



SANTA GERTRUDIS

USA

APRIL 2021 | VOLUME 24, NUMBER 4



Grand Champion Bull



Grand Champion Female



2021 NATIONAL SHOW



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HCW	Sh F	SC	Bal Idx	C/C Idx	Term Idx		
13.16	-0.02	0.77	15%	4%	64%		



**2021 National
Champion**

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HCW	Sh F	SC	Bal Idx	C/C Idx	Term Idx		
6.96	0.00	0.22	14%	57%	4%		



TF Prospector

2021 National
Champion Bull!
Co-owned with
High Country Farms.



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Daniel Kubecka
979-240-5312

SGBI Herd #621, established 1954

**S
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SANTA GERTRUDIS USA

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Santa Gertrudis National Champions are named at the 2021 Dixie National Livestock Show and Rodeo in Jackson, Miss. Photos by Darren Richmond and Connie Roach.

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SPRING SALE CONSIGNMENTS

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Creech Farm 352-0



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Trail Talk

EXECUTIVE DIRECTOR'S REPORT

By Webb D. Fields

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Spring is certainly in the air. After a mild start to the winter, it finally showed up after the turn of the calendar year and set in pretty hard. It's nice to see spring temperatures and green grass again, and I'm sure the cattle feel the same after eating plenty of hay the last few months. Spring also ushers in the return of the busy season for us, with sales and events seemingly every weekend.

There is nothing better than heading out on an early, cool spring morning to sort through cattle pens in the hope of finding that next gem. Top-end genetics will be traded, new breed leaders will be identified and the wheels of progress will continue to move this breed forward. I, for one, am not only excited to see the cattle, but also drink a cup of coffee over a visit with our great breeders.

As we think about sale season, one term you are sure to come across is *performance*. Across breeds, this term is used heavily to describe cattle, both individually and as a group. You will run across a high-performing heifer or maybe performance-tested bulls. Breed associations use it to reference the manner in which to collect data and records. But what does *performance* mean? Webster will tell you it's the execution of an action or something accomplished.

So, what exactly are we talking about when we blanket call something *performance*? Unfortunately, the vagueness of the term is also its beauty. It can describe many situations simultaneously. At its base, performance is how – good or bad – an animal performs throughout the many stages of its life. As we quantify this performance with weights, measures, scores, scans, etc., this information is passed along to the association to be placed into the genetic evaluation. This allows for as accurate a look as possible at how these animals fall in the scope of the entire breed, with information available from across herds and generations.

This system is set up to be comparative in nature, so head-to-head evaluations of like animals of different genetic makeups gives a real look at how these animals perform as it relates to one another. These contemporary groups provide the basis for the entire process.

We know that, properly set up, large contemporary groups are key to get head-to-head comparisons of different sire groups, but you cannot take lightly the power that genomics and its involvement in the genetic evaluation play. With one ear punch, we can get genetic information on a non-parent animal that equates to having roughly, on average, 15 progeny records across traits, providing valuable, early information on this animal's potential performance.

This not only allows breeders to make early keep/cull decisions in large herds or quickly identify genetic outliers, but can provide the same information and increased accuracy to

CONTINUED ON PAGE 8



GOALS 2021

EVERY OTHER YEAR, members of the National Junior Santa Gertrudis Association (NJSQA) anticipate the opportunity to register for and attend the Gerts Ongoing Advanced Leadership Summit (GOALS). This year's leadership conference will help junior members "Chart a Course for Clear Success" as we set sail on a leadership development experience in Crystal River, Fla. GOALS 2021 will be held July 26-30 at The Plantation on Crystal River on Central Florida's "Nature Coast" – not far from Tampa.

The GOALS retreat venue is surrounded by the natural springs of Kings Bay, one of the largest aquifers in the state and home to more than 400 manatees, which makes it the self-professed "Home of the Manatee." This site will no-doubt lend itself to some fun in the sun and water as we explore the Florida coast in the summertime.

In addition to fun in the sun, GOALS 2021 will feature our leadership facilitator, Jason Wetzler from Portland, Ore., who grew up on a farm and attributes the lessons he's learned in life to his agricultural upbringing. He graduated from Oklahoma State University and now enjoys his job as a professional speaker and trainer with one goal in mind: to make the lives of other people better. Jason will share time with GOALS participants to facilitate a fun, interactive leadership training experience. We will also have learning opportunities afforded to the GOALS 2021 delegation by the University of Florida and the many aspects of the agricultural industry this university employs.

We encourage all our Santa Gertrudis youth to make a positive decision to attend the NJSQA leadership program this summer. With so many diverse and wonderful summer opportunities, it can be difficult to select which activities to participate in, but we encourage giving the GOALS leadership program real consideration as summer plans are being made. Leadership development not only happens in the cattle showing arena – past GOALS attendees will tell you that these experiences are some of their most memorable as this event focuses on organizational leadership, relationship building, personal development and goal setting. We encourage all NJSQA members, ages 13 and older, to register for GOALS 2021 and join us in beautiful Crystal River, Fla. 🌴

Registration information will be available on the SGBI website in early May.
For more information, contact GOALS 2021 co-chairmen:

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(979) 203-0433 • moran_fam4@yahoo.com

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PRESIDENT'S LETTER

By Nancy Wunderlich

(979) 277-2838 | n.wunderlich@hotmail.com

Greetings to all. I hope your sun is shining, your days are getting warmer, and your grass is growing and abundant. As we all tend to our daily routines and plan for the spring and summer, I reflect on the recent activities of our membership. Many hours, and much hard work and dedication were on display at the National Santa Gertrudis Show in Jackson, Miss. Cattle entries exceeded 300 head in a wet, damp barn with temperatures hovering around 32 degrees. But that did not dampen the spirit or the camaraderie. We conversed with longtime friends and made some new ones along the way. And with all the fabulous cattle, I'm glad I was not the judge. Generations of production were on display, emulating pride and progress for the whole breed.

Longtime showman, promoter of the breed, active member and personal friend of many, David Alderson hung up his show stick after this National Show. During his retirement aisle party, David graciously donated his history of show equipment and semen tank of champions shown over the years. The proceeds of this auction were donated to the Shows and Exhibits Committee to continue this show legacy into the future. Personally, I believe a bit of David's compassion and dedication went with each piece sold that evening. Thank you, David Alderson.

The Shows and Exhibits Committee dedicated the 2021 National Show to the late Burton McDaniel, M.D., of MC Ranch. Judy McDaniel, wife and mother of this nearly 50-year legacy, represented the family as Gene McCarter reflected on the depth of competition in the show ring along with the tremendous respect for Burton's vision and dedication to the Santa Gertrudis breed.

Judy graciously stated that, "Burton would be extremely honored," stressing the perseverance of their family and those who made it all happen through the years. The MC Ranch legacy continues with Burton and Judy's four children and the next generation of grandchildren.

The routine of Santa Gertrudis Breeders International (SGBI) business continues as well. Committees continue to work diligently and make progress on tasks at hand. Cattle are registered and data reported. I truly believe it takes a progressive, dedicated membership to keep our Data Driven, Profit Proven cattle moving in the right direction. As we step into the new SGBI fiscal year, YOU meet the challenge head on to preserve your personal legacy because we are better together. 🐾



David Alderson Photo by Connie Roach

TRAIL TALK

CONTINUED FROM PAGE 6

those that will potentially have smaller contemporary groups. The ability for all membership to collect and submit this data on a level playing field provides an unbiased, accurate look at performance – exactly what genetic evaluation is all about. That is one powerful tool for everyone!

As we all look forward to the many activities planned this spring, I also am excited to see those performance records make their way into the database. As we continue to get more information, our product becomes a more reliable and valuable one that we can place into the industry. That will ultimately provide success for this breed long term and continue to secure the future for many more spring sale seasons to come. 🐾

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19091

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	CED	BW	WW	YW	MK	M&G	CEM	SC	FAT	REA	MB	BMI\$	BI\$	CHB\$
EPD	-1.3	2.9	65	105	32	65	-0.7	2.7	0.073	0.38	0.68	422	543	115
Actual		84	667	1145										



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Chester Livestock Exchange, Chester, S.C.
11 A.M. EST



SIMULTANEOUS SELECTION FOR CALVING EASE AND YEARLING WEIGHT IS POSSIBLE

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



I came across an interesting research report from the U.S. Department of Agriculture Meat Animal Research Center (MARC) in Clay Center, Neb. Information is to be published this year in the *Translational Animal Science Journal*. Livestock geneticists (G.L. Bennett, R.M. Thallman, W.M. Snelling, J.W. Keele, H.C. Freetly and L.A. Kuehn) at MARC conducted the research. The overall goal of the project was to determine what the result

would be of selecting replacement heifers based on reduced calving difficulty (Calving Ease expected progeny difference (CE EPD)) vs. selecting replacement heifers for average Birth Weight (BW) EPD, yet both types of heifers would have similar Yearling Weight EPDs. The research question was, "How would these two types of heifers perform as mature cows?"

As calving ease is associated with lower birth weight, and if used as a major selection criteria, it possibly could result in other effects during the lifetime productivity of the mature cow.

Seven populations of the Experimental SELECT line (CE EPD) and seven populations of the Control line (average BW EPD) served as the sources of research cattle. The SELECT lines and Control lines had the same genetic potential for live body weight at weaning and yearling age. Random samples of 720 SELECT line heifers (better CE EPD) and 190 Control line heifers (average BW EPD) were selected within sire groups and born in the fourth and fifth of seven years of selection.

