



# SANTA GERTRUDIS

USA

FEBRUARY 2021 | VOLUME 24, NUMBER 2

## ANNUAL MEETING PREVIEW



The Preferred American  
Beef Breed



# TF PROSPECTOR

Reg. #20181333

**Look for Prospector at  
the National Show in Jackson!**



**Semen available  
for \$50/straw,  
10-straw minimum.**

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

|          | SC   | BW   | WW    | YW    | MILK  | TMAT  | HCW  | FAT   | MARB | REA  | TEND |
|----------|------|------|-------|-------|-------|-------|------|-------|------|------|------|
| EPD      | 0.23 | 1.31 | 12.59 | 20.52 | -9.78 | -3.49 | 5.17 | 0.000 | 0.04 | 0.05 | 0.01 |
| Accuracy | 0.35 | 0.39 | 0.45  | 0.33  | 0.29  | —     | 0.31 | 0.39  | 0.37 | 0.27 | 0.21 |
| Rank     | 85   | 95   | 10    | 4     | 99    | —     | 10   | 40    | 15   | 15   | 70   |

**Balanced Index: 24% | Cow/Calf Index: 84% | Terminal Index: 6%**



**2019 & 2020 North American  
Livestock Expo Grand Champion**

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

## LOOK FOR OUR CONSIGNMENTS

**Mid-Coast Super Sale • March 26, 2021**

Briggs Ranches • Bloomington, Texas

**Crimson Classic Sale • April 24, 2021**

Cullman, Ala.

Manager: Arlin Taylor  
256-507-3838  
arlin.taylor@bhamfast.com  
tinneyfarms.com

*Tinney Farms*  
5251 Co. Rd. 601 Hanceville, AL 35077



Follow us on Facebook!



Ready for a ticket to your

# FRONT PASTURE!



*She sells in the  
**Banners & Buckles  
Prospect Sale***

*6:00 p.m.,  
February 12, 2021  
Jackson, Miss.*

Wendt Ranches 1540 is a fine example of the quality females we offer. Our replacement heifers will be an addition to your herd that you are going to want to show off! Her sire, Wendt Ranches 8787, has been producing some extremely attractive offspring, not only for the show ring, but for that front-pasture quality.

*Mark you calendar for our 2<sup>nd</sup> Annual Baby Doll Sale, Aug. 31, 2021!*

SS

## 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

SS



# SANTA GERTRUDIS USA

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## ON THE COVER

A Santa Gertrudis x FI cross STAR 5 pair grazes at 777 Farms, Magnolia, Ark. Photo by Darren Richmond.



**Providing Polled Power Genetics to the Santa Gertrudis Breed**

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17th Annual

# Red Hot Bull Sale

# RedHOTBulls

**April 10, 2021 Bosque, NM**

Hotel accommodations- Sheraton Albuquerque Airport Hotel, NM- 505.843.7000

[reddocfarm.com](http://reddocfarm.com) contact us, 505.507.7781

REDDOC  
farm 

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# Trail Talk

## EXECUTIVE DIRECTOR'S REPORT

By Webb D. Fields

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**T**he year is already off to a fast start. As I write this article, we are currently getting ready to head to Oklahoma City. The Cattlemen's Congress was formulated as the result of the cancelation of the National Western Show in Denver, arguably the most prestigious event of the year, especially for idea exchange and marketing new herd sires. The group in Oklahoma City has put together an incredible event and invited Santa Gertrudis to participate. I am excited to be involved and have the opportunity to talk about and showcase our genetics on this stage. We are also continuing discussions, internally, on how to move the breed in a positive direction as it relates to our pedigree platform and new programs that can keep us on the same growth and demand trajectory we have seen over the past year.

We talk a lot about increasing fertility within the cow herd, adding carcass merit, more performance and pounds, all while keeping a modest frame size with the fleshing ability and quality that we all desire. In these discussions, we put a ton of emphasis on the sires we use, putting pressure on them to help move the needle in a positive direction across the multitude of traits we evaluate, and rightly so. A herd sire is, after all, half of the genetic makeup of your entire calf crop. We want artificial insemination (AI) sires that are multi-trait leaders to increase value across the entire cow herd. Simultaneously, we lean on our clean-up bulls that we turn out to drive the future of the program in a positive direction as they will spread their genetics into a large volume of the herd.

What we often fail to consider is the actual cows themselves. We put so much emphasis on the sire without, at times, trying to advance the quality and genetic merit of the cow herd as aggressively as we possibly could.

I, for one, am terrible about holding onto a cow too long. "It was a dry year last year; it's not her fault she is open." "She is one mating away from making a great one!" "Her feet are terrible, but she still breeds every year." "I can always just put her in the chute and help the calf nurse for the first few days to help with her broken down udder and oversized teats."

These are all thoughts I have had myself at some point and I'm sure many can relate. While selecting for the absolute best herd sire we can infuse into our cow herd is important, we must also keep a diligent eye on the cow herd itself to enhance quality and drive genetic progress.

