



SANTA GERTRUDIS

USA

DECEMBER 2021 | VOLUME 24, NUMBER 12



Santa Gertrudis

SANTA GERTRUDIS

7,500
Registrations in 2020

BREEDERS INTERNATIONAL

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. 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

BW	WW	YW	Milk	T MAT	SC
0.9	17	25	-4	4	0.75
80	20	15	90	50	15

CW	FAT	Marb	REA	Tend
9	0.02	-0.35	-0.01	-0.02
30	90	>95	70	15

Balanced Index: 40% | Cow/Calf Index: 15% | Terminal Index: 80%

TF PROSPECTOR

(Reg. #20181333)

Sired by King Ranch 97/10, Prospector puts it all together with phenotype and performance.

2021 National Grand Champion,

2019 & 2020 North American Grand Champion.

Co-owned with High Country Farm, Jacksonville, Ark.

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

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

BW	WW	YW	Milk	T MAT	SC
1.6	14	24	-10	-3	0.27
95	30	20	>95	95	65

CW	FAT	Marb	REA	Tend
7	0.00	0.06	0.08	0.00
35	50	25	35	40

Balanced Index: 55% | Cow/Calf Index: 85% | Terminal Index: 30%

PISTOLERO

(Polled · Reg. #20157885)

A Pistol son out of donor cow Harco 1247. Pistolero has some of the strongest numbers in the breed:

Top 1% YW, TMAT, CW, REA; Top 3% WW, Milk. He has a Top 15% Balanced Index and Top 10% Terminal Index!

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.

BW	WW	YW	Milk	T MAT	SC
1.2	27	50	8	22	0.60
85	3	1	3	1	20

CW	FAT	Marb	REA	Tend
32	0.03	-0.18	0.51	-0.01
1	>95	>95	1	20

Balanced Index: 15% | Cow/Calf Index: 30% | Terminal Index: 10%



**2017
National
Champion**

Richmond



**2021
National
Champion**

Richmond



Richmond

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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Quality Replacement Heifers

**** Available Early 2022 ****



After several years of retaining all our females,
we are now offering these heifer genetics to the public.

Contact us to get your replacement females while they last!

We would like to thank all of our 2021 buyers
and wish everyone a



Merry Christmas!



SS

Wendt Ranches Partners LLC

5475 FM 457, Bay City, TX

Email: wendtranches@hotmail.com

Gene Kubecka
979-240-5311

Daniel Kubecka
979-240-5312

SS

SGBI Herd #621, established 1954

SANTA GERTRUDIS USA

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ON THE COVER

Merry Christmas and happy holidays from all of us at Santa Gertrudis Breeders International! Santa Gertrudis cattle graze at Hefte Ranch, Hondo, Texas.
Photo by Cate Doubet.

Providing Polled Power Genetics to the Santa Gertrudis Breed

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There Is a Time for Everything

I cannot express the blessings and joy that raising Santa Gertrudis cattle has brought to me and my family over these many years. Our herd has been dispersed through private treaty to good homes. Memories of finding new babies in green grass on early mornings with their mamas will forever be in my heart. Most of all, I am thankful for relationships made over the years with other Gert breeders for whom I hold the utmost respect. I look forward to continuing seeing you out there.

Thank you everyone! (Ecc.3:1-8)

- Bill Cameron



DOUBLE C FARMS

Bill Cameron Jr. • (910) 875-4963



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Trail Talk

EXECUTIVE DIRECTOR'S REPORT

By Webb D. Fields

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This is certainly the time of year to be thankful. As we start to close out another calendar year, I find myself enjoying the weather, counting my blessings and looking forward to the holiday season that brings family and friends closer together. I hope everyone gets a chance to slow down during the holiday season and enjoy time with loved ones. I would like to personally wish all of Santa Gertrudis country a Merry Christmas and happy holidays!

As I sit down to write this, we have recently concluded another successful Santa Gertrudis Breeders International Board of Directors meeting. A singular focus of making the breed as progressive as possible can truly be felt within

these meetings. I am certainly grateful for a fantastic group of breeders who continue to make tough decisions in order to move the breed and the association forward. We are also ending on another strong fall sale season for our breed.

We continue to test the market with some of the highest quality, most progressive genetics to date, along with a volume of cattle that continues to grow. While demand is as strong as ever for the top end, with progressive breeders and bull studs alike seeing the value in these top-end genetics, we must continue to focus on growth in the area of reaching commercial cattlemen and telling the story of our product's value in that sector.

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 from the heterosis gained in the calf crop. By the same token, I truly believe there is a large volume of black, commercially focused *Bos indicus*-based cows in the South and Southeast that would see a similar level of added performance due to the heterogeneous nature of crossing with Santa Gertrudis cattle. The options are truly limitless for our breed to gain traction selling into commercial cow herds, no matter the area.

One specific area we want to focus on to reach the commercial customer is through marketing. We recently sought to grow our photo library in search of high-quality photos of modern Santa Gertrudis cattle. We want our advertising efforts to mirror the progressive cattle that you, as breeders, continue to create.

Hopefully, you also have noticed some new social media advertising,

CONTINUED ON PAGE 20

SAVE THE DATE!

SANTA GERTRUDIS BREEDERS INTERNATIONAL

LET THE SPIRITS LEAD YOU



TO KENTUCKY

HOST HOTEL

Embassy Suites | Lexington, Ky.
245 Lexington Green | (859) 271-4000

Group Code: CESSGB

RUN, DON'T WALK.

There will be a limited number of chances to own SGBI's private label Annual Meeting bourbon.

Watch the January issue of *Santa Gertrudis USA* to learn more.

\$200

Complete Registration

Covers all annual meeting activities and events

Welcome Social

Thursday only

\$75

\$100

Friday Activities Only

Includes day at Keenland Spring Meet

Annual Meeting Breakfast

Saturday

\$50

\$150

Other Saturday Activities

Covers annual meeting and President's Dinner

LIMITED EDITION BOURBON REVERSE RAFFLE



EL PRIMERO

Hefte "El Primero" H04 boasts a 6.7% IMF and a 1.25 REA/cwt. He has the athletic mobility we demand from our herd bulls. **With a birthweight of 61 pounds, he is a safe, natural choice for heifers.** Chock-full of Santa Gertrudis breed character and a pedigree full of proven genetics, El Primero is the complete package.

the first one



STgenetics™

LIMITED
Semen Packages
Available!

