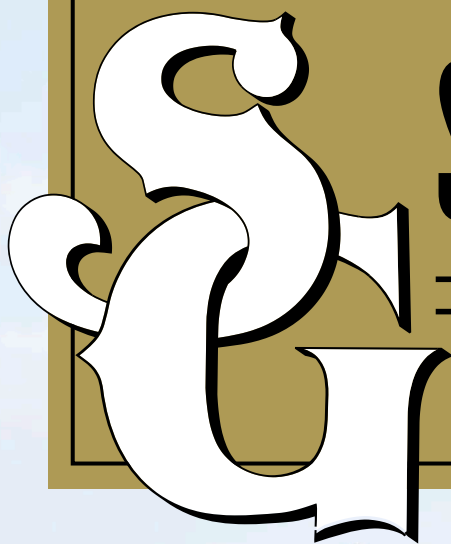




SANTA GERTRUDIS

USA

MARCH 2021 | VOLUME 24, NUMBER 3



**AFFILIATE
ISSUE**



QUANTUM 406/8
REG. #20186655

BRED
FEMALE

SELLING IN THE MID-COAST SUPER SALE!

MARCH 26, 2021, at 6:00 P.M.
BRIGGS RANCHES | BLOOMINGTON, TEXAS



	SC	BW	WW	YW	MILK	TMAT	HCW	FAT	MARB	REA	TEND
EPD	0.24	1.43	19.21	24.84	0.16	9.76	9.12	-0.012	0.08	0.16	0.01
Accuracy	0.24	0.42	.044	0.29	0.25	—	0.25	0.44	0.41	0.25	0.21
Rank	80	95	3	3	60	—	4	3	4	2	85

Balanced Index: 3% | Cow/Calf Index: 4% | Terminal Index: 2%

PROJECTED OFFSPRING EPDs

	SC	BW	WW	YW	MILK	TMAT	HCW	FAT	MARB	REA
EPD	0.23	-0.59	10.55	14.63	-0.76	4.52	8.97	-0.025	0.35	0.12

Balanced Index: 2% | Cow/Calf Index: 8% | Terminal Index: 2%

QUANTUM 406/8 Reg. #20186655

Quantum is an own daughter of National Champion TF Hatchetman. This female combines phenotype with six traits in the breed's Top 4%. She sells bred, due to calve in March 2021 to TF 5369G3 (Reg. #20191345), a son of Genesis out of our Elite Donor cow, Red Doc 5369. This young herd sire has an IMF of 7.05. Tinney Farms will retain six embryos at their expense.

Mark Your
Calendar!

CRIMSON CLASSIC SALE

April 24, 2021 · Cullman, Ala.

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!

Leading the Pack to the
Bluebonnet Classic Sale!



Wendt Ranches Partners is proud to be offering six Front Pasture lots. These heifers represent genetics from King Ranch 1131/13, Vegas, Never Sank 5012 and CVF 2022.



Bluebonnet Classic

Saturday, March 20, 2021, at 11:00 a.m.

Lavaca County Exposition Center

Hallettsville, Texas

Cattle Viewing: Friday, March 19, 5:00 p.m.

*Also, we invite everyone to attend our Wendt Ranch Field Day
in conjunction with the 2021 SGBI Annual Meeting.*

Join us March 27, 2021, at the Ranch near Bay City, Texas.

S
S

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

S
S

SANTA GERTRUDIS USA

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March 2021 | Volume 24, Number 3

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ON THE COVER

Santa Gertrudis graze at Hefte Ranch, Hondo, Texas.
Photo by Cate Doubet.

Providing Polled Power Genetics to the Santa Gertrudis Breed

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redbull@embarqmail.com



Polled Santa Gertrudis Association

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Gray Oaks Farm is Crimson Bound!

APRIL 24, 2021 • CULLMAN, ALA.

Gray Oaks 959



Gray Oaks 959 is an ET son by **Red Doc Trump 5127** and out of our donor female **Red Doc Ruby 4105**. He is TOP 15% in 6 traits, including TOP 1% SC. He scanned a 13.24 REA; 1.14 REA/CWT; 4.46 IMF with a 40 cm. Scrotal.

