



SANTA GERTRUDIS

USA

JULY 2021 | VOLUME 24, NUMBER 7



Santa Gertrudis

SANTA GERTRUDIS

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Registrations in 2020

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.....

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S
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Email: wendtranches@hotmail.com

Gene Kubecka
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SGBI Herd #621, established 1954

SANTA GERTRUDIS USA

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ON THE COVER

A Santa Gertrudis female at Briggs Ranches, Bloomington, Texas. Photo by Darren Richmond.

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BW: -0.43
WW: 18.44
YW: 19.54
Milk: 4.38
BF: -0.037
Marb: 0.61
REA: 0.20

IMF Adj.: 9.80
REA Adj.: 14.00



SR SURGE 4/19

SC: 1.59
BW: -0.38
WW: 16.00
YW: 27.33
Milk: -6.85
BF: .027
Marb: 0.41
REA: 0.25

IMF Adj.: 6.10
REA Adj.: 15.10



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SC: 1.11
BW: 0.47
WW: 23.59
YW: 38.60
Milk: 0.04
BF: 0.007
Marb: 0.27
REA: 0.20

IMF Adj.: 7.10
REA Adj.: 13.50

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Trail Talk

EXECUTIVE DIRECTOR'S REPORT

By Webb D. Fields

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

Something about summertime brings in a more relaxed feeling. The days are longer, so it seems I can get more accomplished each day while, simultaneously, the heat and tradition of summertime vacations bring a slower paced mentality. One quick glance over my calendar and I quickly find it's the mentality alone that has slowed down and not the to-do list.

We are coming off a full schedule last month with sales, Florida Cattleman's Association Convention, Beef Improvement Federation Symposium and our own junior nationals. We are also looking forward to events such as the Cattle Industry Convention & NCBA Trade Show, the Texas & Southwestern Cattle Raisers Association Convention, Beef Cattle Short Course, as well as the Arkansas Cattlemen's Convention, which Santa Gertrudis Breeders International (SGBI) will have a presence at. After a year of many of these events being cancelled or moved online, it is nice to get back on the road and tell the Santa Gertrudis story.

Internally, the new pedigree-platform build is coming along. We have been able to look at the structure and we continue to be excited about this new addition for membership. The board also remains active, electing to have summer meetings to ensure that

new-and-improved projects – such as a whole herd reporting system, commercial data program and advancements to the way we do business in the new pedigree platform – are all set into motion.

It seems I am daily involved in questions surrounding expected progeny differences (EPDs). While our member buy-in has been, and continues to be, excellent in these breeding tools, we must remember the value and expectations of an EPD. The set of EPDs SGBI provides membership is simply a way to quantify performance to make genetic improvement. We know that performance relies on both genetic and environmental factors, so the genetic evaluation provides a way to separate the two and identify the genetic value of an animal for a given trait. While we know phenotypic selection for improvement can be utilized, the rate of genetic improvement is much slower in relation to utilizing the entire information database, which removes potential environmental bias and allows for information to be gained across the breed, not just within your own herd.

The genetic evaluation is run monthly to provide the suite of EPDs SGBI offers. You can think of these EPDs as the solution resulting from an equation run in the genetic evaluation. A genetic

evaluation is a series of statistical models where phenotypic performance, DNA and pedigree information are all included to best predict the genetic merit of an individual animal.

The genetic evaluation is able to differentiate environmental factors from genetic influence to create these predictions. We know that climates differ; therefore, an animal might perform differently in one part of the country compared to another. We have also probably seen examples where your own cattle might look very different than your neighbor's just across the fence from your own. These would be considered environmental factors that are no fault of the animals themselves or their genetics, so this statistical modeling in the genetic evaluation is able to take into account and remove these factors. Properly assigned contemporary groups are the best way to account for these factors and what the genetic evaluation relies on for accurate data.

As we continue to add data points into the genetic evaluation on a monthly basis, the accuracy and strength of our evaluation increases. As I have these conversations daily with membership, we often talk about how low birth weight bulls on paper resulted in the lightest calves at birth, high marbling EPD animals scanned the highest in their contemporary groups, etc. At the end of the day, we hang our hat on the accuracy of the genetic evaluation to tell membership how to utilize an animal within their own breeding program.

