



SANTA GERTRUDIS

USA

JUNE 2017 | VOLUME 20, NUMBER 6



Santa Gertrudis



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SANTA GERTRUDIS USA

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Santa Gertrudis USA (ISSN-10985026, USPS-013-876) is published monthly for \$30.00 US by *Santa Gertrudis USA* located at P.O. Box 427, Timnath, CO 80547. Periodicals postage paid at San Antonio, Texas and additional mailing offices. POSTMASTER: Send address changes to: *Santa Gertrudis USA*, P.O. Box 427, Timnath, CO 80547. Subscriptions: \$30 U.S. per year for all subscriptions to the U.S. and her possessions. First class subscriptions in the U.S. are available at \$50. Foreign surface mail subscriptions are \$30. Foreign airmail subscriptions are as follows: Mexico/Canada - \$60, Central America & South America - \$100, Europe and all others - \$110. We accept Mastercard, VISA and Discover. Materials in *Santa Gertrudis USA* may not be reproduced without the permission from the publisher.

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June 2017 | Volume 20, Number 6

SANTA GERTRUDIS BREEDERS INTERNATIONAL

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

EXECUTIVE DIRECTOR

John E. Ford
Email: jford@santagertrudis.com

REGISTRATION & MEMBER SERVICES SPECIALIST

Diana L. Ruiz
Email: diana@santagertrudis.com

MEMBER SERVICES

Daniella V. McClary-Munoz
Email: daniella@santagertrudis.com

MEMBER SERVICES REPRESENTATIVE

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

MAGAZINE STAFF

PUBLISHER

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

MANAGING EDITOR

Jessie Topp-Becker
(701) 307-0772 | jbecker@blueprintma.com

EDITOR

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

AD SALES | CATALOGS

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

CREATIVE DIRECTOR

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

MATERIALS COORDINATOR

Megan Sajbel

AD DESIGN

Holly Holland

ADMINISTRATION

Leslie McKibben

COPY EDITOR

Kim Broers



ON THE COVER

In May, three Alabama breeders donated embryos to establish a Santa Gertrudis herd at Auburn University.
Photo by Darren Richmond.

Providing Polled Power Genetics to the Santa Gertrudis Breed



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Thanks to Ricky Cleveland, Quail Valley Farm, Oneonta, Ala., and Brent Taylor, Taylor Farms, St. Joe, Ark., for making Velvet 10/2 and her Taser bull calf the high-selling 3-N-1 split at the 2017 Crimson Classic Sale.

Also thanks to 777 Farms for their purchase of Brooke 11/5 and her Vegas bull calf at the 2017 Crimson Classic Sale.

GUNSLINGER DAUGHTERS JUST KEEP DOING IT!



FC Firecracker won his class at the 2017 National Open Show. His dam is our Gunslinger daughter, Diva 26/8; his sire is CB Bear 30/2.



FC Big Time was second in his class at the 2017 National SG Show, behind the calf champion, a Pistol son. His dam is FC 7/2, a Gunslinger daughter. His sire is FC Game Changer.



Thanks to Cotton Branch Plantation for purchasing FC Rio at the Banner and Buckles Sale. Her dam is FC Gypsy 12/1, a Gunslinger daughter, and her sire is FC Taser.



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Ramblings from the Open Range

EXECUTIVE DIRECTOR'S REPORT

By John Ford

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

It would be impossible for everyone traveling in a carpool to make a decision on whether to turn right, left or go straight at the intersection if each passenger was headed in a different direction. The same is true for Santa Gertrudis Breeders International (SGBI). If members are not all headed in the same direction, toward the same mission and vision, difficulties will be encountered, slowing breed growth and limiting progress in today's competitive beef industry. Thankfully, SGBI has a member-developed document that clearly lays out the direction to be taken by the association, the 2013-2017 Long Range Plan.

Member input, solicited through a survey, listening sessions and focus groups, served as the plan's foundation during the development phase in

2012 and 2013. SGBI membership is a diverse group with distinct interests; however, the long-range planning process allowed for the creation of a shared mission and vision with plainly-defined strategic objectives that have served as the association's guiding instrument for the past five years. Regardless of interest, members agreed that in order to become The Preferred American Beef Breed, SGBI would, as spelled out in the mission statement, provide progressive leadership, services, programs and technology to promote and broaden the long-term profitability of Santa Gertrudis influence within the beef industry. As we enter the final year of the SGBI long-range plan, now is the time to ask, have we as an organization successfully achieved the goals we set in 2013?

Overall, the answer is yes. A growing industry presence and greater commercial demand for our product are the result of the association being focused on the objectives and initiatives identified in the 2013-2017 plan. The adoption of technology among members in order to build demand for Santa Gertrudis genetics was at the top of our objective list in 2013. SGBI was the first *Bos indicus*-influenced breed to offer genomic enhanced expected progeny differences to members and its cattle-buying customers, and the first beef breed to utilize a relationship model for incorporating DNA information into the genetic evaluation. These steps, taken in 2013, resulted in more and more members utilizing the association's tools for making breeding and selection decisions. In the last 4-year period, there has been a 64 percent increase in the amount of data collected and submitted to the SGBI office, and the breed now has access to more than 7,000 DNA samples. The ability to validate performance has led to a growing demand for Santa Gertrudis genetics in the commercial sector.

Another long-range objective, targeted by membership, stressed the need for the development and delivery of a consistent industry message.

