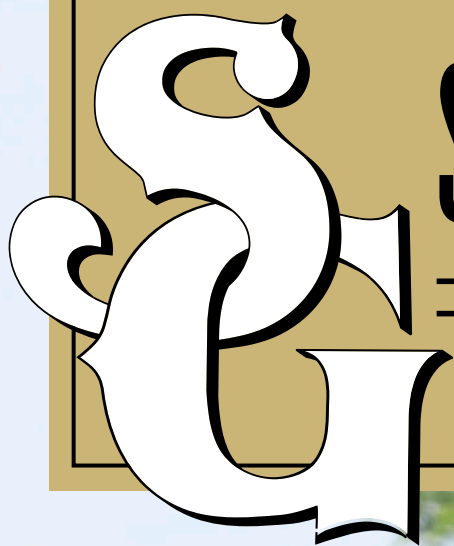




SANTA GERTRUDIS

USA

JANUARY 2019 | VOLUME 22, NUMBER 1



**HERD SIRE
ISSUE**

Santa Gertrudis



The Preferred American
Beef Breed

MASTERPIECE 101

**2017 NATIONAL
CHAMPION**

MASTERPIECE 101

(Reg. #20141438)

Masterpiece capped off one of the most dominant show careers in recent breed history. He had 13 consecutive Grand Championships and was named the 2017 National Champion Bull! We look for great things in his future. He is one of the best balanced EPD bulls, and now is your chance to use one of the most powerful bulls in the breed. His first calf crop looks *very impressive!*

Owned by Tinney Farms and Circle A Farm.

BW	WW	YW	Milk	T MAT	REA	Marb	FAT	HCW	Sh F
+0.57	+4.96	+3.59	-2.81	-0.33	-0.01	-0.01	+0.00	+3.14	-0.02
H Prg	Brd Bk	SC	\$G	Carc Idx					
-0.12	-0.09	+0.10	+4.50	4					

Richmond

SIRIED BY MASTERPIECE



QV REDEMPTION 60E1

Owned by Quail Valley Farms

2018-2019 SGBI Leading High Point Bull
Grand Champion Bull, 2018 N.A. Livestock Expo
Grand Champion, Four States Fair
Grand Champion, Indiana State Fair



SUMMER SAGE

Owned by Tinney Farms

2018-2019 SGBI Leading High Point Yearling Female
Grand Champion Female, 2018 Arkansas State Fair
Res. Grand Champ. Female, 2018 Indiana State Fair

SEMEN \$50/STRAW
for either bull,
10 straw minimum

MASTERPIECE— contact
Darren Richmond 423-364-9281
djrighmd@gmail.com

PISTOLERO — contact
Arlin Taylor (below) or
Richard Hood 979-224-6150
richard@amscattle.com

Pistolero

PISTOLERO 64/5

(Polled · Reg #20157885)

A Pistol son out of donor cow Harco 1247. Pistolero has some of the strongest numbers in the breed: WW 40.24, YW 70.41, HCW 49.85 and a Growth Index of \$65.38.

Co-owned with Harris Farms and Quail Valley Farms.

BW	WW	YW	Milk	T MAT	REA	Marb	FAT	HCW	Sh F
+2.82	+40.24	+70.41	+5.14	+25.26	+0.72	-0.05	+0.04	+49.85	-0.02
H Prg	Brd Bk	SC	\$G	Carc Idx					
-0.13	+0.06	+1.11	+65.38	10					

Richmond

Tinney Farms

5251 Co. Rd. 601 · Hanceville, AL 35077

Manager: Arlin Taylor

256-507-3838

arlin.taylor@bhamfast.com

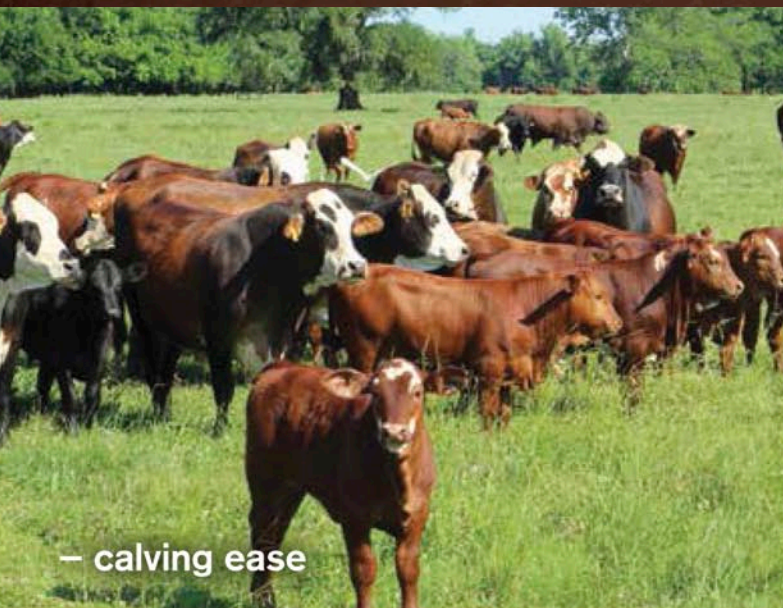
tinneyfarms.com

**100%
GENOTYPED
COWHERD**

Follow us on Facebook!

Wendt Ranches Bulls

Allow your mother cows to unlock their profit potential



— calving ease



— above average weaning weights



— great replacement females



— above average daily gain in the feedlot

The Santa Gertrudis herd bull you choose today will improve tomorrow's profits.
Choose from Wendt Ranches – the Herd Bull Replacement Center!

Wendt Ranches

5475 FM 457, Bay City, TX 77414
email: wendtranches@hotmail.com

Gene Kubecka
979-240-5311

Daniel Kubecka
979-240-5312

SGBI Herd #621, established 1954

SS

Mark your calendar!

NuGen/Wendt Elite Sale
in conjunction with 2019
Santa Gertrudis World Congress
Saturday, Oct. 19, 2019

SANTA GERTRUDIS USA

IN THIS ISSUE

- 8** Selecting Sires, Balancing Budgets
- 10** SGBI Point Show Standings
- 14** Santa Gertrudis 2019 World Congress
- 20** Herd Sires: Production and Management
- 22** Using Genomics in Commercial Beef Operations
- 26** Performance Testing – A Valuable Tool in Bull Marketing, Selection
- 28** 2019 National Santa Gertrudis Show Announcement
- 30** 2019 National Junior Santa Gertrudis Show Announcement
- 30** SGBI Ranch Signs Now Available
- 31** Save the Date – 2019 SGBI Annual Meeting
- 31** Seeking Board Candidates
- 32** Show Results – Louisiana State Fair
- 32** Show Results – North American International Livestock Exposition
- 33** Show Results – Red Hot Gert Show

DEPARTMENTS

- 6** Ramblings from the Open Range
- 6** Need to Know
- 12** President's Letter
- 12, 16** Junior Letter
- 16** Calendar of Events
- 16** Breed Statistics
- 16** New Members
- 25** Ad Index
- 30** Sale Reports



Santa Gertrudis WORLD 2019 14 CONGRESS 9 4-19 OCTOBER ★ GROWING GLOBALLY ★ USA

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, Standard A Enclosures. 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*.

Jan. 2019 | Volume 22, Number 1

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

John E. Ford
Email: jford@santagertrudis.com

REGISTRATION & MEMBER SERVICES SPECIALIST

Diana L. Ruiz
Email: diana@santagertrudis.com

MEMBER SERVICES

Daniella V. McClary-Munoz
Email: daniella@santagertrudis.com

MEMBER SERVICES REPRESENTATIVE

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

MAGAZINE STAFF

PUBLISHER

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

MANAGING EDITOR

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

EDITOR

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

AD SALES | CATALOGS

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

CREATIVE DIRECTOR

Kathie Bedolli | kbedolli@blueprintma.com
(970) 568-8219

MATERIALS COORDINATOR

Megan Sajbel

AD DESIGN

Holly Holland

ADMINISTRATION

Leslie McKibben

COPY EDITOR

Larisa Willrett



ON THE COVER

A Santa Gertrudis cow herd and herd sire, Masterpiece, at Tinney Farms, Hanceville, Ala.
Photo courtesy Darren Richmond.

Providing Polled Power Genetics to the Santa Gertrudis Breed

Double C Farms

William W. Cameron, Jr. & Family

377 Double C Drive

Raeford, NC 28376

(910) 875-4963

redbull@embarqmail.com



RED DOC FARM

Dr. Roland & Elia Sanchez

703 S. Christopher Road (505) 864-7781 Office
Belen, NM 87002 (505) 864-2898 Residence



GRAY OAKS FARM

Dennis Jones, owner

905 Foxtrap Rd., Russellville, AL 35654

Home: (941) 735-9391

Austin Logan, Manager

(256) 335-8821



Purchase your Polled Santa Gertrudis genetics from these Polled Santa Gertrudis Association members:

ALABAMA

Grandview Farms, Hamilton
Gray Oaks Farm, Russellville
Tinney Farms, Hanceville

ARKANSAS

777 Farms, Magnolia

COLORADO

Cherokee Ranch, Sedalia

FLORIDA

Dietrich's Flying D Ranch, Orlando

GEORGIA

Jernigan Ranch, Buena Vista
MC Ranch, Alpharetta
Richmond Marketing Service, Ringgold

ILLINOIS

Heil Cattle Co., Stonefort

INDIANA

Goodin Farms, Austin
Heil Cattle Co., Eddyville
Pleasant Valley Farm, Markelville
Rans Farms, Culver

KENTUCKY

Cody Heath, Turners Station
Osborne Livestock Co., Sparta
Parker Farms, Cave City
Strickmeyer Farm, Verona
Nolan & Emily Taylor, Hopkinsville
Windcrest Farm, Leitchfield

LOUISIANA

Wiley Ranch, Deville

MISSISSIPPI

Cotton Branch Plantation, Smithdale
J.D. Chism, Pontotoc

MISSOURI

Top Shelf Cattle Co. LaRussell

NEW MEXICO

Red Doc Farm, Belen

NORTH CAROLINA

Cox Mill Farm, Sandford
Creech Farms, Zebulon
Double C Farms, Raeford
Scott Sherrill, Concord

TENNESSEE

Circle A Farm, Williamsport

TEXAS

Corporron Acres, Schulenburg
Double TT Ranch, Rosser
Fulton Farms, Denton
Strait Ranches, Carrizo Springs
Taliaferro Auction Co, Rosser
Urbanosky Ranch, Plantersville
Wendt Ranches, Bay City
Wunderlich Farms, Brenham

2018 NJSGS BEST OF POLLED

Shown by Avery Strait, Prosper, Texas



\$1,000 Scholarship Available

Junior Polled Santa Gertrudis Association members are encouraged to apply for the \$1,000 scholarship made available each year by the Polled Santa Gertrudis Association. Dues must be paid by April 1 to be eligible for scholarship.

Contact the SGBI Junior Association for details.

\$500 each will be awarded to the 2019 National Show and SGBI High Point Best of Polled Winners! Must be Polled Association member to be eligible for awards.

Polled Santa Gertrudis Association

Polled Santa Gertrudis Association

Curtis Hudnall, President • (936) 334-4804

Larry Osborne, Secretary & Treasurer
(937) 604-4999

CREECH FARMS

12483 NC 39 • Zebulon, NC 27597

Tony (919) 427-4679

Brandon (919) 761-3894

Email: ccreech6@gmail.com

Herd No. 16769 • Herd No. 37879



Flying C Ranch

Lester & Ouida Cossey

2639 Gum Springs Rd., Searcy, AR 72143

(501) 207-2272





Ramblings from the Open Range

EXECUTIVE DIRECTOR'S REPORT

By John Ford

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

Are all tall people good basketball players? Of course not. My high school years are proof that height does not influence athletic ability. Why then, would we assume appearance controls profitable performance in beef cattle?

Don't get me wrong, I am not discounting the significance of visual appraisal. I will be the first to state that it is an animal's appearance that attracts us to certain individuals. After all, our eyes are drawn to bulls that match the type and kind of animal we envision as perfect in our minds. We certainly can't downplay the importance of feet and leg conformation and soundness when making sire selections. However, the ultimate measure of a bull is not how he looks, but the profitable performance of his offspring. It is a bull's appearance that attracts customers to the sell pen, and it is his calf crop's profitable performance that brings them back.

