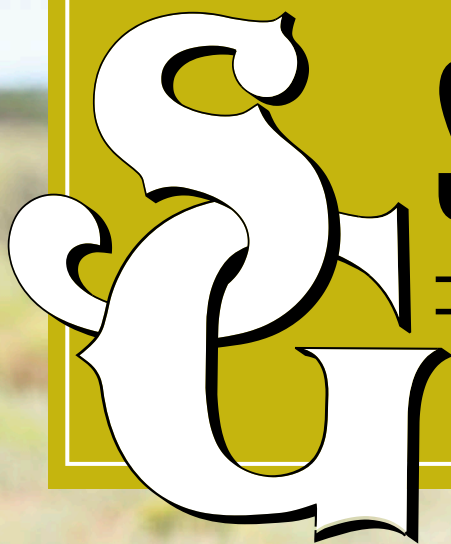




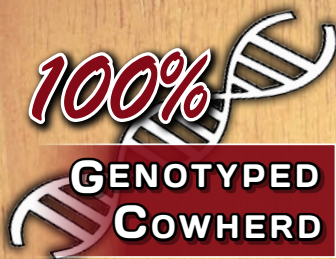
SANTA GERTRUDIS

USA

FEBRUARY 2023 | VOLUME 26, NUMBER 2



Tinney FARMS



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- *Removing the guesswork from the selection process*



LOOK FOR OUR CONSIGNMENTS IN THESE UPCOMING SPRING SALES

*International
Super Sale*

**March 3
Houston, Texas**

Purple Reign
SANTA GERTRUDIS SALE II

**March 25
777 Farms · Magnolia, Ark.**

**CRIMSON
CLASSIC**

**April 22
Cullman, Ala.**

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FARMS
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(256) 507-3838

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**SATURDAY,
FEB. 18, 2023**

ONLINE SALE from 8 a.m. to 8 p.m.

Matagorda County Fair Grounds
Bay City, Texas



**DREAMBOAT
SELLS!**

Cattle Viewing:

Friday, Feb. 17, 4-7 p.m.

Saturday, Feb. 18, 9 a.m.-7 p.m.

Social, Dinner & Bidding Party

Saturday, Feb. 18, 4 p.m., at Run-N-Gun Lodge

Online Sale

Saturday, Feb. 18, 8 a.m.-8 p.m.



sconlinesales.com



**VIEW OUR
CATALOG**

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



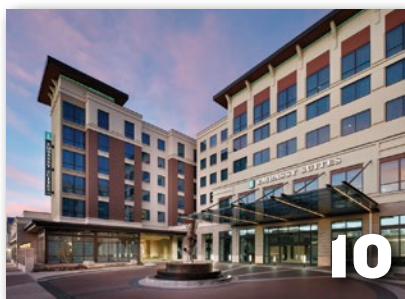
SANTA GERTRUDIS USA

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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.

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Feb. 2023 | Volume 26, Number 2

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ON THE COVER

I see you! This little calf takes a quick break from grazing at Red Doc Farm, Belen, N.M. Photo by Darren Richmond.



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Tony (919) 427-4679
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ccreech6@gmail.com
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CF

Polled Santa Gertrudis Association

Todd Osborne, Secretary & Treasurer
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peppydoc1@aol.com



We're Bringing our BEST to These Spring Sales!



5J's 21305 Show Prospect

Sired by Never Sank 5012; DOB:
1/23/22. Selling at the Banners &
Buckles Sale.

Banners & Buckles Sale

Feb. 10, 2023

Jackson, Miss.

Pen of 3

Look for this group of three
Never Sank daughters selling
in the Purple Reign Sale at
777 Farms.

Purple Reign

March 25, 2023

Magnolia, Ark.

Save the Date!

50th Anniversary Breeders of the Carolinas Sale

May 13, 2023 | Monroe, N.C.



Jody Standley, Owner

(919) 291-4212

Flying C Ranch

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



Graves Creek Ranch



Barry Powell

Columbia, MS
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bpowell@powelltransportation.com



5J'S CATTLE COMPANY

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(828) 320-7317

84 Austin Farm Lane, Clayton, NC 27520





EXECUTIVE DIRECTOR'S REPORT

By HC Neel

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

Excited and Ready for What Lies Ahead

As I sit here and write my first column, I am absolutely elated! I cannot thank those who were a part of this process enough for trusting me to help lead this great association. For this first column, I just want to talk about my broad vision for Santa Gertrudis Breeders International (SGBI) and Santa Gertrudis cattle, and share some thoughts about opportunities for the breed.

As I look ahead, I'm ready to work with some of the most progressive breeders in the cattle industry who make up the SGBI membership. With that, I'm also ready for the challenges that are to come. SGBI has done a tremendous job at marketing this breed and the benefits that it offers. Much of this has been made possible through the use of innovation and technology that has put SGBI at the forefront of progression and relevance for *Bos indicus* cattle. However, comfort and complacency are the largest enemies of progress and

innovation. As we move forward, it will be a goal and priority – as I'm sure it is with many of you – not only to use the tools that help us currently, but also search for and develop tools that can continue improving Santa Gertrudis cattle and the value they provide to the cattle industry.

I also firmly believe that there is tremendous opportunity for continued growth. Red is in, and more breeders want a splash of color added to their herds. As we look toward the future, I think it's important to market this as an advantage. Santa Gertrudis cattle provide superior adaptability and heterosis, and a vast majority of the U.S. cow herd would benefit from a touch of *Bos indicus* influence. While we have done a great job and been on the forefront of collaborative projects and marketing initiatives, we need to make it a point to tell our story. We need to make it a point to market our advantages and provide increasing value not only to our breeders, but also the

commercial cattle raisers and consumers who drive demand for our product.