CONTINUED ON PAGE 8 »

2017 Fall Show Schedule

Show	Show Date	Judge	Contact Info	Entry Deadline
Ohio State Fair	8/1/17	Scott Burkes	www.ohiostatefair.com	6/20/17
Ozark Empire Fair	8/5/17	Jim Butler	www.ozarkempirefair.com	6/15/17
Indiana State Fair	8/9/17	Brett Broussard	www.indianastatefair.com	7/1/17
Missouri State Fair	8/20/17	Fair's Choice	www.mostatefair.com	6/30/17
Kentucky State Fair	8/27/17	Paul Wunderlich	www.kystatefair.org	7/10/17
Four States Fair	TBD	Tommy Brandenburger	www.fourstatesfair.com	8/26/16
Southeastern Empire Fair	9/14/17	Jason Duggin	www.gwineettcountyfair.com	8/24/17
Oklahoma State Fair	9/24/17	Doug Satree	www.okstatefair.com	8/15/17
Tulsa State Fair	10/1/17	Todd Herman	www.tulsastatefair.com	9/1/17
North Carolina State Fair	10/18/17	Blake Nelson	www.ncstatefair.org	9/15/17
Arkansas State Fair	10/18/17	Kerry Crowe	www.arkansasstatefair.com	9/1/17
State Fair of Texas	10/20/17	Jason Heath	www.bigtex.com	9/1/17
Louisiana State Fair	11/5/17	Webb Fields	www.statefairoflouisiana.com	9/7/17
North American Livestock Expo	11/16/17	David Ragsdale	www.livestockexpo.org	10/1/17

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carlyle@sherrillcameron.com

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T.A. Jackson: 803.482.2283



Santa Gertrudis BREEDERS OF THE CAROLINAS

For more information:

contact Scott Sherrill, President

(404) 402-5601



PRESIDENT'S LETTER

By Yancey Strait

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

Fellow Santa Gertrudis Breeders,

I recently read an article in *The Wall Street Journal* by James Hagerty about AGCO founder Robert J. Ratliff. In this article, the author notes that Ratliff kept a sign that read, "The business has changed, have you?" I believe this quote is certainly relevant in the quickly changing beef industry.

I continue to be amazed by the strides being made by Santa Gertrudis breeders. Most breeders I speak with are excited about where the breed is going and are making every effort to improve their cowherds. Some are using artificial insemination or purchasing top-performing bulls, while other breeders are using embryo transfer. Regardless of the method of improvement, breeders are paying close attention to carcass and growth expected progeny differences when evaluating cattle. I am interested in seeing offspring over the next few years that are a result of breeding decisions being made today. I believe there is a collaborative effort between all Santa Gertrudis breeders to improve our cattle's value and perception in the marketplace. As we seek improvement, we must not forget the importance of calving ease and fertility and their impact on economics.

The SGBI Board of Directors recently approved an amended fee schedule, which we believe will allow the association to continue down the path of long-term financial viability. There is tremendous focus on firmly establishing our breed as a great option for the commercial cattle producer. The Board of Directors and Executive Director John Ford are concentrating on increasing marketing and educational opportunities for members of the association. An item that I am extremely excited about is the production of marketing videos that will assist in both promotion and breeder education. As the association tries new ways to market our breed, I encourage each of you to try new ways to market your cattle this year.

I would like to commend Tinney Farms, Grandview Farms and Quail Valley Farms for their generous donation of embryos to Auburn University. Isn't it amazing to think that we will soon have a Santa Gertrudis herd at one of the premier agricultural institutions in the country? 🐄

RAMBLINGS

CONTINUED FROM PAGE 6

Profitability has been the emphasis of the association's advertisement campaign for the last 5-year period. The message has been clear and it has been consistent: Santa Gertrudis genetics are profitable for all industry segments. Last year alone, the breed's message of profitability was seen by an estimated 1 million cattlemen across the nation. Tying profitability to predictable, validated performance has strengthened our industry presence and enhanced our marketing efforts.

There are numerous other successes. Establishing strategic partnerships with industry influencers and universities is but one more accomplishment. However, there are also shortcomings that will require targeted attention in the 2018-2022 long-range document. Taking steps to ensure all members have the background and information needed to effectively utilize association selection and decision-making tools is an area that needs emphasis moving forward. Engaging membership in efforts to build cooperative marketing programs needs to be strengthened as well.

It has been said that any road will get you there if you don't know where you are going. The SGBI Long Range Planning Committee will be soliciting member input later this year for the development of the 2018-2022 document, a work that will guide association direction for the next 5-year period. When contacted, share your thoughts and vision for the future of the breed and the association. Charting a long-term strategy allows SGBI to capitalize on industry opportunities, building value in our cattle. Your input is valued. Help choose the road that will keep us on the path to becoming *The Preferred American Beef Breed*. 🐄

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SGBI BOARD OF DIRECTORS BY REGION

WESTERN REGION

Kathryn Hefte (Texas)

Hefte Ranch

(210) 414-2493 | hefteranch@gmail.com

Gene Kubecka (Texas)

Wendt Ranches

(979) 240-5311 | wendtranches@hotmail.com

Betty McCormick (Texas)

Woman Hollerin Ranch

(281) 375-6861 | bettysue1959@gmail.com

Yancey Strait (Texas)

Strait Ranches

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

Chris Taliaferro (Texas)

TAC Land & Cattle

(214) 674-8064 | ctaliaferro1@sbcglobal.net

Jerome Urbanosky (Texas)

Urbanosky Ranch

(281) 797-5715 | jerome@ameritechsi.com

Nancy Wunderlich (Texas)

Wunderlich Farms

(979) 277-2838 | n.wunderlich@hotmail.com

EASTERN REGION

Bud Clark (Mo.)

C Bar C Ranch

(314) 607-1076 | bud@cbarcranch.net

Larry Osborne (Ky.)

Mosby Creek Ranch

(937) 604-4999 | mosbycreekranch@aol.com

Deanna Parker (Ky.)

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(270) 670-6285 | parkerfarms@scrtc.com

Aaron Schroeder (Mo.)

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(660) 287-7076 | aaron@missourimeadows.com

Robert Silva (Okla.)

