



SANTA GERTRUDIS

USA

NOVEMBER 2016 | VOLUME 19, NUMBER 11

**MARKETING
ISSUE**

Santa Gertrudis

SANTA GERTRUDIS

7,500

Registrations in 2016!

FEEDERS INTERNATIONAL

The Preferred American
Beef Breed

Thank You

to all our 28th Annual Alabama Connection buyers
for making this year's sale a great success!



Thank You to
Woman Hollerin Ranch,
Rick & Betty
McCormick,
Brookshire, Texas and
White Rock Farm,
Matt, Cindy
& Luke Chastain,
Talking Rock, Ga.



Thank You to Quail Valley Farm,
Ricky Cleveland, Oneonta, Ala.



Thank You to Corazon-Pitchford,
Darrell Pitchford, Athens, Texas

Thank You

to these other Tinney Farms buyers!

777 Farm, Chad & Jamie Daniel, Magnolia, Ark.
Rolling Hills Farm, Jennifer Walters, Laurel, Miss.
Triple H Ranch, Brannon & Amy Holt, East Ellijay, Ga.

Look for our lots in the
Banners & Buckles Prospect Sale
February 10, 2017 • Jackson, Miss.

Mark Your Calendars!

**CRIMSON
CLASSIC**

April 29, 2017 • Cullman, Ala.

Tinney Farms

Manager: Arlin Taylor
Phone: 256-507-3838

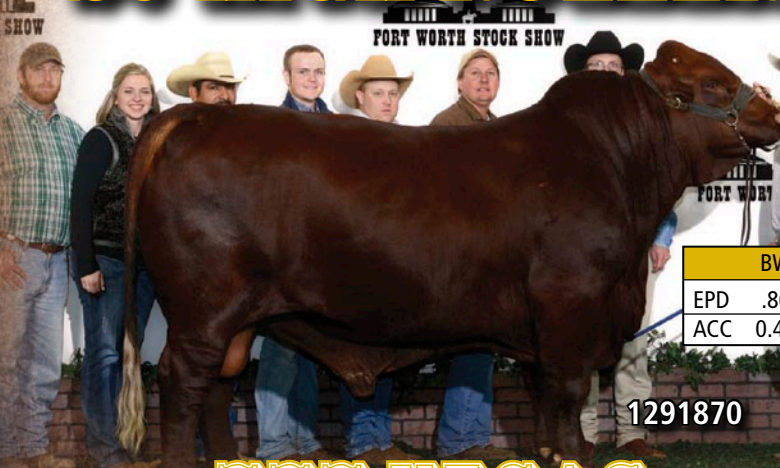
5251 Co. Rd. 601 • Hanceville, AL 35077

Email: arlin.taylor@bhamfast.com
Website: tinneyfarms.com

CHAMPIONS PRODUCE CHAMPIONS!

2013 NATIONAL CHAMPION BULL

SJ HIGH ROLLER 005



WITH THE NUMBERS THE INDUSTRY DEMANDS!

	BW	WW	YW	Milk	TMat	CW	REA	Marb	Tend	SC
EPD	.86	9.06	12.48	0.56	5.09	8.14	0.02	-0.04	0.00	-0.05
ACC	0.42	0.42	0.37	0.22	--	.33	0.27	.29	.30	0.30

2013 National Champion SJ High Roller won the Champion Get of Sire at the 2016 Tulsa State Fair.

1291870

777 VEGAS HIGH ROLLER SON

- 2016 National Champion Bull
- 2016 National Champion Best of Polled Bull
- 2015 National Champion Best of Polled Bull

Owned by Briggs Ranches and Harris Farms

High Roller Sexed Semen For Sale



MISS 777 ARIANA HIGH ROLLER DAUGHTER

- 2016 Grand Champion: Tulsa State Fair, Ohio State Fair, Indiana State Fair, Southeastern Empire (shown with her 777 Vegas calf)
- 2015 NJSGHS Reserve Calf Champion



Owned by Michael McConaughy

**Also look for our lots in the
BANNERS & BUCKLES PROSPECT SALE
February 10, 2017 • Jackson, Miss.**

**777
FARMS**
MAGNOLIA, AR

**CHAD & JAMIE DANIEL AND
FAMILY**
(870) 904-3070 • (479) 206-9199
triple7farms@gmail.com

M ROCK PIXIE DUST HIGH ROLLER DAUGHTER

- 2016 Calf Champion, Tulsa State Fair

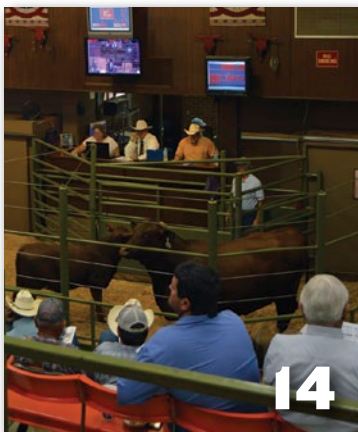
SANTA GERTRUDIS USA

IN THIS ISSUE

- 12** Selling vs. Marketing Seedstock
- 14** Cattle Markets, Exports and Beef Supply, *Oh My!*
- 18** Tulsa State Fair and Oklahoma State Fair Show Results
- 20** Feeding Santa Gertrudis: Perception is Not Reality
- 22** Brad Wright to Serve SGBI in Advisory Role
- 24** Southeastern Empire Fair and Four States Fair Show Results

DEPARTMENTS

- 6** Ramblings from the Open Range
- 8** President's Letter
- 10** Breed Statistics
- 10** Calendar of Events
- 10** Junior Letter
- 10** SGBI New Members
- 13, 23** Sale Reports
- 21** Ad Index



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ON THE COVER

Sale day at Red Doc Farms in Belen, New Mexico begins with the bulls penned and ready for inspection by prospective buyers, prior to the sale.
Photo courtesy of Lisa Bard.

Providing Polled Power Genetics to the Santa Gertrudis Breed



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THANK YOU FOR YOUR PURCHASES!

Thanks to Conner State College, Warner, Okla., for their purchase of Taser 19/2, the high-selling bull and lot in the 2016 Arkoma Sale.

TASER 19/2



Taser is a son of Wave Maker 12/8, the sire of the 2013 National Champion Bull High Roller and Grand Sire of 2016 National Champion Bull 777 Vegas 411. His dam is a daughter of Gunslinger 13/5 and is a sister to Pistol 28/0.



