



SANTA GERTRUDIS

USA

JANUARY 2021 | VOLUME 24, NUMBER 1



HERD SIRE ISSUE



The Preferred American
Beef Breed

IT'S FALL BREEDING SEASON

Consider Tinney Farms' Herd Sires!

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

	SC	BW	WW	YW	Milk	T MAT
EPD	0.77	0.89	18.90	30.64	-4.95	4.5
RANK	1	85	3	1	95	—
	HCW	FAT	Marb	REA	Tend	
EPD	12.89	0.019	-0.46	0.03	-0.02	
RANK	2	99	99	25	10	

Balanced Index: 13% | Cow/Calf Index: 3% | Terminal Index: 49%

**2017
National
Champion**

Richmond

TF PROSPECTOR

(Reg. #20181333)

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

Semen \$50/straw, 10-straw minimum.

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

	SC	BW	WW	YW	Milk	T MAT
EPD	0.23	1.26	12.08	20.60	-9.23	-3.19
RANK	85	90	10	4	99	—
	HCW	FAT	Marb	REA	Tend	
EPD	5.22	0.000	0.04	0.04	0.01	
RANK	10	40	10	20	70	

Balanced Index: 23% | Cow/Calf Index: 83% | Terminal Index: 6%

PISTOLERO

(Polled · Reg. #20157885)

Pure power, Pistolero is without a doubt the most powerful bull in the Santa Gertrudis breed. He is the breed's YW trait leader and leading active purebred sire for WW, HCW and REA. However, Pistolero offers more than power. With a Top 2% Milk EPD, SC in the Top 2%, as well as Top 1% Balanced and Cow/Calf Indexes, his daughters will demand attention as well.

Semen \$50/straw, 10-straw minimum.

Contact Arlin Taylor (below) or

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

	SC	BW	WW	YW	Milk	T MAT
EPD	0.64	1.54	22.88	44.54	7.97	19.41
RANK	2	95	1	1	2	—
	HCW	FAT	Marb	REA	Tend	
EPD	25.79	0.034	-0.09	0.33	-0.01	
RANK	1	99	99	1	20	

Balanced Index: 1% | Cow/Calf Index: 1% | Terminal Index: 2%

Tinney Farms



Manager: Arlin Taylor

256-507-3838

arlin.taylor@bhamfast.com

tinneyfarms.com

5251 Co. Rd. 601

Hanceville, AL 35077

Follow us on Facebook!

The one to watch—

PRIMETIME 9042



**SEMEN
AVAILABLE**

PRIMETIME 9042 Reg. #20177094

	SC	BW	WW	YW	MILK	TMAT	HCW	FAT	MARB	REA	TEND
EPD	0.86	-0.13	15.95	31.49	5.58	13.55	22.69	0.002	-0.02	0.10	0.04
Accuracy	0.36	0.41	0.45	0.32	0.25	—	0.27	0.45	0.45	0.32	0.22
Rank	1	60	4	1	10	—	1	60	10	1	70

Stop channel surfing and tune in to Primetime! With an outstanding first calf crop hitting the ground, his offspring are ready for their close-up. Primetime's EPDs show that he ranks in the Top 1% in SC, YW, HCW and REA and he's in the Top 4% in WW. We're confident that Primetime will help boost your herd's ratings!

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

SS

SGBI Herd #621, established 1954

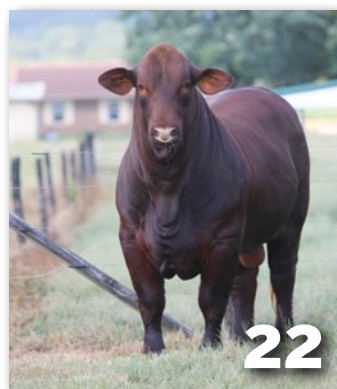
SANTA GERTRUDIS USA

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SANTA GERTRUDIS BREEDERS INTERNATIONAL

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

EXECUTIVE DIRECTOR

Webb D. Fields
 wfields@santagertrudis.com

REGISTRATION & MEMBER SERVICES SPECIALIST

Diana L. Ruiz
 diana@santagertrudis.com

MEMBER SERVICES

Emma Ramirez
 emma@santagertrudis.com

DNA COORDINATOR

Melissa Braden
 melissa@santagertrudis.com

MEMBER SERVICES REPRESENTATIVE

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

MAGAZINE STAFF

PUBLISHER

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

MANAGING EDITOR

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

EDITOR

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

AD SALES | CATALOGS

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

CREATIVE DIRECTOR

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

MATERIALS COORDINATOR

Megan Sajbel Field

AD DESIGN

Holly Holland

ADMINISTRATION

Leslie McKibben

COPY EDITOR

Larisa Willrett

ON THE COVER

A pair of yearling herd sire prospects at Quail Valley Farms, Oneonta, Ala. Photo by Darren Richmond.

Providing Polled Power Genetics to the Santa Gertrudis Breed

Double C Farms

William W. Cameron, Jr. & Family

377 Double C Drive
Raeford, NC 28376
(910) 875-4963
redbull@embarqmail.com



RED DOC FARM

Dr. Roland & Elia Sanchez
703 S. Christopher Road (505) 864-7781 Office
Belen, NM 87002 (505) 864-2898 Residence



GRAY OAKS FARM

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



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

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777 Farms, Magnolia

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GEORGIA

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JUNIOR MEMBERS

Caroline Daniel, Arkansas
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Matthew Payne, Alabama
J.D. Chism, Mississippi

PRESIDENT

President | Trey Daniel
(936) 349-6711

Vice President | Nolan Taylor
(270) 589-9046

Secretary/Treasurer | Todd Osborne
(850) 991-2438

\$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.

2020 NJSGS BEST OF POLLED MISS 777 KITTY

Exhibited by Erin Kay Daniel, Magnolia, Ark.



Polled Santa Gertrudis Association

Polled Santa Gertrudis Association

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

CREECH FARMS

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



Flying C Ranch

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





Trail Talk

EXECUTIVE DIRECTOR'S REPORT

By Webb D. Fields

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

The beginning of each year always feels like a fresh start. The turn of the calendar brings New Year's resolutions, new goals and just a new opportunity to start moving in whatever direction you have been trying to over the past year and just haven't had the chance to get there. This year seems especially satisfying to have the calendar roll over and get 2020 behind us. If only for the sake of our mentality, it's nice to throw the old out and bring in the new.

We are starting the year off with some exciting opportunities. First, we have opened the herdbook to allow member-to-member transferring of cattle. This will allow members to log in to their individual account, transfer cattle from their membership registry to another Santa Gertrudis Breeders International (SGBI) member, or simultaneously register new animals and transfer them to a new owner during the registration process. As we continue to try to provide excellent customer service, this has been a requested and positive new feature to put more power in members' hands as it comes to your herdbook. At the same time, nothing has changed in the office. We are happy to continue registering and/or transferring animals for you through the office.

As the board continues to look at potential options to advance our registry system, I encourage you to consider running for the SGBI Board of Directors. While it is a big commitment, it ensures a seat at the table when these decisions are being discussed and voted on. It allows for you to take an active role in the continued positioning of SGBI as an industry leader. An association is only as good as its membership, and the board serves as the association's lifeblood, representing members and making sure everyone's voice is heard.

I am excited to see what the new year may bring for marketing Santa Gertrudis genetics. In a very trying year, we placed more Santa Gertrudis bulls in front of commercial buyers than we have in a long time. These bulls were well received, and I am sure they are

working well for their new owners. As we continue to grow market share in the commercial sector, we must continue to breed genetically superior animals. This can be achieved through a progressive approach to your breeding program.

The New Year also brings a new breeding season and, fittingly enough, the herd sire issue of the magazine and our 2021 semen catalog. I encourage you to take a hard look through the catalog and consider utilizing artificial insemination (AI) and other advanced reproductive technologies to advance not only your program, but the breed as a whole. When selecting an AI sire, information is power. DNA should certainly be on file for these bulls to be AI sires, meaning that the animal's expected progeny differences (EPDs) are genomically enhanced. This allows

valuable early information across traits on how these bulls are expected to breed, giving them an advantage over bulls that have not been DNA tested. Keep in mind that not all traits should be equally weighted for all programs. Understand your cows' strengths and weaknesses and mate them to bulls that help advance those weaknesses. If a cow is superior for a particular trait, the bull can be less than superior in that trait, while superior in another that helps balance that cow's EPD profile. Complementary mating allows for a balanced approach and, hopefully, a balanced calf crop.

Artificial insemination allows for individual selection to mate the best option of bull to a specific cow, instead of having to blanket breed your cow herd to one bull. While making sure the genomics and phenotypic information on paper balance your decision making, select bulls that advance your herd's quality on hoof. Moderate-framed, powerful, sound-structured cattle that are pleasing to the eye never go out of style. An advanced reproductive approach can help advance your program more quickly to put all these objectives together.