Since my start in breed work, I've coined a phrase I'm quite proud of and believe in wholeheartedly – “It is about BREED improvement, not only herd improvement.” You'll hear me say this so much you'll probably get tired of it, but it's true. Whether you're a big or small breeder, you have the same product – Santa Gertrudis cattle. I want to continue to improve our collaborative efforts, not only among ourselves, but also with our partners. At the end of the day, it is our responsibility to be a part of generating a product that is versatile, quality and highly marketable to a variety of clientele.

If nothing else, the things I promise you I have are passion, work ethic and dedication. This position is something I am extremely grateful for but do not take lightly. It is my job, with your help, not only to keep this breed relevant, but lead it into the forefront of the future. One thing I'm sure of is that it takes all of us. The other thing I'm sure of is that life, cattle prices and how we raise cattle are constantly changing. If we want to keep and grow our place in the industry, we will likely have to adapt to whatever challenges are thrown our way.

Keep your eye on the prize and always remember that we are all in this together. No matter what comes our way, just know that I'm excited and ready for it, and I hope you are too! 🐮

FOUNDATION RECEIVES \$100,000 GRANT

By Angie Allen Ruddock,
National Santa Gertrudis Youth Foundation Chair

On Oct. 27, 2022, at the request of long-time National Santa Gertrudis Youth Foundation (NSGYF) supporter Charles McMahan, the Wayne Duddleston Foundation generously awarded NSGYF a \$100,000 matching grant. This is an amazing opportunity to grow the foundation and provide even more valuable opportunities to support our youth. But we need your help!

It is important that the NSGYF raises \$100,000 by Oct. 1, 2023, to maximize our grant potential. Every dollar you donate to the foundation will be doubled, thanks to the grant from the Duddleston Foundation. Please contact me, Angie Ruddock, at (361) 688-3177 or angie@cis-ais.com, to discuss named scholarship opportunities.

Donations of any amount are appreciated and may be sent to: National Santa Gertrudis Youth Foundation, Attn: Angie Allen Ruddock, 1002 E. Main St., Rockport, TX 78382.

Established in 1993, the NSGYF is a not-for-profit 501(c)(3) corporation created to administer scholarships and educational programs for youth involved in the breeding of Santa Gertrudis cattle.



Through the generous support of the Santa Gertrudis community, the foundation has been able to give more than \$30,000 per year in scholarships to graduating seniors over the past 10 years, while also supporting the GOALS program, National Junior Santa Gertrudis Show, Building Better Beef program and other worthy youth development opportunities.

NSGYF represents that it is qualified as a charitable organization under Section 501(c)(3) of the U.S. Internal Revenue Code of 1986, as amended. NSGYF's Federal Tax Identification Number is 74-2655587. Please consult your tax professional regarding tax implications of your donation. 🐮



MARCH 18, 2023

11 AM | BRIGGS RANCHES

TAYLOR DIVISION | BLOOMINGTON, TEXAS

Offering To Include:

**REPLACEMENT FEMALES
SHOW PROSPECTS**

SALE SCHEDULE

**Friday, March 17th
5 PM | Cattle Viewing**

**Saturday, March 18th
8 AM | Cowboy Coffee
11 AM | Sale Begins**

2022 LOTS



This sale will be broadcast live on the internet.

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Kelsey Cawley • (361) 649-9778 • kelseyjljones21@yahoo.com

PRESIDENT'S LETTER

By Gene Kubecka

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



To say the least, I'm excited, relieved and everything in between that Santa Gertrudis Breeders International (SGBI) has a fulltime executive director. Serving as your president is a task in itself, but adding the interim executive director role to my plate has had its challenges. I want to thank the SGBI office staff for their relentless ability to step up to the plate and help me do both. I also want to thank the SGBI Board for their support and willingness to do the necessary diligence in getting a new executive director hired and on the job. My heartfelt thanks to the staff and board for their support the last four months.

As we approach the spring months, there is a lot going on in the breed and in the beef industry. The Cattle Industry Convention & NCBA Trade Show, where SGBI had a profound presence in New Orleans, will have already happened by the time you read this article. The Texas and Southwestern Cattle Raisers will be having their annual convention in Fort Worth, March 24-26. SGBI will have a trade show booth there and great representation. The major stock shows are in full swing – Oklahoma, Fort Worth, Jackson (National Show), San Antonio, Houston, Mercedes and Austin. Shows such as these are a great place to visit breeders, sell your genetics and let the beef industry know the Santa Gertrudis breed is a breed worth investing in, not only from a purebred standpoint but selling bulls to the commercial beef industry as well. We have to be visible at these major events to increase the breed's footprint in the industry. Good luck to all the participants; I hope everyone gets a return on the money and time invested.

As the breed moves forward with our newly hired executive director, HC Neel, there will be many challenges a new executive faces. I ask each of you to be patient, let HC get his feet on the ground, get acquainted with our way of doing business and determine how he plans to implement new ideas and run the office more efficiently.

Keep updated with all the events by checking out the SGBI calendar on the SGBI website and in this issue of the *Santa Gertrudis USA*. Until next time, let's do great things together! 🤠

SGBI OFFICERS OF THE BOARD

PRESIDENT Gene Kubecka

PRESIDENT ELECT Adolfo Sanchez

SECRETARY/TREASURER Nolan Taylor

BREED IMPROVEMENT Adolfo Sanchez

LONG RANGE PLANNING Amber Robertson

MARKETING & PROMOTION Kade Thigpen

MEMBERSHIP Craig Lopossa

YOUTH ACTIVITIES Suzanne Fulton

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Gene Kubecka (Texas)

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Cherokee Ranch

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Michael Seay (Colo.)

