



SANTA GERTRUDIS

USA

AUGUST 2022 | VOLUME 25, NUMBER 8



Santa Gertrudis

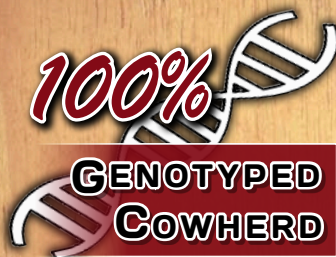
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Gene Kubecka
979-240-5311

Daniel Kubecka
979-240-5312

SGBI Herd #621, established 1954

SS

SANTA GERTRUDIS USA

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ON THE COVER

Kaymin Pledger, Timpon, Texas, exhibits her heifer ES Strawberry Shortcake at the 2022 National Junior Santa Gertrudis Show in Texarkana, Ark. Photo by Kalie Stone.

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Trail Talk

EXECUTIVE DIRECTOR'S REPORT

By Webb D. Fields

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

Baseball, summer vacations, fireworks, water activities and heat – all hallmarks of summer. While I enjoy summer's slower pace where you get to enjoy family time a little more, each year seems a little hotter and drier than the last. Hopefully by the time this report reaches you, you have received some relief from the hot, dry summer that most of us have been experiencing and are well on your way to securing enough forage for the winter that will undoubtedly be upon us, although it seems a long way away with these 100-degree days.

Luckily, there has been plenty of office work to keep us busy within the comfort of the air conditioning at Santa Gertrudis Breeders International. One exciting thing we've been working on is the genetic sale that will be hosted by the Santa Gertrudis Foundation. This sale will be hosted online Aug. 31-Sept. 2 and will feature some of the breed's most elite genetics. All proceeds generated from the sale will be tax incentivized for the donors, and the funds will go to support the foundation's various efforts.

The Santa Gertrudis Foundation supports research with university groups and others to gain more knowledge on how Santa Gertrudis genetics can excel in the marketplace to ultimately gain more market share for the breed. If you are interested in donating genetics to the sale, please reach out to me or Santa Gertrudis Foundation Chair Yancey Strait. We will also have more details available in the days to come if you are interested in buying some breed-leading genetics that will also help support the board's efforts toward breed growth.

Another recent venture was the 2022 National Junior Santa Gertrudis Show. This event was held in Texarkana, Ark., and was another extremely positive event for our youth. Not only was there an incredible turnout, but the participation among our youth members was outstanding. I cannot say enough about our Vice President of Youth Activities Suzanne Fulton, her entire supporting staff on the

committee and others, along with the junior board for putting on such a well-run and attended event.

I have told my personal story about junior nationals annually because I think it's worth noting just how powerful these organizations are for young people. I grew up through a youth breed association similar to the National Junior Santa Gertrudis Association. When I first started showing and getting involved in leadership activities, I was extremely shy, quiet and had a hard time with contests such as public speaking and sales talk and just socializing in general. Year after year however, my family attended these

events that allowed me to continue to push myself into situations that made me communicate. As a competitive person from a competitive family, every year I worked on my ability to thrive not only in the cattle show itself, but all contests involved in the youth organization. Through a lot of hard work and help from friends that were made along the way, I was able not only to achieve a personal goal of being the high individual overall, but I also ended up leading that national organization as junior board president.

I am a firm believer that my success would not have been possible without the annual leadership training that these contests provide for our youth. My involvement not only helped me end up in a leadership role as a youth, but I also feel confident I would not be able to be your executive director today without growing up in this manner. With that said, if you are one of our junior members, or a parent of one, get involved. Make sure you take full advantage of this junior association. There is no telling where it might lead you! 🐾

SGBI

Committee Reports

Santa Gertrudis Breeders International's (SGBI) many committees continue to make progress on the goals set by their committee members. SGBI members are encouraged to contact committee members with their questions, ideas and suggestions.

Shows & Exhibits Committee – Tanya Bram, Chair

Hello, all. We hope everyone is having a great summer and finding ways to beat the heat.

The June Shows & Exhibits Committee meeting was held in Texarkana on June 22 during the National Junior Santa Gertrudis Show. The meeting went well and covered a lot of ground, in my opinion. Topics covered included:

- 2022 National Open Show report
- End-of-year awards and nomination dues
- Fundraising for end-of-year awards
- New STAR 5 class breaks for open shows
- Approved judges list amendments
- Amendments to open show rules (still to be discussed and approved)

As of right now, the next committee meeting is scheduled for October during the State Fair of Texas. Last, we would like to thank all committee members for their time and participation. As always, if you have any questions or concerns, feel free to reach out to a committee representative.

Sales & Marketing Committee – Kade Thigpen, Chair

Our June Marketing Meeting was held via Zoom on June 16.

Our meeting began with an overview from BluePrint Media on where SGBI is advertising and what ads we are using. The committee voted that we look into

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ALABAMA CONNECTION SALE



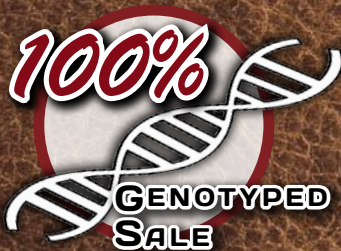
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11:00 a.m.

October 1, 2022

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PRESIDENT'S LETTER

By Gene Kubecka

(979) 240-5311 | wendtranches@hotmail.com



Writing this month's message challenges me to express something that is very hard to put my mind around. Please pray for all of our fellow Americans who have been affected by the senseless loss of life over the past few months.

I was not able to attend last year's National Junior Santa Gertrudis Show (NJS GS), but I have to say this year made up for it. I have been involved with this annual event since its inception in 1978. Our junior members sure made us breeders proud with another great show. The quality of heifers exhibited in all classes runs deep and I mean really deep! Even in the late classes (cow-calf pairs), the ring is full of quality animals. We all know how difficult it is to get these heifers bred and on time with being on the show road. Then, for the most part, the calves at side are stellar ones.

Congratulations to all the junior exhibitors, parents, vocational ag instructors, 4-H leaders, the junior national board and the Youth Activities Committee on a job well done. Next year's show will be held in Gonzales, Texas. If you have not attended a NJS GS and have not had the opportunity to see what all goes on, it would be a real treat for you. Not only do the juniors show their cattle, they also compete in various contests, including public speaking, cattle judging, sales talk, brain bowl and numerous other competitions.

Each month there are activities throughout our country that evolves our breed of cattle. If I cannot be at these events, I encourage directors from those areas to attend and give updated reports on what is happening, not only in the breed but also the beef industry.

The committees continue to be very active and are bringing new ideas to the table to keep our breed on the forefront of industry innovation. You can find the latest committee reports on page 6.

Dues and membership renewals continue to come into the office. We have had some issues with DigitalBeef data runs regarding the parameters they were given but, hopefully, that has been corrected and we will see an improvement on our July run.

Congratulations to David Alderson and Darrell Pitchford on their election to the association's board of directors to fill the two empty seats. I look forward to working with them.

I'll close with some exciting news with respect to the Genetic Merit Pricing Task Force that a number of breeds are involved in. As president of your association, I will do everything possible to make sure Santa Gertrudis Breeders International has a seat at this table. Additional information will be forthcoming.

Until next time, let's do great things together! 🤝

SGBI COMMITTEE REPORTS

CONTINUED FROM PAGE 6

more ad options with BluePrint so that we can use more specific marketing toward different sectors in the industry.

The committee also voted to look into the TikTok social media platform as a marketing option, due to the platform's continued growth in popularity.

Overall, the meeting was filled with great discussion on getting the most out of our marketing and ways to market creatively. Be on the lookout for ways to "Share Santa Gertrudis," especially on social media, so the association's posts can get more reach to more potential customers for our breeders. We look forward to better telling the Santa Gertrudis story to the world.

Editor's Note: A list of SGBI's committees and their committee members was included in the June issue of Santa Gertrudis USA. A listing can also be found on the association's website, <https://santagertrudis.com/sgbi/committees>. 📄

SGBI OFFICERS OF THE BOARD

PRESIDENT Gene Kubecka

PRESIDENT ELECT Adolfo Sanchez

SECRETARY/TREASURER Nolan Taylor

BREED IMPROVEMENT Adolfo Sanchez

LONG RANGE PLANNING Amber Robertson

MARKETING & PROMOTION Kade Thigpen

MEMBERSHIP Craig Lopossa

YOUTH ACTIVITIES Suzanne Fulton

SGBI BOARD OF DIRECTORS BY REGION

WESTERN REGION

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Arlin Taylor (Ala.)

Tinney Farms
(256) 507-3838 | arlin.taylor@bhamfast.com

Jamie Daniel (La.)

777 Farms
(870) 904-3070 | triple7farms@gmail.com

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District 1 – Adolfo Sanchez (N.M.)

Red Doc Farm
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District 2 – Darrell Pitchford (Texas)

Pitchford Cattle Services
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District 3 – Amber Robertson (La.)

Running R Cattle
(337) 377-9720 | runningrcattle@yahoo.com

District 4 – David Alderson (Tenn.)

Circle A Farm
(931) 682-2527 | elaine@mtbj.net

District 5 – Mickey Bowman (N.C.)

Rockin B Farm
(336) 669-5771 | rockinbrowdyrooster@yahoo.com

District 6 – Nolan Taylor (Ky.)

WindCrest Farm
(270) 734-1670 | nolantaylor18@gmail.com

SANTA GERTRUDIS DISTRICT VI BREEDERS



29TH ANNUAL

DISTRICT 6

Haltered Heifer Show & Sale

Haltered open heifers • Bred heifers • Pairs

Sept. 16-17, 2022

Harrison County Fair Grounds

CORYDON, INDIANA



Larry Osborne Memorial SGBI Point Show

Sept. 16 • noon • Judge: Cash Brincefield

Contact Darren Richmond to enter
djrichmd@gmail.com or 423.364.9281

Deadline: Sept. 1, 2022



Thank you to all our Santa Gertrudis friends
and breeders for your support and kind
words after dad's passing.

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bud@cbarcranch.net
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OSBORNE LIVESTOCK
Todd, Donna, Dalton & Ashley Osborne
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Parker Farms
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Santa Gertrudis Cattle
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ginny2@irtc.net

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WindCrest Farm
John & Nolan Taylor
REGISTERED SANTA GERTRUDIS CATTLE
Gertguys@NCTC.com • Windcrest@nctc.com
1238 Claggett Rd. (270) 734-1670
Leitchfield, Ky. 42754 Herd No. 1431

SANTA GERTRUDIS *Calendar*

AUGUST

30 Wendt Ranches Partners Online Baby Doll Sale, sconlinesales.com

31-Sept. 2 Elite Embryo Sale, dvauction.com

SEPTEMBER

10 Southern Harvest Sale, Effie, La.

16-17 District 6 Haltered Heifer Show & Sale, Corydon, Ind.

24 Breeders of the Carolinas Association Field Day, Clayton, N.C.

OCTOBER

1 Alabama Connection Sale, Hanceville, Ala.

11 Swags to Riches Show Heifer & Bull Sale, sconlinesales.com

14-15 Strait-Hefte Tried & True Production Sale, Streetman, Texas

21 Briggs Ranches Bull & Commercial Female Sale, Victoria, Texas

22 Tri-Star Santa Gertrudis Sale, Bloomington, Texas

NOVEMBER

5 Mt. Laurel Classic Sale, Calhoun, Ga.

11-12 Quail Valley Farms Bull & Female Sale, Oneota, Ala.

19 South Texas Heritage Sale, Robstown, Texas

2023

FEBRUARY

10 Banners & Buckles Sale, Jackson, Miss.

MARCH

18 Bluebonnet Classic Sale, Bloomington, Texas

23 Texas Alliance Sale, Bloomington, Texas

25 Purple Reign Sale II, Magnolia, Ark.

31 Elite Cut Female Sale, Bosque, N.M.

JUNE

18-24 2023 National Junior Santa Gertrudis Show, Gonzales, Texas

REGISTRATIONS, STAR 5 RECORDINGS AND TRANSFERS BY DISTRICT

JUNE 2022

ACTIVE MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	26	19	0	104
2	215	21	0	78
3	21	8	0	9
4	14	2	0	110
5	17	2	0	10
6	29	1	0	6

JUNIOR MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	36	61	0	32
2	0	1	0	0
3	2	3	0	2
4	0	0	0	0
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 WELCOMES

New Members

Active Members

Jacob Loden, Hockley, Texas
Romero's Cattle, Winnie, Texas
Short Farms, Franklin, Texas
David Joe Branch, Rayville, La.
Flying Double A Farms, Danielsville, Ga.
Backwoods Cattle Co., Oldfield, Mo.

Commercial Members

Madilynn Mallard, Denton, Texas
Donnie Johnson, Hillsboro, Ala.
Loong Chow Farm, Suphan Buri, Thailand

Junior Members

Brady Hudler, Brownsboro, Texas
Caden Fletcher, Scurry, Texas
Caleb Martin, Grand Saline, Texas
Hailey Posey, Kilgore, Texas
Logan Larue, Kaufman, Texas
Maggie Flemens, Como, Texas
Travis Stewart, Scurry, Texas
Vivian Vinzant, Frankston, Texas
Bellari Moyer, Longview, Texas
Alayna Harkey, Concord, N.C.
Alexis Martini, Concord, N.C.

SGBI

Need to Know

Special Election Results

This past spring, Santa Gertrudis Breeders International (SGBI) called for nominations for two vacant, unexpired At-Large district seats in District 2 and District 4 on SGBI's Board of Directors. The District 2 seat is a two-year term and the District 4 seat is a one-year term.

Following the election process, we are pleased to announce these two board seats have been filled. Darrell Pitchford of Athens, Texas, will represent District 2 by filling the open seat on the board of directors. Likewise, David Alderson of Williamsport, Tenn., will once again sit on the board of directors as the new representative in District 4.

