



# SANTA GERTRUDIS

USA

DECEMBER 2022 | VOLUME 25, NUMBER 12



Santa Gertrudis

SANTA GERTRUDIS

**7,500**  
Registrations in 2021

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 Arlin Taylor

| BW  | WW   | YW    | Milk | T MAT | SC   |
|-----|------|-------|------|-------|------|
| 1.2 | 24   | 36    | -7   | 8     | 0.28 |
| 90  | 10   | 10    | 95   | 55    | 80   |
| CW  | REA  | Marb  | Fat  |       |      |
| 7   | 0.03 | -0.36 | 0.01 |       |      |
| 15  | 45   | >95   | 85   |       |      |

**2017  
National  
Champion**

*Richmond*

Balanced Index: 35% | Cow/Calf Index: 15% | Terminal Index: 55%

### 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 Arlin Taylor

| BW  | WW   | YW   | Milk | T MAT | SC   |
|-----|------|------|------|-------|------|
| 1.4 | 10   | 18   | -11  | -2    | 0.43 |
| 90  | 50   | 35   | >95  | >95   | 10   |
| CW  | REA  | Marb | Fat  |       |      |
| 0   | 0.06 | 0.00 | 0.00 |       |      |
| 40  | 35   | 45   | 60   |       |      |

**2021  
National  
Champion**

*Richmond*

Balanced Index: 65% | Cow/Calf Index: 85% | Terminal Index: 55%

### 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% TMAT, CW, REA; Top 2% YW;

Top 5% WW and Top 10% Milk.

Co-owned with Quail Valley Farms.

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

Contact Arlin Taylor

| BW  | WW   | YW    | Milk | T MAT | SC   |
|-----|------|-------|------|-------|------|
| 1.7 | 29   | 53    | 6    | 25    | 0.42 |
| 95  | 5    | 2     | 10   | 1     | 40   |
| CW  | REA  | Marb  | Fat  |       |      |
| 24  | 0.48 | -0.20 | 0.02 |       |      |
| 1   | 1    | >95   | 95   |       |      |

Balanced Index: 25% | Cow/Calf Index: 35% | Terminal Index: 20%

Manager: Arlin Taylor

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5251 Co. Rd. 601 • Hanceville, AL 35077

tinneyfarms.com

**Tinney  
FARMS**

EST. 1980

**100%**  
GENOTYPED  
COWHERD

Follow us on Facebook!



# Wendt's Super Santa Sale

**Feb. 18, 2023**

Matagorda County Fair Grounds • Bay City, Texas

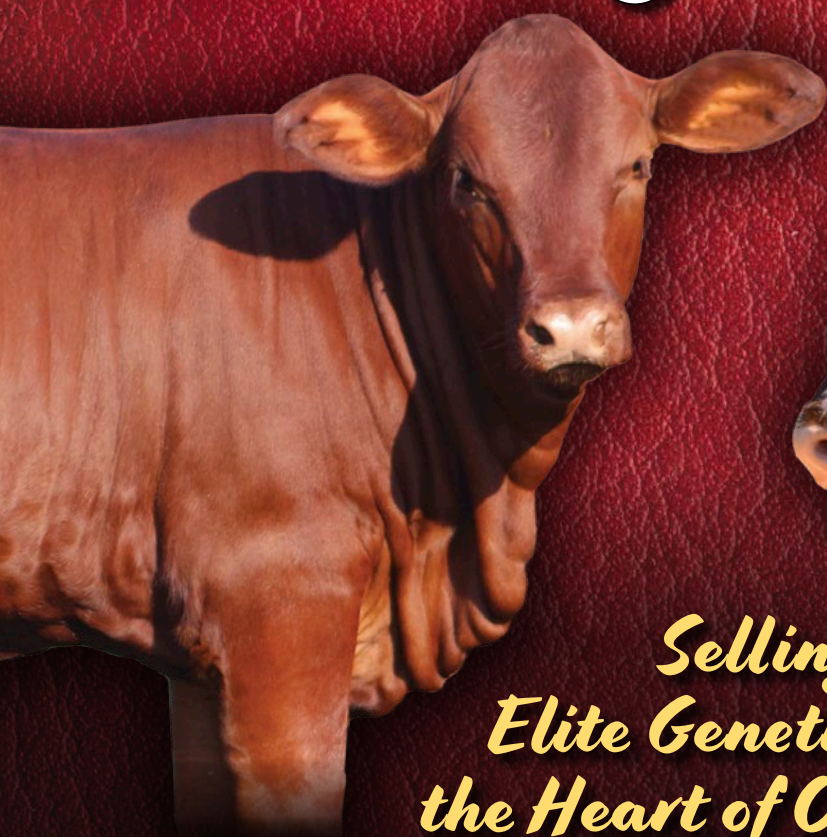
**Viewing:** Friday, Feb. 17, 4-7 pm & Saturday, Feb. 18, 9 am-7 pm

**Social, Dinner & Bidding Party:** Saturday, Feb. 18, 4 pm, at Run-N-Gun Lodge

**Online Sale:** Saturday, Feb. 18, 8 am-8 pm



[sconlinesales.com](http://sconlinesales.com)



*Selling  
Elite Genetics from  
the Heart of Our Herds!*

Featuring top trait leaders and in-demand genetics like  
PrimeTime 9042, Dreamboat, Red Carpet, Jackpot and more!

Guest Consigners: Four J Cattle, Huvar Cattle, Korban Cattle, Kubecka Ranch,  
Passion Farms, Reese Ranch and Schuster Farms



**Wendt Ranches Partners LLC**

5475 FM 457, Bay City, TX

Email: [wendtranches@hotmail.com](mailto: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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## ON THE COVER

A yearling heifer on pasture at Rockin B Farm, Staley, N.C.  
 Photo by Darren Richmond.



# Providing Polled Power Genetics to the Santa Gertrudis Breed

## 777 FARMS

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2018-2022 Breeder of the Year

777  
FARMS

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CF

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# CHAMPIONS PRODUCING CHAMPIONS



777 KESHA

## GRAND CHAMPION FEMALE

2022 ARKANSAS STATE FAIR  
A 777 Kitty granddaughter

## RESERVE GRAND CHAMPION FEMALE

2022 ARKANSAS STATE FAIR

A 777 Kitty x Honey Badger daughter.  
She was the Pick of the 777 ET 2022 calf  
crop in the 2022 Purple Reign Sale.

## SEE OUR CONSIGNMENTS

*Purple Reign*

**March 25, 2023**  
Magnolia, Ark.



MISS 777 HONEY BADGER  
777K HOPPIE

**777 FARMS**

2018-2022 SGBI Breeder of the Year  
2020-2021 Exhibitor of the Year – Erin Daniel

## Flying C Ranch

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bpowell@powelltransportation.com



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# PRESIDENT'S LETTER

By Gene Kubecka

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Your Santa Gertrudis Breeders International (SGBI) Board of Directors has had a very busy month and a half. From board meetings via Zoom to the board meeting in-person at the SGBI office in Kingsville, not much green grass is able to grow under our busy feet.

