



SANTA GERTRUDIS

USA

JULY 2020 | VOLUME 23, NUMBER 7

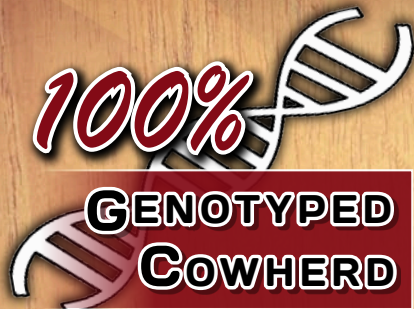


Santa Gertrudis



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Tinney Farms • Hanceville, Ala.

*Tinney Farms welcomes
SGBI Annual Meeting Attendees*

2020 SGBI ANNUAL MEETING

Thursday, Oct. 1, 2020
Stone Bridge Farms • Cullman, Ala.

**Thank You to our
Quail Valley Elite Female Sale Buyers**
*David Harris, Harris Riverbend Farms,
and Blake Walker & Stephanie Williams,
High Country Farm.*



Tinney Farms

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NOTE – CHANGE OF DATE!

**Here's Your Chance to Win
\$10,000 from Wendt Ranches**

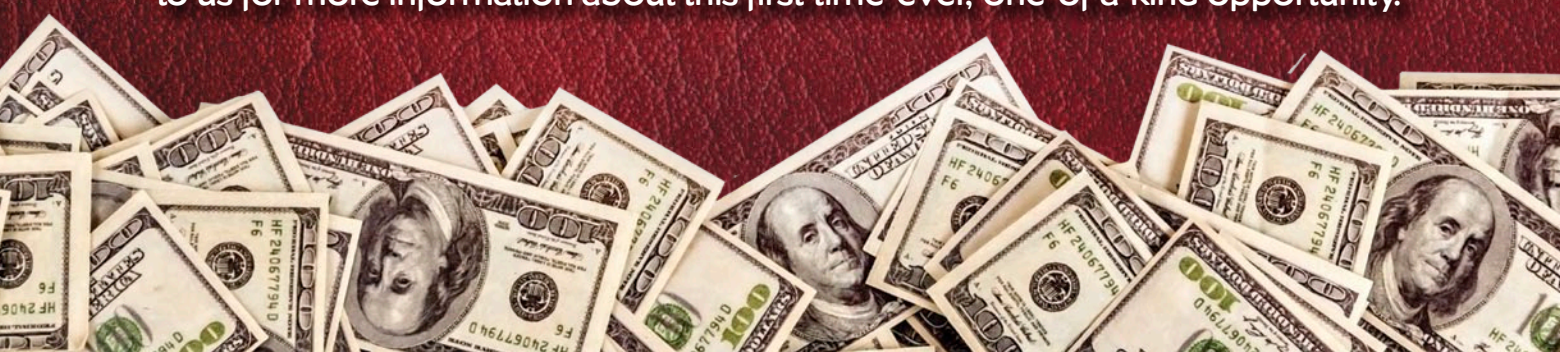
Baby Doll Sale

Tuesday, Sept. 1, 2020

Online sale at www.sconlinesales.com

What an exciting opportunity! You will have the chance to purchase elite heifers from Wendt Ranches Partners LLC for the first time in the ranches' history.

To win the \$10,000, a heifer must be purchased at this sale and win Overall Grand Champion in the Open or Junior National Show. Feel free to reach out to us for more information about this first-time-ever, one-of-a-kind opportunity.



**S
S**

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

**S
S**

SANTA GERTRUDIS USA

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Santa Gertrudis USA (ISSN-10985026, USPS-013-876) is published monthly for \$30.00 US by *Santa Gertrudis USA* located at P.O. Box 427, Timnath, CO 80547. Periodicals postage paid at Timnath, CO and additional mailing offices, Standard A Enclosures. POSTMASTER: Send address changes to: *Santa Gertrudis USA*, P.O. Box 427, Timnath, CO 80547. Subscriptions: \$30 U.S. per year for all subscriptions to the U.S. and her possessions. First class subscriptions in the U.S. are available at \$50. Foreign surface mail subscriptions are \$30. Foreign airmail subscriptions are as follows: Mexico/Canada - \$60, Central America & South America - \$100, Europe and all others - \$110. We accept Mastercard, VISA and Discover. Materials in *Santa Gertrudis USA* may not be reproduced without the permission from the publisher.

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July 2020 | Volume 23, Number 7

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ON THE COVER

STAR 5 Santa Gertrudis x Hereford females bred by Five J's Beef & Cattle Co., Clayton, N.C.
Photo by Darren Richmond.

Providing Polled Power Genetics to the Santa Gertrudis Breed

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"In times of adversity and change, we really discover who we are and what we're made of."

Howard Schultz

The 2020 Red Hot Bull Sale was certainly faced with some challenges. Despite all the last minute changes to the sale, we pulled together and came out triumphant, with an incredible sale! It is our long-standing, solid relationships with our customers and our quality and consistent bulls that have made us realize, now, more than ever what we are made of, some pretty tough stuff. Thank you to all our customers, returning and new.

