



# SANTA GERTRUDIS

USA

NOVEMBER 2013 | VOLUME 16, NUMBER 11



Santa Gertrudis



The Preferred American  
Beef Breed

# Thank You

## to Our Alabama Connection Sale Buyers!



777 Farm, Magnolia, Ark.; and Randall Strickmeyer, Verona, Ky. together purchased our high-selling lot, National Champion Female TT 336 and her heifer calf sired by National Champion Hatchetman.

A big THANK YOU to Kelly Vesper, Cotulla, TX, represented by John Kiker, who purchased our high-selling Bred Heifer, TF 222.



Thank you to Red Doc Farms, Belen, N.M., and La Ceiba Ranch, Yautepec, Mexico for their purchase.

### Other Buyers

Townsend Cattle Co., Louis, TX  
Robert Cowan, Dodd City, TX  
Rick & Betty McCormick, Sealy, TX  
T & S Farms, Leesville, SC  
J & J Farms, Pell City, AL  
Wade Stegall, Pontotoc, MS  
Red Doc Farm, Belen, NM  
La Ceiba Ranch, Yautepec, Mexico  
C & N Farms, Mooningspot, LA  
Briggs Ranches, Victoria, TX  
Harris Riverbend Farm, Cleburne, TX  
Brian Cummins, Canton, TX  
Circle A Farm, Williamsport, TN  
Gray Oaks Farm, Russellville, AL  
Grandview Farm, Hamilton, AL  
Parker Farms, Cave City, KY  
Willis Peek, Caledonia, MS



The 25th Anniversary was a great gathering of friends, old and new! The 2013 Connection Sale included buyers from nine states and Mexico. Thank you to everyone who has supported us over the years.



## Announcing

### The Tinney Farms

## Herd Reduction Sale

April 26, 2014 • Cullman, AL

## Tinney Farms

**Manager:** Arlin Taylor

**Phone:** 256-507-3838

5251 Co. Rd. 601 • Hanceville, AL 35077

**Email:** arlint@bellsouth.net

**Website:** tinneyfarms.com

# *Thank You to our buyers at the* **Alabama Connection Sale**

*Thank you to Townsend Cattle Co. and Wade Stegall for purchasing our high-selling lot, female 019/7, and her June 2013 Pusher 804 heifer calf.*

Townsend Cattle Co. • Louis, Texas  
Wade Stegall • Pontotoc, Miss.  
Briggs Ranches • Victoria, Texas  
Harris Riverbend Farm • Cleburne, Texas  
T & S Farm • Leesville, S.C.  
Brian Cummins • Canton, Texas  
Wunderlich Farms • Brenham, Texas  
Cedar Crest Farm • Hartselle, Ala.  
Tinney Farm • Hanceville, Ala.  
Michael Short • Tompkinsville, Ky.  
Willis Peek • Caledonia, Miss.  
J & J Farms • Pell City, Ala.



**Thank you to Tinney Farms, the Tinney family and the Birmingham Fastener Team for making the 25<sup>th</sup> Anniversary Sale a great success!**



**Grandview Farms** Hamilton, AL

**Owners: Delmo & Wilmuth Payne**  
**Cell phone: (205) 468-5319**

**Email: [delmo.payne@gmail.com](mailto:delmo.payne@gmail.com)**

**Website: [grandviewfarm.biz](http://grandviewfarm.biz)**

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

# SANTA GERTRUDIS USA

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## ON THE COVER

A cow and her heifer calf eye the photographer curiously at Wendt Ranch in Bay City, Texas.  
Photo by Darren Richmond.

**Providing Polled Power Genetics to the Santa Gertrudis Breed**

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John & Mary Wilson, Owners

John Kuretsch

Ranch Manager

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Herd # 413



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Champion Polled Santa Gertrudis Cattle



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(505) 864-7781 Office  
(505) 864-2898 Residence

# CHAMPION POLLED SANTA GERTRUDIS CATTLE

## Lazy E Senior Herd Sire

### CHINOOK 332

There are several reasons why  
Chinook is our senior herd sire.  
*Here are two.*



**763**



The 2009 National Junior Heifer Show  
Grand Champion Female.  
*Daughter of Chinook.*

**739**



The Senior herd sire at W. H. Creel Farm.  
*Son of Chinook.*

If you're looking for a national champion or your next herd sire,  
you should be looking at Chinook 332. Fall breeding season is near.

***Give us a call and order your Chinook semen today!***

## Lazy E Ranch

John & Mary Wilson, Owners

John Kuretsch, Ranch Mgr.

