



SANTA GERTRUDIS

USA

JUNE 2019 | VOLUME 22, NUMBER 6

SGBI ANNUAL MEETING

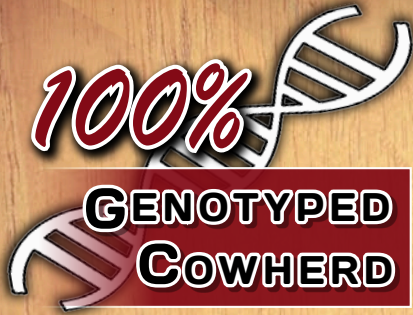


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in conjunction with

Santa Gertrudis 2019 **USA**
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2nd NuGen Foundation Sale & Wendt Elite Sale

Saturday, October 19, 2019

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Schedule of Events:

Friday, Oct. 18

4:00 p.m. Field Day

7:00 p.m. Dinner & Dance

Saturday, Oct. 19

9:00 a.m. Cattle viewing

11:00 a.m. Sale begins

Hotel Accomodations:

Block reserved under "Cattle Sale" until Sept. 1st

LaQuinta: 979-323-9095

Candlewood Suites: 979-245-7500

Studio 6: 979-244-2400

Wendt Ranches Partners LLC

Bay City, TX

979-240-5311

MC Ranch

Alpharetta, GA

770-354-7802

Goodin' Farms

Austin, IN

812-794-2624

SANTA GERTRUDIS USA

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ON THE COVER

SGBI members enjoy some free time during the annual meeting to explore San Antonio.

Photo by Darren Richmond.

Providing Polled Power Genetics to the Santa Gertrudis Breed

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FLYING C RANCH

We Thank Our Crimson Classic Sale Buyers



Creech Farms, Zebulon, N.C., for their purchase of FC Dixie 36/7. Dixie was our bred-heifer consignment and one of the sale's high sellers.

David Adams, Ponce de Leon, Fla., for his purchase of our STAR 5 pair.

***We appreciate the confidence you
have placed in our program and
are excited to see how these cattle
perform in your programs!***



FLYING C RANCH

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Herd No. 16769 • Herd No. 37879



Flying C Ranch

Lester & Ouida Cossey

2639 Gum Springs Rd., Searcy, AR 72143

(501) 207-2272





Ramblings from the Open Range

EXECUTIVE DIRECTOR'S REPORT

By John Ford

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Please read the association's annual report on page 7. The breed's industry presence continues to grow, and demand for profitable Santa Gertrudis genetics remains strong. Registrations and STAR 5 recordings surpassed the 7,500 mark last year. A record number of datapoints and DNA samples were downloaded into the breed's genetic evaluation as well. The large number of phenotypes and genotypes submitted confirms that the breed is DATA DRIVEN. SGBI's reliable genetic evaluation allows members and their customers to make selection and breeding decisions with confidence. The breed's genetic trendlines validate the value members see in the association's decision-making toolbox.

The speed at which genetic improvement occurs today is phenomenal and it seems as if a new curve-bending Santa Gertrudis sire is being introduced every month. This rapid genetic progress certainly adds another degree of difficulty to the breeding decision-making process. With new genetic packages hitting the market so quickly, the importance of having long-term herd goals and breeding objectives can't be overstated.

As producers of seedstock focused on genetic improvement, sampling exciting young sires should be an integral part of a program's strategy. However, care should be taken to ensure that an operation does not become a member of the "bull-of-the-month club," jumping from one new sire to the next without a clear picture of how their genetics fit into an operation's program. Setting specific, measurable and attainable breeding objectives guarantees that programs stay the course, resulting in seedstock that is profitable for all industry members.

A seedstock operation should set specific breeding objectives for a particular clientele, and the objectives should focus on cattle that are profitable for the operation and the opera-

tion's cattle-buying customers. Once SGBI members understand the needs of their target market and have developed breeding objectives that are aligned to the customers' requirements, they can begin selecting livestock and making mating decisions that meet their breeding objectives. Utilizing high-accuracy sires in a planned breeding program that possess traits proven to have a positive effect on profitability is key in reaching herd goals, meeting commercial customer needs and hitting industry targets. High-accuracy, proven sires take the guesswork out of the breeding decision process.

However, we must keep in mind that genetic improvement is a key component of seedstock production, and the

pursuit of improvement is a continuous task. It is easy to confuse genetic change and genetic improvement; they are not necessarily the same. Seedstock producers can change many traits genetically, but change does not necessarily mean improvement. Improvement suggests the production of superior animals and superior animals are those with greater profitability. The identification of the next generation of profitable sires is essential if a seedstock operation and a breed are to remain viable for the long term. Young sires take advantage of genetic trends and are more likely to rank higher for traits that are under greater selection pressure as compared to the breed's older sires.

Trying young sires should be a regular element in a seedstock operation's breeding strategy. The difference between proven sires and young sires is simply a matter of accuracy due to data. As more data from a bull's progeny are included in the evaluation, his accuracy increases. Once the accuracy reaches a certain point, the bull is considered a "proven sire." Keep in mind, all older, high-accuracy sires were once young, unproven, low-accuracy bulls.

CONTINUED ON PAGE 18 »

SGBI

Need to Know

THE SANTA GERTRUDIS BREEDERS INTERNATIONAL (SGBI) BOARD OF DIRECTORS approved several changes to the Rules of the Association and the breed's genetic evaluation during the spring 2019 board meeting. These recently approved modifications to the association's rules and genetic configuration are designed to protect SGBI members' investments in their herds' genetics and breeding programs.

Currently, SGBI staff is formulating rule specifics and developing a timeline for implementation. Final rules will appear in upcoming issues of *Santa Gertrudis USA*.

