



SANTAGERTRUDIS

USA

JANUARY 2022 | VOLUME 25, NUMBER 1



HERD SIRE ISSUE

**MAKE
YOUR VOICE
HEARD NOW!**
See page 8
for a
Reader Survey



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. 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	SC
0.9	17	25	-4	4	0.75
80	20	15	90	50	15

CW	FAT	Marb	REA	Tend
9	0.02	-0.35	-0.01	-0.02
30	90	>95	70	15

Balanced Index: 40% | Cow/Calf Index: 15% | Terminal Index: 80%



**2017
National
Champion**

Richmond

TF PROSPECTOR

(Reg. #20181333)

Sired by King Ranch 97/10, Prospector puts it all together with phenotype and performance.

2021 National Grand Champion,

2019 & 2020 North American Grand Champion.

Co-owned with High Country Farm, Jacksonville, Ark.

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

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

BW	WW	YW	Milk	T MAT	SC
1.6	14	24	-10	-3	0.27
95	30	20	>95	95	65

CW	FAT	Marb	REA	Tend
7	0.00	0.06	0.08	0.00
35	50	25	35	40

Balanced Index: 55% | Cow/Calf Index: 85% | Terminal Index: 30%



**2021
National
Champion**

Richmond

PISTOLERO

(Polled · Reg. #20157885)

A Pistol son out of donor cow Harco 1247. Pistolero has some of the strongest numbers in the breed:

Top 1% YW, TMAT, CW, REA; Top 3% WW, Milk. He has a Top 15% Balanced Index and Top 10% Terminal Index!

Co-owned with Quail Valley Farms.

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	SC
1.2	27	50	8	22	0.60
85	3	1	3	1	20

CW	FAT	Marb	REA	Tend
32	0.03	-0.18	0.51	-0.01
1	>95	>95	1	20

Balanced Index: 15% | Cow/Calf Index: 30% | Terminal Index: 10%



Manager: Arlin Taylor

256-507-3838

arlin.taylor@bhamfast.com

tinneyfarms.com

Tinney Farms

5251 Co. Rd. 601

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Follow us on Facebook!



DREAMBOAT 037E2

Reg. #20172429

	BW	WW	YW	Milk	TMat	SC	HP	BB	Tend	CW	REA	Marb	Fat
EPD	-1.2	6	16	0	3	-0.42	1.18	0.49	0.03	10	0.07	-0.12	0.00
% Rank	5	60	35	55	60	>95	35	75	95	25	35	95	50

Balanced Index: 40% Cowl/Calf Index: 50% Terminal Index: 35%

Here at Wendt Ranches we believe DREAMBOAT 037E2 has all the characteristics we are looking and breeding for in a herd sire. He was purchased from Briggs Ranches at their 2018 Fall Bull Sale. His numbers are good across the board. DREAMBOAT exhibits tremendous thickness throughout, is moderately framed, structurally correct, has a very clean underline, is very gentle and has that great Santa Gertrudis look. His heifers stand out in the show ring and are in demand. And to add to DREAMBOAT's story – his dam was 12 years old while raising him. Exportable semen is available.

SJ HIGH ROLLER 005
777 411 VEGAS
 Reg. #20140078 HARRIS FARMS 17/0

HARRIS FARM 12/8 (WAVE MAKER)
 SJ LADY VEGAS 755

QT SHERMAN TANK (ET) 03/4
 TF 381

KJ PHILLIP'S POCKET 3/1
BRIGGS 017/6
 Reg. #1260720 BRIGGS 037/3

57
 BRIGGS 060/97
 SONS OF 023/91 MS
 BRIGGS 007/1

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

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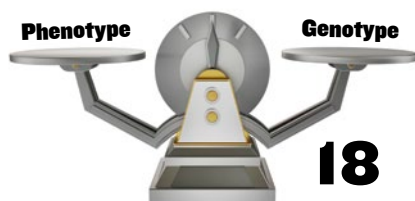
SANTA GERTRUDIS USA

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ON THE COVER

A fine herd sire at Briggs Ranches, Bloomington, Texas.
Photo by Darren Richmond.

Providing Polled Power Genetics to the Santa Gertrudis Breed

777 FARMS

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Patrick, Erin-Kay & Caroline Daniel
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2018-2021 Breeder of the Year

777
FARMS

CREECH FARMS

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CF

Polled Santa Gertrudis Association

Todd Osborne, Secretary & Treasurer
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peppydoc1@aol.com

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

ALABAMA

Grandview Farms, Hamilton
Tinney Farms, Hanceville

ARKANSAS

777 Farms, Magnolia

FLORIDA

Dietrich's Flying D Ranch, Orlando

GEORGIA

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

INDIANA

Goodin Farms, Austin
Pleasant Valley Farm, Markleville
Rans Farms, Culver

\$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 2022 National Show and SGBI High Point Best of Polled Winners!
Must be Polled Association member to be eligible for awards.

2021 NJS GS BEST OF POLLED BRIGGS 217G

Exhibited by Caleb Bram, Louise, Texas

KENTUCKY

Osborne Livestock Co., Sparta
Nolan & Emily Taylor, Leitchfield
Windcrest Farm, Leitchfield

LOUISIANA

Wiley Ranch, Deville

MISSOURI

Osborne Livestock Co., Lathrop

NEW MEXICO

Red Doc Farm, Belen

NORTH CAROLINA

Double C Farms, Raeford
Flatwillow Farm, Statesville

TEXAS

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Pitchford Cattle Co., Athens
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The Danrick, Marquez

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Bo Jones, Fla.
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J.D. Chism, Miss.
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Trail Talk

EXECUTIVE DIRECTOR'S REPORT

By Webb D. Fields

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

Every year I look forward to turning the calendar. It's not about how good or challenging the past year has been, it's the excitement about what's ahead that makes a new calendar year something to look forward to. 2022 is no exception. I look forward not only to a fresh year, but more travels as we continue down the road of progression.

One reason I love travel – podcasts. I'm not much for television watching these days. I have a hard time slowing down long enough to sit down and watch a show, much less getting invested in a series. However, podcasts are a way to gain knowledge and information while I eat up time during my travels. While I can gain news and information through a variety of sources within the world of podcasts, I also reach out to them for motivation and thought-provoking content.

On a recent episode of one of my favorite weekly listens, the concept of control was brought up. The ever-present feeling of needing to control every situation is certainly one that I can relate to. We try to usher our actions in the direction of a desired outcome, while simultaneously trying to deflect any situation that derails the path toward our end goal. In reality, those derailed moments are a part of the path and might actually enhance the end goal. All too often we reject change, trial and error while it should be embraced. The notion of control is a false premise, and what we should really do is set goals while embracing that which we cannot control as part of the path.

So how does this relate to Santa Gertrudis Breeders International? I'm glad you asked! Our goal as an association is clear: to provide tools our members can utilize to positively enhance their position, whatever their goals may be, while eliminating drag on operational success. This is where our time is best spent – providing resources and tools for both ends.

These tools can take many forms, some of the most obvious being our suite of expected progeny differences that our registered cattle provide. Are you taking full advantage of these calculations? Do you submit the data on your genetics in a sound manner? Taking advantage of these tools to improve your herd and not leaving your herd's genetic market up to chance is, in my opinion, one of the fastest ways to take a directional approach to add profit.

Set a goal in 2022. What traits are most important to your operation's success? Pick those traits out, figure out where your cow herd currently sits and select herd sires that can positively advance those traits for you. We have seen over the last several years that taking a hard look at the data and selecting those cattle that excel across our breed pays dividends.

What about using those resources to find out what is dragging your program down? What is the bottom half of the cow herd for those ever-important traits? How can you eliminate or improve this bottom-end drag? These are good questions to ask yourself as we go into a new year.

2022 will also usher in an era of new and advanced opportunities. Total herd enrollment will add much-needed data to help advance fertility information. Total herd enrollment is a dam productivity program that will allow us to track the influence of a dam on her progeny. It is much easier to gain information on highly influential sires with the number of progeny they have, but much more challenging on most dams who will only have a handful of calves in their lifespan. With that said, if we utilize our current inventory system to simultaneously gain thousands of dam records per year, think about the power we will quickly gain in our fertility records. This is certain to advance our collective cause of telling the industry the Santa Gertrudis story.

We must continue to set goals while controlling those factors we can and not allowing the day-to-day speed bumps to interrupt those goals. It is all a part of the path, and I am excited for what 2022 will bring. 🐾

2022 National Santa Gertrudis Show

TO BE HELD IN CONJUNCTION WITH THE

Fort Worth Stock Show FORT WORTH, TEXAS

Monday, Jan. 17, 2022 • 11 a.m.

Tentative/Partial Santa Gertrudis Schedule

Jan. 14 8 a.m. -

Jan. 15 noon Cattle arrive

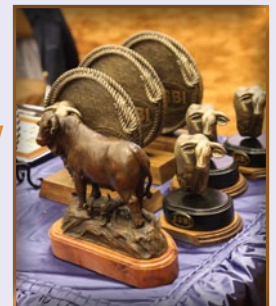
Jan. 15 5 p.m. **Premier Cowtown Elite Sale**

Jan. 17 11 a.m. **National Santa Gertrudis Show**

Jan. 18 5 p.m. Cattle released

FOR MORE INFORMATION VISIT,

fwssr.com



If you have any questions about the National Santa Gertrudis Show, contact Tanya Bram, 2022 show chairman, at (979) 541-3409 or townsend30@yahoo.com.

PARAMOUNT

A *Supreme* Choice
20200729
SR Paradigm 135/7 x SR Arkoma 30/0

\$75/straw
10 straw minimum
Semen Marketed By:



Contact:
Richard Hood | 979.224.6150
Trey Kirkpatrick | 979.324.5518



BW	WW	YW	Milk	TM	SC	HP	BB	HCW	REA	Marb	Tend
-1.0	10	14	-4	1	1.07	2.16	1.51	12	0.14	0.22	0.00
10%	30%	30%			2%	10%	15%	15%	10%	10%	35%

When combining Phenotype and Genotype is PARAMOUNT.

SR Paramount 30/H4 combines the genetics of the Santa Gertrudis breed's "Super Star" AI Sire, SR Paradigm 135/7, with the herd sire producing donor dam, SR Arkoma 30/0. With 10 EPDs ranking in the Top 35% we believe SR Paramount 30/H4 is a supreme choice for balanced breeding objectives.



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Encinal, Texas
Devlin Reese 956.286.4239
Scott Reese 956.286.4232
reese.ranch@yahoo.com

STRAIT
Ranches

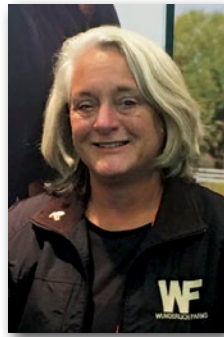
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PRESIDENT'S LETTER

By Nancy Wunderlich

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Happy New Year! I hope all are doing well and greeting 2022 head-on with positive enthusiasm. Through the challenges of 2021, we as Santa Gertrudis breeders have emerged successful to continue the journey through the cattle industry with our Data Driven, Profit Proven product.

Our new DigitalBeef registry platform is up and running with few issues, thanks to the collaboration and cooperation between the DigitalBeef staff and Santa Gertrudis Breeders International (SGBI) staff.

I recently fielded a comment from a producer outside the Santa Gertrudis breed complimenting us on our "foresight and ingenuity" with the American Red program. This is a testament to the diversity of the STAR 5 grade-up program implemented years ago. Your diligence and hard work has caught the attention of the ever-changing cattle industry.

You can be a vital part of this progressive membership to keep us moving forward as a united front. Board elections are coming up at the 71st SGBI Annual Meeting, April 7-9, 2022, in Lexington, Ky. Look for more information as you turn the pages of *Santa Gertrudis USA* or on the SGBI website.

Several board positions are terming out and need to be filled with your time and expertise. I encourage you to review the open positions and throw your name into the hat of potential SGBI Board members. Look for the call for nominations on page 24 and the SGBI website. It takes all of us working together with our sundry of talents to keep us in the spotlight.

As we travel through 2022, I encourage you to practice the lessons learned from the challenging experiences of the past couple years and continue to practice the life-changing wisdom acquired with good works of integrity as you treat all you meet with dignity and respect. 🐾

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PRESIDENT ELECT Gene Kubecka

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BREED IMPROVEMENT Kathryn Hefte

LONG RANGE PLANNING Alicia Sanchez

MARKETING & PROMOTION Erik Wiley

MEMBERSHIP Tony Creech

YOUTH ACTIVITIES Suzanne Fulton

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Mattingly Farms

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Stegall Farms

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Tinney Farms

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District 3 – Amber Robertson (La.)

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District 4 – Ricky Cleveland (Ala.)

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District 5 – Tony Creech (N.C.)

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District 6 – Nolan Taylor (Ky.)

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Santa Gertrudis USA Reader Survey

Make Your Voice Heard!