"We are excited to once again seat a full board," SGBI Executive Director Webb Fields says. "This year's board

has been very active with lofty goals in mind, and adding to this already great group with two seasoned veterans like Darrell and David only enhances our ability to progress the breed forward." 🐄

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Santa Gertrudis
STAR 5

Ridge Point Ranch

Mark & Dixie Clay
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(601) 573-0204 • dixieclay@att.net
Herd No. 1541

Rockin B Farm

SANTA GERTRUDIS
Mickey & Josh Bowman
Staley, N.C.
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Herd No. 13517

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(936) 222-1164
kim.peppercorn@yahoo.com



VZ Cattle

Scott & Tracy Van Zile
New Boston, Texas 75570
(903) 908-2910 or
(903) 908-2239
vzcattle@gmail.com



SANTA GERTRUDIS *Production*

THE BEEF INDUSTRY NEEDS BOTH LARGE AND SMALL PROCESSORS

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



As a result of the COVID-19 pandemic there has been a big push by federal, state and local entities to increase the number of small/local livestock meat-processing plants. There is a tremendous increase in demand for “buy local” options and a willingness to support smaller livestock producers and retail outlets. Increased interest in agriculture is a great thing for all farmers and ranchers, of any size. It provides a venue for

everybody to share stories concerning production agriculture, including grains, vegetables, honey, eggs and poultry, and livestock.

There are many challenges for any “new,” smaller, beef processing facilities, no matter if it is a newly constructed facility, a refurbished facility or simply dusting off the cobwebs from a former business. The largest challenge is a steady and constant supply of good and consistent fat cattle, and a returning retail customer base. For a business to remain profitable it needs a product to sell and someone to purchase it. If this interest in “buy local” is sustainable, then we are halfway there.

Whether it is a custom-processing plant or a custom/commercial combination beef-processing facility, with or without a retail meat market, these folks need a steady supply of beef cattle to process daily, weekly or year-round. This means more than just the annual 4-H/FFA steer projects purchased by relatives. All retail beef must have the slaughter process inspected by either the state’s department of agriculture or the U.S. Department of Agriculture.

Another serious issue for small processors is the inability to market the carcass “drop” (head, hide, digestive organs, tongue, organs and tallow), which amounts to approximately \$150 to \$200 per head for a large beef packer. This added income is enough to cover the cost of animal processing. Smaller beef processors may only generate upwards of \$50 per head from carcass drop. Adding insult to injury, the small processors may need to pay a company to haul away most of this carcass offal, ranging from \$200/55-gallon drum to about \$2,500 per week for a busy week of beef processing. Small and large beef processors alike have daily expenses associated with electricity, water use and labor. Daily electricity and labor costs in small processing facilities will occur regardless, with or without animals to process.

One last challenge for small or custom beef processors is customer education. Often, when new customers pick up their half, quarter or entire “beef,” it involves a second stop at the local big box store to purchase an additional freezer. These new customers simply do not know how much beef is in a 1,300-plus-pound steer carcass. This begs the question, “Will retail consumers be willing to pay for freezer locker storage space?”

You will have to be older than 60 to remember freezer lockers, which were typically located in or near a small processing plant or meat market. Think of it as a U-Store-It business, only much colder. Moreover, small processors need to limit the types of retail products to about eight (just like chain grocery stores) per beef carcass, including ground beef. Most new customers do not know how to cook or prepare many “old-school” beef retail pieces. Thus, just grind it.

If you are fortunate enough to have an existing or new small processor in your region, consider yourself lucky. Take a moment and buy the owner a cup of coffee and ask them if there is anything you as a local beef cattle producer (seed-stock or commercial) can do to help them succeed, flourish and become a sustainable enterprise.

Like it or not, we need the major beef processors. It takes their economies of scale, efficiency and established markets to process and distribute the 25 to 27 billion pounds of retail beef products that the U.S. cow herd produces annually. This enormous task helps us all stay in the beef cattle business. Without them, many of us would just have an expensive beef cattle hobby. 🍴



Photo from Tri-State Livestock News

LA CAMPANA RANCH

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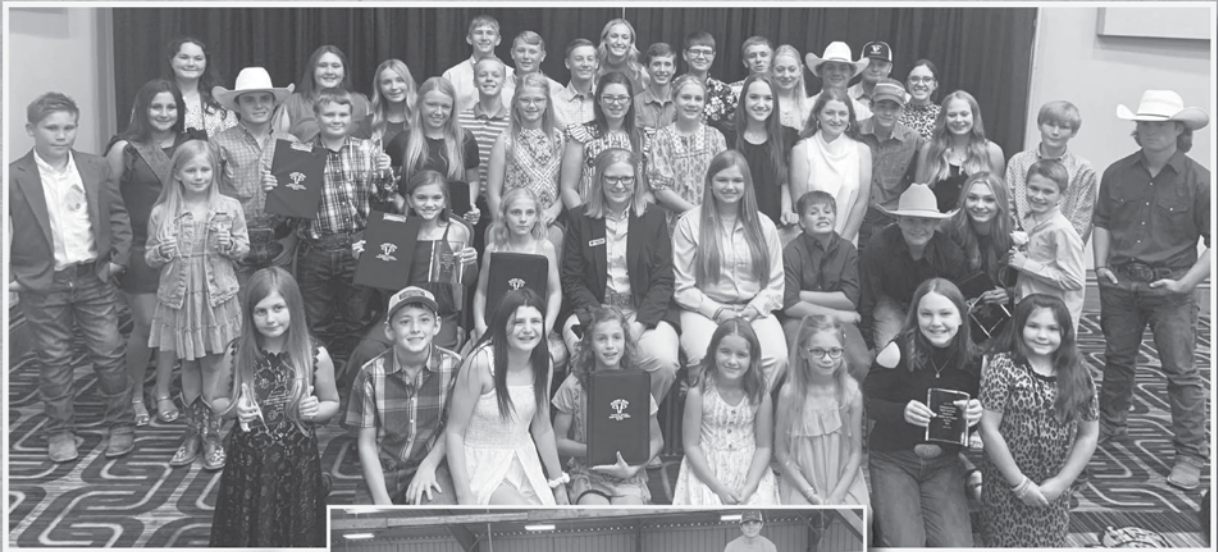
Mid-Coast Juniors

WHATAGERT

Santa Gertrudis and Mid-Coast ~ Two Texas Originals

The Mid-Coast Santa Gertrudis Association is proud of their Juniors and their success in and out of the show ring. Their hard work resulted in many champions and winners in the show and contests. We had 73 youth exhibitors and 175+ head of cattle shown June 19-25, 2022, in Texarkana, Ark.!

We wish to thank all who support this association and the National Junior Santa Gertrudis Show.



Congratulations to all of our Juniors

who participated in the 2022 National Junior Santa Gertrudis Show!

Cory Barrett
Ethan Black
Davis Brewer
John Brockman
Peyton Bronikowski
Adelyn Bronikowski
Payton Calk
Cooper Cates
Aidan Chapa
Cora Denmon
Laney Ellis
David Els
Brooke Fonke

Reynaldo Gonzalez
Chloe Gordon
Madeline Hachtel
Ryan Hachtel
Callie Hacke
Raelee Hacke
Demi Harrington
Rhett Harrington
Hannah Hubbard
Fiona Joseph
Jana Justiss
Austin Keen
Shelby Keen

Kade Keithly
Karsyn Kincannon
Kenley Kincannon
Kiley Kizziah
Madison Kreger
Kinsley Kubecka
Gracie Lenz
Kaden Leonard
Kelton Leonard
Logan Mason
Kord Mikolajchak
Mabry Mikolajchak
Myka Mikolajchak

Kendra Minchew
Dawson Moran
Madison Moran
William Noland
Hadleigh Novosad
Hannah Novosad
Hudson Novosad
Addyson Phillips
Kamryn Phillips
Ella Pirtle
Jackson Pirtle
Denton Roessler
Savannah Roessler

Eli Saunders
Jacob Shipper
Kylee Shipper
Victoria Shrader
Annabelle Smith
Gracie Smith
Morgan Soape
Landon Stem
Haley Sutton
Mikaela Terry
Jordan Tigert
Jordan Trant
Rylan Trant

Macie Villanueva
Re'Ana Villanueva
Tate Villanueva
Quincy Walker
Colton Woods
Calvin Wunderlich
Lonna Wunderlich
Nolan Wunderlich



SANTA GERTRUDIS

Adaptable, Flexible, In Demand

By Lisa Bard, *Santa Gertrudis USA* Editor

Kentucky may be known for horses and bourbon, but as home to more than 960,000 beef cows – no news to those who raise cattle in this very agriculturally rich state – it is a beef state. In Kentucky, the everchanging landscapes and environments, and the diversity of management, production and marketing practices call for a diverse cow herd. Santa Gertrudis fits the bill for many of these.

Santa Gertrudis in Kentucky

Parker Farms has been raising purebred Santa Gertrudis for more than 30 years and three generations. Deanna and Charles Parker initially purchased a few Santa Gertrudis females in 1991 and grew the herd over the years, showing the cattle with their son, Chip, and marketing purebreds in sales throughout the region. While they no longer show their cattle, they continue to produce quality seedstock that sell in and around Kentucky, Ohio, Tennessee and other states.

Chip Parker developed an appreciation for Santa Gertrudis cattle from his parents and has parlayed that into a unique business model for Parker Farms customers. He rents bulls to customers who typically have small, predominantly black-hided cows that benefit greatly from the maternal benefits and heterosis gained from the resulting Santa Gertrudis-cross calves. The Santa Gertrudis F1 female is in great demand, so Parker buys back the females from these customers if they want to sell.

“The Santa Gertrudis F1 female simply makes the best momma cow,” Parker says. “She raises the best calves and, many times, until she’s 12 to 14 years old.”

WindCrest Farm is a family operation consisting of John and Karen Taylor, son Scott and son Nolan, his wife, Emily, and their two sons, Luke and Thomas. They have raised Santa Gertrudis in Leitchfield since the early 1980s, with their foundation herd of Santa Gertrudis cattle coming from John’s uncle, Carlton Larkins of Circle L Ranch in Elba, Ala. Nolan and his family recently returned to Leitchfield to be closer to family and the farm.

“The cattle adapt to anything. I’ve been amazed at how easy it is to take care of them in any situation,” John says. “I am impressed with how these cattle take care of themselves. Best thing I can do is not get in their way.”

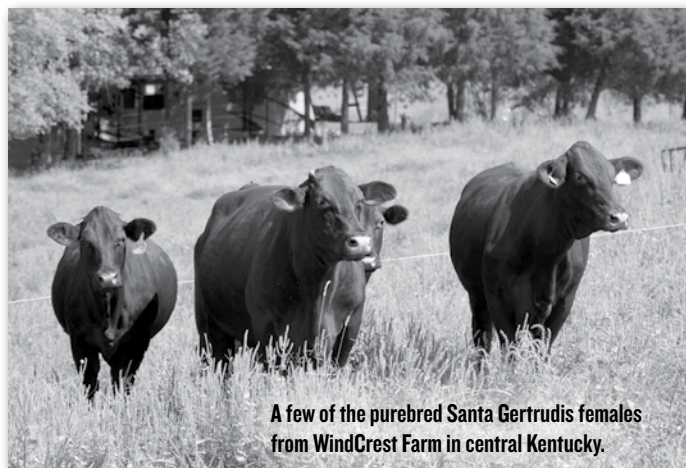
Regardless of what area of the country a commercial cattlemen resides, crossing with Santa Gertrudis adds valuable heterosis to a cattle herd and provides added performance.

“We have a few STAR 5 red motts and I see now why they are such a hot commodity,” John says. “They are a good, functional, commercial cow. You can breed them to some other breed and get a gentle, docile, easy-to-handle female. And we can sell all the heifers we can raise.”

The Taylors like that they and fellow Santa Gertrudis breeders are placing focus and pressure on carcass merit and data collection. Both Parker Farms and WindCrest Farm are 100 percent DNA tested and collect performance data as much as possible.

“Santa Gertrudis makes a tremendous female that can be put into a cow herd across the country that’s not going

to take any carcass quality away and, in a lot of scenarios, add quality into that next generation,” says Santa Gertrudis Breeders International Executive Director Webb Fields. 🐾



A few of the purebred Santa Gertrudis females from WindCrest Farm in central Kentucky.

In Memoriam

ROGER B. LETZ



Roger B. Letz, 95, of Fort Worth, Texas, passed away July 3, 2022. He was born July 4, 1926, in Old Glory, Texas, to Charlie and Adeline Dippel Letz.

Roger was drafted into the Army Air Forces in 1944 and attended airplane maintenance school. He attained the rank of sergeant and was honorably discharged in 1946.

He attended Texas A&M and attained a bachelor’s degree in animal science in 1948. After graduation, Roger was hired as agricultural writer at the *Fort Worth Star Telegram*. In 1950, he accepted a job as assistant manager of the Odessa Chamber of Commerce. While there, he was called back to active military duty as a lieutenant in the infantry to teach basic training. He was then transferred to San Antonio as troop information and education officer and later discharged as captain.

In April 1949, he married Betty Jo Clayton of Bryson, Texas. They remained married until Betty’s death on Feb. 7, 2010.