I look forward to visiting with everyone down the trail that 2021 will bring. 🐾

GOALS 2021

CHART A COURSE FOR CLEAR SUCCESS!

Gerts Ongoing Advanced Leadership Summit (GOALS)
is a leadership experience for National Junior Santa Gertrudis
Association members age 13 and older.

JULY 26-30, 2021
CRYSTAL RIVER, FLORIDA

More details and registration information will be included in future issues of *Santa Gertrudis USA*, through association emails and online at <https://santagertrudis.com/sgbi-youth/goals/>.

FOR MORE INFORMATION:
Casey Jones • (386) 623-9088 • jbarfarms5@gmail.com
Christy Moran • (979) 203-0433 • Moran_fam4@yahoo.com

THE WILEY BUNCH

These 4 bulls represent our 12 herd sires which are proven and our most recent purchases.

The group has an average EPD rank of Top 1% in MARB, REA and HCW. In 2020 we made a concerted effort to BEEF up our herd bull battery and we've done that.

WE'RE BEEFING UP THE BEEF AT WILEY RANCH



TOP 1%
HCW
MARB
REA
SC

SR SURGE 4/19

SIRE: KB CATALYST 531/15 DAM: SR ARKOMA 30/0
Maternal brother to SR Genesis 75/3. Surge was the high-selling lot at the 2020 Tried & True Sale.

Young sire trait-leader for MARB and SC.

Scanned REA: 15.53 • IMF: 6.10



TOP 1%
WW
YW
HCW
MARB
REA

RED DOC EL HOMBRE 6279

SIRE: RED DOC EL REY 3253

El Hombre sired the high-selling lot in the 2020 Southern Harvest Sale. She brought \$35,000 and scanned a 8.15 IMF.

Proven herd sire trait-leader WW.



TOP 1%
YW
HCW
BF
MARB
REA

RED DOC DIABLO 6306

Diablo is line-bred KR 189/11 whose offspring are among the leaders for carcass value in our breed. Diablo sired the second and third high-selling lots in the 2020 Southern Harvest Sale. He is a calving ease specialist.



TOP 1%
WW
YW
HCW
REA

HEFTE RANCH TOP CROP F60

Top Crop combines growth with carcass values and puts it in a very attractive package. His first calves are on the ground and they thick, clean and very impressive.

WILEY RANCH WR

ERIK OR KIM WILEY

155 Sayes Rd., Deville, LA 71328

Erik: (318) 481-8082 • Kim: (318) 481-6927

wileygerts@yahoo.com • www.wiley ranch.la

MARK YOUR CALENDARS

2021 SOUTHERN HARVEST SALE
Sept. 11, 2021

TRUE RED AND SOUTHERN BRED

PRESIDENT'S LETTER

By Nancy Wunderlich

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



Hello, 2021! Goodbye, 2020! Each of us has very personal stories from 2020. I choose to learn from those challenging experiences, continue to practice the life-changing wisdom acquired and meet the upcoming challenges of 2021 head on. Santa Gertrudis Breeders International (SGBI) already has a packed spring calendar.

The Special Genomic/Registry Platform Committee is diligently researching and looking for an economical, user-friendly, efficient platform for our membership. Also, look for details below for the call for nominations to the SGBI Board of Directors to be elected at the upcoming Annual Meeting. I encourage all of our members to consider running for a board position. It takes all of us working together to keep our **Data Driven, Profit Proven** cattle in the beef industry conversation.

Several open shows have been cancelled across the country because of COVID-19 restrictions. In response, the Cattleman's Congress is happening Jan. 11-14 in Oklahoma City, Okla. Santa Gertrudis breeders were invited to showcase their top genetics alongside cattlemen and women of many other progressive breeds. An open and junior show along with a "Red Dirt Divas" heifer sale is on the schedule.

Feb. 13-14 brings us the renowned National Santa Gertrudis Show at the Dixie National Livestock Show and Rodeo in Jackson, Miss. Plans are also in the works for the Banners & Buckles Sale.

March kicks off the sale season. The Bluebonnet Classic Sale is scheduled for March 20 in Hallettsville, Texas. That's always a great place to purchase good, solid cattle. March 25 brings us the Briggs Super American Brangus and Santa Gertrudis Sale in Bloomington, Texas. Due to the cancellation of Houston Livestock Show and Rodeo, the Mid-Coast Super Sale will be March 26 at Briggs Ranch.

The 2021 SGBI Annual Meeting will conclude this whirlwind week on March 27. Plans are in the works for a field day beginning at Wendt Ranches in Bay City, Texas, including the annual membership meeting and board elections. We will conclude the day with the President's Dinner/Awards at the Run-N-Gun Lodge. Watch for more information in the February issue of *Santa Gertrudis USA*.

Again, I encourage all SGBI members to consider running for a board position or to serve on a committee. We need your dedication and talents to keep our organization running as a profitable, viable business in the cattle industry. 🐾

Seeking Board Candidates

The 2021 Santa Gertrudis Breeders International (SGBI) Annual Membership Meeting will be March 27 in Bay City, Texas. 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 – 2 seats

Western Region Director – 2 seats

At-Large Director – District 2

At-Large Director – District 3

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 Monday, Jan. 25, 2021. 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 Webb Fields at wfields@santagertrudis.com. 🐾



SGBI OFFICERS OF THE BOARD

PRESIDENT Nancy Wunderlich

PRESIDENT ELECT Gene Kubecka

SECRETARY/TREASURER Debbie Townsend

BREED IMPROVEMENT Kathryn Hefte

LONG RANGE PLANNING Alicia Sanchez

MARKETING & PROMOTION Erik Wiley

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SGBI BOARD OF DIRECTORS BY REGION

WESTERN REGION

Tylor Braden (Texas)

King Ranch®, Inc.

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

Suzanne Fulton (Texas)

Fulton Farms

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

Kathryn Hefte (Texas)

Hefte Ranch

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

Gene Kubecka (Texas)

Wendt Partners

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

Rafael Miranda (Colo.)

Cherokee Ranch

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

Michael Seay (Colo.)

J5 Cattle Ranch

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

Nancy Wunderlich (Texas)

Wunderlich Farms

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

EASTERN REGION

David Alderson (Tenn.)

Circle A Farm

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

Craig Lopossa (Ind.)

Red View Farms

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

Cody Mattingly (Ky.)

Mattingly Farms

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

Trai Stegall (Miss.)

Stegall Farms

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

Erik Wiley (La.)

Wiley Ranch

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

AT-LARGE DIRECTORS

District 1 – Alicia Sanchez (N.M.)

Red Doc Farm

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

District 2 – Debbie Townsend (Texas)

Townsend Cattle Company

(979) 541-4989 | townsendcattle81@gmail.com

District 3 – Jamie Daniel (Ark.)

777 Farms

(870) 904-3070 | jamie.daniel@icloud.com

District 4 – Ricky Cleveland (Ala.)

Quail Valley Farms

(205) 446-5539 | ricky@xcelmasonry.com

District 5 – Tony Creech (N.C.)

Creech Farms

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

District 6 – Nolan Taylor (Ky.)

Windcrest Farm

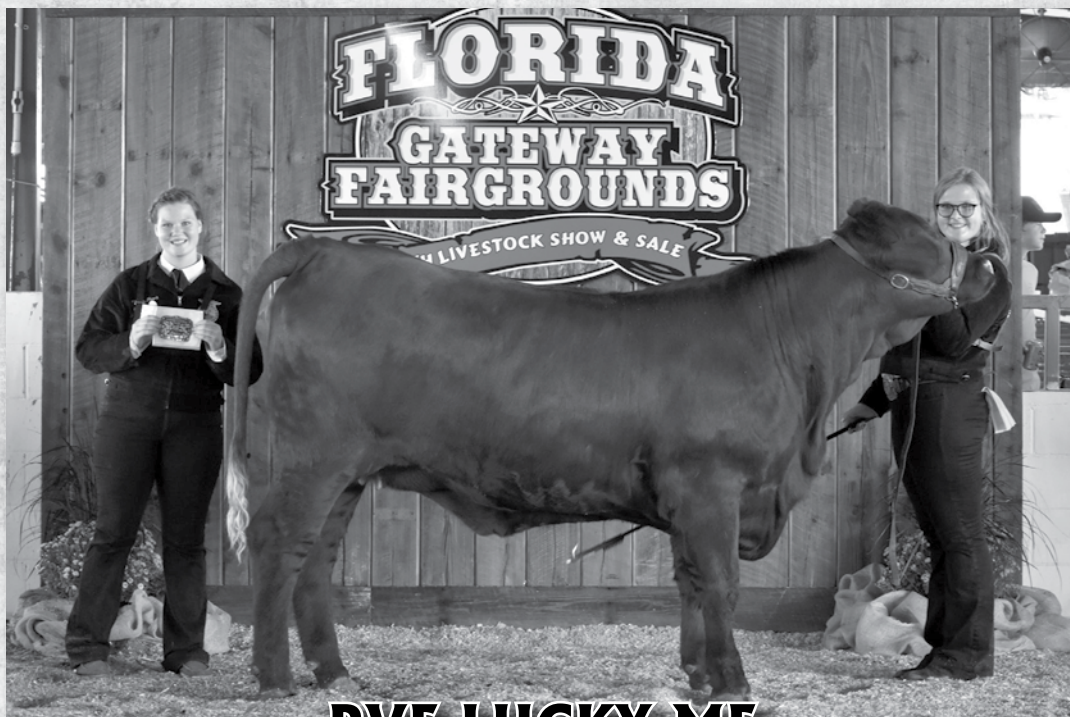
(270) 589-9046 | nolandtaylor18@gmail.com

SANTA GERTRUDIS DISTRICT VI BREEDERS



Thank You and Congratulations!

