



SANTA GERTRUDIS

USA

JANUARY 2020 | VOLUME 23, NUMBER 1

**HERD SIRE
ISSUE**



LOOK FOR
TF PROSPECTOR
 at the National Show in Fort Worth!



Co-owned with
Mattingly Farm

TF PROSPECTOR

(Reg #20181333)

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

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

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

Semen available soon.

BW	WW	YW	Milk	T MAT	REA	Marb	FAT
0.57	9.97	14.93	-4.43	0.56	0.14	0.05	-0.01
HCW	Sh F	H Prg	Brd Bk	SC	\$G	Carc Idx	
8.45	0.01	-0.63	0.24	0.19	14.44	10	



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. Co-owned with Circle A Farm.

Semen \$50/straw, 10 straw minimum.

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

BW	WW	YW	Milk	T MAT	REA	Marb	FAT
0.67	16.66	18.84	0.10	8.43	0.08	-0.10	0.00
HCW	Sh F	H Prg	Brd Bk	SC	\$G	Carc Idx	
13.38	-0.02	-0.09	-0.10	0.54	19.85	1	



PISTOLERO 65/5 (Polled · Reg #20157885)

A Pistol son out of donor cow Harco 1247. Pistolero has some of the strongest numbers in the breed: WW 33.02, YW 54.10, HCW 36.93 and a Growth Index of \$51.08. Co-owned with Quail Valley Farm.

Semen \$50/straw, 10 straw minimum.

Contact Arlin Taylor (below) or

Richard Hood, 979-224-6150 or richard@amscattle.com.

BW	WW	YW	Milk	T MAT	REA	Marb	FAT
2.24	33.02	54.10	6.16	22.67	0.43	-0.02	0.03
HCW	Sh F	H Prg	Brd Bk	SC	\$G	Carc Idx	
36.93	0.00	-0.01	0.11	0.47	51.08	10	

Manager: Arlin Taylor

256-507-3838

arlin.taylor@bhamfast.com

tinneyfarms.com

Tinney Farms

5251 Co. Rd. 601

Hanceville, AL 35077



Follow us on Facebook!

INTRODUCING

"PRIMETIME 9042"

A bull for today's market.



**SEMEN
AVAILABLE**

PRIMETIME 9042

Reg. #20177094

	HPreg	BBk	Scrotal	BW	WW	YW	Milk	TMat	HCW	REA	Marb	Tend	Fat	Carcass	\$G
EPD	-0.14	0.41	0.80	0.46	16.81	38.78	7.32	15.72	25.71	0.38	0.01	0.01	0.01	10	33.87
Accuracy	0.11	0.11	0.36	0.36	0.40	0.40	0.22	-	0.30	0.29	0.30	0.21	0.42		

He checks all the boxes –

- ✓ Top EPD profile – 7 traits in the Top 10%, including 4 in Top 1% YW, HCW, REA and BBk
- ✓ 205 WW ratio 130%
- ✓ REA/CWT of 1.05 and IMF 4.01
- ✓ Gain Test ADG 4.73 with ratio 140%
- ✓ Great disposition

Semen also available for Dreamboat, Never Sank and several others.

SS

Wendt Ranches Partners LLC

5475 FM 457, Bay City, TX

Email: wendtranches@hotmail.com

Gene Kubecka

979-240-5311

Daniel Kubecka

979-240-5312

SGBI Herd #621, established 1954

SS

SANTA GERTRUDIS USA

IN THIS ISSUE

- 10** Getting the Most From Our Selection Tools: Decision Support
- 16** Manage Yearling Bulls Before the Second Breeding Season
- 18** SGBI and USU Collaborative Heterosis Project Update
- 20** 2019-2020 SGBI Point Show Standings
- 22** Sire Selection – Doing Your Homework Before the Bull Sale
- 26** Grabbing the Bull by the Nitrogen Tank – Semen Storage and Distribution
- 30** 2020 NJSGS Announcement
- 32** Capturing the Value of AI
- 36** The Birth of a Breed
- 40** Save the Date – SGBI Annual Meeting Announcement
- 40** Seeking Board Candidates
- 44** Sale Reports
- 46** SGBI Semen Catalog – A Valuable Resource
- 47** 2020 National Santa Gertrudis Show Announcement
- 47** Save the Date – American Red Reception Announcement
- 48** Show Results – Louisiana State Fair
- 48** Show Results – South Texas Hot Gert Open Show
- 49** Show Results – NAILE

DEPARTMENTS

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



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A handsome herd sire prospect at Tinney Farms, Hanceville, Ala. Photo by Darren Richmond.

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

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

ARKANSAS

777 Farms, Magnolia

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Strait Ranches, Carrizo Springs
Urbanosky Ranch, Plantersville
Tara Ranch, Liberty
Taylor Terry, Denton

2019 NJSGS BEST OF POLLED

MISS 777 KITTY

Exhibited by Erin Kay Daniel, Magnolia, Ark.

\$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 2020 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

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Herd No. 16769 • Herd No. 37879



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Ramblings from the Open Range

EXECUTIVE DIRECTOR'S REPORT

By John Ford

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An article released by the University of Missouri Extension Service discussing the Show-Me-Select® Replacement Heifer Program recently caught my attention. For those unfamiliar with this program, Show-Me-Select is an educational activity focused on heifer development, emphasizing technology and advanced management practices. Special replacement female sales are an integral part of the program, and in the last 10-year period, beef operations participating in Show-Me-Select have marketed replacement females into 20 states.

The items I found noteworthy related to the growing interest in red-hided cattle and the use of artificial insemination (AI). According to Extension Service representatives, the first sale of 2019 saw an increase in the number of red-hided cattle consigned and, more important, a growing commercial demand for red-hided cattle. Another item I found significant was buyer interest in AI-sired females. This attention to artificial insemination clearly shows producers understand superior sires speed genetic improvement. Jared Decker, Ph.D., Missouri Extension livestock specialist, also pointed out crossbred females attracted buyer attention, highlighting the value cattlemen place on heterosis. The Show-Me-Select results mirror sales nationwide. It is not hard to find cattlemen telling the same story – red-hided, crossbred females sired by high-performance bulls are the most profitable performers in a cow herd.

Hot weather and high humidity can reduce breeding efficiency, milk production, feed intake and weight gains. With more than 40 percent of the nation's cow herd in areas often challenged by excessive heat, lack of heat tolerance becomes a performance issue. U.S. Department of Agriculture Meat and Animal Research Center datasets show black-hided animals have a surface temperature as much as 3° F

higher than red-hided animals. Higher surface temperatures are also accompanied by greater rates of respiration. It's not surprising that America's largest registry is concerned about heat stress. This concern is so great that the Certified Angus Beef® program has issued recommendations advising cattle producers to have a "heat management plan" in place.

To me it is pretty straightforward: the best heat management plan is a red hide. Factor in longevity, fertility, adaptability and efficiency, and it is apparent that Santa Gertrudis-sired, crossbred females are the ideal cow for a commercial operation. It's not surprising that commercial producers are showing an interest in red genetics; after all, at the end of the day it's about cattle that perform efficiently and profitably in any environment.

The demand for profitable, productive Santa Gertrudis genetics was extremely strong during the fall sale season and serves as proof that our red-hided product has the attention of industry members. As Santa Gertrudis seedstock producers, our challenge is to continue building on the breed's current momentum. We must concentrate on the things that matter to commercial cattlemen. Commercial sire selection is focused on economics. Therefore, when making breeding decisions we need to place selection pressure on the traits that directly impact customer profitability.

We must validate profitable performance by collecting the data and information that commercial bull buyers expect. We must keep in mind a bull's performance information might be curve-bending and eye-popping, but if he can't pass the commercial cattleman's "eye test," chances are he will be left standing in the sale pen at the end of the day. Our cattle must be structurally correct, sound and functional. As I have stated in the past, there is a growing demand for red-hided, heat tolerant Santa Gertrudis bulls. However, there is not a market for every Santa Gertrudis bull calf. Contradictory as that may sound, it is true. The demand is for the right type and kind of bull accompanied by performance-validating data.

CONTINUED ON PAGE 14 »

SGBI

Need to Know

Unfortunately, there is little information feedback to commercial cow-calf producers about how their calves fit the beef industry and the type of beef that is produced. With this in mind, it is critical, as seedstock producers, that Santa Gertrudis Breeders International (SGBI) members focus on collecting harvest data to ensure superior Santa Gertrudis genetics are being marketed to commercial cattlemen.

The association's annual steer feedout provides the greatest opportunity for SGBI members to analyze their breeding programs, sire performance and genetic offering. Since its inception, the feedout has provided information on more than 2,500 head and is recognized as the best tool available for strengthening the breed's carcass dataset. On Dec. 9, 2019, a total of 92 head (57 purebred Santa Gertrudis steers and 35 Santa Gertrudis-influenced steers) representing four ranches and numerous sire lines were placed on feed in the 2019-2020 SGBI Steer Feedout trial. The cattle are being fed at AzTx Feeders, Hereford, Texas, and are scheduled for harvest in early summer 2020. Harvest data will be collected and analyzed by the West Texas A&M University Beef Carcass Research Center with the results provided to participants and SGBI for inclusion in the breed's genetic evaluation.

How do your herd sires' offspring perform? Now is the time to begin making plans to participate in the 2020-2021 feedout program. Consider placing three to five spring-born calves in this association-sponsored activity and collect valuable decision-making carcass quality information. 🐾

Unlock the Future

Quail Valley Farms

KR 651/18 "The Chosen 1"
Reg#20183702



SEMEN AVAILABLE. Contact American Marketing Services for the following packages:

- COMMERCIAL BREEDING PACKAGES
- "AMERICAN RED" REGISTERED RED ANGUS BREEDING PACKAGES
- "SUPER AMERICAN" REGISTERED BRANGUS BREEDING PACKAGES

Quail Valley Farms

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Building the Future

"The Pick" of the entire 2019 developed "Bull Crop" from King Ranch, Inc.

The "Chosen 1" was selected with intense scrutiny toward balance of performance, fertility and stability.

This incredible young herd sire changes the playing field for the entire Santa Gertrudis breed. His phenotypes are in place, scanning a 1.24 REA/CWT and a 5.12 IMF. He is moderate in frame, wide based, big footed, clean sheathed, and thick hid with great breed character.

His Genomic Enhanced EPD profile is second to none. He posts 10 EPD traits in the top 10%, 9 in the top 5% and 8 in the top 2%.

The owners, Quail Valley Farms, Harris Riverbend Farms and Schuster Farms, are proud to announce and thank the KR 651/18 "CHOSEN 1" SYNDICATE MEMBERS.

B Square Ranch, Timpson, TX
Briggs Ranches, Bloomington, TX
Cherokee Ranch, Sedalia, CO
Corporon Acres and
Pinnacle Cattle, Schulenburg, TX

Grandview Farms, Hanceville, AL
Korban Cattle, McAllen, TX
N-N Ltd., Van, TX
Tinney Farms, Hanceville, AL
Wendt Ranches, Bay City, TX

SR Paradigm 135/7 Reg#20175656



SEMEN AVAILABLE. Contact American Marketing Services for the following packages:

- \$50/straw REGISTERED SANTA GERTRUIS BREEDING PACKAGES
- \$25/straw COMMERCIAL BREEDING PACKAGES
- \$50/straw "SUPER AMERICAN" REGISTERED BRANGUS BREEDING PACKAGES

Quail Valley Farms is committed to the betterment of the entire Santa Gertrudis breed. With that said, Quail Valley Farms has decided to allow everyone a chance to improve their genetics in their herds and sell semen at \$50/straw with a 10 straw minimum for SGBI, ARA and IBBA members and a 2 straw minimum for Junior members alike.



Mark Cowan | 903.495.4522 | markc@amscattle.com
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www.amscattle.com



New Herd Sire Alert

Quail Valley Farms is proud to introduce this exciting young herd sire SR Paradigm 135/7.

SR Paradigm 135/7 was purchased from Strait Ranches in the recent 2019 Fall Tried & True Bull Sale.

He is a son of multiple breed carcass and fertility trait leader KR Catalyst 531/15 that semen has never been let out to the breeding public. His dam PH Welder 7/342 is a matriarch donor in the Strait Ranches herd producing other proven herd sires and donors currently being used in their herd. Being a donor, 7/342 still was able to sustain an average calving interval of 374 days after 10 natural calves!!

SR Paradigm 135/7's phenotype is second to none. He impressed so many in person at the sale on visual appraisal on his "Monster Hip" and overall balance and look! He would produce the kind all would like for sure.

SR Paradigm 135/7 currently post 9 EPD traits in the top 15%, including: 1% Marbling, REA & BBK; 2% HPreg; 3% SC; 4% WW; 10% YW & HCW and 15% TEND.

Quail Valley Farms

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PRESIDENT'S LETTER

By Jerome Urbanosky

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Happy New Year everyone. This year promises to be action packed, and with that said, it remains that "the only thing constant in life is change."

When the Santa Gertrudis breed was developed on the King Ranch® a very special bull, Monkey, was born in 1920. So, technically our breed of beef cattle is 100 years old this year.

Oh my, has there been a lot of changes since then. In 1940, the U.S. Department of Agriculture recognized Santa Gertrudis as the first purebred beef breed developed in the United States and in the Western Hemisphere. In 1950, the Santa Gertrudis Breeders International breed association was established.

