



SANTA GERTRUDIS

USA

AUGUST 2016 | VOLUME 19, NUMBER 8

2016 NATIONAL JUNIOR SANTA GERTRUDIS HEIFER SHOW

Santa Gertrudis



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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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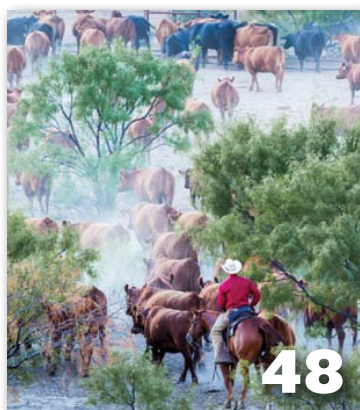
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IN THIS ISSUE

- 12** NJSGHS Parade of Champions
- 14** NJSGHS Class & Division Winners
- 18** 2016 Scholarship Recipients
- 22** NJSGHS Contest Results
- 26** Genetic Selection or Cloning?
- 30** Trait Leaders
- 32** NJSGHS Dedication
- 36** Who Are Consumers and What Do They Want
20 Years From Now?
- 44** Where Are They Now?
- 48** Bridging the Generation Gap Among Ranch Families

DEPARTMENTS

- 6** Ramblings from the Open Range
- 8** President's Letter
- 10** Calendar of Events
- 10** Junior Letter
- 10** SGBI New Members
- 39** Ad Index



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ON THE COVER

Carly Morgan, Portia, Ark., exhibits her showmanship-winning, Focus.
Photo by Darren Richmond.

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Ramblings from the Open Range

EXECUTIVE DIRECTOR'S REPORT

By John Ford

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

In today's world, there exists a growing contingent of individuals who question the value of junior livestock programs. They carelessly dismiss youth show programs as having no relevance to real world livestock production and are quick to reference unflattering headlines and news articles that highlight the actions of a few "bad apples." I don't find that particular attitude surprising; after all, society seems to focus on the negative with little or no interest in the positive. However, the benefits of youth livestock programs greatly outweigh any perceived negatives and one need only look at the recently concluded National

Junior Santa Gertrudis Heifer Show to understand the value of involving young people with livestock.

The junior show ring provides the opportunity for young people to learn, grow and develop character. It creates family ties and builds people skills. It instills a sense of responsibility and teaches the importance of attending to details. In my opinion, the greatest lesson a junior participant learns is the skill to make sound, thoughtful decisions. The ability to carefully think through an issue and make a decision is a skill that will serve an individual throughout life. Numerous lives have been altered by a decision that was

carefully crafted or carelessly made. Those who question the value of junior livestock programs are missing the point; there is no better avenue to learn life lessons than on the end of a lead strap.

That being said, it is equally important that junior exhibitors and their families remember that, first and foremost, they are members of the beef industry. When all is said and done, regardless of the ribbons on the wall or the trophies on the shelf, the only thing that determines if a heifer is a winner is her ability to efficiently produce an industry-acceptable calf. Training superior showmen should not be the only objective of a beef breed association's junior show; it should also be focused on the development of knowledgeable cattlemen well-versed in all sectors of the beef industry. It must be stressed that breeding decisions made today based on current show ring trends will impact, positively or negatively, the breed's position in the industry for years to come. Understanding the demands of the commercial sector and needs of industry members up and down the beef chain must be the focus

CONTINUED NEXT PAGE 8

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PRESIDENT'S LETTER

By Wes McDaniel

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

As the SGBI president, I have been blessed with many opportunities to represent the Santa Gertrudis breed. However, there are few as exciting as the opportunity to attend the National Junior Heifer Show. I, along with hundreds of other Santa Gertrudis enthusiasts, recently gathered at the National Junior Santa Gertrudis Heifer Show (NJSGHS) in Tampa, Fla. I am always impressed with the quality of cattle on display, but I was more impressed with the quality of the junior Santa Gertrudis breeders. They and their cattle are second to none!

When I got home I told my wife, Jessica, that I walked away from the Friday night Awards Banquet with a renewed optimism for the Santa Gertrudis breed. I was particularly struck by the award-winning speech given by a young lady. It was a beautiful tribute to the legacy of her grandmother's life and involvement in the Santa Gertrudis breed. It was also a powerful reminder of the positive impact that being a part of SGBI can have on the lives of families for generations, and the importance of carrying on the legacy those past family members spent their lifetime building.

It made me reflect upon the purpose of SGBI. We all know SGBI serves many functions and offers first-class service to members. However, the primary function of SGBI is to maintain the official herdbooks of the Santa Gertrudis breed. The SGBI herdbooks contain parts of the legacy of thousands of Santa Gertrudis breeders. While some members may be long gone, their tireless efforts to raise the perfect Santa Gertrudis bull or female are preserved forever.

This fiscal year, SGBI placed a focus on increasing the number of cattle in the herdbooks. The board of directors set an ambitious, but achievable, goal of 7,500 new registries. We are well on our way to this goal, but need all breeders to do their part.

If your cattle operation is in any way like mine, you spend countless hours making breeding, culling and general herd management decisions. You and your family members pour your blood, sweat and tears into your cattle. Therefore, there is no better way to record and preserve your legacy than to put forth the minor extra effort to register or record your Santa Gertrudis or STAR 5 cattle.

As my family grows, I hope one day my daughter and grandchildren have the opportunity to be a part of this great association. To that end, I will continue to do my part to register and record my Santa Gertrudis and STAR 5 cattle in order to preserve my family's legacy within the Santa Gertrudis breed. I hope you will be inspired and join me in preserving the legacy of the Santa Gertrudis breed for future generations. 🤠

EXECUTIVE DIRECTOR'S REPORT

CONTINUED FROM PAGE 6

of mating decisions for breeds that want to remain viable in a highly competitive beef business environment.

My thanks to the many donors and volunteers who made the recently completed 2016 National Junior Santa Gertrudis Heifer Show a success. A special tip of the hat to the Florida Affiliate for all the hard work and great hospitality. SGBI is an extremely small breed registry in an industry dominated by much larger registries, but I can assure you there is no breed association whose membership has a bigger heart when it comes to juniors.

I am ending my ramblings with a message to the junior members whose youth careers are coming to an end. Over time, your life and your priorities will change. It may be years before cattle can or will be a part of your life again. Regardless of where your life journey takes you, remember those who have helped you to become the person you are. If and when the opportunity arises to give back to the breed's junior program, I hope you step forward. 🤠

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SANTA GERTRUDIS

Juniors

By Casey Pitchford, President



Hello! I am Casey Pitchford, your newly elected Junior National President. I was elected president at the National Junior Santa Gertrudis Heifer Show held in Tampa, Fla. June 19-25. Sun, sand and Santa was our Premier Junior affiliate's theme for this year's show, and it definitely held plenty of heat, plenty of fun, and some great Santa Gertrudis females. For any of you who

haven't attended one of our national shows, YOU SHOULD! It is a week full of cattle judging contests, cattlemen, amazing public speaking, photography, sales talks, jaw-dropping brain-bowl wizards, and a purebred show that offers a donated heifer for each of the class winners. It truly is like no other. We are also awarding \$50,000 worth of scholarships to our outstanding outgoing seniors. I have been fortunate enough to attend 18 national junior shows and I look forward to the next every year.

It is my honor and privilege to be a part of the national board that presides over our junior membership. It is a widespread group of young leaders from different regions

across the United States. We as members all have a root to the same great denominator, Santa Gertrudis cattle. But when we get together, you would think we were just a group of local neighborhood kids. Let's just say there's never a dull moment, yet when it is time to take care of business, it is all professional. So for any of you interested in running for a national position, ask questions and join us juniors who want to make a difference.

As I look forward to this next year's challenges and progress, I see a very bright future for the Santa Gertrudis breed. We are collecting important data to increase our cattle's desirability and continually producing phenotypically outstanding females and bulls for the top sales. I believe we are on the right road for longevity.

Let me close by honoring Coach Pat Summitt, who said, "You can't always be the strongest or most talented or most gifted person in the room, but you can be the most competitive." 🐾

SANTA GERTRUDIS

Calendar

AUGUST

- 2** Ohio State Fair Open Santa Gertrudis Show, Columbus, Ohio
- 6** Ozark Empire Fair Open Santa Gertrudis Show, Springfield, Mo.
- 10** Indiana State Fair Open Santa Gertrudis Show, Indianapolis, Ind.
- 21** Missouri State Fair Open Santa Gertrudis Show, Sedalia, Mo.
- 27** Inaugural Power Progeny Sale, Athens, Texas
- 28** Kentucky State Fair Open Santa Gertrudis Show, Louisville, Ky.

SEPTEMBER

- 12** Four States Fair Open Santa Gertrudis Show, Texarkana, Ark.
- 15** Southeastern Empire Fair Open Santa Gertrudis Show, Lawrenceville, Ga.
- 16-17** District 6 Sale & Junior Show, Richmond, Ind.
- 24** Mid-Coast Opportunity Sale, Navasota, Texas
- 25** Oklahoma State Fair Open Santa Gertrudis Show, Oklahoma City, Okla.

OCTOBER

- 1** Arkoma Santa Gertrudis Sale, Tulsa, Okla.
- 2** Tulsa State Fair Open Santa Gertrudis Show, Tulsa, Okla.
- 8** 28th Annual Alabama Connection Sale, Cullman, Ala.
- 15** Corazon Pitchford Heifer Spectacular Sale, Athens, Texas
- 19** North Carolina State Fair Open Santa Gertrudis Show, Raleigh, N.C.
- 20** Arkansas State Fair Open Santa Gertrudis Show, Little Rock, Ark.
- 21-23** State Fair of Texas Pan Am, Youth STAR 5 and Youth Santa Gertrudis Show, Dallas, Texas

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Active Members

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Juan Martinez, Elkmont, Ala.

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Rodney Goebel, Fayetteville, Texas

Connor Fisher, Royse City, Texas

4 A Farms, Jesse Ainsworth, Jonesville, La.

Joshua Ruemke, Brenham, Texas

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Kadence (Kadie) Wilson, Canton, Texas

Dusty Morgan, Seligman, Mo.

Shyla Swindle, Athens, Texas

Mario Hugo Morales III, Edinburg, Texas

Mason Rumsey, Joshua, Texas

Kyndale Kozlovsky, Ennis, Texas

Dade Montelongo, Ennis, Texas

Jason Elliott, Ennis, Texas

Shantae Reeder, Nampa, Idaho

Casey Cerda, Edinburg, Texas

Kyle Nelson, Magnolia, Texas

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SGBI Herd #621, established 1954

2016 NATIONAL JUNIOR PARADE OF CHAMPIONS



PUREBRED FEMALES



Grand Champion Purebred & Champion Junior Calf

Miss LCC 155/5, shown by Casey Pitchford, Athens, Texas



Reserve Grand Champion Purebred & Champion Calf

ES Honey Bun 565, shown by Taylor Terry, Denton, Texas



Reserve Champion Calf

Anna Bella, shown by Cal Huff, Corpus Christi, Texas



Reserve Champion Junior Calf

FC 16/5, shown by Demi Harrington, Plantersville, Texas



Champion Yearling

HK Ginger 614, shown by Harrison Kimble, Kingsbury, Texas



Reserve Champion Yearling

Miss Grandview 522, shown by Cade Burks, Poth, Texas



Champion Senior Female

Miss Double TT 230, shown by Landon Stem, Anderson, Texas



Reserve Champion Senior Female

SJ Lady Davina, shown by Reagan Ruddock, Rockport, Texas

SANTA GERTRUDIS HEIFER SHOW

Living the Gert Life

The 2016 National Junior Santa Gertrudis Heifer Show is now in the books, but what an event it was. Held June 18-25 in Tampa, Florida, the event drew a crowd of 145 exhibitors showing approximately 350 head of cattle at the Florida State Fairgrounds. The week-long event was packed with activities, contests, fun and competitions. The event kicked off with the Better Beef Contest on Saturday and Sunday and continued throughout the week. David Alderson, Williamsport, Tenn., served as the showmanship judge on Wednesday; Mitch Thomas, Raymondville, Texas served as the judge for the purebred show on Thursday; and Todd Herman, Limon, Ohio served as the judge for the special classes on Friday. The event ended with the Awards Banquet on Friday. Congratulations to all who participated in this event and contributed through hard work, sportsmanship and commitment. 🍷

SPECIAL CLASSES FEMALES



Champion Bred & Owned
Sugar Pop, shown by Jenna Fullington, Terry, Miss.



Reserve Champion Bred & Owned
MCC Annsley, shown by Ally Kimbro, Timpson, Texas

STAR 5 FEMALES



Champion STAR 5
Creech Maola 104-4, shown by Caroline Creech, Zebulon, N.C.



Reserve Champion STAR 5
Miss LCC Whoa 95/3, shown by Casey Pitchford, Athens, Texas

SPECIAL CLASSES FEMALES



Champion Best of Polled
Sugar Pop, shown by Jenna Fullington, Terry, Miss.



Champion Donated Heifer
Harris Farms 224/5, shown by Emaline Robinson, Dayton, Texas

CLASS & DIVISION WINNERS

PUREBRED FEMALE SHOW



Class 1: Nov. 1, 2015 and Later

1. BF Iris 579, shown by Bayli Fisher, Carrizo Springs, Texas
2. LF Haley, shown by Seth Lyness, Ben Wheeler, Texas
3. RAR Miss Jolene I591, shown by Heather Stenson, Houston, Texas
4. Miss CF Scarlett 511, shown by Madison Moran, Brenham, Texas
5. Royalty, shown by Demi Harrington, Plantersville, Texas

Class 2: Sept. 1, 2015 to Oct. 31, 2015

1. C-P Miss Sherry W21-CI, shown by Casey Pitchford, Athens, Texas
2. Miss CF Dixie 510, shown by Parker Mason, Chappell Hill, Texas
3. Sapphire, shown by Cal Huff, Corpus Christi, Texas
4. Miss Tabbie Kat, shown by Quincy Nelson, Sarcoxie, Mo.
5. CF Reenie 1003, shown by Baylor Kimbro, Timpson, Texas

Class 3: July 1, 2015 to Aug. 31, 2015

1. Anna Bella, shown by Cal Huff, Corpus Christi, Texas
2. C-P Finale 74-5, shown by Reagan Ruddock, Rockport, Texas
3. PC Pink Roses Stem 72-5, shown by Gracey Pitchford, Athens, Texas
4. PC Crimson Roses Petal 71-5, shown by Casey Pitchford, Athens, Texas
5. Miss Maggie, shown by Karli Buggs, Sarcoxie, Mo.

