



SANTA GERTRUDIS

USA

JUNE 2021 | VOLUME 24, NUMBER 6

**FOCUS ON
FEMALES**



Santa Gertrudis

SANTA GERTRUDIS

7,500
Registrations in 2020

BREEDERS INTERNATIONAL

The Preferred American
Beef Breed

Tinney Farms

Host of the 2021

33rd Annual Santa Gertrudis

ALABAMA CONNECTION SALE



11:00 a.m.
Saturday,
Oct. 2, 2021

at Tinney Farms
Hanceville, Ala.

Look for Tinney Farms consignments in the
KENTUCKY NATIONAL SALE
July 17, 2021 • Bowling Green, KY

Tinney Farms Summer Gain Test *Test Starts July 20, 2021*

**Suggested age for this group of bulls is born between
August 15, 2020, through December 31, 2020.**

Contact Arlin Taylor (below) or
Darren Richmond, 423-364-9281, djrichmd@gmail.com



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

Tinney Farms

5251 Co. Rd. 601

Hanceville, AL 35077



Follow us on Facebook!



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

2ND ANNUAL

Baby Doll Sale

Tuesday, August 31, 2021

Online sale at 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

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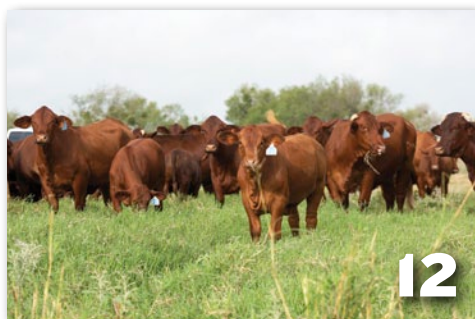
SANTA GERTRUDIS USA

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SANTA GERTRUDIS BREEDERS INTERNATIONAL

P.O. Box 1257, Kingsville, Texas 78364
Phone: (361) 592-9357
Fax: (361) 592-8572
info@santagertrudis.com
www.santagertrudis.com

EXECUTIVE DIRECTOR

Webb D. Fields
wfields@santagertrudis.com

REGISTRATION & MEMBER SERVICES SPECIALIST

Diana L. Ruiz
diana@santagertrudis.com

MEMBER SERVICES

Emma Ramirez
emma@santagertrudis.com

DNA COORDINATOR

Melissa Braden
melissa@santagertrudis.com

MEMBER SERVICES REPRESENTATIVE

Darren Richmond
djrichmd@gmail.com | (423) 364-9281

MAGAZINE STAFF

PUBLISHER

Blueprint Media
P.O. Box 427, Timnath, CO 80547
info@blueprintma.com

MANAGING EDITOR

Jessie Topp-Becker
jbecker@blueprintma.com | (701) 307-0772

EDITOR

Lisa Bard | lbard@blueprintma.com
(970) 498-9306

AD SALES | CATALOGS

Darren Richmond
djrichmd@gmail.com | (423) 364-9281

CREATIVE DIRECTOR

Kathie Bedolli | kbedolli@blueprintma.com
(540) 842-8228

MATERIALS COORDINATOR

Megan Sajbel Field

AD DESIGN

Holly Holland

ADMINISTRATION

Leslie McKibben

COPY EDITOR

Larisa Willrett

ON THE COVER

A mother's love shown at Wendt Ranches, Bay City, Texas.
Photo by Darren Richmond.

Providing Polled Power Genetics to the Santa Gertrudis Breed

CREECH FARMS

12483 NC 39 • Zebulon, NC 27597
Tony (919) 427-4679
Brandon (919) 761-3894
Email: ccreech6@gmail.com
Herd No. 16769 • Herd No. 37879



Double C Farms

William W. Cameron, Jr. & Family
377 Double C Drive
Raeford, NC 28376
(910) 875-4963
redbull@embarqmail.com



Polled Santa Gertrudis Association

Todd Osborne, Secretary & Treasurer
(859) 991-2438
peppydoc1@aol.com

We're Excited to Introduce Our Newest Herd Sire

FC BIG SHOT 38/9



Pictured at 21 mos.

Big Shot is an **FC Big Time 4/6** son. His dam is **FC Dusti 37/7**, who is a daughter of our senior herd sire, **FC Savage 25/4 ET**.

Big Shot has the length of hip, depth of body and structural correctness we demand in our herd sires. He was scanned at 310 days of age with an Adj. REA of 14.20 and an Adj. IMF of 4.50. His ACT WT was 1,030 with a 3.32 WDA and 35 cm. Scrotal.

FC Dusti 37/7 is the dam of Big Shot. She calved with Big Shot at 25 mos. of age and as a 3-year-old. She is in our donor program and has produced 65 embryos in 3 flushes. ***Who wouldn't get excited about a herd sire out of this cow?***

We Thank Our Crimson Classic Sale Buyers!

Rockin 3T Ranch, Ennis, Texas
Gracey Pitchford, Athens, Texas
Jenna Fullington, Terry, Miss.



FLYING C RANCH

Lester & Ouida Cossey
(501) 207-2272 • oidac@att.net

Flying C Ranch

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



GRAY OAKS FARM

Dennis Jones, owner
905 Foxtrap Rd., Russellville, AL 35654
Home: (941) 735-9391
Austin Logan, Manager
(256) 335-8821



WILEY RANCH

Erik or Kim Wiley
155 Sayes Rd., Deville, LA 71328
(318) 481-8082 • (318) 481-6927
erikkeri@yahoo.com





Trail Talk

EXECUTIVE DIRECTOR'S REPORT

By Webb D. Fields

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

I am a believer that small changes add up to big results. It never seems like it's the major move that makes the most difference, but small, incremental adjustments in the direction of a goal that brings the most value over time. As for Santa Gertrudis Breeders International (SGBI), no major move has been needed. We have always had strong membership, great cattle and a focus on growth in a direction that keeps the end point consumer in mind. We are, however, working daily on those incremental changes that move us closer to our goal.