It was 1969, 50 years ago, as a 15-year-old boy, that I bought my first Santa Gertrudis heifer, Alice. When I started raising Santa Gertrudis, there was very little emphasis on a junior program, and the National Junior Santa Gertrudis Show was many years in the future.

The large majority of Santa Gertrudis were horned and the concept of "best of polled" was developed to encourage polled breeders and exhibitors because polled cattle couldn't compete against the horned cattle. That started to change in the early 1970s when offspring from Moses L6/6, registration No. 186902, started making big quality improvements. Moses L6/6 was born March 29, 1966, and his impact on the development of polled Santa Gertrudis was revolutionary. I believe he was bought and syndicated by Forked Lighting Ranch, the

CONTINUED ON PAGE 14 ►

SANTA GERTRUDIS Juniors

By Leighton Mcculley, At-Large Director

Hello, I am Leighton Mcculley, and I am from Summit, Miss. I am currently serving as an At-Large director. Last year was fantastic for our junior members, and it was my pleasure to participate in some of our breed's activities, such as the National Junior Santa Gertrudis Show and Gerts Ongoing Advanced Leadership Summit. I would encourage juniors to be involved in these opportunities as they offer wisdom of leadership and of our beautiful animals.

January's *Santa Gertrudis USA* issue focuses on herd sires. A breeder's selection of a herd sire is one of their most important decisions. Choosing an adequate herd bull is key to genetic advancement. Luckily, Santa Gertrudis Breeders International (SGBI) offers excellent selection tools to guide producers in choosing a bull that will have a beneficial impact on the herd. Primarily, breeders should pay close attention to bull prospects' expected progeny differences (EPDs). They should do so to seek out traits that must be incorporated into their cow herd. The use of EPDs can result in higher weaning weights and overall growth and performance, thus producing greater profitability. SGBI is constantly advancing the accuracy of available EPDs through various methods, such as incorporating DNA into EPD calculations.

I hope to see some of you at our upcoming events. The 2020 National Santa Gertrudis Show will be Jan. 19 in Fort Worth, Texas, and the Dixie National Livestock Show will be Feb. 11 in Jackson, Miss. Also, don't miss the Premier Cowtown Elite Sale on Jan. 18 in Fort Worth. I look forward to seeing you all. I wish you the best of luck and safe travels! 🐾



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THIS IS *Yellowstone*



REG. NO.: 20174378

DOB: 7/4/2017

Owned with Circle A Farm, Williamsport, Tenn.

Following In the Footsteps of Champions

Sired by two-time National Champion Magnum 357, his dam, Miss Grandview 21, is a Red Hot 4010 daughter. Red Hot 4010 is a former National Yearling Champion bull.

Yellowstone is a full brother to 2017 National Champion Masterpiece 101 and half-brother to 2014 National Champion Integrity. *Yellowstone was bred to be a champion.*

Masterpiece



Integrity



Magnum 357



**Look for Yellowstone at the National Show
in Fort Worth, Texas, exhibited by
Alderson/Richmond Marketing.**

***G* Grandview Farms** Hamilton, AL

Owners: Delmo & Wilmuth Payne
Cell phone: (205) 468-5319
Email: delmo.payne@gmail.com

Website: grandviewfarm.biz
Brent Shaw, Manager (205) 412-5761
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Getting the Most From Our Selection Tools: *Decision Support*

By Matt Spangler, Ph.D., Professor and Extension Beef Genetics Specialist,
University of Nebraska-Lincoln

sire selection requires identifying a breeding objective, choosing a breed or (preferably) breeds based on objective differences, choosing a seedstock supplier and then choosing a bull. This requires knowledge of production environments, firm-level economics, breed differences, heterosis and genetic predictions (e.g., expected progeny differences or EPDs). Genetic evaluations and the production of EPDs date back to the early 1970s. Despite the fact that EPDs have been available to the U.S. beef industry for more than 40 years, survey data suggests that only 30 percent of beef cattle producers utilize them in making selection decisions. Part of this lack of technology adoption is likely due to the confusion surrounding how best to use EPDs and the fact that there are many to choose from. It is challenging, if not impossible, to have a profit-motivated cattle operation without using “modern” genetic selection tools. Admittedly, condensing data into information from which informed decisions can be made deserves more attention to enable cattle producers to better utilize proven technology.

Bull purchasing decisions need to account for differing marketing goals and environmental constraints to improve profitability and sustainability, but these are unique to each herd as producer-specific production goals and inputs vary considerably. For instance, it is well known that calving ease is more important when considering bulls that will be mated to heifers than it is when selecting bulls to be mated to mature cows. Calving ease is also more important in herds that have high levels of dystocia or that calve in extensive range environments than in herds with infrequent dystocia or readily available labor assistance at calving.

Additionally, in low-input environments where forage availability is low, selection for decreased mature size and lower milk production levels are advantageous if heifers are to be produced from within the herd. These are examples where inputs, defined as either labor or feedstuff availability, dictate



optimal production levels. The targeted market endpoint also dictates traits and production levels that are economically relevant at the individual firm level. For producers who market all calves toward a quality grid (e.g., Certified Angus Beef®) without retaining replacements, survivability, disease susceptibility, sale weight and carcass quality are primary economic drivers and traits such as weaning weight (direct and maternal) are irrelevant.

Decision support tools that address these various scenarios have been proposed before (e.g., Decision Evaluator for the Cattle Industry, Williams and Jenkins, 1998; Colorado Beef Cow Production Model, Shafer et al., 2005) but were not widely adopted due to the level of complexity and detail relative to firm-level inputs required to parameterize the underlying model. To achieve widespread use, a decision support tool that allows a tiered level of input information with customizable default values from each specific user is required.

Knowledge, a priori, of the value of individual bulls available and the value differences among them would greatly enhance the profitability of commercial cow-calf enterprises by allowing selection decisions to focus on what is

economically important and what bull price is justified to achieve the subsequent goals for a particular firm given its resource constraints. Current bull purchasing decisions do not appear to use all of the relevant information available. Without the aid of a decision support tool, commercial beef cattle producers, often without the technical knowledge required, are forced to attempt to combine several disjointed pieces of information (e.g., current herd performance, EPD of potential seedstock, accuracy of EPD, mean breed differences, projected costs and value of production, production environment constraints, etc.) to decide which bull to buy and to determine the economic value conditional on their own needs.

Producers face the problem of obtaining the best bulls for their operations in that given setting. It is worth noting here that “best” is a relative concept. When accounting for price differentials across bulls, a “less desirable” bull may become the preferred choice over a “more desirable” bull if his sale price discount is larger than the differential in value between the two bulls.

Conversely, if the spread in bull prices does not sufficiently reflect the differences in the economic value of the bulls offered, having good estimates of value should increase profitability of top seedstock producers. Furthermore, customized indices open the opportunity for different customers to rank bulls differently, which would also increase seedstock producers’ profitability.

Current Work

Of the multiple-trait selection methods available (tandem selection, independent culling levels and economic selection indices) economic selection indices are clearly the preferred method. Unfortunately, they are largely misunderstood and underutilized. In 2018, a team including scientists from the University of Nebraska-Lincoln, Kansas State University, the U.S. Meat Animal Research Center and Theta Solutions, LLC, were awarded a U.S.

CONTINUED ON PAGE 12 »

SANTA GERTRUDIS DISTRICT VI BREEDERS



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SELECTION TOOLS

CONTINUED FROM PAGE 10

Department of Agriculture Agriculture and Food Research Initiative Critical Agriculture Research and Extension grant. The fundamental objective is to develop and provide software (iGEN-DEC) that enables beef producers to make more profitable genetic selection decisions, integrating additive and non-additive genetic effects, available resources and firm-level economics.

Currently we have framed three possible use cases: commercial buyers (genetic purchasing decisions based on firm-specific breeding objectives), seedstock sellers (matching sale offering to individual customers) and seedstock buyers (matching genetic purchasing decisions to specified goals). For any of these cases, the user would identify a set of candidates for selection, which may include bulls currently in service for reference and possible replacements. The user would also enter information about their operation and cow herd in order to determine the appropriate selection index. We will provide a set of default production parameters specified by a producer's geographic region and production

Bull purchasing decisions need to account for differing marketing goals and environmental constraints to improve profitability and sustainability, but these are unique to each herd as producer-specific production goals and inputs vary considerably.

system. Beyond that, more advanced users would have the opportunity to provide more detailed information, such as costs of available grazed and harvested feed resources, herd-specific labor requirements, and costs and carcass grid premiums and discounts that will enable derivation of more fully customized selection indices.

Specifying breed composition of the cow herd will enable comparison of candidate bulls to reflect differences in heterosis expected in the progeny as well as additive genetic differences. Ultimately this provides the user with a list of bulls, across breeds, with estimates of the economic value each would bring to a given operation. This allows the user to have an ordered list that reports the differences in net profit between candidate bulls.

The impetus for this project is not the belief that currently available selection indices are so inherently flawed that they are of little value. Rather, our

motivation is that selection decisions can be improved. Part of this improvement is simply encouraging beef cattle producers to utilize proven tools (e.g., selection indices), and we believe that enabling beef cattle producers to take part in the creation of their own selection index has the potential to increase the rate of technology adoption. It is important to note that producers who have more detailed firm-level data (e.g., unit cost of production) will benefit more from customizable indices.

If the beef industry is to be sustainable, it must be profitable and to be profitable it must utilize available genetic selection technology and contemplate bull buying decisions as the capital investments that they are. Our goal is to enable these decisions and help alleviate the cumbersome, near impossible, task to combine all partial solutions into an optimized decision. 🐄

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Lazy L Show Cattle – Korban Cattle 107

Four J Cattle – Korban Cattle 108

Strait Ranches – Korban Cattle 109 & 110

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We're excited to see how they perform in your program!

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We will have the first set of Nitro calves on the ground, both natural and ET in the fall. *Several heifers bred to Nitro will sell in the Southern Harvest Sale Sept. 12, 2020.*

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SOUTHERN HARVEST SALE
Sept. 12, 2020

COTTON BRANCH PLANATION
Smithdale, Mississippi

EXECUTIVE DIRECTOR'S REPORT

CONTINUED FROM PAGE 6

This herd sire issue of *Santa Gertrudis USA* showcases some of the breed's sires that check all the boxes; bulls that are the right type and kind with data that backs profitable performance. Bulls that combine all the traits being sought by cattlemen nationwide and wrapped in a desirable, heat tolerant, red-hided genetic package. 🐄

PRESIDENT'S LETTER

CONTINUED FROM PAGE 8

Schusters and perhaps other prominent, early, polled Santa Gertrudis breeders.

It is hard to believe I have been a Santa Gertrudis member and breeder for 50 years. I am proud that our breed has made steady and significant quality and uniformity improvements. I have seen many ranches and people come and go, but that is change. When that happens, you have an opportunity to have an impact on the breed. You see, if a 15-year-old boy can eventually become president of SGBI, you can take your herd and your involvement in any direction you want.

So, think about these two questions: If not now, then when? and If not you, then who?

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

REGISTRATIONS, STAR 5 RECORDINGS AND TRANSFERS BY DISTRICT

NOVEMBER 2019

ACTIVE MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	71	13	1	43
2	186	14	84	211
3	57	4	0	25
4	73	3	0	13
5	50	14	7	15
6	7	0	0	4

JUNIOR MEMBERS

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

FOR SGBI REGISTRATIONS CONTACT: Diana Ruiz

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

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

SANTA GERTRUDIS

Calendar

JANUARY

- 18** Cowtown Elite Sale, Fort Worth, Texas
19 National Santa Gertrudis Show, Fort Worth, Texas

FEBRUARY

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

MARCH

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

APRIL

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

MAY

- 9** Breeders of the Carolinas Sale, Chester, S.C.
9 Mid-Coast Cattleman's Opportunity Sale, Brenham, Texas

JUNE

- 11-13** Quail Valley Farms Elite Female Sale, Oneonta, Ala.
13-20 2020 National Junior Santa Gertrudis Show, Monroe, La.

JULY

- 17-18** Kentucky National Show & Sale, Bowling Green, Ky.

SEPTEMBER

- 12** First Annual Southern Harvest Sale, Wiley Ranch and Cotton Branch Plantation, Smithdale, Miss.
18-19 District 6 Sale and Junior Show, Corydon, Ind.

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Fenco Farms, Jim Fenton, Floral City, Fla.

Emily Velasquez, Encinal, Texas

Ezekiel Patrick Hubert, Riviera, Texas

Anna Claire Herbert, Kaplan, La.

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MANAGE YEARLING BULLS BEFORE THE SECOND BREEDING SEASON

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



Assuming that you have properly developed your yearling bulls or you purchased your yearling sire from a seedstock producer with a great bull development program, the young herd sire should be ready for his first successful breeding season. This month I would like to focus on how best to continue sound bull management of the young sire to allow for a successful and fertile service life that will continue several years in the future.

Proper bull management should begin the day after you pull him off females in the previous breeding season. This suggestion is especially true for yearling bulls. You can compare these young bulls to a first-calf heifer that has just had her first calf at 24-months of age, and we are trying to get her bred back for her second calf. In both cases, time and proper nutrition are our allies.

Some yearling bulls may lose 50 pounds to more than 150 pounds during their first breeding season. These young sires are still growing and will need protein and energy for growth and to regain lost body weight. To add insult, these bulls may still be in the process of replacing baby teeth with adult teeth. Plan on 60 to 90 days of rest and relaxation for the young sires to return to pre-breeding condition. Not only do we want these young sires to get back to pre-breeding condition, we also need these young bulls to keep growing and reach the targeted weight of 75 percent of mature body weight by the time they are 2 years of age.

