



SANTA GERTRUDIS

USA

DECEMBER 2015 | VOLUME 18, NUMBER 12



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Sire: Hatchet 150 • Dam: Red Rose 4/4 (Hatchet daughter)

Manager: Arlin Taylor

Phone: 256-507-3838

Email: arlin.taylor@bhamfast.com

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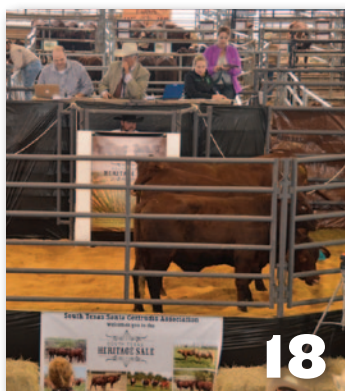
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ON THE COVER

Southern Y 283/3, owned by Robert Silva, La Lillyana, James Hamilton and Don Gaaciano, shown by Freddy, in Costa Rica at the Expo Liberia Guanacaste. Photo by Jill Richmond.

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Ramblings from the Open Range

EXECUTIVE DIRECTOR'S REPORT

By John Ford

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

We all remember a farm or ranch that made a big splash in the breed and then disappeared after a few short years. Why didn't they stay in the business longer? Where did they go? Although I don't know the particulars of where or why concerning those who are no longer active members of SGBI, I suspect more than a few disappeared from the membership roll because they failed to focus on the things that matter most for long-term profitable success in the seedstock business.

Desiring to bring new breeders into the purebred fraternity, association members and leaders often neglect to convey the complexity of seedstock production to those wishing to join the

ranks of registered cattle breeders. Too often we focus on junior activities, show programs, social events, and other high-profile affairs when visiting with potential members. All of these are significant components of a breed association and very worthy of mention, but when we fail to emphasize that purebred production is performance-driven, data-supported and challenged by costs not experienced in other industry sectors, we do a disservice to the potential member, our breed and our association.

Perhaps we would all be better served if new breeder discussions centered more on animal performance and the need to be constantly engaged in the examination of our cattle's genetic

merit. I realize removing a portion of the more interesting and exciting vocabulary from the SGBI recruitment playbook could drive away some potential members; however, to remain a viable industry member, we must continually accentuate our commitment to the production of profitable cattle.

Since its inception, the beef industry has been in a state of constant transition in order to stay in step with the demands of the day. In recent times, the mom-and-pop grocery has been replaced by six major retail chains that are being pressed by their beef-buying customers for a consistent and uniform product. In turn, the four firms controlling the packing industry are sensitive to the wants and needs of the major retail chains. The 5 percent of the feedlots marketing 85 percent of all fed cattle in the United States understand profitability hinges on finishing the type and kind of cattle the packer needs, the retailer expects, and the consumer demands. All are looking to the commercial cattleman for calves that will gain quickly and efficiently, and produce a high-quality carcass. The commercial cattleman is dependent on the seedstock sector for genetics that fit

CONTINUED ON PAGE 8 »

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CARCASS INDEX: 9

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	YW:	24.1	TOP 1%
	CWT:	16.1	TOP 2%
	REA:	0.17	TOP 3%

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JCS Athena 68/7 { Jomar 54/8
Sunshine 39/5 { Top Gun 244
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For more information:

contact Tony Creech, President

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PRESIDENT'S LETTER

By Wes McDaniel

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

If you are at all like me, this time of year, you're probably staring at your calendar wondering, "Where did the year go?" We are days away from Christmas and ringing in the New Year. The holidays are a special time, but it is easy to get lost in the details, such as travel plans or selecting the perfect gift. Hopefully during this holiday season, you can take a moment to step back and reflect on the big picture. For me, the big picture is all about my faith, family and friends.

The end of the year is also a time of reflection for SGBI. In 2015, we as an association made tremendous strides toward increasing the demand for Santa Gertrudis genetics by adding value for the commercial producer, incentivizing adoption of sound science and technology among members, and ultimately improving member and customer profitability, sustainability and satisfaction.

We accomplished these tasks in part by developing a clear and consistent message to the beef industry that Santa Gertrudis genetics are "Profitable, Predictable, Productive." We entered into multiple strategic partnerships that have built and enhanced internal and external relationships for all members. Members who have taken advantage of these opportunities are reaping the financial rewards. Perhaps most importantly, we improved the status and value of SGBI within the beef industry. Our competitors have taken notice of our success and are doing all they can to keep stride.

In 2016, SGBI is poised to build upon our recent success and industry standing. We are uniquely positioned to have a profound impact within an increasingly competitive beef industry.

In 2016, SGBI is poised to build upon our recent success and industry standing. We are uniquely positioned to have a profound impact within an increasingly competitive beef industry. However, our future success depends upon our ability to stay focused on the big picture of increasing the demand for Santa Gertrudis genetics. I hope you are already experiencing the benefits of this increased demand. If not, please contact SGBI or a board member to learn about how you can increase the value of your Santa Gertrudis genetics.

I hope everyone has a safe and enjoyable holiday season with family and friends.