For years I have touted the value of utilizing expected progeny differences (EPDs) for making profitable sire selections. In addition, I have emphasized that SGBI's cutting-edge genetic evaluation allows selections to be made with confidence, ensuring animals will perform at the highest level. I am sure that purebred breeders recognize the value of each and every EPD calculated for an association's genetic evaluation. I continue to be amazed at the number of traits that members of the seedstock sector measure or are capable of measuring.

However, I do have a growing concern that commercial cattlemen can be overwhelmed with the vast number of EPDs that breed associations offer. In an industry eager to collect more data and develop more selection tools, it does not hurt to occasionally step back and remind ourselves that all EPDs have value, but not all EPDs are applicable to every commercial operation. Our commercial customers should

focus on the traits that are economically relevant to their enterprises. Doing so limits the number of EPDs they need to consider during the bull selection and decision-making processes.

I suspect no more than four or five EPDs have a direct impact on most commercial cow-calf programs. In my mind it is fairly straightforward – traits that are directly associated with a commercial cow-calf operation's revenue stream should command the greatest amount of attention during the bull selection process.

Not all beef enterprises are the same, therefore, having a knowledge of the EPDs that drive profitability for your operation's bull buying customers is key if we are to assist them in selecting the genetic packages that best meet their objectives and goals. A "one-size-fits-all" approach to producing seedstock no longer works in a beef industry that offers a number of commercial marketing strategies. Direct freezer beef, retained ownership, alliances, cooperative opportunities, replacement-female markets and branded-beef programs are on the rise, and selection pressure is being placed on a number of the traits SGBI measures.

To remain competitive, SGBI members must be serious about their herds' genetic improvement and the genetic packages they offer their commercial bull buying customers. It is imperative that members collect and submit detailed and accurate records to the association for inclusion in the breed's genetic evaluation. Doing so will result

CONTINUED ON PAGE 31

SGBI

Need to Know

SANTA GERTRUDIS BREEDERS INTERNATIONAL has been fortunate to have breeders who are willing to adopt new tools and technology in the never-ending process to keep the breed viable in a rapidly changing beef industry. Today's market does not demand more cows, it demands more cows that are capable of producing high-quality beef. DNA testing provides seedstock breeders the ability to accurately predict animal performance and make breeding and selection decisions that result in cattle capable of performing profitability for all industry members. Recognizing the value of genetic testing, this past year, Tinney Farms took the innovative approach of genotyping, or DNA testing, 100 percent of the operation's cow herd.

During the 2018 Alabama Connection Sale, held in October, Tinney Farms was recognized for genotyping 100 percent of the operation's cowherd and, more important, for the farm's leadership in a rapidly changing beef industry that is driven by the collection of sound data supported by DNA technology. SGBI's genetic service provider Neogen/GeneSeek, a world leader in beef genomics, and territory representatives Ashby Green and Jill Ginn, along with the team at Allflex®, a leader in animal identification, were present to recognize this accomplishment.

Tinney Farms Manager Arlin Taylor stated that genotyping not only enables the operation to make accurate breeding decisions, but also provides their cattle-buying customers with sound data sets that will help meet their breeding goals. 🐄



COTTON BRANCH HERD SIRES



CB **BEAR** 30/2

SON OF SHERMAN TANK 03/4

TOP 1% WW • 2% REA • 3% YW & HCW • 10% SC
15% MILK • GROWTH INDEX: 21.17 • CARCASS: 9



CB **BEAR CAT** 507

SON OF BEAR 30/2

TOP 2% REA • 10% WW, YW, MILK, HCW, H PREG
GROWTH INDEX: 12.93 • CARCASS: 10

CB **WAR HAWK** 4/5

SON OF PISTOL 28/0

TOP 1% WW, YW, HCW, REA • 3% SC
GROWTH INDEX: 34.62 • CARCASS: 10



RED DOC **EL HOMBRE** 6279

SON OF RDF EL REY

TOP 1% WW, YW, HCW, REA, BBK • 2% MARB
10% SC • GROWTH INDEX: 31.19 • CARCASS: 10



RED DOC **CHECKMATE** 7069

SON OF YOSEMITE

TOP 1% YW, REA • 2% HCW • 3% H PREG
5% WW • 10% BW • 25% MILK, MARB, TEND
GROWTH INDEX: 26.13 • CARCASS: 10

All of our herd sires have been gain tested and scanned. They must meet all of our requirements before being considered for the breeding program.

Cotton
Branch
PLANTATION
www.cottonbranch.com



ED & BARBARA HERRING
Smithdale, MS
(601) 384.7062 cell
(601) 384.2617 farm

RYAN COWART, MANAGER
(601) 384.6719
BILL LUNDBERG, CONSULTANT
(479) 880.6217

SELECTING *Sires,* BALANCING *Budgets*

By Hannah Johlman, Freelance Writer



Selecting and purchasing herd sires is not a simple, split-second decision to be made in the heat of a bull sale, and the decision shouldn't be taken lightly when bull selection accounts for more than 75 percent of a herd's gene flow in just two generations. Prior to walking into a seedstock sale, commercial cattlemen should be informed and prepared, set a budget and, hopefully, stick to it.

In today's market, a good rule of thumb is that five feeder calves is about equal to the value of one quality bull. But Stan Bevers, practitioner in ranch economics at the King Ranch Institute for Ranch Management, cautions that, in a fluctuating market, that can be give or take. So before producers start guessing how much they should spend on bulls, they first need to know what they are looking for in a bull. That means understanding expected progeny differences (EPDs) and how they play into the producer's operational goals, as well as developing a relationship with their seedstock supplier.

For commercial cattlemen, knowing what traits are necessary to improve their cow herd plays a vital role in choosing what breed of cattle will fit into their system. A producer also needs to consider their cattle's end goal, such as if they are being kept for replacement heifers, or if their endpoint is weaning or backgrounding.

"Assessment of these factors will help point you to the best breed for your needs and the combinations of maternal, growth [and] carcass traits that best fit your operation and environment," says Bob Weaber, Ph.D., professor and cow-calf Extension specialist at Kansas State University.

Weaber suggests using selection indexes as tools to point producers to the best overall candidates across a range of traits, making sure the index matches both production and marketing scenarios.

Seedstock suppliers should want to know their customer's operational goals so that they can help them reach those

goals, so developing a relationship with your seedstock supplier is helpful when it comes time to make such a big purchase.

"Once you receive our sale catalog, make a short list of bulls, roughly three times more than you actually need to purchase, that fit your specifications," Weaber says.

Bevers suggests that buyers call their seedstock supplier prior to the sale, because nobody knows the bull offering better than they do.

"Ask them if they think the bulls you have circled will fit. Ask them what they think," Bevers says. "Get every piece of information you can."

Aside from asking the seedstock supplier, it's important for producers to understand how EPDs play into their herds' genetic goals. Weaber says EPDs are the most effective tools available to describe the genetic differences between animals within and across herds.

"EPDs are much more effective genetic predictors than actual or adjusted performance records," Weaber says. "If an EPD is available for a trait, it should be used instead of an animal's own performance record for that trait."

For example, Weaber recommends using Calving Ease (CE) rather than Birth Weight (BW), if available, to select bulls that minimize calving difficulty because CE EPD calculations include BW data and other information that affect dystocia.

To gain a better understanding of EPDs, Bevers encourages buyers to ask their seedstock supplier, county agent or local veterinarian for help.

When it comes to budgeting for herd sires, rather than asking the supplier

what he thinks top picks will sell for, Weaber suggests evaluating the supplier's prior year sale averages to get an idea of what to expect in terms of purchase costs.

"Building a budget is a difficult thing," Bevers says. "From a rancher's perspective, you're trying to minimize what you spend because that's what everyone has told you to do. But when you go look at what bull sales are, and all of a sudden they're thousands more than they were a year ago, it makes a guy squeamish."

When looking at where herd sire purchases fit into a budget, it's often more of a question of where the purchase fits into the year's cash flow. Bevers says he has observed that most ranchers look at what they spent the previous year, add a reasonable amount and hope they don't go over it.

"Or, you can go through the math exercise and estimate that if you spend \$1,000 more on one bull versus another and, say the first bull's EPDs are putting him five pounds heavier than the contemporary, that's five pounds at \$2 a pound, that's \$10," Bevers says. "If you know he's going to do 30 or 40 calves per year, [that bull's value] is worth more than the second bull."

If a producer can do the math and evaluate the value of each bull they are looking at, it's easier to assign a budget relative to your operational goals and stick to it in the heat of the sale.

"When I used to buy various livestock, I had the catalog ahead of time,

CONTINUED ON PAGE 27 »

Thank You TO ALL THAT HAVE SUPPORTED US THIS PAST YEAR

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



PROVEN PERFORMANCE, EXCEEDING EXCELLENCE

HARRIS RIVERBEND FARMS

David & Laurie Harris

PO Box 691 • Cleburne, TX 76033

Home: 817.641.4159 • Office: 817.641.4771 • Mobile: 817.996.5866

SGBI Point Show Standings

Through the North American International Livestock Expo

Heifer Calf Division

1. Top Shelf Rum Chata	Top Shelf Cattle Co.	48
2. Miss Shatira	Ellistin Morey	21
3. Miss Big Star	Karli Buggs	17

Yearling Heifer Division

1. QV Summer Sage	Tinney Farms	30
2. Miss TT 107	Cody Heath	27
3. CB 719	Gracey Pitchford	26

Senior Female Division

1. Miss LCS 10/6	Cody Heath	33
2. C-P Miss 107D7	Pitchford Cattle Co.	26
3. Miss Ranger 413DI	Grandview Farms/Stroman Cattle Co.	19

High Point Overall Female

1. Top Shelf Rum Chata	Top Shelf Cattle Co.	48
2. Miss LCS 10/6	Cody Heath	33
3. QV Summer Sage	Tinney Farms	30

Best of Polled Female

1. Miss TT 107	Cody Heath	4
2. C-P Miss 107D7	Pitchford Cattle Co.	2

Bull Calf Division

1. Quail Valley Redemption	Quail Valley Farms	66
2. SP Vegas 790	Santo Poco Ranch	34
3. OLC Masterplan	Osborne Livestock Co.	12

Yearling Bull Division

1. 777 Gambler	Circle A Farm and 777 Farms	53
2. SF Mojito	Top Shelf Cattle Co.	36
3. CSC II-7	Connors State College	23

Senior Bull Division

1. Rushmore 141	Tinney Farms and Circle A Farm	50
2. SJ Boomerang 614	San Jose Cattle Co.	24
3. C Bar C Ironclad	C Bar C Ranch	17

High Point Overall Bull

1. Quail Valley Redemption	Quail Valley Farms	66
2. 777 Gambler	Circle A Farm and 777 Farms	53
3. Rushmore 141	Tinney Farms and Circle A Farm	50

Best of Polled Bull

1. 777 Gambler	Circle A Farm and 777 Farms	5
2. SF Mojito	Top Shelf Cattle Co.	3
3. CSC II-7	Connors State College	2

Get of Sire

1. SJ High Roller	777 Farms	6
1. Masterpiece 101	Tinney Farms and Circle A Farm	6

Produce of Dam

1. Harris 17/0	777 Farms	6
2. Gray Oaks 901	777 Farms	2

STAR 5 Female

1. Heaths Miss BFS	Cody Heath	10
2. Omolara	MacKenzie Hicks	2
2. Circle H 613	Taylor Guidry	2
2. Royal Princess	Ashley Osborne	2

LEADING HIGH POINT BULL



QV Redemption 60E1

shown by Quail Valley Farms, Oneonta, Ala.

LEADING HIGH POINT FEMALE



Top Shelf Rum Chata

shown by Top Shelf Cattle Co., La Russell, Mo.

LEADING HIGH POINT STAR 5 FEMALE



Heaths Miss BFS

shown by Cody Heath, Turners Station, Ky.

REMAINING POINT SHOWS

Fort Worth Stock Show • Florida State Fair • National SG Show (Dixie National) (double points) • San Antonio Livestock Show • Houston Livestock Show

QUAIL VALLEY REDEMPTION 60E1



2018-2019 Leading High-Point Overall Bull – highlighted by:

Grand Champion at the State Fair of Texas, North American Livestock Expo, 4 States Fair and the Indiana State Fair.

Look for Redemption at the Fort Worth Stock Show, National Show in Jackson, Miss., and the Houston Livestock Show!



SIRED BY 2017 NATIONAL CHAMPION BULL MASTERPIECE, OUT OF 2015 NATIONAL JUNIOR SHOW GRAND CHAMPION SR 60/3 (MISS YANCY).

The mating of these two phenotypic champions hit a home run in Redemption!