Most bulls will attain 50 percent of their mature weight by 14 to 15 months of age. A constant gain of at least 2 pounds per day between the first and subsequent (second) breeding season should put a yearling bull in a body condition score of 6 to 6.5 after a 9-month rest. This would be equivalent to fat cover over all ribs, hooks and pins, and some fat in the brisket, but shoulder muscle movement should still be visible. Over-conditioning bulls can be detrimental to physical fitness and fertility.

These yearling bulls also need plenty of exercise. At turn-out time they should look like athletes. Physically fit bulls will breed more cows and retain a greater libido. Allowing bulls to exercise prior to breeding can also reduce the amount of fighting and riding, which should reduce the risk of injury. Most young bulls will each need 2 to 5 acres of pasture space to get exercise. I have seen long and narrow bull pastures

with water and feed on opposite ends to encourage exercise. A well-drained or sloped bull pasture eliminates the buildup of manure and mud, thus, minimizing feet problems.

A good mineral program is also important for young sires. Sufficient amounts of calcium, phosphorus and vitamin A are necessary for continued growth and fertility. If you have used the bull during a fall breeding season, and only weathered or lower quality forage is available between breeding seasons, an injection of vitamin A (3 million IU) may be warranted.

Prior to the young bull's second breeding season, I would suggest having a breeding soundness exam completed. This will not only check his fertility, but it will also ensure that his scrotal circumference is growing and progressing normally. A good 90 days before the bull's second breeding season would be an excellent time for the exam. It takes 62 days to produce a single bull sperm cell, and then it takes an additional 2 to 3 weeks for sperm transport out of the testicle and for transit time through the epididymis. As sperm travel through the epididymis, they will acquire fertility and motility. If the bull is fertile 90 days prior to the second breeding, then he will be in great shape to handle females when it is time to turn him out.

Last, breeding pastures should be of sufficient size to encourage continued exercise and reduce incident of fighting. More than likely, a young bull in his second breeding season would be the low man in the group. Thus, keep an eye on him if he is in a multi-sire breeding group. Proper management of these young bulls between their first and second breeding season should set them up to be successful herd sires! 🐄



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SANTA GERTRUDIS *Commercial Corner*

SGBI AND USU COLLABORATIVE HETEROSIS PROJECT UPDATE

By Matthew Garcia M.S., MBA, Ph.D., Assistant Professor and Beef Specialist,
Utah State University

Utah State University (USU) and Santa Gertrudis Breeders International (SGBI) founded a collaborative heterosis breeding project in January 2017. While utilizing Santa Gertrudis bulls in northern Utah may seem like a stretch, we viewed this as a major opportunity to address many of the issues that Utah cattlemen are facing and inject some performance, adaptability and longevity into Utah beef herds.

When the project was first being promoted, many producers voiced concerns about their cattle getting too big, being culled too early and not being very compatible with their production environments. Additionally, there were concerns with utilizing Santa Gertrudis genetics, due to the perception producers had of the breed and the inclusion of *Bos indicus* genetics. As such, the first year of the project was spent addressing these concerns and presenting how utilizing Santa Gertrudis genetics to produce an F1 animal that was only 19 percent Brahman could potentially address some of the production issues they were facing. However, we still needed to produce data and hard evidence that this was a beneficial project to Utah producers.

In April 2017, a pilot project was conducted to test the feasibility and applicability of the project in the northern Intermountain West. The first year utilized 38 cows that were synchronized and artificially inseminated (AI) with semen from a very specific bull battery. The bulls were very high calving ease, moderate growth, moderate mature size, lower milk production and above average scrotal circumference, with a heavy focus on high levels of carcass quality and composition traits. A total of 16 calves were compared to 22 natural-sired calves from Angus bulls. Any concerns with birth weight were negated when Santa Gertrudis-sired calves averaged 76-pound birth weights as compared to 80-pound birth weights from the natural-sired calves. However, all calves weaned at approximately 586 pounds, and entered the feedlot at 1,060 pounds (Santa Gertrudis) and 1,075 pounds (Angus). While there was a difference in feedlot in-weight, it was right in line with the selection program in which we made a concerted effort to select for a more moderate mature size. Calves produced from this portion of the project are currently being finished and will have carcass data collected at a commercial packing plant in Hyrum, Utah.

The second year of the project utilized a much larger group of USU cattle (approximately 120 cows). Cows were again synchronized, AI'd to the same group of bulls from year one and cleaned up with Angus bulls. A total of 51 Santa Gertrudis calves were born, compared to 55 Angus-sired calves.

These calves addressed the ability of the Santa Gertrudis calves to handle cold weather. When these calves were born in February, the average high was 26° F with an average low of 10° F. There were no Santa Gertrudis calves lost to freezing as opposed to six frozen Angus calves.

All calves were weaned Sept. 19, 2019, and adjusted weaning weights were 549 pounds for Santa Gertrudis calves and 499 pounds for the Angus-sired calves. All calves were preconditioned for 45 days. Steer calves have entered the feedlot at the USU South Farm, where they will be finished and feedlot performance data collected. All heifer calves will be retained and given the opportunity to enter the USU herd as replacement females. Feedlot data on the calves will be

USU is currently working to establish a purebred seedstock herd to further our research endeavors and potentially provide an opportunity for more Utah producers to incorporate Santa Gertrudis genetics into their herds.



collected using the GrowSafe System® to ensure accuracy of individual performance measurements. Upon completion of the finishing period, all calves will be sent to a commercial packing plant in Hyrum, Utah, for the collection of carcass quality and composition traits.

CONTINUED ON PAGE 28 »

SCHUSTER FARMS BULL BATTERY

PROFIT PROVEN • POLLED POWER



Chosen One

Index Information	
Growth Index	31.90
Carcass Ranking	10

KR651/18 • 20183702
2/24/2018
SIRE: KR 1195/15
DAM: DSR Cherry 9231B

EPDs as of: 12/19	Marb.	REA	HCW	Scrotal	WW
EPD	0.16	.41	23.78	.87	18.21
Accuracy	0.30	0.29	0.30	.35	0.41



el Rey

KR 921/15 • 20154201
3/16/2015
SIRE: KR 800/11
DAM: KR 110N/09

Index Information	
Growth Index	23.75
Carcass Ranking	10

EPDs as of: 12/19	Marb.	REA	HCW	Scrotal	WW
EPD	0.25	.32	20.72	.52	11.25
Accuracy	0.39	0.38	0.39	.43	0.59

ALL FOUR BULLS IN THE TOP 1% IN REA AND MARBLING

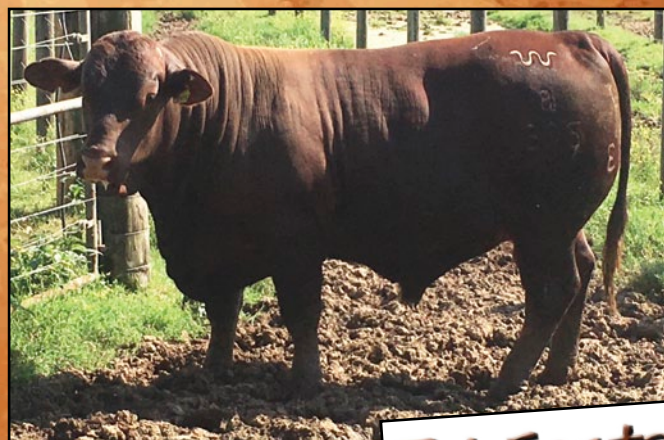


X Factor

Index Information	
Growth Index	5.69
Carcass Ranking	10

KR912/18 • 20183403
2/3/2018
SIRE: KR 625/14
DAM: KR 384R/12

EPDs as of: 12/19	Marb.	REA	HCW	Scrotal	BW
EPD	.12	.31	8.92	.55	-0.58
Accuracy	0.32	0.31	0.32	.37	0.24



Tri-Fecta

KR395/18 • 20183520
2/3/2018
SIRE: KR 1255R/14
DAM: KR 62/09

Index Information	
Growth Index	20.70
Carcass Ranking	10

EPDs as of: 12/19	Marb.	REA	HCW	Scrotal	WW
EPD	0.11	.28	12.26	1.22	11.80
Accuracy	0.30	0.29	0.30	.36	0.40

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2019-2020 SGBI POINT SHOW STANDINGS

Through the 2019 North American International Livestock Expo and Hot Gert Show

HEIFER CALF DIVISION

- | | |
|--|----|
| 1. River Vegas, shown by Quincy Nelson, Sarcoxie, Mo. | 60 |
| 2. Flatwillow Lyric, shown by Flatwillow Farm, Statesville, N.C. | 31 |
| 3. Miss Double TT 2448, shown by Chad Coker, Magnolia, Texas | 13 |

YEARLING HEIFER DIVISION

- | | |
|---|----|
| 1. PC Clara 1/18, shown by Bret Pittman, Ponder, Texas | 42 |
| 2. OLC Rosie 418, shown by Ashley Osborne, Lathrop, Mo. | 30 |
| 3. Top Shelf Amaretto, shown by Top Shelf Cattle Co., California, Mo. | 25 |

SENIOR FEMALE DIVISION

- | | |
|--|----|
| 1. Miss Double TT 107, shown by Cody Heath, Turners Station, Ky. | 26 |
| 2. Miss 777 Bally, shown by Erin Kay Daniel, Magnolia, Ark. | 25 |
| 3. Miss 777 Kitty, shown by Erin Kay Daniel, Magnolia, Ark. | 19 |

OVERALL HIGH POINT FEMALE

- | | |
|--|----|
| 1. River Vegas, shown by Quincy Nelson, Sarcoxie, Mo. | 60 |
| 2. PC Clara 1/18, shown by Bret Pittman, Ponder, Texas | 42 |
| 3. Flatwillow Lyric, shown by Flatwillow Farm, Statesville, N.C. | 31 |
| 4. OLC Rosie 418, shown by Ashley Osborne, Lathrop, Mo. | 30 |
| 5. Miss Double TT 107, shown by Cody Heath, Turners Station, Ky. | 26 |

BEST OF POLLED FEMALE

- | | |
|---|---|
| 1. River Vegas, shown by Quincy Nelson, Sarcoxie, Mo. | 4 |
| 2. All others with 1 point each | |

STAR 5 FEMALE

- | | |
|--|---|
| 1. MTG Jazzy, shown by Brittany Kunkel, Poughkeepsie, Ark. | 8 |
| 2. OLC Royal, shown by Ashley Osborne, Lathrop, Mo. | 6 |
| 3. Miss Double TT 2152, shown by Jessie Coker, Magnolia, Texas | 5 |

BULL CALF DIVISION

- | | |
|--|----|
| 1. RS Sleep Eazy, shown by Cody Heath, Turners Station, Ky. | 24 |
| 2. Mr. TOCR Maverick, shown by Laura Zibilski, Burton, Texas | 20 |
| 3. 777 Bear, shown by Erin Kay Daniel, Magnolia, Ark. | 18 |

YEARLING BULL DIVISION

- | | |
|--|----|
| 1. QV The Warden 82FI, shown by Quincy Nelson, Sarcoxie, Mo. | 66 |
| 2. TF Prospector, shown by Mattingly Farm and Tinney Farms, Brandenburg, Ky. | 42 |
| 3. Top Shelf Hurricane, shown by Top Shelf Cattle Co., California, Mo. | 31 |

SENIOR BULL DIVISION

- | | |
|---|----|
| 1. 777 Gambler, shown by Circle A Farm, Williamsport, Tenn. | 35 |
| 2. OLC Redman, shown by Red View Farm, Poland, Ind. | 18 |
| 3. 3T No Words Needed, shown by Gracey Pitchford, Athens, Texas | 13 |

OVERALL HIGH POINT BULL

- | | |
|--|----|
| 1. QV The Warden 82FI, shown by Quincy Nelson, Sarcoxie, Mo. | 66 |
| 2. TF Prospector, shown by Mattingly Farm and Tinney Farms, Brandenburg, Ky. | 42 |
| 3. 777 Gambler, shown by Circle A Farm, Williamsport, Tenn. | 35 |
| 4. Top Shelf Hurricane, shown by Top Shelf Cattle Co., California, Mo. | 31 |
| 5. RS Sleep Eazy, shown by Cody Heath, Turners Station, Ky. | 24 |

BEST OF POLLED BULL

- | | |
|---|---|
| 1. 777 Gambler, shown by Circle A Farm, Williamsport, Tenn. | 5 |
| 2. All others 1 point each | |

LEADING HIGH POINT BULL



QV THE WARDEN 82FI

shown by Quincy Nelson, Sarcoxie, Mo.

LEADING HIGH POINT FEMALE



RIVER VEGAS

shown by Quincy Nelson, Sarcoxie, Mo.

LEADING HIGH POINT
STAR 5 FEMALE



MTG JAZZY

shown by Brittany Kunkel, Poughkeepsie, Ark.

REMAINING POINT SHOWS

National Santa Gertrudis Show (Fort Worth, Texas – double points) • Florida State Fair • Dixie National Livestock Show
San Antonio Livestock Show • Houston Livestock Show

Happy 2020 New Year



Thank you to all that
supported us this fall
in our annual sale.