Bailey Jones, Lake City, Fla. on her purchase of RVF Lucky Me,
purchased at the 2020 District 6 Sale.



RVF LUCKY ME

*Make plans now
to consign to and
support these
upcoming District 6
sales:*

KENTUCKY NATIONAL SHOW & SALE
July 16-17, 2021 | Bowling Green, Ky.

DISTRICT 6 SALE & SHOW
September 17-18, 2021 | Corydon, IN

To consign, contact Darren Richmond
(423) 364 9281 or djrichmd@gmail.com



RED VIEW FARMS
(812) 829-8053

C BAR C RANCH



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

WWW.CBARCRANCH.NET

OSBORNE LIVESTOCK

Todd, Donna, Dalton & Ashley Osborne
Sparta, Ky. • Lathrop, Mo.
(859) 991-2438
peppydoc1@aol.com



Parker Farms



parkerfarms@scrtc.com

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

MATTINGLY FARMS



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



Herd #4134

Shampain Ranch

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

RED VIEW FARMS

5480 Jordan Village Rd.
Poland, IN 47868
(812) 829-8053
craiglopossa@yahoo.com





Bull Selection

Making an Informed Investment in Your Herd's Future

Spring breeding season is right around the corner and it's time to start thinking about future herd sires. When it comes to the direction of your operation, bull selection isn't something to be taken lightly.

"Buying a bull is an investment," says Matt Spangler, Ph.D., Extension beef genetics specialist, University of Nebraska-Lincoln. "You're investing in genetics that will impact your herd for years."

Expected progeny differences (EPDs) are a great starting point for evaluating potential sires. EPDs are a prediction of how an individual animal's future progeny are expected to perform relative to those of other animals within the breed. They are expressed in the units of the trait being evaluated (plus or minus) and are meant to compare the potential of one animal to another.

A more recent advancement in the industry is the introduction of genomic-enhanced EPDs (GE-EPDs). By including DNA into the breed's EPD calculations, estimates are more accurate than pedigree and performance prediction alone. This is especially advantageous in young, unproven sires that have yet to produce any offspring, giving buyers greater confidence in the future perfor-

mance of their selection. With so many EPD traits to consider, it can be difficult to know what to focus on most. Knowing where to start is key to making the right buying decisions.

As with any major decision, it's important to determine your operation's goals and marketing endpoints. Are you producing and developing females as replacements? Are calves sold at weaning or being retained through the feedyard? Endpoint goals greatly impact what traits to focus on in the selection process. For a typical terminal operation, the main focus is on end weights as you will be paid for pounds of calf at weaning. When retaining through the feedyard, however, traits such as yearling weight, ribeye area and marbling begin to come into play. When breeding with a replacement mindset, "the focus is on traits for revenue at the point of sale – reproductive stayability, milk [maternal EPDs], mature cow weight, etc.," Spangler says.

Unique to Santa Gertrudis are two more EPD traits to consider for a replacement system – Heifer Pregnancy and Breed Back EPDs, which measure the probability of a heifer getting pregnant as a yearling and the probability of a 2-year-old being pregnant given she

was listed as pregnant as a yearling, respectively. Accounting for these traits is especially important. "The Santa Gertrudis breed is known for carcass traits, [and] Heifer Pregnancy and Breed Back EPDs are a way to quantify/prove fertility within the breed," says Webb Fields, Santa Gertrudis Breeders International executive director.

When it comes time to purchase bulls for your operation, preparation is key.

"A live calf on the ground is the determining factor between being profitable and not," Fields adds.

Regardless of marketing endpoint, it's also important to consider the current state of the cow herd. Knowing the average cow age, pregnancy rates, stayability and calf end weights will further guide your focus in the right direction and help determine how much change is needed to reach your goals.

With a clear direction in mind you can begin researching upcoming sales, obtaining catalogs/information and sorting through bulls on paper. Fields suggests getting as much knowledge ahead of time as possible. "Know breed

CONTINUED ON PAGE 14 »

*As we head into 2021, 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!*



PROVEN PERFORMANCE, EXCEEDING EXCELLENCE
HARRIS RIVERBEND FARMS
David & Laurie Harris
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SANTA GERTRUDIS *Calendar*

JANUARY

- 11-14** Cattlemen's Congress, Oklahoma City, Okla.
13 Red Dirt Divas Sale, Oklahoma City, Okla.
22 2020 National Santa Gertrudis Show Entry Deadline
25 SGBI Board Nomination Deadline

FEBRUARY

- 11-14** Dixie National Livestock Show and Rodeo, Jackson, Miss.
12 Banners & Buckles Sale, Jackson, Miss.
13 National Santa Gertrudis Show, Jackson, Miss.

MARCH

- 20** Bluebonnet Classic Sale, Hallettsville, Texas
25 Briggs Super American Brangus and Santa Gertrudis Sale, Bloomington, Texas
26 Mid-Coast Super Sale, Briggs Ranch, Bloomington, Texas
27 Santa Gertrudis Breeders International 2021 Annual Meeting, Bay City, Texas

APRIL

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

REGISTRATIONS, STAR 5 RECORDINGS AND TRANSFERS BY DISTRICT

NOVEMBER 2020

ACTIVE MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	61	8	10	15
2	189	2	16	155
3	75	5	7	20
4	46	8	22	86
5	54	6	25	11
6	9	3	0	17

JUNIOR MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	36	2	1	14
2	19	1	1	11
3	6	8	0	4
4	1	0	0	0
5	3	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 *Juniors*

By Carley Jones, District 4 Director



Hello and Happy New Year from sunny Florida! My name is Carley Jones, and I am serving as your National Junior Santa Gertrudis Association District 4 director. Since I was a little girl, I have looked at my dad's director jacket hanging in the closet and dreamed that one day I would get to wear one myself.

I am excited to now have the opportunity to serve on this board and, hopefully, to be the role model that past and present junior directors have been to me.

With this being the herd sire issue, I want to take a minute to discuss the importance of selecting the right bull for your heifers, whether it be through natural service or artificial insemination. Selecting the proper bull will enhance your herd's production and profitability, while selecting the wrong bull can do just the opposite. It is very important to study expected progeny differences (EPDs). If you aren't familiar with EPDs, I encourage you to seek out someone who will take the time to help you understand them better. Whether you are aiming to adjust your birth or weaning weights, to improve marbling or simply add docility to your herd, finding the right bull takes some research.

SANTA GERTRUDIS WELCOMES *New Members*

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Hunter Peyton McCraney, Evergreen, Ala.
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 Eddie and Mary Evans, Texarkana, Texas
 Livy Hill Farm, Belinda Young, Narrows, Va.
 Matt Loughrey, Poolville, Texas
 Joshelyn Lively, Franklin, Texas

Commercial Members

Brett Schubert, College Station, Texas

Junior Members

Christopher Jones Jr., Dade City, Fla.
 Anna Ball, Terry, Miss.
 Kolter Shaw, Kaufman, Texas
 Tyler Allan, Timpson, Texas
 Haley Sutton, Anderson, Texas
 Genesis Itzel Olvera, Monte Alto, Texas
 Gracie Cunnius, Decatur, Texas
 Miley Walker, Lake City, Fla.
 Kinsley Kubecka, Bay City, Texas
 Laney Kubecka, Bay City, Texas
 Callie Kubecka, Bay City, Texas

This issue of *Santa Gertrudis USA* features just some of the phenomenal Santa Gertrudis sires that are available. The SGBI website is also a great tool as it outlines EPD percentiles and trait leaders. I encourage all of you to do your research. Let's all do our part to make this breed the best it can be! 🐄

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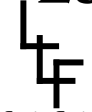
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BULL SELECTION CONTINUED FROM PAGE 10

averages [for the traits you're focused on] and good vs. bad values of those traits."