1. Purchased animals' names may not be changed in any way without written permission from the breeder originally registering the animal with Santa Gertrudis Breeders International.
2. A breeder using a non-owned bull for artificial insemination purposes must secure from the breeder/owner an SGBI AI certificate. The certificate must accompany application for registration.
3. Genetic evaluation configuration changes include:
 - a. Remove birth year as a contemporary group divider
 - b. Change BW contemporary groups to a 90-day range
 - c. Line-up scan and yearling weight window, 300-450 days
 - d. Re-estimate correlations and heritability
 - e. Designate ET recipient dam's breed or type (Dairy, *Bos indicus*, *Bos taurus*, SG)
 - f. Move to two balanced indexes (Maternal, Feeder)
 - g. Offer a voluntary Whole Herd Reporting option

Please check "Need to Know" throughout the summer months for final rules and implementation dates. 📖

SGBI ANNUAL REPORT

Editor's note: At the recent SGBI Annual Meeting, Executive Director John Ford gave his annual report to the members in attendance. Below are highlights from that report.

Dear SGBI Members,

The association's fiscal year (FY) closed March 31, 2019, and SGBI recorded another year of remarkable growth. Despite a somewhat soft seedstock market, the increased attention the organization is receiving from industry members has resulted

in a rising demand for the breed's profitable genetic package. I am pleased to report that registrations increased, as did STAR 5 recordations, transfers were up and the number of cattle on inventory continues to grow. The **DATA DRIVEN** and **PROFIT PROVEN** message resonates with all industry sectors, and the membership has responded by submitting a record amount of performance-validating information during the past year. Simply stated, FY 2018-2019 was a tremendous success for Santa Gertrudis Breeders International.

A 7 percent increase in junior membership, combined with a slight increase in commercial membership, offset a small decrease in active membership, resulting in a net gain of 24 members for the fiscal year.

Registrations and recordations topped the 7,500 mark, with 7,539 animals added to the herdbook during the year. This extraordinary 20 percent increase in registrations clearly indicates that there is a growing demand for profitable Santa Gertrudis genetics. The number of animals transferred to new owners surpassed 2,500 head, and the year closed with 22,205 animals listed on member inventory.

The membership's commitment to submitting information, records and DNA samples in order to identify genetics that perform profitably has captured the attention of commercial cattlemen nationwide. A tremendous number of trait records (14,169) were added to the association's database over the 12-month period.

Equally impressive is the number of ultrasound records imported during the year. Members submitted 4,620 scan records between April 1, 2018, and March 31, 2019. Being the first beef breed association to implement the single-step methodology for the incorporation of DNA samples into genetic evaluation calculations has resulted in one of the seedstock sector's most comprehensive evaluation systems.

Recognizing the importance of a DNA-verified expected progeny differences (EPD) system, members continue to add to the number of genotypes stored in the SGBI database. This year, 1,988 DNA samples were downloaded into the association's database, placing the total number of genotypes accessed per EPD download at 11,679, which represents 53 percent of the breed's year-end inventory. Utilizing the breed's comprehensive genetic evaluation, members have made tremendous genetic progress improving traits of economic importance, including weaning weight, yearling weight and marbling.

Challenged by the Performance Committee and the Research and Education Committee to collaborate with universities and others, the Santa Gertrudis Foundation funded key research with industry partners on heterosis, animal

efficiency and carcass quality – all areas that drive industry acceptance. The National Santa Gertrudis Youth Foundation continued its mission of investing in education and leadership development, funding a long-term study of the association's youth programs and activities. In addition, the Youth Foundation awarded \$31,000 in scholarships to deserving junior members in 2018.

Recognizing the importance of telling the breed's story, an aggressive advertising campaign and marketing strategy was developed and initiated by the breed's communication partner, Blueprint Media. More than 1.5 million contacts with cattlemen nationwide were made through print, broadcast and social media. The audiovisual library added two new productions, *SGBI Feedyard Performance* and *EPDs and Single Step Methodology*, bringing the updated number of educational videos available for promotional use to four. Total views of these audiovisuals topped 22,000 individual views.

The breed's official publication – *Santa Gertrudis USA* – continues to keep membership informed of association projects and activities while generating much-needed revenue. Approximately \$17,000 in revenue was added to the association's coffers over the last 12 months.

SGBI closes the year on sound financial footing. Following years of financial challenges, the association is now positioned to take advantage of research, marketing and promotional opportunities. The Board of Directors continues to investigate avenues and opportunities to generate income and lower operating cost. SGBI's wholly owned subsidiary, Small Registry Systems (SRS), not only allows the association to spread operational costs, but also generates approximately \$12,000 in revenue annually. This past year, SRS funds enabled SGBI to update the association's accounting program, purchase a new computer and secure a refrigerator for storing DNA samples.

As a small breed association in an extremely competitive seedstock industry, SGBI members realize there are always challenges on the horizon, and association success is dependent on planning. In 2018, the association released the 2018-2022 Long Range Plan, a document that builds on the solid foundation set by the 2013-2017 plan. This carefully crafted, grass-roots-developed plan provides SGBI with a clear path for success in the years to come.

It has been a great 12 months for Santa Gertrudis Breeders International and Santa Gertrudis genetics. Members' commitment to America's original beef breed has resulted in tremendous growth for **DATA DRIVEN** and **PROFIT PROVEN** Santa Gertrudis cattle. 🐾

MORE SGBI ANNUAL MEETING COVERAGE ON PAGE 22 »

SGBI Seeks New Executive Director

SGBI is accepting applications for the position of Executive Director, in anticipation of John Ford's retirement. For more information, including a job description, list of qualifications and the application process and requirements, please visit www.santagertrudis.com.

Applications are due Aug. 1, 2019.

