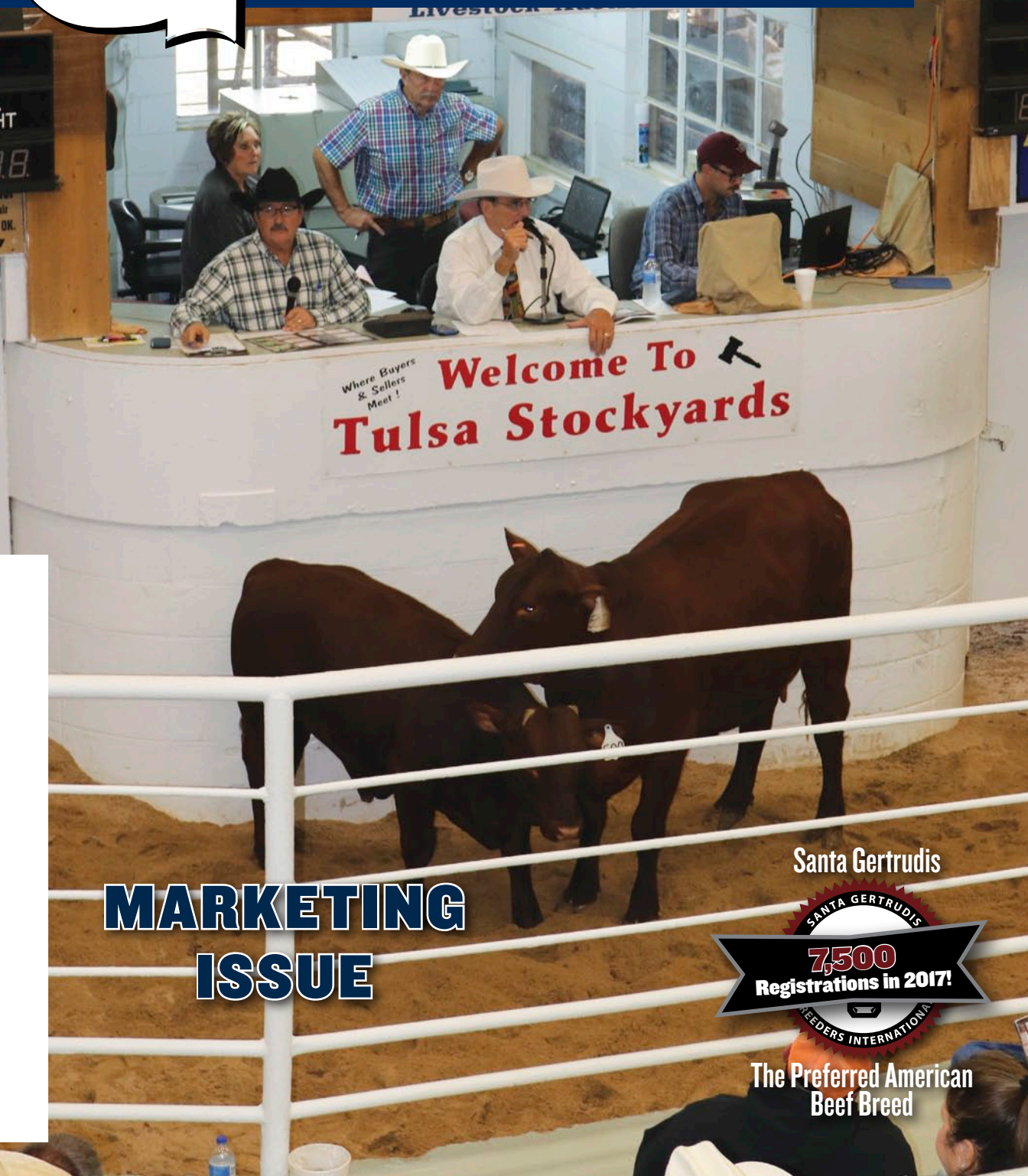




SANTAGERTRUDIS

USA

NOVEMBER 2017 | VOLUME 20, NUMBER 11



MARKETING ISSUE

Santa Gertrudis

SANTA GERTRUDIS
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Thank You

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and Triple H Ranch,
Brannon & Amy Holt,
for the purchase of
Donor Cow 064/11.

THANK YOU

to Rockin 3T Ranch,
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Chris Heptinstal, GA,
Briggs Ranches,
Joe Jones, TX,
Quail Valley Farm, Ricky
Cleveland & Josh Latham, AL
and Ace Cattle Co.,
Darrell Pitchford, TX.



THANK YOU to Harris Riverbend Farms, David
Harris, TX and Circle A Farm, David Alderson, TN.

SPECIAL THANK YOU to Lou Al Tuck Farms,
Al Jackson on the purchase of our high-selling lot!

THANK YOU to these additional Alabama Connection Buyers:

Cherokee Ranch, James Holmes, CO
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4S Farm, Bobby Satterfield, AL
777 Farms, Chad & Jamie Daniel, AR
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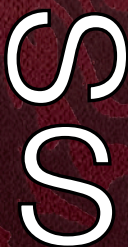
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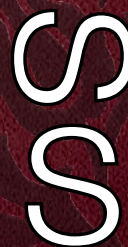
Gene Kubecka

979-240-5311

Daniel Kubecka

979-240-5312

SGBI Herd #621, established 1954



SANTA GERTRUDIS USA

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ON THE COVER

The Arkoma Santa Gertrudis Association Sale was held in September in Tulsa, Okla.
 Photo by MacKenzie Hicks

Providing Polled Power Genetics to the Santa Gertrudis Breed



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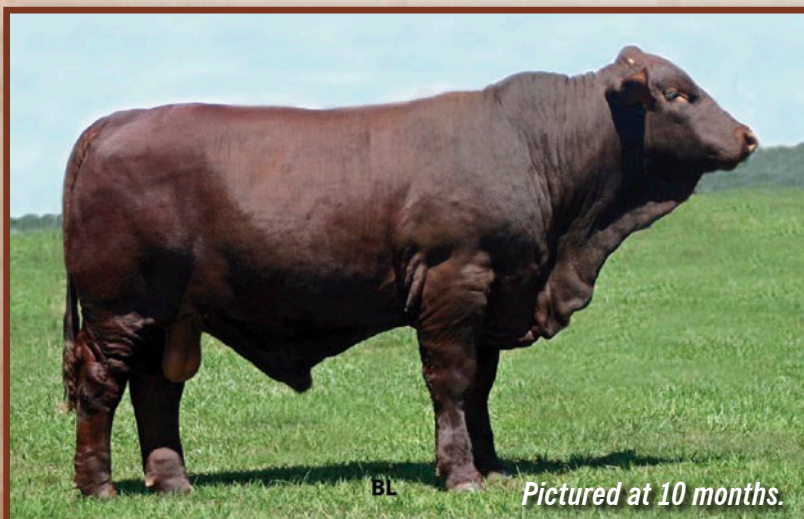
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Thank you Larry Morris, P&L Farms, Okmulgee, Okla. for their purchase of FC Rose 1/5, the high-selling female at the Arkoma Sale. We also thank 777 Farms, Magnolia, Ark. for purchasing her Vegas bull calf.



