VOLUME 18, NUMBER 6



Santa Gertrudis



The Preferred American
Beef Breed

Thank You!



Thank You White Rock Farm, Matt, Cindy and Luke Chastain, Talking Rock, Ga., for purchasing an outstanding young herd sire sired by TF 909 from us for their new herd.



Thank You 777 Farms, Chad and Jamie Daniel and family, Magnolia, Ark., for purchasing two pairs with Hatchetman calves at side.



Thank You and Welcome Back Rockin K Farm, Donnie and Sharon Kelley, Lawrenceburg, Tenn., for purchasing a son of Old Joe to use in their herd.

Tinney Farms
would like to thank all
our buyers who made the
2015 Crimson Classic
A GREAT SUCCESS!

Thank You to Our Additional Buyers:

**C Bar C Ranch,
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**And a BIG Thank You to all our
bull buyers that made this
year's Crimson Classic Bull Sale
a success!**

**Clark Daniel, Childersburg, Ala.
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RED DOC
Dinero
4088



Weights				
Reg#	BW	WW	Scan WT	SC
20143156				
Calved: 02/12/14	77	848	1365	42

EPDs						
BW	WW	YW	Milk	Fat	REA	Marb
0.39	16.0	20.3	16.5	0.19	14.29	5.06
						1.05

4088 KING RANCH 189/11
RED DOC BONITA 8017



Dinero pictured beside his mother, Red Doc Bonita, at 6mo.

Going... going... almost gone.

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Dr. Brian Nazeri

USA (720)308-6494



Maternal sib, Red Doc Si Sabe 3106 - owned by Cross Timbers Cattle Co.

SANTA GERTRUDIS USA

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A foundation Hatchet daughter with her bull calf at Tinney Farms, Hanceville, Ala. Photo by Darren Richmond.

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Ramblings from the Open Range

EXECUTIVE DIRECTOR'S REPORT

By John Ford

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It is safe to say the majority of seedstock operators want to be recognized for breeding animals capable of topping the various trait leader lists – after all, isn't that what the seedstock business is about: producing superior genetics for the commercial cattleman? Exceptional seedstock is the result of a carefully developed breeding plan following a thorough review of performance data and an exhaustive examination of genetic information. The beef industry is constantly evolving, and managing a cow herd in the current business climate is an ever-changing process. Our commercial customers want assurance the bulls and females they select will be profitable and they expect purchases to be accompanied

by data that validates performance. Today's marketplace expectations have resulted in breed associations collecting massive amounts of data and developing more and more decision-making tools for their membership and cattle-buying customers.

There is no doubt the amount of data available is enormous, but when properly used, it can be a tremendous asset for making wise breeding decisions. It is no secret I believe our breed's genetic evaluation and selection indices are great tools capable of identifying high-performing animals and should play a major role in a member's selection and mating decision-making process. However, I also believe SGBI's genetic evaluation and selection indices are

The foundation for a profitable cow herd is a balanced, efficient female. More is not always better – avoiding extremes and matching the cowherd to the operation's forage resources will almost always result in a profitable set of cows well-adapted to the ranch's environment.

simply tools in the association's toolbox and to be effective must be paired with other tools and criteria, including environmental conditions, when selection and mating decisions are being made.

Unfortunately, many cattlemen do not consider the environment when making selection and mating decisions. This has certainly been evident the past 15 years as the national trend has been toward a cowherd that is straightbred and black-hided, resulting in cattle that do not necessarily fit all environments. The foundation for a profitable cow herd is a balanced, efficient female. More is not always better – avoiding extremes and matching the cowherd to the operation's forage resources will almost always result in a profitable set of cows well-adapted to the ranch's environment. Mismatches between cow type and environment affect reproductive performance. Reproductive performance is a function of age and weight at puberty, conception rate, length of gestation, calving ease and longevity. These components are directly influenced by milking ability, mature body weight, body condition score and calf weight, all of which are influenced by environment (forage/feed availability). A female that remains in good body condition throughout the year, breeds back quickly and brings a calf to the weaning pen each year, doing it all by grazing the available forage with minimal supplementation, is a keeper in any operation and is one that is truly an environmental fit.

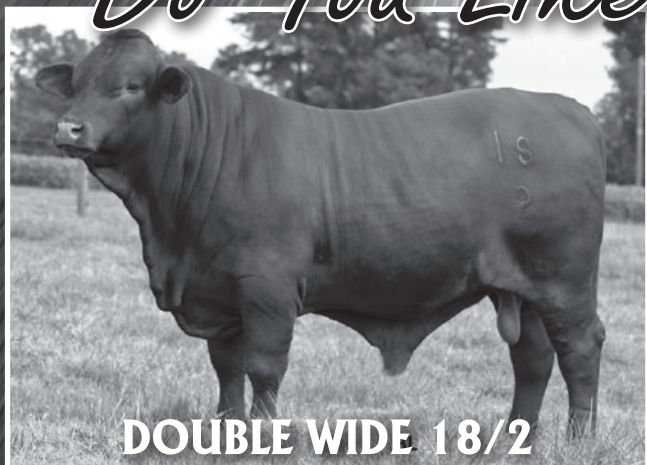
During this phase of cow herd rebuilding, cattlemen nationwide are seeking alternative options to the straightbred, black-hided practices of the past and there is growing interest in Santa Gertrudis genetics. Commercial cattlemen recognize our cattle fit in a wide range of environmental conditions, from the lush pastures of the Kentucky Bluegrass to the challenging arid conditions of the desert Southwest. They understand Santa Gertrudis females are compatible crosses with numerous breeds and the outcome is a highly marketable feeder calf and an extremely valuable F1 replacement female. Today's industry demands females that are productive for an extended period, females that wean a heavy and healthy calf, females that are flexible enough to fit into a variety of breeding schemes and, most importantly, females that are profitable in a wide range of environmental conditions. 🐄



Photo courtesy Donnie Spriggs, Texarkana, Texas

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DOUBLE WIDE 18/2

HERD SIRE



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Gary is from Wagner, S.C. and purchased Creech 86-3, who was the second high-selling bull at the 2015 Breeders of the Carolinas Sale.

Both are offspring of Gunnie 803, our senior herd sire.

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YOUR CONFIDENCE IN OUR PROGRAM.**

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PRESIDENT'S LETTER

By Wes McDaniel

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In my brief time as your president, I have thoroughly enjoyed visiting with Santa Gertrudis members and commercial cattlemen across the United States. And I am amazed in my conversations how often a few recurrent topics are discussed: the weather, hay situations and the need for replacement females.

Cattlemen and women are constantly seeking replacement females with longevity, calving ease, the ability to adapt to a wide range of climates, and the ability to increase weaning weights and profits.

Fortunately, as breeders of Santa Gertrudis and STAR 5 cattle, we already have the product every cattle producer wants. Santa Gertrudis and STAR 5 females are known and desired for their longevity, calving ease, ability to adapt to a wide range of climatic conditions, and the ability to increase weaning weights and profits. As cattle producers nationwide restock, I anticipate this will continue to lead to unprecedented demand for Santa Gertrudis and STAR 5 females.