Class 4: June 1, 2015 to June 30, 2015

1. ES Honey Bun 565, shown by Taylor Terry, Denton, Texas
2. Urbanosky's Myka, shown by Landon Stem, Anderson, Texas
3. MCC Loocasey I511, shown by Baylor Kimbro, Timpson, Texas
4. Classy Catarina, shown by Jena K. Herndon, Wharton, Texas
5. DBI G 584, shown by Adrian Garza, Edinburg, Texas

Class 5: May 1, 2015 to May 31, 2015

1. 5-E Madame Juliet, shown by Abbie Edenfield, Altha, Fla.
2. Daisy Duke, shown by Ashlyn Dueitt, Montgomery, Texas
3. ES Violet 564, shown by Levi Nelson, Krum, Texas
4. ECG Ella Blue, shown by Demi Harrington, Plantersville, Texas
5. SR Straitley 77, shown by Ally Kimbro, Timpson, Texas

Class 6: Grand Champion Calf

1. ES Honey Bun 565, shown by Taylor Terry, Denton, Texas

Class 7: Reserve Grand Champion Calf

1. Anna Bella, shown by Cal Huff, Corpus Christi, Texas

Class 8: April 1, 2015 to April 30, 2015

1. FC I6/5, shown by Demi Harrington, Plantersville, Texas
2. HK Calamity Jane 415, shown by Harrison Kimble, Kingsbury, Texas
3. ES 562 Tonks, shown by Taylor Terry, Denton, Texas
4. Marina Del Rey, shown by Jena K. Herndon, Wharton, Texas
5. Robinson's Tahlula 956, shown by Emaline Robinson, Dayton, Texas

Class 9: March 1, 2015 to March 31, 2015

1. CB 516, shown by Emmalee Taylor, St. Joe, Ark.
2. MCC Bella, shown by Ayissa Maldonado, Edinburg, Texas
3. SF Inferno, shown by Taylor Hampton, California, Mo.
4. Rockin 3T's Jasmine, shown by Madisen Trojacek, Corsicana, Texas
5. Miss Cottula, shown by Quincy Nelson, Sarcoxie, Mo.

Class 10: Feb. 1, 2015 to Feb. 28, 2015

1. MCC Annsley, shown by Ally Kimbro, Timpson, Texas
2. SJ Lady Sabella, shown by Reagan Ruddock, Rockport, Texas
3. Hefte Ranch C20, shown by Carson Hefte Petty, Hondo, Texas
4. C3R Juliet 70, shown by Nicole Ozuna, Edinburg, Texas
5. Miss Wendy I31, shown by Tristan King, Altha, Fla.

Class 11: Jan. 1, 2015 to Jan. 31, 2015

1. Miss LCC I55/5, shown by Casey Pitchford, Athens, Texas
2. SJ Lady Charlotte, shown by Reagan Ruddock, Rockport, Texas
3. MCC Remy I502, shown by Baylor Kimbro, Timpson, Texas
4. Miss Double TT 545, shown by Cammi Selby, Scurry, Texas
5. Lou I-15, shown by Cody Heath, Turners Station, Ky.



Class 12: Grand Champion Junior Calf

1. Miss LCC I55/5, shown by Casey Pitchford, Athens, Texas

Class 13: Reserve Grand Champion Junior Calf

1. FC I6/5, shown by Demi Harrington, Plantersville, Texas

Class 14: Nov. 1, 2014 to Dec. 31, 2014

1. Miss Grandview 522, shown by Cade Burks, Poth, Texas
2. MCC Francie, shown by Carter Lennon, Alba, Texas
3. Blyth, shown by Mary Tate Peppercorn, Trinity, Texas
4. Miss Em 4808, shown by Cory James Barrett, Sealy, Texas
5. Miss Double TT 504, shown by Cammi Selby, Scurry, Texas

Class 15: Sept. 1, 2014 to Oct. 31, 2014

1. Urbanosky's Candy, shown by Tate Villanueva, Alvin, Texas
2. JF Swoosh's Sugar, shown by JD Chism, Pontotoc, MS
3. Harris Farms 39/4 Flawless, shown by Gracey Pitchford, Athens, Texas
4. TG Bevy 417, shown by Kalli Kimble, Kingsbury, Texas
5. Creech Laney I02-4, shown by Caroline Creech, Zebulon, N.C.



Class 16: July 1, 2014 to Aug. 31, 2014

1. Urbanosky's Coco, shown by Demi Harrington, Plantersville, Texas
2. Heath's Sparkles, shown by Erin-Kay Daniel, Magnolia, Ark.
3. Robinson 927, shown by Emaline Robinson, Dayton, Texas
4. Klassy's Pretty Lady, shown by Hollyann Roach, Keller, Texas
5. TexHess Ms Bulletproof, shown by Ryan Hess, Stephenville, Texas

Class 17: May 1, 2014 to June 30, 2014

1. HK Ginger 614, shown by Harrison Kimble, Kingsbury, Texas
2. Pauline, shown by Landon Stem, Anderson, Texas
3. Miss Ella, shown by Cal Huff, Corpus Christi, Texas
4. Myers 14/72, shown by Carley Morgan, Portia, Ark.
5. Triple P's Lindi 001, shown by Mary Tate Peppercorn, Trinity, Texas

Class 18: Grand Champion Yearling

1. HK Ginger 614, shown by Harrison Kimble, Kingsbury, Texas

Class 19: Reserve Grand Champion Yearling

1. Miss Grandview 522, shown by Cade Burks, Poth, Texas

Class 20: March 1, 2014 to April 30, 2014

1. SF Norma Jean, shown by JD Chism, Pontotoc, Miss.
2. Layla, shown by Demi Harrington, Plantersville, Texas
3. PC Baby's Bambino 32/4, shown by Casey Pitchford, Athens, Texas
4. MCC Lady Reveille, shown by Ayissa Maldonado, Edinburg, Texas
5. LF Zucca, shown by Seth Lyness, Ben Wheeler, Texas

Class 21: Jan. 1, 2014 to Feb. 28, 2014

1. SJ Lady Davina, shown by Reagan Ruddock, Rockport, Texas
2. Miss WF 4806, shown by Cade Burks, Poth, Texas
3. SC LC's Reba, shown by Saige Combs, Navasota, Texas
4. MCC Lady Ay, shown by Ayissa Maldonado, Edinburg, Texas
5. Miss Special Lady, shown by Karli Buggs, Sarcoxie, Mo.

Class 22: Oct. 1, 2013 to Dec. 31, 2013

1. Miss Double TT 230, shown by Landon Stem, Anderson, Texas
2. Rocking A's Ruby, shown by Jena K. Herndon, Wharton, Texas
3. Princess Leia, shown by Tristan King, Altha, Fla.
4. LJV 3/117, shown by Cynthia Cantu, San Juan, Texas
5. Miss 777 308 Edward Anne, shown by Cole Forbes, Holden, La.

Class 23: July 1, 2013 to Sept. 30, 2013

1. Rocking A Macie, shown by Heather Stenson, Houston, Texas
2. Anna, shown by Demi Harrington, Plantersville, Texas
3. Ruby 161/1, shown by Chance Burney, Hooks, Texas
4. LR Denali's Tundra, shown by Morgan Barrow-Bennett, Edmond, Okla.

Class 24: Grand Champion Senior

1. Miss Double TT 230, shown by Landon Stem, Anderson, Texas

Class 25: Reserve Grand Champion Senior

1. SJ Lady Davina, shown by Reagan Ruddock, Rockport, Texas

Class 26: Grand Champion Purebred

1. Miss LCC 155/5, shown by Casey Pitchford, Athens, Texas

Class 27: Reserve Grand Champion Purebred

1. ES Honey Bun 565, shown by Taylor Terry, Denton, Texas



BRED AND OWNED FEMALE SHOW

Class 30: June 1, 2015 and After

1. ES Honey Bun 565, shown by Taylor Terry, Denton, Texas
2. MCC Romy 1513, shown by Ally Kimbro, Timpson, Texas
3. PC Crimson Roses Petal 71-5, shown by Casey Pitchford, Athens, Texas
4. Sapphire, shown by Cal Huff, Corpus Christi, Texas
5. 5-E Annastasia, shown by Abbie Edenfield, Altha, Fla.

Class 31: March 1, 2015 to May 31, 2015

1. MCC Bella, shown by Ayissa Maldonado, Edinburg, Texas
2. HK Calamity Jane 415, shown by Harrison Kimble, Kingsbury, Texas
3. Daisy Duke, shown by Ashlyn Dueitt, Montgomery, Texas
4. RMR Bluebell, shown by Caiden McDowell, Zachary, La.
5. Danrick's Haley, shown by Madison Callaway, Batson, Texas

Class 32: Jan. 1, 2015 to Feb. 28, 2015

1. MCC Annsley, shown by Ally Kimbro, Timpson, Texas
2. Heffe Ranch C20, shown by Carson Heffe Petty, Hondo, Texas
3. Rocking KV LIL Miss 1501, shown by Kaylee J. Enloe, New Caney, Texas
4. Cynthia, shown by Kelly Courville, De Ridder, La.
5. MCC Pebbles, shown by Ally Kimbro, Timpson, Texas

Class 33: Sept. 1, 2014 to Dec. 31, 2014

1. Miss Ballerina, shown by Quincy Nelson, Sarcoxie, Mo.
2. Creech Laney 102-4, shown by Caroline Creech, Zebulon, N.C.

Class 34: May 1, 2014 to Aug. 31, 2014

1. Sugar Pop, shown by Jenna Fullington, Terry, Miss.
2. Robinson 927, shown by Emaline Robinson, Dayton, Texas
3. Triple P's Lindi 001, shown by Mary Tate Peppercorn, Trinity, Texas
4. Klassy's Pretty Lady, shown by Hollyann Roach, Keller, Texas
5. Miss Ella, shown by Cal Huff, Corpus Christi, Texas

Class 35: Jan. 1, 2014 to April 30, 2014

1. SF Norma Jean, shown by JD Chism, Pontotoc, Miss.
2. LF Zucca, shown by Seth Lyness, Ben Wheeler, Texas
3. PV Baby's Bambino 32/4, shown by Casey Pitchford, Athens, Texas
4. 5-E Drizella 106, shown by Kelsie Edenfield, Altha, Fla.
5. C3R Chocolate, shown by Nicole Ozuna, Edinburg, Texas

Class 36: July 1, 2013 to Dec. 31, 2013

1. LR Denali's Tundra, shown by Morgan Barrow-Bennett, Edmond, Okla.

Class 37: Grand Champion Bred and Owned

1. Sugar Pop, shown by Jenna Fullington, Terry, Miss.

Class 38: Reserve Grand Champion Bred and Owned

1. MCC Annsley, shown by Ally Kimbro, Timpson, Texas



STAR 5 FEMALE SHOW



Class 39: STAR 5: June 1, 2015 and Later

1. Mardi Gras Jewels, shown by Josh Hass, Alba, Texas
2. ES Scarlett O'Hara, shown by Taylor Terry, Denton, Texas
3. HNR Golden Rocker Madonna, shown by Morgan Barrow-Bennett, Edmond, Okla.
4. Cotton Candy, shown by Kalli Kimble, Kingsbury, Texas
5. SJ Island Heartbreaker, shown by Reagan Ruddock, Rockport, Texas

Class 40: STAR 5: March 1, 2015 to May 31, 2015

1. ES Jane Jetson, shown by Taylor Terry, Denton, Texas
2. Harris Farms 224/5, shown by Emaline Robinson, Dayton, Texas
3. Harris Farms 204/5, I Woke Up Like This, shown by Gracey Pitchford, Athens, Texas
4. Cinnamon, shown by Kalli Kimble, Kingsbury, Texas
5. Texas Sin, shown by Adrian Garza, Edinburg, Texas

Class 41: STAR 5: Jan. 1, 2015 to Feb. 28, 2015

1. HCC Darcy, shown by Kyle Burrough, Weatherford, Texas
2. Miss MN 1315, shown by Seth Lyness, Ben Wheeler, Texas
3. Miss Iron Oaks Irene, shown by Cammi Selby, Scurry, Texas
4. RAR Red Ruby, shown by Madison Moran, Brenham, Texas
5. HB 19/15, shown by Hollyann Roach, Keller, Texas

Class 42: STAR 5: Sept. 1, 2014 to Dec. 31, 2014

1. Creech Maola 104-4, shown by Caroline Creech, Zebulon, N.C.
2. Island Mia, shown by Reagan Ruddock, Rockport, Texas
3. Miss Grandview 508, shown by Blaine J. Patterson, Bloomfield, Ind.
4. Miss Butler, shown by Emmalee Taylor, St. Joe, Ark.
5. Double C 14/66, shown by Austin Cameron, Carthage, N.C.

Class 43: STAR 5: May 1, 2014 to Aug. 31, 2014

1. CWR Brick House, shown by Hollyann Roach, Keller, Texas
2. Ridge Point Blair, shown by McRae Clay, Madison, Miss.
3. Miss Sparkle, shown by Quincy Nelson, Sarcoxie, Mo.
4. Delilah, shown by Landon Stem, Anderson, Texas
5. MC 430, shown by Will McDaniel, Alpharetta, Ga.