(918) 470-5371 | rdsilva06@sbcglobal.net

AT LARGE DIRECTORS

District 1 - Warren Harris (N.M.)

WR Ranch

(505) 504-1513 | wrranchnm@gmail.com

District 2 - Debbie Townsend (Texas)

Townsend Cattle Company

(979) 541-4989 | townsendcattle81@gmail.com

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District 4 - Arlin Taylor (Ala.)

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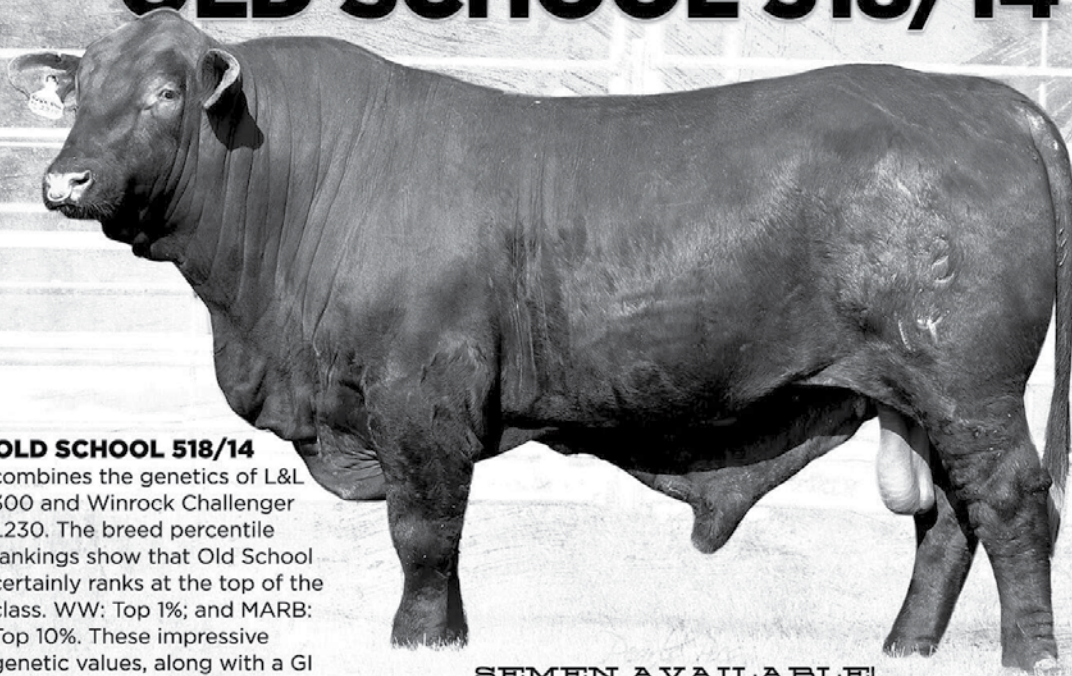
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**BW 2.62, WW 21.44, YW 30.19, MILK -1.52, TM 9.20, CW 23.04
BF 0.01, MARB 0.04, REA 0.31, TEND 0.03, SC 0.11**



314-607-1076 • BUD@CBARCRANCH.NET
DESOTO, MISSOURI

WWW.CBARCRANCH.NET

C BAR C RANCH



De Soto, MO 63020
Alan Clark
Bud & Kelly Clark
(314) 607-1076
bud@cbarcranch.net

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Charles, Deanna, Chip, June & Carsen Parker
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APRIL 2017

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District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	14	0	0	10
2	177	40	64	232
3	67	12	0	29
4	14	0	0	7
5	33	6	0	17
6	28	2	0	14

JUNIOR MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	18	2	0	32
2	4	0	0	10
3	9	2	0	7
4	4	1	0	3
5	0	0	0	2

CONTACT FOR SGBI REGISTRATIONS: Diana Ruiz

P. O. Box 1257, Kingsville, Texas 78364 | diana@santagertrudis.com

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

SANTA GERTRUDIS WELCOMES

New Members

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Richard Price, Charlotte, N.C.
Sam Reid, Elizabeth City, N.C.

Non-Member

Bob and Sondra Jack, Talban, N.M.

SANTA GERTRUDIS

Calendar

JUNE

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

JULY

14-15 Kentucky National Show & Sale, Bowling Green, Ky.
23-27 GOALS Conference, Nashville, Tenn.

SEPTEMBER

16 Mid-Coast Cattleman's Opportunity Sale, Hallettsville, Texas
29-Oct. 22 State Fair of Texas, Dallas, Texas
30 Arkoma Santa Gertrudis Association Sale, Tulsa, Okla.

OCTOBER

1 Arkoma Santa Gertrudis Association Show, Tulsa, Okla.
7 Alabama Connection Sale, Cullman, Ala.

NOVEMBER

4 Mt. Laurel Sale, Calhoun, Ga.
10-11 Tri-Star Santa Gertrudis Sale, Bloomington, Texas
18 South Texas Heritage Sale, Robstown, Texas

SANTA GERTRUDIS Juniors



By Will McDaniel, Treasurer

Mark your calendars, because the biannual Gerts Ongoing Advanced Leadership Summit (GOALS) is right around the corner. This year's conference is in beautiful Nashville, Tenn. July 23-27. This will be my fourth time attending GOALS. As a result, I have been able to take advantage of the numerous diversified regions of our country and absorb time-less knowledge on leadership and living a better life.