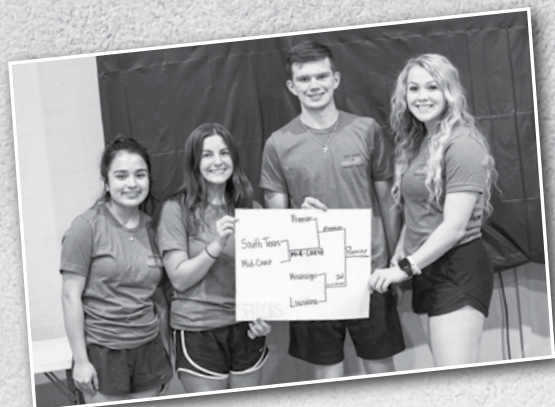
After his discharge from the Army, Roger worked for *The Cattleman* magazine as assistant editor. He resigned that position in 1959 to start the *Santa Gertrudis Journal* magazine (now *Santa Gertrudis USA*). He worked with the King Ranch, the originator of the Santa Gertrudis breed, for 20 years. He sold the magazine in 1980 and was inducted into the Santa Gertrudis Breeders International Hall of Fame in 2015. Roger and Betty traveled a lot, promoting the *Santa Gertrudis Journal*. 🐾



PREMIER JUNIORS *went* BACK TO THE FUTURE!



Congrats to Our 2022 NJSGS Premier Winners!



Senior Brain Bowl Champions

*Linda Olivares, Taya Webb,
Levi Nelson, Kennedy Brooks*

Intermediate Brain Bowl Reserve Champions

*Caroline Daniel, Cale Cornelius,
Luke Nelson, Berkley Noles*



Scholarship Recipients

Levi Nelson, Alexis O'Neal, Kennedy Brooks

Top 10 Livestock Judging Winners

*Luke Nelson, Mayson Harbison, Hayley Eldridge, Ally Kimbro,
Gracey Pitchford*

Top 5 Ad Contest Winners

Lauren Hanna

Top 10 Showmanship Winners

*Bree Keifer, Tripp Nichols, Bailey Wiley, Cale Cornelius,
Newt Richmond, Emma Finley, Bryce Hardy, Lauren Hanna,
Cooper Cates*

Top 10 Sales Talk Winners

*Luke Nelson, Cale Cornelius, Cooper Cates, Levi Nelson,
Alexis O'Neal, Gracey Pitchford*

Top 10 Photography Winners

*Tripp Nichols, Sawyer Noles, Axel Cuevas, CJ Grogan, Bailey Wiley,
Cooper Cates, Kenadee Kuykendall, Gracey Pitchford*

Top 10 Cattleman's Contest Winners

*Tripp Nichols, Logan Hale, Newt Richmond, Cale Cornelius,
Gracey Pitchford, Levi Nelson, Lauren Hanna*

Top 10 Public Speaking Winners

Mason Carlow, Cale Cornelius, Lauren Hanna, Alexis O'Neal

Class Winners

*Kimberlyn Shepard, Emma Finley, Cooper Cates, Luke Nelson,
Mayson Harbison, Bree Keifer, Mason Carlow, Gracey Pitchford,
Peyton Barnett*

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Luke Nelson, Weston Streit, Levi Nelson, Lauren Hanna, Cale Cornelius

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Macee Alexander	Cooper Cates	CJ Grogan	Ally Kimbro	Berkley Noles	Blake Privett	Weston Streit
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THANK YOU!
We appreciate ALL of the
parents and breeders who support our youth!



2022 NATIONAL JUNIOR SANTA GERTRUDIS SHOW

WE THANK OUR SPONSORS

**THE 2022 NJSGS WAS ONLY POSSIBLE BECAUSE
OF THE GENEROUS SUPPORT OF OUR SPONSORS!**

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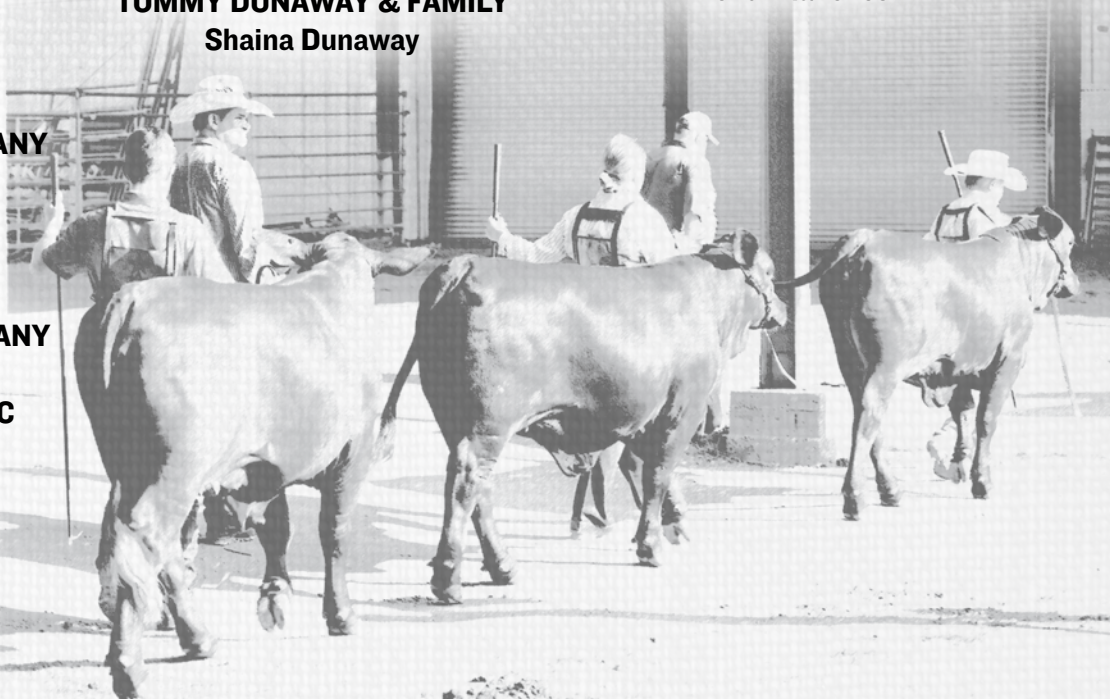
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2022 STRAIT-HEFTE

Tried & True

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SCHEDULE OF EVENTS

FRIDAY, OCTOBER 14, 2022

1:00 PM Cattle Viewing

6:30 PM Social & Dinner

SATURDAY, OCTOBER 15, 2022

8:00 AM Cattle Viewing

8:00-10:00 AM Breakfast

10:30 AM TRIED & TRUE PRODUCTION SALE

Lunch will be served immediately following sale.

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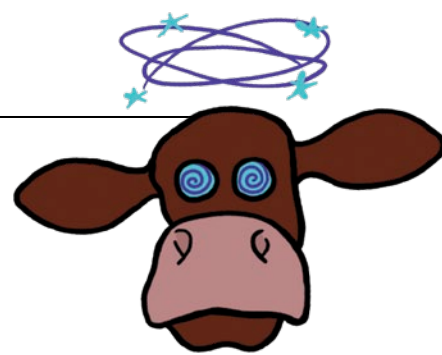
Request a catalog at TriedandTrueSale.com



2022 NATIONAL JUNIOR SANTA GERTRUDIS SHOW

PARADE OF CHAMPIONS

The 2022 National Junior Santa Gertrudis Show took place June 19-25, 2022, in Texarkana, Ark. This year's event included numerous activities, contests, fun and competitions. The event concluded with the awards banquet. Congratulations to all the juniors who participated in this event. 🍷



DEJA MOO
ALL OVER AGAIN
★ ★ ★
TEXARKANA, AR

PUREBRED FEMALES



GRAND CHAMPION PUREBRED FEMALE AND CHAMPION SENIOR FEMALE

DMC Hotchner 007, shown by
Landon Hotchner, Navasota, Texas



RESERVE GRAND CHAMPION PUREBRED FEMALE AND CHAMPION CALF

Pumpkin Spice 62/21, shown by
Laney Ellis, Woodway, Texas



RESERVE CHAMPION SENIOR FEMALE

KK Tallulah's Tanji, shown by
Kalli Kimble, Kingsbury, Texas



RESERVE CHAMPION CALF

LaKota 59/21, shown by Landon Stem,
Navasota, Texas



CHAMPION YEARLING

Urbanosky's Venus 171, shown by
Demi Harrington, Plantersville, Texas



RESERVE CHAMPION YEARLING

NTR 420/1 Ms Blazin, shown by
Cooper Cates, Enchanted Oaks, Texas



CHAMPION INTERMEDIATE FEMALE

XL's Cleopatra 088 ET, shown by
Chloe Gordon, Alvin, Texas



RESERVE CHAMPION INTERMEDIATE FEMALE

Broken T's Sadie, shown by
Ryan Trant, Iola, Texas

PUREBRED BULLS



GRAND CHAMPION BULL

Triple P's Legend, shown by
Tate Villanueva, Alvin, Texas



RESERVE GRAND CHAMPION BULL

Triple P's Legacy, shown by
Tate Villanueva, Alvin, Texas

STAR 5 FEMALES



GRAND CHAMPION STAR 5 FEMALE

HCC Nutmeg, shown by
Cooper Cates, Enchanted Oaks, Texas

SPECIAL CLASS FEMALES



GRAND CHAMPION BRED AND OWNED FEMALE

Tallulah's Tanji, shown by Kalli Kimble,
Kingsbury, Texas



RESERVE GRAND CHAMPION BRED AND OWNED FEMALE

Chicken Biscuit 20210154, shown by
Eli Saunders, Carmine, Texas



RESERVE GRAND CHAMPION STAR 5 FEMALE

Lazy L's Theresa, shown by
Haley Sutton, Anderson, Texas

NJSGS CLASS & DIVISION WINNERS ON PAGE 20 »



GRAND CHAMPION BEST OF POLLED FEMALE

SR Ms. Uno ET 23/J3, shown by
Arden Ellen Strait, Streetman, Texas



RESERVE GRAND CHAMPION BEST OF POLLED FEMALE

Horseshoe B Miss 205, shown by
Peyton Bronikowski, Franklin, Texas



GRAND CHAMPION DONATED HEIFER

PC Miss Jazzy 915E13, shown by
Calvin Wunderlich, Brenham, Texas

**SAVE
THE
DATE
2023
NJSGS
JUNE
18-24
Gonzales,
Texas**

2022 NATIONAL JUNIOR SANTA GERTRUDIS SHOW

CLASS & DIVISION WINNERS

PUREBRED HEIFER SHOW

CLASS 1: JAN. 1, 2022 AND LATER

1. EB Wendy's Hinz, shown by Ethan Black, Navasota, Texas
2. CWR LUCY, shown by Elizabeth Romines, Chico, Texas
3. PC Miss Sandy 300/K, shown by Gracey Pitchford, Athens, Texas
4. XL's That's Gold 231, shown by John Brockman, Alvin, Texas
5. XL's Miss Dreamboat 230, shown by Fiona Joseph, Baytown, Texas

CLASS 2: NOV. 1, 2021 TO DEC. 31, 2021

1. Pumpkin Spice 62/21, shown by Laney Ellis, Woodway, Texas
2. XL's Golden Iris 128, shown by Chloe Gordon, Alvin, Texas
3. Danrick's Darlin' Cathy, shown by Carley Morgan, Portia, Ark.
4. Miss 777 Honey Bee, shown by Erin Kay Daniel, Magnolia, Ark.
5. DP Miss Baby Shark 106/J2, shown by Gracey Pitchford, Athens, Texas

CLASS 3: SEPT. 1, 2021 TO OCT. 31, 2021

1. JS Luna's Dream 066/J, shown by Jacob Shipper, Franklin, Texas
2. Lightning C Phaith ET, shown by Chad Coker, Magnolia, Texas
3. JTP 109/I, shown by Kenley Kincannon, West Columbia, Texas
4. XL's Golden Diva 127, shown by John Brockman, Alvin, Texas
5. Miss 777 Ke\$ha, shown by Erin Kay Daniel, Magnolia, Ark.

CLASS 4: JULY 1, 2021 TO AUG. 31, 2021

1. SP Mary Alice, shown by Luke Nelson, Krum, Texas
2. ET Tortilla 133, shown by Jane Lawrence, Robstown, Texas
3. ES Strawberry Shortcake 152, shown by Kaymin Pledger, Timpson, Texas
4. PC Miss Jazzy 915E13, shown by Calvin Wunderlich, Brenham, Texas
5. XL's Alice Ann 117, shown by Fiona Joseph, Baytown, Texas

CLASS 5: JUNE 1, 2021 TO JUNE 30, 2021

1. LaKota 59/21, shown by Landon Stem, Navasota, Texas
2. Miss CF 164, shown by Logan Mason, Chappell Hill, Texas
3. PCC Pebbles, shown by Emmerson Boutwell, Paris, Texas
4. XL's Joy 122, shown by Brooke Fonke, Santa Fe, N.M.
5. Miss 777 Boston, shown by Erin Kay Daniel, Magnolia, Ark.

CHAMPION CALF

Pumpkin Spice 62/21, shown by Laney Ellis, Woodway, Texas

RESERVE CHAMPION CALF

LaKota 59/21, shown by Landon Stem, Navasota, Texas

CLASS 8: MAY 1, 2021 TO MAY 31, 2021

1. MCC Luna 2119, shown by Mayson Harbison, Timpson, Texas
2. BR Nellie 102, shown by Amy Brewer, Tivoli, Texas
3. Woman Hollerin J53, shown by Peyton Bronikowski, Franklin, Texas
4. HK Alley Kat, shown by Kalli Kimble, Kingsbury, Texas
5. SHC Dollface Diana, shown by Bodie Triche, Franciscville, La.