Now, I don't claim to be the most savvy businessman in the world, but I am smart enough to understand the time to increase production is generally when there is an increase in demand for your product. While this sounds like a simple principle, the cattle industry is limited by the time constraints of the reproduction process. However, with developments in biotechnology, there are options available to aid cattle producers. At this year's SGBI Annual Meeting, we had the privilege of touring Sexing Technology's facility, where they shared the advantages of using sexed semen to increase the probability of a calf crop being one gender or the other. With the increased demand for Santa Gertrudis and STAR 5 females, this may be an option to consider implementing in your herd.

As we think about meeting the demands of the cattle industry and marketing our females to prospective new breeders and commercial cattle producers, I want to encourage you to capitalize on one of the greatest marketing opportunities in our breed – the National Junior Santa Gertrudis Heifer Show, which will take place June 21-27 in Guthrie, Okla. This landmark event and program provides the opportunity to showcase hundreds of top-quality Santa Gertrudis and STAR 5 females exhibited by the finest young people in the land. I encourage each and every one of you to attend and invite someone who may be interested in learning more about the advantages and benefits of Santa Gertrudis genetics.

I want to thank all those who support SGBI's junior program and make it the envy of other breed associations. Good luck to all the juniors and families participating in this year's event! 🌂

In Memoriam

DONALD H. ROBERTSON

Donald H. Robertson of Okeechobee, Fla., passed from this life Oct. 10, 2014. He was born Feb. 26, 1936 in Miami, Fla., to Charles and Carralee Juanita Sutton Robertson. A graduate of Texas Christian University, he worked as a classifier for SGBI in Kingsville, Texas, prior to becoming the Director of Natural Resources for the Seminole Tribe of Florida for 22 years.

Don was a member of the National Cattlemen's Beef Association and the Florida Cattlemen's Association. He is survived by his wife of 40 years, Emma Jean Robertson; sons Donnie (Clair) of Normangee, Texas, Darren (Elanea) of Ft. Pierce, Fla., Roy Vaughn (Shannon) of Tampa, Fla., and Lloyd Ryan (Heather) of Narcoossee, Fla.; daughters Robin A. Longstreet (J.L.) of Ft. Pierce, State, and Anne Broom (Rodney) of St. Cloud, Fla.; ten grandchildren; seven great-grandchildren; and sister, Kathy J. Rodrigues. 🌂

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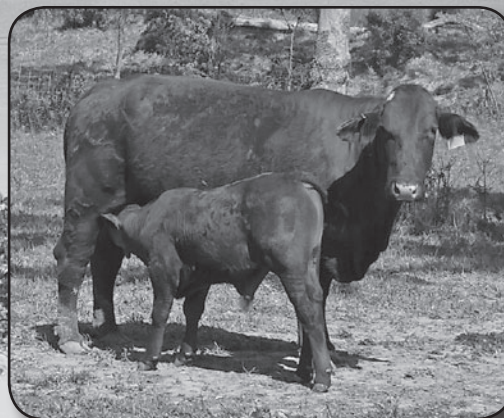
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Good Luck!

To all juniors showing at the NJSNGHS in
Oklahoma later this month.



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SANTA GERTRUDIS

Juniors

By Will McDaniel, Vice President, At-Large



The magazine theme for my month's article is "Focus on Females" – and that's no bull! What a fitting topic. As a 16-year-old male high school junior, I must confess, I "focus on females" all day long.

All joking aside, whether or not you have a special fondness for the female gender, it can't be denied that the females in the Santa Gertrudis

breed showcase tremendous performance. They are known for their exceptional maternal traits, beginning with high fertility and generally resulting in small birth-weight calves, thereby eliminating most calving difficulties. Strong mothering instincts encourage excellent care of their offspring. They are above-average milk producers, which often results in a heavier calf at weaning. The average Santa Gertrudis female begins production as a two-year-old and generally remains in production well past her 12th birthday, which means a huge return on your original investment. Santa Gertrudis females rock!

There is no better place to display these gorgeous Santa Gertrudis females than at the National Junior Santa Gertrudis Heifer Show in Guthrie, Okla., this month. This event is sure to bring excitement in all shapes and sizes, from contests and social gatherings each day to the thrill of the championship drive. Insider information has led me to believe this will be one of the most thrilling national junior shows this association has ever hosted.

Finally, in late July, when summertime boredom has engulfed the nation's youth, the members of the National Jr. Santa Gertrudis Association will be on its way to Gettysburg, Penn., for the biennial gathering of Gerts Ongoing Advanced

CONTINUED NEXT PAGE ►

REGISTRATIONS, STAR 5 RECORDINGS & TRANSFERS BY DISTRICT

APRIL 2015

District	Purebred Reg.	Star 5 Reg.	Performance Only	Purebred & Star 5 Trans.
1	42	9	0	35
2	129	9	16	199
3	9	8	0	11
4	25	2	5	29
5	6	1	0	4
6	19	1	0	28

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 Shyla Ervin, Roswell, N.M.
 Blaine Gibson, Paradise, Texas
 Chloe Gibson, Richmond, Texas
 Lesly Gonzales, Sealy, Texas
 Lindsee Hix, Mansfield, Texas
 Casey Hunt, Pearland, Texas
 J Bar T Show Calves, Kaiden Green, Pleasant Plains, Ark.
 Jonathan Kohley, Jasper, Mo.
 Erin Lorch, Batesville, Ark.
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 Logan Mason, Chappell Hill, Texas
 Cheyenne Neal, Conroe, Texas
 Matthew Payne, Dayton, Texas
 Haley Pollard, Chico, Texas
 Justin Rasco, Burleson, Texas

SANTA GERTRUDIS

Calendar

JUNE

- 9-12** Beef Improvement Federation Annual Convention, Biloxi, Miss.
- 16-17** Florida Cattlemen's Convention, Champion's Gate, Fla.
- 20** Arkoma Jr. Heifer Show, hosted at the Ron & Jan King Farm, Bixby, Okla.
- 20-27** National Jr. Santa Gertrudis Heifer Show, Guthrie, Okla.

JULY

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

AUGUST

- 3-5** Texas A&M Beef Cattle Shortcourse, College Station, Texas
- 4** Ohio State Fair Open Santa Gertrudis Show, Columbus, Ohio
- 12** Indiana State Fair Open Santa Gertrudis Show, Indianapolis, Ind.
- 15** Mid Coast Cattlemen's Opportunity Sale, Brenham, Texas
- 30** Kentucky State Fair Open Santa Gertrudis Show, Louisville, Ky.

SEPTEMBER

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

SANTA GERTRUDIS *Production* WHAT MAKES GOOD FEED?

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



I hope all of us had plenty of rain and sunshine this spring to grow lots of green grass, as that is what serves as the base for most of a beef cow's nutrition throughout the year. However, from time to time we find ourselves needing to provide supplemental feed. So, what makes a good feed? Whether your feed contains minerals or you provide them free-choice, minerals are critical to cattle health and production.