Reg #20197596

	BW	WW	YW	Milk	HCW	Back-Fat	Marb	REA	SC	HPREG	BBK
EPDs as of 10/21	-0.81	14.65	18.55	4.03	10.70	0.000	0.26	0.15	0.02	1.34	0.92
% Ranking	35	5	10	15	3	35	1	2	99	5	10

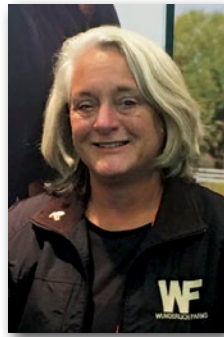
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PRESIDENT'S LETTER

By Nancy Wunderlich

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



Last year I left you with the thought “Tis the season to count our many blessings” Each of us can fill in those dots with favorable experiences along with acts of kindness throughout the year. Sometimes it is hard to find those blessings when we are challenged with circumstances beyond our control. I choose to meet those challenges head on and learn from those experiences, good or bad, as I continue to practice the life-changing wisdom acquired.

A huge blessing to Santa Gertrudis Breeders International (SGBI) are the members who choose to serve on the board of directors and the various committees, and who often have to make the hard decisions. Many hours are spent in meetings and traveling to make the best choices that serve the majority of the membership. We are blessed with members who have personal experiences that have sculpted our opinions and mindsets to make us stronger and more enlightened as we maneuver through cattle industry obstacles.

Our “Data Driven, Profit Proven” slogan continues to guide us as we strive to make the best decisions and, ultimately, accomplish our purpose in the cattle industry. SGBI Executive Director Webb Fields said, “The different experiences and ideas members bring to the table is an invaluable resource to the association.”

This blessing of a diverse membership working together keeps our organization moving forward toward success for the entire membership.

As we prepare to celebrate the birth of Jesus, let us not forget that Christmas begins with Christ. Let us be reminded of the scripture from Titus 2:7-8, “Show yourself in all respects to be a model of good works, and in your teaching show integrity, dignity and sound speech that cannot be condemned.”

As we count our many blessings, or search for them, I encourage you to continue good works of integrity, treating all you meet with dignity and respect. Count the blessings of those who have gone before us, who have nurtured, influenced and loved us to be productive, compassionate members of family and society. 🌿



The Santa Gertrudis Breeders International Board of Directors approved a new set of classifications for multi-dam animals during the fall board meeting. Multi-dam animals will now be distinguished as a 50 percent purebred animal, receiving a purebred registration certificate, but denoting the 50 percent classification as having an unknown parent. This will continue to place these multi-dam animals into a single head contemporary in the genetic evaluation.

Information is king in today's fast-paced, data-driven seedstock industry. Commercial producers and fellow breeders alike look for as much accurate data as possible when making breeding and purchasing selections. We believe this is another step toward ensuring the registry and genetic evaluation is as transparent as possible, while still honoring those breeders who historically utilize multi-sire/multi-dam in large pasture settings by still supplying a registration certificate on these animals. This will allow us to continue to track these genetics to get these animals to full, 100 percent purebred status in just a few generations. Questions regarding these changes can be directed to SGBI staff. 🌿

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Creech Farms

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District 6 – Nolan Taylor (Ky.)

Windcrest Farm

(270) 589-9046 | nolantaylor18@gmail.com

SANTA GERTRUDIS DISTRICT VI BREEDERS



*Merry Christmas to All Our Customers
and Santa Gertrudis Friends!*



We invite all Santa Gertrudis
members to attend the
**71st SGBI Annual Meeting in
beautiful, Bluegrass country.**

APRIL 7-9, 2022

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REGISTERED SANTA GERTRUDIS CATTLE

Gertguys@windstream.net

1238 Claggett Rd.

Leitchfield, Ky. 42754

(270) 589-9046

Herd No. 10772



SANTA GERTRUDIS *Production*

ARE MY REPLACEMENT HEIFERS READY TO BREED?

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



Having spent many years researching puberty onset in beef heifers and assisting beef producers with heifer development, estrus synchronization and artificial insemination, I have experienced my share of frustration. "Are my replacement heifers ready to breed?" is a question I have often been asked.

Most beef cattle producers will view their replacement heifers much like they view their own children. My

children are the smartest in their class and all my replacement heifers are ready to breed today. Unfortunately, neither statement is ever 100 percent true. Large commercial beef producers, however, can easily live with an 80 to 85 percent pregnancy rate in virgin heifers because they can market that 15 to 20 percent of non-pregnant heifers as a group of feeder heifers. On the other hand, it is the smaller producers who suffer most with only a 70 to 90 percent heifer pregnancy rate.

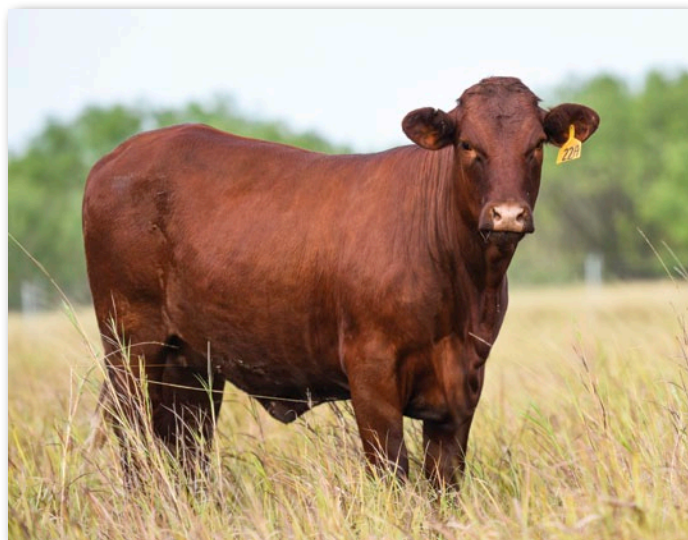
To best answer the above question, the easiest thing to do is spend a little time (daily) with the replacement heifers. If we had a group of 21 post-pubertal replacement heifers, then we should see one heifer each day showing signs of estrus. Cows and heifers will never be self-synchronized but do not be surprised to have two heifers in heat today and none in heat tomorrow. A much smaller group of post-pubertal heifers may present a heifer in estrus every three to four days or more, whereas a group of 100 post-pubertal heifers should have at least three to five heifers in heat each day.

