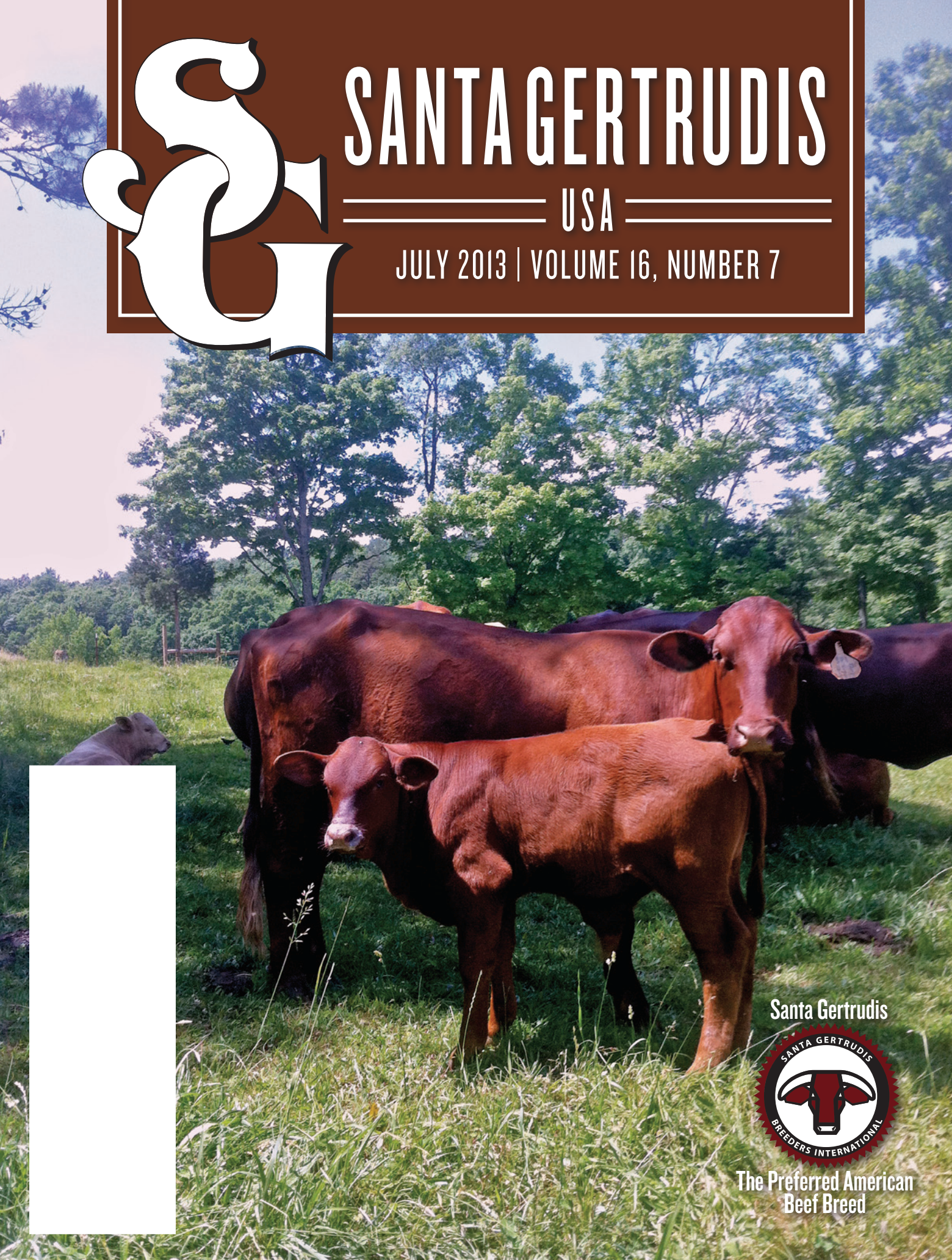




SANTA GERTRUDIS

USA

JULY 2013 | VOLUME 16, NUMBER 7



Santa Gertrudis



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SANTA GERTRUDIS USA

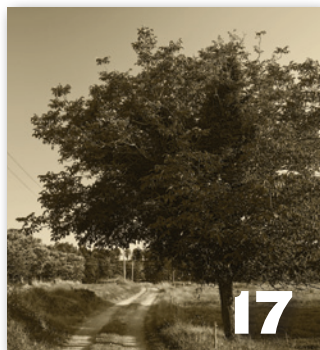
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ON THE COVER

This productive, good-milking female shows off a Hatchet son at her side at Circle H Farm in Waynesboro, Tenn. Photo courtesy Ryan Keaton, owner.

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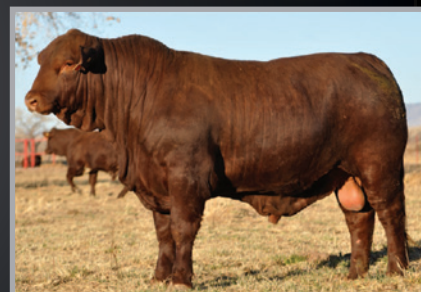
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Down the Road PRESIDENT'S LETTER

By Curtis Salter

(850) 957-4409 | salterfarms@att.net

As I write this letter, I'm thinking about the nation's cow herd rebuilding process. Agricultural land is being taken out of production all over the U.S. at the fastest pace in history. In the 1960s more than 50 percent of American families were farm or ranch related; now that number is just 3 or 4 percent. This means one farmer or rancher has to feed several families, not just his own.