Minerals are inorganic elements essential for normal metabolic function, and they must be consumed; none can be synthesized by the body. Minerals are sub-divided into categories based on the amount needed on a daily basis. Typically, macro-minerals (Calcium (Ca), Phosphorus (P), Sodium (Na), Chlorine (Cl), Potassium (K), Magnesium (Mg) and Sulfur (S)) requirements of a beef animal are expressed as a percent of diet or as a percent of feed ingredients. Micro-minerals, or trace minerals, (Cobalt (Co), Iodine (I), Zinc (Zn), Iron (Fe), Copper (Cu), Manganese (Mn) and Selenium (Se)) are expressed as parts per million (ppm) in either daily requirements or in feed. Of the macro minerals, Ca, P and Na are the most critical, as K and Cl deficiencies are rare. Most grain and protein sources we feed to cattle are adequate in Mg and S. Providing a good loose or block mineral product will ensure adequate consumption of trace minerals. If you read the label, you may notice that trace minerals can either be –sulfates, –oxides or chelated. Chelated trace minerals are usually more expensive, but they are the highest in bioavailability to the cattle.

Vitamins, on the other hand, are organic components of feed/forage that are present in minute quantities and are chemically distinct from water, proteins, fats, carbohydrates and minerals. Vitamins are essential for normal metabolism and thus are required for normal growth, development and reproduction. The water-soluble vitamins (Bs and C) are either synthesized by the liver (C) or rumen microbes (Bs), which makes it easier and leaves only the fat-soluble vitamins (A, D, E and K) for concern. Daily intake of fat-soluble vitamins is not necessary because they are stored either in fat or the liver. Vitamin A and E are present in all green forage and, therefore, to a lesser extent in good-quality hays. Vitamin D is generated in the skin when it is exposed to sunlight and is stored with Ca in bones. Vitamin E is the most expensive vitamin used in animal feeds and should be supplemented if cattle are consuming dry hay or silage, because it breaks down quickly with sunlight or storage. Vitamin K requirements are met by a combination of diet and rumen microbe synthesis,

and therefore there is no specific requirement for cattle. The easiest method to ensure adequate vitamin A, D and E is to administer with an injection after an extended period of dry grass (brown) or low-quality hay consumption.

The remainder of a good feed should include an energy source and a protein source. All cereal grains are excellent sources of energy (carbohydrates), but are low in fiber (less than 4 percent), crude protein (at or less than 13 percent) and Ca. Ranking of relative feeding value of grains (dollar/unit of energy) in a complete diet would be as follows: corn (best), milo, wheat, barley, oats, triticale and rye (least). Grains can be partially replaced with fats/oils, grain- or oilseed-milling byproducts, and grain screening. Many of these types of feed can also contain an acceptable amount of protein and include dried distillers grain (DDGs) and wheat bran, middlings and shorts. Fats/oil should not be fed at more than 6 percent of the diet, but they contain 2.25 times more energy than carbohydrates.

Protein feed sources contain 25 to 45 percent crude protein and include soybean-, cottonseed-, peanut-, canola-, corn gluten-, sunflower- and even fish-meals. Corn gluten feed, DDGs and brewery byproducts (malt sprouts, brewer's dried grains and dried spent hops) can also be used to supply the protein in cattle feed. Protein quality is of minimal importance in cattle feed, compared to swine or horses, because we are truly feeding the microbes within the rumen. It is actually the rumen microbes that provide protein to the cattle. A good source of both energy and protein is whole cottonseed, 19.3 and 22 percent, respectively, in its natural state. However, we must remember to limit-feed adult cattle whole cottonseed at 5 pounds (lb.)/head/day, or 10 lb. every two days, to avoid the potential negative effects of gossypol on male reproduction.

What makes a good feed? An energy source(s), a protein source(s), Ca, P, Na, key micro-minerals and Vitamin A. Take a look at your favorite feed's tag to make sure all of these items are in there. Hope you have a great summer. 🍀

JUNIOR LETTER CONTINUED FROM PAGE 10

Leadership Summit (GOALS). Having attended twice, I can attest to the fact that this is one of the greatest opportunities to meet new people, break out of your shell and have fun! If you are over the age of 13 or going into the 8th grade, you are eligible for this incredible experience. I encourage all members to attend, as I can promise that it is sure to leave you with many enjoyable, lasting memories. What are you waiting for? Sign up now and I'll see ya there. 🍀

LA CAMPANA RANCH
COMMERCIAL *AND* PUREBRED SANTA GERTRUDIS

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

RAISE THEM, BUY THEM OR SELL THEM?

Ranchers Weigh Options on Replacement Heifers Amid Historic High Prices

By Blair Fannin, Texas A&M University
Media Relations and Public Affairs

When it comes to replacement heifers in beef cattle operations, producers are faced with a dilemma: raise them, buy them or sell them (i.e., take the money and run). It's becoming an all too familiar situation among Texas ranchers, according to Stan Bevers, Texas A&M AgriLife Extension Service economist at Vernon, Texas.

Bevers recently presented a study at the Texas A&M Beef Cattle Short Course. "We looked at what the market is right now for replacement heifers," he said. "We were targeting heavy bred heifers and they were anywhere from \$1,650 to \$2,300 a head. The second number was what it was costing the rancher to raise them themselves.

"One operation, we tracked heifers weaned in 2010 and 2011, what those heifers were and their accumulated expenses were over the two years to the point where they were heavy bred. Their expenses totaled \$1,100 to \$1,400 a head. That ranch was pretty efficient and does a good job of reducing their expenses. Chances are we need to add \$300-\$400 to that for Texas ranchers to develop replacement heifers. That's \$1,400 to \$1,800 to develop replacement heifers in Texas."

Bevers said if you look at the market price, it shows it's cheaper to raise them yourself if you are an efficient, cost-reducing operator.

"The final number we looked at is if I have to pay much over market cost for them, or if I choose to raise a heifer on my own, what is she going to return me over her life?" he said. "We started with a two-year-old heifer that's going to be having her first calf and added eight years to that. That means we've gone out 10 years into the future, so now she is 10 years old, and we came up with what I can pay for her, which was \$2,301 a head."

Bevers said now there are three numbers to consider.

"We know the market is \$1,650 to \$2,300, and it takes

\$1,400 to \$1,500 to raise her, and now she is worth \$2,300 in my herd economically.

"What do you do with those numbers? Well, if nothing else it illustrates how complex this decision is right now," he said. "It's not right or wrong. It's based on what type of operation you have and your costs. You finally have to decide to pull the trigger and say this is what we are going to have to do."

Bevers threw in a fourth number – what feedlots are paying for commercial heifers destined for the beef market. Right now, it's about \$1.93 to \$2.03 a pound, he said.

"You are talking about a heifer in the 750-pound range that's worth \$1,500 on the market and that's for beef," he said. "So, if you don't keep her as a replacement heifer, you now have a floor price of about \$1,500 a head. If you don't want to take her and put her back in your operation, the feedlot is going to take her for \$1,500 and turn her into beef later down the road."