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Ramblings from the Open Range

EXECUTIVE DIRECTOR'S REPORT

By John Ford

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

For quite a while, the beef industry struggled to surpass a 60 percent rate of carcasses grading Prime or Choice. Twenty years ago, many industry members considered the 70 percent Choice carcass mark to be an unachievable target. That's all changed.

Two years ago, more than 70 percent of cattle harvested hit the Choice mark, and Prime carcasses were nearing the 5 percent level. During the last two years, the industry saw the 75 percent cumulative Choice and Prime mark surpassed. Carcasses harvested today are now hitting the 80-82 percent mark.

Most will agree that the rapid improvement in carcass quality is the result of improved genetics. Few would argue that cattle are better today than they were 30 years ago, and a big part of the improvement can be attributed to technology that allows producers to identify profitable animals capable of producing the type of product feeders, packers and consumers demand.

So how are we doing? Are Santa Gertrudis and Santa Gertrudis-influenced cattle hitting endpoint targets when it comes to carcass quality? It depends. The answer is a resounding yes for members utilizing the tools and information generated by the association's cutting-edge genetic evaluation. There is abundant data supporting the fact that Santa Gertrudis genetics produce profitable feeder cattle capable of surpassing the 70 percent Choice mark.

Information released by JBS earlier this year showed that Santa Gertrudis steers beat the plant average by 7 percentage points – 71 percent Prime/Choice compared to the average of 64 percent. This data is not an anomaly. AZTX Feeders President John Josseland has gone on record countless times publicizing the efficiency and carcass quality of Santa Gertrudis feeder cattle. Our cattle not only hit endpoint targets, but in some instances, our breed's end-product quality

surpasses those breeds recognized as industry carcass trait leaders.

Unfortunately, not all Santa Gertrudis genetics are hitting the carcass-quality mark. Consequently, there's still work for our association to do. The breed's genetic trendlines for growth and milk have steadily increased, while marbling, fat and ribeye area have remained relatively flat over the years. It's obvious that selection pressure is being placed on growth traits, which is understandable; a majority of our bull-buying customers market pounds across the scale at the local livestock barn.

Weight is important, but that does not mean marbling should be overlooked. Marbling expected progeny differences (EPDs) reflect genetic differences in marbling potential passed from a sire to his offspring. These values are expressed as a numerical marbling score.

Data compiled by the U.S. Department of Agriculture Meat Animal Research Center¹ place the 2014 sire breed numerical marbling score average at 4.73, a number indicating a slight degree of marbling and solidly in the Select grade. A positive 1.0-unit change in numerical marbling score is equal to a change of a full quality grade (4.0=Select versus 5.0=Choice). Higher marbling EPDs increase the likelihood of a bull's progeny attaining higher quality grades. The breed's average base marbling EPD is -0.01. We can all do the math – more attention needs to be directed toward improved marbling.

Should sires with negative marbling EPDs be discarded? No, not at all. Breeding cattle is a balancing act. Profitable cattle production is not a single-trait phenomenon. It requires a balance of production and carcass traits. It requires disciplined breeding strategies over a long period of time. Remember, no single EPD is best for all production environments, but being aware of an animal's marbling EPD and taking steps to avoid breeding scenarios that mate an extremely negative marbling EPD animal to an extremely negative marbling EPD animal is a positive step toward improving carcass quality, which is good for the breed. 🐄

¹ 2016 Across-Breed EPD Tables for the Year 2016
Adjusted to Breed Differences for Birth Year Of 2016

SGBI

Need to Know

SGBI 2018-2022 Strategic Plan

The ability of Santa Gertrudis Breeders International to prioritize, focus and execute its energy and resources on key objectives is critical for long-term viability and success in an ever-changing beef industry. For Santa Gertrudis to remain *The Preferred American Breed*, SGBI must have a well-designed and well-developed blueprint for actions that will ensure organizational growth and create product value for members and their cattle-buying commercial customers.

The Santa Gertrudis Breeders International 2013-2017 Strategic Plan will end March 31, 2018. Although many of the objectives identified and goals set in 2013 will remain in place for the next five-year cycle, there are new issues, challenges and opportunities for the association and its members.

Debbie Townsend, Long Range Planning Committee vice president, and the entire Long Range Planning Committee are soliciting member input to serve as the foundation for the 2018-2022 plan. A questionnaire designed to collect member thoughts on association direction, breed strengths, weaknesses, challenges and opportunities has been developed and is ready for member use.

Honest, insightful input is essential for continued breed and association success. Please be a part of the long-range planning process and request a questionnaire by contacting the SGBI office at (361) 592-9357. 🐄

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



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PRESIDENT'S LETTER

By Yancey Strait

(972) 841-0989 | yancey_strait@yahoo.com

I hope this letter finds each of you well. I have had several discussions during the past few weeks about ways to market bulls. One common theme is to offer some type of buy-back program for calves. How are you selling your bulls? Are you willing to buy back their calves? I believe most of us would love to buy calves out of top bulls that we have sold, especially out of top genetics that we know will produce, gain or grade. Records (weights, scan data, calving intervals, etc.) are imperative because they give us the opportunity to know which genetics we should or would be willing to buy back.

I have been reviewing our herd's records the last few days in an effort to eliminate some of our lower- and/or slower-producing cows. I have been doing this by evaluating our cows' most probable producing ability (MPPA) and average calving interval. The Noble Research Institute further defines MPPA as "an indication of the within-herd rank of the cow's ability to wean calves with high weaning ratios, taking into account the number of calves produced."

Most cattle management software readily provides this information. This information coupled with expected progeny differences allows my family to make informed decisions about our cowherd. I am often amazed by the amount of data we truly have at our fingertips. To evaluate their cows, some Santa Gertrudis breeders have begun comparing their calves' weights to their dams' weights at weaning.

I am not advocating a certain method for evaluating cowherds, but I believe we must all work to eliminate underperformers. I think this is as important as making breeding decisions that will improve our best performers/producers.