(254) 749-9519

## Polled Santa Gertrudis Association

Scott Sonntag, President • (254) 772-0590

Larry Osborne, Secretary & Treasurer  
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## Double C Farms

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377 Double C Drive  
Raeford, North Carolina 28376  
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905 Foxtrap Rd., Russellville, AL 35654

Farm: (256) 332-0615

Home: (941) 735-9391





# Ramblings from the Open Range

## EXECUTIVE DIRECTOR'S REPORT

By John Ford

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

The caller was in search of Santa Gertrudis x Hereford females and he needed a sizable number – 250, to be exact. Ideally, he wanted the cattle to originate from no more than two farms or ranches. He was sold on the cross and firmly convinced there was no better cow for his southern location than the red motley-faced cow. I simply smiled and nodded, realizing my reaction was not being seen, but pleased just the same with what I was hearing on the other end of the phone line. I informed him of a number of upcoming sales offering Star 5 females. I was, however, concerned that acquiring 250 head might be a challenge. We all recognize that the demand for Santa Gertrudis-influenced females is growing, and supply doesn't always meet demand. Two days later he called again. He had been thinking, "Why be in the market attempting to buy Santa Gertrudis x Hereford females? Why not purchase Santa Gertrudis females and breed them to Hereford bulls?" He went on to state that doing so would allow him to develop and market red motley replacement females. I agreed with him: Why not purchase Santa Gertrudis females, take advantage of the demand and be the supplier of the popular F1 Santa Gertrudis x Hereford female in his area?

Historically, seedstock producers have focused mainly on marketing bulls to members of the commercial sector, and the marketing of purebred females to the commercial cowman has often been overlooked. True, there was a time in the industry when purebred females demanded a much higher price than commercial animals, but this is no longer the case. With cowherd numbers nearing record lows, the price spread between purebred females and quality F1 females has narrowed, and narrowed greatly. I'm amazed at the amounts being paid for commercial-type females at special replacement sales held in auction barns across the

country. The cost of replacements today dictates that longevity and stayability are a must; getting one or two more calves over the life of the cow insures that the high purchase price can be "penciled out." In addition to longevity and stayability, females must be flexible enough to fit into a number of breeding schemes and must be a compatible cross with a wide variety of breeds. Purebred Santa Gertrudis females fit the bill, and commercial cattlemen utilizing straightbred Santa Gertrudis females as the base for their cowherd quickly find that they have made a profitable and sound business decision. During the past year, I have visited with commercial cowmen nationwide who are utilizing Angus, Hereford, Red Angus, Charolais, Gelbvieh, Brangus and Simmental bulls on purebred Santa Gertrudis females, and they all are sold on the results. Participation in a special commercial replacement female sale conducted by the local or regional auction barn might just be a golden marketing opportunity

for SGBI members as cattlemen begin the process of rebuilding the nation's commercial cowherd.

This issue of *Santa Gertrudis USA* is devoted to marketing and highlights a number of different marketing strategies implemented by members of SGBI. Flipping through this issue, one will quickly learn that, regardless of herd size and program emphasis, Santa Gertrudis genetics fit every segment of the beef industry. 🐄

## SGBI Annual Meeting March 27-29, 2014



BRANSON

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For reservations:

[www.chateauonthelake.com](http://www.chateauonthelake.com)

or (888) 333-5253

Group Code: 0414SGBI

## SGBI ANSWERS YOUR

## Questions

By John Ford, Executive Director

**Q.** When will new expected progeny differences (EPDs) for the breed be released?

**A.** SGBI's new EPDs have been released and are now posted on the association's website, [www.santagertrudis.com](http://www.santagertrudis.com). Review and reconfiguration of the breed's genetic evaluation system was one of the final steps taken in the transition of association functions from the American Beef Records Association back to SGBI and our database manager, Livestock Genetic Services. During the past 12 months, the Performance Committee has carefully reviewed the breed's genetic evaluation, cleaned the database, updated performance information, adjusted parameters and incorporated Beef Improvement Federation guidelines into the configuration. The result is an updated and upgraded genetic evaluation that is a valid tool for accurately measuring an animal's genetic potential. 🐄

# CAROLINA CORNER

## SENIOR HERD SIRE AT LAT FARMS

### LAT PAY CHECK 526/5

PAYDAY 0049

Wendt Geronimo  
Black Warrior Farm 6/8

CVF 239

Duce 900  
MVF 173/5

LONG  
CLEAN  
MUSCLE GALORE  
STRAIGHT

**LOU AL TUCK FARMS**  
(803) 984-0704

The 2014 Carolina Field Day will be held  
at Lou Al Tuck Farms (TBA)

### THANKS TO ALL OUR RECENT BUYERS:

Todd Spangler, N.C.  
Thad Harris, N.C.  
Chris Everett, Ga.  
Thomas Gosnell, S.C.  
Carl Kennedy, N.C.  
Charles Ferguson, S.C.  
Leroy Love, S.C.  
Johnny Leitner, S.C.

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CF Herd No. 16769 • Herd No. 37879 CF

### **J.C. Sherrill, Jr. Ranch**

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carlyle@sherrillcameron.com

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Carolina's Best Polled Santa Gertrudis Cattle Since 1994



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Ajackson@pike.com  
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### **Santa Gertrudis BREEDERS OF THE CAROLINAS**

**For more information:**  
contact Tony Creech, President  
(919) 427-4679

### **CAROLINA CORNER SPACE AVAILABLE**

There is an opportunity to become a part of  
this elite group of advertisers.  
Contact Darren Richmond at (423) 364-9281  
for details.



