



SANTA GERTRUDIS

USA

JUNE 2020 | VOLUME 23, NUMBER 6



Santa Gertrudis

SANTA GERTRUDIS

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Daniel Kubecka

979-240-5312

SS

SGBI Herd #621, established 1954

SANTA GERTRUDIS USA

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GERTS A PLENTY IN 2020



#coronation
TEXARKANA, ARKANSAS

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

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June 2020 | Volume 23, Number 6

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ON THE COVER

A Santa Gertrudis calf enjoys a warm and sunny southern day at Flatwillow Farm, Statesville, N.C.
Photo by Darren Richmond.

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Trail Talk

EXECUTIVE DIRECTOR'S REPORT

By Webb D. Fields

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I hope everyone continues to remain safe and healthy as we still see the effects of the pandemic. While the world tries to slowly get back to work as I sit down to write this report, we are really starting to see the economic concerns that have accompanied the health issues. No one seems to be exempt from these changes, but agriculture has certainly been hit especially hard, and supply chain issues that were settling under the surface have been exposed.

Santa Gertrudis Breeders International has certainly seen changes to the way business has been conducted. Although we were able to return to a full staff, we continue to practice social distancing within the office, work remotely when possible and have yet to return to a full travel schedule as we had hoped by this time. Many gatherings have either been canceled or adjusted plans for summer events. I believe we are seeing what will be a "new normal" with more web-based information being utilized and passed along, which can certainly be a positive.

As a membership, we are in a great position to ride the wave that 2020 has thrown at us so far.

What has been a real positive within the volatility is cattlemen and women from across the country banding together for positive change. I feel confident that a balance will be struck across the cattle sectors, ensuring a positive for all once the market turns. Trying times also expose the need for positive genetic progression. Now more than ever, cattle need to be more efficient and productive on feed and pasture.

Buyers in the commercial industry are seeking information-backed cattle that have a history and the data behind them that proves they will excel as a group throughout the production cycle. If you look, the upper-end commercial

cattle, especially program cattle, continue to capture a premium, while the odds and ends have really been hurt. In a time of truly tight margins and limits on number of head through the supply chain, there is no room for guess work.

This is where the Santa Gertrudis breed continues to thrive. We have the cattle and database to provide information to buyers that prove our cattle perform. Across the purebred sector, we continue to see the upper end, genetic and phenotypic outliers thrive in the marketplace. There will always be strong demand for good cattle that can have a positive effect on genetic progress. We have seen that across time with other economic issues, because once we do move past the current volatility, these genetics will have you in the driver's seat for big gains, and I think everyone realizes that this is one speed bump on a long road.

As a membership, we are in a great position to ride the wave that 2020 has thrown at us so far. It is a great time to continue the artificial insemination and embryo transfer work that has pushed your program in a positive direction. It's an excellent time to go grab that

genetic piece in a new herd sire or donor to pick up more ground. It's been a positive time to catch up around the ranch and paint that set of pens or get that fence rebuilt that we have talked about for the last couple years but just haven't been able to find the time to get it done.

As we have discussed time and time again, this breed and our members are resilient and will see this turbulence pass. The real reward will be staying the course and reaping the dividends on the back end. We know our product is a good one, and we believe in the genetic progress we have made. Now is the time to remain steadfast in our plans and realize the rewards in the near future. 🐄



Hefte Ranch, Hondo, Texas

SGBI

Need to Know

SGBI Annual Meeting Rescheduled for This Fall

After making the tough decision to postpone the annual meeting in April due to COVID-19, the Santa Gertrudis Breeders International Board of Directors is happy to announce plans to host our Annual Meeting this fall. This year's meeting will be held Oct. 1, 2020, at Stone Bridge Farms, a Southern event venue in Cullman, Ala.

Hosted at this beautiful location, the one-day event will allow us to conduct association business, recognize year-end award winners and honor our well-deserved Hall of Fame inductees. The new time and location also enables District 4 to host the meeting as planned, while providing a great, long weekend full of Santa Gertrudis activities in Alabama. Be on the lookout for more information and a detailed schedule coming out soon. We hope to see you all in Cullman for a great event. 🐄

SANTA GERTRUDIS DISTRICT VI BREEDERS



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GERTS A PLENTY
IN 2020



NEW DATE NEW TIME!

