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USA

DECEMBER 2013 | VOLUME 16, NUMBER 12



Santa Gertrudis



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SANTA GERTRUDIS USA

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Harris Riverbend Farms in Cleburne, Texas. Photo by Darren Richmond.

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Ramblings from the Open Range

EXECUTIVE DIRECTOR'S REPORT

By John Ford

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No one would dream of investing thousands of dollars in a business venture without a well-developed plan that carefully spells out the steps needed to ensure the company will be successful and profitable. It's said that solid business plans don't guarantee success, but they do increase the odds. A business plan points out potential pitfalls and compels entrepreneurs to take a hard look at the viability of a business before investing resources. I question whether there is a Fortune 500 Company operating without a business plan and even suspect the 6-year-old kid down the street has a plan in place before opening a lemonade stand. Regardless of the business, today's marketplace is too volatile for any enterprise to operate in a haphazard fashion.

However, I wonder how many cattle operations have a business plan. Too often, people enter the beef business without having an understanding of how the industry functions and without realistic financial expectations. During my 30-year extension career, I heard numerous reasons why individuals were entertaining the notion of becoming ranchers: "My grandparents always had a few cows around," "I like the lifestyle," "I want the kids to grow up around livestock," "I inherited some land," "I want to keep ag valuation for taxation purposes," and "I need a hobby" are just some of the reasons offered. I won't argue with any of the aforementioned reasons; no doubt each

was valid for the particular individual, but few could be considered a strong foundation for developing a profitable business. Regardless of the reason an individual gave for getting in the cattle business, I always recommended that a simple 4-part plan be developed before the initial purchase of an animal that would consume 24 pounds of dry matter a day.

1) State where your operation fits in the industry, how it will make money, and what will make your product valuable.

2) Clearly identify and know your market. Will you market genetics to other seedstock producers? Are commercial cow-calf producers your target market? Will you market through the local auction barn or participate in a cooperative program? Are you targeting a niche market?

3) Lay out the "nuts and bolts" and formulate a detailed description of operations. How much time can be devoted to the operation? What are operational costs? What kind of revenue can be expected? Develop budgets and conduct a break-even analysis

based on various industry scenarios.

4) Finally, recognize that your plan must be flexible and don't file it away; use it. After all, a business plan doesn't guarantee success – but it does increase the odds.

The beef industry is constantly evolving; it is an industry in transition. Recent sales and events clearly indicate that the demand for Santa Gertrudis genetics is increasing. The opportunities for SGBI members are great, but so is the risk, in an era of high prices and constantly escalating input cost. Having a plan helps breeders better manage risk and positions them to take advantage of opportunities to grow the market. As we market our genetics, we must also provide our customers who need assistance with guidance in developing plans, ensuring that they too are profitable in a volatile industry. After all, customer success is key to the breed's growth.

Readers have probably deduced that December is the business issue of *Santa Gertrudis USA*. In this issue, you will find two articles that highlight the value of business planning. The member profile spotlights a North Carolina crop-and-livestock enterprise that has diversified into a successful multifaceted agri-business, and the feature story discusses the need for a detailed business plan before collecting a bull with the intention of marketing semen.

As I write this December "Rambling," it is 85 degrees in South Texas, a sure sign it is the Christmas season. The holidays are a great time to reflect on the gifts that we have received in life, and I recognize that I am truly blessed to work with and be a part of the Santa Gertrudis Family. Merry Christmas from the Ford Family. 🐾

SGBI ANSWERS YOUR

Questions

By John Ford, Executive Director

Q. I have been asked to submit a DNA sample for the SGBI bull genotyping project. How do I collect a hair sample for a DNA test?

A. First, the kits and sample cards will come from SGBI's program partner, Livestock Genetic Services. Sample kits for the first round of testing were requested at the end of October and those who agreed to participate in the project should be receiving kits soon, if they have not already arrived. Hair samples for a DNA test should be pulled from the tail switch and must be **pulled, not cut**. This is important, since DNA is collected from the follicles at the end of the hair strand that was attached to the skin. Most labs recommend that samples have 20 to 30 visible hair follicles for a mature animal, and 50 visible hair follicles for a calf. 🐾



CAROLINA CORNER

Double Wide 18/2 CF

Double Wide and his dam were the high-selling lot in the 2012 Tri-Star Sale. He combines Couch 306 on top with Chaps 650 on bottom.

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and Joyous
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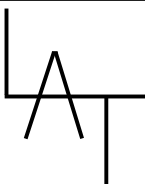
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Down the Road

PRESIDENT'S LETTER

By Curtis Salter

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

Since we last talked, a few things have happened that keep the excitement up for the cattle business. The Sunbelt Ag Expo took place in Moultrie, Ga., in October. Interest is still extremely high in the market. Wayne and Lavonne Jernigan from Buena Vista, Ga., displayed a young Santa Gertrudis bull that represented the breed very well. This bull, in my opinion, is exactly what commercial cattlemen are looking for and he drew a lot of attention. There was also a fullblood heifer and a Santa Gertrudis x Hereford heifer on display to show people what Santa Gertrudis bulls can do on commercial cows. SGBI was the major sponsor for all cattle-related seminars and the cattle barn, and John Ford did a great job representing the breed. Thanks to John and the Jernigans for all their hard work and a job well done.

