



SANTA GERTRUDIS

USA

SEPTEMBER 2014 | VOLUME 17, NUMBER 9



Santa Gertrudis



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One good mama. Photo by Abrian Harris.

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Ramblings from the Open Range

EXECUTIVE DIRECTOR'S REPORT

By John Ford

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As I write this article, Diana Ruiz is on the phone with a cattleman who is requesting scan data and performance information on a popular sire. I continue to be amazed by the number of commercial cattlemen contacting SGBI and requesting performance data. Considering the high cost of cattle, I suspect all available information is being examined, studied and reviewed during this herd re-building phase. Beef producers want to minimize risk and be confident animals purchased are productive and profitable. I also have a sense that members of the beef community take notice of breed associations willing to invest the time and resources required to assimilate DNA into genetic evaluations. There is a perception that the incorporation of "cutting-edge" technology into the genetic evaluation process indicates a breed is serious about meeting market demands and deserves attention. I attribute a portion of the growing interest in Santa Gertrudis genetics to the association's adoption of DNA-verified expected progeny differences (EPDs).

There is no doubt commercial cattlemen are demanding more data. Some of the nation's larger registries collect data on more than 20 traits and offer more than 15 selection indices. One breed association offers a tool that measures *the expected average performance of progeny of a bull used in a rotational crossbreeding program on a differing breed based cow herd, with the progeny marketed on a specific branded beef pricing grid*. I am not sure I understand the value of that particular measurement and question its usefulness. My opinion is the majority of cattlemen need and want basic performance information, with the data presented in a manner that is easily understood. As Santa Gertrudis breeders, we must be prepared to show valid data supporting claims that our

cattle are a productive and profitable choice, and offer that data in an easily understood format. SGBI's Performance Committee has provided direction for the development of indices formulated from the breed's DNA-verified EPDs that presents performance information in a simple and easily understood fashion. For example, the SGBI growth index puts together weaning weight and yearling weight and expresses the results in dollars. If a bull has a +25 growth index, his calves will be worth, on average, \$25 more per head as yearlings than the breed average based strictly on weight. That is simple, straightforward and easy to understand. Show a potential buyer that a bull's calves have greater value than the average and you can rest assured the sale is

made, the deal is done and the trailer is being backed up to the loading chute. Moving forward, the SGBI Growth Index and Carcass Index will be included in the performance section on an animal's pedigree. In addition, the Performance Committee will discuss and recommend the inclusion of other indices determined to have value. Having access to this type of information will benefit membership regardless of cow herd size, providing a useful selection and marketing tool.

SGBI's genetic evaluation is not the only reason producers are seeking our product. Following several years of weather-related challenges, there is a renewed interest in American breed cattle. The efficiency and long-term productivity of American breed females can no longer be overlooked. All the pieces are falling in place for Santa Gertrudis breeders. The versatility of the Santa Gertrudis breed ensures it is a profitable cross with a wide variety of breeds, and the results are a highly marketable feeder calf and an extremely valuable F1 replacement female. The versatility of the breed, combined with one of the most comprehensive genetic evaluations in the industry, has placed Santa Gertrudis in an enviable position. The time is right to grow the breed, grow the association and capture a greater share of the market. 🐾

SGBI ANSWERS YOUR

Questions

By John Ford, Executive Director

Q. A hair sample (DNA) was collected and sent in three months ago and I have not received the results. The slow turnaround is frustrating, resulting in breeding and marketing decisions being made without the DNA information. Why the delay?

A. It is exciting that SGBI is considered a genetic evaluation leader in the beef industry and it is equally pleasing to see so many SGBI members are interested in utilizing this technology. Unfortunately, the turnaround time between submission and the results being returned is nearing the 90-day mark. I am as frustrated as the membership waiting on results. I understand the slow turnaround hampers members' ability to effectively utilize the information. Earlier this summer, I had the opportunity to discuss this issue with a representative of GeneSeek. He assured me steps are being taken to speed up the process; however, as a small breed registry, we are challenged by a lack of volume. For the lab to operate in a cost-effective manner, samples are processed in batches of 100, and it takes several weeks to a month for SGBI hair sample submissions to total that number. SGBI will continue to work with GeneSeek and Livestock Genetic Services to streamline and speed up the process. Until that time, I would be happy to visit with members and discuss additional genetic selection tools and marketing options that could be utilized in their programs. 🐾

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Down the Road PRESIDENT'S LETTER

By Curtis Salter

(850) 957-4409 | salterfarms@ymail.com

This issue of *Santa Gertrudis USA* focuses on females, and within these pages you'll find several interesting articles about the purebred female, crossbred female and how SGBI is striving to make our females more marketable to the biggest customer in the beef business: the commercial cattleman.

It's encouraging to hear so many stories from fellow producers about demand for females. While the cattle industry is still in its infancy in terms of rebuilding, many producers are either retaining heifers or selling them to other producers to make mama cows – fewer and fewer are being shipped to the sale barn alongside the steers.

Still, the cattle going back out into the country have to be of high quality. Marketing grids on the terminal end reward quality, which encourages the cow-calf sector to pursue better genetics. I'm sure most of you are aware by now that SGBI has started incorporating DNA verification into its expected progeny differences (EPDs). This tool is allowing for seedstock producers to more accurately represent their cattle and what those cattle can do for the commercial cowman. I commend our SGBI leadership, who recognized the need for our breed to be in the forefront in using this genetic evaluation tool, for being aggressive and setting our association apart from the rest by being the first American breed to utilize genomic-enhanced EPDs.

Today's beef industry is presenting a combination of market incentives and cutting-edge technology that allows producers to more easily identify superior genetics, providing the industry with the opportunity to not just rebuild the country's cow herd, but to rebuild a higher quality cow herd.



Up Next: Membership Issue

The October issue of *Santa Gertrudis USA* will include the annual membership directory, making this issue a year-round resource and breed promotion piece. Don't miss the opportunity to be a part of the biggest issue of the year. Contact Darren Richmond at (423) 364-

9281 or djrichmd@aol.com for details.