Beef cattle producers who do not have the luxury of observing replacement heifers for 30 minutes per day or every other day could invest in either an ESTROTECT patch or a KAMAR patch for \$1.32 to \$2.00 per head (plus shipping). Realize that not every heifer would have to be patched, but I would recommend at least 50 percent to get a good idea of present reproduction status.

You will be much more successful getting virgin heifers bred naturally or artificially if they have had at least one normal estrous cycle prior to the breeding season. If heifers are exhibiting normal estrus behaviors, one can assume they have attained puberty and should continue to cycle normally. That is, showing heat behaviors every 21 days, on average.

I have observed heifers, however, that did not read the "reproduction book." Obtaining weekly blood samples and

tracking replacement heifer hormones through puberty can be an interesting exercise. I have documented American breed-type heifers that had one (first) normal estrous cycle and then reverted to not cycling for the next three to five weeks. In science, we call these individuals outliers, and thankfully they are not the norm.



Hefte Ranch, Hondo, Texas

Developing outstanding replacement heifers is not a new concept, and most producers realize that a good post-weaning nutrition program is the key to preparing females for the first breeding season. The goal is to ensure that females are of sufficient age and body weight to be pubertal prior to breeding season. Traditional thinking and experience with producing American breed-type heifers indicate that a high percentage should be pubertal by 13 to 15 months of age with body weights of at least 700 to 750 pounds. Most important, all replacement heifers must be on a positive plane of nutrition and have a body condition score of 5 or better.

Please remember, those outliers can exist in your herd and can be frustrating if you are using artificial insemination. Thus, as we make our replacement heifer selections at weaning, it would make sense to consider actual weaning weights and then develop heifers on a nutritional program that will provide the average daily gain to meet the generalized guidelines.

Merry Christmas to all! 🍷

LA CAMPANA RANCH

COMMERCIAL *AND* PUREBRED SANTA GERTRUDIS

George West, Texas
(361) 566-2244
lacampanaranch.com
campana@granderiver.net

PARAMOUNT

A *Supreme* Choice
20200729
SR Paradigm 135/7 x SR Arkoma 30/0



BW	WW	YW	Milk	TM	SC	HP	BB	HCW	REA	Marb	Tend
-1.0	10	14	-4	1	1.07	2.16	1.51	12	0.14	0.22	0.00
10%	30%	30%			2%	10%	15%	15%	10%	10%	35%

When combining Phenotype and Genotype is PARAMOUNT.

SR Paramount 30/H4 combines the genetics of the Santa Gertrudis breed's "Super Star" AI Sire, SR Paradigm 135/7, with the herd sire producing donor dam, SR Arkoma 30/0. With 10 EPDs ranking in the Top 35% we believe SR Paramount 30/H4 is a supreme choice for balanced breeding objectives.



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Encinal, Texas

Devlin Reese 956.286.4239

Scott Reese 956.286.4232

reese.ranch@yahoo.com

STRAIT
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Henry Zarate, Manager | 361.920.0718

www.straitranches.com



SANTA GERTRUDIS *Calendar*

DECEMBER

- 14** Mid-December Tinney Farms Bull Test, Hanceville, Ala.

2022 JANUARY

- 15** Premier Cowtown Elite Sale, Fort Worth, Texas
17 National Santa Gertrudis Show, Fort Worth, Texas

FEBRUARY

- 1-3** Cattle Industry Convention & NCBA Trade Show, Houston, Texas
15 Dixie National SGBI Point Show, Jackson, Miss.

MARCH

- 19** Bluebonnet Classic Sale, Hallettsville, Texas
26 Purple Reign Santa Gertrudis Sale, Magnolia, Ark.

APRIL

- 1** Elite Cut Female Sale, Bosque, N.M.
2 Red Hot Bull Sale, Bosque, N.M.
7-9 Santa Gertrudis Breeders International Annual Meeting, Lexington, Ky.
23 Crimson Classic Sale, Cullman, Ala.

MAY

- 14** Breeders of the Carolina's Sale, Chester S.C.

OCTOBER

- 14-15** Strait-Hefte Tried and True Production Sale, Streetman, Texas
29 Tri-Star Santa Gertrudis Sale, Bloomington, Texas

SANTA GERTRUDIS *Juniors*

By Carley Jones, District 4 Director



Greetings from Florida! My name is Carley Jones, and I am the National Junior Santa Gertrudis Association District 4 director. While growing my small herd of registered cattle, I have come to understand the importance of accurate record keeping. Maintaining both whole-herd and individual-animal records is crucial to becoming a better cattle producer. I would like to briefly touch on a few important pieces

of record keeping:

- Whole-herd records consist of tracking cow, bull and calf inventories, pregnancy and calving percentages, and birth and weaning weight averages.
- Individual-animal record keeping involves recording data specific to each animal, including identification number, birth date, sex, sire, dam, birth and weaning weights, calving intervals, health records and more.

