



SANTA GERTRUDIS

USA

FEBRUARY 2022 | VOLUME 25, NUMBER 2



Santa Gertrudis

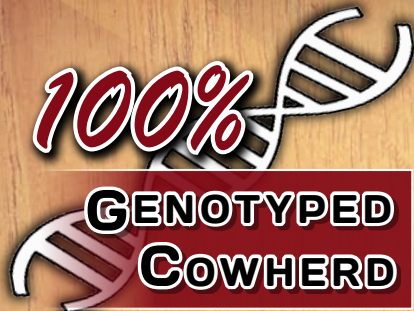
SANTA GERTRUDIS

7,500
Registrations in 2021

BREEDERS INTERNATIONAL

The Preferred American
Beef Breed

Tinney Farms



On the Forefront of Combining **PERFORMANCE & PHENOTYPE**

- *Providing more data for today's producer*
- *Removing the guesswork from the selection process*



LOOK FOR OUR CONSIGNMENTS IN THESE UPCOMING SPRING SALES

*International
Super Sale*

March 4
Houston, Texas

Purple Reign

March 26
777 Farms · Magnolia, Ark.

**CRIMSON
CLASSIC**

April 23
Cullman, Ala.

Tinney Farms

Manager: Arlin Taylor | 256-507-3838
arlin.taylor@bhamfast.com | tinneyfarms.com
5251 Co. Rd. 601, Hanceville, AL 35077
Follow us on Facebook!

Offering
WENDT RANCHES GENETICS
at these upcoming sales!



Bluebonnet Classic Sale

Saturday, March 19, 2022

Briggs Ranches · Bloomington, Texas

Purple Reign Sale

Saturday, March 26, 2022

777 Farms · Magnolia, Ark.

Purple Reign

SANTA GERTRUDIS SALE

Mark your calendar for our

3rd Annual *Baby Doll Sale* Aug. 30, 2022

Wendt Ranches · Bay City, Texas

Also for sale, breeding-age bulls at the ranch, private treaty!

S
S

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

S
S

SANTA GERTRUDIS USA

IN THIS ISSUE

- 6** Beef-Up Your Registry Platform Skills
- 8** 2022 NJSGS Announcement
- 10** 2022 SGBI Annual Meeting Registration and Schedule
- 14** Experience Kentucky
- 16** Get Involved and Make a Difference
- 17** Another Strange Happening
- 18** Reverse Bourbon Raffle – Making the Selection
- 22** 2022 SGBI Hall of Fame – Hoover Case
- 23** 2022 SGBI Hall of Fame – Dr. Porter Rodgers
- 26** Don't Panic! Preparing for Calving Season Is Simple and Easy
- 28** 2022 SGBI Hall of Fame – Diana Ruiz

DEPARTMENTS

- 6** Trail Talk
- 8** President's Letter
- 12** Breed Statistics
- 12** Calendar of Events
- 12** Junior Letter
- 12** New Members
- 21** Ad Index



Santa Gertrudis USA (ISSN-10985026, USPS-013-876) is published monthly for \$30.00 US by *Santa Gertrudis USA* located at P.O. Box 427, Timnath, CO 80547. Periodicals postage paid at Timnath, CO and additional mailing offices. POSTMASTER: Send address changes to: *Santa Gertrudis USA*, P.O. Box 427, Timnath, CO 80547. Subscriptions: \$30 U.S. per year for all subscriptions to the U.S. and her possessions. First class subscriptions in the U.S. are available at \$50. Foreign surface mail subscriptions are \$30. Foreign airmail subscriptions are as follows: Mexico/Canada - \$60, Central America & South America - \$100, Europe and all others - \$110. We accept Mastercard, VISA and Discover. Materials in *Santa Gertrudis USA* may not be reproduced without the permission from the publisher.

Santa Gertrudis USA is recognized by the Santa Gertrudis Association as the official breed publication for Santa Gertrudis cattle; however, management, editing and financial responsibilities are vested in Blueprint Media LLC. We reserve the right to edit or refuse any copy or advertising material submitted for publication. Blueprint Media, LLC hereby expressly limits its liability resulting from any and all misprints, errors and/or inaccuracies in advertisement or editorial content. The opinions and views expressed in all editorial material are those of the writer or the person interviewed and not necessarily those of *Santa Gertrudis USA*.



Feb. 2022 | Volume 25, Number 2

SANTA GERTRUDIS BREEDERS INTERNATIONAL

P.O. Box 1257, Kingsville, Texas 78364
Phone: (361) 592-9357
Fax: (361) 592-8572
info@santagertrudis.com
www.santagertrudis.com

EXECUTIVE DIRECTOR

Webb D. Fields
wfields@santagertrudis.com

REGISTRATION & MEMBER SERVICES SPECIALIST

Diana L. Ruiz
diana@santagertrudis.com

MEMBER SERVICES

Emma Ramirez
emma@santagertrudis.com

DNA COORDINATOR

Melissa Braden
melissa@santagertrudis.com

MEMBER SERVICES REPRESENTATIVE

Darren Richmond
djrighmd@gmail.com | (423) 364-9281

MAGAZINE STAFF

PUBLISHER

Blueprint Media
P.O. Box 427, Timnath, CO 80547
info@blueprintma.com

MANAGING EDITOR

Jessie Topp-Becker
jbecker@blueprintma.com | (701) 307-0772

EDITOR

Lisa Bard | lbard@blueprintma.com
(970) 498-9306

AD SALES | CATALOGS

Darren Richmond
djrighmd@gmail.com | (423) 364-9281

CREATIVE DIRECTOR

Kathie Bedolli | kbedolli@blueprintma.com
(540) 842-8228

MATERIALS COORDINATOR

Megan Sajbel Field

AD DESIGN

Holly Holland

ADMINISTRATION

Leslie McKibben

COPY EDITOR

Larisa Willrett

ON THE COVER

Santa Gertrudis females take a break from grazing a pasture at Hefte Ranch, Hondo, Texas.
Photo by Cate Doubet.

Providing Polled Power Genetics to the Santa Gertrudis Breed

777 FARMS

Chad, Jamie,
Patrick, Erin-Kay & Caroline Daniel
(870) 904-3070
triple7farms@gmail.com

2018-2021 Breeder of the Year

777
FARMS

CREECH FARMS

12483 NC 39 • Zebulon, NC 27597
Tony (919) 427-4679
Brandon (919) 761-3894
ccreech6@gmail.com
Herd No. 16769 • Herd No. 37879

CF

Polled Santa Gertrudis Association

Todd Osborne, Secretary & Treasurer
(859) 991-2438
peppydoc1@aol.com

**forward and ride the
WAVE OF SUCCESS!**

SR Surge

4/19

Semen Marketed By:

WR

Wiley Ranch
Erik or Kim Wiley
155 Sayes Rd. | Deville, LA 71328
318.481.8082 | 318.481.6927
erikkeri@yahoo.com

A

**AMERICAN
CATTLE
ENTERPRISE**

Contact:
Richard Hood | 979.224.6150
Trey Kirkpatrick | 979.324.5518



Surge will improve any female's EPD profile.

- Maternal brother to the breed leading AI sire SR Genesis 75/3. Out of the great SR arkoma 30/0 donor cow.
- Breed to your heifers! Curve bender - Low Birth Weight to exceptional growth. Sleep easy at night calving!
- #1 combined carcass bull in the entire breed. No other bull combines as much marbling and ribeye area EPD when searched in the SGBI data base.
- He is the young sire that will enhance EPDs to where his progeny will be favored by the buyers. He post elite ranking EPDs in the top 1% of the breed for SC, 2% Marbling and 5% REA.
- He is a 3rd generation trait leader for marbling - including his sire, grandsire, as well as himself being a current young sire trait leader.

Reserve your 10 unit package.
Purebred - \$75 per straw | Commercial - \$30 per straw

The #1 EPD profile in the breed!

BW	WW	YW	MILK	TM	SC	HCW	REA	MARB	TEND	Bal Idx	C/C Idx	Term Idx
-1.2	15	24	-8	0	1.53	18	0.24	0.39	0.02	2%	2%	2%
5%	25%	20%	>95%	--	1%	10%	5%	2%	90%			

Flying C Ranch

Lester & Ouida Cossey
2639 Gum Springs Rd., Searcy, AR 72143
(501) 207-2272
ouidac@att.net



GRAY OAKS FARM

Dennis Jones, owner
905 Foxtrap Rd., Russellville, AL 35654
Home: (941) 735-9391
Austin Logan, Manager
(256) 335-8821



WILEY RANCH

Erik or Kim Wiley
155 Sayes Rd., Deville, LA 71328
(318) 481-8082 • (318) 481-6927
erikkeri@yahoo.com





Trail Talk

EXECUTIVE DIRECTOR'S REPORT

By Webb D. Fields

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

As I write this article, we are preparing for the National Santa Gertrudis Show to be hosted in Fort Worth, Texas. I am looking forward to visiting with breeders during this event. As always, I look for a great turnout and cattle that seem to get better year after year.

Getting packed and ready for the week also reminds me of the seemingly constant debate about show cattle's relevance in today's commercial marketplace. At times, raising a commercial herd in the year 2022 can seem more like a job for a statistician than a cowman. Combining through expected progeny differences, comparing indexes and collecting DNA have become a necessity for those breeders who want to stay on the cutting edge within the industry.

So where does parading cows around in a circle and placing them based on visual conformation come into play? Why is it important or relevant to a vast commercial industry that we continue to try to penetrate? While I've heard debate on about every side of this conversation, I think exhibiting cattle is still vitally important, not only for our association but the industry as a whole.

First, I think the show industry helps support youth development, a role that I could argue is the most important. Without developing leaders from within, who will take over the ranch once we are ready to retire? It already feels at times that we are in an industry whose labor and leadership gets harder to replace every year, so we must ensure we are educating some of the best and brightest to become future breeders down the road.

Retention is not only important, but training and teaching youth about this industry through the youth leadership activities involved within the show ring is important so that, moving forward, our community leaders have an understanding and respect for the beef cattle industry. It seems like empty grocery store shelves in recent history have given the general public more respect for where food comes from, but we must have our youth ready to tell the story of our way of life for years to come.

I also think that no matter how technical and predictive the industry gets, visual evaluation is still important and will remain so moving forward. This breed does a better job than most in adopting the science. We know the benefit of the data and will continue to track the data and follow the science. However, this data does come from phenotypes – those factors that are involved in visual evaluation. Beyond the evaluation itself, as I travel across the country, I notice that those animals that are the best visually still capture a premium, especially if they are accompanied by a progressive set of genetic tabulations. Good-looking cattle are still in high demand. Making sure our membership understands and selects cattle that are phenotypically pleasing is important

and ties well into what commercial cattlemen are after.

While I say that, I don't mean the tallest, prettiest animal is what should be selected in the show ring, but those animals that are sound structured, capacious and easy doing, along with being moderate in their kind and attractive in their design; those types of animals should be sought after and recognized. Show cattle that have real-world relevance in their phenotypic attributes help close the gap between show cattle and the commercial industry.