Gray Oaks 856



Gray Oaks 856 is a daughter of **Gray Oaks Viper 400**. Her dam combines **Hurricane 9222** and **Polled Chief 1/4**. She sells bred to **Red Doc Dinero Deal 6002**.

Also Selling

2 more **Viper** daughters, including **Gray Oaks 835** as 3-N-1 split. Her heifer calf was born 6-23-20. She sells bred to our 4-time young sire trait leader **G.O. Uno 806**.

Hope to see and visit with you at the **Crimson Classic Sale!**

Gray Oaks Farm

DENNIS JONES, OWNER
(941) 735-9391

BILL LUNDBERG, CONSULTANT
(479) 880-6217

Flying C Ranch

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



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

What a year! I would like to invite everyone to participate in our annual meeting festivities.

Through lots of ups and downs and a year like no other, we have made it to the point where we are ready to celebrate another great year for Santa Gertrudis Breeders International (SGBI).

I have told the story several times of right at a year ago, as I transitioned from associate director to executive director of our great association. I had spent several months working alongside former Executive Director John Ford and was set to take over the reins fully April 1, 2020. Around mid-March was when things started to really tighten up around the country with a lot of uncertainty and fear. I'll never forget casually watching an NBA basketball game on TV and them stopping the game right in the middle of play and canceling the remainder of the contest because of COVID-19 exposure. That really drove home some of the concern that we would see play out the rest of the year and what has also trickled into 2021.

What excites me and what I am so proud of is, through a tough year, SGBI and Santa Gertrudis have thrived. We look forward to some much-needed fellowship at our SGBI Annual Meeting, which will be a true celebration of Santa Gertrudis. This long weekend will begin with the Super American and Super Sales at Briggs Ranches in Bloomington, Texas, and then transition to Bay City for a fun and educational field day at Wendt Ranches. The event will be capped off by recognizing this past year's achievements at the Annual Meeting and President's Dinner at the Bay City Country Club. Even through a hard year, we have a lot to be thankful for and I look forward to the opportunity to celebrate with our breeders.

This past year has been a true testament that this breed is on the right track, focusing on the right traits to move forward with positive growth. Our cattle are known for being hardy and adaptable, while providing pounds and growth

at weaning. You, as breeders, have not strayed away from the foundation of the breed. It is so important that we continue to add weight and value to the cow-calf sector so Santa Gertrudis are a viable option in the commercial industry.

At the same time, for the first year in many, we saw a slight downtrend in yearling weights on our cattle. While yearling growth is certainly important to have size and weight as it relates to value added on the rail, I think this is a positive sign in downgrading mature size and increasing the growth curve of these genetics. Across the cow herds I have seen, we certainly have a reasonably sized cow, but we must keep pressure on mature size, efficiency and reproductive ability. Coupling that with a more aggressive growth curve where

these cattle come light, grow fast and get to an ideal mature size quickly will continue to add value and relevance to this great breed.

And carcass quality? We have seen a significant jump over the last two years on the breed average for marbling. This past year alone, we moved comfortably into a Choice product as it relates to the average scan data that is turned into the association. What an impressive feat! These big leaps in carcass quality prove that measuring traits and then selective breeding with a goal in mind not only works but can have a major impact in a relatively short amount of time.

Moving forward, I think we will continue to add positive movement in these relevant areas. We must continue to tell our story on these modern-day Santa Gertrudis cattle; not only will they grade, but they are an incredible maternal option that is moderate framed, fertile and efficient while adding growth and carcass ability. They are a true full package of genetic quality rolled up into a red-hided, heat-tolerant package. I look forward to reporting to membership this month on our continued success and progress on being the American breed of choice! 🐾

Santa Gertrudis are DATA DRIVEN and PROFIT PROVEN.

In Memoriam

VERNON LANE



Vernon Arvel Lane, 82, died Feb. 4, 2021, at Hospice Family Care, Huntsville, Ala. He was born Feb. 14, 1938, to Clarence E. Lane and Charlotte Pace Lane.