# Down the Road PRESIDENT'S LETTER

By Curtis Salter

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

**O**ur annual fall board of directors meeting took place at Tinney Farms in Hanceville, Ala., the day before the 25<sup>th</sup> Alabama Connection Sale. We had a great turn out, and several pieces of business were discussed and acted on. I want to thank those board members and spectators who were there.

The Alabama Connection Sale took place October 5, and I believe it was the largest crowd I've ever seen there. The sale was sponsored by Tinney Farms; Grandview Farms, Hamilton, Ala.; and Gray Oaks Farm, Russellville, Ala. They did a very good job putting a great group of cattle together for the sale. The food and the hospitality were awesome. Thanks to all who were involved.

The Super Southern Sellabration Sale took place October 12 at Cedar Plains Farm in Unionville Tenn., and was also a good sale. The demand for Santa Gertrudis and Santa Gertrudis crossbred cattle was evident at this sale. A meeting was held after the sale to discuss the reforming or combining of an affiliate in the mid-south area. More information will be available in a few weeks.

Feeder calf prices continue to rise and with that demand is also rising. SGBI represented Santa Gertrudis at the Sunbelt Ag Expo in Moultrie, Ga., last month, and several thousand people went through the cattle barn in those three days. The potential to reach new customers and expand our market is outstanding. These types of events are a good place to reach new commercial customers. It's a good opportunity to show the commercial sector what our bulls can do on their cows, and what good mothering abilities our cows have. We need to take every opportunity to show commercial cattlemen just what Santa Gertrudis can do for them. This will help build our market.

Until next time, God Bless.

*Galatians 6-9: And let us not be weary in well doing: for in due season we shall reap, if we faint not.* 🙏



## SANTA GERTRUDIS WELCOMES

## New Members

### Active Members

4 B Cattle Co., Michael & Belinda Benson,  
Commerce, Texas

AWA Farms, LLC, Willis Peek, Caledonia, Miss.

Krazy K Ranch, Steve Kinman, Royse City, Texas

Michael & Gaye Shrot, Tompkinsville, Ky.

Scott Ranch, Cedric Scott, Texas City, Texas

### Commercial Members

Triple L Farms, Mike Lively, Stephenville, Texas

### Junior Members

Cursten Allen, Emporia, Kan.

Elizabeth Buckles, Orange, Texas

Braylee Cowan, Dodd City, Texas

Hannah Garlick, La Grange, Texas

Alexis Granhold, Katy, Texas

Noles Farms, Levi Nelson, Krum, Texas

Willis Peek, Caledonia, Miss.

Amber M. Salinas, Edinburg, Texas

## SGBI OFFICERS OF THE BOARD

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**SECRETARY/TREASURER** Deanna Parker

**BREED IMPROVEMENT** Gary Harding

**MARKETING & PROMOTION** Cheryll Grainger

**YOUTH ACTIVITIES** Tom DuBois

**MEMBERSHIP** Bud Clark

**LONG RANGE PLANNING** Wes McDaniel

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debbiegautz@yahoo.com

**Wes McDaniel** (Ga.)

MC Ranch

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

**Darren Richmond** (Ga.)

(423) 364-9281 | djrichmd@aol.com

**Curtis Salter** (Fla.)

Salter Farms

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

**Deanna Parker** (Ky.)

Parker Farms

(270) 678-5302 | parkerfarms@scrtc.com

### AT LARGE DIRECTORS

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WR Ranch

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Diamond S Ranch

(817) 534-0044 | pstults@jpsalliance.com

**District 3 - Gary Harding** (Okla.)

(918) 616-7741 | gary.harding1944@yahoo.com

**District 4 - Gene McCarter** (Tenn.)

(662) 665-4911(m) | (731) 645-3652

**District 5 - John Denson** (Ga.)

Denson 3D Farms

(706) 259-3838 | denson3dfarms@gmail.com

**District 6 - Bud Clark** (Mo.)

C Bar C Ranch

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

## SGBI Sire Genotyping Project

SGBI members notified earlier this fall that a sire they owned had been selected for participation in the Proven Sire Genotyping Project are asked to confirm participation by contacting Executive Director John Ford. Members who have already indicated they will be supplying the requested DNA will be receiving a hair sample or semen kit within the

next 2-week period. The SGBI Sire Genotyping Project is the first step in a project designed to develop genomic enhanced EPDs for the breed. The project is being funded in part by a \$10,000 grant from the Santa Gertrudis Foundation. 🐾

### REGISTRATIONS, STAR 5 RECORDINGS & TRANSFERS BY DISTRICT

SEPTEMBER 2013

| District | Purebred Reg. | Star 5 Reg. | Performance Only | Purebred & Star 5 Trans. |
|----------|---------------|-------------|------------------|--------------------------|
| <b>1</b> | 4             | 0           | 0                | 15                       |
| <b>2</b> | 201           | 24          | 146              | 116                      |
| <b>3</b> | 8             | 1           | 12               | 2                        |
| <b>4</b> | 5             | 4           | 2                | 14                       |
| <b>5</b> | 20            | 8           | 0                | 9                        |
| <b>6</b> | 51            | 6           | 14               | 25                       |