Drought has caused the nation's cow herd to decrease at a fast pace. Cow herd inventories have dropped 7.3 million head since 2007. Cow-calf inventories are the lowest since 1952. The nation's calf crop is the lowest since 1942. Along with more people in this world, beef demand is up 11 to 12 percent.

As I travel around the country, the conversation is the same. There aren't enough commercial heifers to fill the orders. Good heifers draw a lot of attention and are bringing very good prices. Will prices get higher? When you think about a cull cow bringing \$1,200 to \$1,500, a good young heifer with her whole life ahead of her just might be worth two or three times that amount. Use good marketing strategies and never forget when supply is low, demand is high.

I was very saddened to hear about the passing of Howard Tinney. When I first started with Santa Gertrudis, Howard's was one of the first names I heard. He was a well known, very respected man in the Santa Gertrudis world. He remained very active all these years serving on the Board of Directors and then serving as president of SGBI. He was always active in the show business and was a true main stay in the breed. He loved Santa Gertrudis cattle and Santa Gertrudis people. He was loved and respected by all who knew him and he will be greatly missed. Our thoughts and prayers go out to Mrs. Tinney and the entire Tinney family.

Until next time,

God Bless. 🍀

Santa Gertrudis Foundation Donation

By Debbie Townsend, SGBI Annual Meeting Chairman

The SGBI Annual Meeting is held each year to promote involvement and unite members. During the planning process, some of the main considerations are affordability, educational content and enjoyable social events. During this year's meeting, the 2013-2017 Road Map for Success was introduced. Through the Santa Gertrudis Foundation, the objectives for the Road Map can be made possible. In an effort to assist in this endeavor, the profits from the 2013 Annual Meeting and the designated proceeds from the auction items sold during the event will be contributed to the Santa Gertrudis Foundation. Annual meeting profits totaled \$7,300 and auction items earned \$4,450. **The resulting contribution from the Annual Meeting is \$11,750!**

It has been said that we cannot accomplish all that we need to without working together. This contribution was made possible through the dedicated membership of SGBI. Additional contributions made during the Annual Meeting went to the SGBI Shows & Exhibits Committee in the amount of \$1,000 and an additional \$5,700 was divided between the NJSGA Board of Directors and NJSGHS. 🍀



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The sale was another great success!

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Ramblings from the Open Range

EXECUTIVE DIRECTOR'S REPORT

By John Ford

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

The question remains, is the nation's beef herd stabilizing or continuing to shrink? Earlier this year it appeared the industry was poised for rebuilding to begin in earnest; after all, cow slaughter was down and heifer retention was up. Unfortunately, the unusually cold spring in the Central and Northern Plains combined with lingering drought conditions in the Southern Plains resulted in beef cow slaughter increasing during the early spring months, slowing the rebuilding process. Uncertainty remains as puzzling weather conditions continue to play havoc with the cattle industry. However, it's evident cow herd numbers must increase and do so in the very near future in order to meet consumer demand. Cattlemen across the nation recognize the need to rebuild and will be searching for productive, efficient females with outstanding maternal traits. I'm confident the demand for Santa Gertrudis genetics will increase. With certainty the female market will continue to grow, SGBI members interested in raising, developing and marketing more females might want to consider taking Mother Nature out of the breeding mix and instead utilize sexed semen.

It's true sexed semen costs more than conventional semen, and that conception rates are lower, but employing this technology makes sound

Cattlemen across the nation recognize the need to rebuild and will be searching for productive, efficient females with outstanding maternal traits. I'm confident the demand for Santa Gertrudis genetics will increase.

economic sense considering the short supply of quality replacement females. Some might question the reliability of my cowboy math, but before integrating any new breeding tool into a management scheme, I like to look at the numbers. Recently, open Santa Gertrudis heifers have sold for as much as \$1,400, and market reports indicate a 600-pound steer calf is worth \$870. Therefore, if the conception rate utilizing conventional semen is 84 percent, with all successfully calving, the result is 84 marketable calves out of a 100 head cow herd. Mother Nature dictates that 42 will be heifers and 42 will be bulls. If a clean-up bull raises the calving percentage to 90, the count becomes 45 heifers and 45 bull calves. Marketed at the prices above, the calf crop value is \$102,150.

Data indicates conception rates with sexed semen will be about 85 percent

of those obtained with conventional semen. If conventional semen produces 84 calves in the 100 head cowherd, sexed semen will produce 71 head ($84 \text{ head} \times .85 = 71.4 \text{ head}$). We must also keep in mind that most commercially sexed semen is sexed between 70 percent and 90 percent of the desired sex. Therefore, 90 percent of the 71 head will be female and the remaining 10% male. The result of utilizing 90 percent sexed semen would be 64 heifers and eight bull calves. Adding to the offspring from a clean-up bull nine heifers and nine bulls, the result is 73 head of heifers and 17 bull calves. The value of the sexed semen/clean-up bull breeding scheme calf crop is \$116,990.

