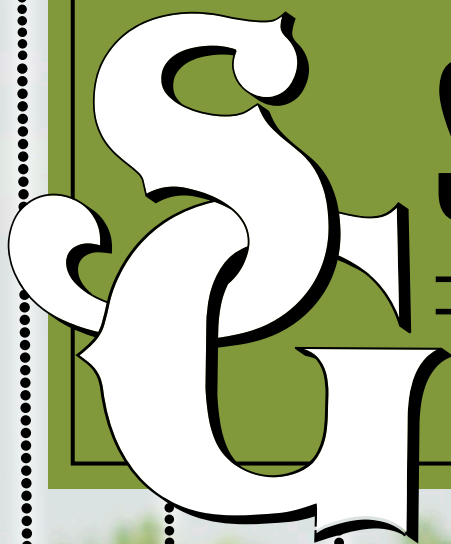
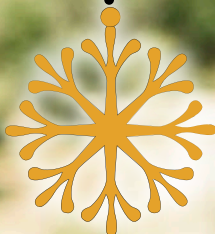
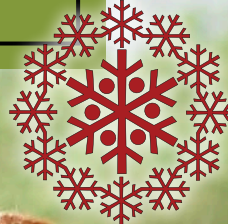




SANTA GERTRUDIS

USA

DECEMBER 2020 | VOLUME 23, NUMBER 12



Santa Gertrudis

SANTA GERTRUDIS

8,000

Registrations in 2019



The Preferred American
Beef Breed

IT'S FALL BREEDING SEASON

Consider Tinney Farms' Herd Sires!

MASTERPIECE 101

(Reg. #20141438)

Masterpiece capped off one of the most dominant show careers in recent breed history. He had 13 consecutive Grand Championships and was named the 2017 National Champion Bull! We look for great things in his future. He is one of the best balanced EPD bulls, and now is your chance to use one of the most powerful bulls in the breed. Co-owned with Circle A Farm.

Semen \$50/straw, 10-straw minimum.

Contact Darren Richmond, 423-364-9281, or djrichmd@gmail.com

SC	BW	WW	YW	Milk	T MAT
0.77	0.85	21.14	33.76	-7.43	3.14
1	85	2	1	99	—
HCW	FAT	Marb	REA	Tend	
13.27	0.016	-0.46	0.00	-0.02	
2	99	99	65	10	

Balanced Index: 3% | Cow/Calf Index: 2% | Terminal Index: 32%

**2017
National
Champion**

Richmond

TF PROSPECTOR

(Reg. #20181333)

Sired by King Ranch 97/10, Prospector puts it all together with phenotype and performance. He offers five traits in the breed's Top 15%. Grand Champion Bull at 2020 Dixie National, as well as at 2019 North American Livestock Expo and Kentucky State Fair. Look for Prospector at the 2021 National Show in Jackson, Miss., exhibited by Alderson/Richmond Marketing. Co-owned with High Country Farm, Jacksonville, Ark.

Semen \$50/straw, 10-straw minimum.

Contact Darren Richmond, 423-364-9281, or djrichmd@gmail.com

SC	BW	WW	YW	Milk	T MAT
0.25	1.24	10.57	19.35	-9.43	-4.14
80	90	15	5	99	—
HCW	FAT	Marb	REA	Tend	
4.14	-0.002	0.06	0.04	0.00	
15	30	10	15	45	

Balanced Index: 98% | Cow/Calf Index: 98% | Terminal Index: 7%

PISTOLERO

(Polled · Reg. #20157885)

A Pistol son out of donor cow Harco 1247. Pistolero has some of the strongest numbers in the breed: WW 21.72, YW 43.78, HCW 25.86 and a Terminal Index of Top 1%. Co-owned with Quail Valley Farms.

Semen \$50/straw, 10-straw minimum.

Contact Arlin Taylor (below) or

Richard Hood, 979-224-6150, or richard@amscattle.com.

SC	BW	WW	YW	Milk	T MAT
0.58	1.17	21.72	43.78	6.93	17.79
3	90	2	1	3	—
HCW	FAT	Marb	REA	Tend	
25.86	0.035	-0.09	0.34	0.00	
1	99	99	1	25	

Balanced Index: 10% | Cow/Calf Index: 12% | Terminal Index: 1%



Manager: Arlin Taylor

256-507-3838

arlin.taylor@bhamfast.com

tinneyfarms.com

Tinney Farms

5251 Co. Rd. 601

Hanceville, AL 35077



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Let us help you fill your Christmas wish list
with genetics to make an impact in your herd.

FEATURING:

KR 1131/13 (Reg. #20134080) • **Never Sank 5012** (Reg. #20153072)
Dreamboat 037E2 (Reg. #20172429) • **Prime Time 9042** (Reg. #20177094)
Copperhead 912G2 (Reg. #20190568)

Contact us for semen on these bulls, as well as other bulls available for sale at the ranch.

Wendt Ranches Partners LLC

5475 FM 457, Bay City, TX

Email: wendtranches@hotmail.com

Gene Kubecka
979-240-5311

Daniel Kubecka
979-240-5312

SGBI Herd #621, established 1954



SANTA GERTRUDIS USA

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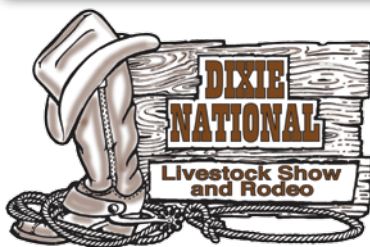
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A Santa Gertrudis STAR 5 female grazes at Hefte Ranch, Hondo, Texas. Photo by Cate Doubet.

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Embrace the Spirit of the Season!

We thank our many supporters and buyers throughout this year and look forward to a wonderful 2021.



*Merry Christmas and
Happy New Year from*

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Flying C Ranch

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(501) 207-2272





Trail Talk

EXECUTIVE DIRECTOR'S REPORT

By Webb D. Fields

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

I love this time of year. The weather is generally favorable for much of Santa Gertrudis country, putting out hay is still enjoyable as it hasn't yet become a burden and, most important, family is gathering and enjoying time with one another, making an effort to slow down and appreciate the little things. I certainly want to wish everyone a Merry Christmas and a happy holiday season.