For young breeders in our association, attending GOALS for the first time is what I would consider a necessary stepping stone into your youth career. My first experience at GOALS was in 2011 in Branson, Mo. Being the youngest of the more than 50 participants made every aspect of the summit a challenge. I had never broken out of my shell and taken advantage of the leadership potential that was burning quietly within me. After four days of zip-lining, show hopping, team building and making lasting new friendships, I came out as a transformed individual ready for the challenges of being a leader. This transformation led me to join the National Junior Santa Gertrudis Association Board and led me to serve as president several years later. The kid from 2011

CONTINUED ON PAGE 11

SANTA GERTRUDIS *Production*

THEY ARE THE FUTURE – LET'S START THEM OFF RIGHT

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



Whether you raise your own replacement heifers or raise replacement heifers as a means to pay the bills, there are several key heifer development principles to remember if you want to get them started right. We have always heard that we should select potential replacement heifers from the “pool” of heifer calves born early (first 1/3) in a specific calving season. The reason

for this recommendation is simple: It allows that heifer more time to develop and become pubertal compared to a herd mate that was the last heifer calf born in the calving season. Any good heifer has the potential to make a great cow, but perhaps not in your herd. Those late-born heifers may not have sufficient time to develop properly and thus may breed late, and they typically will continue to breed late the rest of their life if they remain in your herd. Therefore, late-born heifers can be developed but should be marketed to others who have a slightly different breeding/calving season schedule than yours.

Once you have made your replacement heifer picks, wean them off the cows with the least amount of stress possible and get the heifers vaccinated and booster vaccinated against clostridial diseases (7- or 8-way blackleg), respiratory disease agents (IBR, BVD, PI3, BRSV), and most importantly, the reproductive diseases (vibriosis and leptospirosis; “VL-5”). Fence-line weaning works well over a 5-to-7 day period if you have great fences.

The next step is to calculate how many days until you want to begin breeding these young replacements and determine the estimated target body weight at first breeding (55-65 percent of mature body weight). Heifers need to grow well but not get too fat, as it will be detrimental to conception and subsequent milk-producing ability. Once you determine the targeted body weight at first breeding and the number of days to achieve that body weight, you can simply subtract the weaning weight from the target weight, and then divide that increase in body weight needed by the number of days until breeding. This will provide the necessary average daily gain (ADG) of the heifers from weaning until breeding.

Feeding replacement heifers to achieve the target body weight and/or expected ADG can be a challenge, but there

are plenty of resources available to help you. Please contact your veterinarian or local/regional livestock Extension specialist. I chose to use a 700-pound growing heifer (*refer to Figure 1 below*).

Obviously, as the heifers grow they will need more forage/feed, but most heifers should gain 1.5 to 2.0 pounds per day from weaning until breeding. Much research has been conducted to determine if this gain needs to occur every day or can be done in a “stair-step” fashion. Stair-stepping ADG to match better forage conditions is a great method to save on feed cost. The key to success with this “push and hold” or stair-step nutrition for heifer development strategy is to ensure heifers are on a positive plane of nutrition between 6 and 8 months of age or between 8 and 10 months of age. These are important ages for programming age at puberty, and replacement heifers should never be allowed to lose substantial body weight during these ages.

Body Condition	Desired ADG	Feed (lb.) Intake (DM)	Intake as % of Body Weight	% TDN or Energy Content	Crude Protein, % (CP) of Diet
5	0.5	14.9	2.13	54	8
5	1.0	15.8	2.26	59	9
5	1.5	16.2	2.31	64	10
5	2.0	16.3	2.33	69	11.4

Figure 1

Finally, just prior (within 30 days) to breeding or bull turnout, all heifers need to be on a positive plane of nutrition, as this will ensure that a high percentage of pubertal heifers will display estrus and ovulate. Now that you have spent both time and money developing these outstanding females, find great low-birth sires (or semen) to get them bred. Keep the number of bred heifers that you need and market the rest. Pregnant replacement heifers are always good property. 🐄

JUNIOR LETTER CONTINUED FROM PAGE 10

was nowhere near as prepared for the challenges that lay ahead of him as was the kid who went through three GOALS experiences and multiple leadership roles. I encourage all youth breeders who are on the edge about attending GOALS to consider the benefits and lifelong impact this experience can have. 🐄

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Ensuring a Successful Breeding Season

By Hannah Wine, Freelance Writer

If a calf gains between 2.25 to 2.5 pounds per day, every heat cycle is worth roughly 50 pounds. That's why it's so critical to get cows rebred on the earliest possible cycle.

A successful breeding season starts with cows that are physiologically ready for breeding. By managing your cows to increase the number of females cycling at the beginning of the breeding season and getting anestrus (showing no signs of heat) females cycling, you can control your breeding season. A controlled breeding season means you then have a controlled calving season, which allows you to match nutritional needs of the herd to forage resources, facilitate more intense monitoring of breeding and calving, work more calves of a similar age at once and produce calves that are similar-sized and can be sold in groups to capture group sale premiums.

Overcoming anestrus is critical to getting your cows bred. Anestrus is a period of infertility that cannot be avoided, but it can be managed to ensure your cows are coming back into heat as quickly and effectively as possible. Anestrus occurs in heifers prior to puberty and in cows after each calving. Typically,

mature cows in good body condition will be anestrus for 45 to 90 days (the average is about 60 to 70 days), while first-calf heifers will be anestrus for 75 to 120 days. Let's consider some influential factors that affect anestrus and breeding.

Calving Time Considerations

Body Condition at Calving

Proper nutrition is essential for optimum performance. You've got to start early in this management area as pre-calving nutrition is more important than post-calving nutrition when it comes to anestrus. Inadequate energy in late gestation will negatively affect reproduction even if you're providing sufficient nutrition after calving. It's important to ensure your cattle have sufficient body reserves to use when nursing a calf and overcoming the negative energy plane during lactation. At calving time, cows should have a body condition score of 5 or greater, and heifers, 6 or greater. Managing for reproductive success begins at calving.

Dystocia Recovery

The headache from calving trouble doesn't stop once you've got the calf out. Calving trouble can cause a major delay in the onset of estrus. Research shows that for every hour a female is in active labor there is a four-day delay in the resumption of estrous cycles. Early calving assistance is critical not just for the sake of the calf being born, but for next year's calf, too.