Early into the fiscal year, we have already seen an aggressive approach toward making these positive changes for membership. As we know, the move to a new and advanced pedigree platform brings a ton of excitement. After nearly 10 years in our current system, a welcome facelift will bring advancements in our ability to better provide information about your registry as well as a quicker and smoother manner of processing transactions. At the same time, the board of directors and its committees have been going over a "wish list" of potential opportunities to implement new programs and tools as we move forward.

Whole herd reporting, or a total herd reporting system, has been mentioned

in this breed for a long time. This type of reporting allows for the collection of records on the production of every female for the calculation of unbiased reproductive genetic predictions. For me, whole herd reporting would fit perfectly into our current methodology. We are a breed that works off an inventory system and have continued to focus on fertility as we try to grow data points that accurately account for genetic variation within the breed.

It's imperative, as the single-most important driver of profit, that we are a breed that prioritizes fertility, which allows us to tell the story of the maternal ability of these great cattle. Whole herd reporting would allow breeders to provide seasonal or yearly information on the production within their inventory, helping gather fertility information with more ease than ever before.

Another focus as we transition into a new platform is providing as much available information as possible. We think you will find the new pedigree platform to be very user friendly, with a lot of tools to enable you to track and input performance records with ease. Simultaneously, we believe it's important to understand market drivers within the breed and cater to the needs of our breeders by providing information sur-

rounding these trends. We all understand the importance of real-world data collection.

Performance records have been a major factor in this breed's ability to grow in demand. With that, adding the genomic piece into the genetic evaluation has been a game changer for increased information and accuracy. We also know that properly assigned parentage is a key piece of the puzzle in adding to the accuracy of the monthly genetic evaluation. These factors are why we are currently looking into providing a GeneSeek Genomic Profiler (GGP) logo on the extended pedigree, adding a parentage-verification indicator on pedigrees and rewarding performance recording within the membership. These goals allow us to continue to grow in a desirable direction while providing great service to membership.

We also continue to look into the best way to tell our story as a breed. Specifically, we want to make sure our voices are heard in the commercial industry and ensure that we are vocalizing the message we want to tell. As I have stated many times, this breed has an unmatched history combined with a current focus and trajectory few breeds can match. We must capitalize on the strides we have made in recent history in order to capture more market share. An aggressive approach to advertising is currently being discussed, and we look forward to implementing new ideas.

SGBI is consistently self-evaluating to ensure we are representing our members' needs. Small, consistent change in a positive direction add up to the biggest results. I am looking forward to some exciting additions to an already powerful machine that is the Santa Gertrudis breed! 🐾

Last Call to Register! GOALS 2021

The Gerts Ongoing Advanced Leadership Summit (GOALS) is being held July 26-30, 2021, at the Plantation on Crystal River on central Florida's "Nature Coast," near Tampa. This location will no doubt lend itself to some fun in the sun and water as we explore the Florida coast in the summertime and "Chart a Course for Clear Success."

GOALS 2021 will feature leadership facilitator Jason Wetzler from Portland, Ore. Wetzler grew up on a farm and attributes the lessons he's learned in

life to his agricultural upbringing. There will also be learning opportunities at the University of Florida Agriculture Department, a dairy tour, a feedlot experience, an opportunity to explore Florida's wildlife and the return of the GOALS cook-off.

This summer retreat will focus on organizational leadership, relationship building, personal development and goal setting. All National Junior Santa Gertrudis Association members ages 13 and older are encouraged to register. The cost for this five-day, four-



night, all-inclusive program is \$450 plus travel expenses. All flights will be through Tampa International Airport. 🐾

For more information, contact Casey Jones by phone/text at (386) 623-9088 or email at jbarfarms5@gmail.com.

SANTA GERTRUDIS DISTRICT VI BREEDERS



SEMEN AVAILABLE!

*\$40 per straw with
10 straw minimum.*



OLD SCHOOL 518/14

HEAD OF THE CLASS

C Bar C would like to extend good luck wishes to all participants in the 2021 NJSGS later this month in Arkansas; particularly the Leddy family, who will be showing 2 Old School granddaughters. His impressive progeny have consistently been in the top of their classes.

*Invest in some Old School semen today –
it will bring your herd to the head of the class!*



C BAR C RANCH



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

WWW.CBARCRANCH.NET

OSBORNE LIVESTOCK

Todd, Donna, Dalton & Ashley Osborne
Sparta, Ky. • Lathrop, Mo.
(859) 991-2438
peppydoc1@aol.com



Parker Farms



parkerfarms@scrtc.com

Charles, Deanna, Chip, June & Carsen Parker
5552 Jackson Hwy. • Cave City, KY 42127
(270) 670-6285 • (270) 670-6776

MATTINGLY FARMS



CODY MATTINGLY
Roger, Ivy, Whitney & Chase
488 Rock Haven Rd.
Brandenburg, Ky. 40108
(270) 668-3177
mattinglyfarms96@yahoo.com



Herd #4434

Shampain Ranch

Santa Gertrudis Cattle
Del & Ginny Thomas
Pleasant Hill, IL 62366
(217) 734-2283
ginny2@irtc.net

RED VIEW FARMS

5480 Jordan Village Rd.
Poland, IN 47868
(812) 829-8053
craiglopossa@yahoo.com



PRESIDENT'S LETTER

By Nancy Wunderlich

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



Wow, it is already June! Six months of 2021 behind us. While we have been taking care of our business of life, our dedicated cows have been staying the course of reproduction as our Santa Gertrudis Breeders International (SGBI) staff and board of directors forges forward to keep us all **Data Driven** and **Profit Proven**.

"The bull is half the herd." This is the cattleman's motto I often hear. Now, I do not disagree with that, *but* all those fabulous females in the pasture with him put their own personal marker on that calf they successfully deliver and raise. These gals work 24/7, 365 days a year in diverse to favorable conditions to raise that marketable product. We all know sometimes more things go wrong than right as our most productive cows meet this challenge head on, roll with the punches and ultimately come to the pens with that **Data Driven, Profit Proven** product. We can all learn something from their determination.

We, as progressive Santa Gertrudis producers, have to do our due diligence to stay the course to celebrate the accomplishments of our fabulous females. Performance data, such as weaning weights, pregnancy checks, calving data, etc., must be reported to the SGBI office in whatever form you choose. Our collective data from across the breed solidifies our presence in the beef cattle industry.