Sept. 1 Deadline for Polled Association Award Eligibility

In May, the Polled Santa Gertrudis Association announced a new premium program for 2015 in which \$500 will be awarded to both the 2014-2015 SGBI High-Point Best of Polled Bull and the Best of Polled Female. Program participants must be paid Polled Santa Gertrudis Association members in order to qualify for the premium money, and membership fees are due by Sept. 1, 2014. For more information, contact Larry Osborne, Polled Association secretary/treasurer, at (937) 604-4999. 📧

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SANTA GERTRUDIS

Juniors

By Hollyann Roach, NJSGA secretary



Hello! My name is Hollyann Roach, and I'm currently serving as secretary for the National Junior Santa Gertrudis Association; I'm also your national queen.

I know you all see directors work the ring, but it's the behind-the-scenes events and planning meetings that make things run smoothly.

Last month, I attended the annual junior Board of Directors retreat, which was held for the third time at Crosswinds Ranch in Keller, Texas. The first day, we played games, including horseshoes, crochet, cards and board games. Friday, we went to the DFW Adventure Park for fun team-building activ-

ities on a low-ropes course. My favorite part was zip-lining through the woods. The day ended with outdoor laser tag.

We returned to the ranch for a presentation by a very special speaker, Eric Swensson. He spoke to us about his life challenges as an agricultural scientist and not being afraid to take chances in life. We ended our day by starting our annual meeting, where we made plans for the upcoming year for fundraising, scheduling and the next National Junior Santa Gertrudis Heifer Show in Guthrie, Okla.

The retreat helped us build a better team through group interactions, problem-solving and leadership skills. We learned to cooperate with each other, and build trust in the decision-making abilities of our fellow directors, along with instilling self-confidence in ourselves through goal-setting and teamwork.

I would like to thank the Roach family for their time, cooking, cleaning and hosting the retreat; and would also like to give special thanks to our chaperones Jamie Daniel and Patti Manak.

I look forward to seeing all the members of my Gert family throughout the fall stock show travels with my crown, and hope to see you all at the Oklahoma State Fair, Tulsa State Fair, Heart of Texas and The State Fair of Texas! 🐾

REGISTRATIONS, STAR 5 RECORDINGS & TRANSFERS BY DISTRICT

JULY 2014

District	Purebred Reg.	Star 5 Reg.	Performance Only	Purebred & Star 5 Trans.
1	50	3	1	39
2	171	28	49	151
3	15	2	0	14
4	20	0	4	5
5	5	0	0	6
6	4	0	0	3

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SANTA GERTRUDIS WELCOMES

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Lackey Ranch, Taylor Curry, Yorktown, Texas
Jake Massey, Dalhart, Texas
Nicholas Noska, Bellville, Texas

SANTA GERTRUDIS

Calendar

SEPTEMBER

- 11** Southeastern Empire Fair Open Santa Gertrudis Show, Lawrenceville, Ga.
- 13** Breeders of the Carolinas Field Day, Lou Al Tuck Farm, Great Falls, S.C.
- 19-20** District 6 Junior Show & Sale, Richmond, Ind.
- 21** Oklahoma State Fair Open Santa Gertrudis Show, Oklahoma City, Okla.
- 26** SGBI Board of Directors Meeting, Tulsa, Okla.
- 27** Arkoma Sale, Tulsa, Okla.
- 28** Tulsa State Fair Open Santa Gertrudis Show, Tulsa, Okla.

OCTOBER

- 4** 26th Alabama Connection Sale, Hanceville, Ala.
- 14-16** Sunbelt Ag Expo, Moultrie, Ga.
- 16** Arkansas State Fair Open Santa Gertrudis Show, Little Rock, Ark.
- 19** State Fair of Texas Open Santa Gertrudis Show, Dallas, Texas
- 22-23** South Texas Farm & Ranch Show, Victoria, Texas

NOVEMBER

- 2** Louisiana State Fair Open Santa Gertrudis Show, Shreveport, La.
- 7** 11th Annual Briggs Ranches Santa Gertrudis Bull & Commercial Female Sale, Bloomington, Texas
- 8** 37th Annual Tri-Star Sale, held at Briggs Ranches, Bloomington, Texas
- 8** Mt. Laurel Sale, Calhoun, Ga.
- 21** North American International Livestock Expo Open Santa Gertrudis Show, Louisville, Ky.
- 22** South Texas Heritage Sale – A Red Revival, Robstown, Texas

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Schedule of Events

Thursday, November 6th

4:00pm - Cattle viewing

Friday, November 7th

7:00am - Cowboy coffee

11:00am - 11th Annual Bull Sale

1:00pm - 11th Annual Commercial Female Sale

4:00pm - Tri-Star cattle viewing

6:00pm - Gathering & dinner



Saturday, November 8th

8:00am - Breakfast & cowboy coffee, cattle viewing

11:00am - 37th Annual Tri-Star Sale

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SANTA GERTRUDIS *Production* BRAHMAN INFLUENCE PAYS PREMIUMS

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



Now that I have everyone's attention, I would like to share some commercial replacement female special sale data that was recently published in a Texas A&M AgriLife Extension publication (EAG-010, 7/14; *L.A. Russell and others*). The analysis estimated the extent to which internal and external factors affect female sale price per head. Even though this data

is from a single, regional commercial female sale, I would encourage everyone to seek out this *free* publication [<http://www.agrilifebookstore.org/product-p/eag-010.htm>]. The data represents 123 lots that ranged in size from 1 to 6 head, with an average lot size of 2 head, and should confirm what folks who produce, own or appreciate Brahman-influenced females have known for years: They are just better cattle.

The data represents 123 lots that ranged in size from 1 to 6 head, with an average lot size of 2 head, and should confirm what folks who produce, own or appreciate Brahman-influenced females have known for years: They are just better cattle.