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PRESIDENT'S LETTER

By Nancy Wunderlich

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As the world keeps spinning around us with uncertainty, our agriculture community continues with business as usual in so many aspects. Social distancing has thrown us a curveball, but we have managed to deal with it.

Farmers continue to plant and harvest crops to feed our nation. We still check and manage our herds as we have in the past as we make hay while the sun shines. You know what I'm talking about, because you are forging ahead to preserve what your families have worked for to continue your own personal legacies.

Social distancing has presented some challenges. Although our annual meeting was canceled, our membership voted for the Santa Gertrudis Breeders International (SGBI) Board of Directors, seated a board, held essential board meetings and elected the SGBI Board officers. The vice presidents have selected their committees and the current board has approved them. I challenge you to review this list of board members; at the same time, take a look at the committee list and determine where you would like to participate and get involved.

Plans have already been made to host some of our canceled Annual Meeting social events in October. Some preliminary details can be found on page 6. And look for future updates on the SGBI website, eblasts and future issues of *Santa Gertrudis USA*. This is the best way to help YOUR association as we take OUR breed into the future.

Production sales have been handled with a lot of cooperation of all involved through various social media platforms with great success. As I write, a number of offerings are listed on the same online sale platform. Please "log on" and participate as you can or just marvel at the cattle as they walk across the screen.

The National Junior Santa Gertrudis Show will happen! The Youth Activities Committee is diligently working to make this happen while keeping all the constraints and social distancing orders in mind. It will not be the greatest show on earth that we have become accustomed to in the past, but we are doing the best we can to showcase our cattle and juniors as we stay safe. You will find all the changes on the 2020 National Junior Santa Gertrudis Facebook page as well as page 16 of this issue. With all of us working together, these events may become better than we expect.

I challenge all of our members to step up and do what you can to continue to build on the steppingstones in place. Call a member you have not talked to in a while and let them know we are all in this together, taking our breed into the future. 🌱

Stay Tuned for Fall Show Schedule

Due to the uncertainty of the COVID-19 pandemic currently affecting the United States, we decided to postpone publishing the fall show schedule, which is typically included in the June issue of *Santa Gertrudis USA*. We know that many state fairs and livestock expositions are closely monitoring the situation and working diligently to find ways to host their events while keeping attendees and staff safe. It is our hope that we will have a better idea of which fall shows will take place this year in the coming weeks or months.

We plan to publish the schedule in an upcoming issue of the magazine, as well as promote the schedule on the association's social media platforms and website, www.santagertrudis.com. We hope we have the opportunity to see many of you at shows around the country this fall. 🌱



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CONTACT DARREN RICHMOND FOR
CATALOG REQUESTS.

These Females Sell!



SANTA GERTRUDIS *Calendar*

JUNE

- 5-6** Quail Valley Farms Premier Invitational Santa Gertrudis & Brangus Female Sale, Blountsville, Ala.
8 Genetic Development Center's 2020 Summer Efficiency Test begins, Navasota, Texas
21-25 National Junior Santa Gertrudis Show, Texarkana, Ark.

JULY

- 17-18** Kentucky National Show & Sale, Bowling Green, Ky.
21 2020 Summer Gain Test, Hanceville, Ala.
28 Baby Doll Sale, Wendt Ranches, Bay City, Texas

SEPTEMBER

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

OCTOBER

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

2021

MARCH

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

REGISTRATIONS, STAR 5 RECORDINGS AND TRANSFERS BY DISTRICT

APRIL 2020

ACTIVE MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	10	0	0	127
2	370	18	17	129
3	5	0	0	6
4	173	2	2	28
5	45	0	0	27
6	52	2	0	4

JUNIOR MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	41	6	0	23
2	27	4	0	20
3	1	1	0	1
4	0	0	0	0
5	0	0	0	1

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SANTA GERTRUDIS *Juniors*

By Landon Stem, District 1

The Blue Jackets



During the 2011 National Junior Santa Gertrudis Show in Athens, Texas, I was scared to death. This was my first junior nationals, and my heifer, Taylor, had a tendency to push me around and walk wherever she wanted. It was at this show that I realized the value of the "blue jackets."

Today, as a National Junior Santa Gertrudis Association Board director, I am an official "blue jacket," and I enjoy helping younger members and giving them the confidence they need in the show arena.