Lester and Ouida Cossey with Roger Morton.

We also thank Cherokee Ranch, Sedalia, Colo., for purchasing our female lot in the 2016 Arkoma Sale.

We appreciate both of these outstanding operations for their confidence in our program.



FLYING C RANCH

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Gertrudis Association**

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Dennis Jones, owner

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Home: (941) 735-9391



Flying C Ranch

Lester & Ouida Cossey

2639 Gum Springs Rd., Searcy, AR 72143

(501) 207-2272





Ramblings from the Open Range

EXECUTIVE DIRECTOR'S REPORT

By John Ford

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

We have a superior product; Santa Gertrudis cattle offer all industry segments the opportunity to achieve their financial goals. We also have the tools in place to validate performance.

The demand for profitable seedstock is growing and shrinking at the same time. Silly as that statement may sound, it is true. In today's data-driven world, commercial cattlemen expect seedstock producers to provide sound data and information validating profitable performance. Bulls and replacement females that function at the highest levels in challenging environmental conditions, producing calf crops that are healthy, heavy and sought by feeders and packers, sell – and do so at prices that affirm their value. Quality is always in demand.

However, the marketplace has changed and continues to evolve. Herd expansion is slowing and it is unlikely we will see cowherd numbers return to the levels of the 1970s, 1980s or 1990s. As Santa Gertrudis seedstock producers, we must recognize we are competing with numerous other breeds for a piece of a commercial market pie that it is not going to get any bigger. Therefore, our goals must be focused on capturing a greater slice of that pie. We have a superior product; Santa Gertrudis cattle offer all industry segments the opportunity to achieve their financial goals. We also have the tools in place to validate performance. Santa Gertrudis Breeders International's (SGBI) genetic evaluation is built on thousands of ranch phenotypes and scan records collected over a 25-year period. The evaluation utilizes genotypes collected from thousands of animals validated on 10K, 20K and 50K SNP chips. Our breed is perfectly positioned to meet the growing demand for profitable seedstock in a shrinking market, but it is not easy to compete in

a beef business industry that becomes more and more competitive every day. Success comes with planning, especially planning centered on operating the association in a manner that is financially sustainable while meeting the needs of SGBI's members and their cattle-buying customers.

Earlier this year, the Board of Directors began a comprehensive review of the association's fiscal condition and the steps needed to ensure SGBI remains on solid financial footing, now and into the future. The Board identified four focus areas believed to be critical for long-term association financial success, allowing SGBI to remain com-

petitive in a constantly evolving beef business environment. Moving forward, these four focus areas will serve as the foundation of a 5-year strategic financial plan for SGBI.

Invest assets into the association in the form of member education, marketing, genomics and additional member services.

Providing increased member support through an efficient utilization of the association's financial and human resources will bolster marketing efforts, allow SGBI to stay on the genetic technology forefront and strengthen the breed's industry footprint.

Adjust the association's fee structure, including analyzing alternative structures and systems.

As reported at the close of FY 2015, SGBI is on sound financial ground; however, challenges are on the horizon. Now is the time to examine the association's revenue stream and explore avenues that will allow SGBI to remain a viable member of the seedstock industry well into the future.

Leverage strategic partnerships, including increased affiliate collaboration.

SGBI's program partners provide the association with many of the tools needed for success. Our partnerships with Livestock Genetic Services, Blue-Print Marketing, Ranchhand Analytics and many others have provided opportunities for program growth. Building on these partnerships, seek-

CONTINUED ON PAGE 8 »

2017 SEMEN CATALOG COMING

Reserve your space by November 23!

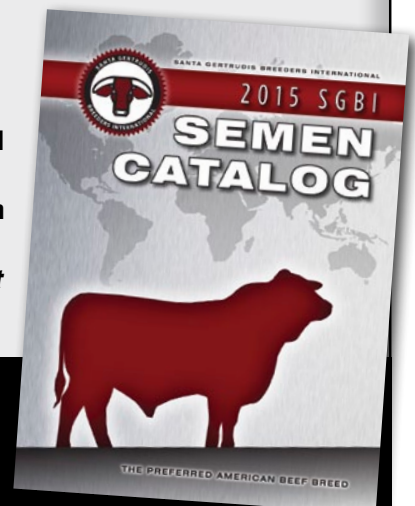
The bi-annual SGBI Semen Catalog will be included in the January 2017 edition of SG-USA – and this is your chance to be included! This incredible marketing tool will once again be produced in both English and Spanish and will have expanded distribution at Santa Gertrudis events, internationally and by request for the next two years. Don't miss this opportunity to be included!

For more information and to reserve your space in this catalog, contact

Darren Richmond at:

(423) 364-9281 • djrichmond@gmail.com

SPACE RESERVATION DEADLINE IS NOV. 23



CAROLINA CORNER

Don't Miss Out!

BREEDERS OF THE CAROLINAS ULTRASOUND COLLECTION DAY

**Fri., Nov. 11 • 10:30 a.m.
Ramseur, N.C.**

BREEDERS OF THE CAROLINAS FIELD DAY

**Sat., Nov. 19, • 12:00 p.m.
T & S Ranch, Leesville, S.C.**

44th ANNUAL BREEDERS OF THE CAROLINAS SALE

**May 13, 2017 • 11:00 a.m.
Chester Livestock Exchange, Chester, S.C.**

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CF

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carlyle@sherrillcameron.com

—S

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Great Falls, S.C.

Al Jackson: 803.984.0704 • Ajackson@pike.com

T.A. Jackson: 803.482.2283

LA

Santa Gertrudis BREEDERS OF THE CAROLINAS

For more information:
contact Scott Sherrill, President
(404) 402-5601



PRESIDENT'S LETTER

By Wes McDaniel

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

I suspect most everyone reading this article knows how to select, breed and raise quality Santa Gertrudis or Santa Gertrudis-influenced cattle. However, many of us struggle when it comes time to market our genetics. This is a common challenge for purebred breeders of all breeds and often what distinguishes successful cattle operations from those that struggle to get off the ground. Did you know the average involvement of a purebred breeder is only about seven years? I have always been intrigued by this statistic.

I know there are multiple reasons for the short life span of a purebred breeder, but I believe a common downfall of many purebred breeders is that they generally do not know how to effectively market their cattle.

