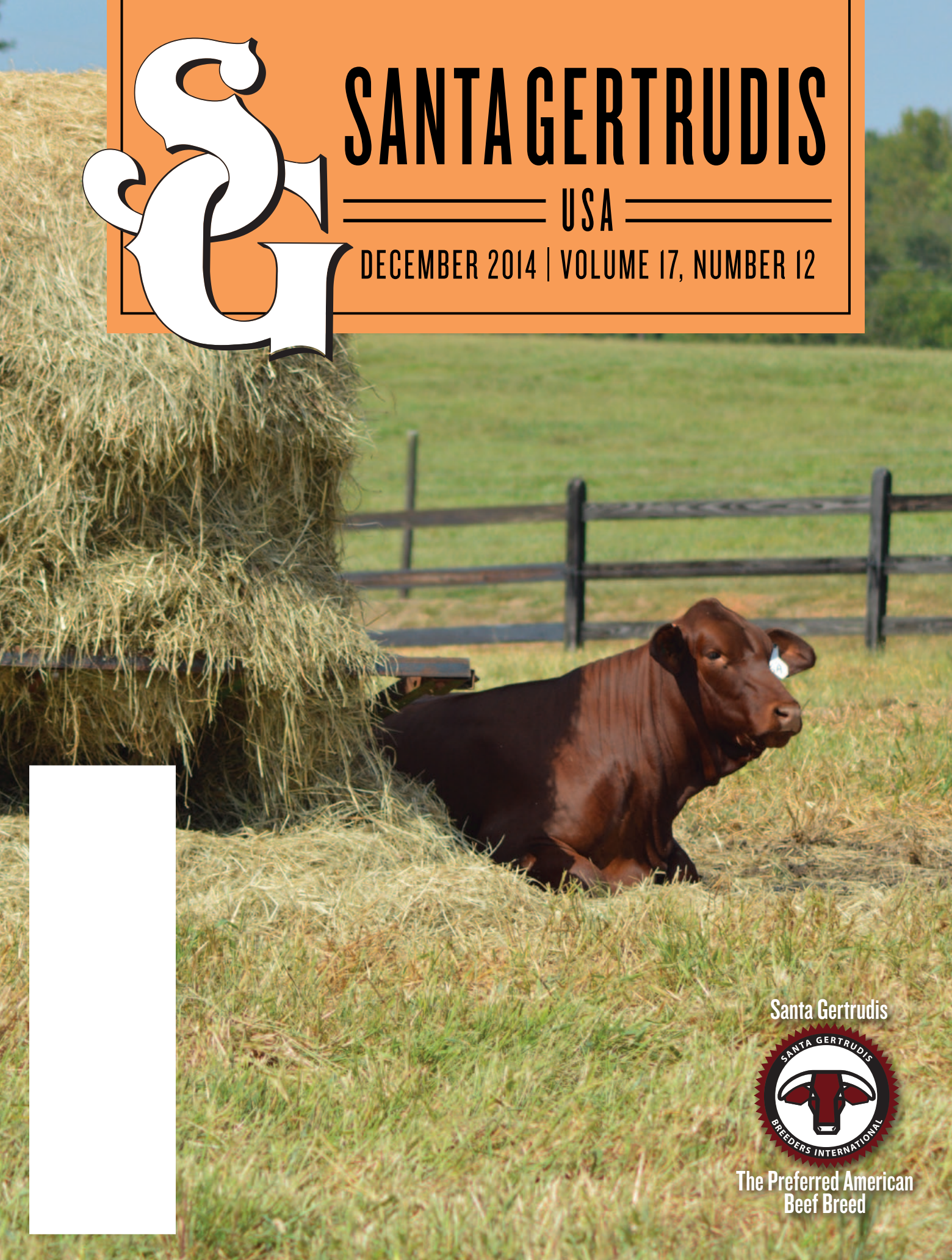




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DECEMBER 2014 | VOLUME 17, NUMBER 12



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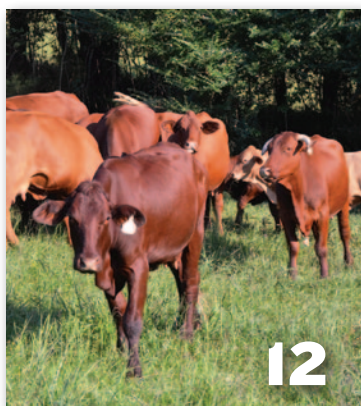
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Waiting for a buyer at the Alabama Connection Sale, Hanceville, Ala. Photo by Darren Richmond.



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# Ramblings from the Open Range

## EXECUTIVE DIRECTOR'S REPORT

By John Ford

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A favorite saying of one of my cattle business mentors is, "If a cow has a name, it is not a cow – it is a pet." In his opinion, it is acceptable for dogs to be named, as well as a favorite horse, but certainly not a cow. A cow has one purpose: to efficiently harvest forage in a profitable manner. I jokingly repeat this sentiment as I visit with breeders and potential customers. I do understand the beef business appeals to those not necessarily dependent on producing and marketing cattle for their livelihood. I also recognize owning and raising livestock can be an attractive tool for parents wishing to instill positive life skills in their children. In fact, I can think of no better family

activity than raising and showing a heifer project. But at the end of the day, we must remember cattle production is a business and for a breed of cattle to remain viable, it must be profitable for all sectors of the industry.

The seedstock segment is the backbone of the beef industry, responsible for providing the best-quality bulls for the commercial cow-calf producer and the best-quality female for breeding operations. Seedstock producers are the first link in the industry chain and purebred breeding strategies determine profitability for the commercial cow-calf producer, feeder, packer and retailer. Think about it: Regardless of your particular goals, the breeding decisions

made at your farm or ranch impact the profitability of other industry members; that is a great deal of responsibility. Therefore, I become concerned when SGBI members choose to not register or record their cattle. Registration is more than documenting an animal's ancestry; today's registration certificate objectively describes an animal's reproductive, growth and carcass traits. It ensures performance information is accurately compiled and stored in the breed's data base, allowing animal comparisons to be made globally. Accurate data combined with history on the sire and dam allows buyers to predict the performance of an animal or a family line.

When a seedstock producer chooses to not register, performance register or record an animal, it is a mark against the sire and dam. For example, failure to register or performance register a calf results in a blank in the female's calving history. Potential customers become apprehensive about a cow's reproductive ability when skips appear in her calving record. This is understandable considering today's cattle prices; uncertainty about a female's reproductive efficiency automatically places cattlemen on high alert. Failure to register calves also has an impact on sires, particularly their expected progeny difference (EPD) accuracy value. Accuracy is a function of the amount of information available to calculate an EPD for any given trait. As the volume of records used in the estimation of an EPD increases, so does the confidence level that the EPD has been estimated correctly. EPDs are crucial in the decision-making process and today's commercial cowman is demanding reliable, accurate data and EPDs. Let's not forget that cattlemen have access, via the Internet, to our breed's data as well as our competitors' performance-based information.