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SIRE SELECTION

Doing Your Homework Before the Bull Sale

By Micky Burch, Contributing Writer



Caleb Boardman, University of Wyoming, presented “How to do your homework before the bull sale starts” at the 2019 Range Beef Cow Symposium held in Mitchell, Neb., Nov. 18-20, 2019.

When Margaret Mead said, “Always remember you’re unique, just like everyone else,” she likely wasn’t thinking about cow-calf producers making bull selection decisions for their operations. But for producers in the second decade of the 21st century, there’s seldom been a truer statement.

Caleb Boardman, University of Wyoming assistant lecturer and livestock judging coach, made that point in his presentation “How to do your homework before the bull sale starts: goals, expected progeny differences (EPDs) and how he looks” at the 2019 Range Beef Cow Symposium hosted in Mitchell, Neb., Nov. 18-20.

The main reason to take the time to select what you feel is the right bull for your operation is to improve genetics and, correspondingly, increase income.

“These are bulls you’re buying as an investment and if you’re keeping daughters out of them, they’re going to influence your herd for the next 10 to 12 years,” Boardman said.

In fact, according to “Beef Sire Selection Recommendations” from beef-cattleextension.org, “sires used in the last three generations contribute 87.5 percent of the genes in a particular calf crop, so it’s important to consider all aspects of a sire’s influence in your herd when making your decision.”

On the other hand, Boardman pointed out, “if your operation has terminal goals, and you sell everything at weaning or retain ownership, the majority of your income is coming from the genetic decision you’re making by buying this particular animal, so I’d encourage you to put time and effort into buying this one animal to try to increase your genetic selection as much as you can.”

There’s no one bull for every operation, Boardman reminded attendees.

“A bull that works in one part of the world for one operation’s goals may not work for another operation or their goals,” he said. “First and foremost, know what your goals are and what type of animal is going to fit into your particular operation.”

Oftentimes, the best way to find the right bull for your operation is through the use of breed EPDs – the prediction of how each animal’s future progeny are expected to perform relative to the progeny of other animals. Boardman reminded attendees that breed associations often have EPD explanations and definitions on their website, and Santa Gertrudis Breeders International (SGBI) is no different. SGBI’s “Data Collection and Submission Resource Guide,” found at www.santagertrudis.com, reminds producers that “the use of the breed’s genetic evaluation is the most powerful tool available to SGBI members for the measurement of economically relevant traits. The capability to utilize the association’s genetic tools enables SGBI members to identify breeding stock with superior genetic merit. The ability to increase the proportion of genes having the desired effect on traits of economic importance is essential to long-term profitability in today’s competitive seedstock industry.”

SGBI’s EPDs are expressed in units of measure (plus or minus) and include the traits shown in the chart on page 24.

While EPDs are a primary tool for animal selection, Boardman advised attendees to remember they’re only as good as the person reporting them, and that many times it’s still hard to compare EPDs between sire prospects because those animals may have been raised in different physical environments and were likely not raised under the same management

CONTINUED ON PAGE 24 »

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SIRE SELECTION

CONTINUED FROM PAGE 22

practices. After identifying operation goals and evaluating EDPs, Boardman recommends a physical inspection of the animal being considered for purchase.

“Phenotypically, spend a lot of time studying them structurally,” he said. “You want these bulls to last a couple of seasons, so you don’t have to buy new bulls every single year.”

Structurally sound livestock often “fill their tracks” when they walk – meaning their hind foot fills the track their corresponding front foot made. Further, Boardman explained, when an animal is considered sound, they stay level in their topline. To accomplish these traits, he explained, “We want a 45-degree angle to the pastern with a square claw set.”



If an animal has too much angle to their pastern, they start putting pressure on the back of their hoof when they walk, causing wear that creates a “shallow heel.” Because the animal isn’t wearing down the front part of the hoof, they can get long toed.

On the flip side, if an animal is too straight in their hock and upright in their pastern, then there’s not enough cushion and as they put their foot down when they walk, their hock and pastern have to absorb the impact, causing joint discomfort and potential swelling or even lameness. Simply put, Boardman said, “They’re not going to be able to get out and stride well.”

Similar applications can be made to other physical characteristics that have corresponding EPDs, like birth weight.

“To me, the most important thing is the first thing that comes out – their front feet, head and shoulders,” Boardman said.

He advised identifying smooth-shouldered bulls with low birth weight EPDs for producers looking for calving ease but cautioned against single-trait selection.

“The problem with only selecting for low birth weight is that producers may give up growth, performance and stoutness,” he cautioned. “Typically, the main way that we have found to work around this is to shorten gestation length.”

A bull that consistently throws shorter gestation intervals – something like 270 days instead of 283, for example – may very well be able to offer the best of both worlds in terms of calving ease/birth weight and growth.

At the end of the day, Boardman recommends identifying the goals of your unique operation and balancing EPD utilization with phenotypic evaluation in order to find the bull that’s going to give you the biggest genetic advantage and have some longevity. Perhaps when Oscar Wilde said, “Everything in moderation,” he was doing his homework preparing to buy bulls. 🐄

SGBI EPDs

Birth Weight (BW)	Pounds
Weaning Weight (WW)	Pounds
Yearling Weight (YW)	Pounds
Maternal (MAT or MILK)	Milking ability of an animal’s daughters
Total Maternal (T MAT)	Total difference in weight of a bull’s daughters’ calves at weaning
Scrotal Circumference (SC)	Centimeters
Heifer Pregnancy (H Prg)	Probability that a heifer will get pregnant as a yearling
Breed Back (Brd Bk)	Probability a 2-year-old will be pregnant given she was listed as pregnant as a yearling
Hot Carcass Weight (HCW)	Differences in progeny carcass weight
Marbling (MARB)	Genetic differences in marbling potential passed from a sire to his offspring
Ribeye Area (REA)	Objective assessment of muscling and an indicator of total muscle in the carcass or live animal
Fat Thickness (FAT)	Differences in carcass fat thickness between the 12 th and 13 th ribs
Tenderness (Sh F)	Predicts the pounds of shear force needed to cut a steak

*As we head into 2020, we want to say Thank You!
To all of those that have supported us and trusted in our genetics,
we deeply appreciate your confidence.*



*Happy New Year
and we will see you down the road!*



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Grabbing the Bull by the Nitrogen Tank

Semen Storage and Distribution

By Webb D. Fields, Associate Director

What an exciting process. An anticipated mating hits the ground, and it's a bull calf. He has all the right genetic tabulations in his initial expected progeny differences (EPD) run, and just continues to perform. Light birth weight, heavy weaning weight, excellent scan data, yearling weight, scrotal, and he has all the look on hoof you could ask of one. Once the genomic data gets back, accuracies increase and the numbers continue to impress.

Or maybe it's not one you raised, but a bull you come across in an upcoming production sale catalog. As you start to look through the sale book, you realize they are offering a bull whose pedigree you are familiar with and desire in a package that would add the extra power and genetic performance on paper you are after. As you sort through the pens on arrival, this stud of a bull turns the corner around the feeder and has a jaw-dropping amount of eye appeal to make him, in your mind, the entire package.

But once the long yearling bull you raised or your recent purchase is ready to collect semen and start recouping some investment, where do you start? How do you go about collecting and storing semen? Will you need help distributing semen or is this something an individual can do on their own? These are all questions I will answer as we go

step by step over the collection, storage and distribution portions of marketing your AI sire.

Before semen collection can occur, a simple breeding soundness exam (BSE) should be administered on a young potential sire. This will ensure that the bull is not only fit to breed cows, but that he is ready and capable of collecting semen. The best ejaculates at the stud facility derives from a bull mounting a live steer or dummy, so making sure that he is ready and capable (from both a reproductive and maturity standpoint) for mounting, extending and ejaculating quality semen is an important piece of the puzzle. Once the bull is considered mature and sound as described by his BSE, the bull is now ready to enter a collection facility.

Prior to this, however, a plan should be set in place. How much semen to put up on the bull? Sexed vs. conventional options? Should you collect semen at a Certified Semen Service (CSS) facility for potential to export to foreign countries? All these questions should be asked prior to entering the facility so you have a plan and can formulate a budget prior to starting.

The answers, however, are not in black and white. You need to ask how much semen you will realistically need



for in-herd use, to sell and a potential reserve to have as insurance in case something happens to the bull. Each operation and situation is different depending on how much semen is planned to be used by the owners and how much early interest has been garnered by the bull; however, 500 to 1,000 units of semen are more than enough in most scenarios on an initial run.

If you want to qualify for foreign markets, additional measures must be taken to quarantine the bull at a CSS facility prior to collection and additional health testing will need to take place. I recommend working directly with the collection facility as they can give you a timeline on how long this process will take, as well as some guidance on different requirements for different countries or regions that you are hoping to sell semen to. There are multiple professional and high-quality bull studs across the country, so giving them a call and allowing them to help you set



up a realistic timetable and plan for success is important.

Once semen has been collected, the next step is finding an appropriate storage option. First, to stay viable, semen must always remain stored in a liquid nitrogen container that is properly maintained. This includes times when it is being handled for sales and shipments. With that in mind, it is once again important to work with professionals to handle this for you or to educate yourself on proper handling techniques.

Working in the semen industry for many years, I can't tell you the number of times I've seen a beef producer mishandle their semen, compromising reproductive success for their operation. If this is your first time handling semen, I would suggest signing up for an artificial insemination clinic. This will allow you to learn cow breeding techniques and a lot of other valuable information on storage and handling.

Although some semen should be kept in a personal tank to use for ranch breeding and person-to-person semen sales, I would recommend keeping the bulk of your semen at a collection facility. Most bull studs offer this as an additional, low-cost service. These companies house the semen in large, multi-thousand-unit tanks that are serviced and maintained weekly. This is a good option because even if your personal tank is set up on a route with a semen and nitrogen representative, most only service these tanks every couple months. If you aren't routinely checking your tank yourself, there's a significant amount of time between inspections where an issue could occur and your semen inventory could be depleted. That is why keeping large quantities of semen at a collection facility is a great option. You can pick up or ship the semen directly from these facilities as needed.

Distribution time. Probably the single-most difficult part of the process because a lot more leg work is required on the owner's part. In the end, it really comes down to one thing – marketing. No matter if you plan to sell the semen yourself or want to enlist a professional company to handle this for you, you are solely responsible for marketing and promoting the bull. Just as no one will take care of your cattle as well as you will, no one else will market and promote your bull as hard as you do. That is why it is important to have a powerful and effective marketing strategy in

place. Social media, *Santa Gertrudis USA*, websites and flyers are all great options and should be utilized. Talking to fellow breeders about the genetic merit of your bull is vital.

One major aspect to your marketing scheme is timing. Making sure you bring the bull to market at the appropriate time is key. Timing incorporates the breeding season and popularity of your bull. If he sold this past fall as the high seller and everyone was talking about him, you want to capture the bull's momentum as soon as possible. This

means collecting high-quality semen as soon as the bull will allow and marketing the semen during fall and spring breeding. Once you are ready, the actual sale of the semen can happen a couple of ways.

To receive 100 percent of the retail price, you can handle all semen sales yourself. This is an effective way to handle the sales if you have the equipment necessary for shipping and the time to handle administration. If you

CONTINUED ON PAGE 42 ►

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COMMERCIAL CORNER

CONTINUED FROM PAGE 18

In year three (April 2019), the heterosis project was expanded to all cows in the USU herd. However, this past spring, we purchased three bulls from Red Doc Farm in New Mexico. We also were very fortunate to utilize a Red Doc bull donated for the breeding season by Paul McCollum. The herd was evenly split into 80 cows to be covered by the Santa Gertrudis bulls and 80 cows to be covered by the Angus bulls.

These calves addressed the ability of the Santa Gertrudis calves to handle cold weather. When these calves were born in February, the average high was 26° F with an average low of 10° F. There were no Santa Gertrudis calves lost to freezing as opposed to six frozen Angus calves.

This portion of the project was conducted with live bulls for two reasons. The first was to increase the numbers of F1 Santa Gertrudis calves in the USU herd. The second was to test how Santa Gertrudis bulls would perform during a breeding season in the northern Intermountain West. Needless to say, the Santa Gertrudis bulls did not disappoint in their ability to cover their cows and a good portion of the cows that were assigned to the Angus bulls. As such, USU will be parentage testing all calves this upcoming calving season to determine the true number of Santa Gertrudis-sired calves from this previous breeding season. As in previous years, steer calves will enter the feedlot and have carcass data collected at the end of the finishing period,

and the heifers will be incorporated into the USU herd as potential replacements. Projects ranging from nutrition, mineral supplementation, carcass quality, grazing behavior and epigenetics have been initiated utilizing the F1 Santa Gertrudis calves. Furthermore, USU is currently working to establish a purebred seedstock herd to further our research endeavors and potentially provide an opportunity for more Utah producers to incorporate Santa Gertrudis genetics into their herds.

We are very grateful for this opportunity to work with SGBI. We understand that this project will produce information that is very valuable to beef producers, and we believe that this heterosis project will continue for many years to come!