Your loyalty and faith in our program fuels us to continue serving you!



REDDOC
farm



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2639 Gum Springs Rd., Searcy, AR 72143
(501) 207-2272





Trail Talk

EXECUTIVE DIRECTOR'S REPORT

By Webb D. Fields

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

As we settle into the middle of the summer, hopefully much of your herd's breeding activity is slowing down. For many of our producers, all artificial insemination and embryo transfer work has been done for the season, and bulls have either gone out on cows or are getting ready to be pulled off. As we start to plan for and think about pregnancy determination, it is imperative that this data is collected and submitted to the association.

Fertility is the No. 1 driver of profitability for both seedstock and commercial operations alike. Although low in terms of heritability, we as an industry must keep pressure on a trait that largely contributes to the single-most important component of the process: a live calf. If we keep pressure on fertility, we will be able to move the needle in a positive direction. This not only directly increases your yearly bottom line – increased fertility and more calves on the ground each year means more dollars – but has major long-term benefits to your herd, as well.

Fertility selection pressure helps drive cow-herd lifetime profitability and longevity, which in turn allows for the sustainability of your operation. At the same time, it will continue to increase the commercial buyers' confidence in our product when they see recorded fertility traits and data behind the cattle they are investing in. This, along with a good crossbreeding system, will give your buyers the ultimate advantage, as we know how well Santa Gertrudis can perform in these systems, across breed types and environments.

To effectively quantify this, we must collect data points to increase accuracy with our current fertility expected progeny differences (EPDs) – Heifer Pregnancy and Breed Back. These values also feed into our Balanced and Cow/Calf Indexes, two great tools with the commercial buyer in mind. However, without a significant number of data points in the database, accuracies and ultimately, confidence in the



Photo from Borchers Southern Y Ranches, L.P., Victoria, Texas

EPDs, will remain low. Although we are currently at the threshold of an acceptable number of data points, the more information breeders turn in across our membership, the more accurate a picture we will have of which cattle within the breed are genetically superior in the area of fertility.

Currently, our members can turn in palpation data to be included in the EPDs. With this, breeding dates and contemporary group designations can also be made. Proper set up of these groups and total reporting of the calf crop will help drive future information to get a holistic look at fertility. Members have the ability to input this data when

logged in to their member accounts under "Actions," "Trait Management." If you ever have any questions or need assistance in completing data input, do not hesitate to reach out to the office. We have also recently put out additional information and tutorials on the importance and the "how to" steps to get this data entered.

As we continue to put general pressure on the "right kind" of cattle, I believe fertility starts to take care of itself. Moderate, good-fleshing, sound-structured cattle tend to be long lasting and, in most cases, fertile. Cattle that end up too big at maturity in terms of frame size and weight require more maintenance to hold an acceptable body condition score. If conditions are not ideal for this higher maintenance kind, the first thing to go is fertility so the cow can survive.

While we can visually inspect these traits, the old saying "you cannot manage what you do not measure" rings true. We must collect data across traits so it can be managed. Taking that a step further and submitting that information in a meaningful way via correctly formed contemporary groups allows the association to help tell the story of which cattle best suit you and your clientele's needs. Ultimately, this is a great marketing tool for your operation as we continue to see increased demand for balanced, high-end genetics that are **Data Driven, Profit Proven.**

As we continue to take positive steps in the right direction for our members, fertility will play a large role in telling this breed's story. I hope everyone is enjoying their summer, staying cool and palpating one pregnant cow after the other. 🐄

SGBI

Need to Know

The Performance Committee has been diligently assessing and deliberating over the re-release of our fertility expected progeny differences (EPDs) – Heifer Pregnancy and Breed Back. While these numbers are still being run in the background and currently feed into our new Cow/Calf and Balanced Indexes, the committee urges breeders to submit more data points via palpation records to continue driving the accuracy values of these two fertility EPDs.

As we study these numbers over the summer, the hope is to relaunch the values for public view in the near future. When logged onto their accounts, members currently have the ability to upload breeding records. For any information or direction on the collection or submission of this data, please do not hesitate to reach out to the office staff. 🐄

SOUTHERN HARVEST SALE

WR

TRUE RED AND SOUTHERN BRED

SEPT. 12, 2020

11:00 A.M.
EFFIE, LOUISIANA

DVAuction
Broadcasting Real-Time Auctions



HARVEST TIME:
KIM, ERIK & ETHAN WILEY

Selling 80 Lots

100%
DNA

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CATALOG REQUESTS.

These Females Sell!



SALE
HEIFERS
AVG. IMF:
5.19%



PRESIDENT'S LETTER

By Nancy Wunderlich

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



I am amazed at our members' dedication and fortitude as they battle forward toward success in the atmosphere of uncertainty our world continues to face. Committees are working diligently to keep us all on the **Data Driven, Profit Proven** course we have all been striving toward.

