



SANTA GERTRUDIS

USA

FEBRUARY 2020 | VOLUME 23, NUMBER 2

ANNUAL MEETING PREVIEW



Santa Gertrudis

SANTA GERTRUDIS

8,000

Registrations in 2019



The Preferred American
Beef Breed

TF PROSPECTOR



Semen available soon.

\$50/straw, 10 straw minimum.
Contact Darren Richmond, 423-364-9281
or djrichmd@gmail.com

TF PROSPECTOR

(Reg #20181333)

BW	WW	YW	Milk	T MAT	REA	Marb	FAT
0.60	8.14	13.43	-4.43	-0.37	0.08	0.08	-0.017
HCW	Sh F	SC	Bal Idx	CC Idx	Term Idx		
2.49	0.00	0.18	95%	99%	5%		



Co-owned with Mattingly Farm

Sired by King Ranch 97/10, Prospector puts it all together with phenotype and performance. He offers seven traits in the breed's Top 10% - including Top 3% Marbling with an IMF of 4.16.

He was Grand Champion Bull at the 2019 North American Livestock Expo, Arkansas State Fair and Kentucky State Fair.

Thank you to Alderson/Richmond Marketing for putting Prospector in the Winner's Circle!

Selling in the **International Super Sale in Houston**

NRG Center • March 6, 2020 • 6:00 pm

TF 754

(Reg #20181334) | DOB 1/6/2018

**This impressive young donor prospect
is a 3/4 sister to TF Prospector.**

BW	WW	YW	Milk	T MAT	REA	Marb	FAT	HCW	Sh F	SC	Bal Idx	CC Idx	Term Idx
0.86	12.14	18.33	-1.42	4.65	0.13	0.02	-0.015	7.50	-0.02	-0.63	90%	94%	5%

Sired by King Ranch 97/10 and out of a TF 909 daughter, she features strong performance numbers and scan data (IMF 4.51 & REA 10.63), along with positive Marbling. She sells safe in calf to Roberto 915C8 to calve in May 2020.

Tinney Farms to retain one flush (6 embryos) at their cost and the buyer's convenience.

Mark your calendar for the **Crimson Classic Sale**, April 25, 2020 in Cullman, Ala.

Manager: Arlin Taylor

256-507-3838

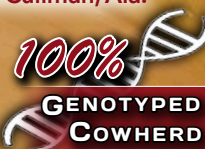
arlin.taylor@bhamfast.com

tinneyfarms.com

Tinney Farms

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MAJOR ANNOUNCEMENT!

**Here's Your Chance to Win
\$10,000 from Wendt Ranches**

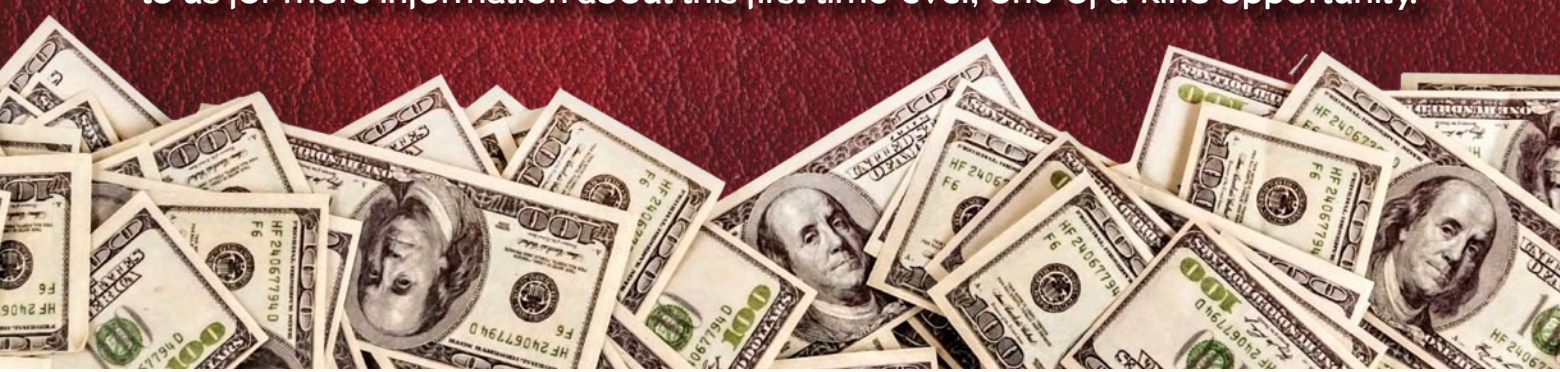
Baby Doll Sale

JULY 28, 2020

Never, in the 66-year history of Wendt Ranches, have we offered the opportunity to fellow breeders to have access to this many elite Santa Gertrudis heifers.

To win the \$10,000, a heifer must be purchased at this sale.

Additional details will be released soon! In the meantime, feel free to reach out to us for more information about this first-time-ever, one-of-a-kind opportunity.



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

SGBI Herd #621, established 1954

SS

SANTA GERTRUDIS USA

IN THIS ISSUE

- 12** Five Essential Reproductive Efficiency Practices
- 16** Crossbreeding Benefits for Commercial Cattlemen
- 18** SGBI Committee Profiles
- 20** Gerts on the Gulf – SGBI 69th Annual Meeting Registration and Schedule
- 24** Hall of Fame Inductees
- 26** Good Board Members: Passionate and Driven
- 27** American Red Program Specifications
- 28** Colostrum First

DEPARTMENTS

- 8** Ramblings From the Open Range
- 8** SGBI Need to Know
- 10** President's Letter
- 14** Junior Letter
- 14** Breed Statistics
- 14** Calendar of Events
- 14** New Members
- 23** Ad Index



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ON THE COVER

A cow-calf pair at Grandview Farms, Hamilton, Ala.
Photo by Darren Richmond.



MARCH 21, 2020

11:00 am

Lavaca County Exposition Center • Hallettsville, TX

Offering to Include:

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Sale Schedule

Friday, March 20th

5:00pm - Cattle Viewing

6:00pm - Dinner

Saturday, March 21st

8:00am - Cowboy Coffee

11:00am - Sale Begins

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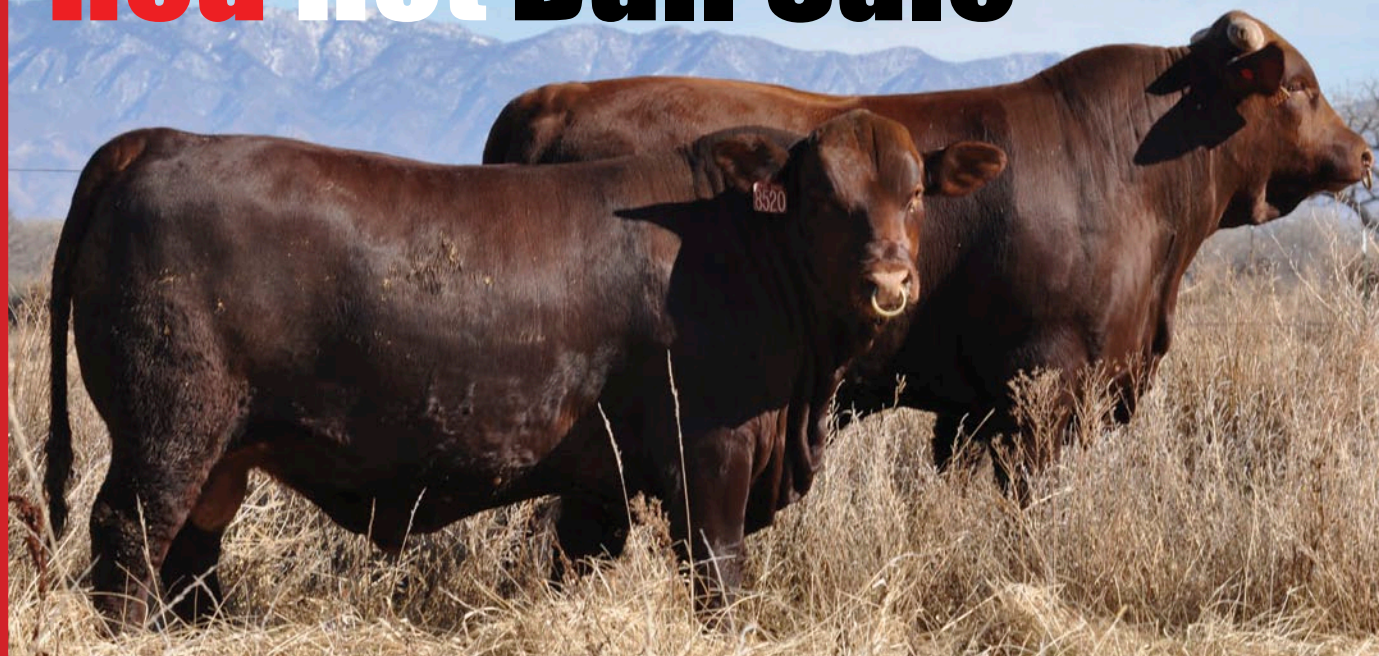
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Austin Logan, Manager