Thank you to Alderson/Richmond for exhibiting Redemption to his highest potential!

Selling at the International Super Sale

MARCH 1, 2019 • HOUSTON, TEXAS



SR 60/3 (MISS YANCY)

SELLING FULL POSSESSION AND FULL EMBRYO INTEREST.

2015 National Junior Show Grand Champion and Dam of Redemption 60E1.

Also selling the pick of the Jan.-April, 2019 Quail Valley heifer calf crop!

SELLING 4 EMBRYOS!
Masterpiece 101 x Miss Grandview 555
Banners & Buckles Sale Feb. 8

Save the Date!

MAY 18, 2019

Alabama SG Association Field Day and Junior Show
being held at Quail Valley Farms!



QUAIL VALLEY FARMS

Oneonta, Alabama

Ricky Cleveland, Owner

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

Josh Latham, Farm Manager • (205) 446-5539

Brian Wood • (205) 410-7834

PRESIDENT'S LETTER

By Jerome Urbanosky

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



Happy New Year! I hope you are well-positioned to continue with the red revolution of Data Driven and Performance Proven Santa Gertrudis.

I also hope you have ordered a new SGBI ranch sign for your operation. This important marketing tool lets everyone know who you are and that you are proud to have Santa Gertrudis cattle. If you haven't ordered yours yet, please do so right away. The order form is available on the association's website and more information can be found on page 30.

Mark your calendar for the 2019 SGBI Annual Meeting, which will be held at the San Antonio River Walk, April 11-14, 2019. This is a great opportunity to meet, visit and exchange information and ideas with fellow breeders.

Legendary SGBI member Dick Vesper, Herd No. 43, is well-known for attending 52 SGBI Annual Meetings in a row. This year's Annual Meeting will be a lot of fun, so make plans to attend, and give us your ideas and input.

The early show season is upon us, and Fort Worth, San Antonio, Jackson and Houston will be here before you know it. Both open and junior shows will take place at each venue. Those of you who show cattle know the thrill of victory and agony of defeat. But there is another judge and another opportunity just down the road. For Urbanosky Ranch, showing cattle is an important part of show-casing what our breeding program is accomplishing. I have always thought of showing cattle as part of our program, but certainly performance and reproductive efficiency are just as, or even more, important.

A relatively new, verifiable performance trait is RFI – residual feed intake. The utilization of GrowSafe and other feed-consumption monitoring systems make it possible to identify individual bulls or females that can most efficiently convert feedstuffs to gain. This trait is highly heritable and helps validate the superiority of Santa Gertrudis as efficient cattle, and now it makes individual performance identifiable. With this trait, animals with lower numbers are more efficient (i.e. negative numbers are good in this instance). I hope we can incorporate this very important tool into our data system in the near future.

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

SANTA GERTRUDIS Juniors

By Kelsie Edenfield, Director, District 2



This month's edition of *Santa Gertrudis USA* focuses on the all-important herd sire. Picking the sire you want to breed to your heifers is crucial. Selecting a bull that will match well with your heifers and produce a high-quality calf crop is a top priority. You need stable herd sires that will help benefit your operation in the long-run.

Choosing a good herd sire can be tricky. Keep in mind that it's important that there are no relative bloodlines shared between the females you are breeding and your sire. Longevity is also important, as sires will have to breed numerous females each year. As you know, a lot of thought and hard work has to be put into selecting herd sires, just like the hard work required everywhere else on the farm as well.

Thank you so much for your time. I hope you all have a blessed year! 🍀

SGBI OFFICERS OF THE BOARD

PRESIDENT Jerome Urbanosky
SECRETARY/TREASURER Deanna Parker
LONG RANGE PLANNING Debbie Townsend
MARKETING & PROMOTION Gene Kubecka
PERFORMANCE Kathryn Hefte
YOUTH ACTIVITIES Betty McCormick
PRESIDENT ELECT Nancy Wunderlich
MEMBERSHIP Allen "Bud" Clark

SGBI BOARD OF DIRECTORS BY REGION

WESTERN REGION

Tylor Braden (Texas)
King Ranch
(361) 219-0434 | TBraden@king-ranch.com
Kathryn Hefte (Texas)
Hefte Ranch
(210) 414-2493 | hefteranch@gmail.com
Gene Kubecka (Texas)
Wendt Ranches
(979) 240-5311 | wendtranches@hotmail.com
Betty McCormick (Texas)
Woman Hollerin Ranch
(281) 375-6861 | bettysue1959@gmail.com
Rafael Miranda (Colo.)
Cherokee Ranch
(303) 888-5297 | Rmvl565@gmail.com
Jerome Urbanosky (Texas)
Urbanosky Ranch
(281) 797-5715 | jerome@ameritechsi.com
Nancy Wunderlich (Texas)
Wunderlich Farms
(979) 277-2838 | n.wunderlich@hotmail.com

EASTERN REGION

David Alderson (Tenn.)
Circle A Farm
931-682-2527 | elaine@mtbj.net
Bud Clark (Mo.)
C Bar C Ranch
(314) 607-1076 | bud@cbarcranch.net
Ryan Cowart (Miss.)
Cotton Branch Plantation
(601) 384-6719 | rcowart@cottonbranch.com
Deanna Parker (Ky.)
Parker Farms
(270) 670-6285 | parkerfarms@scrtc.com
Robert Silva (Okla.)
(918) 470-5371 | rdsilva06@sbcglobal.net

AT-LARGE DIRECTORS

District 1 – Alicia Sanchez (N.M.)
Red Doc Farm
(505) 463-1993 | alicia@justiceins.com
District 2 – Debbie Townsend (Texas)
Townsend Cattle Company
(979) 541-4989 | townsendcattle81@gmail.com
District 3 – Jamie Daniel (Ark.)
777 Farms
(870) 904-3070 | jd@gregbennett.com
District 4 – Arlin Taylor (Ala.)
Tinney Farms
(256) 507-3838 | arlin.taylor@bmamfast.com
District 5 – Tony Creech (N.C.)
Creech Farms
(919) 427-4679 | creechfarms6@gmail.com
District 6 – Todd Osborne (Mo.)
Osborne Livestock Co.
(859) 991-2438 | peppydoc1@aol.com

SANTA GERTRUDIS DISTRICT VI BREEDERS



If You Build It...

They Will Come!

Grover

**2018 NATIONAL CHAMPION
BEST OF POLLED AND
HIGH POINT BULL**

NC VEGAS X NC HATCHETMAN

Grover Calves are Coming...
Spring, 2019!

Meadows
Hughesville, Mo.

SEMEN INQUIRIES WELCOME

C BAR C RANCH



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

WWW.CBARCRANCH.NET



Missouri Meadows

Aaron, Amy, Jack & Isaac Schroeder
18067 McCurdy Road
Hughesville, MO 65334
(660) 829-3067

www.missourimeadows.com

Registered Santa Gertrudis, Durham Red & STAR 5

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) 678-5302 • (270) 670-6776

MATTINGLY FARMS



CODY MATTINGLY
Roger, Ivy, Whitney & Chase
488 Rock Haven Rd.
Brandenburg, Ky. 40108
(270) 668-3177
mattinglyfarms96@yahoo.com



Shampain Ranch

Santa Gertrudis Cattle
Del & Ginny Thomas
Pleasant Hill, IL 62366
(217) 734-2283
ginny2@irtc.net

Santa Gertrudis

★ ★ ★

WORLD 2019 CONGRESS 19

4-19 OCTOBER ★ **GROWING GLOBALLY** ★ USA

GROWING GLOBALLY *with Santa Gertrudis*

Seventeen days of ranch tours, educational presentations, fun, cultural events, cattle sales and a ride through some of the most scenic and diverse country in the United States.

From Atlanta, Georgia, to Kingsville, Texas, this is an event you won't want to miss!

Educational Presentations

- ★ Strategic Planning for Santa Gertrudis Global Growth
- ★ Using Genetic Selection Tools for Improved Carcass Quality
 - Live Cattle Evaluation
 - Beef Carcass Evaluation
 - Fabrication for added value
- ★ Tours of Trans Ova Genetics and Sexing Technologies

Cattle Sales/Events

- ★ Alabama Connection Sale
- ★ State Fair of Texas
- ★ NuGen Sale

Fun/Culture

- ★ Island View Casino in Miss.
- ★ New Orleans – French Quarter
- ★ A Day in Dallas
- ★ San Antonio River Walk
- ★ Briscoe Western Art Museum
- ★ NuGen Party at Run-N-Gun Lodge

Ranch Tours

- ★ Quail Valley Farms
- ★ Tinney Farms
- ★ Grandview Farms
- ★ Cotton Branch Plantation
- ★ Wiley Ranch
- ★ King Ranch
- ★ San Jose Cattle Company
- ★ Townsend Cattle Company
- ★ Urbanosky Ranch
- ★ Wendt Ranches

JOIN US

Oct. 4-19, 2019



Registration includes all overnight accommodations, many meals, bus transportation, all ranch visits, all educational visits and cattle events.

Tour includes a balance of structured event and free time.

Full, partial and day registrations will be offered.

Watch for full registration information in the February issue of *Santa Gertrudis USA*.

YOUR HOSTS
SANTA GERTRUDIS
BREEDERS INTERNATIONAL
Kingsville, Texas | 571.592.9357
www.santagertrudis.com



Selling Two National Champion REAL DEAL Daughters

OFFERING FOR SALE:

Circle A 61

#20181468 ★ DOB: 6/8/17

This polled heifer sells exposed to Circle A Yellowstone (full brother to Masterpiece 101). Selling in the **PREMIER COWTOWN ELITE SALE**, January 19, 2019, Fort Worth, Texas.



Circle A 51

#20182255 ★ DOB: 6/4/18

This halter-broke show prospect heifer sells in the **BANNERS & BUCKLES PROSPECT SALE**, February 8, 2019, Jackson, Miss.



Circle A Farm

David & Elaine Alderson
Williamsport, Tenn.

Phone (931) 682-2527 • Cell (931) 446-2527
dhealderson@gmail.com



MARCH 23, 2019

11:00 am

Lavaca County Exposition Center • Hallettsville, TX

Offering to Include:

Replacement Females • Show Prospects • Quality Bulls

Sale Schedule

Friday, March 22nd

5:00pm - Cattle Viewing

6:00pm - Dinner

Saturday, March 23

8:00am - Cowboy Coffee

11:00am - Sale Begins

"Committed and Proven Sponsors"

- Borchers Southern Y Ranches, L.P., Charla Borchers-Leon & Mary Kay Borchers
- Briggs Ranches, LRB Ranches LLC, Robert Briggs & Louise Briggs Thurman
- Corporron Acres, Jim Corporron
- Dos Bros Ranches, Rodney & Barbara Corporron
- Four J Cattle Co., Larry Justiss Family
- Hargis Ranch, Philip & 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 & Daniel & Lauren Kubecka
- Wiley Ranch, Erik & Kim Wiley
- Woman Hollerin' Ranch, Ricky & Betty McCormick

Video and online
bidding available:

DVAuction
Broadcasting Real-Time Auctions

For sale catalog, photos and up-to-date information, visit our Facebook page: www.facebook.com/bluebonnetclassicsale/
For inquiries contact Sale Chairman: Debbie Townsend • (979) 541-4989 • townsendcattle81@gmail.com

SANTA GERTRUDIS Juniors

By Leighton McCulley, At-Large Director



I'm a freshman at North Pike High School in Summit, Miss., and I have recently been elected to serve as an At-Large director on the National Junior Santa Gertrudis Association (NJSJA) Board of Directors. I have been showing Santa Gertrudis cattle since I could participate in pee-wee shows, and now, I have attended and participated in seven National Junior Santa Gertrudis Shows. In the short time I have been serving on the Board, I have realized what a blessing it is to work alongside other junior members who also want to better our great organization. It is my plan to become more involved with our breed's activities as it continues to move in a great direction.

In my opinion, juniors have an underlying responsibility to be active in our association. In order to further our knowledge about Santa Gertrudis cattle and cattle operations, and meet fellow breeders, we must make an effort to be involved. I encourage you to attend as many Gert sales, shows and other activities as possible. Also, indulge yourself in the National Junior Santa Gertrudis Show as much as you can. »

REGISTRATIONS, STAR 5 RECORDINGS AND TRANSFERS BY DISTRICT

NOVEMBER 2018

ACTIVE MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	2	1	34	4
2	163	18	3	177
3	63	3	9	15
4	65	7	0	59
5	21	0	7	11
6	5	0	0	8

JUNIOR MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	5	0	0	4
2	9	2	0	1
3	1	2	0	3
4	1	0	0	3
5	2	0	0	3

FOR SGBI REGISTRATIONS CONTACT: Diana Ruiz

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

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

Participate in competitions, socials and dances. It is also a great idea to run for a position, such as queen or princess, or a position on the NJSJA Board.