Vernon served on the Hospital Foundation Board; was founder and CEO of Mid-South Testing; a member of the Decatur Downtown Re-Development Authority and the Calhoun Foundation; past chairman of the Decatur Morgan Chamber of Commerce and a founding board member of Heritage Bank. He was also a member of Whitesburg Baptist Church. Vernon was owner of City View Farm and also served as president of Santa Gertrudis Breeders International and the Alabama Santa Gertrudis Association. He was a hardworking

man who was devoted to serving his community. His greatest joy in life was hosting and feeding people from Texas to Alabama.

Vernon is survived by his wife, Paulette Rouse Lane; sons, Ronald (Celeste) Stroup, and Donnie (Dianne) Lane; sister Janet (Ricky) Kennedy; stepson, Fred (Sherry) Glasgow, Jr.; stepdaughter, Suzanne Wright; grandchildren, Todd (Jessica) Stroup, Britney (Jeremy) Greene, Sarah (Trent) Derrick, and Daniel (Kristin) Lane; step grandchildren, Sydney and Alexia Glasgow, and Braydon Wright; and six great-grandchildren.

He was preceded in death by his parents; sister, Marie Gray; and brother-in-law, Willard Gray.

In lieu of flowers, the family respectfully requests memorial donations be made to Whitesburg Baptist Church's Romania Pastor Fund, 6806 Whitesburg Dr., Huntsville, AL 35802; Pleasant Hill Baptist Church, 772 Pleasant Hill Rd., Decatur, AL 35603; or Community Free Clinic, 245 Jackson St. SE, Decatur, AL 35601. 🐾



MARCH 20, 2021

11:00 am

Lavaca County Exposition Center • Hallettsville, TX

Offering to Include:

**Replacement Females • Show Prospects
Quality Bulls**



“Committed and Proven Sponsors”

- Borchers Southern Y Ranches, L.P., Charla Borchers-Leon & Mary Kay Borchers
- Briggs Ranches, LRB Ranches LLC, Robert Briggs & Louise Briggs Thurman
- Corporron Acres, Jim Corporron
- Pinnacle Cattle Co., Rodney & Barbara Corporron
- Four J Cattle Co., Larry Justiss Family
- Hargis Ranch, Philip & Dana Hargis
- Harris Riverbend Ranch, David & Laurie Harris
- Rancho Salida Del Sol, John & Pam Liford
- Strait Ranches, Y.N. Strait Family
- Townsend Cattle Co., Ivan Townsend Family
- Twin Creek Ranch, Wes & Lou Hall
- Wendt Ranches, Gene & Nancy Kubecka & Daniel & Lauren Kubecka
- Wiley Ranch, Erik & Kim Wiley

Sale Schedule

Friday, March 19

5:00pm - Cattle Viewing

6:00pm - Dinner

Saturday, March 20

8:00am - Cowboy Coffee

11:00am - Sale Begins

*Arrangements can be made
to leave cattle onsite until
after the SGBI Annual Meeting
has concluded.*

**Video and online bidding
available:**

DVAuction
Broadcasting Real-Time Auctions

For sale catalog, photos and up-to-date information, visit our Facebook page:

www.facebook.com/bluebonnetclassicsale/

For inquiries contact Sale Chairman: Debbie Townsend • (979) 541-4989 • townsendcattle81@gmail.com

PRESIDENT'S LETTER

By Nancy Wunderlich

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



As we close the books on Santa Gertrudis Breeders International's (SGBI) 2020 fiscal year, many thoughts come to mind. We all have personal experiences that have sculpted our opinions and mindsets. My prayer is that we all have become stronger and more enlightened while maneuvering through life's obstacles.

Now we step into 2021 to secure the continued growth of SGBI. In the February 2021 issue of *Santa Gertrudis USA*, SGBI Executive Director Webb Fields said, "The different experiences and ideas members bring to the table is an invaluable resource of the association, especially when it comes time to make decisions that affect the breed's future."

I completely agree. It is this diversity, along with great leadership, that has brought us back from the brink of extinction to the thriving organization we are today. We must work together to keep moving forward in a positive manner.