There is much to take into consideration when marketing females. To further discuss options for Santa Gertrudis and Santa Gertrudis-influenced females, contact John Ford, SGBI executive director, (361) 592-9357 or jford@santagertrudis.com. 🐾



In Memoriam

BEN ALEXANDER

Benny Leon Alexander, born June 16, 1934, in Stephens County, Okla., left this life April 26, 2015, at his home in Kenedy, Texas. Ben enlisted in the U.S. Navy early because he was anxious to serve his country, and he celebrated his 18th birthday on board a ship. Ben graduated from Mississippi Southern College and later did graduate work at West Texas State.

He married in 1957, and was blessed with two beautiful daughters of whom he was immensely proud. Later, Ben moved to Kenedy, Texas, where he taught science. While in Kenedy, he leased land and bought his first Santa Gertrudis cattle. This was the beginning of Ben's well-respected herd. SGBI acknowledged his tremendous impact on the breed by inducting him into their Hall of Fame this past March. Ben married Robin Homeyer of Kenedy, Texas, in 1981, and they made their home northeast of Kenedy for almost 34 years. Ben was blessed again with

three more children. Ben is survived by wife Robin and his five children: Jayne Fry of Wichita, Kan.; Jana Wooderson (Chris) of Ark City, Kan.; Amy Seal (Robert) of Karnes City, Texas; Gina Sugarek (Jim) of Beeville, Texas; and Ben Ross Alexander (Genna) of Karnes City, Texas. He also has six grandchildren and one great-grandson. In lieu of flowers, donations to the Chisolm Trail Church of Christ in Duncan, Okla., the building fund of First Baptist Church, Beeville, Texas, or the National Junior Santa Gertrudis Association Scholarship Fund would be appreciated. 🐾

Your next main herd sire is here.



The bulls you depend on to strengthen your calf crop need the tools to do it. Our SANTA GERTRUDIS bulls have been carefully selected based on weaning ratios and the Navasota test to give purebred and commercial breeders weight records, feed efficiency, gainability and ultrasound data they need.

We realize bulls used today will influence a herd for many generations.
Come look; we'd be glad to show you our herd changers.



Wendt Ranch

Dan & Jane Wendt, owners

5473 FM 457, Bay City, TX 77414

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home/office: 979-245-5100

SGBI Herd #621, established 1954



GERTS ONGOING ADVANCED LEADERSHIP SUMMIT

July 21- 25, 2015



**Gettysburg,
Pennsylvania**

A 3-DAY BATTLE • A 2-MINUTE SPEECH • AN AMAZING DESTINATION

THE LODGES AT GETTYSBURG

**685 Camp Gettysburg Rd.
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Historic hospitality awaits National Jr. Santa Gertrudis Association (NJSGA) members attending the 2015 Gerts Ongoing Advanced Leadership Summit (GOALS). The host site will be The Lodges at Gettysburg nestled in the beautiful ridgelines of Gettysburg, Pa., July 21-25, 2015. The early-bird cost for this 5-day, 4-night leadership summit is \$425, which is **due June 22**. Participation is limited to the first 45 registrants due to bus capacity regulations. Late registrations will be accepted only if seating is available at a rate of \$500. Registration forms can be found on the SGBI website and are **due by July 6, 2015**. The registration fee is non-refundable, but is transferable.

YOUR LEADERSHIP ADVENTURE INCLUDES:

- ➔ Leadership Seminars – Shawn Cassidy
- ➔ Gettysburg National Military Park
- ➔ The Battle of Gettysburg/Cyclorama
- ➔ Lessons Learned/Abe Lincoln
- ➔ Eisenhower Farm/National Historic Site
- ➔ Day trip to Washington, D.C. – Sightseeing Memorials/Museums via foot and guided bus
- ➔ National Cattlemen's Beef Association, Washington, D.C. – Katrina Butts
- ➔ Chapel Ridge Farms "Beef Tasting Party"
- ➔ Team Building – Strawberry Hill Nature Preserve
- ➔ Early Bird Hiking, abundant wildlife – deer, red tail fox, wild turkey and the American bald eagle
- ➔ Evening Campfires
- ➔ Etiquette in Action/Dinner and Square Dancing
- ➔ All meals and lodging
- ➔ Private motor coach including transportation to and from BWI Airport

All participants are responsible for their own transportation to and from Baltimore Washington International Airport (BWI). We will provide one pickup from the airport on Tues., July 21 and one return trip on Sat., July 25. Tuesday arrival must be before 2 p.m.; Saturday departures must be after 2 p.m. If driving, our first activity will begin Tues., at 5 p.m. in Gettysburg and our last activity will be complete by 10 a.m. Saturday.

GOALS is a unique summer leadership experience overflowing with activities and workshops to help our juniors grow personally as well as in their leadership skills. This summit is designed specifically for senior and intermediate NJSGA members, providing an environment perfectly suited for coaching each junior in creative ways to become effective, compassionate and influential leaders.

Juniors: Put on your walking shoes, gather your friends and come make memories for your very own history book.



CLIP AND MAIL FORM

There are only 45 spots available on a first-come, first-served basis, so reserve your space now!

To reserve your spot, send this form and payment of \$425 by June 22 (\$500 after June 22) to:

Judy McDaniel

1325 Mid Broadwell Road • Alpharetta, GA 30004

Name: _____

Address: _____

City: _____

State: _____ **Zip:** _____

Phone Number: _____

Email: _____

Make checks payable to SGBI.

Full registration information can be found on the SGBI website and includes necessary health form. For more information on this leadership adventure, contact Judy McDaniel at (404) 226-5177.



John Ford & NuGen Partners - Wendt Ranch, Goodin Farms, MC Ranch. BELOW: 1. & 2. High Volume Buyers - Phil Smith¹, and Rick & Betty McCormick² 3. High Selling Female - Scott Sonntag 4. Semen Purchase - Red Doc Farm 5. Flush - Calamity Jane Partners - Corazon-Pitchford Cattle Co., Corporron Acres, Hampton Hills, Harris Riverbend Farm, LRB Ranches, LLC



Congratulations SANTA GERTRUDIS BREEDERS!



The first public offering of new genetically improved, performance based SANTA GERTRUDIS NUGEN cattle proved a major accomplishment for our breed.

The reds are rolling... don't take your eyes off of these progressive breeders that are moving forward with NuGen genetics:

NuGen Foundation Sale Buyers

Corazon-Pitchford Cattle Company
Corporron Acres
Hampton Hills
Harris Riverbend Farm
LRB Ranches, LLC
Red Doc Farm

Scott Sonntag
Tepee S Farm
Woman Hollerin Ranch
Brannan Livestock
Colby Threet
Corazon Cattle Co., LLC

Eric Wiley
Five Oaks Ranch
Grandview Farms
Jernigan Ranch
Kubecka Ranch
Kyle Kincannon

Mary Hargis
Parker Farms
Rocking T Farms
Shampian Ranch
Tinney Farms
Wendt Ranch

HIGH SELLING FEMALE - Scott Sonntag
VOLUME BUYERS - Tepee S Farm & Woman Hollerin Ranch
FLUSH - Calamity Jane Partners
SEMEN - Red Doc Farm



Thanks to all who joined us at the NuGen Foundation Sale and Celebration!
Wishing much success to all the buyers!

