



SANTA GERTRUDIS

USA

NOVEMBER 2015 | VOLUME 18, NUMBER 11



Santa Gertrudis



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SANTA GERTRUDIS USA

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ON THE COVER

It takes time to put together a successful genetics program and this year's 27th Annual Alabama Connection Sale was proof that good genetics pays off in the sale ring. The successful sale was sponsored by Tinney Farms, Grandview Farms and Gray Oaks Farm. Photo by Jill Richmond.

Providing Polled Power Genetics to the Santa Gertrudis Breed

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Ramblings from the Open Range

EXECUTIVE DIRECTOR'S REPORT

By John Ford

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

Following college graduation in the late 1970s, I worked for Don and Pat Stout in Kremlin, Okla. The Stout Shorthorn operation had a well-established bull market that served commercial cattlemen in Kansas, Nebraska and Oklahoma, and it also offered elite females to fellow seedstock producers. When reminiscing, I recall the 1970s and early 1980s as being the "golden age" of European cattle. At that time, it seemed a new Continental breed was being introduced to American cattlemen on a daily basis. The well-known English breeds were under assault and the nation's beef producers were eager to experiment with these "newer" breeds of cattle. However, the Stouts exhibited little concern regarding the wave of Continental breeds that were challenging for a share of the market. They were confident in their product and operated under a simple philosophy: Know your customers' needs and help them be profitable.

The Stout farm breeding program was built on customer needs and profitability. Don and Pat were advocates of data collection, and a set of portable WW scales served as the backbone of the Shorthorn operation. They spent countless hours on the phone, getting to know their customers and their expectations. They were committed to their cattle-buying customers' success. I left Kremlin in the summer of 1980, but the marketing lessons learned from my short stay have remained with me through the years and continue to serve as the cornerstone of my marketing philosophy: *Successful purebred breeders know their customers' needs, produce and sell what their customers want, and are focused on customer profitability.*

In my mind there are three essential components to marketing:

1. IDENTIFY the market you wish to focus on and breed for that specific market.

2. PLAN for long-term success. Marketing can't be an afterthought. Let me point out that marketing and advertising are not to be confused. Marketing is a continuous effort that includes product development and data collection, a fostering of customer relationships, constant evaluation of market conditions, and education and understanding of new technology and production techniques. Advertising is an act of informing potential customers about specific sale dates, services or animals offered for sale. Marketing is based on constant communication flowing in and out of an operation, while advertising is based on the act of promotion.

3. CULTIVATE and foster relationships with your customer base. Keep in mind, local sells first; research indicates the vast majority of cattle buyers make purchases within 200 miles of their operation's location. A strong regional market provides a solid foundation for expansion into the national marketplace.

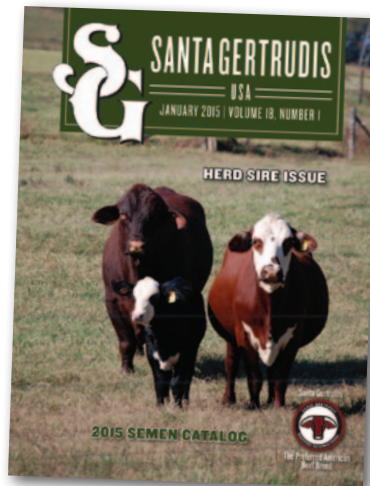
Finally, if a purebred operation considers bull calves simply a by-product of female production, it is unlikely a viable bull market exists or will be developed. Marketing success in the

bull segment isn't just about carrying a check to the bank. In today's marketplace, bull buyers have an increased level of expectation, and it is difficult to sustain bull-buying clientele without constantly validating performance and standing behind your product. The two most important tools for building and keeping bull buyers are data collection and a sharp knife. If a bull does not have valid performance data, a gentle disposition and the structure to meet your customers' needs, he should be castrated.

Know your customers, know their needs. 🐄

Coming Up: The January Herd Sire Issue

Start the New Year off right by being a part of the annual Herd Sire Issue (no semen catalog in 2016). It's a great way to showcase your bull battery, promote your newest sire, or tout your tried and true genetics. Contact Darren Richmond at (423) 364-9281 or djrichmd@gmail.com for more information. 🐄



SANTA GERTRUDIS Names in the News

SGBI Hall of Fame Member Fred Dietrich was recently recognized by the Florida FFA Organization as a 2015 inductee into the state FFA Hall of Fame. The Florida FFA Hall of Fame pays tribute to outstanding individuals who have dedicated their lives to making FFA the premier youth leadership organization in the state of Florida. Dietrich's long ag science career

touched the lives of countless young people and his innovative vet science curriculum served as the foundation for a national program utilized by a number of youth organizations. Dietrich is also a member of the National 4-H Hall of Fame, is a lifelong breeder of Santa Gertrudis and has served SGBI in numerous leadership positions. 🐄

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For more information:

contact Tony Creech, President

(919) 427-4679



PRESIDENT'S LETTER

By Wes McDaniel

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

Ask a cattle producer if he/she has a marketing strategy, and he/she may struggle to provide a clear response. Some may tell you their marketing strategy is to sell more bulls and/or heifers at a premium. These are great goals, but they're not a strategy. The key to a successful marketing strategy, and ultimately increased sales, is understanding your customers; specifically, who they are, what their needs and wants are, and why they buy cattle from you.

