



SANTA GERTRUDIS

USA

JULY 2022 | VOLUME 25, NUMBER 7



Look for females like these to sell in the
34th Annual Santa Gertrudis
**ALABAMA
CONNECTION SALE**

11:00 a.m., Saturday, Oct. 1, 2022

Tinney Farms • Hanceville, Ala.



**Thank You to Our
Quail Valley Farms Elite Heifer Sale Buyers**



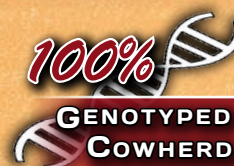
◀ **Thank you to 777 Farms and Rockin 3T Ranch
for purchasing our high-selling lot!**

**Also, thank you to
Quail Valley Farms and Old Agency Reserve
for their purchases.**

Manager: Arlin Taylor
256-507-3838
arlin.taylor@bhamfast.com
tinneyfarms.com

Tinney
FARMS
EST. 1980

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

3rd Annual

Baby Doll Sale



Viewing: Saturday, August 27

Online Sale: Tuesday, August 30

www.sconlinesales.com



Mark your calendar for this exciting event!

You will have the chance to purchase elite heifers from Wendt Ranches Partners LLC. 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 regarding this one-of-a-kind opportunity.

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



SANTA GERTRUDIS USA

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ON THE COVER

Santa Gertrudis-influenced females graze in the Texas sun at Pinnacle Cattle Co., LLC, Schulenburg, Texas.
Photo by Cate Doubet.

Providing Polled Power Genetics to the Santa Gertrudis Breed

777 FARMS

Chad, Jamie,
Patrick, Erin-Kay & Caroline Daniel
(870) 904-3070
triple7farms@gmail.com
2018-2021 Breeder of the Year

777
FARMS

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CF

Polled Santa Gertrudis Association

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We're Coming Strong to the Kentucky National Sale

July 16, 2022 | Bowling Green, Ky.



G72 Bred Heifer

This young female is sired by Hefte Ranch D25 and her dam combines Red Doc Farm and King Ranch genetics.

She exhibits her BW EPD in the breed's Top 3%.



Sleep On

She sells bred to one of our premier Hereford bulls, Sleep On. This mating will produce one of those STAR 5 Red Mott calves that will bring a premium!

312 Open Heifer

It's hard to sell these kind - a Hefte Ranch F72 Selecto daughter. Check out her EPDs! 7 traits in the breed's Top 20%.

Extreme in length and has that maternal feminine look. Sells open.

Join Us!

Five J's Cattle is excited to announce we will be hosting the 2022 Breeders of the Carolinas Association Field Day this fall.

9.24.22 | at the Farm | Clayton, N.C.



Jody Standley, Owner • (919) 291-4212

Flying C Ranch

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



GRAY OAKS FARM

905 Foxtrap Rd., Russellville, AL 35654
Home: (941) 735-9391
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(256) 668-2906



5J'S CATTLE COMPANY

Jody Standley, owner
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Trail Talk

EXECUTIVE DIRECTOR'S REPORT

By Webb D. Fields

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

It is hard to believe we have sped through half the year already. I hope everyone is staying cool from the summer heat and you are well on your way to making all the hay you will need for the winter.

As I write this report, we have recently returned from a trip to the annual Beef Improvement Federation Research Symposium and Convention in Las Cruces, N.M. This annual event pulls together some of the brightest minds involved in the beef industry. You will find heavy involvement from breed associations and universities alike, collaborating and looking for drivers within the industry for years to come. This year, there was a ton of talk around the term *sustainability*. This buzz word comes on the heels of consumer concern for the environment and how the meat they consume is affecting the global climate. While this is a highly debated argument, we have to consider the perception our endpoint user has of our industry and actively tell our story of stewardship of the land and cattle we oversee.

While discussing sustainability, the conversation took many turns, from purchased carbon credits to effectively managing land and cattle in a way to offset methane production. While listening to these debates, the one conversation that made the most sense about sustainability might have also been the most simplistic. To an agriculturist,

sustainability is simply staying in business. We are all aware of tight margins and rising production costs, so simply finding ways to maintain business is certainly the most relevant task at hand for sustainability.

So, how do we as cattle producers continue to thrive in this climate of change and tight margins? The answer: by making current production systems more efficient. Efficiency is really the key to all sustainability discussions. We often discuss how to make the cow herd more efficient. For instance, our fertility expected progeny differences (EPDs) is a tool to quantify differences in reproductive traits. If we can identify genetics that are more likely to breed back annually and remove cattle from the herd that do not, we can make the entire herd more efficient. This will generate more revenue via a larger percentage of calves to sell in relation to the cow herd, ultimately increasing

the operation's efficiency and long-term sustainability. Likewise, as we discuss moderation of frame and mature cow size, we are able to target those genetics that are more efficient converters of forage into a saleable end product, ultimately adding to sustainability through a cow herd that weans more pounds while requiring less forage.