As you read in the SGBI Annual Report in the June issue, "the association has recorded another solid year of growth in many areas and continues as a breed on the rise." We all know this did not happen overnight. This was a collaboration of the Long Range Planning and Finance Committees working tirelessly with former Executive Director John Ford for the past 10 years. John has passed the torch to current Executive Director Webb Fields to keep us on the course of success. I am confident Mr. Fields will continue to work diligently and responsibly with these committees to achieve solid years of growth in the future.

The Breed Improvement Committee encourages us as Santa Gertrudis breeders to keep collecting and reporting all that data we keep hearing about. This "information-backed genetics" has caught the attention of the commercial industry that strongly supports our **Data Driven, Profit Proven** slogan. But once again, we have to stay the course. Keep reporting those weaning weights, yearling weights and scan data, along with the carcass data you may collect in your feed-out programs. It takes all of us doing our part.

The Marketing and Promotions Committee has been working through marketing options and strategies to keep sales on schedule. Online sales have been an option for many years, but now it has become a must – the new norm to get our cattle sold.

CONTINUED ON PAGE 12 ►

SANTA GERTRUDIS Juniors

By Kalli Kimble, President



Howdy, everyone! My name is Kalli Kimble and I just completed my term as the 2019-2020 National Junior Santa Gertrudis Association president. Raising Santa Gertrudis cattle has always been something I have been passionate about, and a huge influencing factor in production is the environment.

Considering that I live in South Texas, I did a science research project in 2018 that evaluated how heat affects reproduction in heifers. To test this, I recorded the environmental temperature at three different IVF collections on the same cow; each collection occurred at a different time of the year. After collecting the data, I began comparing the amount of viable and total collected oocytes (immature egg cell) at each trial. My study concluded that as the temperatures began to rise, the number of viable oocytes and total oocytes was greatly reduced.

Now, you're probably thinking, how will this information help you as a breeder? With this knowledge, you can strive to breed and calve during cooler months in order to increase conception rate, the viability of embryos and the mortality rate of oocytes. As you prepare to artificially inseminate and collect cows in this July heat, consider how the heat may influence your reproductive success. ☔

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Stegall Farms

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District 2 – Debbie Townsend (Texas)

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

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Quail Valley Farms

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

District 5 – Tony Creech (N.C.)

Creech Farms

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District 6 – Nolan Taylor (Ky.)

Windcrest Farm

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Integrity. Quality. Tradition & Hospitality

32nd Annual

ALABAMA CONNECTION SALE

10:30 a.m., Saturday, Oct. 3, 2020

Hosted by Tinney Farms, Hanceville, Ala.

**30 BULLS &
40 CROSSBRED FEMALES**



**80 REGISTERED
FEMALES**



*The Alabama Connection members
welcome and encourage you to attend the*

2020 SGBI ANNUAL MEETING

Thursday, Oct. 1, 2020

Stone Bridge Farms • Cullman, Ala.

Tinney Farms

Arlin Taylor, Manager

Hanceville, Ala.

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grandviewfarm.biz

DO IT RIGHT ... AMERICAN RED



By John Ford, Association Consultant

Flipping through an industry publication or scrolling across social media posts, one quickly learns the Santa Gertrudis Breeders International (SGBI) – Red Angus Association of America (RAAA) American Red collaboration has captured the attention of U.S. beef industry members. It is not surprising; American Red is the perfect genetic package for commercial cattlemen seeking quality replacement females and feeder cattle that fit the value-added segment of the beef industry.

Early demand for this unique blend of maternal traits, adaptability, growth and marbling has been phenomenal. To date, more than 1,000 head of American Red cattle have been marketed, some as replacement females, others as feeder cattle. Early sales indicate this special tagging program increases cattle worth, providing cattlemen a value-added marketing avenue. The program, developed by a joint SGBI-RAAA taskforce, was carefully designed with a focus on profitability for all beef industry segments. Care was also taken to ensure the program would complement other association efforts, particularly SGBI's STAR 5 and grade-up programs.

Every American Red animal is a blend of Santa Gertrudis and Red Angus genetics; however, not every animal that is a Santa Gertrudis/Red Angus cross will be eligible for program enrollment. The American Red program is a structured commercial tagging procedure built on a set of specific guidelines and genetic parameters. American Red market growth and long-term sustainability depends on program integrity, making it imperative that SGBI members adhere to the American Red guidelines, which are outlined below.

- Producers interested in participating in the American Red commercial tagging program must qualify their herds. Dams of qualifiable calves must contain at least 50 percent of the reciprocal breed, meaning 50 percent or more Santa Gertrudis when the calves are sired by Red Angus bulls, or 50 percent or more Red Angus when sired by Santa Gertrudis bulls.
- Sires of qualifiable calves must meet the program's ownership requirements and genetic parameters. Sires must be registered with the appropriate association in the name of the operation/individual that is qualifying the cattle.
- Red Angus sires must average in the top 50 percent for the HerdBuilder Index.
- Santa Gertrudis sires must average in the top 50 percent of the breed for the Balanced Index.