Each female was followed through her first four calving seasons and retained until 6 years of age. Cows were culled from the study if they did not conceive once or had health problems. Reminder: all heifers were also selected based upon Yearling Weight (YW) EPD, which were similar between the SELECT heifers and the Control heifers. Two production systems were compared with the seven populations serving as experimental replications. Systems were different in terms of selection criteria (SELECT vs. Control) and use of bulls within each line as young cows. SELECT heifers and Control heifers were bred to genetically similar bulls, respectively. However, the same bulls were used to breed the older cows in both lines during the latter part of the study.

Results

The SELECT line heifers were 7 percent lighter (-5.7 pounds) at birth, but not different in body weight at weaning or yearling ages from the Control line heifers. As mature cows, the SELECT line females were 5.2 percent lighter (-73 pounds) and 2.2 percent shorter (-1.2 inches) as compared to Control line females. Calf weaning weight was not different between the SELECT dams' and the Control dams' calves. As first-calf heifers (bred to SELECT line sires), SELECT heifers' calves survived better (86.8 percent vs. 70.9 percent) and required less calving assistance (16.4 percent vs. 39.3 percent) as compared to Control first-calf heifers (bred to Control bulls), respectively. These observed differences were negligible as the females became cows and were bred to similar bulls. Number of calves born per female exposed was better in the SELECT line than the Control line for only the second calving (+7.1 percent). The researchers stated this was due to reduced calving difficulty as first-calf heifers.

Overall, SELECT line cows exhibited a tendency to wean more calves and stay in the herd longer. They were assisted less at calving and had greater calf weight gain to weaning when evaluated over the herd life of the female. Weaned calf weight per heifer starting the systems was significantly greater for SELECT line than Control line heifers due to improved survival of calves from first-calf heifers and a higher calving percentage at second calving.

Moreover, SELECT line females produced steer calves (n=204) that were not different from Control line female produced steer calves (n=91) in terms of hot carcass weight at processing. However, SELECT line produced steers had significantly greater rib fat depth at slaughter.

In conclusion, we can learn that selection for calving ease and yearling weight (simultaneously) resulted in cows with smaller mature size and similar or better calving ease, calf survival and calf weaning weight, but did not result in any unfavorable genetic differences. 🌿



Photo from C Bar C Ranch, De Soto, Mo.

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June 12, 2021

Oneonta, Ala.

CRIMSON CLASSIC

April 24, 2021

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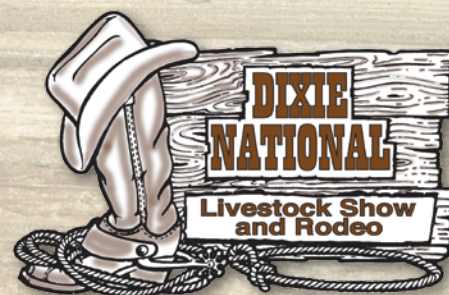
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2021 NATIONAL SANTA GERTRUDIS SHOW

FEB. 12, 2021 | JACKSON, MISS. | JUDGE: BLAKE NELSON



The 58th Annual National Santa Gertrudis Show was held in conjunction with the Dixie National Livestock Show in Jackson, Miss. Santa Gertrudis cattle from across the country competed for the title of national champion. Here's who took home the honors.

PARADE OF CHAMPIONS



GRAND CHAMPION BULL

TF Prospector, shown by Tinney Farms and High Country Farms, Hanceville, Ala., and Jacksonville, Ark.



RESERVE GRAND CHAMPION BULL

3T's Syrus 901 HI Golden Boy, shown by Rockin 3T Ranch and 777 Farms, Blooming Grove, Texas, and Magnolia, Ark.



GRAND CHAMPION FEMALE & BEST OF POLLED FEMALE

Urbanoskys Lagertha, shown by Demi Harrington, Plantersville, Texas



RESERVE GRAND CHAMPION FEMALE

Miss Grandview G038, shown by Gracey Pitchford, Athens, Texas



YEARLING CHAMPION FEMALE

Urbanosky's Versace, shown by Demi Harrington, Plantersville, Texas



YEARLING CHAMPION BULL

SCC All In 452GI, shown by Stroman Cattle, Bryan, Texas



GRAND CHAMPION STAR 5 FEMALE

Dubois 18/44, shown by Gracey Pitchford, Athens, Texas



RESERVE GRAND CHAMPION STAR 5 FEMALE

ET Charlotte, shown by Fulton Farms, Denton, Texas

No Photo

BEST OF POLLED BULL

KK Sabes Oso Rojo (ET), shown by Kalli Kimble, Kingsbury, Texas

RESERVE CHAMPION BULL CALF

KK Sabes Oso Rojo (ET), shown by Kalli Kimble, Kingsbury, Texas

RESERVE CHAMPION HEIFER CALF

Honey Dog G52, shown by Horseshoe B Cattle Co., Franklin, Texas

CLASS WINNERS ON PAGE 18 »



SANTA GERTRUDIS

**BREEDERS
OF THE CAROLINAS**



48th Annual

BREEDERS OF THE CAROLINAS SALE May 8, 2021

Chester Livestock Exchange, Chester, S.C. • 11 A.M. EST

**OVER
100**

**REGISTERED & SANTA GERTRUDIS-
INFLUENCED LOTS**

**Pairs, Bred & Open Heifers and a
Select Group of Bulls**



SALE MANAGER

Darren Richmond (423) 364-9281

djrichmd@gmail.com

SALE COMMITTEE

Randy Carpenter (910) 269-7717

Tony Creech (919) 427-4679

Michael Hadley (336) 376-8128

Lane Livengood (336) 848-1445

Scott Sherrill (404) 402-5601

TO CONSIGN & CATALOG REQUESTS

Darren Richmond (423) 364-9281

djrichmd@gmail.com

For more information, please visit our website

www.sgbreedersofthecarolinas.com

SANTA GERTRUDIS *Calendar*

APRIL

- 9** Elite Cut Female Sale, Bosque, N.M.
10 Red Hot Bull Sale, Bosque, N.M.
10 Rocky Mountain Santa Gertrudis Association Spring Runoff Sale, Bosque, N.M.
18 Super American Sale, Victoria, Texas
24 Crimson Classic Sale, Cullman, Ala.

MAY

- 8** 48th Annual Breeders of the Carolinas Sale, Chester, S.C.
8 Mid-Coast Santa Gertrudis Association Cattleman's Opportunity Sale, Industry, Texas

JUNE

- 11** Quail Valley Farms Complete Mature Cow Herd Dispersal Santa Gertrudis Female Sale, Oneonta, Ala.
12 Quail Valley Farms Premier Invitational Elite Santa Gertrudis Female Sale, Oneonta, Ala.
19-26 2021 National Junior Santa Gertrudis Show, Texarkana, Ark.

JULY

- 16-17** Kentucky National Show and Sale, Bowling Green, Ky.
26-30 2021 Gerts Ongoing Advanced Leadership Summit, Crystal River, Fla.

REGISTRATIONS, STAR 5 RECORDINGS AND TRANSFERS BY DISTRICT

FEBRUARY 2021

ACTIVE MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	106	14	55	3
2	160	19	26	47
3	133	22	79	62
4	80	4	9	5
5	14	18	30	1
6	9	0	0	4

JUNIOR MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	38	5	0	26
2	5	1	0	8
3	1	0	0	0
4	12	0	7	2
5	0	0	0	0

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

SANTA GERTRUDIS *Juniors*

By Madison Moran, District 1 Director



Nothing compares to the feeling that you get when you win your class or a contest at the National Junior Santa Gertrudis Show (NJS GS), see friends you haven't seen all year or make new ones as you exhibit our beautiful Santa Gertrudis cattle. All of these are phenomenal experiences that can be had at national shows.

Howdy, I am Madison Moran, a 15-year-old from Brenham, Texas, and a junior director from District 1. This month as we feature the National Santa Gertrudis Show, so many wonderful memories and stories come to mind. If you have never been to a junior or open national show, know that it is surely something to witness. These events are not only a great way to exhibit animals at a very competitive level, but they also offer many opportunities for growth and personal development. When I attended my first national show, I was a shy girl from Brenham who only interacted with my family. Over the years, so many people have influenced me and pushed me to get out of my comfort zone and become the person I am today.

SANTA GERTRUDIS WELCOMES *New Members*

Active Members

Colonial Ranch, Thomas Braddock, Springtown, Texas
Morse View Farm, Andrew Morse and Andrea Creed, Mountain Grove, Mo.
Plainview Farms, Brent Smith, Bogalusa, La.
Canebrake Cattle Co., Wade Calk, Boling, Texas
Aces Wild Ranch, Art Garcia, Sandia, Texas
South Texas Quail, Matthew Stevenson, Alvin, Texas

Junior Members

Ga'Marion Jones, Humble, Texas
Payton Calk, Boling, Texas
Raelle Hacke, Katy, Texas
Arthur Matz, Coatesville, Penn.
Zack Denning, Garner, N.C.
Laney Aiken, Victoria, Texas
James Noonan, Rosharon, Texas

Commercial Members

Michael Perrissi, San Marcos, Texas
Donald Crowder, Remlap, Ala.

I owe so much of this to the National Junior Santa Gertrudis Association and those experiences. If you or anyone you know is interested in showing or getting involved, let someone on the board of directors or an affiliate member know, and we can surely help you get involved. We hope to see you all June 19-26 in Texarkana, Ark.!

SANTA GERTRUDIS SMALL BREEDERS GROUP

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Santa Gertrudis
STAR 5

KENTUCKY NATIONAL SHOW & SALE

July 16-17, 2021

BOWLING GREEN, KY.

To consign contact Darren Richmond

(423) 363-9218 • djrichmd@gmail.com

Pittman Cattle Co.