Before I get too deep into the particulars, I need to mention the sale price per head, as the premiums and discounts for certain characteristics will differ from the average sale price. Sale price average, minimum and maximum per head were as follows: \$1,480, \$910 and \$2,500, respectively. Please consider this data came from a single, commercial female auction. Coat colors were numerous, with a majority being solid black (25.6 percent) or black-white-face (17.4 percent). Various shades of red represented approximately 34 percent of the female lots, and 16 out of 123 (13 percent) lots were 100 percent Brahman and were mostly gray. Brahman influence was categorized as 0, up to 25, 50, more than 50 and 100 percent. Most (65.6%) female lots were classified as up to 25 percent or 50 percent Brahman-influenced. Production status of sale females fell mostly into exposed

(22 percent), confirmed bred (33.3 percent) or cow-calf pair (34.1 percent) categories.

Red brindle and red-white-face females sold at a \$216.97 per head and \$68.80 per head premium, respectively, while solid black females sold at a \$110.65 per head discount. Not surprisingly, purebred Brahman females sold at a greater price than all others. The 50-percent Brahman females were mostly red brindle; thus, the genetic influence premium was not statistically significant because of the premium received for coat color. Replacement females that were up to 25 percent Brahman received a \$206.31 per head premium. It is of interest to me to speculate which "Brahman influence" designation a purebred American breed female would be assigned in such a data set. Regardless, the important point is that Brahman influence paid a premium at this sale. Can I get an Amen, brother? Common sense would tell us that a pair sells for more than a bred, and a bred should sell for more than an exposed, so no surprises there. Surprising, however, was the price received for 3-in-1 lots, which was at less of a premium than that received for pairs. This anomaly could be due to small numbers (2 lots) and, perhaps, quality.

For the sale management and marketing factors, four key points must be emphasized. In this data set, frame size, but not body condition, contributed to female value, with small-framed females being discounted \$184.59 per head. The presence of horns produced a discount of \$92.82 per head, but was not statistically significant. Most interesting was the effect of lot size (ranging from 1 to 6 head). Larger lots received statistically significant premiums over smaller lots; for each female added (up to 6), the seller received an \$82.46 premium. This provides strong evidence that commercial herd rebuilding has begun.

I applaud these authors for collecting and publishing this data. It would be interesting to include in the analysis similar commercial replacement female special sale data from each state that borders the Gulf of Mexico. In addition to the well-established facts of hybrid vigor, maternal ability, hardiness, insect resistance, longevity and foraging ability, now there is economic evidence that confirms the commercial Brahman-influenced female excels in regions where summer heat can affect beef cattle production – not to mention the fact that Brahman-influenced females are just a pleasure to own. Hope y'all had a great summer. 🍷

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KENTUCKY NATIONAL SHOW & SALE

July 18-19, 2014 | Bowling Green, Ky.

Auctioneer: Greg Reynolds • Sale Management: Darren Richmond

SALE AVERAGES

30 Lots	\$2,266	9 Bred Females	\$2,233
1 Bull	\$2,200	9 Open Heifers	\$1,762
6 Pairs	\$3,400	5 Star 5 Females	\$2,240

The 36th Annual Kentucky National Santa Gertrudis Show & Sale was held at the Western Kentucky University Expo Center and featured pairs, bred heifers, open heifers, bulls and Star 5 females. The high-selling pair was consigned by Heath Farms, Hodgenville, Ky., and sold for \$4,300 to Mosby Creek Ranch, Sparta, Ky. Topping the bred heifers was an entry from Circle A Farm, Williamsport, Tenn., that was purchased by C Bar C Ranch, DeSoto, Mo., for \$3,000. Randall Strickmeyer, Verona, Ky., sold the high-selling open heifer to Bill Athey, Joplin, Mo., for \$2,300. The high-selling Star 5 female was a consignment from Carson Priddle, Doniphan, Mo., that sold for \$3,000 to Kelly Copas, Franklin, Ky.

Buyers came from Alabama, Arkansas, Illinois, North Carolina, Kentucky, Tennessee, New York and Missouri. The volume buyer was Gray Oaks Farm, Russellville, Ala. The sale was sponsored by the Kentucky Santa Gertrudis Association and the Kentucky Department of Agriculture. 🌿

MID COAST CATTLEMEN'S OPPORTUNITY SALE

Aug. 9, 2014 | Brenham, Texas

SALE AVERAGES

40 Lots	\$3,002	5 Bred Females	\$3,060
20 Open Heifers	\$2,850	3 Pairs	\$4,033
11 Bred Heifers	\$3,172	1 Bull	\$1,900
2 Exposed Heifers	\$1,700		

The Mid Coast Santa Gertrudis Association held its annual meeting and Cattleman's Opportunity Sale Aug. 8-9 in Brenham, Texas. A large crowd attended the dinner and annual meeting on Friday night, which included presentations from Rep. Lois Kolkhorst from the 13th District of Texas; Ryan Doerner and Luke Bradford from the Genetic Development Center in Navasota, Texas; and John Ford, SGBI executive director.

On Saturday, another large and lively crowd filled the seats for the Cattleman's Opportunity Sale. The high-selling lot was a bred heifer from Bieri Farms, Angleton, Texas; she sold to Corporron Acres, Schulenburg, Texas, for \$5,200. The volume buyer was Townsend Cattle Company, Louise, Texas. 🌿

Mountain Laurel Classic SANTA GERTRUDIS SALE

Hosted by the Georgia Santa Gertrudis Assoc.

NOVEMBER 8TH, 2014 | 11:00AM

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

SELLING 50 LOTS

Pairs | Bred & Open Heifers | Bulls
Santa Gertrudis Cross Females
NOW ACCEPTING ENTRIES



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For entries or catalogs contact Darren Richmond.



THE SANTA GERTRUDIS FEMALE

By Micky Burch, managing editor

If you ask someone in the cattle industry what Santa Gertrudis are best known for, you may very well get told it's their mothering ability. A combination of survivability, fertility, milking ability, longevity and adaptability make for a mama cow that's easy-calving and weans off a heavier-than-average calf. And that's just the purebreds. F1 commercial Santa Gertrudis replacement females also add hybrid vigor to the long list of attributes. With cattlemen actively seeking these highly productive commercial females, it's more important than ever to maintain – and, optimistically, grow – the purebred female base.