Throughout the year, many wheels turn to keep our organization moving forward toward success for the entire membership. These experiences and ideas come together through the common thread of committees comprised of dedicated members. Standing committees meet on several occasions throughout the year to secure success for all of the membership. Financial stability is achieved as the Finance Committee works alongside the Long Range Planning Committee. Continued leadership of the Breed Improvement and Marketing & Promotions Committees keeps our **Data Driven, Profit Proven** cattle in the forefront of the cattle industry. Our junior members are guided by the relentless force of the Youth Activities Committee. The Membership Committee is charged with retention and recruitment of new members to keep those wheels moving in the right direction.

CONTINUED ON PAGE 25 »

Celebrating Santas

Santa Gertrudis Breeders International
70th Annual Meeting



Live Auction Auction Items Needed

Seeking hunts, fishing trips, beach stays, genetics, veterinary services, beef packages, wine baskets, photography packages, leather goods, etc. To donate auction items, please contact John Ford, (361) 522-2134, or the Santa Gertrudis Breeders International (SGBI) office, (361) 592-9357. 🐾

See page 26
for Schedule and
Registration and page 30
for information on the
Cattlemen's Panel.

All auction proceeds to benefit the Celebrating Santas Field Day and SGBI Annual Membership Meeting.

SGBI OFFICERS OF THE BOARD

PRESIDENT Nancy Wunderlich

PRESIDENT ELECT Gene Kubecka

SECRETARY/TREASURER Debbie Townsend

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LONG RANGE PLANNING Alicia Sanchez

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Mattingly Farms

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Trai Stegall (Miss.)

Stegall Farms

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District 4 – Ricky Cleveland (Ala.)

Quail Valley Farms

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Creech Farms

(919) 427-4679 | creechfarms6@gmail.com

District 6 – Nolan Taylor (Ky.)

Windcrest Farm

(270) 589-9046 | nolandtaylor18@gmail.com

Super American

Thursday
March 25th at 11am

180

Coming 2 Year Old Bulls

90 Santa Gertrudis

90 Brangus

Plus

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March 25, 2021

BRIGGS RANCHES, TRAYLOR DIVISION IN BLOOMINGTON, TEXAS
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Homewood Suites: 361.578.1900
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SANTA GERTRUDIS *Production*

SALT BLOCKS, TRACE MINERAL BLOCKS OR LOOSE MINERAL?

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



This month I may be preaching to the choir, but it never hurts to assist folks who may be new to the beef cattle industry. As we all know, there are many mineral-type products made for beef cattle and to the novice it may be a little confusing. Cattle “salt blocks” come in many colors and each tells us what exactly is contained therein. Minerals are inorganic chemical elements that have no carbon, hydrogen, oxygen or nitrogen.

Macrominerals are required in larger amounts whereas other minerals are required in smaller amounts (micro or trace minerals).

All cattle need minerals for normal bodily functions like bone health, water balance, oxygen transport and transfer, and metabolic reactions. The best way to determine appropriate mineral supplementation is to understand the cattle’s nutritional needs and analyze both forage and water samples on an annual basis. In most areas of the United States, mineral supplementation of salt, phosphorus and calcium is adequate. However, there can be specific areas where mineral deficiencies or excesses (toxic) exist. It is always best to check with your veterinarian, Extension livestock specialist or neighboring ranchers if you are new to an area.

Just like humans, cattle love salt (NaCl) but do not live long enough to worry about high blood pressure! The white salt blocks contain only NaCl and are very inexpensive. Salt is needed to regulate body pH, water intake, and nervous and muscle function. Putting out only free-choice salt blocks year-around is a very minimum mineral supplementation program and not recommended. Having a white salt block out with other minerals is fine.

The colored salt blocks will cost more money because they contain more than just NaCl. The yellow salt blocks are 92 to 97 percent NaCl, 3 percent sulfur and an FDA-approved yellow dye. Sulfur is required for protein, cartilage, tendon and bone development. Hair and wool growth and proper fiber digestion require sulfur.

Red salt blocks, specifically produced for the northeast, Rocky Mountains, Great Lakes and Midwest, contain NaCl, iron (Fe), and iodine (I). The brown or trace-mineral salt blocks typically contain 95 to 99 percent NaCl, manganese, iron, copper, zinc, iodine and cobalt in parts per million (see labels). Hence, they contain some trace or microminerals. Be

aware that these blocks do not typically contain any calcium or phosphorus. It is assumed that cattle will consume these important macrominerals (Ca and P) in the forage, and in any supplemental feed or protein tubs provided.