I want to apologize to Joe Jones, David Harris and Jim Corporron for not being able to attend the Briggs and Tri-Star sales. Timing and distance just wouldn't let it happen, but I want to congratulate them on what I understand is their best sale ever. These are very smart businessmen who understand the tools it takes to reach true cattlemen. They compiled all the information they could put together to let people know how their cattle would work, and it paid off. They had performance records, expected progeny differences, ultrasound data, the Zoetis Program and DNA testing on their bulls. They also used video and Internet bidding. All these tools put together paid off. I understand 90 to 95 percent of the commercial heifers and about 50 percent of the bulls went to commercial buyers. This is the market we have to reach. Use the tools we have available, make all the information you have available and reap the rewards. My hat's off to you guys; good job.

By the time this letter reaches you, Thanksgiving will be over and Christmas will soon be here. I hope everyone thinks about the true meaning of these holidays. Be thankful we live in a free country and have the armed forces to protect us and give us the right to do, say and live the way we like. I am truly thank-

CONTINUED ON PAGE 10 >

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Clayton Myers, Alvord, Texas

Laney Syptak, Lipan, Texas

REGISTRATIONS, STAR 5 RECORDINGS & TRANSFERS BY DISTRICT

OCTOBER 2013

District	Purebred Reg.	Star 5 Reg.	Performance Only	Purebred & Star 5 Trans.
1	41	2	3	24
2	161	12	8	140
3	26	0	15	11
4	29	0	4	79
5	3	0	0	16
6	6	4	1	19

CONTACT FOR SGBI REGISTRATIONS: Diana Ruiz
P. O. Box 1257, Kingsville, Texas 78364 | diana@santagertrudis.com
Phone: (361) 592-9357; Fax: (361) 592-8572

New Addition

Congratulations, Bud and Kelly Clark, C Bar C Ranch, De Soto, Mo., on the Sept. 27, 2013 birth of your twin boys Samuel (left) and William (right).



SANTA GERTRUDIS *Calendar*

DECEMBER

- 5-8** New Mexico Stockman's Convention, Albuquerque, N.M.
11-13 Beef Improvement Federation Genetic Prediction Workshop, Kansas City, Kan.
23-27 SGBI office closed for Christmas Holiday

JANUARY 2014

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

FEBRUARY 2014

- 11** Dixie National Livestock Show Santa Gertrudis Show, Jackson, Miss.

MARCH 2014

- 7** Mid Coast Santa Gertrudis International Super Sale, Houston, Texas
7-16 75th Annual Rio Grande Valley Livestock Show, Mercedes, Texas
8 Houston Livestock Show Open Santa Gertrudis Show, Houston, Texas
8 South Texas "Come Build a Herd" Pioneer Sale, Mercedes, Texas
22 Santa Gertrudis Bluebonnet Classic Sale, Hallettsville, Texas
27-29 SGBI Annual Meeting, Branson, Mo.



High-selling lot consigned by Dietrichs Flying D Ranch, Orlando, Fla., and purchased by T&S Farm, Leesville, S.C.

MOUNTAIN LAUREL *Classic* SANTA GERTRUDIS SALE

We would like to thank all of our consignors and buyers for making the 2013 Mountain Laurel Sale a great success! Also, thank you to our Sale Committee and Management: Darren Richmond, Dan Davis, Wes McDaniel, Hoover Case and Kurt Sutherland.

Dallas Petty, AL • J&J Farms, AL • Jerry Simpson, TN • Running M Ranch, AL
 Bud & Kelley Clark, MO • David & Linda Caughron, TN • Dixie Creek Farm, TN
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Dallas Petty of Crossville, Ala. and J&J Farms of Pell City, Ala.

SANTA GERTRUDIS *Production*

REDUCE WINTER FEED COST

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



If you would like to reduce your winter feed and labor cost, consider stockpiling summer forage and/or planting winter annuals. It may be too late to implement winter annual planting, depending on location and soil moisture, but as we look at the price and availability of hay and how empty or full our hay lots are right now, we can make some management decisions now for 2014.

Winter annuals can provide grazing from mid winter into late spring; they include ryegrass, legumes (clovers and alfalfa), small grains (cereal rye, oats, winter wheat and triticale), and forage brassica (turnips, kale, rape, rutabaga and radishes). Each has advantages and disadvantages. To determine which winter annuals (type and varieties) are best suited for your region, soil type and moisture potential, contact your extension educator or extension forage specialist.

Grains are more heat-tolerant in fall; wheat and rye have good cold tolerance, and ryegrass will provide grazing from late winter through late spring. Mixing ryegrass and small grains can extend the grazing period, and mixtures of ryegrass-grain-clover or ryegrass-clover can also reduce nitrogen (N) fertilizer cost. Winter grazing pastures need to be well draining and able to withstand plenty of hoof traffic during moist conditions. Fertilizer should be disked or harrowed into the soil before planting and possibly broadcasted at least once or twice (December to February). Seeding methods include broadcasting, tillage and no-till drilling; or overseeding on permanent pastures following light soil disturbance (disk or pasture renovator).

Precautions abound with winter annuals, but they can be overcome with management. Overseeding permanent grass pastures can decrease grass growth and yield in the spring, due to competition for sunlight and moisture. Thus, you may only want to overseed a portion of your permanent pastures. Grazing of lush small grains (wheat) can cause cattle to bloat, but prevention is as easy as providing a monensin-containing supplement or an anti-bloat block. If winter annuals are heavily fertilized (N), nitrate toxicity (*see Sept. 2013 issue*) can occur when the weather is cool and cloudy and plant growth is slow. Alternative grazing or feeding round bales during these conditions will reduce the incidence. Winter annuals can burn during severe cold weather, and excess standing forage may contribute to rust and insect

infestation. Efficient forage utilization can begin at a plant height of 6 to 8 inches, with cattle removed when the height reaches 2 to 3 inches. Grass tetany is a metabolic disorder related to magnesium (Mg) deficiency (hypomagnesemia) that can occur when cattle, especially lactating cows, are grazing lush, cool-season pastures during or following cool, cloudy and rainy weather. Pasture soils that are low in Mg and high in potassium and N are of the greatest concern. Risk of grass tetany can be reduced by incorporating legumes into the winter annual mix (greater than 30 percent) or providing a high Mg supplement or free-choice mineral (8 to 12 percent Mg) which will provide the required 13 to 15 grams of Mg per head per day for a lactating cow.