Merry Christmas and Happy New Year! 🍷



EXECUTIVE DIRECTOR REPORT CONTINUED FROM PAGE 6

the requirements of all industry members and is seeking out breeds capable of delivering the genetic package needed to operate profitably with minimal risk.

Technology has changed the game and there are now the tools to identify, with a high degree of confidence, cattle capable of performing profitably and producing a consumer-pleasing product. Few factors impact profitability as much as genetics. In my opinion, purebred breeders, old and new, utilizing Santa Gertrudis Breeders International's DNA-verified EPDs and other performance-based tools to make selection and mating decisions, will produce profitable genetics for the commercial cattleman, feeder, packer, retailer and consumer. Those purebred breeders will be in business for the long haul. 🍷

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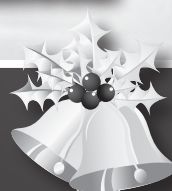
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SANTA GERTRUDIS

Juniors

By Taylor Hampton, District 5 Director



Hello all! My name is Taylor Hampton and I represent you as the District 5 National Junior Santa Gertrudis Association Director from California, Mo. I hope this letter finds all of you in good health! I would like to discuss a subject that everyone loves: finances and the challenges of becoming a Santa Gertrudis breeder. Being a banker's grandson and a banker's son, along with being a bank teller myself, I know first-hand that getting into any cattle breed is an expensive endeavor. Whether an individual's intentions are to exhibit those animals as a member of a breed association or to develop a herd of purebred cattle, it is helpful to have knowledge of the breed and the cattle industry in general.

The first thing to think about when you initially get the idea to join the cattle industry is what type of cattle you want to buy and raise. Hopefully, everyone who is reading this letter has chosen purebred Santa Gertrudis, but thanks to the wonderful STAR 5 program we have introduced, there are many other choices for breeding our beautiful red cattle. With that being said, you need to figure out all the pros and cons of the different breeds. For example, Herefords, although they are good herd cows with great mothering instinct, can be susceptible to contracting pink eye, and cattle with black hides may not be suitable for all environments, as they often cool themselves' off by standing in a pond, which may cause foot

rot and exposes them to other disease causing elements.

Another aspect that needs to be considered when selecting a breed of animal is how that breed is accepted from a buying, growing and selling standpoint. By analyzing this aspect, you will be able to develop an image of what you want your herd to look like and be able to pinpoint components that are important in your operation. The way it goes in mid-Missouri is, if it is not black or if it does not have a white face, it is not very valuable, because of how many Hereford and Angus farms

CONTINUED ON PAGE 22 »

REGISTRATIONS, STAR 5 RECORDINGS & TRANSFERS BY DISTRICT

OCTOBER 2015

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	40	6	3	45
2	267	66	16	204
3	14	2	1	54
4	46	23	1	32
5	11	6	0	2
6	22	4	7	34

CONTACT FOR SGBI REGISTRATIONS: Diana Ruiz

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SANTA GERTRUDIS WELCOMES

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Averi Stacey, Forney, Texas

Kristin Storey, Adkins, Texas

Ricky Walker, Canton, Texas

SANTA GERTRUDIS

Calendar

DECEMBER

24-25 SGBI Office Closed in Observance of Christmas

JANUARY

1 SGBI Office Closed in Observance of New Year's

16 Premier Cowtown Elite Sale, Fort Worth, Texas

17 National Santa Gertrudis Show, Fort Worth, Texas

27-29 National Cattlemen's Beef Association Convention and Trade Show, San Diego, Calif.

FEBRUARY

4 Florida State Fair Super Point Show, Tampa, Fla.

14 San Antonio Livestock Show Super Point Show, San Antonio, Texas

16 Dixie National Super Point Show, Jackson, Miss.

MARCH

4 Mid Coast International Super Sale, Houston, Texas

6 Houston Livestock Show Super Point Show, Houston, Texas

APRIL

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

Thank You For a Great Sale!

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Special thanks to Joe Jones of Briggs Ranches for purchasing our high-selling bull, **HEFTE RANCH B14**.



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SANTA GERTRUDIS *Production*

ALTERNATIVE FEEDS AND FEED INGREDIENTS II

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



If you recall, last month we were discussing “Can I feed pumpkins to my cows?” More specifically, I wanted to alert you to the *Beef Magazine’s* Feed Composition Table that is updated and released every year, usually in the spring. You can get a .pdf version at the following site: <http://beefmagazine.com/site-files/beefmagazine.com/files/uploads/2015/02/2015-BEEF-Magazine-Feed-Comp-Tables.pdf>

Still using cull pumpkins as an example, we can navigate the remaining portions of the feed table. To the right of the ENERGY and PROTEIN columns, we find FIBER and numerous minerals presented as a percentage of dry matter (DM), except for zinc (Zn), which is in parts per million (ppm).