Break into the ge



Red Doc Never Better 7457

The \$130,000 record setting Red Doc bull, who has sold over \$90k in semen sales to date. Never Better is the product of the most consistent and successful genetic lines, Red Doc Never Before and Red Doc Bonita 8017.

Actual BW 85lb., WW 812 lb., YW 1362 lb., REA 15.33, IMF 4.66, Fat .25, YG 1.5, cost of gain \$0.58/lb.

"We have not seen a Santa Gertrudis bull with this much natural muscling, balanced phenotype backed by a proven pedigree and actual performance in the history of the Santa Gertrudis breed."

-Adolfo Sanchez, Red Doc Farm

Watch for Never Better's power genetics from these operations; Lackey Ranch, Passion Farms and Patrick Marz!



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rmvls65@gmail.com

Michael Seay- Castle Rock, CO

303-621-4548
michaelseay@icloud.com

netic bank...

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flush options now
available**



Red Doc Melania 7077

Red Doc Trump's Melania has drawn interest from several countries and cattlemen from outside of the Santa Gertrudis breed. Her high marbling, big top, moderate frame, easy fleshing and performance makes her a standout in the bos indicus and bos taurus world.

Actual BW 55 lb., WW 752 lb., YW 1102 lb, REA 12.32, IMF 7.5, Fat .31

PRESIDENT'S LETTER

By Jerome Urbanosky

(281) 797-5715 | jerome@ameritechsi.com



We had a great SGBI Annual Meeting along the beautiful San Antonio River Walk. Like most people who attended, we found time to visit the historic Alamo. I hope you can attend the 2020 Annual Meeting.

John Ford, our great SGBI executive director, will retire at next year's annual meeting. The search for his replacement has begun and SGBI hopes to have his replacement on board in October of this year.

Yancey Strait, Nancy Wunderlich, John Ford and I are serving on the search committee. It will be a big job finding someone to step in and replace John, but I learned a long time ago "the only constant is change." Wish us luck and contact us if you have some input.

This month, the National Junior Santa Gertrudis Show (NJS GS) will be held in Bryan, Texas, June 22-29. David and Christy Moran are the show chairman. Everyone owes them a big "thank you" for committing to a year of hard organizational time to make this huge event the envy of all other cattle associations. If you have never been to an NJS GS, it is hard to adequately describe the many events, great cattle and tremendous fun enjoyed by all.

I started taking my kids to the NJS GS when they were old enough to show, and it seemed like for 20 years straight it was our summer vacation. Now my grandkids are showing, and I can watch the show instead of getting heifers ready.

Before we know it, the Santa Gertrudis World Congress will be here in October. If you want to have a great experience, please plan on being part of it for

CONTINUED ON PAGE 18 »

In Memoriam

WESLEY BURTON McDANIEL, JR.



DR. WESLEY BURTON MCDANIEL, JR. (Burton), 63, passed away April 28, 2019, at his family farm in Ringgold, Ga.

A beloved husband, father, grandfather, Christian, friend and cattle enthusiast, Burton's passions included his family, raising award-winning Santa Gertrudis cattle and Boy Scouts of America. Some of his many accomplishments included earning the rank of Eagle Scout and helping his sons achieve the same; a medical mission trip to Croatia during the Bosnian War and being a Master 4-H'er in wildlife management.

Burton was actively involved in Santa Gertrudis Breeders International (SGBI), and served on the SGBI Board of Directors for 12 years. Since he began raising Santa Gertrudis in the 1970s, Burton bred and exhibited high-quality cattle, including numerous national champion females and bulls. One of his greatest honors was being named SGBI Breeder of Year for five years in a row (1994-1998). Burton was also a proud founding partner of the official SGBI NuGen project; he provided project management and played a vital role in moving the project forward.

Burton is survived by his wife Judy; son Wesley III (Jessica), daughter Ali (Justin) Hill, daughter Anna (Drew) LoBean, and son William Hayden; grandchildren Andi McDaniel, Wesley McDaniel IV and Andrew LoBean; sister Sylvia (John) Brooks; and numerous brothers- and sisters-in-law, nieces and nephews.

Memorial donations can be made to the Santa Gertrudis Youth Foundation designated to G.O.A.L.S (Gerts Ongoing Advanced Leadership Summit), Santa Gertrudis Breeders International, PO Box 1257, Kingsville, TX 78364. 🍀

SGBI OFFICERS OF THE BOARD

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SANTA GERTRUDIS DISTRICT VI BREEDERS



SUPPORT THE FUTURE



GOOD LUCK!

To all the juniors competing at Nationals later this month! Our best wishes are especially with Dylan Leddy, showing **C Bar C Emilia 915/7**, and Taylor Terry, showing **C Bar C Fancy 37/8** – the donated heifer she won last year.

UP AND COMER!

Izzy anxiously awaits and dreams of her first show heifer!



C BAR C RANCH

C BAR C RANCH



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SANTA GERTRUDIS Juniors

By Caydi Blaha, Director, District 1



As my term on the National Junior Santa Gertrudis Association Board of Directors comes close to an end, I reflect on the special memories that I have. I am grateful for all of the friendships I have made, and I encourage everyone to put yourself out there and make new friends from across the United States. You never know where you might reconnect with them as you transition

into college and a career.

The National Junior Santa Gertrudis Show (NJS GS) will be here shortly, and I can't wait to see all of you. I am so happy that we will be welcoming you to Texas. You will have already sent in your entries, and I hope you entered as many contests as you could. Each of these contests allows you to interact with other juniors and gain important knowledge.

I have participated in Brain Bowl, and a lot of the things that I learned helped me in the show ring as well. Participating in the speaking contest is something that I struggled with, but I am so glad I did it. It has made me more confident when getting up in front of a crowd for other speaking events.)