While many commercial customers are not interested in having registration certificates transferred into their name following a purchase, it is in everyone's best business interest to follow through with the transfer. In order to expand the breed's marketing footprint, SGBI must develop opportunities for our commercial cattle-buying customers. Expanding our commercial efforts is difficult in a highly competitive industry; doing so without a method to efficiently track those utilizing Santa Gertrudis genetics makes the task even more difficult. As I travel and attend industry functions, I am pleasantly surprised by the number

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CONTINUED ON PAGE 8



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# Down the Road PRESIDENT'S LETTER

By Curtis Salter

(850) 957-4409 | salterfarms@ymail.com

**W**ith the end of the year fast approaching, I thought I would take a few minutes to reflect on what has been a record year in the beef business and an equally, if not more impressive, year at SGBI.

Many things have happened that keep the excitement going in the cattle business. Interest is still extremely high in the market, and that is due to the hard work of very smart businessmen, who understand the tools it takes to reach true cattlemen. Some of the biggest sales in the breed were held last month, and literally hundreds of Santa Gertrudis and Santa Gertrudis-influenced cattle were marketed successfully because sellers compiled all the information they could put together to let people know how their cattle would work for buyers: They had performance records, expected progeny differences, ultrasound data, and DNA testing on their bulls. They also used video and Internet bidding, expanding the possibility of buyers beyond the traditional in-person public auction. All these tools put together paid off, as I understand a large percentage of the cattle sold went to commercial buyers. I've said it before – as have many folks the last few years – and I'll say it again: The commercial market is the market we have to reach. Santa Gertrudis breeders are some of the luckiest in the American beef breeds sector because, due to the progressive nature of our association, we have the best tools and information available right at our fingertips. As breeders, you simply have to reap the rewards. My hat's off to those who are already taking advantage of SGBI's cutting-edge technology; good job.

By the time this letter reaches you, Thanksgiving will be over and Christmas will soon be here, followed shortly by the New Year. I hope everyone can take the time out of their busy schedules to think about the true meaning of each of these holidays. Personally, I'm thankful we live in a free country, and have armed forces to protect us and give us the right to do, say and live the way we please. I'm also truly, truly *thankful* for my family, my health, a host of good friends and my God, who protects me and walks with me every day. This month, I encourage each and every one of you to keep *Christ in Christmas*, as it is a time to slow down and enjoy your family and the things that really mean the most. Remember, Dec. 25 is His birthday – the One who made it all possible. Finally, the *New Year* – a new beginning for us all. I hope 2015 is our best year yet.

From Curtis and Carol Salter, have a very Merry Christmas and a joyous New Year. 🍀

## EXECUTIVE DIRECTOR'S REPORT CONTINUED FROM PAGE 6

of commercial cattlemen who mention the utilization of Santa Gertrudis genetics in their operations.

Unfortunately, on my return to the office, many times I am unable to locate a transfer in the association's database. Without a record or contact information, I am unable to reach out and encourage increased involvement with the breed and with SGBI. I am confident more cattlemen utilize our bulls than is noted in surveys and reports released by various industry groups; however, without transfer records, it is difficult to counter claims that Santa

Gertrudis is not witnessing significant growth in the commercial bull market. The registration/recording and transfer process is the lifeblood of a breed and a breed association. As seedstock producers, we must recognize that the process is not an expense; it is an investment in the future of the breed.

How quickly another year has come and gone. The holiday season is the perfect time to reflect on life's blessings. I am truly blessed to have the opportunity to get up every morning and work with SGBI members and Santa Gertrudis cattle; life could not be any better. The happiest of holidays to you and yours. 🍀

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# SANTA GERTRUDIS *Production* TIME TO DEWORM AND REFLECT ON 2014

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



If you have had decent moisture this fall and have not recently treated your cattle for internal parasites, better get it done this month. Since it has been so dry for so long, some of us may have forgotten about internal parasites. Before parasites take up residence inside our cattle, they live in the soil and like to crawl up grass blades every night to get moisture from dew drops. If we have no moisture (dew), our cattle are less likely to consume

a mouthful of grass and parasite larvae. You might consider trying a product different than the one you used previously, especially if you were not satisfied with the results.

A recent article in another beef publication highlighted a new internal parasite test developed by veterinarians at Colorado State University (CSU). For years, we have relied on body condition scores, recent weather patterns and fecal egg counts to determine internal parasite loads in cattle. The newly developed test is called a “3+2 PCR test” and it actually amplifies the genetic material within the parasite eggs found in the feces. This test can detect five major internal parasites of ruminants which, in conjunction with recommendations by your veterinarian, could lead to a specific parasite control program for your particular herd. The reason it is called a “3+2” is because it tests for the “Big 3” parasites first: *Ostretagia*, *Haemonchus* and *Cooperia*; the prevalence of the remaining 2, *Trichostrongylus* and *Oesophagostomum*, can also be tested for, if desired. This test is really cutting-edge and saves time, because up until now, if we actually wanted to know what parasites are laying those eggs we find in manure, we have had to culture those eggs, then let them hatch and grow until they grew large enough to be identified. This entire process can take up to three weeks. This new, state-of-the-art test only takes about three days; how-

ever, the developers point out that this test only identifies the parasites – it does not count them. For more info on this test, please contact the CSU Veterinary Diagnostic Laboratory, 300 West Drake Rd., Fort Collins, CO; (979) 297-1281. The test simply requires about 2 oz. of fresh manure placed in a sealable plastic bag (no air, not frozen, only cold) delivered within 48 hours of collection.

## A look back

These are definitely unique and exciting times if you are in the beef cattle business. I talked with a South Texas producer several weeks ago who said, “*We will be talking about 2014 20 years from now.*” Currently, we have low corn prices, tighter supplies of calves, a strong domestic market, and increased exports and value of those exports. Let us take a look at the current U.S. cattle market. Packer cows have averaged more than \$1 per pound since March of 2013. In 2014, fed steer prices have averaged \$1.51 per pound, while 750-pound steers have averaged \$1.97 per pound, and 750-pound feeder heifers have averaged \$1.88 per pound. In South Texas, good quality feeder heifers (potential commercial replacements) have often outsold their steer mates.