Floyd, Misty & Bret Pittman

3361 Amyx Hill Rd.

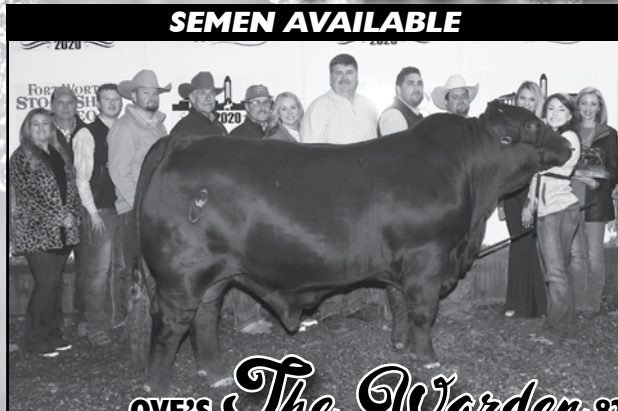
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- 2019/2020 High Point Yearling Heifer
- 2019/2020 Runner-Up High Point Heifer
- 2019/2020 Show Season Grand Champion
Oklahoma State Fair • State Fair of Texas Junior Show
Louisiana State Fair • NAILE
- 2019/2020 Show Season Reserve Grand Champion
Four States Fair • Fort Worth Junior Show
2019 NJSGS Bred & Owned
- 2020 National Yearling Champion
Fort Worth Open Show
- 2019 – NJSGS Reserve Yearling Heifer

Pittman Cattle Co.

Floyd, Misty & Bret Pittman

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Ponder, Texas 76259

floyd@aeroaac.com

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vzcattle@gmail.com



WINDCREST John & Nolan Taylor

REGISTERED SANTA GERTRUDIS CATTLE

Gertguys@windstream.net

1238 Claggett Rd.

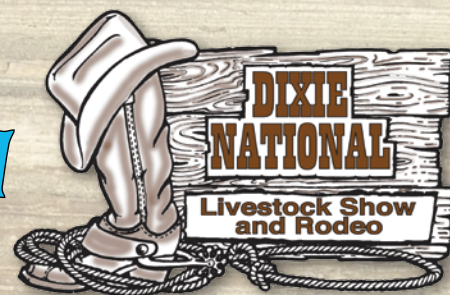
(270) 589-9046

Leitchfield, Ky. 42754

Herd No. 10772

2021 NATIONAL SANTA GERTRUDIS SHOW

CLASS WINNERS



EARLY SUMMER HEIFER CALF

1. FC June Bug, shown by Kaylee Leonard, Plantersville, Texas
2. RVF Princess Leia, shown by Red View Farms, Poland, Ind.
3. Rustic Rail 512/20, shown by Karli Buggs, Sarcoxie, Mo.

LATE JUNIOR HEIFER CALF

1. Rozs Barbee Girl, shown by Ralph Austin, Bonham, Texas
2. Top Shelf Champagne, Shown by Landon Stem, Anderson, Texas
3. DMC Hotchner, shown by JD Chism, Pontotoc, Miss.

EARLY JUNIOR HEIFER CALF

1. Miss M Rock Eve 120, shown by M Rock Farm, Texarkana, Texas
2. In The Red Game Time 129/0, shown by Darrell Pitchford, Athens, Texas
3. Urbanoskys Landry, shown by Demi Harrington, Plantersville, Texas

LATE SENIOR HEIFER CALF

1. Miss Grandview G038, shown by Gracey Pitchford, Athens, Texas
2. KK Tallulah's Tanji, shown by Kalli Kimble, Kingsbury, Texas
3. DP Miss Gracelyn 017G3, shown by Darrell Pitchford, Athens, Texas

EARLY SENIOR HEIFER CALF

1. Honey Dog G52, shown by Horseshoe B Cattle Co., Franklin, Texas
2. Darling 1011/9, shown by Darrell Pitchford, Athens, Texas
3. 3WC Anna Rose, shown by Madisyn Douglas, Bonham, Texas

CHAMPION HEIFER CALF

Miss Grandview G038, shown by Gracey Pitchford, Athens, Texas

RESERVE CHAMPION HEIFER CALF

Honey Dog G52, shown by Horseshoe B Cattle Co., Franklin, Texas

LATE SUMMER YEARLING HEIFER

1. Miss 777 Kirby, shown by Erin Kay Daniel, Magnolia, Ark.
2. CWR Miss Tina Ray, shown by Hollyann Roach, Keller, Texas
3. Pearl, shown by Newt Richmond, Eustace, Texas

EARLY SUMMER YEARLING HEIFER

1. Miss Fergie, shown by Karli Buggs, Sarcoxie, Mo.
2. Rafter Ys Eva, shown by Rockin K Cattle, Plantersville, Texas
3. Darrick's Diva, shown by Carley Morgan, Portia, Ark.

LATE JUNIOR YEARLING HEIFER

1. Urbanoskys Versace 9/42, shown by Demi Harrington, Plantersville, Texas
2. SJ Reba McEntire 910, shown by Country Legends Ranch, Waller, Texas
3. PC Miss Shiana Banana, shown by Darrell Pitchford, Athens, Texas

EARLY JUNIOR YEARLING HEIFER

1. Miss Lyric, shown by Quincy Nelson, Sarcoxie, Mo.
2. Urbanoskys Samba, shown by Rhett Harrington, Plantersville, Texas
3. WR 237, shown by Maci Brouillette, Effie, La.

CHAMPION YEARLING HEIFER

Urbanoskys Versace 9/42, shown by Demi Harrington, Plantersville, Texas

RESERVE CHAMPION YEARLING HEIFER

Miss Lyric, shown by Quincy Nelson, Sarcoxie, Mo.

LATE SENIOR YEARLING HEIFER

1. Miss Grandview 285 G4 Viva, shown by Caroline Daniel, Magnolia, Ark.
2. Miss TT 2448, shown by Chad Coker, Magnolia, Texas



EARLY SENIOR YEARLING HEIFER

1. NTR Shelbys Dream 714/8, shown by In The Red Ranch, Enchanted Oaks, Texas
2. Rafter Y Scarlet, shown by Wethington Cattle Company, Iola, Texas
3. CGF 82/18, shown by Circle G Farms, Holden, La.

LATE 2-YEAR-OLD HEIFER

1. ET Top Shelf Hot Toddy, shown by B Square Ranch, Timpson, Texas
2. PC Clara 1/18, shown by Bret Pittman, Ponder, Texas
3. XLs River Dahlia 888, shown by Excell Santa Gertrudis, Santa Fe, Texas

EARLY 2-YEAR-OLD HEIFER

1. Urbanoskys Lagertha, shown by Demi Harrington, Plantersville, Texas
2. 5-E Miss Truffles 63, shown by Mouton Farms, Abbeville, La.

CHAMPION SENIOR FEMALE

Urbanoskys Lagertha, shown by Demi Harrington, Plantersville, Texas

RESERVE CHAMPION SENIOR FEMALE

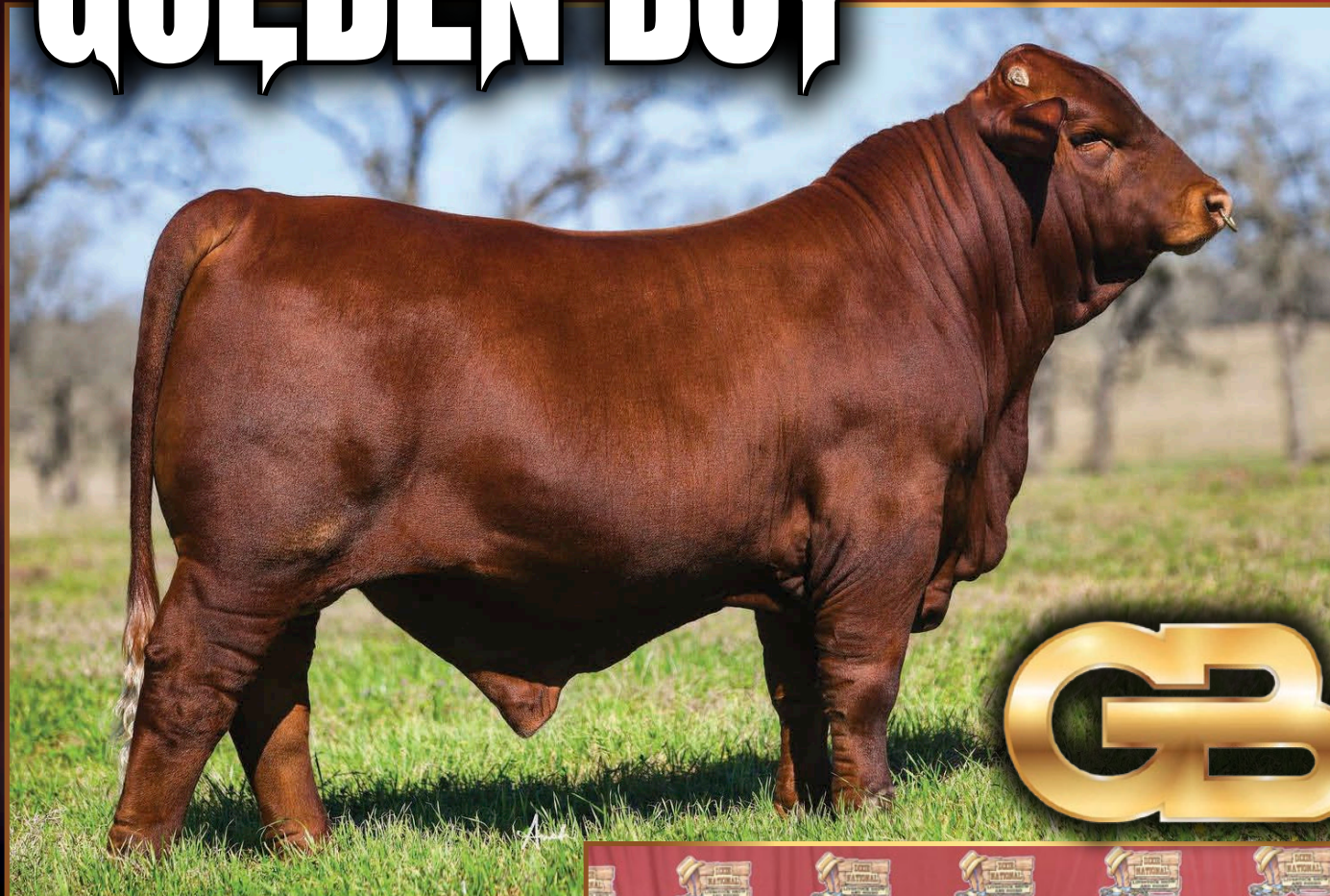
ET Top Shelf Hot Toddy, shown by B Square Ranch, Timpson, Texas