I realize sexed semen is more expensive than conventional semen; therefore, I'm going to deduct \$20 per unit – \$2,000 total – from the total of the sexed semen/clean-up bull scheme, resulting in the calf crop having a value of \$114,900. If my cowboy math is in the ballpark, the sexed semen technology generates an additional \$12,750. That is a number that makes a beef producer smile and a banker squeal with delight. More importantly, sexed semen technology increases the availability of Santa Gertrudis females as cattlemen begin to rebuild the nation's cowherd. Our females are in demand; as cattle producers begin expansion, SGBI has an opportunity. We must not let it pass us by. 🐾

SGBI ANSWERS YOUR

Questions

By John Ford, Executive Director

Q. The Livestock Genetic Services (LGS) online registry system will accept A.I. sire information on some bulls and rejects information on others. Why does this occur?

A. Chances are the rejected bull is listed as inactive in the database. In order to register a calf, both parents – sire and dam – must be labeled as active in the SGBI database and listed on someone's inventory. The death of an animal should not result in a breeder removing the dead bull or cow from their inventory if semen is stored or embryos frozen. Deceased animals are capable of producing offspring through A.I. or embryo transfer; therefore, deceased animals must remain active and on inventory as long as the intent is to register offspring. Members encountering online registration problems with A.I. sires are asked to forward applications to Diana Ruiz at the SGBI Office. 🐾

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*We thank the many individuals who make this event possible through their contributions.
Our special thanks to Stanley Meeks, Bob Hiss, Todd Osborne and David Hampton
for donating heifers this year.*



For more information contact

Larry Osborne: 937-435-9346 or 937-604-4999

David Hampton: 573-796-2763

Headquarter hotel

Quality Inn: 877-859-5095

Thank You Atheys!

Running M Ranch
would like to thank
Bill and Sonja Athey,
Joplin, Mo. for
purchasing our lot
from the Crimson
Classic Sale in April!



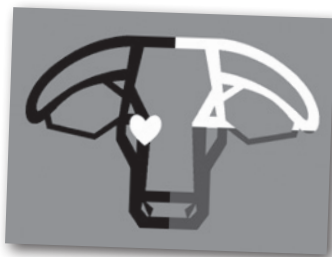
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Coming in the August issue!

For the L♥ve of Gerts

Complete coverage of
the 2013 National Junior
Santa Gertrudis Heifer
Show from San Marcos,
Texas.



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Junior Members

Jacey Roberts, Anhuac, Texas
Briana Cantu, San Juan, Texas

SANTA GERTRUDIS *Calendar*

JULY

- 19** Kentucky National Show, Bowling Green, Ky.
- 20** Kentucky National Sale, Bowling Green, Ky.
- 20** Kentucky National Jr. Santa Gertrudis Show
directly following National Sale, Bowling Green, Ky.
- 23-26** GOALS (Gerts Ongoing Advanced Leadership
Summit), Estes Park, Colo.
- 28** Ohio State Fair Jr. Santa Gertrudis Show,
Columbus, Ohio
- 29** Ohio State Fair Open Santa Gertrudis Show,
Columbus, Ohio

AUGUST

- 2** Ozark Empire Fair Jr. Santa Gertrudis Show,
Springfield, Mo.
- 3** Ozark Empire Fair Open Santa Gertrudis Show,
Springfield, Mo.
- 5-7** Texas A&M Beef Cattle Shortcourse, College
Station, Texas
- 7** Indiana State Fair Open Santa Gertrudis Show,
Indianapolis, Ind.
- 10** Mid-Coast Summer Sale, Brenham, Texas
- 25** Kentucky State Fair Open Santa Gertrudis Show,
Louisville, Ky.

SEPTEMBER

- 1** Delta Fair Open Santa Gertrudis Show, Memphis,
Tenn.
- 7** Tennessee State Fair Open Santa Gertrudis Show,
Nashville, Tenn.
- 20-21** District 6 Jr. Show & Sale, Richmond, Ind.
- 22** Oklahoma State Fair Open Santa Gertrudis Show,
Oklahoma City, Okla.
- 28** Arkoma Santa Gertrudis Sale, Tulsa, Okla.
- 29** Tulsa State Fair Open Santa Gertrudis Show, Tulsa,
Okla.

REGISTRATIONS, STAR 5 RECORDINGS & TRANSFERS BY DISTRICT

APRIL 2013

District	Purebred Reg.	Star 5 Reg.	Performance Only	Purebred & Star 5 Trans.
1	33	3	3	22
2	106	24	28	86
3	11	4	13	11
4	13	3	0	14
5	21	1	6	7
6	14	0	0	21

CONTACT FOR SGBI REGISTRATIONS:

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

HEFTE RANCHES

Hefte Ranches would like to thank Heather Blewett and her family for all the hard work and many hours spent organizing the National Junior Santa Gertrudis Heifer Show this year. Our breed is fortunate to have such generous and dedicated individuals. Great job, Heather!