As I sit down to write this report, we are getting close to the end of the fall sale season run. We have certainly tested the market this fall, with many females being placed into the marketplace, but maybe more noticeably, we have placed a large volume of bulls in front of customers. We have seen some very high-end future sires sell that will be utilized to advance the breed for many years to come. But this large volume of bulls is targeted and must be targeted toward continuing to increase Santa Gertrudis bulls into commercial cow herds across the country. I firmly believe we are doing a good job of improving the perceived value of our product, but we must continue to focus on those traits that matter to the commercial cowman and the areas that will allow us to capture additional business.

A strong focus on being the red-headed, heat-tolerant, heterosis provider of choice is key. There are a lot of short-eared cows around the country that would benefit greatly from a Santa Gertrudis bull in terms of added pounds, health and do-ability resulting from heterosis in the calf crop. On the same token, I truly believe there is such a large volume of black, commercially focused, *Bos indicus*-based cows in the South and Southeast that would still see a similar level of added performance due to the heterogeneous nature of crossing with our Santa Gertrudis cattle. The options are truly limitless for our breed to gain significant traction in selling into commercial cow herds, no matter the area.

At the same time, we must focus on those traits that matter. Calving ease

is often the first question I get from commercial bull buyers. In today's busy world and with many operations having less labor available or many simply being a side business to folks with a day job, no one wants to have calving issues. While we know mature cows can take on more birthweight to gain additional pounds at weaning, being able to accurately quantify this breed's calving ease is important in order to grow commercial markets. We must be able to accurately tell the industry that calving ease is not a problem and show the data. Docility certainly remains a priority for many across the country. Feed efficiency is important. Should we be looking at quantifying and tracking these traits closer?

While focusing on potential new areas of commercially relevant traits, we must continue to add pounds at weaning and focus, as we have, on downstream profit generators for the commercial industry such as marbling, ribeye area and carcass weight. The next step in our progression? I believe we can pinpoint our niche within the industry as generating a Santa Gertrudis-sired female that's an extremely viable maternal option that will not sacrifice carcass quality. This female fits perfectly as a generator for high-profit feeder cattle with just enough heterosis to positively affect health and growth.

To accomplish this, we must pay attention to fertility, maternal ability and efficiency. Identifying and reproducing highly fertile, maternally focused cattle that are moderate and efficient will help tell this hopeful story. After all, getting a live calf on the ground every year is step one. Coupling that with the carcass value we continue to see trending upward and our breed strengths of performance and uniformity will all allow us to continue to sell more bulls year after year. 🐄

In Memoriam

ROLAND K. "DOC" SANCHEZ

Roland K. "Doc" Sanchez, M.D., was the firstborn son born to Adolfo and Nancy Sanchez. He was raised in a farming community and was influenced by his grandparents, relatives and neighbors who brought him up in the old ways of New Mexico that stretched back to his old Spanish traditions of strong Catholic faith in Christ, family and community. He was an alter server, sacristan and lector for Our Lady of Belen Church.

Roland was one of the first groups of Hispanics to complete medical school at the University of New Mexico. During medical school, he met his wife, Elia Padilla. The couple moved to Fort Worth, Texas, where he completed his residency at John Peter Smith Family Practice Program. He graduated as a board-certified family physician before returning to Belen, N.M.

Upon their return to New Mexico, the couple started farming and raising Santa Gertrudis. Roland and Elia developed Red Doc Farm, which was named for Roland's famous red hair that matched the Santa Gertrudis cattle. Red Doc Farm is now an internation-

ally known source for top-quality genetics and the highest average seedstock producer in New Mexico. Under Roland's guidance, Red Doc Farm has grown into a modern, sustainable farming and ranching operation. Doc loved being on the farm and ranch and practicing medicine.

Roland and Elia had six children: Jessica, Alicia, Dr. Adolfo (Christina), Dr. Roland II (Valerie), Dr. Florian (Stephanie) and Emilio (Ronda). Daughter Jessica preceded Roland in death earlier this year. He also loved and enjoyed spending time with his nine grandchildren. Roland was the cornerstone of his family and leaves behind a legacy of love, hard work, sacrifice, Old World traditions, compassion and dedication to God and family. He will be greatly missed, but never forgotten.

In lieu of flowers, the family requests that donations be made to the Jessica Sanchez Enlighten Your Life Foundation, which sponsors scholarships to St. Mary's Catholic School in Belen. Donations can be mailed to P.O. Box 678, Bosque, NM 87006. 🐄



POLISHED & PERFECTED

HEFTE RANCH G70 FINAL DRAFT



	SC	BW	WW	YW	MAT	HCW	BackFat	Marb	REA	Tend	Balanced Index	Cow/Calf Index	Terminal Index
EPD	0.45	0.72	17.48	16.27	-4.81	7.27	0.007	0.12	0.08	0.01	4	4	3
Acc	0.36	0.32	0.45	0.33	0.28	0.30	0.047	0.44	0.30	0.21			
Rank	15	85	3	10	95	10	95	2	10	85			



First offering of semen from a KR 191/13 son.

Fertility and Longevity

Dams with excellent calving intervals and extreme longevity on both sides of pedigree, including KR 517/04 (16 year old cow still in production) and Hefte Ranch 229 (18 year old cow still in production).

Consistency From Sire and Dam

KR 191/13 is one of the most proven and consistent bulls in the Santa Gertrudis breed. Every calf out of G70's dam has weaned at the top of its contemporary group.

Profitability Where It Counts

820 lb weaning weight, 1380 lb yearling weight, 16.12 REA and 4.8%IMF

Solid, Balanced EPDs and Indices at the Top of the Breed

Top 2% Marb, Top 3% WW, Top 10% REA and YW.



Jody Standley
919-291-4212
jodystandley@gmail.com



Kade Thigpen, 830-426-1366
HefteRanch.com
HefteRanch@gmail.com

Conventional semen available now. Heifer-sexed semen available soon.

