

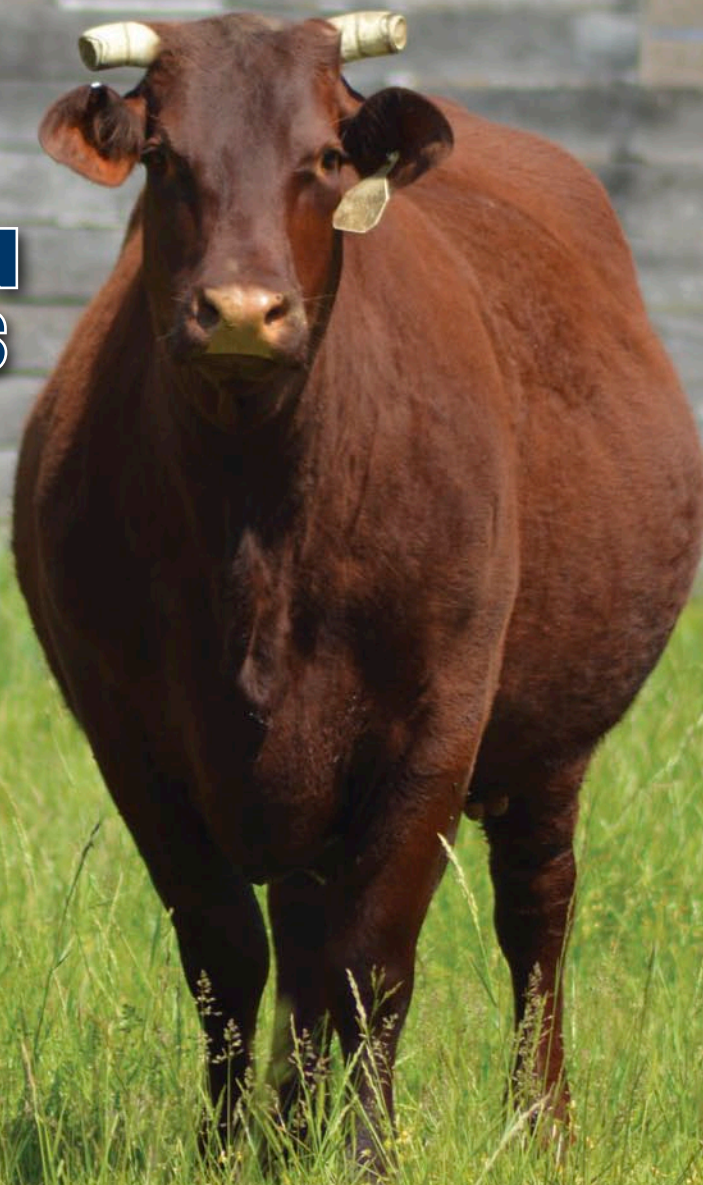


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USA

JUNE 2016 | VOLUME 19, NUMBER 6

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FEMALES**



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Ricky Cleveland of Quail Valley Farm.

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Thank You to
Our Additional Buyers:
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Ray Hicks, Crossville, Ala.
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777 Vegas

1/3/2014 :: 20140078 :: Polled
BW 0.9 | WW 11.9 | YW 15.2 | MILK 0.1 | TM 6.0
HCW 9.6 | MARB -0.05 | REA 0.04 | FAT 0.0 | SH.F. 0.02
GR IDX 15.49 | CRC IDX 3

2016 National Champion

Vegas is a very exciting young Santa Gertrudis herd sire out of 2013 NC High Roller. Recently in the Mid-Coast International Super Sale in Houston, Texas, 50% interest and full possession sold to Harris Riverbend Farms and Briggs Ranches for \$50,000.

His moderation in frame and "industry kind" has caught the attention of many in the Santa Gertrudis breed as well as cattlemen outside the breed both commercially and internationally. Vegas was shown across the country and won many awards as a calf, but his real recognition comes from how many have seen him and declared him "the right type" for the breed to be accepted and sold into the commercial industry.

He is backed by consistent, predictable genetics in both his sire and dam along with grandsires and granddams. He is standing and collecting at Integrated Breeders Services in Wheelock, Texas. He is putting up very viable, high quality semen. The demand is high so do not miss the opportunity to add 777 Vegas 411 into your breeding program.

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SANTA GERTRUDIS USA

June 2016 | Volume 19, Number 6

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Photo by Darren Richmond.

Providing Polled Power Genetics to the Santa Gertrudis Breed



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A big thank you to Delmo Payne of Grandview Farms and David Alderson of Circle A Farm for their purchase of Miss Grandview 035, who was the high-selling 3-n-1 at the Crimson Classic Sale.

We would also like to thank Jolly Farms of Byrdstown, Tenn., and Grandview Farms of Hamilton, Ala. for their purchases of our STAR 5 lots.

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Ramblings from the Open Range

EXECUTIVE DIRECTOR'S REPORT

By John Ford

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

There have been countless surveys conducted regarding the wants and needs of commercial bull buyers, and rightfully so – over time, the herd sires used determine a large part of the genetic component of a cowherd. Sire selection is a very important piece of the industry picture and this fact is not lost on members of the seed-stock sector. Breed associations, SGBI included, spend a great deal of time and effort reaching out to commercial bull buyers. Building and maintaining a commercial bull market is a necessity if a breed is to remain viable in today's beef industry. However, the female's role in profitable beef production should never be overlooked.

The beef business requires females be productive for an extended period of time. Longevity, stayability, calving ease and early breed-back are traits in which Santa Gertrudis and Santa Gertrudis F1 females excel. We have a superior product; can we capture more

of the replacement female market? I am confident we can, but to do so we must objectively examine how we market our females. Simply stated, selling our genetics to each other, hoping that we bring new members into the SGBI circle, is not a sound strategy that will result in industry growth. It is critical that we offer females in lot sizes that will attract potential customers and do so in locations frequented by commercial cattlemen. This requires stepping outside our comfort zone, but it does not require us to reinvent the wheel. Thirty years ago, there weren't many special commercial replacement female sales and cattlemen were often reluctant to purchase replacement females, especially at an auction barn event. The sentiment was, if they are so good, why are they being sold? However, as margins tightened and the use of terminal genetics in breeding programs increased, developing and marketing replacement females to commercial

operations evolved into a legitimate specialized market perfectly suited for purebred breeders looking to offer sound, functional females that do not necessarily meet the genetic specifications for a production sale or are not suited for an affiliate event.