Class 44: STAR 5: Jan. 1, 2014 to April 30, 2014

1. Miss LCC Whoa 95/3, shown by Casey Pitchford, Athens, Texas
2. CF Jacey 410, shown by Baylor Kimbro, Timpson, Texas
3. RMR Violet Incredible, shown by Lucas McDowell, Zachary, La.
4. Belle's Liberty, shown by Cory James Barrett, Sealy, Texas
5. Harris Farms 204/4, shown by Patrick Daniel, Magnolia, Ark.

Class 45: STAR 5: July 1, 2013 to Dec. 31, 2013

1. Miss Tris, shown by Taylor Terry, Denton, Texas

Class 46: Grand Champion STAR 5

1. Creech Maola 104-4, shown by Caroline Creech, Zebulon, N.C.

Class 47: Reserve Grand Champion STAR 5

1. Miss LCC Whoa 95/3, shown by Casey Pitchford, Athens, Texas



SPECIAL CLASSES

Grand Champion Donated Heifer

Harris Farms 224/5, shown by Emaline Robinson, Dayton, Texas

Grand Champion Best of Polled

Sugar Pop, shown by Jenna Fullington, Terry, Miss.





CORAZON-PITCHFORD CATTLE CO.

PRESENTS

INAUGURAL POWER PROGENY SALE

POWER-PACKED SANTA GERTRUDIS GENETICS

AUGUST 27, 2016

10:00 A.M. CENTRAL TIME

CATTLE AVAILABLE FOR VIEWING 7:00 A.M. SATURDAY AND 4:00-8:00 P.M. FRIDAY EVENING

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THIS SALE WILL HAVE POWER-PACKED LOTS OF BRED AND OPEN HEIFERS, DONOR PROSPECTS, PAIRS AND COMMERCIAL QUALITY FEMALES. THERE WILL BE A SINGLE, ASTONISHING YEARLING BULL LOT TO LEAD OFF THE SALE THAT WILL BE UNIQUE IN POWER AND PHENOTYPE. DETAILS TO FOLLOW.

MAKE YOUR PLANS TO VISIT OUR FACILITY AND SEE THE RESULTS OF OUR RECENT EFFORTS TO COMBINE POWER GENETICS WITH PHENOTYPE PERFECTION.

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NATIONAL JUNIOR SANTA GERTRUDIS YOUTH FOUNDATION

SCHOLARSHIP RECIPIENTS

WILLIAM MCDANIEL, ALPHARETTA, GA.

Charlie Wilson Scholarship given by Pete & Dana Wilson and the George & Anne Butler Foundation



Will has been committed to working with the Santa Gertrudis breed all his life. His family farm is home to the official SGBI NuGen project and he has participated in NJSGA events for nine years. He has served on the NJSGA board in a number of positions, including president, vice-president, treasurer and fundraising chairman. He has attended 17 National Junior Santa Gertrudis Heifer Shows and

participated in nine of them. Will plans to study computer science and applied biotechnology.

REAGAN RUDDOCH, ROCKPORT, TEXAS

Charlie Wilson Scholarship given by Pete and Dana Wilson and the George & Anne Butler Foundation



Reagan has been involved with the Santa Gertrudis breed for as long as she can remember. She has been a member of NJSGA since 2006 and has shown Santa Gertrudis cattle for eight years in the National Junior Santa Gertrudis Heifer Show. Since she joined the association, she has held multiple positions on the board, including president, vice-president and secretary. She also served

three terms as a director. Reagan's cattle have earned the honors of Grand and Reserve Grand Champion at numerous shows, the NJSGHS and the National Open Santa Gertrudis show. Reagan will attend Texas State University, where she will study marketing and professional studies.

AYISSA MALDONADO, EDINBURG, TEXAS

Joe Jones Scholarship given by Charles & Pat McMahan and NSGYF

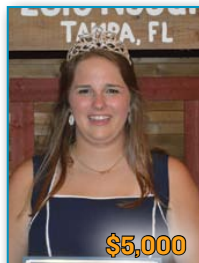


Ayissa has been involved in agriculture for many years. She grew up around the Santa Gertrudis breed on her family's operation. She started showing Santa Gertrudis cattle at the age of 8, continuing for a whopping 9 years. She has attended six national shows and says it has benefited her in many ways. She participated in GOALS and 4-H, and was a secretary for the South Texas Santa

Gertrudis Association. She plans to pursue a degree in allied health.

HATHERINE (MCRAE) CLAY, MADISON, MISS.

Vernon Lane Scholarship given by Charles & Pat McMahan, NSGYF and the Polled Santa Gertrudis Association



McRae started showing cattle at the age of 8 and became a member of SGBI in 2005. She worked with the board of directors at the National Junior Heifer Shows for three years and has a small registered Santa Gertrudis herd of her own. She was the NJSGA treasurer from 2015-2016 and was Top 10 in her class at the NJSGA Heifer Show for six years. McRae plans to attend Mississippi

State University to pursue a degree in sports marketing and management.

HOLLYANN ROACH, BRIDGE PORT, TEXAS

David Harris Scholarship given by Charles & Pat McMahan and NSGYF



Hollyann has been a member of SGBI since 2007 and from 2007-2010 represented the Premier Association as Princess. In 2012, she became a member of the board of directors of NJSGA. In 2014, she was nominated as NJSGA secretary and that same year was elected to represent the Juniors as their National Queen. During 2014, she traveled to more than 16 shows, auctions, meetings

and socials to represent the breed. Hollyann will attend Texas Tech University, where she will double major in agricultural business and economics with a minor in education.

TAYLOR HAMPTON, CALIFORNIA, MD.

Jim Corporron Scholarship given by Charles & Pat McMahan and NSGYF



Taylor and his family have been involved with the Santa Gertrudis breed for three generations. Taylor has raised and shown this breed ever since he was age-eligible. Taylor has been involved with the National Junior Santa Gertrudis Heifer Show for six years. He had always admired the leadership of the Junior board of directors, so in 2015 he decided that he would like to become a leader

within the organization. Taylor plans to attend Ozarks Technical Community College to pursue an associate of arts degree in agriculture.

CONTINUED ON PAGE 20 »

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C Bar C Ranch – Bud & Kelly
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SPECIAL THANKS FOR YOUR HARD WORK & EFFORTS

Hilda Edenfield – Event Co-Chair
Wanda Jones – Event Co-Chair
David Alderson
Dixie Clay
Duane & Sandy Miller
Rick Thomas

Judy McDaniel
Hood Family – George & Melanie Hood
Tater Family – Mike & Donna Tater
Florida Santa Gertrudis Association
Vickie Loessin
Pattie Manak

Nancy Wunderlich
Leanne & Matt Huesman
Jesse Sevelle & University of Florida
Townsend Family
Sherry Hampton

NJSGYF SCHOLARSHIP RECIPIENTS

CONTINUED FROM PAGE 18 »

HYLE BURROUGH, WEATHERFORD, TEXAS

John Carleson Scholarship given by John Carleson Family and NSGYF



Kyle has been a member of the National Junior Santa Gertrudis Association for eight years, participating in five National Junior Heifer Shows. He has also shown Santa Gertrudis at the State Fair of Texas, Fort Worth, San Antonio, San Angelo, Star of Texas and Houston. Kyle plans to attend Colorado School of Mines, where he will pursue a degree in environmental engineering. His background in agriculture, and a degree in environmental engineering, will allow him to be an advocate for agriculture.

EMMALEE TAYLOR, ST. JOE, ARK.

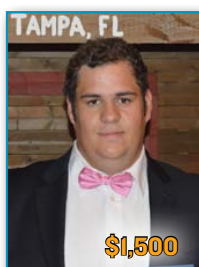
Bubba & Karen Deagan Scholarship given by Charles & Pat McMahan and NSGYF



Emmalee has been a member of SGBI since 2004 and has attended 15 National Junior shows. Her family has owned Santa Gertrudis cattle since 1985, and she has shown this breed locally, regionally and nationally since she was age-eligible. She has attended two GOALS leadership summits and hopes those conferences will help her as a future leader in agriculture. Emmalee will attend Missouri State University, where she will major in animal science and minor in agricultural business and communications.

HARRISON (CADE) BURKS, POTH, TEXAS

NSGYF Scholarship



Cade has been a member of the South Texas Junior Affiliate and the National Junior Santa Gertrudis Association for 12 years. He attended his first Nationals in 2005. He has also served on the NJSGA board of directors for two consecutive terms. During those terms, he served as director at large. Cade plans to attend Blinn College or Palo Alto College; he wants to study animal science with an emphasis in reproductive physiology (embryology) with a minor in agricultural business.

CYNTHIA CANTU, SAN JUAN, TEXAS

NSGYF Scholarship



Cynthia began showing Santa Gertrudis cattle in 2011 and has participated in three junior national shows. She is a member of the Rio Grande Affiliate, demonstrating her support by going to all the prospect shows, taking photos and being an advocate for the breed and her affiliate. She plans to double major in biology pre-medical and English. After finishing her undergraduate degree, she plans to continue on to graduate studies.

MARLISSA CANTU, MCALLEN, TEXAS

NSGYF Scholarship



Marliissa has been affiliated with the Santa Gertrudis breed for more than eight years, participating in showing heifers. She also served as the South Texas Affiliate vice president and is on the National Junior Santa Gertrudis Association board of directors. She represented Rio Grande Valley Affiliate as Princess and as Queen, helping in the show rings by presenting awards and ribbons. She plans to study animal science with a focus on equine sciences at Tyler Junior College, town, state.

BAYLI FISHER, CARRIZO SPRINGS, TEXAS

Joe & Carolyn Garrett Scholarship given by NSGYF - \$1,500



Bayli has been a member of the Santa Gertrudis Association for 12 years. She also served on the National Junior Santa Gertrudis board of directors for two years and since 2011 has participated in GOALS. Bayli has given multiple presentations to the South Texas Cattlewomen's Association and had the opportunity to give a speech alongside Texas State Representative Tracy King. Bayli will attend Sam Houston State University, where she plans to earn a degree in forensic chemistry and major in criminal justice and forensic anthropology.

OMAR GARZA, EDINBURG, TEXAS

NSGYF Scholarship



Omar plans to pursue a degree in agricultural engineering at the University of Texas – Rio Grande Valley. With this degree, he hopes to make changes and solve problems that will allow agriculturalists to provide for the ever-expanding world population. He became involved with the Santa Gertrudis breed in 2013, when he showed his first heifer. He has also bred his own bull, which he raised and showed as a steer. He was a previous junior vice president and worked on fundraising campaigns.

CAMMI SELBY, SCURRY, TEXAS

John Wilson Scholarship given by NSGYF



Cammi has been showing Santa Gertrudis Cattle for nine years and has attended seven National Junior Santa Gertrudis Heifer Shows. She has been able to show cattle from Double TT Ranch as well as start her own herd. Cammi has also had the opportunity to search through pedigrees and look for physical breeding attributes to ensure that her cattle will help build the breed and follow the breed standards. Cammi plans to double major in animal science and nursing and plans to attend nursing school after earning her undergraduate degree. 🐾

Congratulations!

National Junior Heifer Show Exhibitors

Class Winner and Reserve Yearling Champion



**Highlighted by Miss Grandview
522, shown by Cade Burks,
Poth, Texas.**

**Sired by Grandview 744
(Red Hot 4010 1/2 brother).**

***Congratulations to Abbie Edenfield, Altha, Fla. for winning
this year's Grandview Farms donated heifer!***



Other Exhibitors:

**Patrick & Erin Kay Daniel, Ark.
Blaine Patterson, Ind.
Caroline Creech, N.C.
Tayler Guidry, La.
Britney Shields, Mo.**



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Oct. 8, 2016

Cullman Stockyards, Cullman, Ala.

***You can expect winners like these
at this year's Sale!***



Grandview Farms Hamilton, AL

**Owners: Delmo & Wilmoth Payne
Cell phone: (205) 468-5319
Email: delmo.payne@gmail.com**

**Website: grandviewfarm.biz
Mgr. Brent Shaw, phone: (205) 412-5761**

CONTEST RESULTS

PHOTOGRAPHY

Junior

1. Bailey Jones, Lake City, Fla.
2. Steven Payne, Dayton, Texas
3. Karli Buggs, Sarcoxie, Mo.
4. Demi Harrington, Plantersville, Texas
5. Baylor Kimbro, Timpson, Texas

Intermediate

1. Jonathan Kohley, Jasper, Mo.
2. Ashlyn Dueitt, Montgomery, Texas
3. Blaine Gibson, Paradise, Texas
4. Kristin N. Storey, Adkins, Texas
5. Quincy Nelson, Sarcoxie, Mo.

Senior

1. Jena K. Herndon, Wharton, Texas
2. Kaylee J. Enloe, New Caney, Texas
3. Antonia Trujillo, Burleson, Texas
4. Whitney Fuller, Farmersville, Texas
5. Bayli Fisher, Carrizo springs, Texas

VIDEO

Junior

1. Carley Jones, Lake City, Fla.

Intermediate

1. David Daniel, Okeechobee, Fla.

Senior

1. Jena K. Herndon, Wharton, Texas
2. McRae Clay, Madison, Miss.

POWER POINT

Junior

1. Macie Villanueva, Alvin, Texas
2. Carley Jones, Lake City, Fla.
3. Madison Moran, Brenham, Texas
4. Carley Morgan, Portia, Ark.
5. Kiley Kizziah, Richmond, Texas

Intermediate

1. Tate Villanueva, Alvin, Texas
2. Cory James Barrett, Sealy, Texas
3. Sierra Sebesta, Snook, Texas
4. Haden Davis, Decatur, Texas
5. Jakob Jones, Lake City, Fla.

Senior

1. Mary Tate Peppercorn, Trinity, Texas
2. Whitney Fuller, Farmersville, Texas
3. Jena K. Herndon, Wharton, Texas
4. Kaylee Leonard, Plantersville, Texas
5. Thomas Michael Boyle, Mission, Texas

LIVESTOCK JUDGING

Junior

1. Jake Forbes, Holden, La.
2. Madison Moran, Brenham, Texas
3. Macie Villanueva, Alvin, Texas
4. Bailey Jones, Lake City, Fla.
5. Lucas McDowell, Zachary, La.