SANTA GERTRUDIS BREEDERS INTERNATIONAL

TRAIT LEADERS

Successful breeding and marketing of Santa Gertrudis cattle is the result of using all available tools in the association's genetic evaluation toolbox. The Proven Sires Trait Leader lists identify, from the latest expected progeny differences download, bulls that excel in a specific trait. The determination of a trait leader is based on standards set by SGBI's Performance Committee for accuracy values as well as criteria for number of calves registered. The Young Sire Trait Leader lists identify young sire prospects not yet meeting the Performance Committee's accuracy or calf registration criteria, but meriting attention for predicted performance for specific traits. Listed are the results generated from the May 2015 downloads. 🐄

PROVEN SIRE TRAIT LEADERS				YOUNG SIRE TRAIT LEADERS			
Trait	Animal Name	EPD	EPD Acc.	Trait	Animal Name	EPD	EPD Acc.
Birth Weight				Birth Weight			
	Myers Farms 306/6	-6.0	0.51		Myers 334/2	-4.1	0.21
	Polled Chief 508	-3.0	0.62		Red Doc 3029	-3.3	0.28
	Macho 2419 **** 2419	-2.7	0.62		Mr. Cortijo 06/2011 06/1	-3.2	0.18
	RDF Jefe 4-125	-2.7	0.53		SR 51/1	-3.1	0.23
	King 55/0 **** 55	-2.2	0.61		Myers 342/3	-3.0	0.48
Weaning Weight				Weaning Weight			
	Briggs 031/6	40.7	0.64		Briggs 052/11	35.6	0.56
	Briggs 052/11	35.6	0.56		Briggs 032/12	31.9	0.31
	Harris Farm 12/8 (Wave Maker)	28.7	0.59		Briggs 069/13	31.4	0.51
	Five Oaks 22/9	28.0	0.62		Duke 407/11	30.2	0.21
	Copperhead 214	27.7	0.62		Briggs 072/13	30.0	0.51
Maternal Weaning Weight				Yearling Weight			
	KR N6/5	22.3	0.56		KR 720/11	54.1	0.37
	Briggs 065/4	15.0	0.50		Red Doc Sancho 200X	51.1	0.32
	Big Man 0-63	11.8	0.52		Red Doc 3343	50.2	0.27
	Briggs 039/5	10.6	0.46		Red Doc Source 2091	47.0	0.32
	Polled Chief 1/4	9.1	0.62		Red Doc 3356	46.5	0.26
Yearling Weight				Carcass Traits			
	RDF Sancho 7-216	45.2	0.60		KR 519/14		
	SCC Grid Maker 820	42.6	0.65		Red Doc 4063		
	Harco T958 (ET) T958	40.2	0.47		RDF Sancho Pledge 1116		
	PCR Avalanche 95/5 (ET) 95/5	40.0	0.58		RDF Sancho's Hut 1092		
	RDF Sancho's Never Before 1136	36.7	0.57		RDF Sancho's Boy 1062		
Carcass Traits							
	Briggs 023/5						
	KR 659/06						
	KR R49/06						
	Hammetts 118/1						
	4C-452						

Jernigan Ranch

"DELMO" IS BULL POWER



We purchased "Delmo", our Briggs 055/9 bull from Grandview Farms in the spring of 2010. He is very thick, muscular and dark red, with a lot of bone and foot size, which he passes on to his calves. He's been raised in the pasture on grass and not out of a feed bucket. In this photo, he's in his working britches after coming off a very hard winter. He is gentle and easy to handle. If you are interested in getting EPDs, a good top and bottom line, and true bred character in your herd, here's the bull you need to consider.

BW: 1.9 WW: 20.2 YW: 24.6 MAT: 1.6 TMAT: 11.7
REA: .18 FAT: .01 Growth Index: \$25.31 Carcass: 10

**SEMEN IS AVAILABLE FOR
\$30 PER STRAW.**

LOOK AT HIS OFFSPRING!



Jernigan 4/14

BW: 2.8 WW: 31 YW: 36 MAT: 5
TMAT: 21 HCW: 27 REA: .2 FAT: 0.0
Growth Index: \$37.25 Carcass: 10
Adj. 205-day wt: 724 lb.
Adj. 365-day wt: 1,162 lb.



Jernigan 2/14

BW: 1.7 WW: 18.4 YW: 26.7 MAT: -0.6
TMAT: 8.6 REA: .18 FAT: .01 MARB: -.06
Growth Index: \$26.07 Carcass: 8
Adj. 205-day wt: 592 lb.
Adj. 365-day wt: 1,132 lb.



Jernigan 22/14

Registration in progress.

Jernigan Ranch

Wayne & Lavonne Jernigan
531 Doyle Road • Buena Vista, GA 31803
H (229) 649-7724 • C (229) 649-9659
wjernigansr@gmail.com

Breed Standards

By Lisa Bard, *Santa Gertrudis USA* Editor

At the recent SGBI Annual Meeting in College Station, Texas, the SGBI Breed Standards Committee organized a “Bull Type and Kind” workshop that consisted of four industry experts in seedstock production: Carl Rugg from Bovine Elite, College Station, Texas; David Harris from Harris Riverbend Farm, Cleburne, Texas; Jeff Jorgensen from King Ranch, Kingsville, Texas; and Jim Williams from V8 Ranch, Wharton, Texas. What they had to share with the packed house was informative, enlightening and, at times, entertaining. Panel moderator and Breed Standards Committee Chairman Gene Kubecka asked a few questions of the panelists and then opened it up for questions from the floor. Following are excerpts from that session.

What is the ideal frame size for a bull?

Jim Williams (**JW**): The ideal frame size is area specific. We prefer to select for quality first and then let frame score adjust to animal quality. The day of large framed cattle is gone – we just want an animal that does all else well.

Jeff Jorgensen (**JJ**): The importance of frame size is debatable. The important thing at this point is to keep cattle moderate enough to avoid discounts (from the packer) that are coming.

David Harris (**DH**): Size is dictated by environment – or at least it should be. Our area is starting to see more moderate cattle, and in general that is a frame 7.

Carl Rugg (**CR**): As the others say, we are seeing more moderate frame-sized cattle.

What are the main criteria for selling a live bull?

CR: Data of all kinds (performance, management, genetic, etc.). A good, high-quality photo of the animal if you are using media is also very important.

DH: Information, taken at the right time, is vital. Make sure your data is relevant for the time it is collected – for instance, make sure you take birth weights as close as possible to the time of birth, not three weeks later. I also suggest quality photos.

JJ: It is really important to know your cattle, and then you can sell them appropriately. We know what our cattle will do genetically for our customers. The true value outweighs the perceived value and we can convey to our customers a bull's true value to them.

JW: Birth weights and birth weight EPDs [expected progeny differences] are very important and the birth weight must be actual, not a guess. We know that repeat business is more important than the quick sale, so we don't tell our customers what they need (unless they ask us for help with that), but instead listen to what they tell us they need.

Other than birth weight, what EPDs are relevant?

JW: All of them. Essentially we collect the data and information and the customers don't really use it, but they want to know that WE are collecting and using it. However, this allows us to make better decisions in our program and produce better cattle.