There is so much to learn and so many wonderful people to meet. Don't hesitate to step out of your comfort zone, because that is what being a leader is all about! 🐾

SANTA GERTRUDIS Calendar

JANUARY

- 19** Premier Cowtown Elite Sale, Fort Worth, Texas
- 20** Fort Worth Stock Show & Rodeo Santa Gertrudis Show (SGBI Point Show), Fort Worth, Texas
- 30-Feb. 1** Cattle Industry Convention and NCBA Trade Show, New Orleans, La.

FEBRUARY

- 8** Banners & Buckles Prospect Sale, Jackson, Miss.
- 9** 2019 National Santa Gertrudis Show, Jackson, Miss.

MARCH

- 1** Mid-Coast International Super Sale, Houston, Texas
- 2** International Santa Gertrudis Show, Houston, Texas
- 23** Santa Gertrudis Bluebonnet Classic Sale, Hallettsville, Texas

APRIL

- 11-14** SGBI 68th Annual Meeting, San Antonio, Texas
- 27** Crimson Classic Sale, Cullman, Ala.

MAY

- 11** Breeders of the Carolinas Sale, Chester, S.C.
- 18** Alabama Santa Gertrudis Association Field Day, Quail Valley Farms, Oneonta, Ala.

JUNE

- 22-29** 2019 National Junior Santa Gertrudis Show

SANTA GERTRUDIS WELCOMES

New Members

Active Members

K/C Ranch LLC, Kenneth W. and Cynthia Smith, Henryetta, Okla.
CR Ranch, Christy Rempel, Paden, Okla.
Jake Smith, Cullman, Ala.
C&L Farms, Keith Larue, Oneonta, Ala.
High Country Farms, Blake Walker, Jacksonville, Ark.

Commercial Members

Zane Trotter, Walnut Springs, Texas
David Ervin, China Grove, N.C.
Unidos Land & Cattle, Riviera, Texas

Junior Members

Ty and Ryder Franklin, Belden, Miss.
Nathan Delarosa, Kingsville, Texas
W. Bennet Bush, Refugio, Texas
Tanner Luckey, Mize, Miss.

SANTA GERTRUDIS SMALL BREEDERS GROUP



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



Denmon Cattle Co.

Caleb Denmon
Buna, Texas 77612
(409) 594-2203
calebdenmon15@gmail.com
REGISTERED SANTA GERTRUDIS



Registered Santa Gertrudis, Star 5 and
American Show Steers

Paul, Molly, Hannah & Kyle Burrough
Weatherford, Texas
817-994-6596 • paulburrough@prodigy.net

Painted Ass Ranch LLC

Robert Rhodes & Kay (Kady) Burkman

560 Pioneer Rd, Seguin, Texas
(210) 445-9536

kadytexas@yahoo.com

www.paintedassranch.com



PAYNE RANCH



Ben & Sherry Payne

951 Mulberry Lane
Dayton, TX 77535

(936) 258-5868 | spayne35@att.net

RED DAWN FARMS

Reddawnfarmsal@gmail.com

Kenneth J. & Dawn Caldbeck

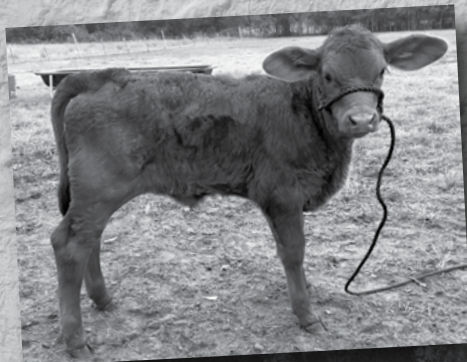
Gallant, Alabama

Kenneth (205) 482-4633

Dawn (205) 529-3966



REGISTERED SANTA GERTRUDIS STAR 5 COMMERCIAL CATTLE



Denmon Cattle Co.

(409) 594-2203



VISIT US ON FACEBOOK

[Denmon-Cattle-Company](https://www.facebook.com/Denmon-Cattle-Company)

ROCKIN' KV RANCH

Kevin & Venus Felkins

New Caney, Texas 77357

(832) 443-6349

(832) 567-8391

Rocking.KV.Ranch@gmail.com



Rockin 3T Ranch



Heifers for
Sale

Scott Threet (972) 489-6887

Colby Threet (214) 949-7084

Home of Cinderella & Prince Charmin

801 Lakeway

Ennis, TX 75119

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



Jake and Haley Streck

(580) 542-5253

P.O. Box 246

Pond Creek, Okla. 73766

jstreck1315@gmail.com



VZ Cattle

Scott & Tracy Van Zile
New Boston, Texas 75570

(903) 277-3601 or

(903) 908-0606

vzcattle@gmail.com



WILLIAMS FARM

Kenny & Jackie Williams

Kentwood, LA 70444

(985) 229-0012 • (225) 276-6970 cell

williamskh1953@gmail.com

Herd 38981



BALANCED

4L Performance

ACROSS THE BOARD!



LJV Mason 0/72

DOB 3/22/2010 | Reg #1290709

SIRE: SR 710 | DAM: LJV Dolly 8/48

Daughters in production in the Strait Ranches herd have an average calving interval of 356 days (as of 12/10/18).

EPD Profile:

BW: -0.63 (40%)

WW: 13.01 (4%)

YW: 23.20 (2%)

Milk: -1.09 (75%)

HCW: 13.56 (4%)

MARB: 0.04 (10%)

REA: 0.31 (1%)

TEND: -0.04 (4%)

SC: 0.48 (10%)

STRAIT

Ranches

Y.N. STRAIT FAMILY

Carrizo Springs, Texas

830.317.3310 | 972.841.0989

ynstrait@straitranches.com

WWW.STRAITRANCHES.COM

KR Catalyst 531/15

DOB 2/10/2015
Reg #20153484

EPD Profile:

BW: 0.48 (80%)
WW: 8.43 (10%)
YW: 17.29 (4%)
Milk: -5.23 (95%)
HCW: 13.78 (3%)
MARB: 0.28 (1%)
REA: 0.44 (1%)
TEND: 0.00 (25%)
SC: 1.02 (1%)



SIRE: **KR 225/10** | DAM: **KR 310/12 2Y0**
Dam has a mature calving interval
of 368 days.

SR Genesis 75/3

DOB 4/27/2013
Reg #20132516

EPD Profile:

BW: -1.66 (4%)
WW: 8.42 (10%)
YW: 24.33 (2%)
Milk: 0.94 (40%)
HCW: 13.54 (4%)
MARB: 0.10 (1%)
REA: 0.36 (1%)
TEND: -0.01 (15%)
SC: 1.05 (1%)



SIRE: **LJV MASON 0/72** | DAM: **SR ARKOMA 30/0**
Dam has an average calving interval of 349 days
after 7 calves.

GENESIS SEMEN MARKETING BY AMERICAN MARKETING SERVICES

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

2019 *Tried & True* PRODUCTION SALE
STRAIT-HEFTE
OCTOBER 25-26, 2019 | CARRIZO SPRINGS, TEXAS
These genetics will be represented!

SANTA GERTRUDIS *Production*

HERD SIRES:

PRODUCTION AND MANAGEMENT

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



Bull fertility is defined as the ability to get females pregnant within a limited time frame. If such a fertile bull also has desired genetic merit in terms of breed type, parentage, physical appearance, performance records (actual and adjusted) and accurate expected progeny differences (EPDs), he has the potential to contribute more than simply 50 percent of the genetics of a single

calf crop. His progeny, if retained, will be part of the future of the herd. Better bull management can begin prior to, or at, weaning when we select bulls as replacements or as future sale bulls. Two points must be considered for proper growth, development and expression of full genetic potential – fertility and nutrition.

Feeding and developing young beef bulls can be accomplished in various ways; some bulls are developed at the ranch mostly on grass, others are grown out at central bull tests, while others are developed to be part of a show string. Regardless, most bulls are fed to gain between 2 to 4 pounds per day, depending on age, frame score, body condition score (BCS), desired rate of gain and environmental conditions. As usual, more is not always better. Increased average daily gain of developing bulls requires increased energy (mostly grain) in the diet, and thus, increases the opportunity for excess fat deposition, digestive upset, liver abscesses and founder.

A good ration for a young growing bull (average daily gain of about 2 pounds) to transition into, or to use prior to turn out, would be 10-11 percent protein and 60-70 percent digestible ration. This could be provided by allowing

Table 1. Recommended scrotal circumference for Brahman and Brahman-influenced bulls

AGE	VERY GOOD	GOOD	POOR
12 months	>22 cm	18-22 cm	<18 cm
13 months	>24 cm	20-24 cm	<20 cm
14 months	>26 cm	21-26 cm	<21 cm
15 months	>30 cm	26-30 cm	<26 cm
16-20 months	>31 cm	28-31 cm	<28 cm
21-24 months	>32 cm	29-32 cm	<29 cm
25-31 months	>35 cm	31-35 cm	<31 cm

full access to medium quality hay supplemented with 6-10 pounds of grain with mineral. Zinc is an important mineral for bull fertility and should be fed at levels of 40 parts per million (ppm) (organic) to 60 ppm (inorganic). Whole cottonseed can be a good source of both protein and energy for growing bulls but never feed more than 3-5 pounds per day to yearling or older bulls, and do not feed to pre-pubertal bulls due to the contraceptive effects of the natural compound found in whole cottonseed known as gossypol. Regardless, Brahman-influence bulls need to consume a diet that is at least 20 percent roughage to avoid founder.

A very common complaint of annual bull buying commercial cattlemen is the poor condition of their new sire following the first breeding season. Bulls will lose BCS/weight during the breeding season, and young bulls tend to lose the most (roughly 100-300 pounds). Logically, one might conclude we should turn out bulls in heavier condition. However, bulls with excess condition tend to be less active, can fatigue easily, will likely spend more time belly-deep in the tanks and could be compromised in fertility. Like heifers, over-conditioned young bulls can deposit fat where they don't need it. Bulls with excess fat deposition within the scrotum may have difficulty with normal thermoregulation of the testicles, especially in the summer.

The ideal condition for a young bull (or a bull of any age for that matter) at the start of the breeding season is not thin, but not fat; hard and trim like an athlete (BCS 6). Physically fit bulls will breed more cows, have higher libido longer and have fewer fighting injuries. Young bulls require plenty of space to exercise (two acres per bull) and will get plenty of exercise if feed and water are on opposite ends.

Fertility assessment is a must for yearling bulls. Unfortunately, there is no single test that can evaluate skill, desire and equipment necessary for a successful breeding season. The closest we have is the Breeding Soundness Exam (BSE), which evaluates eyes, teeth, feet/legs and external genitalia. Internal accessory sex glands (fluid contributors to an ejaculate) and the penis are also examined. Finally, a semen sample is collected and, if the bull is fewer than 30 months of age, a scrotal circumference is taken (see Table 1). Bulls with larger scrotal circumference will produce more sperm and be able to service more females, and should have sperm of higher quality. Moreover, puberty occurs later in Brahman-influenced bulls as compared to all other breeds, partially due to smaller scrotal circumference. Thus, it is important to select bulls for increased scrotal circumference because it will decrease the age at which puberty occurs.