Intermediate

1. Landon Stem, Anderson, Texas
2. Ryan Hess, Stephenville, Texas
3. Parker Mason, Chappel Hill, Texas
4. Blaine J. Patterson, Bloom Field, Ind.
5. Tate Villanueva, Alvin, Texas

Senior

1. Will McDaniel, Alpharetta, Ga.
2. Austin Cameron, Carthage, N.C.
3. Randall Strickmeyer, Verona, Ky.
4. Kaylee Leonard, Planstersville, Texas
5. Cade Burks, Poth, Texas

CATTLEMAN'S CONTEST

Junior

1. Madison Moran, Brenham, Texas
2. Tayler Guidry, Gueydan, La.
3. Matthew Payne, Dayton, Texas
4. Bailey Jones, Lake City, Fla.
5. Audrey Jones, Lake City, Fla.

Intermediate

1. Cal Huff, Corpus Christi, Texas
2. Blaine J. Patterson, Floom Field, Ind.
3. Cory James Barrett, Sealy, Texas
4. Cole Forbes, Holden, La.
5. Hadley Brooks, Krum, Texas

Senior

1. Austin Cameron, Carthage, N.C.
2. Kyle Burrough, Weatherford, Texas
3. Cade Burks, Poth, Texas
4. Shyla M. Ervin, Roswell, N.M.
5. Whitney Fuller, Farmersville, Texas

SALES TALH

Junior

1. Carley Morgan, Portia, Ark.
2. Demi Harrington, Plantersville, Texas
3. Leighton McCulley, Summit, Miss.
4. Madison Moran, Brenham, Texas
5. Jake Forbes, Holden, La.

Intermediate

1. Ryan Hess, Stephenville, Texas
2. Heather Stenson, Houston, Texas
3. Harrison Kimble, New Braunfels, Texas
4. Jocelyn Boyle, Mission, Texas
5. Adrian Garza, Edinburg, Texas

Senior

1. Colt Sherrill, Mount Ulla, N.C.
2. Will McDaniel, Alpharetta, Ga.
3. Cynthia Cantu, San Juan, Texas
4. Casey Pitchford, Athens, Texas
5. McRae Clay, Madison, Miss.

PUBLIC SPEAKING

Junior

1. Madison Moran, Brenham, Texas
2. Bailey Jones, Lake City, Fla.
3. Lucas McDowell, Zachary, La.
4. Carley Jones, Lake City, Fla.
5. Tayler Guidry, Gueydan, La.





Intermediate

1. Kalli Kimble, New Braunfels, Texas
2. Caiden McDowell, Zachary, La.
3. Gracey Pitchford, Athens, Texas
4. Hadley Brooks, Krum, Texas
5. Ryan Hess, Stephenville, Texas

Senior

1. McRae Clay, Madison, Miss.
2. Colt Sherrill, Mount Ulla, N.C.
3. Will McDaniel, Alpharetta, Ga.
4. Emmalee Taylor, St. Joe, Ark.
5. Mary Tate Peppercorn, Trinity, Texas

SHOWMANSHIP

Junior

1. Carley Morgan, Portia, Ark.
2. Madison Moran, Brenham, Texas
3. Matthew Payne, Dayton, Texas
4. Steven Payne, Dayton, Texas
5. Demi Harrington, Plantersville, Texas

Intermediate

1. Ryan Hess, Stephenville, Texas
2. Wyatt Nelson, Carthage, Mo.
3. Taylor Terry, Denton, Texas
4. Hadley Brooks, Krum, Texas
5. Tate Villanueva, Alvin, Texas

Senior

1. Gina Rae Garza, Edinburg, Texas
2. Casey Pitchford, Athens, Texas
3. Hollyann Roach, Bridge Port, Texas
4. Reagan Ruddock, Rockport, Texas
5. Cammi Selby, Scurry, Texas

BRAIN BOWL

Junior Division

1. Premier Santa Gertrudis Assn.
2. South Texas Santa Gertrudis Assn.

Intermediate Division

1. Premier Santa Gertrudis Assn.
2. Louisiana Santa Gertrudis Assn.

Senior Division

1. Mid-Coast Santa Gertrudis Assn.
2. Louisiana Santa Gertrudis Assn.

YEARBOOK CONTEST

1. Premier Santa Gertrudis Assn.
2. Rio Grande Valley Santa Gertrudis Assn.
3. Mid-Coast Santa Gertrudis Assn.

HIGH POINT JUNIOR BREEDER

Taylor Terry, Denton, Texas

HIGH POINT OPEN BREEDER

Jerome Urbanosky, Plantersville, Texas

HIGH POINT EXHIBITOR

Taylor Terry, Denton, Texas



BYRON THOMS HIGH POINT AWARD

Junior

Madison Moran, Brenham, Texas

Intermediate

Ryan Hess, Stephenville, Texas

Senior

Will McDaniel, Alpharetta, Ga.

NORWALL & ANNA SELLS HARD LUCK AWARD

Jocelyn Boyle, Mission, Texas

OLD JOE AWARD

Caroline Creech, Zebulon, N.C.

ELDON FLOWERS AWARD

Carson Petty, Hondo, Texas

2016-2017 QUEEN

Taylor Terry, Denton, Texas

2016-2017 PRINCESS

Madison Moran, Brenham, Texas

CONTINUED ON PAGE 24 »

BETTER BEEF CONTEST



Grand Champion Better Beef
Madi Carter



Top Scanning Female \$500
Madi Carter - Reg #20155109

Reserve Scanning Female \$400
Jena Herndon - Reg #20152703

High Marbling Female \$300
Caroline Daniel - Reg #20150261

High Cutability Female \$300
Carson Petty - Reg #20150651

Top Scanning STAR5 Female \$300
Cammi Selby - Reg #20155274



Grand Champion Better Beef STAR 5
Cammi Selby



2016-2017 NATIONAL JUNIOR SANTA GERTRUDIS ASSOCIATION LEADERSHIP



Elected to the 2016-2017 NJSGA board are, seated, left to right: Reagan Ruddock, Casey Pitchford, Patrick Daniel and Will McDaniel. Standing, left to right, are: Seth Lyness, Harrison Kimble, Jordan Hess, Abbie Edenfield, Whitney Fuller, Camila Cantu, Saige Combs, Marliisa Cantu, Taylor Hampton and McRae Clay (2015 Princess).

The National Junior Santa Gertrudis Association elected a new board for the coming year.

Elected as president is Casey Pitchford from Athens, Texas. Casey has been involved with the Santa Gertrudis breed for many years; he started with PeeWee showmanship before becoming a NJSGA member at 8 years of age. He attended his first NJSGHS in Albuquerque, N.M. He is a senior at Athens High School and plans to study agricultural science in college. He is interested in becoming an animal and human chiropractor.

"As the current Junior president, I want to be a strong ambassador for the Santa Gertrudis breed," Pitchford says.

Other NJSGA officers are Patrick Daniel, vice president; Reagan Ruddock, secretary; and Will McDaniel, treasurer.



2016 Premier Juniors Sun, Sand & Santas

Premier Junior Members



1st Place Herdsman Winners

Cursten Allen
Hadley Brooks
Kennedy Brooks
Shane Clewis
Austin Collins
Haden Davis
Nate Elmore

Shelby Ferguson
Whitney Fuller
Blaine Gibson
Kaitlyn Gibson
Calli Gordon
Jordan Hess
Josh Hess

Ryan Hess
Claire Hill
Katie Jones
Will Jones
Madison Majlievaz
Ally Kimbro

Premier Juniors

Baylor Kimbro
Carter Lennon
Dawson Lowe
Madison Majlievaz
Elliot Mercer

Payton Millican
Levi Nelson
Luke Nelson
Casey Pitchford
Gracey Pitchford

Haley Pollard
Sadie Ramsey
Justin Rasco
Hollyann Roach
Cammi Selby
Joshua Spaniel
Justin Spaniel

Whitney Stults
Ty Taliaferro
Taylor Terry
Madison Trojacek
Antonia Trujillo
Justin Trujillo
Nate Wyatt



*"I've got my hooves in the water,
my tail in the sand.
Not a worry in the world,
there's 3 scoops of feed in the pan.
Life is good today!"*

Congrats!



**1st Place
Intermediate Brain Bowl**



**1st Place
Junior Brain Bowl**



**Casey Pitchford,
National Champion
Taylor Terry,
Res. National Champion**



1st Place Scrapbook



**Casey Pitchford,
National Junior
Board President**



**Taylor Terry, National Queen,
High Point Jr. Breeder and Exhibitor**



**1st Place Herdsman
two years in a row!**



Premier Officers



**Ryan Hess
Intermediate
Byron Thoms Award**

Welcome Whitney Fuller and Jordan Hess – New National Board Members

Thank You!

**ALL the parents and breeders that support our youth! When hard work, dedication, diligence,
amazing kids and Gert cattle meet... Life is Good!**

GENETIC SELECTION OR CLONING?

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



You recently may have read or heard, especially if you live in Texas, that researchers at West Texas A&M University (WTAMU) produced and harvested seven market steers that graded extremely well. One of the seven graded Prime (14.3%) and the other six were split between High Choice and Average Choice, and all were Yield Grade 1 or 2. Congratulations to the WTAMU Research Team and their partners.

These calves were a result of cloning technology that came from Dolly the sheep. Remember her? She was the first successful birth of a cloned living animal (July 5, 1996) and was produced by Sir Ian Wilmut and colleagues at the Roslin Institute in Edinburgh, Scotland. The cool thing about the WTAMU project is that they cloned beef cattle after they had been harvested. They came across one of those rare steers that graded Prime, YG 1 and, probably even rarer, three heifer carcasses that were also Prime, YG 1. These carcasses were the genetic donors that, through cloning, produced four head of cattle (one bull and three heifers). Even though one carcass was a steer, all of the cells in its body still contained an X and Y chromosome; thus, when born, his clone was a bull calf. The mating of these clones (Alpha and Gammas #1, #2 & #3) resulted in the production of the seven steers that were typically managed, fed out, and slaughtered.

Cloning technologies have been around since the 1960s. I tell my students that we “old guys” remember cloning when cloning wasn’t cool! It probably comes as no surprise that

the very first animal to be cloned (1967) was a mouse. My reproductive physiology professor at Colorado State University (George Seidel, Ph.D.) successfully cloned 10 dairy calves in 1991 and appeared on the cover of *Science* that January. These original clones were produced by successfully splitting embryos at the 2- and 4-cell stages and letting these split embryos (2 to 4 from a single embryo) develop and then split again, and again. Approximately 36 percent of these cloned embryos would develop to term. Following the splitting and further development, each “cloned embryo” was allowed to develop to the blastocyst stage (about seven days in culture) and either transferred to recipient dams or frozen. The problem with this “old” cloning method is that we never knew, exactly, how good the calves would turn out. The only thing that was 100-percent was that all calves would be the same sex and look very similar but not exactly the same. Even the sex of the calf could be predetermined if one embryo cell was used for sexing purposes. Presently, a new twist to accomplish these same goals is to use sex-sorted semen and harvested oocytes from a living superior dam. The harvested oocytes are matured and then fertilized in the lab. All viable embryos produced are then allowed to develop to the blastocyst stage and either transferred directly or frozen.

Good cattle take years to generate, and countless hours studying and comparing EPDs, breed type, and functionality traits – breeding the best to the best. I assume that these cloned carcass offspring are all crossbred cattle, as are most commercially harvested beef cattle. These critters simply had parents that had a perfect combination of genes that produced individuals with two highly desirable economically important carcass traits, great marbling as well as tremendous carcass yield. There are many other economically important and functional traits that we select for when breeding cattle. For example: longevity or hardiness, environmental adaptation, milk production, age at puberty, frame size, ADG, etc. It still takes years of genetic selection and a good eye to produce great cattle.

Reproductive technologies can help us speed up the process or increase our genetic selection efficiency, whether it is artificial insemination, embryo transfer, or cloning. Reproductive technology is not free, but does get less expensive over time; it’s not science fiction. These technologies are based on genetic and reproductive science and take years to perfect. If your genetic selections ever produce one of those rare individuals (bull, steer or heifer), don’t be afraid to save back and freeze some tissue (cells), especially since you raised the dam, and most likely also the sire. 🐄



LA CAMPANA RANCH
COMMERCIAL *AND* PUREBRED SANTA GERTRUDIS

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

The **ARKOMA** *Santa Gertrudis Association*

Contact Us...

ARKOMA

SANTA GERTRUDIS ASSOCIATION
P.O. Box 469 • Warner, OK 74469
Rance Reynolds • (918) 232-7870
Justin Lovett • (479) 531-4173



Congratulations to Our Arkoma Juniors!
ON A JOB WELL DONE AT THE 2016 NJSGHS!



Congratulations

to Our Florida Juniors at Nationals!



**Carley Jones –
1st Place
Junior Video**

**Congrats to
Abbie Edenfield –
1st Place Purebred
and elected
to the Junior
Board of Directors!**



**Bailey Jones –
1st Place
Junior Photography**

Bailey Broader

Purebred Show: Top 10

Turner Crews

David Daniel

Int. Livestock Judging: 8th Place
Int. Cattlemen's Contest: 8th Place
Int. PowerPoint: 10th Place
Int. Video: 1st Place

Maya Diaz

Jr. PowerPoint: 7th Place

Abbie Edenfield

Purebred Show: 1st Place
Bred & Owned: Top 10
Int. Showmanship: Top 15
Elected to Jr. Board of Directors

Kelsie Edenfield

Purebred Show: Top 10
Bred & Owned: Top 10

Audrey Jones

Purebred Show: 6th Place
Jr. Cattlemen's Contest: 5th Place
Jr. Livestock Judging: 6th Place
Jr. Showmanship: Top 15

Bailey Jones

Jr. Photography: 1st Place
Jr. Public Speaking: 2nd Place
Jr. Cattlemen's Contest: 4th Place
Jr. Sales Talk: 6th Place
Jr. PowerPoint: 9th Place
Jr. Livestock Judging: 4th Place

Carley Jones

Purebred Show: 9th Place
Jr. Video Contest: 1st Place
Jr. PowerPoint: 2nd Place
Jr. Public Speaking: 4th Place
Jr. Sales Talk: 7th Place
Jr. Cattlemen's Contest: 9th Place

Jakob Jones

Int. Cattlemen's Contest: 9th Place
Int. PowerPoint: 5th Place

Trayce King

Purebred Show: Top 10
Bred & Owned: Top 10

Tristan King

Purebred Show: 3rd Place
Purebred Show: 9th Place
Jr. Showmanship: Top 15

Double TT

CONGRATS

to our Double TT Ranch Junior Exhibitors!