There is also more to taking cattle to a show than exhibiting them in the show ring. The comradery that comes from gathering around these events has just as much value. Breeders being able to get together, share ideas and swap genetics is what it's all about. We have also gotten away from the value of taking cattle to these shows just to showcase your herd. Exhibiting these cattle to bring attention to your ranch, the genetics you are producing and trying to turn showcasing these animals into a later sale is an important part of these exhibitions. I look forward to these gatherings this year and the benefit they will bring as a piece of the bigger puzzle of growing this great association. 🐾

Beef-Up Your Registry Platform Skills

SGBI Annual Meeting to Feature Hands-On Training for New Registry Platform

Santa Gertrudis Breeders International (SGBI) members are quickly becoming familiar with the association's new pedigree and registry platform. Launched in November, the new system allows SGBI members and Santa Gertrudis breeders to enter their own data, search easily for individual animals and their data, and record, track, access and utilize more data on registered, pedigreed Santa Gertrudis and STAR 5 cattle.

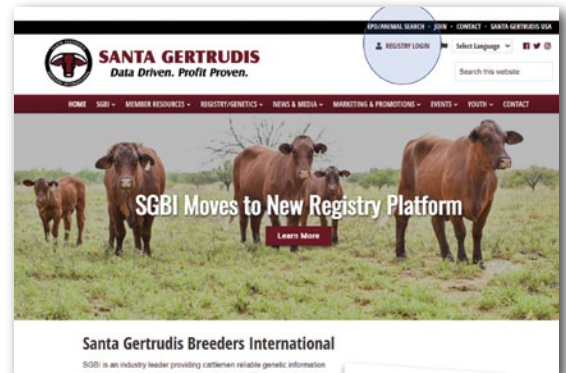
While the new system is very user friendly, there is still a learning curve. However, Emma Ramirez, SGBI member services, is confident that breeders will easily get the hang of it once they are in the system and start using it.

To help breeders learn the new system, Ramirez will provide training during the upcoming SGBI Annual Meeting. The training will take place Friday, April 8 at 8 a.m. As part of the training, she will demonstrate how to use the new platform to register an animal, update production data, dispose of an animal and transfer ownership.

This in-person training is just one of the many ways SGBI is providing training for members. A detailed walk-through of the new registry platform was also featured in the January issue of *Santa Gertrudis USA* and can now be found on SGBI's website, www.santagertrudis.com.

SGBI staff is committed to making sure members and breeders feel comfortable entering their own data and conducting their own registrations and transfers.

"We are all learning this new system," Ramirez says. "We are excited to start using this new system and allowing breeders more control of inputting their own cattle data." 🐾



MID-COAST
CATTLE ASSOCIATION

2022 INTERNATIONAL Super Sale

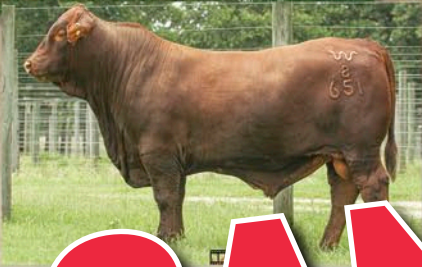
MARCH 4, 2022

FRIDAY AT 6:30PM
HOUSTON, TEXAS

InterContinental Houston - Medical Center
6750 Main St | Houston, Texas 77030

Join us at 5:30 pm for a Social and Party

Top Donors and Trait-Leading Females
Winning Show Heifers, Flushes and Embryos



CANCELED



2022 Hotel Accommodations

InterContinental Houston

713.422.2779

Room Block:

SANTA GERTRUDIS

*Hotel transportation will be available to and from the
Houston Livestock Show & Rodeo.*

Sale managed by:



Richard Hood | 979.224.6150 | richardh@amscattle.com

This sale will be broadcast live on the internet.

DVAuction
Broadcasting Real-Time Auctions
Real time bidding & proxy bidding available.

A Global Consignor & Buyer Sale

Breed Leading & Changing Genetics

PRESIDENT'S LETTER

By Nancy Wunderlich

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



Well hello, February! Where did January go? The Santa Gertrudis Breeders International (SGBI) spring calendar is packed with upcoming events. Our Santa Gertrudis cattle will be represented at conventions and trade shows along with SGBI-sanctioned point shows across the United States. Numerous sales are scheduled in locations near you. Make sure you check out the Calendar of Events on page 12, so you don't miss any of the great events.

We go to Lexington, Ky., April 7-9 for the Santa Gertrudis Breeders International Annual Meeting. Our eastern members have been working diligently to plan a fun-filled, down-to-business event.

"I look forward to everyone being able to attend the annual meeting in Lexington and experience all that makes the Bluegrass State great," says Nolan Taylor, SGBI 71st Annual Meeting chairman.

Members attending the SGBI Annual Meeting will have an opportunity to tour the University of Kentucky beef farm and the beautiful Keeneland race-track. At Keeneland, members will get to watch live Thoroughbred horse racing for the afternoon. Members will also have time to tour many of the horse farms in the area, take pictures with Triple Crown winners and visit the Kentucky Horse Park about 30 minutes outside of Lexington. Read more about the annual meeting tours on page 14.

The Bourbon Trail is also a huge tourist draw for central Kentucky. Whether you're a bourbon fan or just a history buff, the Bourbon Trail allows you to tour distilleries and learn about one of the largest and most important Kentucky industries. The reverse raffle drawing at the banquet will be an exciting way to end the event where the last 50 tickets drawn will get a custom-made, hand-selected, single-barrel bottle of Kentucky bourbon from New Riff Distillery in New Port, Ky. The last ticket drawn will also receive \$250 cash and a commemorative bourbon barrel head from New Riff. Read about the raffle and how the bourbon was selected on page 18. Please contact any board member, SGBI Executive Director Webb Fields or the SGBI office to purchase tickets. There will only be 150 sold, so don't wait!

I hope you are making plans to join us for the association's annual gathering. You can find the schedule, registration form and much more in this issue of *Santa Gertrudis USA*. 🐄

SGBI OFFICERS OF THE BOARD

PRESIDENT Nancy Wunderlich

PRESIDENT ELECT Gene Kubecka

SECRETARY/TREASURER Nolan Taylor

BREED IMPROVEMENT Kathryn Hefte

LONG RANGE PLANNING Alicia Sanchez

MARKETING & PROMOTION Erik Wiley

MEMBERSHIP Tony Creech

YOUTH ACTIVITIES Suzanne Fulton

SGBI BOARD OF DIRECTORS BY REGION

WESTERN REGION

Tylor Braden (Texas)

King Ranch®, Inc.

(361) 219-0434 | tbraden@king-ranch.com

Suzanne Fulton (Texas)

Fulton Farms

(940) 382-3611 | fultonfarms39@gmail.com

Kathryn Hefte (Texas)

Hefte Ranch

(210) 414-2493 | hefteranch@gmail.com

Gene Kubecka (Texas)

Wendt Partners

(979) 240-5311 | wendtranches@hotmail.com

Rafael Miranda (Colo.)

Cherokee Ranch

(303) 888-5297 | rmvls65@gmail.com

Michael Seay (Colo.)

J5 Cattle Ranch

(303) 621-4548 | michaelgseay@icloud.com

Nancy Wunderlich (Texas)

Wunderlich Farms

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

EASTERN REGION

Craig Lopossa (Ind.)

Red View Farms

(812) 829-8053 | craiglopossa@yahoo.com

Cody Mattingly (Ky.)

Mattingly Farms

(270) 668-3177 | mattinglyfarms96@yahoo.com

Trai Stegall (Miss.)

Stegall Farms

(662) 296-5120 | trais3@hotmail.com

Arlin Taylor (Ala.)

Tinney Farms

(256) 507-3838 | arlin.taylor@bhamfast.com

Erik Wiley (La.)

Wiley Ranch

(318) 481-8082 | erikkeri@yahoo.com

AT-LARGE DIRECTORS

District 1 – Alicia Sanchez (N.M.)

Red Doc Farm

(505) 463-1993 | alicia@justiceins.com

District 2 – Richard Hood (Texas)

American Marketing Services

(979) 224-6150 | richardh@amscattle.com

District 3 – Amber Robertson (La.)

Running R Cattle

(337) 377-9720 | runningrcattle@yahoo.com

District 4 – Ricky Cleveland (Ala.)

Quail Valley Farms

(205) 533-5049 | ricky@xcelmasonry.com

District 5 – Tony Creech (N.C.)

Creech Farms

(919) 427-4679 | creechfarms6@gmail.com

District 6 – Nolan Taylor (Ky.)

Windcrest Farm

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

SAVE THE DATE!

June 19-24, 2022
Texarkana, Ark.

2022 National Junior Santa Gertrudis Show

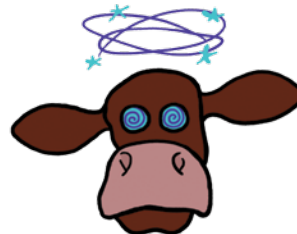
Planning is underway for the 2022 National Junior Santa Gertrudis Show (NJSGS), June 19-24 in Texarkana, Ark.

The annual NJSGS is the highlight event for National Junior Santa Gertrudis Association (NJSQA) families. More than 1,000 junior members, their families and sponsors attend the NJSGS each year where youth showmen exhibit more than 600 head of cattle. In addition to the cattle show, junior members compete in a variety of leadership contests during the week-long event that promotes personal development and agricultural excellence. Juniors also have opportunities to compete for scholarships as well as NJSQA leadership positions.

More information, including a schedule and registration information, will arrive in future issues of *Santa Gertrudis USA*, but mark your calendars and save the date.

For more information, contact Suzanne Fulton at (940) 368-7630 or esterry@hotmail.com. 🐄

2022 NJSGS



DEJA MOO
ALL OVER AGAIN

★★★
TEXARKANA, AR

SANTA GERTRUDIS DISTRICT VI BREEDERS



Living the High Life in Tall Grass

Look for Our Consignments

Crimson Classic Sale

April 23, 2022

Cullman, Ala.

Kentucky National Sale

July 16, 2022

Bowling Green, Ky.



SHAMPAIN RANCH
(217) 734-2283

C BAR C RANCH



De Soto, MO 63020
Alan Clark
Bud & Kelly Clark
(314) 607-1076
bud@cbarcranch.net

WWW.CBARCRANCH.NET

OSBORNE LIVESTOCK

Todd, Donna, Dalton & Ashley Osborne
Sparta, Ky. • Lathrop, Mo.