For more information or detailed discussion, please contact me at matthew.garcia@usu.edu or (435) 797-2144. 🐾



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11:00 am

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6:00pm - Dinner

Saturday, March 21
8:00am - Cowboy Coffee
11:00am - Sale Begins

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SR Mpact 30/F2

Reg #20180821

Sire: Harris "Cherokee Grand Canyon" 257/4

Dam: SR Arkoma 30/0

BW -0.76 20% | WW 11.84 5% | YW 22.13 2% | Milk 1.81 30%

HCW 14.18 3% | TEND 0.01 | REA 0.32 1% | MARB 0.06 3%

BF 0.01 | SC 1.24 1% | HPREG 0.08 15% | BBK 0.1 10%

Owned with
Vesper Ranch, Cotulla, TX



SR Paradigm 135/7

Reg #20175656

Sire: KR Catalyst 531/15

Dam: P H Welder 7/342

BW 0.27 | WW 12.31 5% | YW 10 15% | Milk -0.14

HCW 8.9 10% | TEND -0.01 15% | REA 0.24 2% | MARB 0.17 1%

BF 0.02 | SC 0.55 4% | HPREG 0.53 1% | BBK 0.5 1%

Possession & Marketing Rights
Owned by
Quail Valley Farms, Oneonta, AL



CB Nitro 46/18

Reg #20180828

Sire: KR Catalyst 531/15

Dam: SR 15/6

MGS: SR Genesis 75/3

BW 1.44 | WW 12.27 5% | YW 13.26 10% | Milk -3.48

HCW 13.09 4% | TEND -0.01 20% | REA 0.3 1% | MARB 0.2 1%

BF 0.03 | SC 0.92 1% | HPREG 0.16 4% | BBK 0.28 2%

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2020 National Junior Santa Gertrudis Show June 13-20, 2020

Plans are underway for the 2020 National Junior Santa Gertrudis Show (NJSGS), June 13-20, 2020. Join your fellow National Junior Santa Gertrudis Association members for the 2020 NJSGS at the Ike Hamilton Expo Center in West Monroe, La. The show facility is air conditioned and the judges will be Dr. Ryan Rathmann for Thursday shows and Ryan Rash for Friday shows.



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(318) 322-8000

King room with pull out sleeper: \$104-\$117/night

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400 Mane St., West Monroe, LA
(318) 398-0653

\$119/night

For more information contact:

Betty McCormick

bettyssel959@gmail.com

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

Happy New Year from Hefte Ranch!

LOOKING FORWARD TO AN AMAZING 2020!



We would like to thank those who purchased our cattle at the 2019 South Texas Heritage Sale:

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- Red Doc Farm
- Schuster Farms
- Cherokee Ranch & Castle

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Harris 257/4 • Reg. 20145305

257/4 has been very consistently stamping his offspring with performance, phenotype and style. His daughters are becoming top replacements with eye appeal and top performance. His sons are equally desirable. 257/4's semen is selling worldwide to Central and South America and South Africa. Ranks Top 1% for WW, YW, HCW and REA; Top 2% for SC and Marb; Top 3% for HPreg and Top 4% for BBk. At only 12 months of age, his ultrasound scan showed REA 13, IMF 5.4 and BF 0.37.

As of 12/12/19	HPreg	BBk	SC	BW	WW	YW	Milk
EPD	0.26	0.14	0.75	1.14	19.04	27.08	-2.02
Accuracy	0.13	0.12	0.38	0.44	0.47	0.45	0.29
TMat	HCW	REA	Marb	Tend	Fat	Carc	\$G
7.50	19.71	0.33	0.06	0.01	0.02	10	26.57
-	0.34	0.31	0.32	0.23	0.42		



RDF Never Surrender 6013 • Reg. 20160089

RDF Never Surrender 6013 is a very easy keeping bull with explosive growth traits. His offspring are fast gainers on the feedlot. His first set of daughters are calving and they have their Grandmother's (the great RDF Ruby 4105) udders. Easy fleshing and high fertility are also in this bull's DNA. Ranks Top 1% WW, YW, HCW and REA; Top 2% BBk; Top 3% SC and Top 10% Maternal. Ultrasound scan read REA 16.50, IMF 5.39 and BF 0.32.

As of 12/12/19	HPreg	BBk	SC	BW	WW	YW	Milk
EPD	-0.29	0.24	0.58	1.48	20.64	38.05	4.89
Accuracy	0.12	0.11	0.33	0.52	0.44	0.42	0.27
TMat	HCW	REA	Marb	Tend	Fat	Carc	\$G
15.20	26.49	0.38	-0.08	0.00	0.02	10	34.89
-	0.33	0.31	0.32	0.23	0.41		

KR 1208/14 • Reg. 20145953

KR 1208/4, pictured here as a yearling, is a bull with strong carcass merits. In the STR feed-out in 2018, his steers graded 96% Premium Choice, proving that his Marbling EPD is accurate. He'll improve marbling in your herd! He ranks Top 1% Marb, REA and BBk; Top 4% WW and Top 10% BW, YW and HCW. Ultrasound showed REA 15.49, IMF 5.22 and BF 0.32.

As of 12/12/19	HPreg	BBk	SC	BW	WW	YW	Milk
EPD	-0.11	1.07	0.34	-1.15	12.65	13.60	-3.49
Accuracy	0.21	0.19	0.40	0.44	0.52	0.49	0.30
TMat	HCW	REA	Marb	Tend	Fat	Carc	\$G
2.83	10.37	0.38	0.16	0.01	0.01	10	14.58
-	0.41	0.38	0.39	0.23	0.39		



Sedalia, CO

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Executive Director
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CAPTURING THE VALUE OF AI

BENEFITS AT THE COW-CALF, FEEDER AND HARVEST LEVELS



Since the late 1930s, the cattle industry has been utilizing artificial insemination (AI), mostly in dairy cattle, with frozen semen becoming available in the 1950s. Today, more than 66 percent of U.S. dairy cows and 85 percent of registered Holsteins are products of AI. On the flip side, only 7.9 percent of U.S. beef operations use estrus synchronization protocols and 7.6 percent use AI. Less than 10 percent of U.S. beef females are AI'd, with the majority of that 10 percent being in the seedstock sector. So why is there so much difference in AI utilization between dairy and beef operations?

John B. Hall, Ph.D., Extension beef specialist at the University of Idaho, explained some of the reasons at the 2019 Range Beef Cow Symposium hosted Nov. 18-20 in Mitchell, Neb.

"For any technology to be adopted, it must be effective, fit into the management of the operation and provide sufficient return on investment," Hall stated. "For dairies, AI fit into the management system – twice daily milking and heat detection go together."

It was also easy to see the results, Hall said. "Over the last 50 years, the increase in milk production per cow per year averaged 266 pounds, with 150 pounds attributed to genetics – the rest is nutrition and management."

For beef herds, capitalizing on the value of AI has been more difficult to obtain and perceive.

"We see that about 20 percent of heifers in the United States are probably exposed to AI at some point in time," Hall explained. "On the cow side, we don't use a lot of AI, and there's a lot of logistical reasons for that."

For many beef producers, time and labor are cited as the primary reasons for not incorporating AI programs into their herds. However, Hall pointed out,

advances in fixed-time AI systems have resulted in reduced cattle handling time while producing consistent pregnancy rates of 50 to 65 percent.

"To incorporate fixed-time AI into a 300-head cow herd, it would cost \$14,268, including extra labor for working cattle," Hall said. "This would make the cost of an AI pregnancy vary from \$95.12 for a 50 percent pregnancy rate to \$73.17 for a 65 percent pregnancy rate."

Research indicates incorporating fixed-time AI into a breeding program usually increases final pregnancy rates by 3 to 5 percent due to "jump-starting" anestrous (non-cycling) cows and giving them more opportunities to become pregnant during the breeding season, Hall said.

When comparing AI to natural service on a per-calf-cost basis, Hall explained, "The assumptions are: maintenance cost is \$700 per bull per year; salvage value is \$1,600; a bull is used for three years; bull to cow ratio is 1:25; and pregnancy rate of the herd is 90 percent."

With bull prices at \$4,000 to \$5,000, cost per natural service pregnancy is \$73 to \$91.

CONTINUED ON PAGE 34 ►



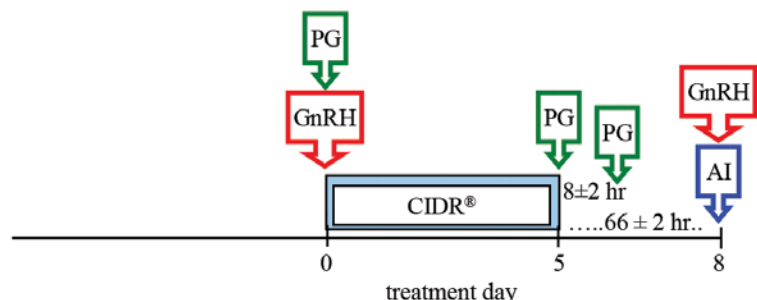
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Reg. #20174223

Red Doc Trump Train 7013 brings together an awesome phenotype and strong performance. Trump Train 7013 was the first crop of calves out of high-selling Red Doc Trump 5127, owned by Paul McCollaum. Trump Train's dam, Red Doc 5011, is a first-calf heifer sired by Never Before 1136 and out of a Red Doc Quien Sabe 0120 cow. Trump Train weaned off a first calf heifer with no supplement at 750 lbs., and had a yearling weight of 1,242 lbs. 7013 had an ADG of 4.51 lbs., RFI of -2.98, feed conversion of 4.94 lbs./lb. of gain and a cost of gain of 52¢/lb. Trump Train 7013 ranks Top 2% YW and REA, Top 3% WW, SC and HCW, and Top 5% BBK. Like Red Doc Farms stated, "Hop aboard this gravy train."

As of 12/12/19	HPreg	BBk	Scrotal	BW	WW	YW	Mat	TMat	HCW	REA	Marb	Tend	Fat	Carcass	\$G
EPD	-0.04	0.11	0.62	0.06	14.22	22.68	-0.65	6.47	14.06	0.20	-0.07	0.00	0.00	6	21.56
Accuracy	0.11	0.11	0.27	0.39	0.42	0.43	0.21	-	0.32	0.33	0.35	0.23	0.46		



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Briggs 061/10 Reg. #1288847

061/10 is a bull that produces females with tremendous maternal traits and phenotype that will keep your herd consistent. Feedback from commercial cattlemen has been positive. They like 061/10's consistently well-performing offspring that offer outstanding weaning weights and feed conversion. His offspring to the right is in registered production. As you can see, he easily passes his great phenotype on to his offspring.

061/10's calves will work in the show ring as well as the pasture. We've collected this bull because we strongly believe that bulls like him don't come around very often!

As of 12/12/19	HPreg	BBk	SC	BW	WW	YW	Mat
EPD	-0.23	0.00	0.28	0.03	6.03	18.65	6.20
Accuracy	0.16	0.15	0.28	0.50	0.48	0.44	0.35
TMat	HCW	REA	Marb	Tend	Fat	Carc	\$G
9.22	8.07	-0.04	-0.02	0.01	-0.01	6	15.46
-	0.34	0.29	0.29	0.24	0.40		



**Semen Available
Domestic Only
\$50/straw**

SP Dusty Bottoms 502 Reg. #20158926

SP Dusty Bottoms 502 is a son from our Briggs 061/10 bull, pictured left, and a Dam with an old school pedigree from the late Ben Alexander of Alexander Farms. He is sound in thickness and bone and also possesses a tremendous disposition. This bull was bred to pass all of these positive traits to his offspring.

As of 12/12/19	HPreg	BBk	SC	BW	WW	YW	Mat
EPD	-0.12	-0.02	0.25	-0.03	5.78	15.14	5.03
Accuracy	0.02	0.01	0.03	0.19	0.19	0.13	0.11
TMat	HCW	REA	Marb	Tend	Fat	Carc	\$G
7.92	6.29	-0.02	-0.03	0.01	-0.01	10	38.45
-	0.09	0.07	0.05	0.01	0.08		

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VALUE OF AI
CONTINUED FROM PAGE 32

“Therefore, the cost of an AI pregnancy is about the same as a natural service pregnancy from a \$4,000 to \$5,500 bull,” Hall pointed out. So, for AI to be incorporated into a commercial cow-calf operation, the results of the fixed-time AI program must bring in additional revenue, Hall stated.

“Return to cow exposed is the critical economic indicator.”

A hard look at the numbers and research still make fixed-time AI a viable breeding option for many producers.

“The greatest opportunity for most cow-calf operations to capitalize on incorporation of estrus synchronization and AI is by increasing the value of the feeder calf,” he said. “The value of shifting the percentage of calves born early in the calving season as a result of using fixed-time AI cannot be underemphasized.”

Hall reminded attendees that for every 21 days a calf is born earlier in the calving season, producers can expect that calf to weigh 35 to 50 pounds more at weaning time.

“Depending on how we get our calves marketed, that translates into \$50 to \$75 per head,” he explained.

Another opportunity fixed-time AI offers is to incorporate a variety of genetics. For example, bulls with terminal traits can be used for operations whose intent is to sell offspring, regardless of calf gender, which could also increase weaning weights. In our 300-head cow herd example, a 5 percent increase in calves born early, weaned 30 pounds heavier and sold at \$137.60 per hundredweight results in a more than \$13,000 return from AI compared to natural service alone.

IMPACT OF AI PREGNANCY RATE ON
COST PER AI PREGNANCY

AI Pregnancy rate	45%	50%	55%	65%
AI calves produced	135	150	165	195
Cost per AI pregnancy	\$105.68	\$95.12	\$86.47	\$73.17



Assumptions

Item	Per cow	300 cow herd
Drug costs	\$20	\$6,000
Semen cost	\$18	\$5,400
Technician fee	\$7	\$2,100
Additional labor*		\$768
Total		\$14,268

“These examples illustrate that producers need to do their own calculations and have reasonable expectations on returns from fixed-time AI,” Hall said.

