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USA

SEPTEMBER 2016 | VOLUME 19, NUMBER 9



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Vegas:

BW: 0.5 | WW: 10.4 | YW: 16.6 | MAT: -0.9 | TMAT: 5.1 | HCW: 10.00 | REA: 0.11 | MARB: -0.03 | FAT: 0.05 | TEND: 0.03 | Growth Index \$15.75

Pistol:

BW: 1.7 | WW: 17.6 | YW: 24.7 | MAT: 1.75 | TMAT: 10.5 | HCW: 17.6 | REA: 0.17 | MARB: 0.03 | FAT: 0.05 | TEND: 0.02 | Growth Index \$ 24.39



Lot 30 - Pair w/ Heifer Calf

Reg #20135513 · DOB 4/20/2013

A powerful genetic combination, Red Hot 4010 & Hatchet, positive numbers with a growth index of \$15.39. Sells with a heifer calf ID 645, born 5/21/2016 and sired by 2016 Reserve National Champion bull John 316; sells exposed back to TF 065, a Hanna Montana son.



Lot 33 - Open Heifer

Reg #20160608 · DOB 3/3/2016

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SANTA GERTRUDIS USA

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ON THE COVER

In an effort to start building a more meaningful carcass dataset on local genetics, progressive Santa Gertrudis breeders held an ultrasound data collection day sponsored by the Breeders of the Carolinas in Ramseur, N.C. this past March.
Photo by Darren Richmond.

Providing Polled Power Genetics to the Santa Gertrudis Breed



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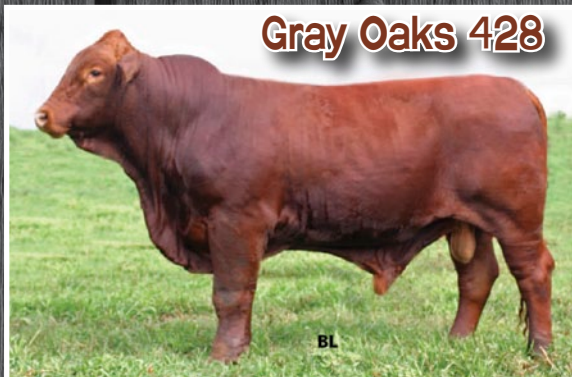
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Gray Oaks 448

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Gray Oaks 567

Daughter of Tony 108. Sells with her dam, Shay 222 as a 3N1 split. Sells open.

We look forward to seeing you at the 28th "Connection" sale!

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Ramblings from the Open Range

EXECUTIVE DIRECTOR'S REPORT

By John Ford

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

Flip through any number of industry publications and chances are you will find an article, or two, discussing profitable performance. Most commentaries are geared toward commercial cow-calf operations and provide information related to economically relevant traits, i.e., those that are directly associated with either a cost or a source of revenue. However, for producers of seedstock, profitable performance can't focus solely on herd management but must be a combination of herd management and the implementation of successful business-related practices. With that in mind, I have assembled a list of five tips that I think can enhance overall performance for Santa Gertrudis breeders.

1. Learn how to use SGBI's genetic evaluation. Santa Gertrudis Breeders International has one of the most comprehensive evaluations among Bos-indicus influenced breeds. SGBI was the first Brahman-influenced breed to offer DNA-verified EPDs and the first beef association to utilize the single-step model for incorporating DNA into the breed's expected progeny differences, a model now being put in place by all breed registries in the United States. SGBI's evaluation is backed by thousands and thousands of ranch records and supported by one of the industry's largest DNA datasets. SGBI's EPDs and indices can be very profitable if understood and used correctly.

2. Register your cattle. A pedigree is much more than a documentation of ancestry; it is a record of performance and an objective measure of genetic merit. Today's registration certificate allows breeders to accurately compare animals within the breed. The ability to view economically important production traits and access production information stored within the association database ensures a producer can make profitable selection and breeding decisions. Keep in mind that SGBI's genetic

evaluation is updated quarterly and the most current EPDs are downloaded into a registered animal's dataset and revised on the individual's registration certificate.

3. Network outside the Santa Gertrudis community. The ability to validate performance through SGBI's genetic evaluation has strengthened the breed's position in the marketplace and can certainly lead to increased visibility in all sectors of the beef industry. However, no measure of performance or cutting-edge genetic tool impacts our ability to market like industry networking. Industry relationships are critical to profitability. Be a member of your local, regional and state cattleman's associa-

tion. Join a beef trade association and attend local and state Extension beef programs. Visibility and participation are great marketing tools and provide a platform to discuss Santa Gertrudis cattle, as well as your own breeding goals and objectives, with potential customers.

4. Accept change and be prepared to adapt. The beef industry is an industry in constant transition. Management strategies and marketing practices that worked in the past might not be as successful in today's fast-paced world. Adjust management strategies and marketing practices to fit the times. It is a competitive beef business environment, and operations that recognize new challenges and are open to change will remain profitable and viable for the long term.

5. Be objective about your cattle and remember that the customer is always right. Commercial cattlemen, feeders and packers specify the type and kind of cattle they need in order to operate profitably. Therefore, every selection and breeding decision should be made understanding that the Santa Gertrudis genetic package must compete with all other breeds for market share, requiring us

CONTINUED ON PAGE 8 »

SGBI Names in the News

MC Ranch represented Georgia Team Beef in the largest 10K race in the world on the Fourth of July through participation in the Peachtree Road Race in Atlanta, Ga.

Georgia Team Beef is a community of runners who recognize the nutritional benefits of lean beef and the vital role high-quality protein plays in their training. As a member of Georgia's Team Beef, each participant is encouraged to spread the positive message of beef.

Team Beef is just one of the many programs the National Beef Checkoff Program sponsors. Each state oversees the program with a variety of individual state programs and ways to be involved in Team Beef. Any SGBI members may join their state program.

"A great time indeed was had by all! Crossing the finish line in 95-degree weather was awesome," Judy McDaniel, Georgia Team Beef runner, says. "The jerseys were a great conversation

starter as we waited with other runners for our start times, and fans lining the roads cheering, "Go Team Beef!" truly made us put a little more "zip" (zinc, iron, protein) in our steps! We all had a great time sporting our Team Beef jerseys and promoting beef in the streets of downtown Atlanta." 🐾



Georgia Team Beef members (from left) Burton, Will, Ali, Wes and Anna McDaniel, Drew LoBean, (Anna's fiancé), Pam Adams (Judy's sister) and Judy McDaniel prepare to run the Peachtree Road Race.