Your **HARD WORK & DEDICATION** paid off
and we are proud of your accomplishments!



Grand Champion Female

Congrats to Casey Pitchford with Miss LCC 155/5

Sired by Mr. TT Intimidator 19-6



Res Grand Champion STAR 5 Female

Congrats to Casey Pitchford with Miss LCC Whoa 95/3

Sired by Mr. TT Intimidator 19-6



Senior Champion Female

Congrats to Landon Stem with Miss Double TT 230

Sired by TT Tomahawk 414



Better Beef Contest

Highest Scanning STAR 5 Female

Congrats to Cammi Selby with Miss Double TT 1536

Double TT Ranch

Wylie & B.J. Taliaferro

Box 57, Rosser, TX 75157 • Herd #3326

Wylie Cell: 469-644-1620

Duane Miller: 214-793-5111

**Purebred and STAR 5 cattle
for sale at all times.**

Congrats also to these Double TT Ranch National Heifer Show exhibitors!

Cali Green, LA – Better Beef Contest, 4th Highest Scanning Purebred Heifer

Jaycie Heath, KY – Better Beef Contest, 4th Highest scanning STAR 5 Heifer

Cody Heath, KY • Randall Strickmeyer, KY

**Look for our consignments in the
Inaugural Power Progeny Sale • August 27, 2016 • Athens, TX**

HARD WORK & DEDICATION

Pay off for L-C Cattle Co.

Double TT Ranch would like to congratulate and commend **Lauren Miller Lee** and **Cammi Selby** on their success in putting together their herds using Double TT Ranch genetics through the Youth Program! Their hard work and dedication has paid off in multiple National Junior Heifer Show Champions. We are very proud of these two young ladies and we look forward to great things from these young breeders as they move on to the next chapters of their lives!

Sincerely,

Wylie & B.J. Taliaferro



2006 NJSGHS Grand Champion
Miss Double TT 22/5



2013 NJSGHS Grand Champion
LCC 138/1



2012 NJSGHS Champion STAR 5
Miss Double TT 55 (Dam of LCC 55/3)



2015 NJSGHS Champion STAR 5
LCC 55/3

SGBI TRAIT LEADERS

Successful breeding and marketing of Santa Gertrudis cattle is the result of using all available tools in the association's genetic evaluation toolbox. Percentile by Trait provides the information needed to determine an animal's rank within the breed for each measured trait. Knowing an animal's position within the breed for SGBI's measured traits provides breeders information needed for sound mating decisions. The Proven Sires Trait Leader lists identify, from the latest expected progeny differences download, bulls that excel in a specific trait. The determination of a trait leader is based on standards set by SGBI's Performance Committee for accuracy values as well as criteria for number of calves registered. The Young Sire Trait Leader lists identify young sire prospects not yet meeting the Performance Committee's accuracy of calf registration criteria, but meriting attention for predicted performance for specific traits. Listed are the results generated from the July 2016 downloads.

PROVEN SIRE TRAIT LEADERS

Trait	Animal Name	EPD	EPD Acc.	Trait	Animal Name	EPD	EPD Acc.
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Birth Weight

Myers Farm 306/6	-5.65	0.511
Polled Chef 508	-2.94	0.625
Macho 2419****2419	-2.66	0.623
RDF Jefe 4-125	-2.43	0.531
King 55/0 **** 55	-2.24	0.612
Mr Winrock N127	-1.95	0.551
Creel 739	-1.84	0.561
DF Playboy 277	-1.83	0.503
DB 112/6	-1.67	0.660
KR 115/04	-1.54	0.537

Yearling Weight

SCC Grid Maker 820	37.63	0.637
WR Challenger L230	35.00	0.451
RDF Sancho 7-216	34.57	0.578
PCR Avalanche 95/5 (ET) 95/5	34.44	0.548
Briggs 031/6	32.31	0.477
Hatchet 150	32.12	0.697
Cottonbranch Kodiak	31.60	0.560
RDF Sancho's Never Before 1136	30.84	0.551
Harco T956 (ET) T956	30.60	0.453
KR N606/5	30.41	0.467

Weaning Weight

Briggs 031/6	35.53	0.668
O/X Jorge 690	28.56	0.568
Five Oaks 22/9	27.18	0.620
Copperhead 214	25.98	0.629
Myers Farms 302/5	24.91	0.529
Harris Farms 56/3	24.75	0.628
Liberty Ranch 53/414	22.88	0.520
L-L Farms Inc 300	22.60	0.520
Hatchet 150	22.54	0.735
Briggs 025/5	22.15	0.589

Carcass Traits

KR 659/07
Briggs 023/5
Red Doc 3162
Red Doc 3150
Hammetts 118/1
Wendt 6000
Red Doc Sabe Lindo 3085
RDF 8052
Wendt 5717
KR 189/11

Maternal Weaning Weight

KR N6/5	14.57	0.587
Big Man 0-63	12.24	0.465
Wendt 5319P	10.85	0.461
Harco T155/5 (ET) T155/5	8.41	0.455
King 55/0 **** 55	8.09	0.573
CB 8333	8.07	0.632
Sheriff 5577	7.91	0.623
Grizzly 3308	7.54	0.707
Polled Chief 1/4	7.29	0.598
Harris Farms 060/1	6.50	0.507

CONTINUED ON PAGE 34 »

Mountain Laurel Classic

SANTA GERTRUDIS SALE

Hosted by the Georgia Santa Gertrudis Assoc.

NOVEMBER 5TH, 2016

At the University of Ga. Livestock
Pavilion in Calhoun, Ga.

SELLING 50 LOTS

Pairs | Bred & Open Heifers | Bulls
Santa Gertrudis Cross Females



SALES MGR | Darren Richmond
423.364.9281 | djrichmd@gmail.com

Now accepting entries.
Contact Darren Richmond for details.

*Success is simple. Do what's right,
the right way, at the right time.*

— Arnold H. Glasow



To our juniors who have worked hard every day at home,
we congratulate you on your success at the NJSGHS!

For more information, contact:

Loel Garza

Loel.Garza@gmail.com • Phone: 956-778-6277

**Like the Rio Grande Valley Santa Gertrudis
Breeders Association on Facebook!**
www.facebook.com/RGVSGA





JENNIFER MCTYRE SHISTIMAS

Jennifer McTyre. Just saying the name evokes an entire set of emotions and memories. Jennifer was the “wild and crazy” child of John and Patty. Never one to sugarcoat anything, she was born without a filter. If she thought it, she said it. She was a member of the Florida Juniors and went on to serve as a Junior director and 1998 Queen. I have many memories of all the brain-bowl training sessions, a trip to Cedar Key, an overnight camping “cram session,” and all the time spent at the kitchen table or living room of Mrs. Patty’s pretending to punch the buzzer. All those sessions obviously paid off, because Florida became the all-time winning brain bowl team in its division. Jennifer wrote on her My Space page, “I went to college in Warner, Okla., came back home and tried college again in Madison, and figured out that I wasn’t really interested at the time. I moved to central Florida and have been here ever since. I am happily married with a 6-year-old daughter and a baby on the way. I work in Orlando for my parents at McTyre Trucking and I am enjoying life.” Jennifer became the mother of Paige and Cody. She left us on Jan. 18, 2008, and is survived by her children, husband Tim, her parents and her brother Johnny.

EDDIE LEE

Mr. Eddie – a master showman, cattle whisperer and dog breeder, he could craft the best halters and whips and did so during many cattle shows. He worked for the Seminole tribe and hauled cattle not only for himself but for many of our local breeders. He was the “Big Man” who stood out in the barn and the show ring with a heart that was bigger than his stature. He and his wife Martha traveled many miles on the show road with Hilda and Greg Edenfield, helping them achieve national recognition with their 5 Bar E cattle. Possibly one of his proudest moments was holding the halter of National Champion 5 Bar E Magnum. Hilda recalls the excitement on Eddie’s face as show officials presented him a box that Eddie was sure was an award buckle. However, that proud moment came to a screeching halt as the box was opened and there sat an ashtray!! Poor Eddie – he won a national show and the award was an ashtray. He left us at 55 years old on April 3, 2013. He is survived by his wife, Martha, and tons of friends. 🐾

NJSGHS DEDICATION

In 2016, the National Junior Santa Gertrudis Heifer Show (NJSGHS) was dedicated to two individuals who have made a HUGE impact on the promotion of the breed, not only in Florida but nationally. These individuals were recognized at the show in June.



Family members accepted NJSGHS dedications on behalf of their loved ones. From left, Wanda Jones, John McTyre, Patty McTyre, Martha Lee and Hilda Edenfield.

In Memoriam **Andy Randolph Haman, Jr.** August 1, 1947 - July 5, 2016

Rev. Andrew R. “Andy” Haman, Jr. 68, of Odum, Ga. died Tuesday, July 5, 2016, from injuries sustained in an automobile accident. The Colquitt County native lived in Wayne County most of his adult life and was a Real Estate broker and commercial appraiser. He pastored several community churches including New Life Baptist Church in Metter and Shellman Bluff Baptist Church. He enjoyed salt water fishing, raising Santa Gertrudis cows, spending time on his farm, being with his family, and was affectionately known as “Grandy.” He was predeceased by his grandson, Dustyn Noland.



Survivors are his wife of 29 years, Janine Warren Haman of Odum; daughter and son-in-law, Ginger and Mike Perkins of Screven; son and daughter-in-law, Rev. Deven and Candice Mixon of Jesup; sister, Sylvia Boyett of Ormond Beach, Florida; grandchildren, Ashtyn Noland, Haddon, Hannah, and Hudson Mixon; several nieces, nephews and cousins.

Memorial donations may be made to Hope Plantation Ministries, 175 Oleander Street, Richmond Hill, Ga. 31324. 🐾

WAY TO GO EMMALEE!



Congratulations Emmalee Taylor for winning your class at the 2016 National Junior Santa Gertrudis Heifer Show with CB Bear's Amy 516. We appreciate your hard work and showmanship in accomplishing this feat.

We also appreciate the excellent job done by McRae Clay in showing her Bear daughters.

COMING ATTRACTION



Amy 516 is a daughter of Bear 30/2 and our donor Alexander Amy 046/0. Her maternal sister (pictured at right) is an ET daughter of Grizzley and Amy 046/0.

ED & BARBARA HERRING
Smithdale, MS
(601) 384.7062 cell
(601) 384.2617 farm

**Cotton
Branch
PLANTATION**



RYAN COWART, MANAGER
(601) 384.6719

BILL LUNDBERG, CONSULTANT
(479) 880.6217

2016 NJS GHS CLASS WINNER



5-E MADAM JULIET 138

SIRE BY INTEGRITY

5 BAR E FARM

Congrats to Abbie Edenfield for Class Winner and Kelsie Edenfield, Trayce King and Tristan King for having top ten placings with their 5 Bar E heifers.



INTEGRITY

5 BAR E FARM

Greg and Hilda Edenfield
Altha, Florida • (850) 209-0780 • email: fivebare@yahoo.com

YOUNG SIRE TRAIT LEADERS

Trait	Animal Name	EPD	EPD Acc.	Trait	Animal Name	EPD	EPD Acc.
-------	-------------	-----	----------	-------	-------------	-----	----------

Birth Weight

Red Doc 3029	-4.14	0.295
Myers 334/2	-3.75	0.208
Mr. Cortijo 06/2011 06/1	-3.19	0.185
SR 51/1	-3.08	0.229
Red Doc 3057	-3.04	0.270
Myers 342/3	-3.00	0.248
Tippy 115	-2.79	0.140
Red Doc 3067	-2.68	0.288
Red Doc 2439	-2.64	0.283
Myers 329/1	-2.63	0.203

Weaning Weight

Briggs 005/12	39.43	0.384
Red Doc 3356	28.88	0.201
Briggs 032/12	28.67	0.315
RDF Exempt 1257	28.27	0.296
TF 390	28.03	0.134
LCR 416	27.17	0.262
Duke 407/11	27.04	0.219
CA 886	27.01	0.241
Red Doc Never Before 4040	26.82	0.317
Briggs 533/11	26.55	0.440

Maternal Weaning Weight

CA 868	13.62	0.157
Briggs 033/11	13.16	0.138
Red Doc Denali 5071	12.73	0.123
Briggs 114/13	12.08	0.159

Yearling Weight

Red Doc Si Sabe 3106	11.97	0.142
Alexander 700/2	11.77	0.100
Red Doc Zion 5048	11.29	0.122
Red Doc 3029	11.25	0.115
DB 256/5	10.80	0.178
Red Doc 5461	10.69	0.106

Red Doc 3356	49.08	0.273
Red Doc Ambassador 3343	48.77	0.282
Red Doc Sancho 200X	47.03	0.319
RDF LA Jarra 2195	44.38	0.291
Red Doc Source	44.16	0.321
Briggs 005/12	42.71	0.208
Red Doc Never Before 4040	40.64	0.307
Harco 1323	40.47	0.307
CTCC Sancho's 1046	40.38	0.303
Red Doc 4090	39.64	0.316

Carcass Trait

Red Doc 4063	
RDF Sancho Pledge 1116	
RDF Sancho's Hut 1092	
RDF Sancho's Boy 1062	
KR 519/14	
RDF Interpret 1099	
Red Doc 3162	
KR 1132/13	
Red Doc 3047	
Red Doc 3150	

PERCENTILE	BW	WW	MILK	YW	CWT	REA	MARB.	FAT	TEND.
BEST	-8.44	39.63	22.43	52.02	37.72	0.667	0.461	-0.137	-0.774
TOP 1%	-2.58	16.58	8.84	23.21	16.66	0.208	0.072	-0.010	-0.072
TOP 2%	-2.15	14.14	7.48	19.66	14.11	0.172	0.055	-0.008	-0.055
TOP 3%	-1.86	12.62	6.64	17.45	12.59	0.151	0.046	-0.007	-0.044
TOP 4%	-1.67	11.51	6.04	15.84	11.49	0.135	0.043	-0.006	-0.038
TOP 5%	-1.53	10.64	5.57	14.59	10.58	0.123	0.041	-0.006	-0.033
TOP 10%	-1.18	7.70	4.09	10.40	7.62	0.084	0.026	-0.004	-0.018
TOP 20%	-0.87	4.31	2.81	5.78	4.20	0.046	0.016	-0.002	-0.007
TOP 30%	-0.66	1.96	1.84	2.65	1.86	0.025	0.012	-0.001	-0.003
TOP 40%	-0.53	0.05	1.00	0.19	-0.01	0.010	0.009	0.000	0.000
TOP 50%	-0.30	-1.62	0.53	-1.84	-1.55	-0.003	0.005	0.000	0.001
TOP 60%	-0.08	-2.86	-0.29	-3.02	-2.68	-0.011	0.000	0.001	0.004
TOP 70%	0.21	-3.68	-1.13	-4.40	-3.42	-0.025	-0.007	0.002	0.008
TOP 80%	0.55	-4.93	-2.20	-6.53	-5.03	-0.044	-0.017	0.002	0.013
TOP 90%	1.06	-7.52	-3.97	-9.52	-7.16	-0.075	-0.031	0.004	0.028

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of Harris Riverbend Farms**

*for your generous
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*Special Thanks also to
Kilgore Ranch for their
Heifer Donation!*

~Emaline Robinson

Who Are Our Consumers and What Do They Want 20 Years from Now?