The quickest way to increase the genetic merit of a cow herd is to

improve the bottom half. Every herd has a top end and a bottom end. While metrics for identifying these cows will differ from producer to producer depending on production goals, we all have that bottom end that drags down profitability or progress as they are not as desirable as the top half of your current cow herd.

This less valuable bottom half of the herd could be considered on the bottom end because their expected progeny differences and index values are not up to par with your production goals. Maybe structurally or from a phenotypic quality standpoint they are lacking. Some cows might have a poor production record and breeding history, or the quality of calves they throw have been underwhelming. Or maybe some simply have developed an issue with feet, udders, etc. Whatever the reason, these cows should be identified and a plan formulated to improve this bottom end of the herd. If we can improve this bottom end by either culling or strategic breeding, we can move the average quality and profitability of the entire herd by lessening or getting rid of this bottom end drag on the overall program. 🐄

## Celebrating Santas

### Santa Gertrudis Breeders International 70<sup>th</sup> Annual Meeting

**J**oin your fellow Santa Gertrudis Breeders International (SGBI) members for the 2021 SGBI Annual Meeting in Bay City, Texas, March 25-27, 2021. The jam-packed weekend will kick off Thursday, March 25 at the 4th Annual Briggs Ranches Super American Sale. Friday's activities will include the spring SGBI Board of Directors meeting and the Mid-Coast International Super Sale. Saturday will kick off with a field day at Wendt Ranches; the day will conclude with the annual meeting, association awards program, President's Dinner and dance at the Bay City Country Club. 🐄



**More information, including a schedule and registration information, can be found on page 20.**

**We hope you'll join us as we Celebrate Santas!**





2021  
INTERNATIONAL  
*Super Sale*

MARCH 26, 2021

FRIDAY AT 6:00PM

BLOOMINGTON, TEXAS  
BRIGGS RANCHES, TRAYLOR DIVISION  
LOCATED 13 MILES SOUTH OF VICTORIA, TEXAS

Sale managed by:



Mark Cowan | 903.495.4522 | markc@amscattle.com  
Trey Kirkpatrick | 979.324.5518 | treyk@amscattle.com  
Richard Hood | 979.224.6150 | richardh@amscattle.com  
www.amscattle.com

2021 HOTEL ACCOMMODATIONS

ASK FOR THE *Briggs Cattle* SALE BLOCK  
HOMEWOOD SUITES: 361.578.1900  
COMFORT INN & SUITES: 361.894.6480

This sale will be broadcast live on the internet.

**DVAuction**

*Broadcasting Real-Time Auctions*  
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*The Best*  
OF THE BREED



# PRESIDENT'S LETTER

By Nancy Wunderlich

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



February greetings to all of you! Have you checked out the association's calendar of activities on [santagertrudis.com](http://santagertrudis.com)? We have a jam-packed spring of activities scheduled. Several committees are diligently working to keep our **Data Driven, Profit Proven** cattle on course with an ever-changing cattle industry.

In January, the Cattlemen's Congress in Oklahoma City, Okla., kicked off our show season with a successful junior and open show, along with the Red Dirt Diva Sale packed with quality cattle and semen packages. This was a great opportunity for our Santa Gertrudis cattle to be displayed and shown alongside several beef breeds from across the United States. Thank you to all who attended and represented our breed.

February brings us the National Santa Gertrudis Show at the Dixie National Livestock Show and Rodeo in Jackson, Miss., along with the prestigious Banners & Buckles Sale. This is another great opportunity to get our cattle in front of a mass of people.

March is packed with sales, starting with the Bluebonnet Classic in Hallettsville, Texas, March 20, 2021. The sale traditionally offers quality, productive cattle. March 25 kicks off a three-day event with the Briggs Super American Sale in Blooming, Texas. The Mid-Coast Super Sale follows the next day, March 26, at the same location.

I want to personally invite YOU to the Santa Gertrudis Breeders International 70<sup>th</sup> Annual Meeting March 27. The *Celebrating Santas* event will be hosted in Bay City, Texas. The day kicks off at Wendt Ranches with a field day loaded with educational and social activities planned, and wraps up with the Executive Director's Report, association awards and the President's Dinner. Find more details about the three-day *Celebrating Santas* event on page 18.

As all the above is happening, various standing and special committees continue to meet and plan for our breed's future. Many hours are dedicated to research and meetings with industry leaders by SGBI Executive Director Webb Fields and SGBI Consultant John Ford as they report their findings to members of the appropriate committees. Committee members log countless hours of time to make informed decisions to meet the needs of the cattle industry with our **Data Driven, Profit Proven** product. Thank you all for your dedication.

You can learn more about committee involvement on page 14. I strongly encourage you to get involved. Choose a committee that interests you and join the decision-making process to support your own cause and future in the cattle industry. 🐄



Photo by Hannah Threet

SANTA GERTRUDIS USA

## SGBI OFFICERS OF THE BOARD

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**District 6 – Nolan Taylor** (Ky.)