PRESIDENT'S LETTER

By Nancy Wunderlich

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



Business and finance go hand in hand. Finances have to be in order for a business to thrive or at least stay afloat. In other words, more cash has to flow in than flows out. The business and finances of Santa Gertrudis Breeders International (SGBI) is managed by the Finance and Auditing Committee working with the Long Range Planning Committee along with the elected SGBI Board and our executive director. Much easier said than done.

The Finance and Auditing Committee is chaired by the secretary-treasurer, who appoints SGBI members to serve on this committee. According to SGBI bylaws, "The Finance and Auditing Committee 'will have supervision of the books of account of the association, making regular audits of such books.' This feat is accomplished through long hours of preparing, tweaking and presenting budgets in cooperation with the Long Range Planning Committee." To make this long story short, this committee refers to all matters pertaining to the association's fiscal affairs.

The Long Range Planning Committee is "charged with the establishment and maintenance of the SGBI Long Range Plan to provide guidance and motivation to those individuals in leadership positions in assisting with carrying out the Long Range Plan." This combined collaboration of these two committees provides a clear financial picture for the SGBI Board and our executive director to conduct business on behalf of our progressive membership to continue to promote our **Data Driven, Profit Proven** cattle in the cattle industry.

With all the above in mind, essentially these two committees, in coordination with our executive director, are working together for SGBI's financial future.

As we prepare to celebrate the birth of Jesus, let us not forget that Christmas begins with Christ. Let us also celebrate those who have gone before us. Those who have nurtured and influenced us to be productive, compassionate members of society.

Tis the season to count our many blessings. 🙏

SGBI

Need to Know

The Red Angus Association of America released an updated suite of bio-economic selection indexes, including the Profitability and Sustainability Index (ProS), recently. The breed's new flagship index is an all-purpose index that covers economically relevant traits across all aspects of the beef supply chain, from conception to carcass.

This updated index will work as a combination of the HerdBuilder and Grid-Master Indexes, which include traits from conception to weaning, and post-weaning through harvest, respectively. The ProS index is expressed in dollars per head born.

Due to the restructuring of the Red Angus indexes, HerdBuilder has now become the breed's maternal index (similar to Cow/Calf), and ProS an all-encompassing index (similar to our Balanced Index). Consequently, ProS will now serve as the American Red qualifier for Red Angus sires. Please visit with SGBI staff with any questions concerning the transition to the ProS qualifier. 🙏

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BREED IMPROVEMENT Kathryn Hefte

LONG RANGE PLANNING Alicia Sanchez

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District 6 – Nolan Taylor (Ky.)

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Thank You Tinney Farms!

**FOR YOUR PURCHASE OF THE HIGHEST-SELLING OPEN
FEMALE IN THE 2020 KENTUCKY NATIONAL SALE!**

Gray Oaks 929

**RESERVE CHAMPION FEMALE
2020 Kentucky National Show**

SIRE: Gray Oaks 644

DAM: Gray Oaks 600

Birthdate: 4/10/19



**WE THANK ALL OF OUR PRIVATE
TREATY PURCHASERS THIS YEAR!**

Merry Christmas & Happy Holidays!

**To all our Santa Gertrudis friends and
customers!**

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WE ARE APPRECIATIVE OF ALL WHO PURCHASED, BID,
ATTENDED, INQUIRED, OR VIEWED THE STRAIT-HEFTE
TRIED & TRUE PRODUCTION SALE ONLINE.



SR Surge 4/19

Purchased by Wiley Ranch



**Pick of KR Catalyst x
Silva 634 Daughters**

Purchased by Quail Valley Farms



SR Marksman 33/19

Purchased by Quail Valley Farms



SR Headliner 12/19

Purchased by Triple P Ranch
& Excell Santa Gertrudis



**Pick of KR Catalyst x
Olivarez 428 Daughters**

Purchased by Quail Valley Farms &
Harris Riverbend Farm



SR Rhino 27/19

Purchased by Wiley Ranch



SR Catalina 96/18

Purchased by Creech Farms



SR 119/18

Purchased by Schuster Farms



SR 32/18

Purchased by Pinnacle Cattle Co.



SR 16/G1

Purchased by Williamson Cattle Co.



SR Impact 30/F2

Semen purchased by Hefte Ranch, Quail Valley
Farms, Jared Huvar & Stroman Cattle Co.

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Stroman Cattle Co.
2-D Farms
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Texas Oaks Cattle Ranch

Tideland Farms
Triple P Ranch
Williamson Cattle Co.
Woman Hollerin Ranch
Zajic Farms



We wish you a
Merry
& Christmas
a Happy New Year



SANTA GERTRUDIS *Calendar*

DECEMBER

15 Tinney Farms Gain Test, Hanceville, Ala.

2021

JANUARY

13 Red Dirt Divas Sale, Oklahoma City, Okla.

22 2021 National Santa Gertrudis Show Entry Deadline

FEBRUARY

11-14 Dixie National Livestock Show and Rodeo, Jackson, Miss.

12 Banners & Buckles Sale, Jackson, Miss.

13 National Santa Gertrudis Show, Jackson, Miss.

MARCH

20 Bluebonnet Classic Sale, Hallettsville, Texas

25 Briggs Super American Brangus and Santa Gertrudis Sale, Bloomington, Texas

APRIL

9 Rocky Mountain Santa Gertrudis Association Spring Runoff Sale, Bosque, N.M.

10 Red Hot Bull Sale, Bosque, N.M.

24 Crimson Classic Sale, Cullman, Ala.

REGISTRATIONS, STAR 5 RECORDINGS AND TRANSFERS BY DISTRICT

OCTOBER 2020

ACTIVE MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	35	10	6	16
2	332	25	0	125
3	24	2	0	85
4	42	7	4	47
5	21	2	0	15
6	52	0	7	44

JUNIOR MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	72	5	0	34
2	6	0	0	19
3	7	6	0	5
4	2	0	0	1
5	0	0	0	0

FOR SGBI REGISTRATIONS CONTACT: Diana Ruiz
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Phone: (361) 592-9357 • Fax: (361) 592-8572

SANTA GERTRUDIS *Juniors*

By Levi Nelson, District 1 Director



Hello, everyone! My name is Levi Nelson. I live in Krum, Texas, and I have been showing Santa Gertrudis cattle for around eight years.