We want to hear from you, the readers of *Santa Gertrudis USA*. We want to know what you think about the magazine and how we can improve it and make it the best, most useful and most informative magazine you'll read.

Complete this online-only survey and be entered in a drawing to win some SGBI swag and a \$10 Amazon gift card. 🐾

It's Important We Hear From You!

To take the survey, go to:
<https://s.surveyplanet.com/8kdli9r7>

EL PRIMERO

Hefte "El Primero" H04 boasts a 6.7% IMF and a 1.25 REA/cwt. He has the athletic mobility we demand from our herd bulls. **With a birthweight of 61 pounds, he is a safe, natural choice for heifers.** Chock-full of Santa Gertrudis breed character and a pedigree full of proven genetics, El Primero is the complete package.

the first one



STgenetics™

LIMITED
Semen Packages
Available!

Reg #20197596

	BW	WW	YW	Milk	HCW	Back-Fat	Marb	REA	SC	HPREG	BBK
EPDs as of 12/15/21	-0.9	17	20	4	12	0.00	0.27	0.15	-0.05	1.44	0.85
% Ranking	10	10	15	10	15	45	4	10	>95	25	35

Five J's Cattle Company
Clayton, NC
Jody Standley, owner, 919-291-4212
Kim Prestood, manager, 828-320-7317



SANTA GERTRUDIS *Production*

WE HAVE MANY ANTHELMINTIC OPTIONS

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



Any deworming protocol for your herd is best developed with input from your ranch veterinarian.

These professionals will know of any current and local internal parasite problems as well as effective products of choice. If you are having trouble finding a specific anthelmintic product on the shelves of your local animal health supplier, it may not be due to “supply-chain disruption.” I would not get concerned, because we have several options for deworming our cattle. Moreover, it may be a good time to switch things up on those pesky parasites.

Basically, there are three different families of anthelmintic drugs: benzimidazoles, nicotinic and macrolytic lactone. The macrolytic lactone products are the most recently developed (1980-1990), and one of these may be currently in short supply. This anthelmintic family, like most others, has a wide margin of safety plus some persistent activity. This family has multiple products available with slightly different active ingredients, albeit from the same drug family. This family does a great job controlling *Ostertagia* and *Haemonchus* species.

Products from this family are available in pour-on or injectable options, which can vary in slaughter withdrawal times. Please read manufacturers’ labels carefully before you purchase, as the same product can differ in terms of withdrawal time, based on route of administration. One product in this family has no meat withdrawal time, which would be great for feedyard cattle. Due to overuse of this particular drug family (not only for deworming but also limited fly control), I would suggest you try different products within this family in a yearly rotation schedule.

The oldest and probably most familiar anthelmintic family is the “white” dewormers (benzimidazoles). The individual product names mostly all end in “dazole” and have been used in multiple species of animals for many years. This particular family of anthelmintic is the most user friendly, with a medicated pellet treatment option. Due to the age and years of product use, internal parasites across the country may have some resistance to this family of drugs. However, this family does very well controlling *Cooperia* species of parasite. If you have been using deworming products from another family for several years, it may be time to try benzimidazoles again because it is a broad-spectrum deworming drug family.

The remaining drug family, nicotinic, has been successfully used to control parasites in cattle, small ruminants and horses. Nicknamed “clear drenches,” they are colorless and are not available as a pour-on or as injectables. However, they can also be purchased as medicated pellets (Rumatel for cattle and goats) or as an oral paste (Strongid for horses), and are broad-spectrum drugs that control all mature gastrointestinal nematodes (*Haemonchus*, *Ostertagia* and *Trichostrongylus*).

Regardless of drug family you use, the three main goals of any deworming program should be to avoid development of resistant parasites, strategically deworm when necessary, and optimize money spent and drug efficacy. In small cattle herds, it may make sense to individually treat based upon general appearance (haircoat and body condition score) or fecal egg count. In larger herd systems, it is economical to treat specific production categories according to parasite risk (i.e., pre-weaning, weaned calves, replacement heifers, etc.).

Management practices such as stocking rates and weather, especially rainfall, can dramatically influence cattle’s parasite loads. Some locations may not need to regularly deworm, some ranches may only need to deworm once per year (usually early summer), and some more wet and humid regions must deworm twice per year (usually May-June and November-December). 🐄



Photo from C Bar C Ranch, De Soto, Mo.

LA CAMPANA RANCH

COMMERCIAL *AND* PUREBRED SANTA GERTRUDIS

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

THERE IS ONLY 1!

*The Number 1 Marbling Bull in the history of the Santa Gertrudis breed –
and there's not another animal even close. Plus, he walks the walk and talks the talk!*



%IMF: 7.38
Ratio: 146

JACKPOT

QVF

DOB: 10/8/2019 Reg. #: 20193317

5369G8

	BW	WW	YW	Milk	TMat	SC	HP	BB	Tend	CW	REA	Marb	Fat
EPD	-0.8	15	20	3	11	0.13	1.90	0.10	-0.02	13	0.11	0.94	-0.04
% Rank	15	25	25	25	15	85	15	90	15	15	25	1	2

Balanced Index: 1% Cow/Calf Index: 15% Terminal Index: 1%



Leachman Cattle of Colorado

Lee Leachman, Managing Partner
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Korban Cattle

Miller Alexander
John Hall: 956-960-9099
jhall.mexico@gmail.com



Schuster Farms

Fred Schuster: 956-330-0727
Taylor Schuster: 956-227-2393
schustercattle@aol.com

**To purchase future progeny from this bull, please contact one of these owners.
Inquire for international semen and/or exclusive semen rights.**

WITH OUR GRATITUDE TO *Hoover Case*

**FOR OVER 20 YEARS OF FRIENDSHIP AND YOUR SUPPORT
OF OUR CATTLE PROGRAMS**



Hoover Case with Briggs Ranches, Harris Riverbend Farms and Corporron Acres
at the 2021 Tri-Star Sale.

A LEGENDARY CAREER RECOGNIZED

As reported in the March 2020 issue of *Santa Gertrudis USA*, Hoover Case was inducted into the Livestock Marketeers Hall of Fame.

Case is a commercial member of Santa Gertrudis Breeders International and is well known by Santa Gertrudis breeders around the country. He has dedicated most of his life to auctioneering purebred cattle and helping youth in agriculture. For the last 36 years, Case has been heavily involved with Santa Gertrudis, Beefmaster-Brangus, Simbrah and other "eared" breeds, auctioneering purebred sales from Texas to Florida. Highlights of his career include selling the King Ranch 150th Anniversary Sale in 2003, as well as continuing to sell registered livestock around the country after a devastating onset of bacterial meningitis left him paralyzed in 1993.



Corporron Acres

WE SINCERELY THANK OUR

TRI-STAR SALE BUYERS

AS WELL AS ALL THOSE WHO SUPPORTED OUR PROGRAM IN 2021!

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



Gene and Nancy Kubecka, Wendt
Ranches Partners, Texas



Darrell Pitchford, representing
Grandview Farms, Ala.



Curtis and Carol Salter, Salter
Farms, Fla.



LEFT: Retha Tinney and Arlin
Taylor, Tinney Farms, Ala.



RIGHT: Joe and Laura Jones,
Briggs Ranches, Texas



Matt Kubena, Kubena Cattle Co., Texas

NOT
PICTURED
Sean Joyner, La.



Harris Riverbend Farms and
San Jose Cattle Co., Texas

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ACRES**

Jim Corporron

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

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528 County Road 223 • Schulenburg, Texas 78956
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Jessie Mendel

Manager

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Tommy Brandenberger

Ranch Consultant

361-772-7790

Brad Wright

Genetic Consultant

979-219-4599

WWW.CORPORRONACRES-PINNACLECATTLE.COM

BETTER BULL SELECTION

Setting Goals and Asking Questions Are Key to Selecting the Best Bulls for Your Herd

As a cattleman, I appreciate the challenge of dissecting phenotypes and genotypes with the end goal of producing the highest quality eating experience on tables across America and the world. While we strive to create this experience, doing it as efficiently and effectively as possible is a must so ranching families can see generational success within their cattle herd.

My family has been in the cow-calf business for four generations and the seedstock business for three generations. I can only imagine the different cattle and operational practices my great-grandparents experienced while establishing our ranch. We have come so far! When it comes to selecting and dissecting our cattle herds these days, we have many tools at our disposal, and they will only increase exponentially over time.

The practice of choosing the right bull can be intimidating, considering all the data a sale catalog throws at us. With 100, 200 or even up to 500 bulls to choose from on sale day, how do we become confident in our ability to read cattle phenotypically and on paper to select the best bull(s) for our price point that will move our herd forward?

I don't have all the answers, but for those who are open to some ideas on ways to improve this ability, let's start by breaking this process down into three parts. 1) Get the cow right; 2) Get the calf next; and 3) Get the bull right every time. We must evaluate our herd and find the strengths, weaknesses and certain opportunities for genetic improvement that allow for the greatest gain by sale day, which can vary widely from ranch to ranch. On each of these points listed above, we will identify key desired outcomes and then find the correlating expected progeny differences that follow those outcomes to fruition.

Let's start with getting the cow right first. We must look inward to find the gems and opportunities within our herds and those desired outcomes. First, fertility should always be in focus. My dad always says, "If a cow won't breed or wean a calf, selection for other economically relevant traits is futile." He couldn't be more correct.

Next, let's investigate our calving-ease and dystocia issues. Are we losing any calves due to calving problems in our heifers more than normal? On that note, what happens if we identify ways to tighten our calving window so the most stressful time of year only lasts two months instead of three?

We should also mention weaning rate and stocking rate. (Keep in mind that weaning rate is pounds of calves weaned per calf crop, NOT the number of calves weaned per calf crop. We are paid for total pounds!) What's it worth to have a smaller, more efficient cow (which hypothetically decreases calf size, for the sake of argument) to increase our stocking rate? Every study proves this to be fruitful. It's not always the

highest priority to have highest pounds per calf, but instead most pounds of calf weaned per acre.

We now have the cow in place that will be profitable for years to come. Let's focus on the desired outcomes of our calf. This can be a great time to talk to the usual buyer of our calves and look for common goals. Deciding whether we want to have most of our calves become feeder calves straight to the feedlot or for the majority to be backgrounding cattle can affect weaning time or average weaning weight. Are our calves in motion to be part of a "natural" program? What health protocols or value-added programs will make our calves more attractive on sale day? Are we creating a reputation of healthy and satisfactory cattle? These are questions that can be answered through working with your seedstock supplier, veterinarian or sale representative, as they should have a working understanding of these factors, while knowing their No. 1 goal should be to increase their commercial customers' profits.

I want to touch briefly on one of my favorite topics: the ideal growth curve. When looking into genetic and phenotypic gains, we often think about moving toward "bigger is always better" or "average daily gain is the top priority." While, as a herd, we want these goals and have this at the forefront of our thought process when improving genetics, we should also have our end weight, or mature weight, in mind. Yes, we can focus on high rate of gain for our terminal crosses and carcass cattle, but what about the females from the same genetic line? What is their end goal? Ideally, we see moderate-framed females hit a mature (2½ to 3 years of age) weight at 1,100 to 1,300 pounds.

This is where the growth curve comes in. We want a high rate of gain for our carcass cattle, but a rapid decline in rate



CONTINUED ON PAGE 25 »

RED DOC ET RED CARPET 8520

20188230

Our \$32,500 selection from the 2020 Red Doc Sale.
He has RED CARPET style and performance!



OPTIMIZES PROFITABLE GENETICS:

BW 65 lbs.
WW 706 lbs.
YW1265 lbs
REA 14.4
Marb 4.62
ADG 4.08
Feed to Gain 5.64:1
Cost of Gain/Lb. \$0.59

\$50/straw
Domestic - 10 straw minimum
CSS and Australia semen available NOW

BW	WW	YW	MILK	TM	SC	HCW	REA	MARB	TEND	Bal Idx	C/C Idx	Term Idx
0.02	15.49	20.68	-2.59	5.16	0.41	8.69	0.12	0.01	0.01	4%	5%	3%
	5%	4%		--	35%	4%	3%					

Red Doc's pick to display at the 2020 NCBA Cattle Convention.

Great combination of maternal genetics out of donor Red Doc 9025 and rapid progress with a young dinero sired bull, 6341.

Easy fleshing, clean made with so much to offer the registered producer or the commercial cattleman.

Selección de Red Doc para exhibir en la Convención de Ganado de la NCBA 2020.

Gran combinación de genética materna de la donante Red Doc 9025 y rápido progreso con un toro joven engendrado por dinero, 6341.

De fácil carne, limpio hecho con mucho que ofrecer al productor registrado o al ganadero comercial.



Red Doc Dinero's Peacock 6341
The \$20,000 sire of Red Carpet



Red Doc 9025
Proven donor dam of Red Carpet



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DOES YOUR HERD BULL PRODUCE SPERM WITH A PLAN?