We look forward to seeing you down the road this summer and having more conversations about how SGBI can help add accuracy and value to your program. 🤠



Cherokee Ranch, Sedalia, Colo.

SANTA GERTRUDIS DISTRICT VI BREEDERS



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July 16 & 17, 2021

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PRESIDENT'S LETTER

By Nancy Wunderlich

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



Greetings to all as we maneuver through our own part of the world as it is today and into the future. In my conversations with members from various parts of the United States, the initial greeting is "How are things going?" The answer is often about the environment. "We had a freeze again last night." "We had 20-plus inches of rain in a short period of time." Or the other extreme, "No rain at all and it's blazing hot."

I am always amazed at the resiliency and adaptability of both our membership and our cattle. No matter how big or small the operation is, our members are dedicated cattlemen and women who are determined to get the job done. No matter if there are freezing/sub-zero or 100-plus degree temperatures or if it is raining, knee-deep mud or bone-dry conditions, the herd must be taken care of. A significant selling point for Santa Gertrudis is their adaptability to extreme conditions. No matter where your operation is located – North Carolina, Ohio, Florida, Colorado, New Mexico or anywhere in between – it is a constant collaboration between the producer and the cattle to get to that **Data Driven, Profit Proven** product on the ground and to the market.

Cattle conventions and educational events are once again being hosted in person. Santa Gertrudis Breeders International (SGBI) will be represented at various events this summer to spread the word about our **Data Driven, Profit Proven** cattle. The first events of the summer included the Florida Beef Convention and the Beef Improvement Federation Research Symposium and Convention. In the coming months, SGBI will be represented at the Arkansas Cattlemen's Association Convention and Tradeshow, the Texas & Southwestern Cattle Raisers Association Convention and Expo, the 67th Annual Texas A&M Beef Cattle Short Course and the Cattle Industry Convention & National Cattlemen's Beef Association (NCBA) Trade Show. I attended my first NCBA event two years ago in San Antonio; I was in awe of the sea of cattle industry-related businesses on display.

With so many great events on the schedule, be resilient and diligent in your quest for knowledge. Absorb and apply the latest information and technology to make the best decisions for your operation that fits where you choose to do business across our great nation. 🐄

SGBI

Need to Know

The Santa Gertrudis Breeders International (SGBI) Board of Directors has approved the publication of a Proven Dam list. Much like the Proven Sire and Young Sire trait lists, the Proven Dam list will be updated monthly with each genetic evaluation run. The SGBI Proven Dam trait leader list will provide a listing of genetically superior females for each individual trait using parameters set by the Performance Committee. This list can be found alongside the sire listing on the website under the Registry/Genetics tab, Trait Leaders.

The Performance Committee continues to discuss options for the Proven Dam list, including producing multiple lists and what the criteria would entail.

"This should allow our membership and commercial breeders to better track and understand the upper limits within our genetic evaluation as it relates to the cow herd itself, those specific cattle that comprise this upper end, as well as continue to provide marketing capabilities surrounding these breeding tools that we continue to see increased accuracy in," says Webb Fields, SGBI executive director. 🐄

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33rd Annual Santa Gertrudis

ALABAMA CONNECTION SALE



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11:00 a.m.
October 2, 2021

Hosted by Tinney Farms
Hanceville, Ala.

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SANTA GERTRUDIS Juniors

By Ryan Hess, NJSGA President



I'm Ryan Hess. I'm from Stephenville, Texas, and am a member of the Premier Affiliate. My time in the blue blazer is coming to an end, but the relationships I have gained and the lessons I have learned in this breed are something I will carry with me forever. The look on exhibitors' faces as directors help in the ring, as well as thankful parents over the years, have been very motivating, knowing our service in the ring is worthwhile. I am continually blown away by the talent in this breed and can already see the successful future it will have. Not only does the National Junior Santa Gertrudis Association (NJSGA) remain one of the most giving and donation-oriented cattle associations, but it also harbors great morals and leadership characteristics.