The key to a successful marketing strategy, and ultimately increased sales, is understanding your customers; specifically, who they are, what their needs and wants are, and why they buy cattle from you.

Once you identify your customers, or target market, the next step is to continuously communicate the benefits of Santa Gertrudis cattle over those of other breeds and operations. In other words, your marketing strategy should seek to inform existing and prospective customers that Santa Gertrudis cattle offer something unique or special, differentiating them from other breeds. If you fail to persuade customers your cattle are unique and offer additional value, then their buying decisions may simply come down to price alone.

Fortunately, as a member of SGBI, you have many resources available to help develop a successful marketing strategy. First and foremost, you have the opportunity to differentiate your cattle with a purebred or STAR 5 registration. Registration papers provide much more than pedigrees. They contain valuable selection tools that include genomically-enhanced expected progeny differences and indices. Savvy cattle producers require and expect data to support claims that your bull will increase their cattle's weaning and yearling weights. This information is especially critical to new or first-time customers, with whom you don't already have a working relationship.

Another key to a successful marketing strategy is advertising. SGBI members have the benefit of a high-quality monthly breed publication to market their cattle. Advertising in *Santa Gertrudis USA* is an excellent way to share the cattle and genetics you have for sale with other SGBI members and potential customers.



Photo taken at Grandview Farms, Hamilton, Ala.
Photo by Bill Lundberg.

You can have the best cattle in the breed, but if no one knows you have them, then chances are you will not receive the premium they deserve. Truly successful marketing strategies also encompass alternative advertising methods, including state cattlemen's publications, websites and social media.

Finally, as you develop your marketing strategy, allow SGBI to assist you. Regardless of the number of head you're marketing, the association can be a valuable resource. SGBI can help you identify a breed sale to participate in or find buyers for larger groups of cattle rather than you having to haul them to the sale barn. You work hard to raise your cattle – don't allow others to profit from an undefined marketing strategy. 🍷

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SANTA GERTRUDIS DISTRICT VI BREEDERS



RED OR BLACK? QUALITY EITHER WAY!



**Thank You to our
Arkoma Sale Buyers!**

We sold 4 lots at the October sale in Tulsa,
including the top-selling open STAR 5 heifer
and the top-selling bred STAR 5!

Thank you to all our buyers for the
confidence you placed in our program!



Miss Savannah

CLASS 17 WINNER

Shown by Quincy Nelson, Sarcoxie, Mo.
Bred by Rustic Rail Ranch.

RUSTIC RAIL RANCH

Paul & Debbie Gautz
9865 Blarney Lane • Carthage, MO 64836
dgautz53@yahoo.com
417-437-2452 • 417-438-8712

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dgautz53@yahoo.com
417-437-2452 • 417-438-8712



Shampain Ranch

Santa Gertrudis Cattle
Del & Ginny Thomas
Pleasant Hill, IL 62366
(217) 734-2283
ginny2@irtc.net

SANTA GERTRUDIS *Juniors*

By Cade Burks, District 1 Director



I am Cade Burks from Poth, Texas, and I represent you as a District 1 National Jr. Santa Gertrudis Association (NJSGA) Director. This month I would like to spread the word about the Donated Heifer Program associated with the National Junior Santa Gertrudis Heifer Show (NJSGHS).

Started shortly after the first NJSGHS, the Donated Heifer Program has grown from one donated

heifer to 20 donated heifers. Over the last 30 years, more than 500 heifers have been donated by generous Santa Gertrudis breeders. We are the envy of other breed associations in that the NJSGHS is the only junior breed association show that awards donated heifers to all class winners and three special show champions: Best of Polled, Bred and Owned and STAR Five. It is not only the ultimate accomplishment to win a class at a national junior show, where head count in the class can range from 15 to 40, but it is also an honor to be awarded a heifer from one of our breeders. This opportunity provides us, junior members, the chance to increase and often improve our Santa Gertrudis herds with genetics we may not be able to purchase otherwise.

Heifer donors are recognized at the NJSGHS, and those who are present during the show and banquet are given the opportunity to meet their heifer recipient, starting communication between donors and recipients. Heifer recipients stay in contact with donors by writing monthly letters, and may have opportunities to visit with donors at sales and shows. Heifer recipients are then asked to bring back their donated heifers to the next year's NJSGHS and exhibit them in a special Donated Heifer Class, showcasing the donated heifers

SANTA GERTRUDIS WELCOMES *New Members*

Active Members

Bar K Cattle, Kirk and Karen Garber, Alexandria, La.
Jordan Clay, Brenham, Texas
Craig and Beth Long, Clio, Ala.
Jody Snoddy, Ville Platte, La.
Timothy Wiley, Plaquemine, La.

Commercial Members

Park and Karen Lamerton Family Trust,
Wynnewood, Okla.