By Jaclyn Ketchum, M.S., Ph.D., Student, Physiology of Reproduction,
Department of Animal Science, Texas A&M University, and George Perry, Ph.D.,
Beef Cattle Reproductive Physiology, Texas A&M AgriLife Research and Extension Center

The cartoon below illustrates a great point: Everyone (or in this case, a sperm cell) has a dream (to be the sperm that fertilizes the egg), but not everyone has a plan (the required machinery and components to successfully travel through the female's reproductive tract and fertilize the egg as represented by the flowers).

When the time comes to select your next herd bull, not only will you want to select the bull with the desired phenotype and genotype, but he also needs to consistently produce sperm that have a plan, not just a dream. The last thing you'll want to do is turn out a bull, just to find out at pregnancy detection time that he didn't get cows bred.

More than 90 percent of beef cows in the United States are bred by natural service. In 2017, the percentage of operations that purchased, leased or borrowed bulls for the breeding season and performed a semen test, took scrotal measurements or tested for *Trichomonas foetus* (trich) was 66.8, 57.0 and 53.6 percent, respectively. These percentages greatly decreased when looking at operations where bulls had been there for two or more breeding seasons (31.4, 22.1 and 20.8 percent, respectively). Currently, the beef industry's way of identifying bulls that produce sperm with only a dream is a breeding soundness exam (BSE).

When completed correctly, a BSE evaluates semen quality, scrotal

circumference and physical fitness. However, a BSE is only effective when the bull it is being performed on is pubertal, and it only provides a snapshot of that sire's potential on that given day. Therefore, a BSE cannot reliably be used to predict how the bull will continue to perform throughout the breeding season or for the next year. This is because sperm production is a continuous process. Thus, when a BSE is performed, the sperm production measured is only capturing that of a specific time. The classification a bull receives at the completion of one BSE may differ from the classification that same bull receives following the completion of a BSE performed later. While it is important for a bull to consistently produce sperm with a plan, that's only good if he also has the desire (libido) to deliver the sperm to the cow and doesn't get hurt or run off by a more socially dominant bull.

The American Society of Theriogenology indicates that for a bull to pass a BSE, they must have obtained a minimum scrotal circumference based on age, exhibit greater than 30 percent motility and have at least 70 percent morphologically normal sperm. Bulls meeting these minimum requirements are classified as satisfactory potential breeders. When the minimum requirements are not met, bulls are classified as either deferred (indicating that the bull should be tested again later), or



as an unsatisfactory potential breeder (suggesting he should be culled).

Additionally, the Santa Gertrudis website indicates, regarding a bull's sheath, that a desirable bull's prepuce is retractable, displays a 45-degree angle and small orifice and has a score of 3 or less. A Santa Gertrudis bull would be considered objectionable if his sheath is twisted or turned up and had a sheath score of 4. Bulls that cannot retract their prepuce, have a persistently dangling prepuce, a large orifice or display a 90-degree angle with a sheath score of 5 would be disqualified. These examinations should occur 4 to 6 weeks prior to the start of breeding, as this will allow time for bulls that are deferred to be retested or to find a replacement herd bull.

A BSE helps producers cull bulls that have suboptimal reproductive qualities; however, research has reported there is significant variation in fertility among bulls that met minimum requirements. It's not uncommon to hear stories from producers about bulls that passed a BSE but just didn't seem to get many cows bred. This can also be seen with fixed-timed artificial insemination (FTAI); some bulls may perform well across all cows whether they showed heat a day before AI, at AI or the day after.



**Everyone has a dream, but
not everyone has a plan.**

CONTINUED ON PAGE 25 »

SANTA GERTRUDIS DISTRICT VI BREEDERS



SGBI BOARD ELECTIONS

I thank the Eastern Region members for the opportunity to serve as your SGBI director the last three years and humbly ask for your support again as I run for a second term on the SGBI Board of Directors.

CRAIG LOPOSSA

RVF PRINCESS LEAH-A

Thank you and congratulations to J.D Chism and the Stegall family on the great job they have done with RVF Princess Leah-a.



MARK YOUR CALENDARS

For Upcoming District 6 Sales

July 15 & 16, 2022

Kentucky National Show and Sale
Bowling Green, Ky.

September 16 & 17, 2022

District 6 Annual Heifer Sale & Junior Show
Corydon, Ind.

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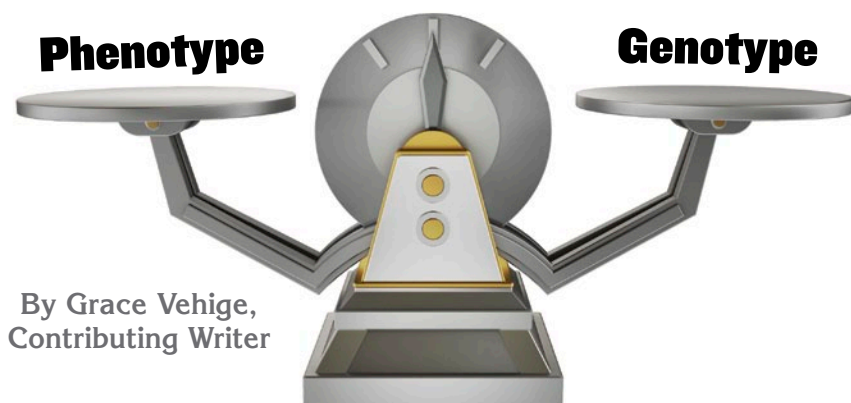
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craiglopossa@yahoo.com

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Gertguys@windstream.net
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Leitchfield, Ky. 42754 Herd No. 10772

IT'S ABOUT BALANCE



It is the most wonderful time of the year. Bull sale season is about to be in full swing.

From a seller's perspective, this means finally receiving a reward for the time, money and resources invested in the sale offerings. However, as a buyer, this means taking the risk on an investment for your program. It does not matter which side you are on. At the end of the day, both sides want functional, sustainable and profitable cattle.

How do we achieve such a thing?

"I think the biggest thing that a seedstock producer can do on this front is demonstrate this through action," says Troy Rowan, Ph.D., assistant professor and Extension specialist at the University of Tennessee Genomics Center for the Advancement of Agriculture. "As a producer, if you're serious about balancing [phenotype and genotype], I think that it should be directly reflected in the cow herd and in the decisions that you're making in the herd throughout the year."

Why EPDs Are Important

When making breeding decisions, expected progeny differences (EPDs) are undoubtedly a key factor in the process. Similarly, EPDs can be a great aid in buying the right cattle and genetics for your herd.

"EPDs are a really important component because they allow us to select exclusively on the genetic component of a trait that a sire or a dam can pass on to their offspring," Rowan says.

As producers, the fact that we can make genetic selections for our herd is one of the few things about cattle production we can control. By being attentive to EPDs, producers are not only able to improve the productivity and profitability of their own herd but also of their customers' herds. Of

course, that looks different depending on the operation.

Rowan explains that phenotype is a combination of an animal's genotype and the environment of that animal. The environment is a manageable but unpredictable variable for producers, so for a commercial producer to make a profit, seeing as it is likely based on phenotype, is to make smart, genetics-based breeding and buying decisions.

"Genetics are really the only thing, when we're doing selection for bulls or for cows, that can get passed on down to the offspring. So, by using EPDs, we can remove that environmental variation with our contemporary groups," Rowan explains.

When it comes to specific traits, some are lowly heritable. A trait with low heritability means that the phenotype is controlled mostly by the environment and the direct management of that animal. EPDs play a key role in the genetic improvement of those traits because selecting exclusively on phenotype is very inaccurate.

"With an EPD, we're able to get rid of all that [environmental variation] and just select on the genetic component of those traits. I think EPDs are really useful," Rowan says. "They work on a variety of different traits, and they allow us to make more accurate selection decisions and make faster genetic progress in our herds and our breeds and the cattle population at large."

Making the Connection

What is a phenotype? According to Rowan, it is anything we can measure.

With phenotypes, however, it is important to make two distinctions: practical weights and measures vs. characteristics of livestock evaluation.

As Rowan explains, an animal's measured weaning weight or calving ease

score is a phenotype. Just as important to phenotype, though, are an animal's structural soundness and udder condition. These are things externally apparent to producers and are important for herd performance.

But the question is this: As a producer, what is the best way to balance these external phenotypes with genetics? Rowan shares how there are logical calculations for things like birth weight and weaning weight because there are lots of records on those. However, what about calculations with external visual phenotypes?

"For some of these other things – these external visual phenotypes – we can calculate EPDs, but only after we've measured enough of the phenotypes to do so. Even then, it remains important that we evaluate structural and udder soundness in our animals on a regular basis, not just on sale day," Rowan shares. "Regardless of his EPDs, a bull that can't cover cows won't ever be able to transmit his full genetic potential to a herd. That's where we start to balance and connect these things."

Making the Sale

As producers, especially nearing sale season, a lot of attention is focused on what your customers want. After all, customer satisfaction is how you make a profit. For many seedstock producers, the customer base ranges from other seedstock producers to commercial buyers.

Entering sale season, the main goal is to display balance between phenotype and genotype, and how to select animals based on that. To achieve such a balance, however, we have to be committed to accuracy in reporting.

"It's sort of a balance that you have to take as a producer in being data driven, but also, you know, putting animals out there that sort of fit the mold for what your customers want," according to Rowan.

Undoubtedly, trying to reach the balance between being data and phenotypically driven is a complex process. Making breeding decisions and genetic selections for your herd is always done

CONTINUED ON PAGE 24 »

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SR Impact 30/F2
Reg # 20180821



Sire: Harris 257/4 Dam: SR Arkoma 30/0
Top 1% BW; Top 5% SC; Top 10% REA, MB
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; Top 2% MB; Top 5% BW, HP, REA; Top 10% BB, CW
Marketing Rights Owned by Wiley Ranch, Deville, LA

SR Paradigm 135/7
Reg # 20175656



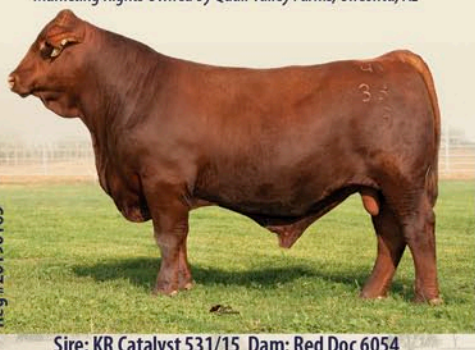
Sire: KR Catalyst 531/15 Dam: PH Welder 7/342
Top 2% MB; Top 10% BB; Top 20% TEND, HP
Marketing Rights Owned by Quail Valley Farms, Oneonta, AL

CB Nitro 46/18
Reg # 20180828



Sire: KR Catalyst 531/15 Dam: SR 15/6
Top 2% MB; Top 10% HP, BB
Marketing Rights Owned by Harris Riverbend Farms, Cleburne, TX

SR Marksman 33/19
Reg # 20190165



Sire: KR Catalyst 531/15 Dam: Red Doc 6054
Top 1% MB; Top 3% CW, REA; Top 10% WW, YW, SC, HP, BB
Owned with Quail Valley Farms, Oneonta, AL

SR Paramount 30/H4
Reg # 20200729



Sire: SR Paradigm 135/7 Dam: SR Arkoma 30/0
Top 2% SC; Top 10% BW, HP, REA, MP
Owned with Reese Ranch, Encinal, TX

SR Strategist 32/20
Reg # 20200244



Sire: LJV Mason 0/72 Dam: Red Doc 6054
Top 3% REA; Top 5% TEND; Top 10% SC, CW
Owned with HL Farms, Franklin, TX

QVF Red Rock 82/H11
Reg # 20200393



Sire: KR 651/18 (Chosen One) Dam: Harris 82/4
Top 1% MB; Top 2% REA; Top 3% FT; Top 10% YW, CW
Marketing Rights Owned by Strait Ranches; In Herd Semen Retained by
Quail Valley Farms, Oneonta, AL

SANTA GERTRUDIS *Calendar*

JANUARY

- 15** Premier Cowtown Elite Sale, Fort Worth, Texas
17 National Santa Gertrudis Show, Fort Worth, Texas

FEBRUARY

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

MARCH

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

APRIL

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

MAY

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

JUNE

- 10** ACE Mature Cow Dispersal, Blountsville, Ala.
11 ACE Premier Invitational Heifer Sale, Blountsville, Ala.

JULY

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

SEPTEMBER

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

SANTA GERTRUDIS *Juniors*

By Amy Brewer, At-Large Director



Howdy. My name is Amy Brewer. I am currently serving as an At-Large director from the tiny town of Tivoli, Texas. This is my second year holding this position, but it is bittersweet because it will be my last. However, this experience has been a blast! I have made so many new friends and have made enough great memories to last me a lifetime.

The topic of this month's issue gets me thinking about herd bulls. In my mind, getting a herd bull is a big milestone for any ranch, especially small ones like mine. I remember when my ranch got its first herd bull, and it was an exciting day! My mom and I started the ranch with only one head and had grown to have around 15. This was great progress, but getting our first herd bull gave us a great sense of accomplishment. Until that point, we had to take our cattle to other places to get them bred. Getting a herd bull made us an officially independent operation.