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16th Annual **Red** Hot Bull Sale



RedHOTBulls

April 04, 2020 Bosque, NM

Hotel accommodations- Baymont by Wyndham in Belen, NM- 505.861.5000

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Ramblings from the Open Range

EXECUTIVE DIRECTOR'S REPORT

By John Ford

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Santa Gertrudis Breeders International's (SGBI) 69th Annual Membership Meeting will be held in Gulf Shores, Ala., April 17-18. As an SGBI member, why should you attend the annual membership meeting? Simple, it's important for the well-being of the association. The annual event provides a vital discussion and information session for members.

A staple at the annual meeting is the executive director's report to the membership. The annual report offers insight into the performance, direction and stability of the association. The association's treasurer reports to members regarding the organization's accounts and finances, as well as those related to the Santa Gertrudis Foundation and National Santa Gertrudis Youth Foundation. Evaluating presented information and asking questions ensures that Santa Gertrudis Breeders International stays focused on member needs and remains on sound financial ground.

The board of directors election is an important component of the annual meeting. The association's board has significant implications for the well-being of SGBI. The board of directors creates policy and makes program decisions that affect the association's day-to-day business. Bottom line, the board of directors sets SGBI's direction.

The annual membership meeting is an excellent opportunity to interact with the directors, in a business setting, getting a sense of who they are as cattle producers and to ask them questions about the general functioning of the association's board and affairs. Having some sense of who serves as a director from a beef industry standpoint can't be understated. After all, these men and women make vital decisions on behalf of Santa Gertrudis Breeders International and their decisions determine the breed's industry position.

A central component of the meeting is education, and SGBI's event offers at least one session each year that

is designed to assist Santa Gertrudis breeders in making management decisions for improving profitability. This year's educational session will focus on the newly announced American Red program, a collaboration with the Red Angus Association of America. The discussion will provide insight into the program's structure and how SGBI members can best utilize American Red in their operation's marketing efforts.

The annual meeting is also a time to celebrate member achievement. Recognition is one of the most powerful means of motivating members to higher levels of achievement. The member-

ship meeting provides the opportunity to thank retiring board members for their efforts, recognize operations that understand the value of cattle registration, highlight show ring performance and acknowledge members whose contributions to the association are deserving of being named members of the SGBI Hall of Fame.

Finally, the annual membership meeting pulls members together. It creates an atmosphere of camaraderie, a sense of community. Members of successful organizations have a mutual history, similar experiences and a shared importance of association/breed goals and objectives. Fellow SGBI members are valuable resources that spark inspiration. The opportunity to interact with other members is priceless.

I hope to see all at GERTS on the GULF, Santa Gertrudis Breeders International's 69th Annual Membership Meeting, April 17-18, in Gulf Shores, Ala. Registration information for the annual event can be found on page 20 in this issue of *Santa Gertrudis USA*.

CONTINUED ON PAGE 10 »

SGBI

Need to Know

Late last year the Santa Gertrudis Breeders International (SGBI) Board of Directors approved the development and release of new selection indices to replace the association's original indices, \$ Growth and Carcass Rank. As SGBI's database has grown and commercial demand increased, improved selection tools were needed for the breed's cattle-buying customers. Working with the Neogen genetic evaluation team, the SGBI Performance Committee has approved the following indices, which apply to different business models.

- **SGBI Balanced Index:** This index assumes that producers are keeping replacement heifers from the bulls they purchase. It further assumes that producers are either 1) marketing carcasses on the grid; or 2) that buyers of their feeder calves base pricing on feedlot and carcass performance.
- **SGBI Cow/Calf Index:** This index assumes that producers are keeping replacement heifers from the bulls they purchase. However, it assumes all calves are marketed at weaning or soon thereafter. It further assumes that feeder calf buyers don't base decisions on feedlot or carcass performance, making these traits less relevant to profitability.
- **SGBI Terminal Index:** This index assumes that producers are not keeping replacement heifers from the bulls they purchase. It assumes that producers are marketing carcasses on the grid, making carcass traits relevant to their business.

The results will be reported as a percentile ranking for each index (top 1 percent – bottom 99 percent) and will replace the association's original indices on pedigrees.

The Performance Committee has also approved utilizing the Balanced Index as SGBI's American Red qualification. To qualify for the Red Angus Association of America-SGBI collaboration, steers and heifers must be sired by registered Santa Gertrudis bulls averaging in the top 50 percentile of the SGBI Balanced Index. 🐄



MID-COAST
Santa Gertrudis
ASSOCIATION

2020 INTERNATIONAL

MARCH 6, 2020

FRIDAY AT 6:00PM

Super Sale

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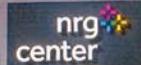


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PRESIDENT'S LETTER

By Jerome Urbanosky

(281) 797-5715 | jerome@ameritechsi.com



I have written a lot about change and how it is inevitable, but I don't think all change is good or for the better.

Recently, the second largest U.S. dairy, Borden, declared bankruptcy, citing falling milk consumption and non-sustainable debt as two primary factors. In 2018, more than 2,700 dairy farms went out of business in the United States. Today, only one-quarter of the dairies that were in business 50 years ago are still operating.

The Grimes County, Texas – home of the Urbanosky Ranch – slogan is “Grimes County, the land of milk and honey” because of the large number of dairy farms that once called the county home. Now there is only one dairy farm left. Why, you ask? The answer is *change*.

As beef producers, we too must be watchful of unwanted change(s) that are not for our benefit. I don't understand why Burger King came up with the non-meat “Impossible Burger” and Fuddruckers the “Beyond Burger.” I don't get it. Are the folks purchasing these nonmeat burgers trying to save cows? Is it a misguided health concern? Or is it just a thoughtless curiosity? Nevertheless, if people are dropping their consumption of something as wholesome and delicious as milk, we might be mindful of potential changes affecting those of us in the beef industry.

A lot of Millennials also aren't interested in maintaining the family farm or ranch. It is a lot more fun to go on vacation to the tropics or snow skiing than work hard on the family farm or ranch they might inherit, so those farms and ranches they inherit might be sold.

The average time someone is in the purebred registered cattle business is seven years. That means there has to be new breeders getting involved all the time for the seedstock industry to maintain itself. It usually takes at least seven years for new seedstock producers to know the meaning of terms such as expected progeny differences, intramuscular fat, average daily gain and residual feed intake, just to name a few.