Our SGBI Board of Directors, along with special committees, are forging forward to keep us all abreast of the latest technology. Digital Beef, unanimously approved by the board, is in the process of getting our new pedigree platform up and running in the near future. The Genetic Platform Special Committee continues to research and discuss the genomic panel that would best serve our membership with the latest and most progressive technology at hand to make the best decision to keep us moving forward well into the future.

CONTINUED ON PAGE 10 »

SANTA GERTRUDIS Juniors

By Javid Sanchez, District 5 Director



I'm Javid Sanchez and I'm your District 5 director coming from the badlands of New Mexico. Our area has seen little moisture in the last eight months. We have had two snowstorms and I cannot even remember the last rainstorm.

I would like to talk about how Santa Gertrudis cattle have been beneficial to us in this drought. In the past months we have had mild herd reduction with this harsh climate. I have watched neighbors full-feed their Angus cattle, while Gerts are really showing us the difference.

Our ranches have little to no feed and the Santa Gertrudis cow is still raising feed-efficient, heat-tolerant and genetically tough calves that we expect to have high carcass quality.

This drought that the western United States is enduring is causing many ranchers to sell out or even full-feed their herd. With the STAR 5 program, the Santa Gertrudis breed offers genetic selection that could change your whole herd within five generations of calves. In the Red Hot Bull Sale, there were a handful of STAR 5 bulls and heifers. Our cattle company, Demolition Cattle Co., was fortunate to buy the top-selling bull, ET Lumbre, in the 2020 Red Doc sale. We have sold semen to commercial cattlemen to make more efficient cattle.

I hope all juniors will learn the benefits of incorporating Santa Gertrudis genetics into commercial herds. I wish you all a great summer and may God please send rain. 🌧️

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SGBI BOARD OF DIRECTORS BY REGION

WESTERN REGION

Tylor Braden (Texas)
King Ranch®, Inc.
(361) 219-0434 | tbraden@king-ranch.com
Suzanne Fulton (Texas)
Fulton Farms
(940) 382-3611 | fultonfarms39@gmail.com
Kathryn Hefte (Texas)
Hefte Ranch
(210) 414-2493 | hefteranch@gmail.com
Gene Kubecka (Texas)
Wendt Partners
(979) 240-5311 | wendtranches@hotmail.com
Rafael Miranda (Colo.)
Cherokee Ranch
(303) 888-5297 | rmvls65@gmail.com
Michael Seay (Colo.)
J5 Cattle Ranch
(303) 621-4548 | michaelgseay@icloud.com
Nancy Wunderlich (Texas)
Wunderlich Farms
(979) 277-2838 | n.wunderlich@hotmail.com

EASTERN REGION

Craig Lopossa (Ind.)
Red View Farms
(812) 829-8053 | craiglopossa@yahoo.com
Cody Mattingly (Ky.)
Mattingly Farms
(270) 668-3177 | mattinglyfarms96@yahoo.com
Trai Stegall (Miss.)
Stegall Farms
(662) 296-5120 | trais3@hotmail.com
Arlin Taylor (Ala.)
Tinney Farms
(256) 507-3838 | arlin.taylor@bhamfast.com
Erik Wiley (La.)
Wiley Ranch
(318) 481-8082 | erikkeri@yahoo.com

AT-LARGE DIRECTORS

District 1 – Alicia Sanchez (N.M.)
Red Doc Farm
(505) 463-1993 | alicia@justiceins.com
District 2 – Richard Hood (Texas)
American Marketing Services
(979) 224-6150 | richardh@amscattle.com
District 3 – Amber Robertson (La.)
Running R Cattle
(337) 377-9720 | runningrcattle@yahoo.com
District 4 – Ricky Cleveland (Ala.)
Quail Valley Farms
(205) 446-5539 | ricky@xcelmasonry.com
District 5 – Tony Creech (N.C.)
Creech Farms
(919) 427-4679 | creechfarms6@gmail.com
District 6 – Nolan Taylor (Ky.)
Windcrest Farm
(270) 589-9046 | nolantaylor18@gmail.com

SOUTHERN HARVEST SALE OFFERING

Wiley Ranch is offering **THE PICK** of 1 out of 4 herd sires in the 2021 Southern Harvest Sale. The 4 will include:



TOP 1%
WW
YW
HCW
MARB
REA

RED DOC EL HOMBRE 6279

El Hombre sired the high-selling lot in the 2020 Southern Harvest Sale, Marie Laveau 911. He is TOP 1% WW, YW, HCW, Marb. and REA; TOP 4% BackFat. His is a proven herd sire trait-leader for WW and is 1% in all 3 indexes.



TOP 1%
WW • YW
HCW
BF
MARB
REA

RED DOC DIABLO 6306

Diablo sired many of the high-selling, high-marbling lots in the 2020 Southern Harvest Sale. His is TOP 1% WW, YW, HCW, BF, Marb. and REA. He is 3% SC, 1% Balanced, 2% Cow/Calf and 1% Terminal.



TOP 1%
YW
HCW
REA
SC

RED DOC CHECKMATE 7069

Checkmate sired the \$90,000 top-selling El Todo bull in the 2021 Red Hot Bull Sale. He is TOP 1% YW, HCW, REA and SC. He is 4% WW, 3% Marb., 1% Balanced, 2% Cow/Calf and 1% Terminal. He is a proven sire trait leader for YW.



TOP 1%
WW
YW
HCW
REA
SC

HEFTE RANCH TOP CROP F60

Top Crop was one of the high-selling bulls in the 2019 Tried & True Sale. His first calves are on the ground and look great. He is TOP 1% WW, YW, HCW, REA and SC. He is 1% in all 3 indexes.

COME JOIN US!

2021 SOUTHERN HARVEST SALE
Sept. 11, 2021

We guarantee you great folks, great food, great cattle and a great time.