CONTINUED ON PAGE 28 »

LA CAMPANA RANCH

COMMERCIAL *AND* PUREBRED SANTA GERTRUDIS

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

Cedar Crest Farms

408 Suite B, Hwy 31 N.W.
Hartselle, Alabama 35640

ALABAMA
256-773-4077
Charles Sandlin



TENNESSEE
931-294-5507
James Sandlin

MC Ranch

6016 Salem Valley Rd.
Ringgold, GA 30736
www.mc ranch.com



Dr. Burton & Judy McDaniel
(770) 475-0287 home (404) 313-0292 cell
Email: mrmc ranch@aol.com

C7 Jim Campbell Farm

HERD NO. 7790

C-M Cattle Co.
1108 Woodridge Lane • Liberty, MO 64068

Jim & Davy Campbell
(816) 830-3033
davyhcampbell@gmail.com

REGISTERED SANTA GERTRUDIS CATTLE

**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)

Running M Ranch

Herd No. 2926

Polled Bulls for Sale



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

Southern Breeze

Lamar Kelly
Enon, AL
(404) 915-4952
sbranch@sbranch.com
www.sbranch.com

777 FARMS
Chad, Jamie, Patrick,
Erin-Kay & Caroline Daniel
Magnolia, AR
(870) 904-3070
triple7farms@gmail.com
Home of National Champions
High Roller and Annie

CHEROKEE RANCH
EST. 1954

The American Original

RAFAEL MIRANDA
Ranch Manager | 303-888-5297

JAMES HOLMES
Executive Director | 303-523-9503

CHEROKEERANCHCATTLE.COM

Jernigan Ranch
Wayne & Llavonne
Buena Vista, GA 31803
O: (229) 649-2575 • H: (229) 649-7724
C: (229) 649-9659
Email: wjernigansr@gmail.com

REGISTERED SANTA GERTRUDIS CATTLE

FLORIDA

DIETRICH'S FLYING D RANCH

10 Seminole Tr. • Orlando, FL 32833
Phone: (407) 470-4638

www.DietrichsFlyingDRanch.com

Champion Polled Santa Gertrudis Cattle

ILLINOIS

HEIL CATTLE CO.

Doug & Debbie Heil
Stonefort, IL 62987
(618) 672-4887 (h) • (618) 525-0611 (c)
dheilfarm@harrisburgtruss.com



Herd #37491 Eddyville, IL Premise

INDIANA

GOODIN FARMS

AUSTIN, IN (812) 794-2624
SGBI Herd #19416 www.goodinfarms.com

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

KENTUCKY

Heath Farms

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

LOUISIANA

WILEY RANCH

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

MISSISSIPPI

Cotton Branch PLANTATION

Ed & Barbara Herring
Smithdale, MS
601-384-7062 cell
601-384-2617 farm

Ryan Cowart,
Manager
601-384-6719

Tideland Farms

Al Shiyou (c) 228.216.8731
6033 Pontiac Dr. (h) 228.255.8729
Kiln, MS 39556

Replacement Heifers & Bulls
We Got Some Good Ones.

NORTH CAROLINA

Cox Mill Farms

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

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

OKLAHOMA

ARROW RANCH

Dr. Carl O. Westbrook • Vincent & Mary Westbrook

685 West 77th Street South • Tulsa, Oklahoma 74132
(918) 640-3960 • vincent-westbrook@utulsa.edu

Justin Geisinger, Ranch Mgr. • (918) 440-7264 • jgarrowranch@gmail.com

Don & Eric Perner
(918) 366-2732

16702 Adams Road dperner@olp.net
Mounds, OK 74047 Herd No. 4405

PONDEROSA RANCH**Joe & Dorothy Simmons**

32557 U.S. Hwy. 177 (405) 333-2296 H
Macomb, OK 74852 (405) 640-9184 C
simco@mbo.net



Jesus is Lord

**REYNOLDS PRAIRIE VIEW FARMS**

Rance & Kathy Reynolds
(918) 232-7870

Warner, OK 74469
rancellee12@gmail.com

**LOU AL TUCK FARMS**

Great Falls, S.C.

Al Jackson: 803.984.0704

Ajackson@pike.com

T.A. Jackson: 803.482.2283

Circle A Farm

David & Elaine Alderson
Registered Santa Gertrudis Cattle

Phone (931) 682-2527

Champions for the
Pasture & Showing

4824 Leipers Creek
Williamsport, TN 38487

TENNESSEE

TEXAS

BIERI FARMS

P.O. Box 441 • Angleton, Texas 77516

(979) 849-7911

Herd No. 474 • www.bierifarms.com

Using Genomics in Commercial Beef Operations

By J.R. Tait, Ph.D., Director of Genetics Product Development, Neogen GeneSeek Operations

Commercial ranchers manage and optimize their operations by balancing inputs with the available resources on their ranch. One such input to be managed is the genetic potential of their cow herd. In order to achieve optimum levels of performance (notice I did not say maximum levels), many consultants and Extension specialists recommend matching the genetic potential of your herd to the environment in which they are expected to produce. That environment and the genetic potential it can support may look quite different across the Southern Plains and Gulf Coast.

One of the ways to “match the genetic potential” of your animals to your environment is to track the expected progeny differences (EPDs) of the bulls you have used and retain their daughters as replacement heifers. Then evaluate how well those heifers stay in the herd based on their sire’s EPDs for key traits such as milk production. For instance, if daughters from sires with a milk EPD higher than some number within that breed (5 for instance) often drop out as first calf heifers, then that is too much genetic potential for milk on your ranch.

These are great concepts. Unfortunately, applying the concepts can be very challenging on commercial ranches for multiple reasons:

- Multi-sire mating is implemented to ensure efficient pregnancy rates. That makes it nearly impossible to know the specific sire of each retained heifer.
- The EPDs for that bull likely have changed since the day you bought him as a yearling due to more relatives having data reported for EPD calculations. Buying yearling bulls with genomic-enhanced EPDs will reduce the amount of change to those EPDs over time.
- A bull passes half of his genetics on to his calves. Therefore, each calf is a unique sampling of that bull’s genetics (chromosomes) and there are more than a billion combinations of chromosomes from each bull. The EPDs indicate that on average that bull’s calves will perform at a given level, but there is variability among calves depending upon which specific chromosomes are inherited in each calf.

How Can a Commercial Rancher Do Better?

There are two DNA-based tools that can help commercial producers better manage the genetic potential of their herd:

1. Sire verification:

- a. Know which sire from your bull battery is the sire of each calf.
- b. Know which bulls are getting the job done for you and producing the most calves in each calf crop.
- c. Know the sire of each replacement heifer you keep and identify critical thresholds of EPDs that work or don’t work on your ranch.

2. Genomic profiles:

- a. Genetic markers for sire verification are often included as part of the test, so this is a more refined tool. Sire verification can be performed as part of the genomic profile testing.
- b. Genomic profiles report molecular breeding values, which calculate the genetic potential of an animal

based on its’ DNA. Which means there is no need for pedigree information or phenotype recording by the commercial rancher.

- c. Know specifically the genetic potential of each animal within your herd, rather than basing decisions on the sire’s average genetic potential.
- d. Know whether each calf inherited the best chromosomes (or the not-so-great chromosomes) from their sire and dam.
- e. Keep in mind that genomic profiles have recommended use cases. Be sure you know if a particular test is only recommended for use in animals that are a high percentage of a particular breed (for example 75 percent or more of a given breed) or if the test was developed in multiple breeds and can be effectively used in any of those breeds or the crossbreds of those breeds.

Sire verification is a starting point for understanding the genetic potential of your cow herd by identifying the sire of each heifer or cow in your herd. However, more precise ►

Igenity Santa Gertrudis

Santa Gertrudis Breeders International (SGBI) and Neogen GeneSeek Operations have teamed up to develop a commercial selection tool for high-percentage Santa Gertrudis heifers. This new tool, Igenity Santa Gertrudis, enables ranchers to evaluate candidate replacement heifers sired by registered Santa Gertrudis bulls.

The traits evaluated by Igenity Santa Gertrudis are reported in an easy-to-understand system of I to IO, with I being the least genetic potential for a trait and IO representing the most. Igenity Santa Gertrudis traits are also available as genomic enhanced expected progeny differences (GE-EPDs) on Santa Gertrudis bulls. This alignment makes it easy to identify your herd’s needs with Igenity Santa Gertrudis testing and then find the right bulls at your SGBI seedstock provider to make those improvements.

To facilitate multi-trait selection, Igenity Santa Gertrudis also includes a Growth Index and Carcass Index with the same relative weightings as indexes calculated on registered animals. Igenity Santa Gertrudis also includes a Maternal Index that balances birth weight, maternal milk and mature cow size with increasing weaning weight and fertility. Because Igenity Santa Gertrudis can be a very useful tool for selecting commercial replacement heifers, Igenity Santa Gertrudis reports are sorted based on the Maternal Index. Heifers at the top of the list have the best combination of maternal traits and, therefore, offer the best genetic potential for the future of your herd. 🐄

measurements of the genetic potential for many traits of the individuals in the herd are learned through genomic profiles. Results from genomic profiles that characterize many traits, up to 16 traits in some cases, can appear overwhelming. Luckily, genomic profile results also provide selection indexes which combine the results from several traits into a single number. That selection index value can be used to rank and select the best replacement heifer candidates from your herd.

Genomic profile results on a complete calf crop also provide an opportunity to identify which traits your herd can improve upon. This information will allow you to be more specific about what traits to emphasize when you select your next bulls at upcoming sales.

For the progressive commercial rancher, genomics is a valuable tool to help you manage your resources and be more efficient and sustainable in the production of high-quality beef. 🐄



2019 International Super Sale

Offering the Best of the Breed

Sponsored by:

MID-COAST SANTA GERTRUDIS ASSOCIATION

All Video Sale

Where Elite Genetics & Showing Champions Come Together

6:00 p.m., Friday, March 1, 2019

NRG Center · Houston, Texas

Aisle Party at 4:00 p.m.

SG Foundation Fundraiser after sale—

Legacy Dinner & Dance

More information coming soon!

For more information

Richard Hood

richard@amscattle.com

(979) 224-6150

Debbie Townsend

townsendcattle81@gmail.com

(979) 541-4989

midcoastsantagertrudis.com



American
Marketing
Services

DVAuction
Broadcasting Real-Time Auctions

Hefte Ranch

**Wishes Our Customers
and Friends a
Very Happy New Year**

**Thank you to all who have supported our
operation in 2018.**

**Special thanks to our South Texas Heritage Sale
buyers - La Campana Ranch, Reese Ranch,
Wiley Ranch and Wunderlich Farms.**

Welcome 2019!



Agua Dulce & Hondo, Texas

Kathryn Hefte • (210) 414-2493

Kade Thigpen • (830) 426-1366 | K.T. Hefte • (361) 813-4937

www.HefteRanch.com



Blackjack Oaks Ranch*Where Excellence is the Norm***Allen & Karen Ginnard**

Washington, Texas

936.878.1825 • 713.586.9978

www.blackjackoaksranch.com**Borchers
Southern Y Ranches, L. P.**

Charla Borchers-Leon • Mary Kay Borchers

2401 North Wheeler Street

Victoria, Texas 77901 • (361) 575-1297

Santa Gertrudis Y Braford F1**Purebred • STAR 5 • Crossbred Cattle**

Tommy Phillips

Jeff Baranowski

(361) 573-5919 (H)

(361) 575-1297 (O)

(361) 649-9726 (M)

(361) 571-9728 (M)

Briggs Ranches**Cowman Selected. Cowman Proven.**

PO Box 1417 • Victoria, Texas 77902

(361) 573-7141

Joe Jones, manager (361) 897-1337

**Traylor Division**

Bloomington, Texas

(361) 897-1337

San Roque Division

Catrina, Texas

(830) 999-3236

**San Carlos Division**

Rio Grande City, Texas

Joe Jones: briggsranches@hotmail.comwww.BriggsRanches.com**CORPORRON
ACRES****Jim Corporron**

Schulenburg, Texas 78956

Ranch (979) 562-2405 • Cell (979) 561-7185

Email: jim@corpacres.com**Rodney & Barbara Corporron**

Schulenburg, Texas 78956

(713) 724-1263

Larry Brown, Manager

(979) 561-6268

www.corporronacres-dosbrosranches.com**Dos
Bros
Ranch****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.com817/ 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**Double G Farms**

Gilbert and Emma Garza

P.O. Box 263

Edinburg, Texas 78540

Herd No.: 2405

(956) 206-1244**Four J Cattle**

Registered Santa Gertrudis & Crosses

Larry & Zoe Justiss

6994 U.S. Hwy 77 N

(361) 772-5613

Hallettsville, TX 77964

zjustiss@cvctx.comwww.fourjcattle.com**Fulton Farms ES
T²F**

(940) 368-7630

(940) 898-1423

Jane Fulton, Suzanne Fulton & Taylor Terry

Post Office Box 3064 • Denton, TX 76202

esterry@hotmail.com**Hargis Farms**

SANTA GERTRUDIS

Box 457 • Hemphill, TX 75948

(409) 787-2165

email: hargis@suddenlink.net

Herd # 7325

**HARRIS
RIVERBEND FARMS****DAVID & LAURIE HARRIS**

P.O. Box 691 • Cleburne, Texas 76033

(817) 641-4159

david.harrisfarms@yahoo.com**HEFTE RANCH**Kathryn Hefte Petty
(210) 414-2493K.T. Hefte
(361) 813-4937

1200 State Hwy 173 N

Hondo, Texas 78861

Cattle Located in Hondo
and Agua Dulce, Texas**La Cuchilla Ranch****LOEL O. GARZA**

(956) 778-6277

McAllen, Texas

loel.garza@gmail.comwww.lacuchillaranch.com**MYERS CATTLE &
LAND CORP.****MARK MYERS**

(936) 825-6544

www.myerscattleandland.com

25821 State Hwy. 6 South • Navasota, Texas 77868

contact: Lauren Myers West (281) 744-7605

or: Billy Eubanks (512) 484-1776

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 & CHERYL GRAINGER**

P.O. BOX 2282, BRENHAM, TX 77834

979-830-8785 • rockingacattle@gmail.comwww.rockingasantagertrudis.com**Rose Hill Ranch****AJ & Rosemary Gambino**

P. O. Box 235 Pattison, TX 77466

(832) 496-8836

www.santagertrudiscattle.come-mail: rosemary.gambino@gmail.com**SILVERBROOK RANCHES**

Helen Groves, owner

Ken Welch, general manager

17490 Private Road 4105, Baird, TX 79504

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

**SILER**

SANTA GERTRUDIS CATTLE

DAVID & AVANELL SILER

P.O. Box 3

Doole, Texas 76836

(325) 483-5449

**Strait Ranches****Y.N. Strait Family**

Carrizo Springs, TX

830.317.3310 | 830.876.3309

www.straitranches.com**THIRTEEN OAKS RANCH**

VALLEY MILLS, TEXAS

**HAROLD & OLENA COBB**

Santa Gertrudis Cattle

P. O. Box 21775

Waco, Texas 76702

254-749-2586

254-405-1111

haroldccobb@gmail.com**John Martin Ranches**

Box 869

San Diego, Texas 78384

(361) 701-5683

Charter Member S.G.B.I.