CONTINUED ON PAGE 22 »

SANTA GERTRUDIS WELCOMES *New Members*

Active Members

Justin Davidson, Portland, Texas
Odis E. White, Pleasanton, Texas
Martin Valley Farms, William Martin, Hanceville, Ala.
R&S Farms, Randall Graves, Gary, Texas
Thomas Burnett Cattle Farm, Odessa, Texas

Commercial Members

Diamond H Ranch, Donna Hargrave, Waller, Texas
Delossantos Ranch, Dana Delossantos, Riesel, Texas

Junior Members

Courtney Beinlich, Ledbetter, Texas
Jamie Cox, Blum, Texas
Ashton Huey, Cleburne, Texas
Travis Abernathy, Scurry, Texas
Tucker Abernathy, Scurry, Texas

Macie Johnson, Coldwater, Miss.
Aryanna Garza, Santa Elena, Texas
Katharine Porter, Karnes City, Texas
Kortlynd Vanderveer, Ennis, Texas
Kylie Johnson, Coldwater, Miss.
Ali Clayton, Fulton, Miss.
Blair Shears, Houston, Texas
Maggie Perry, Tioga, Texas
Abbygail Autry, Nettleton, Miss.
Eliza Upchurch, New Boston, Texas
Zachary Anderson, New Boston, Texas
Colton Neugebauer, Palestine, Texas
Aubrey Bland, Chico, Texas
Kelci K. Pittman, Tioga, Texas
Sumner Glenn Leggett, Devine, Texas
Christopher Sikes, Diboll, Texas
Cambria Outland, Paris, Texas
Logan White, Angleton, Texas
Lydia White, Angleton, Texas

REGISTRATIONS, STAR 5 RECORDINGS AND TRANSFERS BY DISTRICT

OCTOBER 2021

ACTIVE MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	23	0	1	12
2	376	32	20	186
3	127	1	96	31
4	46	2	0	34
5	24	0	2	12
6	33	1	1	18

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DNA SUBMISSIONS

Time Management Is Key

"In order to minimize regret, maximize your respect of time and its limitations."

– Jonathan Heimberg

By Leoma Wells, Strategic Account Manager, NEOGEN Genomics

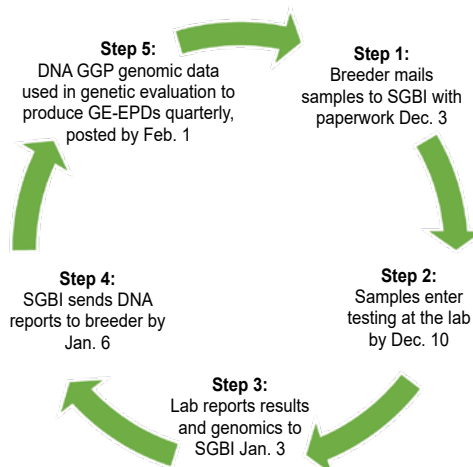
Popular TV shows such as *CSI* led us to believe we can collect one lone hair follicle and receive results within minutes of inserting the DNA sample into a machine. Don't get me wrong, I enjoy a great *CSI* episode as much as the next true crime junkie, but unfortunately, the instant turnaround isn't possible in today's world.

Imagine missing out on a potential sale or breeding opportunity simply because DNA testing wasn't completed on an animal. In today's seedstock industry, any opportunity to add value to an animal is beneficial. Whether it is to be sold or retained, the ability to gain a competitive advantage and insight is key. If we can approach DNA testing with realistic expectations and create a timeline with a little extra cushion built in, we'll be able to set our herd up for success.

When it comes to DNA testing, the earlier you're able to submit samples, the more likely it is that you'll be able to capture the full value of your investment. With DNA, it's always best to start early to potentially save yourself and others unnecessary stress and frustration. Outlined below are simple steps each breeder can follow to submit your DNA samples and receive results within a reasonable time frame.

STEP 1 – We encourage you to ship your samples to Santa Gertrudis Breeders International (SGBI) via a method that allows the shipment to be tracked. In my opinion, it is worth the additional \$8 to \$30 to have peace of mind, especially since you've already invested a significant amount of time, energy and expense into collecting samples.

STEP 2 – As long as your samples arrive with the proper SGBI paper-



All calendar dates and timelines have been estimated for the purpose of this example.

work included, they will go into testing within three to seven business days. This timeline fluctuates depending on the sample volume being received at the lab, which varies based on the time of year. The lab tends to be extremely busy from September through March, so when creating your testing plan, plan on the seven business days for this step, just to be safe.

STEP 3 – DNA is run on the samples and results are reported electronically to SGBI via our Lab Information Management Software (LIMS). Typically, it takes 17 to 28 days from the time a sample enters testing to when results are reported to the association, depending on the testing selected and current lab testing volume.

STEP 4 – SGBI uploads the results into their database and reports them to the breeder. This process is streamlined and efficient, but remember, we are

creating an ideal timeline, so we suggest planning three business days for this step.

STEP 5 – SGBI runs genetic evaluations monthly. The data is pulled on the 25th of the month, and updated expected progeny differences (EPDs) are posted on the first of each month. If the animal has a genomic test conducted, the results will be incorporated into the genetic evaluation, and genomic-enhanced EPDs (GE-EPDs) will be published on the animal. Depending on when the genomic test is completed and uploaded into the genetic evaluation, it could be up to four weeks before GE-EPDs are available.

Given the above steps, it takes three to six weeks from the time a breeder mails their samples to SGBI to when they receive DNA results back from the association. For example, let's say you absolutely need results posted by Feb. 7, 2022, so you can finish the catalog for your sale happening in March. Assuming SGBI submission instructions are followed, you should submit the samples for testing no later than Dec. 3, 2021. An even more optimal time frame would be sending samples by Nov. 19, allowing some extra time, especially to account for holidays.

If there's any re-testing or incorrect paperwork delays, six weeks can quickly turn into eight. Sticking to an ideal testing calendar and plan provides time to re-sample if the initial submission ends in a sample failure. From experience, approximately 2 to 3 percent of samples fail testing. For example, if you submitted 100 samples, there may be up to three samples you would need to re-collect and submit through the entire process again.

It's important to note there is no way to expedite DNA testing at NEOGEN or magically make the results appear by the push of a button. Our best recommendation for success is to make sure you follow your association's DNA submission instructions closely, gather samples using proper collection techniques and mail samples at least two months before results are needed. 🐄

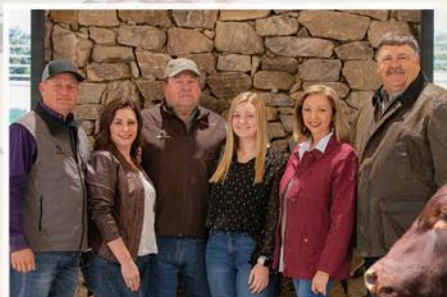


LEFT: All estimations are in days. Individual experiences may vary.