REGISTRATIONS, STAR 5 RECORDINGS AND TRANSFERS BY DISTRICT

APRIL 2019

ACTIVE MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	1	4	0	5
2	297	12	0	173
3	27	0	1	32
4	75	29	0	38
5	18	0	0	15
6	15	4	0	17

JUNIOR MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	46	6	0	29
2	15	5	0	10
3	0	0	0	8
4	0	0	0	1
5	8	0	0	3

FOR SGBI REGISTRATIONS CONTACT: Diana Ruiz

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These are just a few of the areas you can participate in, but all of them equip you with great tools for moving forward in life. If you are running for a director position, I want to commend you for stepping up to a leadership role.

Be sure you are aware of all the NJS GS rules. T

SANTA GERTRUDIS Calendar

JUNE

- 18-21** Beef Improvement Federation Annual Meeting and Research Symposium, Brookings, S.D
22-29 2019 National Junior Santa Gertrudis Show, Bryan, Texas

JULY

- 19-20** 41st Annual Kentucky National Santa Gertrudis Show and Sale, Bowling Green, Ky.
28-Aug. 1 Gerts Ongoing Advanced Leadership Summit, Estes Park, Colo.
29-30 Ohio State Fair, Columbus, Ohio

SEPTEMBER

- 20-21** District 6 Show and Sale, Harrison County Fairgrounds, Corydon, Ind.
27-Oct. 20 State Fair of Texas, Dallas, Texas
28 Arkoma Santa Gertrudis Association Sale, Tulsa, Okla.

OCTOBER

- 4-19** Santa Gertrudis World Congress 2019
4-5 Alabama Connection Sale, Blountsville, Ala.
19 NuGen/Wendt Elite Sale, Bay City, Texas
26 2nd Annual Strait-Hefte Tried & True Production Sale, Carrizo Springs, Texas

NOVEMBER

- 2** Mt. Laurel Sale, Calhoun, Ga.

SANTA GERTRUDIS WELCOMES New Members

Active Members

CCP Farms, LLC, Chris Powers, Pleasant Hill, Mo.
Stephens Ranch, Lamar Ingulli, Tampa, Fla.
J T J Farms, Jerry Jones, Gallant, Ala.
Alleman Cattle Co., Bryan Alleman, Rayne, La.

Commercial Members

Greg Hamilton, Spruce Pine, Ala.
William Peary, Hope Hull, Ala.

Junior Members

Alexis Armstrong, Houston, Texas
Colby Anderson, Purdon, Texas
Kagan Boggs, Waxahachie, Texas

Rilee Hall, Pattison, Texas
Cydnee-Ann Presson, Texarkana, Texas
Kaylee Young, Cleveland, Texas
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Zane Wilson, El Campo, Texas
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BASIC FLY MANAGEMENT

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



Flies are the necessary, but evil, hand that Mother Nature has dealt livestock producers. Why do we need flies? Fly larvae do a wonderful job of cleaning up road kill or other mammals that have died. If decaying flesh or rotting food is not available, a moist cow pie will do. Unfortunately, these larvae undergo metamorphoses and become pests that still need to eat. Beef producers spend plenty of money on fly-control

products, yet flies still causes millions of dollars of lost performance to the U.S. beef industry. We can't think about fly control, that is an impossible task, let us direct our efforts to improved fly management.

The horn, stable, house and face flies (Figure 1) are the culprits. Horn flies are an extreme nuisance to cattle, causing undue stress as they take 30 or more blood meals per day with their chewing mouth parts. Face and house flies can cause eye irritation as they feed on eye, nose and mouth secretions with their sponging mouth parts. Moreover, they can carry the bacterium *Moraxella bovis* (pink eye). All flies irritate cattle, reduce weight gain and lower milk production. Cattle will expend energy and time by tail-swishing, stomping, lying down and standing in groups or in water. It is suggested that if you have more than 250 flies per side (flies covering hide = surface area of two human hands), you should treat the cattle.

There are multiple methods (pour-on, sprays, rubs, dusters or ear tags) and multiple products (see table) available to manage flies. Because insects become resistant to an active ingredient, due to a short but prolific lifecycle, it makes good management sense to rotate ingredients annually. The development of feed additives, or feed-thru products, that are designed to interrupt the fly lifecycle (insect growth regulators (IGR): Rabon®, JustiFly®, or larvicide (Altosid®)) have increased our "fly tools." To work effectively, however, cattle must consistently consume the required amounts. These feed-thru products are effective only if there aren't additional fly sources within 1-5 miles.

Part of any fly program is to better understand where flies originate and what can be done to alter these sources. Face and horn flies lay eggs in fresh manure,

eggs hatch into larvae (1-2 days), larvae change into pupae (6-8 days) and pupae hatch into flies that find the nearest cow. Stable flies lay eggs in manure-straw mixtures, or any other moist decaying organic matter (around hay rings), *not* in fresh manure. House flies lay eggs and develop just about everywhere there is decaying feed or waste.

Entomologists recommend that fly tag products be rotated annually or mix ingredients and methods in a single application (i.e., organophosphate ear tag and pyrethroid pour on/spray). An ideal three-year tag rotation for controlling horn flies would be an abamectin (first year: XP-820), an organophosphate (second year) and a pyrethroid (third year). Pyrethroid products tend to have a quick "knockdown" effect, while organophosphate control may take some time. Consider tags with piperonyl butoxide (PBO) as it is added to increase the effectiveness of the insecticide. Try to avoid tags with more than one chemical class because of the risk of creating dual resistant flies and *always* remove fly tags after 3-5 months. If labeled for two tags per head, use two tags.