Junior Members

Brittney Bland, Greenwood, Texas

Beau Cook, Wichita Falls, Texas
Samantha Digesualdo, Crowley, Texas
Carter Higginbotham, Callahan, Fla.
Carynn Jacobs, Hondo, Texas
Coy Jacobs, Hondo, Texas
Kirsten Laningham, McKinney, Texas
Hunter Lowery, Hooks, Texas
Connor Lucher, Hempstead, Texas
Brenda Salazar, Alamo, Texas
Lane Schlottman, Ennis, Texas
Kurt A. Wittenburg, McAllen, Texas

from the previous year. Donated heifers are also stalled in a designated aisle for all to admire.

We are fortunate to have had some very long-standing heifer donors, including Lazy E Ranch, Double TT Ranch, Wendt Ranch, Tinney Farms, Grandview Farms, Briggs Ranches, Vesper Ranch and many more that donate either each year or every couple of years. Each year, the Donated Heifer Program asks breeders to give a heifer to a class winner and special class champion, and each year we are

CONTINUED ON PAGE 22 »

REGISTRATIONS, STAR 5 RECORDINGS & TRANSFERS BY DISTRICT

SEPTEMBER 2015

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	39	2	0	62
2	205	16	1	107
3	7	5	6	1
4	19	2	4	19
5	23	3	6	3
6	50	6	12	7

CONTACT FOR SGBI REGISTRATIONS: Diana Ruiz

P. O. Box 1257, Kingsville, Texas 78364 | diana@santagertrudis.com

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

SANTA GERTRUDIS *Calendar*

NOVEMBER

- 1** Louisiana State Fair Open Santa Gertrudis Show, Shreveport, La., *SGBI Point Show*
- 7** Mountain Laurel Classic Sale, Calhoun, Ga.
- 7** South Texas Heritage Sale, Robstown, Texas
- 13** 12th Annual Briggs Ranches Registered Santa Gertrudis Bull Sale & Commercial Replacement Female Sale, Bloomington, Texas
- 14** 38th Annual Tri-Star Registered Santa Gertrudis Female Sale, held at Briggs Ranches, Bloomington, Texas
- 20** North American International Livestock Expo Open Santa Gertrudis Show, Louisville, Ky., *SGBI Point Show*
- 26-27** SGBI Office Closed in Observance of Thanksgiving

DECEMBER

- 24-25** SGBI Office Closed in Observance of Christmas

JANUARY

- 1** SGBI Office Closed in Observance of New Year's

APRIL 2016

- 7-9** SGBI Annual Meeting, hosted by the Rocking Mountain Affiliate, Albuquerque, N.M.

Thank You to all our buyers at the 27th Alabama Connection Sale



A special thanks to Tinney Farms for their purchase of 8 of our open heifers!



Many thanks to Corazon/Pitchford, Athens, Texas and Curtis & Tamara Hudnall, Tara Ranch, Liberty, Texas, for their purchase of our high-selling lot – a **Red Hot** daughter x a **Pusher** calf.

We thank these buyers for showing their confidence in our program!

Willis Peek • Caledonia, Miss.
Townsend Cattle Co. • Louise, Texas
Tayler Guidry • Gueydan, La.
Bill & Sonja Athey • Joplin, Mo.
C Bar C Ranch • DeSoto, Mo.

Caroline Creech • Zebulon, N.C.
Circle A Farm • Williamsport, Tenn.
777 Farms • Magnolia, Ark.
Stricko Ranch • Verona, Ky.
Corporron Acres • Schulenburg, Texas

Flying C Ranch • Searcy, Ark.
Craig & Tanya Townsend • Louise, Texas
Tim Haggard • Silver Point, Tenn.
Tinney Farms • Hanceville, Ala.



Thank you Townsend Cattle Co. and Craig & Tanya Bram.

Mark your calendars for the
❖ **Crimson Classic Sale** ❖
April 30, 2016 • Cullman, Ala.



Thank you Willis Peek and the Guidry Family.



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



Family & Friends Sustain SGBI Breeders

By Micky Burch, Managing Editor

It only takes a few minutes visiting with Pat and Beverly Heath to realize that family and friends are the most important things to them. The fact that they were able to raise their family among their closest friends - fellow Santa Gertrudis breeders - is icing on the cake. Now that their children are grown, the couple is more involved than ever with the breed.

Heath Farms, Hodgenville, Ky., was established as a Santa Gertrudis operation in 1983. Today, Heath Farms holds 35-40 purebred females, 30-35 commercial/STAR 5 females and three herd bulls on three small farms, totaling 120 acres. The Heaths feel fortunate because one of the farms has been in Beverly's family for more than 225 years. "My family got that piece of land from a Revolutionary War land grant," she explains. Not only that, but Beverly's background includes owning her first heifer when she was just 4 years old. "I grew up with livestock - I know it and I love it," she continues. "When I was little, my favorite thing to do was sit on the divider in the feed trough in the barn while my Daddy fed the cattle."

Pat grew up on a farm that bordered a Hereford operation where he worked. He started in the cattle business by purchasing Guernsey heifers for his FFA projects, and participated in his first Kentucky State Fair in 1956 - the first state fair held on the present fairgrounds.