Today I want to talk a little bit about how the cattle industry has been affected by the global COVID-19 pandemic. This year, thousands of exhibitors were affected by the cancellation of the Houston Livestock Show and Rodeo, and now thousands more will be affected due to the 2021 Fort Worth Stock Show being cancelled. The cancellations of these shows and others have had and will have a significant impact on seniors entering their final year in the show ring, but it also affects the livestock shows; it is not easy for them to cancel everything.

Thankfully, there were very generous donations made to the Houston Livestock Show that made it possible to give money back to the exhibitors who had planned to show. However, those barely made a dent in the thousands of dollars lost by market animal exhibitors. The agricultural industry has been under severe stress due to falling prices for some farm commodities and pandemic-related disruptions, such as the closing of some food processing plants.

Overall, the livestock industry as a whole has been affected drastically by this pandemic, but it can only get better from here. Stay strong, everyone! 🍀

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KEEPING THE RANCH IN THE FAMILY

By Hannah Gill, Contributing Writer



Benjamin Franklin once wrote that, “An ounce of prevention is worth a pound of cure.” While he was referring to fire safety, this axiom is also applicable to modern agriculture in more ways than one, specifically regarding the matter of estate planning. Unfortunately, death is inevitable, and putting estate planning on the backburner to deal with someday can likely lead to big problems when there are preventable steps to be taken now.

“The sooner you start working with an attorney, the more options you have,” says Rusty W. Rumley, senior staff attorney for the National Ag Law Center at the University of Arkansas. “You can go to your attorney if your doctor tells you that you have two weeks to live and they can make an estate plan for you, but it’s not going to be as good as one that they have months or years to work on.”

There are a lot of moving parts to livestock operations, and Rumley emphasizes the importance of working with an attorney vs. using an online platform for estate planning for the same reason that agricultural businesses use accountants instead of online options for doing their taxes.

“Agriculture is just different,” he says. “Make sure you get someone who is familiar with agriculture and can help you, especially if you’re doing something like succession planning where you’re wanting to bring that next generation in and have them take over that ranching or farming operation. There are a lot of moving parts; it takes time to do it and it helps to have someone who knows what they’re doing.”

But, what about the taxes? They are overwhelming, right? Actually, the tax issue isn’t that complicated and, in today’s world, with proper planning, large operations can be passed on with zero to little tax consequences. There are currently 12 states, plus the District of Columbia, that impose their own estate taxes; six states that impose their

own inheritance taxes; and one state, Maryland, that imposes both.

For the most part though, producers need to be aware of the importance of the unified tax credit amount. For 2020, the unified credit amount is \$11.58 million. A unified credit is a cumulative credit for one individual that is gradually reduced by the monetary amount of gifts made in preceding calendar periods. The unified credit amount was created to include both estate tax and gift tax, as estate tax is applied after death when assets are distributed, and gift tax is applied before death as assets are distributed, or gifted. Every year, the unified credit amount is adjusted for inflation.

For example, if Grandpa owns the ranch but passes away this year, he can gift up to \$11.58 million, or equal-valued assets throughout his entire lifetime before it would get taxed. If Grandpa and Grandma own the ranch together, Grandma also has a credit of \$11.58 million, or equal-valued assets, to gift before taxes would be applied. Together, they have \$23.16 million to gift, either alive or after they pass away, for their lifetime. If Grandpa and Grandma have two children, and gift each \$5 million, they have \$13.16 million left on their unified credit amount.

Additionally, an individual can gift \$15,000 in a year with zero tax consequences at all, meaning it wouldn’t be applied to the unified tax credit, which is huge for estate planning.

“Say you’ve got a husband and wife and they’ve got three kids, each kid is married and they’ve got grandkids,” Rumley says. “The husband could give each of their kids \$15,000 apiece, that’s \$45,000 right there, no tax consequences. The wife could give each of their kids \$15,000 apiece, now you’ve got \$90,000 dollars given away with no tax consequences in one year. The husband could give \$15,000 to each of the kid’s spouses, and the wife could do the same. Now you’ve given away \$180,000 in a year with no tax consequences.”

Anything over the \$15,000 limit would then be applied to the unified tax credit amount. For example, you gift a grandchild a car that is worth \$20,000, \$15,000 dollars of that would be tax exempt, the additional \$5,000 would come off of your unified credit amount.

The sooner someone starts estate planning, the better, and the first step is making an appointment with an attorney. Being prepared for the meeting is important, so ask your attorney what would help them do their job. At the least, Rumley recommends making a list of what they hope to accomplish, goals for the estate, and then what potential problems might be so that the attorney can craft an estate plan to accomplish those goals and address as many of those potential problems as possible.

“If the attorney knows on the front end that there could be problems, there’s a lot of things they could do to head off those issues before they become problems,” Rumley says, from concerns about children selling their part of the ranch before it can be passed on to grandchildren or divorce in future generations dividing the ranch. “But if they don’t know about it, then there’s nothing they could do to prepare for it.”

The bottom line is that it is possible to keep the farm or ranch in the family for many generations through proper planning, something that the Brown family has done for five generations and is now working on succession planning for the sixth generation.

“We have a history of family members doing an excellent job with generational transfer,” Donnell Brown says. In the early 1900s, his great-grandmother willed the ranch three generations, tax-free. “The tax laws have changed to where that’s not even an option these days, but the bottom line is they used the tools they had available at the time to help keep the ranch in the family.”

Donnell’s grandmother, Valda Brown, utilized trusts to help avoid as much estate tax as possible. Rob and Peggy Brown, Donnell’s parents, followed suit, gifting the ranch to Donnell and his three siblings through small portions over 30 years, starting in their teens and early twenties, by gifting the maximum amount they could each year to avoid tax penalties. Everything was in undivided interest, meaning no sibling had an exclusive right to any portion of the ranch, and all assets were owned equally. When they began the process, Rob put the ranch into a Limited Family

CONTINUED ON PAGE 22 »

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SANTA GERTRUDIS *Production*

LET'S PUSH 2020 OUT THE 'BARN DOOR'

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



This year has been one for the record book. Truly remarkable. The COVID-19 pandemic, devastating forest fires, multiple hurricanes, severe drought in many places, a presidential election and an uncertain cattle market that is currently in the basement. Consider energetically pushing this year out the “barn door” and get ready for a prosperous 2021. Be ever hopeful for the commercial cattle market to return to somewhat

normal and the current market not to be the “new normal.” A phrase, like my mask, that I am getting tired of seeing.