Sustainability is simply doing what most cattle producers, especially those in the purebred industry and their progressive commercial customers, are already doing. Quantifying those traits that matter and selecting genetics that add value to the breed's sustainability will ultimately be beneficial to the world's beef production. So, as a member of Santa Gertrudis Breeders International, if you are ever approached about the topic of sustainability and what your operation is doing for the global climate, you won't have to go very far for the answer. Simply discuss our ongoing data collection, our breed's genomic research and your operation's goals to produce high-quality beef in the most efficient manner possible.

Agriculturalists are the best stewards of the land. No other group has more knowledge of producing nutritious, healthy protein to feed the world on land that would otherwise not be in production. We simply must continue to focus on those traits that matter and tell our story to the world. 🌱

SGBI

Committee Reports

Numerous Santa Gertrudis Breeders International (SGBI) members have stepped up to the plate and volunteered their time and talents to serve on the association's committees, representing members from across the country. The committees have been busy planning, setting goals and taking action. Moving forward, you will find reports regarding committee meetings and actions in *Santa Gertrudis USA* and on the association's website, www.santagertrudis.com.

SGBI members are encouraged to contact committee members with their questions, ideas and suggestions.

Research & Education Committee – Kathryn Hefte, Chair

During the DigitalBeef presentation at SGBI's Annual Meeting in Kentucky earlier this year, it was brought to our attention that members did not have easy access to the Beef Improvement Federation's udder and teat score chart.

The Research & Education Committee and the Breed Promotions Committee are joining forces to provide a reference sheet with calving information and codes. This is a necessary and helpful service we should provide to members and fits perfectly with the mission these committees' mission.

Our new DigitalBeef registry platform has an interface that allows members to add additional data when they register calves. This data should be recorded within



5 Bar E Farm, Altha, Fla. Photo by Darren Richmond

SANTA GERTRUDIS DISTRICT VI BREEDERS



Please Be Sure to Attend!

KENTUCKY NATIONAL

Show & Sale

July 15 & 16, 2022

United Producers Livestock Arena • Bowling Green, Ky.

Selling These Females!



TF J029

Open heifer is a Roberto 072/13 granddaughter. This young female exhibits 4 EPD traits in the breed's TOP 20%!



PF 041

Open heifer sired by Grandview 742, she combines genetics from Red Hot 4010, Wavemaker and CB Bear.

Parker Farms

Cave City, Ky. • (270) 670-6776

C BAR C RANCH



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

WWW.CBARCRANCH.NET

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Parker Farms



parkerfarms@scrtc.com

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Herd #4434

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Poland, IN 47868
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craiglopossa@yahoo.com



WindCrest Farm John & Nolan Taylor

REGISTERED SANTA GERTRUDIS CATTLE

Gertguys@NCTC.com
1238 Claggett Rd. (270) 734-1670
Leitchfield, Ky. 42754 Herd No. 10772

PRESIDENT'S LETTER

By Gene Kubecka

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

As I sit down to write this month's letter, I hope our members who needed rain received some, and the ones who have had more than enough have drier days ahead. For those of us in agriculture, weather is something that is always on our minds. We can talk about it, but that very seldom changes the outcome.

However, among the things we do have some control of are the genetics we choose to use in our cattle operations and how we market them. In the past 15 to 20 years, many improvements have been made to enhance our ability to select for traits that allow beef producers to make better decisions. We have many genetic tools available at our fingertips to almost "engineer" any kind of beef animal you want. These capabilities are great tools, but we must remember that too much of a good thing creates problems in other areas. Determine the improvements you need to make, select the genetics that will improve your animal and keep the entire animal in the right balance.

At the end of the day, our cattle must have the most important trait – reproduction. Not far behind that is structural soundness and the ability to forage and maintain a fleshing score of 5.5 or better. A cow cannot thrive on forage if she doesn't have volume and depth of body. As the price of our feed ingredients continues to skyrocket, we must select cattle that can make it off grass.

The other key ingredient is how we market our livestock commodity to bring the producer the most dollars per pound. Santa Gertrudis are known for their gain-ability on forage and in feedyards. However, we have not told or conveyed that part of our story because, as a breed, we have not followed enough of our cattle all the way to the rail to see just what type of carcasses we are producing. At this time, with the cost of production and inputs so high, it would be tough to send an entire calf crop all the way from pasture to rail. However, if a group of 15 to 20 breeders would send five to 10 steers each and follow these animals through, it would pay big dividends in the end. I challenge you as breeders to do this. We have the right kind of cattle; we just need to tell our story and have the facts to back them up. Enough preaching!