Likewise, bulls offering more maternal traits could be used for operations whose focus is creating replacement females, Hall pointed out.

“Heifers that calve earlier in their first calving season stay in the herd longer and produce more pounds of calf during their lifetime than heifers calving later,” Hall said. “The fewer cows we have to turn over, the greater value we’re going to get back from the herd – those cows have to be several years old before they start paying money back to the operation to cover the cost of heifer development.”

AI also allows for the use of high-accuracy, calving-ease bulls who maintain above-average growth genetics.

“These ‘curve-bender’ bulls are often too expensive to buy as natural service sires, but can easily be accessed by AI,” Hall explained.

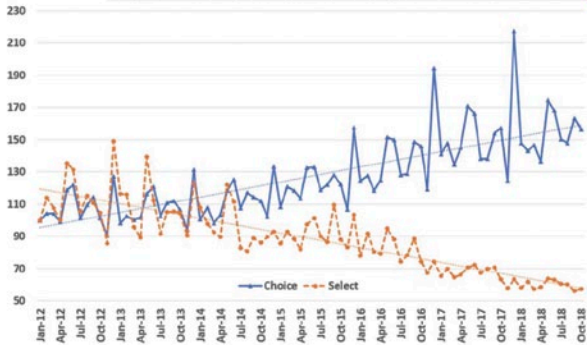
Research at the University of Idaho conducted over the last six years has shown heifers bred via AI weaned calves that were 73 pounds heavier than heifers bred natural service.

“This weight advantage is a reflection of both age at weaning and greater growth potential,” Hall said.

Further, Hall explained, heterosis from crossbreeding increases calves’ weaning weights and females’ longevity, and allows producers to choose bulls that meet the maternal and frame size characteristics best suited for their operation.

CONTINUED ON PAGE 39

RETAIL BEEF DEMAND BY GRADE



Source: Tonsor, Schroeder, Creating and Assessing Candidate Food Service and Retail Beef Demand Indices, January 2012. RIRFreshbook, Total US MU/D ending 10/26/18. Categorized by VMMeat System.

CCB & NCBA 2019

PER PREGNANCY COST BULLS VS AI

	Bulls only	FTAI + Clean-up	Bulls only	FTAI + Clean-up
Average cost of bull used	\$4000	\$4000	\$5000	\$4000
Number of bulls used	12	6	12	7
AI cost	\$0	\$14,268	\$0	14268
Bull cost	\$20,240.04	\$10,120.02	\$24,639.96	11806.69
Total breeding cost	\$20,240.04	\$24,388.02	\$24,639.96	26074.69
Pregnancy rate	90%	95%	90%	95%
Cost per pregnancy	\$74.96	\$85.57	\$91.26	\$91.49

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THE BIRTH OF A BREED

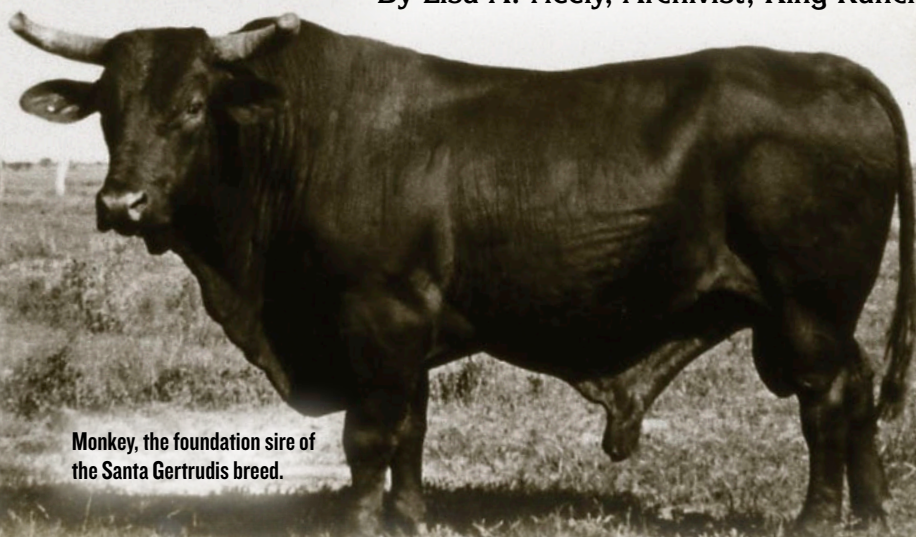
Celebrating the Centennial Anniversary of the Birth of the Breed's Foundation Herd Sire, Monkey

By Lisa A. Neely, Archivist, King Ranch®

When Captain Richard King founded his Rancho de Santa Gertrudes in 1853, millions of head of Longhorn cattle freely roamed South Texas. King began stocking his ranch with these rangy cattle, selecting the heaviest and strongest to breed and improve his stock. As his interest in improving his herd grew, he looked to the future when he would no longer have to drive his cattle to the northern markets, but to a railhead. He knew if this became a reality, he would no longer need the traits Longhorn cattle possessed, but could instead infuse the blood of British breeds into his stock. In the early 1870s, King acquired 100 head of Durham (now referred to as Shorthorn) cattle from Kentucky. Among these, King took the bulls and bred them with a select herd of range cows. Thus began the first attempts at grading up the ranch's beef stock through selective breeding techniques.

Shortly after assuming control of ranch management, Robert Justus Kleberg, Sr., Captain King's son-in-law, intensified the ranch's breeding program. Kleberg purchased both Shorthorn and Hereford stock to infuse their blood with the ranch's Longhorn herd. For years, the ranch kept the Hereford-cross and Durham-cross herds separate to supply the stud for upbreeding range stock. This program met with some success, but after several generations, the ranch found it difficult for these improved cattle to maintain their standard of excellence because of the severe environmental conditions they lived in. A decision was then made to try to develop a hardier breed of cattle.

In 1910, a neighboring rancher, Tom O'Connor of Victoria, gave the Klebergs, Robert Sr., Robert Jr. (Bob), and Richard Mifflin (Dick), a huge, black, halfblood Brahman-Shorthorn bull, and a decision was made to turn the bull into a pasture with purebred Shorthorn. All of his male offspring



Monkey, the foundation sire of the Santa Gertrudis breed.

were castrated except for one promising red calf they called Chemmera. All of the heifer offspring were turned back with the Shorthorn bulls. Chemmera was also mated back with purebred Shorthorn cows. Several years later, all of the female offspring of the O'Connor bull were separated from the herd and placed in a pasture with Chemmera. Observations were made through 1918, and it became evident that these crossbred cattle were the best range cattle seen in years. Because of these positive results, the decision was made to pursue the infusion of Brahman blood into the ranch's cattle.

In 1918, 52 select 3-year-old Brahman bulls were purchased from A.P. Borden of Houston. These bulls were divided among eight different purebred Shorthorn breeding herds. About 700 desirable first-cross heifers were selected from the first crop of calves and placed back into the breeding herds. This type of selective breeding

continued for five years when it was decided that the optimal Brahman-Shorthorn crossbred percentage was three-eighths Brahman and five-eighths Shorthorn.

During this time, two of the bulls, Chiltipin and Vinotero, were each bred to herds of 50 specially selected Shorthorn heifers, whose lineage could be traced back to the great bull Lavender Viscount, the 1900 Chicago International Livestock Exposition Grand Champion. Because of varying range and drought conditions, these herds were moved periodically.

In 1919, the Vinotero bull and his herd were pastured near the Laureles Division Headquarters, where the division's milk cows were also located. At one point, the Vinotero bull was bred to one of the milk cows, which had one-sixteenth Brahman blood passed down from the original O'Connor bull through his son, Chemmera. Through this mating, Monkey was calved in 1920. The Klebergs immediately knew

In 1940, the U.S. Department of Agriculture recognized the Santa Gertrudis breed as a distinct breed of beef cattle.

Santa Gertrudis was the first breed developed in the United States and the first breed developed worldwide in more than a century.



First Brahman bulls with Shorthorn cows at King Ranch.

that he held the characteristics they had been looking for.

When of age, Monkey was placed in a special breeding program. Monkey was carefully bred to select top cows and then to some of his own daughters and granddaughters. His best sons were also bred to his best daughters. Before his death in 1932, Monkey sired more than 150 useful sons. As the Santa Gertrudis population began to grow, it became necessary by 1925

to design a single-sire and multiple-sire breeding plan. Through this breeding program, a pure breeding herd was eventually established.

In 1940, the U.S. Department of Agriculture recognized the Santa Gertrudis breed as a distinct breed of beef cattle. Santa Gertrudis was the first breed developed in the United States and the first breed developed worldwide in more than a century. It was named Santa Gertrudis in honor

of Captain King's home ranch. The breed has shown to have a relatively high degree of both heat and tick resistance, and the Santa Gertrudis' characteristics include ease of calving, good mothering ability and an abundant milk supply.

Almost a century since Monkey was calved, the Santa Gertrudis breed can be found worldwide. King Ranch has long been recognized as a world leader in utilizing state-of-the-art genetic technologies in order to make constant improvements to the breed. The ranch is one of, and in some cases the initial, innovator in using within-herd expected progeny differences (EPDs), including molecular DNA in their EPD analyses to improve breeding accuracies and going to the single-step method of determining EPDs for 14 phenotypes.

At the end of the day, as with Monkey, the goal remains to produce the most profitable, highest quality cattle possible that can survive the harsh South Texas environment. All of this can be traced back to a single, mischievous bull calf named Monkey. 🐄

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Accuracy	0.11	0.10	0.36	0.39	0.41	0.38	0.29	—	0.31	0.30	0.31	0.22	0.39		

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VALUE OF AI CONTINUED FROM PAGE 34

But one of the single best ways to realize the benefits of an AI investment is to follow calves all the way through to harvest.

“Carcass traits are among the most heritable, and high-quality carcasses [upper two-thirds of Choice and Prime] are commanding a premium at present,” Hall explained.

Retail beef demand shows consumers want more high-quality beef.

“AI certainly gives us the opportunity to create that because we can use those highly proven sires that have carcass information that we know are going to give us the kind of cattle the consumer wants,” Hall said.

A case study conducted on a 600-head cow herd at Hillwinds Farm in Virginia showed that having both AI sires and dams increased return to cow by 22 percent and increased the percentage of carcasses grading Choice by 38 percent compared to calves from natural service sires and dams.

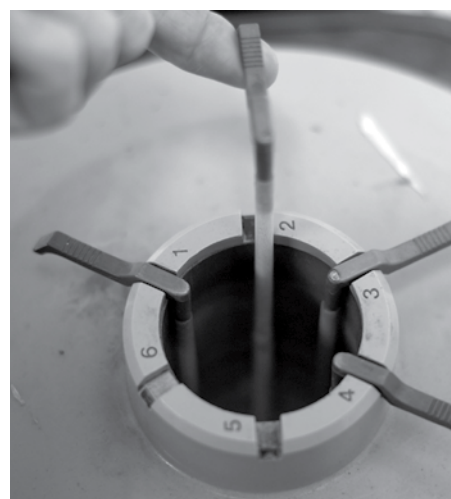
Hall suggested audience members estimate costs and benefits of AI to help in the decision to incorporate AI into their breeding program. A couple of

resources are available to help producers in their financial comparisons: the University of Nebraska’s Breeding Cost Cow-Q-Later is an Excel spreadsheet that can be downloaded for free, and the University of Florida’s/Zoetis’s AI Cowculator is an iPad/iPhone app. Further, the Beef Reproduction Task Force developed the Estrus Synchronization Planner, found at iowabeefcenter.org/estrussynch.html, which allows producers to examine different synchronization systems, calculate costs, develop calendars for procedures and ensure the proper amounts of synchronization products are on hand.

Hall also mentioned a fixed-time AI synchronization protocol specific to *Bos indicus* and *Bos indicus*-cross cows, and encouraged breeders to consult their AI representative for the best system for their herd.

Hall reminded attendees that AI can pay when nutritional management and cow health are already good, so the probability of acceptable pregnancy rates to AI is high, and when estrus synchronization protocols are carefully followed.

“If we’re going to be successful with AI and get our money’s worth out of it, we need to have those cattle exhibit-



ing estrus prior to fixed-time AI,” he explained. “In order to do that, we need to not forget the basics: cows in good body condition [body condition score (BCS) of 5 for cows at calving, BCS of 6 for heifers at calving] so they’re nutritionally ready to become pregnant; bulls that have passed breeding soundness exams; and pregnancy detection to rid the herd of infertile females.”

Hall concluded by reminding attendees to “have good management before you even start to think about an AI program, and AI will be more successful and profitable for you.” 🐄

A Huge Thank You

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

Reese Ranch
Passion Farms
Larry Morris
Strait Ranches
Wendt Ranches Kubecka
Wiley Ranch
Black Hills Land & Cattle
Cotton Branch Plantation
Hefte Ranch
Red Doc Farm
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SOUTH TEXAS HERITAGE SALE

See You in November 2020!

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Save the Date!