I have learned that most new seedstock producers can see and understand three things when selecting cattle for their operation. First is size. Most people can tell if one animal is bigger (especially taller) than the other one. Second is color. Most can tell a dark cherry red animal from a lighter, red-colored one. And finally, disposition. Yes, new breeders can tell the calm animals from those bouncing off the fence.

You just need to learn and understand who you want to market your cattle to. Thank goodness there are a number of markets you can focus on.

Yes, things will change, and we must remain vigilant to protect our product and market share. I never would have believed a chicken sandwich would be as popular as it has become.

Until next time, spread the good news about Santa Gertrudis. 🐄

EXECUTIVE DIRECTOR'S REPORT

CONTINUED FROM PAGE 8

Can't make this year's event? Your input is still valuable; share thoughts, concerns and questions with me or any board of directors member. If voting by proxy, return your ballot to the headquarter office, P.O. Box 1257, Kingsville, TX 78364, in a timely fashion. Ballots are scheduled to be mailed to all active members in early March. Three Western Region board positions and one Eastern Region board position will be open. In addition to the regional positions, seats for director at large for districts 4 and 6 will be offered. Candidate bios are slated to appear in the March issue of *Santa Gertrudis USA*.

April on the beach in Alabama – what could be better? 🐄

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District 6 – Todd Osborne (Mo.)

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craiglopossa@yahoo.com



FIVE ESSENTIAL REPRODUCTIVE EFFICIENCY PRACTICES

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



Optimum production of calves for each ranching operation is the most influential factor affecting profit or loss. Other important components would include genetic selection, marketing and lower variable costs. Unfortunately, because we raise purebreds, we find ourselves at a 10 to 15 percent disadvantage in reproductive efficiency due to a lack of *hybrid vigor* in fertility traits – a luxury that all commercial cattle raisers should capture and utilize. Therefore, we must do things better and smarter. Let us review five management practices to increase and maintain an optimum reproduction rate for your operation.

Establishing and maintaining a well-defined breeding season(s) is an inexpensive means to make sure the majority of females are earning their keep. Biologically speaking, every female has the potential to produce a calf every 11 to 13 months if managed properly. Breeding seasons can be flexible to meet a specific herd or group, as well as overall ranch goals. Length can vary and be varied and tailor-made for specific herds. Typical breeding-season length is 45 to 90 days. However, it can be longer in years with limited forage availability. No doubt, it is much easier to leave a bull out with females for 365 days, but this would require impeccable record keeping and multiple palpations for pregnancy sessions, which can work well in herds of fewer than 50 cows if no other option is feasible.

Rectal palpation for pregnancy and judicious culling or rolling over to a subsequent breeding season (i.e. fall to spring breeding) is facilitated when established breeding seasons exist. The amount of time and money spent palpating females for pregnancy determination can be nominal as compared to the cost of feeding and maintaining multiple non-pregnant cows. The best time to schedule pregnancy determination is between 60 and 120 days after bull removal. This allows for greater speed and accuracy of the veterinarian. Palpating for pregnancies in herds without a specific breeding season can be a challenge and more time consuming. In addition, palpation sessions can give your veterinarian good “face time” with you and your cows.

Next on the list of reproductive best practices is fertility testing the bull battery. Annual fertility testing can help avoid a major catastrophe. Think of the annual breeding sound-

ness exam as inexpensive bull insurance. One bull with low or bad fertility can be devastating to a herd's annual calf crop. Schedule the fertility exam well ahead (at least 60 to 80 days) of the breeding season and have a backup plan just in case. Moreover, if you suspect a bull problem at any time throughout the production year, especially with older bulls, do not speculate; have them tested again as soon as possible.

Monitoring the proper nutritional status and body condition score (BCS) of all bred females prior to calving (BCS = 5-6; scale 1 to 9) and during the subsequent breeding season and of replacement heifers prior to puberty is essential. Managing cows and raising heifers to be in a BCS of 4 to 5 at rebreeding or first breeding and then further maintaining these females in positive nutritional status throughout the breeding season is optimum. This may take extra feed, but it is well worth the added expense. Nothing can help maintain a normal postpartum period better than an adequate BCS and mineral program.

Last, reproductive tools such as estrus synchronization and artificial insemination are methods not only to manage the postpartum period but also to diversify bull genetics. Reproductive physiologists have developed user-friendly estrus synchronization protocols for both cows and heifers. These protocols, along with inexpensive estrus detection aids, used more than 50 days after calving, will stimulate a return to reproduction in a large percentage of females and be a good indicator of postpartum reproductive management. Individually, each of the above practices can increase calving rate, but collectively are key to improving overall reproductive efficiency. 🐄



Red Doc Farm, Belen, N.M.

LA CAMPANA RANCH

COMMERCIAL *AND* PUREBRED SANTA GERTRUDIS

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MARCH 6, 2020 • NRG CENTER • HOUSTON, TEXAS

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Miss Grandview 285G7 *Miss Grandview 285G8*



SIRED BY NATIONAL CHAMPION 777 VEGAS
IMF: 4.08 • REA 9.92



SIRED BY PISTOL 28/0
IMF: 5.12 • REA 10.83



Miss Grandview 957

SIRED BY KING RANCH 191/13
IMF: 5.04 • REA 10.13

This young donor cow prospect has a balanced set of EPDs with positive Marbling and impressive IMF and REA. This heifer sells open. Selling full possession with Grandview Farms retaining the rights to 6 embryos at expense and buyers convenience.

MARK YOUR CALENDAR!

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April 25, 2020 • Cullman, Ala.

MISSISSIPPI/ALABAMA FIELD DAY
AND JUNIOR HEIFER SHOW

May 16, 2020 • Crawford, Miss.
(Grandview Farm - Magawah Ranch)

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HERDSMAN: Seth Holmes, (205) 412-7053

SANTA GERTRUDIS Juniors

By Kelsie Edenfield, District 4 Director



My name is Kelsie Edenfield and I am from Altha, Fla. I'd like to talk about being an active National Junior Santa Gertrudis Association (NJSQA) Board member and/or NJSQA member.

First things first – staying on task and knowing where to be and when to be there is a crucial part of being a board member. Lending a helping hand to a junior who is not as experienced as you are may not be

first on your to-do list, but it will always make their experience a little bit brighter. Keeping the NJSQA informed on upcoming events is also very helpful; all in all it's your job. Being a board member also means being open to new ideas. You have many other members on your team, and everyone has an opinion. You may not totally agree on everything, but being open about a subject keeps a meeting in order and gives everyone a chance to share their ideas.

Always remember, staying active and participating in any event will keep you informed and active as an NJSQA member and/or board member. The NJSQA Board hosts many events at various shows to keep the breed as a whole active and informed. 🐾

REGISTRATIONS, STAR 5 RECORDINGS AND TRANSFERS BY DISTRICT

DECEMBER 2019

ACTIVE MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	4	0	3	3
2	310	33	204	181
3	44	8	18	18
4	232	22	15	105
5	15	0	0	1
6	34	0	0	5

JUNIOR MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	30	0	0	6
2	1	0	0	11
3	1	0	0	1
4	0	0	0	0
5	4	0	0	2

FOR SGBI REGISTRATIONS CONTACT: Diana Ruiz

P. O. Box 1257, Kingsville, Texas 78364 | diana@santagertrudis.com

Phone: (361) 592-9357 • Fax: (361) 592-8572

SANTA GERTRUDIS Calendar

FEBRUARY

- 5** American Red Reception, San Antonio, Texas
- 5-7** Cattle Industry Convention and NCBA Trade Show, San Antonio, Texas
- 11** Dixie National Livestock Show and Rodeo, Jackson, Miss.