I want you to consider five items we should be doing with the cattle before spring 2021.

The first thing to do is monitor vaccination and deworming records of the spring-calving females. The Christmas holiday could be an opportune time to vaccinate, deworm, administer vitamin A, D and E injections, remove any remaining fly tags and re-check ear tags for legibility at a distance.

Second, check body condition scores of all replacement heifers and older cows, and get an estimate of the entire herd's overall body condition score. Grab the kids and dogs and take a windshield tour of the pastures currently grazed, as well as vacant pastures scheduled for spring grazing. Since you are already in the truck, check all fence lines, water tanks, mineral feeders and the spring calving pasture for places for calves to hide. Make a stop at the hay yard and take an accurate count of the round bales. If you need extra nutrition, additional round bales or better spring pasture access, now is the time to make adjustments.

Third, make a stop at the working pens and get out of the truck – everybody. More eyes are better than just a pair. Start making a list of items that need repair. Make it fun and productive, if that is possible. Grease and clean up within, around and under the squeeze chute if needed. Pretend you are a cow and do a walk through within the working facility, always looking for sharp edges and any loose infrastructure.

Fourth, critically evaluate your bulls' body condition scores and overall health status, specifically feet, legs, testicles and sheath. The bulls need as much attention as the females, pre-winter, especially if they just came from servicing a set of fall-calving cows. The bulls may also need an annual vaccination and/or deworming. Check their feed bunks or feeding location for cleanliness and functionality. All bulls

need good nutrition over the winter to generate body heat, to re-gain lost weight and, most important, to maintain body condition score. We might as well schedule and “pencil in” a good week to have a veterinarian conduct annual breeding soundness exams.

Finally, take an inventory of the calving assistance supplies and replace/purchase if needed. Place all items in one location and write yourself a note as to their location. Calf puller, OB chains, OB lube, cow halter, soap, buckets, feeding tube, milk bottle and nipples, calf tags, good bedding hay, cloth and paper towels, an old (but clean) blanket and naval dipping supplies are critical. If you use artificial insemination (AI) in spring-calving cows, do the same with that equipment and supplies. Re-check semen inventory, make sure AI guns are functional, and AI sheath and OB lube inventory is adequate. Plug in the semen thaw unit and check the water temperature with an independent thermometer.

Once completed, these five simple steps will create an extensive to-do list but will prepare the herd and you to be ready for a wonderful and productive new year. 🍀



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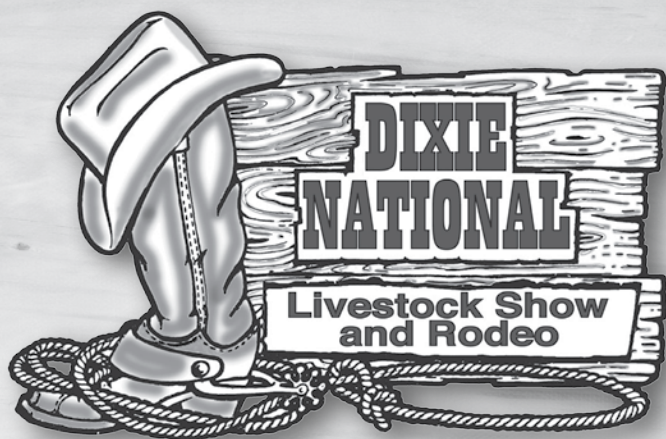
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SGBI'S REGISTRATION AND GENETIC EVALUATION SYSTEMS

How the Two Are Different, Yet Work Together Seamlessly

By Kelsey Pope, Contributing Writer

Genetic improvement and accuracy are the goals of the Santa Gertrudis Breeders International's (SGBI) registration system and genetic evaluation. These two systems are distinctly different from one another, yet work together seamlessly to provide an accurate, genomically enhanced pedigree for Santa Gertrudis cattle.



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In today's data-driven beef industry, registration is more than just numbers; it's an inherent part of our modern beef industry, fusing the value-added function with beef business traditions. Registration creates, perpetuates, strengthens and validates the performance data available on today's Santa Gertrudis cattle, as well as generations to follow.

SGBI has identified this value and has been encouraging cattle to be registered since it was chartered in 1951 and established its herd book. The value of registration is performance data that accompanies the animal's pedigree.

"Everything the association does works for the advancement of the breed," SGBI Executive Director Webb Fields says. "We enter new registrations into the herd book, provide information that would detail out the pedigree and lineage of these animals and keep up with this information in the registry system. Monthly, we run a genetic evaluation based on the most current phenotypic and genotypic information available, allowing members to receive the most up-to-date expected progeny differences [EPDs] on their animals."

While the registry system is an integral part of the association, genetic evaluation is a separate feature. It involves statistical modeling to quantify the multitude of traits that

the breed provides to members. The statistical modeling provides values for performance traits, along with putting the genomic piece of that through the DNA that members submit, all to enhance the EPDs' accuracies.

A producer can simply register an animal by providing parentage information with at least one purebred Santa Gertrudis parent where DNA is not currently required. (DNA is required on bulls to be used as AI sires and donor dams.) EPDs are based on the available information on the dam and sire and other progeny of the parents.

"Every animal entered into the registry will have an EPD set based on their parentage and relatives, even if they do not have performance data or genomics available," Fields explains. "These EPDs remain fluid as they become more accurate with more information flowing into the system each month."

When an animal is registered, its registration certificate shows parentage, breeder and owner, detailed EPDs based on performance traits and parentage. A registration certificate is a guidebook for making breeding decisions and an instrument to be used in the animal selection process. It is also a marketing piece that objectively describes performance and provides an estimate of future offspring value.