CAROLINA CORNER



STAR 5 GRAND CHAMPION

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**A Picture is Worth
a Thousand
Words!**

**Caroline with Maola
2016 NISGHS**

Thanks to David Harris, Harris Riverbend Farms, for his purchase of Double Wide 18/2. Double Wide and his dam were the high-selling lot in the 2012 Tri Star Sale. He has done an excellent job for us and we know he will continue to do so for David!



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PRESIDENT'S LETTER

By Wes McDaniel

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

Like it or not, the truth is that our lives are constantly measured by our individual performance. It begins at a young age in school and continues long into our professional lives. Therefore, it should be no surprise that the same is true for our cattle herds. Cattle that consistently perform above their contemporaries can and should be identified.

Once identified, these animals should become the cornerstones and building blocks of a successful herd.

In recent years, Santa Gertrudis breeders have done an excellent job identifying top-performing cattle. This effort has been aided by advancements in genetic technology and an increased focus on the collection and recordation of performance data. The result has been an overall improvement in breed performance (as reflected in EPDs), which is catching the eyes and ears of the cattle industry.

As an association, I believe we must continue to focus on providing our customers with high-performing and phenotypically correct cattle. Those breeders who are leading this effort are already reaping the financial rewards. However, they will tell you their success did not happen overnight. Rather, it is the result of continuous efforts to collect performance data and use it in management decisions.

Some will also tell you their success is attributable to consulting with industry experts. SGBI is fortunate to be partnered with several industry experts, one of whom is Brad Wright of Ranch Hand Analytics. I recommend that members who are ready to take their cattle operations to the next level consult with Brad or another industry expert to get advice on better herd management.

In addition, I encourage members to take advantage of the genetic technology available to them. The use of DNA testing, especially for smaller breeders, is critically important. Did you know DNA testing an animal can automatically increase the accuracy of that animal's EPD in what would otherwise take seven to eight years of performance data collection? That is truly remarkable! Members can contact the SGBI office to obtain DNA collection kits.

The use of genetic technology, performance data and strategic partnerships were just a few of the many discussion topics at the recent SGBI Board retreat in Atlanta, Ga. The retreat was highly productive and will serve as a springboard for the establishment of a detailed long-range financial plan to lead SGBI into the future. I believe all Board members left the retreat with a sense of optimism and excitement for the opportunity to build upon the breed's growing position with the cattle industry. Be sure to ask your Board of Directors about more ways to be a part of all that is happening within the Santa Gertrudis breed. 🐾

October *Santa Gertrudis-USA* to Feature 2016 Membership Directory

The October issue of *Santa Gertrudis-USA* will feature the Membership Directory of the Santa Gertrudis Breeders International and if you are not a paid up member **as of this reading**, you will not be included in this annual reference issue. Extra copies of this issue will be distributed at events and to cattlemen interested in Santa Gertrudis cattle throughout the year. This is just one of the many benefits of being an SGBI member. 🐾

EXECUTIVE DIRECTOR'S REPORT CONTINUED FROM PAGE 6

to be conscious of the wants and needs of industry members. There are times when it will be necessary to put aside personal likes and dislikes and make breeding selections and decisions based on industry requirements. The same holds true if the goal is to market elite genetics to fellow seedstock breeders – cattle must be offered that meet the genetic specifications of the customer, so know your customers and know their needs.

Profitable performance does not just happen. It is the result of setting goals and careful planning. 🐾

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2016 BIF SYMPOSIUM

Industry Leaders, Beef Producers Discuss Issues

By Jessie Topp-Becker,
Freelance Writer

Beef producers, industry professionals and researchers gathered in Manhattan, Kan. for the Beef Improvement Federation (BIF) Research Symposium and Convention hosted June 14-17. Attendees discussed a variety of issues currently facing the beef industry. Following is a summary of key points that may affect producers, and key thoughts and insights of interest to cattle producers and breeders.

Enhancing Profit, Efficiency

The future of the beef industry, especially in the cow-calf sector, is encouraging. However, the future will not be without challenges. Although the obstacles beef producers will face in the next 20 years are unpredictable, Clay Mathis, Texas A&M professor and director of the King Ranch Institute for Ranch Management, said, by watching for trends, producers will be able to speculate where to direct efforts to improve efficiency and profitability. Twenty years ago, the list of concerns for beef producers would have included a growing population with changing social norms, increasing production costs, labor challenges, and weather volatility. These remain concerns for today's producers.

Mathis believes the greatest opportunity for commercial producers is in the areas of improving efficiency and profit through management. Given the rapidly increasing population, food demand and beef prices are likely to increase. An increase in the cost of grains and energy is also likely. In order to be successful moving forward, operations will need to find ways to lower production costs. Producers desiring to maintain profitability also will need to improve their marketing strategies by taking advantage of market seasonality and premiums available through branded programs.

In addition, currently well-managed operations should not expect to make huge strides in terms of performance improvements. Instead, Mathis suggests improvements will come from long-term selection and strategic inputs. He also sees a great deal of opportunity in using crossbreeding to improve produc-

tion efficiency. Finally, Mathis said producers should focus on minimizing unit cost of production, implementing more technology, marketing calves more aggressively, and improving genetics.

The 2016 and 2036 cowherd

Despite aggressive selection emphasis on growth, beef cattle weaning weights have not increased significantly in the past 24 years. Although no significant increase has been achieved, cow-calf producers have made substantial improvements in post-weaning performance and carcass quality. David Lalman, associate professor in the Department of Animal Science at Oklahoma State University, explained that the environment of a cow-calf operation, which tends to have lower inputs, could be one reason weaning weights have not increased.

Instead of trying to increase weaning weight with more milk, Lalman believes it would be more productive to focus on minimizing costs, rather than trying to increase revenue by increasing weaning weight. With minimal improvements to weaning weights in the commercial cow herd, Lalman said producers should not focus their energy and resources trying to force an increase, but instead should use the tools available to focus on reducing costs while maintaining progress during the post-weaning phase.

Benefits of Integration

Beef producers face many challenges: weather and marketing volatility, consumer trust and the like. In an effort to mitigate some of that risk, Rex Ranch, based in Whitman, Neb., has become further integrated in the beef industry. Chip Ramsay, ranch manager,

said the addition of a cattle-feeding enterprise has enabled them to increase long-term profitability by increasing their opportunity "to add value and efficiency to the whole system."