Stockpiling summer forage is best accomplished if begun in mid- to late-summer after cutting hay or controlled grazing to a grass height of approximately 4 inches. Applying N at 50 to 60 pounds/acre at this same time and keeping cattle off until at least October will allow full utilization of early fall moisture. Stockpiled forage will last longer if used in a rotational grazing program or a grazing system that uses the grass closest to water first; expand the grazing area as needed. Cost of application of winter annual forage has been estimated at \$200 to \$250/acre, whereas stockpiled summer forage will cost about \$50/acre.

I hope Santa treats everyone well this year! 🐾

PRESIDENT'S LETTER CONTINUED FROM PAGE 8

ful for what I have: my family, my health and my God, who protects me and walks with me every day. My grandfather told me one time that when you die, all you leave behind is your family and your name. That's true, but I have one more thing: a host of good friends. Christmas is a time to slow down and enjoy your family and the things that really mean the most. Never forget the real meaning of Christmas: it's His birthday, the One who made it all possible. From Curtis and Carol Salter, have a very Merry Christmas and a Happy New Year.

Romans 8-28. And we know that all things work together for good to them that love God, to them who are the called according to his purpose.

January is the Annual Herd Sire Issue

Here's your chance to showcase the proven power of your senior herd sire, or introduce the newest herd sire prospect to your bull battery. **Ad sales close Nov. 29, 2013.** Contact Darren Richmond at (423) 364-9281 or djrichmd@aol.com to place your ad. 🐾

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Charles Griner • Columbia, Miss.

Santa Gertrudis/Hereford Commercial Females

Garry White • Raymondville, Texas

Santa Gertrudis Females

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Briggs Ranches • Victoria, Texas
Wendt Ranches • Bay City, Texas
Borchers Southern Y Ranches, L.P. • Victoria, Texas
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Jessie Mendel
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Left: Export shipments of semen include freight, insurance, the semen tank with liquid nitrogen, and approved documentation.

The Business of Selling Semen

By Micky Burch, Managing Editor

Last month's issue of *Santa Gertrudis USA* highlighted several producers and their twist on marketing cattle. For this issue, we investigated the semen business, and found out there's more to selling Santa Gertrudis semen than you might think.

Expert Perspective

Carl Rugg, president and owner of Bovine Elite, LLC, has been in the reproduction business since the early 1970s. Before that, he was raised on a dairy and commercial beef cattle operation in western New York. He graduated from Cornell University with a degree in animal science, then earned a master's degree in reproductive physiology from Colorado State University (CSU).

While Rugg's original intentions were to attend veterinary school after completing his undergraduate work, his stint at CSU pinpointed his passion for bovine reproduction. Shortly after graduating from CSU in 1976, Rugg relocated to Texas and worked with Wallace H. Cardwell, DVM, at Elgin Breeding Service in Elgin. He was soon

hired back to Colorado by Ankony Genetic Center, where he spent the next several years as their production manager. In 1985, Rugg was asked to design and build a new semen collection facility, with initial space for 40 bulls; Granada Corporation, located in Wheelock, Texas, was at capacity by March 1986. As general manager of the Sire Services division of Granada Corporation, Rugg was in charge of collecting and marketing semen and embryos, and teaching producers how to artificially inseminate (A.I.) and determine pregnancy in their cattle.

When Granada Corporation closed its doors in 1991, Rugg bought the rolling assets of the company, and continued marketing and selling semen and related A.I. equipment, growing the educational component of the business. Bovine

Elite, LLC, was incorporated in late 1991 and today is an international supplier of beef and dairy semen as well as A.I. equipment, TruTest scales and estrus synchronization products. "We're proud to bring genetically superior sires to the beef industry that assist producers in achieving their production goals," Rugg says. Bovine Elite also offers professional herd management services through personal consultation and by hosting eight A.I. management and pregnancy determination clinics each year.

The current location in College Station, Texas, is a benefit to Bovine Elite because the firm is able to market semen from both haired and eared/eared-influenced cattle. A quick look at the website, bovine-elite.com, shows 25 Santa Gertrudis bulls from which to buy semen. While the idea of selling semen through a broker like Bovine Elite may be appealing, Rugg advises producers to think things out step-by-step before committing to collecting semen from a bull.



First Things First

First and foremost, a producer considering collecting semen from a bull must have a certain animal in mind. Because there can be a lot of labor, time and expense associated with collecting and marketing semen, Rugg advises potential bull promoters to pay close attention to their calf crop in several ways. First, he says, watch the calves grow, and identify the cattle that are potentially in the top 5 to 10 percent in the group. Then, keep extensive records and measurements of the entire calf crop, like birth weight, weaning weight, yearling weight, hip height and carcass ultrasound data. Finally, he says, "Make sure all of your data is turned into your breed association so your cattle can be compared to others in the breed as well as their contemporary group within your herd."

CONTINUED ON PAGE 14 ►

Thank You Buyers

at the 36th Annual Tri-Star Sale



Our thanks to everyone who came out and made this year's Tri-Star Sale a shining success.