It's no wonder that a love for livestock has been passed on to the couple's children. Prior to raising Santa Gertru-

dis, Pat and Beverly managed a commercial Angus x Holstein cow herd. Then, they purchased a polled, commercial Santa Gertrudis bull to put back on their crossbred heifers. Liking what they saw in that red bull, their sons Jason and Jarrod each saved enough money to buy a Santa Gertrudis heifer. "Those boys worked hard and showed at their first state fair in 1979. The next year, they showed at the NAILE [North American International Livestock Expo, Louisville, Ky.] and in 1983 Jason showed at his first National Junior Santa Gertrudis Heifer Show," Pat says proudly. At his first junior nationals, Jason won the livestock judging contest. That same year, the family showed the grand champion Santa Gertrudis female at the Kentucky National Show and Sale, and the grand champion Santa Gertrudis bull at the Kentucky State Fair. Both Jason and Jarrod were active in 4-H and FFA; each placed in the top 10 at the state livestock judging contest and each earned a trip to National 4-H Congress for conservation projects. Jason even served as a state 4-H officer.

"We've pretty much been involved ever since," Beverly says with a chuckle. Their involvement includes helping run the Santa Gertrudis show at the NAILE, the Kentucky National Show and Sale, and the Kentucky State Fair Santa Gertrudis show. In addition, Pat is on SGBI's Shows and Exhibits Committee, helped start the LaRue Beef

Cattle Association, has been active in the LaRue County Extension Service, and has humbly been recognized for his volunteer and leadership services. Beverly serves as an SGBI Junior advisor, has been the Kentucky association secretary/treasurer since 1985 and has put in 35 years as a 4-H leader.

"I have known the Heath Family since the early 1990s - Pat and Beverly and their family have been a mainstay in the Santa Gertrudis breed, not only in Kentucky but on a national level," Darren Richmond, SGBI Member Services Representative, says. "Whether it's the annual Kentucky National Show and Sale, junior national show each summer or the NAILE in November, the Heaths can be counted on to lend more than a helping hand." Further, Richmond says, Pat and Beverly have donated countless "Heath-broke" - i.e., very tame - donkeys to the Kentucky junior association. "Every year, Pat would donate a donkey and it would be auctioned off, with proceeds going to the junior association," Richmond explains. Pat has been involved with the District VI/Kentucky National Show and Sale since its inception.

In addition to a love for livestock, Pat and Beverly passed on to their children and grandchildren the importance of involvement. Jarrod is currently serving as president of the Kentucky Santa Gertrudis Association. For almost 20 years, he lived on the farm and helped with the



operation; Jarrod's son lives on the farm today. "Jarrod continues to feed, check cows and maintain things when we are out of town," Beverly says. "Without his assistance, we wouldn't be free to do the association activities that we do."

Son Jason, a University of Kentucky graduate, had the honor of judging the 2014 National Santa Gertrudis Show in Fort Worth, Texas, and is now the manager of Stricko Ranch in Verona, Ky. "The cattle business has played a huge role in our children being successful," Pat points out, and that family value is being passed on to their grandchildren. "Our grandchildren range in age from 22 to 2 and all of them except the 2-year-old have shown Santa Gertrudis – except one – she showed Shorthorns,"

Beverly explains, adding that their granddaughter has participated in two National Junior Shorthorn Shows.

Pat and Beverly not only helped their kids and grandkids, they've also helped numerous other juniors show cattle. "If there was a kid who wanted to show, we would take them," Pat says, adding that the couple has attended every National Junior Santa Gertrudis Heifer Show since their children showed there; they even made it to Oklahoma this year. Part of their popularity may stem from the fact that Beverly is known for feeding 30-plus kids every morning at the Kentucky State Fair. "I would take a griddle and a hot plate and feed everyone that came by," she says with a laugh. "It's something that was really enjoyable for us

– some of those 'kids' still call us 'Mom' and 'Pappy.'"

Those long-time friendships are part of what keeps Pat and Beverly involved today. "We've made a lot of good friends in this breed," Pat comments. "We may compete against each other, but everyone still tries to help each other out, especially in the Kentucky association."

The Heaths don't plan on slowing down anytime soon.

Now fully retired from 50-plus years in the auto parts industry, Pat plans to continue increasing the quality of their late-spring calving cow herd. "One reason I'm a Santa Gertrudis breeder is because they're maintenance-free," Pat states, adding that not having to worry about flies, heat stress or pink eye is a bonus. Pat and Beverly market their cattle mostly by private treaty, selling heifers to repeat, long-term customers. They also sell show heifers, and consign to the Kentucky National Sale. And even though they don't have to, they still halter-break their heifers. Pat recommends to anyone in the cattle business to utilize a breed that works for their particular area. "Buy cattle as good as you can afford, then utilize technology like AI [artificial insemination] to improve them," he says. "Santa Gertrudis breeders are the best people we've ever been around, and if you need help getting started, someone will be there."