MARCH

- 6** Mid-Coast International Super Sale, Houston, Texas
- 7** International Santa Gertrudis Show, Houston, Texas
- 13** Koester Red Angus Bull Sale, Sidney, Mont.
- 21** Bluebonnet Classic Sale, Hallettsville, Texas
- 28** Banners & Buckles Plus Sale & Futurity, Magnolia, Ark.

APRIL

- 3-4** Rocky Mountain Spring Runoff Sale, Bosque, N.M.
- 4** Red Doc Farm's Red Hot Bull Sale, Bosque, N.M.
- 17-19** Santa Gertrudis Breeders International 69th Annual Meeting, Gulf Shores, Ala.
- 18** Briggs Super American Brangus & Santa Gertrudis Bull Sale, Bloomington, Texas
- 25** Crimson Classic Sale, Cullman, Ala.

MAY

- 9** Breeders of the Carolinas Sale, Chester, S.C.
- 9** Mid-Coast Cattleman's Opportunity Sale, Brenham, Texas
- 16** Mississippi/Alabama Field Day & Jr. Heifer Show, hosted by Grandview Farms, Crawford, Miss.

JUNE

- 5-6** Quail Valley Farms Premier Invitational Santa Gertrudis & Brangus Female Sale, Oneonta, Ala.
- 13-20** 2020 National Junior Santa Gertrudis Show, Monroe, La.

JULY

- 17-18** Kentucky National Show & Sale, Bowling Green, Ky.
- 28** Baby Doll Sale, Wendt Ranches, Bay City, Texas

SEPTEMBER

- 12** First Annual Southern Harvest Sale, Wiley Ranch and Cotton Branch Plantation, Smithdale, Miss.

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Active Members

Lazy L Show Cattle, Ricky Lane, Navasota, Texas

Junior Members

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Lea Ellison Phelps, Prattville, Ark.

Abby Deloach, Deville, La.

Jenna Jennings, Danbury, Texas

Olivia Dauzaut, Effie, La.

Macie Brouillette, Effie, La.

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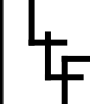
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CROSSBREEDING BENEFITS FOR COMMERCIAL CATTLEMEN

By Micky Burch, Contributing Writer

I think it's clear that a lot of people in the industry recognize the value and benefits of crossbreeding." That's what J. Benton Glaze, Jr., Ph.D., Extension beef specialist, Department of Animal and Veterinary Science, University of Idaho, said during his talk about the advantages of crossbreeding at the 2019 Range Beef Cow Symposium held in Mitchell, Neb., Nov. 18-20. The three main principals Glaze presented – heterosis, heritability and breed complementarity – match up perfectly with a new program recently introduced by Santa Gertrudis Breeders International (SGBI) and the Red Angus Association of America (RAAA).

The most documented, discussed and best-known advantage of crossbreeding is heterosis (hybrid vigor), Glaze emphasized. Heterosis, which occurs when two different purebred breeds are mated together, is the superior performance of a crossbred offspring over the average performance of the purebred parent breeds, he explained. Percent heterosis for a trait is calculated as follows:

$$\% \text{ Heterosis} = \frac{[(\text{crossbred average} - \text{purebred average}) \div \text{purebred average}] \times 100}{1}$$

"The level of heterosis is determined by the degree of genetic difference between those breeds," Glaze explained.

Sometimes as producers, we may find ourselves attracted to breeds that are somewhat similar to the ones we're currently utilizing in an effort to maintain uniformity in our calf crop. But using breeds that are genetically similar decreases the amount of heterosis we could be getting from those crosses, Glaze pointed out.

"Heterosis is greatest when two purebred animals of completely different breed backgrounds are crossed," he said.

There are three types of heterosis: individual/direct (crossbred calf), maternal (crossbred dams) and paternal (crossbred sires).

"These different types of heterosis are cumulative, and producers may take full advantage of heterosis depending on the breed types used in their mating system," he said.

Heterosis can be exhibited through a variety of traits, like calving rate, survival to weaning, birth weight, weaning weight, average daily gain and yearling weight.

"That improvement in performance is only available when we cross breeds – not within a breed – so if we want to take advantage of that, we need to make sure to use crossbreeding and get that extra advantage in terms of performance for the traits of economic importance in our beef cattle operations," Glaze reiterated.

Heritability, sometimes confused with heterosis, is the amount of variation in a trait due to genetic factors vs. environmental factors. Heterosis for a trait is inversely related to the heritability of that trait, making traits with low heritability (maternal ability, reproduction, longevity, survival, etc.) exhibit greater levels of heterosis than highly heritable traits

(carcass, skeletal size, mature weight, etc.).

"Since a large percentage of the variation in lowly heritable traits is due to environmental factors vs. genetic, they respond slowly to selection," Glaze explained.

"Producers can make strides in improving lowly heritable traits through the use of crossbreeding."

Glaze emphasized the importance of environment and management. "As we select animals to put in those operations and situations, we want to provide them with an environment that allows them to reach their genetic potential," he said. "We have to evaluate that production environment and make sure the resources are there so those animals have the opportunity to perform and provide what we would like them to in terms of their breed characteristics."

"I think it's pretty important we find ways to get our cows to match the environment," he added.

That way, the cows can perform well, reach their genetic potential and produce calves that fit the environment.

"Then, if market constraints change or if we want to hit a particular market or a particular kind of goal, we can then use a terminal cross or paternal line that allows us to do that," he pointed out.

Matching cows to an environment and to a market may best be accomplished through breed complementarity, or the act of mutually supplying traits each breed may not have. Breed complementarity offers producers the potential to compensate for a shortcoming in one breed's trait performance with the superior trait attributes of another breed.

"To take advantage of breed complementarity, producers need information about the differences between breeds for specific traits," Glaze said.

As an example, he cited making a terminal crossbred with a continental breed, which has a reputation for excelling in yield, and a British breed that has the advantage in marbling.

"Generally, these crosses result in the best of both worlds – an offspring that has optimal levels of both beef yield and quality," he said.

When discussing breed complementarity, Glaze said it is important to identify the proper breeds to cross by taking



J. Benton Glaze, Jr., Ph.D.

into consideration such things as production and marketing objectives; operation goals and how to accomplish those goals through crossbreeding; determining the desired level of performance for those traits of economic importance; and how to maintain cow herd numbers – through keeping replacement heifers or buying them. And then ask ourselves, “Can the breeds I’m currently using meet those targets?” Glaze emphasized that in terms of breed complementarity, we’re thinking about the combination of breeds that excel in different characteristics.

Santa Gertrudis breeders understand the value of breed complementarity, crossbreeding and heterosis as much as any cattle producers as evidenced by the newly introduced American Red program.

“Heterosis is greatest when two purebred animals of completely different breed backgrounds are crossed.” – J. Benton Glaze, Jr.

A collaboration between SGBI and RAAA, the American Red program was created to provide a crossbreeding program for the commercial beef producer that offers a unique blend of maternal traits, adaptability, growth and marbling – all packaged in a heat-tolerant red hide. The offspring of this crossbreeding program will be well suited for commercial producers who are seeking quality replacement females and steers that fit in the value-added segment of the beef industry.

“This innovative program has huge potential to impact the southern portion of the U.S. beef business, as well as heat-challenged areas where cattle are produced around the globe,” said Tom Brink, RAAA chief executive officer.



American Red has been tested and proven at the King Ranch®, in Kingsville, Texas. Numerous other breeders in the southern United States have also begun using this strategic crossbred to combat the harsh environment, with marked success.

“This partnership emphasizes the value that the cross provides to an industry desperate for increased longevity, fertility, adaptability and efficiency,” added John Ford, SGBI executive director.