Single-trait selection is not the best method of evaluation; instead, look for a balanced bull that progresses you toward your goals. Remember, even in a replacement-minded system, there are still cull heifers and steer calves that have to be sold by weight, and fertility/productivity in terminal systems are still important as they equate to calves on the ground year after year.

On a similar note, potential sires don't have to rank in the top 5 percent for every trait. Not only is that not economically feasible to every producer, it's also unnecessary. Spangler encourages buyers to consider which bull is the best investment for their operation.

"The bull at the top of your list may not be the best investment if the sale price is too high," he says. Another bull may continue to progress you closer to your goals, but in a more economical manner.

For seedstock producers, Spangler offers this advice: "Most commercial

buyers occupy their time with the day to day of running the ranch and, once or twice a year, we ask them to fully understand genetics," he says. So seedstock producers should do their best to aid commercial buyers in their decision making, ensuring customers are progressing in the right direction, are confident in their buying decisions and, ultimately, are satisfied with your products.

While EPDs are great tools to get you started in the selection process and narrow your options, visual appraisal can't be overlooked.

"EPDs represent important traits and are accurate representations of genetic potential; at the same time, however, cattle are still sold by the pound on visual appraisal. You can't dismiss common sense for big numbers," Fields warns.

A variety of traits can't be quantified, including structural correctness, soundness and docility. This is where balance once again comes into your selection, balancing strong EPDs with a sound, long-lasting phenotype.

With a list of potential sires that fit your breeding objectives genetically, visual appraisal will aid in culling those

that won't be an overall sound investment. When beginning phenotypic evaluations, it's best to start from the ground up. Proper feet and leg structure serves as the animal's foundation. A quality bull will be free moving and athletic, covering ground with ease. A bull's job requires athleticism and traveling in order to efficiently cover cows.

"Proper structure lays the foundation to put on extra weight, and muscle keeping them sound and long lasting," Fields says.

A moderate frame is ideal for overall efficiency, while a wide skeletal base allows the space for extra muscle and increased ribeye area. For reproductive soundness, bulls should have sound, clean sheaths with balanced scrotums and the ability to pass a breeding soundness exam for both fertility and physical integrity. A fertile bull with great numbers is useless without the ability to get out and breed cows.

When it comes time to purchase bulls for your operation, preparation is key.

"Incorrect decisions are poor investments," Spangler warns, and bull selection is an investment in your herd with long-lasting impacts. 🐄

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SANTA GERTRUDIS *Production*

PINKEYE IS NO LONGER JUST PINKEYE

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



Historically when we hear the word pinkeye, we may have thought about face flies, summer sunshine, tall grass, white-faced cattle and the bacterium *Moraxella bovis*. However, information presented in a recent bovine veterinarian online webinar sponsored by Newport Laboratories (a Boehringer Ingelheim Company) revealed the complexities of this long-known cattle disease, bovine keratoconjunctivitis (pinkeye).

Three veterinarians, Drs. Jason Shumaker, Jessica McArt and Russ Breshears, who have contributed to successful pinkeye control strategies in U.S. cattle, presented information on this painful, stressful and difficult problem. Pinkeye costs U.S. cattle producers hundreds of millions of dollars each year in lost performance and deep discounts received at marketing.

What surprised me is that there are actually three different types of bacteria identified as major culprits of pinkeye infection – *Moraxella bovis* (*M. bovis*), *Moraxella bovoculi* and *Mycoplasma bovoculi* – and each can change genetically, over time, from region to region and from cattle herd to cattle herd.

There are only two commercially available vaccines available for pinkeye prevention (*M. bovis*) and they may work only 50 percent of the time due to improper timing, management strategy and, most important, the causative bacterial agent. Data reported by Newport Laboratories for pinkeye cases in 2019 indicated that fewer than 25 percent of cases were due to *Moraxella bovis*; more than 70 percent of the cases were due to *Moraxella bovoculi* or *Mycoplasma bovoculi*, indicating possibly a sound reason for a pinkeye vaccination not providing 100 percent protection. In addition, pinkeye vaccines have a limited period of efficacy – 120 days.

An underlying cause of all pinkeye cases is something in the cattle environment that causes trauma to the cornea. This trauma could be due to ultraviolet radiation (sun), mechanical injury, flies, dust, tall grass or weeds, a *Mycoplasma bovoculi* infection or ventilation in barn-housed cattle. Once the cornea has been damaged, this allows *M. bovis* to attach to the cornea because it has a pilus (hair-like surface structure used for bacterial adhesion).

Toxins produced by these bacteria make corneal ulcers appear. *M. bovis* also provides a lattice network for *Moraxella*

bovoculi to attach. Bacteria will actually attach to bacteria, producing a biofilm of *Moraxella bovoculi* over the entire eye. At this stage of pinkeye infection, producers will see a “cloudy, white eye.”

These bacteria are found in the environment and often are transferred from animal to animal. A take home-message from the veterinarians was that pinkeye infection can be a three-step process: 1) cornea trauma; 2) *M. bovis* infection; and 3) *Moraxella bovoculi* infection.

Pinkeye cases are no longer limited to white-faced cattle, summer and heavy fly season. This disease problem can occur 12-months out of the year but peaks during June, July and August. Russ Breshears, DVM, a Kansas cow-calf-stocker cattle veterinarian, presented his initial strategy to include a pinkeye vaccination in late spring with a possible booster vaccination during summer or early fall. Proper pasture management (plant height) and fly control are also good strategies.

In problematic cattle herds, Breshears samples the eyes of infected cattle in early summer, post vaccination and then works with Newport Laboratories. Based on this sampling of bacteria present on the eyes of pinkeye-infected cattle, the lab genetically determines which strains of bacteria are causing the problems. Much like the human flu vaccine, Newport Laboratories can produce region-specific vaccine over the fall and winter to better prepare producers for the following year's peak pinkeye season. This obviously is not a simple task and the minimum vaccine order is 2,000 doses.

Pinkeye may not be a serious problem at your ranch, but if you struggle with an annual outbreak, you should work closely with your veterinarian to determine the causes. We all can rest assured that there are folks with great minds working hard to help producers deal successfully with bovine keratoconjunctivitis.

Happy New Year! 🐄



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Confidence Is Key

By Grace Vehige, Contributing Writer

No matter how hard you try, things pop up and life happens, or in this case, COVID-19 happens. We all have been in the same position. Sometimes, you cannot attend the sale you wanted to check out. However, missing a sale or placing online bids does not mean you need to be any less confident in your buying decisions.

Producers have been utilizing online sales and digital marketing tools for years. Of course, this can raise concerns for many in the industry. How do you know who and what to trust? The cattle business is risky enough, so how can a potential buyer be confident in a purchase when they were never able to see the animal or attend the sale in person?

While there is technically no straight answer to these questions, there are points to consider and tools to utilize that may make virtual or distanced buying decisions a bit easier for you.

High-Quality Photo and Video

Online sales and the increased use of digital marketing technologies have developed a standard for producers, whether in the roles of buyer or seller. That standard is quality.

"In today's market, it is a must to have photos and videos of high quality," says Darren Richmond, member services representative for Santa Gertrudis Breeders International (SGBI).

From a seller's perspective, the photos and videos of livestock used in digital marketing and online sales may be the only opportunity to showcase their offerings. Likewise, that media may be the only opportunity a potential buyer has to view the animals. Therefore, it is important to display the best version of the sale offering.

"It goes back to video quality," explains Allen Grainger, owner of Rocking A Ranch in Brenham, Texas. "For me to really be confident in the animal, I want to see all views of that animal."

Many times, a buying decision is made based on the quality of video footage. A quality video is capable of highlighting the best phenotypic characteristics of the sale feature. If a buyer cannot see that animal in person, they want to be confident in the animal online.

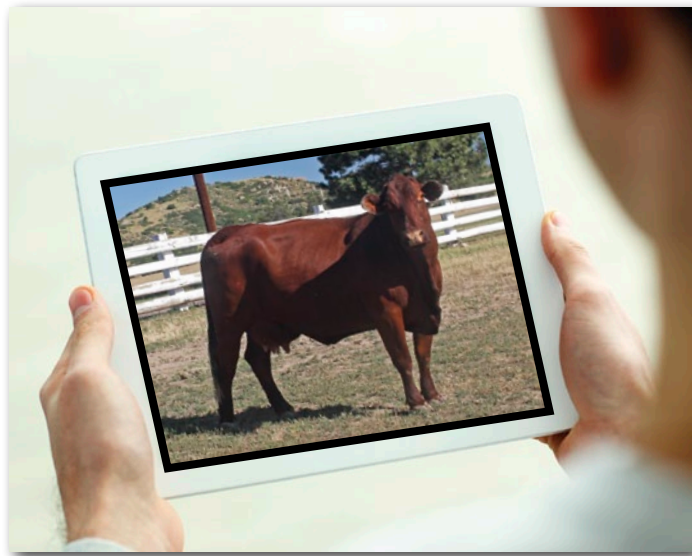
"If I can just look at the phenotype, I am pretty happy online. And I feel that if online sellers would give more full views of animals, it would build the confidence of the buyers," Grainger says.