After years of involvement and breeding Santa Gertrudis cattle, the Heath family boasts three generations of SGBI members. "Without families like the Heaths in our breed, we would not be where we are today," Richmond concludes. "At any time, I can call on Beverly or Pat and they are there to help." 🐄



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MAKING PLANS FOR FALL SALE SEASON

By Kyle Dykes, Commercial Marketing Coordinator,
International Brangus Breeders Association (IBBA)

Fall sale season is upon us, and for many it's time to start thinking about buying bulls and replacement females. When buying bulls and females, it's important to evaluate them using every bit of information available to you. For instance, when you attend a sale this fall, get the catalog and sort through the lots "on paper" and select for the traits that will be the biggest benefit to your operation. Then, go through those selections "on the hoof." Now, I tend to work the other way around. I like to give every animal in that pen a chance to impress me from a phenotypic standpoint, pick my favorites in terms of what I feel I want my cattle to look like, and then sort them on paper after I make sure they fit my eye. Regardless of which way you choose to start, put forth the necessary effort in both aspects of the selection process. After all, you are paying a premium price in today's market, so you want the best bang for your buck.

After I confirm that the animals I am looking at are reproductively sound, my No. 1 selection criteria is structural soundness – I feel it plays a major role in any rancher's operation, for both bulls and females. If an animal isn't able to get out and travel properly without limitations, then how is it going to become a top producer in your operation? Personally, I would never sacrifice structural soundness unless I felt the animal excelled in another desired trait and the seller gives me a guarantee.

Structural soundness for any animal starts from the ground up. I am not going to go into detail on all the different foot scores that are out there, but the animal needs to have a

normal, functional hoof-set and toe that isn't uneven, curled, twisted or crooked. A shallow heel could be a sign of weak pasterns or hocks, short toes are caused by the animal dragging the foot as it is set in motion, and the list goes on. You want a big-footed animal that can handle what it carries up top. There will always be an exception, but breeders in the seedstock industry most likely won't allow you to take an animal home that they don't stand behind.

After examining feet, move up the animal's body to its lower joints, meaning pasterns, hocks and overall leg structure. You want that animal to stand square at the ground and have adequate flex in its pasterns – not too straight and not too weak, but a happy medium between the two. The same goes for the hocks. If I had to choose between having too much set to the hocks and being too straight, I would take the extra set to the hocks, especially on bulls, because a straight one may be out of commission come breeding season. Nevertheless, you want a natural flex to hocks and pasterns that allows that animal to travel freely. As far as front legs go, again, you need to see them square at the ground. If you can get feet and legs how you want them, the rest kind of falls into place in terms of skeletal structure.

Structural correctness will ultimately ensure that the animal is put together well the rest of the way up. From the angle at the shoulder back to the hooks and pins or hip set, you want that animal to be level and stout-spined, without a break behind the shoulder or a rise or dip along the loin. In Bos-indicus type cattle, I would say it is a little more acceptable to see cattle with a touch more slope from hooks to pins because that is just the way God made them. Having said that, too steep of an angle and an extremely round hip is a sign that the animal has too much set to its hocks, causing it to carry its legs underneath itself a bit more than preferred when it gets on the move.

Other things to look for in both bulls and females, especially females, is rib shape. You want cattle to show that they have the capacity to develop a good, stout calf during the fetal growth stage. I sure do love seeing a stout cow with plenty of power and soundness that has a lot of volume and middle. These females tend to make their way to the front pasture and will be the cows that produce thick calves if you select a bull that follows this same trend. Bulls need to be rugged, powerful and growth-oriented, with the bone to back it up. Bold-sprung, thick-topped cattle tend to cut a larger ribeye. Ultimately, pounds of beef is what we are producing. Generally, a bull or female that has natural width at the ground is going to be heavier-muscled because that's what is pushing that skeleton apart as it grows – muscle. After all of this, you can start to let your personal preferences sort your top pick of the pen.

Moving on to sheath and underline scores: It's not necessary to have excess underline on cattle, especially if you

Go to the sale knowing the type of cattle you need to make your operation run successfully and stick with that plan.



are raising them in a rough, brushy environment. Too much underline or sheath might cause some problems with sticker brush or grasses that can damage a bull's reproductive system. A proper sheath angle on bulls is one that is naturally forward, not hanging straight down, with an ideal sheath score of your choosing. I tend to prefer bulls to have a sheath score no greater than 3, but every operation demands different preferences. When it comes to females, it's not necessary to have excess navel. Tie your top pick together with capacity and femininity, and you have just sorted one to the top end of the sale pen.

Finally, have confidence when heading to the sorting pen. Go to the sale knowing the type of cattle you need to make your operation run successfully and stick with that plan. Don't hesitate to ask breeders and ranch managers about their cattle. They are happy to help and are proud of the product they raise, and no one knows their product better than they do.

Editor's Note: Kyle Dykes is a native of Killeen, Texas. He grew up on a small commercial crossbred cattle operation. Agriculture has always been a passion of his, and he actively tries to help make a difference and be a part of the growth of agriculture in Texas. Previously, Dykes worked as the natural resources county extension educator for McLennan County, Texas. His educational background helped him build a strong network within the industry that he now applies to his current position as a member of the IBBA team. Dykes received his bachelor's degree in animal science from Texas A&M University in 2013, and has been a licensed auctioneer in Texas since 2011. 🌂

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Reports

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Sept. 19, 2015 | Richmond, Ind.