Moving from left to right in the FIBER section of the Feed Composition Table, you will see a set of columns (4) labeled CF percent (crude fiber), ADF percent (acid detergent fiber), NDF percent (neutral detergent fiber) and eNDF percent (effective neutral detergent fiber). This can be the most confusing portion of a feed composition table. Fiber is defined as carbohydrates that are not digested by enzymes made by the cow and include cellulose, hemicellulose, lignin and soluble plant sugars (fructans and pectans). These items are potentially digested by the microbes found in the rumen. The FIBER values in the table are as follows:

- **CF percent** = remains after boiling a feed in a weak acid solution, filtering and then boiling in a weak solution of alkali. What remains (fiber) is considered non-available for the cow in the true stomach and small intestine. Crude fiber is the least accurate of the fiber determination methods.

- A more accurate determination of the carbohydrate components associated with plant materials in feeds include ADF, NDF and eNDF.

- **NDF percent** = the amount of fiber found in plant cell walls; all plant cell contents are removed by extraction with a Neutral Detergent; cellulose plus hemicellulose plus lignin residue remains.

- **ADF percent** = the residue left after NDF analysis followed by an acid detergent solution treatment, essentially removing only the hemicellulose, which can be somewhat digested by the cow.

- **eNDF percent** = the percentage of the NDF effective in stimulating chewing and salivation, rumination and rumen motility [all important activities to maintain rumen function].

Those cull pumpkins contain 14 percent CF, 21 percent ADF, 30 percent NDF and 0 percent eNDF on a DM basis. Thus, pumpkins are 30 percent fiber, of which about 9 percent is rumen-digestible, and will do nothing to stimulate salivation and rumination. Interestingly, most cattle finishing diets need to be greater than or equal to 8 percent eNDF to maintain feed intake. Feeds like whole cottonseed or cottonseed hulls, hays and mature pastures have an eNDF value greater than 98 percent.

The final set of columns on the Feed Composition Table is not labeled. In this area we see the first two columns, one labeled EE percent (Ether Extract) and the other labeled Ash percent. The inorganic mineral content of any feed is essentially Ash percent and is the measured amount of what remains after burning a feed sample at 350-600°C. A good rule of thumb to remember is forages are great sources of calcium (Ca) percent and most grains are high in phosphorus (P) percent. Of course, there are always exceptions. The pumpkins have 9 percent Ash, 0.24 Ca percent and 0.43 P percent. Lastly, Crude Fat or EE percent of any feed is determined by extraction with an organic solvent (ethyl ether or ethyl alcohol plus chloroform). The solvent is dripped through the feed sample and fats and other soluble substances are removed. Thus, as with CP analysis, the result of ether extract determination is not a perfect measure of the fat content of feeds, but it’s close.

Pumpkins? Yes, there is about 8.9 percent ether extract in a cull pumpkin. No wonder I gained 5 pounds at Thanksgiving! Please print yourself a copy of the 2015 Feed Composition Table and have fun looking at the nutritional values of the more common and alternative feed sources. Hope ya’ll have a Merry Christmas and I will see you next year! 🍂

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Photo taken at C Bar C Ranch, De Soto, Mo.

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We would like to thank all of our 2015 buyers!

Erik & Kim Wiley, Deville, La.

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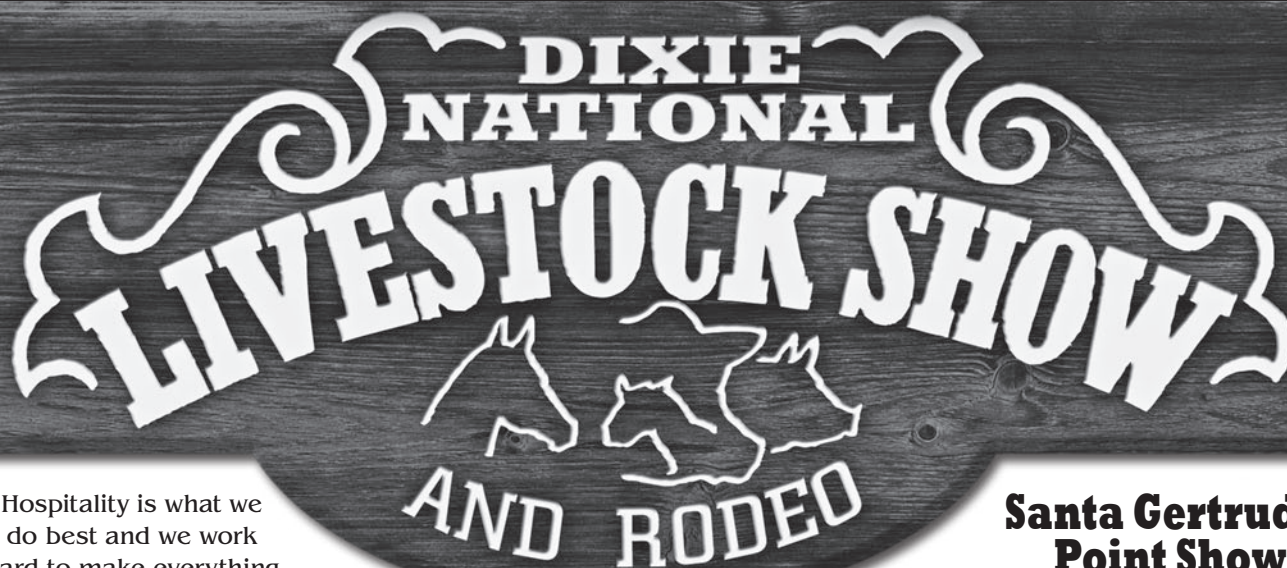
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INTERNATIONAL MARKETING Live Export Growth Opportunities with Santa Gertrudis Cattle



By Traci Eatherton, Managing Editor

Brazil, Britain, Mexico, Iran, Argentina and other countries are all vying for millions of dollars of American bull semen. With the United States' strong cattle infrastructure, expected progeny differences (EPDs) and evolving breeding technology, the growing trend of shipped semen continues to increase.