#### CONTACT FOR SGBI REGISTRATIONS:

Diana Ruiz

P. O. Box 1257, Kingsville, Texas 78364 | [diana@santagertrudis.com](mailto:diana@santagertrudis.com)

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

## SANTA GERTRUDIS *Calendar*

### NOVEMBER

- 9** Mt. Laurel Classic Santa Gertrudis Sale, Calhoun, Ga.
- 14** Avoyelles Parish, La., Cattleman's Association Annual Meeting, Mansura, La.
- 16-17** South Texas Santa Gertrudis Junior Association Hot Gert Show, Alice, Texas
- 22** North American International Livestock Expo Open Santa Gertrudis Show, Louisville, Ky.
- 28-29** SGBI office closed for Thanksgiving Holiday

### DECEMBER

- 5-8** New Mexico Stockmen Convention, Albuquerque, N.M.
- 23-27** SGBI office closed for Christmas Holiday

### JANUARY 2014

- 1** SGBI office closed for New Year's Day
- 18** Premier Cowtown Elite Sale, Fort Worth, Texas
- 19** 51st Annual National Santa Gertrudis Show at the Fort Worth Stock Show, Fort Worth, Texas

## *Santa* Gertrudis OPEN Show

**Saturday, March 8 | 8 a.m.**

**Location:** Reliant Center, Main Arena

**Open Show Entry Deadline:** Jan. 5, 2014

**Late Entry Deadline:** Feb. 15, 2014

*Santa Gertrudis* SALE

**Date:** Friday, March 7 | 7 p.m.

**Location:** Reliant Center, East Arena



MARCH 4-23, 2014

[livestock@rodeohouston.com](mailto:livestock@rodeohouston.com)

832.667.1125

[www.rodeohouston.com](http://www.rodeohouston.com)

# SANTA GERTRUDIS *Production*

## FOR SALE: REPLACEMENT HEIFERS

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



**A**ccording to Derrell Peel, Ph.D., Oklahoma State University Extension livestock marketing economist, 2013 could be the year commercial cow-calf ranchers significantly start heifer retention. Not only do I respect Peel and his economic opinions, I believe his prediction. Very few places are still extremely dry, and I have even been using a long-forgotten can of mosquito spray. Peel estimates the 2013 calf crop is the smallest since 1942.

Moreover, if corn prices remain reasonable, more pressure will be put on the feeder calf market and prices will remain high. If Peel is correct and rainfall is at least average, heifer retention could last at least four years. What does this signify for the purebred segment of the beef industry?

As commercial producers look at the feeder calf price and the green grass in their pastures, they more than likely will be looking for replacement heifers for sale. To truly expand the U.S. cowherd, we will not only have to begin serious retention of homegrown replacement heifers, but also consider purchasing quality heifers from outside the herd. In my opinion, this may be an excellent opportunity for purebred breeders to group, develop and market heifers that don't quite meet their expectations for becoming a superior show prospect or potential registered mother cow. I know I have to be careful here, because all seedstock operations have tremendous reputations in producing outstanding sires for both purebred and commercial buyers as well as outstanding registered replacement females. The opportunity to market commercial quality, purebred replacement heifers should not be overlooked. Rather than selling those bottom-end heifers as feeder calves, consider adding value by developing them to near breeding age or even breeding them to a low birth-weight sire and marketing them as such. The demand will be strong and the supply limited. It may be an opportunity to combine heifers from multiple ranches, if the age and quality are similar. Seedstock producers that never have trouble marketing registered heifers as registered heifers, as opposed to selling registered heifers as commercial heifers, don't need any advice.

A strong replacement heifer market makes every calf valuable regardless of genetics or gender. It may be a good time to visit with your veterinarian to make sure your herd health

program and vaccines are still providing the best protection. Consider doing the more stressful processing procedures, like branding, castration, dehorning and administering calf vaccinations, while the calf is still at side. If you have not tried a less stressful weaning practice and you have adequate facilities, give it a try; you may be surprised how well those babies can handle weaning if they can still see mom. If possible, get calves used to consuming dry feed at least 30 days prior to weaning. Always provide weaned calves access to clean, fresh water. Provide plenty of bunk space and try to control dust as best you can in the weaning pen. Weaned calves need plenty of space and good nutrition; as corn becomes more reasonably priced, there may be new or alternative economical choices for weaned calves from your feed dealer.