As a director, you lead the youth of our organization in many ways. Whether it is in the arena, in breed promotion or in leadership roles within our organization. Working with the younger members is the "arena" that has always been the most important. When they start out, the younger members don't always have the confidence and sometimes the skills to

SANTA GERTRUDIS WELCOMES

New Members

Active Members

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 Strutton Ranch, Ryan Strutton, Wills Point, Texas
 DP Cattle, LLC, Hamilton, Ala.

Commercial Members

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 Douglas Struts, Leighton, Ala.
 Bud and Cindy Blaha, El Campo, Texas
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 Chelsea Morgan Cremer, Oilton, Texas
 Kasen Jouett, Tomball, Texas
 Allie Shelton, Roxie, Miss.
 Nicholas O'Neal, Como, Texas
 Charlie Joe Grogan, Athens, Texas
 Maddie Strickland, Whitney, Texas
 Cory Kunkel, Poughkeepsie, Ark.
 Alyssa Stephens, Cabot, Ark.
 Wendy Henry, Canton, Miss.

CONTINUED ON PAGE 16 ►

SANTA GERTRUDIS SMALL BREEDERS GROUP

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VZ Cattle
Santa Gertrudis

SUCCESSFUL Selling Strategies

By Micky Burch, Contributing Writer

“It’s sale day!” For far more than a century, that phrase has applied to countless events in the cattle industry – from the days of railing fats to the grandest of western stockyards, to the fast-paced cry of an auctioneer at a country sale barn, to the romance of a registered bull sale held in the sweet-cedar-smelling barn of a progressive breeder.

While sale day may not look the same in 2020 as it did in 1920, the significance is just as important. For many breeders, marketing cattle in 2020 likely involves some type of virtual marketing, like online sales, webcasting or marketing through social media.

Online Sales

Typically, an online sale consists of a consignor or group of consignors who photograph and/or video their consignments. Often, a professional online sale service that offers a bidding platform is used to post and promote the sale. The auction begins and ends at a designated date and time, and potential buyers bid using a secure login.

Online sales have gained popularity over the last decade, giving breeders the opportunity to market livestock on a national platform and gain exposure to new customers who may not have the chance to purchase off the farm or at public auction. For buyers, the convenience of looking at what breeders across the nation have to offer and seeing hundreds of progeny from different genetic programs – all in one online location – is very convenient.

Tips for a Successful Online Sale Include:

- Take *high-quality* photos (use a digital camera – not a cell phone – if possible) from multiple angles, like a side view, rear view and rear three-quarter view.
- Add support photos. Did the donor you’re selling produce a division-winner at the National Junior Santa Gertrudis Show in 2018? Post that picture; let people know the full history of the livestock.
- Utilize the comments section of the sale site to *accurately* describe the livestock – both in areas they excel and where they could stand some improvement. Potential buyers need to be made aware of

all characteristics of the animal in the online description in case they’re unable to view the animal in person before the sale. *People must be able to trust the photos they see and the descriptions they read.*

- Have your sale posted to the sale site 7 to 10 days before the sale date to allow buyers to look at what you’re offering and contact you to discuss the livestock over the phone or set up a time to view them in person.
- It’s not uncommon for livestock to travel hundreds or even thousands of miles for delivery after being sold; it’s helpful when sellers can offer convenient delivery points or work with trucking companies to ensure livestock are delivered in a safe, timely manner.

Webcasting

For a couple of years now, the Sanchez family of Red Doc Farm, Belen, N.M., have expanded the reach of their annual Red Hot Bull Sale and Elite Cut Female Sale by broadcasting their auction in real-time. Having that technology already in place served them well this year, as they were forced to eliminate the in-person portion of the sales due to the COVID-19 pandemic.

According to Roland “Scooter” Sanchez, about two weeks before the April 4 sale, the family started developing “Plan B” in case the state put restrictions on the sale due to its size – annu-

ally, 500 to 600 guests will attend the weekend event held at the ranch. Five days before the sale, Plan B was put into action, which included helping people cancel flights, hotel and other rental reservations, while scheduling individual appointments for those who still wanted to see the livestock in person. In addition, Scooter says, “We logged 25 hours of FaceTime viewing bulls over the phone before the sale.” They also went the extra mile – literally – by offering free shipping to locations in six states.

The family also relied heavily on the broadcasting host company to help spread the word about the change in the sale – something Scooter believes was a good investment and a change they will likely adopt for future sales.