At the end of the day, the potential buyer needs to feel just as confident about the animal as the breeder who is selling it. Grainger explains seeking out photos and videos that are complementary to the animal is key.

The Value of Customer Service

If you are unable to attend a sale in person or are planning to place bids online, there is one thing that is invaluable: good customer service.

Establishing a relationship between buyers and sellers is essential to good business. Like it is for any other situation in



life, communication is key. Confident buying decisions come with trust. If the potential buyer cannot fully trust a consultation from the seller, it may be beneficial to have a trusted individual view the sale feature.

"It would be best to have someone you trust at the sale to put eyes on the consignments and take a closer look at issues you cannot determine with a photo or video," Richmond says.

"Getting them accurate information in a timely manner" is another way to make potential buyers more comfortable with virtual buying decisions Richmond adds.

After all, the end goal for any potential buyer is to achieve confidence in both the seller and the cattle. When a breeder is open and willing to answer questions, the transparency helps ensure trust.

The Push Toward Digital Technology

Especially in the time of the pandemic, digital technology has been heavily utilized. This push toward digital technology came at a time when online sales and digital marketing have been taking off.

Richmond says the SGBI team has been utilizing Zoom calls for sale planning recently. In addition, the team has been using social media platforms, such as Facebook and Instagram, to promote sales and other events compliant with COVID-19 regulations.

When referring to the ease of using Zoom and Skype, or similar virtual meeting platforms, as a means for breeders to discuss cattle, Grainger says, "[Using Zoom] is actually a lot simpler. Anymore, it is almost as easy as answering your phone. ... Yeah, there is a learning process, but you do not have to drive to the sale barn to see cattle. You can do it [at home]."

The increased use of digital technology, especially in bull sales, will have a lasting impact on the future of marketing.

CONTINUED ON PAGE 23 »

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Top 4% YW (20.37); Top 5% BW (-1.87); Top 10% WW (13.64)
Owned with Vesper Ranch, Cotulla, TX

SR Surge 4/19

Reg #20180821



Sire: KR Catalyst 531/15 Dam: SR Arkoma 30/0
Top 1% SC (1.65), HCW (15.83), MARB (0.48), REA (0.27);
Top 3% WW (17.55), YW (24.65)
Marketing Rights Owned by Wiley Ranch, Deville, LA

SR Paradigm 135/7

Reg #20175656



Sire: KR Catalyst 531/15 Dam: PH Welder 7/342
Top 1% MARB (0.33); Top 4% WW (16.30); Top 10% YW (16.50),
REA (0.07); Top 15% TEND (-0.02); Top 20% HCW (2.87)
Marketing Rights Owned by Quail Valley Farms, Oneonta, AL

CB Nitro 46/18

Reg #20180828



Sire: KR Catalyst 531/15 Dam: SR 15/6
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10% WW (14.00), YW (17.63); Top 20% HCW (3.38), TEND (-0.01)
Marketing Rights Owned by Harris Riverbend Farms, Cleburne, TX

SR Marksman 33/19

Reg #20190165



Sire: KR Catalyst 531/15 Dam: Red Doc 6054
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Top 3% SC (0.62), WW (18.46), YW (22.52); Top 25% TEND (0.00)
Owned with Quail Valley Farms, Oneonta, AL

SR Rhino 27/19

Reg #20190160



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Top 5% SC (0.53), WW (15.67); Top 30% TEND (0.00);
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KR Catalyst 531/15 Reg #20153484

SR Genesis 75/3 Reg #20132516

LJV Mason 0/72 Reg #1290709

Red Doc Rapid Progress 8046 Reg #20182179

SR 90/5 Reg #20157838

SR 68/F2 Reg #20186389

SR 30/F6 Reg #20181921

SANTA GERTRUDIS SALE

Reports

STRAIT-HEFTE TRIED & TRUE SALE

OCT. 17, 2020 | CARRIZO SPRINGS, TEXAS

SALE AVERAGES

87	Bulls and Females	\$7,590	6	Open Heifers	\$11,083
40	Coming 2-Year-Old		11	3-N-1 Pairs	\$8,250
	Santa Gertrudis Bulls	\$6,913	2	Semen Lots	\$15,500
13	Fall Bred Heifers	\$7,288			
14	Spring Bed Heifers	\$6,914			

Forty-eight buyers from 10 states appreciated and purchased the high-quality 87 lots offered in the third annual Strait-Hefte Tried & True Production Sale.

The high-selling bull, Lot 50, SR Surge 4/19, was sold to Wiley Ranch, Deville, La., for \$45,000. Lot 51, Hefte G70, 50 percent semen interest/100 percent possession, was sold to 5J's Beef & Cattle, Clayton N.C., for \$26,000. Lot 52, SR Marksman 33/19, 50 percent semen interest/100 percent possession, was sold to Quail Valley Farms, Oneonta, Ala., for \$17,000. Lot 53, Hefte G116, 50 percent semen interest/100 percent possession, was sold to Reese Ranch, Encinal, Texas, for \$17,000. Lot 57, SR 12/19, was sold to Triple P Ranch, Trinity, Texas, and Todd Hyde, Houston, Texas, for \$16,000. Lot 54, SR Rhino 27/19, was sold to Wiley Ranch, Deville, La., for \$13,000.

The high-selling female, Lot 41A, an open heifer, was purchased by Quail Valley Farms for \$25,000. Lot 23, Hefte G39, a spring bred heifer, was sold to Quail Valley Farms and Harris Riverbend Farms, Cleburne, Texas, for \$18,000. Lot 36 and Lot 36A, a 3-N-1, was sold to Creech Farms, Zebulon, N.C., and Shampain Ranch, Pleasant Hill, Ill., for \$15,000. Lot 42A, an open heifer, was sold to Quail Valley Farms and Harris Riverbend Farms for \$15,000. Lot 6, Hefte G67, a spring bred heifer, was sold to 5J's Beef & Cattle for \$15,000. Lot 40 and Lot 40A, a 3-N-1, was sold to Wunderlich Farms, Brenham, Texas, for \$14,000. Lot 1, SR 96/18, was sold to Creech Farms for \$13,000. Lot 11, SR 119/18, was sold to Schuster Farms, San Juan, Texas, for \$13,000. Lot 9, SR 111/18, was sold to Painted Ass Ranch, Sequin, Texas, for \$12,000. 🐾

2020 SOUTH TEXAS HERITAGE SALE

NOV. 21, 2020 | ROBSTOWN, TEXAS

SALE AVERAGES

Purebred Bred Heifers	\$3,250	STAR 5 Bred Heifers	\$2,157
Purebred Pairs	\$2,665	STAR 5 Pairs	\$1,800
Purebred Open Heifers	\$2,816	STAR 5 Open Heifers	\$3,050

The high-selling lot, Red Doc 9103, was consigned by Red Doc Farm, Belen, N.M., and sold to Wiley Ranch, Deville, La., for \$13,000. Wiley Ranch was volume buyer. 🐾

17TH ANNUAL BRIGGS RANCHES SANTA GERTRUDIS AND BRANGUS BULL AND COMMERCIAL FEMALE SALE AND 43RD ANNUAL TRI-STAR SALE

NOV. 13-14, 2020 | BLOOMINGTON, TEXAS

SALE AVERAGES

48	Santa Gertrudis Bulls	\$4,245
39	Brangus Bulls	\$3,906
76	Registered Females	\$6,438
221	Commercial Heifers	\$1,765

The 17th Annual Briggs Ranches Santa Gertrudis and Brangus Bull and Commercial Female Sale and the 43rd Annual Tri-Star Sale brought together 79 buyers from 12 states who purchased the tremendous offering in this

year's two-day event. Hoover Case was the sale's auctioneer.

The high-selling bull, Lot 1, Briggs 217G3, was sold to Anthony Lampo, Circle L Ranch, Bryan, Texas, and Country Legends Ranch, Gladys Schiel and Billy Eubanks, Waller, Texas, for \$12,000. The high-selling lot, Lot 2, Harris Pistoler 724G14, was sold to Williamson Cattle Company, Okeechobee, Fla., for \$8,000. The high-selling lot, Lot 38, Harris Genesis 066G21, was sold to Paelez & Sons, Okeechobee, Fla., for \$6,000.

The high-selling commercial female lot, Lot 451, three purebred Santa Gertrudis heifers AI bred to Brangus sire Atlanta of Salacoa 488Z, were sold to Aquila Ranch, Aquila, Texas, for \$3,400 each. The high-selling lot, Lot 408, five head of purebred Santa Gertrudis heifers bred to Salacoa Valley Brangus bulls, were sold to Roberts Ranch, Giddings, Texas, for \$2,950 each.