CLASS 9: APRIL 1, 2021 TO APRIL 30, 2021

1. NTR 420/I MS Blazin, shown by Cooper Cates, Enchanted Oaks, Texas
2. Harley 213/21, shown by Landon Stem, Anderson, Texas
3. XL's That Color Red 118, shown by John Brockman, Alvin, Texas
4. Pc Miss Copperheads Jenny 295/J1, shown by Gracey Pitchford, Athens, Texas
5. Triple P's Adele, shown by Reana Villanueva, Alvin, Texas

CLASS 10: MARCH 1, 2021 TO

MARCH 31, 2021

1. Urbanosky's Venus 171, shown by Demi Harrington, Plantersville, Texas
2. NTR MS Caroline 26/I, shown by Cooper Cates, Enchanted Oaks, Texas
3. Rockin 3T 2022 942J1, shown by Gracey Pitchford, Athens, Texas
4. FC Miss Finley 31/I, shown by Carley Morgan, Portia, Ark.
5. Jolene, shown by Emily Sweet, Savory, Texas

CLASS 11: FEB. 1, 2021 TO FEB. 28, 2021

1. Robinson 159, shown by Karsyn Kincannon, West Columbia, Texas
2. Horseshoe B Miss 205, shown by Peyton Bronikowski, Franklin, Texas
3. SCC 41J, shown by Macy Hix, Burleson, Texas
4. NTR MS Phoebe 225/I, shown by Cooper Cates, Enchanted Oaks, Texas
5. Chicken Biscuit, shown by Eli Saunders, Carmine, Texas



CLASS 12: JAN. 1, 2021 TO JAN. 31, 2021

1. Wendt 1750, shown by Kinsley Kubecka, Bay City, Texas
2. SR AY Frenchie 2102, shown by Avery Elizabeth Strait, Streetman, Texas
3. NTR Miss Lady A, shown by Cooper Cates, Enchanted Oaks, Texas
4. Urbanosky's Legacy, shown by Demi Harrington, Plantersville, Texas
5. SR Ms Uno ET 23/J3, shown by Arden Ellen Strait, Streetman, Texas

CHAMPION YEARLING FEMALE

Urbanosky's Venus 171, shown by Demi Harrington, Plantersville, Texas

RESERVE CHAMPION YEARLING

NTR 420/I MS Blazin, shown by Cooper Cates, Enchanted Oaks, Texas

CLASS 15: NOV. 1, 2021 TO DEC. 31, 2021

1. TL's Rose May, shown by Tanner Lawrence, Robstown, Texas
2. BSR Changa, shown by Kayson Pledger, Timpson, Texas
3. HK Ginger Snap, shown by Kalli Kimble, Kingsbury, Texas
4. Miss T-Arrow Taffy, shown by Eli Saunders, Carmine, Texas
5. CWR Honolulu, shown by Madisyn Douglas, Bonham, Texas

CLASS 16: SEPT. 1, 2020 TO OCT. 31, 2020

1. KK Vanity Fair, shown by Kalli Kimble, Kingsbury, Texas
2. Miss Lona, shown by Havyn Thayer, Neosho, Mo.
3. MCC Malika 2021, shown by Rylee Blacksher, Nacogdoches, Texas
4. JS Never Sank 915H8, shown by Jacob Shipper, Franklin, Texas
5. MCC Rooney 2022, shown by Ally Kimbro, Timpson, Texas

CLASS 17: JULY 1, 2020 TO AUG. 31, 2020

1. Broken T's Sadie, shown by Rylan Trant, Iola, Texas
2. ET Takis 065, shown by Bree Kiefer, Denton, Texas
3. CWR Lady Bug, shown by Cacie Lennon, Alba, Texas
4. Miss Masterpiece T071, shown by Demi Harrington, Plantersville, Texas
5. Miss Rosetta, shown by Karli Buggs, Sarcoxie, Mo.

CONTINUED ON PAGE 22 »

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TH 523F 738C **SLEEP ON** 163H



CED	10.6
BW	-0.5
WW	64
YW	96
FAT	0.074
REA	0.34
Marb	0.44

Reg Number: 44140749 Semen available through Select Sires.

CMF 1756 **GUIDELINE** 535G



BW	1.1
WW	60
FAT	0.097
REA	0.54
Marb	0.60
Act BW	61
Act REA	16.10

Reg Number: 44089325 Semen available through ST Genetics.

77 **PINSTRIPED** 76D 73G



BW	2.1
WW	63
FAT	0.027
REA	0.55
Marb	0.46
Act BW	72
Act REA	12.45

Reg Number: 44121402 Semen available through Double Seven Ranch and Five Js.

NJW 202C173D **STEADFAST** 156J ET

Reg Number: 44276463 Owned with ST Genetics, Chapman Land & Cattle, Ned & Jan Ward and Woolfolk Farms.



BW	3.1
WW	67
YW	110
FAT	0.057
REA	0.82
Marb	0.30
\$CHB	156

Semen Available!

CHURCHILL BR 5J **NATIONWIDE 179**



BW	1.9
WW	72
YW	108
FAT	0.047
REA	1.15
Marb	0.64
\$CHB	195

Reg Number: 44268920 Semen available through Reid Enterprises, 417-860-3102.

GENOA 6011 **BELLE AIR** 19091

Reg Number: 44011891 Owned with Genoa Livestock.



BW	3.1
WW	68
FAT	0.067
REA	0.47
Marb	0.62
Act IMF	5.35
IMF Ratio	240%

Semen Available!

CHURCHILL **KINGDOM 128J ET**



BW	2
WW	66
YW	98
FAT	0.057
REA	0.95
Marb	0.42
\$CHB	175

Reg Number: 44267937 Semen available through ABS. Owned with Harrellson Farms and Churchill Cattle Co.

Five Js Farm

Clayton, NC

Jody Standley, owner, 919-291-4212

Kim Prestood, manager, 828-320-7317

www.FiveJsFarm.com



CLASS & DIVISION WINNERS CONTINUED FROM PAGE 20

CLASS 18: MAY 1, 2020 TO JUNE 30, 2020

1. XL's Cleopatra 008 ET, shown by Chloe Gordon, Alvin, Texas
2. Rolling Oaks Tudy, shown by Reana Villanueva, Alvin, Texas
3. FC June Bug, shown by Cacie Lennon, Alba, Texas
4. Serbesa Ranger 017H6, shown by Gracey Pitchford, Athens, Texas
5. Serbesa Ms Majestic Ranger 422H3, shown by Gracey Pitchford, Athens, Texas

CHAMPION INTERMEDIATE FEMALE

XL's Cleopatra 008 ET, shown by Chloe Gordon, Alvin, Texas

RESERVE CHAMPION INTERMEDIATE FEMALE

Broken T's Sadie, shown by Rylan Trant, Iola, Texas

CLASS 21: MARCH 1, 2020 TO APRIL 30, 2020

1. DMC Hotchner 007, shown by Landon Stem, Navasota, Texas
2. Miss 777 Minna Shot, shown by Chad Coker, Magnolia, Texas
3. MISS JJ Jareau, shown by Karli Buggs, Sarcocie, Mo.
4. CWR Ethel, shown by Elizabeth Romines, Chico, Texas
5. 5K Ms Syrus 1005H4, shown by Karsyn Kincannon, West Columbia, Texas

CLASS 22: JAN. 1, 2020 TO FEB. 29, 2020

1. ET Arya 010, shown by Bree Kiefer, Denton, Texas
2. Hefte Ranch H38, shown by Calvin Wunderlich, Brenham, Texas
3. Triple P's Regal, shown by Lauren Hanna, Decatur, Texas
4. SR 39/20, shown by Avery Elizabeth Strait, Streetman, Texas
5. OLC Sheba 22, shown by Bailey Jones, Lake City, Fla.

CLASS 23: JULY 1, 2019 TO DEC. 31, 2019

1. KK Tallulah's Tanji, shown by Kalli Kimble, Kingsbury, Texas
2. Miss Grandview G038, shown by Gracey Pitchford, Athens, Texas
3. Honey Dog G52, shown by Adelyn Bronikowski, Franklin, Texas
4. PC Miss Hemingway's Lucy 4363G, shown by Bailey Wiley, North Richland Hills, Texas
5. CWR Miss Tina Ray, shown by Alexis O'Neal

CHAMPION SENIOR FEMALE

DMC Hotchner 007, shown by Landon Stem, Navasota, Texas

RESERVE CHAMPION SENIOR FEMALE

KK Tallulah's Tanji, shown by Kalli Kimble, Kingsbury, Texas

GRAND CHAMPION FEMALE

DMC Hotchner 007, shown by Landon Stem, Navasota, Texas

RESERVE GRAND CHAMPION FEMALE

Pumpkin Spice 62/21, shown by Laney Ellis, Woodway, Texas

PUREBRED BULL SHOW

CLASS 1: JAN. 1, 2022 AND LATER

1. CGF Johnny Cash, shown by Jewelie Green, Holden, La.
2. Better Than Roses, shown by Bodie Triche, Francisville, La.
3. Aztec 205K, shown by Shelby Keen, Carrizo Springs, Texas
4. 777 Honey Badger 17K1, shown by Erin Kay Daniel, Magnolia, Ark.
5. Mr. TOCR Smoke Wagon 200, shown by Landon Stem, Navasota, Texas

CLASS 2: NOV. 1, 2021 TO DEC. 31, 2021

1. KK Tiago, shown by Kalli Kimble, Kingsbury, Texas
2. SF Alfie, shown by JD Chism, Pontotoc, Miss.
3. XL's War Tank 129, shown by John Brockman, Alvin, Texas
4. RMR Game Changer, shown by Caiden McDowell, Liberty, Miss.
5. FC 81/1, shown by Carley Morgan, Portia, Ark.

CLASS 3: SEPT. 1, 2021 TO OCT. 31, 2021

1. Russian Roulette, shown by Mikaela Terry, Bryan, Texas
2. Lightning C Plowboy ET, shown by Chad Coker, Magnolia, Texas
3. Harris Nitro 607J, shown by Cooper Cates, Enchanted Oaks, Texas

CLASS 4: JULY 1, 2021 TO AUG. 31, 2021

1. Triple P's Baalis, shown by Tate Villanueva, Alvin, Texas
2. Creek Nation, shown by Adelyn Bronikowski, Franklin, Texas
3. SP Bunyan, shown by Carter Jones, Lake City, Fla.
4. NR Pistol Pete 816/1, shown by Newt Richmond, Eustace, Texas
5. CGF Two Eyed Jack, shown by Jake Forbes, Holden, La.

CLASS 5: MAY 1, 2021 TO JUNE 30, 2021

1. Triple P's Legend, shown by Tate Villanueva, Alvin, Texas
2. ES Charleston 157, shown by Levi Nelson, Krum, Texas
3. 777 Vegas 205J2, shown by Erin Kay Daniel, Magnolia, Ark.
4. EST Pillsbury 165, shown by Linda Olivares, Aubrey, Texas
5. HH Thor, shown by Hannah Hubbard, Angleton, Texas

CLASS 6: MARCH 1, 2021 TO APRIL 30, 2021

1. Colt Peacemaker 221, shown by Emily Sweet, Savory, Texas
2. PM Tritton, shown by Luke Nelson, Krum, Texas
3. Ridge Point 142, shown by Vana Berryhill, Meadville, Miss.
4. 777 Bruno 777J1 Kash, shown by Erin Kay Daniel, Magnolia, Ark.
5. Top Shelf Phantom, shown by Cacie Lennon, Alba, Texas

CLASS 7: JAN. 1, 2021 TO FEB. 28, 2021

1. Triple P's Legacy, shown by Tate Villanueva, Alvin, Texas
2. Urbanosky Simba 195, shown by Demi Harrington, Plantersville, Texas
3. KK The Valedictorian, shown by Kalli Kimble, Kingsbury, Texas
4. CGF 12021, shown by Jewelie Green, Holden, La.
5. Rockin P Jackson, shown by Ty Pennington, Texarkana, Texas

GRAND CHAMPION BULL

Triple P's Legend, shown by Tate Villanueva, Alvin, Texas

RESERVE GRAND CHAMPION BULL

Triple P's Legend, shown by Tate Villanueva, Alvin, Texas

BRED & OWNED FEMALE SHOW

CLASS 1: JAN. 1, 2022 AND LATER

1. SF Okie May, shown by Kimberlynn Shepard, Marietta, Okla.
2. Triple P's Reign, shown by Lauren Hanna, Decatur, Texas
3. Wendy's Hinze, shown by Ethan Black, Navasota, Texas
4. Miss Kloe Kouture, shown by Aidan Chapa, Katy, Texas
5. Poppy's Golden Lilly, shown by Ethan Black, Navasota, Texas

CLASS 2: OCT. 1, 2021 TO DEC. 31, 2021

1. Luna's Dream 066/J, shown by Jacob Shipper, Franklin, Texas
2. Miss 777 Honey Bee, shown by Erin Kay Daniel, Magnolia, Ark.
3. Miss Baby Shark 106/J2, shown by Gracey Pitchford, Athens, Texas
4. Lock 1013/21, shown by Brian Levi Lockhart, Walker, La.
5. Lightning C Matilda, shown by Chad Coker, Magnolia, Texas

CLASS 3: JULY 1, 2021 TO SEPT. 30, 2021

1. Miss 777 KeShia, shown by Erin Kay Daniel, Magnolia, Ark.
2. Miss Wilma, shown by Jackson Pirtle, Enola, Ark.
3. NR Delilah 926/1, shown by Newt Richmond, Eustace, Texas
4. Lightning C Phaith ET, shown by Chad Coker, Magnolia, Texas
5. Miss Penny, shown by Bailey Wiley, North Richland Hills, Texas



CONTINUED ON PAGE 24 »

**SEMEN AVAILABLE AT
INTEGRATED BREEDERS
SERVICE**

\$65/ UNIT

5 straw minimum

FOR SEMEN ORDERS CALL

**Wes Mason
979-540-7878**

or

**David Moran
979-251-0391**

**THERE'S A NEW SHERIFF
IN TOWN...**

**MR CF
ROSCO 075**



CF Cattle Company

Curtis & Kathy Fuchs Family

- Mr. CF Rosco 075 combines his sire SR 83/7 genetics of LJV Mason 0/72 and Never Before 1136 with generations of females bred by the Curtis Fuchs Family.
- He offers mating versatility with a striking showing look complimented by a balanced set of EPDs with 7 traits ranking in the top 35%.
- 2021 Junior National Champion Bull & 2022 Open Reserve National Champion Bull