What were you doing 20 years ago (1994)? How was the beef cattle market in 1994? I could have picked any previous year to investigate, but I thought I would stick with the 20-year theme put forth by the South Texas cattle producer. I hope you are sitting down as you continue reading. In 1994, packer cows averaged 37¢ per pound, fed steers averaged 69¢ per pound, feeder steers averaged close to 76¢ per pound and feeder heifers averaged 74¢ per pound. Many factors have produced this current market, including eight straight years of a declining mother cow inventory – the smallest since 1948 – and varying degrees of multi-year droughts in cow states. Similarly, there are many factors that are not allowing the U.S. beef herd to expand, including record high prices for replacement heifers, record high prices for other classes of females, continual drought and the retirement of a large portion of producers who were active in 1994. Those key positions within our industry have not been re-filled with young folks. What is the future of our U.S. beef industry? We all have our opinions, but I think we need to expand numbers, at least a little, and encourage young people to become involved in the most emotionally rewarding segments of agriculture.

I wish you a Merry Christmas and a Happy New Year. 🍷



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# SANTA GERTRUDIS *Commercial Corner*

## WANTED: Replacement Females

By Micky Burch, managing editor

If you're one of the many cattlemen across the country looking for quality replacement heifers, there's a chance you may have come across Leo Casas III. Casas specializes in buying and selling Brahman-influenced replacement cattle throughout South and Central Texas. Descended from two pioneer Duval County, Texas, families, Casas is a third-generation rancher on both his father's (Casas) and mother's (Cuellar) side. He still owns the original Casas homestead purchased by his grandfather in 1913 for \$1.25 per acre. Casas literally has a lifetime of experience in the cattle industry, coupled with a degree from Texas A&M University – a tradition started by his father, Leo, Jr., a 1955 graduate of A&M. A native of Alice, Texas, Casas makes his home in Beeville with his family.

Casas auctions several large replacement sales each year in addition to many purebred sales, including two of the most prominent at the Houston and Fort Worth Stock Shows. "We specialize in buying mismanaged replacement cattle, sorting them up, getting them in a better management program, increasing their nutritional plane, breeding them to good bulls, gentling them, then marketing and reselling them," he explains. It's no wonder, then, that the operations at Casas Cattle cover some 40,000 acres spread across as many as 13 Texas counties – a 20,000-acre expansion compared to the early 1990s.

Part of the reason for the expansion is due to unpredictable weather patterns, increased recreation (hunting), urban development and increased profits in cultivation as a land use. "There are fewer cattle in the country – the decrease in stocking rates has definitely changed the business," Casas says of buying smaller groups of cattle than he did 10 and 20 years ago. While he buys females wherever he can find them, he's still insistent on buying quality, with a preference for "country cattle" – those purchased off their home range directly from the owner. After the cattle have been processed and are ready for resale, Casas photographs, videos and writes detailed descriptions about each group and posts the information to his website [casascattle.com](http://casascattle.com). "We average a group sale every week or two, and about 20 percent of our sales are sight-unseen," he says. "We like to think that is because of our reputation for honesty and integrity, but busy schedules and technology play a huge role," he muses.

That marketing strategy works hand-in-hand with the rising price of cattle. "High prices are a function of low supply and high demand; part of the reason cattle are in short supply is because of the recent dry weather anomalies that started in 1995," he points out. These high prices have created two phenomena: 1) profitability despite high inputs caused by poor weather conditions, and 2) a holding pattern when it comes to rebuilding the country's cow herd. "Because of high prices, producers continue to ship their heifers, open cows and old cows at the slightest hint of dry-weather stress; consequently, we have the lowest numbers since 1951," Casas explains. "It's profitable to slaughter females, so short supplies continue to persist. It took 20

years to get where we are – it may take 20 years for supplies to return."

The supply of replacement heifers in the country isn't just short – sometimes, they're simply not the most ideal female to keep for a future mama. With pressure from the feedlot sector to raise desirable feeder cattle, many folks are raising a terminal calf. The golden egg, Casas says, is breeding specifically to raise replacement heifers. "First, I recommend using maternal sires; then, take those heifers and wean, dehorn, bunk break and market them with a broker or on special replacement sales, online marketing sites or through an ad in a livestock publication. Instead of taking a 5- to 10-cent per pound discount on your heifers, smart producers raising replacement heifers can get more for their heifers than their steers," he says confidently. "Cattlemen should be selling replacement females by the head, not by the pound." And Casas should know; he deals with folks on a daily basis who are looking for high-quality females. "I may be giving away trade secrets, but it's really not rocket science: People want good stuff and are willing to pay for it, so why not add value by putting in a new tag, dehorning, giving calfhood vaccinations, gentling, photographing and marketing your heifers?" he questions. "You don't want to be 'penny-wise and pound-foolish.' I see producers reluctant to spend \$25 to \$50 per head to add value when they can easily recoup a \$100 to \$300 return on that investment."

**"One of the most desirable females that is functional and attractive is a Santa Gertrudis x Hereford."**

**– Leo Casas**

For producers with the capacity to sell bred heifers, there's even more profitability to be realized. "Heavy bred is when a female is the most marketable," he points out. "The only thing more valuable than a bred heifer is a female bred with her second calf." To get those heifers bred, Casas recommends buying low-birthweight sires from top producers in the area so the bulls are naturally acclimated to the environment, increasing the chances for a more successful breed-up.

Raising Santa Gertrudis-influenced replacement females in the Central, South or Gulf Coast areas of Texas is almost a sure bet for profitability. From his view, Casas thinks Santa Gertrudis have the perfect mix of Brahman blood for the area and cross well with several other breeds. "One of the most desirable females that is functional and attractive is a Santa Gertrudis x Hereford," he says. The problem: He can't find enough of them. "I have a network of brokers and associates out looking for us in one of the biggest Santa Gertrudis populations in the country, but these cattle rarely come up for sale." It's possible many breeders are keeping these cattle for themselves or selling them privately, but one thing is apparent: they may be some of the most valuable cattle in the

CONTINUED ON PAGE 16 »



# HOW WILL YOU MANAGE PROFITS FOR FUTURE VIABILITY?

By Ryan D. Rhoades, Ph.D., assistant professor, Texas A&M University-Kingsville; King Ranch Institute for Ranch Management

## Profitable Times

It's a good time to be in the cattle business. Fed cattle have topped \$1.70 per cwt. and weaned calves averaged \$2.40 per cwt. throughout the fall. As we continue to break record high cattle prices, recent feed costs have seen a significant reduction, which means producers should be experiencing profitable times. Producer profits have been projected at \$350 to \$400 per head, with record profits expected through 2016.