J5 Cattle Ranch

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Yancey Strait (Texas)

Strait Ranches

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Mattingly Farms

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Stegall Farms

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Tinney Farms

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Jamie Daniel (Ark.)

777 Farms

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District 3 Amber Robertson (La.)

Running R Cattle

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District 4 David Alderson (Tenn.)

Circle A Farm

(931) 682-2527 | dhealderson@gmail.com

District 5 Mickey Bowman (N.C.)

Rockin B Farm

(336) 669-5771 | rockinbrowdyrooster@yahoo.com

District 6 Nolan Taylor (Ky.)

WindCrest Farm

(270) 734-1670 | nolantaylor18@gmail.com

SAVE THE DATE!

June 18-24

2023 National Junior Santa Gertrudis Show Come And Show 'Em

National Junior Santa Gertrudis Show



Gonzales, Texas June 18 - 24, 2023

Plans are underway for the 2023 National Junior Santa Gertrudis Show (NJS GS), June 18-24, 2023. Join your fellow National Junior Santa Gertrudis Association members for the 2023 NJS GS in Gonzales, Texas.

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



2023
INTERNATIONAL
Super Sale

MARCH 3, 2023

JOIN US AT 6 PM • HOUSTON, TX
NRG CENTER EAST ARENA



Kyle Kincannon 979.482.1518



Garrett Thomas

936.714.4591 • garrett@hipointsalesandmarketing.com
www.hipointsalesandmarketing.com

SANTA GERTRUDIS BREEDERS INTERNATIONAL 72ND ANNUAL MEETING

From Steak to Plate: A Taste of the Beef Industry

APRIL 27-29, 2023 | AMARILLO, TEXAS



Registration Form

Name: _____ Spouse: _____

Ranch Name: _____ Herd No.: _____

Phone: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Tentative Schedule

Thursday, April 27

- Noon Kick-Off Lunch and Keynote –
Matt Garcia, Ph.D., Utah State University
- 2:00 p.m.-5:30 p.m. Board of Directors Meeting,
Committee Meetings
- 6:30 p.m.-9:30 p.m. "Get Your Kicks" Welcome Social

Friday, April 28

- 7:00 a.m.-8:00 a.m. Breakfast
- 8:30 a.m.-4:00 p.m. Buses leave for tours: AzTx Feeders,
followed by West Texas A&M Beef
Carcass Research Center
- 8:30 a.m.-4:00 p.m. Ladies Tour
- 7:00 p.m.-9:30 p.m. Show and Performance Awards
Presentation

Saturday, April 29

- 8:00 a.m. Annual Membership Meeting and
Genetic Improvement Challenge
- 2:00 p.m. Board of Directors Meeting
- 6:30 p.m.-7:00 p.m. Cocktail Social
- 7:00 p.m.-9:00 p.m. President's Dinner and
Hall of Fame Inductions
- 9:00 p.m.-12:00 a.m. Dance

Complete Registration Includes:

All sessions and meals for Thursday-Saturday, Awards Program, President's Dinner and Dance

\$225.00 per person x _____ = \$ _____ If received BY March 28, 2023

\$250.00 per person x _____ = \$ _____ If received AFTER March 28, 2023

A la Carte Tickets Available

Thursday a la carte tickets

KICK-OFF LUNCH & KEYNOTE WELCOME SOCIAL

\$100 per person x _____ = \$ _____

Friday a la carte tickets

FEEDYARD, WTAMU TOURS, AWARDS EVENING

\$125 per person x _____ = \$ _____

Saturday a la carte tickets

SGBI ANNUAL MEETING, LUNCH AND GENETIC
IMPROVEMENT CHALLENGE

\$100 per person x _____ = \$ _____

PRESIDENT'S DINNER, HALL OF FAME & DANCE

\$200 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

Host Hotel

Embassy Suites Amarillo Downtown

550 S Buchanan St. • Amarillo, Texas 79101

(806) 803-5500

www.embassyamarillo.com

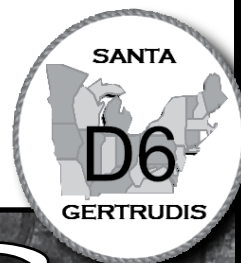


Room Rate: \$159

Room reservations must be made on or before
March 28, 2023, for the SGBI block rate.



SANTA GERTRUDIS DISTRICT VI BREEDERS



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mattinglyfarms96@yahoo.com



OSBORNE LIVESTOCK

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

(859) 991-2438

peppydoc1@aol.com



Parker Farms



parkerfarms@scrtc.com

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(270) 670-6285 • (270) 670-6776



Shampain Ranch

Santa Gertrudis Cattle

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Herd #4434

RED VIEW FARMS

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Poland, IN 47868

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craiglopossa@yahoo.com



WindCrest Farm **John & Nolan Taylor**

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Gertguys@NCTC.com

1238 Claggett Rd. (270) 734-1670
Leitchfield, Ky. 42754 Herd No. 1431

SANTA GERTRUDIS *Calendar*

FEBRUARY

- 1-3** Cattle Industry Convention & NCBA Trade Show, New Orleans, La.
10 Banners & Buckles Sale, Jackson, Miss.
11 National Santa Gertrudis Show at the Dixie National Livestock Show & Rodeo, Jackson, Miss.
18 Wendt's Super Santa Sale, sconlinesales.com
24-25 Utah Beef Field Day, Logan, Utah

MARCH

- 3** Mid-Coast Santa Gertrudis Association International Super Sale, Houston, Texas
4 SGBI Open Show at the Houston Livestock Show, Houston, Texas
16 Red to Die For Volume 1, www.steerbidder.com
18 Bluebonnet Classic Sale, Bloomington, Texas
23 Texas Alliance Sale, Bloomington, Texas
25 Purple Reign Sale II, Magnolia, Ark.
31 Elite Cut Female Sale, Bosque, N.M.