Our board meeting in Kingsville was a big success as we were able to work through the agenda and set the executive director search in motion. The board was able to meet with the office staff, hear about their responsibilities and listen to their concerns and challenges. They have done an outstanding job. Please don't hesitate to call me if you are having any issues that you don't think the office is handling in a timely manner. The board voted to investigate investing in a copier/fax machine and bar code scanner. Both would allow our office staff to be much more efficient and ultimately save the organization money.



The SGBI Board meets for an in-person meeting in Kingsville Oct. 28.

ag department. The primary goals are to utilize Santa Gertrudis genetics and cash donations to improve the quality and employability of students graduating from the TSU Department of Agricultural Sciences and to establish the department as a primary destination for top agricultural students and faculty:

- Provide more hands-on experience for students.
- Expand research opportunities for students and faculty.
- Leverage Santa Gertrudis cattle herd and cash donations across all disciplines in the department.
- Create an environment to entice additional donations from other Santa Gertrudis breeders and TSU alumni.

North Carolina State University will artificially inseminate 300 Angus-based cows to Santa Gertrudis bulls. More information to follow on this project.

The University of Kentucky wants to move forward with 24 heifers on consignment for a heat-tolerance study.

Stay tuned for more information on all of these projects.

A group of interested breeders and a beef production specialist met with STX Beef in Corpus Christi, Texas. The purpose was to see how more red-hided cattle could be processed at their plant. We definitely have more work to do to

CONTINUED ON PAGE 19 ►

## SGBI Staff at SGBI Board Meeting

During the October in-person Santa Gertrudis Breeders International (SGBI) Board meeting, SGBI staff was on hand to meet and make welcome the board members. Each staff member gave a quick overview to the board on their many and varied tasks and responsibilities. Many thanks to the SGBI staff for their dedicated and uninterrupted work on behalf of SGBI members and breeders. Pictured, left to right, are Melissa Braden, DNA coordinator; Diana L. Ruiz, registration and member services specialist; Kristy Gonzalez, member services; and Emma Ramirez, member services.



On the research and development front, Kevin and Heather Blewett of Buena Vida Cattle Company, along with the Texas State University (TSU) Department of Agricultural Sciences and Freeman Center have teamed up to add a Santa Gertrudis herd to their



## SGBI OFFICERS OF THE BOARD

**PRESIDENT** Gene Kubecka

**PRESIDENT ELECT** Adolfo Sanchez

**SECRETARY/TREASURER** Nolan Taylor

**BREED IMPROVEMENT** Adolfo Sanchez

**LONG RANGE PLANNING** Amber Robertson

**MARKETING & PROMOTION** Kade Thigpen

**MEMBERSHIP** Craig Lopossa

**YOUTH ACTIVITIES** Suzanne Fulton

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**District 6 – Nolan Taylor** (Ky.)

WindCrest Farm  
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# Thank You

## FROM BRIGGS RANCHES

We want to express our sincere appreciation for all of the buyers and those that have supported us throughout the year. Our 2022 sale was another great success and we could not have done it without you.

We would also like to thank those that market with us and make the TriStar Sale & Bull Sale possible. Harris Riverbend Farms, Corparron Acres and Pinnacle Cattle Co. A new addition to the bull sale this year was CDP and we are grateful for this new partnership.

We are excited about the future that lies ahead!

## 2023 TEXAS ALLIANCE SALE

### BULL & COMMERCIAL FEMALE SALE

# MARCH 23, 2022

Briggs Ranches | Traylor Division | Bloomington, TX

*Mark your calendars NOW and watch for more information!*

# BRIGGS RANCHES

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Joe Jones, Manager • 361.550.0994

Tol Cawley • 936.581.1174

briggsranches@hotmail.com

**Traylor Division**  
Bloomington, Texas

**San Roque Division**  
Catarina, Texas

**San Carlos Division**  
Rio Grande, Texas



# SANTA GERTRUDIS *Production*

## WHAT LIES AHEAD FOR 2023?

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



**H**opefully the November midterm elections turned out as you had hoped and we can start to put 2022 behind us. First, let me state that I am not an educated ag economist, but I pay attention when one speaks about or publishes an article concerning beef cattle. The beef industry appears to be strong despite the high cost of ranch inputs (fertilizer, feed, fuel and supply-chain disruptions), a \$1.30 per pound cost

of gain in most feedyards, escalating interest rates, lingering drought areas in several parts of the country and a continued La Niña weather pattern. The fat cattle futures market and cash markets pushed passed the \$1.50 per pound range late this year – heights not seen since 2014 through the first half of 2015. The calf market lows of 2022 have been suggested to be behind us, partially due to coming off of the \$8 per bushel corn we experienced in May 2022.

Going forward, calf prices and feeder calf prices are expected to be good due to a stable corn price, albeit high (December 2022 corn at \$5.60 per bushel); recent moisture in the Southern Plains; decreased cattle on-feed inventories by 1 percent in October '22 compared to October '21; and the prognostication of a weakening La Niña weather pattern. Feeder calves are projected to push the \$1.70 per pound line and weaned calves may exceed \$2 per pound early in 2023. Moisture and sufficient green grass will positively influence the calf markets in all of 2023.

However, according to multiple data sources, the U.S. beef industry is still in a contraction pattern coming off a definite herd expansion, which began in 2014 and ended in 2019 due to COVID-19. Replacement heifer retention sat at 19 percent of the Jan. 1 beef cow inventory during all of 2022, and cow culling neared 13 percent of the same inventory benchmark. It is projected that the U.S. beef cow inventory will dip to 29 million head during 2023. If this holds true, then 2023 and 2014 will be the two lowest years of beef cow inventories since 1986, which saw a beef cow inventory of nearly 34 million head. Moreover, the heifer and heifer calves on-feed inventory as a percentage of the total number of cattle on feed ( $\pm$  40 percent) in late 2022 was the greatest percentage since 2001. In addition, female beef slaughter as a percentage of total cattle slaughtered pushed to 51 percent in 2022. We have not consumed this number of females since 1984. Replacement heifers, purebred or commercial, should have

plenty of demand next year. If supplies of quality replacement heifers are low, prices should be strong. These upcoming scenarios in 2023 will provide an excellent opportunity for most cow-calf producers to market their genetics and production programs to others interested in expanding their herds.

Even though U.S. beef production is forecast to be down 6 percent during 2023, please realize that we would still produce 2 billion pounds more beef than we did in 2014 and about 2.5 billion more pounds than in 2015. Some ag economists are cautioning to keep an eye on beef consumer trends. The wonderful and recent trend of beef consumers seeking out the higher quality retail beef cuts may wain and/or shift to pork or chicken (both projected to increase in production by 1 percent in 2023). It all depends on how well these consumers come out of the winter when they're paying more for everything, including heating their homes. Retail beef price is projected to increase by 15 percent in 2023, while chicken and pork may experience price deflation back to normal pricing. The good news is that non-meat protein products did not take away many beef eaters and, in my opinion, will not in the future.

In the New Year, all we can do is our best to manage our cow herd, optimize our pregnancy rates and be mindful of our input costs. Trim costs where we can but not where we should not. Do our best to market our livestock rather than just sell them. Make every calf count, because they do.

Best wishes to you and yours in 2023. 🍀



Photo from Cherokee Ranch, Sedalia, Colo.