Speaking of best performers, I have been thinking about the herd-sire edition of *Santa Gertrudis USA* and the importance it plays in marketing our cattle throughout the year. I am hopeful that our breeders will consider advertising their current high-performing herd sire or future sires in this magazine. I think a data-centric herd sire edition with excellent photos depicting modern Santa Gertrudis bulls speaks volumes to the cattle industry. I have spoken to Darren Richmond with *Santa Gertrudis USA* about this endeavor, so please reach out to him if you are interested in advertising your herd bull(s) in January.

I continue to pray for those recovering from recent storms. 🙏

SANTA GERTRUDIS BREEDERS INTERNATIONAL

SAVE THE DATE! 67th ANNUAL MEETING MARCH 14-17, 2018

Join your fellow SGBI breeders for the 2018 SGBI Annual Meeting hosted by the Arkoma Santa Gertrudis Association in Tulsa, Okla. next spring. More information, including a schedule and registration information, will arrive in future issues of *SG-USA*, but mark your calendars and save the date.

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5	22	10	0	18
6	54	12	0	76

JUNIOR MEMBERS

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1	76	7	14	35
2	22	0	0	15
3	2	4	0	8
4	4	1	0	4
5	5	7	0	7

CONTACT FOR SGBI REGISTRATIONS: Diana Ruiz

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SANTA GERTRUDIS *Production* IS YOUR WORKING FACILITY WORKING?

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



Now that we have turned the corner on summer and the weather is more conducive to digging post holes, it may be a good time to evaluate your working facilities. Like you, I have seen or helped work cattle in several different cattle-working facilities. Some aspects of the set-ups we really liked and others, not so much. When designing or re-designing your working facilities, there are a number of recommendations you should try to implement. These recommendations were developed by folks who work cattle on a daily basis.

Cow Dimensions

A typical beef cow is about 60 inches tall at the tail head, 8.5 feet long (nose to tail) and approximately 25 inches wide from hook-bone to hook-bone.

Working Facility Dimensions Based on Body Weight

Fewer than 600 pounds: 18 inches wide x 45 inches high

600-1,200 pounds: 24 inches wide x 50 inches high

More than 1,200 pounds: 28 inches wide x 60 inches high

Gates

You never seem to have enough, nor are they always in the right place. Whether they are sliding gates in a single-file alley or well-placed sort gates, we can always use more. A good time to evaluate your gate needs is when you're not working cattle in your working facilities. Think about previous cattle workings and what occurred that you didn't intend. For smaller operations, a good butt pipe in the right place can substitute for a single-file, sliding gate. I have AI'd many cows standing on the safe side of a 2 3/8-inch pipe.

Flow

Two facts about cattle – they will (usually) follow each other through a facility, and they like to go back to where they just came. That may sound silly, but think about the last time you penned a set of cows. Given the option of exiting the pen through a novel gate or the gate that they just came through, 99.9 percent of the time they will use the latter.

Animal behaviorist Temple Grandin, Ph.D., Colorado State University, has made us all rethink the methods and facilities that we use to process cattle. She actually places herself within the working facilities and observes what the cattle see. Try this with your own facility. Can you see out either side of

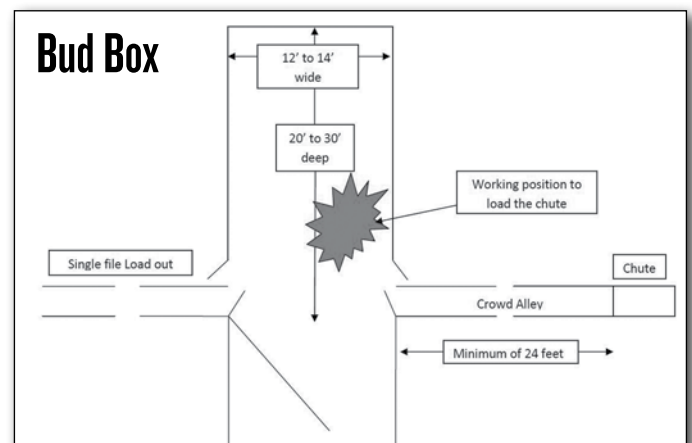
the alley? Can you see the exit in front of you? If yes, then cattle flow should not be a problem.

Remember, cattle will tend to move in the opposite direction of a passing person. Thus, if we can see them and they can see us, passing by a heifer's shoulder at a brisk walk in the opposite direction that we want her to move should do the trick. Of course, there can always be exceptions; with extremely gentle cattle, keep your options open.

Some additional points to consider. Working facilities should be on higher ground or at least have good drainage. Cattle tend to move better going uphill, but will have the advantage if they balk and turn. Cattle will tend to move toward light if working at night or before sunrise. Cattle do not like to move directly into the sunlight (thus north-south orientation is recommended).

If you have the opportunity to build a completely new set of pens and working facilities, I would highly recommend the "Bud Box." Bud Williams was a talented, Oregon-born stockman with a reputation as a troubleshooter for all types of ranchers. He was best known for teaching low-stress livestock handling methods at his stockmanship schools.

As a skeptic for many years, I finally built a Bud Box for my own small herd. I am amazed at how easily one or two people can work a group of cattle. This working system uses the natural behaviors of cattle to facilitate ease of movement. Unfortunately, Bud Williams passed away about five years ago, but his facility design will live forever. If you are interested, I encourage you to read *Designing a Bud Box*, a Texas A&M AgriLife Extension publication by Ron Gill, Ph.D. and Rick Machen, Ph.D., <http://agrilifecd.n.tamu.edu/beefinfo/files/2014/01/Designing-a-Bud-Box.pdf>. 📖



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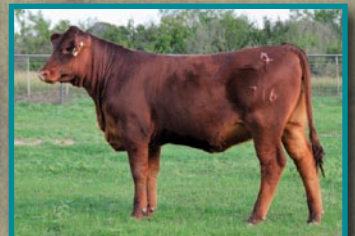
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Two Lots, One Purpose

By Allen Grainger, Director, Santa Gertrudis Foundation

Starting in the early 1900s, Bob Kleberg began experimenting with different crosses of cattle that would be better suited to produce pounds of beef on land not traditionally acceptable for much more than Longhorn cattle. What he developed through sound research was the Santa Gertrudis breed, and he expanded this new breed to worldwide prominence through education.

Jump forward almost 100 years and you see a breed that is developing the scientific tools and educational processes to further expand its relevance and place in the commercial cattle industry. About 10 years ago, Santa Gertrudis Breeders International started the Santa Gertrudis Foundation, a nonprofit, 501(c)(3), research and education entity with the purpose of funding meaningful research for the Santa Gertrudis breed.