To qualify for the American Red commercial cattle program and accompanying tag, steers and heifers in the same calf crop must be sired by registered Red Angus bulls averaging in the top 50th percentile of the breed for the

CONTINUED ON PAGE 23 »

Crème de la Crème

Hefte Ranch F16



Hefte Ranch F16 pictured with heifer calf sired by SR Genesis 75/3

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Committee Profiles

Join a Committee and Get Involved with SGBI



We hope you're making plans to join your fellow Santa Gertrudis Breeders International (SGBI) members in Gulf Shores, Ala., for this year's SGBI annual meeting. The agenda is chock full of opportunities to learn, network and have fun. The activities will begin with committee meetings on Friday, April 17; this is a great time to get involved in the association. SGBI's 12 committees include Breed Improvement, Marketing and Promotions, Finance, Long Range Planning, Membership and Youth Promotion. Pick one and join the discussion!

Breed Improvement Committee

The responsibilities of the Breed Improvement Committee are managed through the following subcommittees:

- The Breed Standards Subcommittee shall be referred to for recommendations on all policy matters concerning the Standard of Excellence, breed improvement programs, registration of cattle and recording methods applicable thereto.
- The Performance Testing Subcommittee shall be referred to on all aspects of breed improvement relating to performance-oriented programs, and will be charged with increasing and encouraging breeder participation in these programs.
- The Research and Education Subcommittee shall be referred to for current research information regarding

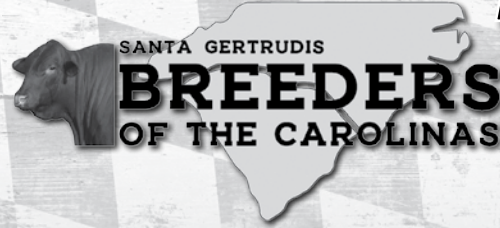
beef cattle and the Santa Gertrudis breed, and shall be charged with encouraging and/or supervising relevant and ongoing research on the breed.

Marketing and Promotion Committee

The responsibilities of the Marketing and Promotion Committee shall be managed through the following subcommittees:

- The Shows and Exhibits Subcommittee shall be referred to on all policy matters pertaining to shows and exhibits in which Santa Gertrudis cattle participate.
- The Sales and Marketing Subcommittee shall be referred to on all policy matters relating to the marketing and merchandising of purebred and crossbred Santa Gertrudis cattle in the United States and foreign countries.
- The Breed Promotion Subcommittee shall be referred to on all policy matters relating to the advertising and promotion of the Santa Gertrudis breed in the United States and foreign countries.
- The Commercial Cattleman Subcommittee shall be referred to on policy and procedures relating to the marketing of and merchandising of purebred and Santa

CONTINUED ON PAGE 27



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TENTATIVE SCHEDULE

Friday, April 17

2:00 p.m. – 4:00 p.m. Board of Directors Meetings:
Santa Gertrudis Youth
Foundation, Santa Gertrudis
Foundation and SGBI

4:00 p.m. – 6:00 p.m. Committee Meetings

7:00 p.m. – 9:00 p.m. Webb Fields, new SGBI
executive director, Meet and
Greet Reception/Social

Saturday, April 18

8:00 a.m. – Noon Annual Membership Meeting

Noon – 1:30 p.m. Lunch, SGBI New Board of
Directors Meeting

1:30 p.m. – 3:00 p.m. American Red Marketing
Program Update

3:00 p.m. – 6:00 p.m. Free Time

6:00 p.m. – 7:00 p.m. Social and Awards Reception

7:00 p.m. – 9:00 p.m. President's Dinner,
Hall of Fame Inductions



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Creech 244-8 is a granddaughter of FC Pistol 28/0 on the top and a granddaughter of RDF Sancho's Never Before 1136 on the bottom. She is a wide-based, bold-muscled female that combines power and femininity in a very attractive package.

She scanned a 11.20 REA; 1.18 REA/CWT; 4.60 IMF; TOP 1% WW, Marb., YW, HCW and REA; TOP 2% SC. She is TOP 1% Balanced Index, Cow/Calf Index and Terminal Index.

244-8 was AI'd 11/27/19 to KR 921/15 (El Rey) and put with SR 634/F1 11/30/19.

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COMMERCIAL CORNER CONTINUED FROM PAGE 17

HerdBuilder (HB) Index or registered Santa Gertrudis bulls averaging in the top 50th percentile of SGBI's Balanced Index.

Dams of qualifiable calves must contain at least 50 percent of the reciprocal breed, meaning 50 percent or more Santa Gertrudis when the calves are sired by Red Angus sires, or 50 percent or more Red Angus when calves are sired by Santa Gertrudis bulls. To verify dam-side genetics, qualifiable herds need to sign a verification form stating that at least 50 percent of the genetic makeup of the dams of calves to be qualified is from the reciprocal breed. Breed percentages on qualified cattle will range from 25 to 75 percent Red Angus and 25 to 75 percent Santa Gertrudis, with a small allowance for other breeds.

Most qualified cattle will be red. However, color is not an exclusionary requirement. Groups of cattle do not need to be fully red hided to qualify.

The tag used for this program will be a unique, American Red-labeled tag issued by the RAAA. Tagging options include dangle tags or electronic identification/panel tag combination-nested sets. Calves must be tagged on the ranch of origin.

Enrollment for the American Red program begins this month. The program requires a yearly \$50 enrollment fee plus \$1.25 for each tag.

Like many practices in the beef industry, crossbreeding is unique to each ranch operation and its goals.

"I think it's important to note that there are a number of systems and there are a lot of different opportunities," Glaze said. "As a result of that, we need to pick a system that works for us and there's always one that might fit, or if it doesn't completely fit your situation, then there's ways to adapt and make it work so that you can take advantage of heterosis and breed complementarity."

As we consider the multitude of production environments, management strategies, marketing constraints and consumer wants and needs, it is easy to see that no single breed is best for all situations, Glaze concluded.

"Crossbreeding is a tool that, when applied properly, can provide producers avenues to improve trait performance and combine the superior attributes of more than one breed to optimally match cow herds with the environment and produce offspring that meet various industry needs and challenges." 🐄

Advertisers

4S Farms.....	19	Lucky L Farm.....	15
Alderson/Richmond Marketing & Promotion.....	22	Lundberg Cattle Services.....	23
American Marketing Services.....	9	Mattingly Farms.....	11
Arrow Creek Santa Gertrudis.....	15	MC Ranch.....	19
Arrow W Ranch.....	19	Mid-Coast Santa Gertrudis Association.....	9
Banners & Buckles Plus Sale & Futurity.....	25	Myers Cattle & Land Corp.....	22
Bieri Farms.....	19	Nebo Hill Cattle Co.....	15
Blackjack Oaks Ranch.....	19	Olivarez Ranches.....	22
Borchers Southern Y Ranches L.P.....	19, 31	Osborne Livestock.....	11
Briggs Ranches.....	19	Painted Ass Ranch LLC.....	15
Buena Vida Cattle Company.....	19	Parker Farms.....	11
C Bar C Ranch.....	11, 19	Payne Ranch.....	15
Carley's Show Cattle.....	15	Pinnacle Cattle Co. LLC.....	22
Cherokee Ranch.....	19	Pitchford Cattle Co.....	23
Circle A Farm.....	19	Polled Power Genetics.....	7
Corporon Acres.....	22	Polled Santa Gertrudis Association	7
Cotton Branch Plantation.....	19	Red Doc Farm.....	7
Cox Mill Farms.....	19	Red View Farms.....	11
Crimson Classic Sale.....	29	Richmond Photography & Video.....	23, 25
Creech Farms.....	7, 21	Rockin 3T Ranch.....	15
Crosswinds Ranch.....	22	Rocking A Ranch.....	22
Denmon Cattle Co.....	15	Rocky Mountain Santa Gertrudis Association.....	6
Diamond S Ranch.....	22	Rose Hill Ranch.....	22
District 6 Breeders.....	11	Running M Ranch.....	19
Double C Farms.....	7	Santa Gertrudis Bluebonnet Classic.....	5
Double TT Ranch.....	22	Santa Gertrudis Breeders International.....	21
Excell Santa Gertrudis.....	15	Santa Gertrudis Small Breeders Group.....	15
Flying C Ranch.....	7	Santa Gertrudis Breeders of the Carolinas.....	18
Four J Cattle.....	22	Shampain Ranch.....	11
Fulton Farms.....	22	Siler Santa Gertrudis.....	22
Goodin Farms.....	19	Silva Ranch.....	30
Grandview Farms.....	13, 19	Silverbrook Ranches.....	22
Graves Creek Ranch LLC.....	19	Strait Ranches.....	22
Gray Oaks Farm.....	7	Terry Reagan.....	23
Hargis Farms.....	22	Tideland Farms.....	19
Harris Riverbend Farms.....	22	Tinney Farms.....	2
Heath Farms.....	19	Townsend Cattle Co.....	22
Hefte Ranch.....	17, 22	Triple P Ranch.....	15
Hinton Cattle.....	22	Urbanosky Ranch.....	22
Hoover Case.....	23	Vesper Ranch.....	22
Hurricane Cattle Company.....	15	VZ Cattle.....	1
Iron Oaks Cattle.....	22	Wendt Ranches Partners LLC.....	3, 22
Jernigan Ranch.....	19	Williams Farm.....	19
John Martin Ranches.....	22	Wiley Ranch.....	19
KC Ranch LLC.....	19	Wunderlich Farms.....	22
King Ranch Inc.....	3		
La Campana Ranch.....	12		
La Cuchilla Ranch.....	22		
Lou Al Tuck Farms.....	19		