# LA CAMPANA RANCH

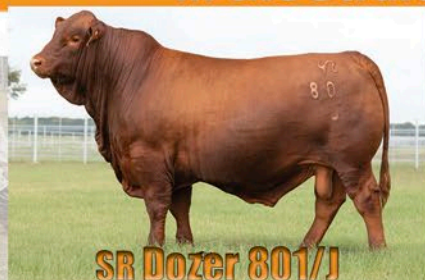
COMMERCIAL *AND* PUREBRED SANTA GERTRUDIS

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



# Thank You

We are so appreciative of our buyers and all who participated in the Strait-Hefte Tried & True Production Sale.



**SR Dozer 801/J**

Purchased by Red Doc Farms



**SR Ms Catalyst 822/H**

Purchased by In The Red Ranch



**SR Ms Uno ET 621/J4**

Purchased by Carleton Farms



**SR Advantage 5235/J**

Purchased by Double G Farms, Triple S Partners



**SR Ms 68/F2 5235/J2**

Purchased by Hefte Ranch



**SR Ms Nitro ET 6054/J2**

Purchased by Red Doc Farms



**SR Eclipse 2528/J**

Purchased by JTP Cattle Co.



**SR Genuine 23/H**

Purchased by In The Red Ranch



**SR Ms Guns Up ET 654/J15**

Purchased by Double Barrel Cattle



**IVF Pick**

Purchased by Circle L Ranch

**STRAIT**  
*Ranches*

**Y.N. STRAIT FAMILY**

Streetman, Texas

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Callie 210.837.1199 | callie@straitranches.com

Henry Zarate, Manager | 361.920.0718

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## 2022 Strait Ranches' Buyers

RED DOC FARM  
IN THE RED RANCH  
REESE RANCH  
CIRCLE L RANCH  
CARLETON FARMS  
HEFTE RANCH  
DOUBLE G FARMS  
TRIPLE S  
TB CATTLE FARM  
JTP CATTLE CO.

GRAVES CREEK RANCH, LLC  
WENDT RANCHES PARTNERS, LLC  
DOUBLE BARREL CATTLE  
CANDICE PETTIT  
O/X RANCH  
FORREST ROBERTS  
WILEY RANCH  
STEGAL FARMS  
ROCKING F  
PAT GRAY

STEVEN DIGESUALDO  
VM RANCH  
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BRIAN CUMMINS  
OLD AGENCY RESERVE  
TAYLER GUIDRY  
CF CATTLE CO.  
SALTER FARMS



# SANTA GERTRUDIS *Calendar*

## DECEMBER

**20-21** "Winter Wonderland" Opportunity Knocks Sale V  
Baby Dolls & Little Drummer Boys & Stick  
Horses Too, [Smartauctions.com](http://Smartauctions.com)

**2023**

## JANUARY

**16** Santa Gertrudis Point Show, Fort Worth Stock  
Show & Rodeo, Fort Worth, Texas

## FEBRUARY

**1-3** Cattle Industry Convention & NCBA Trade Show,  
New Orleans, La.

**10** Banners & Buckles Sale, Jackson, Miss.

**11** Dixie National Livestock Show & Rodeo,  
Jackson, Miss.

**18** Wendt's Super Santa Sale, Bay City, Texas

## MARCH

**18** Bluebonnet Classic Sale, Bloomington, Texas

**23** Texas Alliance Sale, Bloomington, Texas

**25** Purple Reign Sale II, Magnolia, Ark.

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

## APRIL

**1** Red Hot Bull Sale, Bosque, N.M.

**15** American Cattle Enterprise Brangus and Santa  
Gertrudis Bull Sale, Deville, La.

**22** Crimson Classic Sale, Cullman, Ala.

**27-29** SGBI Annual Meeting, Amarillo, Texas

## MAY

**13** Santa Gertrudis Breeders of the Carolinas Sale, TBD

**20** Mid-Coast Opportunity Sale, Brenham, Texas

## JUNE

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

# REGISTRATIONS, STAR 5 RECORDINGS AND TRANSFERS BY DISTRICT

**OCTOBER 2022**

## ACTIVE MEMBERS

| District | Purebred Reg. | STAR 5<br>Reg. | Performance<br>Only | Purebred &<br>STAR 5 Trans. |
|----------|---------------|----------------|---------------------|-----------------------------|
| <b>1</b> | 107           | 29             | 0                   | 1                           |
| <b>2</b> | 528           | 74             | 1                   | 112                         |
| <b>3</b> | 24            | 9              | 0                   | 12                          |
| <b>4</b> | 10            | 1              | 0                   | 89                          |
| <b>5</b> | 22            | 0              | 0                   | 11                          |
| <b>6</b> | 31            | 1              | 0                   | 5                           |

## JUNIOR MEMBERS

| District | Purebred Reg. | STAR 5<br>Reg. | Performance<br>Only | Purebred &<br>STAR 5 Trans. |
|----------|---------------|----------------|---------------------|-----------------------------|
| <b>1</b> | 45            | 3              | 1                   | 50                          |
| <b>2</b> | 1             | 0              | 0                   | 0                           |
| <b>3</b> | 0             | 0              | 0                   | 5                           |
| <b>4</b> | 0             | 0              | 0                   | 0                           |
| <b>5</b> | 0             | 0              | 0                   | 0                           |

**FOR SGBI REGISTRATIONS CONTACT: Diana Ruiz**

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# SANTA GERTRUDIS WELCOMES

*New Members*

## Active Members

4W Ranch, George West, Texas  
Rocking J Cattle Co., Clarksville, Texas

## Junior Members

Addison Schubert, Kingsville, Texas  
Alli Ames, Dayton, Texas  
Caiden Boren, Valley View, Texas  
Cameron Peral Crawford, Robstown, Texas  
Carter Townes, Detroit, Texas  
Connor Brantley, Iola, Texas  
Dalton Taylor, Mount Pleasant, Texas  
Jagger Rosenbaum, Decatur, Texas  
Jakob Rosenbaum, Decatur, Texas

Juan Fraire, Tioga, Texas  
Kullen Kutac, Schulenburg, Texas  
Lillian Rosenbaum, Decatur, Texas  
Logyn Denbow, Weatherford, Texas  
Miles Peltier, Victoria, Texas  
Olivia Schubert, Kingsville, Texas  
Perry Busby, Blum, Texas  
Raylee Wilson, Pilot Point, Texas  
Cody Arnold, Denham Springs, La.  
Madison Smith, Denham Springs, La.  
Nathan Payne, Denham Springs, La.  
Travis Lord, Clinton, Miss.  
Emiliana Baca, Las Vegas, N.M.

# SANTA GERTRUDIS *Juniors*

By Tommy Dunaway, Reporter  
and At-Large Director

**H**i, my name is Tommy Dunaway and I am from Randolph, Miss. I currently serve as one of your at-large directors and your reporter.

Living in northeast Mississippi and raising Santa Gertrudis cattle has an advantage of being near prominent breeders. Stegall Farms, Ridge Point Ranch, Quail Valley Farms and Tinney Farms are a few examples of breeders that can easily be reached in a day's visit. This allows access to purchasing a new show prospect, herd sire or semen. Also, there are large national sales in northwest Alabama in the fall and spring each year that attract Santa Gertrudis breeders from around the country. This is another opportunity to set up a meeting for purchasing new projects, embryos or semen.