Windcrest Farm

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





# MARCH 20, 2021

**11:00 am**

**Lavaca County Exposition Center • Hallettsville, TX**

**Offering to Include:**

**Replacement Females • Show Prospects  
Quality Bulls**

**Sale Schedule**

**Friday, March 19**

5:00pm - Cattle Viewing

6:00pm - Dinner

**Saturday, March 20**

8:00am - Cowboy Coffee

11:00am - Sale Begins

## **“Committed and Proven Sponsors”**

- Borchers Southern Y Ranches, L.P., Charla Borchers-Leon & Mary Kay Borchers
- Briggs Ranches, LRB Ranches LLC, Robert Briggs & Louise Briggs Thurman
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- Four J Cattle Co., Larry Justiss Family
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- Wendt Ranches, Gene & Nancy Kubecka & Daniel & Lauren Kubecka
- Wiley Ranch, Erik & Kim Wiley

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**For sale catalog, photos and up-to-date information, visit our Facebook page:**

[www.facebook.com/bluebonnetclassicsale/](https://www.facebook.com/bluebonnetclassicsale/)

**For inquiries contact Sale Chairman: Debbie Townsend • (979) 541-4989 • townsendcattle81@gmail.com**



# SANTA GERTRUDIS *Production*

## LET'S GET READY FOR SPRING CALVING

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



**M**any beef cattle producers in the South have probably started spring calving, but for those who have not, it is definitely time to gather supplies and review a calving plan. Therefore, this month I decided to re-visit a topic that can always use an update.

A great starting point is making sure we have what we need and a protocol for what to do and when. First, let us get several plastic buckets from Lowes, Home Depot or similar (< \$4 each). These buckets are great, can have lids and are very portable. Here is a brief collection of items you might find handy to place in the buckets:

- Calf chains (extras also), OB handles and cotton ropes
- Cow halters
- OB sleeves
- A functional flashlight(s) equipped with fresh batteries
- Liquid soap (I like Ivory)
- Paper towels and cloth towels
- Solution for dipping navels (tincture of iodine or Navel-Guard)



Now is the time to ensure that all participants on the “help list” know how to use our mechanical calf puller. If problems were to arise, written key instructions, such as “normal delivery time” for heifers and mature cows (post water break) and “when to assist?” can be helpful. Additional instructions on how to tell front feet from back feet are very important for less experienced folks. Information on cervical dilation; an “easy pull” vs. a “hard pull” scenario;

getting those hips out; what to do if you see the back end first; and how to get calves to start breathing are great details to add to the instruction list.

Putting together an additional portable, lightweight toolbox with the following items could be beneficial:



- Ear tags, tagger and ear-tag marker
- Pregnancy-check information
- Calving book with veterinarian's number on the inside cover
- Calf scale and sling

For major problems, you may want to consider the following items, just in case. Most problem calves are born between 8 p.m. and 6 a.m. It is a proven, scientific fact, at least at my place!

- Calf tube feeder
- Frozen colostrum (from last calving season)
- Milk replacer and possibly artificial colostrum
- Milk receptacle for milking that bad udder cow, one more year
- Heat lamps
- Square bales and/or wood shavings

Last, colostrum performs best when consumed within the first six hours after birth. After 24 hours, the gut wall will not absorb the important antibodies, but the calf will still need nutrient-dense, high-quality milk on a consistent basis until it can nurse on its own.

Remember, it should take no more than four hours from water breaking to delivery and, with first calf-heifers, sooner assistance is better than being too late.

The more often we check our calving pasture, the more likely we can minimize problems, especially if we are prepared for spring calving. 🐾

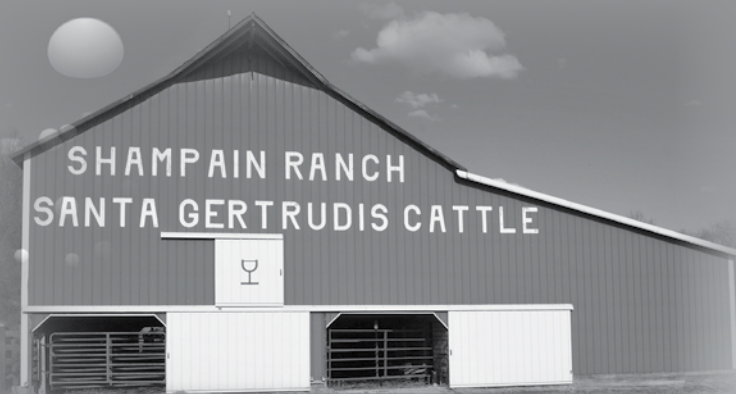
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COMMERCIAL *AND* PUREBRED SANTA GERTRUDIS

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



# SANTA GERTRUDIS DISTRICT VI BREEDERS



**Top-quality genetics from Diamond S Ranch and Hefte Ranch; both these new bulls are in the TOP 1% Marbling for the breed. We are excited to welcome them to our herd.**



**SHAMPAIN RANCH**

**Del & Ginny Thomas • (217) 734-2283**

## **C BAR C RANCH**



De Soto, MO 63020  
Alan Clark  
Bud & Kelly Clark  
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Herd #4134

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# SANTA GERTRUDIS *Calendar*

## FEBRUARY

- 11-14** Dixie National Livestock Show and Rodeo, Jackson, Miss.  
**12** Banners & Buckles Sale, Jackson, Miss.  
**13** National Santa Gertrudis Show, Jackson, Miss.  
**27** Savannah River Cattlemen Sale, Hephzibah, Ga.