There is no single best strategy for fly management. Work with neighbors, Extension beef or livestock entomology specialists and your veterinarian to develop and implement a fly management program. An unexecuted plan will never produce desired results. 🦋

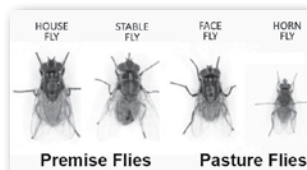


Figure 1

PESTICIDE EAR TAGS

Product Name	Active Ingredient	Chemical Class	Manufacturer
Co-Ral® Plus	Diazinon + Coumaphos	Organophosphate	Bayer
Corathon®	Diazinon + Coumaphos	Organophosphate	Bayer
Cylence Ultra®	Beta-Cyfluthrin	Pyrethroid + PBO	Bayer
Double Barrel® VP	Lambda-cyhalothrin + Pirimiphos	Pyrethroid + Organophosphate	Schering-Plough
Dominator®	Pirimiphos	Organophosphate	Merck
Gardstar® Plus	Permethrin	Pyrethroid	Y-Tex
Patriot™	Diazinon	Organophosphate	Boehringer-Ingelheim
Optimizer®	Diazinon	Organophosphate	Y-Tex
Python® and Python Magnum™	Zeta-cypermethrin	Pyrethroid + PBO	Y-Tex
Saber® Extra	Lambda-cyhalothrin	Pyrethroid	Merck
Warrior™	Diazinon + Chlorpyrifos	Organophosphate	Y-Tex
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RAMBLINGS CONTINUED FROM PAGE 6

Today's genomic tools can eliminate some of the unknown related to young sire use. Historically, expected progeny differences (EPD) accuracies of young bulls have been around 0.1. Genomically enhanced EPD accuracies are closer to 0.4, depending upon the trait of interest. EPD accuracy for Santa Gertrudis yearling bulls that have been DNA tested is similar to bulls with performance data from 10 or more calves already included in the association's genetic prediction. With so many exciting young sires available, selecting young sires to sample could be a challenging undertaking. However, trying those young sires whose suite of traits fits into your operation's breeding program will ensure that the next generation of profitable Santa Gertrudis genetics will be identified. 🐄

PRESIDENT'S LETTER CONTINUED FROM PAGE 10

the time you have available. You know, life just goes by so quickly if we don't take time to enjoy it.

Hope you can be part of it.

I'm still reeling from the loss of my dear friend Dr. Burton McDaniel. He represented everything good that can be said about a person. At this past SGBI Annual Meeting, Jane and I had dinner with Gene and Nancy Kubecka, along with Burton and Judy. We would all be better people if we could live up to the high standards that Dr. Burton McDaniel set. My love and compassion goes out to Judy and all the McDaniel family.

Again, an update on my Dad, Harold Urbanosky. He did make it to his 88th birthday on May 3, and we had a great family party for him. When we brought him home from the hospital in mid-March, the doctors told us he had one to two weeks (at the most) left. As of this writing, he is still with us and is doing remarkably well. He wants to go out riding around on the ranch and his appetite is improving. He told me he is planning on being at the Santa Gertrudis World Congress when it comes to Urbanosky Ranch in October. None of his family is betting he won't be there. He is a remarkable man and father.

Until next time, spread the good news about Santa Gertrudis. 🐄

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- N Bar N Cattle Co., Van, Texas
- J.D. Chism, Pontotoc, Miss.
- Circle A Farm, Williamsport, Tenn.
- Ernie Easterling, Morton, Miss.
- Woman Hollerin Ranch, Brookshire, Texas
- Blake Walker, Jacksonville, Ark.
- Graves Creek Ranch, Columbia, Miss.

*From North Carolina to
New Mexico, we appreciate
all of your support!*



From left, Bill Lundberg, Michael Hadley representing Van Culberson, and Tony Creech

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- › First *Bos indicus*-influenced breed to offer GE-EPDs.
- › First beef breed to implement “single-step” methodology.
- › 30 years of data collection = comprehensive genetic evaluation.
- › 11,000+ genotypes in SGBI data set – one of the largest for a *Bos indicus*-influenced breed.
- › Feed-out and carcass studies validate profitable feeding and carcass performance.

PROFIT PROVEN

- › Superior in highly heritable, profitable, functional and adaptive traits.
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Santa Gertrudis **2019** *USA* **WORLD CONGRESS**

★ ★ ★ 4-19 OCTOBER | **GROWING GLOBALLY** ★ ★ ★

DAY and PARTIAL REGISTRATIONS

Can't make the entire tour? No problem!

Day and package registrations are now available.

- ★ Register before July 1 to get discounted rates and to ensure availability.
- ★ Day Only includes all meals and events of the day.
- ★ Day + Overnight (ON) includes hotel accommodations that night.
- ★ Overnight accommodations are based on single occupancy. If you will be booking double occupancy, deduct 25% from the Day+Overnight and package rates.
- ★ Day participants are welcome to ride the bus (space available), if returning to departure location at the end of the day. In the case of one-way travel, personal transportation is encouraged.
- ★ Prices shown on registration form on facing page.

New Orleans: 6 p.m. on 10/7 to 7 a.m. on 10/10

- ★ Three nights in New Orleans: 10/7, 10/8, 10/9. NOLA Marriott
- ★ Growing Globally Strategic Planning Sessions on 10/8 and 10/9.
- ★ Cajun Feast on 10/8 and New Orleans free time on 10/9.
- ★ Airfare, travel, transfers not included.

San Antonio/Kingsville: 4 p.m. on 10/13 to 12:30 p.m. on 10/15

- ★ One night in San Antonio: 10/13. One night in Kingsville: 10/14
- ★ Evening at Briscoe Western Art Museum in San Antonio.
- ★ Full day at King Ranch, including lunch and dinner at Caesar Kleberg Wildlife Center.
- ★ Visit and lunch at San Jose Cattle Co., Riviera.
- ★ Includes bus transportation from San Antonio to Kingsville to Riviera and back to Kingsville.
- ★ Does not include transportation from Riviera back to San Antonio.