(859) 991-2438

peppydoc1@aol.com

Parker Farms



parkerfarms@scrtc.com

Charles, Deanna, Chip, June & Carsen Parker
5552 Jackson Hwy. • Cave City, KY 42127
(270) 670-6285 • (270) 670-6776

Shampain Ranch

Santa Gertrudis Cattle

Del & Ginny Thomas

Pleasant Hill, IL 62366

(217) 734-2283 • (618) 535-4470

ginny2@irtc.net



Herd #4434

RED VIEW FARMS

5480 Jordan Village Rd.

Poland, IN 47868

(812) 829-8053

craiglopossa@yahoo.com



WINDCREST **John & Nolan Taylor**

REGISTERED SANTA GERTRUDIS CATTLE

Gertguys@windstream.net

1238 Claggett Rd.

(270) 589-9046

Leitchfield, Ky. 42754

Herd No. 10772

SANTA GERTRUDIS BREEDERS INTERNATIONAL

LET THE SPIRITS LEAD YOU



REGISTRATION FORM

Name: _____ Spouse: _____

Ranch Name: _____ Herd No.: _____

Phone: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

COMPLETE REGISTRATION INCLUDES:

All sessions and meals for Thursday-Saturday, President's Dinner and Hall of Fame Inductions

\$200.00 per person x _____ = \$ _____ *If received BY March 16, 2022*

\$225.00 per person x _____ = \$ _____ *If received AFTER March 16, 2022*

A LA CARTE TICKETS AVAILABLE:

THURSDAY *a la carte tickets*

WELCOME SOCIAL

\$75 per person x _____ = \$ _____

FRIDAY *a la carte tickets*

ALL FRIDAY ACTIVITIES, INCLUDING A DAY AT KEENLAND DOWNS

\$100 per person x _____ = \$ _____

SATURDAY *a la carte tickets*

SGBI ANNUAL MEETING BREAKFAST

\$50 per person

SGBI ANNUAL MEETING BREAKFAST AND PRESIDENT'S DINNER (includes Awards Social)

\$150 per person x _____ = \$ _____

PAYMENT METHOD

Check No.: _____ TOTAL: \$

Credit Card: ☐ Visa ☐ Mastercard
please check one

Credit Card No.: _____

Expiration Date: _____

Card Holder Name: _____

Card Holder Signature: _____

Mail registration to:

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

TENTATIVE SCHEDULE

Thursday, April 7

2:00 p.m.-6:00 p.m.

Board of Directors Meetings and Committee Meetings

7:00 p.m.-9:00 p.m.

"Welcome to the Bluegrass State" Social

Friday, April 8

7:00 a.m.-8:00 a.m.

Breakfast

8:00 a.m.-9:00 a.m.

DigitalBeef Presentation

10:00 a.m.

Bus leave for University of Kentucky (UK) Research Farm

10:30 a.m.-Noon

UK Research Farm Beef Center

Noon

Bus leave for a day at Keenland Downs

5:30 p.m.

Bus return to hotel, dinner on your own

Saturday, April 9

8:00 a.m.-9:00 a.m.

Breakfast

9:00 a.m.-Noon

Annual Membership Meeting

Noon-6:00 p.m.

Free Time

6:00 p.m.-7:00 p.m.

Social

7:00 p.m.-10:00 p.m.

President's Dinner, Hall of Fame Inductions and Awards Banquet

HOST HOTEL

Embassy Suites

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

Group Code: CESSGB

LIMITED EDITION BOURBON REVERSE RAFFLE

150 tickets will be offered at \$150/ticket. The last ticket drawn will receive:

- Bottle No. 1 of 50: SGBI limited edition bourbon
- Cask head from SGBI limited edition bourbon distillery cask
- \$250

The last 49 tickets drawn will receive an SGBI limited edition bottle of bourbon numbered 2-50.





MARCH 19, 2022

11:00 am

Briggs Ranches

Traylor Division | Bloomington, TX

NEW LOCATION

Offering to Include
REPLACEMENT FEMALES
SHOW PROSPECTS

"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
- ◆ Corporron Acres, Jim Corporron
- ◆ Pinnacle Cattle Co., Rodney & Barbara Corporron
- ◆ Four J Cattle Co., Larry Justiss Family
- ◆ Hargis Ranch, Phillip & Dana Hargis
- ◆ Harris Riverbend Ranch, David & Laurie Harris
- ◆ Rancho Salida Del Sol, John & Pam Liford
- ◆ Strait Ranches, Y.N. Strait Family
- ◆ Townsend Cattle Co., Ivan Townsend Family
- ◆ Twin Creek Ranch, Wes & Lou Hall
- ◆ Wendt Ranches, Gene & Nancy Kubecka and Daniel & Lauren Kubecka
- ◆ Wiley Ranch, Erik & Kim Wiley

Sale Schedule

Friday, March 18th

5:00pm - Cattle Viewing

6:00pm - Dinner

Saturday, March 19th

8:00am - Cowboy Coffee

11:00am - Sale Begins

This sale will be broadcast live on the internet.

DVAuction

Broadcasting Real-Time Auctions
Real time bidding & proxy bidding available.

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

www.facebook.com/bluebonnetclassicsale/

For inquiries contact: Zoe Justiss 361.772.5613 • John Justiss 361.772.0301

SANTA GERTRUDIS *Calendar*

FEBRUARY

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

MARCH

- 4** Mid-Coast International **CANCELED** Sale, Houston, Texas
19 Bluebonnet Classic Sale, Bloomington, Texas
24 Super American Sale at Briggs Ranches, Bloomington, Texas
26 Purple Reign Santa Gertrudis Sale, Magnolia, Ark.
26 Savannah River Cattleman's Sale, Augusta, Ga.

APRIL

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

MAY

- 7** Mid-Coast Cattleman's Opportunity Sale, Industry, Texas
14 Breeders of the Carolinas Sale, Chester S.C.

JUNE

- 10** ACE 6-Year-Old Mature Cow Dispersal, Blountsville, Ala.
11 ACE Premier Invitational Heifer Sale, Blountsville, Ala.
19-24 2022 National Junior Santa Gertrudis Show, Texarkana, Ark.

JULY

- 15-16** Kentucky National Show & Sale, Bowling Green, Ky.

AUGUST

- 30** Baby Doll Sale, Bay City, Texas

SEPTEMBER

- 10** Southern Harvest Sale, Deville, La.
16-17 District 6 Haltered Heifer Show & Sale, Corydon, Ind.

SANTA GERTRUDIS WELCOMES *New Members*

Active Members

Oak Hill Santa Gertrudis, JT Magness and Dorinda Lee, Powersite, Mo.

Caddo Way Ranch, Michael Ullman, Waxahachie, Texas

Commercial Members

Colton Talbert, Liberty, N.C.

KD Ranch, Dustin McKee, Chillicothe, Ohio

Jason Martin, La Vernia, Texas

Todd and Kayla Otahal, Corpus Christi, Texas

Junior Members

Drake Hines, Denham Springs, La.

Jacob Hession, Denham Springs, La.

Fiona Joseph, Baytown, Texas

Jaxon Mogonye, Baytown, Texas

SANTA GERTRUDIS *Juniors*

By Tommy Dunaway, District 1 Director

Hello, from the Magnolia State. I am Tommy Dunaway, and I am currently serving as one of your District 1 directors. I have been busy with breeding season for my small herd of registered Santa Gertrudis and STAR 5 cattle and getting prepared for the upcoming show season.

This year has brought challenges, specifically as I lost one of my best show heifer prospects in an accident on our farm. That experience was a reminder that, just as in life, raising and exhibiting cattle is often unpredictable and requires perseverance. Through connections made while exhibiting these cherry red cattle, I was able to find a replacement. That is one of the best opportunities afforded to juniors in our association. Through relationships made at open shows and junior nationals, you have a network of breeders with high-performing genetics that offers many options for a replacement heifer.



CONTINUED ON PAGE 18 ➤

REGISTRATIONS, STAR 5 RECORDINGS AND TRANSFERS BY DISTRICT

DECEMBER 2021

ACTIVE MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	15	3	1	0
2	135	26	0	14
3	19	4	0	25
4	17	36	0	20
5	61	1	0	13
6	7	1	0	3

JUNIOR MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	10	0	0	15
2	1	0	0	0
3	3	0	0	5
4	1	0	0	0
5	0	0	0	0

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 SMALL BREEDERS GROUP

Brad & Sarah Carlile
(214) 514-6145

Madisyn Douglas
(913) 915-2933



ARROW CREEK

SANTA GERTRUDIS
M. C. LONGACRE, JR.
Old Cedar Point Farm
Elizabethtown, KY **HERD 8859**
(270) 505-2910 • clongacre60@gmail.com



www.excellsantagertrudis.com

BRED TO EXCELL

Consistent • Predictable • Proven

Sam, Sandy and Todd Hyde

Santa Fe, TX 77517
excellsantagertrudis@gmail.com

Todd: 281.705.0832



Carley's Show Cattle

Ben, Leah & Carley Morgan
205 Madison St. • Portia, Ark.
(870) 759-1948 or (870) 759-1947
benandleahmorgan@gmail.com

PUREBRED SANTA GERTRUDIS AND STAR 5 CATTLE

IRON OAKS CATTLE IO

Lou & Robin Breving 10 years of
Alvarado, Texas breeding to achieve
817-821-7540 PERFORMANCE
loub5@yahoo.com with BALANCE!

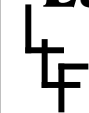
ARROW CREEK SANTA GERTRUDIS

AT OLD CEDAR POINT FARM • ELIZABETHTOWN, KY.



(270) 505-2910
Herd No. 8859

LUCKY L FARM



SEAN, RAMONA,
DYLAN & KAYLEE LEDDY
550 Sunset Ridge
Cave City, Ark. 72521
(870) 805-1938
luckylfarm12@gmail.com

Santa Gertrudis
STAR 5

Ridge Point Ranch

Mark & Dixie Clay
4522 Hwy. 84E • Meadville, MS 39653
(601) 573-0204 • dixieclay@att.net
Herd No. 1541

Rockin B Farm

SANTA GERTRUDIS
Mickey & Josh Bowman
Staley, N.C.
(336) 669-5771 (336) 215-4774

Herd No. 13517

SQUARE RUNNING M CATTLE

Registered
Santa Gertrudis Cattle
Chadwick Murray
Nacogdoches, Texas
(936) 275-7917



TRIPLE P RANCH

Mike, Kim or Tate Peppercorn
11090 FM 356 • Trinity, Texas 75862
(713) 703-8937 • (281) 825-8459
(936) 222-1164
kim.peppercorn@yahoo.com



VZ Cattle

Scott & Tracy Van Zile
New Boston, Texas 75570
(903) 908-2910 or
(903) 908-0606
vzcattle@gmail.com



EXPERIENCE KENTUCKY

Get a Glimpse of Kentucky's Best During Annual Meeting Tours

Attendees of the 71st Santa Gertrudis Breeders International (SGBI) Annual Meeting will have the opportunity to participate in two unique tour experiences – University of Kentucky's Animal Science Beef Unit and Keeneland. Both tours are a great way for SGBI members to experience the best of Kentucky.

University of Kentucky Animal Science Beef Unit

Fun fact: With approximately 1 million beef cows, Kentucky has the largest beef cow herd east of the Mississippi River and the eighth largest nationally. Beef cattle provide the primary means for converting Kentucky's 7 million acres of pasture and forage into useful products. The University of Kentucky College of Agriculture has one of the most comprehensive beef research programs in existence, and we are excited to learn about their ongoing research programs and view their incredible facilities.