Briggs Ranches, Victoria, Texas, is doing just that by maintaining between 600 and 800 head of purebred Santa Gertrudis cows. Along with the purebred cattle, Briggs Ranches also manages a herd of commercial cattle that varies between 1,000 and 1,500 head, depending on range conditions. As the owner of one of the oldest established Santa Gertrudis operations in the country, with herd numbers 48 and 49, ranch founder R.W. Briggs Sr. purchased his first Santa Gertrudis bulls in the 1940s from the King Ranch to put on Hereford females. Briggs Ranches' upgrading program to turn the herd purebred Santa Gertrudis began shortly after that. "At the time, they wanted to come up with something better than what they had," Joe Jones,

Briggs Ranches manager, explains. As they moved forward with Santa Gertrudis, production of the cattle grew in leaps and bounds. By the mid-1950s, Briggs Ranches had reached purebred status.

After that, one of the original ranches at San Antonio, Texas, sold and more ground was purchased to expand the operation. "It made sense to have a commercial component to stock those ranches," Jones points out, explaining the establishment of the commercial cow herd. While many of the commercial females were purchased, some were raised by using Angus and Hereford bulls on a portion of the purebreds. Due to demand, they expanded the commercial herd in 1986 so they could increase sales of F1 females. "The decision to grow the commercial herd was market-driven by the commercial sector," Jones says.

Demand was also growing for the purebreds, and in 1991 Briggs Ranches became involved with the Tri-Star Santa Gertrudis Sale; three short years after that, they became the host of the sale that today includes Harris Riverbend Farm, Cleburne, Texas, and Corpron Acres, Schulenburg, Texas. On an average year, they'll sell about 60 purebred Santa Gertrudis females. In 2004, Briggs Ranches implemented a bull and commercial female sale the

same weekend as the Tri-Star, where they offer 50-100 bulls and 200 Star 5 commercial females for sale. And that, Jones says, is the biggest benefit of having dual herds. "We're able to produce enough purebreds that we can supply the Tri-Star Sale, yet continue to keep purebred numbers up," he says. "We also have enough numbers for a commercial base that creates another marketable animal."

Marketable animals are in high demand from commercial cattlemen, too, as long as they're well-represented. "We're dealing with significantly more educated commercial cattlemen today than ever before, and they're starting to demand more information," Jones points out. "They're forcing the purebred sector to be better, and that's a good thing." While Jones admits there's still change to be made, he feels fortunate to have a hand in both the purebred and commercial sectors.

The folks at Harris Riverbend Farm couldn't agree more. Family owned and operated, Harris Riverbend Farm includes endeavors outside the cattle industry, but at its core is a commercial cow herd. "I've been around commercial cattle all my life," David Harris says. "Our purebred Santa Gertrudis herd evolved from a commercial herd."

CONTINUED ON PAGE 16 ►



Photo courtesy Briggs Ranches, Victoria, Texas.

ARKOMA SALE

Sat., September 27, 2014 • Tulsa, OK

Our Consignments



Three open heifers sired by HF Fred 303/9

EPDs	BW	WW	YW	M	TMat	CW
475/3	1.3	9.5	15.5	.2	5	16.7
476/3	1.0	10.6	16.8	.8	6.1	18.5
492/3	1.6	8.4	8.5	1.8	6.1	12.9



Two open heifers by Brandon Polled Jim Bob —
polled, dark red and easy fleshing — "The Real World Kind"

EPDs	BW	WW	YW	M	TMat	CW
342/3	-.7	.4	-.5	0	.2	-.5
344/3	-.6	-1.3	-6.9	2.0	1.4	-5.8



Cow is Top Gun X WR Maverick N113 • Bull Calf by H&B Hef-A-Nizer 86/9

EPDs	BW	WW	YW	M	TMat	CW
Cow	.8	9.2	11	.4	5.0	12.3
Calf	.8	9.4	14	-.4	4.5	15
Bred to HF Fred 303/9	2.5	19.9	32.7	2.4	12.4	32.8



Wendt, Kubecka & Cosgrove breeding



Harding, Liberty Ranch, Winrock & Cheek breeding

Two Fall Calving cows, Bred to HF Fred 303/9

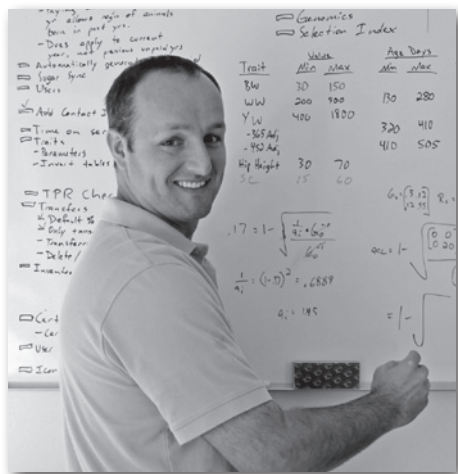
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SGBI Focus of BIF Workshop

A standing-room-only crowd of cattlemen, breed association representatives, university faculty and geneticists packed the Cornhusker Marriott conference area for an update on advancements in genetic predictions during the technical breakout session at the 46th Beef Improvement Federation (BIF) Annual Meeting and Research Symposium. Of special interest to the many breed association representatives in attendance was the SGBI report, presented by Livestock Genetic Services (LGS) President John Genho, regarding SGBI's recent adoption of a DNA-based evaluation system. The innovative approach taken by SGBI to incorporate genomics into its genetic evaluation has captured the attention of industry leaders and opened the door for small- and mid-sized breed associations to take advantage of genomic technology originally thought too costly for all but the largest breed registries.