Preparing females for consignment to a specialized commercial replacement female sale does add cost and require increased management. However, data indicates buyers reward the additional effort, and a survey conducted in the Gulf Coast area by Mississippi State in 2003 showed that approximately 40 percent of large herd owners in the region had purchased replacements through a special replacement sale. I suspect this number has increased greatly over the past 13 years, not just in the Gulf Coast but across the entire nation. This is not a marketing opportunity that can be overlooked. It is obvious these events provide the perfect avenue to market Santa Gertrudis females and Santa Gertrudis F1 females.

Adopting alternative marketing practices can be intimidating. Marketing in sale barn or university-sponsored special replacement commercial female sales does require additional health and management practices. Plus, there are extra costs associated with these type of events. However, we must step up and step out, placing our product in front of commercial cattlemen in the venues where research proves they are comfortable purchasing cattle. Special commercial replacement sales also provide the perfect opportunity for SGBI's small herd owners to work collaboratively, grouping like-kind females in order to offer commercial quality animals in an acceptable lot size. Moving forward, SGBI affiliates may see value assisting members identifying special sales and facilitating the grouping of member cattle.

Please don't misunderstand me; affiliate-sponsored sales are important and do provide a marketing avenue for members. However, there are other paths that merit consideration as well, especially for sound, functional females that do not fit the wants or needs of a purebred breeder. Let's not overlook the opportunities that a sale barn, university or state beef association special commercial replacement female sale offers. Let's aggressively look for options to expand our customer base and place our product in front of cattlemen looking for profitable, predictable and productive females. 🐾



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For more information:

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(919) 427-4679



PRESIDENT'S LETTER

By Wes McDaniel

(770) 354-7802 | mcdanielwb@gmail.com

The Santa Gertrudis female is the most versatile animal in the cattle business. Santa Gertrudis females not only adapt, but thrive in the harshest environments across the United States and throughout the world. Even more impressive is their ability to survive the ever-changing cattle market.

It is clear that cattle prices in the spring of 2015 reached unprecedented levels. It was truly a great time to be in the cattle business. Of course, I think nearly everyone understands there is only one place to go when you reach the top of a mountain, and that is down. Unfortunately, that is exactly what occurred with cattle prices last fall. In hindsight, the market correction should have been expected, but it is not always easy to anticipate when the going is good.

During the period leading up to all-time high cattle prices, cattle producers as a whole were less concerned with the type and quality of the females in their herd. Instead, they wanted a female to put a live calf on the ground in the shortest amount of time possible. The quality or registration status of many calves during this period was of little concern when feeders were at or near \$3 per pound.

There was also little distinction in the value of a commercial versus a registered or recorded female during this period. This situation made it difficult for purebred breeders to explain to customers the added value of a purebred or recorded female versus a commercial female. This was true across all breeds.

However, as cattle prices stabilize, there is a renewed focus on quality cattle backed by sound performance data. When it costs the same amount to feed a good one or a bad one, it just makes sense to choose to feed the good one. As many wise cattle producers will tell you, "the good ones will always sell," even during down markets.

So where is the added value of registering or recording our cattle? This can be a challenging question when market cattle bring at or near the value of purebred or recorded animals. However, the added value of a registered or recorded female becomes very clear during more challenging market conditions.

In fact, I recently attended a sale where the difference became abundantly clear. Throughout the sale, registered or recorded females sold on average for \$1,500 higher than the unregistered females of the same type and quality. On that afternoon, it was very easy to explain to customers the added value of a registered or recorded Santa Gertrudis female.

SGBI has gone through tremendous effort to ensure the validity of our performance data, which accompanies all registered and recorded animals. It is because of this effort we are able to quantify and support our claim that the Santa Gertrudis female is the most versatile female in the cattle business. Our hope is all members will understand and take advantage of the added value of a registration or recordation paper. There is no difference in cost to feed a registered or recorded female than an unregistered female. Protect yourself from the ever-changing cattle market. Take the time to invest in registering or recording your cattle. Then sit back and enjoy the returns! 🤠



Grandview Farms female.
Photo courtesy Bill Lundberg.

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SANTA GERTRUDIS

Juniors

By Casey Pitchford, Vice President

The Future Is In the Quality of Our Females

Life is like riding a bicycle: to keep your balance, you must keep moving!

— Albert Einstein



Hello. My name is Casey Austin Pitchford and I am your National Vice President. I am part of a third-generation Santa Gertrudis cattle-raising family.

Great females form a large base of our herd, and they can make or break our cattle operation. Throughout my years showing and breeding these beautiful cherry-red cattle, I have

been fortunate to collect many great females.

These females are the building blocks of my herd. As the performance numbers in our cattle grow better and better, it helps give us access to some higher-quality and better-numbered sires and allows breeders to cross up with phenotypically sound females and make some great calves.

I encourage our juniors to get engaged with their breeding programs. As juniors in the Santa Gertrudis association, we are blessed with the opportunity to receive a donated heifer for winning a class at the National Junior Heifer Show. This allows us to gain genetics we might not have access to as young people.

I love showing these cherry-red cattle. There's nothing better than a pasture full of Gert females with babies on the ground. We are known as a superior maternal breed, so let's utilize our traits. 🐾

A great start will be making sure you utilize the "Better Beef" program at the National Junior Heifer Show. The show is right around the corner. I can't wait to see everyone in Florida. It will be a jam-packed week full of great opportunities to spend time with friends and see some great females in our breed. 🐾

SANTA GERTRUDIS

Calendar

JUNE

17-24 National Junior Heifer Show, Tampa, Fla.

JULY

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

16 Kentucky Santa Gertrudis Junior Heifer Show, Bowling Green, Ky.

AUGUST

27 Inaugural Power Progeny Sale, Athens, Texas

SEPTEMBER

24 Mid-Coast Opportunity Sale, Navasota, Texas

OCTOBER

1 Arkoma Association Sale, Tulsa, Okla.

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

NOVEMBER

5 Mountain Laurel Classic Sale, Calhoun, Ga.

11-12 Tri-Star Santa Gertrudis Sale, Bloomington, Texas

19 South Texas Heritage Sale, Robstown, Texas

20 South Texas Junior Santa Gertrudis Association Hot Gert Show

REGISTRATIONS, STAR 5 RECORDINGS & TRANSFERS BY DISTRICT

APRIL 2016

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	29	4	0	27
2	132	25	7	240
3	43	3	0	27
4	18	0	0	8
5	15	1	0	9
6	28	7	0	19

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SANTA GERTRUDIS WELCOMES

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Cadillac Jack Ranch, Jack Meeks, Whitsett, Texas

Hatchitt Ranch, Curtis and Sam Hatchitt, Austin, Texas

D D Stables, D. J. Dickinson, Springhill, La.