In my area, we have had great success with many commercial operations wanting to incorporate Santa Gertrudis genetics into their commercial herds. Santa Gertrudis offer great heterosis when crossed with any breed, and we know

**CONTINUED ON PAGE 29**



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# **RED** IS THE NEW **BLACK**

## **AND NOW IS THE RIGHT TIME**

### How Santa Gertrudis Breeders are Recapturing a Competitive Florida Bull Market



Photo from 5 Bar E Farm, Altha, Fla.

#### **RED IS THE NEW BLACK.**

That's how Santa Gertrudis Breeders International (SGBI) President Gene Kubecka summarizes the current opportunities for quality Santa Gertrudis bulls, especially in the Florida market.

The most popular breed in the Sunshine State in the 1930s and '40s, Santa Gertrudis lagged behind others in the following decades, in part due to a lack of competitive marketing compared to mainstream breeds. However, thanks to the dedicated efforts of the association and a key group of breeders over the last several years, the market is piping hot and ready for committed breeders to step up to the plate with what Kubecka calls "the right kind of bulls."

"We know that red-hided cattle can handle heat and humidity better than black cattle, especially with Brahman influence," Kubecka says. "Florida

buyers are seeing Santa Gertrudis cattle genetics improving their herd successes and individual-animal performances, even if the offspring are black."

Where there's interest, there's opportunity. So, what does it take for a Santa Gertrudis breeder to successfully enter this new market?

#### **A Name for Yourself**

Kubecka and Richard Hood of American Cattle Enterprise agree, as desirable as the Santa Gertrudis breed is in the harsh Florida climate, you won't find success by showing up and waving the breed flag. Investing the time and effort in getting to know your potential buyers and showcasing your product are essential steps in establishing yourself as a reliable breeder.

"You've got to make contacts," Kubecka says. "If you don't have the local connections and relationships, you'll struggle. SGBI, as an association, is making a focused effort to develop

our reputation and presence in Florida, and setting goals to send more bulls there in the next year and beyond."

Getting your name out there is undoubtedly possible for smaller breeders, but it does require some initiative.

"Buyers prefer to purchase truckload lots. What this means for the small and intermediate breeder is teamwork," Kubecka says. "Get together with a small group, advertise together and prioritize quality that you'll stand behind beyond all else. It can absolutely be done."

Bull credits have created another unique way for breeders to get their foot in the door in Florida. A new concept for Kubecka when he represented SGBI at the Florida Cattlemen's Association (FCA) Convention earlier this year, he is now encouraging breeders to pay attention to the deadlines advertised by the association and take part if selling into Florida is of interest.

**Florida buyers are seeing Santa Gertrudis cattle genetics improving their herd successes and individual-animal performances, even if the offspring are black.**

**— Gene Kubecka**

"After Jan. 1, check in with [SGBI] about information on selling bull credits during the [FCA] Convention," Kubecka says. "Getting on that list and bringing a top-shelf bull as a sign of your commitment to quality will be of enormous help getting your foot in the door and meeting some of the right people in that market. It's a long-term strategy, but it could be a great start."

**CONTINUED ON PAGE 14 »**



2022 STRAIT - HEFTE

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**Our heartfelt thanks to all who attended, watched online, bid and/or purchased cattle at the 5th Annual Tried & True Sale! We had such a great time with friends, both old and new!**



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### A Product You'll Stand Behind

In her 1968 song, Tammy Wynette said to "stand by your man." All these years later, the Santa Gertrudis breeders finding success in Florida are singing a similar tune. You've got to be willing to stand behind the bulls you bring to the market.

"There is no breed composition that fits Florida better than Santa Gertrudis," Hood says. "But that doesn't give any of us an excuse to show up empty handed. We've got to collect our own data and be thorough in following up with customers.

"It's important to recognize that we're entering an extremely competitive and concentrated market with some of the best businessmen and women in the world. They manage some of the largest ranches in the country, facing intense environmental factors, growing urban populations and a lot more," he adds. "If you come to the table with them, you have to be prepared to talk bottom-line business."

### Back to Basics for a Better Breed

Hood says one of the most basic measures of success comes down to a single piece of equipment: the scale.

"If you're not taking weights and measures of your cattle and turning it in properly to be compared or doing full DNA panels on your cattle to learn from them, you'll struggle to sell a bull in Florida," Hood says. "The breeders who are selling there already – they're doing that. The buyers expect data and proof not only that your product will work for them, but how it will work and what they can select from. The larger the gene pool we can secure that provides consistency and quality ... that's where we find success as a breed.

"Think from your customers' perspective: How are they making their money? What matters most to them? And build your processes around alleviating risks and creating opportunities," Hood says.

The more predictable the Santa Gertrudis breed becomes, the more market it will create. In Hood's words, "Supply of the right cattle has to come before we build high demand."

### Predictability Is Key

When it comes to building relationships that last, predictability is the name of the game.



**SGBI President Gene Kubecka, lower left, building relationships with Florida breeders during the Florida Cattlemen's Association Convention earlier this year.**

"There is room for more Santa Gertrudis breeders at the table to sell into Florida, but you've got to treat every decision like a bottom-line business owner," Hood says. "You have to have the data and the proof that your product will work for your customer. You've got to be predictable and, of course, you've got to be good."

What does it mean to be "good" in the eyes of Florida buyers? According to Kubecka, there's plenty of consistency, but also a key trait that tracks differently in Florida than other geographic markets.

"Of course, these buyers are looking at bone, loose hide, disposition and cleanliness of the underline," Kubecka says. "Unlike other parts of the country, though, they're asking for medium-to-above-average bone. The amount of traveling they do in harsh, subtropical conditions makes fine-boned animals undesirable in the long-term."

Hood says this all comes back to knowing your customer and what they need.

"You become reliable when you keep showing up, keep gathering data, keep making improvements. When we're all doing that, the breed can only get better, and the demand will grow to meet our supply."

### Building a Brighter Future

"All in all, the opportunity to expand the breed's presence and authority in Florida is not to be underestimated," Kubecka says. "In the past, we've done ourselves an injustice by not building these relationships and maintaining a

strong presence. We feel strongly that the breed is becoming better positioned for a strong comeback, with plenty of room for breeders who want to be a part of growing a more prominent breed, not only for Florida, but across the globe." 🐄

## QUICK TIPS

**Tips for breeders interested in tapping into the Florida market:**

- **Build relationships and connections in your desired market. Get to know their needs and challenges. Reach out to SGBI after Jan. 1 to learn more about bull credit opportunities in Florida for 2023.**
- **Stand by your product and be ready to commit to long-term service and relationships. Follow up with customers to gather data and use that information to improve your cattle and your business.**
- **Build from the basics. Capture and report your herd data, including weights and measures.**
- **The two most important words: *PREDICTABLE* and *GOOD*. Provide your customers a product they know they can count on to perform.**



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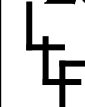
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# NAVIGATING HIGH-COST INPUTS: A BALANCING ACT

By Jessica Wesson, Contributing Writer

Lately, the cost of everything has risen across the country due to inflation and a historical event that many will not soon forget. Raising cattle and producing beef is more expensive than it has ever been, and producers are feeling the heat of rising input costs. With all these costs, is there a way to help alleviate some of the financial stress that comes with raising cattle in this current economy?