APRIL

- 1** Red Hot Bull Sale, Bosque, N.M.
15 American Cattle Enterprise Brangus & Santa Gertrudis Bull Sale, Deville, La.
22 Crimson Classic Sale, Cullman, Ala.
27-29 SGBI Annual Meeting, Amarillo, Texas

MAY

- 5-7** Premier Santa Gertrudis Association Annual Meeting, Field Day & Junior Warm-Up Show, TBD
13 Santa Gertrudis Breeders of the Carolinas Sale, Monroe, N.C.
20 Mid-Coast Opportunity Sale, Brenham, Texas

JUNE

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

SEPTEMBER

- 15-16** District 6 Halted Heifer Show & Sale, Corydon, Ind.

REGISTRATIONS, STAR 5 RECORDINGS AND TRANSFERS BY DISTRICT

DECEMBER 2022

ACTIVE MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	50	6	0	10
2	130	36	3	185
3	25	4	0	17
4	30	5	0	6
5	43	5	0	15
6	5	1	0	0

JUNIOR MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	18	2	0	7
2	4	3	0	1
3	1	0	0	1
4	0	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 WELCOMES

New Members

Active Members

Frey Ranch, Lockhart, Texas
 Primitive Acres Cattle Co., Mount Enterprise, Texas
 Sissy's Farm, Tuskahoma, Okla.
 Scott Blackwood, Blountsville, Ala.

Junior Members

Sylah Pitchford, Porum, Okla.
 Tate Jones, Tuskahoma, Okla.
 Robbie Sherrill, Concord, N.C.

Commercial Members

Royal Five Cattle Company, Albuquerque, N.M.
 BRI Livestock Production, Greenwood, Texas

SANTA GERTRUDIS *Juniors*

By Lauren Hanna, District 1 Director



My name is Lauren Hanna, and I am from Decatur, Texas, where I attend Decatur High School and will be graduating this spring.

I have been lucky to be a part of such an amazing organization – the National Junior Santa Gertrudis Association – and have seen first-hand the support of our members at the national and local levels. Local junior affiliates provide a backing full of encouragement while allowing us to meet others in our breed. Our organization adds so many great opportunities that you do not want to miss. If you are on the fence about becoming a part of a local affiliate or national events, don't be. It is an amazing way

to learn more about our breed and meet like-minded exhibitors from across the country.

The Santa Gertrudis Breeders International (SGBI) Annual Meeting will be in Amarillo, Texas, April 27-29; all members are welcome to attend. This meeting provides a fantastic way to expand your network with breeders, receive association updates, attend committee meetings, address any concerns within the association and visit with other members about your love for cherry-red cattle.

I am incredibly grateful for all the help SGBI members have provided me. This breed has truly helped mold me into the individual I am today. I look forward to seeing you all on the show road this upcoming year! I hope you all are just as excited as I am about exhibiting our beloved breed. 🐄

SANTA GERTRUDIS SMALL BREEDERS GROUP

Brad & Sarah Carlile Madisyn Douglas
(214) 514-6145 (913) 915-2933



ARROW CREEK

SANTA GERTRUDIS
M. C. LONGACRE, JR.
Old Cedar Point Farm
Elizabethtown, KY **HERD 8859**
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BOS INDICUS GENETICS INFLUENCE PERFORMANCE IN CROSSBRED COWS

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



Those of us who raise beef cattle in tropical and subtropical regions of the world are fully aware of the benefits of *Bos indicus* genetics. However, the reproductive performance of *Bos indicus* cattle can be described as inferior to that of *Bos taurus* cattle. Reproductive performance measures such as age at puberty, postpartum interval, a shorter and less overt estrus and a longer gestation length are examples of how these two species of cattle differ.

Until recently, many of these facts were gathered independently in studies utilizing beef cattle of different percentages of *Bos indicus* and *Bos taurus* genetics.

A 31-year, multibreed research study was recently published in the *Journal of Animal Science* by University of Florida researchers. The University of Florida established an Angus-Brahman multibreed population of cattle in 1988 for the purpose of conducting genetic studies. This population of purebred and crossbred bulls and cows were planned interbred to create a herd of cows that represents a balanced number of cows within each 1/32nd (or 3 percent) *Bos indicus* genetics. This multibreed herd of cows were grouped based upon fraction of Brahman genetics as follows: 0-19 percent; 21-34 percent; 38 percent; 41-59 percent; 63-78 percent; and 81-100 percent. All cows were managed contemporaneously from 1989 to 2020.

Individual cow reproductive performance data was collected and available for 31 sequential breeding seasons (a single breeding season per year) from late February to early August, depending on year and grazing conditions. All cows were exposed to estrus synchronization, followed by artificial insemination (AI), either based on estrus or timed. The day of first AI was set as Day 0 of the 90-day breeding season. In some years, cows were AI'd a second or third time based upon return to estrus. All cows were exposed to fertile bulls for approximately 90 days after AI. The researchers compared estrus response and pregnancy per AI after synchronization, interval from the beginning of the breeding season to pregnancy and proportion of pregnant cows at the end of the breeding season between the six established cow groupings that were based upon fraction of Brahman genetics.