Commercial Members

JMT Property LLC, John Taylor, Lake Alfred, Fla.

Junior Members

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Lane McGaughey, Richmond, Texas

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INCREASE HERD FERTILITY THROUGH ENHANCED FEMALE MANAGEMENT

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



In this issue, I want to discuss how shortening the breeding season may help increase herd fertility.

Even though this initially may seem counter-intuitive, we can shorten the breeding season, and if done correctly, over time, this management decision can improve the fertility of the cow herd. However, you must be willing to cull those sub-fertile cows and hold your heifers to even higher standards of fertility. This can be challenging for some producers, as they also need to select for other economically important traits, in addition to fertility.

There was a long-term (8-year) research study at the University of Florida's North Florida Research and Education Center (UF-NFREC) that used pregnancy as the main female selection trait in combination with synchronization of estrus and artificial insemination (AI). For a replacement heifer to remain a contributing member of this research herd, she would

have to be bred in the first 21 to 25 days of her first breeding season. Logically thinking, this goal should not be that challenging if heifers were bred at least three weeks prior to the mature cows. If pubertal, all replacement heifers would have two or three opportunities to conceive.

In this long-term study, all females were exposed to a synchronization of estrus and AI protocol annually. At the start of this study, the breeding/calving seasons were 120 days long with an 81 percent pregnancy rate and an average calving date of 79.2 days. In other words, half of the calves were born between days one and 79 of the calving season and

the other half were born during the last 40 days of the calving season. Eight years later, selecting only for fertility, the research herd has a breeding/calving season of only 72 days. The pregnancy rate of both heifers and cows combined is 93 percent and mean day of calving is 38.7. Obviously, this project culled females from the herd but it was implemented slowly, reducing the breeding season by about 10 days a year. This study shows us how much fertility potential can be hidden within a cow herd and the added potential benefit of a synchronization of estrus program.

How would a rancher begin and accomplish something similar? First, you must identify those later-calving cows and determine their economic and sentimental values. More than

likely, these females will be the culling pool. However, if you provide synchronization with AI or sufficient bull:cow ratio, you might be surprised at the results. All cows need to recover from calving and re-establish estrous cycles. Typically, this will take 50 to 90 days, depending on female age, body condition score at calving, level of milk production and nutrition post-calving.

Assuming that the aforementioned

factors are sufficiently managed for the environmental conditions at the ranch, using an Eazi-Breed™ CIDR® (Controlled Internal Drug Release, Zoetis) can help postpartum cows re-establish cycles sooner. These products cannot work miracles but can stimulate cows that are within 30 days of re-establishing estrous cycles on their own.

An example of a CIDR-based protocol that, in my opinion, would work well to reduce the length of your breeding season (over time) and provide acceptable AI pregnancy rates for both cows and heifers is the Split-Time AI protocol developed at University of Missouri. This particular protocol is longer



Photo courtesy LaCuchilla Ranch, McAllen, Texas.

LA CAMPANA RANCH

COMMERCIAL *AND* PUREBRED SANTA GERTRUDIS

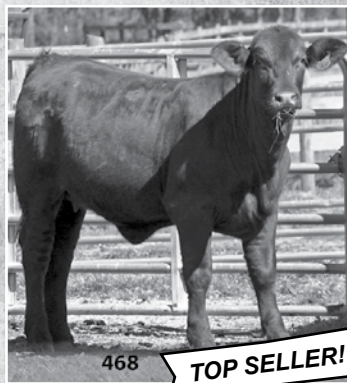
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for heifers (34 days) than for cows (11 days) and will require a 14-day CIDR treatment (days 0 to 14) for heifers versus a 7-day CIDR treatment (days 0 to 7) for cows. Heifers are to receive a single injection of prostaglandin F2a (PGF: i.e., Lutalyse®, Zoetis) on protocol day 30 and cows would receive the same injection when CIDR is removed (protocol day seven). After the injection of PGF, you will need to apply an estrus detection patch (anterior to the tail head), even though the protocol is designed for timed AI of females at 66 hours after PGF injection. Both cows and heifers will receive gonadotropin releasing hormone treatment (GnRH: i.e. Cystorelin®, Merial; Fertagyl®, Zoetis; OvaCyst™, Bayer Animal Health) on either day 10 (cows) or day 33 (heifers).

For cows or heifers that were in estrus between the PGF injection and the time for GnRH injection, as indicated by an activated estrus patch, they would receive AI at the pre-determined time of GnRH treatment (more than 50 percent of all females enrolled in program). For cows and heifers yet to be in estrus, as indicated by a non-activated estrus patch, they would still receive the GnRH treatment at the specified time (66 hours after PGF treatment) but would not receive AI until the following day (an additional 20 hours). Hence, the name of the synchronization of estrus and AI program is Split-Time AI. Using this approach, you should boost pregnancy rate by 5-10 percent compared to fixed-time AI only, and be well on your way to shortening the breeding season and improving herd fertility. 🐄

Thank You!

We appreciate everyone who participated in the 2016 Crimson Classic Sale.



Special thanks to WILEY RANCH, Deville, La., for their purchase of the high-selling open heifer at this great sale!

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FALL SHOW SCHEDULE

SHOW	SHOW DATE	JUDGE	CONTACT INFO	ENTRY DEADLINE
Ohio State Fair	8/2/16	Jim Butler	www.ohiostatefair.com	6/20/16
Ozark Empire Fair	8/6/16	Cary Crow	www.ozarkempirefair.com	6/15/16
Indiana State Fair	8/10/16	Joe Butt	www.indianastatefair.com	7/1/16
Missouri State Fair	8/21/16	Kyle Perez	www.mostatefair.com	7/1/16
Kentucky State Fair	8/28/16	David Ragsdale	www.kystatefair.org	7/10/16
Four States Fair	9/12/16	TBD	www.fourstatesfair.com	8/26/16
Southeastern Empire Fair	9/15/16	Jary Doouglas	www.gwineettcountyfair.com	8/24/16
Oklahoma State Fair	9/25/16	Tommy Brandonburger	www.okstatefair.com	9/1/16
Tulsa State Fair	10/2/16	Jason Heath	www.tulsastatefair.com	9/1/16
North Carolina State Fair	10/19/16	Brandon Cutrer	www.ncstatefair.org	9/15/16
Arkansas State Fair	10/20/16	Doug Satree	www.arkansasstatefair.com	9/1/16
State Fair of Texas	10/21/16	Brett Wheeler	www.bigtex.com	9/1/16
North American Livestock Expo	TBD	Tom Turner	www.livestockexpo.org	10/1/16
Louisiana State Fair	11/6/16	Mitch Thomas	www.statefairoflouisiana.com	9/7/16

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2016 Fall Show Schedule

All SGBI Point Shows

Ohio State Fair
Indiana State Fair
Kentucky State Fair
Four States Fair
S.E. Empire Fair
Tulsa State Fair
State Fair of Texas
North American Expo



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SANTA GERTRUDIS *Commercial Corner*

WHAT IS THE IDEAL COW SIZE?