The United States and Canada both remain at the top of the bull semen export market, according to the United Nations Statistics Division. In 2014, 165 million kg of semen was exported out of the United States, more than any other country. Canada came in second at 112.8 million kg. Of the 46 countries exporting bull semen, the United States and Canada held 65 percent, 39 and 26 percent respectively. In 2011, the United States had 32 percent, and combined with Canada the two countries exported 57 percent.

SGBI understands the importance of being at the front of the line for this growing export trend.

"The international community recognizes that superior performance-oriented genetics originate in the United States and most SGBI members are aware that Santa Gertrudis genetics have long been sought by cattlemen in neighboring Mexico and other nearby Central and South American countries," says John Ford, SGBI Executive Director.

But the growing interest has surpassed the southern border, and areas that were once part of the former Soviet Union are now expanding cattle herds. Interest in Santa Gertrudis genetics is growing in Russia, Kazakhstan and neighboring countries. Inquiries are also

being received by SGBI from South Africa, Vietnam and the Middle East, according to Ford.

"In today's global economy, there is tremendous opportunity to expand SGBI's presence and it is gratifying to know that, regardless of nationality, cattlemen recognize the value of Santa Gertrudis genetics. However, the confusing and time-consuming process of promoting and selling genetics in foreign markets, even markets as close as nearby Mexico, is a challenge that few SGBI members can successfully navigate," says Ford.

"Foreign marketing is neither simple nor quick. Language barriers, baffling rules and regulations, and cultural differences are just a few of the obstacles that must be overcome before a successful sale can be finalized," continues Ford.

To circumvent the foreign marketing promotional obstacles and challenges, SGBI relies on membership in U.S. Livestock Genetic Export Inc. (USLGE), a non-profit nationwide trade organization that represents the international marketing interest of the U.S. livestock industry.

Created in 1993, USLGE provides assistance and coordination to foreign market development programs that promote U.S. livestock genetics abroad. Simply put, membership in USLGE opens up avenues of international exposure for SGBI, allowing the association to reach potential buyers in foreign markets. USLGE members match international producers with sources in the United States that offer genetics with superior credentials.

SGBI pays an annual USLGE mem-

bership fee of \$5,000 that not only ensures Santa Gertrudis receives international exposure, but also allows the association to access U.S. Department of Agriculture (USDA) foreign marketing funds. USLGE administers funds received from the USDA's Foreign Agricultural Service and these funds are made available to member organizations for promotional activities, such as international advertising, translation of marketing materials, and participation in foreign trade shows and exhibitions.

SGBI receives funding based on a promotional plan developed and submitted annually by its Foreign Marketing Committee. The submitted plan must clearly outline each activity and identify the country that SGBI will be targeting. SGBI receives between \$20,000 and \$40,000 each year from the USLGE-administered program and the funds must be spent as stated in SGBI's approved plan.

"A great deal of time and effort must be spent building the relationships needed to open a market in foreign locale. This relationship-building process often takes years and the results are not always visible," says Ford. "However, attendance by foreign cattlemen at SGBI events, affiliate sales and production sales has increased over the past five-year period and it is not unusual to learn that Santa Gertrudis genetic material is being shipped to Mexico, Central and South America and South Africa."

There is no doubt that this growing interest in U.S. genetics can be attributed in part to SGBI's collaboration with USLGE.

"Recently a group of cattle producers from Costa Rica spent seven days in Texas and Oklahoma visiting SGBI members and viewing cattle. That visit resulted in the sale of \$25,000 in live animals," Ford says.

SGBI members also visited Costa Rica for the Expo Liberia Guanacaste Santa Gertrudis Shows, organized by Costa Rican breeders with the help of Robert Silva, SGBI Foreign Marketing chairman. The purpose was to promote the Santa Gertrudis breed in Central America.

Darren Richmond, SGBI member services representative, served as the judge for the show. The show consisted of native cattle raised in Costa Rica, and also had cattle that were imported from the United States as well as cattle produced from U.S. embryo and semen sales.

"The Costa Rican breeders were very excited and enthused about the show. Their style of showmanship was different from the U.S. as you can see from the cover shot," Richmond shared. "They were very proud of their cattle!"

A barbeque followed the show, and Richmond says the hospitality was great.

"I would encourage all U.S. breeders, if they have the opportunity, to visit Costa Rica. I see unlimited potential for our

breed in this area of the world," Richmond added.