Prior to 2010, Rex Ranch custom-fed their calves in multiple feedyards and harvested them at multiple packing plants. Today, cattle are fed in one yard and harvested at two plants, enabling Rex Ranch to learn at a faster pace.

Ramsay shared several observations from their experience:

- Location impacts performance. Nutrition needs vary depending on what part of the country cattle are in.
- Handling techniques impact animal performance, especially in feedyards.
- Nutritional environment matters, from conception to carcass.

Although owning a feedyard has decreased their marketing options, Ramsay said it has enabled them to focus on improving efficiency. Regardless of production system, Ramsay believes producers should determine the most efficient, cost-effective method for their operation to provide a consistent supply of quality beef. Producers also should identify areas of improvement and strive to find ways to continue adding value to the beef production system.

Breeder Insights

Longtime beef producers Vern Suhn, Jan Oleen and Dick Beck discussed their experiences using carcass and ultrasound data and DNA to predict carcass merit.

Eureka, Kan. producer Vernon Suhn, Suhn Cattle Co., first used ultrasound in

CONTINUED ON PAGE 12 ►

As Always, You Can Count On **Grandview Farms** to Come With Our **BEST** to the **Connection Sale!**

GRANDVIEW 4134



LOT 50

Big, stout son of Grandview 017 (Red Hot son).
Phenotypically, he is on point and has the numbers:
Growth Index: \$15.47 • WW: 12.1 • YW: 15.2
Grandview retains 25% semen interest.

MISS GRANDVIEW 515



LOT 41

Super thick, balanced and correct Pusher 804
daughter, making her a half sister to National
Champion Annie. Sells bred to Grandview 404
(Mars 1/91 son).

28th Annual Alabama Connection Sale

October 8, 2016

Cullman Stockyards • Cullman, Ala.

92/8

This sale will be broadcast live on the internet.
DVAuction
Broadcasting Real-Time Auctions
Real time bidding & proxy bidding available.

27/5



LOT 35

This **POWER** cow combines Double TT Ranch and
Grizzly genetics. She sells with her heifer calf,
born 3-6-16 and sired by Grandview 227 (Red Hot
son), and sells bred back to 2016 Reserve National
Champion Bull John 316.



LOT 44

Polled show prospect Deluxe. Her dam is a
Red Hot daughter and our newest donor cow!
Her sire combines Partner, Sheriff and Shakers
Playboy genetics. Born 12-15 and comes halter
broke with a great disposition.



Grandview Farms Hamilton, AL

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

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

BIF SYMPOSIUM CONTINUED FROM PAGE 10

1986. Suhn intends to continue using ultrasound data on their operation. "It's the fastest and most economical way to evaluate young sires and females and their impact on our genetic base." Since 1990, Suhn Cattle Co. has only used two ultrasound technicians, which Suhn said has led to very consistent ultrasound data.

Jan Oleen, of Dwight, Kan., uses ultrasound on his entire registered calf crop. The Oleens utilize ultrasound data to help them select for increased ribeye area and marbling.

Dick Beck of Three Trees Ranch has had exposure to all three technologies. The Sharpsburg, Ga. producer explained that each technology has its own share of flaws.

From 2000 to 2009, more than 10,000 animals were ultrasounded at Three Trees Ranch. Beck noted limitations include human error, intentional manipulation, and stress and shrink, which can cause non-genetic variation. Beck's operation collected harvest data from more than 2,000 animals between 2010 and 2011. One limitation of carcass data, Beck shared, is that it is age adjusted, not "fat and point" adjusted. Beck sees the most potential in the area of genomic testing. He said

producers must be proactive in leading the adoption of genomic testing to prevent commercial companies from controlling testing as they have in the dairy industry.

Genomic Testing Applications

For many years, adoption of genomic testing in the beef industry was hindered due to cost, test efficiency, and scope of traits available for genomic selection. However, a growing number of producers have started using genomic testing to help aid in selection decisions. Illumina, Inc. representatives discussed the role of genomic testing in various phases of the beef industry with attendees at the BIF symposium.

Return on investment for genomic testing is individualized based on several factors: breeding objectives, intended use, and market needs of the operation. For seedstock producers, testing is a wise decision genetically and economically because it speeds up the genetic process and reduces the risk of selecting animals that will underperform. Commercial producers can use genomic testing along with herd records to make herd improvements. Due to the sheer volume of cattle, widespread testing in feedyards is not cost-effective; however, testing may be appropriate in branded beef programs as it may ensure a positive eating experience.

Continued improvements in genomic tests will reveal additional areas where testing can be an asset to producers.

Revised BIF Guidelines

A growing number of producers are collecting feed intake data in an effort to further evaluate beef production efficiency. This data is also being used for genetic evaluation. As a result, BIF is revising its feed intake guidelines. Robert Weaver, beef geneticist at Kansas State University, discussed the committee's recommended changes.

Recommendations include:

- recording birth and weaning dates and rates;
- age at the start of the test should not be less than 240 days;
- test animal age range should be less than 60 days;
- acclimation period of 21 days prior to the test;
- commercial lab testing of diet;
- minimum of two weights should be taken on and off test; and
- feed must be provided ad libitum.

The committee has reviewed the length of warm-up period, length of test, contemporary group revision, and use of embryo transfer data. If the committee elects to de-couple feed intake measurement from weight gain, there may be an opportunity to shorten the recommended test length. 🐄

KENTUCKY NATIONAL SHOW

July 15, 2016 | Bowling Green, Ky. | Judge: Brett Broussard

GRAND CHAMPION FEMALE

Miss Grandview 2106, shown by
C Bar C Ranch, DeSoto, Mo.

RESERVE GRAND CHAMPION FEMALE

Circle A Archie 24, shown by
Circle A Farm, Williamsport, Tenn.

GRAND CHAMPION BULL

JCS Julius 55/4, shown by
JC Sherrill Jr. Ranch, Mt. Ulla, N.C.

RESERVE GRAND CHAMPION BULL

RS 52, shown by Mosby Creek Ranch,
Sparta, Ky.

GRAND CHAMPION STAR 5 FEMALE

EF 159, shown by Estes Farm,
Elizabethtown, Ky.