As my high school career recently finished and I now begin the next chapter in life, I have had a lot of time to reflect. Just as the Santa Gertrudis breed can adapt to weather fluctuations and harsh environments, allow yourself to adapt when needed and stay on the positive side of life. I want to encourage NJSGA members to take risks, branch out and, most important, cherish everything; the good, the bad and the ugly will all help shape you into the best version of yourself. 🐾

REGISTRATIONS, STAR 5 RECORDINGS AND TRANSFERS BY DISTRICT

MAY 2021

ACTIVE MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	95	8	18	141
2	158	14	24	110
3	27	3	0	30
4	23	3	0	39
5	4	0	0	7
6	57	3	0	17

JUNIOR MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	19	0	1	16
2	7	0	0	8
3	0	0	0	11
4	2	0	1	1
5	4	0	0	1

FOR SGBI REGISTRATIONS CONTACT: Diana Ruiz
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Phone: (361) 592-9357 • Fax: (361) 592-8572

SANTA GERTRUDIS Calendar

JULY

- 16-17** Kentucky National Show & Sale, Bowling Green, Ky.
- 20** Tinney Farms Summer Gain Test, Hanceville, Ala.
- 26-30** 2021 Gerts Ongoing Advanced Leadership Summit, Crystal River, Fla.

AUGUST

- 1** Indiana State Fair, Indianapolis, Ind.
- 7** Ozark Empire Fair, Springfield, Mo.
- 10-12** Cattle Industry Convention & NCBA Trade Show, Nashville, Tenn.
- 22** Missouri State Fair, Sedalia, Mo.
- 28** Breeders of the Carolinas Field Day, Statesville, N.C.
- 29** Kentucky State Fair, Louisville, Ky.
- 31** Baby Doll Sale, Bay City, Texas

SEPTEMBER

- 1** 2020-2021 Polled Association High Point Awards Deadline
- 11** Proud to be American Sale, Shidler, Okla.
- 11** Southern Harvest Sale, Deville, La.
- 12** Four States Fair, Texarkana, Ark.
- 17** D6 Larry Osborne Memorial Show, Corydon, Ind.
- 17-18** District 6 Haltered Heifer Sale and Show, Corydon, Ind.
- 20** Southeastern Empire Fair, Lawrenceville, Ga.
- 26** Oklahoma State Fair, Oklahoma City, Okla.

SANTA GERTRUDIS WELCOMES

New Members

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Madison Littrell, Rowlett, Texas

Makenzie Strickland, Carthage, Texas

Lily Munoz-Carty, Hillsboro, Texas

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Santa Gertrudis
STAR 5

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July 16-17, 2021

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floyd@aeroaac.com (940) 367-5963

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Leitchfield, Ky. 42754

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Herd No. 10772

SANTA GERTRUDIS *Production*

BEAT THE HEAT

How Conduction, Convection, Evaporation and Radiation Can Help Cattle Avoid Heat Stress

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



Exactly how do beef cattle gain or lose body heat? If we raise cattle in the southern United States, we must understand that livestock are exposed to and expected to perform under less-than-ideal weather conditions. Hopefully, our cattle (American breeds) can perform better than other breeds in this environment because they are genetically adapted, which means they have undergone acclimatization. This genetic adaptation

has occurred over a long time as we have bred and selected cattle to have distinct characteristics that help them better cope with extended periods of elevated heat and humidity. Characteristics such as a slick hair coat, increased skinfolds to increase surface area, dark skin pigmentation and the ability to sweat more than cold-weather-adapted counterparts.

Nonetheless, it makes some sense to review the principles of how cattle can gain or lose body heat to their surroundings. If well understood, then management practices can be adjusted to facilitate an animal's ability to deal with common or exceptional weather extremes.

Conduction occurs when heat flows from an animal to something else that the animal is touching. If a cow is lying on a concrete floor in the winter, she will lose body heat to the concrete. If a winter-born calf is lying on warm, dry hay, it can gain body heat from conduction. Thus, during summer heat, cattle will seek shaded soil and sometimes even water. Usually, standing in stock pond water in the southern United States is an activity often reserved for those cold-weather-adapted counterparts, unless the heat index is extreme.