JJ: To a degree, there is information overload with all the EPDs that are available, but we do not want to go the route of single trait selection. Use what is relevant to your operation.

DH: “You don't want to get all your coons up one tree,” so we also advise against single trait selection.

What are good, effective herd marketing tools?

DH: The best advice I can give is know the value of your herd and don't give 'em away.

JJ: If you are using private treaty sales, price your cattle according to the true value. Then make sure your bulls are priced before the buyers come in to look at them.

JW: We start off by letting our customers know that “we are not Walmart.” You should price your bulls as good as you can afford. We also tell our customers that if they like the bull they buy from us, tell your neighbors; if you don't like him, tell us and we will make it right. It's important to stand by your cattle, follow up with your bull buyers and appreciate them.

What have you done to get your program to where it is?

JW: We concentrate on cow families and we cull, cull, cull. We really keep our selection criteria very consistent and use it, always. We also work to place bulls where we know they will be successful. And lastly, our word is our bond.

JJ: We have 21,000 cows and we need up to 500 bulls each year so we are our own customer. Bulls that don't make our program can go into other programs with a great deal of accuracy due to our numbers and records.

What are some value-added things that we can do as breeders to sell more cattle?

DH: We suggest you buy back some of your customers' calves. The market is big enough that we can't make enough of the right kind of calves and buying back customers' calves allows you to increase your volume.

JW: One of the greatest assets that Santa Gertrudis cattle have is the people. Your breeders are wonderful people. Also, capitalize on the cross-breeding benefits of using Santa Gertrudis cattle.

JJ: King Ranch is the third-largest commercial cattle producer in the United States – and we use Santa Gertrudis bulls. We should all use this to our marketing and promotional advantage – not to plug the King Ranch – but to illustrate that Santa Gertrudis bulls are used in the third-largest commercial cattle herd in the United States because they work and are good, productive cattle.

Is genotyping a tool that every bull buyer should use?

DH: Yes!

JJ: Genotyping took hold at King Ranch and allows us about four years lead-time to genetic change. That's what genotyping gives us – lead time and faster change. DNA typing also allows us to know more correctly what each bull will do for our customers.

Thanks to the panel members for sharing their thoughts at the SGBI Annual Meeting. 🐄



Breed Standards Committee Chairman Gene Kubecka (left) introduces the “Bull Type and Kind” panel members (left to right): Jim Williams of V8 Ranch, Jeff Jorgensen of King Ranch, David Harris of Harris Riverbend Farm and Carl Rugg of Bovine Elite.

Thank You to our buyers at the Crimson Classic Sale



Thanks Al Jackson and Lou Al Tuck Farms, Great Falls, S.C., for purchasing our high-selling bull, Grandview 366T.

And to our other buyers:

Lou Reed, Lyerly, Ga.
Circle A Farm, Williamsport, Tenn.
Chris Bordelon, Effie, La.
Donnie Lovell, Rienzi, Miss.
Michael Short, Tompkinsville, Ky.
David Mitchell, Jessieville, Ark.
Jonathan Fanning, Gurley, Ala.
Ken Larue, Oneonta, Ala.



Grandview 366T

Make your plans now for the
27th Annual

Alabama Connection Sale!

Sat., Oct. 10, 2015

Cullman Stockyards, Cullman, Ala.

You can expect to see our best!

Grandview Farms Hamilton, AL
Owners: Delmo & Wilmuth Payne Website: grandviewfarm.biz
Cell phone: (205) 468-5319 Mgr. Brent Shaw, phone: (205) 412-5761
Email: delmo.payne@gmail.com

HIS LEGACY CONTINUES



TF 110 RED SOLO CUP

**2014 NATIONAL
BEST OF POLLED BULL**

**2013 NATIONAL
YEARLING CHAMPION BULL**

**Sexed and conventional
semen is available!**

**Look for our consignments at the
Kentucky National Sale
July 18, Bowling Green, Ky.**

Thanks to Our Buyers at the Crimson Classic Sale

- ❖ Bill Stroman, Stroman Cattle Co., Bryan, Texas, for purchasing the **high-selling bull** and our open heifer, both sired by TF Red Solo Cup.
- ❖ Billy Eubanks, Navasota, Texas for purchasing our pair.



STRICKO RANCH

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2015 NATIONAL JUNIOR SANTA GERTRUDIS HEIFER SHOW “RED GERTS ON RED DIRT”



Juniors, parents and spectators alike are looking forward to the 2015 National Jr. Santa Gertrudis Heifer Show (NJSCHS), June 21-27 in Edmond, Okla. Junior exhibitors are encouraged to bring their dancing shoes, ropes and an attitude prepared for fun! The following schedule is tentative, and juniors should prepare themselves for some surprise added events. 🐾

NJSCHS Schedule of Events

*Tentative schedule, events subject to change

SATURDAY, JUNE 20

Midnight–7 p.m. Grounds open for arrival

SUNDAY, JUNE 21

8 a.m. Grounds open for arrival
3–4 p.m. Mini-GOALS in the show stands, stalls available for setup/affiliate display
4–5:30 p.m. Showmanship Clinic given by the NJSCHS Board and Paul & Katy Wunderlich
6:30 p.m. NJSCHS Board of Directors meeting on the show grounds

MONDAY, JUNE 22

8 a.m.–Noon Cattle check-in and Better Beef Contest
12:30–4:30 p.m. Livestock Judging and Cattleman's Contest
3 p.m. Entries due for all events requiring submittals (photography, video, PowerPoint, yearbook)
4:30–6:30 p.m. NJSCHS Board candidate interviews
6:30 p.m. Welcome dinner and concert in the Lazy E Arena

TUESDAY, JUNE 23

8:30 a.m.–4 p.m. Cattle in barn
8:30 a.m.–4 p.m. Herdsman Contest
8 a.m.–Noon Public Speaking Contest
Noon–2 p.m. Queen/Princess interviews
2:30–5:30 p.m. Brain Bowl Contest
7:30–10:30 p.m. Dance with a DJ in the Lazy E Arena

WEDNESDAY, JUNE 24

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 for exhibitors and parents in the arena stands
8:30 a.m.–12:30 p.m. Showmanship: Pee-Wee, Junior, Intermediate, Senior, Old Timers
Noon–3 p.m. VOTE AT BALLOT BOX FOR DIRECTORS, QUEEN and PRINCESS
2 p.m. Sales Talk
6–8 p.m. Scholarship interviews

THURSDAY, JUNE 25

Breakfast served, VOTE AT BALLOT BOX FOR DIRECTORS, QUEEN and PRINCESS
8 a.m. Cattle in Barn
9 a.m. NJSCHS Purebred Female Show: *Dedication of show to Gary Harding in between the second division and third division of the show*
ONE HOUR AFTER SELECTION OF CHAMPION FEMALE:
NJSCHS General Membership Meeting in the show stands

FRIDAY, JUNE 26

Breakfast served
8 a.m. NJSCHS Special Classes Judging (Cow-Calf Pairs, Donated Females, Best of Polled Females, Bred & Owned Females, STAR 5 Females)
4 P.M. OR 30 MINUTES AFTER THE LAST CLASS:
Scholarship recipient meeting in the stands with Paul Burrough
6:30 p.m. Awards Banquet at the Lazy E Arena in the show arena

SATURDAY, JUNE 27

ALL CATTLE MUST BE OFF GROUNDS BY NOON

We are Grateful for the Support of our Customers
A great day at the Crimson Classic Sale



Thank you to Briggs Ranches, Victoria, Texas for the purchase of the high-selling open heifer at the Crimson Classic Sale.