The high-selling registered Santa Gertrudis female lot, Lot 277, Harris Guns UP 589F, was sold to Wiley Ranch, Deville, La., for \$26,000. The high-selling lot, Lot 235, Harris 264E4, was sold to San Jose Cattle Company, Kingsville, Texas, for \$25,000. A heifer calf split pair, Lot 222, was sold to Briggs Ranches, Victoria, Texas, while Lot 222A, Harris Chosen One 564H, was sold to Flying C Ranch, Searcy, Ark., for \$21,500. The high-selling lot, Lot 279, Harris 958 724F24, was sold to Tideland Farms, AI Shiyu, Kiln, Miss., for \$20,000. The high-selling lots, Lot 217, Harris Farms 25D13, and Lot 217A, Harris 253/H2, were sold to Lou-AI-Tuck Farm, AI Jackson, Great Falls, S.C., for \$11,000. The high-selling lot, Lot 236, donor cow RDF 7150, was sold to Tideland Farms, AI Shiyu, for \$10,000. 🐾



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BUDGETING FOR BULLS

Determining How Much to Spend on a Bull for Natural Service

By Micky Burch, Contributing Writer

Though the author is unknown, someone smartly once said, “Budgeting isn’t about limiting yourself – it’s about making the things that excite you possible.” One task that often excites beef cattle producers is the prospect of buying a new herd sire. By establishing breeding objectives, prioritizing selection criteria and comparing possible purchase prices, producers can often take home the best option for their operation on sale day.

“It’s critical to begin by establishing breeding objectives that clearly identify production goals, marketing endpoints, how replacement females will be obtained, and any labor and environmental constraints,” says Matt Spangler, Ph.D., professor and Extension beef genetics specialist, University of Nebraska-Lincoln. “Well-formed breeding objectives make clear the list of traits that are economically relevant and, thus, the list of traits that should be the priority when selecting bulls.”

Breeding objectives start with the fundamental purpose of the herd: to raise either terminal or replacement animals. With that objective in mind, producers can start making their priority list and looking for a bull that can contribute value-added traits to their herd that are profitable in their market.

Buying a bull for natural service is generally considered a three- to five-year investment. The daughters from that bull, however, could influence a cow herd for up to 20 years. Thinking long term about the marketability of future calf crops may help producers start determining a price point for a herd sire purchase.

A higher priced bull that is backed by data to improve growth and carcass and make more market acceptable calves is probably worth writing a bigger check for an operation that plans on sending its calves to the feedlot. The bull that’s proven to be calving ease with ideal milking ability for the intended production environment is

probably worth more to a maternal operation.

Either way, Spangler says, selection criteria should always start with the bull having passed a breeding soundness exam, being sound enough on his feet and legs to travel to breed cows and having acceptable docility to meet management expectations.

“Outside of these physical attributes, all other selection criteria should be based on expected progeny differences [EPDs] or, preferably, economic selection indexes,” Spangler says.

EPDs are the prediction of how each animal’s future progeny is expected to perform relative to the progeny of other animals. Selection indexes for beef cattle, according to the North Dakota State University North Central Research Extension Center, provide a composite value for the individual by combining relevant EPDs with assumed economics of production.

“Economic selection indexes help producers select for increased net profit, while reducing the complexity of selecting for multiple traits at the same time,” Spangler explains. “Use them.”

Santa Gertrudis Breeders International (SGBI) provides a \$Growth Index that puts together weaning and yearling weight. Since weaning weight is contained in yearling weight, postweaning gain (PWG) is used in the index to prevent double counting weaning weight. For example, if an animal has a +30 \$Growth Index, its offspring, on average, will be worth \$30 more as a yearling than the breed average, based strictly on weight. The SGBI Carcass Rank Index factors in marbling score, hot carcass weight, ribeye area, backfat and tenderness, and is weighted by the economics of carcass values. It places strong emphasis on both growth and carcass traits, and is expressed as a numeric ranking within the breed from one to 10, with 10 being the highest. For instance, an animal with a score

of nine would be in the 80th percentile or would be better than 80 percent of the population in carcass composition. For a full explanation of SGBI’s EPDs, indexes and genetic evaluation, see the “Santa Gertrudis Breeders International Data Collection and Submission Resource Guide” at santagertrudis.com.

Spangler also recommends utilizing indexes when comparing two or more potential herd sires.

“If a producer were to use economic selection indexes for bull selection, then the producer could take the difference between the economic index value of two bulls (difference is \$/head or \$/conception, depending on the index) and then multiply it by the number of cows the bull would be exposed to over his lifetime,” he explains. “This provides the net profit difference between two bulls over their lifetimes, and helps determine how much more you could justify spending for one bull compared to another.”

Spangler also notes that if the “better” bull sells for more than he is worth based on this calculation, it might be wise to choose another bull that’s a more economically sound buy.

CONTINUED ON PAGE 24 »

CONFIDENCE IS KEY

CONTINUED FROM PAGE 18

"It will be a must and not an extra feature offered in marketing," Richmond claims.

Other Useful Resources

Aside from good customer service and high-quality pictures and videos, there are other ways to become comfortable and confident in virtual buying decisions.

"Photos, video, expected progeny differences (EPDs) and scan data, performance records and personal contacts are all resources available to help make adequate buying decisions," Richmond says.

It is common for producers to place value on EPDs and other data, such as gain test data, Grainger says. Identifying your operation's needs can help you determine the information necessary to make good buying decisions.

Grainger confirms this by saying, "The performance data and the EPDs act as adjuncts to gain test data and are good ways to validate [purchasing decisions]."

Buyer Benefits and Guarantees

For any major buying decision, it is always good to feel like the purchase is validated and genuine. While not all breeders offer buying incentives and guarantees, many do. If you are unable to attend a sale, or it is online, look for buyer benefits. These benefits may just help you make a buying decision.

Some producers, like Grainger, offer unique benefits such as signing new buyers up for breed memberships; close communication is also maintained. Other producers may offer buy-back programs, while some may be open to negotiation on cost or delivery.

As more customers are unable to attend sales in person, Richmond says there have been trends in buyer benefits being offered. Those trends include discounted hauling costs and guaranteeing bulls, not only for breeding but for soundness as well.

"When selling large groups of bulls, free delivery to regional locations is a common buyer benefit," Richmond says.

As a producer, Grainger notes the importance of offering buyer benefits and guarantees. They have proved to increase sales for his operation.

"We provide a breeding soundness exam on all of our bulls and guarantee them; and the females we sell to be breeders, no questions asked," Grainger says.

A guarantee on a purchase should afford comfort in a buying decision. If anything, communicate with the seller to find out what they are able to offer you.

Confident Buying Decisions

At the end of the day, the cattle business is as much a people business as it is anything else. In order to make confident purchasing decisions when you are unable to attend the sale, follow these simple steps:

1. Establish a relationship with the seller.
2. Search for quality – in photos and videos as well as people.
3. Do your research.
4. Find out what you are offered.

Whether you are unable to attend a sale in-person or it is a strictly virtual offering, a buyer can have more confidence in a purchasing decision when there are open lines of communication. If you have questions, do not be afraid to reach out. Many programs have websites or social media accounts that provide sale and contact information. 📧

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MJ Puig & Son Cattle – Lot 42A
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Harris Riverbend Farms.....11, 21	Myers Cattle & Land Corp.....21	Rising Sun Ranch.....13	Tinney Farms.....2
Heath Farms.....17	O/X Ranch.....13	Rockin 3T Ranch.....13	Townsend Cattle Co.....21
Hefte Ranch.....14, 21	Olivarez Ranches.....21	Rocking A Ranch.....21	Triple P Ranch.....13
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Jernigan Ranch.....17	Parker Farms.....9	Santa Gertrudis Bluebonnet Classic.....30	Vesper Ranch.....21
John Martin Ranches.....21	Pinnacle Cattle Co. LLC...21, 26, 27	Santa Gertrudis Small Breeders Group.....13	VZ Cattle.....13
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KC Ranch LLC.....17	Pittman Cattle Co.....13	Siler Santa Gertrudis.....21	Wiley Ranch.....7, 17
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Korban Cattle.....23	Polled Santa Gertrudis Association.....5	South Texas Heritage Sale.....30	Windcrest Farm.....13
La Campana Ranch.....16	R&M Farms.....17		Wunderlich Farms.....21
Lou Al Tuck Farms.....17			
Lucky L Farm.....13			

BUDGETING FOR BULLS CONTINUED FROM PAGE 22

			NUMBER	
	\$/HEAD	X	OF FEMALES	
Bull A:	\$30	x	100 =	\$3,000
Bull B:	\$23	x	100 =	\$2,300

As many producers well know, bulls also come with ownership costs that include things like maintenance, risk of loss and salvage value. Another way to look at a budget for a bull, according to John B. Hall, Ph.D., Extension beef specialist, University of Idaho, is to compute annual bull cost and risk, and cost per natural service pregnancy. This can be accomplished by dividing the number of pregnancies by annual costs plus the original purchase price of the bull (see table at right).