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WHAT IF IT DOESN'T RAIN? Part 2

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



I'm happy to report that many south Texas ranches did receive moisture. Nonetheless, continuation of last month's topic is pertinent as we work our way into summer. Last month we discussed how to estimate available forage, the concept of dry matter (DM) vs. as-fed (grass, hay, concentrate in a natural state), and average DM consumption as a percent of body weight. This month I want to continue evaluating the nutritional consumption and needs of that

1,200-lb. bred, non-lactating cow as well as other females in different stages of production.

Energy needs of cattle account for the largest portion of feed consumed and can be balanced in a ration by comparing total digestible nutrients (TDN) of feedstuffs. The best method to evaluate energy of any feedstuff is to determine the net energy (NE) value, but using TDN is a satisfactory method because it is very comparable to digestible energy. However, the reported TDN of roughages tends to be overvalued because it doesn't account for energy lost in urine, gas and heat production. Second in importance to TDN in nutrient needs is crude protein (CP). Feedstuffs that contain 20 percent or more CP are classified as protein supplements (soybean and cottonseed meals), and feeds with less than 18 percent crude fiber and less than 20 percent CP are classified as energy feeds (grains and grain by-products). On the other hand, roughages/forages usually have greater than 18 percent crude fiber and are relatively low in TDN (less than or equal to 50-65 percent) and CP (less than or equal to 7-14 percent).

Therefore, our 1,200-lb. bred, non-lactating cow who is consuming 30 lb. of DM in the form of dry forage (50 percent TDN and 5 percent CP) will easily exceed her energy requirements and just meet her protein requirements. If dry conditions limit availability, and thus her forage consumption, she will need supplemental nutrition to meet her needs or else she will lose body condition. Similarly, if we are in a hay feeding situation, we need to know nutritional content, both TDN and CP. Most good hays will be 50-60 percent TDN; CP, however, can vary (7-14 percent or more) depending on type, maturity at harvest and fertilizer application. Using the included table it is easy to see that larger/heavier cows, heavy-bred cows and cows with calves at side require more nutrition. If our pasture conditions are poor and/or we are feeding low-quality hay (50 percent TDN, 5 percent CP) to 1,400-lb. cows with calves at side, do we need to supplement? Probably yes, but here is what we need to calculate:

1,400-lb. cow x 2.5 percent = 35 lb. of DM (hay), but assume she may only eat 25 lb. per day.

25 lb. of DM (hay) x 5 percent CP = 1.25 lb. CP, thus 2.1 lb. - 1.25 lb. = 0.85 lb. CP short

25 lb. of DM (hay) x 50 percent TDN = 12.5 lb. TDN, thus 14.2 lb. - 12.5 lb. = 1.70 lb. TDN short

In this scenario we would have to supplement, and protein would be our main concern. We could choose to feed per day 8.5 lb. of a 10 percent protein feed or 4.25 lb. of a 20 percent CP range cube. To determine the amount of supplement to be fed, simply divide pounds of protein "short" by the percentage CP of available feed. Since most non-forage feeds have greater than 60 percent TDN, either feed would supply sufficient energy to meet the deficit. Alternatively, if you believe the cows can and will consume more than 30 lb. of forage/hay per day, then you may choose to only provide supplemental protein in the range of plus/minus 0.5 lb. per day. Once all calculations are made on a DM basis, we always need to convert supplements back to an as-fed basis (natural state). To accomplish this we simply divide the amount to be fed by the percent DM of the feed. Most sacked feeds or other supplements are between 89 and 92 percent DM. Thus, if we decided to feed the 4.25 lb. of 20 percent CP range cubes, we would actually feed about 4.72 lb. ($= 4.25 \div 0.90$) per cow per day, out of the sack or cube wagon.

Remember, the greener the forage the more nutrients and water (less DM) it contains. Most cows grazing dormant forage need protein; TDN should be OK. Most cows grazing short green or short dormant grass probably need both supplemental TDN and CP; and most cows grazing lush, growing green forage are probably meeting or exceeding their nutritional requirements. 🌱

Dry, Pregnant, Mature Cows Middle-Third of Pregnancy				
Weight (lb.)	ADG	DM Intake (lb.)	CP (lb.)	TDN (lb.)
1,200	0	19.5	1.4	9.5
1,400	0	23.3	1.6	11.4
Dry, Pregnant, Mature Cows Last-Third of Pregnancy				
1,200	0.9	24.1	1.8	12.6
1,400	0.9	27.0	2.1	14.2
Cows Nursing Calves - Avg. Milk Production First 3-4 Months Postpartum				
1,200	0	26	1.8	12.6
1,400	0	29	2.1	14.2

Nutrient Requirements of Beef Cattle, 2000. Washington DC: National Research Council.

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MATERNAL HETEROSIS

The Value of the Crossbred Dam

By Jane Parish, Extension Beef Cattle Specialist, Mississippi State University

What Crossbreeding can Achieve

Crossbreeding is not a new concept on cow-calf operations. The benefits of crossbreeding have long been recognized in the industry. Crossbreeding allows breeders to take advantage of breed complementarity and match up the best features of more than one breed in a calf crop. It also results in that big production boost known as heterosis or hybrid vigor. Heterosis is the additional performance observed in a crossbred calf above and beyond the average performance of its straight bred parents.