MORE NATIONAL SHOW ON PAGE 22 »

GOLDEN BOY

Rockin 3T's Syrus 901H1
Reg. #20201392



Sire: Rockin 3T's Syrus 2/5
(2017 & 2018 Reserve National Champion
and 2020-2021 Sire of the Year)

Dam: Gray Oaks 901
(2017 & 2018 Dam of the Year)



*Multiple
Show
Winner!*

2020-2021 High Point Bull and High Point Bull Calf
2021 Reserve National Champion Bull – Dixie Nationals
2021 Grand Champion Bull – Cattlemen's Congress
2020 Bull Calf Champion – NAILE
2020 Reserve Grand Champion Bull – District 6 Point Show
2020 Bull Calf Champion – Four States Fair

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Rockin' 3T Ranch
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rockin3t@yahoo.com
Scott Threet (972) 489-6887
threetpallet@sbcglobal.net

3T

SANTA GERTRUDIS SALE

Reports

BANNERS & BUCKLES PROSPECT SALE

JAN. 12, 2021 | JACKSON, MISS.

SALE AVERAGES

2	Bulls	\$3,100
17	Open Heifers	\$4,360
4	STAR 5 Open Heifers	\$3,925
12	Embryos	\$450

The Banners & Buckles Prospect Sale manager was Darren Richmond and the auctioneer was Jarvene Shackelford. The high-selling open heifer was consigned by Flying C Ranch, Searcy, Ark., and was sold to Kaylee Leonard, Plantersville, Texas for \$10,500.

The high-selling STAR 5 heifer was consigned by Flying C Ranch and was sold to Stegall Farm, Pontotoc, Miss., for \$7,000.

The high-selling bull was consigned by Taylor Terry, Denton, Texas, and was sold to Wells Richards, Flowood, Miss., for \$3,400.

Thank you to all consignors and Mr. Green for the great Cajun pasta! 🍴



Left to right, Jeremy Allison, Trai Stegall, Claylee Chism, JD Chism, Ouida Cossey, and Stacy and Chad Lennon.

RED DIRT DIVAS SALE

JAN. 13, 2021 | OKLAHOMA CITY, OKLA.

SALE AVERAGES

9	Open Heifers	\$3,117
1	Semen Package	\$6,000
1	Semen Lot	\$100/straw
18	Embryos	\$596

The sale auctioneer was Hoover Case. The high-selling heifer, Strait Ranches 1/20, was sold for \$5,500. The second high-selling heifer, DP Cattle 209H4, was sold for \$5,000. The volume buyers were Quail Valley Farms, Oneonta, Ala., and Stroman Cattle Co., Bryan, Texas. 🍴

SAVANNAH RIVER CATTLEMAN'S SALE

FEB. 27, 2021 | HEPHZIBAH, GA.

SALE AVERAGES

61	Purebred Lots	\$1,575
24	Crossbred Lots	\$1,020

The Savannah River Cattlemen's Sale manager was Emily Colley. The Sale Committee included Myron Colley, Dan Davis, Chris Swygert and Charles Johnson. The auctioneer was Mike Jones.

The high-selling registered female was consigned by Jacklett Farm, Alpharetta, Ga., and was sold to Morse View Farm, Mt. Grove, Mo., for \$3,400. The high-selling bull was consigned by KC Farm, Augusta, Ga., and was sold to Tucker Farm, Hephzibah, Ga., for \$5,200. The high-selling STAR 5 female was consigned by T&S Farm, Leesville, S.C., and was sold to RJ Ranch, Augusta, Ga., for \$4,200. 🍴



SANTA GERTRUDIS *Juniors*

By Casey Kelly, District 1 Director



My name is Casey Kelly and I am from Spring, Texas. I am currently attending college at Houston Community College where I will get my associate degree and then transfer to Sam Houston State University. I am also serving as a District 1 National Junior Santa Gertrudis Association director. I did not grow up around cattle; I got my start with cattle by participating and catching a calf in the Ft. Worth and Houston calf scrambles. Mr. Utey has been my mentor since my first calf scramble heifer and brought me into the Gert family. After participating in two junior national shows, I was inspired by Harrison Kimble and Taylor Terry to run for a director position and hope I can do half as well as they did.

Since joining the Gert family, I have had dozens of people I barely know help me become a better person and a better cattleman with their time and their resources. As a director, I try to give back a little of what they have given me, and be a mentor and inspiration to other children and show them the ins and outs of our Gert family. Now that I am in college and do not get to show as I used to, I really miss it and wish I could go back in time. I know that sounds crazy coming from me, wanting to go back to high school. I cannot wait to see my show family and look forward to seeing you all at the next show. 🍴

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C: (229) 649-9659
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Judy McDaniel (404) 226-5177
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K/C Raising registered SG replacement
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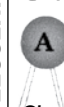
Great Falls, S.C.
Al Jackson: 803.984.0704
Ajackson@pike.com
T.A. Jackson: 803.482.2283

**T&S FARM**

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Chris Swygert (803) 223-3417
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San Roque Division
Catarina, Texas
(830) 999-3236

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Rio Grande City, Texas

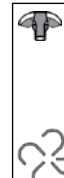
Joe Jones: briggsranches@hotmail.com
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Crosswinds.tx@gmail.com



GRAND CHAMPION FEMALE

Urbanoskys Lagertha, shown by Demi Harrington, Plantersville, Texas

RESERVE GRAND CHAMPION FEMALE

Miss Grandview G038, shown by Gracey Pitchford, Athens, Texas

BEST OF POLLED FEMALE

Urbanoskys Lagertha, shown by Demi Harrington, Plantersville, Texas

EARLY SUMMER BULL CALF

1. Hurricanes Cassius H09, shown by Darrell Pitchford, Athens, Texas
2. BSR Whiskey, shown by B Square Ranch, Timpson, Texas
3. XLs Pure Gold O10, shown by Excell Santa Gertrudis, Santa Fe, Texas

LATE JUNIOR BULL CALF

1. Flatwillow 40I, shown by Flatwillow Farms, Statesville, N.C.
2. Rolling Oaks Harvey, shown by Rolling Oaks Ranch, Doniphan, Mo.
3. PCC Maximus, shown by Bret Pittman, Ponder, Texas

EARLY JUNIOR BULL CALF

1. 3T's Syrus 90I HI, shown by Rockin 3T Ranch and 777 Farms, Blooming Grove, Texas, and Magnolia, Ark.
2. Triple P Bradee, shown by Triple P Ranch, Trinity, Texas
3. CWR KPLs Master, shown by Hollyann Roach, Keller, Texas

LATE SENIOR BULL CALF

1. KK Sabes Oso Rojo (ET), shown by Kalli Kimble, Kingsbury, Texas
2. DP Mr Gustavo O17G7, shown by Darrell Pitchford, Athens, Texas
3. 777 2022 205 Badger, shown by Erin Kay Daniel, Magnolia, Ark.

EARLY SENIOR BULL CALF

1. Woman Hollerin G57, shown by Horseshoe B Cattle Co., Franklin, Texas
2. Apollo G2/9, shown by Landon Stem, Anderson, Texas
3. PA Rooster Cogburn, Painted Ass Ranch, Seguin, Texas

CHAMPION BULL CALF

3T's Syrus 90I HI, shown by Rocking 3T Ranch and 777 Farms, Blooming Grove, Texas, and Magnolia, Ark.

RESERVE CHAMPION BULL CALF

KK Sabes Oso Rojo (ET), shown by Kalli Kimble, Kingsbury, Texas

LATE SUMMER YEARLING BULL

1. 777 General 97I, shown by Jacklett Farms, Alpharetta, Ga.
2. JLS Ranches Independence I19, shown by Darrell Pitchford, Athens, Texas
3. MR MN 727-9, shown by Darrell Pitchford, Athens, Texas



EARLY SUMMER YEARLING BULL

1. 777 Bear, shown by Caroline Daniel, Magnolia, Ark.
2. HD Dinero, shown by High Definition Cattle Co., Hawkins, Texas

LATE JUNIOR YEARLING BULL

1. SCC Mr Dealer All In 452GI, shown by Stroman Cattle Co., Bryan, Texas
2. Lightening C Thunderstruck, shown by Jessie Coker, Magnolia, Texas
3. Echols Prime Cut, shown by Trey Daniel, Magnolia, Ark.