MR CF ROSCO 075

Reg#: 20206478

CLASS & DIVISION WINNERS CONTINUED FROM PAGE 22

CLASS 4: APRIL 1, 2021 TO JUNE 30, 2021

1. Harley 213/21, shown by Landon Stem, Anderson, Texas
2. MCC Luna 2119, shown by Mayson Harbison, Timpson, Texas
3. KK MJ's Mickey 20211831, shown by Kalli Kimble, Kingsbury, Texas
4. Shania 20212713, shown by Kennedy Brooks, Krum, Texas
5. Givinchy I 20213992, shown by Demi Harrington, Plantersville, Texas

CLASS 5: JAN. 1, 2021 TO MARCH 31, 2021

1. Chicken Biscuit, shown by Eli Saunders, Carmine, Texas
2. Sassy Sue, shown by James Mason Carlow, New Boston, Texas
3. EB Wendy's Erya Louise, shown by Ethan Black, Navasota, Texas
4. Urbanosky's Venus 171, shown by Demi Harrington, Plantersville, Texas
5. Triple P's Alexis, shown by Savannah Roessler, Gainesville, Texas

CLASS 6: SEPT. 1, 2020 TO DEC. 31, 2020

1. EF Clarabell 1231/0, shown by Emma Finley, Eustace, Texas
2. Miss CF Remington 012, shown by Madison Moran, Brenham, Texas
3. TL's Rose May, shown by Tanner Lawrence, Robstown, Texas
4. SP Blossom, shown by Sean Penry, Silsbee, Texas
5. KK Vanity Fair, shown by Kalli Kimble, Kingsbury, Texas

CLASS 7: MAY 1, 2020 TO AUG. 31, 2020

1. Broken T's Sadie, shown by Rylan Trant, Iola, Texas
2. MCC Rose 2015, shown by Ally Kimbro, Timpson, Texas
3. FC Miss Isabella, shown by Shane Clewis, Godley, Texas

CLASS 8: JAN. 1, 2020 TO APRIL 30, 2020

1. Miss JJ Jareau, shown by Karli Buggs, Sarcoxie, Mo.
2. NF Lizzy, shown by Berkley Noles, Aubrey, Texas

CLASS 9: JULY 1, 2019 TO DEC. 31, 2019

1. KK Tallulah's Tanji, shown by Kalli Kimble, Kingsbury, Texas
2. Miss 777 Kirby, shown by Erin Kay Daniel, Magnolia, Ark.
3. Pearl, shown by Newt Richmond, Eustace, Texas
4. BR Bella, shown by Amy Brewer, Tivoli, Texas

GRAND CHAMPION

BRED AND OWNED FEMALE

Tallulah's Tanji, shown by Kalli Kimble, Kingsbury, Texas

RESERVE GRAND CHAMPION BRED AND OWNED FEMALE

Chicken Biscuit 20210154, shown by Eli Saunders, Carmine, Texas

STAR 5 FEMALE SHOW

CLASS 1: JAN. 1, 2022 AND LATER

1. 3WC Maine Girl, shown by Madisyn Douglas, Bonham, Texas
2. MS M Rock Stella's Kiss, shown by Bryce Hardy, Malakoff, Texas
3. Violet, shown by James Mason Carlow, New Boston, Texas
4. KK Swagger GG, shown by Kalli Kimble, Kingsbury, Texas
5. H Sutton's Tess, shown by Haley Sutton, Anderson, Texas



CLASS 2: OCT. 1, 2021 TO DEC. 31, 2021

1. H2 Lola Bunny G5, shown by James Mason Carlow, New Boston, Texas
2. H2 Mighty Mouse 52, shown by Abigail Mitchell, Avery, Texas
3. BSR Bell, shown by Kennedy Brooks, Krum, Texas
4. Miss 4 Diamond 101, shown by Sadie Nichols, Axtell, Texas
5. CGF 1017/21, shown by Cali Green, Holden, La.

CLASS 3: JULY 1, 2021 TO SEPT. 30, 2021

1. CWR Lizzo, shown by Caiden McDowell, Liberty, Miss.
2. SF Joy, shown by Belle Davis, Troup, Texas
3. Miss CF Minnie, shown by Dawson Moran, Brenham, Texas
4. Miss 777 Pretty Penny, shown by Erin Kay Daniel, Magnolia, Ark.
5. RMR Cookie, shown by Lucas McDowell, Liberty, Miss.

CLASS 4: APRIL 1, 2021 TO JUNE 30, 2021

1. HCC Nutmeg, shown by Cooper Cates, Enchanted Oaks, Texas
2. ES Leta 178, shown by Bree Kiefer, Denton, Texas
3. EST June 193, shown by Axel Cuevas, Denton, Texas
4. Miss M Rock Goldilocks 621, shown by Chad Coker, Magnolia, Texas
5. FSC Sweetness, shown by Peyton Barnett, Sealy, Texas

CLASS 5: JAN. 1, 2021 TO MARCH 31, 2021

1. MS Sugar Cube 556J, shown by Morgan Soape, Needville, Texas
2. TOCR 180J, shown by Landon Stem, Navasota, Texas
3. CLR Loretta 03/21, shown by Tatom Robinson, Ector, Texas
4. Rolling Oaks Shirley, shown by Tayler Guidry, Gueydan, La.
5. Briggs 056J, shown by Cooper Cates, Enchanted Oaks, Texas

CLASS 6: SEPT. 1, 2020 TO DEC. 31, 2020

1. Miss Gal Aretha 210, shown by Gracey Pitchford, Athens, Texas
2. MISS SPEC, shown by Karli Buggs, Sarcoxie, Mo.
3. ET Polly, shown by Axel Cuevas, Denton, Texas
4. JS Cattle 02/H, shown by Morgan Soape, Needville, Texas
5. Heard's Miss Sparkles, shown by Nolan Heard, Centralia, Ill.

CLASS 7: MAY 1, 2020 TO AUG. 31, 2020

1. Miss Gal 105, shown by Gracey Pitchford, Athens, Texas
2. CWR Goldie Girl, shown by Kalli Kimble, Kingsbury, Texas
3. FC Midnight 019/0, shown by JD Chism, Pontotoc, Miss.

CLASS 8: JAN. 1, 2020 TO APRIL 30, 2020

1. Lazy L's Theresa, shown by Haley Sutton, Anderson, Texas
2. H & M Mott, shown by Louis Hicks, Okmulgee, Okla.
3. SF Priss, shown by Bo Jones, Lake City, Fla.
4. Jodots Grace, shown by Abby O'Bar, Booneville, Ark.

CLASS 9: JULY 1, 2019 TO DEC. 31, 2019

FSC Miss Bacardi, shown by Peyton Barnett, Sealy, Texas

GRAND CHAMPION STAR 5 FEMALE

HCC Nutmeg, shown by Cooper Cates, Enchanted Oaks, Texas

RESERVE CHAMPION STAR 5 FEMALE

Lazy L's Theresa, shown by Haley Sutton, Anderson, Texas

SPECIAL CLASS FEMALES

GRAND CHAMPION

BEST OF POLLED FEMALE

SR Ms. Uno ET 23/J3, shown by Arden Ellen Strait, Streetman, Texas

RESERVE GRAND CHAMPION

BEST OF POLLED FEMALE

Horseshoe B Miss 205, shown by Peyton Bronikowski, Franklin, Texas

GRAND CHAMPION DONATED HEIFER

PC Miss Jazzy 915E13, shown by Calvin Wunderlich, Brenham, Texas



NJSGS CONTEST RESULTS ON PAGE 34 »

WILEY RANCH

Southern Harvest

FEMALE SALE



EFFIE, LOUISIANA at 11:00 AM

300 Head of registered Brangus and Santa Gertrudis females

Featuring

Blackwater Brangus herd - 6 years and older cows

Wiley Ranch Santa Gertrudis - 6 years and older cows

Also a feature set of consignment Brangus and Santa Gertrudis



Schedule

Friday

2:00 pm - Cattle Viewing

6:30 pm - Cajun Supper

Saturday

7:00 am - Cattle Viewing

9:30 am - Brunch

11:00 am - Southern Harvest Female Sale



WILEY RANCH

Erik or Kim Wiley

155 Sayes Rd. | Deville, LA 71328

318.481.8082 | 318.481.6927

erikkeri@yahoo.com



ACE Contacts:

Richard Hood | 979.224.6150

Trey Kirkpatrick | 979.324.5518

Todd Harvey | 386.288.8059

2022 NATIONAL JUNIOR SANTA GERTRUDIS SHOW

BETTER BEEF CONTEST

The Better Beef Contest was held Sunday, June 19 at the National Junior Santa Gertrudis Show in Texarkana, Ark. The Better Beef Contest was started in 2014 to educate Santa Gertrudis exhibitors about carcass value and what constitutes a valuable carcass in today's beef industry. The juniors have been very willing to participate in this new contest, and the association has benefitted from the emphasis on carcass and data collection. The intramuscular fat (IMF) percentages in our purebred bulls and females has continued to improve every year, which shows that our breed has placed an emphasis on improving carcass quality and that we, as a breed, are achieving that goal.

The contest allows "age-eligible" cattle (birthdates ranging from 310 to 470 days of age) to be scanned via ultrasound to determine intramuscular fat, ribeye area and fat thickness. In addition to collecting ultrasound data and taking weights, this year we also included the recording of hip heights to determine frame scores. Also, from the bulls that are in the appropriate age range, we are collecting scrotal circumference measurements and taking a DNA tissue sample.

Winners of the contest are determined by adjusting the ultrasound measurement for the animal's age for the highest intramuscular fat award and adjusting for weight and age for the largest ribeye area per hundredweight (REA/cwt) award. The top carcass award combines weight per day of age, as well as the highest ratios for IMF and REA/cwt to determine the animal that has the most valuable carcass by today's industry standards.

The Santa Gertrudis Foundation and the Santa Gertrudis Youth Foundation donate the cost of the ultrasound technician and the cost of DNA processing. Prize money for the contest is donated annually by Townsend Cattle Company, Harris Farms, Strait Ranches, Red Doc Farm, Tinney Farms, Running R Cattle Company and Hefte Ranch. This year's contest was dependent on the efforts of some very generous and hardworking folks, including Beau Robertson, Melanie Brewer, Stacey Montano, Sampson Baca, Dr. Kay Burkman, Dr. Pete Wunderlich, Nancy Wunderlich, Kathryn Hefte and Brad Wright. Our ultrasound technician, Donnie Robertson, is instrumental in making this an educational experience for the participants. 🐄



2022 BETTER BEEF CONTEST WINNERS

PUREBRED FEMALE TOP CARCASS

Myers Love Sick Blues 21/15, owned by Quincy Walker
\$500 prize

PUREBRED FEMALE HIGH %IMF

Myers Love Sick Blues 21/15, owned by Quincy Walker
\$250 prize

PUREBRED FEMALE HIGH REA/CWT

Horseshoe B Miss 10J, owned by Adelyn Bronikowski
\$250 prize

PUREBRED BULL TOP CARCASS

Triple P's Legend 27, owned by Tate Villanueva
\$300 prize

PUREBRED BULL HIGH %IMF

Pinnacle 344/9-2, owned by Turner Duprius
\$125 prize

PUREBRED BULL HIGH REA/CWT

BSR Kodiak, owned by Hayley Eldridge
\$125 prize

STAR 5 FEMALE TOP CARCASS

Miss M Rock Goldilocks 621, owned by Chad Coker
\$300 prize

STAR 5 FEMALE HIGH %IMF

Ridge Point Abbie 162, owned by Caleb French
\$125 prize

STAR 5 FEMALE HIGH REA/CWT

FSCC Sweetness, owned by Peyton Barnett
\$125 prize



2022 NJSGS HIGH POINT BREEDER

FULTON FARMS

Home of Fabulous Females



Ariel Cuervas

STAR 5 Female Show

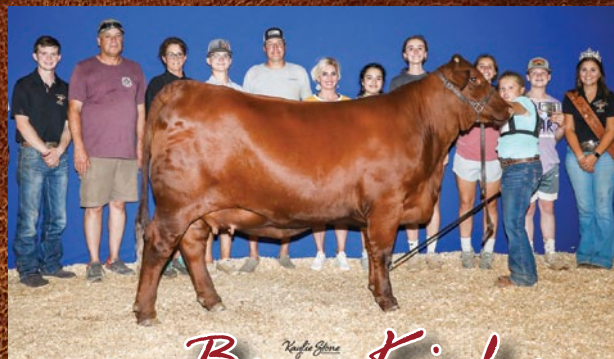
3rd Place, Class 4 with June
3rd Place, Class 6 with Polly
First Place, Junior Photography

Congratulations

Hannah Ford
Emerson Boutwell
Kimber Shepard
Peyton Holland
Levi Nelson



High Point Breeder



Bree Kiefer

Purebred Heifer Show

First Place, Class 22 with Arya
Second Place, Class 4 with Leta
Second Place, Class 17 with Takis
Top Ten, Junior Showmanship

We are very proud of all the
junior members who exhibited
Fulton Farms cattle in
Texarkana this year.