College Station: 8 p.m. on 10/15 to 8 a.m. on 10/18

- ★ Three nights in College Station: 10/15, 10/16, 10/17.
- ★ Texas A&M Beef 706 Workshop on 10/16 and 10/17.
- ★ Breakfast and lunch provided on 10/16 and 10/17.
- ★ Dinner provided on 10/16. Dinner on your own on 10/15 and 10/17.
- ★ Tours of Sexing Technologies and Trans Ova Genetics.
- ★ Airfare and airport transfers not included.
- ★ Bus transportation provided to events.

FULL & HALF REGISTRATIONS

- ★ Based on double occupancy. Single occupancy available for additional charge.
- ★ Does NOT include airfare to Atlanta or Dallas or from Dallas or Houston.
- ★ Interpreter in attendance at educational sessions (Growing Globally and Beef 706).
- ★ Luxury coach transportation with guide for duration of tour.

FULL CONGRESS: \$4,950

- ★ Entire tour schedule: 10/4–10/19.
- ★ Nine hosted ranch visits.
- ★ One penned cattle display.
- ★ Two Santa Gertrudis sales.
- ★ One Santa Gertrudis show.
- ★ 17 overnight accommodations.
- ★ 15 breakfasts.
- ★ 11 lunches/midday meals.
- ★ Nine evening meals.

FIRST HALF CONGRESS: \$2,925

- ★ Tour schedule from 10/4–10/11.
- ★ Five hosted ranch visits.
- ★ One Santa Gertrudis sale.
- ★ One Santa Gertrudis show.
- ★ Eight overnight accommodations.
- ★ Seven breakfasts.
- ★ Five lunches/midday meals.
- ★ Three evening meals.

SECOND HALF CONGRESS: \$3,125

- ★ Tour schedule from 10/11–10/19.
- ★ Four hosted ranch visits.
- ★ One penned cattle display.
- ★ One Santa Gertrudis Show.
- ★ One Santa Gertrudis Sale.
- ★ Nine overnight accommodations.
- ★ Eight breakfasts.
- ★ Six lunches/midday meals.
- ★ Six evening meals.

You may also register online at

www.SantaGertudisWC2019.com

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Pre-Registration Deadline: July 1, 2019

Please complete in full and mail / email to:
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lbard@blueprintma.com



Name: _____ Company: _____

Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Phone _____ Email: _____

☐ Double Occupancy with: _____

All prices below are based on single occupancy. If you are purchasing an ON (overnight) package and will be rooming with someone as indicated to the left, deduct 25% for double occupancy. Double Occupancy person must be at same address and with same payment options to use one registration form. Otherwise, complete a single registration form for each person and indicate "Double Occupancy with" on each form.

Date	Itinerary/Activities	Day X # ppl	Day+ON X # ppl	= Total Due
10/3	Atlanta: Arrival and Overnight.....	na X	or \$150 X	=
10/4	Atlanta, Ga. > Cullman, Ala: Congress Kick-Off/Quail Valley Farms	\$100 X	or \$225 X	=
10/5	Cullman, Ala: Alabama Connection Sale/Tinney Farms.....	\$150 X	or \$300 X	=
10/6	Cullman, Ala. > Gulfport, Miss.: Grandview Farms/Casino Night	\$100 X	or \$250 X	=
10/7	Gulfport, Miss. > New Orleans, La.: Cotton Branch Plantation	\$100 X	or \$350 X	=
10/8	New Orleans, La.: Growing Globally Seminar/Cajun Feast	\$250 X	or \$500 X	=
10/9	New Orleans, La.: Growing Globally Seminar	\$200 X	or \$450 X	=
10/10	New Orleans, La. > Dallas, Texas: Wiley Ranch	\$100 X	or \$325 X	=
10/11	Dallas, Texas: State Fair of Texas/Aisle Party	\$100 X	or \$325 X	=
10/12	Dallas > San Antonio: 6 hours travel.....	\$100 X	or \$325 X	=
10/13	San Antonio: Free Day/Evening at Briscoe Western Art Museum	\$100 X	or \$325 X	=
10/14	San Antonio > Kingsville: King Ranch Day and Evening	\$250 X	or \$375 X	=
10/15	Kingsville > College Station: San Jose Cattle Co./Townsend Cattle Co.	\$100 X	or \$275 X	=
10/16	College Station: Beef 706 Seminar/Trans Ova Genetics/Evening	\$200 X	or \$375 X	=
10/17	College Station: Beef 706 Seminar/Sexing Technologies	\$175 X	or \$350 X	=
10/18	College Station > Bay City: Urbanosky Ranch/Wendt Ranches.....	\$150 X	or \$275 X	=
10/19	Bay City: Wendt Ranches/NuGen Sale/Closing Event	\$150 X	or \$275 X	=
10/7 - 10/10	New Orleans Growing Globally Package		\$1,100 X	=
10/13 - 10/15	San Antonio/King Ranch/San Jose Cattle Co. Package.....		\$800 X	=
10/15 - 10/18	College Station Beef 706 Seminar		\$875 X	=
Less 25% on overnight packages if double occupancy as indicated above				=
GRAND TOTAL DUE				=

FOR MORE INFORMATION, VISIT:

SantaGertrudisWC2019.com
or call (970) 498-9306
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Exp. Date: _____ Verify Code: _____

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Confirmation Sent: _____

You may also register ONLINE at: www.SantaGertudisWC2019.com

SANTA GERTRUDIS BREEDERS INTERNATIONAL 68TH ANNUAL MEETING

CELEBRATING GENETICS THROUGH PAST GENERATIONS



The 2019 meeting of the Santa Gertrudis Breeders International (SGBI) was a celebration of genetics through past generations. Held on the historic San Antonio River Walk in April, the shared enthusiasm for all things Santa Gertrudis and the celebration of the achievements of the past year were united with good weather, great fellowship, productive meetings and fun events.