In the end, Spangler is confident producers can find a herd sire they're excited to turn out with their cows by establishing breeding objectives and selecting bulls based on superior genetics that are proven can be passed on to

offspring by using EPDs and economic index values.

"Thinking of bull purchases as investments, with the expectation of a return, is a good start," he concludes.

For many producers, it's an investment that makes the possibilities exciting. 🐄

ANNUAL BULL COST & RISK, AND COST PER NATURAL SERVICE PREGNANCY BASED ON BULL-TO-COW RATIO OF 1:25 AND HERD PREGNANCY RATE OF 90%

Purchase Price	\$3,000	\$4,000	\$5,000
Maintenance Cost (3 yrs.)	\$2,100.00	\$2,100.00	\$2,100.00
Risk of Loss	\$460.00	\$560.00	\$660.00
Salvage Value	-\$1,600.00	-\$1,600.00	-\$1,600.00
Total Cost (3 yrs.)	\$3,960.00	\$5,060.00	\$6,160.00
Annual Cost	\$1,320.00	\$1,687.67	\$2,053.33
Cost per Pregnancy	\$58.24	\$74.41	\$90.59

Hall, John B., Ph.D., Extension Beef Specialist, University of Idaho
Proceedings, The Range Beef Cow Symposium XXVI, Nov. 18-20, 2019, Mitchell, Neb.

2020-2021 SGBI Point Show Standings

Heifer Calf Division

- | | |
|---|----|
| 1. DP Gracelyn 017G3, shown by Gracey Pitchford, Athens, Texas | 20 |
| 2. NTR Gametime 120/O, shown by Gracey Pitchford, Athens, Texas | 13 |
| 3. Miss Grandview 038, shown by Gracey Pitchford, Athens, Texas | 13 |
| 4. Rafter Z CP Legacy, shown by Laura Zibilski, Burton, Texas | 9 |
| 5. KK Tallalabs Tanji, shown by Kali Kimble, Kingsbury, Texas | 9 |

Yearling Heifer Division

- | | |
|--|----|
| 1. Rafter Z Topanga Lynn, shown by Laura Zibilski, Burton, Texas | 21 |
| 2. Fergie, shown by Karli Buggs, Sarcoxie, Mo. | 9 |
| 2. SF Dip, shown by Callie Allsion, Pontotoc, Miss. | 9 |
| 3. Fanta, shown by Sean Perry, Silsbee, Texas | 5 |

Senior Female Division

- | | |
|---|----|
| 1. XL River Dihalia, shown by ExCell Santa Gertrudis, Santa Fe, Texas | 13 |
| 1. Miss Double TT 2448, shown by Chad Coker, Magnolia, Texas | 13 |
| 2. Top Shelf Hot Toddy, shown by B Square Ranch, Timpson, Texas | 10 |

Overall High Point Female

- | | |
|--|----|
| 1. Rafter Z Topanga Lynn, shown by Laura Zibilski, Burton, Texas | 21 |
| 2. DP Gracelyn 017G3, shown by Gracey Pitchford, Athens, Texas | 20 |
| 3. Four females tied with 13 points | |

High Point Polled Female

- | | |
|--|--|
| 1. SF Dip, shown by Callie Allsion, Pontotoc, Miss. | |
| 1. Miss Grandview 038, shown by Gracey Pitchford, Athens, Texas | |
| 1. Rafter Z Topanga Lynn, shown by Laura Zibilski, Burton, Texas | |
| 1. Fergie, shown by Karli Buggs, Sarcoxie, Mo. | |
| 1. Top Shelf Hot, shown by Toddy B Square Ranch, Timpson, Texas | |

STAR 5 Female

- | | |
|--|---|
| 1. TOCR Jade, shown by Laura Zibilski, Burton, Texas | 6 |
| 2. Dubios 18/44, shown by Gracey Pitchford, Athens, Texas | 3 |
| 3. MTG Jazzy, shown by Brittany Kunkel, Poughkeepsie, Ark. | 2 |

Bull Calf Division

- | | |
|---|----|
| 1. Rockin 3T Golden Boy, shown by Rockin 3T Ranch, Ennis, Texas | 23 |
| 2. Horse Shoe, shown by B Cattle, Franklin, Texas | 9 |

Yearling Bull Division

- | | |
|--|----|
| 1. SCC All In 452GI, shown by Stroman Cattle Co., Bryan, Texas | 24 |
| 2. WR Woadie 220, shown by Gracey Pitchford, Athens, Texas | 17 |
| 3. TOCR Maverick, shown by Laura Zibilski, Burton, Texas | 9 |

Senior Bull Division

- | | |
|---|----|
| 1. Rockin 3T Creed, shown by M6 & Gresson Farm, Rice, Texas | 29 |
| 2. TF Prospector, shown by Tinney Farms and High Country Farm, Hanceville, Ala. | 12 |
| 3. WHR F33 Horse Shoe, shown by B Cattle, Franklin, Texas | 10 |
| 4. Circle A Creed, shown by Flatwillow, Statesville, N.C. | 9 |

Overall High Point Bull

- | | |
|---|----|
| 1. Rockin 3T Creed, shown by M6 & Gresson Farm, Rice, Texas | 29 |
| 2. SCC All In 452GI, shown by Stroman Cattle Co., Bryan, Texas | 24 |
| 3. Rockin 3T Golden Boy, shown by Rockin 3T Ranch, Ennis, Texas | 23 |
| 4. WR Woadie 220, shown by Gracey Pitchford, Athens, Texas | 17 |

High Point Polled Bull

- | | |
|--|---|
| 1. WR Woadie 220, shown by Gracey Pitchford, Athens, Texas | 3 |
| 2. 777 Bear, shown by Caroline Daniel, Magnolia, Ark. | 1 |
| 2. KK Sabes Oso Rojo, shown by Kali Kimble, Kingsbury, Texas | 1 |

Remaining SGBI Point Shows

Cattlemen's Congress, Oklahoma City, Okla.

National Santa Gertrudis Show, Dixie National Show, Jackson, Miss. (Double Points)

Florida State Fair, Tampa, Fla.

LEADING HIGH POINT BULL



ROCKIN 3T CREED

shown by MG & Gresson Farm, Rice, Texas

HIGH POINT FEMALE



RAFTER Z TOPANGA LYNN

shown by Laura Zibilski, Burton, Texas

STAR 5 FEMALE



TOCR JADE

shown by Laura Zibilski, Burton, Texas

Corporron Acres

WE SINCERELY THANK OUR

TRI-STAR SALE BUYERS

AS WELL AS ALL THOSE WHO SUPPORTED OUR PROGRAM IN 2020!

Representing Corporron Acres & Pinnacle Cattle Co. are Jim Corporron,
Rodney & Barbara Corporron and Jessie Mendel, Manager

The Sanchez Family
Red Doc Farm
Belen, N.M.



Perry & Abrian Harris Bass, Laurie &
David Harris, Harris Riverbend Farms
Cleburne, Texas

Ricky & Angie Cleveland
Quail Valley Farms
Oneonta, Ala.



Lester & Ouida Cossey
Flying C Ranch, Searcy, Ark.



Brent & Allison Smith,
Plainview Farms, Franklinton, La.



Jimmie, Louise, Jack Thurmond, Kelsey
Jones Cawley, Joe Jones, Briggs Ranches
Bloomington, Texas

Delmo Payne
Grandview Farms
Hamilton, Ala.

Winter Gordon
WGJ Ranch
Texas



Darrell Pitchford
Pitchford Cattle Co., Athens, Texas

Tom Jackson
Lou Al Tuck Farms
Great Falls, S.C.



Gene & Nancy Kubecka,
Wendt Ranches/Kubecka Ranch
Bay City, Texas



Cynthia Strait, Strait Ranches
Carrizo Springs, Texas



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4 J Cattle, Hallettsville, Texas



CORPORRON ACRES

Jim Corporron

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

PINNACLE CATTLE CO., LLC

Rodney & Barbara Corporron

528 County Road 223 • Schulenburg, Texas 78956
713-724-1268

WWW.CORPORRONACRES-PINNACLECATTLE.COM

Jessie Mendel

Manager

979-561-7103

Tommy Brandenberger

Ranch Consultant

361-772-7790

Brad Wright

Genetic Consultant

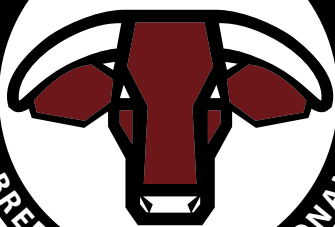
979-219-4599

Save the Date!