The University of Kentucky Department of Animal & Food Sciences has various on-campus research facilities. In addition to these facilities, the department operates several research farms in the greater Lexington area. The 1,500-acre Animal Research Center (ARC) in nearby Woodford County is the current home of the Beef Research Unit and the Sheep Unit. As part of the SGBI Annual Meeting, SGBI members will tour the Beef Research Unit.



The Animal Science Beef Unit at the ARC in Woodford County provides state-of-the-art facilities for conducting beef cattle production and management research. The Intensive Research

building provides space for offices and laboratories, as well as 36 individually housed animals, a surgery suite and animal handling and support, all with environmental control. Production facilities include 48 pens for feeding experiments, 60 Calan gates for individual feeding and 24 individual pens for more intensive sampling or feeding studies. A feed center for diet preparation and a handling facility for sorting and weighing animals surrounds the center on approximately 450 acres, including 32, 7.5-acre pastures for grazing nutrition experiments.

The Beef Unit is home to a variety of research activities involving a number of disciplines and spans the spectrum from basic to applied research. The facilities provide the opportunity for the Beef Unit team to generate innovative, unbiased research to address beef production and profitability. Many of the research projects are conducted jointly by research and Extension faculty.

One of the aims of the Beef Unit is to provide learning opportunities for producers, students and others. The Beef Unit facilities are available for field days and events, such as the annual meeting tour, and focused training and transfer of the latest technologies. The unit also provides students with hands-on opportunities with animals to increase their understanding and appreciation for real-world applicability of concepts taught in the classroom. The ARC beef cattle herd is used for several courses taught by Department of Animal & Food Sciences faculty.

The ARC Beef Unit's state-of-the-art facilities help ensure that Kentucky's beef industry is competitive in a changing and demanding marketplace.

Keeneland

Located in the heart of central Kentucky and surrounded by acres of Kentucky Bluegrass, Keeneland is a world-

wide attraction with an important role in Thoroughbred breeding and racing. A National Historic Landmark, Keeneland features beautifully landscaped grounds that attract fans and horsemen alike.

The Keeneland Association was founded in the early 1930s by a group of prominent central Kentucky Thoroughbred breeders with a goal to "create a model race track to perpetuate and improve the sport and to provide a course that is intended to serve as a symbol of the fine traditions of Thoroughbred racing."



Since opening in October 1936, Keeneland has been unique in the Thoroughbred industry. Only at Keeneland are world-class racing and industry-leading sales united under one mission-driven entity.

As the world's largest and most prominent Thoroughbred auction house, Keeneland conducts four sales annually in January, April, September and November. Graduates of Keeneland sales include undefeated 2018 Triple Crown winner and Horse of the Year, Justify, along with 117 horses that have won 126 Breeders' Cup World Championship races.

Let the spirits lead you to Lexington, Ky., and the 71st SGBI Annual Meeting!

Tradition, beauty and world-class Thoroughbreds make Keeneland racing a spectacle to behold. For more than eight decades, the best horses, owners, trainers and jockeys converge at Keeneland each April and October to compete in "racing as it was meant to be."

CONTINUED ON PAGE 25

1ST ANNUAL **ACE**

Brangus & Santa Gertrudis Bull Sale

INCLUDING LOUISIANA BRANGUS BREEDERS' BULLS



4.9.2022

10:30 am | Effie, LA

170+ Brangus
& Santa Gertrudis
Bulls

Combining and featuring the
latest Blackwater, Salacoa
Valley, Quail Valley Farms and
Wiley Ranch Genetics

APRIL 8TH AT 6:30 PM

ALL you can eat AUTHENTIC
Louisiana Crawfish Boil!

APRIL 9TH AT LUNCH

Featuring World Famous Natchitoches
Louisiana Meat Pies



SEMEN & CATTLE SALES:

Richard Hood 979.224.6150
Trey Kirkpatrick 979.324.5518
Todd Harvey 386.288.8059

OPERATIONS:

Effie, LA
Erik Wiley 318.481.8082
Kim Wiley 318.481.6927

OPERATIONS:

Blountsville, AL
Brian Wood 205.410.7834
Fairmount, GA
Josh Brooks 404.597.5449

GET INVOLVED AND MAKE A DIFFERENCE

Join One of SGBI's Many Committees

Membership is the foundation of a progressive breed association like Santa Gertrudis Breeders International (SGBI). And we don't just say that; we mean it. Member involvement is paramount to the growth and success of our breed and association. While there are countless ways to get involved with SGBI, serving on one of SGBI's 12 committees and subcommittees is one of the most valuable ways you can contribute to the association. Whether you've been involved with the breed for one year or decades, we invite you to join a committee, get involved and make a difference.

And there's no better time to get involved than the upcoming annual meeting. We hope you're making plans to join us in Lexington, Ky., for this year's event. The agenda is chock full of opportunities to learn, network and have fun. The activities will begin with committee meetings on Thursday, April 7; this is a great time to get involved in the association.

SGBI has 12 committees and subcommittees. 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 neat things about our committees is the diversity of members that are represented. Each member has unique experiences they can leverage during committee discussions. What unifies our members is their common interest in Santa Gertrudis cattle, but the different experiences and ideas members bring to the table is invaluable to keep the association moving forward.

Read more about each of the committees, pick one and get involved!

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. 🐄

SANTA GERTRUDIS *Production*

ANOTHER STRANGE HAPPENING

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



Most of you are aware that I like to share about the strange happenings that often cross my path related to Gulf Coast cattle production. In this article, I highlight another strange happening.

This past December, I became aware of something strange that occurred to two mature cows in a moderate-sized, well-managed registered cattle herd. My cattle producer friend found two cows separated from

the herd and standing against the perimeter fence of a large pasture, head down and slobbering; the cows also appeared to have vision loss. These cows had an absent “menace reflex,” which is a blink reflex that occurs in response to the fast approach of an object to the eye, like your hand. Healthy animals should always blink and may even turn their head, neck or body to avoid potential eye damage.

After much head scratching, veterinarian consultation (which is always the correct call) and multiple tissue (including brain) sample collections from the now-deceased cows, a diagnostic laboratory was consulted. All tissue samples were sent to the state veterinary diagnostic laboratory for diagnosis. The diagnostic laboratory determined that the cause of death was listeriosis. This was determined by means of bacterial culture of brain tissue. The organism responsible for such odd cattle behaviors was determined to be *Listeria monocytogenes*. Most definitely not a common beef cattle ranch scenario.

Listeriosis (aka the “circling disease”) is something I teach my sheep and goat management students about. To avoid the possibility of a listeriosis affliction, do not feed any type of moldy hay to small ruminant livestock. Upon further investigation and reading, the strange cow behaviors made some sense because this small, motile, gram-positive, coccobacillus infects the brain stem of ruminants after ingestion and bacteria movement through the intestinal wall. The resulting nervous system bacterial infection produces damage to the cranial nerves in the brainstem. Infections acquired by ingestion can affect the whole herd; however, clinical signs may only appear in a few animals as I described above.

Common signs of listeriosis include facial paralysis, head tilt, loss of sensation, depression and leaning or resting against stationary objects. Other causes of neurological disease in cattle (or other animals) can make a listeriosis diagnosis challenging. These other diseases with similar symptoms include rabies, poliomyelomalacia (PEM or

polio: common to sheep/goats due to a vitamin B1 deficiency) and thromboembolic meningoencephalitis. As in the case of my friend’s cows, death can occur rather quickly (fewer than three days) or much slower, and animals infected with listeriosis can excrete this organism in manure or milk. If the bacteria are present in the soil/plant interface (pastures), younger cattle or cattle with weak immune systems will be the first to show signs of listeriosis. *Listeria monocytogenes* can persist for up to two years and seems to be more prevalent in the winter-spring time of year.

Listeriosis can occur in ruminant feedlots or in housed livestock that consumed poor-quality silage. However, *Listeria monocytogenes* can be found anywhere in the environment and has been isolated in 42 species of animals, 22 species of birds, as well as fish, sewage, water, milk, cheese, silage and other feedstuffs. In my friend’s case, it was ultimately determined that the source of this bacteria was most likely an “almost” emptied liquid feed container not used in many months. This 300-gallon liquid feeder had recently been refilled for the winter, dry-grass, grazing season.

Recovery from listeriosis depends upon early and aggressive antibiotic treatment, requiring very high doses to get the antimicrobial into the brain. Listeriosis in livestock is treated with penicillin, oxytetracycline or erythromycin. Twice daily treatment usually takes up to two weeks or more. The mortality rate in cattle is as high as 50 percent; 100 percent in my friend’s two strange-acting cows. Unfortunately, there is no vaccine for listeriosis.

This month’s article is by no means a diagnostic tool, just a cautionary tale of another strange happening we often encounter at the ranch. We can never be too careful when it comes to our critters. 🐄



LA CAMPANA RANCH

COMMERCIAL *AND* PUREBRED SANTA GERTRUDIS

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

REVERSE BOURBON RAFFLE

MAKING THE SELECTION

By Darren Richmond, SGBI Member Services Representative



In just two short months, the Commonwealth of Kentucky will be hosting the 71st Santa Gertrudis Breeders International (SGBI) Annual Meeting in Lexington, the home of Kentucky bourbon and the finest in Thoroughbred racing! The bourbon industry is worth an estimated \$8.6 billion to the state of Kentucky and accounts for more than 21,000 jobs, so the significance of bourbon to the state is very apparent. In mid-December, SGBI Board members Nolan Taylor and Craig Lopossa and I were invited to visit New Riff Distillery in New Port, Ky., on the banks of the Ohio River. New Riff Distillery is a family-owned and Kentucky-bred business based on an old tradition of distilling Kentucky bourbon. New Riff is a craft distillery, producing bourbon from corn, rye and malted barley. New Riff's dynamic, single-barrel program is the leader in the industry.

We arrived at the distillery and met our tour guides who gave us a very thorough tour of the barrel storage and bottling facilities. Afterward, we met with the single-barrel experts. We got to choose from three different single-barrel bourbons from a variety of in-depth bourbon descriptions of more than 10 different options. We were unanimous in our choice of two of the three bourbons that we chose to taste. After sampling the bourbon, we unanimously chose the single barrel for the special SGBI limited edition engraved bottles that will be available for raffle at the upcoming annual meeting.



The limited-edition New Riff SGBI bottles will be awarded using a reverse raffle at the SGBI Annual Meeting in Lexington, Ky., April 7-9, 2022.

One hundred fifty tickets will be offered for \$150 per ticket. The last ticket drawn will receive bottle No. 1 of 50 of the SGBI limited edition bourbon, a cask head from the SGBI limited edition bourbon distillery cask barrel and \$250. The last tickets drawn from 50 to 2 will receive a corresponding numbered bottle of bourbon.

To purchase tickets, contact any of our SGBI Board members. We look forward to a great gathering of Santa Gertrudis members and breed enthusiasts in the Bluegrass State!

Our annual meeting includes board and committee meetings along with our awards banquet with opportunities for Kentucky Bourbon Trail tours and a group outing to watch live Thoroughbred racing at the nearby Keeneland race-track. There will be plenty of time to explore all that central Kentucky has to offer, such as the Kentucky Horse Park and Thoroughbred farms where you can take pictures with former Triple Crown winning horses!