Let's change horses a bit and talk about some encouraging news. The association's committees are meeting and bringing new ideas to the table, and the participation has been great! I have had the opportunity to listen in on some of the committee meetings, and I can tell you they are working their butts off.

Santa Gertrudis Breeders International staff at the Kingsville office are working hard to have a quicker turnaround on work submitted and to reduce the amount of time it takes to complete a task. We recently hired a part-time college student to help with data input. Our goal at the office is not simply to get the work done, but to make sure the work is done correctly so breeders

know the data received is correct.

Since taking this position, my travels have taken me to a number of different states. The membership is very appreciative, and I do appreciate the warm hospitality that I have received. Please don't hesitate to call. I look forward to visiting with you in person.

Until next month, let's do great things together!



SGBI OFFICERS OF THE BOARD

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PRESIDENT ELECT Adolfo Sanchez

SECRETARY/TREASURER Nolan Taylor

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LONG RANGE PLANNING Amber Robertson

MARKETING & PROMOTION Kade Thigpen

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Stegall Farms

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Tinney Farms

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Jamie Daniel (La.)

777 Farms

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District 2 – OPEN

District 3 – Amber Robertson (La.)

Running R Cattle

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District 4 – OPEN

District 5 – Mickey Bowman (N.C.)

Rockin B Farm

(336) 669-5771 | rockinbrowdyrooster@yahoo.com

District 6 – Nolan Taylor (Ky.)

WindCrest Farm

(270) 734-1670 | nolantaylor18@gmail.com



WILEY RANCH

Southern Harvest

FEMALE SALE

9.10.2022



EFFIE, LOUISIANA at 11:00 AM

300 Head of registered Brangus and Santa Gertrudis females

Featuring

Blackwater Brangus herd - 6 years and older cows

Wiley Ranch Santa Gertrudis - 6 years and older cows

Also a feature set of consignment Brangus and Santa Gertrudis



Schedule

Friday

2:00 pm - Cattle Viewing

6:30 pm - Cajun Supper

Saturday

7:00 am - Cattle Viewing

9:30 am - Brunch

11:00 am - Southern Harvest Female Sale



WILEY RANCH

Erik or Kim Wiley

155 Sayes Rd. | Deville, LA 71328

318.481.8082 | 318.481.6927

erikkeri@yahoo.com



ACE Contacts:

Richard Hood | 979.224.6150

Trey Kirkpatrick | 979.324.5518

Todd Harvey | 386.288.8059

SANTA GERTRUDIS

Calendar

JULY

- 11** Rise of Champions Sale, smartauctions.co
15-16 Kentucky National Show & Sale, Bowling Green, Ky.

AUGUST

- 30** Wendt Ranches Partners Online Baby Doll Sale, sconlinesales.com

SEPTEMBER

- 10** Southern Harvest Sale, Effie, La.
16-17 District 6 Haltered Heifer Show & Sale, Corydon, Ind.
24 Breeders of the Carolinas Association Field Day, Clayton, N.C.

OCTOBER

- 1** Alabama Connection Sale, Hanceville, Ala.
14-15 Strait-Hefte Tried & True Production Sale, Streetman, Texas
21 Briggs Ranches Bull & Commercial Female Sale, Victoria, Texas
22 Tri-Star Santa Gertrudis Sale, Bloomington, Texas

NOVEMBER

- 11-12** Quail Valley Farms Bull & Female Sale, Oneota, Ala.

2023

MARCH

- 18** Bluebonnet Classic Sale, Bloomington, Texas
25 Purple Reign Sale II, Magnolia, Ark.

NOVEMBER

- 5** Mountain Laurel Classic Sale, Calhoun, Ga.

REGISTRATIONS, STAR 5 RECORDINGS AND TRANSFERS BY DISTRICT

MAY 2022

ACTIVE MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	1	0	0	60
2	129	20	0	133
3	4	0	0	12
4	121	12	0	41
5	69	8	0	11
6	11	3	0	2

JUNIOR MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	17	1	0	18
2	0	3	0	1
3	3	0	0	2
4	1	0	0	2
5	0	1	0	0

FOR SGBI REGISTRATIONS CONTACT: Diana Ruiz

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

SANTA GERTRUDIS

Juniors

By Levi Nelson, President

Howdy, everyone! My name is Levi Nelson and this past year I had the privilege of serving as National Junior Santa Gertrudis Association president. I have been a part of this organization since I was able to walk and soon I will be taking my very last laps around the ring.