"Registrations are the lifeblood of any breed association and allow members to access the genetic evaluation, the most comprehensive information-based model to compare cattle within the breed," Fields states. "The registry system, also called the pedigree platform, is what our members are used to seeing when they log in through our website to access their information and what is used to conduct association business."

Going the next step in genetic evaluation is key.

"The genetic evaluation piece is very important because the more information we have, the more accurate it is," Fields continues. "We want to encourage members to submit DNA to add that to the genetic evaluation."

Submitting DNA – whether in the form of hair, blood or a tissue sample – improves the accuracy of submitted performance records. It is like gaining multiple progeny records for an animal, while gaining valuable knowledge on traits such as weaning weights, yearling weights, scan data, harvest data, etc. This allows a breeder to profit from worthwhile information and increased accuracy on an animal without a contemporary group if one is not possible, or any animal within contemporary groups, to pick up even more value. Contemporary groups are animals of the same age and sex, and raised in the same environment that can be compared to each other to see how they perform.

"Turning in all potentially available information is very powerful, which is why the genetic evaluation is so important to us as a breed," Fields explains.

A focus in the industry for the past two years has been on genomically enhanced EPDs. After registering an animal, it is important to collect and submit to the registry system

CONTINUED ON PAGE 22 »

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Thank You to all of those that helped to make this a successful event and a memorable day!

Thank you to Rocking 3T Cattle of Ennis, Texas, for purchasing our high-selling Santa Gertrudis bull, Lot 14 QVF 97/10 6G2, for \$8,000. The second high-selling Santa Gertrudis bull was Lot 1, QVF Pistol 003G7, purchased by Salacoa Valley Farms of Fairmount, Georgia, for \$7,250.

The high-selling embryos were Lot 32 (Red Doc ET 7457 x Red Doc 5369). They sold for \$1,550 each and were purchased by Michael Hunter of Crosby, Texas.

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KEEPING THE RANCH IN THE FAMILY CONTINUED FROM PAGE 14

Partnership. He was still calling the shots no matter what the percentage of ownership was, and every year the siblings signed papers agreeing to that fact. In 2012, Rob and Peggy decided to turn the ranch over to their children and divide the ranch equally between the four. By that time, they had gifted almost all the ranch to their children with the least tax consequence possible.

To preface, Brown and his three siblings were given opportunities to succeed, taught to work hard and were always told that coming back to the ranch was, "A work right, not a birth right." If they were going to come back to the ranch, they could come back as an employee and work for the ranch or they could come back with a business strategy to grow the ranch.

"We couldn't just come back and divide the ranch into smaller pieces, because that's not sustainable," Brown says. "If we wanted to come back to be a part of the ranch, we had to get a business plan, figure out a way to expand the family business with a cash flow statement and a plan that would pass the banker's inspection."

Rob and Peggy helped co-sign the notes, and in that manner, all four children came back to the ranch to work as employees while they expanded the family business through farming, stocker, feeder and commercial cattle. Donnell and his wife, Kelli, followed their passion in registered seedstock cattle.

"They continued to outsource the management of each of us in our growing enterprises, but they were still in charge," Brown says. Until that day in 2012. "My dad said, 'We're going to divide this ranch and each of you are going to have your part to run. Mom and I have lived our dream and we are looking forward to watching you and our grandkids pursue your dreams.' It was so self-sacrificing and just so amazing."

The shocker came when it was up to the kids to decide who would get what part of the ranch, which by then stretched from Texas to Colorado.

The entire family met with a mediator 40 years ago to get the process started but were able to manage the process on their own thereafter. Rob had an idea of how to divide up the ranch, but Peggy interjected a better idea – let the children decide how to divide it among themselves.

"The strategy was to divide the property in such a way that we could number the

SGBI'S REGISTRATION AND GENETIC EVALUATION CONTINUED FROM PAGE 18

performance data from these animals within contemporary groups. The next step in getting additional accuracy is through DNA.

"Based off our registry, simply put, I see about a 10 percent increase in accuracy across traits when DNA is submitted," Fields says.

For small breeders who may not have contemporary groups available at all times, Fields explains that DNA and genomics is a powerful tool to gain information that would otherwise be unavailable.

Several large and progressive breeders want every advantage available in terms of increased, early accuracy to know where to go with their breeding decisions. The DNA side has been very valuable in terms of genomically enhanced EPDs for these breeding decisions, such as selecting heifers before investing in their development, making faster gains in herd improvements and verifying multi-sire parents in your bull battery.

"Each year we see more and more DNA submitted," Fields recalls. "We have some of our large herds focused on 100 percent genotypes, the entire cow herd with DNA on file. Commercial customers are wanting more data and information across the industry to ensure their purchases, so we have seen most of the purebred industry make a big push for verified performance information, and this is where the genetic evaluation is key."

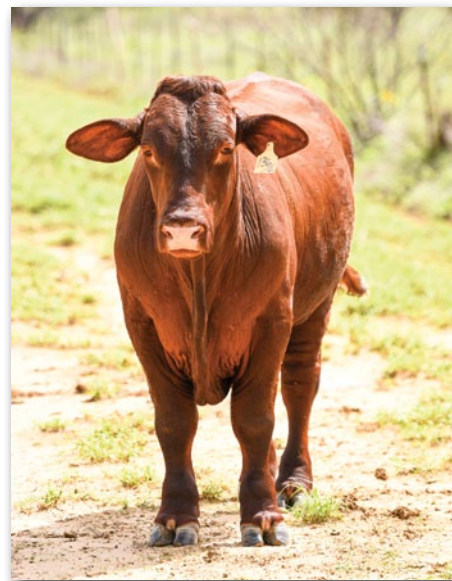
"The sales I've attended over the last year show that the most elite in the breed in terms of their genetic evaluation are excellent," he adds. "That is why we are seeing more attention focused on genetic evaluation. Pull-through marketing is at play and we are seeing more attention paid to the EPDs and the genetic evaluation as these elite numbered cattle are bringing a premium."