- Bulls will be qualified when calves are enrolled in the program. Administrators will qualify bulls utilizing the appropriate association's most recently posted genetic evaluation, or at the request of the sire owner, pulling index information from a registration certificate. When a certificate is utilized, it must be dated no earlier than one year prior to the birth date of the first calf in the crop to be certified.
 - The ownership requirement is waived for AI-sired calf crops. However, AI-sired calf crops are to be documented through semen purchase receipts or SGBI semen certificates. AI sires must also average in the top 50 percent of the applicable index.
 - Recorded STAR 5 composite Red Angus/Santa Gertrudis-cross sires will be considered as eligible sires, and SGBI will evaluate each for inclusion on a case-by-case basis.
 - Commercial cattlemen seeking to certify their calf crops must also have sires checked and verified as being under their ownership. Again, sires must average in the top 50 percent of the HerdBuilder or Balanced Index. Qualified American Red cattle can range from 25 percent to 75 percent Red Angus and 25 percent to 75 percent Santa Gertrudis, with a small allowance for other breeds. Most qualified cattle will be red. However, color is not an exclusionary requirement. Groups of cattle do not need to be fully red hided to qualify.
 - American Red calves must be tagged on the ranch of origin.
 - There is a yearly enrollment fee of \$50 and a tag cost of \$1.25 per tag. There is a five-head enrollment minimum. The Red Angus Association of America serves as the American Red program administrator. To qualify herds or sires, and to order tags, contact RAAA Tag Program Coordinator Chessie Mitchell at tags@redangus.org or (940) 226-4762.
- It is important to note that the name used for this program, American Red, is in the process of being trademarked and

CONTINUED ON PAGE 22 »

AMERICAN RED



SANTA GERTRUDIS DISTRICT VI BREEDERS



See You in Kentucky!

**KENTUCKY NATIONAL SANTA GERTRUDIS
SHOW AND SALE**

July 17-18, 2020

**United Producers Inc. Livestock Market
Bowling Green, Ky.**

**New
Location!**



Gray Oaks 929

SIRE: Gray Oaks 644

DAM: Gray Oaks 600

Birthdate: 4/10/19

**A very nice yearling heifer.
Sells open.**



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bud@cbarcranch.net

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MATTINGLY FARMS



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Herd #4434

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SANTA GERTRUDIS *Calendar*

JULY

- 17-18** Kentucky National Show & Sale,
Bowling Green, Ky.
21 2020 Summer Gain Test, Hanceville, Ala.

SEPTEMBER

- 1** Baby Doll Sale, Wendt Ranches, Bay City, Texas
12 First Annual Southern Harvest Sale, Wiley Ranch,
Effie, La.
18-19 District 6 Sale and Junior Show, Corydon, Ind.
25-Oct. 18 State Fair of Texas, Dallas, Texas

OCTOBER

- 1** SGBI Annual Meeting, Stone Bridge Farms,
Cullman, Ala.
2-3 32nd Annual Alabama Connection Sale,
Tinney Farms, Hanceville, Ala.
16-17 3rd Annual Strait-Hefte Tried & True Production
Sale, Carrizo Springs, Texas
31 First Annual Quail Valley Farms Bull &
Commercial Female Sale, Blountsville, Ala.

2021

FEBRUARY

- 3-5** Cattle Industry Convention & NCBA Trade Show,
Nashville, Tenn.

MARCH

- 20** Bluebonnet Classic Sale, Hallettsville, Texas
25 Briggs Super American Brangus & Santa
Gertrudis Sale, Bloomington, Texas

APRIL

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

REGISTRATIONS, STAR 5 RECORDINGS AND TRANSFERS BY DISTRICT

MAY 2020

ACTIVE MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	9	2	0	27
2	215	20	74	173
3	52	6	0	26
4	43	0	3	17
5	41	4	1	30
6	23	0	2	14

JUNIOR MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	62	3	0	35
2	20	1	3	21
3	4	4	0	6
4	7	0	0	5
5	6	0	0	8

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

James Bohl, Suffolk, Va.
Jeffrey and Martha Fisher, Athens, Ala.
Kenny Torian, Hockley, Texas
Double M Livestock, Clute, Texas
Square Running M Cattle, Chadwick Murray,
Nacogdoches, Texas
Little Valley, Filiberto Perez, Mt. Pleasant, Texas
Ryan Fugere, Hankamer, Texas

Commercial Members

Hayden Herzog, Sweeny, Texas

Junior Members

Reagan Powers, Mansfield, Texas
Chesney Robinson, Ector, Texas
Ty Pennington, Texarkana, Texas
Cache Streit, Electra, Texas
Cain Widener, Rosser, Texas
Maddison Reed, Gause, Texas
Taylor Kelner, Bradley, Ark.
Matthew Young, Rusk, Texas
Samuel Rosser Fannin, De Kalb, Texas
John Brockman, Alvin, Texas
Kloe Kutac, Schulenburg, Texas
Blake Posey, Floresville, Texas
Michael Ford, Angleton, Texas
Hayley Eldridge, Pollok, Texas
Mackenzie Roy, Hooks, Texas
Beau Lively, Franklin, Texas



PRESIDENT'S LETTER CONTINUED FROM PAGE 8

The Membership Committee is moving toward more transparency to make it easier for us to find each other. I challenge you to call that member you did not see at the annual meeting and make plans to attend the annual meeting festivities planned for Oct. 1, 2020, in Alabama. Learn more on page 22, and look for even more information in upcoming issues and on the website.