By Jared Wareham, Flying H Genetics

A hot-button topic for many producers is how big is too big and how small is too small? The 1,200-pound cow seems to be the universal measuring stick, yet it may be impractical or impossible for your specific operation to achieve this threshold. Therefore, you need to explore and understand three critical elements that shape cow size: 1. Do you have any specific geographic limitations or challenges? 2. What are the end-product goals of our beef industry? 3. What is your most profitable size?

Your location undoubtedly will shape the size and productivity of the cows you manage, because differences in types and quality of forages can add or subtract several hundred pounds of mature cow size. The common forage throughout the Midwest is tall fescue. This hardy, cool-season grass has the ability to produce ample amounts of tonnage in the spring and fall seasons. But let's not forget about the toxicity challenges it presents to the cattle that consume it. For those of us who depend on the tall fescue for financial survival, it is easy to see that a 1,500-pound+ cow has a hard time being profitable. Cows in the 1,200- to 1,300-pound range tend to offer the most production performance with the least number of open cows.

Fescue isn't the only forage that presents a challenge to cattle managers. The Bahia grasses of south-central Arkansas and parts of Florida, the native prairie grasses that only grow five to six months of the year, and the high-desert grasses of Idaho through northern California present their own challenges.

Availability and cost of forages and prolonged periods of hot or cold weather will also contribute significantly to homing in on your own "sweet spot." The extreme heat of the southern states and tropical climate in Florida present a serious management issue for producers. Cow size tends to be smaller as a result. Meanwhile, cowmen in northern states endure long, hard winters with subzero temperatures for extended periods of time. As a result of the cold weather and high-quality forages, cow size and birth weights tend to be much larger on average.

The next critical element that must be understood is the relationship between mature cow size, feedlot finish weights and fed-cattle profitability. According to Tom Brink, previously with Five Rivers Cattle Feeding group, the largest cattle-feeding company in the world, and current CEO of the Red Angus Association of America, cattle with a finished carcass weight of approximately 850 pounds have the greatest profitability potential. Steers finishing in that weight range tend to have better feed conversion and a lower cost of gain. Efficient gain is critical, especially in times of high feed prices. As finished carcass weights move up or down from this sweet spot, profit margins shrink due to less efficient gains. Furthermore, research reviewed by Stephen Hammack at Texas A&M University suggests that "... mature weights of cows in moderate body-condition score (BCS = 5) average the same as that of equivalent frame-score steers with 0.5 inches of back fat." This means a mature cow in average condition will produce a 1,350-pound steer and a 1,500-pound cow will produce a 1,500-pound finished steer.

To identify which cow size will produce the ideal carcass size established by Five Rivers Cattle Feeding, we multiply cow size times the average dressing percentage of fed cattle, which usually runs around 63 percent.

1,200-pound cow X 0.63 = 756-pound carcass

1,500-pound cow X 0.63 = 945-pound carcass

In doing so, we find that the 1,350-pound mature cow produces steer calves that will finish at the most profitable carcass weight. Also, we can assume that a smaller cow size might produce inefficient steers with high costs of gain and a smaller carcass size, and a larger cow may produce overweight carcasses that could suffer severe discounts. As cattlemen, we need to consider all aspects of our business, including beef quality. We cannot claim to be holistic managers without taking end-product qualities into consideration.



We must also examine "producer-specific" variables. For example, do you have a niche market for grass-fed beef where your finished carcass weights don't need to be as big as industry average? If so, your mature cow size should vary to accommodate your specific needs. Or perhaps you have some low-cost feed or forage that allows you to support a bigger cow and wean more pounds of calf.

Individually, we must use a sharp pencil and determine our sweet spot. Try

not to get caught up in the hype that a specific size of cow is the only size that is profitable. Your environment and beef-product needs will set the parameters, while your product-specific goals, advantages or needs will narrow that to your ideal cow size.

Finally, I encourage you to check the weights of your cows and find out exactly where you are – you may be surprised! I travel thousands of miles and study many cow herds, and I can tell you that most cattlemen think they have a nice set of 1,200-pound cows. I have seen a lot of 1,350- to 1,450-pound cows that somehow always seem to weigh 1,200 pounds. 🐄

About the Author

Jared Wareham is a member of the "Flying H Genetics Team" that develops and markets 450 bulls annually from two ranch locations: Arapahoe, Neb. and Lowry City, Mo. In addition to his role as operations manager for the Missouri Flying H locations, Wareham devotes much of his time to marketing and strategic planning for the company. His wife, Jill, plays an important role in the day-to-day operations at Flying H when she's not corralling their three young daughters.

It's Time for Santa Gertrudis Breeders to Take the Test

By Traci Eatherton, Feature Writer

Combining powerful expected progeny differences (EPDs) with the most attractive and desirable phenotypes to create a competitive seedstock product was the goal two Santa Gertrudis producers set out to achieve when they joined forces. Paul Donisthorpe and Darrell Pitchford contend that competing in today's commercial cattle industry requires more than just a passion.

"If we are going to compete for business outside of our breed, we have to show we've been working on increasing the amount of performance data collected," Donisthorpe says. "Santa Gertrudis breeders have wanted to be relevant in the commercial bull market for years. We are handicapped by the lower numbers of animals carried on the SGBI inventory, and that is difficult to overcome with the huge registration advantage of the Angus and Hereford organizations."

According to Donisthorpe and Pitchford, in order to offset the sheer numbers of animals available by competitive breeds, we must focus on offering commercial customers bulls and females capable of producing a genetically superior product. Corazon-Pitchford was created in 2010, when the two teamed up to develop and market premium Santa Gertrudis seedstock. The partnership has included other Santa Gertrudis breeders also committed to the success of the breed.

"We have partnered with other innovative and forward-thinking breeders to pool our resources and ideas to affect a positive change in the Santa Gertrudis breed and bring a positive impact to the American beef industry," Donisthorpe and Pitchford share on their website for Corazon-Pitchford Cattle Company.