RESERVE GRAND CHAMPION STAR 5 FEMALE

Rolling Oaks 695, shown by Rolling
Oaks Farm, Doniphan, Mo.

SANTA GERTRUDIS SHOW

Results



The winners of Grand Champion Female, Reserve Grand Champion Female, Grand Champion Bull, Reserve Grand Champion Bull, Grand Champion STAR 5 Female and Reserve Grand Champion STAR 5 Female gather after the Kentucky National Show.

SANTA GERTRUDIS DISTRICT VI BREEDERS



❧ A SEASON TO REMEMBER ❧

Congratulations Ashley Osborne!
We are so proud of your successful
summer show season!



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JUNIOR HEIFER SHOW**
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By Camila Cantu, District 1 Representative



Genetics is known as the study of the variation of inherited characteristics such as growth or calving ease or feed efficiency. Performance is the extent to which an investment is profitable, especially in relation to other investments. Together they define genetic performance – the study of genetics combined with a profitable investment. When selecting the proper bull to breed to yearling heifers, you

want to choose a bull with good genetic performance to help achieve the most out of your herd.

The Better Beef competition held at the National Junior Heifer Show is one way the Santa Gertrudis breed exhibits how genetic performance works. The Better Beef competition is a composite of four measurements, taken when cattle are one year of age. The measurements are body weight measured with a scale, and rib-eye area, fat thickness and intramuscular fat measured with ultrasound equipment. The test evaluates three major objectives: 1) cattle reaching an appropriate weight in a short amount of time; 2) cattle that produce the most meat with the least amount of fat; and 3) cattle that have an adequate amount of marbling.

The grading system we use in the Better Beef contest is the same as the USDA grading system, which utilizes yield and quality grade. Yield grade (YG) relates to our second objective, to produce the most meat with the least amount of waste. A YG1 carcass will produce the highest percentage of boneless, closely-trimmed retail cuts, and a YG5 will produce the least. Visually, a YG1 will be a very muscular animal without much fat cover and internal fat deposits, and a YG5 will be an extremely fat animal without much natural muscle. To estimate YG on live animals, we use the rib-eye area (showing how muscular the animal is) and the fat thickness (showing how fat the animal is). We strive to produce animals that are YG1 and YG2, as those carcasses have a higher dollar value.

Quality grade is mainly determined by the marbling in the carcass and relates to our third objective. USDA meat graders look at other factors such as maturity and color, but the main determinant of quality grade is the intramuscular fat (marbling) in the main retail cuts. Quality grades are Prime (abundant marbling), Choice (moderate marbling), Select (slight marbling) and Standard (practically devoid of marbling). To estimate quality grade in live animals, we look at the percent of intramuscular fat measured via an ultrasound scan. Our goal is to produce animals that will grade Choice or Prime in order to receive the premiums offered by feeders and packers.

There are ways to improve the yield and quality grades in your cattle; the most efficient way is to select and breed ani-

mals that are genetically superior for carcass traits. There are other ways to improve marbling, including starting calves on feed very early and feeding with high-fat rations, but as seedstock producers, our goal should be to find and reproduce animals that can grade well naturally, while still balancing other economically important traits like fertility, efficiency and growth. In order for the Santa Gertrudis breed to remain viable and competitive, we need to be aware of carcass value and move toward selecting animals that can produce calves which will bring premiums to the ranchers who raise them.

The Better Beef contest is just one way junior members can see what bulls and heifers will help improve the genetic performance in their herds as well as in their show cattle. As Larry Garza from Edinburg, Texas states, "It also provides a baseline for the junior member so that he or she can decide to use that bloodline or change it to improve genetic performance." 🐄

By Marliisa Cantu, District 1 Representative



Hello, fellow Santa Gertrudis breeders and members. This month, I would like to spread the word about our Donated Heifer program, which is associated with our National Junior Santa Gertrudis Heifer Show and is one of the best things we have going for our junior program.

The Santa Gertrudis breed is the only national association to donate a heifer to every class winner at our National Junior show each year (a total of 28 heifers this year). This program gives ranchers the opportunity to put some of their best-quality show heifers in the show ring, while also giving junior members an opportunity to prove they will put their best foot forward and put a good-quality show calf in the ring.

We are fortunate that, over the years, we have had some very long-standing heifer donors, including Lazy E Ranch, Double T Ranch, Wendt Ranch, Tinney Farms, Grandview Farms, Briggs Ranches, Vesper Ranch and many more ranches that have donated regularly. The Donated Heifer program asks breeders to open their hearts and give a heifer to our class winners and special class champions, and each year we are blessed with donors that generously give.

Some years, there are new Santa Gertrudis members who donate heifers and have the chance to experience the relationship that is built between the junior recipient and the heifer donor. We have also been blessed to have former junior members and their families step up and donate heifers for this program, including Pitchford Cattle Company (Darrell and Shana Pitchford), 777 Farms (Jamie Daniel), Strait Ranches (Yancey and Callie Strait), C Bar C Ranch (Bud Clark), and Urbanosky Ranch (Jerome Urbanosky and children). There are many more such generous donors in our ranks. It is truly a wonderful opportunity for both former and current junior Santa Gertrudis members to give back to the association, and we, as junior members, are very thankful and honored to have the opportunity to win genetics from our great Santa Gertrudis breeders. 🐄

13TH ANNUAL X B

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Schedule of Events

Thursday, November 10th
4:00pm - Cattle viewing

Friday, November 11th
7:00am - Cowboy coffee
11:00am - 13th Annual Bull Sale
1:00pm - 13th Annual Commercial Female Sale
4:00pm - Tri-Star cattle viewing
6:00pm - Gathering & dinner

Saturday, November 12th
8:00am - Breakfast & cowboy coffee, cattle viewing
11:00am - 39th Annual Tri-Star Sale

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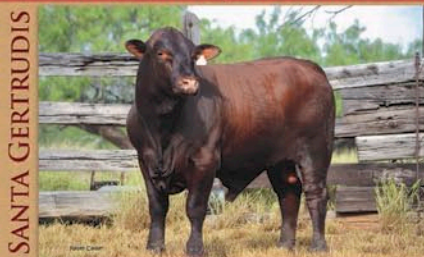
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PRODUCTION EFFICIENCY: HEIFER AND COW TRAITS

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



Researchers at the U.S. Meat Animal Research Center (MARC), Clay Center, Neb. recently reported the results of a long-term research project that was designed to determine relationships between dry matter intake (DMI) and growth rate of heifers, and DMI, average daily gain (ADG) and milk production of those same, initial heifers when they were 5-year-old cows. The researched

female cattle were generated as follows: AI-sired heifers that were born in 1999-2001 served as the cow base and were out of Angus, Hereford and MARC III (¼ Angus, ¼ Hereford, ¼ Red Poll, ¼ Pinzgauer) cows that had been AI-bred to industry AI bulls (Angus, Hereford, Simmental, Limousin, Charolais, Gelbvieh, or Red Angus). This breeding generated female calves that eventually served as the mothers to the research heifers. These mother cows were randomly mated to F₁ bulls of the same crosses that produced sets of heifers that were 2-, 3- or 4-breed crosses (F₁²). These researched heifers (F₁²) were born in the years 2004 to 2007.