This milestone comes with an important decision. Whether you have them temporarily or permanently, the bull you

CONTINUED ON PAGE 44 »

REGISTRATIONS, STAR 5 RECORDINGS AND TRANSFERS BY DISTRICT

NOVEMBER 2021

ACTIVE MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	11	1	0	5
2	108	29	0	174
3	42	9	0	76
4	10	5	0	71
5	39	3	0	20
6	16	0	0	3

JUNIOR MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	14	2	0	16
2	3	2	1	1
3	5	8	0	4
4	1	0	0	0
5	0	0	0	0

FOR SGBI REGISTRATIONS CONTACT: Diana Ruiz

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

SANTA GERTRUDIS WELCOMES

New Members

Active Members

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 Hix Cattle Company, Burleson, Texas
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 J D Square, Warren, Texas
 Pinnacle Cattle B, Schulenburg, Texas
 Bayou Marone, Bay St. Louis, Miss.

Commercial Members

Kevin Dykes, Winnsboro, Texas
 Cowboy Way Ranch, Elizabethtown, Ky.

Junior Members

Sadie Nichols, Belden, Miss.

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Wishing you and your family a happy,
safe and prosperous New Year!

We look forward to seeing you at
the SGBI Annual Meeting.

April 7-9, 2022

Lexington, Ky.

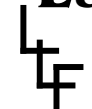
Calves hitting the ground this spring.

Stay tuned for more!

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TENTATIVE SCHEDULE

Thursday, April 7

2:00 p.m.-6:00 p.m. Board of Directors Meetings and Committee Meetings
7:00 p.m.-9:00 p.m. "Welcome to the Bluegrass State" Social

Friday, April 8

7:00 a.m.-8:00 a.m. Breakfast
8:00 a.m.-9:00 a.m. DigitalBeef Presentation
10:00 a.m. Buses leave for University of Kentucky (UK) Research Farm
10:30 a.m.-Noon UK Research Farm Beef Center
Noon Buses leave for a day at Keenland Downs
5:30 p.m. Buses return to hotel, dinner on your own

Saturday, April 9

8:00 a.m.-9:00 a.m. Breakfast
9:00 a.m.-Noon Annual Membership Meeting
Noon-6:00 p.m. Free Time
6:00 p.m.-7:00 p.m. Social
7:00 p.m.-10:00 p.m. President's Dinner, Hall of Fame Inductions and Awards Banquet

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LIMITED EDITION BOURBON REVERSE RAFFLE

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

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

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



POLISHED & PERFECTED

HEFTE RANCH G70 FINAL DRAFT



	SC	BW	WW	YW	MAT	HCW	BackFat	Marb	REA	Tend	Balanced Index	Cow/Calf Index	Terminal Index
EPD	0.63	0.4	13	13	2	9	0.01	0.22	0.11	0.01	20	15	20
Acc	0.37	0.33	0.48	0.34		0.32	0.48	0.46	0.32	0.23			
Rank	20	65	30	45	70	30	80	10	25	75			

Fertility and Longevity

Dams with excellent calving intervals and extreme longevity on both sides of pedigree, including KR 517/04 (16 year old cow still in production) and Hefte Ranch 229 (18 year old cow still in production).

Consistency From Sire and Dam

KR 191/13 is one of the most proven and consistent bulls in the Santa Gertrudis breed. Every calf out of G70's dam has weaned at the top of its contemporary group.

Profitability Where It Counts

820 lb weaning weight, 1380 lb yearling weight, 16.12 REA and 4.8%IMF

Solid, Balanced EPDs and Indices at the Top of the Breed

Top 2% Marb, Top 3% WW, Top 10% REA and YW.



First offering of semen from a KR 191/13 son.



Jody Standley
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jodystandley@gmail.com



Kade Thigpen, 830-426-1366
HefteRanch.com
HefteRanch@gmail.com

Conventional semen available now. Heifer-sexed semen available soon.

SEEKING BOARD CANDIDATES



The 2022 Santa Gertrudis Breeders International (SGBI) Annual Membership Meeting will be April 7-9, 2022, at the Embassy Suites Hotel in Lexington, Ky. Elections for six seats on the association's board of directors will be conducted during the annual meeting. Ballots will also be mailed in mid-February for members who are unable to attend 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 1
At-Large Director – District 5

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. 28, 2022. 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 SGBI Executive Director Webb Fields at wfields@santagertrudis.com. 🐾

IT'S ABOUT BALANCE

CONTINUED FROM PAGE 18

with two things in mind: your herd improvement and your customers.

"We're selecting for the phenotypic things – the visual things – that we might not have an EPD for and that are going to directly contribute to that commercial calf profitability," Rowan says. "The other thing I'll throw in there is that for any trait, if you have an EPD that's being reported for it in your breed, you absolutely should use that over the phenotypic measurement of an individual because that's always going to be more accurate."

Of course, Rowan notes that not all traits are expressed with EPDs, but it is important to find a balance, even when this is the case.

"It's important to find a middle ground between those external phenotypes and things we have EPDs for," Rowan echoes.

To better understand your cattle and provide a resource for potential buyers, Rowan offers an example of how to cater a balance of phenotype and genotype. In Rowan's terms, he recommends more explicit education. For example, in this sale season, it could be beneficial to use a page or two in the sale catalog to discuss EPD-based selection tools. It is as important to report all EPDs, percentile ranks and selection indexes that exist within a breed. This type of action is rewarding for both buyers and sellers.

"Commercial producers who are there buying can get the full picture of what those animals are and how they stack up genetically," Rowan explains. "But also, if you don't have something like a foot or leg score, I think that it's important still to quantify those things."

Risk and Reward

For both buyers and sellers, there are many resources available to better understand and utilize genetic selection tools. One of the best resources is your breed association.

"I think there are a lot of good resources that are out there, particularly from breed associations," Rowan shares. "The data collection submission resource guide for Santa Gertrudis does a really good job of underlining the traits that are being reported."

After all, education is one of our best assets for herd improvement and profitability. As producers, if we can fully grasp the interconnectivity between phenotype and genotype, we are able to take risks to receive reward.

One way to achieve balance for your phenotypically and genotypically driven customers is to integrate genomically enhanced EPDs in your program.

"I think that genomic-enhanced EPDs are a really great tool for commercial and seedstock producers. And if you're a commercial producer, I think that demanding that the bulls you're buying have genomic-enhanced EPDs is totally realistic because it's a huge decrease in risk that you're taking when you're buying that bull without any progeny," Rowan explains.

As seedstock producers, utilizing genomically enhanced EPDs gets us the closest predictions possible to an animal's genetic merit. Because genetic merit plays a key role in phenotypic performance, this benefits both seedstock and commercial producers.

At the end of the day, it all depends on the operation's goals because that is how to note which EPDs require the most attention. For example, for an operation that retains ownership of calves, feeds them out and sells

them on carcass-based merit, carcass EPDs are an important tool. However, someone who is selling calves at weaning may not pay as much attention to those carcass EPDs. This all ties back to understanding your customer base because what makes them profit, makes you profit.

"As a seedstock producer, understanding the needs of your customer base and trying to match the EPD profiles of your sale offerings to what your customers need is a really big deal and something that can help your customers out," Rowan says. "This will ultimately be a good thing for the seedstock producers as well."

How to Be Better

Entering sale season, the main goal is to display balance between phenotype and genotype, and how to select animals based on that. To achieve such a balance, however, we have to be committed to accuracy in reporting.

"I think it's important that, as seedstock producers, we remember how important it is that we are reporting accurate phenotypes because EPDs, whether they're genomically enhanced or traditional, rely really heavily on accurate reporting," Rowan says.

This is a feat that together, as a breed association, you are able to accomplish. As we progress into sale season and prepare for the next, keep that challenge in mind.

"All of these different phenotypic measurements that feed into our EPD predictions are really important, and we can't live without them," Rowan explains. "So, it's a really important concept that not only do we need to balance genotype and phenotype, but that we need phenotypes to make our genetic predictions better." 🐾

BETTER BULL SELECTION

CONTINUED FROM PAGE 14

of gain (or growth) around 2½ to 3 years, keeping in mind those ideal maternal traits for our cow herd. This thought process keeps me motivated to find the best balance while improving both. Find me a bull that does both and I'll show you a stud that will stick around for a while.

Now that we have done our homework on our cattle herd and have investigated our end goal with our calves, let's get that bull right, every time!

I know it takes time to build confidence in selecting the right bull year in and year out. Believe me, we are all in the same boat and, honestly, sometimes we miss. But that's the beauty of our industry and having different sectors. Nothing puts a bigger grin on my face than seeing pictures of my commercial cow-calf customer's calf crop that he is extremely satisfied with. Whatever I can do to help move a herd forward, I will do. And I believe most, if not all, seed-stock providers believe that as well.

Communication is key. I always enjoy the moments when a cattle producer can visit my herd (and vice versa) to get an idea of the cattle's genetic lines. It's important to note the sires and trends within the herd so we can formulate a plan

together and identify where opportunities lie within the herd. If it's sale season, we can ask to see dams of the bulls we are interested in. These days, we never have to go to a bull sale blind. Between online videos, spreadsheets, association databases, ranch visits and sale catalogs, we have more tools at our disposal than ever before.

Developing this relationship is key, in my mind. As we communicate, we can develop our 5-, 10- or even 20-year plan for our cattle herds to achieve success and sustainability. The "peak relationship" is when a customer asks me what bulls I recommend for their herd at their price point because we are confident in each other's cattle to make the best choice.

I'm never going to pretend I'm the smartest person in the room, but I hope I helped simplify the process of selecting the right bull for our herds by asking the right questions. Some of those questions are internal and others we should pose to our genetic provider. We are at a monumental step in history when it comes to the herd improvement tools at our disposal. The cattle industry has done so well in terms of improvements, just imagine what we can do now and in the future. The most important part, though, is to have fun and be present with your cattle. Enjoy the challenge of improving your individual herds to put the most nutritious, tasty and efficient protein on dinner plates across the globe. 🐄

SPERM WITH A PLAN?

CONTINUED FROM PAGE 16

An actual example of this is a study where two bulls that had similar semen characteristics (sperm membrane viability, DNA stability and total and progressively motility), resulted in differing pregnancy rates after AI with Bull A obtaining 71.2 percent pregnancy per timed AI and Bull B obtaining only 27.8 percent. These results indicate that while a BSE is definitely a tool that should continue to be used in selection against infertile bulls, other tools need to be developed to identify subfertility.

As researchers continue to investigate male fertility, they are discovering other components that sperm need to execute their plan, such as microRNAs (miRNAs) and proteins. Previously it was believed that sperm only delivered the sire's genome to the oocyte (egg); however, research has reported that a small amount of RNA (including miRNAs) can be delivered to the oocyte. microRNAs are small, non-coding RNA molecules that alter the generation of proteins. Knowing that miRNAs in the sperm can enter the oocyte, one must question if sperm not only have a plan to travel through the female's reproductive tract and fertilize the oocyte, but also if their plan includes contributing to early embryo development. Researchers have begun investigating this very question and, so far, their results indicate that early embryo development is indeed impacted by

Age (months)	< 15	>15 < 18	> 18 < 21	> 21 < 24	> 24
Scrotal circumference for BSE (cm)	30	31	32	33	34
Scrotal circumference for Santa Gertrudis (cm)	For a bull to be DESIRABLE – minimum 34 cm at 11 and 15 months. For a bull to be PERMISSIBLE – minimum 32 cm at 11 and 15 months.				

Table 1. Minimum Scrotal Circumference Requirements for Bulls to Successfully Pass a Breeding Soundness Evaluation Based on the Age of Bulls

miRNAs and that there are specific miRNAs expressed differently in bulls classified as high fertility compared to bulls classified as low fertility. Thus, with continued research, the industry might eventually measure a suite of miRNAs from a semen sample to determine if a bull produced sperm that not only had a plan to reach the site of fertilization and fertilize the oocyte, but also aide in early embryo development.

As estrous synchronization and FTAI implementation increased, it became apparent that certain bulls consistently performed well in FTAI (indicating improved sperm longevity), while other bulls had poorer conception rates with FTAI compared to a heat detection scenario. This observation stimulated inquiry into what contributes to sperm longevity and sperm transport. Upon examination, the outside of sperm cells are coated with numerous proteins. While in the male reproductive tract, where sperm undergo final maturation (epididymis), proteins are thought to protect sperm or aide in their motility.

To better understand how these different proteins may contribute to longevity and/or transport, proteins from epididymal fluid and sperm were analyzed. Proteins found in epididymal fluid were involved in motility, while proteins found on sperm in the epididymis are involved with protecting the sperm.