During periods of high prices, the management of profits will impact the future viability of the ranch. As we all know, cattle prices are cyclical. Given sufficient time for producers to react to price incentives in the market, there is considerable truth in the statement that "high prices cure high prices." High prices usually lead to higher production, which in turn lowers ensuing prices. Record prices have signaled producers to expand and the weather has improved grazing conditions, allowing most to capitalize on this opportunity. Expansion is underway, but it'll take a couple of years for the increased supply to hit the market and impact prices. Eventually, larger supplies of beef will lower cattle prices and profit margins.

How do you currently manage profits? Given this fundamental market dynamic, it's important for you to develop practices now that will allow

your ranch to profit and stay viable when margins are tighter due to lower cattle prices. The challenge is taking steps to improve or fix aspects of the ranch when it seems nothing is broken.

## A Path Forward

It's critical to understand how the decisions you make during periods of high prices affect the long-term profitability of the ranch. However, given record high prices and profits, it may be difficult to evaluate or make significant changes. Unfortunately, now is the ideal time to make changes that could mitigate a future crisis. Why wait until it happens?

This evaluation will require a change in mindset to thinking strategically instead of tactically. A strategic mindset enables producers to better understand the business environment, define organizational goals, identify opportunities that will lead to success, make and implement decisions, and evaluate the actual performance of the ranch. A strategic mindset requires reflection and foresight; the time and effort invested will enable a ranch to stay focused on the efforts that sustain long-term viability. The goal is to identify a few high potential management interventions in which small changes in production could have a significant impact on long-term profits. Identifying management interventions enables

long-term flexibility, allowing an operation to spread risks and adapt to market changes. Here are a few examples that might work for your ranch.

**1. Improve Grazing Management:** Matching cow requirements to peak forage production is an intervention that can have a long-term economic and ecological impact on an operation. One method of better matching cattle requirements to forage production is to alter breeding/calving dates. For example, moving calving from an average annual start date of April 1 to May 1 could positively impact the future financial performance of the ranch. Matching peak forage production with animal requirements allows for increased grazing efficiency, improved cattle body condition score and reduced feed costs.

**2. Make Strategic Investments:** Making pasture infrastructure improvements, such as brush control, water distribution and cross-fencing, will ultimately create a number of long-term strategic advantages. The cost associated with these improvements can be substantial, but will allow for increased utilization of pastures and improved profitability in the future. These investments don't add to your long-term depreciation expense. It's smart to invest in income-producing assets that will generate a high return. You can easily evaluate your investment options by calculating a Net Present Value.

**3. Pay Off Debt:** Cash reserves could be used to pay off some existing debt. Cow-calf producers are in an asset-based business (i.e., 45 to 55 percent of total costs are fixed), which can make it difficult to expand when the opportunity presents itself. It can be hard to borrow the necessary money needed for improvements when the ranch's debt-to-equity ratio is high. A low debt-to-equity ratio gives producers the flexibility to change and adapt to new business environments and implement new strategies.

The future is becoming less predictable. The rapidly changing environment means we need to build operations with flexibility and be ready to adapt. The above-mentioned strategies are not necessarily applicable to all ranching operations, but they represent potential management interventions capable of changing long-term performance by creating flexibility within the system. Strategic decisions will lay the foundation for a viable future in the beef industry. Be strategic in your thinking and willing to make the changes today. 🐄



# SANTA GERTRUDIS SALE

## Reports

### 11<sup>TH</sup> ANNUAL BRIGGS BULL & COMMERCIAL FEMALE SALE AND 37<sup>TH</sup> ANNUAL TRI-STAR SALE

Nov. 7-8, 2014 | Bloomington, Texas

#### SALE AVERAGES

353.5 Head Total Over Two Days \$4,126

#### Registered Sale Averages:

|                                        |         |
|----------------------------------------|---------|
| 80 Santa Gertrudis Bulls               | \$5,304 |
| 69.5 Santa Gertrudis Females           | \$5,668 |
| 33.5 Santa Gertrudis 3-in-1's          | \$6,370 |
| 19 Santa Gertrudis Fall Breds & Pairs  | \$5,413 |
| 12 Santa Gertrudis Spring Bred Heifers | \$4,608 |
| 5 Open Santa Gertrudis Heifers         | \$4,470 |

#### Commercial Sale Averages:

|                                                            |         |
|------------------------------------------------------------|---------|
| 214 Commercial Santa Gertrudis & Cross Females             | \$3,186 |
| 8 Commercial 2-Year-Old Santa Gertrudis & Cross Pairs      | \$3,875 |
| 19 Commercial Fall Bred Santa Gertrudis & Cross Heifers    | \$3,611 |
| 168 Commercial Spring Bred Santa Gertrudis & Cross Heifers | \$3,145 |
| 17 Commercial Spring Bred Santa Gertrudis and Cross Cows   | \$2,924 |
| 2 Commercial Open Santa Gertrudis & Cross grossed          | \$2,000 |

The 11th Annual Briggs Santa Gertrudis Commercial Female and Bull Sale and 37th Annual Tri-Star Registered Female Sale found strong demand from 163 willing buyers representing 13 states and the countries of Mexico and Nicaragua. The sun broke through after two days of needed rain and found high spirits and frenzied demand.

The high-selling bull was Lot 28, Harris Farms 90/2. This stout, coming two-year-old boasted ranking in the top 20 percent of the breed for birthweight to go along with a big top and deep rib. Kubecka Ranch, Bay City, Texas, paid \$15,250 to own this Sherman Tank grandson consigned by Harris Riverbend Ranch, Glenn Rose, Texas.

Hefte Ranch, Hondo, Texas, paid \$14,000 to own half-interest and full possession of Lot 4, Harco 1323. This powerful spring-coming two-year-old recorded in the top 1 percent of the breed for weaning weight, yearling weight, hot carcass weight, rib-eye area and marbling expected progeny differences (EPDs). He also was consigned by Harris Riverbend Ranch.

Woman Hollerin Ranch, Brookshire, Texas, purchased the next high-selling bull when they paid \$10,000 to own Lot 13, Harris Farms 24/3. This Cinnamon Brazos son presented a balanced set of EPDs with top growth, carcass and sheer force EPDs. He also was consigned by Harris Riverbend Ranch.

Also selling for \$10,000 was Lot 5, Harco 1332. He ranks No. 11 in the breed for yearling weight EPD and his sire

ranks No. 5 for carcass traits. Half-interest and full possession in this big growth herd sire prospect sold to Diamond S, Fort Worth, Texas, from Harris Riverbend Ranch.