Hall of Fame Inductees

CAMERON AND CARLESTON TO BE HONORED

The Hall of Fame represents the Santa Gertrudis Breeders International's (SGBI) most prestigious award and recognizes the unique and significant contributions of individuals to the support, growth and advancement of the Santa Gertrudis breed. Selected to be inducted into the Hall of Fame during the 2020 SGBI Annual Meeting are William W. (Bill) Cameron, Jr., and John Allen Carleston. Hall of Fame inductions will be made during the President's Dinner, Saturday, April 18.

William W. (Bill) Cameron, Jr.

Bill Cameron's love for agriculture started while growing up on his family's third-generation farm near Raeford, N.C. Following graduation from the University of Tennessee, he embarked on an 11-year career as a high school football coach. He coached at a high school in Tennessee for several years before returning to his hometown in 1973, where he was the head coach at his alma mater, Hoke County High School.

Bill got his start with Santa Gertrudis in 1973 when he purchased four Santa Gertrudis heifers, becoming herd No. 3247 in the SGBI registry. In 1976, he resigned from teaching and coaching and was fully devoted to the family's farming and cattle operation, Double C Farms.



The Double C Farms foundation bloodlines came from Clarendon Plantation, Forked Lightning and L&L. Over the years, Bill has added genetics from many Santa Gertrudis breeders, including Harris Riverbend Farms, Briggs Ranches, Winrock Farms, Jernigan Ranch, Wendt Ranches and Tinney Farms. While purebred Santa Gertrudis comprise the operation's foundation, they started a commercial herd in 2005. Today, there are 75 head in the commercial herd. The family's purebred herd, which has been significantly reduced in recent years through private treaty sales, currently includes 100 purebred Santa Gertrudis. The operation also includes a swine production facility, which Bill started in 1995; today, he raises 6,000 gilts.

Bill married his wife, Rhenda Pierce, in 1965. Together the couple has two children: a daughter, Candace, and a son, Bill III. Both competed in the National Junior Santa Gertrudis Shows (NJS GS) and were competitive in the public speaking contests. As a family, the Camerons enjoyed exhibiting their cattle at local, state and national shows.

Over the years, Bill has become a leader in the Southeast, promoting Santa Gertrudis and commercial cattle. He was instrumental in bringing a Santa Gertrudis breed show to the North Carolina State Fair. He has devoted many years to the National Junior Santa Gertrudis Association, being a long-time contributor to the NJS GS, where he has supported the public speaking contests and donated many heifers to class winners over the years.

Bill's commitment to the agriculture industry has been recognized on several occasions. In 2007, he was selected as the Swisher Sweets/Sunbelt Agricultural Exposition Farmer of the Year. That same year, he was named North Carolina Farmer of the Year. In 2008, he received the Order of the Long Leaf Pine, which is the highest award for state service granted by North Carolina's Office of the Governor. These are just a few of the many awards and recognitions Bill has received. Bill also served as president of the North Carolina Cattleman's Association.

LEFT: Bill Cameron and his wife, Rhenda. Bill started raising Santa Gertrudis in Raeford, N.C., in 1973.

In addition to being an active Santa Gertrudis breeder, Bill has also been active within the Santa Gertrudis breed, including serving on the SGBI Board of Directors from 2002 to 2004. He joined the Santa Gertrudis Breeders of the Carolinas in 1980 and served on the affiliate's board of directors for 12 years. In 1987, he joined the Polled Santa Gertrudis Association, and he has been a long-time supporter of the National Junior Santa Gertrudis Association. He has also been active in various other agricultural organizations, including Hoke County Farm Bureau, North Carolina Cattleman's Association, North Carolina Farm Bureau and the Phillip Morris Agricultural Leadership Program.

In recognition of all he has done to support the Santa Gertrudis breed and agriculture industry, it is a privilege to name Bill Cameron to the SGBI Hall of Fame.

John Allen Carleston (Posthumous)

John Carleston's enthusiasm for the cattle industry began during high school when he started showing cattle. His passion and enthusiasm for Santa Gertrudis was sparked in 1974 when he was introduced to Norval Sells, 4G Ranch manager. As the ag teacher in Louise, Texas, John strongly encouraged his students to show Santa Gertrudis. During the '70s and '80s, more than three-quarters of the Louise FFA Chapter's show cattle were Santa Gertrudis.

In the early 1980s, John began assisting lining up cattle in the holding area at the NJS GS. In 1990, NJS GS chairmen began calling on him to organize a committee for that purpose each year. He continued with that job until his death in 2009.

He started working with the Brain Bowl competition when it first started in 1985. He and his wife, Helen, began chairing the competition in the early 1990s. John continued working with this contest until the summer of 2008. Helen continued their legacy of chairing the competition at the NJS GS until 2018.

In addition to chairing the Brain Bowl competition and organizing the cattle line up, John served on the SGBI Youth Activities Committee for more than 15 years. He strongly believed in the youth

program and doing what was right for the "kids." He was a strong example for all youth he came in contact with.

His contributions to the Santa Gertrudis breed extend beyond working with juniors. In the early 1960s, John began working with the Houston Livestock Show and Rodeo Livestock Committee. He started as a volunteer before becoming an assistant livestock chairman in the early 1990s. John took special care to put Santa Gertrudis cattle in a prime area with easy access to the show arena. He did his best to make sure the Santa Gertrudis show had a convenient date and that the show ran as smoothly as possible. To acknowledge John's many years of service, his photo was added to the Houston Livestock Show and Rodeo Wall of Honor.