Trends in the Protein Landscape

By J. Brad Morgan, Ph.D., Performance Food Group



Introduction

It is no secret that the protein category has seen challenges over the last five years. The most recent Technomic Center of the Plate Beef and Pork Report (*Technomic*, 2014) reveals fresh-meat shopping trips by today's consumer have declined. This may, to some degree, be attributed to a continual rise in red meat prices since 2010. It may be a result of fuel prices, dual outside-the-home working families or simply just the number of hours in a day. Don't be fooled, however; the slight dip in demand does not mean today's consumers have stopped craving red meat. With 97 percent household penetration, red meat proteins are still the center of consumers' planned meals and special occasions. One must remember that today's shopper has changed; but we must first understand and appreciate everything that has changed around them.

While it is true that the millennial generation has driven this growth, there are dynamic and interesting changes expanding well beyond them. More than 80 percent of consumers ages 18-64 have access to the Internet, with that number growing to more than 93 percent for those under the age of 50. For most, easy access is strapped to their

belt or carried in a purse. In 2016, it is estimated that 78 percent of consumers have a smartphone and more than 40 percent own a tablet device. With these advancements in technology, it is important to remember the 5 "Ms" associated with today's consumers and the protein that we provide them.

MEAT LOVERS: According to findings of a propriety study (Cargill Proprietary Red Meat Consumer Study, 2015), true meat lovers have a passion for food, and they know what cuts to buy and how to prepare fresh meat. Quality is foundational for this segment. This group searches the meat case for beef cuts with high flavor and marbling and is willing to open their wallets to pay for the best. These consumers are primarily females ages 45-64 who are either retired or have higher household incomes and represent one-third of all dollars spent in the fresh red meat category. They have more time to prepare meals featuring red meat and have a tendency to bring people together to enjoy a high-quality dining experience. Baby Boomers (born 1946-1964) who prepare beef six or more times per month are considered true meat lovers and tend to be our most loyal consumers. Quality-conscious Baby Boomers mainly purchase red meat to connect

with others through a special occasion. Confident in the kitchen, this group has a passion for food, knows what cuts to buy and knows how to prepare fresh red meat. Alternatively, value-conscious Baby Boomers often purchase red meat as part of their routine. Also experienced in the kitchen, they are very comfortable with shopping for and preparing red meat.

MILLENNIALS: What may be somewhat surprising is how important Millennials (born 1981-1996) are to the future growth of the red meat category. While Millennial budgets and kitchen experience are limited at the current moment, over the next 20 years, this segment will gain experience and confidence in purchasing and preparing red meat products. Some published reports suggest this group will be the only generational group that plans on spending more on all red meats next year compared to this year. This is certainly one of the reasons why many companies are directing their efforts at communicating with this particular group of consumers. This generational group shares similar motivations with Generation X (born 1965-1980), but because they are at a different income threshold and life stage, their behaviors do not always align. Millennials look for nontraditional sources of information about preparing food and the latest trends that help support their busy lifestyles. Make no mistake: this younger fresh-meat consumer thinks and acts differently than older, more confident users the industry knows. Keeping Millennials engaged in the fresh-meat case will require a shift in thinking about product mix, the role brands play, how the case is merchandised and priced, and what role value-added products play in helping get meals to the table to meet the demands of a busy lifestyle.

MOTIVATION: It is not enough to know our consumers; we must also understand the motivations behind why they are buying red meat and what they want from the experience. Obviously, consumers desire a consistent eating

experience, and one way of motivating protein sales is creating a branded program that tells a story. This story (i.e., “brand”) must not try to educate the consumer, but connect with the consumer and provide transparency associated with all aspects of the brand. A study conducted by Deloitte (Deloitte, 2015) revealed that consumers still want protein products that are affordable, taste good and are convenient, but they are using a new set of evolving factors to make their protein purchases. These new motivational ideas include transparency factors that concentrate on social impact (it is not enough for a company to sell products consumers want at prices they are willing to pay; companies are now expected to demonstrate that they care about more than just profits), safety, health, animal well-being and sustainability. Additional research dealing with transparency (Maslansky and Partners, 2013) determined that 78 percent of consumers claimed it is very important for retail and foodservice entities to provide information on how food is raised. Many consumers – 40 percent – want this additional information, and if they don’t receive it they are convinced that the industry has something

to hide (Maslansky and Partners, 2013). In a recent National Cattlemen’s Beef Association (NCBA) Beef Issues Quarterly publication (March, 2016), it was determined from the Consumer Image Index that only one-third of consumers claim to have knowledge about how animals are raised for food. This number becomes even more diluted when consumers are asked to focus on specific topics (i.e., antibiotics, factory farming, branding, dehorning, packing plant processes). Each year, more and more consumers become more interested in how animals are treated and raised for food production. So the dilemma our industry finds itself in is that we are trying to be transparent to a group of people that do not have the knowledge base to understand.

MOMS: Women represent the largest market opportunity in the world, according to *Forbes* magazine.

Globally, they control \$20 trillion in annual consumer spending power. In the next five years, it is expected that this number will rise to nearly \$30 trillion. In the United States, women have enormous control, and it’s increasing. Reports range from \$5 to 15 trillion, with Marketing Zeus citing sources that \$7 trillion is contributed by women in

the United States in consumer and business spending. Fleishman Hillard Inc. estimates that women will control two-thirds of the consumer wealth in the United States over the next 10 years. Women handle the bulk of purchasing decisions for everyday items like groceries and clothing – even for those items targeted at men. In fact, 50 percent of products marketed to men are actually purchased by women. That’s why items for men are often marketed with women in mind, as well. In addition to being responsible for most of the day-to-day purchases, women are also heading up or influential in large-ticket purchases like cars, homes and appliances. Women account for 85 percent of all consumer purchases, including everything from autos to health care: 91 percent of new homes, 66 percent of personal computers, 92 percent of vacations, 80 percent of health care, 65 percent of new cars, 89 percent of bank accounts, 93 percent of food and 58 percent of total online spending. A new generation of moms is rattling the baby-care category. It is interesting to note that 83 percent of new moms are Millennials, making this generation the

CONTINUED ON PAGE 38 »

OUR MISSISSIPPI JUNIORS LIVED THE GERT LIFE!

*2016 Herdsman Award

McRae Clay took 1st Place in Public Speaking and was the recipient of the \$5,000 Vernon Lane Scholarship.

JD Chism was the Class 20 winner, a Bred & Owned Class winner and a donated heifer recipient.

Jenna Fullington won the Champion Bred & Owned Female, Best of Polled Female and was the recipient of two donated heifers.

We thank **Rachel McCulley** for her dedication to the Mississippi Association. Good luck in your future endeavors!

OTHER PARTICIPATING MEMBERS

Leighton McCulley, Nicole Long
Tyler Barlow and Wyatt Fullington



MISSISSIPPI AFFILIATE 2016 JUNIOR NATIONAL CONTESTANTS:

**Jenna Fullington • McRae Clay
Wyatt Fullington • Tyler Barlow
JD Chism • Nicole Long • Elvis
Leighton McCulley • Rachel McCulley**

CONSUMERS

CONTINUED FROM PAGE 37

new target demographic purchasing all aspects of baby care. It has been established that selling to Millennials poses new, unique challenges not seen by generations past. Millennials are even more adamant about their unwaveringly high standards and need for instant gratification when shopping for their babies.

MARBLING: Although livestock producers have felt the pressures of economic change for considerably longer, the 2009 collapse in the U.S. housing market and following recession directly affected consumers and their meat purchasing habits. Even as late as 2013, among consumers who changed their meat purchases, 91 percent were spending less (FMI and AMI, 2014). Despite the recession, demand for high-quality beef has continually risen and had obvious effects on the quality of the already low feeder cattle supply. As a result of genetic tool implementation use as well as more affordable feed

grains, the beef industry has seen a 12 percent increase in carcass grading USDA Prime and Choice since 1995 (Dykstra, 2014). Currently, a tremendous demand exists for high-quality, storied beef programs at Performance Food Group. We can have all the transparency in the world, but the product has to check the box for consistent cooked beef flavor and tenderness.

Discussion

A recent report (Deloitte, 2015) entitled, "Capitalizing on the Shifting Consumer Food Value Equation" underlined how widespread health and wellness and other "evolving value drivers" have become in influencing food sales in the United States. The year-long study from Deloitte, Food Marketing Institute and Grocery Manufacturers Association included a survey of 5,000 prescreened American adults, fielded to more than 11,000. Survey data were weighed to represent U.S. food purchasers, based on U.S. Census data (age, gender, household income). Food purchasers were defined as adults ages 18 to 80

who are primary food/beverage shoppers for their households and eat dinner at home at least three times per week. Overall, 51 percent of those surveyed indicated that in their buying decisions, they weigh factors including health and wellness, safety, social impact, experience and transparency more heavily than the "traditional" value-perception drivers of taste, price and convenience. The other 49 percent said they give more weight to the traditional drivers. The shift toward the evolving drivers was "pervasive across region, age and income," meaning that "each and every consumer targeted by food manufacturers and retailers has changed in a fundamental way," stress the researchers. "It's not just Millennials or the most affluent putting these evolving drivers in the mix," summed up Jack Ringquist, principal, Deloitte Consulting LLP and global consumer products leader. Further, "preferences are becoming even more fragmented than the food industry may have anticipated," he said.

The survey also found a shift in how Americans define food safety. Nearly three-quarters (74 percent) said that a definition limited to foods or beverages not causing any "immediate, physical, harm" is insufficient. Instead, their

It is not enough to know our consumers; we must also understand the motivations behind why they are buying red meat and what they want from the experience.

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**SATURDAY
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THE PLACE FOR HERITAGE BRED, PRODUCTIVE
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See You There!

**Thank You to all who BELIEVED in me
and made my DREAM of becoming
the National Jr. Princess come true!**

My family and I truly appreciate your support and kindness shown at the 2016 National Jr. Heifer Show in Tampa, Florida. Thank you to each and every junior who helped me campaign and voted for me. Thank you to all the families who supported me in running for princess, encouraged me in all the contests and helped with and prayed for me during my accident in the show ring. It was a week I will never forget and I am so thankful for the love and support of my Santa Gertrudis family!