I will be the first to admit I do not possess the ultimate secret of how to successfully market cattle. Believe me, if I did, I would get paid a lot more for my opinions! However, for what it is worth, I believe there is a basic marketing approach, which if implemented, can benefit all purebred and commercial operations.

Too often when marketing cattle, sellers focus on describing or pitching what we believe to be the positive attributes or accomplishments of our cattle as opposed to questioning and uncovering the buyer's motives. Think about it. When you speak with a potential customer for the first time, how much of your discussion is focused on selling your animals as opposed to questioning and uncovering the buyer's motives?

Want a better way? Then change your strategy and focus more on thoughtful questioning – discovering whether you are dealing with a qualified buyer and what it might take to make a sale. There is an old saying that the customer is always right. Well, that may not always be true, but it is a lot easier to make a customer think they are making a good decision when you know exactly what it is they are looking to purchase.

The diverse characteristics of Santa Gertrudis and Santa Gertrudis-influenced cattle can add value to any cattle operation. Santa Gertrudis and STAR 5 cattle are feed-efficient, heavy-milking, growthy, docile, resilient and so many other positive things. We must first understand our customer's wants and needs in order to better market our genetics. We already have a product that the cattle industry is seeking. However, we need to listen better and explain to our customers why Santa Gertrudis genetics are always the best option for their operation!



Photo courtesy of Red Doc Farm, Belen, N.M.

EXECUTIVE DIRECTOR'S REPORT CONTINUED FROM PAGE 6

ing new partners and strengthening ties with the association's affiliates will allow SGBI to stretch its financial and human resources.

Restructure staff for more effective member service, examine relocation options and study virtual workplace sites.

The world is changing. The needs of breed association members and their

cattle-buying customers continue to grow. Staffing patterns that effectively meet member needs yesterday will not address the needs of members in the future. Technology continues to progress in ways that challenge our approach to conducting business. SGBI must be flexible and open to change, prepared to adopt the most efficient and financially feasible practices in a fast-paced business setting.



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District 6 - Todd Osborne (Mo.)

Osborne Livestock Co.

(859) 991-2438 | peppydoc1@aol.com

SANTA GERTRUDIS DISTRICT VI BREEDERS



Thank You!

To the buyers of our lots
at the Arkoma Santa
Gertrudis Sale!

Tracy Moorman, Gravette, Ark.

Creekline Ranch, Soper, Okla.

Crosswinds Ranch, Keller, Texas

Bill & Sonja Athey, Joplin, Mo.

John Piercy Vanita, Okla.

Congratulations

Karli Buggs!



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2016 Oklahoma State Fair

★ Grand Champion Female

★ Best of Polled Female

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ginny2@irtc.net

REGISTRATIONS, STAR 5 RECORDINGS AND TRANSFERS BY DISTRICT

SEPTEMBER 2016

ACTIVE MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	15	0	8	18
2	238	37	152	168
3	1	14	0	18
4	21	46	48	14
5	13	0	12	4
6	20	0	0	9

JUNIOR MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	29	7	12	13
2	2	1	0	8
3	0	0	0	0
4	6	0	0	0
5	2	0	0	0

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

SANTA GERTRUDIS *Juniors*

By Reagan Ruddock, District 1 Representative



Hey y'all, my name is Reagan Ruddock. I'm 19 years old and I'm currently a freshman marketing major at Texas State University. As this month's theme is marketing, I'm going to share with you some tips that I think are important for marketing yourself, your animals and our breed.

Marketing yourself is something you do every day, whether or not you realize it. Every time you meet someone new, you're leaving an impression of yourself on that person. The big question is, what kind of impression do you want to leave? I'm sure all of you have heard about the importance of a first impression. As you get older, first impressions become more critical. The impression you leave on someone the first time you meet can affect whether or not you get a job or make a new friend. It is important to remember that every-

CONTINUED ON PAGE 13 »

SANTA GERTRUDIS

Calendar

NOVEMBER

- 5** Mountain Laurel Classic Santa Gertrudis Sale, Calhoun, Ga.
- 6** Louisiana State Fair Open Santa Gertrudis Show, Shreveport, La.
- 11** Breeders of the Carolinas Ultrasound Collection Day, Ramseur, N.C.
- 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

2017 JANUARY

- 14** Premier Cowtown Elite Sale, Fort Worth Stock Show & Rodeo, Fort Worth, Texas
- 15** Fort Worth Stock Show & Rodeo Santa Gertrudis Show, Fort Worth, Texas

FEBRUARY

- 10** Banners & Buckles Prospect Sale, Jackson, Miss.
- 11** National Santa Gertrudis Show/Dixie National Livestock Show, Jackson, Miss.

MARCH

- 11** Santa Gertrudis International Show, Houston, Texas

APRIL

- 29** Crimson Classic Sale, Cullman, Ala.

SANTA GERTRUDIS WELCOMES

New Members

Active Members

Skipper Farms, Pam Skipper,
McLean, Texas
Double J Farms, Jimmy and Johnny
Stroud, Millington, Tenn.
Circle L Ranch, Anthony Lampo,
Bryan, Texas
DM Ranch, Dennis Douglas-Moore,
Hondo, Texas

Junior Members

Coby Hagan, Hawkins, Texas
Edgar Villasano Jr., Linn, Texas
Marrissa Balboa, Weslaco, Texas
Weston Streit, Electra, Texas

Bobbie Streit, Electra, Texas
Emma Finley, Eustace, Texas
Andrew Walker, Forney, Texas
Ethan Lozano, Elsa, Texas
Lexi Lindamood, Farmersville, Texas
Taylor Tomeu, Sunset, Texas
Bailey Mudd, Lake Charles, La.
Emma Claire Long, Clio, Ala.
Carley Harpold, Harpold Farms,
Hooks, Texas

Stran Hines, Chester, Texas
Adam Brown, Grand Saline, Texas
Mackenzie Machicek, Louise, Texas
Dawson Moran, Brenham, Texas

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Semen available to incorporate these impressive sires into your herd –



KR 1131/13

R# 20134080

He combines Foundation King Ranch genetics with Wendt All Star and Magnum 357. Positive numbers with a high Growth Index and low Birth Weight numbers make him ideal for all markets, whether seedstock producers or commercial cattlemen – he will work!