Linda Olivares

Purebred Bull Show

4th Place, Class 5 with Pillsbury
7th Place, Class 5 with 5J Sarah
1st Place Senior Brain Bowl

FULTON FARMS

Suzanne & Jane Fulton • Taylor Terry
Denton, Texas • 940.382.3611
FultonFarms39@gmail.com

EST
T²F



Jane Lawrence

Purebred Heifer Show

2nd Place, Class 4 with Tortilla
Top Ten Junior Showmanship

Kaymin Pledger

Purebred Heifer Show

3rd Place, Class 4 with Strawberry
Top Ten Junior Showmanship

2022 NATIONAL JUNIOR SANTA GERTRUDIS SHOW

DEDICATION

By Kalli Kimble,
National Junior Santa Gertrudis Association Member

Editor's Note: The following is an excerpt from Kalli Kimble's speech honoring the three individuals – Debbie Townsend, Tana Townsend Hajovsky and Y.N. Strait – memorialized during the 2022 National Junior Santa Gertrudis Show.

DEBBIE TOWNSEND & TANA TOWNSEND HAJOVSKY

I don't truly know how to put any of this into words and no words will ever express the love Debbie and Tana spread and the lives they touched within the Santa Gertrudis breed. This past January, as the Santa Gertrudis family was together in Fort Worth for our National Open Show, we received the devastating news that two beloved people in our Gert family had passed.

Debbie was the center of her family and was the mother hen. She always had her kids, grandkids, nephews, nieces, family and friends at her house. She was never happy in a quiet home and was happiest with her family around her. Whether it was pool parties for birthdays, going to every show with her kids, grandkids, nephews or nieces or supporting the kids at sporting events, she was always there cheering them on. Debbie spoiled everyone. She kept your favorite item on hand, and she would remember the little things about the people she loved; that made her so special. Even if it was as simple as your favorite coffee blend or creamer.

What I miss most about Debbie is her love, support and guidance. She

was able to give perspective, love you through the hard times and convince you that everything was going to be ok.

Tana was the shining spirit of Debbie. She was always with Debbie, and was always helping her mom, grandma and family. She loved her cousins and nephews like her own kids. When she became a mom, she never was apart from Logan. She knew everyone's name and their story, and she had a wicked sense of humor.

What I think was overlooked most with Tana was her level of intelligence. She never bragged, but she was so smart. She ran the farm business. She ran the deer business with her dad. She was an insane shot with a rifle. She took down more exotic game than anyone. Tana was quite a special person.

It's truly hard to believe this incredible mother-daughter duo is really gone. I couldn't think of a better way to remember them at this National Junior Santa Gertrudis Show than to dedicate this show in their names.

Y.N. STRAIT

I'm a very lucky girl to have had the opportunity to know Y.N. the way I did. My heart hurts so much because the Straits are my second family. For as long as I can remember, they have

always been a part of my life, whether I was the flower girl at Callie's wedding, picking through hand-me-down shoes of Cynthia's, watching Avery and Arden begin their show careers and growing with them, or talking cows with Y.N. and Yancey at sales. If there's one thing we all knew about Y.N., it's that he loved God, his family and these cherry red cattle.

Y.N. grew up around cattle and began building the Strait Ranches legacy after the passing of his grandfather, Y.C. Strait, in 1972. If you knew Y.N., you know his humbleness would undermine the true impact he has left on this breed. Personally, I was able to see firsthand just how much he loved this breed, the people in it and the kids who would carry its legacy.

I can remember a really long time ago, my mom and I went to the ranch in Carrizo and loaded up in the truck with Y.N. He pulled out this cow call, which I thought was the coolest thing ever, and we watched as the cows and calves came up to get cubes. That day was just me, mom and Mr. Strait. It was the day I picked my first ever show heifer, Cupcake. It was the day I began my journey in the show barn, and none of it would've been possible without Y.N. From then on, he was at nearly every show, cheering me on and supporting the juniors in any way possible. There are many backdrop pictures he was in and many more he deserved to be in because he supported me more than I could ever put into words. I can guarantee there are many of you who have experienced his generosity and wisdom firsthand, whether he was spreading his knowledge of cattle or giving you the reassurance you needed to make it through the day. It hurts me to say now, I won't ever get to listen to him talk cattle, make me laugh when I need it most or hug me like I am one of his own. Y.N. gave so much, whether it was to the junior program, to the South Texas affiliate or the everyday

cattleman looking for some wisdom. He was the kindest and most supportive, the greatest cowman I knew and he was family.

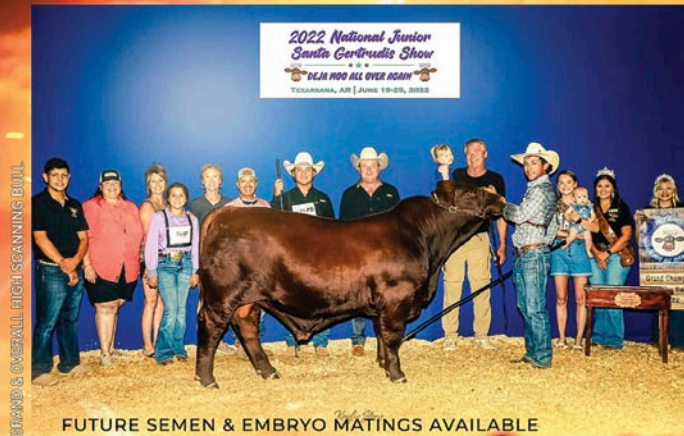
There are not enough words to say how truly special this man was. The legacy he has left on this breed is immeasurable and the memories will last forever. I can't think of a better way to honor him than to dedicate this junior nationals in his name. 🐄



TRIPLE P'S
LEGEND

2022 NATIONAL SANTA GERTRUDIS SHOW
GRAND & RESERVE GRAND CHAMPION BULLS

TRIPLE P'S
LEGACY



CONGRATULATIONS TATE VILLANUEVA

FUTURE SEMEN & EMBRYO MATINGS AVAILABLE

Congratulations
TRIPLE P RANCH
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**FLUSH
MATES**

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STAR 5 / ARB HEIFERS

PUREBRED SANTA GERTRUDIS

*Celebrating Back-to-Back
NJSGS Grand Champion STAR 5 Wins!*



HCC NUTMEG

Grand Champion: STAR 5
2022 NJSGS

Congratulations to Cooper Cates and
Nutmeg!

We also congratulate Cade McDowell
on his top 10 finish, Class 8 Purebred
(7th of 32) with Hurricane's Piper.

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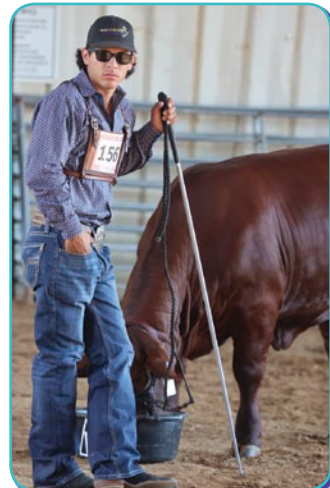


PAUL, MOLLY, HANNAH AND KYLE BURROUGH

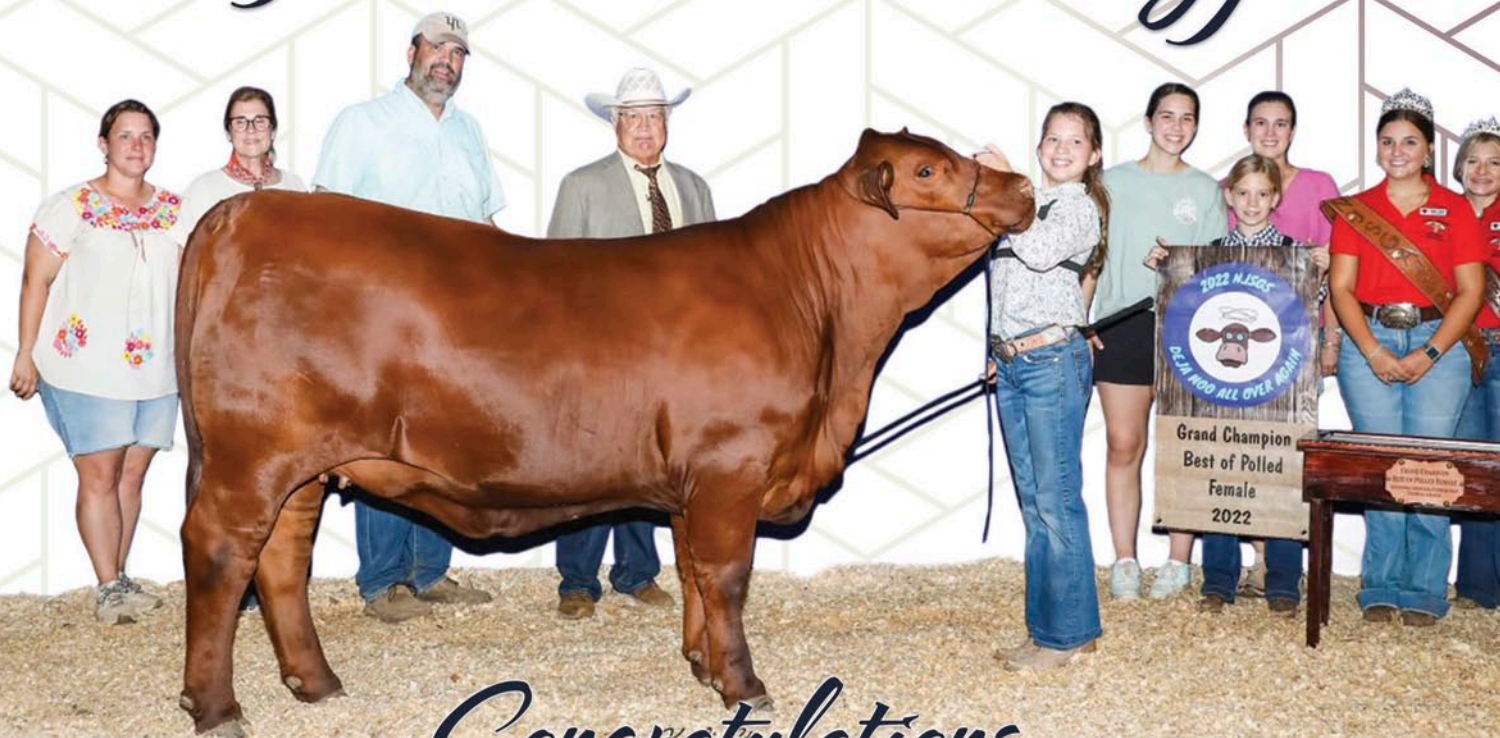
Weatherford, Texas • 817-994-6596 • paulburrough@prodigy.net

2022 NATIONAL JUNIOR SANTA GERTRUDIS SHOW

MEMORIES



Combining *Performance and Phenotype*



Congratulations

to Arden Strait and SR Ms Uno ET 23/J3 "Little Betty" for being named
National Champion Best of Polled during the 2022 National Junior Santa Gertrudis Show.

Top 1% REA; Top 2% WW, YW & CW; Top 10% TM; Top 25% SC & MB
Adj IMF 5.35; Adj REA 10.87; Adj FT 0.25; Adj RF 0.29; Adj YW 865

Look for 23/J3's full sibling, **SR MS UNO ET 23/J4** in the 2022 Strait-Hefte Tried & True Production Sale.
Strait Ranches will be offering numerous ET produced bulls and females.

Strait Ranches would like to Congratulate all participants and thank all exhibitors of
Strait Ranches bred cattle at the 2022 National Junior Santa Gertrudis Show.

STRAIT
Ranches

Y.N. STRAIT FAMILY

Streetman, Texas

Yancey 972.841.0989

yanceystrait@straitranches.com

Callie 210.837.1199

callie@straitranches.com

Henry Zarate, Manager | 361.920.0718

www.straitranches.com

2022 STRAIT-HEFTE
Tried & True
OCTOBER 14-15, 2022
320 FM 3059 | STREETMAN, TEXAS
PRODUCTION SALE

We are excited about the
5th Annual Strait-Hefte Tried & True
Production Sale. We look forward to
showcasing proven, performance genetics. We hope
to see you October 14th & 15th at the ranch in Streetman, TX.

FINDING YOUR VOICE FOR AGRICULTURE

By Macey Mueller, Contributing Writer

In 2009, Brandi Buzzard Frobose was spurred into advocacy when an article published in her collegiate newspaper was riddled with misinformation about production agriculture. She poured her heart into a fact-filled letter to the editor that turned into an op-ed piece for *Drovers* and inspired her to start her blog, Buzzard's Beat.

Over the past several years, you may have seen this Kansas rancher, cowgirl and agricultural communications professional Brandi Buzzard Frobose has garnered national attention for her beef industry advocacy efforts.



Kansas rancher, cowgirl and agricultural communications professional Brandi Buzzard Frobose has garnered national attention for her beef industry advocacy efforts.

In addition to speaking up for the industry she loves, Frobose also enjoys speaking to fellow producers and encouraging them to share their own farm and ranch stories – whether on social media or in their local communities. Here are her top tips for increasing your advocacy efforts and maximizing your impact with consumers:

Know Your Audience

To effectively reach a specific audience, you must understand what messages resonate with them and what motivates them into action. For example, Frobose says if you're trying to reach moms with young children, your content should focus on concerns most parents have, like nutrition, safety and budgets, and you should be posting on the social media platforms your audience uses the most.

Choose Your Platform(s)

Speaking of platforms, there are a growing number of them available, which can certainly help broaden your reach but can also be a little overwhelming. Once you identify the platforms that best align with your target audience, Frobose suggests exploring the different features each one provides to maximize your exposure. Personally, she prefers Facebook for engaging in conversations with followers and Instagram for creating "Reels" (videos with effects like music and text) and sharing videos of her talking or explaining in her "stories" (temporary posts that are viewable for just 24 hours unless they are saved to a highlight). To get the most mileage from the content she creates, she will often post it to both platforms, knowing that she has many followers who only use one or the other.