As I write, the Youth Activities Committee is continuously working and planning the 2020 National Junior Santa Gertrudis Show with all the COVID-19 constraints. This takes an enormous amount of time, cooperation and hard work to put on this annual event that draws more than 600 entries. I have no doubt it will be a great show, no matter the hurdles thrown at us.

Until next time, I challenge you to continue building on the steppingstones in place as you take new steps on the ones presented. Let us all stay the course as we travel through these troubled times. 🐄

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SANTA GERTRUDIS *Production*

UNPRECEDENTED TIMES

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



As we reflect on the events of the last four months, it may be prudent to think about and evaluate our own beef cattle production system and look for ways to become more frugal and/or improve efficiency. It has become very clear how fragile the U.S. production agriculture system can become during times of national turmoil. Having your livelihood and ranch profitability dramatically affected by only one segment of the

beef industry is a little unnerving.

Even though we have always known how important beef consumers are to the entire beef industry, the COVID-19 pandemic revealed where a true bottleneck exists within the beef cattle production chain – the beef processors. Any major reduction in processing capacity of all food animals and the inability to continually produce beef, pork or chicken in a timely manner, no matter the reason, sends a ripple effect forward to consumers and all the way back to the ranch or farm. Ultimately, this ripple can affect the producers of high-quality, replacement genetics. This year, 2020, will be a struggle for most customers who typically purchase purebred genetics.

To better our ranching operations for the future, we can use these recent events to prepare ourselves for other threats that may come down the road. Today would be a good opportunity to research a strengths, weaknesses, opportunities and threats (SWOT) analysis and complete one for your operation. This acronym – *SWOT* – represents an examination of ranch strengths, weaknesses, opportunities and threats.

Little did we know in January 2020 that a mammalian virus could become a threat to the entire U.S. beef industry. Recent and dramatic price declines on the live cattle side, combined with most major grocery retailers limiting fresh meat purchases to two or five packages per customer, left most beef cattle producers feeling helpless and confused. Not to mention the added stress of not being able to walk into our favorite feed stores. “Curbside service only” signs quickly emerged, and not all cattle feed products were available for purchase in some locations.

The past three months have not been fun. An unforeseen national crisis has made me re-think how and when I purchase needed items for my family and my cattle herd. Thinking about how long I could go without an item has been on my mind continuously. Historically, that list had only one item on it: rain. This is no longer the case. We definitely have

entered a “new normal” or at least now know what a “new normal” can look like. My stockpiles of everything have slowly grown over the last 60 days, and I will be in a much better situation moving forward.

Better budgeting and judicious trimming of areas within the variable costs of the cow herd (annual cow costs) during the rest of 2020 is also an area to focus on. As we approach mid-year in production, it is also a good time to look backward and forward in terms of cow herd efficiencies. Was the spring 2020 calf crop production as expected (a strength or a weakness)? What about the fall herd? Are there management practices that we can do differently or do better (opportunities)? Are we prepared for fewer customers or continued reduced commercial cattle prices into the future (threat)? Thinking about and preparing alternative marketing plans for our cattle may also be a good exercise (opportunities). Are we in a position to delay marketing any cattle for six months or more? At various times throughout the year? That’s something to consider.

Finally, in my mind, the real big issue to ponder is, individually or collectively, can we better position the entire beef cattle industry to withstand future challenges? Hindsight is always 20:20 and we have learned a lot from this pandemic. Unfortunately, I have no easy solutions and I have worn thin my “worry stone.” There is no doubt we can make it through these tough times, and we will come out the other side much stronger and more efficient. I hope everybody had plenty of May/June rain, and your pastures are looking great for continued summer grazing and lower feed costs. 🌧



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SANTA GERTRUDIS SALE

Reports

MID-COAST SG ASSOCIATION CATTLEMAN'S OPPORTUNITY SALE

MAY 9, 2020 | INDUSTRY, TEXAS

SALE AVERAGES

49	Lots	\$2,161	Open Heifers	\$2,051
	Bulls	\$2,775	Pairs	\$2,524
	Bred Females	\$2,071		

The Mid-Coast Santa Gertrudis Association Cattleman's Opportunity Sale was held May 9, 2020, in Industry, Texas. The auctioneer was Hoover Case and the volume buyer was Fugere Farms, Hankamer, Texas. 🐾

QUAIL VALLEY FARMS PREMIER ELITE INVITATIONAL SALE

JUNE 6, 2020 | BLOUNTSVILLE, ALA.