This year, the Santa Gertrudis Foundation began several fundraising activities to build the corpus of its portfolio. One of those activities is the Legacy Lot Program that allows breeders to donate an animal to the Foundation, which is then sold at auction. The first two breeders – Allen and Karen Ginnard of Blackjack Oaks Ranch in Washington, Texas; and Rance and Kathy Reynolds of Reynolds Prairie View Farms in Warner, Okla. – hold the honor of being Legacy Lot I and Legacy Lot II in the new efforts to expand the Santa Gertrudis breeders' market.

I had the pleasure of speaking with the Ginnards and Reynolds about their donations and the reasons they believe this program is important for the breed.

Allen and Karen Ginnard have been married for eight years. Both have worked in the oil and gas business for most of their careers and are recently

retired. With undergraduate and master's degrees in civil engineering from Wayne State University and a Master's of Business Administration from Manchester University, Allen served in the U.S. Navy construction battalion in Vietnam. After returning to the United States, he began a 40-plus-year career that took him to just about every corner of the world until landing at BP as a subsea engineer in Houston.

Karen grew up in the Dallas area and received a degree in finance and accounting from Dallas Baptist University. Karen worked for BP for 25 years, having the opportunity to travel internationally on many occasions, and retired as the finance process owner for Upstream Financing.



Allen and Karen Ginnard, Blackjack Oaks Ranch

Asked about their roots in agriculture and why they chose Santa Gertrudis, the couple was candid about their desire to be in the country and have cattle. Although neither grew up on a ranch, each had fond memories of ranching. Allen spent many summers on his uncle's dairy in Minnesota, and Karen had the same experiences on her uncle's ranch near Quanah, Texas.

When talk of retirement started, they purchased their property in Washington, Texas, and researched which breed fit them best. When they cited a desire for hardiness, efficiency, calving ease and docility, Santa Gertrudis rose to the top.

"This is the perfect breed for us," Allen says. "Every day is a learning process, and this breed is a great platform to learn and grow with."

Allen and Karen purchased their first cattle from Jerome Urbanosky and have expanded their herd with genetics from Rocking A Ranch, Wendt Ranches and NuGen lines. Their goal is to continually improve the Blackjack Oaks herd. They are currently using a King Ranch A.I. sire owned by Robert Silva.

When asked why they found it important to donate Legacy Lot I, Allen and Karen said they both feel strongly about the breed and the fact that building funds for research will have great returns for the Santa Gertrudis breed in the coming years. They also feel it is their duty to give back to something they are so passionate about.

Allen and Karen aren't your typical retirees. In addition to taking pride in what they are doing on their place, they have a strong belief in giving back to humanity. They recently adopted Nai and Jing, two young boys from China. "These boys have absolutely changed our lives," Karen says.

Allen and Karen have issued a challenge to all breeders to donate to the Legacy Lot Program and the Santa Gertrudis Foundation. "It helps build better market acceptance of the Santa Gertrudis breed through sound research and education," Karen says.

I also had the honor of speaking with longtime breeders Rance and Kathy Reynolds of Reynolds Prairie View Farms. They donated Legacy Lot II, which recently sold to Strait Ranches at the Arkoma Santa Gertrudis Association Sale. Rance and Kathy have been around Santa Gertrudis cattle for a long time. Rance has served as the Arkoma Santa Gertrudis Association president for more than 30 years. He has also been superintendent of the Tulsa and

Muskogee Santa Gertrudis shows for a number of years. In addition, Kathy is the secretary/treasurer of the Arkoma affiliate.

Like the Ginnards, Rance and Kathy also believe strongly in the Santa Gertrudis breed. Rance bought his first Santa Gertrudis bulls from George Bierschank and put them on Hereford cows. Impressed with what he produced, Rance then bought 15 Santa Gertrudis females from Bierschank's manager Bill Weber. Over the years, Rance and Kathy have expanded their herd with genetics from many of the top ranches in the business, including Sizemore, Keith and Betty Cosgrove, Double TT Ranch, Winrock Farms, Wasson Ranches and Briggs Ranches.

Rance and Kathy produced the 1997 National Champion Female. They have supplied cattle for the OK Steer Feedout, Connor's State and Genetic Development Center gain tests, the SGBI National Steer Feedout and the Ranch to Rail Feedout. All of this shows their commitment to a data-driven breeding program.

Rance and Kathy are both retired and live full-time on the ranch in Warner. Rance spent 43 years as a cytologist and Kathy recently retired as executive vice president of operations of the Broken Arrow Chamber of Commerce. Kathy is heading up the 2018 SGBI Annual Meeting in Tulsa this coming spring.

"What it amounts to is that we may never benefit from the research that comes from our donation, but other breeders in the future certainly will," the couple shares. "Research is very important to the future success of our breed, and we felt that it was important for us to help provide those opportunities."

Along with the Ginnards, Rance and Kathy challenge all breeders to step up and donate to the Santa Gertrudis Foundation. "Breeding programs built



Yancey Strait, SGBI president, with Rance and Kathy Reynolds, Reynolds Prairie View Farms.

on sound science will only benefit the future of our breed," Rance says.

The Legacy Lot Program is just one of the giving programs that are rolling out this year. All breeders are encouraged to participate. If you or your affiliate is interested in increasing the breed's opportunities, contact SGBI Executive Director John Ford at (361) 592-9357. 🐾

SANTA GERTRUDIS

Juniors

By Harrison Kimble, Treasurer



Promoting your brand, your breed or even just your name becomes a large portion of the marketing industry. Breeders can be represented through magazines such as this one, sale catalogs, advertisements and websites, yet how has social media changed the way we spread the word?

Today, social media platforms such as Facebook, Instagram and Messenger have allowed cattle breeders to advertise livestock, semen and embryos, as well as to efficiently communicate with their customers and keep them up-to-date. Facebook has become a very popular sale cattle center to post about cattle for sale and also to inform other breeders about upcoming sales and seminars.

As technology continues to advance, the cattle industry must move right along with it. Continuing to use available and visible marketing tools is very influential. You can promote yourself through social media to people around you, as well as people across the country and even the world.

No matter what method you choose to market your operation, consider this quote from entrepreneur Seth Godin: "Marketing is no longer about the stuff that you make, but about the stories you tell."

Now it's your turn to tell your story. 🐾

2018 National Cattlemen's Beef Association Trade Show Space

Want to expand your operation's industry footprint? If so, think about highlighting your operation's genetics and breeding program in the Santa Gertrudis Breeders International display booth during the 2018 Cattle Industry Convention and NCBA Trade Show. The Cattle Industry Convention is the oldest and largest national convention for members of the cattle business. The 2018 convention will be held in Phoenix, Ariz., Jan. 31-Feb. 2, 2018, and SGBI has two, 5x10-foot spaces available in the association's display area. The cost for a 5x10-foot display area is \$1,100 and includes two general registrations and meal tickets for functions hosted in the NCBA Trade Show area.