An increase in *Bos indicus* genetics of cows did not compromise the proportion of pregnant cows at the end of the breeding

season. However, under similar conditions (environmental and nutritional), *Bos indicus* genetics reduced reproductive performance of crossbred cows by lengthening the interval between Day 0 of breeding season and pregnancy. As proportion of Brahman genetics increased from 0-19 percent to 81-100 percent, an additional 25 days was required to attain a 50 percent pregnancy rate.

There was also a negative association between proportion of Brahman genetics and estrus response and pregnancy per AI after synchronization. Pregnancy per AI was 51.6 percent for the 0-19 percent Brahman crossbreds as compared to 37.4 percent for the 81-100 percent Brahman cows. It should be noted that cows that did show estrus after synchronization had a 2.3-fold greater pregnancy rate than those cows time-inseminated. Estrus response was 66.3 percent for cows with less than 20 percent Brahman genetics and 38.4 percent for cows with greater than 78 percent Brahman genetics.

Researchers concluded, and we should agree, that reproductive management strategies directed specifically to cows with a greater proportion of Brahman genetics are needed to improve the rate of pregnancy in those beef herds. This massive study should provide us with confidence in our beloved American breeds and American Red cattle as they are great combinations of good cattle. 🐄

This massive study should provide us with confidence in our beloved American breeds and American Red cattle as they are great combinations of good cattle.



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Get Involved With Santa Gertrudis Breeders International – Join a Committee

Are you making plans to attend this year's Santa Gertrudis Breeders International (SGBI) Annual Meeting in San Antonio, Texas? The activities will begin with committee meetings on Thursday, April 27; this is a great time to get involved in the association. SGBI's committees include Breed Improvement, Marketing and Promotions, Finance, Long Range Planning, Membership and Youth Promotion.

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 SGBI 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. 🐄



Feb. 24-25, 2023
Logan, Utah

Utah State University (USU) is hosting a Beef Field Day, Feb. 24-25, 2023, at USU's South Farm. The event will include an educational program and dinner starting at 5 p.m. on Friday. The field day will continue Saturday morning with ultrasound demonstrations, carcass breakdowns, producer panel discussions, steak lunch, trade show and facility tours.

ONLINE AND ON-SITE REGISTRATION IS AVAILABLE.

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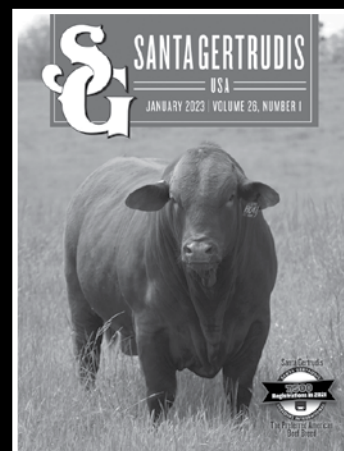
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Hall of Fame Inductees

Bill Lundberg and Pat and Maxine Reeves to be Honored

Santa Gertrudis Breeders International (SGBI) will induct three breed leaders into the SGBI Hall of Fame at the upcoming annual meeting. The SGBI Hall of Fame represents the association's most prestigious award and recognizes these individuals' unique and significant contributions to the breed's support, growth and advancement. This year's honorees are Bill Lundberg and Pat and Maxine Reeves. Inductions into the hall of fame will be made during the President's Dinner, April 29.

Bill Lundberg

Bill Lundberg's experiences with the Santa Gertrudis breed over the last five decades are extensive. He was introduced to the breed in the 1970s when he worked for Bill Barrett in Valley Mills, Texas. He assisted Barrett with his herd and custom-fitting business, showing cattle throughout Texas and the United States.



In the late '70s and early '80s, Bill worked for John and Helen Wood at Clarendon Plantation in Edisto, S.C. The plantation was part of the Cox Families operations that also included Nine Bar Ranch in Hempstead, Texas. Bill worked at the plantation when Clarendon produced such great herd sires as Doc 344, Mr. Bull and CP 740 – bulls that made a significant impact in the show ring in the '90s, siring multiple national champions. Clarendon Plantation was also at the forefront of performance testing during Bill's tenure.

Following his time at Clarendon Plantation, Bill moved to one of the breed's most prestigious herds, Winrock Farms in Morrilton, Ark., which was owned by the Rockefeller family and former Arkansas Gov. Win Rockefeller. Bill worked for Winrock Farms from 1983 to 1992; he man-

aged the operation and exhibited cattle at major shows throughout the United States. He even showed the National Champion Female in 1988. During Bill's time at Winrock Farms, they hosted the Razorback Sale, which became one of the breed's premier sales in the '80s.

In 1993, Bill started Lundberg Cattle Services in Russellville, Ark. For the last 30 years, Bill has offered his consulting, marketing and photography services to many of the top Santa Gertrudis herds. He has been instrumental in marketing the breed, and has helped develop many of the breed's top sales, including the Polled Gold Sale and the Alabama Connection Sale, which is in its 34th year.

Since launching his business, Bill has worked with a long list of prominent breeders, including City View Farm, Cotton Branch Plantation, Gray Oaks Farm, Flying C Ranch, Double EE Farm, Liberty Ranch, Don Perner, Bill Creel, Graves Creek Ranch and Wiley Ranch. He has also served on the SGBI Board of Directors.

Today, Bill and his wife, Nicole, reside in Russellville, Ark., where Bill remains active, consulting and marketing Santa Gertrudis cattle.

With gratitude for all he has done to support and promote the Santa Gertrudis breed, SGBI proudly names Bill Lundberg as a member of the SGBI Hall of Fame.