The single-most important factor influencing profitability is the percent calf crop weaned, which is largely affected by the number of cows bred during the breeding season. Therefore, the breeding capability of a herd bull directly impacts the operation's profitability. A basic BSE is the start to identifying infertile bulls and will likely always be the starting point for determining bull fertility, as it can be conducted chute side in a pasture. However, to separate sub-fertile (those with only a dream and a partial plan) bulls from fertile (those with a plan) bulls, work is being done to advance technologies that will investigate what components are needed for sperm transport and longevity, as well as early embryo development and survival. 🐄



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Conventional:
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Reg. #20153072

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EPD	-0.8	10	14	-1	4	0.41	-0.93	0.80	0.00	8	0.06	-0.04	0.01
% Rank	15	45	40	70	50	40	>95	40	40	35	40	70	80

Balanced Index: 45% Cow/Calf Index: 60% Terminal Index: 35%

RDF NEVER SANK 5012 is a proven sire in the breed that combines growth and carcass into an attractive, eye-appealing package. NEVER SANK scanned a 4.09% IMF and measured a 13.94 sq. in. ribeye. He's a genetic package capable of siring a profitable calf, whether marketed at weaning or hanging on the rail. NEVER SANK females are extremely well balanced, uniquely made, moderate in frame and born with low birth weights. His BW EPD is in the Top 15% of the breed. His female sexed semen is in high demand. His heifers are highly sought after across the country and make their mark in the show ring. Sexed semen is available. NEVER SANK semen is qualified for export, including to Australia.

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SEMEN AVAILABLE

Conventional: \$30/straw
\$25/straw volume discount

Female sexed: \$75/straw
contact for availability

HARRIS 126/O 153H

Reg. #20205985

	BW	WW	YW	Milk	TMat	SC	HP	BB	Tend	CW	REA	Marb	Fat
EPD	-0.1	4	11	2	5	-0.01	-0.10	1.31	0.01	9	0.15	0.27	-0.02
% Rank	5	55	40	15	35	95	95	15	80	20	10	4	5

Balanced Index: 15% Cow/Calf Index: 45% Terminal Index: 5%

153H combines unparalleled phenotype with balanced EPDs, including 8 traits in the Top 20%, with 3 traits in the Top 5%.

You're going to be hard-pressed to find another bull that puts on a better display of heterosis! He combines the phenotype and genotype that can help any cow herd, purebred or commercial.

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Reg. #1291545

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Improving Reproductive Success

By Damon Smith and Brette Poliakiwski, Graduate Research Assistants,
Physiology of Reproduction, Department of Animal Science, Texas A&M University, and
Ky Pohler, Ph.D., Assistant Professor, Department of Animal Science, Texas A&M University

When trying to improve reproductive results on the ranch, there are essentially two pathways to consider – improving cow reproductive performance or improving bull reproductive performance. Instead of separating these pathways, let's focus on both as we cannot truly get acceptable reproductive results without both excelling.

This article is going to be formatted in a pyramid fashion. The base of this pyramid signifies management strategies that should be implemented on all cattle operations to improve reproductive performance. The lower sections of the pyramid are important to establish on your operation prior to using strategies higher up on the pyramid to be successful at capturing benefits of these upper-level, more intensive management strategies. As we progress to higher levels on the pyramid, each tends to require more resources (labor, money and equipment), but all of these should be considered an investment that can provide a positive return.

It all starts with good record keeping. One phrase to keep in mind is that “you can't manage what you don't measure.” Lucky for us, we have an excess of tools in our toolbox that can measure many different parameters to enhance success and ease of management.

At the bottom of the cow pyramid, we start with a pregnancy diagnosis. Pregnancy diagnosis can be done by many methods, the most common being rectal palpation, rectal ultrasonography and blood tests. All have pros and cons, but what is most important is to find what method works best for your operation. For instance, it may be easier and cheaper to perform a chute-side blood pregnancy diagnosis if there isn't a veterinarian anywhere close to your operation. If the pregnancy test for her is non-pregnant, she then falls into one of the “Four O's” – open, oddball, ornery or old – all reasons to cull a female.

Open females are costing money consuming feed and resources while not producing a calf in return. The sooner a pregnancy diagnosis is performed, the sooner the open animals can be identified and culled. Taking your reproductive success one level higher on the pyramid is incorporating a shorter breeding season. This means reducing the bull's time with females to around 60 to 80 days, allowing three to four breeding cycles per female. If the females are cycling at the beginning, they have three or four chances to get pregnant during this breeding season. By shortening the breeding season, we are increasing the number of calves that are born early in the season, which results



in heavier weaning weights as well as gives the cow more time to undergo uterine involution before the next breeding cycle. This is considered a more intensive strategy because there's a chance that more females will be open and need to be culled compared to a longer breeding season.

Culling unproductive females is a good management decision because this strategy also has long-term benefits of improving the fertility of the entire herd. Removing females that cannot optimally recover from calving in a timely matter, and therefore cannot establish pregnancy within the shortened breeding season, will allow producers to select females that are more likely to get bred quicker, thus having a shortened postpartum interval. This will allow for only the most superior genetics, regarding fertility, to remain in the herd.

Next, we move one level up our pyramid to estrous synchronization. This is higher up because it requires more planning, cow workings and labor. Estrous synchronization can be as simple as giving a single injection of prostaglandin (Lutalyse, Estrumate, Synchsure, etc.) and turning bulls out, or watching heat for five to seven days after and inseminating the female based on her showing signs of estrus. More intensive synchronization protocols last two to five weeks and include many handling events.

Which one works the best? The most typical animal agriculture answer ever applies here: It depends! Operations with facilities that can efficiently process cattle over many handling events are better equipped to consider the more intensive artificial insemination protocols. Operations not equipped to handle animals frequently would be better

CONTINUED ON PAGE 34 »



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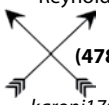


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2021-2022 SGBI Point Show Standings

Please note that point totals below are through the 2021 Hot Gert Show. Remaining Santa Gertrudis Breeders International (SGBI) point shows include Cattlemen's Congress, Ft. Worth National Show (double points), Dixie National Livestock Show, Florida State Fair, San Antonio Stock Show & Rodeo and Houston Livestock Show. Awards will be presented at the SGBI Annual Meeting in Lexington, Ky.

HEIFER CALF DIVISION

- | | |
|--|----|
| 1. Changa, shown by B Square Ranch, Timpson, Texas, and Country Legends Ranch, Waller, Texas | 34 |
| 2. Flatwillow Babs, shown by Flatwillow Farms, Statesville, N.C. | 20 |
| 3. CDE Judith I/21, shown by Callie Derosssett, Sulfur, Ky. | 13 |

YEARLING HEIFER DIVISION

- | | |
|---|----|
| 1. OLC Sheba, shown by Ashley Osborne, Lathrop, Mo. | 42 |
| 2. In the Red Game Time I29/0, shown by Gracey Pitchford, Athens, Texas | 23 |
| 3. XL Cleopatra 008, shown by Excell Santa Gertrudis, Santa Fe, Texas | 16 |

SENIOR FEMALE DIVISION

- | | |
|--|----|
| 1. Miss Grandview 038, shown by Gracey Pitchford, Athens, Texas | 77 |
| 2. Miss 777 Kirby, shown by Erin Kay Daniel, Magnolia, Ark. | 24 |
| 3. Shelly West SR 49/I9, shown by Country Legends Ranch, Waller, Texas | 23 |

OVERALL HIGH POINT FEMALE

- | | |
|--|----|
| 1. Miss Grandview 038, shown by Gracey Pitchford, Athens, Texas | 77 |
| 2. OLC Sheba, shown by Ashley Osborne, Lathrop, Mo. | 42 |
| 3. Changa, shown by B Square Ranch, Timpson, Texas, and Country Legends Ranch, Waller, Texas | 34 |
| 4. Miss 777 Kirby, shown by Erin Kay Daniel, Magnolia, Ark. | 24 |

BEST OF POLLED FEMALE

- | | |
|--|---|
| 1. Miss Grandview 038, shown by Gracey Pitchford, Athens, Texas | 6 |
| 2. OLC Sheba, shown by Ashley Osborne, Lathrop, Mo. | 2 |
| 3. Changa, shown by B Square Ranch, Timpson, Texas, and Country Legends Ranch, Waller, Texas | 2 |

BULL CALF DIVISION

- | | |
|---|----|
| 1. CLR Johnny Bush, shown by Country Legends Ranch, Waller, Texas | 28 |
| 2. 777 Bruno Kash, shown by Erin Kay Daniel, Magnolia, Ark. | 23 |
| 3. WC Digger, shown by Tinney Farms, Hanceville, Ala. | 18 |

YEARLING BULL DIVISION

- | | |
|--|----|
| 1. Rockin 3T Golden Boy, shown by Rockin 3T Ranch, Ennis, Texas, and 777 Farms, Magnolia, Ark. | 88 |
| 2. CWR Master, shown by Crosswinds Ranch, Keller, Texas | 21 |
| 2. Flatwillow 401, shown by Flatwillow Farms, Statesville, N.C. | 21 |

SENIOR BULL DIVISION

- | | |
|---|----|
| 1. SCC Dealer, shown by Stroman Cattle Co., Bryan, Texas | 69 |
| 2. Jernigan 901, shown by Jernigan Ranch, Buena Vista, Ga. | 25 |
| 3. Big Mack 285G2, shown by Crosswinds Ranch, Keller, Texas | 16 |

OVERALL HIGH POINT BULL

- | | |
|---|----|
| 1. Rockin 3T Golden Boy, shown by Rockin 3T Ranch, Ennis, Texas and 777 Farms, Magnolia, Ark. | 88 |
| 2. SCC Dealer, shown by Stroman Cattle Co., Bryan, Texas | 69 |
| 3. CLR Johnny Bush, shown by Country Legends Ranch, Waller, Texas | 28 |
| 4. Jernigan 901, shown by Jernigan Ranch, Buena Vista, Ga. | 25 |

BEST OF POLLED BULL

- | | |
|---|---|
| 1. CLR Johnny Bush, shown by Country Legends Ranch, Waller, Texas | 4 |
| 2. CWR Master, shown by Crosswinds Ranch, Keller, Texas | 2 |
| 2. 777 Bruno Kash, shown by Erin Kay Daniel, Magnolia, Ark. | 2 |

STAR 5 DIVISION

- | | |
|--|----|
| 1. Lethal, shown by B Square Ranch, Timpson, Texas, and Country Legends Ranch, Waller, Texas | 12 |
| 2. Miss LCC 105, shown by Gracey Pitchford, Athens, Texas | 5 |
| 3. Circle H Josie, shown by Circle H Farm, Wrightsville, Ga. | 5 |

Leading High Point Bull



ROCKIN 3T GOLDEN BOY

Shown by Rockin 3T Ranch, Ennis, Texas and 777 Farms, Magnolia, Ark.

Leading High Point Female



MISS GRANDVIEW 038

Shown by Gracey Pitchford, Athens, Texas

Leading STAR 5 Female



LETHAL

Shown by B Square Ranch, Timpson, Texas, and Country Legends Ranch, Waller, Texas

HEFTE RANCH F19



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DOB: 12/21/2017

SIRE: RED DOC NEVER SANK 5012

DAM: HEFTE RANCH D93

Hefte Ranch F19 Pure Swagger was purchased in 2019 Strait-Hefte Tried & True Sale to add his remarkable phenotype to our herd. This bull is a powerhouse with a tremendous amount of thickness & depth of body. His calves are on the ground now with the average birth weight of 62 lbs. With a 61lb BW, a 1250 lb YW and an impressive 1.2 REA/cwt, this bull puts together curve bending genetics with an awesome phenotype. Swagger ranks in the top 30% for six traits including top 1% YW, top 3% BBk,HCW, top 4% REA and top 15% This bull WILL bring the "WOW" factor to any herd & has already thrown showstopper calves.

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SANTA GERTRUDIS

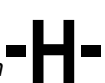
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As we head into 2022, we want to say Thank You!
To all of those that have supported us and trusted in our genetics, we deeply appreciate your confidence.



Happy New Year

and we will see you
down the road!



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IMPROVING REPRODUCTIVE SUCCESS

CONTINUED FROM PAGE 28

off implementing the less intensive protocols.

Our final level of the female pyramid is embryo transfer (ET), conventional multiple follicle embryo transfer, in vitro fertilization (IVF) and oocyte pickup (OPU). With these technologies, and the use of cryogenic frozen embryos and semen, there is an opportunity to produce offspring from valuable females because these genetics can come from anywhere in the world. This

allows producers to quickly increase the genetic diversity of their herd without having to purchase high-value animals by using their herd as embryo recipients. Conventional ET commonly achieves slightly higher pregnancy rates than IVF embryos, but OPU/IVF excels for females that are pregnant or with the use of highly valuable semen, such as sexed semen.