TRUE RED AND SOUTHERN BRED

W R WILEY RANCH

ERIK OR KIM WILEY

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Erik: (318) 481-8082 • Kim: (318) 481-6927
wileygerts@yahoo.com • www.wiley ranch.la

SANTA GERTRUDIS *Calendar*

JUNE

- 11** Quail Valley Farms Complete Mature Cow Herd Dispersal Santa Gertrudis Female Sale, Oneonta, Ala.
- 12** Quail Valley Farms Premier Invitational Elite Santa Gertrudis Female Sale, Oneonta, Ala.
- 19-26** 2021 National Junior Santa Gertrudis Show, Texarkana, Ark.

JULY

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

AUGUST

- 10-12** Cattle Industry Convention & NCBA Trade Show, Nashville, Tenn.
- 31** 2nd Annual Baby Doll Sale, Bay City, Texas

SEPTEMBER

- I** Deadline for the 2020-2021 Polled Association High Point Awards
- 11** Proud to be American Sale, Shidler, Okla.
- 11** Southern Harvest Sale, Wiley Ranch, Deville, La.
- 17-18** 27th Annual District 6 Sale and Show, Corydon, Ind.
- 24-Oct. 17** State Fair of Texas, Dallas, Texas

OCTOBER

- 2** Alabama Connection Sale, Hanceville, Ala.
- 16** 4th Annual Strait-Hefte Tried & True Production Sale, Carrizo Springs, Texas

NOVEMBER

- 6** Mountain Laurel Classic Sale, Calhoun, Ga.
- 20** South Texas Heritage Sale, Robstown, Texas

PRESIDENT'S LETTER

CONTINUED FROM PAGE 8

All our SGBI committees continue to work toward many special events. The National Junior Santa Gertrudis Show is just a few weeks away. The Youth Activities Committee works year-round to offer this week-long event for our juniors, who have the opportunity to participate in several contests, various activities and show their cattle. All members of our various committees devote many hours, hard work and cooperate to make good things happen.

If you would like to be a part of all this good, check out the board of directors page at santagertrudis.com and contact a director in your area to help find the right committee for you. We are better together as we tackle the challenges in the future. 🐄

REGISTRATIONS, STAR 5 RECORDINGS AND TRANSFERS BY DISTRICT

APRIL 2021

ACTIVE MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	17	0	0	4
2	159	14	5	147
3	30	0	0	17
4	18	30	1	58
5	26	8	0	66
6	28	2	0	19

JUNIOR MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	70	3	0	34
2	17	2	0	9
3	5	3	0	4
4	2	0	0	3
5	6	1	0	1

FOR SGBI REGISTRATIONS CONTACT: Diana Ruiz

P. O. Box 1257, Kingsville, Texas 78364 | diana@santagertrudis.com

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

SANTA GERTRUDIS WELCOMES

New Members

Active Members

One Mann Ranch, Rennie Mann, Richland Springs, Texas
 Hayes Cattle, Andrew Hayes, Lawton, Okla.
 M Bar K Cattle Co., Michael and Kim Oddenotto, Globe, Ariz.
 Travis Simmons, Ellaville, Ga.
 Rocking L Farm, Dennis and Amanda Lee, Siler City, N.C.
 Morin Ranch, Mario Alonso Morin, McAllen, Texas
 Phillips Farm, Carl and Carl Jr. Phillips, Brooks, Ky.
 BC Schmidt Farms, Brad Schmidt, Beeville, Texas

Perkins Cattle Co., Chrissy Perkins, Reidsville, N.C.

Circle L Farm, Brian Ledbetter, Attalla, Ala.

Twisted C Farms, Logan Charles, Crossville, Ala.

B-5 Livestock, Justin Browne, Sachse, Texas

Commercial Members

Cracker Auction Services, Chad "Cracker" Johnson, Chiefland, Fla.
 Logan McEwin, Avery, Texas
 Darius Wilson, Alvin, Texas
 Matt Farm's, Cody Matt, Owenton, Ky.
 Maria S. Gonzalez, Mt. Vernon, Texas
 Lavon Johnson, Hartselle, Ala.

Junior Members

Cain Calley, Gurdon, Ark.
 Danielle Garrett, Cumby, Texas
 Whitten Walker, Stagecoach, Texas
 Peyton R. Barnett, Burleson, Texas
 Carlos Garcia Jr., Kaufman, Texas
 Jaylie Nichole Rice, Natchez, Miss.
 Madison Rutledge, Covington, Texas
 Ella Pirtle, Henderson, Texas
 Peyton Holland, Paris, Texas
 Lauren Duke, Burleson, Texas
 Ethan Parker Duncan, Meadville, Miss.
 Karlea Dixon, Sontag, Miss.

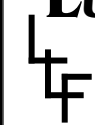
Helen Mount, Rosharon, Texas
 Reeghan Alexa Arp, Dalhart, Texas
 Rachel Fenwick, Katy, Texas
 Taya Webb, Sanger, Texas
 Logan Purdum, Kingsbury, Texas
 Axel Cuevas, Denton, Texas
 Jace Carpenter, Grand Saline, Texas
 Braden Tobola, Tomball, Texas
 Kenneth Mount, Rosharon, Texas
 Quincy Walker, Stagecoach, Texas
 Kamryn Taylor, New Boston, Texas
 Pat Higgins, Roberts, Texas

SANTA GERTRUDIS SMALL BREEDERS GROUP

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Elizabethtown, KY **HERD 8859**
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 **Carley's Show Cattle**
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205 Madison St. • Portia, Ark.
(870) 759-1948 or (870) 759-1947
benandleahmorgan@gmail.com
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EXCELL
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281.705.0832 • excellsantagertrudis@gmail.com
www.excellsantagertrudis.com

LUCKY L FARM
 **SEAN, RAMONA,
DYLAN & KAYLEE LEDDY**
550 Sunset Ridge
Cave City, Ark. 72521
(870) 805-1938
luckyfarm12@gmail.com
Santa Gertrudis
STAR 5

KENTUCKY July 16-17, 2021
NATIONAL SHOW & SALE
BOWLING GREEN, KY.
To consign contact Darren Richmond
(423) 364-9281 • djrichmd@gmail.com