Let the spirits lead you to the 71st SGBI Annual Meeting! 🍷



We would like to extend a big thank you to New Riff Distillery and their staff for a very enjoyable tour and tasting. Also, thank you to John Ford and Nolan Taylor for reaching out to New Riff and making this happen! While in Kentucky, if you have time and are a bourbon fan, make sure to check out the Kentucky Bourbon Trail near Lexington where you will find several of the finest Kentucky bourbon distilleries.

JUNIOR LETTER

CONTINUED FROM PAGE 12

The SGBI Annual Meeting in Lexington, Ky., April 7-9, is open to all members. It provides a unique opportunity to network with breeders, get association updates, attend committee meetings, meet the office staff and directors, and address any issues within the association. This is what sets our breed apart in the beef industry. Our members are continually striving to improve genetics, marketability and communication with breeders to enhance our presence and success in the beef industry.

I am thankful we have so many opportunities to exhibit, market and learn about Santa Gertrudis cattle and hope to see you all at the Dixie National Santa Gertrudis Open Show in Jackson, Miss., on Feb. 15! 🍷

KORBAN CATTLE

EMBRYO ONLINE SALE

DATES EXTENDED

March 1st – March 4th

Sale starts March 1st at 12PM and closes March 4th at 2PM

Selling **300+** IVF Frozen Embryos

These embryos offer buyers great opportunities, including:

- K** The potential to develop top Purebred Santa Gertrudis and American Red cattle.
- K** Matings out of our top donors and sires that are trait leaders in the breed.
- K** We are offering non-sexed and sexed female embryos.

View matings at:

www.CattleEmbryoAuctions.com

This sale will be broadcast live on the internet.

DVAuction

Broadcasting Real-Time Auctions
Real time bidding & proxy bidding available.

Register to bid at DVAuction.com

or call 402.474.5557

Se habla español.

K

KORBAN CATTLE

Miller Alexander and John Hall

956.960.9099 | jhall.mexico@gmail.com



4S FARMS

Geraldine, Ala. 35974
Zane Troxtel, Farm Mgr.
(256) 641-0513
Robert Richey, Herd Mgr.
(256) 641-4400
www.4sfarmsllc.com

**Heath Farms**

Pat & Beverly Heath
387 Goodin Williams Rd.
Hodgenville, KY 42748
email: bheath12@windstream.net
(270) 358 4820

T&S FARM

Registered Santa Gertrudis & STAR 5 Cattle
Tommy Shealy (803) 730-3347
Chris Swygert (803) 223-3417
tsshealysbbq@yahoo.com cows1992@gmail.com
3500 Pond Branch Rd. • Leesville, S.C. 29070

GRANDVIEW FARMS

5400 Bexar Ave. East
Hamilton, AL 35570
www.grandviewfarm.biz

RESERVE NATIONAL CHAMPION BULL**"JOHN 316"**

Delmo Payne, Owner (205) 468-5319 (cell)
Brent Shaw, Manager (205) 412-5761 (cell)

WILLIAMS FARM

Kenny & Jackie Williams

Kentwood, LA 70444

(985) 229-0012 • (225) 276-6970 cell
williamskh1953@gmail.com Herd 38981

**BIERI FARMS**

P.O. Box 441 • Angleton, Texas 77516
(979) 849-7911
Herd No. 474 • www.bierifarms.com

Running M Ranch

Herd No. 2926

Jimmy & Ginger Montgomery

17925 Hwy. 82 • Union Springs, Ala. 36089
334.703.1314 (c) • 334.738.4886 (h)



Polled Bulls for Sale

GRAVES CREEK RANCH, LLC

BARRY POWELL

Columbia, MS
(601) 270-1561
bpowell@powelltransportation.com



PUREBRED
STAR 5

TWISTED "C" FARMS

Crossville, Ala.

Logan Charles 256.558.9441
Michael Charles 256.572.4941
ldc0512@yahoo.com

Tideland Farms

Al Shiyou
6033 Pontiac Dr.
Kiln, MS 39556



(c) 228.216.8731
(h) 228.255.8729

Replacement Heifers & Bulls
We Got Some Good Ones.

CHEROKEE RANCH

& CASTLE

SEDALIA, COLORADO

JAMES HOLMES
Executive Director
303-523-9503

RAFAEL MIRANDA
Ranch Manager
303-888-5297

CherokeeRanchandCattle.com**C BAR C RANCH**

De Soto, MO 63020

Alan Clark

Bud & Kelly Clark

(314) 607-1076

bud@cbarcranch.netWWW.CBARCRANCH.NET**R&M Farms**www.RandMfarm.com

REGISTERED SANTA GERTRUDIS

SEMEN AVAILABLE BY STRAW

www.HoffmanAlbreeders.com

SANTA GERTRUDIS x ANGUS & HEREFORD

R&M Farms

Ronnie & Marilyn Shorter

21 Rd. 3160 • Aztec, NM 87410

(R) 505-486-2109 • (M) 505-330-5477

ron.shorter9@gmail.com**Cox Mill Farms**

Herd #16315
C (919) 708-2816
H (919) 499-6741

Alan & Vivian Cox
6444 Cox Mill Rd.
Sanford, NC 27332

BUENA VIDA CATTLE COMPANY
Kevin & Heather Blewett and
Harrison & Kalli Kimble
Kingsbury, Texas • (210) 744-8100
buenavidacattle.com

**GOODIN FARMS**

AUSTIN, IN
SGBI Herd #19416

(812) 794-2624

www.goodinfarms.com

BERLEY, JERRY & TERRY GOODIN
Breeders of Santa Gertrudis Cattle
Official Nu Gen Project Farm

KC Ranch LLC

Kenneth W and Cynthia M Smith
(406) 945-2486 • (406) 945-4384
13067 Bristlecone Rd. • Henryetta, OK 74437
pioneerfluids@gmail.com

K/C

Raising registered SG replacement
heifers, bulls and STAR 5.



**TO ADVERTISE IN SG-USA,
CONTACT SALES REP**

DARREN RICHMOND

(423) 364-9281

djrichmd@gmail.com**CHEROKEE RANCH**

& CASTLE

SEDALIA, COLORADO

JAMES HOLMES
Executive Director
303-523-9503

RAFAEL MIRANDA
Ranch Manager
303-888-5297

CherokeeRanchandCattle.com**Jernigan Ranch**

Wayne & Lavonne
Buena Vista, GA 31803

O: (229) 649-2575 • H: (229) 649-7724

C: (229) 649-9659

Email: wjernigansr@gmail.com**MC Ranch**

6016 Salem Valley Rd.
Ringgold, GA 30736
www.mcranch.com

Wes McDaniel**Judy McDaniel**

(404) 630-1142

(404) 226-5177

Email: mcdanielwb@gmail.com**OLD AGENCY RESERVE**

ELIJAH ROBINSON
1513 Montford Rd.
Reynolds, Ga. 31076

(478) 973.2067

karoni17@yahoo.com



SANTA GERTRUDIS

**BREEDERS
OF THE CAROLINAS**

49th Annual

BREEDERS OF THE CAROLINAS SALE May 14, 2022

Chester Livestock Exchange, Chester, S.C.

OVER
100

**REGISTERED & SANTA GERTRUDIS-
INFLUENCED LOTS**

**Pairs, Bred & Open Heifers and
a Select Group of Bulls**

SALE MANAGER

Darren Richmond (423) 364-9281

djrichmd@gmail.com

SALE COMMITTEE

Randy Carpenter (910) 269-7717

Tony Creech (919) 427-4679

Michael Hadley (336) 376-8128

Lane Livengood (336) 848-1445

Scott Sherrill (404) 402-5601

Josh Bowman (336) 215-4774

TO CONSIGN & CATALOG REQUESTS

Darren Richmond (423) 364-9281

djrichmd@gmail.com

For more information, please visit our website

www.sgbreedersofthecarolinas.com

Advertisers

777 Farms	5
3WC Cattle.....	13
4S Farms	20
American Cattle Enterprise	15, 23
Arrow Creek Santa Gertrudis	13
Bieri Farms.....	20
Borchers Southern Y Ranches LP	20, 31
Briggs Ranches	20, 23
Buena Vida Cattle Company	20
C Bar C Ranch	9, 20
Carley's Show Cattle.....	13
Cherokee Ranch.....	20
Corporron Acres.....	24
Cox Mill Farms.....	20
Creech Farms	5
Crimson Classic Sale.....	29
Crosswinds Ranch	24
Diamond S Ranch.....	24
District 6 Breeders	9
Double TT Ranch.....	24

Excell Santa Gertrudis	13
Flying C Ranch.....	5
Four J Cattle.....	24
Fulton Farms.....	24
Goodin Farms.....	20
Grandview Farms	20
Graves Creek Ranch LLC	20
Gray Oaks Farm.....	5
Gyranda Santa Gertrudis	24
Hargis Farms	24
Harris Riverbend Farms	23, 24
Heath Farms	20
Hefte Ranch.....	24
Iron Oaks Cattle	13, 24
Jernigan Ranch.....	20
John Martin Ranches.....	24
KC Ranch LLC.....	20
King Ranch Inc	32
Korban Cattle	19
Kolle Red Angus	25
La Campana Ranch.....	17

Lucky L Farm	13
MC Ranch	20
Mid-Coast Santa Gertrudis Association.....	7
Myers Cattle & Land Corp.....	24
Old Agency Reserve.....	20
Olivarez Ranches	24
Osborne Livestock	9
Parker Farms	9
Pinnacle Cattle Co. LLC.....	24
Pitchford Cattle Co.	24
Polled Power Genetics	5
Polled Santa Gertrudis Association.....	5
R&M Farms	20
Red Doc Farms	30
Red View Farms.....	9
Richmond Photography & Video.....	24
Ridge Point Ranch	13
Rockin 3T Ranch	27
Rockin B Farm	13
Rocking A Ranch.....	24
Rose Hill Ranch	24
Running M Ranch	20
Santa Gertrudis Bluebonnet Classic Sale	11

Santa Gertrudis Small Breeders Group	13
Santa Gertrudis Breeders International	22
Santa Gertrudis Breeders of the Carolinas	21
Shampain Ranch	9
Siler Santa Gertrudis.....	24
Silverbrook Ranches	24
Square Running M Cattle	13
Strait Ranches.....	24
T&S Farm	20
Thomas Burnett Cattle Farm	24
Tideland Farms.....	20
Tinney Farms	2
Triple P Ranch	13
Twisted "C" Farms	20
Urbanosky Ranch.....	24
Vesper Ranch	24
VZ Cattle	13
Wendt Ranches	3, 24
Wiley Ranch.....	5
Williams Farm.....	20
Windcrest Farm.....	9
Wunderlich Farms.....	24

2022 SGBI HALL OF FAME

Hoover Case

By John Ford

“Now ol’ boy, you are going to be sorry when you get home with that empty trailer and Momma asks what you got bought.”

For 30-plus years, Hoover Case of Marshfield, Mo., has been the voice on the block for the Santa Gertrudis breed. His distinctive chant, pleasant personality and occasional admonishments to the ol’ boys who come up one bid short

have made him a favorite with Santa Gertrudis breeders from coast to coast.