Seeking Board Candidates



SANTA GERTRUDIS BREEDERS INTERNATIONAL 69TH ANNUAL MEETING GULF SHORES, ALA APRIL 17-19, 2020

Join your fellow SGBI breeders for the 2020 Santa Gertrudis Breeders International Annual Meeting in Gulf Shores, Ala., next spring. More information, including a schedule and registration information, will arrive in future issues of *Santa Gertrudis USA*, but mark your calendars and save the date.

HEADQUARTERS HOTEL

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*Room block
reserved under
SGBI.*

The 2020 Santa Gertrudis Breeders International (SGBI) Annual Membership Meeting will be Saturday, April 18, 2020, at The Lodge at Gulf State Park, a Hilton hotel in Gulf Shores, Ala. Elections for six seats on the association's board of directors will be conducted during the annual meeting. Terms are for three years and elections will be held for the following positions:

Eastern Region Director – 1 seat

Western Region Director – 3 seats

At-Large Director – District 4

At-Large Director – District 6

Active SGBI members interested in seeking a board seat and having their name placed on the ballot should contact Member Services Specialist Diana Ruiz via email at diana@santagertrudis.com by Friday, Jan. 24, 2020. A 300-word bio and picture are required, which will appear in *Santa Gertrudis USA* prior to the Annual Meeting.

Questions regarding the association's election process, terms and responsibilities can be directed to John Ford, jford@santagertrudis.com, or Webb Fields, wfields@santagertrudis.com. 🐄



CSC CRAP SHOOT 11-7

2019 National Champion Bull

Crap Shoot 11-7's pedigree is backed by a line of National Champions! He is the son of the 2016 National Champion 777 Vegas 4-11 and the grandson of the 2013 National Champion High Roller. His first calf crop last fall did not disappoint!

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10 EPDS IN THE TOP 20% OR HIGHER

Top 1% Milk; 2% Hpreg; 3% BBk, WW, HCW, REA; 4% SC, YW; 15%
 BackFat; 20% Tend

CB AMMO 813
 REG: 20181572



6 EPDS IN THE TOP 35% OR HIGHER

Top 1% WW, YW, HCW, REA; 2% SC; 35% Milk

WENDT 9079 'HIGH COTTON'
 REG: 20185611



8 EPDS IN THE TOP 10% OR HIGHER

Top 1% BBk, REA; 2% WY, HCW; 3% Hpreg; 4% Marb; 10% WW

WILEY'S BOTTOMS UP
 REG: 20181251



5 EPDS IN THE TOP 10% OR HIGHER

Top 2% SC; 3% WW, YW; 4% HCW; 10% REA

HEFTE F60 'TOP CROP'
 REG: 20180642



6 EPDS IN THE TOP 10% OR HIGHER

Top 1% WW, YW, HCW, REA; 2% SC; 10% Milk

RED DOC DIABLO 6306
 REG: 20164169



8 EPDS IN THE TOP 10% OR HIGHER

Top 1% Marb, REA; 2% BBk, YW; 3% SC, HCW, BackFat; 10% WW

SMOKE N ASH DINERO
 REG: 20165222



8 EPDS IN THE TOP 15% OR HIGHER

Top 1% REA; 2% HCW; 3% WW, YW; 5% Marb; 10% Tend; 15% SC, Milk

WR 104/18
 REG: 20182402



Daughter of
 Smoke N Ash
 Dinero & FIRST
 daughter offered
 from KR 36/15!

9 EPDS IN THE TOP 20% OR HIGHER

Top 2% Hpreg; 3% BBk, REA; 5% Marb; 10% WW, YW, HCW; 15% Milk;
 20% Tend

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SEMEN STORAGE CONTINUED FROM PAGE 27

would prefer marketing through a reputable semen company, they will generally take a flat commission on a per-straw-sold basis, based on a negotiated rate. Even if this is an option, it is still important to have a strong marketing plan in place. Most companies don't take on every bull, so approaching them with a bull that has a strong pedigree, impressive genetic tabulations and a professional picture are all important factors when securing a contract with one of these companies.

No matter which approach you take, always make sure you have high-quality semen for sale on superior genetics. Quality never goes out of style! 🐄



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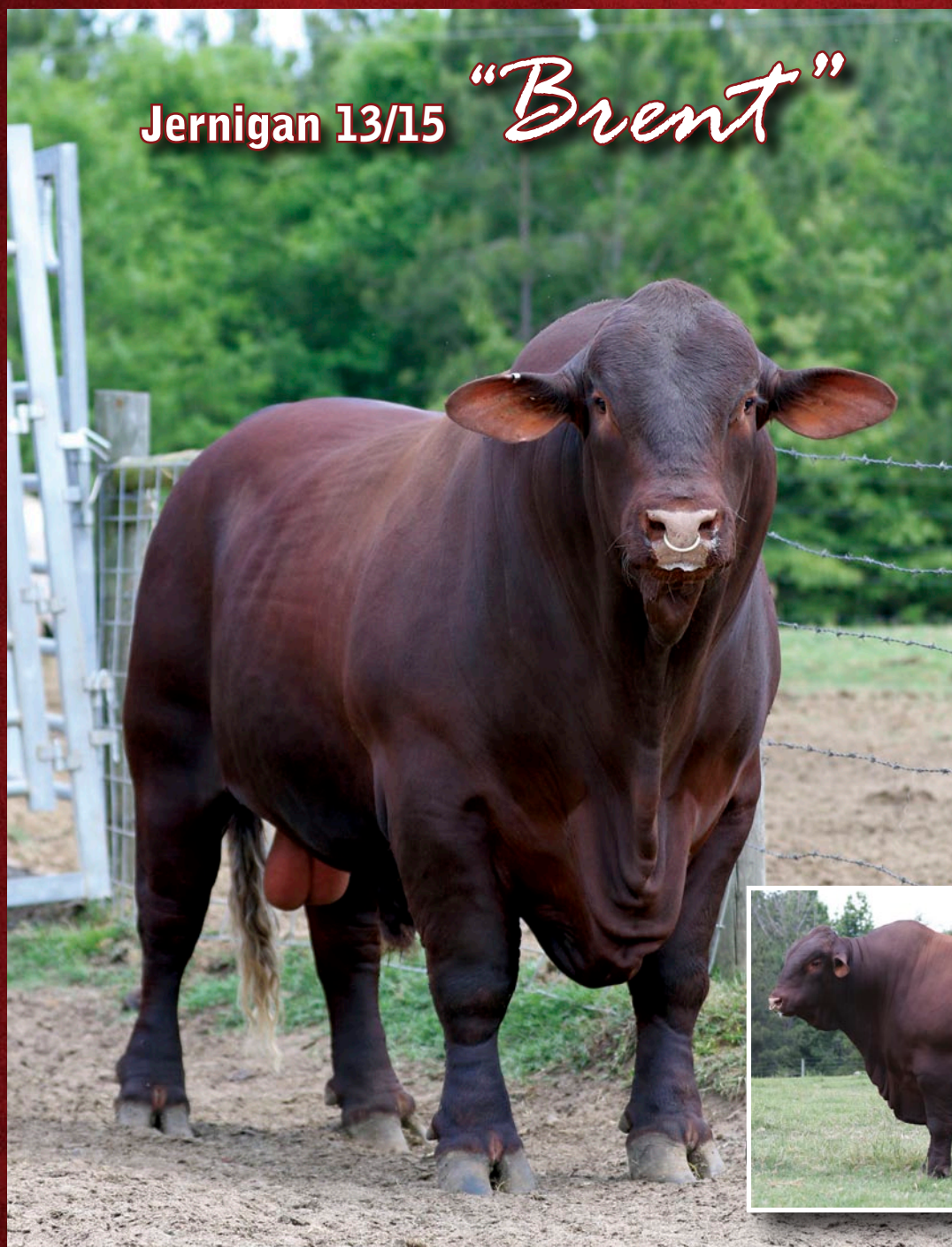
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Bieri Farms.....	35	Mid-Coast Santa Gertrudis Association.....	44
Blackjack Oaks Ranch.....	35	Myers Cattle & Land Corp.....	38
Borchers Southern Y Ranches LP.....	35, 51	Nebo Hill Cattle Co.....	15
Briggs Ranches.....	21, 35	Olivarez Ranches.....	38
Buena Vida Cattle Company.....	38	Osborne Livestock.....	11
C Bar C Ranch.....	11, 35	Painted Ass Ranch LLC.....	15
Carley's Show Cattle.....	15	Parker Farms.....	11
Cherokee Ranch.....	31, 35	Payne Ranch.....	15
Circle A Farm.....	35	Pinnacle Cattle Co. LLC.....	17, 38, 50
Connors State College.....	40	Pitchford Cattle Co.....	42
Corporon Acres.....	17, 38, 50	Polled Power Genetics.....	5
Cotton Branch Plantation.....	13, 35	Polled Santa Gertrudis Association.....	5
Cox Mill Farms.....	35	Quail Valley Farms.....	7
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Diamond S Ranch.....	38	Rockin JT Ranch	15
District 6 Breeders.....	11	Rocking A Ranch	38
Double C Farms.....	5	Rose Hill Ranch	38
Double TT Ranch.....	38	Running M Ranch.....	35
Flying C Ranch.....	5	San Jose Cattle Co.....	23
Four J Cattle.....	38	Santa Gertrudis Bluebonnet Classic.....	28
Fulton Farms.....	38	Santa Gertrudis Small Breeders Group.....	15
Goodin Farms.....	35	Santo Poco Ranch	33
Grandview Farms.....	9, 35	Schuster Farms.....	19
Graves Creek Ranch LLC.....	35	Shampain Ranch.....	11
Gray Oaks Farm.....	5, 45	Siler Santa Gertrudis.....	38
Hargis Farms.....	38	Silverbrook Ranches.....	38
Harris Riverbend Farms.....	25, 38	South Texas Santa Gertrudis Association.....	39
Heath Farms.....	35	Strait Ranches.....	29, 38
Hefte Ranch.....	30, 38	Terry Reagan.....	42
Hinton Cattle.....	42	Tideland Farms.....	35
Hoover Case.....	42	Tinney Farms.....	2
Hurricane Cattle Company.....	15	Townsend Cattle Co.....	38
Iron Oaks Cattle.....	38	Triple P Ranch.....	15
J5 Cattle Ranch.....	37	Urbanosky Ranch	38
Jernigan Ranch.....	35, 43	Vesper Ranch.....	38
Jim Campbell Farm.....	35	VZ Cattle.....	15
John Martin Ranches.....	38	Wendt Ranches Partners LLC ..	3, 38
KC Ranch LLC.....	35	Williams Farm.....	35
King Ranch Inc.....	52	Wiley Ranch.....	35, 41
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**2016 Reserve
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Columbia, S.C.



Thank you to Bill Cameron, Double C Farms,
Raeford, N.C., for purchasing Brent 13/15.
***1/3 semen interest is retained by
Jernigan Ranch.***

Jernigan Ranch

Wayne & Lavonne Jernigan
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wjernigansr@gmail.com

SANTA GERTRUDIS SALE

Reports

16TH ANNUAL BRIGGS BULL AND COMMERCIAL FEMALE SALE AND 42ND ANNUAL TRISTAR SANTA GERTRUDIS FEMALE SALE NOV. 8-9, 2019 | BLOOMINGTON, TEXAS

SALE AVERAGES

45	Purebred "Genomic-Enhanced" Santa Gertrudis Bulls	\$4,550
7	Santa Gertrudis x Red Angus Bulls	\$4,321
7	Santa Gertrudis x Hereford Bulls	\$3,250
59	Bulls	\$4,369
228	Commercial Bred and Open Heifers	\$1,585
67	Registered Santa Gertrudis Females	\$5,213

Crisp autumn days greeted 101 buyers from 11 states at the 16th Annual Santa Gertrudis and Brangus Bull and Commercial Female Sale, and the 42nd Annual TriStar Sale at Briggs Ranches, Bloomington, Texas. The female sale featured an impressive lineup of donors and future donors. The bull sale hosted the best set of well-conditioned bulls ever presented at Briggs Ranches.

The high-selling herd sire, Lot 1A, Harris Pistol 253F6, was consigned by Harris Riverbend Farms, Cleburne, Texas, and was sold to Vesper Ranches, Kelly Vesper, Cotulla, Texas, for \$20,000. 253F6 is a full brother to Pistollero that is owned by Quail Valley Farm, Oneonta, Ala., and Tinney Farms, Hanceville, Ala. His dam is the \$30,000 donor HARCO 1247 that is owned by Grandview Farms, Hamilton, Ala. ET brother, Lot 1C, Harris Pistol 253F5, was sold to Rocking 3T, Scott and Colby Threet, Ennis, Texas, for \$7,000.

Volume buyers at this year's bull sale were the Seminole Tribe of Florida, Inc., Hollywood, Fla., purchasing 23 Santa Gertrudis bulls, followed by KL Bar Ranch purchasing 12 Santa Gertrudis bulls.

In the commercial female sale, the buyers held in high regard the 54 red commercial purebred Santa Gertrudis heifers bred to Angus, Brangus and Hereford bulls; the 54 bred heifers averaged \$1,702.

The 42nd TriStar sale attracted herd-building clients on a stellar set of registered Santa Gertrudis females.

The high-selling pair, Lots 218 and 218A, was sold to Lou Al Tuck Farms, Great Falls, S.C., for \$14,000. They were Harris Farms 003E2, an Avalanche 95/5 daughter, along with her Harris Farms 003G, an own daughter of SR Genesis 75/3.