SHERIFF 5577

R# 1165312

Polled son of Partner, from generations of Wendt and Kubecka Ranch breeding, he has always added thickness and quality to his calves. With low Birth Weight numbers, Sheriff will succeed in today's marketplace!



Wendt Ranches

5475 FM 457, Bay City, TX 77414

email: wendtranches@hotmail.com

Gene Kubecka
979-240-5311

Daniel Kubecka
979-240-5312



SGBI Herd #621, established 1954

SANTA GERTRUDIS *Production*

SELLING vs. MARKETING SEEDSTOCK

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



What has happened to the commercial cattle market? Weaned, 5-to-7-weight calf values have essentially been reduced by 50 percent compared to last spring. There is no doubt that these current prices will affect the seedstock market – at least the bull-buying side. Moreover, at least in Texas, the packer bull price has slipped below \$1 per pound. Commercial cattle producers will most likely want to “hang on” to those recently purchased, higher-

priced, replacement bulls so they can sire as many calves as possible. This will be the opposite of what we observed in 2014 and 2015. Recall that in those years, commercial cattle producers were selling bulls to packers for more than \$1 per pound, often getting more total dollars for the retired bull than they had originally paid for him as a yearling. When cattle numbers are low and cattle prices are high, it is easy to be a cattle seller. When we have the reverse conditions (for whatever reasons), we need to quickly think like and become seedstock cattle marketers.

How long will this slump in cattle prices last? No one really knows, but the beef cattle market gurus predict this market decline could last through 2018, although with much less slope than we have experienced over the last 12 months. In the short term, there are numerous empty cattle pens across the United States and plenty of cheap feed for cattle that currently occupy pens.

If farmer-feeders prefer feeding grain rather than selling it cheap, they will feed as much as they can. This translates into heavier carcass weights and still lower market prices. If fat cattle hit lows of \$1.20/lb., that will put feeder cattle at \$1.40/lb. and weaned calves at \$1.50/lb. The old adage that three weaned calves equal the price of a new herd sire would place the money a commercial beef producer should be willing to spend on a young herd bull at around \$2,500. Wow!

Commercial herd sire “marketers” must first realize that cow-calf producers will no longer be making \$400 to \$500 per mother cow, as they did in 2014-2015. These profit margins have narrowed substantially, yet still remain positive, which is good news for the seedstock producer. Your customers are still making profits in the range of \$100 to \$200 per mother cow. The second item to remember is a simple marketing principle: “If you have a good product and stand behind it, you will have repeat customers.” This translates into selling bulls (or heifers) that are

reproductively sound, guaranteed and genetically superior to the herds they will be joining. This principle can be summed up in two words: *customer service*. The goal is to sell customers good bulls at a fair price every one or two years rather than selling one average bull for a high price only once. This will involve many visits to your ranch – some fruitful, others not – and the bull marketer asking questions about market weight, age and goals, raising or buying replacement heifers, environmental conditions, rainfall and stocking rates. Marketers must be consultants for the current and prospective customer.

Is there any good news for cattle markets? We are in an election year and all commodity markets are behaving abnormally (i.e., oil, corn, cotton, wheat and cattle). However, beef demand remains strong despite the recent high prices. There has been positive growth in fine dining and fast-casual dining restaurants, whereas fast-food growth has been rather flat. I attribute this to lower fuel prices. Who knows what the presidential election results will bring, and of course we will always have competition from pork and chicken – so keep an eye on all three. The best news we have heard lately is that China could resume imports of U.S. beef! The ban on U.S. beef imports that China imposed due to bovine spongiform encephalopathy (BSE) has been lifted, but negotiations with the U.S. Department of Agriculture still remain to be worked out. According to the U.S. Meat Export Federation, China currently consumes 7 lbs. of beef per person per year. If the middle class of China continues to expand and if the Chinese triple their beef consumption (21 lbs./person/year vs. 55 lbs./person/year in the United States), China could potentially consume nearly *all* of the beef we currently produce in the United States. Seeing a photo taken of a Chinese beef lover sitting down to enjoy a U.S. ribeye may be something we can all ask Santa Claus to bring us. 🍴



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SANTA GERTRUDIS SALE

Reports

MID-COAST SANTA GERTRUDIS ASSOCIATION SALE

SEPT. 24, 2016 | BRENHAM, TEXAS

SALE AVERAGES

60	Registered Lots	\$1,983
29	Open Heifers	\$1,859
15	Bred Heifers	\$1,867
7	Pairs	\$2,400
6	Bulls	\$1,800
3	Bred Cows	\$2,500



DISTRICT 6 JR. SHOW AND SALE

SEPT. 21-22, 2016 | RICHMOND, IND.

SALE AVERAGES

17	Lots	\$2,275
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The high-selling lot was a pair consigned by Mosby Creek Ranch, Sparta, Ky., and sold to Bob Rans, Culver, Ind., for \$2,650. 🐄

JUNIOR LETTER CONTINUED FROM PAGE 10

where you go, you're trying to "sell yourself." Make sure to always have a smile on your face, shake hands, be respectful and, most importantly, always look and act presentable.

Marketing cattle and a specific breed is a constant topic of discussion in the cattle industry. What will this animal or breed contribute to your buyer's herd? Will this breed be able to sustain the climate changes in the buyer's part of the world? It is important to find out what your buyer needs are so you know the proper animal(s) to introduce to his herd.

Not only is marketing cattle important, but marketing our breed is crucial. It is important to promote Santa Gertrudis and the terrific traits they have. From being able to withstand the harshest heat and cold winters, to being an excellent maternal breed, there is something in the breed that every cattle rancher could use. For those of you who have friends looking for a show heifer, convince them to get a Santa Gertrudis! If the traits alone are not enough, remind them about our donated heifer program and the socials we have throughout the year.

Marketing is something everyone does all the time, consciously or not. Make sure the first impression you leave with people is one that will land you a job someday or make you a new friend. Find the best way the animal you're selling can fit into someone's herd and go from there, and of course, ALWAYS spread the good word about our beautiful, cherry-red cattle. 🐄



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CATTLE MARKETS, EXPORTS AND BEEF SUPPLY,



OH MY!