“Sometimes, people get stagnant in marketing,” he says. “This experience reminded us how valuable it is to have expanded advertising reach with things like eblasts; I think we used 10 different eblast companies this year, and many we had never used before.”

Come sale day, the cattle ran through the ring, just as they would have been with buyers present, and proxy bidding was available over the phone. Even though the cattle had been videoed prior to the sale, the family felt the fairest representation of the livestock was through a live broadcast. In the end, they feel their efforts paid off with a very good average price on the bulls and the gain of new customers through the reach of their advertising efforts.

Even though things went well, the Sanchez family doesn’t plan for this

The screenshot shows the Red Doc Farm website. At the top is the logo "RED DOC farm" with a star. Navigation links include Home, About Us, Red Hot Bull Sale, Cattle, Products, and Contact Us. Below the navigation is a banner for the "RED HOT BULL SALE" with a background of flames. Underneath the banner is a section titled "IMPORTANT INFORMATION" which contains text about the sale being available via DV Auctions and proxy bidding, and a video tutorial. At the bottom of the information section is a red button labeled "ONLINE SALE LINK". To the right of the information section is a video player showing a live broadcast of the sale. Below the video player is a text box that says: "If you would like to sign up as a phone bidder, please call Randa as soon as possible at 505-610-4555. A designated proxy bidder will contact the buyer for details and information."

to become a regular way for Red Doc Farm to sell bulls.

"The best part of the sale weekend is the personal interaction and time with our customers," Scooter says. "This experience reiterated how truly valuable that really is."

Social Media Marketing

The Banners & Buckles Plus Sale was scheduled for March 28 at the Southern Arkansas University Story Arena in Magnolia, Ark.; but, like many events, it was forced to cancel because the university campus and facilities were closed due to COVID-19.

As the sale manager and organizer, Darren Richmond, Ringgold, Ga., led a consigner meeting to discuss alternative options.

"As a group, we decided to use the sale's Facebook page and have each consignor post photos and videos of their consignments for sale private treaty," Richmond explains.

They came to this decision to avoid the additional expense of an online sale and because the group had already planned to stream the sale on Facebook Live and take bids via phone.

Sale consigner Colby Threet, Rockin 3T Ranch, Ennis, Texas, supported the



idea to use Facebook as a sale platform.

"Good, bad or indifferent, it's a part of our everyday life," Threet says. "Facebook was our main source of advertising, and that was where a majority of my customers and potential customers saw the lots I and others consigned."

Richmond says all the consignors helped by sharing pages and getting the word out that the consignments were available private treaty.

"Several consignments that were popular prior to the sale being canceled sold very quickly on Facebook," he says.

That didn't come as a surprise to Threet, who believes it's easy to use social media because he has control over

what's said, when it's posted and where it's posted.

"Know your target audience and take advantage of all the Facebook groups you can join," he advises. "When I have animals for sale, I may post to 10 different groups – doing this drastically increases your odds of getting the attention of potential buyers."

After two sales he manages were canceled due to COVID-19, Richmond applauds the

Santa Gertrudis community for how well they worked through the issues.

"Thousands of dollars were spent on advertising, catalogs, postage and other items prior to the sales and, in both cases, the consignors were very understanding of that expense," he says. "All the consignors or sale sponsors either donated all or part of their sale entry fee to help cover those sale expenses. I would like to thank all involved sale consignors and sponsors for making this happen."

Whether they're a planned event or "Plan B," online sales, video auctions and social media marketing are part of our current livestock marketing culture. 🌿

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SUCCESSFUL AI PROGRAMS DO NOT HAPPEN BY ACCIDENT

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



By now, spring breeding season is far back in the rearview mirror and palpation for pregnancy has, or should have, occurred. If you were somewhat disappointed with this year's artificial insemination (AI) pregnancy rates, it could be beneficial to review some basic factors that affect AI success. These four factors include semen fertility, proportion of females detected in estrus and AI'd, herd fertility level and inseminator efficiency.

Taken together, these four factors can be used in the equation of reproduction for beef cattle. I cannot claim credit for this equation, but I would place it in importance just behind the Ten Commandments and the Bill of Rights.

The equation of reproduction is as follows: Percent AI pregnancy = A x B x C x D.