Herd #4

Townsend Cattle Co.**Ivan Townsend Family**

HOME OF RDF SANCHE'S NEVER BEFORE 1136

CSS Conventional & Sexed Semen Available

Louise, Texas • (979) 541-3409

townsend30@yahoo.com

URBANOSKY RANCH

SGBI HERD # 2243 • EST. 1969

HOME OF GERT DYNASTY 4-30

14525 URBANOSKY LN., PLANTERSVILLE, TX 77363

JEROME CELL (281) 797-5715

BLAKE CELL (936) 870-5252

VESPER RANCH*Kelly Vesper*

Charter Member SGBI - Herd 43

Drawer 679, Cotulla, TX 78014

(903) 436-3606

Established 1850

Wendt Ranches

Herd Established in 1954

PERFORMANCE TESTING SINCE 1958

E-mail: wendtranches@hotmail.com

Website: www.wendtranches.com

5475 FM 457

Gene Kubecka: (979) 240-5311

Bay City, Texas 77414

Daniel Kubecka: (979) 240-5312

WUNDERLICH FARMS

Herd #s: 18001, 19282, 34115, 35706

TERRY & NANCY WUNDERLICH AND FAMILY
1755 LANGE LAKE RD. • BRENNHAM, TEXAS 77833

979-277-2838

n.wunderlich@hotmail.com

Mil-Mic Farm

ROCHELLE, VA.

Santa Gertrudis Bulls
Santa Gertrudis-Influence Bulls

(540) 406-0630 • MilMicFarm@gmail.com

David Alderson

Darren Richmond

931.682.2527

423.364.9281

Williamsport, TN

djrichmd@gmail.com

**ALDERSON/
RICHMOND**Marketing & Promotion
of Santa Gertrudis Cattle**HOOVER CASE
AUCTIONEER**P.O. Box 281
Marshfield, MO 65706
(417) 844-6020**LUNDBERG CATTLE SERVICES**Photography ♦ Marketing ♦ Advertising
Herd Consulting ♦ Sales Consulting

Bill Lundberg

Office: (479) 967-1524

P.O. Box 567

Cell: (479) 880-6217

Russellville, AR 72801

lundbergcss@yahoo.com

PITCHFORD CATTLE SERVICES* Specializing in Show & Sale Cattle
* Offering Year Round Gain Testing
* Herd Consultation, Management & A.I. Work

Darrell, Shana,

(903) 388-2288 (c)

Casey & Gracey Pitchford

(903) 677-0664 (h)

8565 CR 3913 • Athens, Texas

pitchfordcattle@hotmail.com PITCHFORDTRADITION.COM

**Terry Reagan**

Auctioneer

210-414-4411

215 W. Bandera Rd., Ste. 114-624

Boerne, Texas 78006

rancherspub@gmail.com

**DARREN RICHMOND**

Ringgold, Ga.

(423) 364-9281

djrichmd@gmail.com

Facebook/

Darren Richmond

SALE CATTLE • HERD SIRES • DONOR COWS

Advertisers

777 Farms.....21

Alderson/Richmond Marketing

& Promotion.....25

Arrow W Ranch.....21

B Square Ranch.....29

Bieri Farms.....21

Blackjack Oaks Ranch.....24

Borchers Southern Y

Ranches L.P.....24, 35

Briggs Ranches.....24

C Bar C Ranch.....13, 21

Carley's Show Cattle.....17

Cedar Crest Farms.....21

Cherokee Ranch.....21

Circle A Farm.....15, 21

Corporon Acres.....24, 34

Cotton Branch Plantation.....7, 21

Cox Mill Farms.....21

Creech Farms.....5

Crosswinds Ranch.....24

Denmon Cattle Co.....17

Diamond S Ranch.....24

Dietrich's Flying D Ranch.....21

District 6 Breeders.....13

Dos Bros Ranch.....24, 34

Double C Farms.....5

Double G Farms.....24

Double TT Ranch.....24

Flying C Ranch.....5

Four J Cattle.....24

Fulton Farms.....24

Goodin Farms.....21

Grandview Farms.....21

Gray Oaks Farm.....5

Hargis Farms.....24

Harris Riverbend Farms.....9, 24

Heath Farms.....21

Hefte Ranch.....23, 24

Heil Cattle Co.....21

Hoover Case.....25

Hurricane Cattle Company.....17

Jernigan Ranch.....21

Jim Campbell Farm.....21

John Martin Ranches.....24

King Ranch Inc.....36

Korban Cattle.....27

La Campana Ranch.....20

La Cuchilla Ranch.....24

Lou Al Tuck Farms.....21

Lundberg Cattle Services.....25

MC Ranch.....21

Mattingly Farms.....13

Mid-Coast International

Super Sale.....23

Mil-Mic Farm.....25

Missouri Meadows.....13

Myers Cattle & Land Corp.....24

Olivarez Ranches.....24

Osborne Livestock.....13

Painted Ass Ranch LLC.....17

Parker Farms.....13

Payne Ranch.....17

Perner, Don & Eric.....21

Pitchford Cattle Co.....25

Polled Power Genetics.....5

Polled Santa Gertrudis

Association.....5

Ponderosa Ranch.....21

Quail Valley Farms.....11

Red Dawn Farms.....17

Red Doc Farm.....5

Reynolds Prairie View Farms.....21

Richmond Photography

& Video.....25

Rockin' 3T Ranch.....17

Rockin' KV Ranch.....17

Rocking A Ranch.....24

Rose Hill Ranch.....24

Running M Ranch.....21

Santa Gertrudis Bluebonnet

Classic Sale.....15

Santa Gertrudis Small

Breeders Group.....17

Siler Santa Gertrudis.....24

Silverbrook Ranches.....24

Shampain Ranch.....13

South Texas Santa Gertrudis

Association.....33

Southern Breeze Ranch.....21

Strait Ranches.....18, 19, 24

Streck, Jake & Haley.....17

Terry Reagan.....25

Thirteen Oaks Ranch.....24

Tideland Farms.....21

Tinney Farms.....2

Townsend Cattle Company.....25

Triple P Ranch.....17

Urbanosky Ranch.....25

Vesper Ranch.....25

VZ Cattle.....17

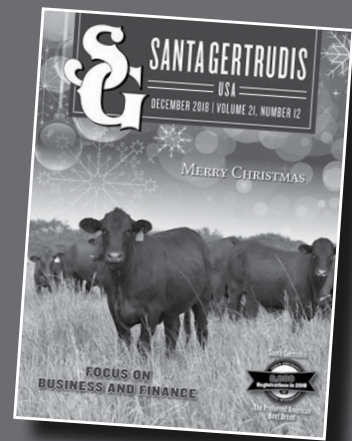
Wendt Ranches

Partners LLC.....3, 25

Wiley Ranch.....21

Williams Farm.....17

Wunderlich Farms.....25

To place an ad in
Santa Gertrudis USA
contact Sales Representative:**DARREN RICHMOND**

(423) 364-9281

djrichmd@gmail.com

PERFORMANCE TESTING

A Valuable Tool in Bull Marketing, Selection

By Stephen Blezinger, Ph.D., PAS, Owner, Reveille Livestock Concepts

Bulls are evaluated using many criteria. These criteria may vary somewhat depending on the purchaser's goals and the type of operation a producer has (i.e. commercial vs. purebred). Basic attributes we want to know in a bull include:

- Structural soundness;
- Libido;
- Expected progeny differences (EPDs) as they affect calving;
- Weaning and yearling weights;
- Milk production, etc.;
- Scrotal circumference; and
- Semen quality.

For purebred purposes, we also look at bloodlines to determine what sire and dam a bull may be from as well as family groups of which he may be a member.

Commercial cattle producers may look at this information to some degree, especially information pertaining to reproductive performance. However, in most cases they are concerned to a large degree with what effect a bull may have on the subsequent performance of the calf crop. Depending on a producer's marketing program, his/her concern may be on the bull's effect on weaning weights if he sells at weaning or on yearling weights if he retains ownership into the growing or finishing phase.

In many situations, performance testing focuses on how a bull performs in terms of average daily gain as well as feed conversion – how much feed it takes to put on a pound of gain. When you step back and consider that we are in the business to produce beef, or more specifically red meat, at the best cost possible, we begin to see the inherent value of testing these parameters and determining how a given bull or sire group performs. In other words, when a given bull is used to produce calves that will go into the beef production pipeline, will his influence improve or reduce performance and economics? In any market and economy, a producer CANNOT afford to utilize bulls that don't enhance his program.

Likewise, purebred or seedstock producers need to focus on data collection so they can effectively market their product to commercial cattlemen. Within a given breed, purebred

producers have a tremendous need to develop a sound commercial market. In other words, purebred cattlemen have to develop an outlet for their cattle to go to commercial producers, which affects production economics to some degree in the industry. Purebred operators have to remember that they can only sell to one another for so long, and then they have to go outside to develop their market. This is the only consistently sound means of maintaining cash flow and profitability. For this reason, it's imperative to performance test purebred bulls.

Purposes for Performance Testing

Performance testing is used primarily to evaluate gain and feed conversion in a specific animal or possibly in a sire group (group of bulls from the same sire). Technically, the purposes of testing include:

- 1) Observe and compare gain ability of individual bulls (and sire groups when feasible), as well as pen feed conversion;
- 2) Encourage and assist in the use of performance records for more efficient beef production; and
- 3) Encourage herd improvement through the use of performance-tested bulls.

Testing performance in this manner helps determine how individual animals perform and provides a means of improving beef production efficiency by improving cattle herds. We can also use

this data to continually improve beef's overall consistency.

Depending on how it is designed, a performance test can provide a cross reference to compare one breed to another. This is useful because it can help a cattleman determine if he needs to use one breed or another in his program. It helps the purebred breeder determine where he is in the industry and, in many cases, can help a breed assess what changes may be necessary to remain competitive in the industry.

The one shortcoming to bull performance testing is that it does not allow us to examine carcass grade and yield; although modern ultrasound technology does provide a means to evaluate fat covering, marbling and ribeye areas without having to harvest the animal. Bull performance testing needs to be used in combination with breed carcass evaluations to determine how a given breed or combination affects the carcass of a calf carried to harvest and hung on the rail.

Data generated from performance tests are directly related to the economics of producing beef at the most optimal cost. The economics of finishing cattle is to minimize the pounds and cost of feed required to put on a pound of gain. This brings up an interesting point. When considering performance tests and testing organizations (we'll examine this later in the article), our focal point needs to be on what type of feeding program the testing protocol uses. In other words, is the ration on which the bulls are maintained high roughage, high grain or somewhere in between?