Challenges exist for commercial cow-calf producers to optimize a number of traits, while balancing the economics of production, and more and more of those producers are looking outside of the black box for their bull selection. Reproduction, growth, maternal ability, end product and more, have become influential parts of being productive and profitable.

The challenge for purebred Santa Gertrudis breeders has been the ability

to collect the performance information needed to build the breed's database and develop the tools demanded by the commercial cattleman. However, data is starting to come in, and Donisthorpe says the success of joining forces with others not only helps the smaller breeders, but also helps the breed as a whole. With today's technology, producers with smaller herds can now easily participate in data collection and improve the accuracy of their animals.

Previously, larger producers have been the primary data generators, but smaller producers are now catching on and are providing SGBI with the information needed to develop sound birth, weaning and yearling EPDs, as well as accumulate ultrasound and gain test results and collect DNA samples.

In addition, the ability to identify superior genetics and replicate those genetics through embryo transfer allows a producer to get multiple offspring from a great genetic package. SGBI's genetic evaluation validates the performance of these cattle.

"If you have one cow that is really, really good, you can get as many as 20 offspring," Donisthorpe says, "and help grow the breed's success through the numbers of offspring and their performance data."

Comparing it to school work, Donisthorpe says Santa Gertrudis breeders know they have a quality product, but if the test isn't taken, it's hard to prove the success story and results to producers looking at cross-breeding. "We've done the work; now we need to take the test," he says.

"Moving forward, success is going to be based on the work we are doing, and

it starts with the females," Donisthorpe says. "The great thing about having the data is, if we see something we like, we can make them."

Corazon-Pitchford Numbers

Their program and goals were put to the test as they planned the breeding of their 2015-born embryo transfer (ET) program. The table at right shows the average EPDs of 74 ET calves out of five Corazon-Pitchford donors. (These calves are being developed at their facility in Athens, Texas, and will be offered for sale later in 2016.) The bulls used in these matings include Copperhead 214, Diamond S Ranger 146, Co-op 3/9 and Briggs 072/13. Donor 9148 is owned by Creekline Farms and donors 915, 912 and 748 are co-owned with Southern Cattle Co. In addition, they are partners with C Bar C Ranch, Wyatt Nelson and Harris Farms on several donors for their 2016 ET calves.



SGBI No. I268312 (dam of 25 calves born in 2015)

As can be seen from the table, significant progress can be – and was – achieved via the use of ET and selecting both bulls and females with the data to support their goals for weaning and yearling weights, as well milk, marbling and growth and carcass indexes.

Corazon-Pitchford sale facility
located in Athens, Texas.



No. of Calves	Donor	Avg. WW EPD	Avg. YW EPD	Avg. Milk EPD	Avg. Marb EPD	Avg. Growth Index	Avg. Carcass Index
8	180	24.60	39.43	6.86	0.06	37.44	10
9	9148	21.20	29.70	6.20	0.04	29.28	10
8	673/3	14.40	25.66	3.23	(0.01)	23.74	10
16	915	22.00	35.62	1.77	0.02	33.71	10
6	912	22.65	37.92	1.98	0.02	35.58	10
27	748	18.57	25.00	2.14	(0.03)	24.93	9
74							
SGBI top 10%		7.81	10.44	4.14	0.0270	23.64	10.00
SGBI Average (50th percentile)		(1.67)	(1.86)	0.51	0.0050	5.38	6.29

Challenges and Rewards

The work Corozon-Pitchford Company has done has not been without its challenges, but Donisthorpe remains optimistic. Donisthorpe believes it's just a matter of time before Santa Gertrudis breeders will be paid premiums for cattle with data, particularly as breed averages grow. "Right now, our breed averages are low, partly because we don't have the volume of performance information the larger breeds have," he says.

With the markets rapidly changing, producers are watching to see how genetics and EPDs will play out. In addition, marketability of the breed increases when performance can be validated.

"There are a lot of factors that go into deciding which bull to use, and I don't pretend to believe that it is purely a numbers game. But if the goal of a breeder is to have more weight on his or her calves at weaning or at a year of age, it is our opinion that our EPDs must

be higher. The same goes for someone wishing to have replacement females to make breeding bulls or females," Donisthorpe says.

"By matching the best phenotypes with the most powerful EPDs in the Santa Gertrudis breed, we are endeavoring to develop and market exceptional bulls and replacement females that will compete across the board in the beef industry, as well as develop improving genetics to our cattle generation after generation," Donisthorpe concludes. 🐄

Polled Santa Gertrudis Association

Polled Awards Deadline

- ✓ This year's deadlines are August 1 for cattle being exhibited at the Ohio State Fair and August 5 for cattle being exhibited at the Ozark Empire Fair.
- ✓ The Polled Association will award \$500 each to the SGBI High Point Bull and Female and \$500 each to the National Champion Best of Polled Bull and Female.
- ✓ To be eligible for the end of the Year-End High Point and National Champion Best of Polled Awards, you must be a paid member of the Polled Association.

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Check out our updated Facebook page at [www.facebook.com/Polled Santa Gertrudis Association](http://www.facebook.com/Polled%20Santa%20Gertrudis%20Association).
Look for Best of Polled Award Show results on Facebook!



JUST HOW MUCH IS *TOO MUCH?*

Hannah Wine, Freelance Writer

How do you determine how much you should pay for a female? Unfortunately, there is no old cowboy's hack to tackle the answer to this one. For bulls, the old saying goes, "Pay four times the price of a feeder calf or two times the price of a fat steer," but that theory has been disproved. Many bulls on the current market are bringing significantly more than the adage suggests. When it comes to buying females, there is no one-size-fits-all way to determine a fair price. Instead, it's a matter of carefully considering your operational goals and limitations along with evaluating the basic factors that will affect your return on investment.

Simply put, you want your investment gains to compare favorably to your investment cost. To calculate return on investment (ROI), the benefit (or return) of the female is divided by the cost of the female, and the result is expressed as a percentage or a ratio.

$$\text{ROI} = \frac{(\text{gain from cow} - \text{cost of cow})}{\text{cost of cow}}$$

The return on investment formula: "Gain from cow" refers to the proceeds from the sale of that cow's calves, embryos or reselling the cow. "Cost of cow" refers to what you initially paid for her, plus keep.

Let's look at two different ROI scenarios.

Scenario 1

A few years ago, you bought a \$3,500 registered bred heifer. You thought she was a pretty good one with some upside potential, but she just never quite panned out. She had three calves before you shipped her to the sale barn because of poor udder quality. Each year, you sold her calves at weaning time – the first calf, a steer for \$1,400; the second calf, a heifer for \$2,000; and the last calf, a heifer for \$1,600. Then you shipped the cow to the sale barn and got a salvage check for \$1,500. Over that three-year span you generated a \$6,500 gain from the cow.