SALE AVERAGES

42	Santa Gertrudis Lots	\$7,940	4	Open Heifers	\$7,625
3	Santa Gertrudis Exposed Choice Heifers	\$16,500	3	Bred Donors	\$9,500
19	Bred Heifers	\$6,750	11	Donor Pairs	\$7,613

More than 300 guests from 14 states attended the second annual Quail Valley Farms Premier Elite Invitational Sale in north central Alabama. The sale was held at the Quail Valley Farms sale facility. For the first time, the sale featured both Santa Gertrudis and Brangus cattle.

The high-selling Santa Gertrudis lot, Lot 36, the choice of two yearling exposed heifers out of the Harris 003 donor, sired by trait leader Pistolero, was consigned by Quail Valley Farms, Oneonta, Ala., and sold to Wiley Ranch, Deville, La., for \$34,000.

The second high-selling lot, Lot 20, Harris 1323 724F29, a big-bodied, broody female, was consigned by Harris Riverbend Farms, Glen Rose, Texas, and was sold to Rocking 3T Cattle, Ennis, Texas, for \$15,000.

The third high-selling lot, Lot 1, Silva 915/3, a 7-year-old breed matriarch that has produced more than \$400,000 in progeny, was consigned by Quail Valley Farms and was sold to Corporon Acres, Schulenburg, Texas, for \$15,000. 🐾

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Rockin 3T Ranch, Scott and Colby Threet, Ennis, Texas, and 777 Farms, Jamie and Chad Daniel, Magnolia, Ark., for purchasing donor cow Gray Oaks 448 and her heifer calf.

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Graves Creek Ranch, Barry Powell, Columbia, Miss.

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Family First for FIVE J's CATTLE COMPANY



By Jessie Topp-Becker, Managing Editor

Family is the cornerstone of Five J's Cattle Company, located in Clayton, N.C. Owned by Jody and Angela Standley, Five J's proudly describes their operations with the tagline "three generations of cattlemen."

Jody, his father, Joe, and Jody and Angela's five children represent the three generations currently working together to make Five J's a success. Five J's Cattle Company truly is a family run, family driven operation.

The farm has been in Jody's family since 1849 (his maternal great grandmother, Emily Austin Barbour, was raised on the farm), and he is the sixth generation to establish his home there; the couple's children – Sam, Jack, Luke, Will and Ree – are the seventh generation to call the farm home.

Jody's maternal grandparents – Marie and Rudolph Johnson – were instrumental in Jody's life. Rudolph taught Jody how to care for animals and about the business side of livestock production. His grandparents encouraged Jody and nurtured his dream of being a farmer. Jody and Angela are thankful that both Marie and Rudolph saw Jody obtain success as a cattleman before they died.

In 2003, Jody purchased his first tract of land from the family farm and has since purchased all of the family's remaining farmland. In 2019, his final land purchase was the original homestead built in 1849; the family now uses it as their cattle office and family gathering place.

Jody began building his cow herd after purchasing his first cow in 2006. He spent time with his father and uncle, Randy, as he searched for cattle to add to his herd. Following a battle with pancreatic cancer, Randy passed away in July 2009, leaving some of his cattle to Joe, Jody, Sam and Jack.

Hereford cattle formed the foundation of Five J's cow herd, and the herd has grown to 600 head, including 400 Hereford cows. Each year, the Standleys breed 250 head to sell as registered Herefords to ranches across the United States.

Santa Gertrudis are a more recent addition to this multi-generational operation. Fueled by son Jack's interest in the breed, as well as the friendship formed with neighbor Brandon Creech, Creech Farms, Jody purchased his first Santa Gertrudis bull in 2015.

"We tried one Gert bull with our Herefords and found the hybrid cross

to be amazing," Jody says. "The two breeds really seemed to complement each other."

Following the success with the first Santa Gertrudis bull, the Standleys opted to purchase additional Santa Gertrudis bulls to breed to some of their Hereford females, launching their own STAR 5 herd. Today, Five J's produces 150 STAR 5 cattle every year, selling to ranches across the Southeast and retaining some for their own program.

"The STAR 5 cattle we have produced have been exceptional," Jody says. "They are a very favorable cross that boasts amazing growth, and we have seen an unbelievable surge in the demand for our STAR 5s."

"The STAR 5 Hereford/Santa Gertrudis combination creates the perfect Southern mama cow with exceptional fertility, milk production and mothering ability," he adds. "They also boast extraordinary bone density, phenomenal growth and top-of-the-line carcass quality."

The Standley family intends to continue using their Hereford cows to breed to quality Santa Gertrudis bulls to produce elite females for the Southeast and beyond.

"It is our strong opinion that there simply isn't a better cross," Jody says.

All of the Standley's STAR 5 cattle are scanned, and they have found that the Hereford/Santa Gertrudis combination complements one another's carcass quality and marbling.

"The progeny combines the best qualities of each breed to produce exceptional STAR 5's that are highly efficient, with incredible feed intake and rapid growth," he explains. "We have found that scanning our STAR 5 for our beef program gives us an early look at the consistently tender, beautifully marbled beef with a carcass yield consistently above 60 percent."