EARLY JUNIOR YEARLING BULL

1. KK Willy Wonka, shown by Kalli Kimble, Kingsbury, Texas
2. 5-E Pay Day, shown by Circle G Farms, Holden, La.

CHAMPION YEARLING BULL

SCC Mr Dealer All In 452GI, shown by Stroman Cattle Co., Bryan, Texas

RESERVE CHAMPION YEARLING BULL

KK Willy Wonka, shown by Kalli Kimble, Kingsbury, Texas

LATE SENIOR YEARLING BULL

1. Grandview 285 G2 ET, shown by Hollyann Roach, Keller, Texas
2. WHR Master Arnold F43, shown by DMC Farms, Philadelphia, Miss.

EARLY SENIOR YEARLING BULL

LN Sven, shown by Levi Nelson, Krum, Texas

LATE 2-YEAR-OLD BULL

1. Woman Hollerin F33, shown by Horseshoe B Cattle Co., Franklin, Texas
2. 777 Vegas 285 Jack, shown by Caroline Daniel, Magnolia, Ark.

EARLY 2-YEAR-OLD BULL

1. TF 753, shown by Tinney Farms and High Country Farm, Hanceville, Ala., and Jacksonville, Ark.
2. RJ Reload, shown by RJ Ranch, Augusta Ga.

CHAMPION SENIOR BULL

TF 743, shown by Tinney Farms and High Country Farm, Hanceville, Ala., and Jacksonville, Ark.

RESERVE CHAMPION SENIOR BULL

Grandview 285 G2 ET, shown by Hollyann Roach, Keller, Texas

GRAND CHAMPION BULL

TF Prospector, shown by Tinney Farms and High Country Farms, Hanceville, Ala., and Jacksonville, Ark.

RESERVE GRAND CHAMPION BULL

3T's Syrus 90I HI, shown by Rockin 3T Ranch and 777 Farms, Blooming Grove, Texas, and Magnolia, Ark.

BEST OF POLLED BULL

KK Sabes Oso Rojo (ET), shown by Kalli Kimble, Kingsbury, Texas

PRODUCE-OF-DAM

1. Twin Creek 503, shown by Excell Santa Gertrudis, Santa Fe, Texas
2. GV Annie, shown by 777 Farms, Magnolia, Ark.
3. Harding 413, shown by Darrell Pitchford, Athens, Texas

GET-OF-SIRE

1. 3T Syrus, shown by Rockin 3T Ranch, Blooming Grove, Texas
2. 777 Vegas, shown by 777 Farms, Magnolia, Ark.
3. Copperhead 214, shown by Darrell Pitchford, Athens, Texas



STAR 5 FEMALE CLASS 1

1. Lethal, shown by Country Legends Ranch, Waller, Texas
2. Honey, shown by JF Farms, Lake City, Fla.
3. ET Kie O18, shown by Fulton Farms, Denton, Texas

STAR 5 FEMALES CLASS 2

1. ET Charlotte, shown by Fulton Farms, Denton, Texas
2. Libby, shown by Tyler Barlow, Terry, Miss.
3. MTG Fergie, shown by Brittany Kunkel, Poughkeepsie, Ark.

STAR 5 FEMALES CLASS 3

1. Dubois I8-44, shown by Darrell Pitchford, Athens, Texas
2. Miss 777 Gypsy, shown by Caroline Daniel, Magnolia, Ark.
3. MTG Jazzy, shown by Brittany Kunkel, Poughkeepsie, Ark.

GRAND CHAMPION STAR 5 FEMALE

Dubois, shown by Darrell Pitchford, Athens, Texas

RESERVE GRAND CHAMPION STAR 5 FEMALE

ET Charlotte, shown by Fulton Farms, Denton, Texas

2021 NATIONAL SANTA GERTRUDIS SHOW

DEDICATION BURTON MCDANIEL, M.D.

On Feb. 13, 2021, the National Santa Gertrudis Show, held at the Dixie National Livestock Show and Rodeo in Jackson, Miss., was dedicated to the late Dr. Burton McDaniel of MC Ranch in Alpharetta, Ga. Beginning in the early 1990s, Burton, along with his wife, Judy, and their four children – Wes, Ali, Anna and Will – made MC Ranch a mainstay in the Santa Gertrudis breed. With their purchase of foundation female Scarlet 24/9, the 1992 National Champion Female, their herd began an impressive run of national champions, Santa Gertrudis Breeders International (SGBI) High Point winners and SGBI Breeder of the Year five times.

Their success also continued in the junior program, with Wes, Anna and Will all having won Grand Champion Female at the National Junior Santa Gertrudis Show. The children were also very involved in the National Junior Santa Gertrudis Association (NJS GA). Wesley and Will both served as NJS GA presidents, and Wes went on to be SGBI president.

Burton served multiple terms as an SGBI Board member. In Addition, Burton, with the help of Mrs. Ann Upchurch, created the NuGen Program. With SGBI's support, they recreated the Santa Gertrudis breed, beginning with new Shorthorn and Brahman genetics. This project was one of Burton's proudest accomplishments, reaching its pinnacle with the NuGen Foundation Sale in 2015.

In April 2018, the Sunday after the Crimson Classic Sale in which Burton sold cattle, Burton suddenly passed. The SGBI Shows and Exhibits Committee is proud to dedicate the 2021 National Show to Burton McDaniel, MC Ranch and the entire McDaniel family. Since the early 1990s, Burton and his family have been great supporters of not only the show side of the breed, but true friends and family to all Santa Gertrudis breeders and exhibitors. 🐄

Left to right are Gene McCarter, Judy McDaniel and SGBI President Nancy Wunderlich.



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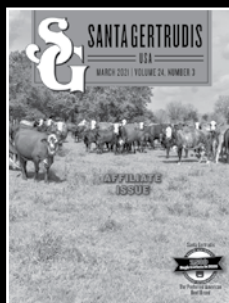
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Champion of the World

By Kelsey Pope, Contributing Writer

A legacy of achievement was culminated when Santa Gertrudis female, Urbanosky's Lagertha, won 2021 National Santa Gertrudis Female at the Dixie National Livestock Show and Rodeo in February. This title came after Lagertha won the Fort Worth Stock Show, San Antonio Stock Show and the Houston Livestock Show and Rodeo, all in a row in 2020.

But Lagertha didn't just win the title of National Champion. She was recently named the 2020 Santa Gertrudis – Miss World Competition Champion, landing her as the top Santa Gertrudis female after competing against other Santa Gertrudis females from around the world. The Miss World Competition is performed for every breed. The cattle chosen to compete submit photos and video, then four judges from around the world vote independently and combine their scores to determine the winner.

She really is ending her career on the top as Champion of the World.

For Jerome Urbanosky, owning and producing cattle had been a goal since he was 15 years old. Not being raised around cattle, Jerome joined FFA and began showing cattle. His heart was set on some day raising Santa Gertrudis cattle.

"Everything about them was better; they were 'the ultimate,'" Jerome recalls.

He later started a herd on his own and was supported by his family, but he made a lot of personal sacrifices to succeed. Today, the family ranch, located near Plantersville, Texas, is home to Jerome and his wife, Jane, and their four grown children – Patti, Cristi, Jerome and Blake – who all live on or near the ranch with their own families.

Urbanosky Ranch is a substantial operation of nearly 300 head and have become innovators of the Santa Gertrudis breed. They were first in the breed to have sexed female semen from their two main herd bulls, Hellacious 750 and Bulletproof 4-30. They were the first breeders to clone a Santa Gertrudis female and have four identical clones to this popular show female, Miss Double TT 230 "Desi." And they were the first Santa Gertrudis breeders to have an online production sale.

"When we have these ideas for the future, we are not trying to be first at anything," Jerome says. "We are just trying to use the technology available to produce the best we can, and the way we do that is to have a plan."

Being goal-oriented and having a plan has served the Urbanoskys well on their road to success. They have raised, shown and sold several showing champions.

"We don't view ourselves as a show cattle producer, we view ourselves as a seedstock producer and some of our cattle are good enough to show," Jerome states.

Involvement in Santa Gertrudis Breeders International (SGBI) has been important to Jerome, SGBI's immediate past president. He is also a recognized judge,



The Urbanosky Family: (l to r) Blake, Cristi, Jane, Jerome, Patti and Jerome III.

Urbanosky Ranch was a stop on the SGBI World Congress 2019. Jerome says their cattle were well received by all attendees.

"Ours were the type of cattle these producers from around the world are trying to achieve themselves in style, type and kind," Jerome discloses. "We were very flattered by that."

Family

Blake Urbanosky sees it as a blessing to have been raised on the ranch surrounded by Santa Gertrudis cattle. Following his older siblings to shows, he got more involved in showing in National Junior Santa Gertrudis Association (NJSGBA) shows and served as NJSGBA president in from 2004 to 2005.

As the Urbanosky siblings got older and could no longer compete on the junior level, they missed the show life and the time together showing as a family.

"In 2006, we decided to go to one show a year, the Houston Livestock Show and Rodeo, and exhibit cattle at the open show together. From that point forward, we grew our open show stock herd," Blake recalls.