That cow cost you \$750 (assumed keep cost) to keep as a two-year-old, and \$725 each year as a three-and-four-year-old, for a total keep cost of \$2,200. Add the initial cost of the cow when you bought her, \$3,500, and you get a cost of cow at \$5,700.

$$14\% = \frac{(\$6,500 - \$5,700)}{\$5,700}$$

Your return on investment on that female was 14%.

Scenario 2

A few years ago, your daughter talked you into buying an open heifer she fell in love with during an online sale. Out of a famous cow and sired by a bull that was hard to get semen on, the heifer sounded good, and you went ahead and paid \$9,000 for her. The first calf you sold for \$2,300. The second calf was a pretty good one, so you called the breeder that raised and sold you the cow and arranged to sell the calf in his online sale. She sold for \$5,800. You decided to breed her back the same way in hopes of making another good one, and you decided to IVF flush the cow while she was bred, for a cost of \$1,200. You froze 12 embryos on that flush, and in the fall you sold the calf in the online sale for \$6,500 and the 12 embryos for \$350 apiece (\$4,200 total). A few months later, someone called and wanted to buy her. You sold the cow privately for \$8,500. Your gains on the cow totaled \$27,300.

The cow cost you \$800 to keep as an open heifer, \$750 as a two-year-old, and \$725 a year as a three-year-old and a four-year-old. Plus, you had a flush cost of \$1,200 and initial investment of \$9,000. Your costs totaled \$13,200.

$$106.8\% = \frac{(\$27,300 - \$13,200)}{\$13,200}$$

Your return on investment on that female was 106.8%.



Photo taken at 5 Bar E Farm, Altha, Fla.
Photo by Darren Richmond.

The Basics of Factors Affecting ROI

Calf Value

You know best your marketing abilities and strategies; however, even you can't precisely say how much you'll be able to sell future calves for. At a minimum, you do know whether you market calves by the pound at weaning time, in a production sale, or privately straight off the ranch and you can come up with a fairly accurate estimate of what you'll sell your calves for. As to marketing registered offspring, one of the greatest challenges in determining value is estimating what the apparent market value of a certain lineage or pedigree will be at hammer time to the prospective buyer. As a result of previous seedstock producers' marketing efforts and above-average performance, some pedigrees are inherently more valuable than others. With that being said, it's important that buyers ask themselves if the added, existing marketability of that pedigree fits smartly into their personal marketing scheme.

Unfortunately, on the counter, it doesn't matter if your calf has a dam with a renowned pedigree if you end up selling that calf by the pound.

Keep

Think pasture, hay, feed, equipment, labor and land taxes. Determining your keep costs might be something you dread doing, but you have the records, and it is quite simply just a matter of doing it. Often this is pushed to the back corner for fear of looking closely and seeing that the keep costs are higher than what your significant other

CONTINUED ON PAGE 20 »

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2015 Grand Champion Bull, North American Livestock Expo
2015 Grand Champion, Tulsa State Fair
2014-2015 SGBI High Point Bull Calf

Omaha is sired by Mr. Double TT Steel

Top Drive

Congrats to Tara Ranch Liberty, TX

2014 Reserve National Champion Bull
2013-2014 SGBI Runner-up High Point Bull
2013-2014 SGBI High Point Bull Calf
2015 Grand Champion Bull Ozark Empire Fair
2015 Grand Champion Bull Oklahoma State Fair

Top Drive is sired by Mr. Double TT Mudflap



Mr. Double TT Jaguar 1/3

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

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



Good Luck

to all of the exhibitors at the
2016 National Junior Heifer Show!

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JUST HOW MUCH IS TOO MUCH? CONTINUED FROM PAGE 18 »

would like, and higher than your current marketing plan can cover to allow profit. Determining your cow keep cost is essential when it comes to considering your return on investment, and it will also help you to sharpen your management skills for the future and give your program a chance to be in the black.

Productivity

No matter how hard you try, not every calf will live. At the same time, not every female you purchase will stay in your herd for ten years. You can plan for how long you think you will have her, but things are bound to happen. If you are evaluating the calf value over the long term, you must take into consideration the possibility of decrease in the cow's estimated lifetime production value, because there is a good possibility that one of those calves might die, and in that year she is just going to cost you money instead of making you money. The best practice here is to plan for the worst and hope for the best when projecting the productivity of the female you are looking at purchasing.

On the positive side of productivity, you have more options than ever to increase productivity in your females – the use of sexed semen, embryo transfer or even the option of in vitro fertilization to allow the flushing of bred females to collect embryos during pregnancy.

Risk

With today's science, breeders can help their customers minimize risk. As buyers, these situations are appealing, but keep in mind that they often come with a price for that security. From the get-go, it helps to have the science of genomics on your side. Genomic-enhanced EPDs allow for higher prediction accuracies for younger animals. As a buyer, you are essentially getting the data for unborn calves. You don't have to wait three years and pull three calves to find out the hard way that the female's birthweight numbers are going to skyrocket; the genomic testing has told you that from the day you bought her and you budgeted your risks or lack of risk accordingly. Genomic-enhanced EPDs are the fastest and best estimate of an animal's genetic value as a parent, combining all available sources of information. When a breeder has run genomic testing on a female,



Photo taken at Grandview Farm, Hamilton, Ala. Photo by Darren Richmond.

you should expect an increase in price; that breeder had time, labor and testing costs involved.

Although determining what is the right investment on a female is not an easy task, the beauty of the cattle industry is that the right investment level for one breeder may not be the

same for another, allowing the business to have multiple levels of price-point marketing. If you know your niche in the cattle business, rely on the numbers from your input costs and calf sales and manage and take risks accordingly, the cattle business can provide a strong return on investment. 🐾

SGBI Goes Social



We are upping our social media game plan and would like to invite you to join us! Like us on Facebook (Santa Gertrudis Breeders International) and follow us on Twitter @SGBInt to keep up with all the latest Santa Gertrudis news, events and photo ops.

BlueBrint's Traci Eatherton will be making regular updates to both so please send your Santa Gertrudis news, events and photos to teatherton@blueprintma.com so that she can get the word out and add to the conversation.

Look for more Social Media movement and traffic in the coming months. 🐾

Let's go social
all together!