The High-Selling Lot went to Vesper Ranch for \$20,000. We appreciate their support.



Wendt Ranch High-Selling Bull Lot: \$11,000.



Cotton Branch Plantation High-Selling Bull Lot: \$11,000.

We'd Like to Thank All of Our Buyers:

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Townsend Cattle	Nunely Brothers	Tideland Farms
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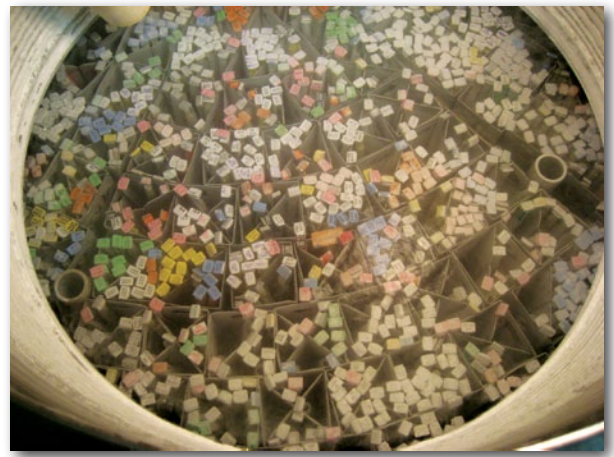
Once an exceptional young bull has been selected, a semen collection facility should be chosen based on its ability to perform proper health tests to qualify semen for export. "Qualifying semen for most export markets requires your bull to be quarantined for at least 60 days," Rugg explains, adding that producers should decide what countries they'd like to market semen to and get it qualified for both export and domestic markets. Further, all collection facilities should meet minimum Certified Semen Services standards and work with a certified lab on all diagnostic tests. As a broker and warehouse, Bovine Elite doesn't have a production facility, but can offer producers recommendations as to where to have their bull collected. In general, collecting semen from a bull costs \$3 to \$4 per straw of semen; that price includes processing, health testing and boarding fees.

Once the semen is collected, producers wanting to use a broker like Bovine Elite have the semen shipped to the warehouse location for storage. Bovine Elite requires a minimum of 200 straws before taking on a bull to satisfy the initial contract for sales on a new sire. Like other brokers, Bovine Elite recommends the semen be available for export. "The export market for Santa Gertrudis semen is much greater than it is domestically," Rugg explains, adding that he's shipped Santa Gertrudis semen to Central and South

America, South Africa, Australia, Mexico and other countries. "The domestic market is smaller because breeders continue to increase the quality of bulls they use naturally in their program," he points out.

In addition to weights and measurements, Rugg also looks at phenotype before committing to market a new sire. "We look at everything, including structure, sheath and underline, and overall eye appeal, because most people aren't going to see the bull in person," Rugg explains. Getting a good photo and providing it to their semen broker is also on the checklist of things producers need to do when promoting an A.I. sire. Not only will that photo be used on the broker's website and in its sire catalog to promote the bull, but individual breeders can use it in their personal advertising. Rugg recommends producers promote their A.I. sire every way they can. Contracting with brokers like Bovine Elite provides additional exposure for a percentage of semen sold. "Our normal contract is 40 percent of semen sold," Rugg explains. "In most cases, it's a non-exclusive agreement, so a producer can sell semen him- or herself, and hire other brokers to market semen for them."

Once a sale has been made, the broker handles the required paperwork, all of which has to be approved by the U.S. Department of Agriculture-



Bovine Elite, LLC, warehouses more than a million units of semen.

"Selling semen is only a portion of your marketing plan, so look at it as a way to promote your cattle, and be very picky about who you choose to collect and represent your program."

- Carl Rugg

Animal and Plant Health Inspection Service. When dealing with an export shipment, the buyer pays for the semen and a one-way shipment of the semen tank. Average fixed costs per export range from \$1,800 to \$2,500, and include freight, insurance, the semen tank with liquid nitrogen, and approved documentation. "When you're looking at fixed freight costs that high, buyers are usually getting a lot of semen at one time, which is why we require a minimum of 200 straws per bull in inventory," Rugg points out. Once the shipment has arrived, a broker on the other end is there to clear it through customs.

Rugg advises producers to keep an open mind through the entire semen collection and marketing process. "If you're going to promote a bull and sell semen, don't plan on getting rich," he says. "Selling semen is only a portion of your marketing plan, so look at it as a way to promote your cattle, and be very picky about who you choose to collect and represent your program."

While collecting a bull and marketing semen may be a vital component to a producer's marketing scheme, it's important to plan ahead, because there may be more to selling Santa Gertrudis semen than you might think. 🐄

General Beef Sire Selection

Bovine Elite Uses Eight Selection Criteria

- Breed Leading EPD's
- Unique Pedigrees
- Phenotypic Score or Data
- Individual Performance Information
- Ultrasound / Carcass Data
- Dam's Production Record
- Cow Family Convenience Traits
- Accuracy Values

A producer considering collecting semen from a bull must have a certain animal in mind. Bovine Elite, LLC, recommends these eight items when selecting a potential A.I. sire.

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Saturday, January 18 at 5:00 p.m.