Other countries are also showing an interest in U.S. Santa Gertrudis with visits to the states.

"A visit by Kazakhstan producers in 2013 resulted in a request for semen and embryos in 2014. International demand is on the increase and with the assistance of USLGE, SGBI is able to remain in contact with these potential

customers, building relationships worldwide," Ford added.

Adaptability is a must to survive in the cattle industry, and the continued growth in live cattle exports will continue to be a part of SGBI's focus. With Santa Gertrudis' known adaptability to most climates and SGBI's extensive and growing selection of EPDs, U.S. producers have the chance to be key players in the export market. 🐄



OPPOSITE PAGE: Expo Liberia Guanacaste Grand Champion bull, Mr. Cortijo, 06/2009. **ABOVE:** Gonzalo Sanchez, Hazel Jalet Sanchez, Mariana Thompson and Darren Richmond.

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COST-SAVING MANAGEMENT PRACTICES

By Joe C. Paschal, Livestock Specialist, Texas A&M AgriLife Extension

I am often asked to speak about technology use in the beef industry, with the idea that its use makes us more efficient. In 2013, *BEEF* magazine asked its readers what they thought were the top 10 cost-saving technologies. The responses (beginning with No. 1) were: round bales, AI, knowing consumer desires, pour-on insecticides, video cattle sales, grain co-products (from ethanol production), real-time market data, tagging and ID systems, food safety interventions at the packing plant and low-stress cattle handling. I didn't respond; had I, I would have gotten only one right -- round bales. I have slogged enough square bales to know that round bales are a real cost- (and labor-) saving management practice. On the other hand, I think hay quality has declined, since most of us now store our round bales outside in the weather rather than in barns!

I personally have a slightly different list. The No. 1 cost-saving practice is the World Wide Web, or Internet. There are more than 21.4 million listings for "beef," 14.3 million for "cattle" and 6.66 million for "beef cattle." In addition to the Internet's being a huge source of at-your-fingertip information (not all useful, I admit), it provides a variety of media (papers, pictures, video, etc.) from which to learn.

My second choice for cost-saving technology is the cell phone. As a communications device (voice, email or text), it is, bar none, the best, but that's not all it does. It can be a web browser, computer, record keeper, calendar, GPS device, map and camera, which can be valuable to document cattle and pasture conditions but also serves as a diagnostic tool to send photos to your vet of conditions you don't recognize. Third on my list is nutrient evaluations -- soil, forage (hay) and water. Now you can determine not only what you are feeding but with near-infrared spectrometry, what your cows are eating and what your pastures need. Add body condition scores and fecal pad analysis as less

scientific but still valid measures of your grazing and supplementation program.

The next three on the list concern animal health: Vaccines, antibiotics, and internal/external parasite control. The ability to vaccinate for multiple diseases in one injection and to have to vaccinate only once or twice a year is a powerful management tool. Antibiotics (which we are in danger of losing, but that is another story), used in the right dose, for the right disease, in the right animal, have saved us considerable cost in sickness and mortality. Internal and external parasitides have also been cost-savers when used as part of a total management program to reduce reinfestation and knock down peak populations. It is hard to believe that we eradicated Foot and Mouth Disease and the Fever Tick more than 50 years ago without the current list of products. We could have saved a great deal of money if we had had them back then.

Next on my list of the Top Ten Cost-saving Management Practices (No. 7) would have to be reproductive management. Breeding soundness examinations of bulls, pregnancy testing cows by palpation, body condition scoring and AI (with or without estrus synchronization and heat detection methods) have been around for 50 or more years. Using ultrasound or a blood test to check pregnancy is more recent, as is reproductive tract scoring in heifers. In-vitro and in-vivo embryo transfer is less recent, while sexed semen is more recent.

Up next at No. 8 is genetics and genomics, beginning with the widespread use of planned crossbreeding systems and the development of composite breeds (not a new idea to Santa Gertrudis breeders), and continuing to EPDs, including genomic-enhanced EPDs and genetic markers for specific traits. Of course these genetic tests don't preclude collecting data the old-fashioned way, but they do make efforts go further and be more meaningful and cost less in the end.

JOE'S TOP TEN

1. **World Wide Web**
2. **Cell Phone**
3. **Nutrient Evaluations**
4. **Vaccines**
5. **Antibiotics**
6. **Parasite Control**
7. **Reproductive Management**
8. **Genetics/Genomics**
9. **Marketing**
10. **Cattle Welfare/Handling**

Marketing is in my ninth spot. Whether calves are sold at auction or in a video sale, or retained for feeding and sold live or on some sort of grid for quality and yield grade, there have been significant improvements in marketing management and reporting. Last on my list (but not least) is the recognition of the importance of cattle welfare and handling. Cattle have always been a valuable commodity and cattle producers have, for the most part, always been good stewards of them, but now we are all aware of the impacts of poor handling on our pocketbooks as well as on the industry's image.