Pat and Maxine Reeves

In 1975, Pat and Maxine Reeves joined SGBI and were given Herd No. 3965 for Reeves Triple Seven Ranches in Nashville, Ark. Over the next 16 years, the couple grew their ranch into 1,500 acres and hundreds of registered Santa Gertrudis. During that time, they traveled across the United States, showing and promoting Santa Gertrudis cattle with their family. From wearing formal gowns and tuxedos at the Western Heritage Sale in Houston to attending other sales, shows, meetings, field days and junior activities throughout the United States, the pair loved every minute of it.

Pat and Maxine proudly sup-

ported the association's junior program in many ways. As one of the first ranches to participate in the donated heifer program for the National Junior Santa Gertrudis Show (NJS GS), they continued to donate each year until Pat's death in 1992. They also loaned calves to numerous junior members each year. Pat never wanted a junior to miss out on showing because they could not afford to buy an animal.

In 1983, Wylie Taliaferro took 25 junior members and approximately 35 head of cattle to Pat and Maxine's farm. The group was headed to the NJS GS, but they had to get out of Texas before they were quarantined and unable to travel. For three weeks, Pat and Maxine hosted and fed the kids and the cattle, and they loved every minute of it. Maxine cooked every meal and the kids had a blast.

Their door was always open and there was always a seat at the table for classifiers, custom fitters and other breeders. They frequently hosted guests, and Maxine would cook every meal; no one ever left with an empty stomach.

Pat and Maxine sent many animals on the show road with custom fitters as well as taking their grandchildren to shows. In 1984 their bull, Sam 69, was named National Champion Bull. They had several champion females over the years as well, including Miss Jamie.

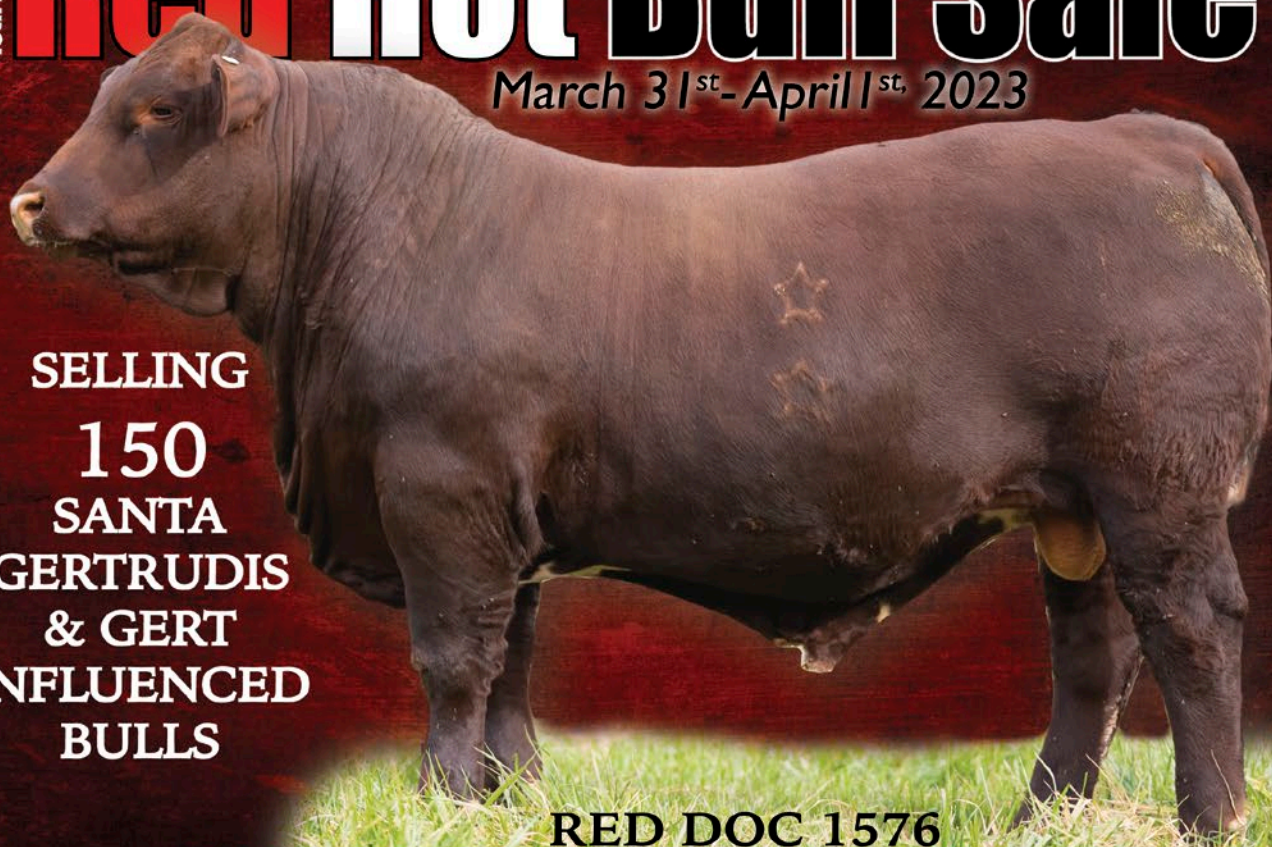
Pat was active in the association, serving as an SGBI Board member throughout the '80s. He served on numerous committees from 1975 to 1992. He was also a charter member of the Arkansas Cattlemen's Association and a U.S. Army Air Corp veteran of World War II. Maxine could also be seen and heard from the sidelines at many shows; many judges were critiqued

CONTINUED ON PAGE 24



19th Annual **Red Hot Bull Sale**

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SGBI Annual Meeting Tour Opportunities Announced

Hereford Feed Yard and West Texas A&M Beef Research Center Tours Available to Annual Meeting Attendees Who Register in Advance

The Santa Gertrudis Breeders International (SGBI) 72nd Annual Meeting is officially on the books for April 2023! As Santa Gertrudis breeders from across the country converge on Amarillo, Texas, April 27-29, the SGBI team is hard at work preparing insightful and meaningful opportunities to explore different aspects of the industry and highlight several standout West Texas operations in the process.