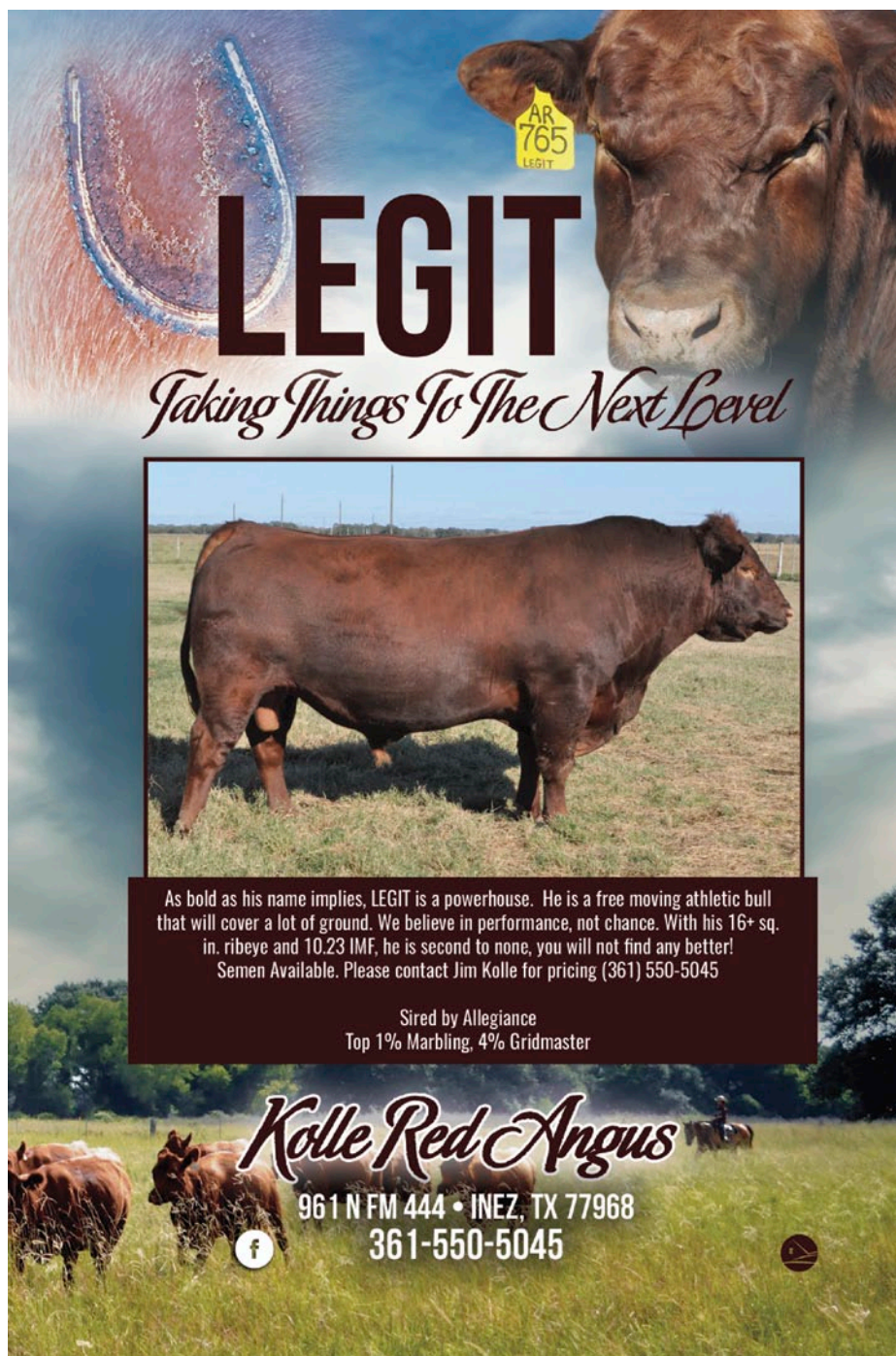
If we now transition to the bull reproductive pyramid of success, it tends to be more difficult to actively intervene with bull success, but there are still a few things that can be done to increase their reproductive performance. At the

bottom of our pyramid is a breeding soundness exam (BSE), which should be performed one to three months prior to the breeding season. A BSE is a physical and microscopic exam performed on bulls to evaluate sperm morphology, sperm motility, physical health, scrotal circumference, and it is also commonly paired with testing for sexually transmitted diseases. The objective of a BSE is to determine the breeding potential of a bull and examine the bull's capability of producing offspring.

One level higher on the pyramid is to perform an additional BSE at the end of the breeding season. By performing a second BSE, producers can assess the bull's reproductive ability at the end of the season and make the economic decision to decide if he is worth feeding throughout the non-breeding season. If a bull fails his BSE at the end of a breeding season, a wise economical management decision would be to cull the bull to avoid future maintenance expenses as he will not perform adequately next breeding season. However, a BSE is still just an expectation; the bull still must find the females to be productive.

The final piece of the bull pyramid is DNA testing. In a multi-sire breeding program, it is important to evaluate which bulls are being the most productive in breeding for the purpose of eliminating bulls that underperform. Paternity testing is a solution to quantify a bull's success in the herd. Sire verification can be accomplished by retrieving tail hairs from the bull and ear notches from calves. The results will tell producers which of their bulls is not contributing to the reproductive success of their herd and should be culled. Not only does progeny testing allow producers to remove inefficient sires, but it also improves expected progeny differences accuracy.

There are many different pathways to achieve reproductive success. First, you must begin with a desired goal in mind. A commercial cow-calf producer has far different goals than a seedstock producer. However, both still rely on being able to produce a marketable animal year after year. No matter what your goal is, developing an efficient reproductive program will yield positive results as research shows reproductive performance is five times more valuable than calf growth. 🐄



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QVF PROFIT PROVEN 60H5 TOMAHAWK

20200376

SCAN	EPDs	BW	WW	YW	Milk	TMat	SC	HP	BB	Tend	CW	REA	Marb	Fat
		1.4	27	41	-1	13	1.28	2.40	1.76	0	15	.16	.18	0
													Adj. REA	Adj. IMF
													15.20	7.10
		Balanced Index: 1%				Cow/Calf Index: 1%				Terminal Index: 1%			1%	



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ADD POWER WITH CARCASS

A Walk-Through of SGBI's NEW REGISTRY PLATFORM

By Kelsey Pope, Contributing Writer

The new pedigree and registry platform for Santa Gertrudis breeders through DigitalBeef is now up and running! This new system will allow Santa Gertrudis Breeders International (SGBI) members and Santa Gertrudis breeders to enter their own data, search easily for individual animals and their data, and record, track, access and utilize more data on registered, pedigreed Santa Gertrudis and STAR 5 cattle.

To help breeders learn the new system, Emma Ramirez, SGBI member services, walks us through this primer to demonstrate how to use the new platform to register an animal, update production data, dispose of an animal and transfer ownership. Emma will be the primary staff assisting members through this transition.

First, breeders can access the new registry login on santagertrudis.com at the top right of the homepage where it shows, "Registry Login." This will take you to the Santa Gertrudis DigitalBeef registry portal home page. On this page, you can also access search tools for SGBI members, EPDs and specific animals.

To login to the system, enter your member number and password in the left-hand column, then click "Log-in."

This will bring you to the "Home Base" for all of the registry where you can access data, look up animals, start the registration process, transfer ownership of an animal and pay your account balance.

On this "Home Base," you will see a left-hand column that contains your work menu, your ranch's general information in the top center of the page and a series of tabs for accessing information in the bottom center of the page. To view and/or edit your animals, click on the "Herd" tab. A current listing of your animals will be shown. You can click on an animal, which will highlight in green, then you can select on the right, "View," "Edit," "Transfer," "Dispose" or "Not for Sale."

Register an Animal

Let's first look at registering a new animal(s). Go to the work menu on the left-hand side column, select "Herd Mgmt," followed by "Recording" and select "Calves."

The system will ask how many animals you want to register for this work order. Enter your number of head, but know

you can also add a row to add more animals once you start registering. Then you can begin adding data. Scroll to the right to see all of the information fields. At the top left of the page, click on "Page Guide" to give you definitions of all of the fields if you are unsure what goes into a specific field. For instance, by clicking "Page Guide," you can then click on "Method" to learn this means the method in which the weight was taken (scale, hoof tape or estimate).

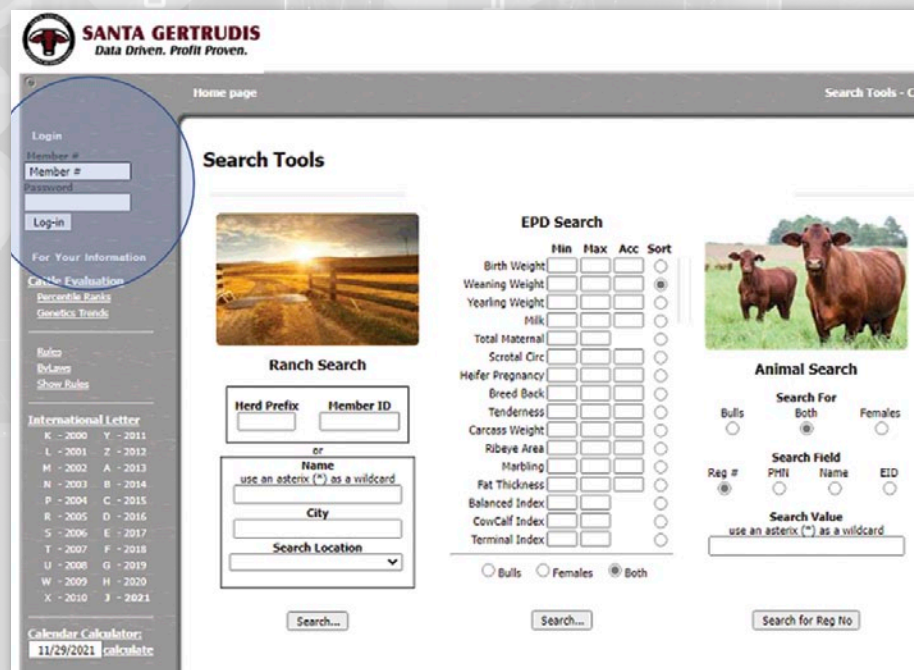
Begin by entering the dam registration number, tab over to enter dam data, such as Temper, Susp, Teat (these are not required). Birth Date is the date of birth for the calf being registered, not the dam, and PHN is the tattoo ID unique to your herd. The next section is the sire data. Enter the sire registration number, or if you are using a multi-sire group, type in "MS" in "Sire RegNo." For STAR 5 cattle, enter the abbreviation of the respective breed, such as "AN" for Angus. This same concept applies to the dam; use "MD" for multiple-dam group.

Tab through the information fields for each animal. Many of these fields are not required, but add value if you have the information available.

CONTINUED ON PAGE 38 »



Members will see the "Registry Login" link on the home page of santagertrudis.com.



On the Santa Gertrudis DigitalBeef registry portal home page, breeders can use their member number and password in the left-hand column to access the registration system.

BIG Gutted - BIG Butted

Hefte Ranch G116 BGBB

20193141



BGBB stands for
BIG Gutted, BIG Butted

“This bull has so much gut, depth and spring of rib, you almost miss how much muscle he has.”

– Kade Thigpen

- 5.15% IMF
- 15.71 REA
- 1.2 REA/CWT

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REESE RANCH

HEFTE RANCH
Santa Gertrudis



REGISTRY PLATFORM

CONTINUED FROM PAGE 36

The "Name of Calf" field is next after you scroll over or tab through. This field allows for 28 characters. If left blank, it automatically uses the tattoo.

Near the far right are weaning and yearling information fields. Weights, dates taken, feed code and contemporary group can all be included here. If this information is not obtained at the time of registration, it can always be added to an animal's registry later. You can also transfer ownership when you register a calf.

Once you have completed the information for the calf's registration, scroll back to the left and click "Validate." If there are no errors, select "Commit to Registry" to finalize.

Transfer an Animal

If you only need to transfer ownership of an animal, you will start with the "Work Menu" again on the left-hand side. Click on "Work Queues." This will bring up a list of your current herd where you can find the animal, select it and click "Transfer." To find a specific animal, you can use CTRL-F on your keyboard and enter a number to look up. Click on that animal, select "Transfer," which will take you to the Animal Transfer Entry Form.