A = Semen fertility (percentage, expressed as a decimal)

B = proportion of females detected in estrus and AI'd (percentage, expressed as a decimal)

C = herd fertility level (percentage, expressed as a decimal)

D = inseminator efficiency (percentage, expressed as a decimal)

Just for fun, substitute 0.90 (90 percent) for each of the four factors. Results would equal a 65.61 percent AI pregnancy rate. Let us examine and discuss each of the four factors in the equation of reproduction.

Factor A (semen fertility)

Unless you buy your semen at a local garage sale, this factor is most likely the least of your concerns. I have the utmost trust in the nation's bull studs and beef semen retail-

ers. These folks could not stay in business selling poor fertility semen. This factor would include bull fertility, processing procedures, storage, shipping and, most important, the "on ranch" handling of frozen-then-thawed semen straws.

Factor B (percent of females detected in heat and AI'd)

This would not be as applicable to timed-AI programs, but the principles are important for both program types. Important concepts to review with this factor include number of days postpartum, pubertal status and body condition score (BCS). Multiparous postpartum cows should not be enrolled in a synchronization of estrus or AI program until they are at least 50 to 55 days postpartum (based on personal experience).

If breeding replacement heifers, a large percentage of the heifers must have attained puberty. Some synchronization of estrus protocols will initiate a pubertal estrus. However, heifer AI results will be much better if most eligible heifers have had at least a couple of estrous cycles prior to the breeding season. Body condition score of females we are trying to breed, either naturally or artificially, will always be a solid benchmark for fertility. Try to have an average female BCS = 5, no ribs visible. In reality that translates to some females with a BCS = 4 and other females a BCS = 6, but the remainder of the females should have a BCS = 5.

Factor C (herd fertility level)

If the cow herd has a natural service conception rate of ≤ 88 percent, there may be fertility problems with either the females and/or herd sires; and thus may not be a suitable herd for implementation of an AI program. Conception rate would be determined during gestation by rectal palpation and should not be confused with percentage weaned calf crop.

Factor D (inseminator efficiency)

This factor reflects the inseminator's competency in both proper handling of frozen (and then thawed) semen and subsequent ability to pass the AI gun through the female cervix for proper deposition just inside the body of the uterus. Overall technique and speed of process (fewer than 5 minutes) are important techniques of a competent and conscientious AI technician.

When multiplication of the four factors (performance levels) occurs in the equation of reproduction, it will always be lower than the weakest of the four. Let us do another example using estimates of A = 0.95, B = 0.90, C = 0.95, and D = 0.90, AI pregnancy percentage rate would equal 73.10 percent. ☂



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★ *All times are tentative and subject to change.*

Sunday, June 21

- 7:00 a.m. Grounds open for arrival
- 8:00 a.m.-5:00 p.m. Show office open
- 8:00 a.m. Princess/Queen/Directors running for positions may start campaigning
- 9:00 a.m.-5:00 p.m. Cattle check-in at pens
- 9:00 a.m. Better Beef Contest
- 9:00 a.m. NJSGA Board of Directors Meeting
- 10:00 a.m. Director's Clinic
(Anyone running for director must attend.)
- Noon-2:00 p.m. Photo, Video, PowerPoint, Scrapbook turn in
- 6:30 p.m. Director and Scholarship Interviews

Monday, June 22

- 8:00 a.m.-5:00 p.m. Show office open
- 8:00 a.m. Public Speaking Contest
- Noon-3:00 p.m. Queen and Princess Luncheon
- 2:30 p.m. Sales Talk Contest
- Time TBD Voting

For more information, visit:

<https://santagertrudis.com/sgbi-youth/national-jr-santa-gertrudis-show/>

Tuesday, June 23

- 8:00 a.m.-5:00 p.m. Show office open
- 8:30 a.m. Showmanship Contest
*Senior, Intermediate, Junior, Pee Wee (5-7), Old Timers
- 2:30 p.m. Brain Bowl
- Time TBD Voting

Wednesday, June 24

- 8:30 a.m. National Junior Santa Gertrudis Purebred Bull Show
Purebred Heifer Show (following the Bull Show)
National Junior Membership Meeting (following the Heifer Show)
- Noon Norval and Anna Sells Hard Luck Stories need to be turned into office
- Time TBD Final Voting

Thursday, June 25

- 8:30 a.m. National Junior Santa Gertrudis Show Special Classes
*Donated Heifer Class, Star 5 Heifer Classes, Bred and Owned Female Classes, Best of Polled Female Classes

Friday, June 26

- Departure Cattle must be off grounds

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JUNIOR LETTER CONTINUED FROM PAGE 10

get their heifers displayed to the best of their ability. This was the case for me in 2011. My heifer actually got away from me (more like walked away from me), but I was mortified – so was my mom. As a junior board member, I believe we have to give members the confidence in the ring and be there beside them so that they can build their skills, show after show.