The convention's trade show is the largest, most important national product display for those in the cattle business. The NCBA Trade Show allows industry members the opportunity to come face-to-face with decision makers in a unique, enjoyable environment. Each year, the Santa Gertrudis display proves to be a popular stop for cattlemen eager to discuss heterosis and profitability, and to learn more about the DNA-verified expected progeny differences "one-step" model pioneered by SGBI. Take the next step – highlight your operation and genetics during the 2018 Cattle Industry Convention and NCBA Trade Show. Spaces in the SGBI display area will be sold on a first-come basis. To secure an area in the SGBI booth, contact John Ford at (361) 592-9357. 🐾



FOUR STATES FAIR

Sept. 11, 2017 | Texarkana, Ark. | Judge: Jary Douglas

SANTA GERTRUDIS SHOW *Results*



GRAND CHAMPION BULL

Syrus, shown by Rockin 3T Ranch,
Ennis, Texas



RESERVE GRAND CHAMPION BULL AND BEST OF POLLED BULL

Rolling Oaks Grover, shown by
Missouri Meadows, Hugheville, Mo.



GRAND CHAMPION FEMALE AND BEST OF POLLED FEMALE

Miss 777 Rhianna, shown by
Myers Cattle & Land Co., Navasota, Texas



RESERVE GRAND CHAMPION FEMALE

Miss Cammi 155, shown by
Casey Pitchford, Athens, Texas



GRAND CHAMPION STAR 5 FEMALE

Miss TT Gracelynann, shown by
777 Farms, Magnolia Ark.



RESERVE GRAND CHAMPION STAR 5 FEMALE

Heaths Miss J.L., shown by
Windcrest Farm, Leitchfield, Ky.

SOUTHEASTERN EMPIRE FAIR

Sept. 14, 2017 | Lawrenceville, Ga. | Judge: Jason Duggin



GRAND CHAMPION BULL AND BEST OF POLLED BULL

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



RESERVE GRAND CHAMPION BULL

Big Show 129-5, shown by
Flatwillow Farm, Statesville, N.C.



GRAND CHAMPION FEMALE AND BEST OF POLLED FEMALE

MC 630, shown by MC Ranch,
Alpharetta, Ga.



RESERVE GRAND CHAMPION FEMALE

Kerrie 6/16, shown by Circle H Farm,
Wrightsville, Ga.

Thanks to all our buyers at the **29th Alabama Connection Sale** *For again showing your confidence in Grandview Genetics and adding our best to your herd!*



A special thank you to Kim & Erik Wiley, Wiley Ranch, Deville, La., on the purchase of 3 super show prospects and good luck to them in the future!



Thank you David Harris, Harris Riverbend Farm, Cleburne, Texas; Joe Jones, Briggs Ranches, Victoria, Texas; David Alderson, Circle A Farm, Williamsport, Tenn. and Rodney & Barbara Corparron, Dos Bros Ranch, Schulenburg, Texas.



Thank you also to Brannon & Amy Holt, Triple H Ranch, Ellijay, Ga.; Cindy & Luke Chastain, White Rock Farm, Talking Rock, Ga.; and Mike Molyneux, Double Z Farm, Ellijay, Ga.

Our Other Valued Sale Buyers:

Stegall Farm, Pontotoc, Miss.
 Blane Trant, Keith, Texas
 Al Jackson, Lou Al Tuck Farms, Great Falls, S.C.
 DMC Farm, Houston, Miss.
 5K Santa Gertrudis, Schulenburg, Texas
 Wunderlich Farm, Brenham, Texas
 Tinney Farms, Hanceville, Ala.



Thank you to Jimmy & Ginger Montgomery, Running M Ranch, Union Springs, Ala. and Jennifer Walters Stroud, Laurel, Miss.



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
Seth Holmes, Herdsman: (205) 412-7053

SANTA GERTRUDIS SALE

Reports

DISTRICT 6 JR. SHOW & SALE

SEPT. 16, 2017 | RICHMOND, IND.

SALE AVERAGES

22 Lots \$1,600

The high-selling heifer lot was donated by Double TT Ranch, Rosser, Texas, and was sold to Bud and Kelley Clark, De Soto, Mo., for \$3,750. The high-selling open heifer was consigned by Heath Farms, Hodgenville, Ky., and was sold to Jennifer Stroud, Laurel, Miss., for \$3,100. Thank you to all our consignors and heifer donors, including Double TT Ranch, Bob Hiss, Mosby Creek Ranch and Osborne Livestock Co., and to all others who donated their time and money to make this event another great success for the District 6 Juniors. 🐾



ARKOMA SANTA GERTRUDIS ASSOCIATION SALE

SEPT. 30, 2017 | TULSA, OKLA.

SALE AVERAGES

55 Lots	\$2,086	5 Bred Cows	\$1,820
3 Bulls	\$3,435	11 Pairs	\$2,500
25 Open Heifers	\$1,932	1 Legacy Lot	\$2,400
10 Bred Heifers	\$1,710		

The top-selling bull, Lot 19, was consigned by Gary Harding, and was sold to Five Oaks Ranch, Bill and Katie Barrett, Valley Mill, Texas, for \$6,300. The top-selling open heifer, Lot 56, was consigned by Robert Silva, and was sold to Ace Cattle Co., Darrell Pitchford, Athens, Texas, for \$4,000. The top-selling pair, Lot 50, was consigned by Flying C Ranch, Lester and Ouida Cossey, Searcy, Ark., and was sold as a split with the cow going to Larry Morris, Okmulgee, Okla., and the bull calf going to 777 Farms, Chad and Jamie Daniel, Magnolia, Ark., for \$5,500. The volume buyer was K Bar Ranch, Ron and Jan King, Bixby, Okla. The Legacy Lot was consigned by Reynolds Prairie View Farms, Rance and Kathy Reynolds, Warner, Okla., and was sold to Strait Ranches, Yancey Strait, Carrizo Springs, Texas, for \$2,400. 🐾

29TH ANNUAL ALABAMA CONNECTION SALE

OCT. 7, 2017 | CULLMAN, ALA.