Double TT Ranch Selling 10 Lots:

- **Five heifers exposed to a Gert bull ~**
All are Gert x Hereford and half sisters to our National Junior and Reserve National Open Champion Star Five.
- **Miss Double TT 110/8 - Top 3-N-1 with show heifer prospect at side.**
- **Two daughters out of Reserve National Champion Bull Del Rio 29/3**
 - **Miss Double TT 72/0 - Pair with Herd Sire prospect at side.**
 - **Miss Double TT 93/0 - Bred cow**
- **Two outstanding bred cows - Both stout, big-boned, front pasture kind.**
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Cammi Selby Lots:

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Member Profile

Diversity Key at Double C Farms

By Robyn Goddard

Forty years ago, Bill and Rhenda Cameron started in the cattle business with four Santa Gertrudis heifers. Those heifers were just the beginning of Double C Farms near Raeford, N.C., where cattle, hay and hogs keep this couple of 48 years busy full-time.

Double C Farms has been in the Cameron family for three generations. Bill's grandfather was a tobacco and row crop farmer who raised corn, soybeans, wheat, oats, rye and hay. Bill carried on the farming tradition until nine years ago, when he stopped farming tobacco; row crops haven't been planted for the last four years. He has 300 acres of hay ground and keeps cattle on another 300 acres.

Bill attended the University of Tennessee on a football scholarship; there, he met Rhenda, a Tennessee native. While he's always been a farmer at heart, Bill hasn't always made his living in agriculture. He spent the first 11 years out of college teaching and coaching high school football in Tennessee, Georgia and North Carolina before returning to the Raeford community to farm. Rhenda also spent her working years in education, serving as the special education director at the local public school.

When the time came, Bill decided to raise Santa Gertrudis cattle because they fit well with the southeast North Carolina environment, and because they have a natural resistance to disease and make great mama cows that don't need a baby sitter. Bill keeps between 150 and 175 Santa Gertrudis cows. Half of the cows are bred to purebred Santa Gertrudis bulls, and the other half to Angus, Hereford or composite bulls. Using a common-sense approach, Bill devotes himself to raising problem-free cattle for the everyday cattleman, and cattle that excel in maternal efficiency and growth.

Calving season at Double C Farms runs from the first part of September through mid-December. After trying

both spring and fall calving seasons, Bill believes fall calving works better in his area and says the fall calves do better than spring calves on the available forages.

Reputation, word-of-mouth and repeat customers are Bill's most successful methods of marketing cattle. "I believe honesty is the best way to sell cattle," he says simply. Annually, Bill sells 8 to 10 bulls through private treaty sales, and sells all his heifers off the farm. Six years ago, he started raising commercial-type steers, which he sells Beef Quality Assurance-certified via video auction. Double C Farms is unwavering in its approach to providing superior genetics to its valued customers. That approach speaks for itself, as Bill has provided quality purebred and commercial genetics to cattlemen across the U.S.

Bill and Rhenda also took advantage of the other end of the cattle industry and raised their two children, Candace and Bill Jr., in the show ring. Showing cattle was a family project that brought the Camerons great joy. After

In honor of his years of devotion to agriculture, Bill was named the Swisher Sweets/Sunbelt Expo Southeastern Farmer of the Year in 2007, an award that recognizes agriculture's top leaders in business entrepreneurship, environmental stewardship, innovation and problem solving.



Bill Cameron

the kids were done showing, Bill could see he had to make a change to keep the cattle enterprise profitable. "I learn every day," he says. "Even after 40 years in the business I need to be progressive and ready for change."

Part of that change was diversifying commodities on the farm. In addition to hay and cattle, Double C Farms has been a contract gilt grower for Murphy Farms since 1995. Annually, 12,000 gilts come in weighing 40-45 pounds; they are developed and then returned ready to breed. In another change, Bill ventured into a pet boarding and grooming business in 2004 called Five Points Pet Resort. He sold the resort to his daughter, who is the current operations manager. Candace and her family live on the same farm as Bill and Rhenda, and their son Bill Jr. is an attorney in Salisbury, N.C. Bill and Rhenda also enjoy the company of their three grandchildren.

In honor of his years of devotion to agriculture, Bill was named the Swisher Sweets/Sunbelt Expo Southeastern Farmer of the Year in 2007, an award that recognizes agriculture's top leaders in business entrepreneurship, environmental stewardship, innovation and problem solving. Also in 2007, Bill was awarded the Order of the Long Leaf Pine from the governor of North Carolina; this is the state's highest recognition given to citizens for leadership, community service or achievement. There are few people better suited than Bill Cameron for these honors, which recognize the integrity of humble, everyday agriculturalists making a difference in an industry about which they are passionate. 🌾

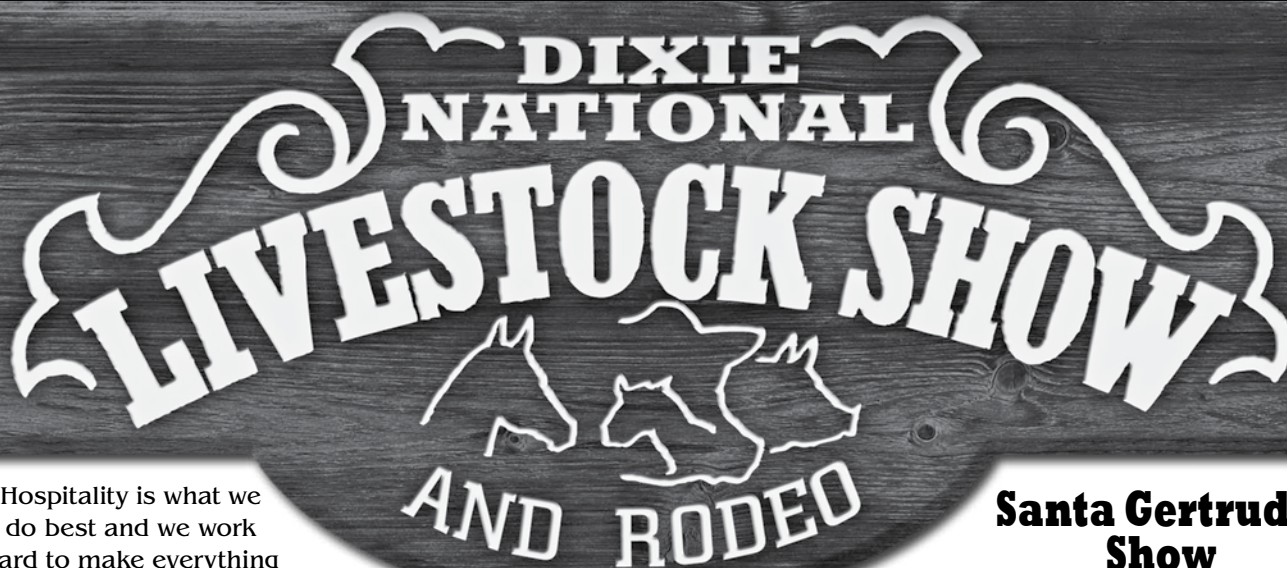
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Santa Gertrudis Show