Convection is the process of heat transfer arising from air or water movement. In a severe case of heat stress (human, pet or cattle), cool water flowing across the body will reduce body temperature due to convection. A light to moderate breeze is always a welcome event to both man and beast during summer heat. If cattle can experience air temperatures less than normal body temperature (101.5 degrees F) and if that air is also moving, they will reduce body heat through convection. The greater the air velocity, the greater the heat transfer from cattle to the surrounding air. Again, shade options plus air movement are important.

Air movement can also help with the third principle of heat transfer – evaporation – a process by which a liquid is transformed into vapor. This will require energy (heat). If you spray perfume or cologne on your skin, it feels cool. This is because the alcohol in perfume (similar to ethanol) has an evaporation rate that is greater than water and is using energy to become a vapor. Sweating is very effective in cooling horses and humans and is a normal physiological response to an increase in body temperature.

Unfortunately, sweating is not the best way to reduce body heat in cattle, although Brahman-influenced cattle do it best. Unlike dogs, panting is not a normal physiological response to elevated body temperature for cattle. If you see a cow with her head down, neck bowed and panting, she is in severe heat stress and needs to be cooled down quickly with cool, flowing water. Other ways cattle can increase heat loss is through reduced feed intake and reduced typical daily activities, increased peripheral blood flow and hair shedding.

Radiation is the process of heat transfer between two objects that are not touching. Heat will always move from a warmer object to a cooler object. Therefore, cattle can either gain or lose body heat through radiation. Without sunlight, summer nights are normally cooler in temperature than summer days. The most efficient and critical way for cattle to lose the body heat load built up during summer days is simply exposure to a summer night. Soon after sundown, all cattle will radiate body heat into the atmosphere until sunrise.

In addition to conduction, convection, evaporation and radiation, providing cattle with plenty of cool drinking water is an extra tool that will help them avoid heat stress. ☔



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Realistic Expectations and Pregnancy Loss in Beef Cattle

By Ky Pohler, Ph.D., Assistant Professor, Texas A&M University



Let me start this series off by introducing myself. I am Ky Pohler, Ph.D., a faculty member in the Texas A&M University Department of Animal Science. I grew up in Shiner, Texas, on a diversified livestock operation and graduated from Texas A&M with a bachelor of science in animal science. Following completion of my undergraduate degree I pursued

master's and doctorate degrees at the University of Missouri.

During my doctoral program and early faculty career, I started frequently traveling to Latin and South America, which became the base for much of my research program focused on *Bos indicus* cattle. Prior to returning to Texas A&M in 2018, I spent three years as a faculty member at the University of Tennessee. Overall, my research program and group has focused on identifying, understanding and developing management strategies to decrease pregnancy loss in cattle.

Pregnancy loss in cattle is one of the largest economic burdens for cattle producers and one of the most perplexing factors influencing management decisions. Without a pregnancy and live calf birth, the cow-calf production cycle isn't complete.



Pregnancy loss may occur at any point during gestation, with the largest percentage of loss occurring in the first 30 days and, subsequently, decreasing as the pregnancy progresses. Losses may be attributed

to predisposed factors such as genetics, or environmental factors such as nutritional stressors or disease, which will be discussed in greater detail in months to come. In this article, I will briefly discuss the pivotal periods of pregnancy loss affecting beef cattle and realistic expectations.

In an academic environment, I often hear from students, "I would like to get 70 percent on an exam, assignment or quiz. I only need a C average to pass." While this works in an academic environment, if we take this same mentality to a reproductive management program there are major issues. When I ask people what pregnancy rate they expect in their beef herd this year, I often get answers that are extremely high. In addition, I hear things like, "Well, the reproductive technology has gotten better and, therefore, we should get better results."

I then start to ask questions about other areas of management, such as nutrition, health, animal well-being and genetics, and what I often find is that there are areas we are

just getting 70 percent in – or just passing. This is equivalent to expecting an A without ever studying for a test. Take that 70 percent approach and apply it to the entire herd and look what happens:

- 70 percent nutritional management
- 70 percent herd health
- 70 percent animal well-being and handling
- 70 percent reproduction

The cumulative effect is 70 percent x 70 percent x 70 percent x 70 percent, which equals 24 percent – meaning we are only capitalizing on one-quarter of our potential. Therefore, before we can determine the realistic expectations of our reproductive management program, we first must evaluate the efficiency and management of our overall operation.