SALE AVERAGES

48 Lots	\$4,552	21 Bred Females	\$3,909
13 Pairs	\$5,477	1 Semen Lot	\$3,800
13 Open Heifers	\$4,646		

2018 NATIONAL SANTA GERTRUDIS SHOW

to be held in conjunction with the
FORT WORTH STOCK SHOW & RODEO

Fort Worth, Texas

Sunday, Jan. 14, 2018 • noon

Tentative Schedule

JAN. 12-JAN. 13

8:00 A.M. TO NOON (13TH) CATTLE ARRIVE

JAN. 13

5:00 P.M. PREMIER COWTOWN ELITE SALE

JAN. 14

NOON NATIONAL SANTA GERTRUDIS SHOW

JAN. 16

5:00 P.M. CATTLE RELEASED *Donations are always welcome and are needed to put on a great show like this!*

To donate to the National Santa Gertrudis Show, contact Nancy Wunderlich, show chairperson, (979) 277-2838 or n.wunderlich@hotmail.com

For entries, check www.fwssr.com

SANTA GERTRUDIS

Calendar

NOVEMBER

- 4** Mountain Laurel Classic Sale, Calhoun, Ga.
- 5** Louisiana State Fair Open Santa Gertrudis Show, Shreveport, La.
- 10-11** Tri-Star Santa Gertrudis Sale, Bloomington, Texas
- 16** North American International Livestock Expo Santa Gertrudis Show, Louisville, Ky.
- 18** South Texas Heritage Sale, Robstown, Texas
- 18** South Texas Hot Gert Open Show, Robstown, Texas
- 19** South Texas Hot Gert Junior Show, Robstown, Texas

JANUARY 2018

- 13** Premier Cowtown Elite Sale, Fort Worth, Texas
- 14** National Santa Gertrudis Show, Fort Worth, Texas

FEBRUARY 2018

- 10** Banners & Buckles Prospect Sale, Dixie National Livestock Show, Jackson, Miss.
- 27-March 18** Houston Livestock Show & Rodeo, Houston, Texas

The Alabama Connection Sale was sponsored by Grandview Farms, Gray Oaks Farm and Tinney Farms. Hoover Case auctioneered, and sale consultants were Bill Lundberg and Darren Richmond. The high-selling pair was consigned

CONTINUED ON PAGE 18 »

How Do You Sell Cattle in the Information Age?

By Lee Leachman, Leachman Cattle of Colorado

"I CAN'T HEAR YOU, THERE IS TOO MUCH NOISE!" That is the world we live in today. Whether it is from television, printed news, email, podcasts, social media, online videos, texts or voicemails, most of us receive more information each day than we can absorb. As breeders trying to sell our cattle, this creates a huge challenge. How do you get your message to your potential customers? Effective sales and marketing requires that you clearly identify your customers, that you convey a compelling advantage, that they believe your message and that you close the sale.

Who is your customer?

Most breeders spend too little time thinking about who their customers are and what they want. Rather, we tend to breed cattle we like and then hope that someone shows up to buy them. Most other industries invest substantial resources trying to discover who potential consumers are and what they want.

The first step is finding the low-hanging fruit – who are the most likely buyers of your bulls or females for sale? This is the short list:

1. Past buyers
2. Ranchers you know
3. Local ranchers you don't know

This is a pretty short list, but I kept it that way because we often overlook these three categories. These are the most likely people to buy your products. I would guess that nearly every breeder fails to look in their own backyard for customers.

You should have a list of all of the ranchers who fit on this list (and any other potential customers). Your goal should be to have a working relationship with every person on your list. By definition, this requires that you talk to each of them individually. It helps to set a goal like talking to each of them four times per year or more. You should ask them questions to understand what they need to help improve their herd, their ranch, their business and their way of life. You will find a wide variety of factors that motivate their purchases. When your products and services meet their needs, you've found a potential customer.

What is your comparative advantage?

Your potential customer can choose from hundreds of breeders. Why should they buy from you? You should be able to answer this question without even thinking. Your comparative advantage is made up of the traits, reliability, services and/or pricing you deliver compared to your competitors. If YOU don't know your comparative advantage, then you probably don't have one.

Obviously, the comparative advantage you develop must fit your customers' needs and wants. As an example, high-carcass-merit animals are not highly sought after by ranchers who sell at weaning. Some ranchers want convenience traits above all other attributes. Other ranchers might be totally motivated by the services you provide.

Believe it or not, in every breed, there are successful

breeders with vastly different comparative advantages. Consequently, picking your comparative advantage is not the key to success. The key is to have advantages that are matched to enough customers to buy all of the cattle you wish to sell.

Most breeders claim their cattle have an advantage, but few have breeding programs that move their herds significantly past breed average on economically-important factors. The only way to do this is to use expected progeny differences. Track your herd average. Then, select sires that dramatically improve your herd for the traits you and your customers want.

Every day I see advertisements making claims that are not, and often cannot be, substantiated. Nearly every herd now claims to be "maternal," "profitable" and to have their focus on the "commercial rancher." These vague claims are far less effective than advertisements with specific, measurable claims.



Who do they trust?

Not surprisingly, ranchers, and today's consumers in general, are highly skeptical of advertising claims. They have heard it all, and they know it cannot all be true. Why should they trust you? You are trying to sell them something.

This is where "relationship" is key. Sales studies show it takes around seven touches to sell to a typical, new customer. In other words, they don't buy new products from strangers. If you think about most of your marketing efforts, you will quickly see that you spend most of your time trying to sell a new product to strangers. This is a well-tried strategy that DOES NOT work.

A strategy that does work is to let others tell your story. Most things you buy are bought because someone you trusted told you the product was good. Your existing customers are your best marketing tool. Ranchers trust other commercial ranchers far more than they trust claims from seedstock

CONTINUED ON PAGE 19 »

TULSA STATE FAIR

Oct. 1, 2017 | Tulsa, Okla. | Judge: Todd Herman



GRAND CHAMPION BULL

Clancy, shown by Quail Valley Farms, Oneonta, Ala.

No Photo Available

RESERVE GRAND CHAMPION BULL

C-P Copperhead 915C4, shown by Southern Cattle Co., Marianna, Fla.

SANTA GERTRUDIS SHOW *Results*



BEST OF POLLED BULL

777 Gambler, shown by 777 Farms, Magnolia, Ark.

No Photo Available

GRAND CHAMPION FEMALE

C-P Miss Ranger 413D1, shown by Stroman Cattle Co., College Station, Texas



RESERVE GRAND CHAMPION FEMALE AND BEST OF POLLED FEMALE

Miss Grandview 555, shown by Quail Valley Farms, Oneonta, Ala.



GRAND CHAMPION STAR 5 FEMALE

Heaths Miss J.L., shown by Windcrest Farm, Leitchfield, Ky.