In the registered female sale, the day's top sellers were Lots 19 and 19A at \$13,500. Strait Ranches, Carrizo Springs, Texas, purchased Lot 19, Harris Farms 3/10, for \$7,750. She boasted both balance and power in her EPDs. San Jose Cattle Co, Kingsville, Texas, paid \$5,750 to own her stout heifer calf, Lot 19A.

Lots 26 and 26A also fetched the bid price of \$13,500 when Harris Riverbend Ranch paid \$9,000 to own Harco 1220. Red Doc Farm, Belen, N.M., paid \$4,000 to own her good bull calf sired by Conner Creek 16/1, Lot 26A.

Lots 9 and 9A sold for \$13,250 when Robert Silva, Krebs, Okla., paid \$7,000 for Lot 9A, Briggs 055/14. This fancy heifer calf boasted numbers in the top 2 percent of the breed for yearling weight, top 4 percent for hot carcass weight and rib-eye area, and top 5 percent for weaning weight EPDs. Cotton Branch Plantation, Smithdale, Miss., paid \$6,250 to own her dam, Lot 9, Briggs 583/9. This performance-oriented female records in the top 2 percent for rib-eye area with a top 10 percent recording for yearling weight and marbling EPDs.

Triple 7 Farms, Magnolia, Ark., set a torrid pace in the commercial female portion of the sale when they paid \$4,000 to own a group of Santa Gertrudis x Brangus pairs. Briar Oaks Ranch, Ranger, Texas, also paid \$4,000 to own a set of fall bred Santa Gertrudis X Hereford heifers.

*Sale reported by American Marketing Service. 🐾*

### MT. LAUREL CLASSIC SALE

Nov. 8, 2014 | Calhoun, Ga.

#### SALE AVERAGES

|              |         |              |         |
|--------------|---------|--------------|---------|
| 31 Lots      | \$2,740 | Bulls        | \$4,135 |
| Pairs        | \$3,100 | Open Heifers | \$2,130 |
| Bred Females | \$3,330 |              |         |

The Georgia Santa Gertrudis Association hosted the Mt. Laurel Classic Sale the second Saturday in November. Carroll Cannon and Darren Richmond teamed up as auctioneer and sale manager, respectively, to work the sale.

The high-selling female was consigned by Circle A Farm, Williamsport, Tenn., and sold to Bill & Sonja Athey, Joplin, Mo., for \$4,700. Jacklett Farm, Alpharetta, Ga., had the high-selling bull that sold to Moon Crest Farm, Good Hope, Ga., for \$4,900. Topping the open heifers was a consignment from Haman Farms, Odum, Ga., that found a new home at MC Ranch, Alpharetta, Ga., for \$3,600. In the Star 5 category, Windcrest Farm, Leitchfield, Ky., sold the high-seller for \$3,400 to Chip Parker, Cave City, Ky. 🐾





# Woman Hollerin Ranch

would like to thank all of our buyers this year:

Heather Blewett – New Braunfels, TX

Kathryn Petty – Hondo, TX

5-E Ranch – Altha, FL

Excell Ranch – Santa Fe, TX

Owen Baker – Sealy, TX

Myers Cattle and Land – Navasota, TX

WD Bains Estate – Brookshire, TX

Briana Tater – Inez, TX

Rheman Halbison – Brookshire, TX

Britney Shields – LaRussell, MO

Cory Barrett – Sealy, TX

**We would also like to wish everyone a Merry Christmas!**  
**Jesus is the Reason for the Season!**

## Woman Hollerin Ranch

**Ricky & Betty McCormick**

1211 Peach Ridge Road • Brookshire, TX 77423

Home: (281) 375-6861 • Cell: (281) 797-6355

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



## MOUNTAIN LAUREL *Classic* SANTA GERTRUDIS SALE



High Selling Bred Heifer consignor Circle A Farm sold to Bill & Sonja Athey.

High Selling Open Heifer consignor Haman Farm sold to MC Ranch.

High Selling Bull consignor Jacklett Farm sold to Moon Crest Farm.

We would like to thank  
all of our consignors and buyers  
for making the  
2014 Mountain Laurel Sale  
a great success:

Circle A Farm • Bud & Kelly Clark

Dale Hollow SG • Circle H Farm • Haman Farm

Heath Farm • Jacklett Farm • Jernigan Ranch

Lou Al Tuck Farm • Lovett Farm

MC Ranch • Mosby Creek Ranch

Parker Farms • Rusk Farm • Nolan & Emily Taylor

Windcrest Farm • Bill & Sonja Athey

Goodin Farms • Dustin Keaton

Dixie Creek Farm • Gray Oaks Farm

Harshey Farm • Jerry Simpson • Tommy Embry

Bearden Farm • Dean Whitaker

Moon Crest Farm • Ginger Johnson

Shampian Ranch • Carsen Parker • Kathy Cook

**SPECIAL THANK YOU TO THE DISTRICT 6 BREEDERS  
FOR THEIR SUPPORT OF THE SALE!**



country. "Santa Gertrudis breeders are sitting on a gold mine – they remind me of the Brahman breed, which is enjoying unprecedented popularity," Casas muses. "They're attractive, heat-tolerant and are excellent for crossbreeding." He believes Santa Gertrudis have two clear advantages over Brahman: 1) producers have a better perception of their disposition, and 2) they have better buyer acceptance in the Great Plains and Western States due to cold tolerance. With innovative crossbreeding and marketing strategies, Casas concludes, Santa Gertrudis can be the breed in the lead.

**Editor's Note:** *Leo Casas III is a registered Brahman breeder, purebred cattle auctioneer and cattle marketing specialist, and has operated and owned a successful bull-leasing business since 1981. His headquarters is in his adopted hometown, Beeville, Texas, with his wife of 20 years, Roxane (Aguirre), and their two daughters Sara (18) and Ana (16).* 🐄

## 2015 Mid Coast Super Sale

The 2015 Mid Coast Super Sale will be held March 6, 2015, at the Crowne Plaza Hotel Ballroom across from NRG Park, Houston, Texas. This sale promises to offer a powerful selection of heifers, bred cows, 3-in-1's and elite bulls that represent select genetics in an all-video/Internet sale. An auction block with auctioneer and ringmen will be on hand as usual, with the added technology of large screen televisions and the Internet. Buyers enjoy the luxury of the elegant hotel ballroom and consignors avoid the issues of halter-breaking, hauling and caring for animals on-site.