Now that I am 17, there really isn't a heifer that can push me around like Taylor did in 2011. As a "blue jacket," I want younger members to show with confidence knowing we are there to help them if needed. See you all in the ring in June! 🐄

DATA DRIVEN • PROFIT PROVEN SGBI Annual Report

SGBI Members,

It is with much excitement that I gather the executive director's report for the 2019 fiscal year (FY). Just within the five months that I was a member of the SGBI staff in FY 2019, we had tremendous activity and strides in a positive direction. John Ford smoothly transitioned the reins over, and I was able to become the next executive director of Santa Gertrudis Breeders International (SGBI), a role I certainly do not take lightly and am proud to have.

With that said, the association has recorded another solid year of growth in many areas and continues as a breed on the rise. The **DATA DRIVEN, PROFIT PROVEN** tag line has certainly remained true as both the purebred sector and commercial industry continue to take notice of our strides to be the red-hided, heat-tolerant, heterosis provider that is performance oriented and functional in every aspect.

This momentum could certainly be seen as we started a relationship with the Red Angus Association of America. We see this partnership as a mutually beneficial collaboration with another data-focused breed that has seen tremendous growth and market share. Red Angus are very complementary to our breed, and we have already seen several breeders, both with Santa Gertrudis and Red Angus, latch onto this program. To date, we have herds qualified for the program in Texas, Alabama and North Carolina. This partnership should allow us to continue to grow our commercial sector as we push to infiltrate more commercial cow herds across the country.

This growth in demand and relevance into the commercial industry is largely in part to the continued growth and push toward data-backed genetics. FY 2019 was a record year for DNA submissions, with a total of 2,291 samples placed into the SGBI database. This remarkable 15 percent increase in submissions keeps us well above the 50 percent mark of genotypes accessed per expected progeny differences download at more than 14,000 as a comparison to cattle on inventory. Utilizing the breed's comprehensive genetic evaluation, members continue to see genetic progress and improvement

in traits such as weaning weight, yearling weight and carcass evaluations.

The drive for information-backed genetics has helped keep membership at a steady pace. In 2019, we saw a total of 1,036 members: 537 active members were a part of the association, as well as 431 junior members and 68 total commercial participants. This is a slight decrease in both active and commercial membership, but largely keeps pace with previous year's numbers, and I am

excited to make this an area of focus as we reach out to past and future members to explain the benefits of SGBI and the exciting initiatives we currently have in place.

What is most exciting is that, although membership charts down to steady, we saw a large increase in cattle inventory in 2019. A total of 26,285 animals were on inventory at year end, an incredible 18 percent increase year to year. This surge in cattle on inventory is an indicator of the increasing value of these genetics, all a testament to the work and performance-based value being placed into herds around the country. Registrations and recordations remained up to steady, with a total of 7,590 in FY 2019; 5,238 total purebred animals were registered with the association, with 1,071 STAR 5 recordations made. The remainder being performance-only records and drop in animals from other breeds. Transfers were also pleasing, with a total of 2,855 transactions being processed in the fiscal year.

In 2019, the board of directors approved the development and release of the new selection indexes to replace the association's original indexes: \$ Growth and Carcass Rank. As our database has grown and commercial demand increases, improved selection tools were needed to better tell the story of the best implementation of Santa Gertrudis genetics for the commercial buyer. Working with the Neogen genetic evaluation team, the SGBI Performance Committee approved the Balanced Index, Cow/Calf Index, as well as the Terminal Index. The results are reported on a percentile basis and have replaced the original indexes on pedigrees. The Performance Committee also approved utilizing the Balanced Index as SGBI's American Red qualification, where animals must be sired by Santa Gertrudis bulls ranking in the top 50 percent for the index.