Thank you

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The high selling female, QVF Ms Chosen One 1230H, sold for \$16,000 to Wiley Ranch, Deville, LA. The second high selling female, QVF Ms 2022 6H2, was purchased by Grandview Farms, Hamilton, AL, for \$9,500. The next high selling female was QVF Ms Chosen One 017H6. She sold to Tinney Farms, Hanceville, AL, for \$8,500.



QVF Chosen One 82H19

Sold for \$25,000 to Stroman Cattle Co., Bryan, TX



QVF Chosen One 5369H2

Sold for \$23,000 to Vesper Ranches, Cotulla, TX



QVF Chosen One 82H11

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Asking the Tough Questions

How to Adjust Your Mindset and Business to Achieve Profitability

By Grace Vehige, Contributing Writer

If you always do what you've always done, you will always get what you've always got. So, why do we do what we've always done?"

This is a question posed by John Locke, partner at the Locke Division of JD Hudgins and instructor at Ranch Management Consultants, during his presentation at the 2021 Beef Improvement Federation (BIF) Research Symposium.

Locke's presentation focused on ranching for profit and the tough questions farmers and ranchers must ask themselves in order to succeed. He asked listeners questions such as, "Are we satisfied with where we are in the industry as producers?" and, "Do we need a different result?"

If you find yourself unable to answer any of the previous questions, or if you are not happy with your responses, this summary of "Ranch Profitability" might just help. However, it is worth noting Locke himself was sure to disclose he does not have the answers to such questions. Rather, he has more questions, and you should too.



John Locke at the 2021 BIF Research Symposium.

Our Paradigms

As producers, we are typically not strangers to tradition and repetition. Think of the saying, "If it isn't broke, don't fix it."

When it comes to our farms and ranches, which are our businesses, tradition and repetition help us get through the day. However, it is also important to consider long-term outcomes. Sometimes, we know our day-to-day actions

are based off the notion of getting through another day or year. After

all, every farmer and rancher is familiar with the saying, "It will be better next year."

Before long, farmers and ranchers are left to ponder easy ways to improve efficiency and profitability. The ranch profitability session at the BIF Research Symposium addressed just that. By asking questions for farmers and ranchers, listeners – and now readers – are able to reflect on their current operational practices.

It is with this goal in mind that Locke prompted the following: "The reason why we always do what we've always done, even when we want a different result, is because we're missing a step there. We get so caught up in the doing that we don't consider our paradigms."

As defined by Locke, a paradigm is the way we see things. They influence our actions, and our actions influence our results. When considering the agriculture industry, one paradigm comes to mind – profitability.

According to Locke, one of the biggest paradigms in the agriculture industry is that production and efficiency are the most important factors that determine profitability. What if that paradigm is wrong?

If a paradigm is the way we see things, it is easy to assume these are things passed down from generation to generation.

Locke pointed out that some of the earliest paradigms associated with money are how you earn it.

"You trade your labor, and you trade your time for money. The harder you work, the more money you'll make," Locke said of this common paradigm. "Some of the hardest working people I've ever been around are ranching, and if that paradigm was true and it was a secret to success, they'd be billionaires right now."

At the end of the day, profit should not be the focus of your business. Without profit, however, things can get "pretty dang tough" as Locke tells it.

Making a Profitable Lifestyle

Overall, ranching is not profitable. This does not mean it cannot be, though.

"Ranching is a lifestyle. Business gets in the way of the lifestyle," Locke explained. "Well, I'm here to tell you I've seen it over and over. When you focus on your business, and you do the business stuff, and you do it right, your lifestyle gets better, not worse."

When talking about "the business stuff," Locke means understanding the choices a business has to make to survive, asking the tough questions to continue operating and recognizing your business's true profit potential.

According to Locke, a business has three choices upon starting: subsidize, go out of business or make a profit. Naturally, we prefer the latter.

In order to truly assess your operation's profitability, it is important to understand what profit truly is. Locke shared that profit is more than a basic equation. The Ranching for Profit definition of profit is explained through this series of questions:

- Can you pay cash rent for the land?
- Can you pay the full cost of labor?
- Can you pay interest on all assets used in production?
- Can you pay all other production costs?
- Can you pay all these and still make a positive return on your investment?

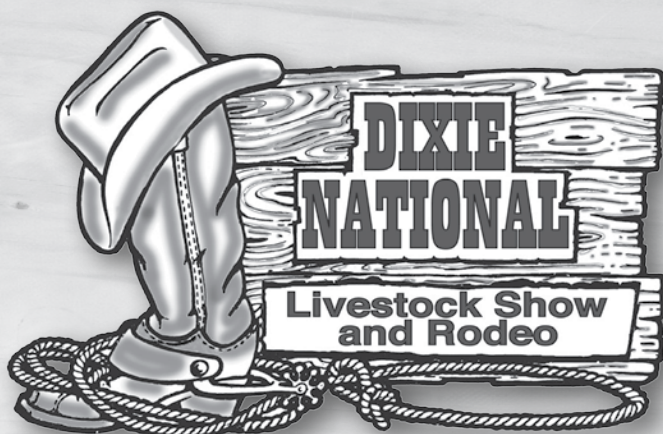
Answering these questions is the best way to assess ranch profitability. Locke breaks down operational efficiencies through two components – working in the business and working on the business.

Working in the business means carrying out day-to-day farm and ranch duties. Working on the business means reflection and strategic planning. Part of that planning includes increasing profit.

Anymore, we need more than saying we cut costs or increased gross product. As farmers and ranchers, we need action.

Locke shared that there are three things you can do in any business to increase profit – reduce overhead, improve the gross margin/unit and increase turnover. Through these things, you can make your operation more efficient, profitable and sustainable.

CONTINUED ON PAGE 20 »



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Keep the **'Business'** in the **Cattle Business**

By Brad Wright, Ranch Hand Analytics

Raising cattle is a way of life that you have to love to be involved in it. Many involved have been raised in and around cattle and cannot imagine living any other way. However, raising cattle involves long days, hard work and small margins. Without good records and a plan, it is almost impossible to profit in the cattle business. Keeping track of every detail on the ranch can be the difference between a sustainable operation that can be passed on to the next generation or packing up and heading to town. Record keeping doesn't have to be hard, but it does have to be accurate and thorough.