As a breed association, Mid Coast strives to stay at the forefront of innovation and feels it is our responsibility to make every effort to inform the cattle industry that we – Santa Gertrudis breeders – are the only *Bos indicus* breed to offer a DNA-based expected progeny difference evaluation program. What better place to do this than at one of the most historic Santa Gertrudis sales than the Mid Coast Super Sale in Houston, Texas? We hope that you are as excited as we are at the opportunity to obtain some of the most efficient and profitable genetics in breed history. 🐄

**midcoastsantagertrudis.com**

# New DNA Submission Procedure Put In Place



**M**ore than 1,300 DNA samples have been submitted for genotyping since the announcement and initial release of SGBI's DNA-verified expected progeny differences (EPDs) earlier this year. The breed's cutting-edge genetic evaluation has captured industry attention and was highlighted at a number of beef events during the past 8-month period. Excitement resulting from the release of the breed's genomic-enhanced EPDs and the adoption of this new technology by members of SGBI has been phenomenal. However, SGBI was not fully prepared to handle the volume of samples submitted, resulting in a less than satisfactory procedure for meeting member hair kit requests, and a dismal performance in turnaround and result reporting.

The hair kit ordering procedure was corrected in early summer and appears to be operating efficiently; members are now receiving kits in a timely fashion. Tracking kits through the submission process has also improved greatly and SGBI is capable of following samples throughout the entire process. In an effort to streamline the amount of time taken to handle samples at the lab, issue a certificate, provide a genomic merit score to the breeder and put the genetic findings into the breed's EPD system, DNA will now be submitted to the lab quarterly. Initiating a quarterly submission procedure will insure that SGBI has the required 100 sample batches needed for the lab, GeneSeek®, to test in a cost-efficient manner. Additionally, test result reports will coincide with the association's quarterly EPD run, allowing the most recently updated genetic information to be included in an animal's EPDs.

Listed are the quarterly DNA submission deadlines and the coinciding EPD download:

| Submission Deadline | April-June 2015 EPDs | July-Sept. 2015 EPDs | Oct.-Dec. 2015 EPDs | Jan.-March 2016 EPDs |
|---------------------|----------------------|----------------------|---------------------|----------------------|
| Feb. 13, 2015       | XXX                  |                      |                     |                      |
| May 15, 2015        |                      | XXX                  |                     |                      |
| Aug. 17, 2015       |                      |                      | XXX                 |                      |
| Nov. 17, 2015       |                      |                      |                     | XXX                  |

Please note that collected hair can be held in the refrigerator until shipment without any adverse effects on the sample. It is recommended that breeders hold samples collected out of sync with the quarterly submission dates and forward 7 to 10 days prior to the submission deadline.

### SGBI DNA Submission/Testing Procedure

To order a hair card kit from SGBI, complete the DNA fingerprinting form on the SGBI website (place pointer on the SGBI tab, wait for the dropdown menu, click on Forms, then click on DNA fingerprinting form). DNA fingerprinting kits and order forms can also be requested from the SGBI office.

After collecting samples, complete the form, including the animal's registration number, and return to: SGBI, PO Box 1257, Kingsville, TX 78364.

Payment for the test and kit must be received before hair card kits will be mailed. Upon receiving the hair card kit, collect the DNA (hair) sample and forward to: Livestock Genetic Services, LLC, 4432 Sperryville Pike, Woodville, VA 22749.

Questions about SGBI's genetic evaluation, utilizing genetic decision-making tools or the DNA submission process should be directed to SGBI by calling (361) 592-9357 or e-mailing [jford@santagertrudis.com](mailto:jford@santagertrudis.com).

SGBI is an industry leader in genetic technology and remains the only *Bos indicus*-influenced breed offering the reliability of DNA-verified EPDs. 🐄



# SANTA GERTRUDIS

## Juniors

By Bayli Fisher, District 1 Director



Hi; my name is Bayli Fisher. I'm from Carrizo Springs, Texas, and represent District 1 on the National Junior Santa Gertrudis Board of Directors.

The weather is changing – that must mean show season is starting up. The State Fair of Texas was a great success and I hope to see more of y'all soon at the upcoming shows.

Business and finance is the theme of this issue of the magazine, which got me to thinking, "How can we junior members have anything to do with businesses and finances?" I know with my family, our cattle is our business. We put cattle in multiple sales trying to promote our family business as well as trying to make some money to help pay for feed, hay, entry fees and any other expenses we may have. I've found that it helps to try and halter break sale cattle, too. If you do get an animal halter broke, take it into the show ring. The person or people purchasing it might want to take it on the show road, or they might be looking for something gentle. Either way, you make a profit from it, because people want to invest their time and money into something that is going to benefit them and their herd.

Merry Christmas and blessings to you and your family! 🐄

# SANTA GERTRUDIS WELCOMES

## New Members

### Active Members

Knight Cattle Co., Celeste Knight, Sandy Hook, Miss.  
Suzanne Lamon, Pulaski, Tenn.  
Jake Streck, Kremlin, Okla.  
Twin Creeks Cattle, Tommy Wayne Embry, Litchfield, Ky.

### Commercial Members

1230 Ranch, Gerald & Angie Hoard Jr., Teague, Texas

### Junior Members

Maylee Alexander, Teague, Texas  
Arevalo's Farm, Alfredo Arevalo, Jr., Mission, Texas  
Arevalo's Farm, Julie Ann Arevalo, Mission, Texas  
Marlee Bernard, Mansura, La.

Kelsey Bordovsky, Riviera, Texas  
Kurt Bordovsky, Riviera, Texas  
Madison T. Brown, Clifton, Texas  
Buckeye Ranch, Amy Brewer, Tivoli, Texas  
Sarah Dupont, Kingsville, Texas  
Cassi Edwards, Roxton, Texas  
Marco A. Garza, Rio Grande City, Texas  
Waylon Hinze, Burton, Texas  
Rusty Fennell, Slidell, Texas  
Tyler Massey, Canton, Texas  
Wyatt Miller, Elizabeth, Ind.  
Skyler Pate, Maud, Texas  
Paden Thigpen, Hondo, Texas  
Gavin Smith, Slidell, Texas  
Bailee Sobnosky, Santa Fe, Texas

# REGISTRATIONS, STAR 5 RECORDINGS & TRANSFERS BY DISTRICT

OCTOBER 2014

| District | Purebred Reg. | Star 5 Reg. | Performance Only | Purebred & Star 5 Trans. |
|----------|---------------|-------------|------------------|--------------------------|
| <b>1</b> | 44            | 11          | 0                | 48                       |
| <b>2</b> | 319           | 53          | 108              | 166                      |
| <b>3</b> | 12            | 5           | 0                | 33                       |
| <b>4</b> | 50            | 2           | 1                | 39                       |
| <b>5</b> | 37            | 2           | 0                | 8                        |
| <b>6</b> | 36            | 7           | 0                | 38                       |