All of the females in this research project produced four successive calf crops, the first at 2 years of age and then subsequently at 3, 4, and 5 years of age. Heifers (n=687) were monitored as calves for an 84-day period between weaning and their first breeding, during which the researchers recorded DMI and body weights. At approximately 100 days after calving, milk production of the dams was evaluated after the first and fourth calving. This was accomplished by not allowing the calf to suckle for 16 hours and then taking the cow body weight measurement followed immediately by letting the calf suckle, and then measuring body weight again (*weigh-suckle-weigh*). Theoretically, by subtracting the “after suckling body weight” from the “before suckling body weight,” we can approximate a 16-hour milk production measurement.

After giving birth to their fourth calf, as 5-year-olds, the cows were not bred back because they were scheduled to be re-evaluated. These now mature cows (F₁²; n=622)

were individually limit-fed for 112 days beginning 21 days after weaning that fourth calf, and then given full access to feed for an additional 98 days. From all the data that the researchers collected, they calculated heritability estimates for heifer DMI (0.69) and ADG (0.49), cow DMI (0.48) and ADG (0.46), and 5-year-old milk production (0.41). Based on the generated heritability estimates, all of the above traits would be considered moderate to highly heritable, meaning that the variability observed in these traits is, by-and-large (41-69 percent), controlled by genetics. Or to put it another way, we can make progress in these traits through genetic selection.

These same researchers also reported a positive genetic relationship between heifer DMI and heifer ADG, between heifer DMI and cow DMI, between heifer DMI and cow ADG, between heifer DMI and average weaning weight of calves and between heifer DMI and total calf weight weaned. In addition, there was also a positive genetic relationship between cow DMI and average weaning weight and between cow DMI and total calf weight weaned.

I think we can conclude from this comprehensive study that if we select good replacement heifers, they will become great cows. It appears we can also select for DMI in mother cows by measuring DMI in young replacement heifers. Moreover, heifers that consume more feed will gain more weight as they grow compared to heifers that eat less, and they will also eat more feed as mature cows. Lastly, if we select for reduced DMI only, it may have a negative influence on total pounds of calf weaned. Cows that eat more and gain more, in general, will produce heavier calves – but not necessarily efficiently. The key to total performance efficiency is to find those individuals that are moderate in frame size and moderate in DMI, yet wean a heavy calf in proportion to dam body weight.

Hope you all had a productive summer! 🌧️

Reference: Freetly, H.C., L. A. Kuehn, R. M. Thallman, and W. M. Snelling, 2016. Feed intake and production efficiency of beef cows. J. Anim. Sci. Vol. 94, E-Suppl. 5/J. Dairy Sci. Vol 99, E-Suppl. 1 (Abstr. 0246, p. 114) [<https://asas.org/docs/default-source/JAM2016/jam-2016-final-pdf-copy.pdf?sfvrsn=2>]

I think we can conclude from this comprehensive study that if we select good replacement heifers, they will become great cows.

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REGISTRATIONS, STAR 5 RECORDINGS & TRANSFERS BY DISTRICT

JULY 2016

ACTIVE MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	23	0	0	5
2	145	21	0	45
3	20	11	0	4
4	7	0	0	6
5	14	3	5	11
6	12	2	0	5

JUNIOR MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	10	1	0	11
2	0	0	0	2
3	3	2	0	8
4	2	0	0	2
5	3	0	0	2

CONTACT FOR SGBI REGISTRATIONS: Diana Ruiz

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SANTA GERTRUDIS SALE

Reports

KENTUCKY NATIONAL SALE

JULY 16, 2016 | BOWLING GREEN, KY.

SALE AVERAGES

32	Registered Lots	\$2,615	10	Bred Females	\$2,935
5	STAR 5	\$1,620	14	Open Heifers	\$1,900
5	Pairs	\$3,625	3	Bulls	\$1,925

The Kentucky National Sale was held July 16, 2016 and was sponsored by the Kentucky Santa Gertrudis Association and Kentucky Department of Agriculture. Sales management was provided by Richmond Marketing Service (Darren Richmond) and the auctioneer was Greg Reynolds. High selling lots were a pair consigned by C Bar C Ranch that sold for \$5,250 to Quail Valley Farm, Oneonta, Ala., and a pair consigned by Lovett Farm that sold for \$5,250 to Rodney Smith, LaGrange, Ky. The high-selling bred heifer was consigned by Lovett Farm and sold to Luquette Cattle Co., Abbeville, La. for \$4,000. The high-selling open heifer consigned by Circle A Farm was sold to Luquette Cattle Co., Abbeville, La.

SANTA GERTRUDIS WELCOMES

New Members

Active Members

HWFF LLC, Bryan Pierce, Chandler, Texas
Puckett Farm, Britta Puckett, Elizabeth, Ky.

Junior Members

Alyssa Jones, Louise, Texas
Pamela Brown, Needville, Texas
Ty Franklin, Lilly Creek Farm, Belden, Miss.
Taylor Watz, El Campo, Texas

Commercial Members

Starks Farms, Edward Starks,
New Iberia, La.