Records start with inventory. Every animal on the ranch is an asset and has a value. If the local grocery store can know exactly how many steaks they have on hand, which cuts and what their cost is, a rancher should be able to know how many cows he has, where they are and how much they cost. Purchased cows are a depreciable asset, and death loss of purchased animals is a tax deduction. If these things are not tracked clearly, it is much more difficult for accountants to maximize your returns from year to year.

The best way to keep inventory records straight is to have cattle properly identified. Legible ear tags and permanent identification like brands or tattoos are helpful if tags are lost. New technology like electronic identifica-

tion (EID) is also beneficial. All animals must have a unique ID; duplicate numbers cause confusion over time and make it harder to keep good records. If you are buying cattle, cut out lot tags and meaningless IDs, and tag cattle to match brands, tattoos or, if registered, match the ID that was used when the animal was registered. It is very important to develop a numbering system that aids you in avoiding duplicate identification.

Electronic identification is the way the industry is heading. There are many programs supported by the U.S. Department of Agriculture (USDA) and state animal health departments to provide these for free. These allow for better traceability throughout the industry, are easier to use on health papers and result in less human error on data entry with the use of wands and Bluetooth scales that automatically record EIDs and weights. Official USDA EIDs will eventually replace the old metal tags as the preferred method of identification, so take advantage now and get ahead of the game.

Once cattle are identified and inventory is correct, monitoring day-to-day activities and tracking weights and measures becomes a much easier task. Every cow on the place has a job to do, and you need to ensure that she is working for you and not the other way around. Record calving dates, pair up calves and ensure calves are well

identified. This tracks which cows are having calves and allows for calculation of calving intervals as a method of determining fertility and cow efficiency. Once calves are identified, collecting and recording weaning weights becomes much easier.

Weaning time is also a good time to weigh your cows. Calculations like percent body weight and pounds of calf weaned per cow exposed are important metrics in determining profitability or identifying areas that need improvement. Depending on the marketing end point, there could also be yearling weights, carcass ultrasound data, post-weaning gain or harvest records that can all contribute to selection decisions in the next breeding season.

Now that the data has been collected, it must be stored in a way that is easily accessible and safe. Legal pads, spiral notebooks, pocketbooks and dashboard filing can only go so far. When it comes time to make management decisions and calculate key performance indicators (KPI), it simply takes too long to find and evaluate multiple sheets of paper. Spreadsheets are a little better but, over time, most ranchers will also outgrow the usefulness of a spreadsheet. The best method is to utilize a relational database. There are many options available to ranchers, including CattleMax, CowSense, GEM and CowCalf. Many of these options are web-based, so records can be viewed and analyzed from anywhere, including any modern cell phone. These systems, especially when paired with EIDs and digital scales, can greatly improve the speed and accuracy of data collection and compilation for later use.

Simply having the data is not enough. To make real progress, the data must be used to make management decisions that improve the bottom line. The right data storage methods will allow for much more detailed reports and opportunities to evaluate the cow herd. Always remember that more genetic progress is made by culling from the bottom than selecting for the top. Any system that allows for prompt and accurate identification of the bottom 10 to 20 percent of the herd will greatly aid in genetic progress and profitability over time.

It may be cliché, but you literally cannot manage what you do not measure. In a business of hard work and small margins, every dollar of revenue



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The fourth annual Strait-Hefte Tried & True Production Sale was held at Strait Ranches, Streetman, Texas. Fifty-six buyers from 11 states purchased 109 high-quality lots of Santa Gertrudis genetics.

The high-selling bull, Lot 62, Hefte Ranch H04, was sold to 5J's Beef & Cattle, Clayton, N.C., and ST Genetics, Nava-sota, Texas, for \$50,000.

The high-selling lot, Lot 60, SR Paramount 30/H4, 50 per-cent semen interest and full possession, was purchased by Reese Ranch, Encinal, Texas, for \$27,000.

The high-selling lot, Lot 64, SR Strategist 32/20, 50 percent semen interest and full possession, was sold to HL Farms, Franklin, Texas, for \$25,000.

The high-selling lot, Lot 119, SR 25/20, was sold to Wiley Ranch, Deville, La., for \$17,000.

The high-selling lot, Lot 67, Hefte Ranch H130, was sold to Red Doc Farm, Belen, N.M., and O/X Ranch, Las Vegas, N.M., for \$17,000.

The high-selling female, Lot 8, SR Bella 91/5, was sold to Grandview Farms, Hamilton, Ala., 777 Farms, Magnolia, Ark., and Tinney Farms, Hanceville, Ala., for \$26,000.

The high-selling lot, Lot 1, SR 15/6, was sold to Grandview Farms, 777 Farms and Tinney Farms for \$13,000.

The high-selling open heifer, Lot 48, SR Ms Mpact 654/H, was sold to Quail Valley Farms, Oneonta, Ala., for \$20,000.

The high-selling bred heifer, Lot 13, Hefte Korban H167, was sold to Strait Ranches for \$14,500.

The high-selling bred heifer, Lot 20, Hefte Ranch H153, was sold to Tideland Farms, Kiln, Miss., for \$13,500.

The high-selling selling flush opportunity was sold to Buena Vida Ranch, Kingsbury, Texas, for \$3,000.

The volume buyers were 5J's Beef & Cattle and Tideland Farms. 🐾

KEEPING THE 'BUSINESS' IN CATTLE BUSINESS CONTINUED FROM PAGE 18

gained and, many times, every dollar of expenses saved is a step closer to true sustainability in the cattle business. Do not believe the naysayers who claim there is no profitability in cattle. When managed as a business – culling cows that come up open or are too big for the environment, weaning light calves, culling bulls that are not siring a desirable product, identifying the most efficient calving season for your environment and exploring alternate options of market-ing calves – profitability is attainable. But good records are required to make those decisions. 🐾

TRAIL TALK CONTINUED FROM PAGE 6

along with the recent *Santa Gertrudis USA* reader survey. I must thank our great partners, BluePrint Media, for their con-tinued support and effort in the entire process of advertising. We know the genetics are great, so we as a collective must make sure our marketing is differentiating our product from the many others that are out there, along with accurately painting the picture of Santa Gertrudis in 2021 and onward.