No Photo Available

RESERVE GRAND CHAMPION STAR 5 FEMALE

Freakie Frankie, shown by Karli Buggs, Carthage, Mo.

SALE REPORTS CONTINUED FROM PAGE 16

by Tinney Farms and was sold to Lou Al Tuck Farm, Great Falls, S.C., and 777 Farms, Magnolia, Ark., for \$14,450. The high-selling open heifer was consigned by Grandview Farms and was sold to Wiley Ranch, Deville, La., for \$9,000.



The high-selling bred female was consigned by Tinney Farms, and was sold to White Rock Farm, Talking Rock, Ga., and Triple H Ranch, East Ellijay, Ga., for \$9,000.



OKLAHOMA STATE FAIR

Sept. 24, 2017 | Oklahoma City, Okla. | Judge: Jeff Bedwell



GRAND CHAMPION BULL

Syrus, shown by Rockin 3T Ranch, Ennis, Texas

No Photos Available

RESERVE GRAND CHAMPION BULL

C-P Copperhead 915C4, shown by Southern Cattle Co., Marianna, Fla.

GRAND CHAMPION FEMALE

C-P Miss Ranger 413D1, shown by Stroman Cattle Co., College Station, Texas

BEST OF POLLED BULL

SF Mojito, shown by Shields Farm, La Russell, Mo.

RESERVE GRAND CHAMPION FEMALE AND BEST OF POLLED FEMALE

Miss Cammi 155, shown by Casey Pitchford, Athens, Texas

INFORMATION AGE CONTINUED FROM PAGE 17

breeders. Get your commercial customers to tell your story for you. This proven strategy DOES work.

How do you get the word out?

This is the biggest hurdle to a successful marketing and sales program. Today, you must start with the understanding that there is too much noise. Because of all the noise, it is very difficult to get potential customers to read your materials. You must have a strategy that goes well beyond printed materials.

Here are some of the top strategies we use:

- Allocate 3 percent or less of your expected sales to print advertising.
- Allocate another 3 percent to direct-mail pieces that go to highly selected potential customers on your list (see above).
- Have a great website and social media presence that articulates your comparative advantages.
- Use online videos to communicate your advantages.
- Talk to your target customers, ideally by visiting their operations.

You've heard the phrase that the best fertilizer is the owner's boot print. Well, the best sales strategy is your boot print on your customer's ranch. Most ranchers get few visitors. One of their greatest joys is to show you their place and herd. Your goal is to be a good listener. You must learn the key motivators that will help you earn their business. Don't bombard them with your sales pitches. In fact, it's best not to bring them up unless asked on the first visit. Remember,

a major goal of your marketing strategy is to build relationships through all you do.

How do you close the sale?

In sales, you seldom get unless you ask. You have to ask for the business. If asking is highly uncomfortable, then it's generally a sign you have not built enough relationship. When you ask, be prepared for a "no" answer. Usually that is their way of saying, "I still don't understand or believe in the advantages you are offering."

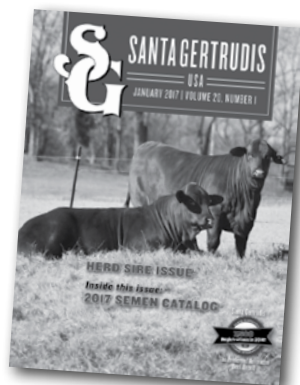
Good salespeople know the road to a "yes" is paved with "noes." If your advantages match the potential customer's needs, don't give up, just double down on your future efforts to establish more relationship and gain their trust.

If you practice these proven strategies, you will have success selling cattle to ranchers in the information age. 🐄

COMING NEXT MONTH

The January Herd Sire Issue

Start the New Year off right by being a part of the annual Herd Sire issue. *(There is no semen catalog in 2018.)* 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. 🐄



More Data Adds VALUE!!

We are excited to OPEN this fall's Gain Test at Tinney Farms to other breeders!

112-DAY GAIN TEST – Begins December 1, 2017

We will provide the following data on each bull:

- Average Daily Gain (ADG)
- Weight per Day of Age (WDA)
- Start Weight
- Mid-test Weight
- Yearling Weight
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**\$750/head, includes
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Suggested age for
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is born between
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through
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Tf

For Gain Test application, contact Darren Richmond –
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256-507-3838 423-364-9281
arlin.taylor@bhamfast.com djrichmd@gmail.com



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Justin Geisinger, Ranch Mgr. • (918) 440-7264 • jgarrowranch@gmail.com

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HURRICANE HARVEY

By Jessie Topp-Becker, Managing Editor

How Santa Gertrudis Breeders Endure and Respond

LATE ON AUG. 25, HURRICANE HARVEY made landfall near the Texas Gulf Coast as a Category 4 hurricane – the nation’s first major (Category 3 or stronger) hurricane to make landfall since October 2005 when Hurricane Wilma struck Florida. From Aug. 25-30, Hurricane Harvey dropped 40-61 inches of water in south-east Texas and southwest Louisiana. Flooding caused by Harvey has caused what some are calling one of the worst weather disasters in U.S. history; the storm caused billions of dollars’ worth of damage.

Many Santa Gertrudis breeders endured the rain, flooding and damage from this record-breaking hurricane. Many other Santa Gertrudis breeders who were not in the storm’s path responded in a variety of ways. In this article, we highlight three Santa Gertrudis breeders’ experiences responding to Hurricane Harvey.

Gene & Daniel Kubecka – Wendt Ranches

With ranch headquarters six miles east of Bay City, Texas, Gene Kubecka and his son, Daniel, knew they would need to prepare for Hurricane Harvey’s arrival. Despite moving cattle to high ground before the storm, the unprecedented amount of rain they received made it impossible to be fully prepared for this hurricane.

Gene estimates that 20-plus inches of rain were dropped on the ranch by Sunday, Aug. 27. “We had already moved cattle around at that point in time and thought we were out of harm’s way,” he explains.

However, the hurricane brought even more rain overnight on Sunday. Things went from bad to worse very quickly. “Monday morning we woke up and we had to do some drastic measures to keep cattle from drowning,” Gene recalls.

Using a high-profile, four-wheel-drive tractor, they moved cattle to even higher ground – the highest ground on the ranch. Once the gates were opened and one cow took the lead, the rest followed.

“You don’t think cattle can swim, but they had no problem swimming across that deep water,” Gene says.

Throughout Harvey, social media played a pivotal role in sharing about how Wendt Ranches was enduring the storm. Gene and Daniel used social media for two reasons: 1) to keep friends and fellow breeders up-to-date on their situation; and 2) to show how agriculture was affected by the hurricane.