## MARCH

- 20** Bluebonnet Classic Sale, Hallettsville, Texas  
**25** 4th Annual Briggs Super American Brangus and Santa Gertrudis Sale, Bloomington, Texas  
**25-27** SGBI 70th Annual Meeting, Bay City, Texas  
**26** Mid-Coast Super Sale, Briggs Ranch, Bloomington, Texas

## APRIL

- 9** Rocky Mountain Santa Gertrudis Association Spring Runoff Sale, Bosque, N.M.  
**10** Red Hot Bull Sale, Bosque, N.M.  
**24** Crimson Classic Sale, Cullman, Ala.

## MAY

- 8** 48th Annual Breeders of the Carolinas Sale, Chester, S.C.

## JUNE

- 19-26** 2021 National Junior Santa Gertrudis Show, Texarkana, Ark.

# REGISTRATIONS, STAR 5 RECORDINGS AND TRANSFERS BY DISTRICT

## DECEMBER 2020

### ACTIVE MEMBERS

| District | Purebred Reg. | STAR 5 Reg. | Performance Only | Purebred & STAR 5 Trans. |
|----------|---------------|-------------|------------------|--------------------------|
| <b>1</b> | 5             | 0           | 4                | 1                        |
| <b>2</b> | 374           | 5           | 331              | 320                      |
| <b>3</b> | 41            | 5           | 0                | 38                       |
| <b>4</b> | 65            | 2           | 6                | 44                       |
| <b>5</b> | 76            | 5           | 12               | 6                        |
| <b>6</b> | 0             | 20          | 1                | 0                        |

### JUNIOR MEMBERS

| District | Purebred Reg. | STAR 5 Reg. | Performance Only | Purebred & STAR 5 Trans. |
|----------|---------------|-------------|------------------|--------------------------|
| <b>1</b> | 10            | 0           | 0                | 6                        |
| <b>2</b> | 13            | 0           | 0                | 10                       |
| <b>3</b> | 2             | 1           | 0                | 1                        |
| <b>4</b> | 1             | 0           | 0                | 1                        |
| <b>5</b> | 0             | 0           | 0                | 1                        |

**FOR SGBI REGISTRATIONS CONTACT: Diana Ruiz**  
**P. O. Box 1257, Kingsville, Texas 78364 | [diana@santagertrudis.com](mailto:diana@santagertrudis.com)**  
**Phone: (361) 592-9357 • Fax: (361) 592-8572**

# SANTA GERTRUDIS *Juniors*

By Kalli Kimble, District 1 Director



**H**owdy! My name is Kalli Kimble and I am from Kingsbury, Texas, and will be graduating from Navarro High School this May.

Over the past few years, I wasn't really sure how important the Annual Meeting was for Santa Gertrudis Breeders International (SGBI) until our ability to have one was taken away in April 2020. Yes, fortunately the association was able to reschedule for later in the year, but even postponing such an event threw everyone for a loop. Committees such as Youth Activities and Shows and Exhibits had to explore new options to communicate and discuss plans that needed immediate review, all still while trying to understand and estimate how the pandemic was going to affect the next year. I believe SGBI handled the situation well and our Santa Gertrudis family prospered through the harsh year.

From my position on the junior board, I believe that with the technology, teamwork and critical thinking skills of the Youth Activities Committee, the 2020 National Junior Santa Gertrudis Show went as smoothly as possible and was one

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of the most successful junior nationals that occurred in the 2020 year. I can only hope that this year's Annual Meeting can be held as normally as possible, while following restrictions to keep the Santa Gertrudis family healthy, and that the committees, breeders and industry leaders who attend this event are able to convene and celebrate this March 2021. 🐄



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# Encouraging Involvement, *Embracing Diversity*

## Committee Involvement by SGBI's Diverse Membership is Critical to Association's Continued Growth

By Jessie Topp-Becker, Managing Editor

**M**embership is the foundation of any progressive breed association. There are countless ways for members to get involved in Santa Gertrudis Breeders International (SGBI), whether by attending association events, such as the annual meeting or national show, networking with other breeders or serving on a committee.

Serving on a committee is one of the most valuable ways you can contribute to the breed association. Regardless of how many years you've been involved with the breed – whether it's one year or decades – all SGBI members are invited to participate in any of SGBI's 12 committees. The purpose of each committee is to serve as the voice of the membership and provide recommendations to ensure SGBI's continued success. One of the unique aspects of any breed association is the diversity of members. Each member has unique experiences and expertise they can leverage during committee discussions.

"SGBI has members from across the country who share a common interest in Santa Gertrudis cattle, but all have different environments and experiences," says Webb Fields, SGBI executive director. "We have cattle folks as well as businessmen and women with a ton of experience across many different interests, and we need to leverage those experiences for the benefit of our breed, our association and our members."