The Performance Committee and Research and Education Committee continue to collaborate with universities and others through funding from the Santa Gertrudis Foundation on key research with industry partners on heterosis, performance, efficiency and carcass quality. Currently these projects with Colorado State University and Utah State are both generating valuable information about the breed's ability to perform in the Mountain West region, but are also helping generate interest in the use of the cattle into that commercial sector as we feel this is a real growth region for the breed. In addition, the Youth Foundation awarded \$34,000 in scholarships to deserving junior members within the fiscal year. Continuing to support the youth within our breed will also pay dividends in promoting and driving young people from our junior program into active future members of the breed.

The year was highlighted by SGBI hosting the Santa Gertrudis World Congress 2019. This was the first time in 25 years that the World Congress visited the United States. Approximately 100 people enjoyed the 17-day tour that started in Atlanta, Ga., and ended in Houston, Texas. Our breeders came out in force to make this a successful event and show an accurate picture of our breed across the country. The event ran from Oct. 4-20, 2019, and included international delegates from nine different countries. We are excited about future potential international collaborations as we try to provide membership with new marketing opportunities abroad.

BluePrint Media continues to be a valuable communication partner in telling the breed's story. In April 2019, our new website was launched, providing a much-needed updated look as we continue to project a polished image into the



CONTINUED ON PAGE 22 »

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MARCH 30, 2020 | BLOOMINGTON, TEXAS

SALE AVERAGES

144	Bulls	\$3,458
71	Brangus Bulls	\$3,807
57	Santa Gertrudis Bulls	\$3,281
16	Super American and Ultrablack® Bulls	\$2,538

Seventy-one buyers from nine states participated on the internet or by phone and proxy in the Super American Bull Sale held at Briggs Ranch, Bloomington, Texas. The entire sale was held without spectators in attendance as social distancing was adhered to out of concern for our customers. Bulls were penned and customers viewed the offering in the two days prior to the sale. Briggs Ranch, Harris Farms and Salacoa Valley were rewarded as the offering found ready buyers for their animals, which were snapped up at a torrid pace.

The sale's highest-selling bull, Lot 107, Salacoa Strategy 23F88, was sold to Bushley Creek Brangus, Olla, La., for \$10,300.

The high-selling bull, Lot 108, Salacoa Never Surrender 134F, was sold to Herndon Farms, Lyons, Ga., for \$10,250.

The high-selling bull, Lot 120, Oaks High Steaks 541F52, was sold to Herndon Farms for \$8,750.

The high-selling bull, Lot 1, Harris Farms 117F4, was sold to Pinnacle Cattle Company, Schulenberg, Texas, for \$8,500.

The high-selling bull, Lot 5, Harris El Ray 066F3, was sold to San Jose Cattle Co., Kingsville, Texas, for \$7,250. 🐾

RED DOC FARM 16TH ANNUAL RED HOT BULL SALE

APRIL 4, 2020 | BOSQUE, N.M.

SALE AVERAGE

82	Santa Gertrudis and STAR 5 Bulls	\$5,710
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Due to COVID-19 conditions, 2020 marked new territory for Red Doc Farm, resulting in an online-only sale. Despite the lack of a traditional, strong, in-person, live crowd, online and phone bids flooded in and top-quality beef industry genetics shined in tough times. The auctioneer was Leo Casas III.

Red Doc sold several herd bulls, including the high-selling lot, Lot 1, Trump's Acquittal 8511, to Germany for \$37,500. The high-selling lot, Lot 3, Red Doc Rush 9206, was sold to Wiley Ranch, Effie, La., for \$20,000. The high-selling bull, Lot 5, Red Doc ET Lumbre 8509, was sold to Guillermo Noriega, Honduras, and Demolition Cattle for \$45,000. The high-selling lot, Lot 18, Red Doc ET Red Carpet 8520, was sold to Passion Farms, Luling, Texas, for \$32,500. The volume buyer was Cross Slash Cattle Company LLC, Denver City, Texas.

Bulls were sold from the Carolinas to the Mountain West during the sale. It was the largest offering of choice quality, GrowSafe-tested Santa Gertrudis bulls in the United States.

Several new buyers from Arizona, Utah, Tennessee and the Carolinas attended this year's sale. A special thanks to Utah State University for their contributions utilizing Santa Gertrudis in heterosis research and for their repeat purchase of Red Doc bulls. We owe our success to the commercial cattlemen who made our 2020 sale another great success. 🐾

RED DOC FARM SECOND ANNUAL ELITE CUT FEMALE SALE

APRIL 4, 2020 | BOSQUE, N.M.