In herds that have good reproductive efficiency, we also see A or B grades in nutritional management, herd health, genetics, and animal well-being and handling. We often believe that reproductive technology is a magic silver bullet that can solve the rest of the year's issues; however, that is usually not the case. We must be thinking about setting our herds up for success in the breeding season by doing things year-round to ensure that we are maximizing our success.

So, what do the numbers from our lab actually show? The study included more than 56,000 diagnostic records and spanned 30 to 40 years of data. Overall, approximately 28 percent of embryos will not develop past day 7 of gestation and, by the conclusion of the first month of gestation, 48 percent of cows undergoing artificial insemination (AI) will not be pregnant. That means, on average, a pregnancy rate around day 30 from AI will be approximately 52 percent.

If we take a closer look, we start to see that *Bos indicus*-influenced cattle had a slight decrease in reproductive efficiency during this time period compared to *Bos taurus*. In addition, first-calf heifers had decreased reproductive efficiency compared to multiparous cows and heifers. Not surprisingly, we also found that cattle AI'd after visual estrus detection had increased pregnancy rates compared to both fixed-timed AI and embryo transfer. When looking at a second pregnancy diagnosis later in gestation, we found that heifers had the most pregnancy loss in the second and third months of gestation, and that embryo transfer resulted in decreased efficiency compared to fixed-timed AI.

You might be asking yourself, why is all this data important? The reason I present all these numbers and data we have summarized is because these take into account what happens in the real world around the planet. These data can be helpful in setting realistic expectations.

So, when you start thinking about your spring breeding season, ask yourself this series of questions: What grades have I gotten in other areas – nutrition, health, genetics, and animal well-being and handling? If a 52 percent AI pregnancy rate is a C average, then preparation in these other management areas is required in order to do better. Once you have answered these questions, only then can you start to think about what is possible. 🍀

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THE *RIGHT FIT* FOR *ANY* ENVIRONMENT

By Macey Mueller, Contributing Writer

From the rolling hills of Indiana, down to the river bottoms of Louisiana and out to the foothills of Colorado, the Santa Gertrudis breed continues to prove its adaptability and profitability for producers everywhere.

Originally developed to withstand the harsh brush country of south Texas, Santa Gertrudis cattle are now found thriving in a myriad of environmental conditions. Three cattlemen – with operations in varying climates and landscapes – describe how Santa Gertrudis genetics are adding value to the cattle industry.

Bob Hiss – Indiana

Bob Hiss, a dairy farmer-turned-cattlemen from Columbia City, Ind., wasn't exactly sure what he was buying when he purchased a set of red, crossbred heifers at the auction barn nearly 25 years ago, but he knew he liked their look and was especially excited when they turned out to be excellent mama cows in his new beef cattle business.

After discovering they were Santa Gertrudis influenced, he and his late wife, Margie, bought their first Gert purebreds from a herd dispersal in Texas. With the help of his three grown daughters and other family members, Hiss has since developed a successful seedstock operation on his 250-acre Hiss Family Farms, where he uses rotational grazing practices on fields of alfalfa, clover, brome and orchardgrass.

Hiss markets his replacement-quality females to other seedstock producers, primarily through sales in Alabama

and South Carolina, where he recently consigned the highest selling yearling heifer. He also sells bulls to commercial cattlemen looking to capture the value of hybrid vigor and improve maternal instinct in their herds.

With an abundant supply of corn silage, corn and alfalfa, Hiss conditions his steers and culled females to market as freezer beef, which he says, "sells itself."

"I haven't had to advertise any of our freezer beef for sale," he says. "We have many repeat buyers who have spread the word about the quality, tenderness and taste of our beef, and we usually always have customers waiting."

Although not extremely common in his neck of the woods, Hiss says his Santa Gertrudis cattle are well-adapted to northern Indiana, where seasonal climate conditions are somewhat erratic. Hiss has seen winters that average 25 to 30 inches of snow and others with only a few nights below freezing. Summer temperatures can reach more than 100 degrees but tend to average in the 80s and 90s. He has been especially impressed with the hardiness of the Santa Gertrudis breed, whether it's during a hot and dry season or during a polar vortex storm like they saw a few years back.