The high-selling lot in the bred heifer pick, Lot 254B, was sold to Schuster Farms, Fred and Taylor Schuster, San Juan, Texas, for \$14,000. Harris 68E is a $\frac{3}{4}$ Santa Gertrudis x $\frac{1}{4}$ Red Angus heifer bred to KR "Chosen One" KR 651/18. She scanned a 6.44 percent IMF. She writes seven traits in the top 35 percent, including top 1 percent marbling and top 2 percent REA.

Lots 206 and 206A were sold to Red Doc Farm, Belen, N.M., for \$4,500 and for \$6,500, respectively. MS Roberto Briggs 522D is an own daughter of Briggs Roberto 072/13 and Briggs 522G sired by Briggs' young herd sire Briggs 119C. Red Doc Farm also picked up Lot 213 for \$9,750.

Lots 220 and 220A were sold to Flying C Ranch, Lester and Quida Cossey, Searcy, Ark., for \$10,000.

Bred heifer Lot 236 was consigned by Pinnacle Ranch, Dos Bros, and was sold to Grandview Farms.

Bred heifer Lot 237 was sold to Cotton Branch Plantation, Ed Herring, Smithdale, Miss., for \$7,000.

Bred heifer Lot 253A was sold to San Jose Cattle Company, Bass family, Kingsville, Texas, for \$8,500.

Open heifer Lot 277 was sold to Strait Ranches, Y.N. Strait family, Carrizo Springs, Texas, for \$6,500.

Open heifer Lot 275 was sold to San Jose Cattle Company for \$7,000. 🐄

SOUTH TEXAS HERITAGE SALE

NOV. 23, 2019 | ROBSTOWN, TEXAS

SALE AVERAGES

Purebred Bred Heifers	\$2,870	STAR 5 Bred Heifers	\$1,700
Purebred Open Heifers	\$3,175	STAR 5 Open Heifers	\$1,715
Purebred Pairs	\$3,272	STAR 5 Pairs	\$1,667

The high-selling lot was a Santa Gertrudis bred heifer, which was consigned by Cherokee Ranch, Sedalia, Colo., and was sold to Cotton Branch Plantation, Smithdale, Miss., for \$10,000.

The high-selling STAR 5 lot was a Red Angus/Santa Gertrudis-cross open heifer, which was consigned by Korban Cattle, McAllen, Texas, and sold to Wiley Ranch, Deville, La., for \$7,000.

One hundred five females were sold, and demand was strong. 🐄

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semen soon.
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20182233

GRAY OAKS
Uno 806

GO Uno 806 was the No. 1 Marbling bull with an IMF of 5.11 and the No. 1 REA bull at 15.39 in the 2018 fall Tinney Farms Bull Gain Test. He is a Gray Oaks Bandit 152 son out of donor Red Doc 3382. He is Top 1% WW, YW, HCW, MARB, REA, Scrotal, PLUS Top 5% BBK. Growth: 37.29. Carcass Rank: 10.

Gray Oaks 841 was the high-gainer with an ADG of 4.76.

GRAY OAKS FARM



20186291

GRAY OAKS
Six Shooter 201

GO Six Shooter 201 was the No. 1 Marbling bull with a 5.07 IMF in the 2019 spring Tinney Farms Bull Gain Test. He is a FC Pistol 28/0 son out of picture cow donor Red Doc Ruby 4105. He is Top 1% WW, YW, HCW and REA, PLUS Top 10% Milk. Growth Index: 36.19. Carcass Rank 10.

Gray Oaks 202 was high-gainer with an ADG of 4.79. Gray Oaks 202 is a flush mate full brother to Six Shooter.

*We believe you need to know as much as possible
about the herd sires in your breeding program
and in these two – we do.*



DENNIS JONES, OWNER

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Farm: 256-332-0615

tgj31087@aol.com

Austin Logan, Farm Manager

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479-967-1524

2019 SGBI Semen Catalog

A Valuable Resource

By John Ford, Executive Director

Why utilize Santa Gertrudis genetics in a breeding program? For the commercial cattleman, the answer is simple: versatility and profitability. The versatility of the Santa Gertrudis breed ensures that it is a compatible and profitable cross with a wide variety of breeds. The result of breeding to a Santa Gertrudis bull is a highly marketable feeder calf and an extremely valuable F1 replacement female. The Santa Gertrudis F1 female is highly prized among cattlemen, and demand for these productive females outpaces supply. Santa Gertrudis-influenced females are quickly becoming the beef industry's commercial female of choice. The breed's efficiency as feeders and outstanding carcass traits highlight the fact that Santa Gertrudis cattle are competitive and profitable in every sector of the industry.

Seedstock producers recognize that Santa Gertrudis Breeders International (SGBI) is an industry leader, providing cattlemen reliable genetic information and selection tools designed to assist with the identification of animals that are profitable and productive. The association's tools enable breeders to better identify profitable genetics and put selection pressure on specific traits, such as carcass, reproduction, efficiency and growth.

SGBI was the first beef breed association to adopt the single-step methodology for incorporating DNA into the breed's genetic evaluation. This ground-breaking step resulted in Santa Gertrudis becoming the first *Bos indicus*-influenced beef association to offer its members and cattle-buying customers genomic-enhanced expected progeny differences (GE-EPDs).

The single-step genomic prediction utilizes DNA information to measure the actual amount of relationship between animals in a breed's data set. This cutting-edge technology ensures information is more accurate and predictable than a pedigree and performance prediction alone, and has allowed cattlemen utilizing the Santa Gertrudis

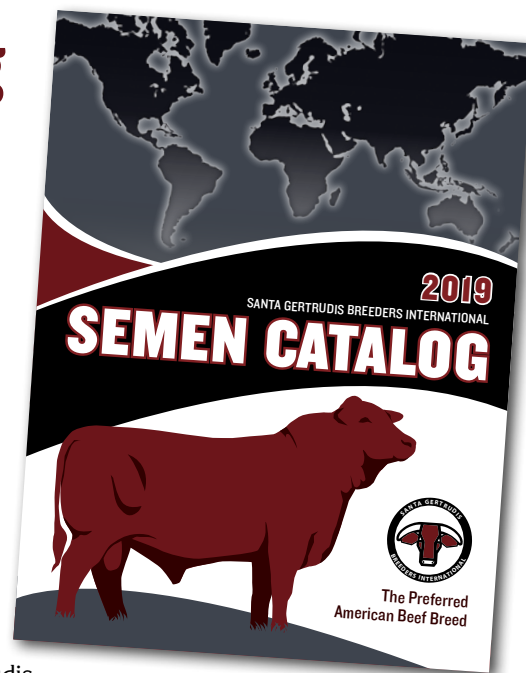
genetic package to make positive, profitable breeding decisions by identifying animals that perform at the highest level, regardless of environmental conditions.

SGBI members continue to place selection pressure on traits that positively influence profitability. Profit starts with a live calf and increases when industry end-point targets are hit. The addition of two fertility EPDs in 2018 – Heifer Pregnancy and Breed Back – emphasize that Santa Gertrudis breeders are focused on reproductive efficiency.

- **Heifer Pregnancy (HPRG)** – A measure of the probability that a heifer will get pregnant as a yearling.
- **Breed Back (BBK)** – A measure of the probability that a 2-year-old will be pregnant given she was listed as pregnant as a yearling.

SGBI also offers two selection indexes for commercial cattlemen, which are designed to assist commercial producers by adding simplicity to genetic selection decisions. SGBI's indexes provide performance insight to producers marketing feeder cattle by the pound (\$ Growth) or retaining ownership through the feedyard (Carcass Rank).

- **\$ Growth Index** – A combination of weaning weight (WW) and yearling weight (YW). Since WW is contained in YW, post-weaning gain (PWG) is used in the index to prevent double counting. The \$ Growth Index places zero economic weight on maternal traits, and utilizing the index as a replacement female selection tool could result in larger mature cow weight.
- **Carcass Rank Index** – Marbling score, hot carcass weight, ribeye area, backfat and tenderness are included in the index, which is weighted by the economics of carcass values. It places strong emphasis on growth and carcass traits. It is expressed as a numerical ranking within the breed from 1 to 10, with 10 being the highest.



The result of breeding to a Santa Gertrudis bull is a highly marketable feeder calf and an extremely valuable F1 replacement female. The Santa Gertrudis F1 female is highly prized among cattlemen, and demand for these productive females outpaces supply.

Why utilize Santa Gertrudis genetics in a breeding program? The answer is simple: Why not? As you start to think about AI (artificial insemination) sires to use for the coming year, we encourage you to use the association's biennial semen catalog as a resource. The 2019 SGBI Semen Catalog offers some of the breed's top-performing individuals – bulls capable of improving maternal and carcass traits. Bulls listed in the catalog will add value to a cow herd regardless of breeding objectives. The catalog is an excellent resource that allows you to make confident selections.

The 2019 SGBI Semen Catalog was included with the January 2019 issue of *Santa Gertrudis USA*, but you can also find a digital version of the catalog online at <https://santagertrudis.com/wp-content/uploads/2019/02/2019-SGBI-Semen-catalog.pdf>. 📄

2020 National Santa Gertrudis Show

Dear Santa Gertrudis Exhibitors and Breeders,

The National Santa Gertrudis Show is Jan. 19, 2020, at the Fort Worth Stock Show in Fort Worth, Texas. Planning is underway to make this a great event for all exhibitors and breeders. We need your help to make this a memorable event. Each year, we ask for donations that will help fund the division bronzes, grand and reserve grand champion awards, best of polled awards and STAR 5 champions awards.

We appreciate donations of any amount. You can also sponsor specific awards or events as shown (right).

If you have any questions, feel free to contact any National Show Committee member.

Thank you.

2020 NATIONAL SHOW COMMITTEE

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LOUISIANA STATE FAIR

Nov. 3, 2019 | Shreveport, La. | Judge: Tucker Wagner



GRAND CHAMPION BULL

Mr. TOCR Maverick, shown by
Laura Zibilski, Burton, Texas



RESERVE GRAND CHAMPION BULL AND BEST OF POLLED BULL

777 Vegas (Jack) 285F1, shown by
Erin Kay Daniel, Magnolia, Ark.



GRAND CHAMPION FEMALE

PC Clara 1/18, shown by Bret Pittman,
Ponder, Texas



RESERVE GRAND CHAMPION FEMALE

Miss Double TT 2448, shown by
Chad Coker, Magnolia, Texas



GRAND CHAMPION STAR 5 FEMALE

Dubois 18/44, shown by
Grace Pitchford, Athens, Texas



RESERVE GRAND CHAMPION STAR 5 FEMALE

Lucinda, shown by M Rock Farm,
Texarkana, Texas

SOUTH TEXAS HOT GERT OPEN SHOW

Nov. 23, 2019 | Robstown, Texas | Judge: Kyle McManus



GRAND CHAMPION BULL

Mr. TOCR Maverick, shown by
Laura Zibilski, Burton, Texas



RESERVE GRAND CHAMPION BULL

SJ Mr. 814, shown by
San Jose Cattle Co., Kingsville, Texas



GRAND CHAMPION FEMALE AND BEST OF POLLED FEMALE

Rafter Y Mindy, shown by
Wethington Cattle Co., Iola, Texas



RESERVE GRAND CHAMPION FEMALE

Honey Louise E22, shown by
Townsend Cattle Co., Louise, Texas

NO PHOTO

BEST OF POLLED FEMALE

River Vegas, shown by Quincy Nelson,
Sarcoxie, Mo.



BEST OF POLLED BULL

Rafter Y Manchild, shown by
Laura Zibilski, Burton, Texas

NORTH AMERICAN INTERNATIONAL LIVESTOCK EXPO

Nov. 21, 2019 | Louisville, Ky. | Judge: David Ragsdale



GRAND CHAMPION BULL

TF Prospector, shown by Mattingly Farm & Tinney Farms, Brandenburg, Ky.



RESERVE GRAND CHAMPION BULL

RS Sleep Eazy, shown by Cody Heath, Turners Station, Ky.



GRAND CHAMPION FEMALE

PC Clara 1/18, shown by Bret Pittman, Ponder, Texas



RESERVE GRAND CHAMPION FEMALE AND BEST OF POLLED FEMALE

River Vegas, shown by Quincy Nelson, Sarcoxie, Mo.

RESERVE GRAND CHAMPION STAR 5 FEMALE >

Miss Double TT 2152, shown by Jessie Coker, Magnolia, Texas

NO PHOTO

BEST OF POLLED BULL

777 Gambler, shown by Circle A Farm, Williamsport, Tenn.



GRAND CHAMPION STAR 5 FEMALE

MTG Jazzy, shown by Brittany Kunkel, Poughkeepsie, Ark.



Banners & Buckles

Plus Sale & Futurity



MARCH 28, 2020

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25 REG. PAIRS & BRED HEIFERS

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Tommy Brandenberger and Larry Brown, Manager



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Rocking 3T Ranch, Texas



Four J Cattle, Texas



Strait Ranches, Texas



Cotton Branch Plantation, Miss.



La Matrix Cattle Co., Texas



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



Grandview Farms, Ala.



Rodger Stout and granddaughter
Lorelai, Texas

NOT PICTURED

Harris Riverbend, Texas
N-N Cattle, Texas

**CORPORRON
ACRES**

Jim Corporron

3148 County Road 229 • Schulenburg, Texas 78956

979-562-2405 • Cell 979-561-7185 • Email: jim@corpacres.com

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