By Kelsey Pope, Feature Writer

The contradiction of circumstances in the current cattle market environment has created incompatible yet exciting times for cattle producers and feeders alike. Cow-calf producers continue to expand the nation's beef cowherd, increasing total beef supply; the need for beef exports is intensifying; the Midwest is flush with grain; and profit margins for feeders are dwindling after taking the brunt of the crash with months of consecutive losses. Knowledgeable producers and feeders can maintain healthy margins by adjusting production, marketing and risk management plans with increasing supplies in mind.

Excess supply of beef is a continuing challenge and opportunity that has stemmed from the expansion of the beef cowherd and will likely continue to increase into 2018. Mike Murphy, Cattle-Fax analyst, explained trends during the Cattle-Fax Trends Plus Cow-Calf webinar on Aug. 31, sponsored by Elanco Animal Health. The webinar reviewed cattle and feedstuff market projections into mid-2017; supply and margin expectations with herd expansion estimates; and the long-term outlook for the cow-calf industry, including weather, cow costs and the cattle cycle.

Murphy explained that domestic total protein per capita consumption,

which includes beef, pork and poultry, has increased 9 pounds from 200 pounds per capita protein consumption in 2014 to 209 pounds in 2015, and looks to increase 3.5 pounds per capita consumption this year, continuing into 2017.

"The inability to get excess supply off our market has created an environment where we have seen these production systems lose leverage to the domestic buyers here in the States," Murphy said. "The best measurement of that is looking at the value of each of these proteins as a percent of price. Somewhere in the last nine months, each of these three proteins' live price as a percent of retail price is at or near a 10-year low."

This does not suggest exports are declining in terms of total volume, Murphy clarified; they are just not increasing at the same rate relative to what our production increases have done.

With increased beef production in the United States, what will it take to move that excess product? Beef price spreads have widened compared to other proteins.

This could be a challenge, looking at the marketplace. According to Murphy, as beef supplies started to grow, the cycle highs of fed steer prices were around \$170/cwt at the beginning

of 2015. Now, the market has been downtrending at a sustained rate for two years straight, with only a little rally from December 2015 to March 2016. Looking at 2006 through 2011 from a price standpoint for fed cattle, cattle were trading \$80 to \$100/cwt, total protein supplies were going down and we have not recovered these supplies in the beef sector. Where will this market take feeders? Keep reading.

State of the industry

To understand the whole environment surrounding prices and supply, we need to look at weather forecasts and feedstuffs production affecting the value of cattle. The Aug. 23, 2016 Drought Monitor showed western states still plagued with dry conditions and dry pockets in the Northern Plains, but for the majority of crop and forage growing regions, summer has been excellent in terms of moisture and will likely continue into fall. The World Agricultural Supply and Demand Estimates (WASDE) report in early August forecasted the United States to be flushed with grain; an excess supply of corn, wheat and feedstuffs will likely exist.

"The WASDE report also showed a projection of a 175 bu/acre yield for

CONTINUED ON PAGE 16 »

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	7:30 p.m.	Dinner at Doc's Seafood and Steaks
Sat., Nov. 19	8 a.m.	Cattle available to view
	11 a.m.	Tamale Lunch
	Noon	Sale Begins
Sun, Nov. 20	8:30 a.m.	Junior Hot Gert Show



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CATTLE MARKETS, EXPORTS AND BEEF SUPPLY, OH MY! CONTINUED FROM PAGE 14

corn this year,” Murphy said. “This is the best corn production we will have from a historical standpoint.”

As the dots are connected with weather, feedstuffs and the value of cattle, Murphy explained that looking at the value of corn as it relates to the value of feeder cattle and calves, producers should be in a very comfortable environment in the course of the next six to nine months, with corn trading at a favorable level between \$3.15 and \$3.65 for a practical range. Local producers will still have to account for local basis as to what that might mean for cash prices.

Cowherd expansion and beef supplies

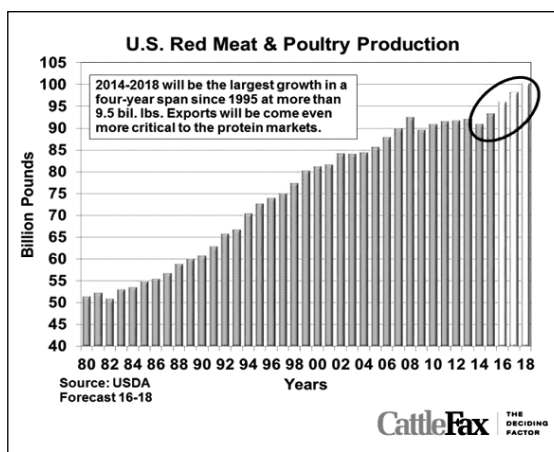
The United States has seen continued expansion in the size of the cowherd from Jan. 1, 2016, and that expansion will continue to grow over the next two years, resulting in more cattle to be harvested.

“Ultimately, as we think about expansion of the beef cowherd, the bottom line is bigger beef production, not only in 2016 but as we look into 2017 and 2018,” Murphy said.

Commercial beef production, as well as production from our competitors – pork and poultry – continues to increase. Now that the issues plaguing the pork and poultry industries are past (PED virus in hogs and bird flu in poultry), the trends are showing long-term growth of total protein production, with 2014 through 2018 showing the largest growth in a four-year span [See chart].

“As an industry, the value of our product is ultimately determined by the consumers’ willingness to pay and that consumers have choices,” Mark Frasier, F Cross Cattle Company, Fort Morgan, Colo. said. “Not long ago, the average price of a pound of beef was more than a pound of pork and a pound of chicken combined. Especially at increased levels of production, it’s essential to respect the limits and desires of the retail marketplace. That’s why it’s so important to focus on export growth for our product.”

Domestic production in 2018 alone will be 100 billion pounds of red meat and poultry combined. In terms of this volume, however, we need to be able to export protein to one of the United States key trading partners around the globe.



“The challenge we run into with this situation is that with our total exports as a percent of production, we’ve lost ground in the course of the last couple of years,” Murphy said. Murphy attributed two key components that can be addressed with this decline:

In Fall 2014, Russia banned pork and broiler meat, and quit importing from the United States. This has had a direct influence on the United States’ ability to export.

In 2016, there was a record number of pork imports to China. The United States has not maintained its market share in relationship to 2014 and 2015.

Murphy also noted that the U.S. has seen an increase in per capita net beef supply in 2016 that will likely amount to a full pound, maybe more, from 54 pounds in 2015. By 2018, we are looking at a two-pound increase.