CRIMSON CLASSIC

Also, a special thank you to Joe Jones, Manager of Briggs Ranches, for selecting our female and showing his confidence in our program!



Running M Ranch

Jimmy & Ginger Montgomery
Union Springs, Ala.
(334) 703-1314



37th Annual
KENTUCKY
NATIONAL SANTA GERTRUDIS SHOW & SALE

July 17th • Show 11:00am

July 18th • Sale 11:00am

**Western Kentucky University
Expo Center**

Sponsored by :
Kentucky Santa Gertrudis Assn.
and the Kentucky Department of Agriculture



Bowling Green, KY

Kentucky National Junior Heifer Show immediately following the sale July 18th

Selling Pairs, Bred Heifers, Open Heifers, Bulls & Star 5 Females

Sale Committee

Chairman : Nolan Taylor • 270.589.9046

John Taylor • Pat, Beverly & Jarrod Heath • Charles & Deanna Parker

Sales Manager : Darren Richmond • djrichmd@gmail.com • 423.364.9281

Suggested Lodging

Holiday Inn Express • 270.843.3200

Stonebridge Suites • 270.904.0480

GEORGIA BEEF EXPO COMMERCIAL FEMALE SALE

April 3, 2015 | Perry, Ga.

Among other events, the Georgia Beef Expo featured a commercial female sale where several Santa Gertrudis breeders offered cattle at public auction. The high-selling Santa Gertrudis x Hereford pair was consigned by Salter Farms, Milton, Fla., and sold to Herb Taft, Buena Vista, Ga., for \$3,000. Taft also bought the high-selling bred Santa Gertrudis x Hereford female from Salter Farms for \$2,600. In



the open heifer category, Ward Farms, Commerce, Ga., topped the sale with a Santa Gertrudis x Hereford that sold to Edward Reynolds, Buena Vista, Ga., for \$2,000. Jernigan Ranch, also of Buena Vista, Ga., had Santa Gertrudis cattle on display at the expo. 🐄

RED DOC FARM'S "RED HOT BULL SALE"

April 11, 2015 | Bosque, N.M.

SALE AVERAGES

74 Bulls \$6,791

The Red Hot Bull Sale was action-packed this year, as registered and commercial cowmen bid on performance bulls. Buyers came from several states to purchase quality genetics. The high-selling bull was Lot 3, Red Doc Dinero 4088. In just a few minutes of intense, competitive bidding, Dinero set a record, selling for \$52,000 to Nicolas Quintana of Rancho La Ceiba and Brian Nazeri of Smoking Ash Ranch. Lot 1, El Rey, sold for \$19,000 to Paul Macclum; El Rey will be shipped to Central America. Berry Ranch, Eunice, N.M., was the volume buyer this year with their purchase of 18 Santa Gertrudis bulls. The remaining bulls of the sale were sold



across the nation, from Arizona to Georgia and into Mexico. It was a great day for the Santa Gertrudis breed as bulls brought in record prices and excited new buyers. 🐄

ROCKY MOUNTAIN

"SPRING RUN OFF" FEMALE SALE

Held in conjunction with Red Doc Farm's "Red Hot Bull Sale"

April 11, 2015 | Bosque, N.M.

SALE AVERAGES

32 Females \$4,520

This was the inaugural year for the Rocky Mountain "Spring Run Off" Sale. The Rocky Mountain Santa Gertrudis Association (RMSGGA) has a long history of hosting cattle sales in the western United States dating back to their days at the National Western Stock Show in Denver, Colo. The affiliate offered both registered and Santa Gertrudis-influenced females this year. The sale was a successful event and plans are in the works to grow the sale to continue to provide quality Santa Gertrudis females for registered and commercial cattlemen. This year's high-selling female was Lot 2, O/X 785; she sold for \$10,000 to Cross Timbers Cattle Company. Come enjoy some southwestern hospitality next year! The RMSGGA is excited to welcome you to next year's SGBI Annual Meeting April 7-9 in Albuquerque, NM. 🐄

BREEDERS OF THE CAROLINAS ANNUAL SALE

May 9, 2015 | Chester, S.C.

SALE AVERAGES

2 Purebred Bulls	\$4,500	5 Purebred Pairs	\$3,780
4 Purebred Bred Females	\$3,650	13 Purebred Open Females	\$2,665
3 Purebred Cows w/ Star 5 Calves	\$2,666	1 Commercial 3-in-1	\$4,550
		6 Commercial Open Females	\$1,916

Breeders of the Carolinas met the second weekend in May for their 42nd Annual Santa Gertrudis Sale, which featured purebred and commercial entries. Topping the cow-calf pairs was an entry from Stricko Ranch, Verona, Ky., that sold to Mosby Creek Ranch, Sparta, Ky., for \$5,500. Ronald Wood, Benson, N.C., also sold a pair to Heath Farm, Hodgenville, Ky., for \$5,500. The high-selling bull, consigned by Dietrichs Flying D Ranch of Orlando, Fla., went home with Kenny and Crystal West, Shady Valley, Tenn, for \$5,000. Creech Farms, Zebulon, N.C., sold the top bred heifer to Emerson McBride, Monroe, N.C., for \$4,600. In the open heifer category, Wood topped the sale with an entry that sold for \$3,700 to Lane Livengood, Thomasville, N.C. The high-selling STAR 5 female was a consignment from Double C Farm, Raeford, N.C., that sold to Wil Coleman, Hopkins, S.C., for \$4,650.

The volume buyer for the day was McBride. 🐄



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NUGEN FOUNDATION SALE AND CELEBRATION

April 18, 2015 | Ringgold, Ga.

SALE AVERAGES

17	Open Heifers	\$4,074	5	Cow-Calf Pairs	\$7,000
20	Bred Heifers	\$5,530	1	Flush	\$32,500
4	Bred Cows	\$4,938	10	Straws Semen	\$200

The first public offering of new, genetically improved and performance-based Santa Gertrudis NuGen cattle were auctioned in April at the NuGen Foundation Sale and Celebration in Ringgold, Ga., in mid-April.

Topping the sale was a flush from the NuGen Partnership – MC Ranch, Alpharetta, Ga.; Wendt Ranch, Bay City, Texas; and Goodin Farms, Austin, Ind. – that sold to Calamity Jane Partners – LRB Ranches, LLC, Victoria, Texas; Corazon-Pitchford Cattle Co., Athens, Texas; Harris Riverbend Farm, Cleburne, Texas; Corporron Acres, Schulenburg, Texas; and Hampton Hills, California, Mo. – for \$32,500. A semen package, also offered by the NuGen Partnership, sold to Red Doc Farm, Belen, N.M., for \$200/straw for 10 straws. MC Ranch sold the high-selling cow-calf pair to Scott Sonntag, Gatesville, Texas, for \$10,000. In the bred heifer division, Kubecka Ranch, Bay City, Texas, took home the top-selling entry from MC Ranch for \$7,500. Rounding out a successful sale, MC Ranch also sold the high-selling open heifer for \$8,000 to Eric Wiley, Deville, La.