SALE AVERAGE

12	Elite Female Lots	\$7,979
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The second annual Elite Cut Female Sale offered unique, top-quality seedstock females. The auctioneer was Leo Casas III.

The high-selling female, Lot 96, Red Doc Scarlet 9013, was sold to Passion Farms, Luling, Texas.

The high-selling lot, Lot 88, Trump's Melania 7077 x Red Doc Never Better 7457, was consigned by J5 Cattle, and was sold to Passion Farms, who swept the sale ring for all three, for \$12,000 per bred recipient.

Quality lots were sold to several states and internationally. Red Doc Farm's Elite Cut Female Sale genetic development program continues to offer top lines in the Santa Gertrudis breed. A special thanks to all the buyers who made this sale a success and another great offering of genetics to add profit to your cattle operation. 🐾

ROCKY MOUNTAIN SANTA GERTRUDIS ASSOCIATION SPRING RUNOFF FEMALE SALE

APRIL 4, 2020 | BOSQUE, N.M.

SALE AVERAGE

44	Registered and STAR 5 Female Lots	\$3,064
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The auctioneer was Leo Casas III. The high-selling lot, Lot 128, Red Doc 9420, was sold to Passion Farms, Luling, Texas, for \$11,000. Several high-quality pens of STAR 5 females sold well and were a great representation of progressive breeders buying high-quality Santa Gertrudis bulls to cross with their commercial cows. 🐾

BREEDERS OF THE CAROLINAS SALE

MAY 9, 2020 | CHESTER, S.C.

SALE AVERAGES

40	Registered Lots	\$2,650	8	Bred Females	\$1,845
40	Crossbred Lots	\$1,435	19	Open Heifers	\$1,435
5	Bulls	\$2,640	8	Pairs	\$5,325

The Breeders of the Carolinas Sale was sponsored by the Breeders of the Carolinas Association. The auctioneer was E.B. Harris, the sale manager was Darren Richmond and the sale consultant was Bill Lundberg.

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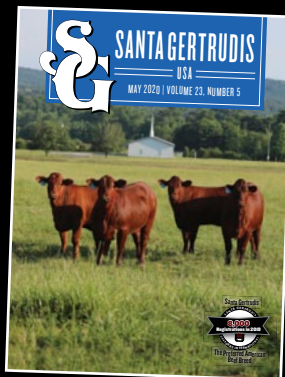
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ANNUAL REPORT CONTINUED FROM PAGE 17

industry. With their help, Facebook saw a total of 472,485 people reached, and we continue to have an aggressive approach in our ad campaign to reach the commercial sector and potential buyers of Santa Gertrudis genetics. The breed's official publication, *Santa Gertrudis USA*, also saw a successful fiscal year while keeping our membership informed. Approximately \$17,000 in revenue was added to SGBI's bottom line over the past 12 months.

SGBI closed the year on sound financial footing, with a strong cash position. As a small breed association in an extremely fast-paced and competitive industry, we must continue to leverage partnerships, be aggressive in telling the breed's story and make sound financial decisions to project the association and our members in areas of growth. The past 12 months have been successful, and America's original and most storied beef breed is in a great position for continued success in years to come. 🐾



Webb D. Fields
 SGBI Executive Director

SALE REPORTS CONTINUED FROM PAGE 20

The high-selling pair was consigned by Creech Farms, Zebulon, N.C., and was sold to J.D. Chism, Pontotoc, Miss., and Five J Beef & Cattle, Clayton, N.C., for \$11,000.

The high-selling open heifer was consigned by Creech Farms and was sold to Wiley Ranch, Deville, La., for \$4,700.

The high-selling bred heifer/pair was consigned by Flatwillow Farm, Statesville, N.C., and was sold to Lou Al Tuck Farms, Great Falls, S.C., for \$5,250.

The high-selling STAR 5 pair was consigned by Creech Farms and was sold to Craig and Tanya Bram, Louise, Texas, and Jenna Fullington, Terry, Miss., for \$6,600.

The high-selling bull was consigned by Creech Farms (American Red) and was sold to Old Place Farm, Warrington, N.C., for \$3,000.

The volume buyer was Wiley Ranch, Deville, La. 🐾



Left to right: Tony Creech; Jody Stanley, Five J Beef and Cattle; Kim and Karen Wiley, Wiley Ranch.

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