Begin by inputting the transfer date, select who to mail the registry certificate to, the buyer member number and ownership percentage. If you do not know the buyer number, click



Home page

Search Tools - Calendar - Marketplace - Breeder Map - In

Work Menu: 39759

- Search/Find
- Animal
- Ranch/Person
- My Account
- View
- Herd Mgmt
- Customers
- Suppliers
- Reports
- Tools
- Affiliations
- Work Queues

For Your Information: Cattle Evaluation, Percentile Ranks, Genetics Trends

Rules: Rules, Show Rules

General Profile Information

Add Ranch Logo

District 4

Profile Type: Active Member

Official Profile ID: 39759

Official Profile Name: QUAIL VALLEY FARM

DBA: RICKY CLEVELAND

Herd Prefix:

Hold Brand: Add Brand

Hold Brand Location:

PHN Location:

Member Password: view

Event: Last Activity: 11/17/2021, Last Change: 05/24/2010, Last Log In: Nov 29, 2021 at 11:22 am, Membership Date: 05/24/2010, Membership Ends: 3/31/2022, Santa Gertrudis USA Expires: 12/31/2021, Last Registration: Last Transfer: Last Purchase: Last Performance: 11/17/2021, Balance Due: \$0000.00

Addresses, Phones, Contacts, Syndicates, Associated, Herd, Pasture, Kickouts, CG's, AI Certificates, Embryo Certificates, Account, Prefs

514 Animals

Season	PHN	Reg #	Name	Born	Wean	Year	Scan	DNA	View	Edit	Transfer	Dispose	Not For Sale
2F	20187458		Briggs 2F	10/27/18	7/17/19	10/11/19	10/11/19	Yes	View	Edit	Transfer	Dispose	Not For Sale
L2	2M	20206248	QVF HS X FACTOR 2M	12/12/20	8/23/21			Yes	View	Edit	Transfer	Dispose	Not For Sale
PB	00305	20190539	QVF HS RISTOLERO 00305	3/15/19	8/28/19	4/8/20	4/8/20	Yes	View	Edit	Transfer	Dispose	Not For Sale
L2	3H2	20201573	HARRIS HS PERFECTO 3H2	3/7/20	11/24/20	2/16/21	2/16/21	Yes	View	Edit	Transfer	Dispose	Not For Sale
PB	003H2	20207958	QVF SON OF A GUN 003H2	12/16/20	8/22/21			Yes	View	Edit	Transfer	Dispose	Not For Sale
PB	003H3	20207959	QVF SON OF A GUN 003H3	12/9/20	8/22/21			Yes	View	Edit	Transfer	Dispose	Not For Sale
PB	003H4	20207960	QVF SON OF A GUN 003H4	12/14/20	8/22/21			Yes	View	Edit	Transfer	Dispose	Not For Sale
PB	003H5	20207961	QVF SON OF A GUN 003H5	12/19/20	8/22/21			Yes	View	Edit	Transfer	Dispose	Not For Sale
PB	003H6	20207962	QVF SON OF A GUN 003H6	12/12/20	8/22/21			Yes	View	Edit	Transfer	Dispose	Not For Sale
PB	003H7	20207963	QVF SON OF A GUN 003H7	12/9/20	8/22/21			Yes	View	Edit	Transfer	Dispose	Not For Sale
L3	00310	20212069	QVF PARADIGM 00310	2/28/21	9/8/21			Yes	View	Edit	Transfer	Dispose	Not For Sale
PB	00311	20212070	QVF CHURCHILL 00311	2/23/21	9/8/21			Yes	View	Edit	Transfer	Dispose	Not For Sale
L3	00312	20212071	QVF HS CHOSEN ONE 00312	3/3/21	9/8/21			Yes	View	Edit	Transfer	Dispose	Not For Sale
L3	00313	20212072	QVF CHOSEN ONE 00313	2/26/21	9/8/21			Yes	View	Edit	Transfer	Dispose	Not For Sale
L3	00314	20212083	QVF HS PARADIGM 00314	3/7/21	9/8/21			Yes	View	Edit	Transfer	Dispose	Not For Sale
L3	00315	20212073	QVF HS PARADIGM 00315	2/24/21	9/8/21			Yes	View	Edit	Transfer	Dispose	Not For Sale
L3	00316	20212074	QVF HS CHOSEN ONE 00316	3/3/21	9/8/21			Yes	View	Edit	Transfer	Dispose	Not For Sale
L3	00317	20212075	QVF HS CHOSEN ONE 00317	3/4/21	9/8/21			Yes	View	Edit	Transfer	Dispose	Not For Sale
L3	00318	20212076	QVF HS PARADIGM 00318	2/24/21	9/8/21			Yes	View	Edit	Transfer	Dispose	Not For Sale
L3	00319	20212077	QVF HS PARADIGM 00319	2/24/21	9/8/21			Yes	View	Edit	Transfer	Dispose	Not For Sale
L3	00322	20210336	QVF CHOSEN ONE 00322	2/23/21	8/23/21			Yes	View	Edit	Transfer	Dispose	Not For Sale

The Work Menu in the left-hand column and tabs in the center of the screen allow members to access herd data and information.

CONTINUED ON PAGE 40

To register a new animal, go to the Work Menu on the left-hand side column, select "Herd Mgmt," followed by "Recording" and select "Calves."



Home page

Search Tools - Calendar - Marketplace - Breeder Map

Work Menu: 39759

- Search/Find
- Animal
- Ranch/Person
- My Account
- View
- Herd Mgmt
- Inventory
- Pasture Groups
- Pasture Vacs
- Recording
- Calves
- Barnsheet
- Missing Data
- Breeding
- Private Treaty
- Consignments
- Customers
- Suppliers
- Reports
- Tools
- Affiliations
- Work Queues

For Your Information: Cattle Evaluation, Percentile Ranks, Genetics Trends

Rules: Rules, Show Rules

General Profile Information

Add Ranch Logo

District 4

Profile Type: Active Member

Official Profile ID: 39759

Official Profile Name: QUAIL VALLEY FARM

DBA: RICKY CLEVELAND

Herd Prefix:

Hold Brand: Add Brand

Hold Brand Location:

PHN Location:

Member Password: view

Event: Last Activity: 11/17/2021, Last Change: 05/24/2010, Last Log In: Nov 29, 2021 at 11:50 am, Membership Date: 05/24/2010, Membership Ends: 3/31/2022, Santa Gertrudis USA Expires: 12/31/2021, Last Registration: Last Transfer: Last Purchase: Last Performance: 11/17/2021, Balance Due: \$0000.00

Addresses, Phones, Contacts, Syndicates, Associated, Herd, Pastures, Kickouts, CG's, AI Certificates, Embryo Certificates, Account, Prefs

All, Quick Sire List, Breeding, Yearling, Weaned, Pre-Wean, Breeding, Yearling, Weaned, Pre-Wean, Performance, On Hold, For Sale, Legacy

All: Comprehensive list of all animals in your inventory not identified as culled or died

Quick sire List: Bulls you have selected for easy recording of calves and breeding information

Bulls :: Breeding: Bulls in your inventory that are at least 720 days of age OR they have a breeding record entered into the herdbook

Bulls :: Yearling: Bulls in your inventory that are at between 450 and 720 days of age AND they have no breeding record entered into the herdbook

Bulls :: Weaned: Bulls in your inventory that are over 250 days of age OR they have a weaning record entered into the herdbook

Bulls :: Pre-Wean: Bulls in your inventory that are under 251 days of age AND they have no weaning record entered into the herdbook

Females :: Breeding: Cows and heifers in your inventory that are at least 720 days of age OR they have a breeding record entered into the herdbook

Females :: Yearling: Heifers in your inventory that are at between 450 and 720 days of age AND they have no breeding record entered into the herdbook

Females :: Weaned: Heifers in your inventory that are over 250 days of age OR they have a weaning record entered into the herdbook

Females :: Pre-Wean: Heifers in your inventory that are under 251 days of age AND they have no weaning record entered into the herdbook

On Hold: animals on hold or restricted by SGBI staff

For Sale: Animals you have flagged as For Sale by Private Treaty

Legacy: Animals you have sold, culled or had die while owned by your ranch

Blazing New Trails for the Santa Gertrudis Breed

RED DOC

BLAZE

9508

Registration #20197772



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\$100 per straw

\$100 AI certification
due at registration

COMMERCIAL CONVENTIONAL

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Australia-qualified available now*

11/21	BW	WW	YW	Milk	TMat	SC	HP	BB	Tend	CW	REA	Marb	Fat
EPDs	-0.9	23	19	1	13	0.28	0.61	0.53	0.01	10	0.08	0.10	-0.01
INDEX %	Balanced	Cow/Calf	Terminal	ULTRASOUND				REA	IMF	REA/CWT	Backfat		
	3	4	4					17.39	5.22	1.15	0.26		

- Elite Genetics
- Show Cattle
- Replacement Females
- Commercial Bulls
- American Reds
- Feeders

Red Doc Blaze 9508 is that truly unique bull capable of siring cattle that perform at the highest level in all industry sectors. Blaze is a thick-made, big-topped, big-ribbed bull with all indices solidly in the Top 5% of the breed. He is the perfect combination of maternal, growth and carcass in an extremely eye-appealing, show-stopping package. His strong suite of EPDs is built on an impressive performance data set and supported by powerful Red Doc and Harris pedigrees.

**Blaze Your Santa Gertrudis Trail
with RED DOC BLAZE 9508!**

**Double Barrel
Cattle Co.**

Michael & Tonya Hunter
Crosby, Texas
832-341-5734

Mikehunter.doublebarrelcattleco@gmail.com



REGISTRY PLATFORM

CONTINUED FROM PAGE 38

on the small box just to the right of the buyer field, and it will allow you to search for the buyer by their zip code. If there is more than one buyer, include their individual member numbers as well as the ownership percentage. Select "Validate" and the correct buyer will show up under the animal you are transferring. To process the transfers, click "Continue" at the bottom of the page.

Finalizing the Information

To finalize the registration or transfer, your invoice must be paid, and this can now be done online through the registry

system. From the "Home Base," click on the "Account" tab in the center of the screen. The invoice will show your current balance and allow you to enter your card number and billing address. The system does not take American Express, but will take all other forms of credit cards. Members can also still pay with a check mailed to SGBI.

While there is a learning curve to this new system, Ramirez assures that breeders will easily get the hang of it once they are in the system and start using it.

"We are all learning this new system, so if issues arise, please bring them to our attention," Ramirez concludes.

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

Members can begin the registration process by adding their own animal data. Users can also find the "page guide" to give definitions of all of the fields to know what goes into a specific field.

SANTA GERTRUDIS
Data Driven. Profit Proven.

Home page

Birth Data Entry Screen For Work Order #20211100038

Search Find: [Animal] [Ranch/Person] [My Account] [View] [Hand Mgmt] [Inventory] [Pasture Groups] [Pasture Vacs] [Breeding] [Recording] [Private Treaty] [Contingments] [Customers] [Suppliers] [Reports] [Tools] [Affiliations] [Work Queues]

For Your Information: Cattle Evaluation, Records, Tools, Santa Gertrudis, Tools

Start here, fill in fields to the right and scroll to view all information fields.

More information fields for each animal can be accessed by tabbing through to add production data. Many fields are not required, but add value if breeders have the information available.

Home page

Birth Data Entry Screen For Work Order #20211100038

Search Find: [Animal] [Ranch/Person] [My Account] [View] [Hand Mgmt] [Inventory] [Pasture Groups] [Pasture Vacs] [Breeding] [Recording] [Private Treaty] [Contingments] [Customers] [Suppliers] [Reports] [Tools] [Affiliations] [Work Queues]

For Your Information: Cattle Evaluation, Records, Tools, Santa Gertrudis, Tools

Owners of animals can also be transferred at the time of registration.

Home page

Transfer Form

Search Find: [Animal] [Ranch/Person] [My Account] [View] [Hand Mgmt] [Inventory] [Pasture Groups] [Pasture Vacs] [Breeding] [Recording] [Private Treaty] [Contingments] [Customers] [Suppliers] [Reports] [Tools] [Affiliations] [Work Queues]

For Your Information: Cattle Evaluation, Records, Tools, Santa Gertrudis, Tools

To transfer ownership of an animal already registered, members can select animals and new owners in the DigitalBeef registration system to process the transfer.

SANTA GERTRUDIS
Data Driven. Profit Proven.

Home page

Animal Transfer Entry Form

Work Order: 20211100038

If all transfers were to the same party on the same date, enter that info here:

Hail Cert To: [Buyer] [Transfer Date] [Validate All]

Choose from My Animals

20205421 QVF HS PARADEIGH 253H10
Born: 11/1/2020 PHN: 253H10

ID	Name	Transfer Date	Hail Cert To	Options	Buyer	% to Transfer
29759	QUAIL VALLEY FARM	10/28/2021	[Seller] [Buyer(s)]	[Buyer #1] [Buyer #2] [Buyer #3] [Buyer #4]	100	0

Ready to transfer to: GRACEY PITCHFORD (unlock)

Enter/Verify Breeding

20206112 QVF D-BOSS 62H19
Born: 11/8/2020 PHN: 62H19

ID	Name	Transfer Date	Hail Cert To	Options	Buyer	% to Transfer
29759	QUAIL VALLEY FARM	11/01/2021	[Seller] [Buyer(s)]	[Buyer #1] [Buyer #2] [Buyer #3] [Buyer #4]	100	0

Validate

Continue...



MARCH 19, 2022
11:00 am at Briggs Ranches
 Taylor Division | Bloomington, TX
NEW LOCATION

Offering to Include
 REPLACEMENT FEMALES
 SHOW PROSPECTS

Sale Schedule

Friday, March 18th

5:00pm - Cattle Viewing

6:00pm - Dinner

Saturday, March 19th

8:00am - Cowboy Coffee

11:00am - Sale Begins

This sale will be broadcast live on the internet.