Cattle market projections

Frasier is a stocker operator who monitors projected cattle inventories along with anticipated levels of demand for beef. Therefore, the price a year from now is more important to his business than the price today. Even so, he sees how the current cycle is affecting the cattle business and beef demand.

“The current crash has simply erased all of the equity generated during the strong market rally of 2013-14,” Frasier says. “The dilemma for producers going forward is discovering what price level represents true value, and what level of production that will sustain.”

“As a stocker operator, I have to live within the margin between calf and feeder cattle prices. For the cow-calf producer, it has always been about keeping a handle on cost of production.”

The volatility of prices have been top of mind for cow-calf producers and feeders the past two years. Since the cattle market prices topped in

January 2015, they’ve been on the downward trend for nearly two years. Looking long term, Murphy said the fed steer cattle markets from 1996 through 2002 were at a trading range from mid-\$50s to low \$80s/cwt. The market transitioned after the BSE issue in 2003 to a new, practical trading range of \$80-\$100/cwt, then transitioned again in 2011, moving into a range of cycle highs. As the beef supply increases, what will the price look like for fed

steers? According to Murphy, the question looking at the value of fed cattle becomes, “What can demand sustain going forward?”

“Looking at a more narrow window for the next six to nine months, we believe as we look at the market, there’s excellent support to the fed cattle market defined somewhere between \$1 to \$1.10/cwt as we go into next spring,” Murphy said. “The top side of this market has stiff resistance in the \$1.20 to \$1.25/cwt area.”

In comparing the current market to 2011, Murphy expressed that we are in a different corn environment today. Because we are in favorable conditions with high supply of feed, producers should find good support to the feeder cattle market in the lower to mid-\$130s (\$/cwt) now until Spring 2017.

However, with the loss of equity the feeder cattle market has incurred after 18 months of consecutive losses, feeder purchases are based strictly on the opportunity to hedge, and risk management has become a fact of life.

“Cattle feeders have taken the brunt of the market collapse and experienced negative closeouts on probably the last four turns of placements,” Frasier says. “Some are out of business and others have significantly diminished balance sheets. Relief in the form of reduced feed costs will help, but there is new-found conservatism in the feeder’s willingness to ‘bet on the come.’”

The challenge next for feeders will be to operate at the \$130/cwt level and help their industry find new markets for the growing beef supply.

“The \$130s is a likely range for feeder cattle as we look forward,” Murphy said. “The questions then become, ‘What can we do with beef demand?’ and ‘Will we be able to get an upper hand in the protein sector?’”

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LCC 155, shown by Casey Pitchford, Athens, Texas



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CWR Brick House, shown by Crosswinds Ranch, Keller, Texas

OKLAHOMA STATE FAIR

Sept. 25, 2016 | Oklahoma City, Okla. | Judge: Tommy Brandenburger



GRAND CHAMPION BULL

Spectre 007, shown by Stroman Cattle Co., College Station, Texas



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Maggie 73/15, shown by Karli Buggs, Carthage, Mo.



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LCC 155, shown by Casey Pitchford, Athens, Texas



RESERVE GRAND CHAMPION STAR 5

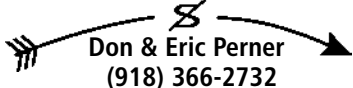
Cinnamon, shown by Kali Kimble, Kingsbury, Texas

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SANTA GERTRUDIS *Commercial Corner*

FEEDING SANTA GERTRUDIS: *Perception is Not Reality*

By Jessie Topp-Becker, Assistant Editor

Santa Gertrudis are well-known for their strong maternal traits and ability to adapt to harsh climates. Breeders of these Bos indicus-influenced cattle also know they excel as feeder calves; however, this is something many in the beef industry question. Can Santa Gertrudis cattle gain as rapidly and efficiently as other breeds while still producing a high-quality carcass?

John Josserand, AzTx Cattle Company president, says they can.

Josserand has been feeding Santa Gertrudis cattle for nearly 20 years. During a typical year, AzTx Cattle Co. feeds Santa Gertrudis cattle for 8 to 10 breeders at the feedyard in Hereford, Texas. Although many in the beef industry question Santa Gertrudis' performance in the feedyard, Josserand says perception is not reality.

"I know Santa Gertrudis cattle, and most eared cattle, over the course of my career have been somewhat behind from the standpoint of grade and other performance parameters. Our experience is that they grade in the middle, typically better than 50 percent," Josserand says.

According to Josserand, Santa Gertrudis' performance in the feedlot is largely dependent on two factors: management and genetics. In terms of feedlot performance, Josserand says Santa Gertrudis perform above average. "We've had some Santa Gertrudis cattle that we've handled for some of these guys gain almost 4 pounds a day. Feed conversion ratio is certainly low-6, sometimes high-5."

Santa Gertrudis are widely known for their disease resistance – a trait Josserand says is beneficial in the feedyard. "We have very few health problems. There's been many times that we haven't lost a single calf. They are certainly above average with health." Their docile temperament is another trait he appreciates. "Certainly one of the big advantages that we've noticed is temperament. The cattle are just really easy to handle, and they are gentle," Josserand says.

Unlike other breeds of cattle, Santa Gertrudis thrive during the hot and humid summer months. With summertime temperatures in Hereford often reaching above 100 degrees, this is especially important. "There's no doubt that our Santa Gertrudis cattle are certainly summer-feeding cattle," Josserand says. "They certainly withstand the heat and humidity, the stress of the summertime much better than many of the other breeds. They thrive in the summertime."

When AzTx Cattle Co. first started feeding Santa Gertrudis cattle nearly two decades ago, there was a learning curve, especially in the area of marketing. "In the beginning, there was a lot of resistance to paying the market price for Santa Gertrudis cattle," Josserand explains. "As we've gotten to



know our packer-buyers and they've gotten to know our cattle, we've not had any trouble marketing our Santa Gertrudis cattle at the market or better on certain grids."

Just as relationships were key to effectively marketing the cattle, relationships with Santa Gertrudis breeders have also been important. AzTx Cattle Co. has fed Santa Gertrudis cattle for Red Doc Farm for almost 20 years. Josserand says the long-standing, transparent

relationship between Red Doc Farm and AzTx Cattle Co. has allowed them to work together to make improvements to the cattle.