Since the pair was inundated with calls and texts from concerned family and friends, they decided social media would be the easiest way to let everyone know they were okay. With no media coverage focused on how Hurricane Harvey was impacting Texas agriculture, Gene and Daniel decided “we were going to tell a story from start to finish of how we handled the situation and what we did to protect our cattle,” Gene explains.

Their use of social media resulted in interviews with news media from around the world, including Canada, England, Australia and the United States, and one of their videos has been viewed almost 3 million times. Daniel says the photos and videos hit a much broader audience than they ever imagined. “We, more or less, wanted to extend it to our breed, friends and family to let them know how we were doing and to shed some light on the overall situation, but in no way did we expect to hit the audience that we did,” Daniel says. “It’s just almost unfathomable really.”

Throughout the storm, Wendt Ranches received more than 40 inches of rain. Eighty-five percent of their operation was covered with water for three to five days once it stopped raining. “No one could prepare us for the rain we actually got,” Daniel says.

Although they’ve endured hurricanes before, prior to Hurricane Harvey, the most rain they had ever received at the ranch was 20 inches. Although

they now know how to prepare for, and endure, 40 inches of rain, Gene and Daniel hope they never have to experience this type of situation again.

As far as damages to their operation, the father and son consider their operation to be very fortunate. Several of their fences were damaged, some were cut when moving cattle to higher ground and others still have debris that needs to be cleaned off. The brick wall entrance at the ranch was also damaged and will need to be repaired.

Additionally, the ranch’s two homes (one belonging to Gene and his wife, Nancy, and the other belonging to Nancy’s father, Dan) were heavily damaged and are both currently undergoing major repairs. The damage sustained to Dan’s house was so significant that it has to be completely gutted.

Although their homes can be repaired and belongings can be replaced, like many in Hurricane Harvey’s path, they lost many special memories. “We lost Mrs. Wendt almost a year ago and by doing what they’re having to do to that house, it’s totally taken all the memories of her away,” Gene says. “That house was her memory to us.”

The father and son are both grateful for the undying support from fellow breeders and friends.

CONTINUED ON PAGE 24 ►



Hurricane Harvey dropped more than 40 inches of rain on Wendt Ranches, forcing them to move their cattle through the floodwaters to higher ground.

“We were going to tell a story from start to finish of how we handled the situation and what we did to protect our cattle.” – Gene Kubecka

HURRICANE HARVEY

CONTINUED FROM PAGE 23

Beau Robertson – Running R Cattle

Despite his own Santa Gertrudis operation being in the path of Hurricane Harvey, Beau Robertson traveled to the Houston area to evacuate residents who were unable to leave their homes due to dangerously high water. Robertson, who has worked for the Louisiana Department of Wildlife and Fisheries (LDWF) for 12 years, is no stranger to helping with these types of evacuations. He's assisted with search-and-rescue operations during hurricanes such as Katrina, Rita and Isaac, as well as other natural disasters, but Hurricane Harvey was different. "The flooding was so widespread. I think it was just the grand scale of it," he says.

Robertson was one of 73 LDWF agents who assisted with evacuations during Hurricane Harvey. He and the other agents were deployed to the Houston area Aug. 26.

"There were a lot of residents who were flooded at that time; a lot of people who had been trapped in their houses were trying to get out to dry land," he explains. The devastation caused by Hurricane Harvey was prolific, and evacuees were grateful for the assistance.

Despite the long hours and sometimes dangerous circumstances, being able to help people is the most rewarding part of being involved with search-and-rescue operations. "When they see you pulling up and you're ready to load them up in your boat, there's a sense of relief among all of that chaos," Robertson says.

Although many evacuees lost almost all of their belongings, Robertson says they were always grateful and appreciative of those who came to help.

During the search-and-rescue operations, Robertson and the entire LDWF

team rescued more than 1,541 people and 195 pets in Texas and Louisiana.

While most of the news coverage focused on the damage in the Houston area, southwest Louisiana was also hit, including the area where Robertson and his wife, Amber, live and raise Santa Gertrudis cattle. While Robertson was evacuating Houston-area residents, Amber was managing their cowherd during the storm. According to Robertson, their pastures were flooded and they lost one calf to the storm.

"I consider us very lucky given the circumstances and then seeing what other people had to deal with," he says. "We were very fortunate." The pair is thankful for the outpouring of support from neighbors and many Santa Gertrudis breeders.

Trey & Dana Daniel – The Danrick

Trey Daniel is used to being in the path of the hurricane. This time, with Hurricane Harvey, he and his wife, Dana, were not in the storm's path and decided they wanted to help those who were impacted.

"It started with my wife and me calling hotels to get donations of soaps, shampoos and conditioners. We were going to make toiletry bags to send to Rockport," Daniel explains. The pair called every hotel in their county, but everyone turned them down. While talking with the manager at the Buffalo Hampton Inn, Daniel learned that the hotel's food truck might not arrive the next day due to the hurricane. He also learned that 97 percent of the hotel's



During search-and-rescue operations, Beau Robertson and 73 LDWF agents rescued more than 1,541 people and 195 pets in Texas and Louisiana.

Photo courtesy AP/Gerald Hebert

guests were evacuees, so they decided to switch gears.

"It turned from something where we were just going to send [supplies] into this huge county-wide effort to feed the evacuees," he says. "I started a 'Leon County Helping Harvey Evacuees' page on Facebook and had overwhelming support [from] people from the county who decided they wanted to help with donations." The Hampton Inn opened their meeting rooms and allowed Daniel and others to feed evacuees who were staying in area hotels.

During the next four nights, the Daniels helped coordinate evening meals for evacuees. The first night, Tuesday, they fed more than 175 people. The second night more than 100 people enjoyed an evening meal. By Thursday, many evacuees were able to return home or had found other places to stay, so they fed 20 people that evening. Friday night was unique. They hosted a birthday party for an 11-year-old boy whose family evacuated with very little and had learned their house was completely flooded. "We had kids from the local junior high come up [for the party], and the hotel opened their pool for us," Daniel says. "People brought gifts for him. It was just a really neat experience."

Daniel says everyone they fed was extremely grateful. He is thankful for everyone who made donations. "We brought in donations from not only local people, but we actually had several Santa Gertrudis breeders who donated money to help with these efforts."

"It's not something we wanted any kind of notoriety for," he shares. "It's just something we think all people should do. We should all be good humans." 🐾

Left: Hurricane Harvey evacuees enjoy an evening meal at a hotel in Buffalo, Texas. Trey Daniel and his wife, Dana, helped organize an effort to provide food to evacuees.



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