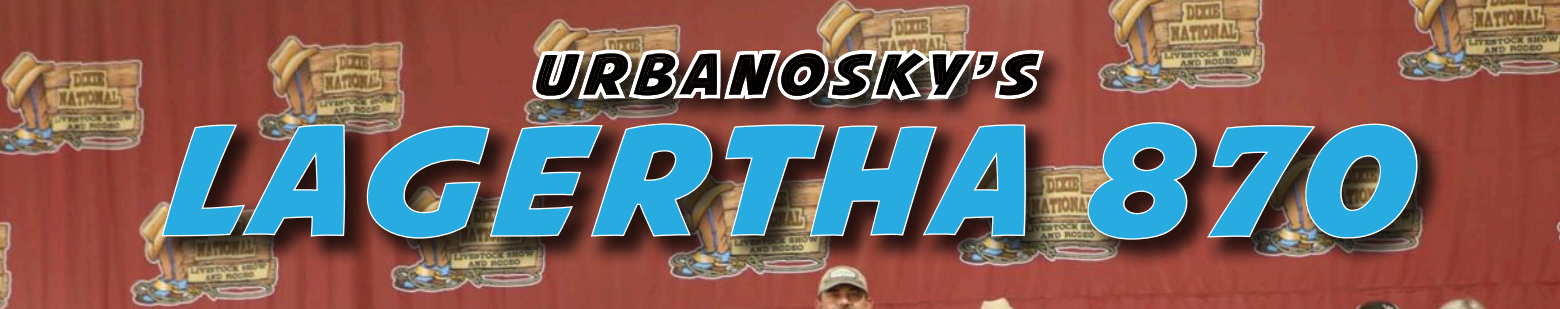
The show family became multi-generational when the Urbanosky grandchildren started showing cattle as well. Getting together and being involved in ranch activities is an important focus for their family.

"We all enjoy evaluating, breeding and raising cattle," Blake adds. "We take a lot of pride and passion in



Champion Santa Gertrudis Female Urbanosky's Lagertha at the 2020 Houston Livestock Show and Rodeo.

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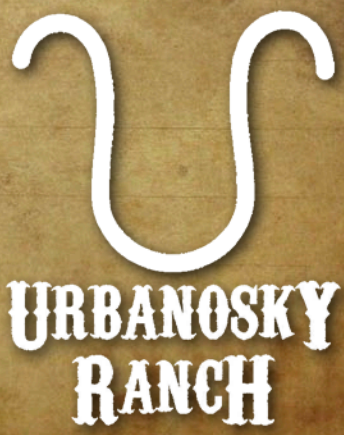


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Whole Herd Reporting

Unlocking Opportunities for Female Selection Tools and More Accurate EPDs

By Troy Rowan, Ph.D., Assistant Professor, Institute of Agriculture Genomics Center for the Advancement of Agriculture, University of Tennessee

Accurately predicting the genetic merit of individuals in beef cattle populations relies on three major factors:

1. **Accurate measurements of economically relevant traits (or correlated indicators).**
2. **Pedigrees (and/or genomic information) that account for relationships between individuals in a genetic evaluation.**
3. **Records on animals with a shared environment and management (contemporary groups).**

Historically, genetic evaluations required only records from animals that were being registered. This meant females that failed to reproduce and calves that were not worthy of registration did not have records at a breed association. Recently, most breed associations have created initiatives or requirements where records are generated for each cow in a herd and her calf, regardless of registration status. This practice is referred to as whole herd reporting (WHR). In practice, whole herd reporting has multiple benefits: the ability to calculate expected progeny differences (EPDs) for heifer pregnancy and cow longevity, unbiased contemporary group calculations for weaning weights and the capacity to account for selection when calculating yearling weights. All these benefits result in more accurate selection tools for seedstock producers and commercial customers alike.

Whole Herd Reporting in Practice

At its core, whole herd reporting relies on maintaining an up-to-date animal “inventory” where every cow in an operation is accounted for annually. Whole herd reporting programs are designed to incentivize phenotypic recording on all individuals, not just those that will go on to be registered. The fee structures of whole herd reporting programs reflect this. Instead of paying a registration fee for each calf that is registered, participants pay an enrollment fee for each female in their inventory (usually about half the cost of a typical registration). Calves born from inventoried females are then eligible for registration at no additional cost, provided all required performance recording obligations are met.

Most breed associations and the Beef Improvement Federation (BIF) guidelines suggest that herds with both spring-

and fall-calving cows divide the two into separate inventories (spring calving from Jan. 1 to June 30 and fall calving from July 1 to Dec. 31). Cows can move between inventories, an action that typically takes place after the previous season’s calf crop is weaned and pregnancy checks are complete, but before the subsequent calving season begins.

For spring-calving cows, an annual reporting period occurs prior to calving, typically in late December or early January. Here, a breeder lists all the animals they will be reporting performance on over the next 12 months. Animal disposals (culls, sales, etc.) and purchases from the previous 12 months are reported at this time. During the subsequent 12 months, each cow in inventory must report either a calf weaning weight or a reason why collecting a calf weaning weight was not possible (loss of calf, loss of dam, failure to produce a calf). This unbiased reporting of cow reproductive status allows us to begin measuring cow reproductive status and longevity.

These are the absolute minimum requirements of whole herd reporting programs industry-wide, but BIF guidelines recommend that producers collect additional performance data on the herd. These include breeding dates (artificial insemination dates or natural service exposure date range), pregnancy status at inventory reporting, calving date and calving ease score for each inventoried female.

Selection Tools Enabled and Improved by Whole Herd Reporting

Whole herd reporting requires a bit more recordkeeping than traditional registration. However, for producers already measuring weaning weights on a portion of their calf crop, these additional records are only marginally more work to collect and can enable the creation of selection tools that advance a breed registry’s genetics much faster and more accurately than current methods allow.

EPDs rely on the ability to routinely measure economically relevant phenotypes or highly correlated indicator traits. This is straightforward to do for phenotypes like weights (birth,

CONTINUED ON PAGE 30 »

CHAMPION GENETICS

THE RESULTS SPEAK FOR THEMSELVES

Miss Lyric

Miss Fergie



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WHOLE HERD REPORTING

CONTINUED FROM PAGE 28

weaning, yearling), but measuring fertility or cow longevity has proven more difficult. Heifer pregnancy rate (the probability that a bull's daughter will conceive as a heifer) and stayability (the probability that a cow will remain productive until at least 6 years old) are two valuable phenotypes that can be measured and predicted. The EPD calculations of all traits benefit from whole herd reporting, but it is absolutely required for stayability and heifer pregnancy!

An example (Figure 1) illustrates why whole herd reporting is essential for collecting accurate heifer pregnancy and stayability measurements. Here, two cows successfully produce a calf each year from ages 2 through 6, which should qualify them as both heifer pregnancy and stayability "successes." However, calves from Cow #2 are not registered in years 1 and 5, classifying her as a "failure" for both phenotypes in a traditional reporting scheme.

Due to its low heritability (0.10 to 0.15) and the timescales on which phenotypes are collected (at least six years), EPD-based selection tools are critical for making genetic progress on cow stayability. The lack of these selection tools has resulted in genetic progress on stayability and fertility lagging most performance traits. Further, we know that stayability is strongly correlated with other economically relevant maternal traits like Milk, Heifer Pregnancy and Udder and Teat Scores (Boldt, 2018). We would also expect that selection for high-stayability females influences other traits that contribute to sustained cow production but are difficult to measure (i.e. health/immune function, rebreeding efficiency, structural soundness). Whole herd reporting is a crucial tool for breeds looking to improve female reproductive performance and longevity.

Whole Herd Reporting and Contemporary Groups

Whole herd reporting also affects the accuracy of EPDs for performance traits. By recording weight records on an entire calf crop, we can maximize the size of contemporary groups. Larger contemporary groups allow us to better account for shared environment and management when calculating EPDs. This makes it easier to determine the variation in phenotype that is due to genetics as opposed to an animal's production environment. Further, reporting only registered animals results in top-performing animals appearing less superior when compared with their peers.

By selectively registering higher performing animals, the contemporary group's reported average weaning weight will be larger than the true average for the entire group. This makes top animals appear closer to average than they actually are, and average animals appear below average. When selectively registering, your top calves aren't being recognized for how superior they actually are!

This can be demonstrated by using a simulated calf crop and changing which calves make up the contemporary group. In the example (Figure 2), the average weaning weight of the Whole Herd's crop (blue distribution) is 500 pounds. For the Registered animals, we randomly chose one-quarter of the animals with weaning weights below 500 pounds to simulate selective registration. This shifts the average weight of the registered calves up to 512 pounds. For a calf with a superior weaning weight (550 pounds), his weaning weight ratio decreases by 3 pounds when he's compared to only the registered animals instead of the whole herd.

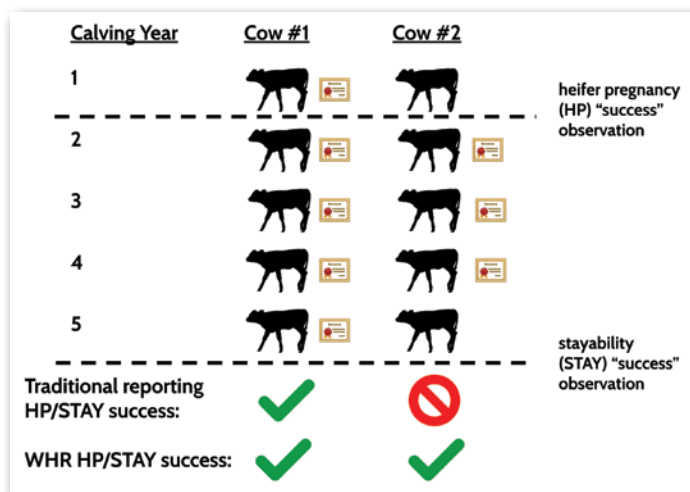


Figure 1. Example of whole herd reporting and its impact on heifer pregnancy and stayability phenotype calculations. Each cow has five calves over the course of our example. A calf's registration status is represented by a certificate to its right. Despite both cows functionally qualifying as heifer pregnancy and stayability "successes," for Cow #2 it would only be observed under a whole herd reporting scheme.