70TH ANNUAL MEETING
SANTA GERTRUDIS

Bay City

Texas



BREEDERS INTERNATIONAL
MARCH 27, 2021

This one-day event will kick off with a field day
at Wendt Ranches and conclude with the
President's Dinner and Awards Banquet at the
Run-N-Gun Lodge.

More information, including a schedule and
registration information, will be included in
the February issue of *Santa Gertrudis USA*.

2021
INTERNATIONAL
Super Sale



MID-COAST
Santa Gertrudis
ASSOCIATION

SAVE THE DATE

THE BREED'S
Genetics
Sale

FRIDAY, MARCH 26, 2021

THE SALE MOVED LOCATION THIS YEAR (Due to HLSR cancellation)

This year's sale location is Briggs Ranch (Traylor Division), Bloomington, TX

Live cattle will be on exhibit at sale location.

Live auction onsite and online at www.DVAuction.com

Sale managed by:
**american
marketing
services**

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



A WEEKEND
Celebrating
SANTA GERTRUDIS SUCCESS

NORTH AMERICAN LIVESTOCK EXPO

Nov. 19, 2020 | Louisville, Ky. | Judge: Jim Butler

SANTA GERTRUDIS SHOW *Results*



GRAND CHAMPION BULL

TF Prospector, shown by Tinney Farms and High Country Farm, Hanceville, Ala.



RESERVE GRAND CHAMPION BULL

Grandview 285G2, shown by Crosswinds Ranch, Keller, Texas



GRAND CHAMPION STAR 5 FEMALE

Dubios 18/44, shown by Gracey Pitchford, Athens, Texas



GRAND CHAMPION FEMALE AND BEST OF POLLED FEMALE

Miss Fergie, shown by Karli Buggs, Carthage, Mo.



RESERVE GRAND CHAMPION FEMALE

Miss Grandview G038, shown by Gracey Pitchford, Athens, Texas

RESERVE GRAND CHAMPION STAR 5 FEMALE

TOCR Jade, shown by Laura Zibilski, Burton, Texas

No Photo

BEST OF POLLED BULL

WR Woadie, shown by Gracey Pitchford, Athens, Texas

No Photo

RED HOT GERT SHOW

Nov. 21, 2020 | Robstown, Texas | Judge: Brent Cromwell



GRAND CHAMPION BULL

Woman Hollerin Ranch G57, shown by Horse Shoe B Cattle Co., Franklin, Texas



RESERVE GRAND CHAMPION BULL

Woman Hollerin Ranch F33, shown by Horse Shoe B Cattle Co., Franklin, Texas

BEST OF POLLED BULL

KK Sales Oso Rojo, shown by Kali Kimble, Kingsbury, Texas

No photo



GRAND CHAMPION FEMALE AND BEST OF POLLED FEMALE

Top Shelf Hot Toddy, shown by B Square Ranch, Timpson, Texas



RESERVE GRAND CHAMPION FEMALE

KK Tallulah's Tangi, shown by Kali Kimble, Kingsbury, Texas

2021 NATIONAL SANTA GERTRUDIS SHOW

— to be held in conjunction with the Dixie National Livestock Show | Jackson, Miss. —

SATURDAY, FEB. 13, 8:00 A.M.

TENTATIVE/PARTIAL SANTA GERTRUDIS SCHEDULE AT THE DIXIE NATIONAL LIVESTOCK SHOW

- Feb. 11 Cattle arrive
Feb. 12 – 6 p.m. Banners & Buckles Sale (Contact Darren Richmond to consign.)
Feb. 13 – 8 a.m. **National Santa Gertrudis Show**
Feb. 13 – 7:30 p.m. Cattle released

For entries, check
www.dixienational.org
Entries available
Jan. 1, 2021

Donations are always welcome and are needed to put on a great show like this. We appreciate donations of any amount. You can also sponsor specific awards or events as follows:

BUCKLE SPONSORS (30): \$150 each

DIVISION AWARD SPONSORS (12): \$250 each

GRAND CHAMPION AWARD SPONSORS (6): \$350 each

If you have any questions about the National Santa Gertrudis Show or to donate, contact show committee members Darren Richmond at (423) 364-9281 or djrichmd@gmail.com, or Trai Stegall at (662) 296-5120 or trais3@hotmail.com.



Banners & Buckles Sale



FEBRUARY 12, 2021 - FRI 6PM

IN CONJUNCTION WITH THE NATIONAL SANTA GERTRUDIS SHOW AT THE DIXIE NATIONAL JACKSON, MS

JOIN THE BANNERS & BUCKLES FACEBOOK GROUP:
2021 BANNERS & BUCKLES SALE GROUP

SELLING 30 HALTER BROKE PUREBRED & STAR 5 OPEN HEIFERS, BULLS & EMBRYOS

CONSIGNORS INCLUDE:

CIRCLE A FARM	K&B STREIT FARM	RW FARM
DIAMOND K FARM	HEATH FARM	OSBORNE LIVESTOCK CO.
FLYING C RANCH	FULTON FARM	AMANDA JACKSON
COUNTRY LEGENDS RANCH	DMC FARM	CROSSWINDS RANCH
EXCELL SANTA GERTRUDIS	STEGALL FARM	WENDT RANCH
5 BAR E FARM	RIDGE POINT RANCH	HEATH LIVESTOCK
777 FARM	MATTINGLY FARM	
DP CATTLE Co.	ROLLING OAKS RANCH	
PITCHFORD CATTLE Co.	TINNEY FARM	

FOR CATALOG REQUESTS CONTACT
DARREN RICHMOND
423 364 9281 · DJRICHMD@GMAIL.COM



DISCOVER YOUR NEXT CHAMPION!



MARCH 20, 2021

11:00 am

Lavaca County Exposition Center • Hallettsville, TX

Offering to Include:

Replacement Females • Show Prospects • Quality Bulls

Sale Schedule

Friday, March 19

5:00pm - Cattle Viewing

6:00pm - Dinner

Saturday, March 20

8:00am - Cowboy Coffee

11:00am - Sale Begins

"Committed and Proven Sponsors"

- Borchers Southern Y Ranches, L.P., Charla Borchers-Leon & Mary Kay Borchers
- Briggs Ranches, LRB Ranches LLC, Robert Briggs & Louise Briggs Thurman
- Corporon Acres, Jim Corporon
- Pinnacle Cattle Co., Rodney & Barbara Corporon
- Four J Cattle Co., Larry Justiss Family
- Hargis Ranch, Philip & Dana Hargis
- Harris Riverbend Ranch, David & Laurie Harris
- Rancho Salida Del Sol, John & Pam Liford
- Strait Ranches, Y.N. Strait Family
- Townsend Cattle Co., Ivan Townsend Family
- Twin Creek Ranch, Wes & Lou Hall
- Wendt Ranches, Gene & Nancy Kubecka & Daniel & Lauren Kubecka
- Wiley Ranch, Erik & Kim Wiley

Video and online bidding available:

DVAuction
Broadcasting Real-Time Auctions

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

The South Texas Heritage Sale Thanks Our Buyers for Making the 2020 Sale a Success!

B Square Ranch
Buena Vida Cattle Co.
Tol and Kelsey Cawley
Myron Colley
777 Ranch
Jesus Davis
Double G Farms
El Jarrito
Zack Denning
Four J Cattle
Four J Cattle, Larry Justiss
Raymond Gallego
Albert Garcia
Hefte Ranch
J Star C Ranch

Korban Cattle
Kubena Cattle Co.
La Barranca Ranch
Lapress Cattle Co
Leaning Tree Ranch
Rafael Miranda
MJ Puig and Son Cattle
Mario Morin
Passion Farms
Ruben M. Perez
Pitchford Cattle
Porter Cattle Company
Quail Valley Farms
Red Doc Farm

Reese Ranch
Rockin K
San Jose Cattle Co.
SDI Cattle
Tideland Farms
Strait Ranches
Joe Ballenger
V8 Cattle
VM Cattle
Antonio Weaver, Jr.
Wendt Ranches Partners
Alan B. Wheeler
Timothy Wiley
Wiley Ranch



The high-selling lot was consigned by Red Doc Farm and purchased by Wiley Ranch. Wiley Ranch was also volume buyer.



Korban Cattle purchased the Junior Director basket. Their donation is greatly appreciated.

See You Next Year!

NOVEMBER 20, 2021

**SOUTH TEXAS
HERITAGE SALE**

SOUTHTexasHERITAGESale.COM

Heart^Y to HARD^Y

100^Y⁺
OF RANCHING
THE FAMILY LAND



A QUALIT^Y SALE • SATURDAY^Y, MARCH 20, 2021

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Charla Borchers-Leon

Mary Kay Borchers

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Proud Producers of  Cattle

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www.cattletoday.com/borchers_southern_y

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