Ron Gill, professor and Extension livestock specialist with Texas A&M AgriLife Extension Service, says most producers are concerned about fuel, feed and fertilizer – the three F’s – as some might call it.

“That group can be anywhere from 40 to 70 percent of your cow cost, depending on where you’re at and how much harvested forage you have to have,” Gill says.

He says costs in this category are usually fluctuating, which makes it hard to predict just how much the three F’s are going to cost at any given point. Feed might include land rent, grain feed or additives. Fuel covers everything from diesel in your truck to go check cattle or diesel in the harvesting equipment when cutting hay. He says land prices usually shake out to be comparable across the country.

“In the West, you need more acres because of the dryer environment,” Gill says. “But in the East, you need less land, but you’ll spend more on fertilizer and baling and things like that.”

Fertilizer prices are a vastly different story, Gill says. They are rising and are necessary for production, which means they are not as easy to cut out in most



operations – another cost that many producers cannot avoid.

“Labor cost is not necessarily rising,” Gill says. “But when you must reduce cattle numbers, you have fewer cattle available to spread that cost over. And so, even though your paid labor cost might not increase, if you had to destock because of drought, your cost per cow is.”

He says it could be a balancing act of trying to keep good labor around but also having enough cattle to justify it. Gill also says depreciation might be a high-input cost that will challenge producers eventually.

“We have depreciation on the cows and the equipment,” Gill says. “As a cow gets older, she’s worth less and less money. And you add on the equipment depreciation, that gets heavy in the production side. If we use anything made of metal, those things depreciate and there is really no way to capture value or increase the value the older they get.”

## Navigating the Three F’s

Gill says the biggest challenge with feed is to feed as little harvested forage as possible.

“Now that varies a lot across the U.S.,” Gill says. “Here in Texas, we can graze almost 365 days a year, whether we have the rainfall or not. Up in the northern states you can’t do that.”

The solution, no matter where producers are located, is stocking pastures properly. If operations can accumulate enough standing forage that they can

graze into part of the winter, then it will cut their hay costs dramatically. However, it may not be that easy for some ranchers, and they may have to make some tough choices.

Fertilizer is necessary for many producers who depend on their forage, especially those in Texas.

“You can’t just stop fertilizing these forages we put in our area,” Gill says. “It’s a lot of Bermuda grass, and it responds well to fertilizer, but it does not perform well without it. So, there is a balancing act there.”

Gill says producers must weigh the pros and cons of fertilizing and how much they can afford to fertilize their forages. If producers choose not to fertilize their grass, then they might have to cut back on stocking numbers to compensate for the lack of forage.

“It’s extremely difficult to figure out what is the best strategy on that,” Gill says. “You can sure put a lot of money in the fertilizer and not get benefits out of it that year. The good thing about most fertilizers is that a lot of it will stay residual in the soil. So, when you do get rain, you’ll get some benefit from it.”

The best way to control fertilizer input is through forage selection, Gill says. Selecting forages that might be more productive even without fertilizer might be an advantage for producers.

“I’ve been seeing a lot of guys going back to native grasses to try and cut their fertilizer cost down, which is kind of hard to do, but they’re sure trying,”

CONTINUED ON PAGE 18 »





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## HIGH-COST INPUTS CONTINUED FROM PAGE 16

Gill says. “But they have to reduce the stock numbers to match the reduced forage production.”

Fuel is another cost that most producers cannot avoid, simply because they have to use their equipment for haying and other things. Even if producers do not use equipment for crop production, most of them will have a fuel expense simply to go check cattle.

“Most of [the producers] drive diesel pickups nowadays, and so just going to check cattle is a fuel expense,” Gill says. “So, if you don’t live right there with your cows, a hundred-mile or longer round trip to check cows can get expensive in a hurry.”

Gill suggests planning trips to make it more cost effective to check cattle.

“We have to ask ourselves if they really need to be checked every day,” Gill says. “Maybe we can go every other day or every third day. A lot of that depends on what your water sources are and how reliable they are.”

Producers might consider supplements, especially during the wintertime when forage is not as available.

“There are some supplements that can be fed as seldom as once a week that are just as effective, if not more effective, as feeding every other day,” Gill says. “It may be that some of the self-limiting feeds or molasses-based feeds may pencil in better given the high cost of fuel.”

### Navigating Labor Costs

As cattle herds grow smaller due to challenges like drought, producers have fewer cattle to spread their labor costs over. Many are turning to contract labor to help lessen the financial burden.

“We see this in a lot of ranches. They have a skeleton crew that they keep on fulltime, and they hire day help or custom help when they need additional people,” Gill says. “Some guys make a pretty good living working contract for ranches.”

Unfortunately, that does not work on smaller, family-owned operations.

“If you’re the one doing all the work, then your cost doesn’t change that much,” Gill says. “Really the only place you can cut back is family-living withdrawals. Not taking some trips, not spending money on things that you would normally like to spend money on. That gets personal when you’re talking about not doing things with your family that you’d like to do.”

While it is a hard decision for smaller operations, the choice might have to be made to take a pay cut to make it work.

### Navigating Depreciation

Depreciation on equipment and the cattle herd is often unavoidable. The longer a producer owns something, the lower its value.

“The best thing to do with equipment is to buy as little as possible,” Gill says. “It’s amazing to me how much equipment sits around on ranches, and it’s only used maybe two or three weeks a year. I look at it, and it’s not moving, so it’s not paying for itself.”

Sometimes producers should think about how much equipment they really need, Gill says. Producers should take into consideration other options that might allow them to cut equipment costs.

“I know some guys are going back to horse-drawn stuff,” Gill says. “Another way to avoid depreciation is to rent equipment, which will allow you to really control the annual cost. The depreciation is just a cash expense when you’re renting it.”

That option is not available to all ranchers, and it might be hard to find equipment for rent.

“You’ve got to have a good dealership that you can do that with, but it makes a whole lot more sense than to have equipment sitting around all the time,” Gill says. “Now you’ll figure out that there’s some equipment that you can’t rent when you need it, because everyone else needs it at the same time. You may have to hold some of that just to be functional in your operation.”

Cattle also depreciate the older they get, but Gill says cutting the cost of heifer development could help with that challenge.

“Some of us have bigger framed, later maturing heifers that require more feed input,” Gill says. “Can we improve reproductive performance? That’s normally done through nutrition.”

Gill says producers need to find a cow that matches their environment so that they are not having to feed them a whole lot to get them ready to breed for the first time. Reducing that cost throughout the whole herd will lower the amount of depreciation that accumulates over time.

“We don’t talk enough about cow size and adaptability to the environment,” Gill says. “But that also helps cut down on input costs, because you have fewer inputs into that cow to maintain her. It’s a balancing act.”

Another strategy is to change the way cows are sold.

“A lot of us sell cows when they’re 7 years old or older, and there’s not a big market for those as replacement cows,” Gill says. “Some people are looking at selling those cows when they are 3 to 7 years old, and that’s a valuable cow to somebody who doesn’t want to develop heifers. So, if you can develop a reputation for selling good, sound, middle-aged cows, you can add a lot of value to them.”