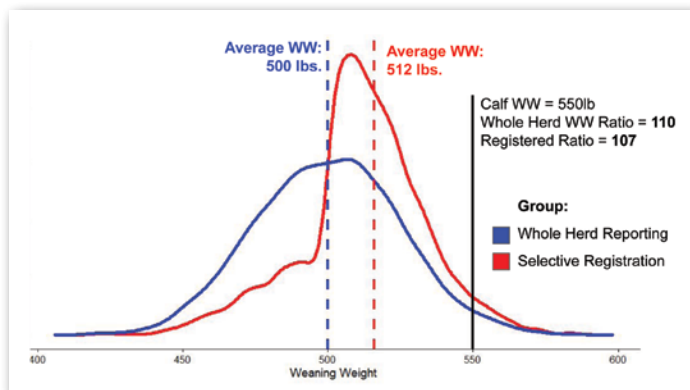


Figure 2. Example of registration-biased weaning weight reporting. Distributions of weaning weights from the same herd representing either the whole calf crop (blue) or only registered animals (red). Average weaning weights are indicated with vertical dashed lines. The black line demonstrates the impact of biased reporting on the weaning weight ratio of an example superior calf under both reporting schemes.

Whole Herd Reporting: A Tool for Breed Improvement

Most major beef breeds in the United States offer a whole herd reporting program that incentivizes or requires unbiased data reporting. By changing the registration cost structure, breeders can participate in whole herd reporting without additional cost and minimal additional work. For growth and performance traits, whole herd reporting generates larger, more accurate contemporary groups. This further increasing EPD accuracy and gives superior calves the recognition that they deserve for superior performance. Whole herd reporting not only improves individual ratios, but helps accelerate genetic progress throughout the breed with more accurate genetic predictions.

As the beef industry continues to place more emphasis on maternal traits and cow longevity, selection tools like stayability EPDs are essential. Selection for these lowly heritability traits is virtually impossible without whole herd reporting. With small changes to recordkeeping procedures, breeds and breeders can further accelerate genetic progress through whole herd reporting. 🐄

2021 NATIONAL JUNIOR SANTA GERTRUDIS SHOW

JUNE 19-26, 2021 • Texarkana, Ark.



G•E•R•T•S WILL BE THERE FOR YOU

Planning is underway for the 2021 National Junior Santa Gertrudis Show (NJS GS), June 19-26 in Texarkana, Ark.

The annual NJS GS is the highlight event for National Junior Santa Gertrudis Association (NJS GA) families. More than 1,000 junior members, their families and sponsors attend the NJS GS each year where youth showmen exhibit more than 600 head of cattle. In addition to the cattle show, junior members compete in a variety of leadership contests during the week-long event that promote personal

Sponsorship Opportunities

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Texarkana, AR 71854
(870) 216-2000

development and agricultural excellence. Juniors also have opportunities to compete for scholarships as well as NJS GA leadership positions.

Several sponsorship opportunities are available that will allow you and your company to support Santa Gertrudis junior members and their families. If your organization is interested in becoming a part of this vibrant youth activity, securing a sponsorship agreement or learning more about opportunities with the 2021 NJS GS, contact Suzanne Fulton at (940) 368-7630 or esterry@hotmail.com. 📧

Congrats to Our 2021 National Show Winners



Grandview 285G2

We also congratulate Crosswinds Ranch and the Roach Family on showing Grandview 285G2, the **RESERVE NATIONAL SENIOR CHAMPION BULL** and **RESERVE GRAND CHAMPION** at the 2021 Cattlemen's Congress.

Sired by 777 Vegas; his dam is National Champion Miss Grandview Annie.

Miss Grandview G038

Congratulations to Gracey Pitchford and the Pitchford family on showing Miss Grandview G038, the **NATIONAL CALF CHAMPION** and **RESERVE NATIONAL CHAMPION FEMALE**. She was also named the 2020-2021 **SGBI HIGH POINT FEMALE**.

Sired by Roberto 915C4; her dam is Miss Grandview 5121, a Red Hot 4010 granddaughter.



Grandview Farms

Hamilton, AL

OWNERS: Delmo & Wilmoth Payne
CELL PHONE: (205) 468-5319
EMAIL: delmo.payne@gmail.com

WEBSITE: grandviewfarm.biz
MANAGER: Brent Shaw, (205) 412-5761
HERDSMAN: Seth Holmes, (205) 412-7053

Look For Our Consignments!

CRIMSON CLASSIC

April 24, 2021
Cullman, Ala.

Prospector

Named National Champion

By Hannah Gill, Contributing Writer

For years, Tinney Farms, Hanceville, Ala., has been working to combine both performance and phenotype in their Santa Gertrudis herd. In TF Prospector 753, they, along with part owners High Country Farms, Jacksonville, Ark., found a gold mine when he was named the National Champion Bull in February.

Prospector is the result of pairing a high-carcass bull, KR 97/10 from the King Ranch, and a Tinney Farms female, whose pedigree boasts Hatchet 150, a bull that Tinney Farms Manager Arlin Taylor says is definitely the best bull the farm has ever raised. Even as a calf out in the pasture, Taylor says Prospector always had the ability to catch someone's passing eye.

"A lot of our genetics are based out of Hatchet 150," Taylor says, adding that the farm won 21 consecutive shows with him, including a national championship in 1998. He was an expected progeny difference (EPD) trait leader and his progeny have been excelling in feed efficiency and profitability, traits that certainly were passed to Prospector.

Since the 1980s when Howard Tinney founded the farm, they have strived for excellence, putting together livestock from top breeders throughout the country. Their cow herd is based on two main sires that Tinney acquired: Bosque 8/5, purchased from El Colina Ranches, and Chapparosa 259, purchased from the Chapparosa Ranch. In the 1990s, Tinney realized the farm could use the show ring as an important part of their marketing program and, in 1992, won their first national championship titles with both M.C. Hammer and Miss Reno. Since then, the farm has won 17 championship titles, including Prospector's most recent win.

"We've had a very successful show career at Tinney Farms," Taylor says. "And we use that show ring to get our cattle out in the public eye and really help to promote our genetics."

In the past five years, the farm has been working hard, using genomic testing to add both carcass value and phenotype to their cattle to work not only in the show ring, but also in the seedstock and commercial cattle industries.

"With high-carcass, high-marbling animals, you tend to lose a lot of that growth," Taylor says. "You lose a lot of bone and things like that, but there are a lot of cattle that can help along those lines of keeping that eye-appealing animal. We feel pretty comfortable with the phenotype of our cattle, so injecting some really high-performing, top-of-the-breed performance-type cattle as far

as carcass quality, it's really been working. Prospector is a product of that."

And Prospector certainly puts it all together, exhibiting seven traits in the breed's top 15 percent, including marbling in the top two percent with a ribeye area (REA) of 14.10 and percent intramuscular fat (%IMF) of 4.16.

"We were the first in the Santa Gertrudis breed to be 100 percent genomic tested," Taylor adds. Now, with multiple generations having been genomic tested, the process of identifying traits has become very accurate. "We've got cows just like everybody in the cattle business – some that are desirable and some that are not – but the thing about genomic testing and selective breeding and all the genomic EPDs is the accuracy level."

Through ultrasounding over the last five years, Taylor says he has seen a big improvement in the herd's averages as far as %IMF, REA and growth.

"We went from an average IMF of 3.2 percent to the last group we did that was nearly 4.7," he says. "We've worked a little bit on growth, we had some cattle that were too big, so you know, sizing them down by EPD breeding has been working. So just by breeding off the genomics and breeding cattle that are proven has made a huge difference in a short time."

Before Prospector began his show career, which also consists of back-to-back championships at the North American International Livestock Expo in Louisville, Ky., Taylor included the bull in one of the gain tests that the ranch conducts where, of course, he excelled.

"We're about to do a semen push and we've sold some semen on the bull already," Taylor says. "Now we're just getting ready to start marketing him and getting him in the pasture and letting him do what a bull does." 🐮



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10-straw minimum.**

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djrichmd@gmail.com

TF PROSPECTOR #20181333

2021 National Grand Champion Bull

Sired by King Ranch 97/10 and out of a Tinney Farms Copperhead-bred dam, Prospector offers 5 traits in the Top 10%, including Marbling. Prospector topped off his show career when he was named 2021 National Grand Champion Bull. This powerful bull will be on display at the Crimson Classic Sale, April 24, 2021, in Cullman, Ala. Semen will be available for pick up at the sale.



*Thank You to AVR Marketing & Promotion,
David Alderson and Darren Richmond
for putting Prospector in the winner's circle!*

	SC	BW	WW	YW	MILK	TMAT	HCW	FAT	MARB	REA	TEND
EPD	0.22	1.41	13.69	23.50	-9.18	-2.33	6.96	-0.002	0.06	0.09	0.00
Accuracy	0.36	0.40	0.46	0.34	0.30	–	0.32	0.41	0.38	0.28	0.23
Rank	85	95	10	3	99	–	10	25	10	5	35

TINNEY FARMS

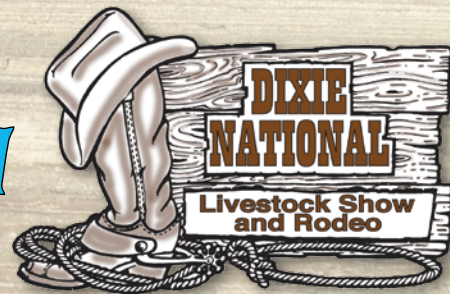
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Arlin Taylor, Manager • (256) 507-3838
www.tinneyfarms.com



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2021 NATIONAL SANTA GERTRUDIS SHOW



SEE YOU NEXT YEAR!





An Amazing Opportunity! CRIMSON CLASSIC

April 24, 2021 • Cullman, Ala.