The use of genomics to better identify genetic potential has resulted in breed associations examining the use of DNA technology in their evaluation systems and scrambling to follow the lead of the American Angus Association, which released genomic-enhanced expected progeny differences (EPDs) in 2009. However, the process and cost involved with research, testing and validation has left all but the largest associations wondering if genomic-enhanced EPDs are obtainable. In the SGBI presentation, Genho shared the process implemented to move SGBI, registering 5,000 head per year, to a DNA-verified genetic evaluation. Whereas larger registries have adopted a double-step approach to include DNA in their EPDs, SGBI utilized a single-step system known as Genomic Best Linear Unbiased Prediction (GBLUP). The double-step approach combines genotype and phenotype prior to the inclusion of pedigree and phenotype. The single-step system, utilized in the development of SGBI's genomic EPDs, is relationship-based and combines genotype and pedigree prior to including phenotype. The dairy and pork industries have a long history of utilizing the single-step approach for genetic evaluation. Genho acknowledged SGBI provided the perfect scenario for implementing the GBLUP system due to the breed's genetic pool, which traces to one foundation sire. Genho also noted that SGBI had identified and collected genotypes on sires and family lines that had an impact on the breed based on producing females in the association's herd

book. It was pointed out during the presentation that the single-step approach was reviewed by the nation's leading research geneticists prior to SGBI's release of genomic-enhanced EPDs in April 2014. SGBI Executive Director John Ford stated SGBI leadership recognized in early 2011 that, to remain viable in the seedstock sector, incorporation of genetic technology would be essential. However, the challenges SGBI faced from a financial standpoint and number of animals registered annually effectively ruled out implementation of the double-step method. Working with LGS, SGBI was able to validate the single-step approach, allowing DNA-verified EPDs to become the focal point of the breed's evaluation. Ford noted that by offering cattle-buying customers genomic-enhanced EPDs, the breed also has a distinct marketing advantage over those lacking the technology.

The 46th Annual BIF Research Symposium was held June 18-21 in Lincoln, Neb., and was sponsored by the University of Nebraska – Department of Animal Science, U.S. Department of Agriculture – Meat Animal Research Center and Nebraska Cattlemen. Representing SGBI at the annual event were John Ford, SGBI executive director; Adolfo Sanchez, M.D., SGBI chairman of Research and Education; John Genho, LGS president; and Lisa Bard, *Santa Gertrudis USA* publisher. BIF is a consortium of industry members, university faculty, research scientists, breed associations and cattlemen committed to connecting science and industry to improve cattle genetics. 🐄

THE SANTA GERTRUDIS FEMALE CONTINUED FROM PAGE 14

With a *Bos indicus*-influenced commercial herd, it's not surprising Harris chose the 3/8 Brahman, 5/8 Short-horn Santa Gertrudis to pursue for his purebreds. "We wanted to continue to capture hybrid vigor, thriftiness and heat tolerance," he explains. Harris isn't the only one who sees value in those traits. As the country starts to rebuild its cow herd, demand for F1 females is growing. "The creation of the Star 5 program addressed some changes our customers were asking for, like added muscle and earlier maturity," Harris points out. "With a solid, purebred

base, you can breed almost any bull to a Santa Gertrudis female and capture a lot of desirable traits."

Harris uses a variety of bulls on his 200-head purebred cow herd, including Hereford, Angus, Red Angus and Brangus, to create commercial replacement females. He's also created a niche market for commercial bulls. "A three-quarter-blood Santa Gertrudis bull is valuable because you can breed them commercial or purebred, and those seven-eighths calves can be registered as purebreds," Harris explains.

That's not the only benefit of maintaining both purebred and commercial cow herds. "The commercial cattle improve cash flow because that invento-

ry – steers, bulls and females – is sold," Harris says. In addition, selling commercial cattle keeps the purebred producer in contact with the commercial sector – and those are the folks who often are buying purebred seedstock. "As purebred breeders, we have to make sure we're producing a product commercial cattlemen want," Harris says.

Right now, commercial cattlemen across the country want replacement females. Harris sees a tremendous opportunity for purebred Santa Gertrudis breeders who have F1 females for sale. "We have a product that's in high demand," he concludes. "It's more important than ever to maintain purebreds to make commercial females." 🐄

PART II OF II:

That's Nice – But I Raise Cows

By David A. Daley, Ph.D., California State University, Chico

Crossbreeding – Back to the Future

Three years ago, I addressed the Beef Improvement Federation (BIF) regarding heterosis and how we have either ignored or forgotten the value of systematic crossbreeding to improve profitability. Since then, I've become more convinced this genetic resource has been under-utilized and devalued. As input costs increase, and the value of cow efficiency is paramount, we continue to find arguments against crossbreeding, primarily centered on the concepts of consistency and marketability. Clearly, there are specific instances in the commercial cattle sector where heterosis has been used effectively. I would argue, however, that the potential is far from realized. In fact, in the past few years, we seem to have drifted away from crossbreeding and end product, but not necessarily to profitability. Here are 10 reasons why we have failed to capitalize on this important genetic attribute:

1) A cultural bias that clearly reflects "purebreds" are better – if for no other reason than they have registration papers. Society rewards purity. Is your dog registered? Does your Quarter horse gelding have papers? How far can you trace your ancestry? While there is certainly value associated with records, being purebred shouldn't be a presumption of superiority.

2) Our predilection for single trait selection focusing on "bigger is better." The beef industry seems to choose a trait of importance, then put an inordinate amount of pressure on that trait, ignoring genetic antagonisms. If a 90-pound yearling expected progeny difference (EPD) is good, 100 must be better. We have already done frame, growth (weight of all kinds), milk and carcass traits (both ribeye and marbling). Because highly heritable traits have often been chosen, we haven't needed crossbreeding to achieve these goals. The subtle and cumulative improvement that heterosis provides doesn't lend itself to maximums.

3) We have decided that measuring outputs is more meaningful than measuring inputs, and it's easier to do. It's cer-

tainly easier to measure calf performance on an individual basis than it is costs associated with that production.

4) Uniform phenotypes for qualitative traits (color) have a distinct and real marketing advantage that's difficult to ignore. That doesn't mean you can't have uniformity of color within a crossbreeding program, but the widespread and indiscriminate planning (or lack thereof) of many crossbreeding programs certainly gave us some interesting marketing challenges. Generally, it's easier to produce uniform color in straightbred programs.