Loose minerals are the most complete cattle mineral products. These products will be much more expensive than mineral blocks because they are considered complete mineral (containing NaCl, and both macrominerals and micro-minerals). These products are sold in 40- to 50-pound bags. For example, a 12:12 mineral contains 11 to 13 percent calcium, 12 percent phosphorus, 10 to 12 percent NaCl and many trace minerals, plus some vitamins. A good, all-around mineral for cattle.

Several major and regional feed companies manufacture loose mineral for specific types of cattle and/or specific times of the year and/or specific regions of the United States and for specific weather conditions. For example, because winter-annual forages (wheat, oats or ryegrass) are low in magnesium, a hi-mag mineral is a mineral product for cattle grazing winter annuals. It contains much more calcium as compared to phosphorus, about 15 percent NaCl, 3 to 15 percent magnesium and other trace minerals, plus vitamins.

There is no such a thing as a dumb cattle mineral question. Always seek advice and recommendations. If you know your cattle and production stage, I will guarantee they make a good mineral for them. Please realize that cattle need mineral every day. What they need today can be different from what they will need this summer or next fall. Always read the labels and know what you are purchasing. 🍴

*Photo courtesy Ryan Keaton,
Circle H Santa Gertrudis,
Waynesboro, Tenn.*



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SANTA GERTRUDIS

**BREEDERS
OF THE CAROLINAS**



48th Annual

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Michael Hadley (336) 376-8128
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Scott Sherrill (404) 402-5601

TO CONSIGN & CATALOG REQUESTS

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

For more information, please visit our website

www.sgbreedersofthecarolinas.com

SANTA GERTRUDIS *Calendar*

MARCH

- 20** Bluebonnet Classic Sale, Hallettsville, Texas
25 4th Annual Briggs Super American Brangus and Santa Gertrudis Sale, Bloomington, Texas
26 Mid-Coast International Super Sale, Briggs Ranch, Bloomington, Texas
27 Santa Gertrudis Breeders International 70th Annual Meeting, Bay City, Texas
27 Wendt Ranch Field Day, Bay City, Texas

APRIL

- 9** Elite Cut Female Sale, Sale, Bosque, N.M.
10 Red Hot Bull Sale, Bosque, N.M.
10 Rocky Mountain Santa Gertrudis Association Spring Runoff Sale, Bosque, N.M.
24 Crimson Classic Sale, Cullman, Ala.

MAY

- 8** 48th Annual Breeders of the Carolinas Sale, Chester, S.C.
8 Mid-Coast Santa Gertrudis Association Cattleman's Opportunity Sale, Industry, Texas

JUNE

- 19-26** 2021 National Junior Santa Gertrudis Show, Texarkana, Ark.

REGISTRATIONS, STAR 5 RECORDINGS AND TRANSFERS BY DISTRICT

JANUARY 2021

ACTIVE MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	94	13	0	21
2	540	78	719	84
3	18	23	6	5
4	99	12	0	36
5	28	19	50	23
6	46	0	0	10

JUNIOR MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	24	0	0	5
2	8	0	0	6
3	0	0	0	1
4	2	0	0	0
5	0	0	0	0

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 *Juniors*

By Anna Holland Tyson, District At-Large



My name is Anna Holland Tyson, and I am from Meadville, Miss. This is my first year on the National Junior Santa Gertrudis Association Board of Directors, and I am serving as an at-large director. At our farm, we just finished showing at our district, state and the national open shows at the Dixie Nationals.

I want to talk about how important it is to get involved in your affiliate. It is important to be involved so you can use your resources for information about upcoming events or important news. Also, a group will find it easier to promote the breed and reel people in better than one person. Another reason I think it is important that you get involved is so that you can have a group from your state that is close and becomes a family.