That's just my list; certainly there is new technology that will make your list and mine in the future, including drones, with "wearable" livestock technologies that will tell you where an animal is located, or if it is sick, in heat or about to calve; or even topical or transdermal vaccines eliminating the need to pen animals or inject them with needles. Not all of this technology will be useful to everyone; in fact, probably less than half will be used by all of us -- but remember, few of us are astronauts but all of us use duct tape, super glue and Velcro! 🐾

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Reports

MOUNTAIN LAUREL CLASSIC SALE

Nov. 7, 2015 | Calhoun, Ga.

SALE AVERAGES

39	Registered lots	\$2,770	16	Bred females	\$3,000
5	Bulls	\$3,840	16	Open heifers	\$2,000
2	Pairs	\$4,450	14	Crossbred females	\$1,905

The Georgia Santa Gertrudis Association hosted the Mt. Laurel Classic Sale in Calhoun, Ga., where Carroll Cannon was the auctioneer and Darren Richmond was the sale manager.

The high-selling lot was a bred cow consigned by Lovett Farm, Hillsboro, Ohio, selling to Flying C Ranch Searcy, Ark., for \$7,400. The high-selling pair consigned by Running M Ranch, Union Springs, Ala., sold to Bill & Sonja Athey, Joplin, Mo., for \$6,000. The high-selling bull, consigned by Mosby Creek Ranch, Sparta, Ky., sold to Chris Martin, Stockbridge, Ga., for \$4,400. The high-selling bred heifers, consigned by 5 Bar E Farm, Altha, Fla., sold to Circle A Farm, Williamsport, Tenn., and Heath Farm, Hodgenville, Ky., for \$3,600. The high-selling open heifer, consigned by Jacklett Farm, Alpharetta, Ga., sold to Ryan Colley, Metter, Ga., for \$2800. The high-selling crossbred female, consigned by Circle H Farm, Wrightsville, Ga., sold to Emily Colley, Metter, Ga., for \$2,500. 🐾



SOUTH TEXAS HERITAGE SALE

Nov. 7, 2015 | Robstown, Texas

SALE AVERAGES

4	Bulls	\$5,025	1	STAR 5 Pair	\$1,905
17	Heifers	\$3,474	17	Open STAR 5 heifers	\$2,061
4	3NI	\$4,188	11	Unregistered Purebred	
53	Open heifers	\$2,498		Open heifers	\$1,905
8	Bred STAR 5 heifers	\$2,700			



We had a great day at Robstown, Texas, with auctioneer Leo Casas III selling 115 head of productive Santa Gertrudis and Santa Gertrudis-influenced cattle. A rainy morning and wonderful tamale

lunch furnished by Delia's Tamales made for a fun day of fellowship and quality South Texas cattle. Thank you to all the buyers and friends who traveled to Robstown to be a part of our sale. We look forward to seeing you all again next year.

The high-selling lot was a Santa Gertrudis bull, Hefte Ranch B14, consigned by Hefte Ranch and purchased by Briggs Ranches for \$10,000. 🐾

THE DAM EFFECT SALE II

Oct. 18-20, 2015 | Athens, Texas

SALE AVERAGES

4	Embryo lots	\$493
3	Heifers	\$3,400
2	Semen lots	\$35/unit

The Dam Effect II Online Sale, was presented by Corazon Pitchford Cattle Company, and was held via Cattle in Motion. Cattle in Motion was founded in 2002 by Davy and Tim Lockhart. Call Darrell Pitchford at (903) 388-2288 or Paul Donisthorpe at (505) 228-5135 for information on the availability of exceptional embryo matings, pregnancies and show heifer prospects. Genetics matter. 🐾

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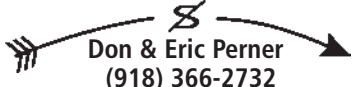
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JUNIOR LETTER
CONTINUED FROM PAGE 10

there are around here. This is where our STAR 5 program really comes in handy; if you live in a place with a high-selling Angus calf crop, then you can breed an Angus to a Santa Gertrudis and have a beautiful black STAR 5, and if you get that STAR 5 registered, it will sell better than an unpapered Santa Gertrudis at an Angus sale.

The next question you have to ask yourself is where are you, as a young farmer, going to get the funding to start a herd? The obvious way is to take a loan out from a bank. That means you either have a co-signer or you have collateral to cover the amount of the loan. Another way is to go to your local Farm Service Agency (FSA) and talk to them about a low-interest loan. The FSA will give a loan to any eligible 10- to 20-year-old for up to \$5,000 for any supervised 4-H or FFA money-making project. Whenever your project is sold, you pay the amount of money that you borrowed plus interest of 2.5 percent. This route is a more beneficial approach to the cattle business for young farmers because instead of paying a monthly interest payment, you pay the whole thing plus the interest when you have the money. As a young cattleman myself, I have taken advantage of this opportunity and it has proven beneficial while starting my own herd.

As Thomas Jefferson once stated, "Agriculture is our wisest pursuit, because it will in the end contribute most to real wealth, good morals and happiness." This quote means that if you are taught finance from a young age through agriculture, there may be many opportunities to become a successful individual. These cherry-red cattle are not just a way to get young farmers to learn responsibility, but can also assist in the financial spectrum. 🐄

It's a Big Leap From Show Ring to Producer

By Traci Eatherton, Managing Editor

To pay the bills, Colby Richards spent the first 12 years of his marriage in a classroom teaching, and his wife, Laura, spent her days adding to the funds with various writing and editing jobs. By day, the two brought home a paycheck, but it was at home that they were working their second job, for their future.