5) Heterosis is very difficult to visualize and even more difficult to measure. Because heterosis is expressed as a small net positive in many traits, we don't

know it when we see it. Slight changes in morbidity, age at puberty and conception rate, and significant changes in longevity, aren't easily observed. However, we all know when calves gain fast in the feedlot.

6) The presentation of complicated crossbreeding systems as a "normal practice" to diverse cattle operations, especially the countless small beef herds in the United States. Many of the systems we teach as part of standard animal breeding have very limited application in the real world. Most beef herds are too small to implement "standard systems."

7) Our penchant for telling people how to modify their environment in order to "get heavier calves, a higher percent calf crop and more total pounds," rather than how to increase net return. How many

CONTINUED ON PAGE 25 ►



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OHIO STATE FAIR

July 29, 2014 | Columbus, Ohio | Judge: Jason Duggin

SANTA GERTRUDIS SHOW *Results*



GRAND CHAMPION BULL

OLC Troubadour, shown by
Osborne Livestock & Mosby Creek
Ranch, Sparta, Ky.



RESERVE GRAND CHAMPION BULL

LfRobe, shown by Lovett Farms,
Hillsboro, Ohio



BEST OF POLLED BULL

Flatwillow Endeavor, shown by
Flatwillow Farm, Statesville, N.C.



GRAND CHAMPION & BEST OF POLLED FEMALE

Miss Grandview Annie, shown by
Patrick Daniel, Magnolia, Ark.



RESERVE GRAND CHAMPION FEMALE

Lynn, shown by Randall Strickmeyer,
Verona, Ky.

INDIANA STATE FAIR

Aug. 6, 2014 | Indianapolis, Ind. | Judge: Felix Serna



GRAND CHAMPION BULL

Ervin's Real Deal, shown by
Circle A Farm, Williamsport, Tenn.



RESERVE GRAND CHAMPION & BEST OF POLLED BULL

LF Nu Ten, shown by Lovett Farm,
Hillsboro, Ohio



GRAND CHAMPION & BEST OF POLLED FEMALE

Miss Grandview Annie, shown by
Patrick Daniel, Magnolia, Ark.



RESERVE GRAND CHAMPION FEMALE

LF Delilah, shown by Lovett Farm,
Hillsboro, Ohio

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Updated

SGBI-APPROVED SHOW RULES

Following a year-long review process, the SGBI Board of Directors on July 8, 2014 approved rules to govern Santa Gertrudis Open and Junior Shows. Additional copies of the updated rules can be obtained on the SGBI website or by contacting the SGBI Office at (361) 592-9357.

SGBI Rules & Regulations Approved Santa Gertrudis Open and Junior Shows

1. All exhibits of Santa Gertrudis breeding cattle must be registered or recorded (50 to 75 percent, with one parent a registered Santa Gertrudis), meeting the requirements for registration or recordation as outlined in the Santa Gertrudis Rules and Regulations for Registration, and shall be governed by the last revised version of the Rules and Regulations for Approved Santa Gertrudis Open and Junior Shows as approved by the Board of SGBI, PO Box 1257, Kingsville, TX 78364. A copy may be obtained by contacting the association or may be viewed at www.santagertrudis.com.

2. Each owner must be a member in good standing with SGBI with no outstanding balances on an active or junior member account.

3. ALL animals accepted for exhibition in an SGBI-sanctioned show are subject to inspection at each show between arrival on grounds and prior to entering the show ring. The inspection will be conducted by a committee comprised of two (2) members of the Shows and Exhibits Committee and one (1) from the Breed Standards Committee.

4. Heifers twenty-four (24) months of age or older must be safe in calf as verified by a graduate veterinarian or have produced a live, Santa Gertrudis-sired calf with that calf at side meeting the Standard of Excellence, and the calf must be registered by thirty (30) days of age. If the animal is open due to being in an embryo transfer program, this fact must be verified by a written statement signed by a licensed embryo transfer technician in order to show.

5. All late summer yearling bulls and older bulls must be exhibited with a nose ring or nose clip.

6. All animals must be registered or recorded and PERMANENTLY identified before the show with a brand identification or an ear tattoo.

7. Junior Owners and Possession Rule

a. To be eligible to compete in SGBI-approved junior shows, animal(s) must be registered or recorded in the name of the junior member. This registered or recorded junior must feed, fit, care for and show the animal entered. Ownership deadline is April 1 for all animals born Jan. 1 of the preceding year and thereafter, and Nov. 1 for all other animals.

b. Juniors' participation in Open Shows is allowed and encouraged. Entry must be shown by owner or family member (sister, brother, mother, grandparent, legal guardian, relative by blood). No animal may be fitted or shown by any open exhibitor at any time during the junior's ownership period. An exception is transportation, feed and care to a show for the duration of the show. In the event of an emergency, another junior member may show the animal with the approval of the Shows and Exhibits Chairman or his/her representative.

8. Fitting

a. Purebred fitting: All purebred animals must be exhibited with the hair brushed down on the entire body, legs and tail, with no foreign objects attached to the animal in such a manner as to alter the animal's conformation or change its appearance. Exhibitors failing to abide by this rule will not be allowed to show.

Specifically, all hair must be brushed down slick; head clipped smooth; underline clipped blending sides; udder and teats clipped with no long hair to emphasize udder; ears clipped to environmental and local standards; neck and brisket clipped; body clipped using common sense as to season; leg hair clipped and not left long from hock or knee to hoof; tail head clipped; switch pulled or brushed out (not in a ball, etc.); tail trimmed to personal preference.

b. Star 5 fitting: Star 5 exhibits are not subject to purebred clipping rules. Entries are to be fitted blow and go. Hair may be brushed according to preference, with no foreign substances/fitting materials on any part of the body.

9. Each animal exhibited must be done so with the correct age and shown in the class corresponding with their correct age.

10. Entries in each class will be placed 1, 2, 3, etc. Animals are to be presented in descending order according to age.

11. Polled classes will be entered at the same time as class entries are required by each show. Animals will be lined up according to age for the judge. To be eligible to show in Best of Polled, animals must be slick polled without scurs, scars or evidence of dehorning (i.e., horny tissue).