Heterosis happens in two forms: individual and maternal heterosis. Individual heterosis is the performance boost in a calf that results from its dam being mated to a bull of a different breed or breed combination. Maternal heterosis is the performance boost in a calf due to the calf being born out of a crossbred dam as opposed to a straight bred dam. Both individual and maternal heterosis can be achieved simultaneously in a calf crop by mating crossbred females to bulls of different breeds or breed combinations.

So, do all crossbreeding systems produce maternal heterosis? No. Case in point, there are substantial individual heterosis benefits to be obtained by breeding a straight bred female to a straight bred bull of another breed in an F1 cross, and this is considered crossbreeding. In fact, maximum individual heterosis is obtained in this type of mating relative to other possible matings. Many commercial herds now find themselves essentially in this situation. They have used a certain breed of sire over and over again on the same cowherd to the point that their breeding females are approaching straight bred status. By switching sire breeds, a significant bump in individual heterosis could be obtained in their calves in one generation. But this scenario basically abandons the promise of maternal heterosis in this first-generation cross and leaves the proven benefits of using crossbred females to produce commercial calves unrealized.

Reproductive Performance of Crossbred Cows

Mating schemes that include crossbred females instead of straight bred females can reap great rewards in terms of better reproductive performance. Reproductive performance traits are generally less heritable than growth or carcass traits. In a practical sense, this means that genetic selection for enhanced reproductive performance results in proportionally smaller improvements than genetic selection for growth or carcass traits. Yet reproductive performance traits tend to respond with proportionally greater improvements via crossbreeding utilization than growth or carcass traits. Thus, reproductive traits are ideal targets for genetic improvement efforts that include crossbreeding.

Greater reproductive rates have been consistently reported in crossbred relative to straight bred female cattle. Breeders stand to leave calves unconceived, unborn or unweaned if they forego a serious crossbreeding effort in lieu of going back with the same breed of sire year in and year out to produce replacements within a particular breeding herd. Given this and the economic importance of reproductive rates to the net returns of a cow-calf operation, the argument for crossbred female use is compelling for the producer who wants more calves born and raised per female in a breeding herd.

Growth Performance of Calves out of Crossbred Cows

Beyond reproductive improvements in the cowherd, crossbred female use has implications for calf crop growth performance. More than 40 years ago, Louisiana researchers reported that calves out of crossbred dams weighed 6.6 percent more at weaning than their counterparts out of straight bred dams. This difference means weaning 613-pound calves instead of 575-pound calves. In a more recent analysis of published crossbreeding studies, J. L. Williams and other researchers at the

University of Georgia reported in 2010 the following maternal heterosis effects for weaning weight:

- British × Brahman..... 48.7 lb.
- Continental × Continental..... 34.5 lb.
- Continental × Brahman 23.5 lb.
- British × British..... 18.4 lb.
- British × Continental 16.3 lb.

It doesn't take many calves weighing an additional nearly 50 pounds at weaning out of British × Brahman dams compared with straight bred dams to have a notable impact on calf crop value.

Making Maternal Heterosis Happen

Going back to the concept of the "straight bred" or one-breed heavy commercial herd, discovering or rediscovering maternal heterosis is attainable throughout replacement female selection. By retaining or purchasing crossbred replacement females, a nearly straight bred breeding herd can eventually replace itself with a herd that is poised to capitalize on maternal heterosis with future calf crops. Of course, breeds of sires will need to be rotated in a logical manner over time to keep from moving back towards a cow herd that is excessively influenced by a single breed to the detriment of maternal heterosis.

Several reputable sources on crossbreeding are readily available to cow-calf operators who would like to gain a better understanding of this topic. The National Beef Cattle Evaluation Consortium offers a Beef Sire Selection Manual that is an excellent publication on crossbreeding, heterosis and breed selection. It is available online at <http://www.nbcec.org/producers/sire.html>. For additional information on crossbreeding or beef cattle production, visit a local Extension Service office or website. 🌱

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Purebred and Commercial Santa Gertrudis Share in Building-Up Program at Rocking A Ranch

Editor's Note: This article is reprinted from *The Santa Gertrudis Journal*, July 1966. Story written by Tommy Keith, SGBI Public Relations Representative.

A visit to the Rocking A Ranch near Brenham, Texas, leaves at least two definite impressions: 1) Crossbreeding is here to stay; and 2) Santa Gertrudis cattle are hard to beat in a cross-breeding program.

The Rocking A, owned by George Butler of Houston, is known in Santa Gertrudis circles as a producer of fine-quality purebred cattle. The ranch has produced a number of outstanding show animals, including "Frates," senior champion bull of the 1966 national show at Houston. This outstanding herd sire prospect also topped the national sale at a price of \$7,700. While this phase of the operation is important, the major ranch enterprise is commercial beef production.

"We are in a building program trying to reach the 1,000-cow mark and attempting to get as many F1 cows as possible," explains manager Lloyd Hutton.