"We didn't originally plan on making livestock our full-time job," says Colby.

But it would eventually work out that way. The Richards, like other kids raised in agriculture, were fortunate to have a start in the business through youth programs. Both come from families in the industry, but there was no inheritance to be handed down, and no land to pick up easily.

Starting with a few animals each, the couple purchased a small acreage in central Iowa. The idea of taking their project to a full-time business didn't come until later. Collateral, land, loans, business experience, etc., were all obstacles.

But that didn't stop them from moving forward with their herd.

"After about 2 to 3 years, we were beginning to expand, and we were able to work out a lease agreement with a nature conservancy that was within a few miles from our home," says Colby. "Buying land is very difficult."

Outrageous land prices, poor retirement planning, better financial opportunities and other factors have been sending future generations to big cities. The number of ranches and agriculture operations has reached a new low.

"While the industry continues to rapidly change, there are still a number of opportunities for young producers willing to think outside the box," says Colby.

While purchasing land may be the ultimate goal, lease options come in many forms, from small acreages to larger leases. As producers retire, if there isn't another generation to take over the farm or ranch, leasing offers opportunity for new producers, while providing retirement income for the land owner.

Additionally, options to purchase small animal lots – 5 to 15 head – are out there and offer expansion opportunity in financially feasible amounts. "Volume is king," Colby remembers a mentor sharing with him. "The more numbers you have, the more you can water down your expenses."

For example, an annual payment on a skid loader may be \$3,000. If a producer has 50 head of livestock, each animal is making \$60 of that payment. If a producer has 100 head of livestock, it reduces the payment to \$30 per animal.

The Richards also had a plan. They started with several years' worth of sale and averages to help determine their potential and needed income. "We cashed out until we were blue in the face, but it was still a scary leap," says Colby.

His advice for young producers hoping to get in the business: "Give yourself 5 to 10 years to establish a market. Get a college education, and don't be afraid to work two jobs. When the market is high, save some money. When it's low, adjust your inputs, like considering alternative feed options. And above all, look for opportunities."

While agricultural youth programs offer a great introduction, the financial

facts of a livestock business become the "make-it" or "break-it" when it comes to a start-up.

For example, according to John Winder at the Samuel Roberts Noble Foundation, if land prices are high, it is unlikely that potential for net profit exists.

"Typical annual gross income per cow is \$190 to \$340. Annual costs per cow are \$300 to \$400. Thus, little profit margin exists. Only the most efficient producers have a chance to realize profits each year. Small operators lack economies of scale and are often producing at a loss when all costs are assessed," the author shares in *Things to Know Before Buying a Ranch* at <http://www.noble.org/ag/economics/ranch/>.

There is no "get rich quick" plan. According to United States Agriculture Statistics, only 17 percent of beginning farms/ranches grossed over \$25,000, compared to 34 percent of established farms/ranches.

Even for those with immediate family in the business, the initial investment is not typically as simple as just moving into the ranch house.

Ronny and Kelsey Pope had the opportunity to move back to Kelsey's family's

CONTINUED ON PAGE 25

BEEF INDUSTRY STATISTICS

(National Cattlemen's Beef Association)

- Cattle inventory (as of Jan 1, 2015): 89.9 million, up 1 percent from Jan. 2014.
- Economic impact: \$44 billion in farm gate receipts (USDA NASS)
- Number of farms and ranches specializing in beef cattle: 619,172 (2012)
- Number of cattle and calf operations: 915,000 (2012)
 - 29.7 million beef cows
 - 9.3 million milk cows
 - 5.8 million beef replacement heifers, up 4 percent from Jan. 2014
 - 33.9 million calves (2013)
 - The average cow herd size: 40 head
- Value of U.S. beef exports: \$5.711 billion (2013), up from \$3.839 billion in 2010
 - Top export markets: Japan, Canada, Mexico and South Korea
- Top 5 states for all cattle and calves (2015):

1. Texas - 11.8 million	2. Nebraska - 6.30 million
3. Kansas - 6 million	4. California - 5.2 million
5. Oklahoma - 4.6 million	
- Top 5 states for cattle in feedlots with capacity more than 1,000 head (March 2015)

1. Nebraska - 2.49 million	2. Texas - 2.45 million
3. Kansas - 2.1 million	4. Colorado - .870 million
5. Iowa - .660 million	
- Average producer age: 58.3 (USDA 2012 Ag Census)
- U.S. beef production (commercial carcass weight) was 25.8 billion pounds
- The total U.S. beef consumed was 25.5 billion pounds
- Average annual U.S. retail Choice beef price in 2013 was \$5.29/pound
- U.S. commercial slaughter total was 31.9 million head

TEXAS STATE FAIR

Oct. 16, 2015 | Dallas, Texas | Judge: Joe Butts

SANTA GERTRUDIS SHOW *Results*



GRAND CHAMPION BULL

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



RESERVE GRAND CHAMPION BULL

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



BEST OF POLLED BULL

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



GRAND CHAMPION FEMALE

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



RESERVE GRAND CHAMPION FEMALE

Miss Double TT 230, shown by
Landon Stem, Plantersville, Texas

No Photo Available

BEST OF POLLED FEMALE

SJ Lady Davina, shown by
Reagan Ruddock, Rockport, Texas

NORTH CAROLINA STATE FAIR

Oct. 21, 2015 | Raleigh, N.C. | Judge: Dan Shike



GRAND CHAMPION BULL

Never Again 911-4, shown by
Caroline Creech, Zebulon, N.C.