Some feeding programs are actually based on pasturing the bulls while providing some supplemental protein, energy, vitamins and minerals. This is important to remember when evaluating gain and conversion data. Obviously, bulls fed a high-grain, high-energy ration will produce higher gains than those fed a roughage-based ration. One thing to consider though is that since cattle spend a significant portion of their lives on forage-based nutritional programs, evaluation of performance on both systems is pertinent.



SELECTING SIRES CONTINUED FROM PAGE 8

and I had my max that I was going to pay written beside them,” Bevers says. “In my mind, relative to what my budget is, I can only pay \$7,500 for that bull.”

If it got past that amount, Bevers would wish the purchaser luck.

“And not because the bull’s not worth it,” he says. “That’s what the market says he’s worth today, but that doesn’t fit my goal as a cow-calf guy right now, including what my budget is.”

Bevers says a seedstock supplier will oftentimes offer their best bulls near the front of the sale, although sometimes they do sprinkle higher quality bulls through the sale. So in theory, if a producer can be patient and wait until the end of a bull sale, he might be able to find some high-quality bulls for a lower price.

As producers prepare to select and purchase their next herd sire, Bevers and Weaber agree it’s not a decision to take lightly.

“Like most things in life, preparedness is the key to making an informed decision,” Weaber says. “In this case, an informed purchase.”

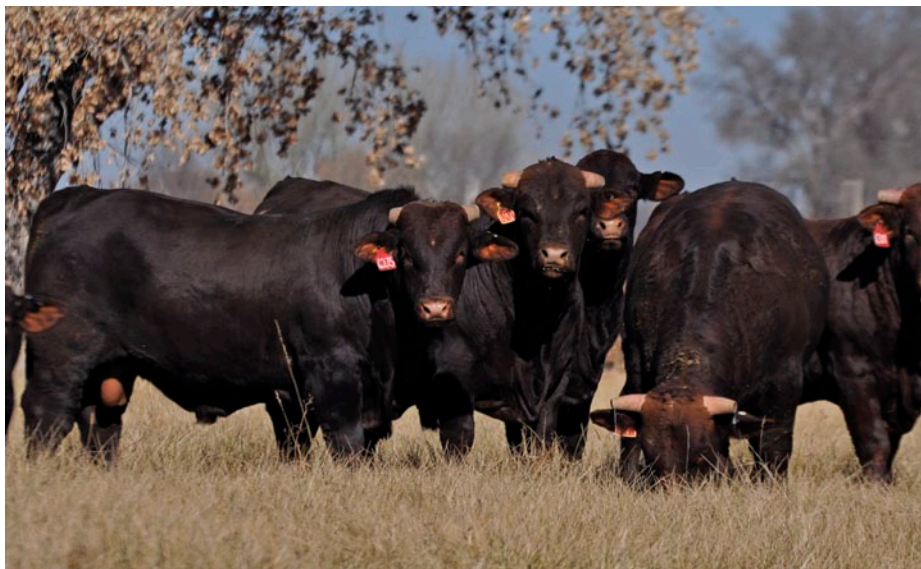
“While it seems like a simple decision, it can be pretty complex from the

sustainability and perpetuity of a cattle herd; probably up there near the top of the most important things,” Bevers says. “If you want any type of genetic

progression on your cow herd, my gosh, that’s an important decision to get the right animal.” 🐄

“EPDs are much more effective genetic predictors than actual or adjusted performance records. If an EPD is available for a trait, it should be used instead of an animal’s own performance record for that trait.”

– Bob Weaber, Ph.D.



K



1BB



5DB

Thanks to all who have shown interest in our cattle for our first sales. Special thanks go to Mr. Robert Silva for purchasing heifer 1BB and Strait Ranches for purchasing heifer 5DB. We hope these heifers will be good additions to your herds.

Thanks also to the South Texas Santa Gertrudis Association for their invaluable support since day one. We like Santa Gertrudis cattle, but what we appreciate most is the friendly atmosphere and support from all its members.

We give thanks to God, and look forward to seeing you in the future.

Sincerely,

Korban Cattle

McAllen, TX
(956) 960-9099

PERFORMANCE TESTING CONTINUED FROM PAGE 26

Where Can a Producer Enroll Bulls in Performance Tests?

Many performance tests are available year-round. These programs are commonly administered by university systems, most commonly by Extension or experiment stations.

Additionally, some tests are conducted by the breed associations themselves.

Finally, a number of private or commercial programs are also available for consideration. Each has its own set of parameters and each views the data a bit differently. While it's not important that one program is very similar to another, it is important that all animals are fed and evaluated identically within that program.

Examples of some of the performance testing criteria include:

- 1) Animals must be registered in respective, recognized beef breed associations and shall be acceptably marked as to breed specifications.
- 2) Animals must have been born on or between specific dates.
- 3) Questionable overage bulls (as per recorded calving date) as indicated by excessive tail growth, horn growth, etc., are subject to inspection and detailed age determination by use of various technical methods, expense of which shall be borne entirely by the breeder(s) whose animals are involved.
- 4) All breeders are required to sign a statement of "no-contest" with regard to age determination, indicating that they relinquish their right to protest and will accept the decision of the age determination committee and/or individual as final.
- 5) Registration certificates **MUST** be filed with the test manager upon delivery of bulls to the test site (or as soon thereafter as received from breed association office), and will be returned to the cooperator or transferred to the new owner upon full settlement of test and/or sale expenses.
- 6) A minimum delivery weight-per-day-of-age may be specified. For instance, 2.35 pounds on all senior calves and 2.50 pounds for all junior calves. It is suggested that breeders check-weight calves by a specified date. Four percent of arrival weight will be added to compensate for shrink encountered in hauling up to 100 miles and 6 percent allowed on those hauled more than 100 miles.
- 7) It is strongly recommended that all nominated bulls be officially weighed between 160 and 250 days of age.

These weights and dam birth date should accompany calves as they are delivered to the test site.

These rules were established by a well-recognized bull-testing program and are a good indicator of the stringency that is required in a well-managed program. These are not standard by any means, but are fairly common in this type of a program. Additional guidelines will be included that outline how bulls will be handled, data collected and reported, costs of the program and so on.

As mentioned, the breed association that the bull represents may establish additional guidelines. This creates standardization within the breed for comparisons of bloodlines and individual animals.

Like so many other management tools, bull performance testing has a cost to the producer. The information is valuable and very useful to the development of a sound marketing program. This is true not only of individual operations but for associations as well. Collection of information pertinent to the performance and economics of a specific breed is essential to cattlemen desiring to improve their performance and profitability.

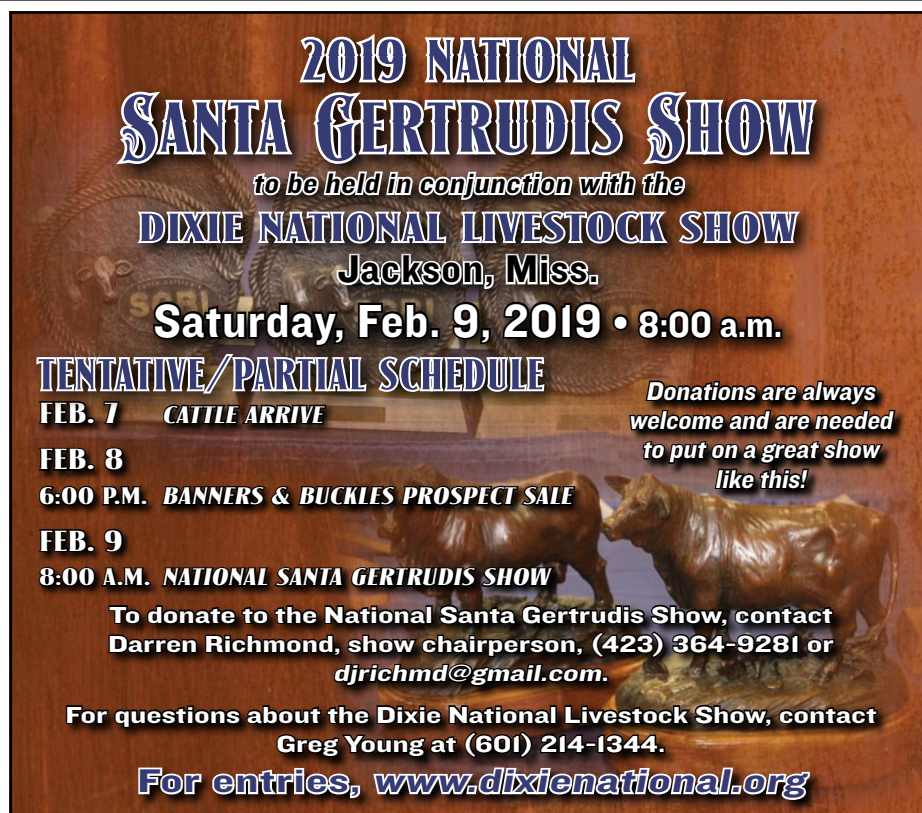
Editor's note: Steve Blezinger, Ph.D., is a nutrition and management consultant with an office in Sulphur Springs, Texas. He can be contacted by phone at

(903) 352-3475 or email at sblez@verizon.net. For more information, please visit Reveille Livestock Concepts on Facebook. 🐾

PRODUCTION CONTINUED FROM PAGE 20

The two remaining and most important components to fertility are not evaluated during a BSE – libido and serving capacity. Libido is defined as the desire to breed females, and serving capacity is the ability to complete mating with multiple females within one day. These components must be evaluated by the owner during the breeding season. There is no such thing as "turn 'em out and forget 'em."

Last, just like females, bulls need to receive annual vaccinations for all five serovars of leptospirosis and campylobacter (vibrio). Additionally, most veterinarians would recommend vaccinating against the respiratory complex – bovine viral diarrhea (BVD), bovine respiratory syncytial virus (BRSV), infectious bovine rhinotracheitis (IBR) and parainfluenza virus 3 (PI3). If you ever loan out (rent) bulls to neighbors, please have them pay for a trichomoniasis test prior to turning them back in with your own cows. But as I always recommend, work closely with your veterinarian for proper bull herd health. Happy New Year! 🐾



**2019 NATIONAL
SANTA GERTRUDIS SHOW**
to be held in conjunction with the
DIXIE NATIONAL LIVESTOCK SHOW
Jackson, Miss.
Saturday, Feb. 9, 2019 • 8:00 a.m.
TENTATIVE/PARTIAL SCHEDULE

FEB. 7 CATTLE ARRIVE

**FEB. 8
6:00 P.M. BANNERS & BUCKLES PROSPECT SALE**

**FEB. 9
8:00 A.M. NATIONAL SANTA GERTRUDIS SHOW**

**To donate to the National Santa Gertrudis Show, contact
Darren Richmond, show chairperson, (423) 364-9281 or
djrichmd@gmail.com.**

**For questions about the Dixie National Livestock Show, contact
Greg Young at (601) 214-1344.**

For entries, www.dixienational.org

*Donations are always
welcome and are needed
to put on a great show
like this!*

B

B SQUARE RANCH

BEST OF POLLED FEMALE

RED HOT GERT SHOW

CALF CHAMPION

RED HOT GERT OPEN SHOW

RESERVE CALF CHAMPION

RED HOT GERT JUNIOR SHOW

Top Shelf Hot Toddy, shown by
Tate Villanueva, Timpson, Texas

Congratulations!



*Tate Villanueva with ET Top Shelf Hot Toddy
on their recent wins.*

BBR Yeti



Our Consignment

BANNERS & BUCKLES PROSPECT SALE

FEBRUARY 8, 2019 | JACKSON, MISS.