SGBI's annual meeting is a productive three days where strategic direction is discussed and decided upon, new ideas for breed improvement or direction are developed in committees and passed along to the board for adoption or implementation, members are exposed to informative speakers, and affiliates give grassroots reports of Santa Gertrudis happenings in their areas. The annual meeting is where SGBI policy and direction begins, so involvement from members is vital. The following photos capture the 2019 SGBI Annual Meeting events. 🐾



ABOVE: After a riverboat ride through San Antonio, members were treated to a Mexican buffet dinner at Casa Rio.



SGBI Past President Yancey Strait leads an interactive and engaging discussion with members asking, "Is Your Marketing Plan Effective?"



SGBI Executive Director John Ford gives the annual Executive Director's Report and the news was good! (See a recap of the report on page 7.)



The 2019 SGBI Board of Directors gathers after the Annual Membership Meeting. Sitting, left to right, are Jerome Urbanosky, Debbie Townsend, Alicia Sanchez, Kathryn Hefte, Nancy Wunderlich, Jamie Daniel, Betty McCormick and Tylor Braden. Standing, left to right, are Rafael Miranda, Eric Wiley, Ryan Cowart, Tony Creech, Todd Osborne, Craig Lopossa, Arlin Taylor, David Alderson, Gene Kubecka and John Ford. Not pictured is Bud Clark.



President Elect Nancy Wunderlich (left) presents the Hall of Fame award to the grandchildren of Belton Kleberg Johnson.



Kathryn Hefte (right) receives the Hall of Fame award on behalf of John Gillett from President Elect Nancy Wunderlich (left).



Honored for highest Purebred Registrations and Star 5 recordations are Delmo Payne with Grandview Farms, District 4, for first place in Purebred Registrations and Star 5 Recordations; Joe Jones with Briggs Ranches, District 2, for first place in Purebred Registrations; Alicia Sanchez with Red Doc Farm, District 1, for first place in Purebred Registrations and Star 5 Recordations; and Tylor Braden with King Ranch Inc., District 2, for first place in Star 5 Recordations.



2019 SGBI High Point Show winners were recognized at the President's Dinner. Seated, left to right, are Kelly Vesper, Angie Cleveland, Caroline Daniel, Erin Kay Daniel, Cody Heath, Brittany Shields and Sherry Hampton. Standing, left to right, are Brian Wood, Ricky Cleveland, Darren Richmond, Jamie Daniel, Chad Daniel, Arlin Taylor, David Alderson and Josh Latham.

RIGHT: SGBI President Jerome Urbanosky (center) presents the President's Award to Gene and Nancy Kubecka for their contributions to and support of SGBI.



LEFT: Retiring SGBI Board member Deanna Parker (center), who served as a board member and secretary/treasurer for years, was recognized for her service during the Annual Membership Meeting. With her are SGBI Executive Director John Ford (left) and SGBI President Jerome Urbanosky (right).



The live auction at the President's Dinner raises money for the SGBI Foundation and is made possible because of generous donations from various SGBI members.

SHOW	LOCATION	SHOW DATE	JUDGE	CONTACT	ENTRY DEADLINE
Ohio State Fair	Columbus, Ohio	7/30/19	TBD	ohiostatefair.com	6/20/19
Ozark Empire Fair	Springfield, Mo.	8/3/19	TBD	ozarkempirefair.com	6/17/19
Indiana State Fair	Indianapolis, Ind.	8/7/19	TBD	indianastatefair.com	7/1/19
Missouri State Fair	Sedalia, Mo.	8/18/19	TBD	mostatefair.com	7/1/19
Kentucky State Fair	Louisville, Ky.	8/25/19	TBD	kystatefair.org	7/10/19
Four States Fair	Texarkana, Ark.	9/16/19	TBD	fourstatesfair.com	8/26/19
Southeastern Empire Fair	Lawrenceville, Ga.	9/16/19	TBD	gwinnettcountyfair.com	8/24/19
Oklahoma State Fair	Oklahoma City, Okla.	9/22/19	TBD	okstatefair.com	8/15/19
Tulsa State Fair	Tulsa, Okla.	9/29/19	Brady Ragland	tulsastatefair.com	9/1/19
State Fair of Texas	Dallas, Texas	10/11/19	TBD	bigtex.com	9/1/19
Arkansas State Fair	Little Rock, Ark.	10/13/19	TBD	arkansasstatefair.com	9/1/19
North Carolina State Fair	Raleigh, N.C.	10/16/19	TBD	ncstatefair.org	9/15/19
State Fair of Louisiana	Shreveport, La.	11/3/19	TBD	statefairloisiana.com	9/7/19
North American International Livestock Expo	Louisville, Ky.	11/21/19	TBD	livestockexpo.org	10/1/19
Red Hot Gert Show	Robstown, Texas	11/23/19	TBD	heathershomes@ymail.com	11/15/19

We Thank Our Crimson Classic Sale Buyers!



DMC FARMS

From left, Caleb Tingle, Rhett and Matthew Tingle, Philadelphia, Miss.



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Bob Hiss, Columbia City, Ind.

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Santa Gertrudis Breeders International would like to extend our appreciation to the 2019 Annual Meeting sponsors.

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RED DOC FARM'S 15TH ANNUAL RED HOT BULL SALE

APRIL 6, 2019 | BOSQUE, N.M.