The main breeds involved in the commercial herd are Santa Gertrudis and Hereford, though a few Charolais-Hereford females are included and a few Brahman bulls are being used on some Hereford cows.

"We plan to have some Santa Gertrudis blood in all of our cows," explains Hutton, "because they have so many characteristics which are advantageous to our area. In addition to size and growthiness of the calves, we find the cows to be good milkers and excellent mothers. We don't creep feed, so our cows have to be able to do the job on their own, without help. This is where Santa Gertrudis cows excel. When a Santa Gertrudis cow has a calf, you can be pretty sure she'll wean him. And another thing, these cows will be grazing when it's too hot for others."

Ease of calving and higher salvage value at culling are other important characteristics of Santa Gertrudis cows,



according to Hutton. "We recently found it necessary to cull five cows, which had to be sold across the scales for packers only," he points out. "They netted \$277 each. Those extra dollars make a difference in the long run."

The main characteristics emphasized in selecting herd replacements are: 1) size and weaning weight; 2) smoothness, eye appeal and breed character; 3) ancestry; and 4) reproduction.

"We can't afford low producers," emphasized Hutton. "In this herd they either produce or go. And we have careful records so that we don't have to guess at what a cow is doing."

This policy, combined with harsh culling of poor doers, resulted in a conception rate of 97 percent on the last pregnancy examination.

"This might sound unbelievably high to some folks, but we have had a vet pregnancy check all the cows, and he can verify the figure," Hutton says. "We feel that fertility is all important and hope to stay at a high level. Fertility is not a problem with Santa Gertrudis cattle. Just as with any breed, it's a matter of management, good nutrition and careful selection."

Hutton calls himself a great believer in nutrition and backs it up in both a well-managed pasture program and a good winter-feeding program.

"In our area, about the first step in a good pasture program is the elimina-

tion of weeds to reduce competition for water and plant nutrients," Hutton points out. "Then it's a matter of increasing soil fertility at the recommended level. We base our fertilization on a soil test."

An annual application of 2, 4-D is used to keep weeds down. Hutton says cost of both material and application runs about \$2.50 per acre, whereas shredding twice would cost about twice as much and would not be as effective since the weeds would be using water and nutrients in growing to the height at which shredding was needed. Where clearing is done or grass is scarce for other reasons, Coastal Bermuda is used. Hutton has found that it works very well in a rotation program in the area.

Cattle are wintered on hay and a mineral-protein supplement, with salt controlled intake. "We have been able to winter for less than 22 cents per head per day each of the last two winters, which is good for this area," explains Hutton.

All hay fed is produced on the ranch. About 65 percent is a sorghum-sudan cross. Some Coastal Bermuda also is baled, plus a little Johnsongrass. "We like the sorghum-sudan cross because we have the land to grow it and it is higher in energy than the other hay we can put up," Hutton says. "It also pro-

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ROCKING A RANCH CONTINUED FROM PAGE 17

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The results of this well-managed operation are apparent from a study of the production records. Average weaning weight of the last crop of calves was just under 500 pounds at seven months of age. The last group of nearly 100 calves averaged 482 pounds – and these figures include heifer calves as well as steer

calves. Most of the calves are marketed through a Houston commission company, though a few are sold locally.

"The acceptance of the crossbred calves is improving noticeably," says Hutton. "They are no longer docked as much as they once were. We don't try to regulate calving too much because we have found that ups and downs of the market balance out in our area, and we can get more mileage out of our bulls by not trying to regulate it too much."

Hutton feels that the quality of the

purebred herd is improving and will continue to do so. A King Ranch sale bull has been used extensively, along with top herd sires from other ranches. A good prospect at present is a young herd sire purchased in the 1965 Nine Bar Ranch production sale. His first group of calves are on the ground, and Hutton is delighted with their promise.

"We feel that the first responsibility of a purebred breeder is the advancement of the breed," stresses Hutton. "We hope to be an example of that philosophy." 

In Memoriam

HOWARD TINNEY



On May 21, 2013, the Santa Gertrudis breed lost an ambassador and friend when Howard Payton Tinney passed away. He was a husband, father, grandfather, uncle, great

uncle, brother, loyal friend and mentor to many people. He was a brilliant businessman, strategist and salesman. As a leader and patriarch he expected a lot from us, but he also gave a lot. Whether it was his family, friends, employees, church or neighbors, Howard was always ready to lend a hand. He will be missed by many friends, faithful employees and family.

Howard was a loving grandfather who enjoyed spending time with his grandchildren. He was an avid outdoorsman who loved hunting and fishing and was an active member of the First Baptist church of Hanceville. He was founder and CEO of Birmingham Fastener and its affiliates Tinney Farms and Stout Mountain Ranch. He was a past president of SGBI and the Alabama Cattleman's Association, and an active board member for Wallace State Community College in Hanceville.