If you decide to market purebred, commercial replacement heifers in the future, it is always a good idea to visit with folks who commission annual or seasonal special replacement heifer sales. In addition, investigate some of the online marketing outlets such as "Cattle Range." Take time to visit with producers that have either bought, sold or are currently selling heifers through these venues. I am sure they would be happy to discuss their experiences, both good and bad. Let us not miss the opportunity to add some value to a group of heifer calves that have a respected place in our industry as we rebuild the U.S. cattle herd. 🐄

# LA CAMPANA RANCH

COMMERCIAL *AND* PUREBRED SANTA GERTRUDIS

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

# Running M Ranch

Herd No. 2926

Polled Bulls for Sale



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(404) 915-4952 cell  
www.sbranch.com

## Casablanca Ranch

Registered Santa Gertrudis Cattle  
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www.casablancaranch.com  
Paul Anderson (334) 790-3274 Larry Burkhalter (334) 790-4351  
cbranch.al@gmail.com Lsburk1@aol.com

## Cedar Crest Farms

408 Suite B, Hwy 31 N.W.  
Hartselle, Alabama 35640

ALABAMA 256-773-4077 Charles Sandlin  
TENNESSEE 931-294-5507 James Sandlin



## GRANDVIEW FARMS



5400 Bexar Ave. East  
Hamilton, AL 35570  
www.grandviewfarm.biz  
NATIONAL CHAMPION BULL  
"SLEDGE"

Delmo Payne, Owner (205) 468-5319 (cell) Brent Shaw, Manager (205) 412-5761 (cell)



## H & H FARMS

Registered Santa Gertrudis and Star Five  
Herd # 35308

Scotty Hooper (256) 338-8605  
Seth Hooper (256) 338-7197

281 County Rd. 643  
Cullman, AL 35055  
E-mail: rshooper@mywaytrans.com  
www.mywaytrans.com (choose H&H Farms)  
Ranch Mgr: Johnny Smith (256) 531-5595



## 777 FARMS

MAGNOLIA, AR

Chad, Jamie, Patrick,  
Erin-Kay & Caroline Daniel  
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triple7farms@gmail.com



POLLED AND HORNED  
SANTA GERTRUDIS

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Searcy, AR 72143  
(501) 207-2272



## 5 BAR E FARM

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

## Salter Farms

Registered Santa Gertrudis Cattle

Curtis Salter, Owner Home: 850-957-4409  
8325 Springhill Rd. Cell: 850-501-1847  
Milton, FL 32570 Fax: 850-957-4690

## Parker Farms



Breeders of Quality  
Santa Gertrudis Cattle

Charles, Deanna,  
Chip, June & Carsen Parker  
(270) 678-5302 • (270) 651-3131

5552 Jackson Hwy.  
Cave City, KY 42127

## DENSON 3D FARMS



Herd # 9006

JOHN & KAY DENSON  
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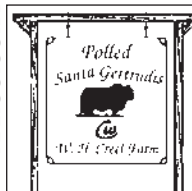
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# SANTA GERTRUDIS SALE

## Reports

### ARKOMA SALE AT TULSA

Sept. 28, 2013 | Tulsa, Okla.

#### SALE AVERAGES

|                 |         |                       |         |
|-----------------|---------|-----------------------|---------|
| 10 Bred Cows    | \$1,715 | 6 Open Heifers        | \$1,467 |
| 15 Bred Heifers | \$1,522 | 6 Star 5 Open Females | \$1,108 |
| 9 3-n-1 Pairs   | \$2,186 | 2 Star 5 Bred Females | \$2,000 |
| 2 Bulls         | \$2,425 |                       |         |

The Tulsa Stockyards were full of cattle for the Arkoma Sale, where 50 head of Santa Gertrudis and Star 5s sold. The volume buyers for the day were Robert Silva, Krebs, Okla.; and C & N Farms, Mooringsport, La. Silva also purchased a lot donated by Rustic Rail Ranch, Carthage, Mo. Proceeds from the donated lot went to the Arkoma junior association.

The open Santa Gertrudis show at the Tulsa State Fair took place the day after the Arkoma Sale, and included a tribute to Dennis Alsop, former manager of L&L Farms, Decatur, Ark. L&L was active in showing and promoting polled Santa Gertrudis in the 1980s. Alsop served on the SGBI Breed Standards Committee and Shows & Exhibits Committee for several years, and was



Volume buyer Robert Silva.

involved with the Arkoma Association. He was a commissioner of the Arkansas Livestock & Poultry Commission, and is an accomplished judge of many breeds of cattle. 

### 25<sup>TH</sup> ANNIVERSARY ALABAMA CONNECTION SALE

Oct. 5, 2013 | Hanceville, Ala.

#### SALE AVERAGES

|                 |         |
|-----------------|---------|
| 53 Total Lots   | \$3,657 |
| 33 Pairs        | \$3,997 |
| 19 Bred Females | \$3,110 |
| 1 Bull          | \$3,000 |

The Alabama Connection Sale included an SGBI board meeting and a Shows & Exhibits Committee meeting. An anniversary reunion and branding party was also held at which cowhides were branded, then auctioned off to benefit the Shows & Exhibits Committee.

Topping the sale was Lot 2, consigned by Tinney Farms, Hanceville, Ala. Miss TT 336, the 2012 National Champion Female, and her May 2013 heifer calf sired by the 2011 National Champion Bull, Hatchetman, were purchased for \$11,000 by 777 Farms, Chad and Jamie Daniel, Magnolia, Ark.; and Randall Strickmeyer, Verona, Ky. Tinney Farms also consigned the high-selling bred heifer, TF 222, who sold for \$5,000 to Vesper Ranch, Dick and Kelly Vesper, Cotulla, Texas.