While focusing on marketing strategies, we must also con-tinue to add pounds at weaning, and focus on downstream profit generatoTrail rs 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 sac-rifice carcass quality. This female fits perfectly as a genera-tor for high-profit feeder cattle with just enough heterosis to positively affect health and growth. To do this, we must pay attention to fertility, maternal ability and efficiency.

Identifying and reproducing highly fertile, maternally focused cattle that are moderate and efficient in their kind 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 up and our breed strengths of performance and uniformity will allow us to con-tinue to sell more bulls year after year. 🐾

ASKING THE TOUGH QUESTIONS CONTINUED FROM PAGE 16

Why Do You Ranch?

There are many reasons, and noble ones, that farmers and ranchers continue to invest in their businesses and lifestyles. In his presentation, Locke shared these common reasons:

- "I love it."
- "To create opportunities for my kids."
- "To carry on the tradition."
- "My family needed help."

Of course, there are many more reasons why we farm and ranch, but what about – to serve a customer?

"Greg Simons, who is a ranch manager, said, 'You can only save yourself through service to others,'" Locke said. "I think this piece of the pie is part of what's missing. How do we serve a customer? How does your ranch serve you, your family, your employees and your customers?"

According to Locke, purpose, service and profitability go hand-in-hand. By understanding your purpose in the world and in your business, you receive happiness and fulfillment.

"Serving yourself vs. serving others is the difference between happiness and fulfillment, and I know a lot of happy ranchers out there that haven't experienced fulfillment, so that might be one of my challenges to you guys – consider what your purpose is and what your business's purpose is," Locke expressed.

As farmers and ranchers, part of your service to others is your service to your family and the agricultural industry. "Succession is a big deal," Locke said.

In his conclusion, Locke shared the following quote by Joel Salatin: "If our farms are not fun, and if our farms are not profitable, our children will not want them. The ultimate test of sustainability is romancing the next generation."

Why not start now? 🐾

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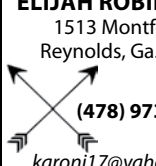
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TULSA STATE FAIR

Oct. 3, 2021 | Tulsa, Okla. | Judge: Kevin McCurry



GRAND CHAMPION BULL

Rockin 3T Golden Boy, shown by
Rockin 3T Ranch, Ennis, Texas, and
777 Farms, Magnolia, Ark.



BEST OF POLLED BULL

CWR Master, shown by
Crosswinds Ranch, Keller, Texas



GRAND CHAMPION FEMALE AND BEST OF POLLED FEMALE

Miss Grandview 038, shown by
Gracey Pitchford, Athens, Texas



RESERVE GRAND CHAMPION FEMALE

Capone Cherokee, shown by
Mason Leifeste, Cameron, Texas



RESERVE GRAND CHAMPION STAR 5 FEMALE

CWR Roxy, shown by
Crosswinds Ranch, Keller, Texas

NO PHOTO

RESERVE GRAND CHAMPION BULL

SCC Dealer, shown by
Stroman Cattle Co., Bryan, Texas

NO PHOTO

GRAND CHAMPION STAR 5 FEMALE

Miss Gal 105, shown by
Gracey Pitchford, Athens, Texas

STATE FAIR OF TEXAS

Oct. 3, 2021 | Dallas, Texas | Judge: Kolten Thigpen



GRAND CHAMPION BULL AND BEST OF POLLED BULL

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



RESERVE GRAND CHAMPION BULL

Rockin 3T Golden Boy, shown by
Rockin 3T Ranch, Ennis, Texas, and
777 Farms, Magnolia, Ark.



GRAND CHAMPION FEMALE AND BEST OF POLLED FEMALE

Briggs 217G, shown by Caleb Bram,
Louise, Texas



RESERVE GRAND CHAMPION FEMALE

Miss Grandview 038, shown by
Gracey Pitchford, Athens, Texas

JUNIOR LETTER

CONTINUED FROM PAGE 12

- For records to be accurate, it is very important to establish an animal identification system. Whatever numbering system you choose to use, be sure to keep it consistent. The international year/letter numbering system – which designates a letter for each year (i.e., the letter J corresponds with the year 2021) – has become very popular.
 - Accurate health and medical treatment records are also important parts of the Beef Quality Assurance (BQA) program, which we learned about at GOALS this summer.
- While some people choose to stick with pen and paper, with today's technology, there are endless resources to make record keeping easier. Choices range from spreadsheets saved on your desktop to apps available at your fingertips on your smartphone. Regardless of which method you choose, keeping good records will help you make more informed decisions to grow your herd.

From my family to yours, I wish you all a Merry Christmas and a happy and prosperous New Year! 🍀

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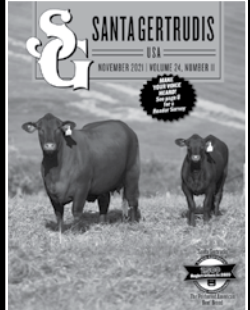
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2022 National Santa Gertrudis Show

TO BE HELD IN CONJUNCTION WITH THE

Fort Worth Stock Show FORT WORTH, TEXAS

Monday, Jan. 17, 2022 • 11 a.m.

Tentative/Partial Santa Gertrudis Schedule

- Jan. 14** 8 a.m. -
Jan. 15 noon Cattle arrive
Jan. 15 5 p.m. **Premier Cowtown Elite Sale**
Jan. 17 11 a.m. **National Santa Gertrudis Show**
Jan. 18 5 p.m. Cattle released

If you have any questions about the National Santa Gertrudis Show or to donate, contact Jamie Daniel, 2022 show chairman, at (870) 904-3070 or jamedaniel@yahoo.com.



FOR MORE
INFORMATION VISIT,
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PREMIER Cowtown Elite 2022 SANTA GERTRUDIS SALE

In conjunction with the
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Saturday, Jan. 15, 2022

5:00 p.m. • West Arena

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Females • Bulls • Embryos
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Saturday, Jan. 15, 10:00 a.m.-4:00 p.m.