Providing member services for SGBI is an integral part of making the registry and genetic evaluation systems work seamlessly. Melissa Braden, SGBI's DNA coordinator, answers all of the DNA questions, matches DNA and makes sure it is submitted to the lab correctly, interprets the results and feeds it into the genetic evaluation system when it returns. The entire staff is involved in answering questions involved in getting animals registered and maintaining animals in the herd book. Every day, they answer questions about cattle registrations and consult with breeders about how to interpret results to help them understand their animals' EPDs and genetic evaluations.

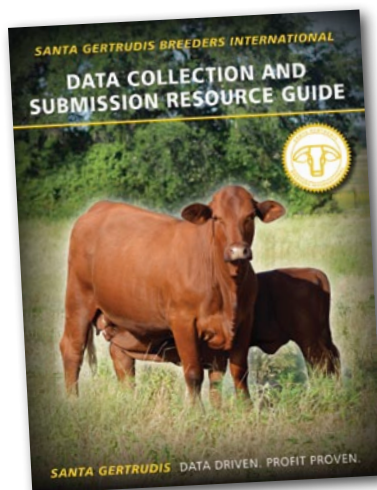
"We also attend industry events and breed sales to try and answer questions and be a real resource to our members," Fields says. "We answer questions of commercial producers and other cattle producers. When we get interest in the breed, we funnel it back to business for our members."

SGBI has an online resource guide designed to help members better understand the breed's tools and provide strategies for formulating sound practices to implement an effective and profitable use

of the association's genetic evaluation. Find this resource at <https://santagertrudis.com/registry-genetics/guide-to-genetic-tools/>. 📖



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CONTINUED ON PAGE 24 »

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KEEPING THE RANCH IN THE FAMILY CONTINUED FROM PAGE 22

four blocks and draw them out of a hat, and any of us would be happy with any of the four quadrants of the ranch," Brown says. "Some had more farm ground, some had more capital improvements than others, more pens and corrals, more bull development and houses, but they were all equal in value."

Dividing up the land worked out to be the easiest part; the cattle were a bit trickier. In 2013, the third year of a severe drought, there were three breeds of cattle on the ranch. Ultimately, the siblings decide to let the land rest and hold a dispersal sale because "splitting cash was easier than splitting cows."

Seven years later, each sibling runs their operation separately, and Brown says that their continued relationship with all family members is a blessing to have.

"My wife and I woke up a couple of years ago and went, we're 50 years old and we haven't started with our two kids when it comes to generational transfer," Brown says. They have since started the planning process, with history repeating itself.

"We told our boys the same thing; they needed to pay their way through college and they did, and if they wanted to come back to the ranch, they could come back and work or they could come back and expand the business," Brown says.

Both sons are back home now, one primarily working with the cattle side of the business, the other working with the horse side of the ranch.

Starting the conversation isn't easy. From experience, Brown believes that the younger generation is constantly thinking about what the future will bring, but is afraid to bring it up out of fear of coming across as disrespectful, while the older generation is often in denial about how many years they have left.

"Most of us don't like to talk about death and most people choose to ignore that it's going to happen. But the reality is, it's going to happen and when we come to that reality, it changes our perspective," Brown says. "So, if we want what is best for our children, let's see how we can get professional advice on how to best keep the ranch in the family and the family in the ranch. It gets easier from there." 🌿

ADDING VALUE WITH THE AMERICAN RED TAG

By Kelsey Pope, Contributing Writer

The commercial beef producer was top of mind when the American Red program was rolled out earlier this year, providing the beef industry with a fusion of maternal and growth traits, packaged with a heat-tolerant, red hide. The American Red program adds value to Santa Gertrudis-cross cattle by emphasizing the value of increased longevity, fertility and efficiency, while offering unique marketing opportunities.

American Red was first unveiled in February 2020 at the Cattle Industry Convention and National Cattlemen's Beef Association Trade Show in San Antonio, Texas, as a collaboration between Santa Gertrudis Breeders International (SGBI) and the Red Angus Association of America (RAAA).

Barrett Simon, commercial marketing specialist with RAAA, says the American Red program started as conversations between two breed associations that both see things very similarly and have a commitment to their commercial contingency.

Many SGBI members and commercial bull buyers were already adopting this popular hybrid between Santa Gertrudis and Red Angus, and the cattle were working extremely well, particularly through the Gulf Coast region.

"As we got to the end of those discussions and crossed the associations' visions for what we could do together, we realized there is more opportunity to promote this cross in a challenging climate," Simon says.

Further, Simon attests that the tremendous foundation between both associations and the hybrid cross made it a natural fit for a value-added program.

Program Prerequisites

The process to get involved in the American Red program is extremely simple. The cattle that qualify are determined by breed percentages, ranging from 25 percent to 75 percent Red Angus and 25 percent to 75 percent Santa Gertrudis, with a small allowance for other breeds. Most qualified cattle will be red. However, color is not an exclusionary requirement.



Groups of cattle do not need to be fully red-hided to qualify.

"We know that most commercial cow herds can have evidence of another breed and there is no penalty for that with this program," Simon clarifies. "Cattle simply need to be one-quarter to three-quarters of one breed (Red Angus or Santa Gertrudis), with the balance being the complementing breed."

Dams of qualifiable calves must contain at least 50 percent of the reciprocal breed, meaning 50 percent or more Santa Gertrudis when the calves are sired by Red Angus sires, or 50 percent or more Red Angus when calves are sired by Santa Gertrudis bulls.

The offspring of this crossbreeding program will be well suited for commercial producers who are seeking quality replacement females and steers that fit in the value-added segment of the beef industry.

The next step is getting the calf crop verified. Producers can contact Chessie Mitchell, Red Angus tag program coordinator (tags@redangus.org), and she will walk through a few questions on calving seasons and production systems, then verify bull bat-

tery, regardless of which breed. Steers and heifers in the same calf crop must be sired by registered Red Angus bulls averaging in the top 50 percent of the breed for the HerdBuilder Index (HB) or registered Santa Gertrudis bulls averaging in the top 50 percentile for the SGBI Balanced Index.

Value of the Tag

The American Red tag is what gives the program integrity, and the tagging concept is important for program promotion along with being integral to the success of American Red-labeled cattle. Since February, the program has enrolled 1,600 head. Enrollment requires a yearly \$50 enrollment fee and a \$1.25 fee for each tag. There is a five-head minimum for enrollment.