Looking back on my experiences, I am so thankful for this organization and all the amazing people and memories it has given me. It is sad that one of the best experiences of my life is coming to an end, but I hope I have made a tremendous impact on this association. I cannot thank the adult breeders and junior members enough for giving me experiences I will cherish forever.

To future members, always remember that time will go by in the blink of an eye if you let it. Always dream big because you never know what will happen if you don't try.

Once again, thank you everyone for allowing me to serve this amazing organization as president! 🍀



SANTA GERTRUDIS WELCOMES

New Members

Active Members

Heather Strait, Streetman, Texas
 Lightning C Ranch, Magnolia, Texas
 Marshall Lucky 13 LLC, Lufkin, Texas
 San Martin Ranch, Edinburg, Texas
 KKJ Farms, Barnesville, Ga.
 Rockin M, Baxley, Ga.

Commercial Members

Alan E. Kiker, Rotan, Texas
 Clear Water Ranch, Laredo, Texas

Junior Members

Arabella Rivas, Mathis, Texas
 Davis Brewer, Kingwood, Texas
 Evelyn Garfield, McAllen, Texas
 Geordon Boulware, Lufkin, Texas
 Jiliana Muriel, Cotulla, Texas
 Payton Miller, Mabank, Texas
 Roxy Jane Shoe, Pochontas, Ark.

In Memoriam

DR. DENNIS JONES

Dr. Dennis Jones, DMD, 74, of Placida, Fla., passed away May 10.

Dennis took great pride in his career as a dentist, which was his profession for 47 years. He was a respected breeder of Santa Gertrudis cattle and the proprietor of Gray Oaks Farm, which he established near his birthplace in north Alabama more than 30 years ago.

A loving father and husband, Dennis took his responsibilities to his family very seriously. He loved the natural world,

CONTINUED ON PAGE 14 »

SANTA GERTRUDIS SMALL BREEDERS GROUP

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(214) 514-6145



Madisyn Douglas
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ARROW CREEK

SANTA GERTRUDIS
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HERD 8859



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PERFORMANCE
with BALANCE!

BWC CATTLE
Where freedom is,
there is my nation.
— Benjamin Franklin
Happy 4th of July!
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Look for us in the show ring
this fall!



LUCKY L FARM
SEAN, RAMONA,
DYLAN & KAYLEE LEDDY
550 Sunset Ridge
Cave City, Ark. 72521
(870) 805-1938
luckylfarm12@gmail.com

Santa Gertrudis
STAR 5

Ridge Point Ranch

Mark & Dixie Clay

4522 Hwy. 84E • Meadville, MS 39653

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Herd No. 1541

Rockin B Farm

Herd No. 13517

SANTA GERTRUDIS

Mickey & Josh Bowman

Staley, N.C.

(336) 669-5771

(336) 215-4774

SQUARE RUNNING M CATTLE

Registered
Santa Gertrudis Cattle

Chadwick Murray
Nacogdoches, Texas
(936) 275-7917



TRIPLE P RANCH

Mike, Kim or Tate Peppercorn

11090 FM 356 • Trinity, Texas 75862

(713) 703-8937 • (281) 825-8459

(936) 222-1164

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(903) 908-2239

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VZ Cattle
Santa Gertrudis

SANTA GERTRUDIS *Production*

POSTPARTUM – A CRITICAL TIME FOR FEMALE FERTILITY

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



If cows are scheduled to breed back in fewer than 50 days post-calving, fertility may be compromised. I know there are some females that can “get ‘er done,” but most cannot. This is an especially tall task for first-calf heifers. Hence, it has been a long-standing recommendation to breed virgin heifers at least two weeks prior to the mature cow herd. This management practice is designed to provide first-calf heifers additional time (two to

four weeks) postpartum to physically prepare for the subsequent breeding season (their second).

Both mature and young females have a lot going on during those first 50 days postpartum. For example, beginning at parturition and continuing through 60 days postpartum, a female’s milk production level will be increasing at a steady and steep incline. The maximum milk production (peak lactation) in both dairy and beef cows occurs at approximately 60 days postpartum, regardless of individual genetics for milk production. From 60 days postpartum until weaning, a beef cow’s daily milk production will slowly decrease and the slope of this part of her lactation curve is not nearly as “steep” as compared to her first 60 days of lactation.