General Management

Herd Health

A quality herd health program is an important component of successful reproduction. Several diseases are associated with reproductive loss (lepto, BVD, vibrio, trich, etc.). Most cattlemen are not aware of the losses due to abortion resulting from

disease, as it can easily go unseen. The subtlety to these losses makes it imperative to work with your local veterinarian to develop an annual vaccination plan. One of the first steps producers should take to help reduce breeding delays is administering pre-breeding vaccinations to protect against common reproductive diseases. It is critical that you administer the vaccines at the right time to give cows the chance to develop an immune response before breeding. Depending on the label requirements, many vaccines will require two doses to establish effective immunity when a pre-breeding vaccine protocol is started.

Management of Body Condition

A linear relationship exists between body weight change and body condition score (BCS). An approximate 100-pound weight change is associated with each unit change in BCS.

The period of greatest nutritional need occurs shortly after calving, when a cow is required to produce milk for a growing calf, regain weight lost shortly before and after parturition and repair her reproductive tract to become pregnant within three months after calving. During this stage, a cow usually is consuming as much feed as she can, and adjusting BCS at this time often is futile. Cows usually are grazing and tend to consume their full protein, vitamin and mineral requirements; however, the grass is often lush, with a high percentage of moisture, which occasionally can cause a deficiency in energy. Cattlemen must recognize that middle-aged cows handle grazing pressure and lower body condition better than young and old cows.

Nursing Calves

Removing the calf for 48 hours usually initiates estrus within a few days. Interestingly, the energy demand of a nursing calf is not the primary factor that affects the cow's resuming a normal estrous cycle. Instead, it's the actual suckling and presence of a calf that have the greatest effect. Suckling triggers a complex system of neural responses and hormonal feedback in the cow that decreases the number of follicles eligible for ovulation. This suckling effect is greatest in cows in poor body condition or first-calf heifers, but removing the calf for 48 hours often jumpstarts the cow back into cycling.

Nutrition

Failure to manage the nutrition of the cow herd during critical times can hurt



Photo courtesy Borchers Southern Y Ranches, Victoria, Texas.

productivity in ways that you might not think about. Supplementing the herd with important vitamins, minerals and proteins before calving and through breeding is essential, as it's been proven to improve a cow's body condition and conception rates.

Minerals

Mineral nutrition is one of the most commonly overlooked items on the rebreeding preparation list. Make sure you're providing an adequate mineral program throughout the year rather than solely at calving or before breeding. Many cattlemen think of summer as the critical time for minerals, but it's really a year-round matter. Mineral deficiencies can severely affect reproductive performance. Minerals also play a role in tissue repair, helping the cow's reproductive tract mend from calving and prepare for breeding.

Cattle in the southwest and southeast United States that graze year-round are more prone to phosphorus deficiencies due to the year-round grasses reducing the need for a feed ration. Phosphorus is commonly referred to as the fertility mineral. After calving, phosphorus requirements increase by 50 percent.

Facilities

It's critical to keep in mind that all your planning and pre-breeding work can be lost in Artificial Insemination (AI)/Embryo Transfer (ET) situations if the cows are stressed at breeding time due to handling conditions and facilities. Animal handling that's efficient and low-stress on the cattle is equally important to any successful program.

While this isn't a challenge in a pasture breeding environment, don't let all your preparation on the cow side be lost on a bull that has not been checked for breeding soundness.

Synchronization of the estrous cycle has the potential to shorten the calving season, increase calf uniformity and enhance the possibilities for utilizing AI and ET. AI allows you the opportunity to infuse superior genetics into your operation at costs far below those of purchasing a herd sire of similar standards. These tools remain the most important and widely applicable reproductive biotechnologies available for beef cattle operations. Focusing on the details of taking care of the health, nutrition and other management factors is critical to the success of any breeding program.

Dos and Don'ts of Breeding Season

Do

- ✓ **Aim to get heifers bred early.**
A late-calving (after 45 days) heifer is much more likely to be open the following season.
- ✓ **Use a synchronization protocol and follow it to a T.** *Wavering even slightly from protocol can affect your conception rates by up to 50 percent.*