"It's extremely cost effective and we look forward to comparing that enrollment cost to the potential premiums with this hybrid," Simon states.

"We know that all decisions in production in the cattle business are a couple of years out, but the fact that we've had so much interest and 1,600 enrollments just since February shows tremendous uptake," Simon adds. "Those cattle just enrolled would have already been bred and born in previous breeding seasons,

CONTINUED ON PAGE 26 »

AMERICAN RED TAG CONTINUED FROM PAGE 25

which shows there is an interest in an American Red hybrid breed.”

The value-added part of the program boils down to verification. Adding the American Red-labeled blue tag to these cattle means they are verified American Red. They cannot be called anything but that because their genetic makeup has been verified. For the smaller producers taking cattle to the sale barn, if their cattle have blue tags in their ears, it adds an element of consistency. That decreases the chance of cattle being split up to be sold in groups, which helps the producer from a marketing standpoint.

“The tag also adds an element of consistency; value-added cattle are going to find buyers,” Simon states.

Across the country, the cattle already tagged have sold well. They were very well received through the video auction summer sales, and Simon says they are looking forward to enrolling more as the popular fall run approaches and collecting that price data.

Marketing Success

What makes this program unique and adds value back to the cattle and producer are the marketing opportunities available. And SGBI and RAAA want producers to know they can assist with marketing as producers are breeding with these goals and stipulations in mind.

“As we continue to identify these cattle and determine what parts of the country they are in, we can group producers and help market cattle in one facet or another,” Simon adds. “We can’t do that if the tag doesn’t go in the ear first, but once those cattle get tagged, we can sure go to work for those producers to ensure marketing success.”

SGBI and RAAA are continuing to build those marketing outlets, predominantly in the Gulf Coast region. They have elected to sponsor the Superior Livestock Gulf Coast Classic Cattle Auction held in Natchitoches, La., in April of each year.

“From a video auction standpoint, we are hoping this sale will be the hub for these American Red cattle, but we also have a tremendous list of sale barns and auction markets that we are continuing to build relationships with, and will continue to look for opportunities with different marketing agencies across the country to promote American Red cattle,” Simon attests.

The most important part of this program is for the producer to be suc-



cessful. SGBI and RAAA’s first goal is to identify those cattle that can qualify, then educate producers on what it is going to take to enroll in the American Red program. It does require an investment in their herd bull battery to get them to their respective index averages, but the investment pays off.

Genetic Rewards

“We are also driving home to potential buyers and feeders that there are genetic stipulations on this program,” Simon adds. “They are getting the upper end of these bull batteries siring American Red cattle. They are getting the total package, whether they are buying a replacement female or feeder steer, the stipulations are the same and they are the upper end of these cattle.”

As word of the program has spread, SGBI and RAAA have seen Santa Gertrudis producers looking into Red Angus sires and the reciprocal of that throughout the country, which shows good growth potential for this value-added marketing program.

“We’ve seen that producers breeding this cross are doing so many things right, that often there are cattle buyers coming through and buying the cattle

privately and not going through the auction market or video sale,” Simon discloses. “This speaks to the tremendous quality of the American Red cattle, yet we still want to know where they are and if there is something we can provide for those cattle being sold out in the country. That is a great sign showing two parties – the selling end and the buying end – that really like the cattle.”

Enroll Today!

The American Red program wants to help commercial producers progress from just selling calves to implementing a true marketing program. It is enticing to order buyers and cattle feeders to get a consistent group of cattle. Both SGBI and RAAA hope this program can grow like wildfire when they begin marketing the best end of the cattle, putting together larger numbers of tagged cattle and creating hubs where American Red cattle can be sold.

“We are going to iron out wrinkles like any program has, and once we start putting the volume of these cattle that are tagged together, we are going to see documentable success,” Simon concludes. “It’s a long-term process but one with a great foundation underneath it.”

**Find enrollment information at AmericanRed.org
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Quail Valley Farms hosted their inaugural bull, commercial female and open tank embryo auction in Blountsville, Ala., Oct. 31, 2020. One hundred-fifteen registered buyers from 12 states and Mexico participated.

The high-selling bull, Lot 50, QVF Never Surrender 30G16, was sold to Pennridge Ranch, Paige, Texas, for \$40,000.

Lot 52, QVF Never Surrender 30G17, a full brother to Lot 50, was sold to KL Bar, Okeechobee, Fla., for \$13,500.

Lot 51, a third full brother, QVF Never Surrender 30G9, was sold to Richard Cashio, Wilsonville, Ala., for \$13,000.

Lot 59, QVF Never Surrender 23G4, was sold to Sabal Ridge Brangus, Clewiston, Fla. ■

Congratulations to Santa Gertrudis Breeders International member Caleb Bram who had a successful showing at the United Junior Heifer Show, which took place at the Heart O' Texas Fair & Rodeo in early October. Caleb's heifer, Briggs 217G, earned fourth overall honors in the Supreme Heifer Drive. During the United Show, 1,100 heifers from 19 breeds vied for top honors. 🐄



The high-selling Santa Gertrudis bull, Lot 14, QVF 97/10 6G2, was sold to Rocking 3T Cattle, Ennis, Texas, for \$8,000.

The second high-selling Santa Gertrudis bull, Lot 1, QVF Pistol 003G7 was sold to Salacoa Valley Farms, Fairmount, Ga., for \$7,250.

A set of Santa Gertrudis x Hereford red mott STAR 5 females were sold to 4J Farm, Blountsville, Ala., for \$1,875.

The high-selling embryo lot, Lot 32, was sold to Michael Hunter, Crosby, Texas, for \$1,550 per embryo. 🐄

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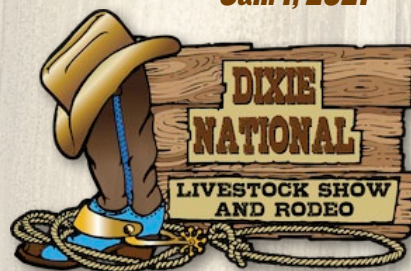
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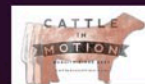


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