Create Strong Content

With so much information competing for attention on social media, Frobose suggests always incorporating visual imagery in a post. Whether it's photos, video or even an infographic, social media algorithms value that type of content over text-only posts, which will boost your chances of being seen by more users. In addition to highlighting what's happening on her own ranch, Frobose regularly incorporates facts and links to science-based information to add credibility to her posts. Some of her favorite sites and resources include Beef. It's What's for Dinner, the U.S. Department of Agriculture National

CONTINUED ON PAGE 36 »

After her open letter to Rep. Alexandria Ocasio-Cortez quickly went viral, Frobose does an interview with MSNBC and several other news outlets to discuss beef sustainability.



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TOP 10 LIVESTOCK JUDGING WINNERS
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TOP 10 CATTLEMANS WINNERS
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2022 NATIONAL JUNIOR SANTA GERTRUDIS SHOW

CONTEST RESULTS

PHOTOGRAPHY

JUNIOR

1. Axel Cuevas, Denton, Texas
2. Cache Streit, Electra, Texas
3. Jana Justiss, Yoakum, Texas
4. Claire Randle, Pontotoc, Miss.
5. Kelton Leonard, Plantersville, Texas

INTERMEDIATE

1. Bailey Wiley, North Richland Hills, Texas
2. Mia Wiley, Deville, La.
3. Savannah Roessler, Gainesville, Texas
4. Charlie Joe Grogan, Eustace, Texas
5. Madisyn Douglas, Bonham, Texas

SENIOR

1. Gracey Pitchford, Athens, Texas
2. Kiley Kizziah, Richmond, Texas
3. Kenadee Kuykendall, Meridian, Texas
4. Cali Allison, Pontotoc, Miss.
5. Cooper Cates, Enchanted Oaks, Texas

LIVESTOCK JUDGING

JUNIOR

1. Arden Strait, Streetman, Texas
2. Rhett Harrington, Plantersville, Texas
3. Brody Whiddon, Stephens, Ark.
4. Kinsley Kubecka, Bay City, Texas
5. Morgan Soape, Needville, Texas

INTERMEDIATE

1. Mayson Harbison, Timpson, Texas
2. Audrey Jones, Lake City, Fla.
3. Kye Yackel, Wharton, Texas
4. Madisyn Douglas, Bonham, Texas
5. Jackson Pirtle, Enola, Ark.

SENIOR

1. Mikaela Terry, Bryan, Texas
2. Rylee Blacksher, Nacogdoches, Texas
3. Tate Villanueva, Alvin, Texas
4. Gracey Pitchford, Athens, Texas
5. Leighton McCulley, Summit, Miss.

CATTLEMEN'S CONTEST

JUNIOR

1. Jana Justiss, Yoakum, Texas
2. Arden Strait, Streetman, Texas
3. Hudson Novosad, Caldwell, Texas
4. Karsyn Kincannon, West Columbia, Texas
5. Tripp Nichols, Axtell, Texas

INTERMEDIATE

1. Tayler Guidry, Gueydan, La.
2. Calvin Wunderlich, Brenham, Texas
3. Madison Moran, Brenham, Texas
4. Jordan Tigert, Daingerfield, Texas
5. Shelby Keen, Carrizo Springs, Texas

SENIOR

1. Caiden McDowell, Liberty, Miss.
2. Amy Brewer, Tivoli, Texas
3. Lauren Hanna, Decatur, Texas
3. Mikaela Terry, Bryan, Texas
4. Rylee Blacksher, Nacogdoches, Texas

SALES TALK

JUNIOR

1. Arden Strait, Streetman, Texas
2. Quincy Walker, Stagecoach, Texas
3. Jana Justiss, Yoakum, Texas
4. Peyton Bronikowski, Franklin, Texas
5. Tanner Lawrence, Robstown, Texas

INTERMEDIATE

1. Cale Cornelius, Timpson, Texas
2. Gracyn Foster, Laurel, Miss.
3. Javid Sanchez, Belen, N.M.
4. Avery Strait, Streetman, Texas
5. Payton Calk, Boling, Texas

SENIOR

1. Mikaela Terry, Bryan, Texas
2. Dylan Leddy, Cave City, Ark.
3. Gracey Pitchford, Athens, Texas
4. Tate Villanueva, Alvin, Texas
5. Demi Harrington, Plantersville, Texas

PUBLIC SPEAKING

JUNIOR

1. Sophia Reyes, Edinburg, Texas
2. Myka Mikolajchak, Alvin, Texas
3. Anabelle Smith, Pattison, Texas
4. Jana Justiss, Yoakum, Texas
5. Gracie Smith, Pattison, Texas

INTERMEDIATE

1. Raini Taylor, Mt. Pleasant, Texas
2. Madison Moran, Brenham, Texas
3. Avery Strait, Streetman, Texas
4. Cale Cornelius, Timpson, Texas
5. James Mason Carlow, New Boston, Texas



SENIOR

1. Kiley Kizziah, Richmond, Texas
2. Kaylee Leddy, Cave City, Ark.
3. Mikaela Terry, Bryan, Texas
4. Alexis O'Neal, Como, Texas
5. Bailey Jones, Lake City, Fla.

SHOWMANSHIP

JUNIOR

1. Peyton Bronikowski, Franklin, Texas
2. Myka Mikolajchak, Alvin, Texas
3. Cade Bram, Louise, Texas
4. Kaymin Pledger, Timpson, Texas
5. Karson Kincannon, West Columbia, Texas

INTERMEDIATE

1. Newt Richmond, Eustace, Texas
2. Adelyn Bronikowski, Franklin, Texas
3. Lucas McDowell, Liberty, Miss.
4. Madisyn Douglas, Bonham, Texas
5. Caleb Bram, Louise, Texas

SENIOR

1. Cooper Cates, Enchanted Oaks, Texas
2. April Ramsey, Timpson, Texas
3. Demi Harrington, Plantersville, Texas
4. Kalli Kimble, Kingsbury, Texas
5. Lauren Hanna, Decatur, Texas

AD CONTEST

JUNIOR

1. Quincy Walker, Stagecoach, Texas
2. Hudson Novosad, Caldwell, Texas
3. Lonna Wunderlich, Brenham, Texas
4. Myka Mikolajchak, Manvel, Texas
5. Mabry Mikolajchak, Manvel, Texas

INTERMEDIATE

1. Hadleigh Novosad, Caldwell, Texas
2. Savannah Roessler, Gainesville, Texas
3. Brian Lockhart, Walker, La.
4. Madisyn Douglas, Bonham, Texas
5. Gracyn Foster, Laurel, Miss.

SENIOR

1. Lauren Hanna, Decatur, Texas
2. Mikaela Terry, Bryan, Texas
3. Kiley Kizziah, Richmond, Texas
4. Vana Berryhill, Meadville, Miss.
5. Bailey Jones, Lake City, Fla.



HERDSMAN CONTEST

1. Mississippi Santa Gertrudis Association
2. Louisiana Santa Gertrudis Association
3. South Texas Santa Gertrudis Association

BRAIN BOWL

JUNIOR

1. Mid-Coast Santa Gertrudis Association
2. South Texas Santa Gertrudis Association

INTERMEDIATE

1. Mid-Coast Santa Gertrudis Association
2. Premier Santa Gertrudis Association

SENIOR

1. Premier Santa Gertrudis Association
2. Mississippi Santa Gertrudis Association

BYRON THOMS HIGH POINT AWARD

JUNIOR

Arden Ellen Strait, Streetman, Texas

INTERMEDIATE

Madison Moran, Brenham, Texas

SENIOR

Mikaela Terry, Bryan, Texas

HIGH POINT JUNIOR EXHIBITOR

Kalli Kimble, Kingsbury, Texas

HIGH POINT JUNIOR BREEDER

Kalli Kimble, Kingsbury, Texas

HIGH POINT BREEDER

Fulton Farms, Denton, Texas

NORWALL AND ANNA SELLS

HARD LUCK AWARD

Nolan Wunderlich, Brenham, Texas

OLD JOE AWARD

Amy Brewer, Tivoli, Texas

ELDON FLOWERS AWARD

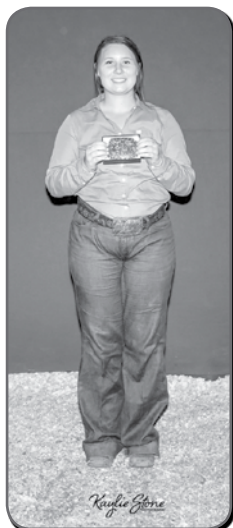
Cali Green, Holden, La.



2022-2023

QUEEN AND PRINCESS

Madisyn Douglas, Bonham, Texas (second from right)
Arden Ellen Strait, Streetman, Texas (second from left)



FINDING YOUR VOICE

CONTINUED FROM PAGE 32

Agricultural Statistics Service, UC Davis Animal Science Professor Frank Mitloehner and the Beef Checkoff's Masters of Beef Advocacy (MBA) program and affiliated Facebook group, which she actually established while managing the MBA program during her time working for NCBA.

Engage to Build Trust and Community

Social media is meant to be a two-way street when it comes to communication, so as consumers ask questions or even make friendly comments, Frobose says it is important to respond as much as possible, which will help build rapport with followers. Of course, occasionally there are posts that garner enough attention that it is nearly impossible to stay on top of the comments. For example, she recently made a post explaining the sudden, heat-related deaths of thousands of cattle in western Kansas that amassed nearly 400 comments and more than 1,100 shares in a matter of days, and she eventually had to stop responding.

Frobose has also helped to build trust with her audience by making a point to only reference fact-based information and using discernment in the content she shares from other sources. These efforts have helped create a built-in community that is willing to go to bat for her when the trolls and other malicious users find their way to her social media pages. Her personal approach in dealing with these types of people is to ignore the ones being facetious but who have not

stepped over the line and immediately block anyone sharing hateful words or being cruel.

Start in Your Own Backyard

While social media is a great way to reach the masses, don't discount the impact of face-to-face interactions with consumers. Frobose suggests teaming up with a state or county livestock association or local FFA chapter to host farm tours, help with petting zoos or hand out beef samples at a grocery store. She recently donated agriculturally accurate children's books to her nearby library and says reading at a local story time can be a great way to educate younger children and also engage their parents in meaningful conversations.

Regardless of how you choose to connect with consumers, Frobose says the goal is to be transparent and trustworthy to help build their confidence in the beef supply.

"I want fellow producers to know their advocacy efforts don't go unvalued by consumers," she says. "There are many people who have no idea what happens on our farms and ranches, and they are genuinely intrigued, so sharing our stories through photos and videos and answering questions with science-based facts are all great ways to help them better understand why we do what we do and how much we care about the land and livestock."

"Amid the occasional mean comments I get about being a bad mom or a shill, I also have followers who thank me for providing factual information and helping them feel better about feeding their family beef, and that's really the target for me." 🍴

Be sure to check out the Buzzard's Beat blog at buzzardsbeat.com and follow Frobose on your favorite social media platforms



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Genetic Evaluation Update

Over recent months, the association has received concerns from members regarding the monthly genetic evaluation. While it is our goal to provide the most accurate information possible, we know that the evaluation is a fluid system and adjusts month to month, based on the available data. Also, during the transition to our new pedigree platform, we were aware that moving such a large dataset did not come without potential issues. Throughout the process, we have endeavored to do our due diligence, combing through the system to ensure the data was integrated correctly and that the data going into the evaluation is a sound representation of what members have submitted.

When making the move to our new platform within the last year, we have seen the expected miscues and have worked to correct any potential problems in an effort to reach our goal of providing more accurate evaluations each month. We feel confident in both the system and evaluation, but if you have questions or concerns about your herd's data, please reach out to the office so we can answer any questions you might have or correct any potential issues on data input. 🍴

2022 Membership Directory

Be Part of the Annual Membership Directory

The October issue of *Santa Gertrudis USA* will feature the annual Santa Gertrudis Breeders International (SGBI) Membership Directory. For SGBI members, that means it's time to make sure your membership is current so you can be included. The October issue is the largest of the year and, throughout the year, extra copies will be distributed at events and to cattlemen interested in Santa Gertrudis cattle. This is just one of the many benefits of being an SGBI member.

It's not too late to make sure your membership is paid so you can be included in the 2022-2023 SGBI Membership Directory. If you have questions about your membership status or need to make a change to your listing, you still have time to do so. Contact Diana Ruiz, SGBI registration and member services specialist, with questions about your membership status at (361) 592-9357 or diana@santagertrudis.com.

Be sure to pay your membership dues by Sept. 1. Your membership status must be current to be included in the directory! 🍴



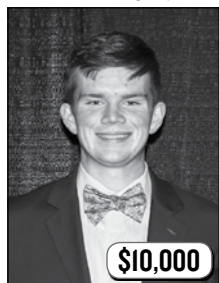
2022 NATIONAL JUNIOR SANTA GERTRUDIS SHOW



YOUTH FOUNDATION SCHOLARSHIP RECIPIENTS

LEVI NELSON

Y.N. Strait Legacy Scholarship



Levi graduated from Krum High School in Krum, Texas, where he was actively involved in FFA and athletics. He has been actively involved in the Premier Santa

Gertrudis Affiliate and National Junior Santa Gertrudis Association (NJSJA) for nine years, currently serving as president of the NJSJA Board. Levi plans to attend Oklahoma State University to study agribusiness/pre-law.

CALI ALLISON

Jim Corporron Scholarship and David Harris Scholarship



Cali graduated from Mooreville High School in Mooreville, Miss. She has been actively involved in the Mississippi affiliate and Santa Gertrudis Breeders International (SGBI) for eight years. Cali plans to attend KC's School of Hair Design to become a cosmetologist and esthetician.

KILEY KIZZIAH

Debbie Townsend and Tana Townsend Hajo-vsky Memorial Scholarship



Kiley graduated from Foster High School in Richmond, Texas, where she was active in FFA and athletics. She plans to attend Tarleton State University to become a trauma nurse. Kiley has been actively involved in the Mid-Coast affiliate for 10 years.