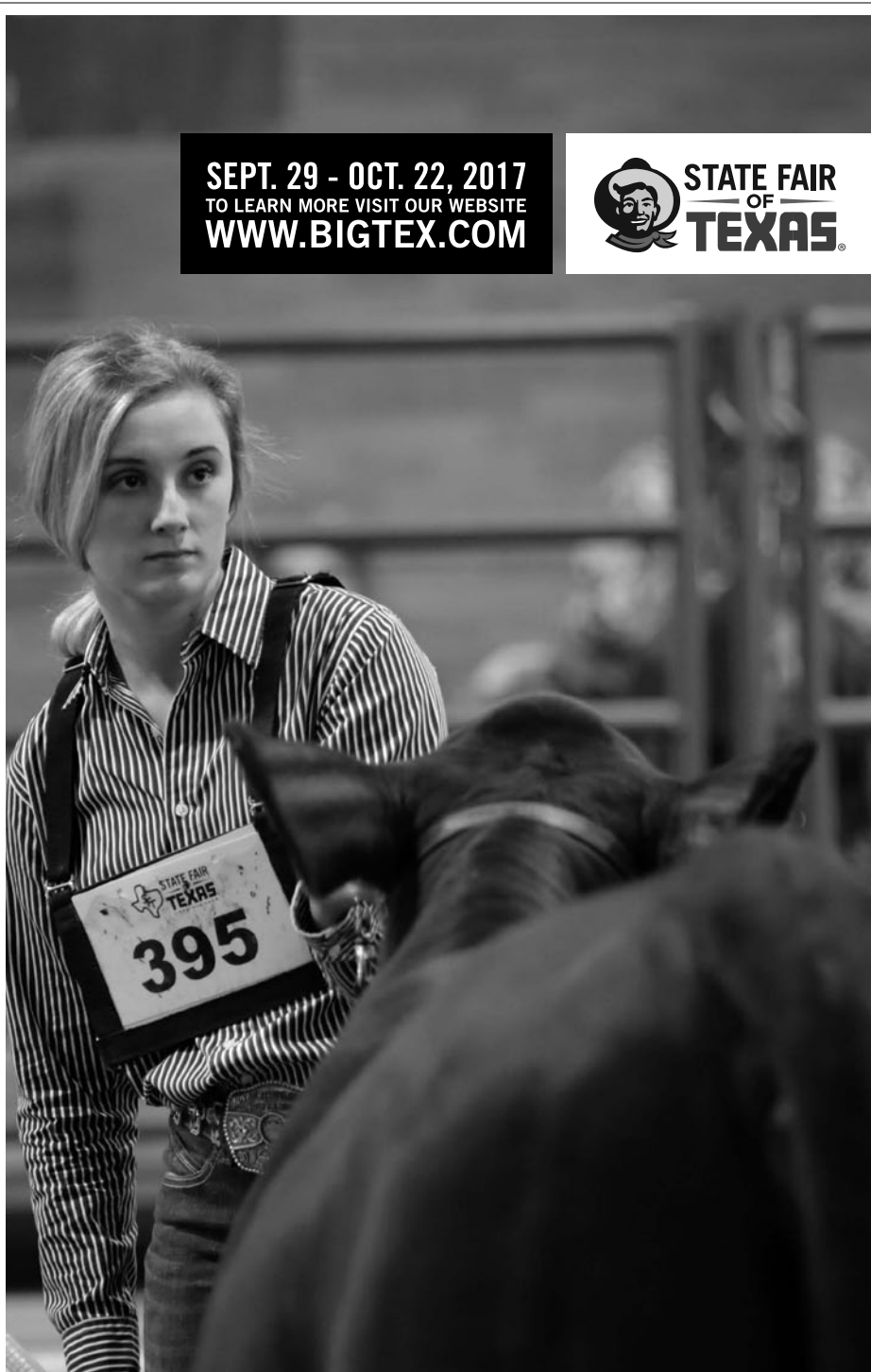
- ✓ **Use only Certified Semen Services semen from a reputable dealer.**

Certified Semen Services semen is audited for quality and disease testing.

- ✓ **Avoid shipping cows after breeding.**
Shipping cows between days 5 and 42 post-breeding can be detrimental to embryo survival and cause around a 10 percent decrease in pregnancy rates.

Don't

- ✓ **Expect thin cows to breed.** 🐄



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STATE FAIR OF TEXAS

SANTA GERTRUDIS SALE *Reports*

RED DOC FARM'S RED HOT BULL SALE APRIL 8, 2017 | BOSQUE, N.M.

SALE AVERAGE

Bulls **\$4,230**

Red Doc Farm's 13th annual bull sale had a strong showing, with several new buyers and established seedstock producers in the Santa Gertrudis breed. The auctioneer for the sale was Leo Casas III. The high-selling bull was the high-performance Red Doc Never Surrender 6013, who was sold to Cherokee Ranch in Sedalia, Colo. for \$20,000. The bull market was strong in the midst of a softening cattle market. On average, Red Doc Farm bulls sold for more than \$4,000 to commercial and registered cattlemen. Red Doc's high-marbling, high-performance and curve-bender bulls were bought from producers throughout the United States and Northern Mexico. The volume buyer was Alamo Ranch, John and Linda Keck, Deming, N.M.

The Red Doc Farm team would like to thank all those who attended and supported the sale. 🍷

ROCKY MOUNTAIN SANTA GERTRUDIS ASSOCIATION'S SPRING RUNOFF FEMALE SALE

APRIL 8, 2017 | BOSQUE, N.M.

SALE AVERAGE

Females **\$4,740**

The Rocky Mountain Santa Gertrudis Association's (RMSGA) Spring Runoff Female Sale had buyers at the edge of their seats with excitement as functional Santa Gertrudis females, both bred and open heifers, commanded strong prices. The auctioneer for the sale was Leo Casas III. The high-selling heifer, Lot 91, Red Doc La Reina 6281, was sold to Schuster Farms and Townsend Cattle Company for \$18,250. A close second to the high-selling heifer was Lot 92, Red Doc Duchess 5210, a deep-bodied bred heifer, who was sold to Cherokee Ranch, Sedalia, Colo. for \$15,000. Several high-marbling, easy-fleshing females sold for premiums.

The Red Doc Farm team and all of the consignors of the RMSGA Spring Runoff Sale would like to thank all those who attended and supported the sale. 🍷

CRIMSON CLASSIC SALE

APRIL 29, 2017 | CULLMAN, ALA.

SALE AVERAGES

48 Registered Females	\$4,028	19 Bred Heifers	\$3,058
10 Bulls	\$2,710	15 Open Heifers	\$5,146
37 Crossbred Females	\$1,600	1 Embryo Lot	\$2,400
14 Pairs	\$4,238		

The Alabama Connection sponsored the Crimson Classic Sale, with auctioneer Hoover Case. Consultants for the sale included Darren Richmond, Bill Lundberg and Gene McCarter. The high-selling female was consigned by 777 Farms and 3S2E Cattle Co., Magnolia, Ark., and sold to Brian Wood, Oneonta, Ala. for \$12,250. The high-selling pair was consigned by Flying C Ranch, Searcy, Ark., and sold to Quail Valley Farms, Oneonta, Ala., and Brent Taylor, St. Joe, Ark. for \$9,750. The high-selling open heifer was consigned by Running M Ranch, Union Springs, Ala., and sold to Quail Valley Farms, Oneonta, Ala. for \$5,250. The high-selling bull was consigned by Grandview Farms, Hamilton, Ala., and was sold to Briggs Ranches, Victoria, Texas for \$4,000. The high-selling STAR 5 female was consigned by Circle A Farm, WilliamSPORT, Tenn., and was sold to Wiley Ranch, DeWille, La. 🍷



Consignors and buyer of the high-selling female. Back row, from left to right: Scott Sonntag, Chad Daniel and Brian Wood. Caroline Daniel is in the front row.