"We had two days at -20 degrees and didn't lose a single animal; they weren't even shivering," Hiss says. "And likewise in the summer, they have very little shade and still manage very well in the heat."

In addition to climate variability, Hiss

says flies can be a major nuisance in his area, but with their characteristic insect resistance, his Santa Gertrudis cattle have very few problems.

"We don't have to fight pink eye with our cattle like other breeds around us do," he says. "I am just always amazed



Wiley Ranch, Deville, La.

at how well these cattle can do in even the harshest conditions. It doesn't seem to matter what nature throws at them, they stay hardy, stay healthy and just keep doing their job. Their versatility has really been profitable for our operation."

Erik Wiley – Louisiana

When Deville, La., producer Erik Wiley and his father, Kim, looked to diversify their row crop operation in 2009, they were especially interested in cattle that would thrive in their hot and humid summers while adding value to their family farm. They found success with the Santa Gertrudis breed.

"Brahman cattle work well in our area, but we didn't really like their temperament," he says. "We chose Santa Gertrudis based on their docility, superior mothering ability and adaptability to the central Louisiana climate."

Today, Wiley Ranch is home to nearly 500 Santa Gertrudis cows that run on a combination of native grass, ryegrass and clover. The family has divided nearly 1,800 acres into 50-acre paddocks and utilizes an intensive rotational grazing program to maximize forage quality.

With an annual rainfall of 50 to 60 inches, Wiley says his area often sees 100-degree summer days, 50 to 60 percent humidity and some very muddy winters, but his cows remain tolerant of the conditions.

As the largest Santa Gertrudis seedstock producer in Louisiana, Wiley Ranch genetics can be found in herds



Wiley Ranch, Deville, La.

Hiss Family Farms, Columbia City, Ind.



Santa Gertrudis were developed for survival and are adaptable to most climates, environments and terrains, and cattle producers from across the country are starting to take notice.

across the country and internationally. The family uses both a production sale in September and private treaty sales to market purebred and commercial females and approximately 25 bulls each year. Most of their bulls are used in commercial operations to take advantage of heterosis, and Wiley says many of his customers also retain their Gert-influenced heifers to improve maternal characteristics within their herds.

As both a breeder and Santa Gertrudis Breeders International (SGBI) Board member, Wiley says targeted trait improvements being made to meet industry demands, coupled with natural adaptability, have fueled the breed's growth and popularity with producers across the country.

"All breeds are noticing what we're doing, especially how we've moved from a large-frame cow to a more moderate size and how we've really cleaned up the underlines," he says. "The packers are also noticing that these cattle grade well on the grid."

"Their improved performance and ability to thrive in a variety of conditions can really add value to a herd."

Rafael Miranda – Colorado

As manager of Cherokee Ranch, Sedalia, Colo., Rafael Miranda has had the unique opportunity to develop Santa Gertrudis seedstock that work especially well in the rugged terrain and semi-arid climate of central Colorado and beyond. The ranch was established in 1954 when pioneer cattlemaster Tweet Kimball became the first rancher to introduce the breed in Colorado.

"Tweet used to remind everyone that the breed is five-eighths Shorthorn and should not have any problem taking the cold weather, especially if they are acclimated at the right time," Miranda says. "We try to introduce new animals during the warmer summer months to give them a chance to adapt, and they do a really good job."

Miranda says the area annually experiences four seasons, with warm temperatures in the summer that often lead into an Indian summer, where temperatures can be abnormally warm for early fall, before it begins to cool down. Average winter temperatures are in the 40s, but March and April usually bring several inches of snow.

"We can get a foot of snow and still see our cows with their noses on the ground, looking for grass," he says. "They just figure it out, and the younger calves learn from watching their mamas."

Despite the snow, Miranda says the average annual precipitation is only 17 inches and forage is often limited, but the cattle are hardy and willing to travel through the rocky landscape to find food.

"Our elevation goes from 5,800 feet up to 7,000 feet and there are very few meadows," he says. "It's really pretty rugged, but the cows still thrive and do very well here."

Cherokee Ranch markets bulls, semen and embryos, and Miranda says his Santa Gertrudis females are always in high demand.