Case has dedicated most of his life to auctioneering purebred cattle. His father, Willis Case, founded the Case Auction Company in 1939. Willis’ knowledge of farm real estate along with his farm equipment and livestock knowledge helped establish Case Auc-



SANTA GERTRUDIS

THE COMPLETE PACKAGE

Maternal Quality

Carcass Merit

Maximum Heterosis



Santa Gertrudis

Data Driven. Profit Proven.

361-592-9357 | santagertrudis.com

tion Company as the farm real estate specialists in southern Missouri. However, it was in 1966 when 16-year-old Case stepped into the sale ring with his Charolais heifer at the American Royal Charolais Sale that he knew he wanted a career as an auctioneer; but not just an auctioneer, he wanted to be a purebred livestock auctioneer.

Following graduation from Missouri State University in 1970, Case joined his father as a partner in Case Auction Company, launching the purebred livestock sales division. Over the years, Case Auction Services evolved into a nationally recognized company, providing marketing, auctioneering and sale management services for purebred livestock operations across the United States.

A life-threatening bout with bacterial meningitis in 1993 left Case paralyzed, but it did not dampen his desire to market seedstock, especially purebred Santa Gertrudis cattle. Case became heavily involved with the breed, selling high-profile events including the King Ranch 150th Anniversary Sale, Briggs Ranches sales and the Alabama Connection Sale. He has sold Santa Gertrudis sales, big and small, working to get the most for the seller, all the while making sure each bidder had an equal opportunity to purchase the animal of their choice.

In addition to marketing Santa Gertrudis cattle, Case has supported numerous breed events and activities and

CONTINUED ON PAGE 25 »

2022 SGBI HALL OF FAME

Dr. Porter Rodgers

"Love and tax advantages won't keep us in the game, but performance will."



Porter Rodgers, M.D., Santa Gertrudis herd No. 517, understood the importance of breeding cattle that fit the industry and was an early proponent of measuring, collecting and submitting performance data. During his tenure as Santa Gertrudis Breeders International (SGBI) president (1983-1985), the association laid the foundation for the breed's first expected progeny differences (EPDs).

Rodgers' operation, located in McRae, Ark., consisted of a purebred herd numbering 300 head and 300 commercial females. Rodgers utilized the performance information collected on the purebred herd to improve the commercial operation and vice versa. He regularly sent cattle to the feedlot, studied the performance results and made breeding decisions based on those results, confirming the cattle being produced on his operation performed for all members of the beef industry. Not only did Rodgers stress the importance of profitable performance domestically, but he also shared his performance-based message with breeders from Argentina, Brazil and South Africa.

In addition to Rodgers' focus on performance, his herd's success in the show ring attracted the attention of Santa Gertrudis breeders worldwide. A notable female, Stretch's Toot-Toot 39/4, calved in January 1984, remains

one of the breed's most decorated show animals. The Rodgers Farm bull St. Nick 183/3 had an extremely successful show career, was an early growth trait leader and became one of the breed's more prolific sires during the 1980s, placing 378 offspring in the herdbook.

Joining Winrock Farms, J.B. Hunt and Pat Reeves, Rodgers Farm was part of the successful Razorback Classic Sale that quickly became a premier sale event. The sale also served as the foundation for numerous field days and educational events that provided

CONTINUED ON PAGE 25

SUPER AMERICAN

BLOOMINGTON, TEXAS

3.24.2022

BRIGGS RANCHES, TRAYLOR DIVISION IN BLOOMINGTON, TEXAS
Located 13 Miles South of Victoria, TX

150
Coming 2 Year Old Bulls
75 Santa Gertrudis
75 Brangus
Plus
150 Commercial Females

This sale will be broadcast live on the internet.
DVAuction
Broadcasting Real Time Auctions
Real time bidding & proxy bidding available.

HOTEL ACCOMODATIONS
Ask for the BRIGGS CATTLE sale block
Homewood Suites: 361.578.1900
Comfort Inn & Suites: 361.894.6480
La Quinta Inn & Suites: 361.703.5060

Briggs Ranches
Joe Jones | Cell 361.550.0994
Kelsey Cawley | Cell 361.649.9778
Tol Cawley | Cell 936.581.1174

HARRIS RIVERBEND Farms
David & Laurie Harris | Office 817.641.4771
Home 817.641.4159 | Cell 817.996.5866
Abrian Bass | 817.517.3006

AMERICAN CATTLE ENTERPRISE
OPERATIONS:
Effie, LA
Erik Wiley 318.481.8082
Kim Wiley 318.481.6927

SEMEN & CATTLE SALES:
Richard Hood 979.224.6150
Trey Kirkpatrick 979.324.5518
Todd Harvey 386.288.8059

OPERATIONS:
Blountsville, AL
Brian Wood 205.410.7834
Fairmount, GA
Josh Brooks 404.597.5449

CORPORRON ACRES

Jim Corporron
Schulenburg, Texas 78956
Ranch (979) 562-2405
Cell (979) 561-7185
Email: jim@corpacres.com

PINNACLE CATTLE CO., LLC

Rodney & Barbara Corporron
Schulenburg, Texas 78956
(713) 724-1268

www.Corporronacres-Pinnaclecattle.com

Jessie Mendel
Manager
(979) 561-7103

Brad Wright
Genetic Consultant
(979) 219-4599

HEFTE RANCH

Santa Gertrudis

Kathryn Hefte Petty
(210) 414-2493
K.T. Hefte
(361) 813-4937



Cattle Located in
Hondo and
Agua Dulce,
Texas

1200 State Hwy 173 N
Hondo, Texas 78861

IRON OAKS CATTLE

Lou & Robin Breving
Alvarado, Texas
817-821-7540
loub5@yahoo.com

IO
RED
10 years of
breeding to achieve
PERFORMANCE
with **BALANCE**

STRAIT

Y.N. STRAIT FAMILY

P.O. Box 246, Streetman, TX 75859
Y.N.: 830.317.3310 | Yancey: 972.841.0989
ynstrait@straittranches.com
WWW.STRAITRANCHES.COM

THOMAS BURNETT CATTLE FARM

Troup, Texas

(512) 676-7086

thomasb@trbautomation.com



HERD 20797

URBANOSKY RANCH

SGBI HERD # 2243 • EST. 1969
HOME OF SENSATION 5-1

14525 URBANOSKY LN., PLANTERSVILLE, TX 77363

JEROME (281) 797-5715 • BLAKE (936) 870-5252

www.urbanoskyranch.com



URBANOSKY
RANCH

VESPER RANCH

Kelly Vesper

Charter Member SGBI - Herd 43
Drawer 679, Cotulla, TX 78014
Chad Springs (512) 517-2455

Established 1850

**CROSSWINDS RANCH**

DARRELL ROACH
Keller, Texas • (817) 235-8158
Crosswinds.tx@gmail.com

**Diamond S Ranch**

Registered Santa Gertrudis Cattle

Jerry & Pat Stults
Lillian, Texas

Private treaty bulls and females for sale at all times. Call & Come by to see the difference the new Santa Gertrudis can make in your herd.

817/ 534-0044 Office

817/ 925-1639 Jerry Cell
jstults@jpsalliance.com

817/ 475-3226 Pat Cell
pstults@jpsalliance.com

Double T Ranch

WYLIE AND B. J. TALIAFERRO

Box 57, Rosser, TX 75157 • Herd # 3326

Wylie: 469-644-1620 • Duane Miller: 214-793-5111

wylietaliaferro@yahoo.com

OLIVAREZ RANCHES

Since 1898

Santa Gertrudis Since 1950

Herd #439

Ben D. Olivarez

(956) 585-1661 (o)

P.O. Box 829

Mission, TX 78573

Santa Gertrudis
Cattle Herd #878

"The Tradition Continues"

Rocking A Ranch

ALLEN & CHERYLL GRAINGER

P.O. BOX 2282, BRENHAM, TX 77834

979-830-8785 • rockingacattle@gmail.com

www.rockingasantagertrudis.com

INTERNATIONAL
SGBI Herd #821

Wendt Ranches

Herd Established in 1954

PERFORMANCE TESTING SINCE 1958

E-mail: wendtranches@hotmail.com

Website: www.wendtranches.com

5475 FM 457

Bay City, Texas 77414

Gene Kubecka: (979) 240-5311

Daniel Kubecka: (979) 240-5312

WUNDERLICH FARMS

Terry/Nancy Wunderlich & Family

Brenham, Texas

Nancy: 979-277-2838

wunderlichfarms@gmail.com

**Fulton Farms**

(940) 368-7630
(940) 898-1423

Jane Fulton, Suzanne Fulton & Taylor Terry

Post Office Box 3064 • Denton, TX 76202

esterry@hotmail.com

**Rose Hill Ranch**

AJ & Rosemary Gambino

P. O. Box 235 Pattison, TX 77466

(832) 496-8836

www.santagertrudiscattle.com

e-mail: rosemary.gambino@gmail.com

**Hargis Farms**

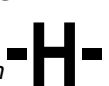
SANTA GERTRUDIS

Box 457 • Hemphill, TX 75948

(409) 787-2165

email: hargisfarms@gmail.com

Herd # 7325

**SILER**

SANTA GERTRUDIS CATTLE

DAVID & AVANELL SILER

P.O. Box 3

Doole, Texas 76836

(325) 483-5449



SERVICES

PITCHFORD CATTLE SERVICES

Specializing in Show & Sale Cattle

Herd Consultation, Management & A.I. Work



Darrell, Shana, Casey, Bri & Gracey Pitchford

8565 CR 3913 • Athens, Texas

pitchfordcattle@hotmail.com

(903) 388-2288 www.pitchfordtradition.com

HARRIS RIVERBEND FARMS

DAVID & LAURIE HARRIS

P.O. Box 691 • Cleburne, Texas 76033

(817) 641-4159

david.harrisfarms@yahoo.com

**SILVERBROOK RANCHES**

Helen Groves, owner

Ken Welch, general manager

17490 Private Road 4105, Baird, TX 79504

(325) 854-1002 Fax (325) 854-1010



DARREN RICHMOND

Ringgold, Ga.

(423) 364-9281

www.richmondphotovideo.com

djrichmd@gmail.com

Facebook/

Darren Richmond

PHOTOGRAPHY & VIDEO

SALE CATTLE • HERD SIRES • DONOR COWS

2022 SGBI HALL OF FAME HOOVER CASE CONTINUED FROM PAGE 22

is quick to share the breed's successes with cattlemen nationwide. Although he has slowed some, Hoover and his wife, Susan, continue to operate Case Real Estate in Marshfield, Mo. In 2020, The Livestock Marketeers, a fraternity of livestock fieldmen, auctioneers and sale managers, inducted Hoover into their Hall of Fame during the organization's 55th Annual Banquet.

A Hall of Fame Livestock Auctioneer deserves recognition from a breed he has served so well over the years. Late last year, the Santa Gertrudis Breeders International Board of Directors named Hoover Case as an inductee into the Santa Gertrudis Breeders International Hall of Fame, recognizing him for his years of service to the breed and its members. 🐾

2022 SGBI HALL OF FAME DR. PORTER RODGERS CONTINUED FROM PAGE 23

Rodgers with a platform to spread his message of profitable performance.