Simultaneous to lactation, the uterus is also shrinking in size and undergoing tissue renovation/repair. Previous to parturition, the uterus was large enough to contain a 60- to 100-pound calf, five to eight gallons of fluid and 10 pounds of additional fetal tissue (placenta). This super-sized and specialized organ must eventually return to “normal size,” equivalent to a small football, sometime between 35 and 50 days postpartum. Most of the reduction in uterine size will remarkably occur over about two to three weeks post calving. However, microscopic changes to the uterine lining and removal of any remaining blood leakage, fetal fluid or possible exudate and inflammation from a minor uterine infection will be ongoing and take additional time. Moreover, the sites of placental attachment (caruncles) also must undergo a size reduction. At the time of parturition these caruncles can be 3 inches by 5 inches in diameter, and by day 50 postpartum will be no larger than a dime.

Any reproductive complications prior to or at parturition, such as an aborted fetus, a difficult calving or a retained placenta, will add additional days to the “normal” postpartum waiting period. In addition, a 2-year-old, first-calf heifer that

is still growing and also losing her baby teeth or a mature cow calving in poor body condition (BCS < 4.0) will also require more postpartum days before rebreeding because both types of females will experience a delay in the resumption of estrous cycles, mostly due to the nutritional demands of lactation. In most instances, however, by 50 days postpartum the uterus will be fully contracted to normal size, free of any inflammation, ready to receive bull semen (naturally or artificially) and fully prepared to facilitate successful reproduction.

Based upon the average gestation length and an on-time annual calf crop, beef cattle production systems necessitate that our beef cows get re-bred within 80-days of calving. The good news is that most cows can handle this schedule without delay. Most cows in a typical, well-managed beef herd can rebreed within an 80-day window (± 15 days) and still maintain optimum annual productivity.

The point of this month’s topic is to remind us how remarkable our beef females are, how good they are at producing beef for humanity and why we need to allow them plenty of time (at least 50 days) to recover, lactate, resume estrous cycles and get ready for the next pregnancy. 🐄



Photo courtesy WindCrest Farm, Leitchfield, Ky.

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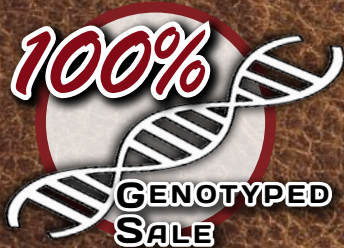
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SANTA GERTRUDIS SALE

Reports

MID-COAST SANTA GERTRUDIS CATTLEMAN'S OPPORTUNITY SALE

MAY 7, 2022 | INDUSTRY, TEXAS

SALE AVERAGES

4	Bulls	\$2,613	1	STAR 5 Open Heifer	\$4,000
1	Bred Cow	\$4,500	11	Pairs	\$3,441
6	Bred Heifers	\$3,850	1	STAR 5 Pair	\$10,000
4	STAR 5 Bred Heifers	\$2,950	4	Embryos	\$2,756
19	Open Heifers	\$2,803			

The annual Mid-Coast Santa Gertrudis Cattleman's Opportunity Sale saw a packed house with buyers from Texas, Louisiana and New Mexico, as well as online at DVAuction. The high-selling lot, MS N-N 915C4 332H, a STAR 5 cow with heifer calf, was consigned by Pitchford Cattle Co., Athens, Texas, and was sold to Chad Lennon, Alba, Texas, for \$10,000. The high-selling bred cow, XL's Daisy Shortcake 570, was consigned by Excell Santa Gertrudis, Santa Fe, Texas, and was sold to Josh Morris, Ector, Texas, for \$4,500. The high-selling bred heifer, Miss CF032, was consigned by C F Cattle Co., Brenham, Texas, and was sold to Relleh Ranch, Houston, Texas, for \$5,500. The volume buyer was Relleh Ranch. 🐾

49TH ANNUAL BREEDERS OF THE CAROLINAS SALE

MAY 14, 2022 | CHESTER, S.C.

SALE AVERAGES

42	Lots	\$2,535
27	STAR 5 Lots	\$2,325

The 49th Annual Breeders of the Carolinas Sale was sponsored by the Breeders of the Carolinas Association. The auctioneer was E.B. Harris and the sale manager was Darren Richmond.