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THE RIGHT FIT CONTINUED FROM PAGE 17

While his market has traditionally been stronger in southern states, he has seen increased interest from cattlemen in the North and has recently sold bulls into Iowa, Nebraska and Wyoming. Many of his newer customers are kin to original ranch customers who are looking to reintroduce the breed back in their operations.

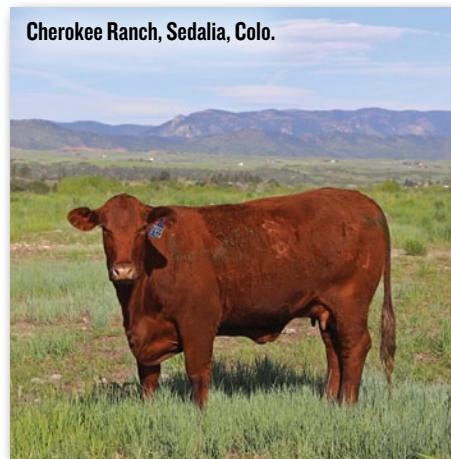
"Some of our original customers kept detailed records of their success with Santa Gertrudis genetics, and the younger generation is really excited about the feed conversion and other performance traits they're finding as they go back over them," he says. "As the climate gets warmer and warmer, some northern producers want to inject the Brahman influence in their cattle to get along better in the feedlots, and they're turning to Santa Gertrudis because they can adapt and perform so well in different environments.

"We use GrowSafe Systems to measure feed efficiency in individual animals and then select for that trait so our cattle can make more beef with less feed, and our customers are seeing a real improvement in the feedlots."

Miranda, who currently serves on the SGBI Board of Directors, was also involved with the leadership back in the early 2000s when the breed began taking drastic measures to improve performance data and phenotype. Using his background as a commercial cattleman, his interest in DNA sampling and ultrasound and his expertise in artificial insemination, he has continued that focus at Cherokee Ranch.

Santa Gertrudis were developed for survival and are adaptable to most climates, environments and terrains, and cattle producers from across the country are starting to take notice. 🐄

Cherokee Ranch, Sedalia, Colo.



Cherokee Ranch, Sedalia, Colo.

28TH ANNUAL

DISTRICT 6



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SANTA GERTRUDIS SALE

Reports

BREEDERS OF THE CAROLINAS SALE

MAY 8, 2021 | CHESTER, S.C.

SALE AVERAGES

5	Bulls	\$2,980
41	Registered Females	\$2,432
47	Crossbred Females	\$1,735

The Breeders of the Carolinas sale was sponsored by the Breeders of the Carolinas Santa Gertrudis Association. The auctioneer was E.B. Harris and the sale manager was Darren Richmond.

The high-selling lot, a pair, was consigned by Creech Farms, Zebulon, N.C., and was sold to Red Doc Farm, Belen, N.M., and Flying C Ranch, Searcy, Ark., for \$11,500.

The high-selling bull was consigned by Creech Farms and was sold to Morse View Farm, Mountain Grove, Mo., for \$4,000.

The high-selling bred heifer was consigned by Rockin B Farm, Staley, N.C., and was sold to Van Culberson, Siler City, N.C. for \$6,250.

The high-selling open heifer was consigned by Hiss Family Farm, Columbia City, Ind., and was sold to Stephen Perry, Zebulon, N.C. for \$3,000. >

The high-selling STAR 5 female was consigned by Creech Farms and was sold to Morse View Farm for \$2,900.

The volume buyer was Morse View Farm, 4440 Ranch, Hudson, N.C., and Charles Parrish, Clayton, N.C. 🐾

MID-COAST CATTLEMAN'S OPPORTUNITY SALE

MAY 8, 2021 | INDUSTRY, TEXAS

SALE AVERAGES

Bulls	\$2,475	STAR 5 Bred Females	\$1,300
Purebred Females	\$3,340	STAR 5 Open Heifers	\$1,520

The Mid-Coast Santa Gertrudis Association held its annual Cattleman's Opportunity Sale on May 8, 2021, in Industry, Texas.