SANTA GERTRUDIS

Calendar

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.
- 7** SGBI Shows & Exhibits Meeting and SGBI Board of Directors meeting, Hanceville, Ala.
- 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** SGBI Youth Activities meeting, State Fair of Texas, Dallas, Texas
- 21-23** State Fair of Texas Pan Am, Youth STAR 5 and Youth Santa Gertrudis Show, Dallas, Texas

NOVEMBER

- 5** Mountain Laurel Classic Santa Gertrudis Sale, Calhoun, Ga.
- 6** Louisiana State Fair Open Santa Gertrudis Show, Shreveport, La.
- 11-12** Tri-Star Sale, Briggs Ranch, Bloomington, Texas
- 17** North American Santa Gertrudis Show, Louisville, Ky.
- 19** Breeders of the Carolinas Field Day, T & S Farm Leesville, S.C.
- 19** South Texas Heritage Sale, Robstown, Texas

for \$3,750. The high-selling bull consigned by Mosby Creek Ranch was sold to Tim Napier, Austin, Ky. for \$2,500. The high-selling STAR 5 female consigned by Rolling Oaks Farm was sold to Kelly Copas, Franklin, Ky. for \$2,750. 🐾

OHIO STATE FAIR

August 2, 2016 | Columbus, Ohio | Judge: Jim Butler



GRAND CHAMPION BULL

Masterpiece, shown by Tinney Farms,
Hanceville, Ala. and Circle A Farm,
Williamsport, Tenn.



RESERVE GRAND CHAMPION BULL

Harris 11/5, shown by
Randall Strickmeyer, Verona, Ky.



RESERVE GRAND CHAMPION FEMALE

OLC Dixie Cup, shown by
Ashley Osborne, Lathrop, Mo.



BEST OF POLLED BULL

Jernigan 13/15, shown by
Jernigan Ranch, Buena Vista, Ga.

SANTA GERTRUDIS SHOW *Results*



GRAND FEMALE CHAMPION & BEST OF POLLED FEMALE

Miss 777 Ariana, shown by
Triple 777 Farm, Magnolia, Ark.

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Operating a Business-First Family

By Amanda Overleese, Freelance Writer



Families are the backbone of American agriculture and the unit that holds many operating farms and ranches together. But with that responsibility come the family dynamics between parents and children, siblings, grandchildren and in-laws. Those relationships can be difficult to balance, especially while managing a full-time business. Jolene Brown, a professional speaker, author and family business consultant from West Branch, Iowa, shared lessons from her 30-plus years of working with farm and ranch families at the 2016 Nebraska Women In Agriculture (WIA) conference during her session titled, “Farmer Brown on Family Business.”

Business-First Family

Brown started her session by asking attendees if their family business was a “family-first business” or a “business-first family”? Families need to make a conscious decision to take part in a business-first family and put practices in place to ensure productivity and therefore, profitability. “When you operate as a business-first family, it does not say the business is more important than the family. It does not say that that we demean the family, work at all costs, but what it says is we honor the family so much, we better get the business right. Because if not, at the end of the day, you may have neither family nor business,” Brown said.

Brown asked session attendees what some of the common problems are in family businesses. Popular answers included communication, different personalities, dealing with conflict, transition issues and not having clear expectations.

To avoid these conflicts and help both the business and family thrive, Brown shared helpful tools that family businesses can implement in their operation.

In any business, family or not, having documents in writing is essential. Writing a mission statement is a good first step. According to Brown, a mission statement provides the framework upon which everything you do is measured. It simply states the business that you are in, why you do the business and what your marketing edge is. What is the business all about?

Another tool that family businesses need is a business plan. According to Brown, a business plan is like a road map for a business. It should include a mission statement, the history of the business, key players in the business, goals and objectives, a marketing plan, risk protection and insurance, financial information and a succession plan.

Inviting Family to the Business

Brown reminded attendees that the No. 1 job of the leader in the family business is to replace himself in future years. A key step in this transition is to hire employees who can be trained to learn the responsibilities of the business and eventually take over the leadership role.

Brown warned that it is not a family member’s birthright to be hired as an employee in a family business. Family members must earn the invitation to participate in the business. Brown urged attendees to shift their mindset from “Mom” and “Dad” hiring a “son” or a “daughter” to a business leader or manager hiring good employees. Brown urged attendees to ask a few business-minded questions before inviting family members into the business: What are the values and benefits the employees will bring to the team? Does this business really need them? What is their cost to the team?

Brown also encouraged attendees to hire employees who have worked for a non-family boss for 2-3 years before starting with the family business. This experience allows the employee to learn valuable life lessons like showing up for work on-time, knowing the standards that are set at work, and the value of earning a paycheck and vacation time. This non-family employment experience

can also teach employees what they like to do and what they don’t like to do on the job. Employees will learn quickly that you have to be hired and you can also be fired.

Hiring well means using good business practices. Good business leaders intentionally chose the best fit to lead their business, not just the oldest child or the one who has worked there the longest. Brown reminded attendees that family businesses are not the place to rehabilitate family members. “If there is somebody in your family who is angry, addicted, lazy or arrogant, don’t hire them; nobody else would,” she said.

Put It In Writing

“If it is not in writing, it does not exist. A conversation is not a contract,” Brown explained to her audience. Establishing a clear code of conduct, conflict management agreement, and contract for communications are a few more practices that Brown encouraged attendees to develop, write down and have all team members agree to.

A code of conduct identifies values and expectations for all members of the team. It sets standards about what is acceptable and what is not tolerated. If there is a breach in the code of conduct, the business leader can refer to the code of conduct and hold others accountable. It is vital that the business leaders model the code of conduct to their employees.

A conflict management plan identifies the steps that employees need to take when a conflict arises to arrive at a solution. “All businesses know that conflict happens, because we’ve got different generations, different expectations, so we’ve got to make sure we have a way to deal with the conflict,” Brown said. She used the analogy of mosquito bites compared to volcanoes. Dealing with conflicts when they are the size of mosquito bites is much more effective for the business. When the mosquito bites erupt into the size of volcanoes, there is much more emotion involved.

“Communication is the truly the bloodstream of your business,” Brown summarized. A contract for communications lays out the employer’s expectations about communication on the job so there are no doubts about what is expected. It sets clear expectations for employees about how the business runs and how employees should communicate with other team members.

Editor’s Note: Brown can be reached at (319) 643-2429 or at Jolene@jolene-brown.com. More information on family business tools can be found on Brown’s website at www.JoleneBrown.com. 