The high-selling female, a pair, was consigned by Creech Farms, Zebulon, N.C., and was sold to Rocking L Farm, Siler City, N.C., and Jolly Farm, Byrdstown, Tenn., for \$5,850. The high-selling open heifer was consigned by Creech Farms and was sold to Rockin B Farm, Staley, N.C., for \$5,500. The high-selling bred heifer was consigned by Five J's Cattle, Clayton, N.C., and was sold to Salter Farms, Milton, Fla., for \$3,200. The high-selling bull was consigned by Creech Farms and was sold to Timmy Benton, Walterboro, S.C., for \$5,000. The high-selling STAR 5 female was consigned by Bar M Farm, Lenoir, N.C., and was sold to Palmetto Cattle Co., Gadsden, S.C., for \$3,100. The volume buyer was McFall Farm, Steve McFall, Paragould, Ark. The STAR 5 volume buyer was Frank Sossamon, Gaffney, S.C. Cattle were sold to nine states. 🐾

IN MEMORIAM CONTINUED FROM PAGE 10

and his family will remember him always in the woods and farmlands of north Alabama, as well as the beaches and waterways of Florida's Gulf Coast.

He was preceded in death by his mother, Mary Bernice Jones, his father, Hazen Jackson Jones, and his brothers Frank Dudley Hamilton and Donald Gene Hamilton. He is survived by his wife, Alma Alvarado Jones, his daughters, Taryn Jones and Naomi Jones, his stepdaughters, Alyssa and Rael Alvarado, his brother, David Jones, and his sister, Susan Weidman. 🐾

COMMITTEE REPORTS CONTINUED FROM PAGE 6

48 hours of the calf's birth to be completely accurate. Data fields include dam docility, udder suspension, teat score, calving ease score, nursing score, etc. We are working to create a laminated reference card that producers can carry with them and record this data when they encounter new calves in the pasture. When they later sit down to register their calves online, adding this data will allow the association to create new expected progeny differences and indexes in the future. We are also requesting that the DigitalBeef programmers add a link to the udder score graphic on the registration interface.

Be on the lookout for the reference card, which should be available in the upcoming months.

Sales & Marketing Committee – Kade Thigpen, Chair

The first Sales & Marketing Committee meeting was held May 25. This goal of this meeting was to initiate conversation between the committee and BluePrint Media and create a starting point for our committee to begin working.

The actual meeting went according to plan and there was great discussion regarding the performance of our present marketing strategies. Our committee was able to gain useful knowledge on how best to present our information to registered and commercial breeders.

The other main topics of discussion were centered around future marketing. A few examples include pursuing opportunities to collaborate with other breeds, advertising campaigns with real data and creating a way to tell our breed's unique story to the world.

If you have any questions, please feel free to reach out to any of the committee members.

Foreign Marketing Committee – Kade Thigpen, Chair

The initial Foreign Marketing Committee meeting was held May 26. We are excited to be back in business post-COVID! Our committee is fired up and will be attending events in multiple countries across South America in the future.

We were able to have some deeper discussions on marketing strategies the committee wants to pursue. A few of those ideas were: have a better presence at international events, such as the Houston Livestock Show; build better relationships with brokers and salesmen in foreign countries; and extend marketing efforts into Asian countries.

Our first priority is to get some updated marketing literature translated and printed for the upcoming South American trips.

If you have any questions or concerns regarding international marketing, please feel free to reach out to any of the committee members.

CONTINUED ON PAGE 20 ➤

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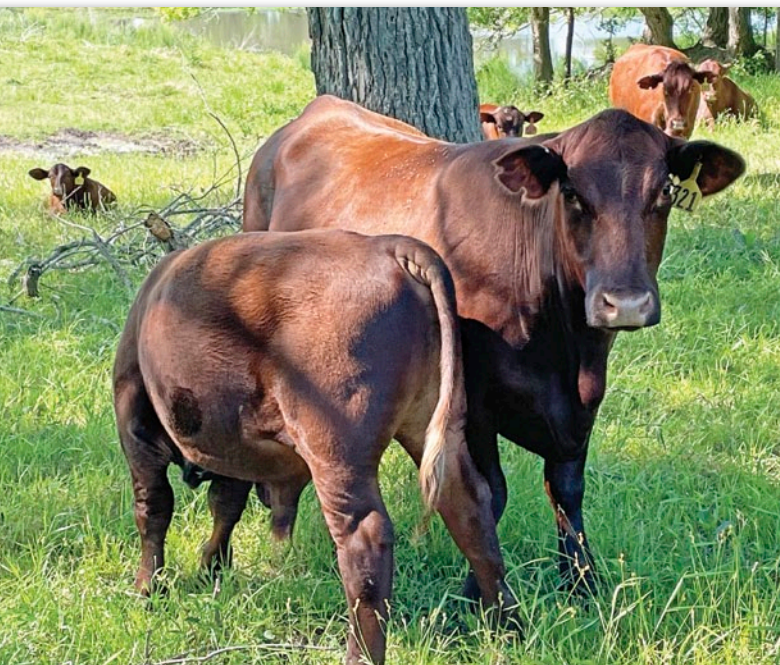
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Four J Cattle

Built for Profitability in the Pasture and on the Rail



By Macey Mueller, Contributing Writer



With a longstanding legacy in the Santa Gertrudis purebred business, the Justiss family's Four J Cattle is focused on producing top-quality bulls and replacement females for their registered herd, while also crossing the breed's superior

maternal traits with complementary genetics to develop highly marketable commercial feeder calves.