The high-selling bull, BVCC 1905, was consigned by Buena Vida Cattle Co., Kingsbury, Texas, and was sold to Bar V Cattle, Hallettsville, Texas, for \$4,000. The high-selling pair, Kubena 521, a heifer calf pair, was consigned by Kubena Cattle Co., Sweeny, Texas, and was sold to Mark Schmitt, Fayetteville, Texas, for \$5,250. The high-selling bred heifer, SR 82/19, was consigned by Avery Strait, Prosper, Texas, and was sold to Mark Schmitt for \$3,400. The high-selling open heifer, Pinnacle 1290, was consigned by Pinnacle Cattle Co., Schulenburg, Texas, and was sold to Wunderlich Farms, Brenham, Texas, for \$4,000. The high-selling STAR 5 heifers, LB Ranches Pen of 3 open heifers, was sold to GN Ranch, Caldwell, Texas, for \$1,700 each.

The volume buyers were GN Ranch and Red Ranch, Bellville, Texas. 🐾

A Santa Gertrudis Weekend

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JULY 16 & 17, 2021

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Kentucky Jr. Assn Show July 17 following the Sale

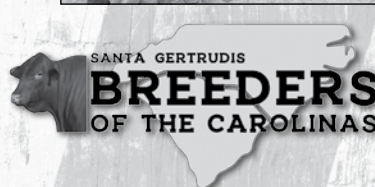
To consign or Catalog Request contact
Darren Richmond • 423 364 9281 • djrichmd@gmail.com

Sale Chairman • Nolan Taylor
270 589 9046 • nolandtaylor18@gmail.com

Show	Location	Date	Contact	Entry Deadline
Ozark Empire Fair	Springfield, Mo.	8/7/21	ozarkempirefair.com	6/15/21
Indiana State Fair	Indianapolis, Ind.	8/1/21	indianastatefair.com	7/1/21
Missouri State Fair	Sedalia, Mo.	8/22/21	mostatefair.com	7/1/21
Kentucky State Fair	Louisville, Ky.	8/29/21	kystatefair.org	7/10/21
Four States Fair	Texarkana, Ark.	9/12/21	fourstatesfair.com	8/24/21
D6 Larry Osborne Memorial Show	Corydon, Ind.	9/17/21	djrichmd@gmail.com	9/1/21
Southeastern Empire Fair	Lawrenceville, Ga.	9/20/21	gwinnettcountryfair.com	9/1/21
Oklahoma State Fair	Oklahoma City, Okla.	9/26/21	okstatefair.com	8/15/21
Tulsa State Fair	Tulsa, Okla.	10/3/21	tulsastatefair.com	8/27/21
State Fair of Texas	Dallas, Texas	10/10/21	bigtex.com	9/1/21
North Carolina State Fair	Raleigh, N.C.	10/19/21	ncstatefair.org	9/15/21
Arkansas State Fair	Little Rock, Ark.	10/23/21	arkansasstatefair.com	9/1/21
Louisiana State Fair	Shreveport, La.	11/5-11/6/21	statefairoflouisiana.com	TBD
North American International Livestock Expo	Louisville, Ky.	11/18/21	livestockexpo.org	10/1/21
Red Hot Gert Show	Robstown, Texas	11/20/21	sararenechapman@yahoo.com	11/1/21

THANK YOU TO ALL OUR BUYERS AND CONSIGNORS FOR A VERY SUCCESSFUL 2021 SALE!

Creech Farm	Bar M Farm	John Williams
5J Cattle & Beef Co.	Triple C Cattle Co.	Windcrest Farm
Rockin B Farm	Flying C Ranch	Travis Simmons
Grandview Farm	Red Doc Farm	Tinney Farms
Carley & Bailey Jones	Morse View Farm	Gary Suber
Flatwillow Farm	Stephan Perry	Kevin Brock
Hiss Family Farm	Russell Hovis	Charles Parrish
Jernigan Ranch	Van Culberson	Kenny Kivets
Scott & Caryle Sherrill	Dennis & Amanda Lee	Meagan Coats
MC Ranch	Trip Gorforth	Billy Thigpen
Old Iron Farm	Charles O'Bryant	Ted Coleman
RW Farm	Tevin Armes	Wiley Ranch
Strickmeyer Farm	4440 Ranch	Shane Bates
Narrow Bone Farm	Jeff Tyler	
Circle H Farm	Eric Hunter	



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