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SANTA GERTRUDIS *Production* ALTERNATE FEEDS AND FEED INGREDIENTS

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



I was prompted this month to do a little research because I did not know the answer to a question posed by one of my students: Can I feed pumpkins to my cows? The answer, of course, was yes, but I did not know the nutritional value of pumpkins. *Beef Magazine* has available, at no cost, a downloadable “Feed Composition Table” that is updated and released every year, usually in the spring. You can get a pdf version at the following site:

<http://beefmagazine.com/site-files/beefmagazine.com/files/uploads/2015/02/2015-BEEF-Magazine-Feed-Comp-Tables.pdf>.

Using cull pumpkins as an example, I will navigate the table. The first column of the table is labeled DM%. This number reflects the amount of dry matter (DM) content in a particular feed. Since the moisture content of different feeds can vary greatly, the remaining columns in the Feed Composition Table are all determined from 100 percent DM found in each feed. Cull pumpkins, in their natural state, are 11 percent DM; or, taken another way, cull pumpkins are 89 percent water. Watermelons are not in the feed table, but you can imagine their DM% would even be lower. Thus, a mature cow would have to consume 100 pounds of cull pumpkins to obtain 11 pounds of actual pumpkin as a feed source.

Moving from left to right on the Feed Composition Table, the next set of columns (4) is labeled ENERGY and includes TDN%, NEm, NEg and NE_i – all in units of Megacalories (Mcal)/hundredweight (cwt.). This can be the most confusing portion of a feed composition table. The total digestible nutrients (TDN) have been used to reflect the energy value of feeds for ruminants for a very long time. TDN%, however, is not perfect, because it will overestimate the energy value of roughages as compared to grains. The net energy (NE) values in the table are as follows:

NE_m = the energy available in the feed if used to meet maintenance requirements.

NE_g = the energy available in the feed if used to meet growth requirements.

NE_i = the energy available in the feed if used to meet lactation requirements.

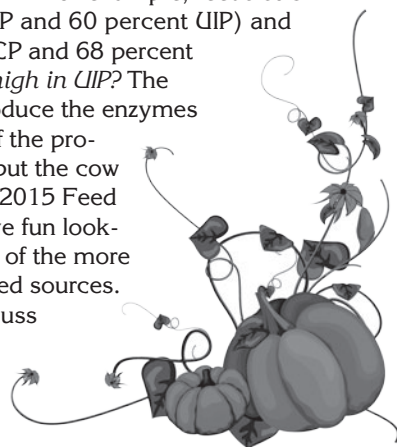
NE values cannot be added together; energy in feed will be used for maintenance first, followed by animal needs in growth, lactation or both. Those cull pumpkins contain 80

percent TDN on a DM basis, or 86 Mcal/cwt. NE_m or 56 Mcal/cwt. NE_g or 83 Mcal/cwt. NE_i. *What is a Mcal?* A Mcal is a metric unit of 1,000 kcal, equal to 1,000,000,000 calories. One kcal or one food calorie (symbol: Cal) is approximately the amount of energy needed to raise the temperature of one kilogram of water by one degree Celsius. Therefore, food Calories (with a capital C) and a kcal are the same amount of energy. A plain-old calorie (lower case c) that we learned about in physics class is the energy required to raise the temperature of one gram of water by one degree Celsius. If you confuse the two calories, you will probably overeat.

Back to the pumpkins: Compared to whole corn (88 percent TDN, 98 Mcal/cwt. NE_m or 65 Mcal/cwt. NE_g or 91 Mcal/cwt. NE_i), they are a pretty good source of energy.

The next set of columns on the Feed Composition Table is labeled PROTEIN. In this area we see two columns, one labeled CP% and the other labeled UIP%. Crude protein (CP) is the measured amount of nitrogen in a feed x 6.25, because proteins, on average, contain approximately 16 percent nitrogen ($100 \div 16 = 6.25$). The un-degradable intake protein (UIP) is the amount of protein in the feed that will not be digested by the rumen microbes, and thus is available for the cow to digest further down the digestive tract in the “true stomach” or abomasum. Nutritionists recommend that all cow diets should contain some UIP, anywhere from 25 to 50 percent of the CP requirement. For example, if a cow needs a 10 percent CP diet, then 3 percentage points of CP (or 30 percent of total CP) should be from UIP. Many feeds do not have a determined UIP content (like cull pumpkins, 15 percent CP and “blank” UIP percent), while other feeds are known to be very high in UIP – for example, feeds such as Fishmeal (66 percent CP and 60 percent UIP) and Feather meal (87 percent CP and 68 percent UIP). *Why are these feeds high in UIP?* The rumen microbes do not produce the enzymes necessary to digest most of the proteins found in these feeds, but the cow does. Obtain a copy of the 2015 Feed Composition Table and have fun looking at the nutritional values of the more common and alternative feed sources.