DVAuction

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

"Committed and Proven" Sponsors

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

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

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4S Farms	29
5J's Cattle Company	9, 23
ARB Cattle Company LLC.....	27
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Wunderlich Farms.....	32

SANTA GERTRUDIS SALE

Reports

OPPORTUNITY KNOCKS VOLUME 3 ONLINE SALE

OCT. 19, 2021

SALE AVERAGES

3	Bulls	\$3,587
17	Baby Doll Open Heifers	\$5,004
3	Bred Heifers	\$2,700

The high-selling female was consigned by Pitchford Cattle Co., Athens, Texas, and was sold to Kimberly Shipper, Franklin, Texas, for \$7,900.

The sale consignors were Pitchford Cattle Co., Athens, Texas; Grandview Farms, Hamilton, Ala.; Tinney Farms, Hanceville, Ala.; and N-N Ranch, Van, Texas. 🐾

QUAIL VALLEY FARMS SECOND ANNUAL REGISTERED FEMALE, BULL & COMMERCIAL FEMALE SALE

OCT. 29-30, 2021 | BLOUNTSVILLE, ALA.

SALE AVERAGES

42	Coming 2-Year-Old Santa Gertrudis Bulls	\$5,125
21	Yearling Santa Gertrudis Bulls	\$3,404
62	Santa Gertrudis Bulls	\$4,552
42	Commercial Females	\$1,286
1	Flush	\$20,000
44	Santa Gertrudis Females	\$4,983
87	Santa Gertrudis Purebred and Commercial Female Lots	\$3,370
503	Brangus, Santa Gertrudis, American Red and Super American Embryos	\$360

Quail Valley Farms hosted their Second Annual Registered Female, Bull and Commercial Female and Open Tank Embryo Auction at the sale facility in Blountsville, Ala. There were 139 registered buyers from 17 states and Mexico who attended the sale.

The high-selling Santa Gertrudis bull, Lot 105, QVF Chosen One 82H19, was sold to Bill Stroman, Bryan, Texas, for \$25,000.

The high-selling lot, Lot 77, QVF Chosen One 82H11, sold to Strait Ranches, Streetman, Texas, for \$23,000.

The high-selling lot, Lot 124, QVF Chosen One 5369H2, sold to Vesper Ranches, Cotulla, Texas, for \$23,000.

The high-selling lot, Lot 131, QVF Data Driven 1524H, sold to Wiley Ranch, Deville, La., for \$20,000.

The high-selling Santa Gertrudis female, Lot 61, QVF MS Chosen One 1230H, sold to Wiley Ranch, for \$16,000. 🐾

MOUNTAIN LAUREL CLASSIC SALE

NOV. 6, 2021 | CALHOUN, GA.

SALE AVERAGES

25	Registered Lots	\$2,002
10	Crossbred Lots	\$1,525

The Mountain Laurel Classic Sale was sponsored by the Georgia Santa Gertrudis Association. The sale manager was Darren Richmond and the auctioneer Carroll Cannon.

The high-selling bull was consigned by MC Ranch, Alpharetta, Ga., and was sold to 7 Oaks Cattle Co., Senior, Ga., for \$2,400.

The high-selling bred female was consigned by Nolan and Emily Taylor, Leitchfield, Ky., and was sold to Tinney Farms, Hanceville, Ala., for \$3,000.

The high-selling open heifer was consigned by RW Farm, Benson, N.C., and was sold to RJ Ranch, Augusta, Ga., for \$2,000.

The high-selling pair was consigned by MC Ranch, and was sold to Jolly Farms, Byrdstown, Tenn., for \$3,200.

The high-selling STAR 5 female was consigned by Windcrest Farm, Leitchfield, Ky., and was sold to Parker Farms, Cave City, Ky., for \$2,600.

The volume buyers were High Country Farm, Jacksonville, Ark., and RJ Ranch. 🐾

18TH ANNUAL BRIGGS RANCHES SANTA GERTRUDIS, BRANGUS AND COMMERCIAL FEMALE SALE AND 44TH ANNUAL TRI-STAR SALE

NOV. 12-13, 2021 | BLOOMINGTON, TEXAS

SALE AVERAGES

74	Santa Gertrudis Bulls	\$3,865	64	Registered Females	\$6,410
21	Brangus Bulls	\$4,295	1	Donation Lot	\$20,000
237	Commercial Females	\$2,156			

The 18th Annual Briggs Ranches Santa Gertrudis, Brangus and Commercial Female Sale and 44th Annual Tri-Star Sale brought together 90 buyers from seven states.

The high-selling bull, Lot 18, Briggs 035H5, was sold to Kelly Vesper, Vesper Ranches, Cotulla, Texas, for \$18,000. The second high-selling lot, Lot 2, Harris 625H, was sold to Reese Ranch, Encinal, Texas, for \$10,000.

The high-selling commercial females, Lot 333, three red Santa Gertrudis-cross open pairs, were sold to David Adams, Ponce DeLeon, Fla., for \$3,000. The second high-selling commercial females, Lot 326, four red baldies – halfblood Santa Gertrudis x halfblood Braford – were sold to Wagner Ranches, Fort Worth, Texas, for \$2,700.

The 44th Annual Tri-Star Sale's high-selling lot, Lot 253, Pinnacle 1323, was sold to Harris River Bend Farms, Cleburne, Texas, and San Jose Cattle Company, Kingsville, Texas, for \$18,000. The second high-selling female, Lot 201, Briggs 5252E, was sold to Schuster Farms, San Juan, Texas, for \$15,000.

Briggs Ranches also donated a two-day whitetail deer hunt for Cindy Blaha, which was sold to Tinney Farms, Hanceville, Ala., for \$20,000. 🐾

MORE SALE REPORTS ON PAGE 44 ➤

2022 INTERNATIONAL Super Sale



MARCH 4, 2022

FRIDAY AT 6:30PM
HOUSTON, TEXAS

InterContinental Houston - Medical Center
6758 Main St | Houston, Texas

2022 Hotel Accommodations

InterContinental Houston

713.422.2779

Room Block:
SANTA GERTRUDIS

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

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

Sale managed by:



Richard Hood
979.224.6150

richardh@amscattle.com

This sale will be broadcast live on the internet.

DVAuction

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Real time bidding & proxy bidding available.



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

Many Thanks!

**To all that attended the 2021 South Texas
Heritage Sale and especially to our buyers**

SOUTH TEXAS
HERITAGE SALE

Double Barrel Cattle Co.
Schuster Farms
Passion Farms
Vesper Ranch
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Demolition Cattle
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Lackey Ranch
Strait Ranches
Tideland Farms
Black Hills Land & Cattle
Five J's Cattle Co.

Kubecka Ranch
San Jose Cattle Co.
Briggs Ranches
Double G Farms
Red Doc Farms
Hefte Ranch
Painted Ass Ranch
Lazy L Show Cattle
Buena Vida Ranch
Texas Oaks Cattle Ranch
Four J Cattle

SOUTHTexasHeritageSale.COM

LOUISIANA STATE FAIR

Nov. 7, 2021 | Shreveport, La. | Judge: Blake Gamble

SANTA GERTRUDIS SHOW *Results*



GRAND CHAMPION BULL

SCC Dealer, shown by
Stroman Cattle Co., Bryan, Texas



RESERVE GRAND CHAMPION BULL

Rockin 3T Golden Boy, shown by
Rockin 3T Ranch, Ennis, Texas, and
777 Farms, Magnolia, Ark.



BEST OF POLLED BULL

CLR Johnny Bush, shown by
Country Legends Ranch, Waller, Texas



GRAND CHAMPION FEMALE AND BEST OF POLLED FEMALE

Miss Grandview 038, shown by
Gracey Pitchford, Athens, Texas



RESERVE GRAND CHAMPION FEMALE

XL Cleopatra 008, shown by
Chloe Gordon, Alvin, Texas



GRAND CHAMPION STAR 5 FEMALE

Lethal, shown by
Country Legends Ranch, Waller, Texas



RESERVE GRAND CHAMPION STAR 5 FEMALE

CWR Roxie, shown by
Crosswinds Ranch, Keller, Texas

JUNIOR LETTER

CONTINUED FROM PAGE 20

choose will make a big impact on your herd. Choosing the right bull is a process, but if done correctly, it can make a huge difference in your herd's success for generations. Regardless of the decisions, buying your first herd bull is a monumental occasion for large and small cattle operations alike.

Happy holidays. I look forward to seeing you all at nationals! 🍂

SANTA GERTRUDIS SALE

Reports

SOUTH TEXAS HERITAGE SALE

NOV. 20, 2021 | ROBSTOWN, TEXAS

SALE AVERAGES

Open Santa Gertrudis Heifers	\$4,040	Open STAR 5 Heifers	\$1,833
Bred Santa Gertrudis Heifers	\$3,094	Bred STAR 5 Heifers	\$1,733
Bred Santa Gertrudis Pairs	\$3,500	STAR 5 Pairs	\$2,000

The 2021 South Texas Heritage Sale was held Nov. 20 at the Richard Bouchard Fairgrounds in Robstown, Texas. Forty-four buyers and many bidders participated. San Jose Cattle Company provided a delicious lunch for all sale and show participants, and 80 head of cattle sold.

The high-selling lot, open heifer Red Doc 0544, was consigned by Red Doc Farm, Belen, N.M., and sold to Double Barrel Cattle Co., Crosby, Texas, for \$14,500. The volume buyer was Hefte Ranch, Hondo, Texas. Two donation lots were sold with funds raised for the Double G Memorial Scholarship and the Y.N. Strait Memorial Scholarship Fund. The Hot Gert Open and Junior Shows were also held in conjunction with the South Texas Heritage Sale and a great time was had by all. 🍂



BELOW: Sale auctioneer Leo Casas, left, with high-selling lot consignor, Red Doc Farm, and buyer, Double Barrel Cattle Co.

NORTH AMERICAN INTERNATIONAL LIVESTOCK EXPO

Nov. 18, 2021 | Louisville, Ky. | Judge: Duane Miller



GRAND CHAMPION BULL

Rockin 3T Golden Boy, shown by
Rockin 3T Ranch, Ennis, Texas, and
777 Farms, Magnolia, Ark.



RESERVE GRAND CHAMPION BULL

SCC Mr. Dealer, shown by
Stroman Cattle Co., Bryan, Texas



GRAND CHAMPION FEMALE

In the Red Game Time 129/0, shown by
Gracey Pitchford, Athens, Texas



RESERVE GRAND CHAMPION FEMALE AND BEST OF POLLED FEMALE

Windcrest Cinnamon, shown by
Windcrest Farm, Leitchfield, Ky.

NO PHOTOS

BEST OF POLLED BULL

777 Bruno Kash, shown by
Erin Kay Daniel, Magnolia, Ark.

RESERVE GRAND CHAMPION STAR 5 FEMALE

Miss Gal 105, shown by Gracey
Pitchford, Athens, Texas



GRAND CHAMPION STAR 5 FEMALE

Heards Miss Sparkles, shown by
Nolan Heard, Centralia, Ill.

RED HOT GERT SHOW

Nov. 20, 2021 | Robstown, Texas | Judge: Jennifer Parker



GRAND CHAMPION BULL

KK The Valedictorian, shown by
Kalli Kimble, Kingsbury, Texas



RESERVE GRAND CHAMPION BULL

Zues, shown by Landon Stem,
Plantersville, Texas



GRAND CHAMPION FEMALE

KK Tullah Tanji, shown by Kalli Kimble,
Kingsbury, Texas



RESERVE GRAND CHAMPION FEMALE AND BEST OF POLLED FEMALE

Changa, shown by Country Legends
Ranch and B Square Ranch, Waller, Texas



BEST OF POLLED BULL

CLR Johnny Bush, shown by
Country Legends Ranch, Waller, Texas



GRAND CHAMPION STAR 5 FEMALE

Lethal, shown by Country Legends
Ranch and B Square Ranch, Waller, Texas



RESERVE GRAND CHAMPION STAR 5 FEMALE

Ms Sugar Cube 556J, shown by
Morgan Soape, Needville, Texas

Strategist



\$75/straw
10 straw minimum
\$50/straw for Junior members
 Semen Marketed By:



Contact:
 Richard Hood | 979.224.6150
 Trey Kirkpatrick | 979.324.5518

BW	WW	YW	Milk	TM	SC	HP	BB	HCW	REA	Marb	Tend
-0.6	14	21	0	7	0.68	1.70	0.85	14	0.23	0.08	-0.02
35%	20%	15%		20%	10%	15%	35%	10%	3%	20%	5%

LJV Mason 0/72 x Red Doc 6054 | 20200244

Set your goals...determine your actions...

Achieve those goals with *STRATEGIST*

SR Strategist 32/20 combines strong carcass, maternal and growth traits with a cutting edge look.

He is sired by LJV Mason 0/72, the backbone of the Strait Ranches program, and out of the Red Doc 6054 donor cow who has a calving interval of 349 days after 4 calves.

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Britt & Joshelyn Lively - Owners

Michael Head - Manager

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