His contribution to the Santa Gertrudis breed began in the early 1980s. Tinney Farms has produced and exhibited more National Champions than any other operation in the breed's history, beginning with M.C. Hammer and Miss Reno in 1992, and Hatchet in 1996. Tinney Farms was also the breeder of three consecutive National Champion Bulls in 2010, 2011 and 2012. They have been the SGBI Breeder of the Year numerous times and the recipient of many awards on the performance side of the breed as well. Tinney Farms was a founding member of the Alabama Connection Sale that will celebrate its 25th Anniversary this fall and Howard was a huge supporter of the junior program. The Santa Gertrudis breed and his many friends in it were a big part of Howard's life.

Howard was larger than life in many ways; he had a heart of gold, was

extremely generous and was always a man on a mission. Even though he enjoyed great success with Birmingham Fastener, he never lost sight of who he was or the people that helped him along the way.

Howard's memorial was held at Wallace State Community College in Hanceville, Ala., and he was eulogized by long time friends Delmo Payne and Gene Stallings. He was preceded in death by his parents and two broth-

ers. He is survived by his wife Retha, daughter Laila, son Brad (Sloan), five grandchildren, two brothers, a sister and a host of other family and friends.



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Member Profile

Commercial Cattleman Focuses on Females



By Micky Burch, Managing Editor

Santa Gertrudis females are known for their exceptional maternal traits. Oftentimes, under normal management and adequate nutrition, females will breed at 12 to 14 months of age and produce their first calf as two-year-olds. Because calves are generally small at birth, most calving difficulties are eliminated. The Santa Gertrudis female has strong mothering instincts, takes extraordinary care of her calf, is an above average milker and, consequently, weans a heavy calf. Santa Gertrudis females also live longer than the average female bovine and can remain in production well past their 12th birthdays; some females may stay in the herd as long as 18 years.

While the quality of purebred Santa Gertrudis females is hard to deny, it can be argued that Santa Gertrudis F1 females are even harder to beat. Stuart Sasser, Corpus Christi, Texas, is a commercial cattleman and utilizes Santa Gertrudis females in his program.

Stuart grew up at Uvdale, Texas, where his family owned and operated a tractor dealership. After graduating from Texas A&M University with a degree in agricultural economics, he worked in petroleum and kept a small ranch with his wife Keleigh. In the early 1990s, Stuart was introduced to Tobin Armstrong by his father-in-law. At the

time, Armstrong was handling Santa Gertrudis steers on grass. "I saw what Tobin was doing with those red steers, and I wanted to do the same thing," Stuart says.

Shortly after meeting Armstrong, Stuart secured a lease for 50,000 acres and partnered with Armstrong and Frates Seeligson on a grass calf project, creating a partnership under the name La Barreta Co. "Partnering with Tobin and Frates gave me experience managing a ranch, and having those guys as partners also gave me credibility," he explains. In exchange, "They told me the arrangement let them stay young," Stuart says with a laugh.

So when a 200,000-acre lease on the Kenedy Ranch in south Texas came up for grabs, La Barreta Co. seized the opportunity to expand their operation. "The bigger you can get, the more economy of scale you have," Stuart explains. What the Kenedy Ranch also offered was a chance for the group to develop a cow herd.

Stuart explains that 24,000 acres of the Kenedy lease was split off by itself. Instead of Armstrong and Seeligson paying Stuart for managing the La Barreta Co. cattle, Stuart utilized that 24,000 acres for his personal cow herd and used the available labor force for both La Barreta Co. and his own cows.

While La Barreta Co. was still leasing the Kenedy Ranch, Stuart purchased a ranch in west Texas near the town of Marfa. When the lease on the Kenedy Ranch was up, each of the partners in La Barreta Co. went their own way.

Today, Stuart runs between 100 and 150 straight red females at a ranch in south Texas; this herd is used to produce replacement heifers. He takes his red replacements to Marfa, where he runs about 600 cows, and breeds them to Hereford bulls to make red motley-faced calves. Finally, he takes the motley-faced females back to south Texas where he eventually exposes them to black bulls.

Before going to Marfa to join the main cow herd, heifers are successfully developed on the coastal plains of south Texas, resulting in conception rates as high as 93 percent when the heifers are bred in west Texas. "It's a hot, humid atmosphere," Stuart says about the coastal plains. But that's exactly what Santa Gertrudis were developed to do: thrive, prosper and gain weight on the native grasses of the south Texas brush country.

Part of the reason Santa Gertrudis have adapted so well to the south Texas environment is their three-eighths Brahman influence; it provides maternal traits, gainability and feed efficiency. A touch of Brahman also makes the cattle hardier, healthier, and less prone to disease and parasites. Along with five-eighths Shorthorn, Santa Gertrudis cattle have just the right amount of Brahman influence to boost performance in crossbreeding programs without getting too much ear. Commercial producers also know Santa Gertrudis are bred for the American range.

While Stuart recognizes the advantage of the Brahman influence in the durability of the cattle in coastal conditions, he also says Santa Gertrudis hold up and adjust well to the arid environment of west Texas and are heavier muscled than some other breeds of coastal cattle. Their distinctive red color combined with an exceptionally deep and well-muscled body results in rapid and efficient growth, hardiness and cattle with good dispositions. And Stuart should know; more often than not, he feeds out his own cattle in the Texas Panhandle. "Steer performance is second to none when looking at feed conversion and gainability," he explains.