Next month, we will discuss fiber and mineral content of feeds. *Happy Thanksgiving!*



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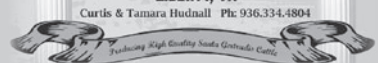
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TULSA STATE FAIR

Oct. 4, 2015 | Tulsa, Okla. | Judge: Jim Williams



GRAND CHAMPION BULL

Mr. Double TT Omaha, shown by Stroman Cattle Co., Bryan, Texas



RESERVE GRAND CHAMPION BULL

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



BEST OF POLLED BULL

PC Hemingway, shown by Casey Pitchford, Athens, Texas



GRAND CHAMPION FEMALE & BEST OF POLLED FEMALE

Myers 14/10, shown by Britney Shields, La Russell, Mo.



RESERVE GRAND CHAMPION FEMALE

Townsend La Te Da 0515, shown by Townsend Cattle Co., Louise, Texas



GRAND CHAMPION STAR 5 GRAND FEMALE

Bonita Cabeza Blanca, shown by Holly Ann Roach, Keller, Texas

22ND ANNUAL DISTRICT 6 HALTERED HEIFER SHOW

Sept. 18, 2015 | Richmond, Ind.



GRAND CHAMPION FEMALE

MC Lexington, shown by Will McDaniel, Alpharetta, Ga.



RESERVE GRAND CHAMPION FEMALE

RS Reese, shown by Randall Strickmeyer, Verona, Ky.

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SOUTHEASTERN EMPIRE FAIR

Sept. 17, 2015 | Lawrenceville, Ga. | Judge: Jason Duggin



GRAND CHAMPION BULL

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



RESERVE GRAND CHAMPION BULL

Mr. KC, shown by Stricko Ranch,
Verona, Ky.



BEST OF POLLED BULL

RW 8/13, shown by Ronald Wood,
Benson, N.C.



GRAND CHAMPION FEMALE

Circle A Wendy, shown by
Circle A Farm, Williamsport, Tenn.



RESERVE GRAND CHAMPION FEMALE

MC Lexington, shown by
Will McDaniel, Alpharetta, Ga.



BEST OF POLLED FEMALE

5 Bar E Princess Leia, shown by
5 Bar E Farm, Altha, Fla.

OKLAHOMA STATE FAIR

Sept. 27, 2015 | Oklahoma City, Okla. | Judge: Joel Judge

No photos available

GRAND CHAMPION BULL

Tara's Top Drive, shown by
Tara Ranch, Liberty, Texas

RESERVE GRAND CHAMPION BULL

PC Hemingway, shown by
Casey Pitchford, Athens, Texas

BEST OF POLLED BULL

PC Hemingway, shown by
Casey Pitchford, Athens, Texas

BEST OF POLLED FEMALE

Myers 14/10, shown by Britney Shields,
La Russell, Mo.

GRAND CHAMPION FEMALE

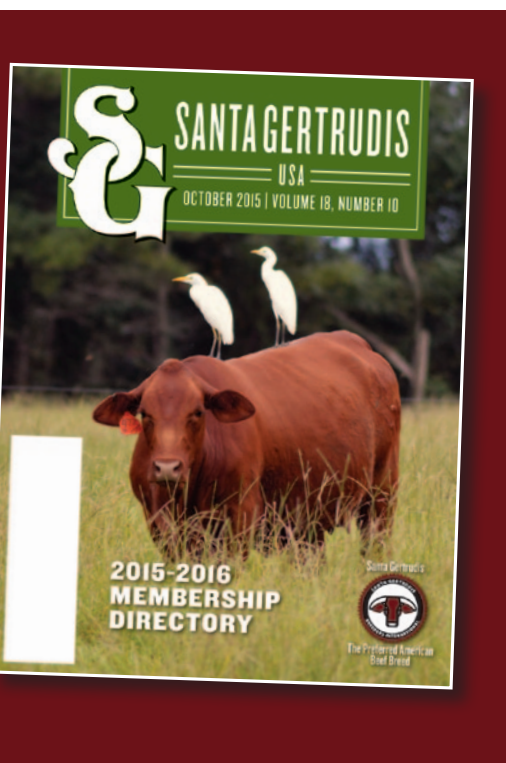
Myers 14/10, shown by Britney Shields,
La Russell, Mo.

RESERVE GRAND CHAMPION FEMALE

CSC 362, shown by
Connors State College, Warner, Okla.

GRAND CHAMPION STAR 5 FEMALE

shown by Joshua Browning,
Asher, Okla.



JUNIOR LETTER

CONTINUED FROM PAGE 10

blessed with donors who so generously give. Some years there are new Santa Gertrudis members who donate heifers and have the chance to experience the relationship that builds between the junior recipient and the heifer donor. We have also been blessed to have former junior members and their families donate heifers for our donated heifer program, including Pitchford Cattle Co., 777 Farms, Strait Ranches, C Bar C Ranch and Urbanosky Ranch. 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.