1ST CALF HEIFER AND ROBERTO 915C6 DAUGHTER

Miss Grandview 862 ☆ #20182496

This young donor prospect has 4 traits in the breeds TOP 5% including Marbling! Moderate, feminine and well-balanced, with a strong topline and a beautiful udder.

Cow sells exposed to 2021 National Grand Champion Bull, **TF PROSPECTOR** (#20181333). Don't miss this opportunity to purchase a donor cow and your next herd sire!



NOW FOR THE BONUS!

What a bull calf at her side (#20206324)! Tremendous natural muscling with a clean sheath and bred in performance. Sired by Grandview Farm 828; DOB: 11/5/20.

Thank you and good luck to all the purchasers of the Circle A Farm herd!

Tinney Farms • Grandview Farm • Windcrest Farm
Nolan and Emily Taylor • Red View Farm • Crosswinds Ranch
Stegall Farm • Ron and Barb Moeller • Mattingly Farm
Scott Jolly • Kersey Colley Farm

Circle A Farm

David & Elaine Alderson
Williamsport, Tenn.
(931) 682-2527 • Cell (931) 446-2527
dhealderson@gmail.com



2020-2021

SGBI FINAL POINT STANDINGS

HEIFER CALF

Miss Grandview G038, Gracey Pitchford, Athens, Texas	41
DP Gracelyn 017G3, Gracey Pitchford, Athens, Texas	20
KK Tallulah's Tanji, Kalli Kimble, Kingsbury, Texas	14

YEARLING HEIFER

Rafter Z Topanga Lynn, Laura Zibilski, Burton, Texas	21
Urbanosky's Versace 9/42, Demi Harrington, Plantersville, Texas	15
Miss Fergie, Karli Buggs, Sarcoxie, Mo.	14

SENIOR FEMALE

Urbanosky's Lagertha, Demi Harrington, Plantersville, Texas	22
Top Shelf Hot Toddy, B Square Ranch, Timpson, Texas	22
Miss Double TT 2448, Chad Coker, Magnolia, Texas	17
XL's River Dahila 888, Excell Santa Gertrudis, Houston, Texas	13

OVERALL FEMALE

Miss Grandview G038, Gracey Pitchford, Athens, Texas	41
Urbanosky's Lagertha, Demi Harrington, Plantersville, Texas	22
Top Shelf Hot Toddy, B Square Ranch, Timpson, Texas	22
Rafter Z Topanga Lynn, Laura Zibilski, Burton, Texas	21

POLLED FEMALE

Miss Grandview G038, Gracey Pitchford, Athens, Texas	2
Urbanosky's Lagertha, Demi Harrington, Plantersville, Texas	2

STAR 5 FEMALE

Dubois 18/44, Gracey Pitchford, Athens, Texas	8
TOCR Jade, Laura Zibilski, Burton, Texas	6

BULL CALF

3T's Golden Boy 901H1, Rockin 3T Ranch, Ennis, Texas and 777 Farms, Magnolia, Ark.	51
Woman Hollerin G57, Horse Shoe B Cattle Co., Franklin, Texas	13

YEARLING BULL

SCC All In 452G, Stroman Cattle Co., Bryan, Texas	38
KK Willy Wonka, Kalli Kimble, Kingsbury, Texas	20
WR Woadie 220, Gracey Pitchford, Athens, Texas	17

SENIOR BULL

TF Prospector, Tinney Farms, Hanceville, Ala. and High Country Farm, Jacksonville, Ark.	32
Rockin 3T Creed, M6 and Greeson Farm, Rice, Texas	29
Grandview 285G2, Crosswinds Ranch, Keller, Texas	25

OVERALL BULL

3T's Golden Boy 901H1, Rockin 3T Ranch, Ennis, Texas and 777 Farms, Magnolia, Ark.	51
SCC All In 452G1, Stroman Cattle Co., Bryan, TX	38
TF Prospector, Tinney Farms, Hanceville, Ala. and High Country Farm, Jacksonville, Ark.	32
Rockin 3T Creed, M6 and Greeson Farm, Rice, Texas	29

BEST OF POLLED BULL

KK Sabes Oso Rojo, Kalli Kimble, Kingsbury, Texas	3
WR Woadie 220, Gracey Pitchford, Athens, Texas	3

GET OF SIRE

Rockin 3T Syrus, Rockin 3T Ranch, Ennis, Texas	
--	--

PRODUCE OF DAM

Twin Creek 503, Excell Santa Gertrudis, Houston, Texas	
--	--

SIRE OF THE YEAR

Rockin 3T Syrus, Rockin 3T Ranch, Ennis, Texas	
--	--

DAM OF THE YEAR

Miss Grandview Annie, 777 Farms, Magnolia, Ark.	
---	--

MISS GRANDVIEW G038



HIGH POINT
OVERALL FEMALE
HEIFER CALF AND
POLLED FEMALE

RAFTER Z TOPANGA LYNN



HIGH POINT
YEARLING HEIFER

URBANOSKY'S LAGERTHA



HIGH POINT
SENIOR FEMALE
POLLED FEMALE
RUNNER-UP
OVERALL FEMALE

TIE

TOP SHELF/HOT TODDY



TIE

**HIGH POINT
SENIOR FEMALE
RUNNER-UP
OVERALL FEMALE**

DUBOIS 18/44



**HIGH POINT
STAR S FEMALE**

3T'S GOLDEN BOY 901H1



**HIGH POINT
OVERALL BULL AND
BULL CALF**

WR WOADIE 220



TIE

**HIGH POINT
BEST OF POLLED BULL**

KK SABES OSO ROJO



**HIGH POINT
BEST OF POLLED BULL**

SCC ALL IN 452G



**HIGH POINT
YEARLING BULL**

TF PROSPECTOR



**HIGH POINT
SENIOR BULL**

EXHIBITOR OF THE YEAR

Gracey Pitchford, Athens, Texas

BREEDER OF THE YEAR

777 Farms, Magnolia, Ark.

SGBI

Member News

Congratulations to Gracey Pitchford, Athens, Texas, for exhibiting the Champion Santa Gertrudis Heifer and the Reserve Champion American Heifer at the Cowgirls in Cowtown event held in Fort Worth, Texas, in January. Miss Grandview G038 was bred by Grandview Farms, Hamilton, Ala. 🐄



CHAMPION OF THE WORLD

CONTINUED FROM PAGE 26

wanting to produce the best cattle we can. We know that people have different opinions and visions of cattle. We value cattle that are stout, functional, productive and built for the long haul.”

Off the ranch, Jerome has owned an employment agency in Houston for nearly 20 years. After graduating from Texas A&M in 2008, Blake started working in the oil and gas industry where they are one of the leading manufacturers of oil and gas components for all parts of the world. Even with his fulltime job, Blake and his wife, Danielle, and son, Luke, find a lot of joy being around the cattle and are grateful to live on the ranch near family.

Raising a Champion

Raising and showing Lagertha has been a dream. Lagertha’s dam, Layla, is a former show female herself, a combination out of both of Urbanosky’s famous bulls, Hellacious 750 and Bulletproof 4-30. They looked for an out-cross bull to breed to Layla and other show females.

“I picked out a few bulls to evaluate, but I kept going back to Hef-A-

Nizer 86/9, a bull raised by Connors State College, Muskogee, Okla., and owned in conjunction with Rance and Kathy Reynolds, Reynolds Prairie View Farms,” Blake says.

When the heifer calf out of Layla and Hef-A-Nizer was born, they knew she was extraordinary.

“Layla was always very special, the queen of the group, so we named her calf Lagertha after a legendary Viking queen,” Jerome adds.

Granddaughter, Demi Harrington, began showing Lagertha and had a lot of success.

“Demi has won more showmanship contests than our cattle have won livestock shows,” Jerome says. “When she takes an animal in the show ring, it gives us a big advantage.”

When it came to the National Show this year, it was no surprise to Jerome that the two females shown by Demi had won champion in their division: Yearling Champion, Versace; and Senior Champion, Lagertha. Grandson, Landon Stem, showed Versace in the final drive while Demi showed Lagertha.

“When you have two out of the three in the championship drive, that’s an overwhelming satisfaction on our part

that our cattle are that successful,” Jerome declares. “It’s really hard to win, and when you have that many winners at that level, it’s quite humbling.”

Lagertha is retired now and on the path to raise more national champions. Blake had a genetic preservation made of her in the case they decide to clone her. As a productive 3-year-old female with a yearling daughter already, Lagertha will soon calve to last year’s National Champion Bull, C-P Copperhead 915C4.

“I wanted to breed Lagertha to the best Santa Gertrudis that I felt would fit her type and kind. Copperhead represented a lot of things I really like,” Blake says. “The calf she will have soon will be out of a National Champion Bull and National Champion Female. I hope we can keep breeding her so she can outproduce herself.” The Urbanoskys plan to have her flushed for embryos in the future.

The achievement earned by Urbanosky Ranch is a tribute to the family for their perseverance and dedication to the breed.

“Having this success means a whole lot to our family,” Jerome reflects. “It’s been a lifelong pursuit and I’m overwhelmingly proud of Lagertha.” 🐄

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- ▶ 11,000+ genotypes in SGBI data set – one of the largest for a *Bos indicus*-influenced breed.
- ▶ Full range of growth and carcass EPDs = targeted selection and genetic progress.

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- ▶ Produce crossbred commercial females sought by cattlemen everywhere.
- ▶ Adds profitable heterosis to any production system.
- ▶ On-test gains of 3.5+ lb. ADG = efficiency, profit.
- ▶ Adaptability, heat and parasite tolerance, disease resistance and increased longevity = more profit.
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