12. Classes with more than thirty (30) entries will be divided into sections, with sec-

tion winners returning for final placing.

13. The judge SHOULD be an SGBI-approved judge.

14. Dress for exhibitors participating in SGBI-sanctioned Open and Junior shows shall be of neat and clean clothing of collared shirts with sleeves, belts, no midribs showing and appropriate footwear (i.e., no tennis shoes). Exhibitors may wear hats or go bareheaded; no caps are allowed.

15. Each animal shall be presented in the show ring in its natural conformation and structure **without** alteration or modification. Alteration or modification shall be defined to include any surgical, chemical, electrical or other appearance change, save only branding, tattooing, foot trimming or dehorning. Additionally, no pumping or filling of any animal with a liquid, air or any other substance is allowed. ALL animals and exhibitors found to be in violation of this rule will be banned for life from showing at SGBI-approved shows.

16. If entries are not properly fitted and good herdsmanhood followed, the owner may be asked to not display his/her cattle until adhering to the proper procedures, as outlined in our herdsmanhood paper.

17. Every exhibitor, in consideration of his/her entry being accepted, agrees to submit any animal so entered by him/her to inspection and agrees to have such animal submitted to any tests as may be designated and requested by the Shows and Exhibits Committee, or the authorized representative of the relevant show or fair, and agrees that the conclusions reached by the committee/representative as to whether such animal is unethically fit or aged, shall be final, without recourse against SGBI and designated personnel. Any false representation, interference or unprofessional conduct on the part of any exhibitor will be dealt with by the Shows and Exhibits Committee according to the equities in the case.

18. For and in consideration of the opportunity to participate in any SGBI-approved show, each exhibitor hereby releases SGBI, its officers, directors and representatives from negligence, any and all claims, suits and judgments, either past, present or future, arising from or connected with the administration or use of such test or examination and the resulting decision therefrom.

19. Any exhibitor desiring to dispute or challenge the results of any test, exam or show rule enforcement, as applied by his/her animals, shall do so in accordance with procedures established by the rules of the association. This refers to, but is not limited to, the procedures to file protests and appeals processes.

20. Appeals

a. The Chairman of the Shows and Exhibits Committee and the Vice-President of Youth Activities, in conjunction with the person(s) responsible for coordinating the individual shows, will continue to be primarily vested with authority to determine whether animals entered in shows meet the standards formally approved by the Breed Standards Committee.

b. In the event the Vice-President of Youth Activities or individual show coordinating official disqualifies an animal from participating in a youth show and the exhibitor wants to appeal the disqualification, the appeals process outlined below must be followed.

c. In the event the Chairman of Shows and Exhibits or individual show coordinating official disqualifies an animal from participating in a sanctioned show, and the exhibitor wants to appeal the disqualification, the appeals process outlined below must be followed.

d. Additionally, any exhibitor participating in an individual youth show or other SGBI-sanctioned show who wants to appeal a breed standards disqualification decision by either the Vice-President for Youth Activities/youth show coordinating official or the Chairman of Shows and Exhibits/show coordinating official must follow the appeals process outlined below.

Appeals Committee

The Appeals Committee will be comprised of the following three (3) members – the Vice-President of Breed Improvement, the Vice-President of Marketing and Promotions and the Executive Director of SGBI. All three (3) members must be present to constitute a quorum. All decisions rendered by the Appeals Committee will be binding and final for all appeals submitted to the committee.

Appeals Procedure

a. All qualification/disqualification appeals and appropriate supporting documentation submitted by exhibitors must be submitted in writing to the Executive Director of SGBI. The written appeal must be accompanied by a \$200 process fee. No waivers will be granted to the requirements for written appeals and the up-front \$200 fee.

b. Exhibitors must file written appeals postmarked or via e-mail within five (5) business days following the date of the show governing the qualification/disqualification decision by the primary officials (Vice-President of Youth Activities/show coordinating official or Chairman of Shows and Exhibits/event coordinating official).

c. The Executive Director will be responsi-

ble for coordinating meetings of the Appeals Committee and forwarding copies of the appeal and supporting documentation to the other committee members.

d. The Appeals Committee will render a final decision within five (5) business days following receipt of the written appeal, appropriate supporting documentation and the \$200 fee.

e. In the event an exhibitor appeals a disqualification decision by the primary official and the Appeals Committee *approves* the exhibitor's appeal, the animal covered by the appeal will be qualified to participate in all future SGBI-sanctioned events.

f. In the event an exhibitor appeals a disqualification decision by the primary official and the Appeals Committee *disapproves* the exhibitor's appeal, the animal covered by the appeal will be disqualified from participating in future SGBI-sanctioned events. Additionally, any points or awards previously given to the owner of the animal will be forfeited.

g. In the event an exhibitor appeals a qualification decision by the primary official and the Appeals Committee rules that the animal covered by the appeal *does not* meet breed standards, the covered animal will be disqualified from participating in future shows and the owner of the animal will forfeit any points and awards previously granted.

21. Procedures to File Protest

1. File protest with show where infraction occurred. Follow their protest rules.

2. File the same protest with the Shows and Exhibits Committee. Contact the chairman.

3. Three (3) SGBI members in good standing must sign the protest.

4. All protests must be in writing and accompanied by a deposit of \$100, cash or certified check, which will be forfeited if protest is not sustained. Such protest must state plainly the cause of the complaint or appeals and must be delivered to the Shows and Exhibits Committee within twenty-four (24) hours after the occasion for such protest.

5. Order of hearing a protest:

a. Chairman of Shows and Exhibits Committee.

b. Action by Shows and Exhibits Committee.

c. Final action by Board of Directors.

d. Follow appeal procedure as outlined in Rules and Regulations.

6. All rules and regulations that have been properly protested to the Shows and Exhibits Committee shall be subject to the following penalties:

a. Loss of premium money.

b. Loss of awards.

c. Suspension from showing the subject animal as deemed necessary. Penalty may be for one (1) show, two (2) shows or three (3) shows, or as long as deemed necessary for the offense.

d. Suspension of the exhibitor being the same as other SGBI rules and penalties.