Pittman Cattle Co.
Floyd, Misty & Bret Pittman

3361 Amyx Hill Rd.
Ponder, Texas 76259
floyd@aeroaac.com (940) 367-5963

THE FUTURE IS BRIGHT AT WINDCREST FARM



**LOOK FOR OUR CONSIGNMENTS
AT THESE UPCOMING SALES**

Kentucky National Show & Sale
July 17, 2021 • Bowling Green, Kentucky

District 6 Show & Sale
Sept. 18, 2021 • Corydon, Indiana

Mountain Laurel Classic Sale
Nov. 6, 2021 • Calhoun, Georgia

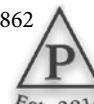


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SANTA GERTRUDIS *Production*

FUNCTIONAL FEMALES 101

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



Mature cows are physiologically designed to produce a calf on a 365-day interval, beginning with her first calf at 2 years of age. Such a level of production should continue until she is at least 10 to 12 years of age, if managed properly. During that 365-day period, she will be gestating a calf fetus for approximately 285 days and then recuperating physically from her current calf birthing for an additional 80-85 days

(postpartum period), at which time she should resume estrous cycles and be ready to conceive her next calf. Replacement heifers typically become pubertal (sexually mature) between 13 and 20 months of age (breed dependent) if they have a body weight of at least 55 to 65 percent of their mature body weight.

A positive plane of nutrition can assist both age classes of females to either re-establish or begin their first reproductive function through a sufficient intake of quality forage and, possibly, other feeds to meet all nutritional needs, with some to spare. If we can combine a good body condition score (more than 4 and up to 6 on a scale of 1 to 9) and a positive plane of nutrition, that is an even a better scenario. There is much scientific data that shows beef females who are bred while on an increasing plane of nutrition have greater pregnancy rates than beef females who are bred during a declining plane of nutrition.

Interestingly, the postpartum beef cow and prepubertal beef heifer have much in common, reproductively. Both are waiting for their brain (hypothalamus) and reproductive tracts to establish normal hormonal communication. For beef heifers, this communication is dependent on the level of maturity and nutritional status. On the other hand, for mature lactating beef cows to re-establish estrous cycles, they must wait on uterine recovery and the amount of calf suckling episodes to decline, as well as body condition score and plane of nutrition. In these mature females, the amount of body fat (condition) is very permissive to reproductive function, whereas suckling episodes exceeding three to four times per day will actually *inhibit* reproduction.

In nature, the suckling inhibition of reproduction makes some sense. During the first 40 to 50 days following parturition, these “new moms” should be 100 percent focused on taking care of their offspring. Early on, these young calves may suckle cows up to 20 times per day, each ses-

sion being short-lived as the calves cannot consume much volume of milk per session. This is when female reproduction is greatly inhibited and mature, lactating cows would not be expected to have estrous cycles. However, once the calves are older than 50 days of age, they nurse the cow less and less each day and start grazing a little. Thus, the suckling inhibition of the brain begins to weaken, and the communication between it and the reproductive tract can begin.

The beef female estrous cycle is, on average, 21 days in length, meaning that a non-pregnant cow or heifer should be in estrus (heat) every 21 days. Some females cycle every 19 days, while others may cycle every 22 days. Beef females are normally in estrus for a duration of 24 hours. Common behavior signs of estrus include head butting, chin resting, being receptive to mounting by a bull or other cows, clear mucus discharge and a swollen vulva. Cows and heifers are the only livestock females that ovulate after they have stopped showing signs of estrus – at about hour 30 from estrus initiation. This post-estrus ovulation is likely due to the short duration of estrus; it is the shortest of all livestock. Cows and heifers ovulate one egg, which remains viable for up to 20 hours. In contrast, bull semen remains viable in the female tract for more than 24 hours.

After ovulation, hormone release (progesterone) from the ovary prevents estrus and prepares the reproductive tract for pregnancy. If successful in establishing a pregnancy, this hormone will continue to be secreted throughout most of gestation. If no pregnancy results, this hormone will cease production on or about day 17 of the estrous cycle and females will prepare to display estrus and ovulate again. ☔



Photo from Hefte Ranch, Hondo, Texas

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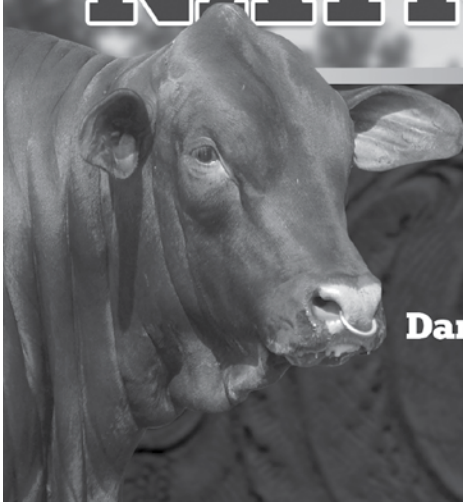
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PREDICTABILITY, POUNDS *and* PROFIT

STAR 5 Females Offer Commercial Producers Countless Advantages

By Micky Burch, Contributing Writer

As many Santa Gertrudis breeders know, the STAR 5 program is a three-level grading-up system designed for herds to progress from a non-Santa Gertrudis base to purebred status. But along the way, purebred breeders and commercial cattlemen alike have found significant value in Santa Gertrudis F1 females.

Santa Gertrudis cattle are becoming well known for complementarity with numerous breeds, as cattlemen understand the value of crossbreeding, heterosis and combining breeds that excel in different characteristics. Breeders have identified multiple crosses with Santa Gertrudis to meet production and marketing objectives, and individual operation goals. Many times, those goals include marketing commercial females and cow-calf pairs.

Texas Oaks Cattle Ranch, Brenham, Texas, had a hot spring sale season, first at the San Antonio All Breeds Bull and Commercial Female Sale where one of their pens of pairs sold for \$3,000. They followed that up with the Grand Champion Pen of Females in the All Breeds Range Bull and Commercial Female Sale at the Houston Livestock Show and Rodeo with a pen of Gert-Hereford cross pairs, which also garnered them \$3,000. They rounded out the spring with the Champion Pen at the Southeast Texas Independent Cattlemen's Association Bull and Heifer Sale, Beaumont, Texas. Their high sellers at this sale included \$2,300 for Gert-Hereford crosses and \$2,400 for Gert-Red Angus pairs.