Entries due: January 22
(Late Entries Accepted)

Early Arrival and Check-In:
February 7 - 5:00 p.m.

Show day:
February 11 - 8:00 a.m.

Judge:
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February 6-12

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ARKANSAS STATE FAIR

Oct. 17, 2013 | Little Rock, Ark. | Judge: Bill Key

SANTA GERTRUDIS SHOW

Results



GRAND CHAMPION BULL

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



RESERVE GRAND CHAMPION BULL

Ervin's Real Deal, shown by
Circle A Farm, Williamsport, Tenn.

NO PHOTO

BEST OF POLLED BULL

Flying C Taser, show by
Flying C Ranch, Searcy, Ark.



GRAND CHAMPION FEMALE

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



RESERVE GRAND CHAMPION FEMALE

Miss Grandview Annie, shown by
777 Farms, Magnolia, Ark.



BEST OF POLLED FEMALE

Miss Grandview Annie, shown by
777 Farms, Magnolia, Ark.

STATE FAIR OF TEXAS

Oct. 20, 2013 | Dallas, Texas | Judge: Blake Nelson



GRAND CHAMPION BULL

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



RESERVE GRAND CHAMPION BULL

Remington 215/12, shown by
Bill Stroman, College Station, Texas



GRAND CHAMPION FEMALE

Ervin's Ambition, shown by
Circle A Farm, Williamsport, Tenn.



RESERVE GRAND CHAMPION FEMALE

Harris Farms 27/2, shown by
Reagan Ruddock, Rockport, Texas



BEST OF POLLED FEMALE

Miss Grandview Annie, shown by
777 Farms, Magnolia, Ark.

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in conjunction with the

NATIONAL SANTA GERTRUDIS SHOW

Saturday, January 18 at 5:00 p.m.

*in the West Sale Arena at The Fort Worth Stock Show & Rodeo,
next to the John Justin arena inside the Richardson-Bass building.*

Live Broadcast Online at: www.cattleinmotion.com



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2014 NATIONAL OPEN SHOW

Fort Worth, Texas

Jan. 17-21, 2014



SCHEDULE OF EVENTS

Friday, January 17

Show and Sale Cattle Arrive

Saturday, January 18

10:00 a.m. - 4:30 p.m. Aisle Party (next to the sale cattle pens; Richardson-Bass Building)

5:00 p.m. Cowtown Elite Sale (John Justin Arena)

Sunday, January 19

Breeder's Gathering (Before the show; Watt Arena Meeting Room)

2:00 p.m. National Open Show

Tuesday, January 21

5:00 p.m. Show cattle are released

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Contact individual committee chairperson for specific meeting times and locations

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Saturday, March 8, 2014

6:30 p.m. • Rio Grande Valley Fairgrounds, Mercedes, Texas

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SANTA GERTRUDIS SALE

Reports

SUPER SOUTHERN SELLABRATION

Oct. 12, 2013 | Shelbyville, Tenn.

SALE AVERAGES

Registered Lots		Star 5 Lots	
4	Cow-Calf Pairs	4	Cow-Calf Pairs
4	Bred Heifers	16	Bred Heifers
8	Open Heifers	6	Open Heifers
	\$2,025		\$1,975
	\$1,625		\$1,750
	\$1,400		\$1,280



Volume buyer W.A. Goodgame, J & J Farms, Pell City, Ala.

The Super Southern Sellabration sale honored its tradition of realistic cattle at realistic prices. The high-selling lot for the day was a bred female consigned by Circle A Farm, David Alderson, Williamsport, Tenn.; she sold to Andy Haman of Odum, Ga., for \$2,400.

Topping the cow-calf pairs was a joint consignment from Cedar Crest Farm/Cedar Plains Farm, which sold to Lawrence Beam of Newton, Ill., for \$2,250. The volume buyer was J&J Farm, W.A. and Connie Goodgame, Pell City, Ala. Buyers came from six states: Alabama, Georgia, Tennessee, Florida, Indiana and Illinois.

MOUNTAIN LAUREL CLASSIC SALE

Nov. 9, 2013 | Calhoun, Ga.