John Justiss is the family's third generation to raise Gerts throughout north-central and south-central Texas. Together with his wife, Doyce; daughter, Jana; and parents, Larry and Zoe, he runs about 750 cows on pastureland in Lavaca, DeWitt, Gonzales, Limestone and Falls counties.

Santa Gertrudis genetics have been in his mother's family since the 1950s when her father purchased Gert females from Richard King III. The breed became an integral part of Four J Cattle when it was established in the 1970s and continues to keep the program focused on heat tolerance and maternal ability.

"We utilize Santa Gertrudis to maintain a good base for the cowherd," he says. "They are extremely good mother cows, and because we fall calve, we especially appreciate their ability to get re-bred, even in less than desirable forage conditions at times.

"They also add a lot of longevity to our herd; running 12- or 14-year-old cows that consistently put a calf on the ground each year ultimately helps our bottom line," he adds.

While a balance in maternal and terminal traits is important in the operation, the Gert's natural mothering ability allows Justiss to focus on selecting for improved carcass merit in his bull battery, and data collection and analysis play an important role in that selection process. He takes DNA samples and utilizes genomically enhanced expected progeny differences (GE-EPDs) for greater accuracy and predict-

ability, especially in his virgin bulls. He also uses ultrasound to identify the better carcass animals and relies on breed indexes to help make his final selections.

"Collecting data and getting it into a usable format can be a challenge, but it's a necessary step in making desired improvements in our herd," he says. "There is a lot of information to process and it's easy to get off in the weeds looking for a specific trait, so I like to roll back to the index and look for a more complete bull."

While the Justiss family regularly consigns purebred bulls and replacement heifers to the Bluebonnet Classic Sale each spring and sells a few private treaty as they are available, they primarily breed cattle for their own operations, including a growing commercial herd.

The Four J Cattle crossbreeding program was originally designed to breed Santa Gertrudis females to Hereford bulls, with the resulting F1s being bred to Red Angus bulls to produce a terminal cross for the feedlot.

Utilizing a readily available supply of Red Angus carcass genetics, the commercial operation has recently morphed into a two-breed rotation, where heifers that are born in Falls County are bred to Red Angus bulls in Limestone County and heifers born in Limestone County are bred to Santa Gertrudis bulls in Falls County.

The Santa Gertrudis/Red Angus offspring are known as American Reds. With a unique blend of maternal traits, adaptability, growth and marbling, they make quality replacement heifers with superior mothering ability and feeder calves with efficient gain and desirable carcass quality that fit in the value-added segment of the beef industry.

"We are really excited about the American Red program and the opportunity to maximize the adaptability and maternal heterosis of Santa Gertrudis genetics while using the Red Angus to improve the carcass merit and profitability of our feeders," Justiss says.

The family artificially inseminates (AI) about 100 head each breeding season and recently started an embryo transfer program focused on creating three-quarter bloods to grade up into superior Santa Gertrudis sires, with the goal of advancing the commercial herd through improvements in their registered cattle.

"It's common to see embryo transfer and AI on the seed-stock side, but we feel like the genetic improvement and the higher percentage of early calves make it worthwhile in our commercial operation," he says.

The Justiss family began retaining ownership of their calves in the early 1990s through the Texas A&M Ranch to Rail program, which provided data feedback that allowed producers to make decisions to enhance their production efficiency and profitability. Though the program no longer exists, the family continues to feed their calves at Bezner Beef in Dalhart, Texas, where Justiss says the Santa Gertrudis-influenced cattle adapt well with their heat-tolerant red hide and are usually profitable hanging on the rail.

ABOVE: Four J Cattle is an integrated cattle operation raising registered Santa Gertrudis genetics to improve their growing commercial herd.

CONTINUED ON PAGE 20 »



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FOUR J CATTLE

CONTINUED FROM PAGE 16

"We have had a significantly lower death loss in the feedlot than what I see across the industry, and I think some of that is heat-stress related," he says. "The Gerts just have that natural ability to adapt to an arid climate like in the Texas Panhandle."

"Most years, the calves make money and it's sometimes a toss-up whether the Red Angus cross or the straight Santa Gertrudis make more money; it honestly just usually depends on what week they go to slaughter."