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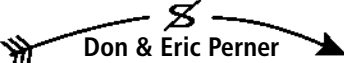
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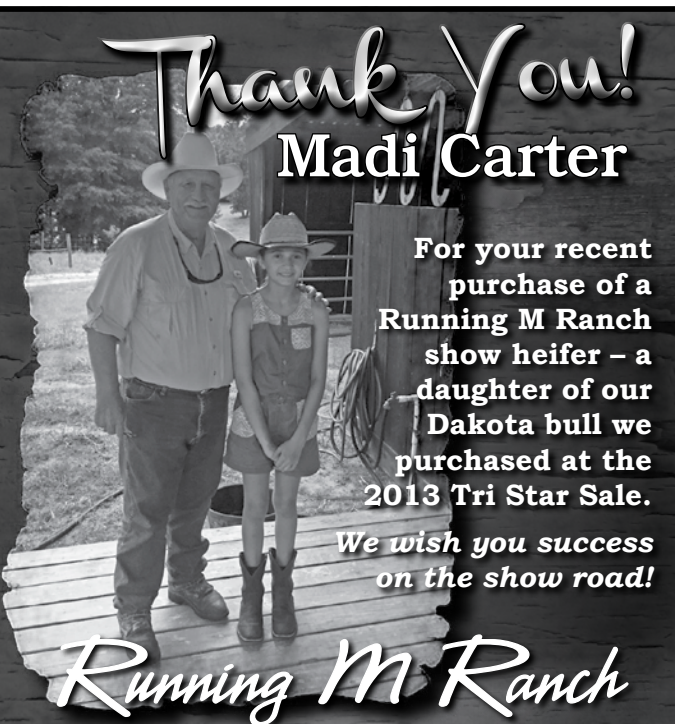
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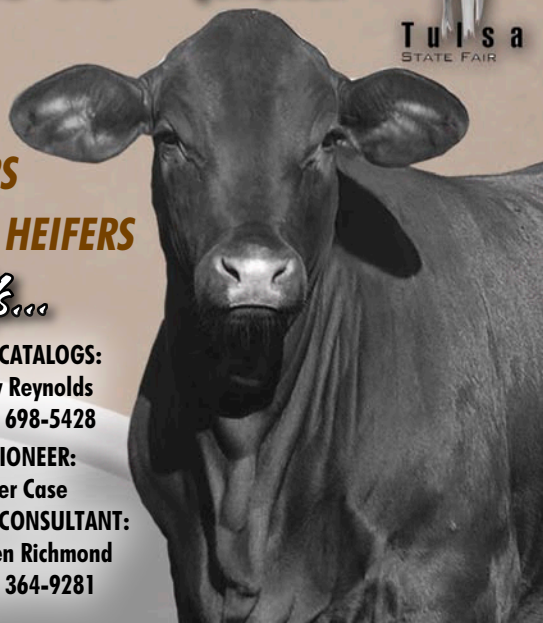
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BEYOND THE PAPERS

The Value of Registration

By Kelsey Pope, Freelance Writer

Obtaining a registration certificate for an individual beef animal in today's data-driven beef industry is invaluable. Registration creates, perpetuates, strengthens and validates the performance data available on today's Santa Gertrudis cattle, as well as generations to follow.

Santa Gertrudis Breeders International has encouraged the registration of cattle since SGBI was chartered in 1951 and established its herd book. The value of registration is performance data that accompanies the animal's pedigree. Knowing the value of registrations, SGBI has set a goal of reaching 7,500 registrations this year in an effort to encourage more members to utilize the dataset that is available to them and continue to improve the breed.

Forefather breeders of Santa Gertrudis worked relentlessly to create the cattle breed we know today. When the King Ranch decided to thoroughly crossbreed Shorthorn and Hereford cattle with Brahman in 1910, they eventually decided upon a balance of 3/8 Brahman and 5/8 Shorthorn. By keeping records and registering Santa Gertrudis cattle, breeders are carrying on the legacy of America's original beef breed, showing others the data and genetic pathways from where the breed has come from to where it is going.

The direction the breed is going is shown with the value-added dataset and accuracy that accompanies each genetic merit prediction on every animal in the SGBI herd book. When an animal is registered, its registration certificate shows parentage, breeder and owner, detailed Expected Progeny Differences (EPDs) and genetic details. This registration is more than just numbers; it's an inherent part of the modern beef industry that fuses the value-added function with the traditions of the beef business.

For the seedstock industry to stay healthy and viable, animal registration is essential and contributes directly to the livelihood of the breed association. John Ford referenced the importance of registration in his Executive Director's Report in the *Santa Gertrudis USA* March 2016 issue.



"Today's pedigree is more than a documentation of ancestry; it is a record of animal performance and estimation of genetic merit," Ford said. "A registration certificate is a guidebook for making breeding decisions and an instrument to be used in the animal selection process. It is also a marketing piece that objectively describes performance and provides an estimate of future offspring value."

Breeders don't register an animal just for the sake of a certificate. Scott Sherrill, a Santa Gertrudis breeder from North Carolina, registers his cattle because it opens up more possibilities for marketing options.

"Registering enables us to take advantage of the show ring, consignment sales and private treaty sales to both purebred breeders and commercial breeders," Sherrill says. "It also serves as a way to highlight the genetics that we use through selective breeding and artificial insemination in a way that is publicly searchable through SGBI's database."

Sherrill recognizes that registrations have both a soft value and a very tangible value. Soft value to Sherrill means that registrations tell the story of breeding decisions made by producers and about relationships among the breeders of Santa Gertrudis cattle, which connects all who are involved with this

breed. On the tangible side, registrations are the starting point of access to SGBI's EPDs, which take into account how an animal's relatives have fared in their contemporary groups over time and offer some prediction of future performance.

"These are values that producers directly see from registering their cattle; on a broader level, registrations support the SGBI office and the services that they provide to our membership," Sherrill says.

For an animal to be eligible for entry in the purebred registry, that animal must: 1) be the offspring of one registered purebred Santa Gertrudis parent, with the other parent either a registered purebred Santa Gertrudis or a recorded Level II (75 percent) Santa Gertrudis; 2) meet the minimum requirements for registration in the Santa Gertrudis Standard of Excellence; and 3) be permanently identified by fire brand, freeze brand or tattoo with an individual identification number.

SGBI members also have the ability to progress from a non-Santa Gertrudis base herd to purebred Santa Gertrudis status with the STAR 5 program. This program consists of three levels relating to the percentage of Santa Gertrudis. Animals less than purebred will be recorded in the herd book and receive a STAR 5 Recordation Certificate indicating they're percentage Santa Gertrudis. Recorded animals must be permanently identified by fire brand, freeze brand or tattoo with an individual identification number.