Elected SGBI president in 1983, Rodgers took a leave of absence from his successful medical practice in Searcy, Ark., and traveled extensively, promoting Santa Gertrudis cattle. During his tenure as president, Rodgers and his wife, Carol, attended field days, shows and sales across the United States, as well as the Santa Gertrudis World Congress. In 1983 alone, he attended 13 SGBI point shows. Always a supporter of youth activities, Rodgers made sure his farm gates were always open for junior exhibitors traveling to and from shows. His pleasant personality, combined with his love for the breed, made Rodgers an extremely popular president. His drive, leadership and vision resulted in extraordinary growth for the association. His passion for Santa Gertrudis cattle was infectious and, in 1983, registrations increased by 3,000 head.

SGBI Board member, association president, breed ambassador and visionary are just a few of the words that describe Dr. Porter Rodgers. Recognizing his impact on the breed and association, Dr. Porter Rodgers has been named a member of the Santa Gertrudis Breeders International Hall of Fame. 🐾

EXPERIENCE KENTUCKY CONTINUED FROM PAGE 14

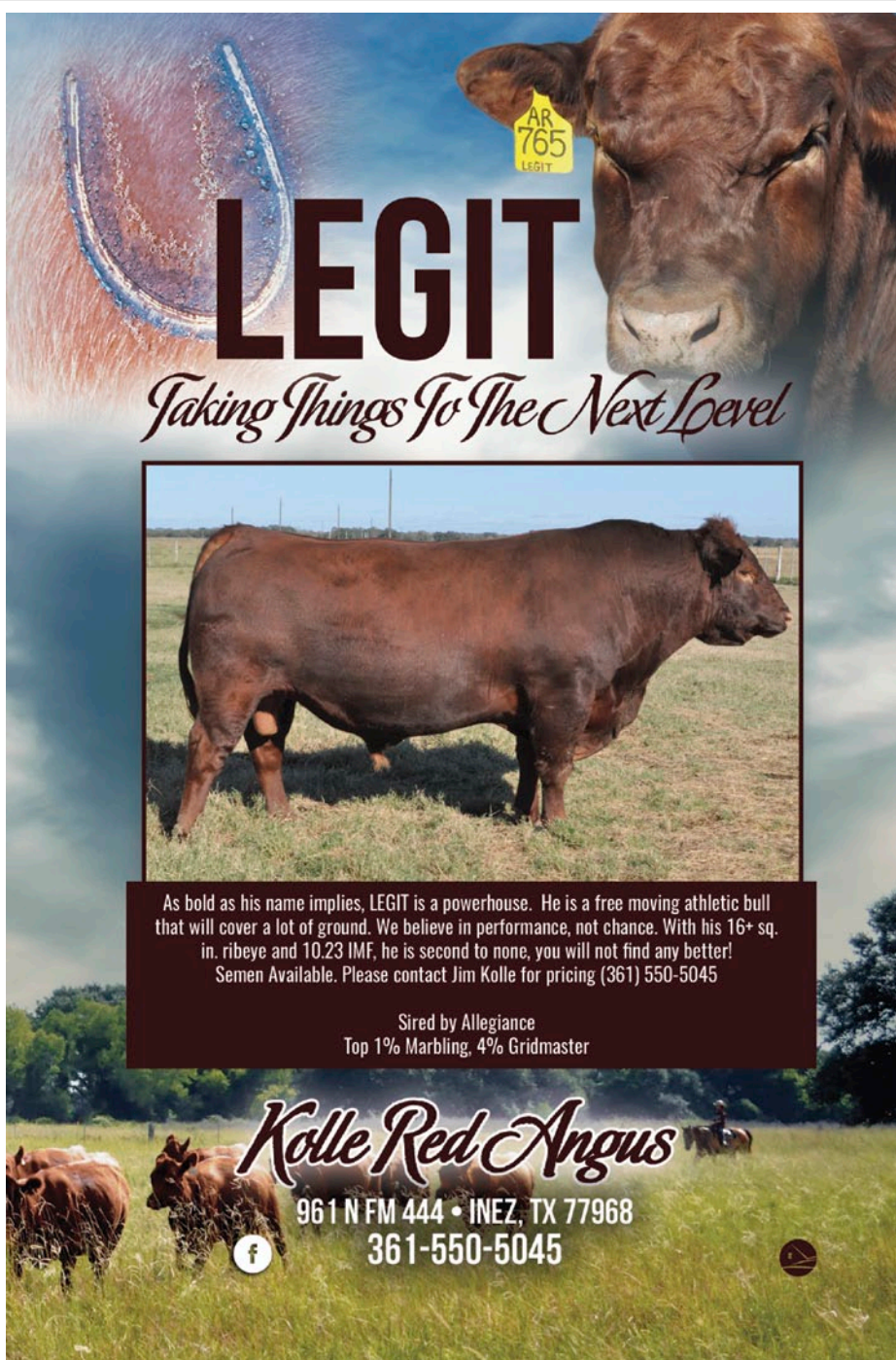
Keeneland is the world's largest and most prominent Thoroughbred auction house and hosts world-class racing twice annually during its boutique spring and fall meetings. Owners, trainers, riders and fans from all over the world travel to Lexington each year to participate at Keeneland.

SGBI members participating in the tour will have the opportunity to visit Keeneland on opening day of the 2022 Spring Race Meet. Highlights of the Spring Meet include the \$800,000

Toyota Blue Grass (G2) and \$400,000 Central Bank Ashland (G1) on opening Saturday. The races are worth 100 points apiece on the Road to the Kentucky Derby (G1) and Road to the Kentucky Oaks (G1), respectively.

We hope you're making plans to join us for these incredible tours that are part of the 2022 SGBI Annual Meeting and experience all that central Kentucky has to offer.

Let the spirits lead you to Lexington, Ky., and the 71st SGBI Annual Meeting! 🐾



LEGIT
Taking Things To The Next Level

As bold as his name implies, LEGIT is a powerhouse. He is a free moving athletic bull that will cover a lot of ground. We believe in performance, not chance. With his 16+ sq. in. ribeye and 10.23 IMF, he is second to none, you will not find any better! Semen Available. Please contact Jim Kollé for pricing (361) 550-5045

Sired by Allegiance
Top 1% Marbling, 4% Gridmaster

Kolle Red Angus
961 N FM 444 • INEZ, TX 77968
361-550-5045



Preparing for Calving Season Is Simple and Easy

By Jesse Fulton, M.S., Extension Educator and Director of Nebraska Beef Quality Assurance, University of Nebraska-Lincoln



Photo from Circle H Santa Gertrudis, Waynesboro, Tenn.

It's the most wonderful, busy time of the year! No, Christmas is almost two months past. We are entering spring calving season! This is the time we get a first look at the outcome from the long-thought-out decisions made regarding sire selection.

Every producer loves seeing that brand new little creature hit the ground so they can admire their hard work and breeding selection. However, now the real work begins – keeping that little beast alive. So, I went to work asking cattle veterinarians and animal science Ph.D.'s across the country, "What are your top recommendations to prepare for calving season?" In this article, I plan to relay the information I gathered.

First things first: Establish a veterinary client patient relationship (VCPR) with a veterinarian. The purpose of the VCPR is for your vet to know your cattle, know your situation and know your cattle's health and disease challenges. You will also want a vet who is willing to come to your operation in the middle of a snowstorm at 2 a.m. to assist you with pulling a calf if you need it. One of the worst things that could happen is needing a vet and not having one or having one who is not familiar with your operation.

As a cow-calf producer, one thing to consider long before calving is the health and nutritional status of your brood cows. You will want a vaccination protocol in place and being implemented against high-risk and highly catastrophic disease. You should work with your veterinarian when developing your vaccination protocols.

Another health threat to consider is the environment in which your calves will be born. Of course, clean and dry areas are the goal, but as you progress through calving season in the same pasture or paddock, microbe loads may begin to increase, especially on

the cows' teats, where the calves will acquire their first meal. Always follow good biosecurity practices on your operation to ensure the health of your livestock. Consult with your veterinarian to develop calving biosecurity protocols.

Some nutritional considerations producers should focus on include body condition scores (BCS) and mineral status of brood cows. Do your brood cows have a BCS of 5 or 6? Thin cows have more dead and stillborn calves, as well as poor colostrum. However, over-conditioned cows (especially heifers) can have increased instances of dystocia.

One mineral vital to brood cows prior to calving is selenium. Generally found in insufficient amounts in forages and feed, Selenium is important for calves at birth. If newborn calves are deficient in selenium, they can lack a suckle reflex at birth and lack initiative to nurse.

Selenium is also important in the prevention of white muscle disease. Selenium supplements are available for cows and can be a great addition to mineral supplementation. They should be given a month prior to calving. You can also use an injectable selenium on calves. However, it could take a few days to be fully absorbed by the calf before you see an effect. One important thing to note is excess selenium can be toxic and fatal. Because of this, selenium injectables require a veterinary prescription.

Another consideration prior to calving is safety for the animal and yourself or other personnel. Make sure you have a plan in place for how cows will be handled if they need help. Have a

sturdy place to tie the cow's head, with a gate that can be swung to restrain or swing open if she goes down when assisting. Tie the head down low so if she goes down, she's not hung up.

Next is the paperwork. First, you should have a tentative calving calendar based on preg-check data to help you know which cows you should be watching closely based on due dates. You can also sort your cattle into groups based on expected calving dates.

Second, you should have a record-keeping system. Not only does a record-keeping system help you identify pairs, but it also allows you to make other notes such as calf sire, calving ease, calf birth weight and, when the time comes, calf weaning weight.

Another important note you could record is what kind of mother the cow was, which helps when culling decisions need to be made. Additionally, calving is the perfect time to evaluate and score cow udders. Scoring cows at this time reflects the physical condition and potential nursing challenge a newborn calf may face as it first tries to nurse. It's also a good time to identify cows that will be a problem in the future.

Another good idea is to write down your calving standard operating procedure. When you have your procedure down on paper, you see what you need to have ready so that you're not hunting supplies or equipment at the last second. It is also useful for others if the primary calving manager is not available to assist.

Now that we have the paperwork out of the way, what do my colleagues recommended that you have on hand? Prepare for the worst! It's better to be

prepared and have everything you need than be missing crucial supplies.