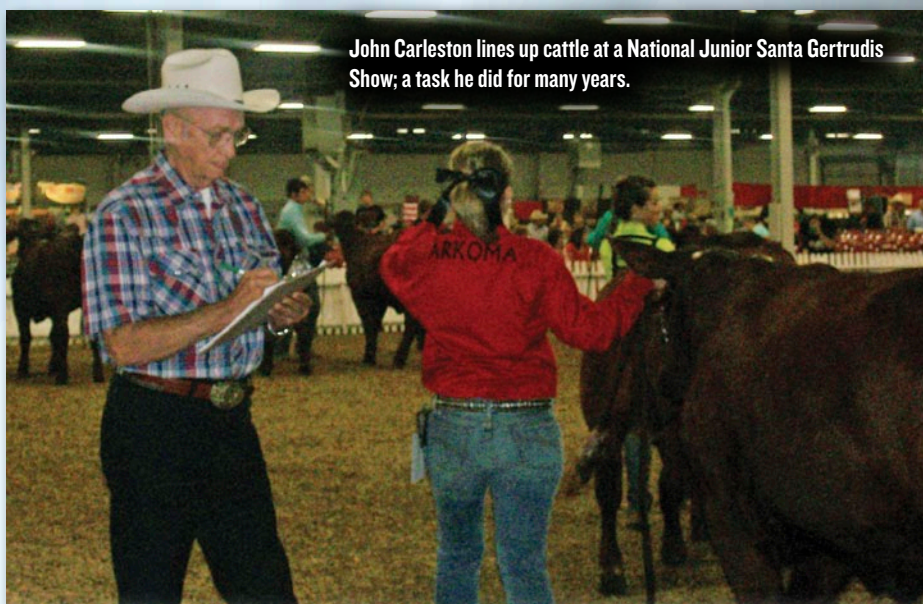
John served on the committee to develop the Mid-Coast Santa Gertrudis Junior Association, which launched in 1972; he served on the first Youth Committee. In 1980, he helped organize the first Mid-Coast Santa Gertrudis Junior Show. He continued to co-chair the event until the late 1990s. He also served on the Mid-Coast association's board of directors for several terms, and was the Mid-Coast youth advisor for

15 years. For several years, John and Norval Sells managed the Mid-Coast Super Sale in Houston, Texas, and the Mid-Coast Opportunity Sale frequently held in Industry, Texas.

John's Santa Gertrudis herd averaged 20 to 25 cattle; although it was not a large herd, he believed in the breed's adaptability, strong traits and efficiency. He strived to build a small herd with strong genetics, which

included a quality bull and females that would produce high-quality show cattle for his grandchildren. His legacy in the Santa Gertrudis breed lives on through his children, grandchildren and great-grandchildren, who are junior exhibitors and Santa Gertrudis breeders.

In recognition of all he did to support the Santa Gertrudis breed, SGBI counts it an honor to name John Carlestone a member of the Hall of Fame. 🐾



John Carlestone lines up cattle at a National Junior Santa Gertrudis Show; a task he did for many years.

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Good Board Members: Passionate and Driven

By Webb D. Fields, Associate Director



Growing within any organization to the point where you feel able to provide leadership and others look to you to provide leadership is a powerful moment and certainly should not be taken lightly. But what makes a good board member? What qualifications or skills must you possess to provide leadership? For me, it starts with a desire more than skill or merits. No matter your personal history or background, a passion to serve on the board of directors always shines through and makes for the most productive board members. Without a strong conviction for the association and what it stands for or the passion to help it grow, it is hard to have the desire to dedicate the time and effort that being a board member will require.

As far as the effort and time needed, a willingness to participate in the meetings is a strong indication of a great board member. Simply showing up and being present is half the battle. But more important than just being present is being active. Participation is more than jumping on the phone call, returning emails or attending the meetings and events; it also encompasses actively participating in the conversation. Are you actively engaged? Are you bringing forth ideas and participating in the conversation to come up with practical solutions? Strong participation is showing up and being present, which is vital to be a productive member of any organization.

Along those same lines, meeting preparation is key. Without preparing for a meeting or phone call, you are less likely to be engaged. Before any teleconference or meeting, I believe it is important to take a few hours to review the minutes of the previous meeting and review any emails, memos or documentation that have come since. Jot down ideas, concerns or questions regarding the information. If you have new business you would like to address,

be sure to get it placed on the agenda where it can be appropriately discussed. Meeting preparation is key to make sure the board's time is effective and that you are properly prepared to actively participate in the discussion.

A willingness to get involved is another important trait of good board members. It is one thing to be present in meetings and to participate in the discussion, but it is another to make sure you are physically participating after the fact and following through. Joining a committee, taking on a leadership role within the board, volunteering to move a project forward and see it through are all great examples of being willing to actively participate. This always takes an additional time commitment, but it is important to continue board progress even when you are not at the association's functions. This takes knowing both your strengths and weaknesses as it concerns the board. If an upcoming project requires a skillset that you have from previous experiences, volunteer to take the project on and help see that the matter is handled correctly. If a project or skill comes across that requires efforts that are outside your skillset, then be honest about that with the board and try to learn. Being involved on a board with a diverse group of people is an excellent opportunity to learn new skills and gain additional experiences.

As with anything, there will be an additional financial commitment you will need to make. Not only will you be providing your time, but ultimately there will be a financial cost with some additional travel required. For me, this goes back to having the initial desire to give back and provide directional growth for an association that has provided you with a great opportunity, and that has financial implications for your business. What is a little extra money in hotel and travel expenses when you can help make decisions that can make

a tremendous difference in your business's profit for years to come? It all stems back to a willingness and desire to participate and following through by having an active role.

As always, the squeaky wheel gets the grease. With that said, there certainly is a fine line to walk. It's important to be on the board for the right reasons. If you come onto the board with an agenda or an attitude of "What can the association do for me?" it becomes quickly apparent to the rest of the board, and progress slows. Serving the board is about what is best for the *entire* membership, and your thought process as a board member must revolve around that. It is important to support others' ideas and the best interest of the association, while still voicing your opinion on the matter. If you keep everyone's best interests in mind, while still sharing your thoughts on the best way to get there based on your past experiences, you will inevitably strike up great conversations that will direct the board to the right path.

Successful board members are passionate about the association, take an active role and always keep in mind what is best for the masses. As far as SGBI is concerned, we are in excellent hands. As I have started working directly with board members over the past few months and continue to get to know them better on a personal level, one thing rings true – each member has a passion for the Santa Gertrudis breed. They all have the desire to see the breed and SGBI thrive and grab a major industry presence. There has been incredible communication and follow through from the board's leadership.

The association's board of directors is a great group of people that will continue to thrive and push the breed in a positive direction. At the same time, I would encourage our members to consider running for the board. If you have the same kind of passion and drive for the breed and are willing to give the time and attention necessary, this association needs you. 🐄

I would encourage our members to consider running for the board. If you have the same kind of passion and drive for the breed and are willing to give the time and attention necessary, this association needs you.



A crossbreeding program for commercial beef producers

The Red Angus Association of America and Santa Gertrudis Breeders International are collaborating to provide the beef industry with a unique blend of maternal traits, adaptability, growth and marbling – packaged with a heat-tolerant, red hide – in a new program for the commercial beef producer called **American Red**.

PROGRAM SPECIFICATIONS

- To qualify for the American Red commercial cattle program and accompanying tag, steers and heifers in the same calf crop must be sired by registered Red Angus bulls averaging in the top 50% of the breed for the HerdBuilder index (HB) or registered Santa Gertrudis bulls averaging in the top 50 percentile for the SGBI Balanced Index*.
- Breed percentages on qualified cattle will range from 25% to 75% Red Angus and 25% to 75% Santa Gertrudis, with a small allowance for other breeds. Most qualified cattle will be red. However, color is not an exclusionary requirement. Groups of cattle do not need to be fully red-hided to qualify.

- Dams of qualifiable calves must contain at least 50% of the reciprocal breed, meaning 50% or more Santa Gertrudis when the calves are sired by Red Angus sires, or 50% or more Red Angus when calves are sired by Santa Gertrudis bulls.
- * **SGBI Balanced Index:** This index assumes that producers are keeping replacement heifers from the bulls they purchase. It further assumes that producers are either 1) marketing carcasses on the grid; or 2) that buyers of their feeder calves base pricing on feedlot and carcass performance.