The different experiences and ideas members bring to the table is an invaluable resource for the association, especially when it comes time to make decisions that affect the breed's future.

"The association allows for breed standards, discussions on breed improvement and growth, as well as the rules that govern the way the body wants to do business and be perceived within the industry and to the public," Fields says. "Having a likeminded group that's also diverse is important when making these decisions."

**The purpose of each committee is to serve as the voice of the membership and provide recommendations to ensure SGBI's continued success.**

SGBI has continuously thrived over the years because of members' willingness to dedicate their time and share their ideas to advance the breed.

"SGBI is a member-led organization, and we are only as strong and involved as our members that make up the organization," says Kathryn Hefte, long-time Santa Gertrudis breeder and Performance Committee chairman. "It is important for each member to be willing to put forth time and resources to keep the breed and association on strong footing and moving forward."

While Hefte has been involved with a variety of different committees over the years, she can relate to member's who want to get more involved but may feel intimidated or unsure how to go about getting involved.

"It can be hard to know how and where to get involved," she says. "My advice is to let some of the committee and board members know that you are interested in serving."

Hefte says it's also important to be flexible about committee assignments and encourages members to listen and learn from experienced committee members.

"After expressing my desire to be more involved to a board member, I was invited to be on the Finance Committee,"

Hefte says. "Accounting is not exactly my strong suit; however, I learned a lot about the SGBI finances and challenges of running a financially secure breed association."

Since serving on the Finance Committee, Hefte has also served on the Youth Activities, Breed Standards and Performance committees.

"Serving on these various committees has definitely made me a better SGBI Board member, and I encourage all members who are interested and willing to consider serving on an SGBI committee," she says.

It can take time to make changes at the committee level. As a result, some members may not be aware of the work that goes on within the committees. One committee that has been remarkably busy recently is SGBI's Performance Committee, which Hefte has chaired since 2016. The committee is currently working on several projects, including activating a voluntary Whole Herd Reporting system, adding data to SGBI's Fertility expected progeny differences (EPDs) to improve accuracy and refining the association's Balanced, Cow/Calf and Terminal indexes. The committee is also looking at opportunities to update the association's database to ensure accuracy.

"The upcoming move to a new registry platform will undoubtedly throw new challenges our way, but I am excited about the new capabilities we will be able to achieve in performance recording and reporting."

In recent years, the Performance Committee has also played an instrumental role in the release of the association's two new fertility EPDs – Heifer Pregnancy and Breed Back – as well as the release of three new goal-oriented indexes – Balanced, Cow/Calf and Terminal – which replaced the outdated Carcass Rank and Growth indexes.

"In addition to these big changes, there are always smaller updates occurring, such as changes to age breaks and date ranges for specific measurements, and decisions on embryo transfer and/or multiple sire/dam contemporary groupings," Hefte explains.



CONTINUED ON PAGE 16 »



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## ENCOURAGING INVOLVEMENT, EMBRACING DIVERSITY CONTINUED FROM PAGE 14

Making changes to the association requires members' willingness to dedicate their time and share their ideas. When SGBI members come together, it's remarkable what can happen.

"Having a unified voice allows us to remain at the industry table with strength in our message," Fields says. "Cultivating idea sharing and collaborating with one another makes sure we study all angles, move this breed in a positive direction, and stay at the forefront of new and potential areas of growth." 🐾

## JOIN AN SGBI COMMITTEE

Santa Gertrudis Breeders International has 12 committees and subcommittees. Read more about each of the committees, 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 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.

For more details on the committees, along with more opportunities to get involved in the association, visit the SGBI website or contact the SGBI office. 🐾

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# SGBI's 70<sup>th</sup> Annual Membership Meeting Celebrating Santas

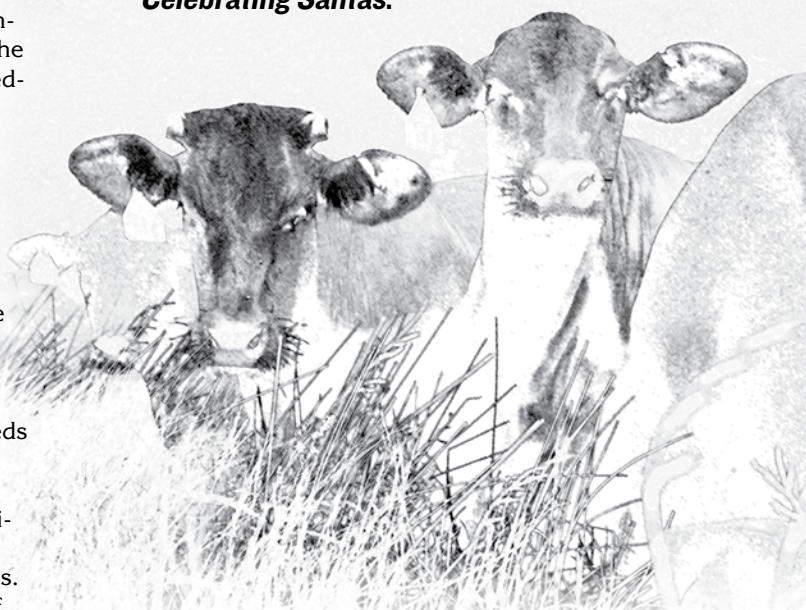
The Santa Gertrudis breed has made tremendous progress over the past seven years, catching the attention of knowledgeable cattlemen nationwide. Demand for the breed's profitable genetic package emphasizes that Data Driven and Profit Proven Santa Gertrudis are valued by beef industry members up and down the production chain. No doubt, this growing industry interest is cause for celebration, and the 2021 Annual Meeting Committee plans to do just that by ***Celebrating Santas.***