**Honored and
Blessed to be your
2016-2017
National Junior
Santa Gertrudis
Association
Princess!**

*Love,
Madison
Claire Moran*

MID-COAST JUNIOR
SANTA GERTRUDIS
ASSOCIATION
BRENHAM, TEXAS



definitions now include factors such as “free from harmful ingredients” (62 percent), “clear and accurate labeling” (51 percent), and “fewer ingredients, processing and nothing artificial” (42 percent). Consumers who place more value on the evolving drivers appear to be more likely to use social media, mobile apps and digital sources to research products and brands on the path to purchase. They’re also more prone to distrust the food industry than those who put more stress on traditional drivers. Regarding food safety, companies need to ensure that they are satisfying consumers’ broadened definition. Regarding “social impact” factors like food sourcing, sustainability, animal welfare and fair treatment of employees, they are advised to “identify which issues have most opportunity or represent the greatest risk, and when to lead versus follow.” Consumers define the “experience” driver as including factors beyond the actual products offered, such as retail store layout and services, channel innovation, brand interaction and personalized engagement spanning pre-, during and post-purchase. The survey found “transparency” to be an

CONTINUED ON PAGE 54 ►

Advertisers

5 Bar E Farm.....	33, 51
777 Farms.....	3, 51
Alderson/Richmond Marketing & Promotion.....	54
Arkoma Santa Gertrudis Association.....	27
Arkoma Santa Gertrudis Sale.....	50
Arrow W Ranch.....	52
Bar-T Ranch.....	52
Bickett Genetics.....	54
Bieri Farms.....	52
Blackjack Oaks Ranch.....	52
Borchers Southern V Ranches, L.P.....	52, 59
Briggs Ranches.....	3, 52
C Bar C Ranch.....	9, 51
Carolina Corner.....	7
Cedar Crest Farms.....	51
Cherokee Ranch.....	51
Circle A Farm.....	52
C-M Cattle Co.....	51
Corazon Pitchford Cattle Company.....	17, 47
Corporon Acres.....	52
Cotton Branch Plantation.....	33, 51
Cox Mill Farms.....	51
Creech Farms.....	7, 49
Crosswinds Ranch.....	52
Demi Harrington & Landon Stem.....	58
Denson 3D Farms.....	51
Diamond S Ranch.....	52

Dietrich's Flying D Ranch.....	5
District 6 Breeders.....	9
District 6 Sale.....	35
Dixie Creek Farm.....	52
Dos Bros Ranch.....	52
Double C Farms.....	5
Double P Ranch.....	52
Double TT Ranch.....	28-29, 52
El Chaparral Grande Ranch.....	52
Emaline Robinson.....	35
Florida Jr. Santa Gertrudis Association.....	27
Flying C Ranch.....	5, 51
Four J Cattle.....	52
Fullington Farm.....	53
Fulton Farms.....	52
Gary Harding.....	52
Georgia Santa Gertrudis Association.....	39
Goodin Farms.....	51
Grandview Farms.....	21, 51
Gray Oaks Farm.....	5
H & H Farms.....	51
Haman Farms.....	51
Hampton Hills.....	51
Hargis Farms.....	52
Harris Riverbend Farms.....	3, 52
Heath Farms.....	51
Hefte Ranches.....	52
Heil Cattle Co.....	51

Hoover Case.....	54
Iron Oaks Cattle.....	54
"J.C. Sherrill, Jr. Ranch".....	7
Jernigan Ranch.....	51
John Martin Ranches.....	54
King Ranch Inc.....	60
La Campana Ranch.....	26
La Cuchilla Ranch.....	54
Lou Al Tuck Farms.....	7
Louisiana Santa Gertrudis Association.....	42
Lovett Farm.....	52
Lundberg Cattle Services.....	54
Madison Claire Moran.....	38
Mathis Farms.....	51
MC Ranch.....	51
Mid-Coast Opportunity Sale.....	57
Mid-Coast Santa Gertrudis Association.....	57
Mississippi Santa Gertrudis Association.....	37
Missouri Meadows.....	9
Mountain Laurel Sale.....	31
Myers Cattle & Land Corporation.....	54
National Junior Santa Gertrudis Association.....	19
Olivarez Ranches.....	54
Osborne Livestock.....	9
Parker Farms.....	9
Pitchford Cattle Services.....	47, 54
Polled Power Genetics.....	5
Polled Santa Gertrudis Association.....	5
Ponderosa Ranch.....	52
Premier Santa Gertrudis Association.....	25
Reagan Ruddock.....	43
Red Doc Farm.....	5

Reynolds Prairie View Farms.....	52
Rio Grande Valley Santa Gertrudis Association.....	31
Rocking A Ranch.....	54
Rose Hill Ranch.....	54
Running M Ranch.....	51
Rustic Rail Ranch.....	9
Santa Gertrudis Breeders International.....	6
Santa Gertrudis Breeders of the Carolinas.....	7
Shampain Ranch.....	9
Siler Santa Gertrudis Cattle.....	54
Silva Ranch.....	45
Silverbrook Ranches.....	54
South Texas Heritage Sale.....	38
South Texas Jr. Santa Gertrudis Association.....	42
Southern Breeze Ranch.....	51
Stegall Farms.....	55
Strain Ranches.....	54
Tara Ranch.....	54
Taylor Terry.....	41
Thirteen Oaks Ranch.....	54
Tideland Farms.....	51
Timney Farms.....	2
Townsend Cattle Co.....	50, 54
Urbanosky Ranch.....	54
Vesper Ranch.....	54
Wendt Ranches.....	11, 54
Wiley Ranch.....	51
WR Ranch.....	51
Wunderlich Farms.....	54, 55

Congrats to our Georgia Juniors

Will McDaniel & Madi Carter!



Madi Carter ►

- Top Carcass Female
- Better Beef Contest winner with JF Swoosh's Sara

◀ Will McDaniel

- 2016 NJSGA President
- Byron Thoms Senior High Point Award
- 1st place, Senior Livestock Judging
- 2nd place, Senior Sales Talk
- 3rd place, Senior Public Speaking



Georgia
SANTA GERTRUDIS ASSOCIATION

Wes McDaniel
770-354-7802
mcdanielwb@gmail.com

Dan Davis
678-852-7301
danieldavis@ritterug.com

LIVING THE GERT LIFE

2016 NJSGHS IN PICTURES



Blaine Patterson, Bloomfield, Ind., lent support to his brother Layne during the day.



Ashley Osborne, Turney, Mo. entered the show ring with determination.



Cade Burks, Pothea Clay, Madison, Miss. and Hadley Brooks, Krum, Texas.



Landon Stem, Anderson, Texas



David Alderson enjoyed judging the Youth Showmanship contest.



Judge Todd Herman selected the champion donated heifer shown by Emaline Robinson, Dayton, Texas.

CONGRATULATIONS

Taylor Terry

on another successful

NJSGHS



**Overall Reserve
Grand Champion
Female
Calf Champion**



**High Point Exhibitor
Junior Breeder of Show
3rd Place Intermediate Showmanship
1st Place Intermediate Brain Bowl Team**

Tootsie Roll

7th in class
3rd overall top scanning female

Tris

1st in STAR 5 class

Tonks

3rd in class

Jane Jetson

1st in STAR 5 class
High Marbling Female STAR 5

Scarlett

2nd in STAR 5 class
Reserve Top Scanning STAR 5 Female

ES 26

5th in STAR 5 class
4th overall top scanning STAR 5 female

South Texas Junior

SANTA GERTRUDIS ASSOCIATION

Livin' the Gert Life at the 2016 NJSGHS

We congratulate the following juniors on their achievements:

CLASS WINNERS

Harrison Kimble: Yearling Champion
Reagan Ruddock: Senior Reserve Champion
Cade Burks: Reserve Yearling Champion
Cal Huff: Reserve Calf Champion
Ayissa Maldonado: Bred & Owned Class Winner

OUTSTANDING ACHIEVEMENTS

Carson Petty: Eldon Flowers Award
Camilla Cantu: New Director
Cal Huff: 1st Place Intermediate
Cattlemen's Contest
Kalli Kimble: 1st Place Intermediate
Public Speaking

SCHOLARSHIP RECIPIENTS

Marli Cantu: \$1,500
Cade Burks: \$1,500 NSGYF and
George & Ann Butler Foundation Scholarship
Cynthia Cantu: \$1,500
Ayissa Maldonado: \$6,500 Joe Jones Scholarship
Reagan Ruddock: \$10,000 Charlie Wilson
Scholarship

CONTEST PARTICIPANTS IN PUBLIC SPEAKING, SALES TALK, CATTLEMEN'S CONTEST, LIVESTOCK JUDGING, SHOWMANSHIP, POWER POINT, PHOTOGRAPHY AND BRAIN BOWL

Reagan Ruddock, Harrison Kimble, Kalli Kimble,
Cade Burks, Adrian Garza, Ayissa Maldonado,
Marlissa Cantu, Camilla Cantu, Cynthia Cantu,
Brianna Cantu, Cal Huff, Amy Brewer, Brianna
Rios and Kristin Storey.



Special thanks to Al Shiyou at Tideland Farms and the John Ed Green family and friends for allowing our groups to stay over during the trip to and from Tampa!

Congratulations!

Congratulations **to our Louisiana Juniors!**

Kelly Courville



Kelly participated in his last junior nationals this year. Congratulations on your rewarding show career. Thank you for being such a good role model, mentor, and friend. You will be missed!



Louisiana 2016 Junior National Contestants:

Kelly Courville
Cole Forbes
Shelby Forbes
Caden McDowell
Cali Green
Lucas McDowell
Tayler Guidery
Jake Forbes

Plus our cheerleaders
Jewelie Green &
Juliette McDowell.

Louisiana Santa Gertrudis
Association

IT'S A LONG ROAD.

2016 FWSSR Reserve Champion



2016 SALE Reserve Champion



2016 NJSCHS Reserve Sr. Champion



S J Lady Davina

IT'S HARD WORK.



It's Worth It!



Thank you to These Breeders for Their Support & Donated Heifers!

2015 NJSCHS Donated Heifer
C-P Finale 74-5



Donated by: Corazon-Pitchford Cattle Company

2016 NJSCHS Donated Heifer
Donated by: Briggs Ranches

Reagan Ruddock



Where Are They Now?

By Heather Smith Thomas, Freelance Writer

Working with cattle is good for a person. Young people who are involved with cattle and a breed organization learn responsibility and commitment, a solid work ethic, and how to work with people as well as with cattle – things that stand them in good stead for the rest of their lives. Many National Junior Santa Gertrudis Association (NJSGA) members have gone on to do great things, and some of them continue to be involved with this great breed, as well as the Santa Gertrudis Breeders International (SGBI). Here is a look at two former Juniors who have used their early experiences as a springboard for interesting careers.

Yancey Strait

SGBI President-elect Yancey Strait grew up in Carrizo Springs, Texas, in a family that had raised Santa Gertrudis cattle since the early 1950s. They became members of SGBI in 1951. “Up until that point we’d always had Santa Gertrudis-influenced cattle, so it seemed logical for me to purchase a Santa Gertrudis show heifer,” Strait says.

He and his sister Callie grew up near the family ranch and spent a good amount of time there. They both became involved in the NJSGA in the early 1990s. “I started showing Santa Gertrudis after I caught a calf in the San Antonio calf scramble when I was in eighth grade and purchased a Santa Gertrudis show heifer. That was the beginning of my involvement. Shortly thereafter my sister joined, too, and we became very active in the National Junior Santa Gertrudis Association. We did a lot of showing together,” he says.

“We showed at all the major shows throughout Texas and attended the National Junior Santa Gertrudis Heifer Show annually. These cattle became my passion and I began breeding and building a purebred herd, along with my sister and our parents, Y.N. and Cynthia Strait. I was fortunate to serve on the National Junior Santa Gertrudis board of directors and also served as National Junior president,” Strait says.



A young Yancey Strait (right) listens to sage advice from Carlton Hoeftling (left) and Carl Finke (center).

When he was buying, showing and breeding animals as a youth, his parents encouraged him to build relationships with Santa Gertrudis breeders. “If I wanted a new show heifer I would call several breeders to locate calves. It’s a good thing most people didn’t have caller ID at that point in time, because I probably called and asked a lot more questions than I should have!”

He has always been interested in breeding and raising the best cattle possible. “Countless breeders have spent a tremendous amount of time teaching me about Santa Gertrudis, and I am extremely grateful,” Strait says.

After completing a Master of Land Economics and Real Estate degree, he had the opportunity to work for fellow Santa Gertrudis breeder Lamar Kelly of Southern Breeze Santa Gertrudis in the

My experiences as a youth were so valuable – raising and selling Santa Gertrudis cattle. This gave me several advantages as I went through life. The main advice I would give to the Juniors today is just to take advantage of all the opportunities you have before you.

– Yancey Strait

commercial real estate finance sector.

“I was doing an interview with the national director of marketing for JP Morgan Mortgage Capital and I had given her a lot of background about myself, and had listed some of my interests and activities on my resume. She saw that I raised Santa Gertrudis cattle and I think she thought I would fit in,” he says.

“I did an internship with JP Morgan, and then came back to work for the firm full time. I realized then that you just never know where the relationships that a person develops with a breed association will take you or lead you. There are many connections, and it’s like a huge fraternity of breeders around the country, where you all have something in common,” Strait says.

Strait currently serves as a managing director for Oryx Oilfield Services, a regional oil and gas construction company. He manages their operations in south, eastern and west Texas, primarily focused on pipeline and facility construction for the oil and gas industry. He

CONTINUED ON PAGE 46 »



The Strait family (left to right): Avery, Yancey, Heather and Arden.

INTRODUCING *el Rey*

The most exciting young sire the breed has seen in quite some time.



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20154201
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SIRE: KR 800/11
DAM: KR 110N/09

Index Information	
Growth Index	14.04
Carcass Ranking	10

EPDs as of : 4/16	Birth Weight	Weanling Weight	Yearling Weight	Milk	Total Maternal	Carcass Weight	Marbling	Back Fat	Ribeye Area	Tenderness
EPD	-0.1	6.4	16.4	1.1	4.3	9.8	0.07	0.00	0.18	0.01
Accuracy	0.29	0.37	0.36	0.22		0.30	0.29	0.40	0.27	0.29

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Adj WW	YW	ADG	*ADG Cont. Rank	REA	REA/CWT	IMF	*IMF Cont. Rank
657	1235	3.94	4	16.1	1.30	5.77	5

*Contemporary Rank 78 Bulls

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WHERE ARE THEY NOW?

CONTINUED FROM PAGE 44

has been working for this company for the last four years.

He feels that his early involvement with SGBI helped shape his future in many ways. "First and foremost, I developed a love for Santa Gertrudis cattle, and I continue to raise them today," Strait says. "I think that my history with SGBI also helped me evolve into my current position because I was able to learn so many things as a youth in this great organization. Responsibility, leadership, management and marketing are some of the key lessons that come to mind."

His cattle are now his recreation and pleasure when he is not working. "My whole family, including my sister Callie Loden and our parents, continue to raise registered cattle and our family has ranches in Dimmit, LaSalle and Frio counties in Texas. We no longer show cattle, but focus on improving the quality and performance of our herd. We sell seedstock and a lot of cattle for the commercial industry. A big goal is to help commercial breeders improve the quality and productivity of their cattle. Our goal is to raise fertile, functional, efficient beef cattle that do well in their environment," Strait says.

His wife Heather and their small children also enjoy the cattle. Their daughter Avery is 8 years old and second daughter Arden is 5. "Avery will be in the third grade this fall and she is thinking about showing a calf. We were out at the ranch recently looking through the calves to see if there was one that she might be interested in showing this year." It's exciting for Strait that the next generation might take an interest in the cattle, as well.