Sherrill has been a leader and mentor to many breeders by offering his services and encouraging breeders to register their cattle. He has offered support by going through old records on ranch visits and directly assisting local breeders in getting caught up on their registrations.

"I would like to move toward getting more folks using the online registration system," Sherrill says. "I can tell you that it can be challenging, and I know it's very easy to start slipping in keeping up with registrations, so getting caught up is certainly better to do

sooner rather than later, so as to hopefully avoid a multi-generational gap."

Sherrill certainly sees the value of registrations and has stressed that customers want more data and information.

"The savvy customer will check SGBI's database for an animal and check out a dam's calving interval, will check out a sire to see how its offspring are faring in contemporary groups, and see to what extent an animal's performance information has been recorded with SGBI as a check on EPD accuracy," Sherrill says.

The growth and popularity of Santa Gertrudis cattle is mirrored with SGBI's efforts to make registrations more streamlined.

"I believe that people will continue to seek out purebred cattle for seedstock over time and that it will be important for us to have a product that can meet their needs," Sherrill says. "Without registrations and access to the breed's EPD system, your customer really may not know what they're getting from a performance standpoint. Of course, the EPD system is only as good as the data inputs it gets on contemporary groups, but that's another story for another day." 🐄

HOW TO REGISTER YOUR CATTLE ONLINE

1. In your web browser, type in www.livestockgenetics.net/SGBI/output.
2. Type in your correct username and password; please note that the username and password are case sensitive. If you do not have a username /password, you will need to register. There is a "Register" icon within the login box. In the event that you have forgotten your username/password, please email support@livestockgenetics.net.
3. Once logged in, to register a new animal, click on the icon "Register New Animal."
4. Insert the sex of the animal to be registered, birth date, the dam registration number, the sire registration number, and the service type.
5. Click on the "Save" icon. The website is designed to catch any errors that may occur – if there is an error, it will alert you. If you have any performance data on the animal you are registering, you may enter it prior to hitting Save and the information will be inputted at the time of registration. Don't worry if you don't have the performance data at the time of registration; you can always return and insert the data at a later date. Once ready, hit the "Save" icon at the bottom of the screen. Once your information is saved, you will see a message in red stating, "Your animal is now registered."

See the User Guide for Online Registration on the SGBI Regulations & Forms tab for a more detailed description for registering your cattle.



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IMPORTANT SAFETY INFORMATION

NOT FOR HUMAN USE. KEEP OUT OF REACH OF CHILDREN. This product contains material that can be irritating to skin and eyes. Animals intended for human consumption must not be slaughtered within 38 days of treatment. This product is not approved for use in female dairy cattle 20 months of age or older, including dry dairy cows. Use in these cattle may cause drug residues in milk and/or in calves born to these cows. A withdrawal period has not been established in pre-ruminating calves. Do not use in calves to be processed for veal. Do not use in animals that have shown hypersensitivity to florfenicol or flunixin. Not for use in animals intended for breeding purposes. The effects of florfenicol and flunixin on bovine reproductive performance, pregnancy, and lactation have not been determined. When administered according to the label directions, RESFLOR GOLD may induce a transient local reaction in the subcutaneous and underlying muscle tissue. Brief summary available on adjacent page.

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7/15 BV-RG-53719

PRODUCT INFORMATION

NADA 141-299, Approved by FDA.



(Florfenicol and Flunixin Meglumine)

Antimicrobial/Non-Steroidal Anti-Inflammatory Drug

For subcutaneous use in beef and non-lactating dairy cattle only. Not for use in female dairy cattle 20 months of age or older or in calves to be processed for veal.

BRIEF SUMMARY: For full prescribing information, see package insert.

INDICATION: RESFLOR GOLD® is indicated for treatment of bovine respiratory disease (BRD) associated with *Mannheimia haemolytica*, *Pasteurella multocida*, *Histophilus somni*, and *Mycoplasma bovis*, and control of BRD-associated pyrexia in beef and non-lactating dairy cattle.

CONTRAINDICATIONS: Do not use in animals that have shown hypersensitivity to florfenicol or flunixin.

WARNINGS: NOT FOR HUMAN USE. KEEP OUT OF REACH OF CHILDREN. This product contains material that can be irritating to skin and eyes. Avoid direct contact with skin, eyes, and clothing. In case of accidental eye exposure, flush with water for 15 minutes. In case of accidental skin exposure, wash with soap and water. Remove contaminated clothing. Consult a physician if irritation persists. Accidental injection of this product may cause local irritation. Consult a physician immediately. The Material Safety Data Sheet (MSDS) contains more detailed occupational safety information.

For customer service or to obtain a copy of the MSDS, call 1-800-211-3573. For technical assistance or to report suspected adverse reactions, call 1-800-219-9286.

Not for use in animals intended for breeding purposes. The effects of florfenicol on bovine reproductive performance, pregnancy, and lactation have not been determined. Toxicity studies in dogs, rats, and mice have associated the use of florfenicol with testicular degeneration and atrophy. NSAIDs are known to have potential effects on both parturition and the estrous cycle. There may be a delay in the onset of estrus if flunixin is administered during the prostaglandin phase of the estrous cycle. The effects of flunixin on imminent parturition have not been evaluated in a controlled study. NSAIDs are known to have the potential to delay parturition through a tocolytic effect.

RESFLOR GOLD®, when administered as directed, may induce a transient reaction at the site of injection and underlying tissues that may result in trim loss of edible tissue at slaughter.

RESIDUE WARNINGS: Animals intended for human consumption must not be slaughtered within 38 days of treatment. Do not use in female dairy cattle 20 months of age or older. Use of florfenicol in this class of cattle may cause milk residues. A withdrawal period has not been established in pre-ruminating calves. Do not use in calves to be processed for veal.

ADVERSE REACTIONS: Transient inappetence, diarrhea, decreased water consumption, and injection site swelling have been associated with the use of florfenicol in cattle. In addition, anaphylaxis and collapse have been reported post-approval with the use of another formulation of florfenicol in cattle.

In cattle, rare instances of anaphylactic-like reactions, some of which have been fatal, have been reported, primarily following intravenous use of flunixin meglumine.

Made in Germany

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May 2009

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