The following is a list of equipment my sources recommend having on hand:

- ✓ Ear tags
- ✓ Functioning tagger
- ✓ Tag pens
- ✓ Scales
- ✓ Cow halter
- ✓ Calf jack (Know how to use it properly and safely.)
- ✓ OB chains
- ✓ OB lube
- ✓ OB gloves
- ✓ Colostrum supplement
- ✓ Milk replacer
- ✓ Milk tuber
- ✓ Supplements/electrolytes (Bo-Se or Mu-Se)
- ✓ Iodine (naval dip)
- ✓ Vaccines

Next, it is important for producers entering the calving season to understand the three phases of calving and know when to provide assistance during calving. Work with your vet to develop some agreed-upon measures (ideally objective ones) to determine if intervention is needed. These rules for intervention differ among producers and veterinarians, but examples of some good rules of thumb include:

- If Stage 1 of labor (the first visible sign of labor) lasts more than 8 hours, intervene.
- If the water sac has been out (Stage 2) for 2 hours and the cow is not trying, intervene.
- If a cow has been trying for more than 30 minutes but has made no progress, intervene.
- If a cow has quit trying for more than a 15- to 20-minute period after having made progress, intervene.
- If a cow or calf is showing signs of distress/fatigue (calf swollen tongue, cow rectal bleeding), intervene.
- Based on observation, the delivery appears to be abnormal based on a problem with calf presentation, position or posture, intervene.
- If fetal membranes are not passed by the cow by 12 hours post-calving, intervene.

If a calf does need to be pulled, it's a good idea to have a lot of OB lube on hand, including a small rubber hose that enables pumping lube into the birth canal while providing assistance. Lube should be used extensively prior to starting to pull a calf to reduce friction in the birth canal. However, powdered

lube that water is added to (often a dry polyethylene polymer with a dispersing agent) should NOT be used. If a female ultimately needs a C-section and this type of lube exits the uterus and enters the peritoneal cavity (body cavity), severe illness or death of the cow will result.

Remember the five-minute rule: if you have been manipulating the calf for five minutes with no progress, do something different. It is important to know when to call your veterinarian for professional help to prevent the loss of the calf, cow or both. Remember, it is better to call too early than too late.

Ok, so the calf is on the ground and alive. What now? It is best to let the cow do her thing first to allow her to bond with her new calf. However, sometimes you may need to intervene.

If you are present when the calf is born and the calf is not breathing, there are a few techniques you can use to stimulate the calf to breathe. First, put the calf on its chest with its back legs pulled towards its ears. This allows for maximum oxygen perfusion of both lungs and opens the upper airway. It also requires the least amount of effort

CONTINUED ON PAGE 29 »

777 Farms and Rockin 3T Ranch formally invite you to our inaugural

Purple Reign

SANTA GERTRUDIS SALE

March 26, 2022

11:00 a.m. • 777 Farms

Magnolia, Ark. • LiveAuctionsTV

*Mark your calendar!
More details coming soon!*

**777
FARMS**

777 Farms
The Daniel Family
479-206-9199 | 870-904-3070
triple7farms@gmail.com

Darren Richmond
Sale Chairman
423-364-9281
djrichmd@gmail.com

3T

Rockin 3T Ranch
The Threet Family
214-949-7084 | 972-489-6887
rockin3t@yahoo.com

2022 SGBI HALL OF FAME

Diana Ruiz

By Jessie Topp-Becker,
Managing Editor

Four decades ago, life looked a little different than it does today. For example, Santa Gertrudis Breeders International (SGBI) didn't have its own computer. Also back then, genetic selection using expected progeny differences (EPDs) was in its infancy and had not yet experienced widespread implementation. Yes, things were done a little differently 43 years ago, but, through it all, one constant for the association and its loyal Santa Gertrudis breeders has been Diana Ruiz, SGBI registration and member services specialist.

Ruiz joined SGBI as a key punch operator in 1978. Since SGBI didn't have its own computer in those days, she would enter information such as new cattle registrations or transfers on a cassette tape before taking it to a local company in downtown Kingsville to be processed.

Over the years, Ruiz has worn many hats at the association. Through it all, the highlight has been building relationships with breeders from coast to coast.

"I have made numerous lifelong friends through past and present employees and our wonderful membership," she says. "I am so grateful to have been a part of this association for as long as I have."

When you've been around Santa Gertrudis breeders as long as Ruiz, you

have a front-row seat to watch as families grow and the next generation of breeders become association leaders.

"Another highlight is to see these young breeders, for example, Wes McDaniel and Yancey Strait, who started out as juniors, ended up on the SGBI Board and then as SGBI presidents, and now their children are showing," she shares.

With decades of experience, Ruiz is the go-to person at the association, and SGBI members are quick to sing her praises.

"Diana's loyalty to the SGBI family is second-to-none," says Gene Kubecka, Wendt Ranches, Bay City, Texas. "If there is an issue and you want to get the correct answer, Diana is the person at the SGBI office with the knowledge to get it figured out."

Delmo Payne, Grandview Farms, Hamilton, Ala., shares similar sentiments as he reflects on his experiences working with Ruiz since 1986.

"Since I was a new purebred breeder in the '80s, Diana quickly became my go-to girl," Payne shares. "I am sure I had many stupid questions in the old days, but after talking with Diana, I felt perfectly comfortable that the issue would be handled, and she never made me feel uncomfortable. Many breeders across the country feel the same way."

Ruiz has worked with eight executive directors during her career; most recently with Webb Fields who joined the association as executive director in 2020.



"Initially, it was a real comfort for me coming on board knowing that I had someone with 40-plus years of institutional knowledge on staff," Fields says. "Diana has served as a real security blanket for me and a resource no matter the situation as she has served in about every role over the years and seen just about every situation you can image."

It's certain that things look different at SGBI now than they did 43 years ago: SGBI now has more than one computer in its office, EPDs have become standard, and association staff and leadership have come and gone. But through all the ups and downs, Ruiz has served the association and its members with excellence (and a smile), and for that we are all forever grateful.

In recognition of her longtime service and countless contributions to the association and its members, Diana Ruiz has been named a member of the Santa Gertrudis Breeders International Hall of Fame. 🐾

FAR LEFT: Diana enjoys spending as much time with her children and grandchildren as she can. Here Diana (second from right) poses with her three children (left to right) Liana, JJ and Laura.

LEFT: In 2015, Diana (right) was honored by SGBI President Curtis Salter (left) with the President's Award for her many years of service, dedication and work for SGBI and its members.



PREPARING FOR CALVING SEASON

CONTINUED FROM PAGE 27

to move the diaphragm. Do *not* hang the calf upside down! To stimulate a calf to breathe, you can simply poke inside the nose with a long piece of hay or pinch the nose somewhat forcefully, like a nose lead.

Next, no matter your case or location, calves need to receive some colostrum. Research has shown that as time passes without colostrum intake by the calf, calf survival decreases. Although colostrum supplements can be purchased, some producers have found it best to keep frozen colostrum on hand for instances when a cow refuses her calf or has no milk. The frozen colostrum can come from a cow that had a calf born dead or from a local dairy.

Remember, it is best to use colostrum from a cow in a similar environment so that the colostrum contains Immunoglobulin G (IgG) similar to its mother, which would ward off any diseases subject to the calf. When reheating the colostrum, do not overheat it because that will kill any of the IgGs present in the colostrum. Never heat colostrum in a microwave; it will damage the protein

and the IgG, rendering it inactive. If using a colostrum supplement, it is recommended that it contains a total of 150 grams of IgG, ideally in 2 quarts of total volume.

Other considerations for postnatal care include dipping the naval in strong iodine, selenium injections, intranasal respiratory vaccines, oral antibodies/vaccines for scours and vitamin supplementation. These recommendations are regional and herd dependent. You should work with your veterinarian to develop a postnatal procedure for your operation.

There are a few common causes of slow, unaggressive calves at birth. Oxygen deprivation from a difficult birth and cold weather are two of the most common. For both, caffeine can be a great tool to make the calf more active.

It is recommended they get about 200 milligrams (mg) per day of caffeine, which can be given in two 100 mg doses at two, 12-hour intervals or all at once. A "5 Hour Energy" has 100 to 200 mg of caffeine per dose and is available in almost any convenience store. Buying a few before calving season can be handy and cheap.

Energy and warmth are also necessary to get a calf going. Be sure it is drinking enough and supplement

colostrum or milk replacer after the first feeding if necessary. If the calf's temperature is less than 100° F, try to warm it up. If this seems to be a recurring herd problem and it is not that cold out, examine vitamin A and selenium levels in your brood cows. Remember, if you inject these at birth, it will still take a few days to be fully absorbed by the calf before you see an effect.

Finally, if you continue to suffer from significant calf losses due to severe weather (i.e. hypothermia, scours, respiratory problems) and/or are having trouble maintaining body condition and reproductive performance in your cows, consider moving your calving season to a warmer/drier time of year that more closely matches a cow's energy requirements with available forage. Calves born during late spring and summer are often lighter and are born easier, thus the rate of dystocia and calf sickness often reduces drastically. Additionally, feed costs to overwinter cows will be reduced.

As a cow-calf producer, your main goal shouldn't be to just have calves hit the ground alive but to have calves that are thriving in their first 48 hours of life.

Remember, always consult a veterinarian about protocols you should follow on your operation. 🐾

CRIMSON CLASSIC

Sale

April 23rd, 2022

11:00 am · Cullman Stockyards
Cullman, AL

Sponsored by:

The Alabama Connection · Tinney Farms
Grandview Farm · Gray Oaks Farm
Quail Valley Farm

Selling 75+ Santa Gertrudis Influenced Lots

Pairs · Open & Bred Heifers

Selling 50 High Quality Registered Santa Gertrudis Lots

To Consign and for Catalog Requests
Contact Darren Richmond
423-364-9281 | djrichmd@gmail.com



18th Annual

Red Hot Bull Sale

100 PLUS

Santa Gertrudis
& Gert influenced
bulls

April 1-2
Bosque, NM

Friday, April 1- Elite Cut
Female Sale
(dinner 5pm, sale 7pm)

Saturday, April 2- Red Hot
Bull Sale



Come to the source of genetic innovation.

Year after year Red Doc produces bulls that leave their mark. Red Doc Farm combines years of research and development and attention to detail. The Sanchez family warmly welcomes you to the farm to be part of the hottest sale around!



REDDOCFARM.COM

Emilio Sanchez 505.507.7781

Scooter Sanchez 505.980.5093

*Proxy bidding available

*Delivery available to centralized locations

DVAuction
Broadcasting Real-Time Auctions

REDDOC
farm





TOMORROW for TODAY

100+
YEARS
OF RANCHING
THE FAMILY LAND

QUALITY SALE WITH QUALITY EXPOSED



NEW LOCATION:

Briggs Ranches • Bloomington, Texas

SATURDAY, MARCH 19, 2022

Borchers Southern

Ranches, L.P.

Charla Borchers-Leon

Mary Kay Borchers

2401 North Wheeler Street • Victoria, Texas 77901 • (361) 575-1297



Proud Producers of Cattle

Steven Boothe
(361) 575-1297 (O) • (361) 571-9728 (M)

E-mail: charlabl@icsi.net • FAX: (361) 576-0891
www.cattletoday.com/borchers_southern_y

KING RANCH[®] PROVEN

RANCH - YARD - RAIL - PROFIT



King Ranch[®]

Santa Gertrudis and American Red bulls and females available private treaty.

First within-herd EPD database in the nation.

First genomically enhanced, single-step beef cattle EPDs in the nation.

Industry-leading fertility, carcass and growth genetics.

www.king-ranch.com/cattle-for-sale

TYLOR BRADEN: (361) 219-0434 · TBRADEN@KING-RANCH.COM