Where This Year?

Hereford Feed Yard in Hereford, Texas, and West Texas A&M University (WTAMU) Beef Research Center in Canyon, Texas, are the tour destinations for this spring. Both located a convenient distance from the host hotel in Amarillo, these locations will offer unique opportunities to see a first-class feedyard and processing facility, both proud to call West Texas home.

If you're planning to attend the annual meeting, be sure to sign up for these tour opportunities when registering.

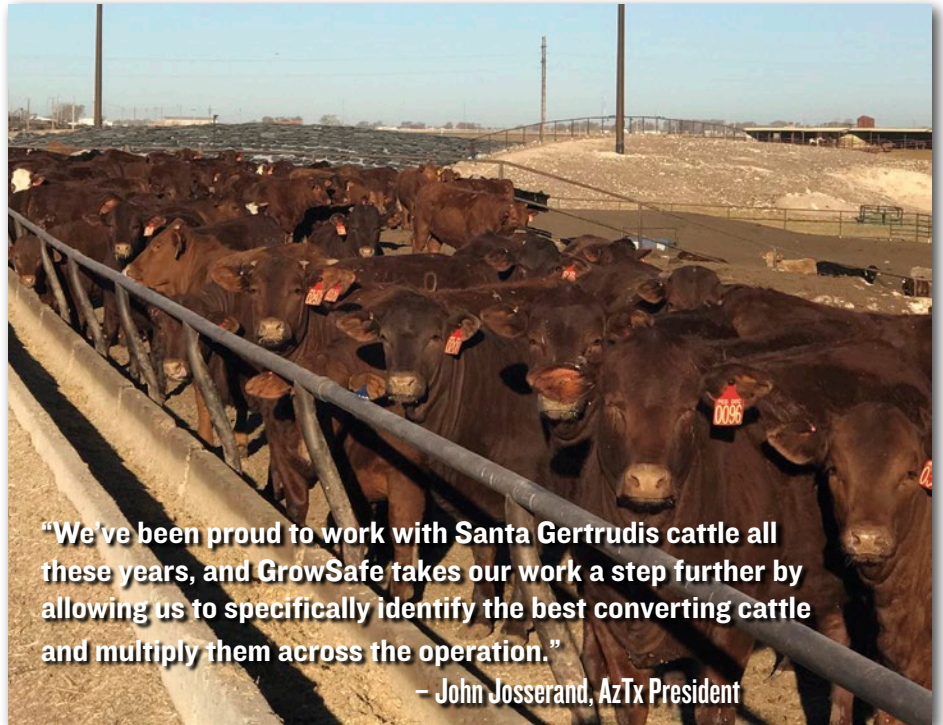
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Located just 45 minutes southwest of Amarillo, Hereford Feed Yard is one of the oldest and most reputable feedyards in operation today. It boasts a feeding capacity of 50,000 head, supported by the industry's most modern equipment, including a first-rate drainage system that assures the driest possible conditions for cattle.

Just minutes from some of the nation's leading packers and sitting adjacent to a major rail carrier, Hereford Feed Yard's prime location lends itself to lower priced grain and easy access to partners in the industry.

Hereford Feedyard has been home to Santa Gertrudis cattle for 20-plus years.

"We've watched the breed as genetics have improved and been able to help dispel some of the misconceptions around Santa Gertrudis cattle," says AzTx President John Josserand. "We know they grow well, they're docile and have great potential in the packing house. It's gratifying to have been a part of these develop-



"We've been proud to work with Santa Gertrudis cattle all these years, and GrowSafe takes our work a step further by allowing us to specifically identify the best converting cattle and multiply them across the operation."

— John Josserand, AzTx President

ments and work alongside our partners in the breed."

A key point of interest for annual meeting attendees may be the feedyard's use of the GrowSafe System, a cloud-based, decision-management ecosystem that improves farm profitability and animal health and welfare.

Among the unique features of the GrowSafe System is a watering system that measures cattle weights every time they step up for a drink of water. This creates a more accurate and detailed growth curve with minimal manual labor.

"It's fascinating to watch the growth curve when you get multiple weights per animal per day," Josserand says. "We've been proud to work with Santa Gertrudis cattle all these years, and GrowSafe takes our work a step further by allowing us to specifically identify the best converting cattle and multiply them across the operation."

West Texas A&M Beef Research Center

Just 20 minutes south of Amarillo, West

Texas A&M is sure to be an interesting stop. Attendees will have the opportunity to view the meats lab, a 16,000-sq.-ft. meat processing facility capable of harvesting beef, pork, lamb and goat, as well as conduct small to mid-scale research.

This USDA-inspected facility can process a truckload of cattle in eight hours and is known as a "glass walls" facility, with every room having one or more viewing windows so the public can see every step of the process – from harvest to processing and packaging – how animal products are made.

Visitors can also look forward to a Q&A session with Ty Lawrence, Ph.D., Caviness Distinguished Chair of Meat Science at West Texas A&M.

"We provide a service to collect data and conduct third-party, independent research in the meat industry," Lawrence says. "This includes how changes made on the ranch or in the feedyard impact meat products; conducting seedstock work on Santa Gertrudis cattle; and other projects."

Make Plans to Join Us!