While some input costs cannot be avoided, with careful planning and smart choices, some of them can be cut down. ☔





# SANTA GERTRUDIS SALE

## Reports

### SWAGS TO RICHES SALE

OCT. 11, 2022 | KINGSBURY, TEXAS

#### SALE AVERAGES

|              |          |                     |         |
|--------------|----------|---------------------|---------|
| Bulls        | \$22,750 | STAR 5 Open Heifers | \$7,750 |
| Bred Heifers | \$4,250  | Embryos             | \$2,200 |
| Open Heifers | \$4,583  |                     |         |

The high-selling bull, KK Valedictorian, was sold to B Square Ranch, Timpson, Texas. The high-selling open heifer was sold to Strait Ranch, Streetman, Texas. The high-selling bred heifer was sold to Tanya Bram, Louise, Texas. The high-selling STAR 5 female was sold to Blaine Gibson, Lubbock, Texas. 🐾

**MORE SALE REPORTS ON PAGE 24 ►**

#### PRESIDENT'S LETTER

CONTINUED FROM PAGE 6

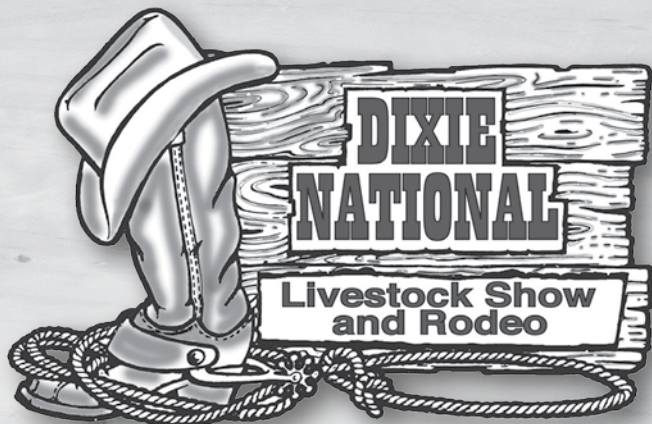
get a foot in the door at this facility. More than 50 percent of the cattle being processed at their plant continues to come from the Texas Panhandle.

As you can see, there are a lot of moving parts in the association's business these days. The board continues to work as diligently as possible with all the tasks at hand.

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As we near the end of another year, please remember great things only truly happen when planning and hard work go hand in hand. As we pause from our work, let's remember to give thanks for the real reason we all celebrate Christmas. Until we meet again, let's do great things together. 🐾



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[dixienational.org](http://dixienational.org)

**Arrival day:**

February 10 - by 5:00 p.m.

**Show day:**

February 11 - 8:00 a.m.

**Judge:** Terry Burks

**Released after show**



# HETEROISIS:

## The Best Tool for Your Operation

For Bar T Bar Ranch, Santa Gertrudis Genetics Play a Key Role in Achieving Heterosis and Ensuring Operational Success



By Grace Vehige, Contributing Writer

### EFFICIENCY. PERFORMANCE. STEWARDSHIP.

For the Prosser family of Winslow, Ariz., this is how they guide the day-to-day decisions at Bar T Bar Ranch. The goal of the Prosser family operation is to find balance in efficiency and performance, and apply that to the cattle and the land.

### Operation Background

Since the early 1900s, Bar T Bar Ranch has been maintained as a family-run operation. Bar T Bar Ranch, Inc., is currently owned and operated by Bob and Judy Prosser, along with their sons, Spencer and Warren Prosser. The family has also made a recent addition to their team – Phil George, who will be joining as general manager.

Bar T Bar Ranch has a rich history within the southwestern United States and beyond. Judy's grandfather began the operation in 1913; it was later taken over by her father. During the 40 years Judy's father operated the ranch, two other families were involved in the business. In 1991, Judy and her husband, Bob, purchased the ranch.

Since its start, Bar T Bar has grown in both size and merit. The ranch currently covers about 350,000 acres of private, state and U.S. Forest Service lands between Winslow and Happy Jack, Ariz.

While Bar T Bar first entered the cattle business with a traditional Hereford herd, Angus and Gelbvieh cattle were integrated in the 1980s. The combination of the latter two breeds spurred interest in what is commonly known today as the Balancer breed.

The Prosser family was one of the first to start raising Balancer cattle and was, in fact, the first to start a Southern Balancer program, which utilizes Gelbvieh genetics in combination with a *Bos indicus* breed. Both herd influences continue to be a large part of their mission and success – but the work toward achieving better performance and efficiency through heterosis has not stopped there.

Bar T Bar Ranch operates in a very arid climate and, oftentimes, in harsh conditions. As Bob Prosser tells it, heterosis is not only what makes the Bar T Bar cow herd work, but it is also a key component to what keeps their customers coming back.

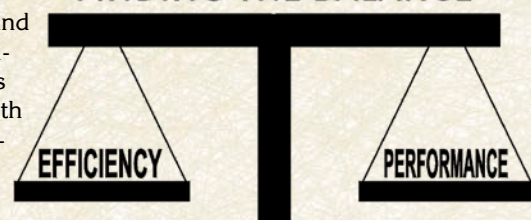
The Prossers focus on breeding and raising cattle that can be productive in their environment, with a large emphasis on stayability. Today, Bar T Bar raises Southern Balancer, Balancer, Gelbvieh and Angus females, and bulls that thrive in the Southwest and other arid parts of the United States and Mexico. A newfound solution to both the climate and changing market trends is the implementation of Santa Gertrudis genetics in the Bar T Bar herd.

### Incorporating Santa Gertrudis Genetics

For Bar T Bar Ranch, Mother Nature heavily influences their management decisions. In the arid Southwest, success is dependent on the ability to be flexible managers and caretakers of the land and livestock.

The Bar T Bar website advertises the family's ability to use hybrid cattle

### FINDING THE BALANCE



### BAR T BAR RANCHES "A CULTURE OF STEWARDSHIP"

as "the simplest, most effective way to achieve heterosis — which means enhancing calf survival, breeding ability during drought conditions, efficiency on grass and in the lot, carcass yield and quality grade."

Because the Prosser family prides itself on the ability to adapt to shifts in climate and market conditions alike, they searched for solutions when a concern in the cow herd developed.

About five years ago, Prosser recalls noticing a trend in the herd that needed to be addressed. Despite the countless benefits *Bos indicus* cattle were bringing to the table, the Prossers felt that some of the American breeds they were utilizing were giving too much mature size, further impacting efficiency. The question at hand was which outcross cattle could help limit that mature size.

"Through prowling around and meeting different people in the cattle business, we tried some Santa Gertrudis genetics and found them to be more moderate at mature size," Prosser explains. "We also found the temperament on them to be





more predictable – not as much variation and attitude. It may have been the sire groups we used, but we were quite pleased with it, so we've continued to add them to the composite."

In addition to concerns with the mature size of the herd, Prosser notes other challenges Bar T Bar was facing in terms of productivity.

With market trends pressuring continental and English cattle to have increased growth, Prosser shares how that "explains why we were having challenges with [those cattle] losing productivity at seven and eight years."

According to Prosser, Bar T Bar was not the only operation in the Southwest that was unveiling these concerns. The ranch's commercial customers were also sharing how their cow herd was not lasting as long as they used to in the pasture.

As a method of addressing these issues, Prosser affirms the use of American breeds and Brahman-influenced cattle to bring longevity back to the equation.