QT Sherman Tank x Callie Mae

SR 42/7



*We are super excited with our recent purchases
at the Tried & True and South Texas Heritage
Sales. We can't wait to see what our new herd
sire, SR 42/7, brings to our program!*



B SQUARE RANCH

KEATON BUSH

P.O. Box 279 | Timpson, TX 75975

(936) 332-1229

keatonbush@yahoo.com

*We have herd sire prospects and
show heifer prospects available
year-round. Call us for details!*

SANTA GERTRUDIS SALE *Reports*

15TH ANNUAL BRIGGS BULL AND COMMERCIAL FEMALE SALE AND 41ST ANNUAL TRISTAR REGISTERED FEMALE SALE

NOV. 9-10, 2018 | BLOOMINGTON, TEXAS

SALE AVERAGES

89	Santa Gertrudis Bulls	\$3,670
246	STAR 5 Commercial Bred Heifers	\$1,627
88	Registered Santa Gertrudis Female Lots	\$4,595

The volume bull buyers were the Seminole Tribe of Florida, Brighton, Fla.; Nunley Brothers, Sabinal, Texas; and KL Bar Ranch, Okeechobee, Fla. The high-selling bulls were Lot 1A sold to Wendt Ranches, Bay City, Texas, for \$23,000; Lot 5 sold to La Campana Ranch, George West, Texas, for \$8,000; and Lot 21 sold to Lackey Ranch, Yorktown, Texas, for \$

\$6,500. The volume commercial female buyers were Sweden Ranch, Benavides, Texas; Clay Nohavitz, El Campo, Texas; and K-S Ranch, Bremond, Texas. The high-selling registered females were Lot 287, a spring-bred heifer, sold to Quail Valley Farms, Oneonta, Ala., for \$13,000; Lot 292, a spring-bred heifer, sold to Gray Oaks Farm, Russellville, Ala., for \$13,000; Lot 208, a 3-in-1, sold to Circle A Farm, Ponce De Leon, Fla., for \$9,500; Lot 263, a spring-bred heifer, sold to Grandview Farms, Hamilton, Ala., for \$9,500; and Lot 261, a spring-bred heifer, sold to Wiley Ranch, Deville, La., for \$9,000. 🐄

SOUTH TEXAS HERITAGE SALE

NOV. 17, 2018 | ROBSTOWN, TEXAS

SALE AVERAGES

Bred Purebred Heifers	\$2,771
Purebred Pairs	\$3,600
Purebred Open Heifers	\$1,811
Bred STAR 5 Females	\$1,350
Open STAR 5 Females	\$1,266

The high-selling lot, Lot 12B, was a bred heifer, Red Doc 7319, was consigned by Red Doc Farm, Belen, N.M., and was sold to Korban Cattle, McAllen, Texas, for \$12,000. The volume buyer was B Square Ranch, Timpson, Texas. 🐄

SAVE THE DATE



2019 NATIONAL JUNIOR SANTA GERTRUDIS SHOW JUNE 22-29, 2019

Plans are underway for the 2019 National Junior Santa Gertrudis Show (NJS GS). Join fellow NJSGA members for the show at the Brazos County Expo in Bryan, Texas. The Mid-Coast Santa Gertrudis Association is excited to bring the NJS GS back to Texas and can't wait for you to join in the Texas Two Step. More information, including a schedule and registration information, will arrive in future issues of *Santa Gertrudis USA*.

For more information, contact David and Christy Moran at moran_fam4@yahoo.com, or call David at (979) 251-0391 or Christy at (979) 203-0433.

HOST HOTEL:

HILTON COLLEGE STATION & CONFERENCE CENTER

801 University Dr. E., College Station, Texas 77840
(844) 327-4043 • \$105/night

Room block reserved under NJSGBI. Book directly at
<http://www.hilton.com/en/hi/groups/personalized/C/CLLCH-HF-NJSGBI-20190622/index.html>.

SGBI Ranch Signs Now Available. ORDER YOURS TODAY!



High-quality, durable, enamel-coated metal with
your ranch name and location

SPECIFICATIONS

- › 54" w x 48" h
- › Double-sided
- › Pre-drilled mounting holes
- › Weatherproof
- › 3-color design
- › Built to last!

\$700/ea.

PLUS SHIPPING

approximately
\$200-\$400

Go online to www.santagertrudis.com
to download and complete the order form!

RS INTERNATIONAL
MEETING
TEXAS
2010



SANTA GERTRUDIS BREEDERS INTERNATIONAL
68TH ANNUAL MEETING
SAN ANTONIO, TEXAS
APRIL 11-14, 2019

Join your fellow SGBI breeders for the 2019 SGBI Annual Meeting in San Antonio, Texas, next spring. More information, including a schedule and registration information, will arrive in future issues of *SG-USA*. Mark your calendars and save the date!

123 Losoya St., San Antonio, Texas • (210) 222-1234

***Room block reserved under
Santa Gertrudis Cattle.***

Seeking Board Candidates

SANTA GERTRUDIS BREEDERS INTERNATIONAL (SGBI) will hold the association's 68th Annual Membership Meeting in San Antonio, Texas, April 11-14, 2019. In addition to the annual business meeting, Board of Director elections will be conducted. Active SGBI members wishing to seek a seat on the board and have their name appear on the ballot are asked to notify Diana Ruiz, SGBI member services specialist, via U.S. mail, e-mail (diana@santagertrudis.com) or FAX (361) 592-8572 no later than Jan. 11, 2019. A 300-word bio and picture are required, which will appear in *Santa Gertrudis USA* prior to the Annual Meeting. Candidates are being solicited for:



Eastern Region Director – 2 seats | Western Region Director – 2 seats
District Director at Large – District 1 and District 5

Questions concerning board seats or election procedures are to be directed to John Ford, SGBI executive director, jford@santagertrudis.com. 🏠

RAMBLINGS

CONTINUED FROM PAGE 6

in measurable, positive changes to commercial cow herds utilizing Santa Gertrudis genetics and greater economic rewards for both SGBI members and their bull-buying commercial customers.

That said, I realize it is easy to get caught up in digesting and reviewing data and information, even to the point we can find ourselves chasing specific EPDs or over-emphasizing particular traits. We should never sacrifice environmental adaptability, good feet and

legs, tight sheaths and docility in the pursuit of greater performance.

Breeding cattle is a balancing act. Good phenotypic indicators combined with performance-validating information generated by SGBI's reliable genetic evaluation ensures that association members can identify and offer bulls that will perform profitably in the most challenging environmental conditions. For a number of our customers it is a bull's appearance that attracts them to the sell pen, but it is his calf crop's performance that determines if they are repeat customers. 🍂

LOUISIANA STATE FAIR

Nov. 4, 2018 | Shreveport, La. | Judge: Milton Charanza



GRAND CHAMPION BULL

SJ Boomerang 614, shown by San Jose Cattle Co., Kingsville, Texas



RESERVE GRAND CHAMPION BULL AND BEST OF POLLED BULL

SP 790, shown by Santo Poco Ranch, Kennedy, Texas



GRAND CHAMPION FEMALE AND BEST OF POLLED FEMALE

Miss 777 285D, shown by M Rock Farm and Billy Eubanks, Texarkana, Texas



RESERVE GRAND CHAMPION FEMALE

CB 719, shown by Gracey Pitchford, Athens, Texas



GRAND CHAMPION STAR 5

Circle H 613, shown by Tayler Guidry, Gueydan, La.

NO PHOTO

RESERVE GRAND CHAMPION STAR 5

Re'Ans FeeBee, shown by Keaton Bush, Timpson, Texas

NORTH AMERICAN INTERNATIONAL LIVESTOCK EXPOSITION

Nov. 15, 2018 | Louisville, Ky. | Judge: Brett Broussard



GRAND CHAMPION BULL

Quail Valley Redemption 60E1, shown by Quail Valley Farms, Oneonta, Ala.



RESERVE GRAND CHAMPION BULL AND BEST OF POLLED BULL

CSC 11-7, shown by Connors State College, Warner, Okla.



GRAND CHAMPION FEMALE

Miss Ranger 413D1, shown by Stroman Cattle Co./Grandview Farms, Hamilton, Ala.

NO PHOTO

BEST OF POLLED FEMALE

Miss TT 107, shown by Cody Heath, Turners Station, Ky.



RESERVE GRAND CHAMPION FEMALE

Miss LCC 10/6, shown by Cody Heath, Turners Station, Ky.



GRAND CHAMPION STAR 5 FEMALE

Heath's BFS, shown by Cody Heath, Turners Station, Ky.

RED HOT GERT SHOW

Nov. 17, 2018 | Robstown, Texas | Judge: Tommy Brandenburger

SANTA GERTRUDIS SHOW *Results*



GRAND CHAMPION BULL

SJ Boomerang, shown by
San Jose Cattle Co., Kingsville, Texas



RESERVE GRAND CHAMPION BULL

MR Flex, shown by Keaton Bush,
Timpson, Texas

NO PHOTO

BEST OF POLLED BULL

KK Sabe Rico Suave, shown by
Kalli Kimble, Kingsbury, Texas



GRAND CHAMPION FEMALE

KK Sweet Caroline, shown by Kalli
Kimble, Kingsbury, Texas



RESERVE GRAND CHAMPION FEMALE

Rockin 3T Ashlynn, shown by
Avery Strait, Prosper, Texas



BEST OF POLLED FEMALE

Top Shelf Hot Toddy, shown by
Keaton Bush, Timpson, Texas

A Big "Thank You"

To everyone who joined us in Robstown for the
SOUTH TEXAS HERITAGE SALE, especially to our buyers:

SOUTH TEXAS HERITAGE SALE

B Square Ranch	J Star C Ranch	Joshua Sanchez
Bradshaw Ranch	J5 Cattle Co.	Robert Silva
Briana & Sampson Baca	Jana Justiss	San Jose Cattle Company
Tanya and Craig Bram	JTP Cattle	Schuster Farms
Cherokee Ranch	Kerlick Family Cattle	Strait Ranches
Circle 3 Ranch	Korban Cattle	Kade Thigpen
Cotton Branch Plantation	Kubecka Ranch	Townsend Cattle
Diamond S Ranch	Kyle Kincannon	Tres Reynas
Misty Edwards	La Barranca Ranch	Unidos Land & Cattle
Octavio Elizondo	La Campana Ranch	Larry Watkins
Four J Cattle	Los Abuelas Ranch	Wendt Ranches
Johnny Garcia	O/X Ranch	West Ranch
Gray Oaks Farm	Dan Pohl	Wiley Ranch
Hefte Ranch	Red Doc Farm	Woman Hollerin Ranch
Hinnant & Fulbright, Ltd.	Reese Ranch	Wunderlich Farms
Iron Oaks Cattle	Larry Sidebottom	

SOUTHTEXASHERITAGESALE.COM

Corporron Acres

WE SINCERELY THANK OUR

TRI-STAR SALE BUYERS

AS WELL AS ALL THOSE WHO SUPPORTED OUR PROGRAM IN 2018!

Representing Corporron Acres & Dos Bros Ranch are Jim Corporron, Rodney & Barbara Corporron and Larry Brown, Manager



Delmo Payne, Grandview Farms, Ala.

NOT PICTURED

Kersey Colley Farms, Ga.
Kelly Vesper, Texas
Matt Kubena, Texas
Jerry & Pat Stults, Texas
Rodger Stout, Texas
Tommy Shealy, Texas



Gene and Nancy Kubecka, Wendt Ranches, Texas



Jimmy and Ginger Montgomery and family.



Kelsey Jones Cawley with son Riley Jax and Laura and Joe Jones, Briggs Ranches, Texas



Dennis Jones,
Gray Oaks Farm, Ala.



Kathryn Hefte,
Hefte Ranch, Texas

CORPORRON ACRES
Jim Corporron

3148 County Road 229 • Schulenburg, Texas 78956
979-562-2405 • Cell 979-561-7185 • Email: jim@corpacres.com

DosBros Ranch

Rodney & Barbara Corporron
528 County Road 223 • Schulenburg, Texas 78956
713-724-1263



Larry Brown
Manager
979-561-6268

Brad Wright
Ranch Hand Analytics
Genetic Consultant
979-219-4599

WWW.CORPORRONACRES-DOSBROS Ranches.COM

100+
YEARS
OF RANCHING
THE FAMILY LAND

WORTHY QUALITY



SATURDAY,
MARCH 23, 2019



**A WORTHY
PUREBRED
SALE**

Borchers Southern

Ranches, L.P.

Charla Borchers-Leon

Mary Kay Borchers

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

Tommy Phillips
(361) 573-5919 (H)
(361) 649-9726 (M)

Proud Producers of Cattle

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

Matt Meador
(361) 575-1297 (O)
(361) 571-9728 (M)



KING RANCH[®]

Your Source for the "Original" Santa Gertrudis Genetics

Established 1853

King Ranch continues to develop our Santa Gertrudis cattle with the original focus for which we created the breed: to make the most profitable beef animal for our volatile environment. We carefully manage our selection process and trait correlations so that we maintain fertility as the main objective while simultaneously advancing our carcass and performance characteristics by utilizing genomically enhanced EPDs, single-step selection, whole herd reporting, and rigid phenotypic selection parameters. Because of our balanced analytical and phenotypic selection approach, our cows get bred year-after-year in the toughest South Texas coastal environment and wean heavy calves that perform in the yard and on the rail.



Virginia Silguero

ROBERT SILGUERO: (361) 221-0316 • TYLOR BRADEN: (361) 219-0434 • TBRADEN@KING-RANCH.COM