"We provide them with slaughter information on each animal. By doing that, they've been able to take that information back to the ranch and implement management practices where they've been able to breed for grade and other desirable feedyard traits, as well as improve performance in their heifers and bulls," he says. "That transparency and working together over the years has allowed them to produce an animal more suited for today's consumers."

Over the years, there has been debate about the profitability of feeding Bos indicus-influenced cattle. Josserand says his many years of experience feeding Santa Gertrudis have shown him that eared cattle can and do excel in the feedyard. "I think the prejudice that most Bos indicus cattle have endured over the years is today unmerited. The Bos indicus cattle that we manage and feed, perform as well or better than any other cattle we handle."

As an industry, Josserand has witnessed all beef breeds working hard to improve their cattle in the last few decades. "Over the last 30 to 40 years, everyone has raised the bar. Somewhere in the industry there's a fit for almost all cattle that we produce today." Santa Gertrudis is no exception to this.

"The Bos indicus breeders have raised the bar. The animals that they are producing are much improved, much better animals than what they were raising 20 years ago," Josserand explains. The improvements to Santa Gertrudis cattle are due in large part to the hard work of the associa-

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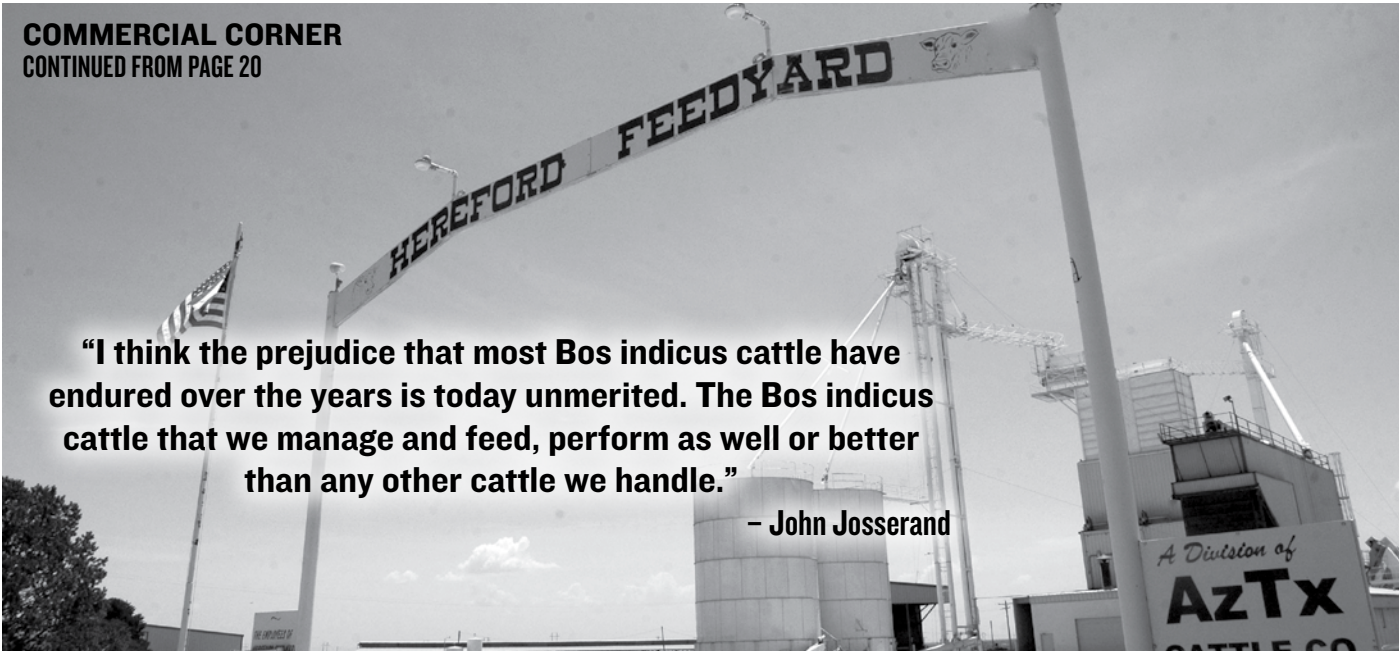
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Flying C Ranch	5	Southern Breeze Ranch ..	17
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— John Josserand

tions and many dedicated breeders. "What I've found about people like Red Doc Farm and other Santa Gertrudis breeders is these guys have had to work hard and maybe a little bit smarter than some of the other breeds. Their willingness to learn and to help and adapt is what sets them apart from some other breeds," Josserand says.

When it comes to judging the performance of Santa Gertrudis in the feedyard, it's important to get the facts. "Don't

discount any breed. Educate yourself with facts, not with perception. Don't look at the old beliefs, the old prejudice that the industry might have," Josserand says. If producers would put preconceived notions to the side, Josserand believes they would be surprised at what they find. "I think they would see that there's a lot of merit in incorporating Santa Gertrudis genetics into their operations." 🐄

Brad Wright to Serve in SGBI Advisory Role

Brad Wright, Ranch Hand Analytics, has joined the Santa Gertrudis Breeders International team in an advisory capacity. Wright will be assisting Executive Director John Ford with data collection and record management issues, providing guidance to the Performance Committee in the area of genetic analysis, reviewing the breed's EPD downloads and supplying SGBI members with recordkeeping and data management information.



"It is exciting to have Brad in an advisory role assisting the SGBI team. Today's beef industry is data-driven, and to remain in the forefront of the seedstock sector it is essential members collect, analyze and utilize performance information when making breeding decisions," Ford says.

With a background in the registered cattle business and bachelor's and master's degrees in animal breeding and genetics from Texas A&M University, Wright understands the effort required to manage a cowherd and collect data – and he says it's well worth it.

"A common misconception about data is that it's something breed associations dreamed up to make life harder

on producers, but science supports the use of this data for selection, culling and breeding decisions to reach ranch goals faster," Wright says. "When I was in purebred cattle sales, my approach was to use the numbers and data to prove what I was selling."

Ford agrees. "Brad's philosophy supports our association goals. We have a great product; the collection and utilization of performance information simply validates our claim that the Santa Gertrudis genetic package is profitable and productive in all environments."