RESERVE GRAND CHAMPION BULL

Massive Grizzly D457, shown by
Dietrich's Flying D Ranch, Orlando, Fla.



GRAND CHAMPION FEMALE

RW Lizzie 9-14, shown by
Ronald Wood, Benson, N.C.



RESERVE GRAND CHAMPION FEMALE

JCS Miss Mollie 64/5, shown by
JC Sherrill Jr. Ranch, Mount Ulla, N.C.



BEST OF POLLED BULL

Massive Grizzly D457, shown by
Dietrich's Flying D Ranch, Orlando, Fla.



BEST OF POLLED FEMALE

Creech Tara 95-4, shown by
Caroline Creech, Zebulon, N.C.

LOUISIANA STATE FAIR

Nov. 1, 2015 | Shreveport, La. | Judge: Tommy Brandenburger

No Photos Available

GRAND CHAMPION BULL

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

RESERVE GRAND CHAMPION FEMALE

Briggs 177/14, shown by 777 Farm,
Magnolia, Ark.

GRAND CHAMPION STAR 5 FEMALE

Harris 204 Remi, shown by
Patrick Daniel, Magnolia, Ark.

RESERVE GRAND CHAMPION BULL

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

BEST OF POLLED BULL

PC Hemingway, shown by
Casey Pitchford, Athens, Texas

GRAND CHAMPION FEMALE

Danrick's Prentiss 22/3, shown by
Madison Callaway, Batson, Texas

BEST OF POLLED FEMALE

Baby's Bambino, shown by
Casey Pitchford, Athens, Texas

ARKANSAS STATE FAIR

Oct. 15, 2015 | Little Rock, Ark. | Judge: Duane Miller



GRAND CHAMPION BULL

TF Cub, shown by Taylor Farm,
St. Joe, Ark.



GRAND CHAMPION FEMALE

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

No Photo Available

RESERVE GRAND CHAMPION BULL

MDE Bazooka, shown by
Patrick Daniel, Magnolia, Ark.

No Photo Available

RESERVE GRAND CHAMPION FEMALE

FC Jo, shown by Flying C Ranch,
Search, Ark.

No Photo Available

BEST OF POLLED BULL

FC Bear Cat, shown by Flying C Ranch,
Search, Ark.

No Photo Available

BEST OF POLLED FEMALE

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

SHOW RING TO PRODUCER CONTINUED FROM PAGE 23

ranch after meeting in college, but it has not been without its challenges.

While Kelsey grew up in agriculture, and always knew she would end up back on the ranch, the timing was up in the air.

"My dad had a full-time ranch hand, and the ranch just wouldn't support another full time family," Kelsey says.

Both Kelsey and Ronny have college degrees and had careers in the agriculture industry when opportunity knocked.

A neighbor decided to sell his house on a small acreage, so the Popes bought it.

Fortunately, Kelsey had 90 cows, collected from her years in 4-H. "Dad's hired hand left not long after we moved there, which opened up the chance for us," Kelsey added.

While Kelsey still maintains a part-time job, along with being a full-time mom to their two-year-old, Ronny is ranching full time now.

Leaving the fast-paced urban life to go back to the rural life also had its challenges. "I have always known I would move back. I just didn't know when. And it was actually sooner than I thought," Kelsey shared. "Honestly, I had to go through a mourning period. While it is so nice to be close to family, I missed my friends; rural living is just completely different."

While the Popes' opportunity to get into the cattle business came through family, Kelsey points out that there are other opportunities.

"If you have an opportunity, take it. But spend at least four years in college. Get an education. Work in the industry," Kelsey says. "While the show world is

an incredible learning experience, it is completely different. Take the time to educate yourself in other areas."

According to the U.S. Department of Agriculture (USDA), the average age of a farmer today in America is 57 years of age. Five years ago it was 55. There is a 30 percent increase in the number of farmers over the age of 75, and a 20 percent decrease in the number of farmers under the age of 25. In addition, approximately 20 percent of U.S. farms and ranches are operated by those with 10 years or less of experience operating a farm, and most beginning agriculture operations specialize in livestock, according to USDA.

USDA has also joined in trying to lure more generations and young potential producers back to the family farm or ranch, and the government has set up a number of programs and grants. To learn more, visit <http://www.start2farm.gov/usda/programs>.

The bottom line, the opportunities are there but getting there may take thinking outside of the box, the show ring, for new producers. 🍀

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