CONTACT FOR SGBI REGISTRATIONS: Diana Ruiz

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

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

# SANTA GERTRUDIS

## Calendar

### DECEMBER

**23** SGBI office closed at noon  
**24-25** SGBI office closed  
**31-Jan. 1** SGBI office closed

2015

### JANUARY

**2** SGBI office open with regular hours  
**17** Premier Cowtown Elite Sale, Fort Worth Stock Show & Rodeo, Fort Worth, Texas  
**18** Fort Worth Stock Show Open Santa Gertrudis Show, Fort Worth, Texas

### FEBRUARY

**14** National Santa Gertrudis Show at the Dixie National Livestock Show, Jackson, Miss.

### MARCH

**6** Mid Coast International Super Sale, Houston, Texas  
**13-22** Rio Grande Valley Livestock Show, Mercedes, Texas  
**20-21** SGBI Annual Membership Meeting, College Station, Texas  
**28** Bluebonnet Classic Sale, Hallettsville, Texas

### APRIL

**11** Red Doc Farms Red Hot Bull Sale, Belen, N.M.  
**11** 1st Annual Western Heritage Heifer Sale, Belen, N.M.  
**18** The NuGen Partnership Sale, Ringgold, Ga.  
**25** Crimson Classic Sale, Cullman, Ala.

### MAY

**9** Breeders of the Carolinas Annual Sale, Chester, S.C.

### JUNE

**20-27** National Jr. Santa Gertrudis Heifer Show, Guthrie, Okla.





# WELCOME TO AGGIELAND

Hilton Conference Center • College Station, Texas

**MARCH 20-21 2015**

## REGISTRATION FORM

Name: \_\_\_\_\_ Spouse: \_\_\_\_\_

Ranch Name: \_\_\_\_\_ Herd No.: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

### COMPLETE REGISTRATION INCLUDES:

All sessions & meals for Friday and Saturday; tours with transportation; President's Dinner, Dance and Hall of Fame Induction *(Separate charge in the past).*

\$225.00 per person x \_\_\_\_\_ = \$ \_\_\_\_\_ *If received BY Feb. 16, 2015*

\$250.00 per person x \_\_\_\_\_ = \$ \_\_\_\_\_ *If received AFTER Feb. 16, 2015*

### FRIDAY *a la carte tickets*

#### OPENING LUNCHEON

\$50 per person x \_\_\_\_\_ = \$ \_\_\_\_\_

#### AWARDS BUFFET

\$100 per person x \_\_\_\_\_ = \$ \_\_\_\_\_

### SATURDAY *a la carte tickets*

#### MEMBERSHIP MEETING BREAKFAST

\$50 per person x \_\_\_\_\_ = \$ \_\_\_\_\_

#### AFFILIATE LUNCHEON

\$50 per person x \_\_\_\_\_ = \$ \_\_\_\_\_

#### PRESIDENT'S DINNER, DANCE AND HALL OF FAME INDUCTIONS

\$125 per person x \_\_\_\_\_ = \$ \_\_\_\_\_

### PAYMENT METHOD

Check No.: \_\_\_\_\_ TOTAL: \$ \_\_\_\_\_

Credit Card: ☐ Visa ☐ Mastercard  
*please check one*

Credit Card No.: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Card Holder Name: \_\_\_\_\_

Card Holder Signature: \_\_\_\_\_

Mail registration to: SGBI, P.O. Box 1257 • Kingsville, TX 78364 or FAX to (361) 592-8572

## TENTATIVE SCHEDULE

**MARCH 20-21 2015**

Hilton Conference Center • College Station, Texas

### FRIDAY, MARCH 20

9:00 a.m. – 11:30 a.m.

SGBI Board of Directors Meeting

11:00 a.m. – 5:00 p.m.

Registration

Noon – 1:30 p.m.

Opening Luncheon

Keynote Speaker: Dr. Bill Mies

2:00 p.m. – 5:00 p.m.

Committee Meetings

6:30 p.m. – 9:30 p.m.

SGBI Awards Buffet

### SATURDAY, MARCH 21

7:30 a.m. – 11:00 a.m.

Breakfast Buffet and

Annual Membership Meeting

11:30 a.m. – 12:30 p.m.

Affiliate Luncheon

1:00 p.m. – 5:00 p.m. (TOUR OPTIONS):

George Bush Presidential Library  
& Museum or

Sexing Technologies/Genetic

Development Center

7:00 p.m. – 11:30 p.m.

President's Dinner & Hall of Fame  
Inductions

### HOTEL INFORMATION

College Station Hilton Conference Center

801 University Drive East

College Station, TX 77840 • (979) 693-7500

**Reservation Cut-off: Feb. 26, 2015**

Rooms may be reserved at: [www.hilton.com](http://www.hilton.com)  
or by calling (979) 693-7500

**Group Code: SGBII5**



# LONE RANGER

**SELLING**

**January 17, 2015**

**COWTOWN ELITE SALE**

**Fort Worth, Texas**

REG NO: 20130589 • DOB: April 12, 2013

SIRE: TF Ranger 2012  
National Champion Bull  
(Hatchet grandson)

DAM: Sherman Tank x Baroness x Top Gun

★★★★ for Growth  
Top 20% of the breed in WW and YW!