MID-COAST HOSTS FIELD DAY

By Debbie Townsend

The Mid-Coast Santa Gertrudis Junior Association held their annual Norval & Anna Sells Field Day and Heifer Show the weekend of April 16-17. Activities kicked off with a field day hosted by Myers Cattle & Land Co., with approximately 135 juniors and adults participating. Gene Kubecka, SGBI Breed Standards committee chairman, and John Kiker, Mid-Coast board member, critiqued live cattle to explain breed standard expectations, followed by a showmanship clinic presented by Kolten Thigpin. The day concluded with a lakeside BBQ dinner, courtesy of Myers Cattle & Land. Many thanks to Myers for hosting a great event! The evening was spent enjoying good food, visiting with new and old friends and even a few dropping their fishing lines in the lake.

The next morning, a Cowboy Church Service was offered before the show got started, led by Joe Fauth, Mid-Coast board member. Approximately 65 head of cattle were brought in by juniors for the show, judged by Shane Jennings. This was followed by the annual junior meeting. 🐾



Members of the Mid-Coast Santa Gertrudis Junior Association gather during the field day, held at Myers Cattle & Land.

Thank You! Quail Valley Farm

**For purchasing the high-selling cow/calf pair at the Crimson Classic Sale!
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NATIONAL JUNIOR SANTA GERTRUDIS HEIFER SHOW



JUNE 17-24 TAMPA, FLORIDA

Florida State Fairgrounds

Dear Juniors and Parents:

We are excited to welcome all of you to the Sunshine State, where we will be "Living the Gert Life" for the 2016 National Junior Santa Gertrudis Heifer Show! Tampa is located on Florida's Gulf Coast and is the county seat of Hillsborough County. While Tampa is the third-most populous city in the state, just outside the city lights, Hillsborough County produced more than \$378 million a year in agriculture products, according to USDA's most recent agriculture census – proving that Florida is much more than just Mickey Mouse, beaches and palm trees!

We are excited to see all of you at the 2016 NJSGHS. For more information, please follow us on Facebook: www.facebook.com/NJSGHS2016; email us at NJSGHS2016@gmail.com; or call us at SGBI (361-592-9357), Wanda Jones (386-867-3169), or Hilda Edenfield (850-209-0780). 📧

2016 SCHEDULE OF EVENTS

DATE/TIME EVENT

Friday, June 17

Noon Grounds open for early arrival

Saturday, June 18

8:00 a.m.-7:00 p.m. **Better Beef Contest**
For those who would like to start early!

Sunday, June 19

8:00 a.m. Stalls available for setup/affiliate display
9:30 a.m. NJSGA board meeting (Fairgrounds)
11:00 a.m.-Noon **Mini Goals**
12:30 p.m. Check-in begins
Better Beef Contest (At same time)
9:00 a.m.-5:00 p.m. Photo, video, PowerPoint and scrapbooks due in office
3:00- 6:00 p.m. **Livestock Judging**
Cattleman's Contest
6:00 p.m. **Welcome Dinner/Social** (Fairgrounds)
Candidate's Speeches, followed by Survivor

Monday, June 20

Free Day **Disney Bound**

Tuesday, June 21

8:30 a.m.-4:30 p.m. **Herdsmen Contest**
8:30 a.m.-12:30 p.m. **Sales Talk Contest** (Fairgrounds)
Noon-2:00 p.m. Queen/Princess Luncheon and Interviews (Hotel)
2:00 p.m.-5:30 p.m. **Public Speaking Contests** (Hotel)
5:30 p.m.-6:30 p.m. New Member activities, run by Junior Board
7:00 p.m. **Dance** (Hotel)

Wednesday, June 22

8:30 a.m.-4:30 p.m. **Herdsmen Contest**
8:00 a.m. Showmanship Seminar – David Alderson
9:00 a.m. **Showmanship Contest** (Fairgrounds)
Pee Wee, Junior, Intermediate, Senior, Old Timers

9:00 a.m.-Noon Vote at ballot box for Directors, Queen and Princess

2:00 p.m.-5:00 p.m. **Brain Bowl Contest** (Hotel)

Voting continues at ballot box
6:00 p.m.-8:00 p.m. Scholarship and Director Interviews (Hotel)

Thursday, June 23

9:00 a.m.-11:00 a.m. Vote at Ballot Box for Directors, Queen and Princess
9:00 a.m. **Purebred Show** – Judge Mitch Thomas
Social for all Junior Members (Fairgrounds)
40 min. after champion female selection
General Membership Meeting
1 hour after champion female selection (Fairgrounds)

Friday, June 24

9:00 a.m. **Special Classes Judging**
– Judge Todd Herman
Donated, Best of Polled, Bred & Owned and STAR 5:4:00 p.m.
Scholarship Recipient Meeting
– Paul Burroughs (in stands)
(or 30 minutes after last class)
Donated Heifer Recipient Meeting
– Patti Manic (in stands)
or 30 minutes after last class
6:00 p.m. **Awards Banquet**

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Contests that do not involve cattle or banquet will be held here.
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SANTA GERTRUDIS SALE

Reports

BREEDERS OF THE CAROLINAS SALE

MAY 7, 2016 | CHESTER, S.C.

Sponsored by Breeders of the Carolinas

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

SALE AVERAGES

30	Purebred Lots	\$2,345	5	Bulls	\$2,845
13	Pairs	\$3,035	5	Bred Cows	\$2,140
15	Open Heifers	\$1,750	36	Crossbred Lots	\$1,690

The high-selling pair 3N1 consigned by Creech Farm sold to Lou Al Tuck Farm and Scott Sherrill for \$5,200. The high-selling bull consigned by Creech Farm sold to Bobby Satterfield of 4S Farm Geraldine, Ala. for \$5,500. The high-selling bred heifer consigned by Double C Farm sold to Scott Sherrill for \$2,400. The high-selling open heifer(s) consigned by Creech Farm sold to Flying S Farm for \$2,400 and consigned by Dietrich's Flying D Ranch sold to Tim Smith for \$2,400. Volume buyers were Graham Farms, Rhodesville, Va. and Tim Bratton, Hickory Grove, S.C. 🐾

Scott Sherrill, Arlin Taylor representing 4S Farm and Tony Creech of Creech Farm at the Breeders of the Carolinas sale.



CRIMSON CLASSIC SALE

APRIL 30, 2016 | CULLMAN, ALA.

Sponsored by the Alabama Connection

Auctioneer: Hoover Case

Sales Management: Richmond Marketing Service Inc.