Just like in the purebred operation, the family's progressive carcass performance is a result of data collection and analysis, as Justiss uses harvest data and genetic evaluations to make breeding decisions in his commercial herd.

After visually identifying potential replacement heifers, DNA samples are pulled to cull the bottom end. The Igenity Santa Gertrudis genetic panel he uses is focused on both

maternal and carcass traits, so he can use the results to predict the genetic merit of the steer mates. It also provides multi-sire parentage verification for the profiled calves, which helps him identify his better performing sires.

"Feeding our cattle all these years has given us some valuable feedback on carcass quality and helps us to identify bulls that really increase marbling in our feeders," Justiss says. "When we combine that with the advanced genetic testing that's available, we are excited to continue making great strides in our feedlot performance."

"We have been feeding Santa Gertrudis and crosses for 30 years, and now we have tools to help fine tune the results." 🐄



The Justiss family retains ownership of the calves not selected to return to the herd and uses carcass data to make breeding decisions for improved performance on the rail.

COMMITTEE REPORTS

CONTINUED FROM PAGE 14

Shows & Exhibits Committee – Tanya Bram, Chair

The initial Shows & Exhibits Committee meeting was held May 31. This meeting was set to go over "hot" topics in the show world and set a plan to begin working on those issues.

First and foremost, the Shows & Exhibits Committee wants to be more transparent with the membership. We are working on getting information out to the public as quickly as possible.

A few topics of discussion from the meeting included the split between open show rules and junior show rules, "pay-to-play" dates and times, judges list and, once again, trying to be clearer with the membership regarding changes, dates and judges list.

Members can find a list of upcoming SGBI-approved shows on page 21 as well as on the association's website, <https://santagertrudis.com/events/show-schedule>.

The next meeting will be held in person sometime during the National Junior Santa Gertrudis Show. If you have any questions, please feel free to reach out to a committee member before the next meeting.

Breed Promotions Committee – Nancy Wunderlich, Chair

The Breed Promotions Committee has been working on a couple different projects right off the bat.

The first project is in conjunction with the Research & Education Committee. They are working on creating an udder and teat reference card to help breeders properly score their cows and be able to properly input that data back in the DigitalBeef database, if they choose.

The second project is one left behind from last year's Breed Promotions Committee – creating signage that members can use to promote our breed in their local sale barns. This is a great way to promote Santa Gertrudis to producers across the country.

We believe this committee's mission is to focus on promoting Santa Gertrudis to both internal (i.e. SGBI members) and external (other cattle producers) audiences.

If you have any questions or concerns, please feel free to reach out to any committee members.

Editor's Note: A list of SGBI's committees and their committee members was included in the June issue of Santa Gertrudis USA. A listing can also be found on the association's website, <https://santagertrudis.com/sgbi/committees>. 🐄

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2022 Fall Show Schedule

Show	Location	Date	Contact	Entry Deadline
Ohio State Fair	Columbus, Ohio	8/1/22	ohiostatefair.com	6/21/22
Indiana State Fair	Indianapolis, Ind.	8/5/22	indianastatefair.com	7/1/22
Ozark Empire Fair	Springfield, Mo.	8/6/22	ozarkempirefair.com	6/15/22
Missouri State Fair	Sedalia, Mo.	8/21/22	mostatefair.com	7/1/22
Kentucky State Fair	Louisville, Ky.	8/28/22	kystatefair.org	7/10/22
Four States Fair	Texarkana, Ark.	9/10/22	fourstatesfair.com	TBD
D6 Larry Osborne Memorial Show	Corydon, Ind.	9/16/22	djrichmd@gmail.com	9/1/22
Southeastern Empire Fair	Lawrenceville, Ga.	9/17/22	gwinnettcountyfair.com	9/1/22
Oklahoma State Fair	Oklahoma City, Okla.	9/25/22	okstatefair.com	8/15/22
Tulsa State Fair	Tulsa, Okla.	10/2/22	tulsastatefair.com	8/26/22
Arkansas State Fair	Little Rock, Ark.	TBD	arkansasstatefair.com	TBD
North Carolina State Fair	Raleigh, N.C.	10/14/22	ncstatefair.org	9/15/22
State Fair of Texas	Dallas, Texas	10/16/22	bigtex.com	9/1/22
Louisiana State Fair	Shreveport, La.	11/6/22	statefairoflouisiana.com	10/1/22
North American Livestock Expo	Louisville, Ky.	11/17/22	livestockexpo.org	10/1/22
Hot Gert Show	Robstown, Texas	11/19/22	buenavidacattleco@gmail.com	11/1/22

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