Grandview Farms, Hamilton, Ala. consigned the high-selling open heifer, Miss Grandview 3123. A Pusher 804 daughter, she sold for \$5,200 to Townsend Cattle Co., Ivan and Debbie Townsend, Louis, Texas.

Gray Oaks Farm, Russellville, Ala. consigned the high-selling bull, Gray Oaks 014, who sold for \$3,000 to Double TT Ranch, Wylie and B.J. Taliaferro, Rosser, Texas.

Cattle sold to nine states and Mexico. 

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# SGBI Members Market Cattle in Many Ways

For some, “marketing” simply means hauling their cattle to the sale barn. For others, it means selling on video auction or hosting an annual production sale. For many, marketing avenues change as they seek top-dollar for their consignment. Here’s how several SGBI members market their cattle.

## Online Sale a First for Urbanosky Ranch and Santa Gertrudis

By Micky Burch, Managing Editor

Not everyone can say they’ve gone from growing up in the Houston city limits to owning a herd of registered Santa Gertrudis cattle, but Jerome Urbanosky can. He started in the cattle business during high school by utilizing his FFA chapter’s school farm. After winning Grand Champion Scramble Heifer at the 1970 Houston Livestock Show, he was hooked. The next year, he showed the Grand Champion Junior Santa Gertrudis Heifer at Houston, and then started building his herd.

In 1976, Jerome and his wife Jane married, and in 1985 they moved to Plantersville, Texas, where they currently live. On their 1,150-acre ranch, they raise cattle with the aid of their four grown children, Patti, Cristi, Jerome Jr., Blake and their respective families. The ranch includes 200 purebred Santa Gertrudis cows and 10 Star 5s, and is dedicated to producing the best cattle possible. Evidence of that is seen in their home-raised herd sires, Hellacious 750 and Bulletproof 4-30, and their long list of show ring champions.

It was the show ring – more specifically the club calf arena – that started them thinking about having an online sale. “Our largest marketing avenue has always been private treaty sales, and we’ve been involved in affiliate association consignment sales for years,” Jerome says about their marketing plan, which also includes an annual trip to Houston. But when Patti’s family bought a show steer online out of Ohio, they considered it as an alternative option. “We liked the format because it was easy to bid, and we trusted the pictures and videos of the animals,” Jerome says. In early April, they hosted their first online sale. The family considered it a success, learned a great deal, and already have a date picked out for 2014.

In preparation for the sale, they hired a professional to photograph and video the cattle. “We learned a lot about how to create the right environment for picturing, like the correct pen size,” Jerome explains. Once the photos were posted online for people to view, it was a matter of waiting for sale day. “As the sale starts to come to a close, bidding is extended in 5-minute increments as long as there’s activity on the lot,” Jerome explains. “That way, buyers have a few



Jerome Urbanosky



minutes to think through and discuss the matter with those around them, and decide if they want to bid again.”

For the producer, Jerome says, one of the biggest advantages of selling online is deciding your own sale order and writing your own comments about each lot. Other benefits include an expanded audience. “Almost everyone can attend an online sale from a computer or phone, which can greatly expand your customer base,” Jerome points out. He says that very thing happened with their online sale, as the high-selling lot went to a buyer from Mexico.

Although Jerome admits he was nervous, “Everything fell into place more easily than we ever imagined.” That included the task of transporting livestock after the sale. “Transportation costs are the responsibility of the buyer,” he explains. “We received a receipt after the sale closed, and when we saw who purchased cattle, it was easy to put buyers in contact with each other or recommend hauling services.”

For their March 29, 2014 online sale, the Urbanoskys plan to offer about 20 of their best calves, and will continue to sell cattle private treaty. “We want to produce a quality product for all types of budgets and all types of operations,” Jerome concludes.

## Gene and Linda Moose Market All-Natural Santa Gertrudis

By Robyn Goddard

The Susquehanna Valley sits near the Maryland-Pennsylvania state line, and the rich farmland at the base of the Appalachian Mountains is home to Gene and Linda Moose. A couple with strong roots in agriculture and deep respect and

CONTINUED ON PAGE 16 ►

# Marketing Cattle

CONTINUED FROM PAGE 15

concern for the environment, Gene and Linda started with 400 acres of land Linda's father farmed free of herbicides, insecticides and pesticides. In addition, they raise antibiotic- and hormone-free Santa Gertrudis.



The journey hasn't always been easy...Linda's dad was a dairyman-turned-beef-producer after he purchased a Charlois bull to breed to his crossbred cows. The calving season that followed was a hard one: Linda's dad passed away that winter and Gene was recovering from a farming accident, so Linda and her daughter Sue calved the cows alone.