According to Ford, Wright's unique combination of experience and education is a great fit for the seedstock sector, and having access to his expertise will be a tremendous benefit to SGBI members and their commercial cattle-buying customers. Member questions regarding recordkeeping, data management strategies or genetic evaluation use can be directed to Brad via email at brad@santagertrudis.com. 🐄

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— John Ford

SANTA GERTRUDIS SALE

Reports

28TH ALABAMA CONNECTION SALE

OCT. 8, 2016 | CULLMAN, ALA.

SALE AVERAGES

43	Lots	\$4,045	11	Open Heifers	\$2,810
14	Pairs	\$5,190	3	Bulls	\$2,550
14	Bred Heifers	\$4,005	1	Embryo Lot	\$1,800

The 28th Alabama Connection Sale was sponsored by Grandview Farm, Gray Oaks Farm and Tinney Farms. Sale consultants were Bill Lundberg and Darren Richmond, and Hoover Case served as the auctioneer. The high-selling lot was a pair consigned by Grandview Farm and sold for \$10,500 to Quail Valley Farm, Oneonta, Ala. The high-selling bred heifer, consigned by Gray Oaks Farm, sold for \$6,500 to Quail Valley Farm, Oneonta, Ala. The high-selling open heifer, consigned by Grandview Farm, sold for \$4,500 to Townsend Cattle Co., Louise, Texas. The high-selling bull, consigned by Grandview Farm, sold for \$3,250 to Larry Morris, Okmulgee, Okla. 🐄

Delmo Payne, Grandview Farms, left, with Ricky Cleveland, Quail Valley Farm, right.



ARKOMA SANTA GERTRUDIS SALE

OCT. 1, 2016 | TULSA, OKLA.

SALE AVERAGES

41	Registered Lots	\$2,065
3	Bulls	\$4,350
3	Bred Cows	\$1,950
13	Pairs	\$2,215

The high-selling bull sold for \$5,100 to Connors State College of Warner, Okla., consigned by Flying C Ranch, Lester, Ark. and Ouida Cossey, of Searcy, Ark. The high-selling pair, consigned by Gary and Karen Harding of Harding Ranch in Checotah, Okla., sold for \$4,200, which was a split between the cow that went to Jon Piercy of Vinita, Okla., for \$1,700 and a 6-month-old bull calf that sold for \$2,500 to Aaron Schroder of Missouri Meadows in Hughesville, Mo. The two high-selling females, both from Flying C Ranch, Searcy, Ark., and Robert Silva, Krebs, Okla., sold for \$2,800 each; one female sold to Cherokee Ranch, Sedalia, Colo., and the second sold to Ron and Jan King of K-Bar Ranch, Bixby, Okla. The volume buyer was Ron and Jan King of K-Bar Ranch. 🐄

Buyers from the Arkoma Sale are, left to right, Lester Cossey, Ouida Cossey, Roger Morton, Gary Harding, Aaron Schroeder, Amy Schroeder and sons Issac and Jack Schroeder.



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For more information, contact Darren Richmond: 423.364.9281 • djrichmd@gmail.com
Sale Committee: Darren Richmond, Chad Daniel, Jason Heath & David Alderson

SOUTHEASTERN EMPIRE FAIR

Sept. 15, 2016 | Lawrenceville, Ga. | Judge: Randy McGuire

SANTA GERTRUDIS SHOW *Results*



GRAND CHAMPION BULL

Masterpiece 101, shown by Tinney Farms, Hanceville, Ala. and Circle A Farm, Williamsport, Tenn.



RESERVE GRAND CHAMPION BULL

5 Bar E 12 Gauge, shown by 5 Bar E Farm, Altha, Ala.



BEST OF POLLED BULL

WindCrest 17/5, shown by WindCrest Farm, Leitchfield, Ky.

NO PHOTO AVAILABLE

GRAND CHAMPION FEMALE AND BEST OF POLLED FEMALE

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



RESERVE GRAND CHAMPION FEMALE

OLC Rosie, shown by Ashley Osborne, Lathrop, Mo.

FOUR STATES FAIR

Sept. 12, 2016 | Texarkana, Ark. | Judge: Webb Fields



GRAND CHAMPION BULL

Masterpiece 101, shown by Tinney Farms and Circle A Farm, Hanceville, Ala. and Williamsport, Tenn.



RESERVE GRAND CHAMPION BULL

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



BEST OF POLLED BULL

WindCrest 17/5, shown by WindCrest Farm, Leitchfield, Ky.

NO PHOTO AVAILABLE



GRAND CHAMPION FEMALE

LCC 155, shown by Casey Pitchford, Athens, Texas

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

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BF: .01 • Marb: .03 • REA: .03
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A dark red son of KR 97/10 with excellent carcass and growth EPDs. (#20145958)

Growth Index: \$23.94
Carcass Rating: 10

BW: .74 • WW: 16.95 • YW: 24.51
Milk: -2.4 • TM: 6.07 • CW: 16.84
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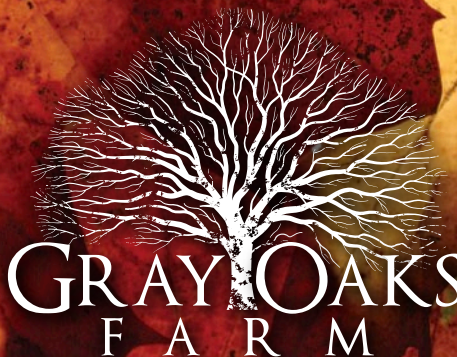
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Thank you Ricky Cleveland, Quail Valley Farm, Oneonta, Ala. for purchasing the high-selling lot in this year's Alabama Connection Sale – a Pusher 804 daughter with a show prospect heifer calf, sired by Grandview 209 (Red Hot son).

Thank you Betty and Ricky McCormick, Woman Hollerin Ranch, Brookshire, Texas.



Thank you Joe Jones, Briggs Ranches, Victoria, Texas and Debbie Townsend & Tonya Braun, Townsend Cattle Co., Louise, Texas.



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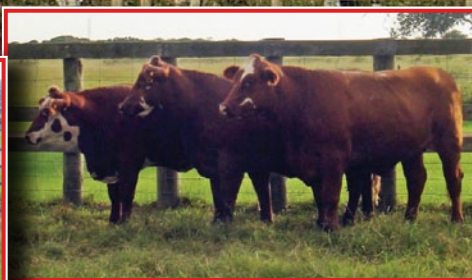
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