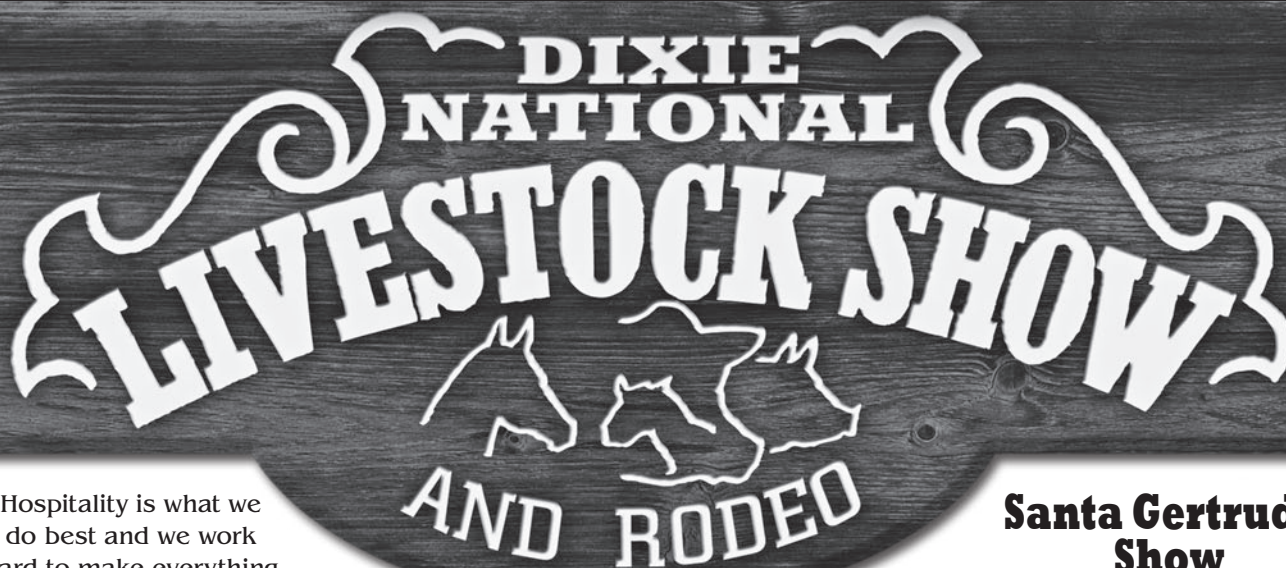
**Circle A Farm**

David & Elaine Alderson  
Williamsport, Tenn.

Phone (931) 682-2527 • Cell (931) 446-2527  
dhealderson@gmail.com

**Sells with his entire two-year-old  
show eligibility remaining!**  
(Retaining 25% semen interest)

**CHAMPIONS FOR THE PASTURE & SHOWRING**



Hospitality is what we do best and we work hard to make everything right for showing your livestock. Plan now to exhibit your livestock or agricultural products at this year's 50th Dixie National Livestock Show.

**Also, make plans to  
attend the PRCA Dixie  
National Rodeo  
February 12-18, 2015.**

**February 14, 2015**  
**Jackson, Mississippi**

For complete information write or call:  
**Dixie National Livestock Show**  
P.O. Box 892, Jackson, MS 39205  
Phone 601-961-4000, Greg Young 601-214-1344  
greg@mdac.ms.gov • [www.dixienational.org](http://www.dixienational.org)

**Santa Gertrudis  
Show**

**Entries due:** January 22  
(Late Entries Accepted)

**Early Arrival and Check-In:**  
February 12 - 5:00 p.m.

**Show day:**  
February 14 - 8:30 a.m.

**Judge:**  
Joe Butt

**Release day:**  
February 15 - 5:00 p.m.



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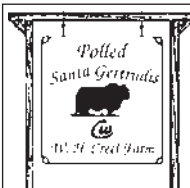
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**Saturday, January 17 at 5:00 p.m.**

*In the West Sale Arena at The Fort Worth Stock Show & Rodeo,  
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[mnichols1011@earthlink.net](mailto:mnichols1011@earthlink.net)  
(940) 393-2305



# STATE FAIR OF TEXAS

Oct. 19, 2014 | Dallas, Texas | Judge: Jason Heath, Verona, Ky.

## SANTA GERTRUDIS SHOW *Results*



### GRAND CHAMPION BULL

Circle A Real Deal, shown by  
Circle A Farm, Williamsport, Tenn.



### RESERVE GRAND CHAMPION BULL

777 Honey Badger 1202, shown by  
777 Farms, Magnolia, Ark.



### BEST OF POLLED BULL

Mr. Double TT 1/3, shown by  
Duane Miller, Scurry, Texas



### GRAND CHAMPION FEMALE

Katniss, shown by Taylor Terry,  
Denton, Texas



### RESERVE GRAND CHAMPION FEMALE

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



### BEST OF POLLED FEMALE

Katniss, shown by Taylor Terry,  
Denton, Texas

# NORTH CAROLINA STATE FAIR

Oct. 21, 2014 | Raleigh, N.C. | Judge: Doug Satree, Montag, Texas



### GRAND CHAMPION BULL & BEST OF POLLED BULL

Wood 8-13, shown by Ronald Wood,  
Benson, N.C.



### RESERVE GRAND CHAMPION BULL

Harding Fred 460, shown by  
Michael Hadley, Snow Camp, N.C.



### GRAND CHAMPION FEMALE & BEST OF POLLED FEMALE

Gray Oaks 220 B, shown by  
Caroline Creech, Zebulon, N.C.



### RESERVE GRAND CHAMPION FEMALE

Flatwillow 266, shown by  
Caroline Creech, Zebulon, N.C.



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Friday preview at MC Ranch  
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**Block ends  
April 9, 2015**



# ARKANSAS STATE FAIR

Oct. 16, 2014 | Little Rock, Ark. | Judge: Ira Barrow, Edmond, Okla.

## SANTA GERTRUDIS SHOW *Results*



### GRAND CHAMPION BULL

Circle A Real Deal, shown by  
Circle A Farm, Williamsport, Tenn.



### RESERVE GRAND CHAMPION BULL

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



### BEST OF POLLED BULL

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



### GRAND CHAMPION FEMALE

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



### RESERVE GRAND CHAMPION FEMALE

Glitter, shown by Emmalee Taylor,  
St. Joe, Ark.



### BEST OF POLLED FEMALE

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

# LOUISIANA STATE FAIR

Nov. 2, 2014 | Shreveport, La. | Judge: Duane Miller, Scurry, Texas

### GRAND CHAMPION BULL

SCC New Edition, shown by  
Southern Cattle Co., Pearl, Miss.

### RESERVE GRAND CHAMPION BULL

777 Honey Badger, shown by  
777 Farms, Magnolia, Ark.

### BEST OF POLLED BULL

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

### GRAND CHAMPION FEMALE

PC Yellow Rose 32-2, shown by  
Gracie Pitchford, Athens, Texas

### RESERVE GRAND CHAMPION FEMALE

Heaths Miss Limestone, shown by  
Patrick Daniel, Magnolia, Ark.

### BEST OF POLLED FEMALE

PC Yellow Rose 32-2, shown by  
Gracie Pitchford, Athens, Texas

## National Santa Gertrudis Show

to be held in conjunction with the

## 50<sup>TH</sup> ANNUAL DIXIE NATIONAL LIVESTOCK SHOW

### Schedule of Events

- Thursday, Feb. 12:** Cattle must arrive by 4 p.m.  
**Friday, Feb. 13:** 50<sup>th</sup> Annual Dixie National Reception,  
6 p.m., in the barn  
**Saturday, Feb. 14:** 2015 National Santa Gertrudis Show,  
8:30 a.m., Judge: Joe Butt  
**Sunday, Feb. 15:** Cattle released at 5 p.m.



### Donations

Donations are still needed for the  
**National Santa Gertrudis Show awards.**  
Contact Darren Richmond, show chairman,  
at **(423) 364-9281** or **djrichmd@aol.com**  
for more information.



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