Aisle party 3:00-4:30 p.m., Saturday, Jan. 15, next to the cattle pens

For more information please contact one of the following:

Darrell Pitchford

(903) 388-2288 • pitchfordcattle@hotmail.com

Chris Taliaferro

(214) 674-8064 • ctaliaferrol@sbcglobal.net

Matt Nichols

(940) 393-2305 • matt.nichols@tx.usda.gov

Brian Cummins

(903) 603-6634 • bcummins@exede.net

NORTH CAROLINA STATE FAIR

Oct. 19, 2021 | Raleigh, N.C. | Judge: Todd Alford

SANTA GERTRUDIS SHOW *Results*



GRAND CHAMPION BULL AND BEST OF POLLED BULL

Jim 53/21, shown by RW Farm,
Benson, N.C.



RESERVE GRAND CHAMPION BULL

Flatwillow 401, shown by
Flatwillow Farms, Statesville, N.C.



GRAND CHAMPION FEMALE AND BEST OF POLLED FEMALE

BM Annabelle, shown by Bar M Farm,
Lenoir, N.C.



RESERVE GRAND CHAMPION FEMALE

Flatwillow Babs, shown by Flatwillow
Farms, Statesville, N.C.

ARKANSAS STATE FAIR

Oct. 23, 2021 | Little Rock, Ark. | Judge: David Alderson



GRAND CHAMPION BULL

777 Zeus, shown by Erin Kay Daniel,
Magnolia, Ark.



RESERVE GRAND CHAMPION BULL AND BEST OF POLLED BULL

777 Kash, shown by Erin Kay Daniel,
Magnolia, Ark.



GRAND CHAMPION FEMALE AND BEST OF POLLED FEMALE

Miss 777 Kirby, shown by
Erin Kay Daniel, Magnolia, Ark.



RESERVE GRAND CHAMPION FEMALE

M Rock Evie 120, shown by
M Rock Farm, Texarkana, Texas



GRAND CHAMPION STAR 5 FEMALE

FC Midnight, shown by J.D. Chism,
Pontotoc, Miss.

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Wishing you and your family a blessed and joyful holiday season.



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Merry Christmas

May peace, joy and hope in Jesus Christ be with you all, now and into the New Year!

"The virgin will be with child and will give birth to a son, and they will call him Immanuel" – which means "God with us."

Matthew 1:23

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SANTA GERTRUDIS BREEDERS INTERNATIONAL

2021-2022 POINT SHOW NOMINATION FORM

ATTENTION, Santa Gertrudis Breeders International members. The following is a form for individuals wanting to participate in the end-of-year point awards. The form must be signed and submitted along with your \$100 herd nomination fee to the SGBI office. You can also find the form online, www.santagertrudis.com/events/show-schedule.

The point show series will be governed by the rules set for the Santa Gertrudis Breeders International (SGBI) association, along with the rules and regulations for approved Santa Gertrudis shows.

A herd nomination fee of \$100 must be submitted for each member number that will have cattle participating for end-of-year point awards along with this signed form. The fee should be submitted to the SGBI office. This fee is not required to participate in any or all the approved shows, however any animal listed under a membership that does not have the nomination fee submitted will not be considered in the end-of-year point totals.

While the Shows and Exhibits Committee maintains and selects a judges list for many approved point shows, final selection is up to the discretion of each individual show.

Every exhibitor, in consideration of his/her entry being accepted, agrees to submit any animal so entered by him/her to inspection and agrees to have such animal submitted to any tests as may be designated and requested by the Shows and Exhibits Committee, or the authorized representative of the relevant show or fair, and agrees that the conclusions reached by the committee/representative as to whether such animal is unethically fitted or over age, shall be final, without recourse against SGBI and designated personnel. Any false representation, interference or unprofessional conduct on the part of any exhibitor will be dealt with by the Shows and Exhibits Committee, according to the equities in the case.

For and in consideration of the opportunity to participate in any SGBI-approved show, each exhibitor hereby releases SGBI, its officers, directors and representatives from negligence, any and all claims, suits and judgments, either past, present or future, arising from or connected with the administration or use of such test or examination and the resulting decision therefrom.

Any exhibitor desiring to dispute or challenge the results of any test, exam or show rule enforcement, as applied by his/her animals, shall do so in accordance with procedures established by the rules of the association. This refers to, but is not limited to, the procedures to file protest and appeals process found in the rules for approved SGBI shows.

Final placings will be determined April 1, 2022, and awarded at the SGBI Annual Meeting scheduled for April 7-9, 2022. Santa Gertrudis Breeders International is not directly affiliated with any shows and cannot be held liable for any adjustment to schedule, judging, cancellation or any other claim made as a result of a decision made by an individual show. SGBI reserves the right to adjust the point show schedule due to unforeseen and uncontrolled changes to the planned schedule in an effort to best serve the participants and association membership.

Member No. _____ Date _____

Member Name _____

Participant Signature _____

2021-2022 Point Shows

- Ozark Empire Fair
- Indiana State Fair
- Missouri State Fair
- Kentucky State Fair
- Four States Fair
- D6 Larry Osbourne Memorial Show
- Southeastern Empire Fair
- Oklahoma State Fair
- Tulsa State Fair
- State Fair of Texas
- North Carolina State Fair
- Arkansas State Fair
- Louisiana State Fair
- North American International Livestock Expo
- Red Hot Gert Show
- Cattlemen's Congress
- Ft. Worth Livestock Show (National Show)
- Dixie National Livestock Show
- San Antonio Livestock Show
- Florida State Fair
- Houston Livestock Show

Rules for High Point Awards

a. For each point show, first place class winner will receive two (2) points; second place class winner receives one (1) point; Division Champion receives three (3) points; Reserve Division Champion receives two (2) points; Grand Champion receives five (5) points; Reserve Grand Champion receives four (4) points; and Best of Polled receives one (1) point but does not count toward overall points.

b. Get of Sire and Produce of Dam points go toward Exhibitor/Breeder of the Year Awards. **c.** Points will stay with animal if sold. **d.** The Sire and Dam of the Year should have points from at least two (2) different offspring. **e.** All points earned at the National Open Show are to be doubled.



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& Tinney Farms



SR Ms 68F2 610/J

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& a Happy New Year

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