The 2021 Annual Meeting Committee has planned a jam-packed weekend of events, March 25-27, applauding the many successes of the breed and Santa Gertrudis Breeders International (SGBI) members. *Celebrating Santas* is a weekend designed to educate, motivate and recognize the many achievements of the breed, the association and membership.

Activities will kick off Thursday, March 25, in Bloomington, Texas, at the 4<sup>th</sup> Annual Briggs Ranches Super American Sale. This sale has quickly gained a reputation among ranchers for offering performance-tested bulls that produce profitable offspring capable of hitting all end-point targets. Launching *Celebrating Santas* activities by connecting with bull buyers at the Super American Sale emphasizes SGBI's commitment to breeding profitable cattle that meet the needs of commercial cattlemen.

Friday's activities will include the spring SGBI Board of Directors Meeting; however, the highlight of the day's activities will be the Mid-Coast International Super Sale, which will start at 4 p.m. at Briggs Ranches in Bloomington, Texas. The Mid-Coast International Super Sale has become one of the breed's premiere events, and the 2021 offering will once again offer elite genetic packages. The Mid-Coast Sale will include a social featuring food, fun and music with a Cajun flavor.

Bay City, Texas, is the site of Saturday's events. Wendt Ranches Partners will be hosting a field day offering a number of educational activities, including a judging contest and a Cattlemen's Panel comprised of industry leaders representing both the seedstock and commercial sectors.



Field day registration will open at 9 a.m., with the program scheduled to start at 10:45 a.m. In addition to contest and educational activities, participants will have ample time to visit, share ideas and reminisce about the progress witnessed during SGBI's first 70 years.

With the National Junior Santa Gertrudis Show contest on the horizon, junior members will want to take this opportunity

**CONTINUED ON PAGE 19 »**

**SGBI**

## *Need to Know*

**W**eaning weight (WW) expected progeny differences predict the average difference in the weaning weight of an animal's progeny compared to another animal's progeny. This weaning weight difference is predicted for a standard weaning age of 205 days. Weaning weights can be adjusted to 205 days of age and used in genetic evaluation if the calves are at least 120 days of age and not

older than 300 days. This allows for weaning large groups of calves at one time, even if there is a wide range in age.

Remember that only the calves born within 60 days of each other can be in the same contemporary group, but this range allows for multiple groups to be weaned at the same time. It is important to get a weight as soon as possible after weaning.

Weaning weights should be one of the easiest data points to measure with the largest contemporary groups since all calves, even culls, must be weaned. Weighing all calves at weaning will result in the most value to the genetic evaluation. Weaning weight can also be submitted at registration. A weaning date must accompany the data submission to accurately adjust for the age of the calf. For questions regarding weaning weight submissions, please contact Diana at [diana@santagertrudis.com](mailto:diana@santagertrudis.com). 🐄



## CELEBRATING SANTAS

CONTINUED FROM PAGE 18

to brush up on their animal evaluation skills and enter a team in the judging contest. The Cattlemen's Panel will focus on developing seedstock programs that meet the needs of commercial cow-calf producers, feeders and packers, and will provide an overview of the rapidly changing beef industry.

*Celebrating Santos* will wrap up with the 70<sup>th</sup> Annual Santa Gertrudis Membership Meeting at the Bay City Country Club. The Executive Director's report, association awards and the

70<sup>th</sup> Annual Membership Meeting will highlight the social hour, which will be followed by the President's Dinner. Hap-penings at the country club are scheduled to begin at 6 p.m. For participants wanting to keep the weekend going following the President's Dinner, a local band will be providing the music for a little two-stepping around the dance floor until the clock strikes midnight.