The volume buyer was Phil Smith of Tepee S Farm, Bloomington, Ind. 🐾

CRIMSON CLASSIC SALE

Sponsored by the Alabama Connection:
Tinney Farms, Grandview Farm, Gray Oaks Farm

April 25, 2015 | Cullman, Ala.

SALE AVERAGES

51	Registered Lots	\$4,190	Crossbred Lots	
6	Cow-Calf Pairs	\$4,765	4	Cow-Calf Pairs \$3,775
14	Bred Females	\$3,790	10	Bred Females \$2,685
12	Open Heifers	\$3,465	42	Open Heifers \$2,160
19	Bulls	\$4,435		

More than 100 head of cattle were offered for sale at this year's Crimson Classic, including high-quality registered Santa Gertrudis females and bulls as well as crossbred pairs, open heifers and bred heifers.

The high-selling bull, consigned by Stricko, Verona, Ky., sold to Stroman Cattle Co., Bryan, Texas, for \$11,500. Topping the pairs was another entry from Stricko Ranch that sold to Myers Cattle & Land Corporation, Navasota, Texas, for \$6,000. Lovett Farm, Hillsboro, Ohio, sold the high-selling bred female to Wiley Ranch, DeVille, La., for \$6,750. Tying for the top-selling open heifer was a consignment from Running M Ranch, Union Springs, Ala., that sold to Briggs Ranches, Victoria, Texas, and an entry from Circle A Farm, Williamsport, Tenn., that sold to Michael McConaughy, Texarkana, Texas; each of those females garnered \$5,700.

The volume buyer of the day was Joe Reed, Lyster, Ga. 🐾

CRIMSON CLASSIC *Sale*

Thank you to all the Consignors
and Buyers that made the 2015
Crimson Classic Sale a great success!



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TECHNOLOGY TOOLS for the Cattle Industry

By Lisa Bard, *Santa Gertrudis USA* Editor

The cattle industry is always looking for ways to be more efficient, do more with less and utilize science to the betterment of the cattle and the industry in general. Efficiencies can come in many ways – labor, fuel, resources and time are some examples – but feed efficiency is one that is genetically determined and requires special equipment to measure. Scientific advances in determining the gender of an animal via sexed semen have been around for a while and is gaining use in many sectors. Both of these technologies are being used by more and more cattlemen, with one company utilizing both.

A visit to the Sexing Technologies (ST) lab and the Genetic Development Center (GDC) in Navasota, Texas, was part of the recent SGBI Annual Meeting in April, and allowed attendees to see firsthand the technologies that are available to the cattle industry.

Sexing Technologies

ST is a global company that produces sexed semen for use in the beef cattle and dairy industries. Commercialization of sexed semen in the United States was initiated with a 2003 license granted to ST. While its first lab was built in 2004 in Navasota, the company has grown to include locations around the world, including Brazil, Netherlands, Canada, France, Italy, New Zealand, Australia and several locations in the United States. Its state-of-the-art lab has skilled, trained personnel who utilize the cutting-edge technology that results in reliable sexed semen for their clients.

How it's done

While the equipment used to sex semen is very complicated and high-tech, the theory behind the process is fairly basic. Purified sperm is sex sorted into X-bearing chromosome (female) and Y-bearing chromosome (male) populations by identifying differences between the X- and Y-bearing sperm. In cattle, the X-chromosome (female) contains about 3.8 percent more DNA than the Y-chromosome, allowing the semen to be identified and sorted by its DNA content. These purified subpopulations are then frozen for future use in artificial breeding.

The sorting technique is proven to be routinely 93-percent gender accurate.



A Genetic Development Center staffer talks to the SGBI crowd about how the GrowSafe feed intake system works and how they develop client's bulls and heifers.

While there are many variables that determine gender accuracy, ST's minimum acceptable purity range is greater than 87 percent.

Thousands of animals have been born as a result of the use of sex-sorted semen. The product is recommended for use in virgin heifers that are on a good plane of nutrition and are cycling normally. Accurate heat detection is a must.

In the beef sector, sexed semen allows producers to develop breeding systems that best benefit them and meet their goals. For instance, sexed semen allows for the production of more replacement females for herd rebuilding, more bulls for specific markets or expansion on specific genetic lines.

Genetic Development Center

According to its website, the goal at GDC is to help producers identify their cattle that do more with less. With the use of ultrasound, fertility testing and feed efficiency testing, producers can more accurately measure which cattle to keep in their herd and which cattle they should cull.

The GDC at Navasota is a newly constructed bull and heifer development facility. Like any other gain test, producers are able to develop and grow their bulls and heifers, measure average daily gains and yearling weight, and collect carcass ultrasound data.

In addition to these gain tests, the GDC facility offers feed efficiency test-

ing through the use of GrowSafe®, an individual animal intake feed system.

With the use of ultrasound, fertility testing and feed efficiency testing, producers can more accurately measure which cattle to keep in their herd and which cattle they should cull.

This system allows for dozens of animals in a single gain test pen to eat out of the same feed troughs, while still being able to measure individual intakes, gain and feed efficiency of individual animals.

The GrowSafe system is made of individual feed troughs that are electronically activated. Upon arrival, each animal is given an electronic identification (EID) tag in its ear that has its own unique identification number that also can be electronically scanned – much like a food item in a supermarket. A few times each day, feed is administered in a regular mixing truck, just like any other feedyard.

The EID tag is read every second that an animal is feeding at the trough. Cattle can eat freely out of any trough as the system will recognize any EID



SGBI members at the Sexing Technologies facility learn about sexed semen and its applications. Pictured, left to right, are John Kiker (standing), Hempstead, Texas; Wayne Jernigan (seated, foreground), Jernigan Ranch, Buena Vista, Ga.; Bill Crowden, Circle C Ranch, Whitney, Texas; Joe Jones, Briggs Ranches, Victoria, Texas; Debbie and Ivan Townsend, Townsend Cattle Co., Louise, Texas and Jeff Jorgensen, The King Ranch, Kingsville, Texas.

that passes through it. In a nutshell, the system weighs how much feed is there before the animal eats and how much is left when it pulls its head out, thereby calculating how much each individual animal consumes. That data, along with gain data, is then used to determine how efficient any given animal is at gaining weight and growing. This system allows producers to identify and

select animals that are genetically more feed efficient – something that is vital in today's production environment.

Not all producers will be able to take advantage of both of these tools directly, but some will. For those who utilize these tools, it will allow for the production of genetically superior cattle for themselves and their customers so that in the end, all will benefit. ☖

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We also thank **Jeff Faulkner**, Troy, Ala. for purchasing our bull **Gray Oaks 238. A bull you can build on!**

Lastly, we thank **Joe Reed**, Lyerly, Ga. for the purchase of a bred heifer.



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