Throughout the years, many junior members/families have won a multitude of donated heifers, which undoubtedly has made significant impacts on their herds. For example, in 2014 I received a donated heifer from Wunderlich Farms, and she was calved from a donated heifer the Wunderlich brothers won many years before – a great example of the Donated Heifer Program coming full circle.

The NJSGHS Donated Heifer Program is truly an amazing opportunity for junior members not only to increase and improve their Santa Gertrudis herds, but also to create relationships with Santa Gertrudis members. Having been fortunate enough to win two donated heifers in my time as a NJSGHS exhibitor, I have built lasting relationships with the donors from whom I received a heifer. I will never forget the generosity of Double TT Ranch and Wunderlich Farms for donating my heifers, or the honor I felt representing those two Santa Gertrudis breeders.

I couldn't be more proud of what our Donated Heifer Program has accomplished. I encourage long-time Santa Gertrudis breeders as well as new Santa Gertrudis breeders to consider being a donor for the Donated Heifer Program, especially if you haven't before. Not only would you be helping improve a junior member's Santa Gertrudis genetics, but you would also be encouraging them to continue their association with SGBI past their junior years by helping them to increase the head count of their Santa Gertrudis herds. If you are interested in being a heifer donor, please contact a member of the Donated Heifer Committee: Patti Manak, Sherry Hampton or Nancy Wunderlich.

To all my fellow former junior members: I encourage you to consider becoming a heifer donor either now or in the future and helping out our future Santa Gertrudis members. Wishing everyone the best for the year to come. 🌟

SANTA GERTRUDIS SALE

Reports

THE ARKOMA SALE AT TULSA

Oct. 4, 2015 | Tulsa, Okla.

SALE AVERAGES

48	Lots	\$3,510	12	Bred Cows	\$2,850
60	Head	\$2,808	7	Pairs	\$5,129
8	Baby Doll Heifers	\$1,975	21	Open Heifers	\$2,305
3	Bulls	\$4,500	9	Star 5 Lots	\$2,800

The Arkoma Sale at Tulsa preceded the open Santa Gertrudis show at the Tulsa State Fair the first weekend in October, and featured bulls, pairs, and bred and open heifers.

The high-selling bull, consigned by Robert Silva of Krebs, Okla., sold to Charles Trennepohl, Double T Cattle, Purcell, Okla., for \$5,000. Lester and Ouida Cossey, Flying C Ranch, Searcy, Ark., sold the high-selling bred heifer to Cotton Branch Plantation of Smithdale, Miss., for \$3,900. Silva also consigned the high-selling pair with bull calf for \$8,000 to Corazon-Pitchford Cattle Co. of Athens, Texas, and Double TT Ranch. Flying C Ranch also consigned the high-selling pair with a heifer calf for \$7,600 to Carroll Myers, Myers Cattle and Land Co., Navasota, Texas. MC Ranch, Burton and Wes McDaniel of Alpharetta, Ga., purchased the high-selling baby doll heifer for \$3,400 from Ron O'Neal of Republic, Mo.

The top-selling open STAR 5 heifer at \$2,800 was also purchased by Myers Cattle and Land, from Rustic Rail Ranch, Paul and Debbie Gautz, Carthage, Mo. The top-selling bred STAR 5 lot sold for \$2,800 to Paul Donisthorpe, Albuquerque, N.M., from Rustic Rail Ranch. Myers Cattle and Land Co. then paid \$2,600 for the high-selling STAR 5 pair, from Leaning P Farms, Dale Pitchford of Watts, Okla. Volume buyers with six lots each were Myers Cattle and Land Co.; Gene Kilgore, Havana, Kan.; and Roy Kibbee, Diamond K Ranch, Van Buren, Ark. Cattle sold to 11 states: Arkansas, Kansas, Illinois, Oklahoma, Texas, Tennessee, Louisiana, Georgia, New Mexico, Missouri and Mississippi. 🌟

SANTA GERTRUDIS SALE

Reports

27TH ANNUAL ALABAMA CONNECTION SALE

Oct. 10, 2015 | Cullman, Ala.

SALE AVERAGES

40	Registered Lots	\$4,783	17	Bred Heifers	\$3,570
20	Commercial Open Heifers	\$2,170	10	Open Heifers	\$3,360
13	Pairs	\$7,460			

The 27th Annual Alabama Connection Sale was held at its new location, the Cullman Stockyards in Cullman, Ala., for the first time on a beautiful weekend on October. The high-selling pair, consigned by Grandview Farms, Hamilton, Ala., included a Red Hot daughter with a Pusher heifer calf at side; they sold to Corazon-Pitchford Cattle Co., Athens, Texas, and Tara Ranch Liberty, Texas, for \$24,750.

Topping the bred heifers was a TF 7177 daughter, consigned by Tinney Farms, Hanceville, Ala. She sold to Willis Peek, Caledonia, Miss., for \$5,500. In the open heifer category, a consignment by Grandview Farms, a Briggs 021 daughter, sold to Caroline Creech, Zebulon, N.C., for \$4,500.

Volume buyers were Corazon-Pitchford Cattle Co. and Brannon Holt, Ellijay, Ga. Cattle sold to 11 states. 🌟

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