Santa Gertrudis Breeders International looks forward to welcoming you to Amarillo in April. We hope you'll consider including these opportunities to tour these world-class locations as part of your annual meeting experience.

Details about the Santa Gertrudis Breeders International 72nd Annual Meeting will continue to be updated as the event approaches. A complete schedule and registration form can be found on page 10. To reserve your room at the Embassy Suites by Hilton, Amarillo Downtown, visit <https://santagertrudis.com/events/annual-meeting/>. We hope to see you there! 🍴

ABOUT JOHN JOSSERAND AND AZTX

John Josserand, AzTx president, leads a team of professionals to support individual yard managers and



John Josserand

their customers. In his years with his family's business, he has carried on the AzTx reputation for integrity in leadership. AzTx takes pride in being laser focused on the

well-being of cattlemen and the dynamic beef industry.

ABOUT TY LAWRENCE, PH.D.

Ty Lawrence, Ph.D., teaches undergraduate and advanced meat science and technology and integrated animal science courses for the M.S. and Ph.D. programs at WTAMU. He is the director of the University Meat Laboratory, a facility dedicated to teaching students the science and business of converting muscle to meat, and the director of the Beef Carcass Research Center. He also supervises the livestock and meat judging teams. 🍴



Ty Lawrence, Ph.D.

WTAMU Paul Engler College of Agriculture and Natural Sciences.
Photo from Panhandle PBS.



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NEW YEAR, **NEW LEADERSHIP**

SGBI Names HC Neel Executive Director



By Jessie Topp Becker, Managing Editor

The start of the new year is often marked with fireworks and confetti, and while there were no fireworks or confetti at the Santa Gertrudis Breeders International (SGBI) office on Jan. 3, the association started 2023 with a proverbial bang by welcoming HC Neel as its executive director.

"We are excited to have HC at SGBI's helm," says SGBI President Gene Kubecka. "His experience raising, showing and judging cattle, along with his breed association experience make him an excellent fit for SGBI. Most important, his vision for enhancing our breed's relevance in the beef industry cannot be understated."

Neel has deep roots in the cattle business and South Texas/Gulf Coast ranching. He grew up on a large-scale cow-calf ranch north of Refugio, Texas, where he and his family have been actively involved in showing and raising cattle.

"My entire life has been dedicated to the cattle industry, specifically in South Texas. I have a strong passion for that way of life and perhaps an even stronger passion for *Bos indicus* cattle and the value they provide to the industry," Neel says. "The opportunity to work with a breed and association with such rich history and prominence in an area I've always called home is one I am incredibly grateful for and do not take lightly."

Before joining SGBI, Neel served as director of association services for the American Brahman Breeders Association where he was intensely involved in research and breed improvement initiatives, performance programs, genetic progress and association management. He strives to utilize his passion and experience in the beef cattle and ranching industries to influence positive change that benefits cattle breeders at all levels of the production chain.

"While SGBI has done a fantastic job in adapting to the modern cattle industry, we must continue to grow and be inno-

vators of this industry to provide the utmost value not only to our own breeders, but also to the commercial cattlemen and the consumers who drive the demand for our cattle," he says. "It is my belief that if we keep using the tools that are working, identifying and adopting tools that can help us improve, and breeding versatile and quality cattle, we will continue to improve the breed's place and relevance in an ever-evolving cattle industry."

For Santa Gertrudis breeders, Neel says the future presents a world of opportunity, especially with the increasing popularity and demand of red-hided cattle across the United States.

"Santa Gertrudis offers a way for cattle raisers to incorporate superior adaptability and heterosis with a hide color that becomes more desirable by the day," he says. "SGBI has done tremendous work in marketing these facts and identifying partners to help capitalize on the value of red-hided cattle. I think this opens tremendous opportunities for the breed to expand and increase our own piece of the market share across the United States."



"The opportunity to work with a breed and association with such rich history and prominence in an area I've always called home is one I am incredibly grateful for and do not take lightly."

– HC Neel

Neel's involvement in the beef industry also includes serving as an officer and committee member with varying organizations such as the Texas Purebred Cattle Alliance and the Texas & Southwestern Cattle Raisers Association. A member of nationally competitive livestock judging teams at Blinn College and Texas A&M University, Neel also serves as a professional livestock judge at local, state and national levels.

The Neel family resides in Goliad, Texas, where they own and operate a small cow herd that focuses on the production of show cattle for 4-H and FFA youth across the state.

"I look forward to the incredible opportunity to work with Santa Gertrudis producers and continue to promote and progress the breed as a leading force in the *Bos indicus* and beef cattle industries," he says.

Neel looks forward to meeting Santa Gertrudis breeders at upcoming events including the Cattle Industry Convention & NCBA Trade Show and the SGBI Annual Meeting. He can be contacted at hcneel@santagertrudis.com. 🐄

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HALL OF FAME INDUCTEES

CONTINUED FROM PAGE 18

and set straight by Maxine. She loved her family, her cattle and her turquoise jewelry.

Reeves Triple Seven, joined by Winrock Farms, JB Hunt and Porter Rogers, formed the Razorback Century Plus Sale in Arkansas that quickly became a premier sale event. The sale served as a foundation for numerous field days and educational events that also provided these breeders a platform to promote their successful herds.

In 2010, Pat and Maxine's granddaughter, Jamie, took over their herd number and founded Triple Seven Farms in Magnolia, Ark. Jamie and her husband, Chad, also purchased the original Reeves Triple Seven Ranch in Nashville, Ark., and continue to run cattle there.

In recognition of all they did to support the Santa Gertrudis breed, SGBI counts it an honor to name Pat and Maxine Reeves as members of the SGBI Hall of Fame. 🐾



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