22. Failure to adhere to each show's specific rules shall also be subject to these penalties. Proper protest procedures must be adhered to according to that particular show's rules. SGBI will follow each show's rules, and any action taken by a show will be upheld by SGBI in relation to its bearing on our point show system.

23. Disqualifications

• An exhibitor who has been disqualified from competition in any livestock show or who has had a premium withheld or withdrawn on the grounds of rule violation(s) will not be allowed to compete in other shows. This shall include, but is not limited to, disqualification for fraud, misrepresentation, unethical fitting or deception.

• Judging procedures will **NOT** be interrupted for protest investigation. Depending on the basis of the protest, a decision may be withheld until a thorough investigation is completed. No complaint or appeal regarding a judge's decision or method of selection will be considered.

• Show officials may excuse an exhibitor from the ring and exclude them from further competition if an exhibitor, in any way, whether in person or by their representative, interferes or shows disrespect to a judge or show official.

• In the event that an exhibitor or animal is disqualified after they have been awarded premiums or awards, the exhibitor or animal placing immediately below them may be moved up to fill the vacated position at the discretion of the Shows and Exhibits Committee.

24. Rules for High Point Awards

a. For each point show, the first-place class winner will receive two (2) points; second-place class winner will receive one (1) point; Division Champions will receive three (3) points; Reserve Division Champions will receive two (2) points; Grand Champions will receive five (5) points and Reserve Grand Champions will receive four (4) points; Best of Polled will receive one (1) point, but that point doesn't count toward overall points.

b. Get-of-Sire and Produce of Dam points go toward Exhibitor/Breeder of the Year Awards.

c. Points will stay with animal if sold.

d. The Sire and Dam of the Year should have points from at least two (2) different offspring.

e. All points earned at the National Open Show are to be doubled.

25. DNA Testing

SGBI and its representatives have the authority to require such tests as they deem necessary to verify the accuracy of the classification, pedigree of exhibited animals, and parentage verification of Star 5, including calves exhibited at the side of any female. "Said authority shall extend to and cover the enforcement of all show rules as adopted by SGBI." 🐾

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RESERVE GRAND CHAMPION BULL

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SANTA GERTRUDIS SHOW*Results*

BEST OF POLLED BULL

Tara Ranch 132, shown by Tara Ranch,
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CHAMPION STAR 5 FEMALE

Bonita Blanca, shown by
Hollyann Roach, Keller Texas

KENTUCKY NATIONAL SHOW & SALE

July 18-19, 2014 | Bowling Green, Ky. | Judge: Brent Shaw

GRAND CHAMPION BULL

Mosby Creek Viper 4113, shown by
Mosby Creek Ranch, Sparta, Ky.

GRAND CHAMPION STAR 5 FEMALE

Rolling Oaks Ugly Betty, shown by
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RESERVE GRAND CHAMPION STAR 5 FEMALE

Circle A Sylvia 103, shown by Circle A
Farm, Williamsport, Tenn.

GRAND CHAMPION FEMALE

Von Doc Mars 615, shown by Marilyn
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RESERVE GRAND CHAMPION FEMALE

Goldie Locks 317, shown by Randall
Strickmeyer, Verona, Ky.



Kentucky National Show Winners (left to right) David Smith,
Rodney Smith, Larry Osborne, Ashley Osborne, Carson Priddle,
Randall Strickmeyer, David Alderson and Judge Brent Shaw.

new supplementation programs can you develop in order to get your heifers bred or wean bigger calves? We can recommend programs for non-cycling females; you just have to pay for it and pass those genetics to the next generation. Heterosis provides some improvement in traits at relatively little cost. However, we have obscured the opportunity for producers to focus on those traits, because they are so busy masking differences with artificial environments.

8) Historically, there has been active resistance to crossbreeding from some traditional marketing outlets, some pure-bred producers and (in some cases) breed associations. I would like to commend many of the associations who have taken the risk of suggesting where their animals fit most effectively in crossbreeding programs.

9) Inappropriate use of breed diversity. Nothing undermines crossbreeding more quickly than the unplanned "Heinz 57" or "Breed of the Month Club" approach. For those who were willing to experiment in crossbreeding, there was often very poor planning of the combination of breeds and the selection within those breeds.

10) Our industry and university systems have focused on individual trait measurement for more than 50 years. We've done a very poor job of incorporating real-world economics into our models. We have EPDs for a plethora of traits, and we're adding more. Economic indices are starting to catch up, but we're still behind. Has anyone thought about measuring return per acre or return per investment? There is a disconnect between agricultural economics and animal science, which has reduced the application of innovative crossbreeding.

As I review this list, I'm convinced the primary drawback is No. 3 – focusing on outputs rather than inputs. With a few notable exceptions, all of the individual animal traits we measure reflect "bigger, faster, more." Yearling weight, ribeye area and marbling have accelerated at a rapid pace because they are highly heritable traits by direct selection within a breed. Therefore, many people fail to see the value of crossbreeding. The value in crossbreeding is often underestimated because it has a small positive effect on many different traits that are lowly heritable and difficult to measure. Frequently, maternal heterosis (the value of the crossbred cow) is about decreasing inputs as much as it is about increasing

outputs. For example, longevity, livability and disease resistance are traits that impact the input side of the equation as much as the output. Our industry has been on a mission to improve product quality and quantity, focusing on carcass traits. We're finally paying attention to our consumer (a good thing); unfortunately, that effort has been on a per-animal basis rather than per unit of input. Do we ever ask ourselves how our long-term selection programs affect the profitability of commercial producers?

In academia, it seems we tend to want to make the simple complex. The commercial beef business is faced with a very difficult challenge to maintain long-term profitability and visibility. There are countless battles (unrelated to cattle breeding) to survive and be profitable in the long term. We need to keep cattle breeding simple. We have wonderful within-breed selection tools. We have the ability to capitalize on breed differences and capture both heterosis and breed complementarity through crossbreeding. Designing simple, long-term breeding programs to capture direct and maternal heterosis, while capitalizing on maternal and terminal lines, is a significant step in attempting to maximize sustained profit. 

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