SALE AVERAGES

34	Registered Lots	\$1,981
8	Cow-Calf Pairs	\$2,312
10	Open Heifers	\$1,915
14	Bred Heifers	\$1,800
2	Bulls	\$2,250
13	Star 5 Lots	\$1,470

The Mountain Laurel Classic Santa Gertrudis Sale was held in early November at the University of Georgia Livestock Pavilion, Calhoun, Ga. The high-selling lot was consigned by Dietrich's Flying D Ranch, Orlando, Fla., and was an open heifer that sold for \$3,300 to T&S Farm, Tommy Shealy, Leesville, S.C. Topping the cow-calf pairs was a consignment by Jack-



The High-selling lot was an open heifer that sold to T & S Farm, Tommy Shealy, Leesville, S.C.

lett Farm, Leonard Jacklett, Alpharetta, Ga., that sold for \$3,100 to The Country Club, Greg Holman, Cincinnati, Ohio. The high-selling bred heifer was consigned by Circle A Farm, David Alderson, Williamsport, Tenn., and sold for \$2,600 to T&S Farm. A donated lot, the high-selling bull was consigned by Tara Ranch, Curtis Hundall, Liberty, Texas, and sold to Jerry Simpson, Charleston, Tenn., for \$2,300, with the proceeds benefitting the Polled Santa Gertrudis Association.

BRIGGS RANCHES 10TH ANNUAL SANTA GERTRUDIS BULL & COMMERCIAL FEMALE SALE

Oct. 18, 2013 | Bloomington, Texas

SALE AVERAGES

62	Santa Gertrudis Bulls	\$3,809
182	Commercial Females	\$2,073
22	Black Commercial Females	\$1,991
2	Black Motley-Faced Females	\$1,650
70	Red Commercial Females	\$2,134
3	Red Brindle Females	\$2,025
66	Red Motley-Faced Females	\$2,039
19	Santa Gertrudis Females	\$2,110

36TH ANNUAL TRI-STAR SANTA GERTRUDIS SALE

Oct. 19, 2013 | Bloomington, Texas

SALE AVERAGES

61	Females	\$4,105
19	Bred Females	\$3,548
26	Exposed Females	\$4,100
4	Open Females	\$3,100
12	Cow-Calf Pairs	\$5,334

A tremendous crowd was on hand for both the Briggs Ranches 10th Annual Santa Gertrudis Bull & Commercial Female Sale and the 36th Annual Tri-Star Santa Gertrudis Sale. Briggs Ranches and guest consignors Corporation Acres, Jim Corporation, Schulenburg, Texas, and Harris Riverbend Farm, David and Laurie Harris, Cleburne, Texas, offered a total of 305 head of quality Santa Gertrudis and Santa Gertrudis-influenced genetics. It was evident by the demand at the 2-day event that Santa Gertrudis and Santa Gertrudis F1 females are quickly becoming the most widely sought-after cattle in the industry today. In addition to strong female demand, a full complement of performance data resulted in brisk bull sales. Gross sales over both days topped \$865,000. Volume buyers were Wendt Ranch, Dan and Jane Wendt, Bay City, Texas, at the Briggs Ranches sale; and Cotton Branch Plantation, Ed Her-
ring, Meadville, Miss., at the Tri-Star sale.



The high-selling lot at the Tri-Star Sale was consigned by Harris Riverbend Farm and purchased by Vesper Ranch.

SANTA GERTRUDIS SALE

Reports

SEÑORITAS DE SAN JOSE ONLINE SALE

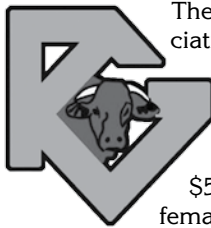
Oct. 24, 2013 | Hosted by Cattle in Motion

SALE AVERAGES

Sale Average \$1,922

Santa Gertrudis and Star 5 genetics were represented at the Señoritas de San Jose Online Sale hosted at www.cattleinmotion.com. The high-selling lot, SJ Lady Delilah 307, sold to Gracey Pitchford, Athens, Texas. The volume buyer for the sale was Ron Jones, Lexington, Texas. Additional buyers included Corazon-Pitchford Cattle Co., LLC, Albuquerque, N.M., and Athens, Texas; Harris Riverbend Farm, David and Laurie Harris, Cleburne, Texas; and Neel Land & Cattle Co., LLC, Dallas, Texas. 🐾

Call for Nominations to 2014 South Texas Pioneer Sale



The Rio Grande Valley Santa Gertrudis Association is holding its annual affiliate sale on Saturday, March 8, 2014, in conjunction with the Rio Grande Valley Livestock Show in Mercedes, Texas.

Non-refundable nomination fees are \$50 per female, \$100 per pen of three females and \$50 per bull. To sell a bull, consigners must also sell at least two females. The nomination fee must accompany the completed nomination form, along with a copy of the registration certificate. For consigners who are not Rio Grande Valley Santa Gertrudis Association members, an additional \$25 membership fee is required along with the nomination. To better serve customers and consigners, pictures of sale cattle will be included in the catalog and on the sale's Facebook page, so please include a photo of the sale animal with your nomination. Also, "Like" the sale's Facebook page to receive updates. Visit the link on www.santagertrudis.com for a nomination form, Screening Standards, and Terms and Conditions.

The Victoria Palms Resort in Donna, Texas, has rooms set aside for guests. For more information, contact Larry Garza at (956) 206-1244, or lrgarza1@aol.com. 🐾

Super Southern Sellabration

Hosted by Cedar Plains Farms, Unionville, Tenn., and co-sponsored by Cedar Crest Farms, Hartselle, Ala.

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Jerry & Wade Myers • Unionville, Tenn.
Roger Saint • Falkville, Ala.
Dallas Petty • Crossville, Ala.
Ron Syrock • Falkville, Ala.
Andy Haman • Odum, Ga.
Kenneth Black • Fort Payne, Ala.