SALE AVERAGES

77 Santa Gertrudis and STAR 5 Bulls \$5,971

2019 marked the first year a Red Doc Farm sale has been broadcasted online from Red Doc Farm. What a record sale it was. The sale's auctioneer was Leo Casas III. The highly anticipated high-selling lot, Lot 3, Never Better 7457 – a Never Before and Bonita 8017 "Red Doc's Top Donor," was sold to J5 Cattle and Seay Holdings, Sedalia, Colo., for a record \$130,000. This is a record price for an "eared bull" of all-American breeds since the tax law changes of the 1980s. A special thank you to all the contending bidders on Never Better 7457, particularly all the international interests. He is a great herd bull from Red Doc that made sale history and is a great seedstock investment that will be soon available to Santa Gertrudis breeders worldwide.

This was the largest offering of quality, GrowSafe-tested Santa Gertrudis bulls in the United States. Bulls were sold to buyers from Georgia to California and into Mexico. Several new buyers attended the sale this year from Arizona, Utah and Colorado. A special thank you to Utah State University for their purchase of Red Doc Farm bulls and their contributions utilizing Santa Gertrudis in heterosis research.



Record high-selling Red Doc Never Better 7457 sold for \$130,000.

We owe our success to the commercial cattlemen who made our 2019 sale another great success. Red Doc Farm continues to produce bulls the beef industry demands and that will excel in our commercial customers' various environments. 🐄

RED DOC FARM'S FIRST ANNUAL ELITE CUT FEMALE SALE

APRIL 6, 2019 | BOSQUE, N.M.

SALE AVERAGES

15 Elite Female Lots \$10,384

The first annual Elite Cut Female Sale was electrical with top-quality seedstock female lots offered. The sale's auctioneer was Leo Casas III. Lot 82, Red Doc Trump's Melania 7077, was the highlight of the sale. Trump's Melania is the highest marbling female, with a percent intramuscular

fat (%IMF) of 7.49 and ribeye area (REA) of 12.32 inches. She sold to J5 Cattle and Seay Holdings, Sedalia, Colo., for \$60,000.

Several other great lots sold, making for a great Friday evening event and a great kickoff for the Red Doc Farm team. Quality lots were sold to several states as well as internationally to Honduras. Red Doc Farm, typically known for its breed-leading Red Hot Bull Sale, has established itself as an elite female producer.

A special thank you goes to all the buyers who made this first Elite Cut sale a success. To those who stood out this sale, we invite you to join us next year for another great offering of genetics to add profit to your cattle operation. 🐄

ROCKY MOUNTAIN SANTA GERTRUDIS ASSOCIATION SPRING RUNOFF FEMALE SALE

APRIL 6, 2019 | BOSQUE N.M.

SALE AVERAGES

40 Female Lots \$2,901

The Spring Runoff Female Sale marked another great year for consignments of Santa Gertrudis breeders in the Rocky Mountain affiliate. The sale's auctioneer was Leo Casas III.

The sale included registered and STAR 5 female lots. The high-selling lot, Lot 102, a Dinero 4088 daughter with a .26 Marbling EPD, sold to Kubecka Ranches, Bay City, Texas, for \$8,000. Several high-quality pens of STAR 5 Santa Gertrudis females sold well and were a great representation of progressive breeders buying high-quality Santa Gertrudis bulls and crossing them on their commercial cows. 🐄

CRIMSON CLASSIC SALE

APRIL 27, 2019 | CULLMAN, ALA.

SALE AVERAGES

58	Registered Lots	\$3,420
4	Pairs	\$5,000
32	Bred Females	\$3,395
22	Open Heifers	\$3,165

CROSSBRED SALE AVERAGES

8	Pairs	\$2,200
6	Bred Heifers	\$1,730
70	Open Heifers	\$1,400

The sale was sponsored by the Alabama Connection. The sale manager was Darren Richmond and the auctioneer was Hoover Case. The high-selling females were two ET heifers – a Mason 072 daughter and a Pistol daughter – consigned by Quail Valley Farms, Oneonta, Ala., and sold to Wiley Ranch, Deville, La., and Cotton Branch Plantation, Smithdale, Miss., for \$11,000. The high-selling pair was consigned by Creech Farms, Zebulon, N.C., and sold to N Bar N Cattle Co., Van, Texas, and Stegall Farm, Pontotoc, Miss., for \$10,700. The high-selling bred female was consigned by Jernigan Ranch, Buena Vista, Ga., and sold to Tinney Farms, Hanceville, Ala., for \$7,000. The high-selling STAR 5 heifer was consigned by Creech Farms, and was sold to Graves Creek Ranch, Columbia, Miss., for \$3,100.

Thank you to Cotton Branch Plantation and Rodney Pittman for purchasing the SGBI Shows and Exhibits donated lots! 🐄



41st Annual
KENTUCKY
NATIONAL SANTA GERTRUDIS SHOW & SALE

July 19th • Show 9:00am

July 20th • Sale 11:00am

**Western Kentucky University
Expo Center**

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Kentucky Santa Gertrudis Assn.
and the Kentucky Department of Agriculture



Bowling Green, KY

Kentucky National Junior Heifer Show immediately following the sale July 20th

Selling Pairs, Bred Heifers, Open Heifers, Bulls & Star 5 Females

Sale Committee

Chairman : Nolan Taylor • 270.589.9046

John Taylor • Pat & Beverly Heath • Charles & Deanna Parker • Rodney Smith

Sales Manager : Darren Richmond • djrichmd@gmail.com • 423.364.9281

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- ★ **Tinney Farms**, Hanceville, Ala., represented by Arline and Ethan Taylor (photo).
- ★ **N Bar N Cattle Co.**, Van, Texas, represented by Darrell Pitchford.
- ★ **Holman Farms**, Aubrey and Kay Holman, Lucedale, Miss.

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