"My favorite part of it all has been raising and breeding the cattle. I've also enjoyed all the leadership and marketing opportunities. My experiences as a youth were so valuable – raising and selling Santa Gertrudis cattle. This gave me several advantages as I went through life. The main advice I would give to the Juniors today is just to take advantage of all the opportunities you have before you."

Zona Jones

Former NJSGA member Zona Jones has had an interesting career as a trial lawyer and a country music singer, and it all started with cattle – red cattle.

Jones was born in Corpus Christi, Texas in 1963, and he and his family



Zona Jones the Country music performer.

lived in Kingsville. When Jones was six years old, his dad (Gene Jones) went to work for King Ranch as the manager of the West Texas division.

"We moved to Valentine (population 213). That was a pretty big shock for a kid my age. I think there were six kids in my first-grade class. As a young man, I spent a fair amount of time around people like Mr. Bob Kleberg, Tio Kleberg, B.K. Johnson and Bobby Shelton. I learned the business of ranching at an early age from some of the very best. I learned about Santa Gertrudis cattle from the folks that developed the breed," he says.

A few years later, as Jones was starting high school, his dad went to work for Shelton Ranches. Jones family moved from the desert mountains of west Texas to the hot, humid farmland of south Florida. "We lived just south of Lake Okeechobee in Clewiston. We moved from west Texas where we ran one animal unit per 75 acres, to south Florida, where we ran a cow on three-quarters of an acre. It was slightly different country, to say the least," Jones says.

Showing Gert heifers taught us the value of a dollar, along with responsibility and a work ethic most kids just don't get these days. More than that, I still have many close friends from back in my days as a Junior member.

– Zona Jones

While living in Florida, Jones started traveling and showing Santa Gertrudis heifers and became interested in the National Junior Santa Gertrudis Association. He became very active in the group and was elected vice president in both 1979 and 1980. He became the third national president of the NJSGA in 1981.

After his graduation from high school, Jones' family moved back to Kingsville from Florida and he headed for Waco, where he enrolled at Baylor University to play football for Grant Teaff's Baylor Bears. During the summer of 1982 – while also serving as the NJSGA president – he interned at the SGBI offices.

"I worked with Dr. Warren and Forrest Pickett all summer. I spent time traveling to various field days across the country and helped continue the business of growing our Junior organization. I got to know the breed and the people in a much different way. Good people, good cattle," Jones recalls.

Jones graduated from Baylor with a business degree in 1986. He went on to law school and graduated from Saint Mary's University School of Law in San Antonio in 1989. He moved to Beaumont right out of law school and began his practice as a trial lawyer.

"On kind of a parallel track, I also began a musical career that started to develop at the same time. I signed my first record deal with Warner Bros. Nashville in 1995 and was on the label for a couple of years. I later had two independent-label recording contracts. For a number of years I kept my law practice going and played music all over the country," Jones says.

CONTINUED ON PAGE 53 ►



Zona Jones the lawyer.

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Bridging the Generational Gap

Among Ranch Families

By Kelsey Pope, Freelance Writer

"Ranching is like faith; it's not where you came from, it's where you're going that matters most." Donnell Brown, R.A. Brown Ranch, Throckmorton, Texas, delivered that remark at a recent webinar for cattlemen and women on succession planning and generational transfer.

The 'Bridging the Generational Gap Among Ranch Families' webinar was presented by the National Cattlemen's Beef Association's (NCBA) Young Beef Leaders program and hosted by Donnell and his wife, Kelli, and their oldest son, Tucker. It dealt with how family dynamics and industry engagement have sustained the R.A. Brown Ranch for more than 100 years. Their progressive family ranching business has been raising cattle and Quarter Horses since 1895, and currently raises and sells four breeds of cattle: Angus, Red Angus, SimAngus and Hotlander (a four-breed composite developed on the ranch in the late '80s).

The ranch is now run by the fifth generation, owned and operated by Donnell and Kelli Brown and Donnell's siblings. R.A. Brown, Donnell's grandfather, was the third-generation owner of the ranch. He was a leader in the beef cattle industry and one of the founders of the American Quarter Horse Association. Donnell's father, Rob, of the fourth generation, was the first in the family to graduate from college.

"My dad has always been a visionary," Donnell said. "We sure don't claim to have all the answers at bridging the

generational gap, but through my dad's vision, we hope to shed some light on the process of our family transferring the business through the generations and start the conversation about how to bridge that gap."

Donnell explained that when his father was young, he wanted to be progressive and try new ideas with the family ranch. But R.A., Rob's father, often squelched those ideas and didn't always see eye-to-eye with Rob. When Rob was 29 years old, his father passed away suddenly. Thankfully, before he passed, R.A. and Rob came to a consensus on trying some of Rob's progressive ideas.

"I don't think our family ranch would be here today if it wasn't for my grandfather's blessing on trying dad's progressive ideas," Donnell said. "It is important to share your blessing with your children to benefit the next generation."

Donnell is the youngest of four children and his family has grown into new generations. Today, the fifth and sixth generations are working together on the ranch and are starting to raise the seventh generation. Their family has kept continuous improvement top of mind, with the principal goal of their cattle business being to improve the profitability and sustainability of their commercial customers. They have established a family mission statement

for their business: 'We are continually striving to improve the efficiency of converting God's forage into safe, nutritious and great-tasting protein to better feed His people.'

Donnell explained that his father wanted to set up a succession plan at a young age because he was not able to do so with his father. Subsequently, Rob sought counsel from professionals about estate planning and generational transfer of family businesses. The Browns put the ranch in a limited liability partnership, with the focus on preventing the ranch being disrupted by the federal estate "death" tax.

CONTINUED ON PAGE 56 »



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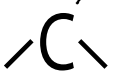
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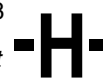
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WHERE ARE THEY NOW?

CONTINUED FROM PAGE 46

After his debut album, "Harleys and Horses," he followed up with the release of "Prove Me Right." All total, Jones charted three singles on the R&R and Billboard Top 50. He also had five single releases to the Texas Country charts, three of which were Top 10 singles.

"I played music for a number of years and toured with my band. I have since slowed way down on my playing schedule, but I still play a few shows here and there," he says.

Jones is also an accomplished lawyer. He is a partner at Provost and Umphrey in Beaumont and handles commercial and personal injury litigation. He is a board certified personal injury trial lawyer, a member of the State Bar of Texas, the District of Columbia Bar Association, Texas Trial Lawyers Association (where he has served as a director), the Jefferson County Bar Association and the American Board of Trial Advocates. He also served on the District 3 Grievance Committee of the State Bar of Texas from 2004-2010, where he also served as chair of the panel.

There is no ordinary life, there's just life, so get out there and live it! Also, don't be afraid of a little hard work or a good education; they're both good for you!

- Zona Jones

In 2012, Jones was co-lead counsel in JJJJ Walker, et al. vs. First National Bank of Edinburg, in which his investor clients claimed the defendants defrauded them of their ownership interest in Louisiana-Tex Healthcare Management (LTHM) and the three hospitals LTHM owned and operated. The Harris County jury returned a verdict in the amount of \$118,121,454 in actual and punitive damages. This verdict was #24 in the Top 100 Verdicts of 2012 in the United States and the second-largest verdict in Texas in a breach of contract case in 2012. The verdict also made the Texas Lawyer's Verdicts Hall of Fame in 2013.

"I had a wonderful career as a country artist, and oddly enough it paired fairly well with my legal practice. Each career actually benefitted the other, even though they were quite different. The music was often a very good diversion from my law practice," Jones says.

Jones still has cattle and a few good horses. "My folks still live in Kingsville

and have been there since our family moved back from Florida. My dad and I have a place that we run together. We farm a little bit, run some cows and raise a few deer," he says. "If you look close, you might see a red cow or two."

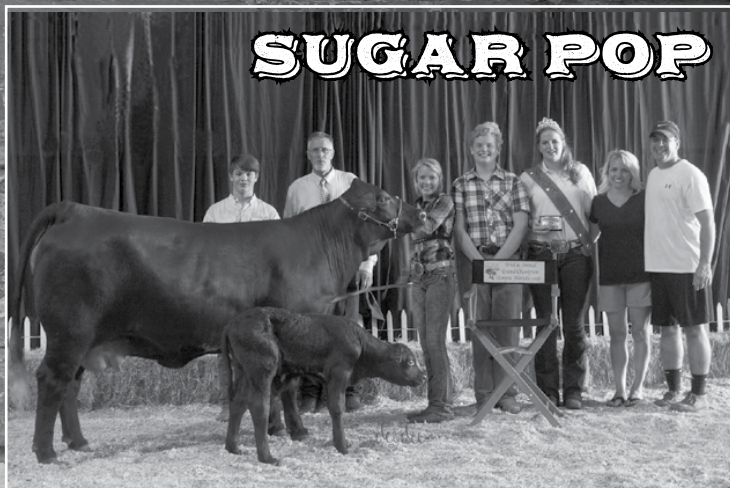
Jones traces much of his good fortune in life back to his time as a Junior in the Santa Gertrudis breed. "Showing Gert heifers taught us the value of a dollar, along with responsibility and a work ethic most kids just don't get these days. More than that, I still have many close friends from back in my days as a Junior member. These are lifelong friendships forged in hot show barns all across the south in places like Dallas, Tulsa, Jackson and Tampa. The friendships created were deep and lasting."

When asked what advice he might share with the Juniors of today, Jones says two things: "There is no ordinary life, there's just life, so get out there and live it! Also, don't be afraid of a little hard work or a good education; they're both good for you!" 🐄

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CONSUMERS CONTINUED FROM PAGE 39

"overarching" evolving driver.

Consumers define it as including clear labeling, certification by trusted third parties, and company attributes such as access and trust. Food companies and retailers should provide access to all relevant information, and "be prepared for two-way engagement to promote trust," sums up the report.

Editor's Note: This is a transcript of a presentation given at the recent Beef Improvement Federation annual conference in Manhattan, Kan. The author, Brad Morgan, Ph.D., received his bachelor's in animal science from Oklahoma State University (1985), his master's in meat science from the University of Nebraska-Lincoln (1988) and his Ph.D. in animal science from Texas A&M University (1991). Morgan was an Assistant Professor and Extension Meats Specialist from 1991 to 1995 at Colorado State University, where he was part of the inaugural National Beef Quality Audit. In 1995, Morgan joined the Animal Science faculty at Oklahoma State University. He is the past president of the American Meat Science Association and is currently the senior director of protein for Performance Food Group. 🍴

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GENERATIONAL GAP CONTINUED FROM PAGE 48

Even though Donnell's parents wanted their children to stay involved in the ranch as they grew up, they encouraged them to work, earn and save for at least two years after high school graduation. They were permitted to come back as employees of the ranch or with a business plan to grow the family business.

All four came back

"Dad brought all four of us adult kids together and expressed that he and mom wanted us to live our dreams like the dreams they had built," Donnell explained. "They encouraged us to use the gifts we'd been given to find our place in the family business because not all family members have the same interests. We knew that coming back to the ranch was a "work right," not a "birth right" – we needed to learn from the ground up in every part of the ranch."

All four children were given 20-percent interest in the ranch. The four of them set aside one day a month to meet, initially without their spouses, and decided upon the value of the ranch. They divided the ranch into four equal values with the assumption that any of the four would be happy with any one of the four pieces.

"My brother said, 'If anyone gets exactly what they want, then it's probably not fair,' and I think that's a good way to think about it," Donnell recalled.

Kelli added that it can be a hard topic to talk about and that it typically doesn't happen as easily as the Brown family made it.

"There was a lot of love and a lot of prayer and mainly Donnell's parents insisting that the conversation start," Kelli said. "It was also smart for the siblings to have conversations and figure out their plain together."

The business today with all four siblings involved includes a cow/calf enterprise, a stocker cattle enterprise, a farming enterprise and a wildlife hunting enterprise.

There are a number of ways to bridge the gap in generational transfer. Donnell listed two important points that were key in his family's business:

» As your children grow up on and around ranch work, be sure to get them off the fence watching the work, and involved in an active part of the family business.

» Think about the team members we work with outside of the family. Important team members aren't always family members.

Change can be hard when it comes to our businesses – especially in agriculture. The reality is that none of us has to change, but we will have to compete against those who do. Unfortunately, Donnell has seen way too many families not be proactive in planning and their business fall to the "death" tax.

"Wherever you're at in your family business, there will be challenging times," Donnell said. "But it will rain again. My parents have been very progressive when it comes to generation transfer. I'm thankful that I don't know have to learn how to transfer while grieving parents. I'm thankful to have my parents here to be that counsel and answer questions."

Brown added that there are many things they could have done to make a lot more money, but the ranch makes their family what it is. They are proud to raise their boys with a boots-on-the-ground mentality working as an active part of the ranch.

Donnell's two sons, Tucker and Lanham, both love ranching and horses, but in different ways. Tucker recently graduated from college and has plans to return to the family ranch as the sixth generation after working for a few years. Donnell and Kelli wanted to instill a hard work ethic in their boys by teaching them how to work, how to earn a living, how to save and how to make wise investments. Consequently, both boys are paying 100 percent of their own college costs.

"It has been an important part of our business to have our kids work alongside us, not in front or behind," Brown said. "It's also important to keep it fun. We're going to work hard and long days with each other, but we're also going to keep it fun."

Tucker shared some of his perspectives from the next generation soon-to-be returning to the family ranching business.

"Most of the things I've learned from life have to do with working and growing up on the ranch," Tucker said. "I'm excited to move back home to be a part of something like this. I came from a great place and I want to keep it that way in the future."

Donnell anticipates that as he looks in the rearview mirror someday, he and Kelli can look back to where his parents are now, and see that they made more good decisions than bad decisions. They aim to instill character in their children, like their parents did for them, and pass on a quality of life in a sustainable business.

Donnell concluded the webinar with advice to get the conversation of generation transfer started in your families.

"We aren't going to live forever, and it's not fun to talk about that part, but it's important that you get the conversation started," Donnell said. "What we believe is that we have many opportunities ahead of us and this world will change. We'll have different leaders and different challenges, but my hope is that we are proactive to keep the ranch in the family and the family in the ranch." 🤠



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