And our buyers!

W.A. Goodgame • Ala.
Laurence Beam • Ill.
Andy Haman • Ga.
Glen Edwards • Tenn.
Scott Jolly • Tenn.
David Richardson • Tenn.
Lee Farms • Tenn.
Stephan Smith • Tenn.
Kenneth Black • Ala.
Tim Brothers • Tenn.
Glen Krape • Fla.
Jim Corum • Ala.
Billy Wallace • Ala.
Dennis Chambers • Ala.
Ricky Hardin • Ala.



Mr. W.A. Goodgame, J & J Farms,
Pell City, Ala., was our volume buyer!

Our 2014 Sale is
scheduled for Oct. 11



Mr. Laurence Beam, Newton, Ill.,
purchased our high-selling lot!



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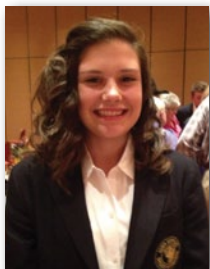
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**Ask about pricing for sale catalog insertions
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SANTA GERTRUDIS Juniors

By Bayli Fisher, District 1



Baby, it's gettin' cold outside! That can mean only one thing: It's stock show time! Hello; my name is Bayli Fisher, and I live in Carrizo Springs, Texas, where I raise beautiful red cattle and am a sophomore at Carrizo Springs High School. I am currently serving the Mid Coast junior association as secretary, am president of my 4-H club, vice president of my FFA chapter, and proudly represent District

1, Mid Coast Affiliate and Rio Grande Valley Affiliate as a National Junior Santa Gertrudis Association Director.

I'm glad to have seen y'all in Dallas at the State Fair of Texas, and hope to see y'all again in Ft. Worth at our social on Saturday, Jan. 25, 2014, at 9 a.m. I would also like to remind everyone that entries for San Antonio, Houston, Austin and San Angelo are due Dec. 1, 2013. This is the first year San Angelo is having a Santa Gertrudis heifer show, so let's support their show!

I look forward to seeing everyone soon, and hope y'all have a happy holiday season, safe travels and a very blessed New Year. 🌟

By Hollyann Roach, At-Large Director



Hello, fellow Junior Santa Gertrudis members. I'm Hollyann Roach, and am a sophomore at Keller High School in Keller, Texas. I'm proud to be a representative on this year's junior board, and an advocate for the Santa Gertrudis breed and the beef industry. As producers, we are all advocates for agriculture. The beef industry has persevered through obstacles like drought, low market prices and high inputs. Still, U.S. farmers and ranchers take pride in their work, so consumers receive the best quality product. These character traits are exemplified by Santa Gertrudis producers, and for that we say, "Thank you."

In October, the junior board met in Dallas to discuss fundraising. We are selling raffle tickets for a Yeti Cooler, and the drawing will be held at the 2014 National Junior Santa Gertrudis Heifer Show in Wichita Falls, Texas. Tickets are \$5 each; if you would like to buy or sell tickets, please contact a junior board member. In other news, the host hotel for junior nationals is the Holiday Inn at the Falls located off the Central Freeway.

I'll be counting down the days to the Fort Worth Junior and National Open Show in January. 🌟

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- 2010 Grand Champion Bull Tennessee State Fair Pt. Show**

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BW: 84
WW: 898
YW: 1,386



We thank our buyers for purchasing our consignments at the Mt. Laurel Classic Sale: **Greg Holman**, Cincinnati, Ohio; **Andy Haman**, Odum, Ga.; **Tinney Farms**, Hanceville, Ala. and **Dixie Creek Farm**, Walland, Tenn.

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FRIDAY, MARCH 7, 2014 @ 7:00 PM

Reliant Center - East Arena • Houston, Texas

Pre-sale Aisle Party - March 7, @ 5:45 PM

For more information on the sale,
contact the Sale Chairmen

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	Hefte Ranches.....19,23	Rebel Ridge.....18	Wendt Ranch.....30
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Fort Worth, Texas



SANTA GERTRUDIS WEEKEND

January 18–19, 2014

Saturday, January 18, 2014

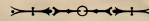
- ★ **1:00 p.m.:** Santa Gertrudis Breeders International Foreign Guest Educational Seminar, Richardson Bass Meeting Room D
- ★ **3:00 p.m.:** Premier Affiliate Cowtown Classic Aisle Party
- ★ **5:00 p.m.:** Premier Affiliate Cowtown Classic Elite Santa Gertrudis Sale

Sunday, January 19, 2014

- ★ **2:00 p.m.:** Santa Gertrudis Breeders International 2014 National Show

Houston Livestock Show & Rodeo

Houston, Texas



SANTA GERTRUDIS INTERNATIONAL DAYS

March 7–8, 2014

Friday, March 7, 2014

- ★ **5:45 p.m.:** International Super Sale Aisle Party, Reliant Center East Arena
- ★ **7:00 p.m.:** International Super Sale Reliant Center East Arena

Saturday, March 8, 2014

- ★ **8:00 a.m.:** International Santa Gertrudis Open Show

For more information contact Santa Gertrudis Breeders International, Kingsville, Texas
(361) 592-9357 • sgbi@santagertrudis.com • www.santagertrudis.com

Now is the Time to Mark Your 2014 Calendar



These 10 heifers are consigned to the BLUEBONNET SALE March 22, 2014.



They are all polled, all from performance tested sires. These are from the top of our herd.

These heifers were selected to represent our
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Wishing you all a very Merry Christmas and Happy 2014!



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