SALE AVERAGES

47	Registered Lots	\$4,015	7	Bred Cows	\$3,215
11	Pairs	\$4,930	1	Semen Lot	\$7,000
15	Bred Heifers	\$3,800	60	Crossbred Females	\$1,530
13	Open Heifers	\$3,690	20	Crossbred Bulls	\$2,800

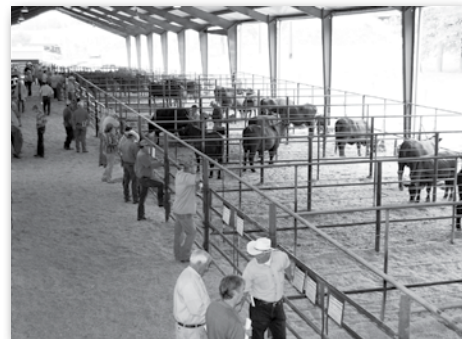
The high-selling

pair was consigned by Running M Ranch, Union Springs, Ala. and sold to Quail Valley Farm (Ricky Cleveland), Oneonta, Ala.

for \$9,000. The high-selling bull was consigned by

Tinney Farms, Hanceville, Ala. and sold to Corazon/Pitchford and Stroman Cattle Co. for \$7,000. The high-selling bred heifer was consigned by Gray Oaks Farm, Russellville, Ala. and sold to Lou Al Tuck Farm, Great Falls, S.C. for \$6,750.

The high-selling 3-N1 was consigned by Flying C Ranch, Searcy, Ark. and sold to Grandview Farm and Circle A Farm for \$7,500. The high-selling open heifer was consigned by Tideland Farm, Kiln, Miss. and sold to Wiley Ranch, DeVille, La. for \$5,000. The volume buyer was Quail Valley Farm (Ricky Cleveland), Oneonta, Ala. 🐾



MIAMI INTERNATIONAL LIVESTOCK SHOW

April 15, 2016 | Miami, Fla. | Judge: Cole Young

SANTA GERTRUDIS SHOW

Results

No Photos Available

GRAND CHAMPION BULL

Mr. Double TT Omaha
Shown by Stroman Cattle Co.,
Bryan, Texas

RESERVE GRAND CHAMPION BULL

5 Bar E 12 Gauge
Shown by 5 Bar E Farm, Altha, Fla.

BEST OF POLLED BULL

Massive Grizzley
Shown by Dietrich's Flying D Ranch,
Orlando, Fla.

GRAND CHAMPION FEMALE

5 Bar E Tootsie,
Show by Abbie Edenfield, Altha, Fla.

RESERVE GRAND CHAMPION FEMALE

Townsend's La Te Da 0515
Shown by Townsend Cattle Co.,
Louise, Texas

BEST OF POLLED FEMALE

5 Bar E Paris 48
Shown by Abbie Edenfield, Altha, Fla.

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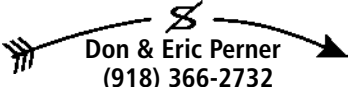
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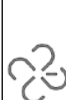
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SG Breeders Join in Syndication of

LEACHMAN 18 KARAT X235C

At the Santa Gertrudis Breeders International 65th Annual Meeting in Albuquerque, N.M., six Santa Gertrudis breeders joined a progressive group of 30 other cattlemen by purchasing a syndicated interest in Leachman 18 Karat X235C. The total syndicated value of 18 Karat is \$400,000.

Change and predictability are two of the venues challenging cattle breeders in the pursuit of profitable performance in the livestock industry. With this in mind, six progressive members of SGBI took advantage of the association's grading-up program in order to infuse outside genetics into their breeding programs by purchasing a syndicated interest in an exciting Red Angus hybrid, Leachman 18 Karat X235C.

"The ability to fast track genetic improvement associated with improved carcass quality and increased feed efficiency attracted us to Leachman 18 Karat X235C," said syndicate spokesman Rance Reynolds.

Leachman 18 Karat X235C was produced by Leachman Cattle of Colorado and has an impressive dataset that indicates he will sire some of the industry's most profitable cattle. Based on the Leachman \$Profit, a standardized index built around the operation's comprehensive data set and a predictor of profit from conception to harvest, 18 Karat sits at \$18,930, the highest \$Profit bull ever raised by Leachman Cattle of Colorado. In addition to his impressive \$Profit figure, 18 Karat's measurement for \$Ranch (predictor of a

bull's daughters' profitability) and \$Feed (predictor of offspring's profitability in the feed lot and on the rail) come in at an impressive \$60.73 and \$151.26, respectively. 18 Karat also exceeds the Red Angus Association of America's top 1 percent for all three categories. Combined with a 7.2 percent IMF, 4.7 feed-to-gain conversion, and actual weaning and yearling weights of 826 pounds and 1,377

pounds, respectively, 18 Karat possesses extraordinary statistics.

"Utilizing this unique genetic package in Santa Gertrudis operations across the nation through the SGBI grading-up program will strengthen the breed's industry presence and accelerate efforts in improving carcass quality as well as reinforcing Santa Gertrudis' claim of profitability," Reynolds noted. 🐄



Santa Gertrudis breeders joining in the 18 Karat syndication are (left to right) Myers Cattle and Land, Carroll Myers and Billy Eubank (pictured), Navasota, Texas; Harris Riverbend Farms, David Harris (pictured), Cleburne, Texas; LRB Ranches dba Briggs Ranches, Joe Jones (pictured), Manager, Victoria, Texas; Rocking A Ranch, Allen (pictured) and Cheryl Grainger, Brenham, Texas; Reynolds Prairie View Farms, Rance Reynolds (pictured), Warner, Ok.; and Tinney Farms, Retha Tinney (pictured, far right) and Arlin Taylor (pictured, second from right), Manager, Hanceville, Alabama.



Leachman 18 Karat X235C was produced by Leachman Cattle of Colorado and has an impressive dataset that indicates he will sire some of the industry's most profitable cattle.

Thank You to our buyers at the Crimson Classic Sale

Thank you to these purchasers of John 316 semen at the sale; we hope he adds his phenotype and numbers to these breeders' herds:

Larry Garza, Texas
Harris Riverbend Farm, Texas
San Jose Cattle Co., Texas
Corazon/Pitchford, Texas
Woman Hollerin Ranch, Texas
Stroman Cattle Co., Texas
Circle A Farm, Tenn.
Ridge Point Farm, Miss.
Darrell Smith, Miss.
Willis Peek, Miss.
Chuck Brannan, Fla.
Heil Cattle Co., Ill.

2016 Reserve National Champion Bull



John 316

And to our other buyers:

Rolling Hills Ranch, Miss.
(Jennifer Walters Stroud)
Erick & Vicki Tisdale, Miss.
Quail Valley Farm, Ala.
(Ricky Cleveland)
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