"Anybody who has ever run an American breed animal or Brahman-influenced cattle knows that once you sort through fertility at a young age, those cows will last a long time," he says. "It's not uncommon to find some of those cows out there, still productive at 14 years of age."

For Bar T Bar, Santa Gertrudis genetics were used as a heterosis tool that not only limited the mature size of the herd but also increased the productivity and longevity of those influenced cattle. This combination was game changing for operational sustainability.

"With tremendous development costs of replacement heifers, longevity just really adds to the bottom line because it reduces your replacement rate by not having to replace cows as often," Prosser explains.

**CONTINUED ON PAGE 25 »**

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## SANTA GERTRUDIS SALE

## Reports

### STRAIT-HEFTE TRIED & TRUE PRODUCTION SALE

OCT. 15, 2022 | STREETMAN, TEXAS

#### SALE AVERAGES

|     |              |         |    |            |          |
|-----|--------------|---------|----|------------|----------|
| 100 | Lots         | \$6,530 | 10 | Pairs      | \$8,225  |
| 43  | Bulls        | \$5,581 | 1  | IVF Pick   | \$17,000 |
| 38  | Bred Heifers | \$6,757 | 2  | Semen Lots | \$2,725  |
| 6   | Open Heifers | \$8,583 |    |            |          |

The fifth annual Strait-Hefte Tried & True Production Sale was held at Strait Ranches in Streetman, Texas. Fifty-eight buyers from 11 states purchased 100 lots.

The high-selling bull, Lot 73, SR Dozer 801/J, was sold to Red Doc Farm, Belen, N.M., for \$37,500. The high-selling lot, Lot 71, SR Advantage 5234/J, was sold to Double G Farms, Edinburg, Texas, and Triple S, who partnered to purchase a half interest for \$12,500. The high-selling lot, Lot 70, Hefte Ranch J115 ET, was sold to Ridge Point Ranch, Meadville, Miss., who purchased a half interest for \$12,000.

The high-selling female, Lot 30, SR Ms Catalyst 822/H, was sold to In The Red Ranch, Eustace, Texas, for \$30,000. The high-selling lot, Lot 29, SR Ms Uno ET 621/J4, was sold to Carleton Farms, Ozark, Mo., for \$17,000. The high-selling

lot, Lot 14, Hefte Ranch J03, was sold to Reese Ranch, Encinal, Texas, for \$10,500.

The high-selling lot, Lot 60, an IVF flush pick, was consigned by Strait Ranches, Streetman, Texas, and was sold to Circle L Ranch, Bryan, Texas, for \$17,000.

The volume buyer was Reese Ranch. 🐾

### BRIGGS RANCHES SANTA GERTRUDIS BULL AND COMMERCIAL FEMALE SALE AND TRI STAR SALE

OCT. 21-22, 2022 | BLOOMINGTON, TEXAS

#### SALE AVERAGES

|     |                                  |         |
|-----|----------------------------------|---------|
| 50  | Santa Gertrudis Bulls            | \$3,763 |
| 45  | Brangus Bulls                    | \$5,680 |
| 245 | Commercial Heifers               | \$1,728 |
| 60  | Purebred Santa Gertrudis Females | \$5,086 |

It was a beautiful day for the 19th Annual Briggs Ranches Santa Gertrudis Bull and Commercial Female Sale along with the 45th Annual Tri Star Sale. We had a total of 92 buyers from nine states participate in this year's sale. The high-selling Santa Gertrudis bull, Lot 1, was sold to Wiley Ranch, Deville, La., and Branch Ranch, Rayville, La., for \$10,000. The high-selling lot, Lot 5, was sold to Tinney Farms, Hanceville, Ala., for \$10,000.

The 45th Annual Tri Star sale high-selling lot, Lot 246, was sold to Harris Riverbend Farms, Glen Rose, Texas, for \$9,000. The next high-selling lot, Lot 244, was sold to Red Doc Farm, Belen, N.M., for \$8,750. The next high-selling lot, Lot 227, was sold to Grandview Farms, Hamilton, Ala., for \$8,750. 🐾

## 2023 National Santa Gertrudis Show

TO BE HELD IN CONJUNCTION WITH THE

## Dixie National Livestock Show

JACKSON, MISS. | JUDGE: TERRY BURKS

**Saturday, Feb. 11, 2023 • 8 a.m.**

### Tentative Schedule

|                |                                             |
|----------------|---------------------------------------------|
| <b>Feb. 9</b>  | Cattle arrive                               |
| <b>Feb. 10</b> | 6 p.m. <b>Banners &amp; Buckles Sale</b>    |
| <b>Feb. 11</b> | 8 a.m. <b>National Santa Gertrudis Show</b> |

If you have any questions about the National Santa Gertrudis Show or to donate, contact show chairman Darren Richmond at (423) 363-9281, [djrichmd@gmail.com](mailto:djrichmd@gmail.com), or show co-chairman Trai Stegall at (662) 296-5120, [trais3@hotmail.com](mailto:trais3@hotmail.com).

*Donations are always welcome and are needed to put on a great show like this. We appreciate donations of any amount.*

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ENTRY DEADLINE  
**Jan. 22, 2023**



## HETEROSIS CONTINUED FROM PAGE 21

According to Prosser, Bar T Bar's No. 1 goal is "to make the commercial cattlemen as productive as he can be through simple tools that make sense and don't require a lot of management constraints."

When taking multiple factors into consideration such as the cattle cycle and variations in rainfall, the Prossers believe composite cattle are the answer and are the No. 1 tool to be utilized on their operation and in the Southwest.

Bar T Bar bulls work in some of the toughest conditions in North America, which is why they work to breed efficient seedstock with the latest technology. Consequentially, that has led to the incorporation of Santa Gertrudis – now, an integral part of Bar T Bar Ranch.

"We use the Santa Gertrudis as a cross back on the Balancer, and our goal is to kind of make a better cow by using the *Bos indicus*, the American breeds of cattle, in a cross to maximize heterosis," Prosser explains. "The ultimate goal is to have longevity in those cattle."

So far, the results of this composite have been just that.

## What the Future Holds

Moving forward, Prosser believes that DNA technology, if cost allows, will be a useful management tool for the commercial breeder to use that can also add profit to the bottom line.

"That's really our next step is to try and identify these American breed genetics that give us those maternal lines that will not only breed at 12 months of age but will also last until they are 12 or 14 years of age," he says. "It's our hope that this DNA technology will help us identify this at branding time."

Further, DNA technology can help elevate the composite breeds to excel in the pasture, in the feedlot and on the rail, ultimately adding value in the marketplace.