Thank You!

Quail Valley Farm

For purchasing the high-selling open heifer at the Crimson Classic Sale!

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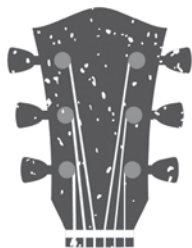
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A harmonious blend of Southern hospitality awaits National Junior Santa Gertrudis Association (NJSGA) members attending the 2017 Gerts Ongoing Advanced Leadership Summit (GOALS) July 23-27, 2017. The host site will be The Inn at Opryland, conveniently located in Nashville, Tenn.. The early-bird cost for this 5-day, 4-night leadership summit is \$425, due June 15. Due to bus capacity regulations, participation is limited to the first 45 registrants. Late registrations will be accepted only if seating is available, at a rate of \$500. Registration forms can be found on the Santa Gertrudis Breeders International website and are due by June 15, 2017. *The registration fee is non-refundable, but is transferable.*

All participants are responsible for their own transportation to and from Nashville. One pickup from the Nashville

International Airport (BNA) on Sunday, July 23 and one return trip on Thursday, July 27, will be provided. Sunday arrival must be before 2 p.m.; Thursday departures must be after 2 p.m. If driving, be aware that our first activity will begin Sunday at 3 p.m. and our final activity will be complete by 11 a.m. Thursday.

GOALS is a unique summer leadership experience purposely designed to encourage and develop the leadership skills of the next generation of Santa Gertrudis innovators. This summit is intended for senior and intermediate NJSGA members, providing an environment specifically selected to inspire each member to become an effective, compassionate and influential leader.

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

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SGBI Announces Partnership with Texas Beef Cattle Science Center

By Jessie Topp-Becker, Managing Editor

SANTA GERTRUDIS BREEDERS INTERNATIONAL recently established a preferred supplier agreement with the Texas Beef Cattle Science Center located in Kerrville, Texas. Wayne Mikeska and Russell Rogers started the company together in 2014; it sells a full line of beef-cattle health and nutrition products and liquid nitrogen to livestock producers across the country.

The agreement will benefit both members and the association. Mikeska, co-owner and company sales representative, explains that, under the agreement, SGBI members receive discounts on any purchases with the company. "For anyone that's a member of SGBI, we will honor a 10 percent discount

on animal health supplies and a discounted rate on liquid nitrogen." Members will also receive a discount on artificial insemination services and purchases of MVP livestock supplements and minerals.

In addition to receiving a discount for their purchases, members who purchase from Texas Beef Cattle Science Center have the opportunity to financially support SGBI. "We'll kick back \$2 per tub to help SGBI as part of an incentive for them," Mikeska says. Ten percent of the net profit the center receives from its supplier also will be forwarded

CONTINUED ON PAGE 21 »

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- ✿ Thank you Quail Valley Farm, Oneonta, Ala., for purchasing a full sister to CVF 2022.

We Thank Our Other Crimson Classic Buyers

- Harris Riverbend Farm, Cleburne, Texas and Briggs Ranches, Victoria, Texas, for purchasing our two high-selling bulls.
- Rodney Pittman, Ponder, Texas
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Seth Holmes, Herdsman

BRINGING SANTA GERTRUDIS TO AUBURN

By Jessie Topp-Becker, Managing Editor

On May 1, three Alabama Santa Gertrudis breeders – Grandview Farms, Tinney Farms and Quail Valley Farms – donated 54 embryos to Auburn University to help establish a purebred Santa Gertrudis herd.

The donation is the result of a conversation during the Alabama Cattlemen's Association Convention earlier this year. SGBI Executive Director John Ford asked Auburn University Research and Extension Centers Director Robert Britton how SGBI and Santa Gertrudis breeders could help Auburn University promote Santa Gertrudis cattle. "Putting high-quality Santa Gertrudis embryos into recip females that we have here would probably be the fastest way," Britton says he told Ford. This conversation got the ball rolling, and the embryo transfer will take place later this year.

Although this is the first time embryos have been donated to establish a Santa Gertrudis herd at Auburn University, this is not the first connection between the university and the dark red cattle. The late Ann Upchurch, former owner of Grey Rocks Ranch in Autauga County, Ala., was a strong supporter of Santa Gertrudis cattle

and Auburn University. In fact, Auburn University's Department of Animal Sciences is located in Upchurch Hall, which is named after her. At its peak, Grey Rocks Ranch was home to nearly 500 head of Santa Gertrudis cattle. "We were the largest Santa Gertrudis ranch east of the Mississippi River," explains Win Parmer, former Grey Rocks Ranch manager.

Parmer, who managed the ranch for 38 years, says this is not the first time Santa Gertrudis breeders have donated to the university. "Back in the late '80s or early '90s, we got a herd together, 22 to 24 head I believe, of bred heifers, and donated it to Auburn." He explains that Upchurch donated several heifers and got other Santa Gertrudis breeders to donate as well.

Parmer says Upchurch would be thrilled to see her beloved dark red cattle being raised at Auburn University again. "She would've jumped for joy to see them giving some embryos to get another herd started; she would've really supported that."