Matt Zibilski, Texas Oaks Cattle Ranch manager, attributes the ranch's success to the increasing quality of the cattle. "We're getting the quality to where it needs to be," he says of producers breeding Santa Gertrudis crosses. "Everybody is doing a better job breeding them."

Evidence of that is seen in the noticeably improved cattle performance. Spe-



Jim Corporron has been breeding F1 Red Motts for more than 25 years and has successfully taken those females back to low birth weight Angus and Brangus bulls. Photo by Jim Banner, Southern Livestock Standard

cifically, Zibilski noted the females are docile, sound uddered and wean a heavy calf. Those characteristics keep buyers coming back, he says. "People are seeing that these cattle are fault free," he explains. "We can sell cattle like these and top sales for years to come."

By and large, Zibilski believes the cattle are bringing what they're worth. As a rule of thumb, he quotes a mentor who once told him to multiply the value of a weaned steer by two to come up with the value of a replacement female, and multiple it by three to calculate the value of a cow-calf pair. Oftentimes, that equates to \$2,000 to \$2,500 – a price-point for many pairs sold this spring.

Those are the kinds of numbers Jim Corporron, Corporron Acres/Pinnacle Cattle Co., Schulenburg, Texas, has been getting for his pairs at public auction. Corporron has been breeding F1 Red Motts for more than 25 years, and has successfully taken those females

back to low birth weight Angus and Brangus bulls to create many of his entries at the San Antonio All Breeds Bull and Commercial Female Sale.

Corporron explains that it's the only consignment auction they attend each year, so they go all out and reserve two pens that consist of five pairs each (10 pairs total) for their Red Mott females with black calves at side.

"There are usually 200 pairs of all breeds at San Antonio," he points out. In 2015 and 2016, Corporron Acres consigned the champion Santa Gertrudis-influenced pen, and was then named Grand Champion Pen of Females over all breeds at San Antonio. This spring, the pairs Corporron consigned sold from \$2,500 to \$3,300 each.

Privately, the Corporron family sells upwards of 50 commercial pairs annually, selling the remainder of their females open, and have recently started marketing Red Mott bulls to

commercial cattlemen who put them back on Braford, Charolais and Brangus females.

“Commercial breeders like heavy weaning weights because the bottom line is profit,” Corporron says of his experience. “These cattle add pounds at the auction barn, and they can retain the females.” Corporron is a true believer that Santa Gertrudis cattle cross with English breeds better than any other *Bos indicus* breed, creating performance-leading cattle.

Regardless of whether a buyer is looking for replacement females, pairs or even a bull, Corporron likes to concentrate on the relationship being built, sighting his appreciation over the years for repeat buyers among the ever-changing cattle industry.

Joe Jones, general manager at Briggs Ranches, Victoria, Texas, has seen the cattle industry change, especially when it comes to making commercial Santa Gertrudis females. For Jones, the primary deciding factor of what breed to cross with a Santa Gertrudis is environment.

“We’ve gotten along exceptionally well with Herefords, but recently have started using Brangus bulls because there’s more demand for blacks and Brahman,” he says of selling cattle north and east out of Texas.

Briggs Ranches holds two production sales annually. The fall sale will see some 200 to 250 commercial females and 100 bulls run through the ring, where Jones notes that straight-bred Santa Gertrudis sell for similar money as the crossbreds because commercial cattlemen can take them home and breed them to their bull of choice. Recently, Briggs Ranches held their spring sale where, along with guest consignors, 100 commercial females were sold. Bred females garnered an average of \$1,800, while those with calves at side ranged from \$2,200 to \$2,500. The group of females consisted of a range of crosses, including Red Motts, straight reds that were Santa Gertrudis-Brangus cross, and black half-bloods with black calves at side.

Performance and hardiness are the top reasons Jones believes the sales are successful. “Crossbreeding opens up another market for someone to use a different breed of bull,” he points out. “And that’s where the money is made – in efficiency.”

Even through dryer conditions, like much of the Southwest part of the country is currently experiencing, the

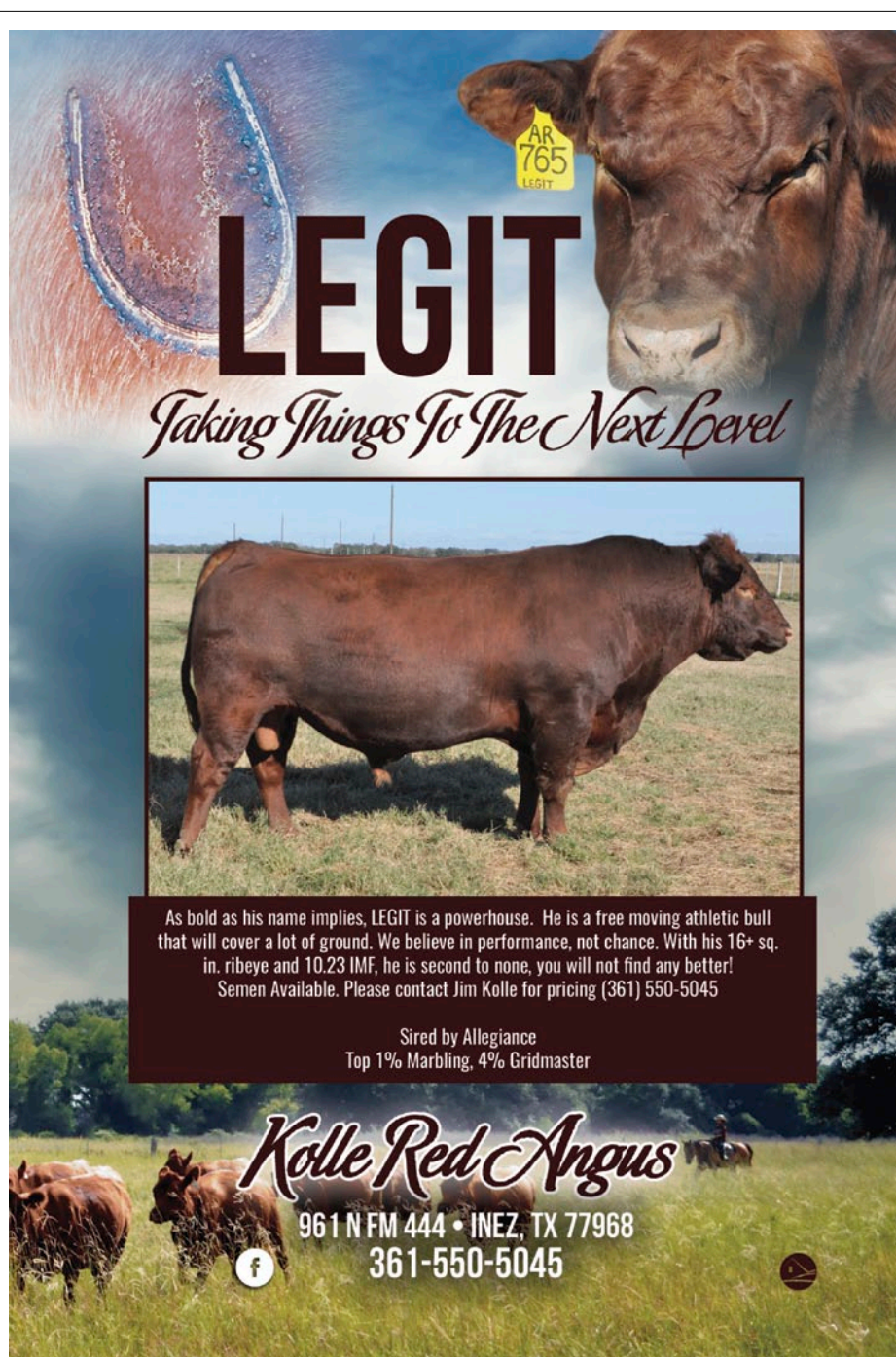
“Crossbreeding opens up another market for someone to use a different breed of bull and that’s where the money is made – in efficiency.” – Joe Jones