AMY BREWER

Burton McDaniel Memorial Scholarship



Amy graduated as valedictorian from Tivoli High School in Tivoli, Texas. She plans to attend Texas A&M University and major in animal science with the goal of attending vet school after graduation. She has served as an NJSJA director and has been actively involved in the South Texas affiliate for nine years.

ALEXIS O'NEAL

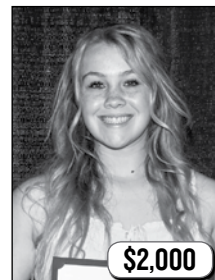
Vernon Lane Scholarship and National Santa Gertrudis Youth Foundation Scholarship



Alexis graduated from Quitman High School in Quitman, Texas. She has been actively involved in the Premier affiliate for the past three years as well as FFA, athletics and cheer in her high school. She will be attending the University of Texas at Arlington to study nursing.

KENNEDY BROOKS

Vernon Lane Scholarship



Kennedy graduated from Krum High School in Krum, Texas. She plans to attend Auburn University and study business, and she has already enlisted in the U.S. Marine Corps where she will serve following her education.

LEIGHTON MCCULLEY

Wilson Family Scholarship



Leighton has been active as an NJSJA director, a leader in the Mississippi affiliate and a outstanding student at North Pike High School. Following graduation, Leighton

plans to attend Southwest Mississippi Community College and Mississippi State to pursue a degree in biomedical engineering.

ALEXIS RABALAIS

Joe Jones Scholarship and National Santa Gertrudis Youth Foundation Scholarship



During her four years of SGBI membership, Alexis has been actively involved in the Louisiana affiliate. She is also active in her local 4-H club and looks forward to returning to rural Louisiana to provide much-needed veterinary services following her education at Louisiana State University.

ERIN KAY DANIEL

Kyle Bush Memorial Scholarship



Erin Kay graduated from Magnolia High School in Magnolia, Ark. Erin Kay has been successful both in and out of the show ring and has served as a NJSJA director and queen. She plans to attend Connors State College and study agricultural education. She will also be a member of the beef cattle show team. 🐄

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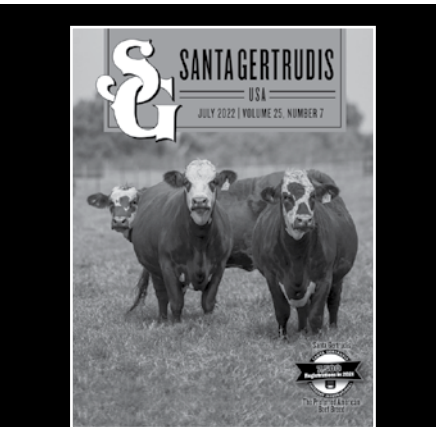


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SANTA GERTRUDIS Juniors

By Cale Cornelius, President

Hello, everyone! My name is Cale Cornelius. I'm 15 years old and from Timpson, Texas. I just started my second year on the National Junior Santa Gertrudis Association (NJSJA) Board of Directors and was elected to serve as your NJSJA president. The love I have for raising and exhibiting these cherry red cattle is undeniable; however, I have even more love for the people within our breed. I have met so many breeders, families and friends who have become my family because we share the same passion for this industry.

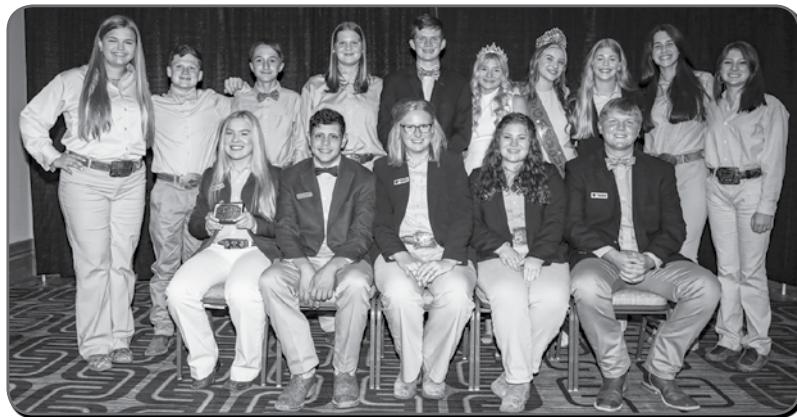
2022 "DEJA MOO" All Over Again in Texarkana, Ark., was a fast and furious week full of exhibiting cattle, contests, socials, games, awards banquet and just hanging out with our Gert family. Although the National Junior Santa Gertrudis Show (NJSJS) can be stressful, I wouldn't trade the memories we create together for anything. This year, we had a total of 640 head of cattle and 239 exhibitors, all competing for the ultimate goal of National Cham-



pion. It's when all of these awesome people come together once a year and it is something I truly look forward to every year!

I strongly encourage all junior members to get involved at the NJSJS, try a new contest, get out of your comfort zone and meet new people in the barn. You won't regret it! I am forever grateful for this opportunity and look forward to serving as your national president. Have a great summer and I will see you down the show road! 🐾

The newly elected National Junior Santa Gertrudis Association Board of Directors at the 2022 National Junior Santa Gertrudis Show. Back row, left to right, Kenley Kincannon, Luke Nelson, Weston Strait, Aubrey Jones, Levi Nelson, Jewelie Green, Madisyn Douglas, Lauren Hanna, Avery Strait and Gracyn Foster. Front row, left to right, Cale Cornelius, president; Javid Sanchez, vice president; Madison Moran, secretary; Carley Jones, treasurer; and Tommy Dunaway, reporter.



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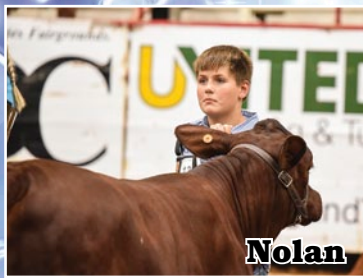
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INVESTING IN AI

By Hannah Gill, Contributing Writer

When Tony Creech got back into raising cattle, he had two goals – to get into a breed that he felt comfortable with and to build a herd that stands out in the breed – something he accomplished in a relatively short amount of time with the help of artificial insemination (AI).

Creech has been raising Santa Gertrudis cattle since 2006 and keeps 70 to 80 head of mother cows on his farm near Raleigh, N.C.

“Before, I had just a commercial herd and I had some Santa Gertrudis, and that’s what made me want to go back with them,” he says. “I had fewer problems with the Santa Gertrudis than I did with other breeds – fewer calving problems, they had better dispositions, they had the qualities I wanted.”

Since then, Creech has been strictly AI’ing his herd and retaining his best heifers. Now, he has a herd of mostly home-raised cows split into spring- and fall-calving groups, and he is even retaining some bulls of his own.

“The AI has really been my main thing,” he says. “I never spent a lot of money on bulls, but I try to use my money wisely and, for me, AI’ing has been the cheapest way to go in the right direction the fastest.”

And Creech says he can tell a big difference between using AI vs. the live cover bulls he used in the past with his commercial herd, simply because

he can afford to breed everything to the top genetics the breed has to offer. Creech looks for bulls that offer well-balanced expected progeny differences rather than chasing one trait. One bull he has really liked crossing on his herd has been Red Doc Farm’s Never Before.

“I really noticed a difference when I started AI’ing to him,” Creech says. “He’s just a real big-boned, real good phenotype bull, and he makes real nice heifers and bulls. He’s really what the base of my herd is. You can’t tell much about fertility, but after I use a bull for a while, I can tell which bulls are going to produce good heifers and which bulls are not.”

When Creech introduces a new bull to his herd, he usually tests the bull on three or four of his top cows to evaluate the result before he fully commits. When a bull has passed muster, he usually breeds around 10 cows each season.

Over the years, Creech has refined his AI protocol, starting with a shot of Lutalyse when he puts CIDRs in, followed by a shot of Factrel on day eight. Then on day 14, he pulls the CIDRs, gives another shot of Lutalyse and applies a heat-detection patch. After the first few females start cycling, they breed three groups every 12 hours after standing heat.



The evidence of his success with AI’ing top genetics shows through Creech’s uniform cow herd and the uniform calf crops he gets year after year.

“When we pull the CIDR, usually by the end of the second day I’ve got some cycling,” he says. “We breed probably 85 to 90 percent of the cows we set up.”

That protocol, along with a good AI technician, Creech says are the keys to his success. A few years ago, Creech started using AI technician Kim Prestwood, who lives 15 miles away from his farm, and their bred cow percentages improved dramatically.





“Someone who does it, the more they do it, the better they get at it. And they need to be experienced doing Santa Gertrudis cattle or *Bos indicus* cattle because it’s a whole different-shaped reproductive system. Our technician is experienced and good at it,” Creech says.

The evidence of his success with AI’ing top genetics shows through Creech’s uniform cow herd and the uniform calf crops he gets year after year.

“Most all of my females that are born here, I try to keep the very best ones to go back into my herd,” he says. “Then the rest of them I sell at production sales.”

He even started keeping a few top bulls back for his own use. The top remaining bulls go into production sales, and the rest are castrated and sold as freezer beef.

“I think anybody, regardless of size, can benefit from AI,” Creech says. “It’s not a lot of money involved for the end product; it’s a pretty good investment. The good calves I get make it worth it. To me it’s the way to go.” 🐄

The Creech family, from left, Brandon, Emily, Colin, Tony, Allison, Caroline and Seth



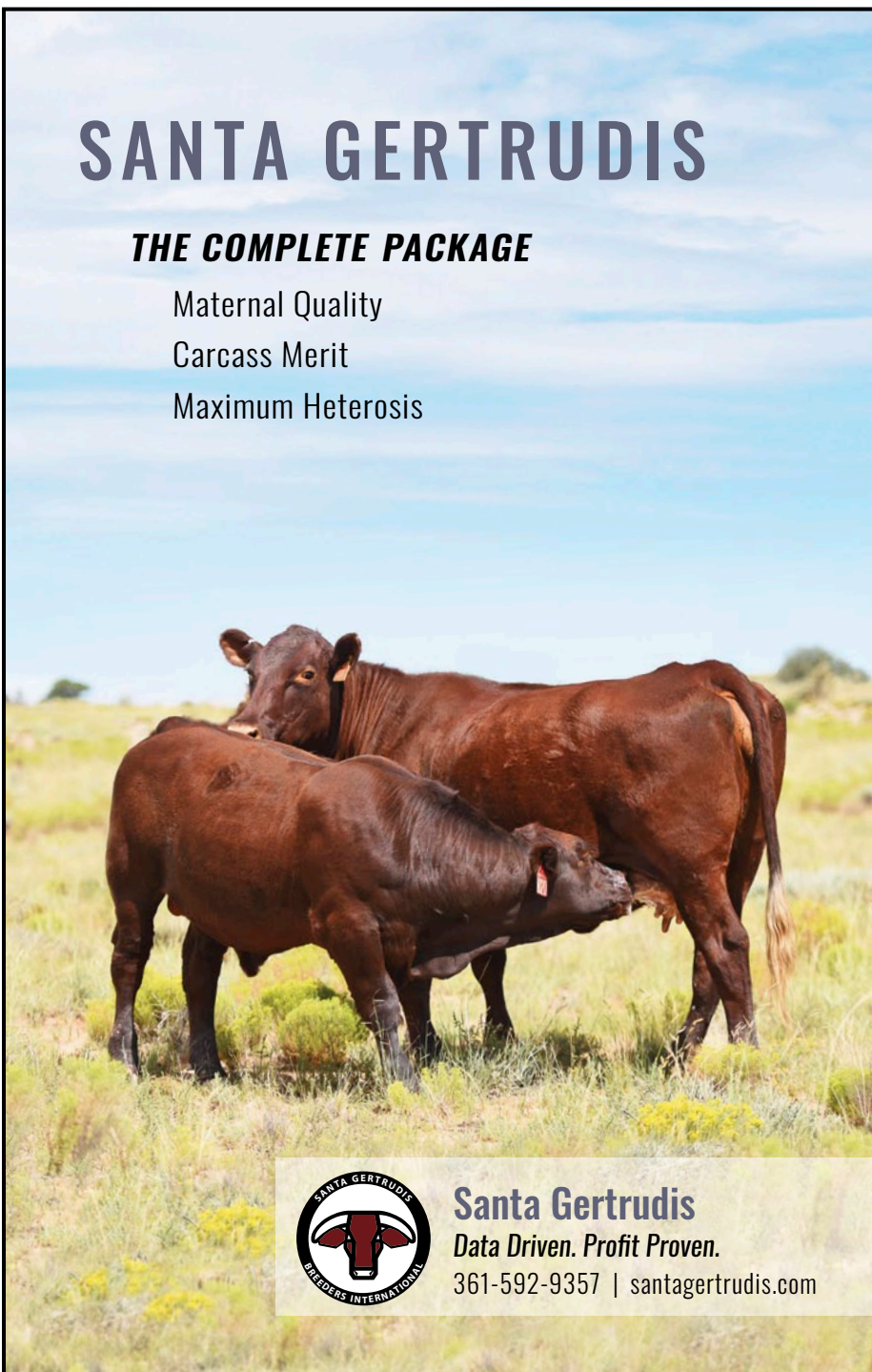
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DMC Hotchner 007, aka "Juliet." She is a daughter out of Danrick's Hotchner 22/4 and Miss Grandview 671.



Landon Stem - 2022 NJSGS Reserve Calf Champion

Lakota 59-21 is a daughter out of HH Lolly and sired by Bulletproof 4-30.



Laney Ellis - 2022 NJSGS Reserve National Champion Female

Pumpkin Spice 62/21 is a daughter out of RS 62, aka "Miranda". This calf is sired by Urbanosky's Tony, 2017 Reserve National Junior Champion Bull.



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