For Bar T Bar, crossbreeding provides the perfect combination of traits necessary to be both productive and profitable. Prosser shares how, in his



Judy and Bob Prosser in their office at Bar T Bar Ranch.

experience, Angus cattle offer calving ease and carcass quality, while Gelbvieh cattle provide muscle, milk and fertility. The cherry on top of this cross is the influence of Santa Gertrudis, which offers heat tolerance and longevity – both essential for success in the Southwest. 🐾



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# TULSA STATE FAIR

Oct. 2, 2022 | Tulsa, Okla. | Judge: Scott Bush

## SANTA GERTRUDIS SHOW *Results*



### GRAND CHAMPION BULL AND BEST OF POLLED BULL

Triple P Legacy, shown by  
Triple P Ranch, Trinity, Texas



### RESERVE GRAND CHAMPION BULL

777 Badger 2022 205G4, shown by  
777 Farm, Rockin 3T Ranch &  
M Rock Farm, Texarkana, Texas



### GRAND CHAMPION FEMALE

XL Cleopatra 008ET, shown by  
Excell Santa Gertrudis, Sante Fe, Texas



### RESERVE GRAND CHAMPION FEMALE AND BEST OF POLLED FEMALE

XL Sheza Star 236, shown by  
Excell Santa Gertrudis, Sante Fe, Texas



### GRAND CHAMPION STAR 5 FEMALE

H2 Belle 8, shown by  
H2 Cattle Co., Clarksville, Texas



### RESERVE GRAND CHAMPION STAR 5 FEMALE

H2 Ariel 6, shown by  
H2 Cattle Co., Clarksville, Texas

# NORTH CAROLINA STATE FAIR

Oct. 16, 2022 | Raleigh, N.C. | Judge: Ty Bayer



### GRAND CHAMPION BULL

JF Hatcher, shown by  
Morse View Farm, Mountain Grove, Mo.



### RESERVE GRAND CHAMPION BULL AND BEST OF POLLED BULL

Flatwillow 432, shown by  
Flatwillow Farm, Statesville, N.C.



### GRAND CHAMPION FEMALE AND BEST OF POLLED FEMALE

Flatwillow Daisy 434, shown by  
Flatwillow Farm, Statesville, N.C.



### RESERVE GRAND CHAMPION FEMALE

Flatwillow Babs 418, shown by  
Flatwillow Farm, Statesville, N.C.



### GRAND CHAMPION STAR 5 FEMALE

MV Maggie May, shown by  
Morse View Farm, Mountain Grove, Mo.



### RESERVE GRAND CHAMPION STAR 5 FEMALE

Bar M 183, shown by  
Bar M Farm, Lenoir, N.C.



# Christmas Begins with Christ

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



# WF

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WOULD LIKE TO SAY

# Thank You!

# 13

TO EVERYONE WHO CAME OUT TO THE RANCH & SHOWED SUPPORT TO THE

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# STATE FAIR OF TEXAS

Oct. 9, 2022 | Dallas, Texas | Judge: Jennifer Parker

## SANTA GERTRUDIS SHOW *Results*



### GRAND CHAMPION BULL

KK Valedictorian, shown by  
Buena Vida Cattle and B Square Ranch,  
Timpson, Texas



### RESERVE GRAND CHAMPION BULL

Serbesa Ranger 017H6, shown by  
Serbesa and Pitchford Cattle Co.,  
Athens, Texas

**NO PHOTO**

### BEST OF POLLED BULL

ES Charleston 157, shown by  
Fulton Farms, Denton, Texas



### GRAND CHAMPION FEMALE

XL Cleopatra, shown by  
Excell Santa Gertrudis, Santa Fe, Texas



### RESERVE GRAND CHAMPION FEMALE AND BEST OF POLLED FEMALE

ES Strawberry Shortcake, shown by  
Kayson Pledger, Timpson, Texas



### GRAND CHAMPION FEMALE

Miss 777 Ke\$ha, shown by  
Erin Kay Daniel, Magnolia, Ark.

# ARKANSAS STATE FAIR

Oct. 22, 2022 | Little Rock, Ark. | Judge: Katy Wunderlich



### GRAND CHAMPION BULL AND BEST OF POLLED BULL

777 Syrus 452K3, shown by  
Caroline Daniel, Magnolia, Ark.



### RESERVE GRAND CHAMPION BULL

777 Badger 205G4, shown by  
777 Farms, M Rock Farm and  
Rockin 3T Ranch, Ennis, Texas



### RESERVE GRAND CHAMPION FEMALE

Miss 777 Honey Badger 777K Hoppie,  
shown by Rockin 3T Ranch, Ennis, Texas



### BEST OF POLLED FEMALE

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



### GRAND CHAMPION STAR 5 FEMALE

Miss 777 Pretty Penny, shown by  
Erin Kay Daniel, Magnolia, Ark.



### RESERVE GRAND CHAMPION STAR 5 FEMALE

Miss GAL Jeanette, shown by  
Gracelyn Lee, Fayetteville, Ark.



# Santa Gertrudis Breeders International

## 72<sup>ND</sup> ANNUAL MEETING • AMARILLO, TEXAS

### April 27-29, 2023



The 2023 Santa Gertrudis Breeders International (SGBI) Annual Meeting is shaping up to be a great event, April 27-29 in downtown Amarillo, Texas. The schedule will be event filled, and will be reminiscent of traditional SGBI scheduled events in prior years.

Tours of the West Texas A&M Beef Research Center along with viewing Santa Gertrudis on test at Hereford Feed Yard will be some of the highlighted events. Stay tuned for a full SGBI Annual Meeting schedule of events in future issues of *Santa Gertrudis USA* and on SGBI's website, [www.santagertrudis.com](http://www.santagertrudis.com). 🐄

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[https://santagertrudis.com/  
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**OR  
VISIT**

**GROUP CODE:**

**Ask for Santa Gertrudis  
Breeder rate**

#### JUNIOR LETTER CONTINUED FROM PAGE 10

what our Santa Gertrudis genetics and phenotype have to offer to improve the genetics of any commercial or purebred herd.

I would also like to remind everyone to send in your entries for the National Santa Gertrudis Show hosted in Jackson, Miss., at the Dixie National. The Banners and Buckles Sale will also be held in conjunction with the show. Our Mississippi affiliate looks forward to welcoming you to our state. 🐄

## THANK YOU!

*We would like to thank these buyers of Mattingly Farms' genetics this year. Watch for our consignments in early 2023 at the Banners & Buckles Sale and the International Super Sale!*

Quail Valley Farms, Ala.  
Bar M Farms, N.C.  
Jamie Kemp, Tenn.  
Pitchford Cattle Co., Texas  
WindCrest Farm, Ky.  
Tinney Farms, Ala.  
Wendt Ranches Partners, Texas  
Stroman Cattle Company, Texas

Bryan O'Neal, Texas  
Chris Pitcock, Ind.  
High Definition Cattle Co., Texas  
Jeremy Gainous, Tenn.  
Texas A&M Kingsville, Texas  
John Sharp, Texas  
Hix Family, Texas  
Reese Ranch, Texas

Rebel Ridge Santa Gertrudis, Ky.  
Jolly Farms, Tenn.  
Osborne Livestock Co., Mo.  
Rolling Oaks Ranch, Mo.  
Excell Santa Gertrudis, Texas  
Scott Sherrill, N.C.  
Thomas Burnett Cattle Farm, Texas  
Red View Farms, Ind.



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# TO ALL THAT HAVE SUPPORTED US THIS PAST YEAR

*We have been truly blessed to have so many great friends in our  
lives, and we wish you all of the best!*



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Bar V • Marge Vlasak Family • Houston, Texas  
JYM Cattle • James Meischen Family • Cuero, Texas  
Chad Daniel • Magnolia, Arkansas

**AND MANY  
THANKS TO ALL  
OUR OTHER  
BUYERS THIS  
YEAR!**

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