Then Sue found some Santa Gertrudis at a fair. After learning the breed was known for calving ease, durability and growth, the family made the switch. However, Gene and Linda had a hard time selling eared, red-hided seedstock because they're a ways north of the primary Santa Gertrudis market, and the cattle were heavily discounted at local auction markets because of their appearance. According to Linda, "We're stubborn Germans and love our Santa Gertrudis cattle, so we began selling quarters and halves of meat, and developed a fairly profitable business." In 1996, the Moooses started Chapel Ridge Meat & Mercantile, Inc., to market their all-natural meat. Santa Gertrudis fit their program as they're lean-muscled without sacrificing tenderness or flavor.

From conception to consumption, the Moooses have a plan. At weaning time, calves are sorted into three groups: The first group are the highest-quality animals that are kept or sold as seedstock. "Since 1976, we have selectively bred to produce a herd of growthy, clean-sheathed, heavy-milking and *gentle* cattle," Linda emphasizes.

The second set of calves becomes all-natural freezer beef by being fed a ration of spelt, barley, alfalfa, soy beans, mixed hay and minerals. They harvest the cattle at 1,200 pounds, and 11 to 13 months of age. This group of calves isn't castrated, or given growth implants or antibiotics. Live-stock that doesn't fit into either of those categories are sold at auction or to commercial producers.

One challenge the Chapel Ridge owners face is the changing dynamic of their customer base. Many people don't have freezer space for a quarter of beef, and many younger folks don't know how to cook or have time to prepare meals. Recognizing this, the Moooses started marketing convenience items made from beef, such as bacon, hot dogs, bologna and jerky. Canned "gourmet beef cubes" or "roast beef in a

can" is also a popular product that can be used in a variety of quick meals and has a lengthy shelf life. The majority of Chapel Ridge customers are interested in "green" foods, Linda explains, and have the available resources to purchase specialty products. Due to their close proximity to several big cities, the Moooses have also promoted their beef at farmers markets and health food stores.

The Moose family strongly believes in educating their customers through programs and farm tours. The Mercantile has the appearance of a "country store" to make buying meat a positive experience. Antiques, baked goods, candles, crafts, gift baskets and other such items can also be purchased from the family-operated business. Sue, her husband Doug, and their daughter Rhianna are also involved with the business.

Producing and selling farm-fresh, delicious beef through all-natural farming, hard work and good customer relations is what the Moose family does every day.

## The Brand You Trust Buys Back

By Micky Burch, Managing Editor

Along the Rio Grande in central New Mexico is one of the largest Santa Gertrudis operations in the country. Founded in 1979, Red Doc Farm is owned and managed by Roland and Elia Sanchez and their six children. The headquarters are in Bosque, N.M., and several satellite ranches are scattered throughout the high desert along the Rocky Mountains. More than 700 mature cows are grazed on nearly 50,000 acres of native range land between 4,800 and 8,500 feet elevation that receive only 5 to 10 inches of annual rainfall. At the home place, they raise alfalfa and grass hay for backgrounding and preconditioning cattle, and developing replacement females and bulls.



Replacement selection is guided by an environment that's both a challenge and an asset to their management practices. "The harsh New Mexico droughts and fluctuating weather have determined the cattle be low-maintenance, hardy and fertile," Adolfo Sanchez explains. After environmental factors, Red Doc selects bulls for their annual Red Hot Bull Sale based on performance and carcass characteristics, taking into consideration expected progeny differences and carcass ultrasound data.

The bulls have to do more than produce good numbers themselves – they have to pass that quality on. In the fall of 2000, Red Doc started a program where they buy back calves out of their bulls. "We wanted to expand marketing opportunities for our bull buyers, and ensure they were offered a competitive price for their calves," Adolfo explains. So, they went to work with John Josserand and Tito Morrales at AZTX Cattle Co., in Hereford, Texas, a 50,000 head ➡

# OKLAHOMA STATE FAIR OPEN SANTA GERTRUDIS SHOW

Sept. 22, 2013 | Oklahoma City, Okla. | Judge: Bill Barrett

## GRAND CHAMPION BULL

CSC Hitch Hiker 127, shown by  
Connors State College, Warner, Okla.

## RESERVE GRAND CHAMPION BULL

Tara's Top Drive 911-2, shown by  
Tara Ranch, Athens, Texas

## GRAND CHAMPION FEMALE

LCC 138/1, shown by Cammi Selby,  
Scurry, Texas

## RESERVE GRAND CHAMPION FEMALE

HH Miss Sherry W21, shown by  
Casey Pitchford, Athens, Texas

## BEST OF POLLED FEMALE

LCC 138/1, shown by Cammi Selby,  
Scurry, Texas

# TULSA STATE FAIR OPEN SANTA GERTRUDIS SHOW

Sept. 29, 2013 | Tulsa, Okla. | Judge: Duane Miller

## GRAND CHAMPION BULL

5 Bar E Integrity 350, shown by  
5 Bar E Farm, Altha, Fla.

## RESERVE GRAND CHAMPION BULL

CSC Hitch Hiker 127, shown by  
Connors State College, Warner, Okla.