SGBI members will want to mark March 25-27 on their 2021 calendar and plan on attending *Celebrating Santos* at the 70<sup>th</sup> Annual SGBI Membership Meeting. 🍴

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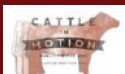
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# Santa Gertrudis Breeders International 70<sup>th</sup> Annual Meeting

## Celebrating Santas

### March 25-27, 2021



### Registration Form

Name: \_\_\_\_\_ Spouse: \_\_\_\_\_

Ranch Name: \_\_\_\_\_ Herd No.: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

#### COMPLETE REGISTRATION INCLUDES:

*Celebrating Santas Field Day, Annual Meeting and President's Dinner*

\$120.00 per person x \_\_\_\_\_ = \$ \_\_\_\_\_ *If received BY March 12, 2021*

#### SATURDAY A LA CARTE TICKETS AVAILABLE:

##### CELEBRATING SANTAS FIELD DAY

\$20 per person x \_\_\_\_\_ = \$ \_\_\_\_\_

##### ANNUAL MEETING AND PRESIDENT'S DINNER (includes Celebrating Santas Dance)

\$100 per person x \_\_\_\_\_ = \$ \_\_\_\_\_

#### Mail registration to SGBI:

P.O. Box 1257  
Kingsville, TX 78364  
or FAX to (361) 592-8572

#### PAYMENT METHOD

Check No.: \_\_\_\_\_ TOTAL: \$ \_\_\_\_\_

Credit Card: ☐ Visa ☐ Mastercard  
*please check one*

Credit Card No.: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Card Holder Name: \_\_\_\_\_

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### TENTATIVE SCHEDULE

#### Thursday, March 25

11:00 a.m. Super American Sale – Briggs Ranches, Bloomington, Texas

#### Friday, March 26

9:00 a.m. Board of Directors Meeting – Victoria, Texas

4:00 p.m. Mid-Coast International Super Sale Social – Briggs Ranches, Bloomington, Texas

6:00 p.m. Mid-Coast International Super Sale – Briggs Ranches, Bloomington, Texas

#### Saturday, March 27

9:00 a.m. Field Day Registration Opens – Wendt Ranch Partners, Bay City, Texas

10:45 a.m.-3:00 p.m. Celebrating Santas Field Day – Wendt Ranch Partners, Bay City, Texas

6:00 p.m.-7:00 p.m. Annual Meeting and Association Awards Program – Bay City Country Club

7:00 p.m.-9:30 p.m. President's Dinner – Bay City Country Club

9:30 p.m. Celebrating Santas Dance – Bay City Country Club

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# COLOSTRUM FIRST

By Micky Burch, Contributing Writer

**M**any 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, 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 colostral 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.

**“Essentially, colostrum is a loan of immunity from the cow to maintain the calf’s health until it has time to build immunity of its own.”**

**– Dr. Brian Vander Ley**

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 anaerobic metabolism without oxygen, the lower its blood pH goes, so the calf is in a state of acidosis,” Vander Ley explained.



**"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."**

**– Dr. Brian Vander Ley**

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 antibody 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 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 difference 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 Ley 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.

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



Photo courtesy Hefte Ranch, Agua Dulce, Texas



# BENEFITS OF USING SANTA GERTRUDIS IN CROSSBREEDING STRATEGIES

By Matthew Garcia, M.S., MBA, Ph.D., Beef Cattle Specialist, Utah State University

I can remember that when the Utah State University (USU) and Santa Gertrudis Breeders International (SGBI) project was first proposed, I was a little hesitant to conduct a crossbreeding/heterosis project in northern Utah with a *Bos indicus*-influenced breed. However, when I sat down and began to critically evaluate what could be achieved by conducting this type of breeding, I became very excited. The two major objectives I had with the project were: 1) to provide data and scientific evidence that the Santa Gertrudis breed could help with some major production issues we were facing in the Intermountain West; and 2) reintroduce producers to the extreme benefits of hybrid vigor.

Obviously, there were some issues that needed to be addressed, primarily using a *Bos indicus*-influenced breed in a part of the country that had very harsh winters. However, when I critically evaluated this issue, I honestly believed the rewards vastly outweighed the risks as the crossbred offspring would only be 19 percent Brahman, and the fullblood bulls would only be breeding during the summer months. Furthermore, I saw this collaboration as an opportunity to address some major issues that beef producers routinely brought to my attention.

The two major issues that had been repeated countless times when I was interacting with beef producers from the Intermountain West were: 1) why are my cows being culled earlier; and 2) why does it seem like we are seeing more incidences of brisket disease/high-altitude disease? These two issues have a major financial and production impact on producers if cows are not in the herd long enough to be profitable, and replacements or bulls are dying before they have a chance to become productive and incorporate their genetics into the herd.

This is where my excitement originated with the potential of using the Santa Gertrudis breed. Santa Gertrudis had not only transformed itself, but the breed had become extremely

data driven, making them highly desirable in any crossbreeding system, and this data provided evidence of how they could be optimal in a crossbreeding system. However, in all honesty, the real excitement was because I honestly believed the breed had the potential to address those two major issues while still increasing performance and profitability of Intermountain West beef herds.