The lack of local Santa Gertrudis breeders has been a challenge as Five J's seeks to continue growing its STAR 5 and Santa Gertrudis herds. The family is thankful for neighboring Creech Farms, who has been a tremendous asset in their growth. Other Santa Gertrudis breeders – Heftte Ranch, Strait Ranches and Red Doc Farm – have also been good to work with and have taken time to encourage Jack's interest in the breed, something Jody is grateful for.

ABOVE: Jody and Angela Standley's five children (left to right) Jack, Luke, Will, Sam and Ree are the seventh generation to live on the family's farm in Clayton, N.C.



LEFT: Angela and Jody on their wedding day with Jody's beloved grandparents Marie and Rudolph Johnson, who nurtured Jody's dream of becoming a farmer.

RIGHT: Tyler Coats supervises the oldest Standley boys, who work on the farm daily. Here Jack, Tyler, Will and Luke check cattle on horseback.

Teamwork Makes the Dream Work

Making Five J's a success is a work in progress and achieving their goals takes the entire family working together. In addition to the Standley family, Kim Prestwood and Tyler Coats play key roles in the operation's success.

Kim Prestwood joined Five J's as ranch manager in 2018. His knowledge of genetics and breeding practices have been invaluable; he is also responsible for starting Five J's AI program. Prestwood is responsible for building their AI program; he plans breeding schedules, manages pastures for breeding, and continuously learns about new breeding practices and state-of-the-art practices from across the country, and finds

ways to implement those practices to improve Five J's breeding program.

Tyler Coats handles the day-to-day ranch operations. His ability to work and rope cattle on horseback has been a priceless asset to the operation. Coats is well versed in all areas of running the operation, and he works closely with Jody. He also supervises Jody and Angela's oldest sons – Sam, Jack and Will.

"The boys are an integral part of our operation who work hard every day

CONTINUED ON PAGE 23 »



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TENTATIVE SCHEDULE

Thursday, Oct. 1

- 9:30 a.m.-12:00 p.m. Board of Directors
Fall Meeting
- 12:00 p.m.-2:00 p.m. Annual Report to SGBI
Membership Luncheon
- 2:00 p.m.-4:00 p.m. Committee Meetings
- 6:30 p.m.-7:00 p.m. Awards Social
- 7:00 p.m.-10:00 p.m. President's Dinner,
Hall of Fame Inductions,
Awards Banquet and Auction

Please feel free to make your own hotel reservations at the location of your choice. This will be a great weekend full of Santa Gertrudis activities as well as others in the area, so make your accommodations ASAP!

AMERICAN RED CONTINUED FROM PAGE 10

jointly owned by RAAA and SGBI. Only cattle that meet program guidelines, have been qualified and are tagged with an official RAAA-issued tag are eligible to be designated American Red. SGBI leadership encourages association members to record American Red females as STAR 5's, especially those being marketed as replacements or being utilized in a grading-up program. Members recording American Red STAR 5's may notify SGBI and request the official American Red icon be placed on the recordation certificate.

While early marketings have been impressive, both associations are fully focused on strengthening demand. The Red Angus Association of America has a proven track record of helping producers earn premiums on their calf crops and is committed to assisting SGBI grow market share for American Red genetics. Partnerships with satellite video auctions, processing facilities and other marketing avenues are being explored. The American Red tagging program offers SGBI members a number of breeding and marketing opportunities. Let's do it right! 🐄

FIVE J's CATTLE COMPANY CONTINUED FROM PAGE 21

helping run the ranch," Angela says. "They are able to help with every part of the daily operation and are hard-working, driven boys who love helping their dad and have dreams of taking over the ranch one day."

Joe, Jody's father, is also involved in the day-to-day work on the cattle operation, working closely with Jody and Prestwood. Joe was raised on cattle ranches and is very knowledgeable about the industry.

Angela is responsible for maintaining the cattle company's books.

Five J's Market

In addition to the cattle production aspect of the business, the Standley's operation also has a beef production entity. Jody's mother, Kim, and Angela are instrumental on the beef production side of the business, managing meat locker orders, as well as inventory and sales to their many market customers. Angela also manages advertising for meat sales.

Five J's has its North Carolina Meat Handler's License, enabling them to sell beef by the pound. As the opera-



Five J's Cattle Co. produces 150 STAR 5 cattle each year, and has found the Hereford/Santa Gertrudis combination to be the perfect fit for their operation.

tion has grown, they've had to build additional infrastructure, including a new barn that will be the storefront for Five J's Market, where the Standleys will sell their pasture-raised beef, lamb and pork.

The storefront, which is scheduled to open later this summer, is built in the exact spot where Marie and Rudolph's home stood. To honor their memory, Angela had trees from the property

milled into boards that are the focal point in the new barn.

"It's a small way to have a piece of Marie and Rudolph with us as we open the marketplace and expand the business," Angela says.