calves are resilient. “The performance is there, we just have to give them a chance to perform,” he says of starting early weaned calves on feed due to drought conditions.

Briggs Ranches also consigns cattle to the sales at San Antonio, Houston and Beaumont. While Houston and Beaumont were traditional in-person sales this year, San Antonio was virtual due to COVID-19 guidelines and

restrictions. Jones says the sale, held in a real-time auction format, was still phenomenal, with commercial Santa Gertrudis cattle bringing record money.

With so many breeds that complement Santa Gertrudis to create a STAR 5, the crossbreeding possibilities are almost endless. “I like a good cow no matter what color she is,” Zibilski concludes. “But these Santa Gertrudis females are good.” 🐄



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Reports

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13	Santa Gertrudis x Red Angus Bulls	\$3,123
6	Santa Gertrudis x Brangus Bulls	\$3,542
72	Commercial Females	\$1,982

A tremendous crowd of purebred Santa Gertrudis and commercial cattlemen were on hand for the 4th Annual Super American Bull and Commercial Bull Sale. Fifty-seven buyers from eight states purchased this year's offering.

The high-selling lot, Lot 1, Yellowstone of Briggs 525G2, an own son of Briggs' herd sire B14, sold to Red Doc Farm, Belen, N.M., for \$16,500. Lot 4, Harris 253G42, an own son of AI herd sire 190E, sold to San Jose Cattle Company, Kingsville, Texas, for \$7,500. Lot 31, Briggs 965/19, sold to M Rock Ranch, Redwater, Texas, for \$5,500.

Commercial females were in high demand as well. A pen of five commercial females bred to Brangus bulls was consigned by Briggs Ranches, Bloomington, Texas, and sold to Corporon Acres, Schulenburg, Texas, for \$2,650 each. Another pen of five commercial Santa Gertrudis females bred to Brangus bulls was sold to Tideland Farms, Kiln, Miss., for \$2,550. 🐾

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MARCH 26, 2021 | BLOOMINGTON, TEXAS

SALE AVERAGES

1	Bull Pick	\$45,000	1	3-N-I Fall Bred	\$16,000
12	Fall Bred Heifers	\$7,600	2	Bred Donors	\$21,250
2	Spring Bred Heifers	\$9,250	3	Flushes	\$9,000
3	Pick of Heifer Crops	\$10,000	10	Embryo Lots	\$4,464

The 2021 Houston Mid-Coast International Super Sale was held at Briggs Ranches, Victoria, Texas, due to pandemic concerns.

The high-selling lot, a pick of performance-tested bulls from more than 140 yearlings, was consigned by King Ranch Inc., Kingsville, Texas, and was sold to a partnership of Briggs Ranches and Harris Riverbend Farms, Glen Rose, Texas, for \$45,000.

The high-selling embryo lot, five female sexed embryos by Harris 190E and Miss Grandview G038, was consigned by Korban Cattle Company, McAllen, Texas, and sold to Pitchford Cattle Services, Athens, Texas, for \$1,500 each.

Lot 46, a heifer pregnancy by the No. 1 Marbling bull in the breed, QVF Jackpot 190E 5369G8, and KR 624/16, an own daughter of KR 191, was consigned by Korban Cattle Company and sold to Tideland Farms, Kiln, Miss., for \$9,500.

The high-selling female, donor cow Harris Farms 1524, was consigned by Briggs Ranches and sold to Quail Valley Farms, Oneonta, Ala., for \$32,000.

Lot 12, a bred heifer by Mateo 7238 and bred to Harris 190E, was consigned by Corporon Acres, Schulenburg, Texas, and sold to San Jose Cattle Company, Kingsville, Texas, and Harris Riverbend Farms for \$15,000. 🐾

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CRIMSON CLASSIC SALE

APRIL 24, 2021 | CULLMAN, ALA.

SALE AVERAGES

5	Bulls	\$2,950
60	Purebred Females	\$3,273
65	Crossbred Females	\$1,555

The Crimson Classic Sale was sponsored by the Alabama Connection members: Grandview Farms, Hamilton, Ala.; Gray Oaks Farm, Russellville, Ala.; Quail Valley Farms, Oneonta, Ala.; and Tinney Farms, Hanceville, Ala. The auctioneer was Hoover Case and the sale manager was Darren Richmond.