## GRAND CHAMPION FEMALE

HH Miss Sherry W21, shown by  
Casey Pitchford, Athens, Texas

## RESERVE GRAND CHAMPION FEMALE

5 Bar E Bella, shown by 5 Bar E Farm,  
Altha, Fla.

capacity feedyard. "They taught us about fair market value for our customer's calves, how break-even prices work, and avenues to generate revenue on feeder cattle," Adolfo points out.

The first year of the program was a success, as the cattle had a feed-to-gain ratio of 5.1-to-1, and profits of \$331 were made on more than 100 head. Not only was Red Doc excited about the outcome, their customers were, too. "We offered them a fair market price, and there weren't any discounts or commission on their cattle," Adolfo explains. In the end, producers received close to \$0.10 above market value.

While Red Doc was confident in their product, they still had to convince feeders and packers Santa Gertrudis weren't only profitable based on feed conversion, but were also capable of producing quality beef. So, they started evaluating carcass quality. Feedout trials in 2001 and 2002 resulted in 48 percent Choice purebred Santa Gertrudis cattle. Over the next few years, Red Doc selected bulls with high intramuscular fat. Their work paid off as carcass data from September 2013, collected by West Texas A&M University, resulted in more than 81 percent Choice. Such selection has also led to the development of herd sires like "1136 Never Before," who balances performance, phenotype and carcass quality.

Not to be outdone by their male counterparts, the females at Red Doc hold their own. "We believe in deep-bodied, easy-fleshing, moderate-framed cows that wean a heavy calf," Adolfo notes. That all-encompassing animal is what their main customer – the commercial cattleman – is looking for. "We produce females that calve on their own, milk well, and can raise a steer or a replacement heifer."

The Sanchez family is committed to growing the Santa Gertrudis breed and raising the highest quality beef cattle. They work with producers with any number of cattle, and buy back more than 600 calves a year. In turn, producers selling to Red Doc follow a basic Vac 45 health protocol. "With our track record of top quality carcasses and feed efficiency, we feel we have a product that's in line with the market place," Adolfo concludes. 🍴

## SANTA GERTRUDIS Juniors

By Cade Burks, At-large Director

School has started...the weather is changing...it must be getting close to stock show time! Hello, my name is Cade Burks. I'm a sophomore at Floresville High School and live in Poth, Texas.

I hope everyone has been getting a bit of rain. We got about 3 inches the last couple of weeks of September. It was greatly needed, and my family and I are thankful to have received it.

I'm so excited stock show season is just around the corner. Let me remind you we will once again be having our social in Fort Worth. This is a great time for all the junior members to get together and have some fun. Remember to invite any others who are interested in becoming members of our great association.

The board of directors has been talking about many different fundraising ideas for the National Junior Santa Gertrudis Association. If any junior member has an idea for a fundraiser, send me an email ([steerkid98@gmail.com](mailto:steerkid98@gmail.com)) so I can present it to my fellow board members. We are looking for some new ideas. All junior members have a voice in our association. It takes all of us to make this association great, from helping with fundraising efforts, to working together at shows, to promoting our great breed, and so much more. So take time to use your voice to send me any ideas to help raise money for our junior association.

Happy trails to each of you, and hope to see you at the stock shows! 🍴



# WE THANK ALL OF OUR ALABAMA CONNECTION BUYERS



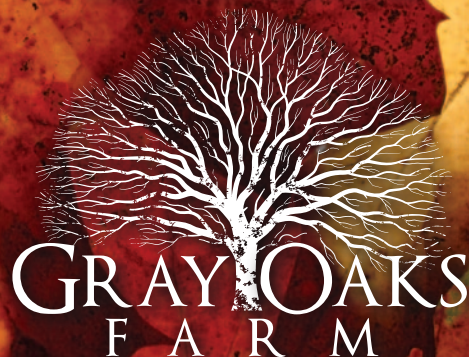
HIGH-SELLING LOT

Our thanks to **Betty & Ricky McCormick** (right) Sealy, Texas, for purchasing female 858, a **Polled Chief** daughter, with her March 2013 Gray Oaks 014 heifer calf at side (high-selling lot) and **Chip & Deanna Parker** (left) for buying our **Polled Chief 508** bred heifer 213.

Thank you also to **Chad and Jamie Daniel**, 777 Farms, Magnolia, Ark., for purchasing show heifer prospect **Gray Oaks 314** – a daughter of National Champion **Super Star**!

## SALE BUYERS

**Ricky & Betty McCormick**, Sealy, Texas  
**Lou Al Tuck Farm**, Great Falls, S.C.  
**O/X Ranch**, Las Vegas, N.M.  
**Double TT Ranch**, Rosser, Texas  
**Kubecka Ranch**, Bay City, Texas  
**Parker Farms**, Cave City, Ky.  
**Cody Mattingly**, Brandenburg, Ky.  
**J & J Farms**, Pell City, Ala.  
**Tinney Farms**, Hanceville, Ala.



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*Contact*

Blake Nelson, 918.441.3433  
 Dale Pitchford, 972.921.6261

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