In the end, Stuart concludes, Santa Gertrudis are combination cattle. 🐄

SANTA GERTRUDIS SALE *Reports*

40TH ANNUAL BREEDERS OF THE CAROLINAS SALE

May 11, 2013 | Chester, S.C.

SALE AVERAGES

28 Registered Lots	\$2,090	4 Pairs	\$2,400
6 Bred Heifers	\$2,350	1 3-in-1	\$4,200
2 Bulls	\$2,500	15 Open Heifers	\$1,708
22 Crossbred Heifers	\$1,825		

The 40th Annual Santa Gertrudis Breeders of the Carolinas Sale was held in mid-May at the Chester Livestock Exchange, Chester, S.C. The sale offered both purebred and commercial entries, including bulls, pairs, 3-in-1s, bred females and open females.

The high-selling lot was the single entry 3-in-1, a bred female with a bull calf at side, consigned by Double C Farm, Raeford, N.C. The package sold to Curtis Hipp of Greer, S.C., for \$4,200. The high-selling bull was consigned by Circle H Farm, Wrightsville, Ga., and sold to Satterwhite Farm, Newberry, S.C., for \$2,900. The volume buyer was Ann McNear, Chester, S.C. 🐄



santa gertrudis Photo Contest

Congratulations to Amy Dolive, Oak Creek Ranch, Seagoville, Texas, for submitting this month's winning photograph.

WE WANT MORE PICTURES! This is an ongoing contest, so keep your photos coming! This month's cover photo is actually a contest photo submission from Circle H Farm. Thank you Ryan Keaton!

Please email high resolution photos to kbedolli@blueprintma.com.



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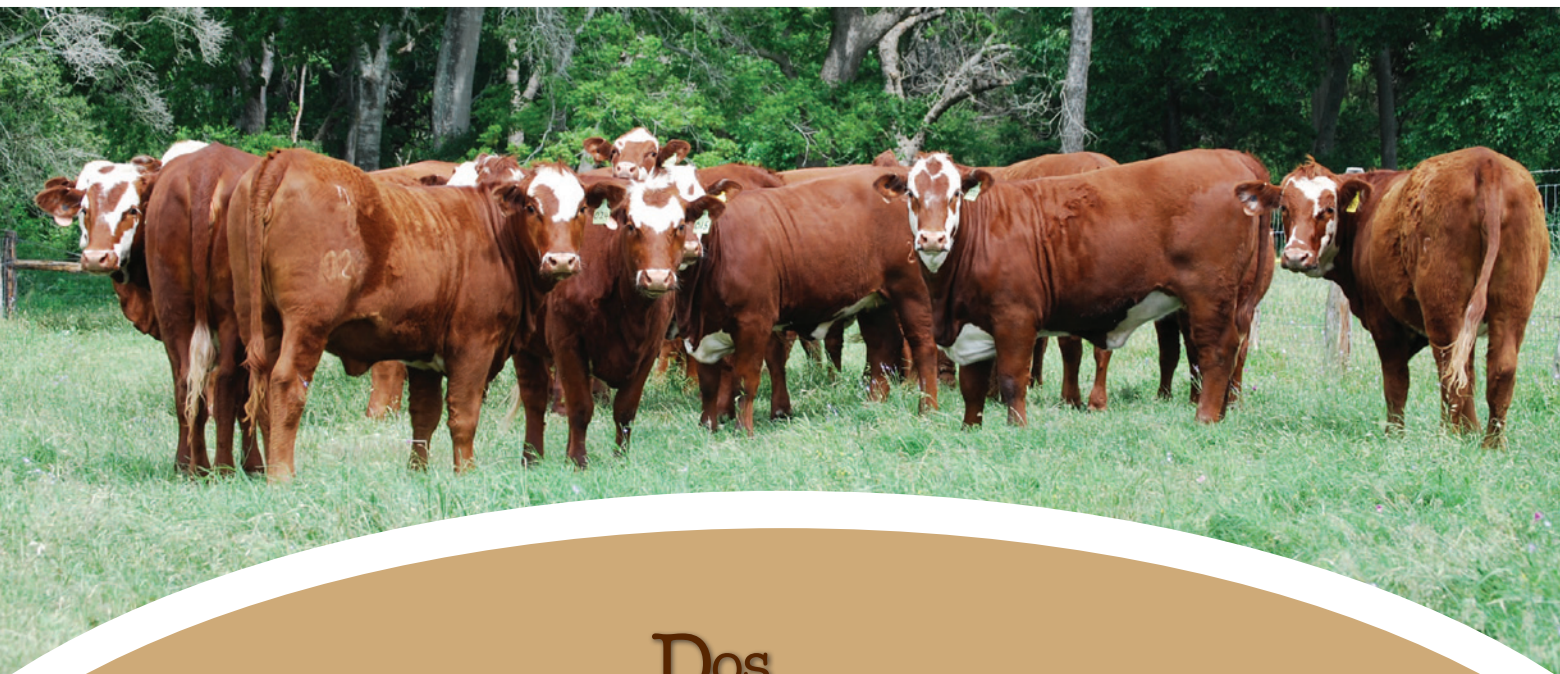
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