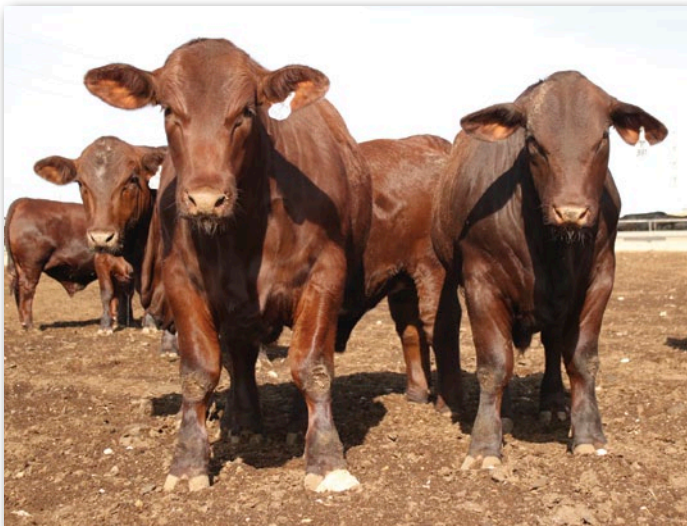
The first trait I felt the heterosis project would help address was brisket disease or high-altitude disease. Brisket disease is an altitude-induced disease in which animals, when transported or managed at high elevation, essentially experience extreme edema and then heart failure. Historically, producers would see this disorder only at elevations higher than 7,000 feet. However, we were starting to see susceptible animals at much lower elevations.

My initial thought was, with the expansion of Certified Angus Beef since the 1990s, we may have unknowingly incorporated susceptibility into our herds and, with the increased use of artificial insemination (AI), we may have accelerated it. Please understand that this is not a knock at the Angus breed; it is a very productive breed in numerous environments. However, over the years, we have incorporated genetics (via natural service or AI) that were developed at much lower elevations.

Many people will ask, "Why use the Santa Gertrudis breed when it was developed in south Texas?" There were two main reasons Santa Gertrudis was so desirable to address the high-altitude issue. The first is the fact that we know *Bos taurus* breeds are susceptible and there is virtually no evidence or documentation that *Bos indicus* animals have been affected with brisket disease. Since purebred Santa Gertrudis animals are three-eighths Brahman, this made them desirable. The second reason is that by crossbreeding Santa Gertrudis bulls on our cow herd, we may be able to incorporate resistance to brisket disease while still having crossbred cattle that are only 19 percent Brahman. Those cattle would be production-system compatible with our cold winters, limited forage resources and high altitude.

The second trait we honestly felt could be addressed while still increasing performance was cow longevity. Many producers I interact with continually asked why their cows were being culled much sooner. Once again, not trying to take digs at any other breeds, but many *Bos taurus* breeds had a major focus on increasing cow size, calf weaning weights and subsequently increasing milk production. While these selection strategies met market demands and made these breeds more competitive, it wasn't necessarily a good strategy for Intermountain West producers.

The scientific fact is that if you have bigger cows with bigger milk potential, you better have the forage resources to meet those requirements. Sadly, what many of our producers were probably dealing with was genetics that didn't match



CONTINUED ON PAGE 25 »



## CROSSBREEDING STRATEGIES

CONTINUED FROM PAGE 24

production resources, so cows were being culled much sooner because the nutritional requirements to maintain them and raise a calf were too high for the production system they were expected to perform in.

Santa Gertrudis provided a unique opportunity to address the longevity issue. First, it has been well documented how Brahman-influenced animals and animals with high levels of retained hybrid vigor have increased longevity in more challenging environments. However, we still had to be careful when choosing bulls to crossbreed our cows to. Being that the Santa Gertrudis breed had become very data driven, we were able to identify animals with moderate mature size, great carcass traits and lower levels of milk potential, while still improving performance for growth and efficiency.

To date, we are entering our fourth year of collaboration with SGBI. While the two major objectives of this study are very long term, we are still generating data and promoting the project to our producers. The third group of calves is on a growth implant/feedlot performance/carcass quality study. However, due to the reintroduction of the benefits of heterosis and the favorable data we have produced to this point, we have seen a number of beef producers in Utah incorporating Santa Gertrudis genetics into their herds. With the success we have enjoyed to this point, we are very excited and confident that our long-term objectives addressing brisket disease and cow longevity will be achieved.

**Editor's note:** For more information or in-depth conversation, please contact Matthew Garcia at [matthew.garcia@usu.edu](mailto:matthew.garcia@usu.edu) or (435) 797-2144. 🐄

# Savannah River Cattlemen Sale

Saturday, February 27, 2021, 11:00am

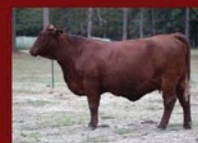
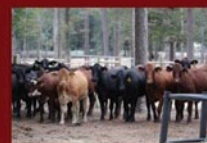
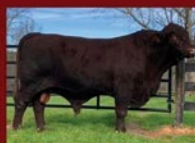
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CONTACTS

**Sale Manager**

Emily Colley

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Dan Davis, Sale Committee

404-909-0340

Chris Swygert, Sale Committee

803-223-3417

Charles Johnson, Sale Committee

478-299-1216

Myron Colley, Sale Committee

706-306-3506

# SAVE THE DATE!

# JUNE 19-26, 2021



Plans are underway for the 2021 National Junior Santa Gertrudis Show. Join us June 19-26, 2021, in Texarkana, Ark. for the largest junior event of the year!

More information regarding the schedule and registration will be released in future issues of **Santa Gertrudis USA** and at [santagertrudis.com](http://santagertrudis.com).

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