Today, Auburn's herd is predominantly Angus with some Beefmaster cattle as well. Britton is excited to add diversity to their herd. "Eared cattle



The late Ann Upchurch, former owner of Grey Rocks Ranch in Autauga County, Ala., was a long-time supporter of Santa Gertrudis cattle and Auburn University. The donation of embryos took place at Auburn University's Upchurch Hall, which was named after her.

have a tremendous advantage here in the south because of the amount of rainfall, humidity, insects and things like that," he says. "[Alabama] is a very diverse state and a tremendous amount of breeds are represented, so there's definitely an attraction for us to be able to do some research on eared cattle too." Ford agrees, "SGBI looks forward to collaborating with Auburn University on both applied research and research projects that will strengthen the cattle industry, especially related to the use of Bos indicus-influenced genetics in the southeast."

Britton explains that the long-term goal is to have a herd of 25 registered Santa Gertrudis cows. "It'll be a work in progress for several years to get us to that number and then to get to where we have a mature herd instead of a herd of heifers." Ultimately, he expects the direction of the research to change as the herd becomes more established. "The reach and breadth of the research will probably become larger as we move away to a more mature herd." For now, Britton anticipates the research will include "grazing patterns, resistance to specific diseases, things that are do-ability related, how long they stay in a group, conception rates, longevity and things like that."

For Ford, partnering with land-grant universities such as Auburn University is an integral part of the association's effort to expand Santa Gertrudis' industry presence. "Collaboration with land-grant universities provides the breed a gateway to research and producer outreach opportunities."



Partnering with land-grant universities, such as Auburn University, is an integral part of helping SGBI expand the breed's industry presence.



Ricky Cleveland, owner of Quail Valley Farms, Oneonta, Ala., says establishing a pure-bred herd at Auburn

University is the first step toward gaining access to commercial breeders and increasing the visibility for Santa Gertrudis in the southeast. Cleveland explains that Angus have become very popular in the region, despite the conditions being ideal for raising eared cattle. "I am excited about seeing our cattle being put side-by-side with Angus and other breeds and seeing how they perform," Cleveland says. "I think they'll shine and out-do some of these other breeds that so many people are stuck on here in the south." Retha Tinney, owner of Tinney Farms, Hanceville, Ala., agrees. "We have a lot of competition and the fact that Auburn, a major agricultural college and vet school, wanted us to participate with them, I think it's a great way to promote our cattle." Tinney says donating embryos to her alma mater was an honor. "We were honored to be asked to be a part of it. It's something that I'm really looking forward to seeing mature and hopefully better our breed."

Ford and Cleveland view the partnership as an opportunity to increase breed promotion and enhance visibility with the next generation of ranch managers. "Land-grant university involvement places our cattle in front of the industry's next generation of leaders. Ag students attending land-grant universities are the future decision makers for the beef industry," Ford says. "There's a lot of kids that are coming through this program and they are going to be the managers for these farms. I see it as a way of growing our industry," Cleveland adds.

Delmo Payne, owner of Grandview Farms, in Hamilton, Ala., says the donation of embryos on behalf of his operation was a nod to Upchurch and Parmer, who were instrumental in helping him get his start with the breed. "Ann Upchurch was a great friend of mine. In fact, I bought my first 20 heifers from her in 1984," he says. Payne is excited about the new partnership. "It is a tremendous opportunity for the breeders in Alabama and a tremendous opportunity for our association as a whole. It's recognition for our type of cattle, because we know that we have a really great product."

It's too soon to know the impact of this generous donation from the Ala-

bama breeders; however, one thing is for sure – the partnership with Auburn University will play a significant role in helping expand Santa Gertrudis' industry presence. 🐄

SCIENCE CENTER CONTINUED FROM PAGE 16

to SGBI. John Ford, SGBI executive director, explains that the revenue generated from the collaboration will assist in funding special programs and activities.

Ford says he appreciates that the Texas Beef Cattle Science Center sees value in its affiliation with SGBI. "When we first visited about the possibility of a partnership, the Texas Beef Cattle Science Center team indicated they wanted to be associated with a breed that was expanding its footprint in the industry and an association whose members were focused on profitability for the commercial cattleman."

Members interested in purchasing from the Texas Beef Cattle Science Center should contact Wayne Mikeska at (830) 992-1851, (830) 864-4729 or wmikeska@outlook.com. Russell Rogers can be reached by calling (830) 285-1179. Catalogs can be obtained by contacting SGBI. 🐄



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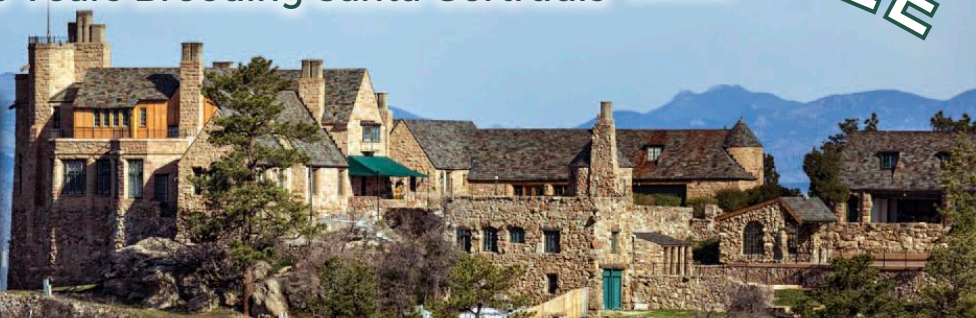
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Bill Stroman (far left), Bryan, Texas for purchasing our high-selling bred heifer.



Gene and Deann Lovelace, Dyersburg, Tn., (represented by Gene McCarter) for purchasing our high-selling bull.

A big thanks to Cherokee Ranch (Rafael Miranda, pictured, left), Sedalia, Colo., for purchasing our high-selling bull in the recent Red Doc Farms Bull Sale. A son of donor cow Red Doc Ruby 4105 and sired by Red Doc Never Before.



Thanks too to Bill Stroman, Bryan, Texas and Red Doc Farms, Belen, NM for purchasing Ruby pregnant receipts at the Houston International Super Sale.

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