The high-selling lot, a pair, was consigned by Circle A Farm, Williamsport, Tenn., and was sold to Tinney Farms for \$9,500. The high-selling open heifer was consigned by Quail Valley Farms and was sold to Red Dawn Farm, Gallant, Ala., for \$9,250. The high-selling bred female was consigned by Sham-pain Ranch, Pleasant Hill, Ill., and was sold to Rockin B Farm, Staley, N.C., for \$7,000. The high-selling bull was consigned by Grandview Farms, and was sold to Ron and Barb Moeller, Red Bud, Ill., for \$4,000. The high-selling STAR 5 pair lot was consigned by Graves Creek Ranch, Columbia, Miss., and was sold to T.E. Reed, Summertown, Tenn., for \$3,100. The high-selling pen-of-three Red Mott open heifers was consigned by Quail Valley Farms and was sold to T.J. Green, Altoona, Ala., for \$2,000 per head. The volume buyer was Red Dawn Farm. 🐄



The high-selling lot was a cow-calf pair consigned by Circle A Farm and sold to Tinney Farms. Pictured (from left) are Arlin Taylor, David Alderson and Retha Tinney.

SANTA GERTRUDIS Juniors

By Bailey Jones, At-Large Director



H! My name is Bailey Jones. I am from Lake City, Fla. I am currently a sophomore at Santa Fe High School. I am serving as one of your at-large directors. I grew up around Santa Gertrudis cattle and had a halter in my hand since I could hold it. My parents have always encouraged me to help bring other people into our breed and help those who

are in it become more active. Being a director just seemed like the perfect position.

I was very shy when I first became a member and, being from Florida, we were not able to go to a lot of junior shows – we only went to nationals. The Moran family took to me and became like my second family within the Gert breed. They helped me with anything I needed, and Madison encouraged me to come out of my shell and participate in as many things as I could at nationals. They may not know it, but they played a pivotal part in my growing up.

Being a director, I hope that I can help all the little kids just like me come out of their shells and see what the Gert breed is all about! 🐄

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2021 NATIONAL JUNIOR SANTA GERTRUDIS SHOW

JUNE 19-26, 2021 • Four States Fair Grounds • Texarkana, Ark.



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WILL BE THERE FOR YOU

MONDAY, JUNE 21

WEDNESDAY, JUNE 23

SATURDAY, JUNE 19

12:00 p.m. Grounds open for arrival

SUNDAY, JUNE 20

7:00 a.m.-3:00 p.m. Grounds open for arrival

9:00 a.m.-5:00 p.m. Show Office open

8:00 a.m. Princess/Queen/Directors running for positions may begin campaigning

8:30 a.m. Better Beef Contest

9:00 a.m. NJSGA Board of Directors Meeting

10:00 a.m. Director Clinic
Anyone running for director must attend

11:00 a.m.-4:00 p.m. Check In, Arena Area
This will be an exhibitor-only check in. All animals will be verified brands/tattoos in the show ring.

12:00 p.m.-3:00 p.m. Photo, PowerPoint and Ad Contest Turn-In

5:30 p.m. Welcome Dinner, Director, Queen and Princess Candidates' Speeches

7:30 p.m. Survivor – Exhibitor Style: Outwit, Outlast, Outplay

8:00 a.m.-5:00 p.m. Show Office Open
8:00 a.m. Public Speaking Contest, *Holiday Inn*
11:30 a.m.-3:00 p.m. Queen and Princess Luncheon, *Holiday Inn*
12:00 p.m.-2:00 p.m. Voting
2:30 p.m. Livestock Judging and Cattlemen's Contest
7:00 p.m.-8:00 p.m. Voting at Dance
7:00 p.m.-10:00 p.m. Junior Dance and Social ★ Fair Grounds

TUESDAY, JUNE 22

8:00 a.m.-5:00 p.m. Show Office Open
8:00 a.m. Sales Talk Contest
9:00 a.m.-3:00 p.m. Cattle stalled in barns, Herdsman Contest, *Cattle Ties*
11:00 a.m.-2:00 p.m. Voting
1:30 p.m. Brain Bowl Competition
6:30 p.m. Director Interviews, Scholarship Interviews

Sponsorship Opportunities

BUCKLE: \$250
FRIENDS: Up to \$500
BRONZE: \$501-\$1,500
SILVER: \$1,501-\$2,500
GOLD: \$2,501-\$5,000
PLATINUM: \$5,001-\$9,999
DIAMOND: \$10,000+

8:00 a.m.-5:00 p.m. Show Office Open
8:30 a.m. Showmanship Contest, Show Arena: Pee-Wee (5-7 years old), Junior, Intermediate, Senior, Old Timers
9:00 a.m.-3:00 p.m. Herdsman Contest, *Cattle Ties*
10:00 a.m.-12:00 p.m. Final Voting
12:00 p.m. Norval and Anna Sells
Hard Luck Stories need to be turned into the show office
4:00 p.m. National Junior Membership Meeting
Stands near show arena.
Social

After Meeting
Candidates may take down their campaign booths after the meeting, Junior Board Meeting for current and new directors will follow Social.

THURSDAY, JUNE 24

8:30 a.m. National Junior Santa Gertrudis Show: Donated Heifer, STAR 5 Heifer, Bred & Owned Female, Best of Polled Female Classes
6:00 p.m. NJSGS Awards Ceremony ★
Fair Grounds

FRIDAY, JUNE 25

8:30 a.m. National Junior Santa Gertrudis Show: Purebred Bulls and Purebred Female Show
30 minutes after the selection of Champion Female: Scholarship Recipient Meeting, Donated Heifer Winners Meeting, *Cattle released after showing.*

SATURDAY, JUNE 26

12:00 p.m. Cattle must be off show grounds no later than 12:00 p.m.

Headquarters Hotel

Holiday Inn Convention Center
5200 Convention Plaza Dr. • Texarkana, AR 71854
(870) 216-2000

Please Note

This schedule is tentative and subject to change.

★ *subject to COVID-19 protocols*

For more information, visit:

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

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