Please contact Chessie Mitchell, RAAA tag program coordinator, at tags@redangus.org, to enroll.

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COMMITTEE PROFILES

CONTINUED FROM PAGE 18

Gertrudis-influenced genetics in the United States to commercial and commercially oriented cattle operations.

Finance and Auditing Committee

The Finance and Auditing Committee shall be nominated by the secretary-treasurer, who will serve as chairman of the committee, and who will have supervision of the books of account of the association, making regular audits of such books of account. To it shall be referred all matters pertaining to the fiscal affairs of the association.

Long Range Planning Committee

The Long Range Planning Committee shall be nominated by the vice president designated as Long Range Planning vice president, and shall be charged with the establishment

and maintenance of the Santa Gertrudis Breeders International Long Range Plan.

Membership Committee

The Membership Committee shall be nominated by the vice president, and shall be charged with the maintenance of membership rolls and the establishment of criteria for membership, communications between members and beef industry allies, and encouraging member retention and recruitment of new members.

Youth Activities Committee

The Youth Activities Committee shall be nominated by the vice president designated as youth vice president, and shall be charged with the establishment and maintenance of the existing comprehensive set of guidelines and programs for the motivation of more active junior members. 🐄



Colostrum First

By Micky Burch, Contributing Writer

Many cow-calf producers are aware of the importance of colostrum – the first form of milk available to newborns following delivery – and that colostrum contains antibodies that need to be absorbed into the bloodstream to protect against disease. According to Brian Vander Ley, DVM, assistant professor and veterinary epidemiologist at the University of Nebraska-Lincoln Great Plains Veterinary Education Center, in his presentation “Colostrum, Vaccines and Setting Up the Newborn for Success” given at the 2019 Range Beef Cow Symposium held in Mitchell, Nov. 18-20, several factors go into the successful transfer of that colostrum to the newborn calf, including cow management, calving conditions and colostrum absorption.

“If we’re proactive starting long before that calf is born and continuing up until the point of birth, we’re going to have a big impact on the transfer of colostrum immunity,” Vander Ley stated.

Cows start making colostrum up to 16 weeks before the calf is born by

moving antibodies from their bloodstream to their udder. This movement continues right up until parturition – even within a few hours of calving, antibodies are moving. The movement of these antibodies is why some vaccine protocols used on cows are for the benefit of the calf – they’re designed to put a lot of antibody in the cow’s bloodstream while they’re going through this process.

“This process can go wrong in severe cases when we don’t have enough groceries for the cow,” Vander Ley told attendees. “If the cow doesn’t have adequate nutrition, her colostrum can suffer in quality.”

Cows with body condition scores (BCS) of less than 5 are two times more likely than cows with BCSs of 5 or greater to experience a dystocia event at calving, Vander Ley relayed.

“Cows that are in good condition give birth more quickly, make better colostrum, have calves that get up and nurse better because they’re stronger, and tend to have a better immune function

and produce better antibodies for their calf’s immunity,” he reiterated.

Vander Ley said there’s research showing that cows that are nutrient restricted during gestation may produce calves that are less capable of absorbing colostrum after they’re born.

In cases where producers happen to have a dystocia, calves go through metabolic upset because of the length of time they spend in the cow and the reduced amount of oxygen they receive during parturition.

“The longer a calf spends in anerobic metabolism without oxygen, the lower its blood pH goes, so the calf is in a state of acidosis,” Vander Ley explained.

Acidosis in calves is a direct effect of depressing their brain function.

“So, if you have a dull, depressed newborn calf, the most likely reason for that is his blood pH is low,” Vander Ley pointed out. “If they’re dull and depressed when they’re born, they don’t get up and nurse very well and that’s one of the principal reasons why we get into trouble with colostrum transfer.”

Hypothermia is another condition that can cause calves to be slow to get up and start suckling. Vander Ley said there is research that shows hypothermia impairs the ability of the calf to absorb antibodies in their gut.

He also said a study conducted at the University of Calgary by Elizabeth Homerosky, DVM, showed that when a birth was assisted – even an easy pull – it significantly increased the risk of the calf not nursing by four hours of age. To assess the vigor and likelihood that a calf is going to take a colostrum meal in the first four hours, researchers checked the suckling reflex of the calf by putting two fingers in its mouth.

“If it nurses vigorously, that’s a reflex and they’re probably going to be OK,” Vander Ley explained. “If you assist a calving and they have a weak suckling reflex, there’s about a 98 percent chance they won’t nurse colostrum in the first four hours, so go one extra step and make sure it gets colostrum.”

Vander Ley reiterated there’s no other meal that has as much impact on a calf as the first one. Colostrum contains many vital nutrients that aren’t available again until the calf is eating forage. It’s also potent with a lot of energy, fat and protein.

“Essentially, colostrum is a loan of immunity from the cow to maintain the calf’s health until it has time to

Colostrum contains many vital nutrients that aren’t available again until the calf is eating forage. It’s also potent with a lot of energy, fat and protein.

build immunity of its own,” Vander Ley explained.

Calves are born with a functioning immune system, but no antibodies. They do have the capacity to make antibodies, and colostrum contains the antibodies that a calf needs while it builds its own immunity.

“If a calf doesn’t receive that transfer, it’s without protection for about two weeks,” he explained.

The damage that can happen in that two-week period when they’re not protected can result in dead calves and poor doers if sick calves survive.

In unassisted births where the cow is in good body condition and a clean calving environment, vigorous calves stand up and suckle, triggering a reflex that causes a piece of their stomach to close, allowing colostrum to bypass their rumen and go straight to their intestines, where it gets absorbed. Once the colostrum is in their small intestine, the intestine carries that colostrum through the gut wall and into their bloodstream. Optimum absorption happens in the first four hours. After four hours, a calf’s ability to absorb starts to decrease because that function starts to exhaust itself.

Certain situations may arise that can cause producers to have to step in and

make sure the calf gets that colostrum.

“It’s really important not to wait – after four hours their ability to absorb goes down and after 36 hours the gut is closed completely,” Vander Ley warned.

His first recommendation for stepping in is to strip out the cow and bottle-feed the colostrum to the calf. If the calf is compromised and won’t nurse, the next best option is to tube the dam’s own milk down the calf. However, Vander Ley told producers that tubing may result in the colostrum being deposited in the rumen or the abomasum instead of sending it straight to their intestines, which has the potential to decrease the amount of antibody they absorb.

In cases where the cow isn’t cooperating or is in poor health and doesn’t have adequate colostrum, Vander Ley advised using a colostrum replacer and reminded attendees to read the labels.

“There’s a huge different between colostrum replacer and colostrum supplement,” he stated. “The label for replacer should say dry colostrum and the goal should be to deliver 100 to 120 grams of antibody.”

Again, Vander Ley suggested first trying to get the calf to suckle the replacer from a bottle as a primary option, and to tube only when the calf is lacking a suckling reflex.

No matter which way a producer must get the colostrum in the calf, Vander Lay said to always give a full feeding.

“I’ve had some producers tell me they give their calves a small meal because they want to keep them hungry so they get up and nurse on their own,” he explained. “That actually causes the gut to close down without providing an adequate supply of antibodies.”

In any birthing situation, Vander Ley stressed the importance of calving in a clean environment.

“If a calf takes a manure meal before it takes a colostrum meal, instead of getting antibody they’re getting the very thing they need the antibody for, which is pathogens,” he said.

Whatever gets into a calf’s gut can get into their bloodstream, and bacteria from manure can compromise calves quickly. He used the Sandhills Calving System – where cows calve on pasture and each subsequent week cows that have not yet calved are moved to a new pasture and pairs remain in their pasture of birth – as one good way to ensure cows have a clean environment in which to calve.

With proper cow management and ideal calving conditions, colostrum absorption in calves is set up to succeed. 🐄

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