As Five J's works to expand its STAR 5 program and launch Five J's Market in the coming months, family remains the cornerstone that their success is built on. 🌿

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A photograph of a brown cow standing in a field, with a person on a horse partially visible in the background. The image is part of a promotional banner for a cattle sale.

Sustainability Spotlight

COVID-19 shines a brighter light on sustainability

By Jessie Topp-Becker, Managing Editor

Sustainability has been a buzzword in the agriculture industry for nearly a decade. And while the word often evokes mixed reactions, the fact is that the topic of sustainability isn't going away. In recent months, fueled by the COVID-19 pandemic, the issue of sustainability in agriculture, specifically the beef industry, has become an even greater area of interest.

"If sustainability was not important enough before, it most certainly is now with all the attention that has been brought to the marketplace through the whole COVID-19 episode," said Don Close, Rabo AgriFinance animal protein analyst, who addressed attendees during the virtual 2020 Beef Improvement Federation (BIF) Research Symposium.

Things like plant closings, employee living conditions, euthanizing animals and delayed processing are just a few topics Close said have brought the industry a new level of attention.

"With all of this attention, we're going to have a whole new cast of inspectors, inquiries and a level of attention that the industry certainly is not used to, or certainly hasn't been used to in a long time," he said.

This is in addition to greater scrutiny from animal rights groups, as well as consumers who want to know where their food comes from.

"Suddenly the requirements to explain, to document production agriculture, and especially animal agriculture, is going to be a whole new facet of our industry," Close said. "What we've seen across the board is a destruction, or certainly a really deep test of erosion and trust, and that erosion starts with consumers and works its way to both retailers and the HRI [hotels, restaurants, institutions] space."

The coronavirus crisis has brought issues of trust to the forefront.

"We've certainly had a level of trust disrupted with packers and processors – where we were, who was open, where we were storing the meat – and

restaurants closed," Close said. "And that works all the way back down to the cattle feeder, the stocker operators and the cow-calf space."

In light of all that has happened as a result of COVID-19, working relationships, confidence and trust will have to be reestablished among all parties. Close said organizations like the U.S. and Global Roundtables for Sustainable Beef will play critical roles in helping reestablish those relationships and build trust.

When the Global Roundtable for Sustainable Beef was launched in 2012, many producers had the perception that the organization was going to impose new rules and regulations, and that the organization was heavily focused on the environment.

"I think that was really a misunderstanding, a misrepresentation," Close said.

The truth is, sustainability has always been comprised of three pillars: environmentally sound, socially responsible and economically viable.

"I think the real piece of this that has come out over time is that the No. 1 point for any sustainability program is economic viability," Close said. "If operations are not economically sound and returning a profit, there is no reason to go forward. And that's become way better understood over time."

While some producers have worried the roundtables seek to impose regulations, Close said three of the main goals of the roundtable are to: 1) serve as a clearinghouse of information; 2) provide equal representation to all stakeholders in the beef value chain; and 3) serve as a source for benchmarking and continuous improvement.

Close encouraged producers to sit in on roundtable meetings to gain a better understanding of the roundtables' roles, and see how they strive to develop policy and talking points that meet



the needs of all stakeholders. Being involved in these discussions is possibly more crucial now than ever before.

It's obvious that COVID-19 has impacted the U.S. cattle and beef market, so Close also gave a high-level overview of the market environment in the United States.

U.S. Cattle and Beef Market

"The simple fact is that we're going to be working on trying to feed 9.5 billion people just 30 years from now, so we very much need to take advantage of the upcycling and the resources of that ruminant animal to keep enough available protein for a growing world," Close said.

At the end of 2019, Rabo AgriFinance expected to see a contraction in the total number of cows in 2020, but more likely by 2021. At that time, their view was that it would be a short and shallow corrective cycle. However, as they've evaluated the complexities of the pandemic's impacts, Close said he expects the results of COVID-19 will be a deeper, more corrective cycle than initially anticipated.

"We're still looking to hold our baseline on beef count numbers, basically at 30.5 to 31 million," he said. "So we're not in any way thinking this is so severe that we will go back to a sub-30 million beef cow number that we saw there in 2014, but we do think it's going to be deeper and take longer than what we were talking just a few months ago."

Close also said he thinks the United States is in a very strong position to benefit from the trade deals that were reached in 2019.

"As we see demand for protein and demand for beef going forward, we are pristinely positioned to be the global supplier of high-quality protein," Close said of not only the United States, but North America as a whole.

As a final point about the U.S. beef and cattle market, Close remarked, "It is a mature market, and the only way that we're going to see development and growth in our industry is with further development of exports."

To conclude his presentation, Close provided an overview of Brazil, Australia, New Zealand, China and the European Union, exploring where they are on a production basis and with exports, as well as what countries are doing in terms of sustainability.

Editor's note: To hear Close's complete presentation or to hear any of the BIF presentations, visit www.beefimprovement.org/symposium. 

"Suddenly the requirements to explain, to document production agriculture, and especially animal agriculture, is going to be a whole new facet of our industry,"

– Don Close

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