My affiliate, the Mississippi Santa Gertrudis Association, feels like a family, and we do a lot of different activities and functions together. I also have made great friends through my affiliate that I would not have had the chance to be friends with, or maybe not be as close to, if I wasn't involved. When attending the National Junior Santa Gertrudis Show, you will find many benefits of being involved, such as having a strong team to

SANTA GERTRUDIS WELCOMES *New Members*

Active Members

Box E Ranch, Jared Easley, Bryan, Texas
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 Rylie Wheeler, Magnolia, Texas
 Logan Harle, Springtown, Texas
 Mattie Swint, Ward, Ark.
 Ely Swint, Ward, Ark.
 Denton Roessler, Gainesville, Texas

compete in competitions with, having support when running for a position and the list could go on.

The theme for the March *Santa Gertrudis USA* issue is affiliate promotion. This month I would like to encourage you to become more involved in your affiliate and to encourage others to become more involved as well. By doing this, we will be able to promote the breed better as a group. 🐄

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craiglopossa@yahoo.com



2021 SGBI Board Candidates

Below are candidates whose names will appear on the ballot for the Santa Gertrudis Breeders International (SGBI) Board of Directors elections. Regional candidates appearing on the ballot notified SGBI of their intent to run by Jan. 25, 2021.

Western Region



Tylor Braden

Tylor Braden is seeking re-election to SGBI's Board of Directors in the Western Region. He currently oversees cattle operations for King Ranch, Inc. Originally from New Mexico, he grew up in the cattle industry. Tylor has worked for, or managed, cattle operations in Texas, New

Mexico, Colorado, Wyoming, Montana, Nebraska, Oregon, Washington and Florida. He is most passionate about the cow-calf sector, but has extensive experience in all segments of the beef industry.

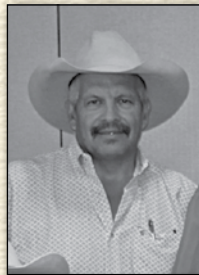
Tylor started working at King Ranch after working at Beef Northwest, a vertically integrated feeding company based in Oregon. While at Beef Northwest he served as the operations manager of four feedyards, two backgrounding yards, commercial cow-calf and seedstock operations and several subsidiary joint ventures that were located primarily in Oregon and Washington but extended to Wyoming, Florida and California. He also served as general manager and partner of various Beef Northwest subsidiaries.

Tylor has been an integral part of the past board, serving on various committees and would look forward to continuing to serve the Santa Gertrudis breed.

Rafael Miranda

Rafael Miranda seeks re-election to SGBI's Board of Directors in the Western Region. Rafael currently serves as ranch and land manager for Cherokee Ranch located in Douglas County, Colo. In 1954, Tweet Kimball purchased the Cherokee Castle, and today the operation continues her original Santa Gertrudis herd and has expanded into other agricultural programs focused on youth education. Along with his responsibilities at Cherokee, Rafael also plays an integral role with J5 Cattle Ranch, an aggressive Santa Gertrudis firm focused on producing high-quality seedstock.

During Rafael's tenure on the SGBI Board, he has served in several capacities, providing leadership and wisdom. Rafael looks forward to representing the Western Region and feels that with his experience, he is well suited to continue to provide leadership over the next several years.



are passionate and progressive about raising Santa Gertrudis. He looks forward to sharing his passion with his children as they grow, and sharing the same values and goals he has for this wonderful breed.

Over the years, Cody has learned a lot and grown as a breeder and member of SGBI's Board of Directors. He is a Kentucky Santa Gertrudis Association member and serves as president. He also served as junior president of the Kentucky Santa Gertrudis Association.



"In this position, I envision that I can continue to work with fellow board members to explore avenues to increase data collection for EPDs," Cody says. "With all the concerns surrounding EPDs and numbers, I feel it is important to increase data collection and accuracy to assist with breeding selection in our cattle. I am a strong supporter of improving our breed through genomic enhancement, and I feel I would bring a fresh outlook to the association. I look forward to this election and continuing to use my knowledge to strive to improve our herds as progressive breeders."

"On an ending note, I would like to thank you for your time and support, and hope to again serve as your Eastern Region director," he adds. "I am ready to collaborate with all members to improve this breed! I humbly ask for your vote. As always, I promise to stand for what I believe in and always be fair in making decisions as they affect all of us. With the election in the near future, feel free to contact me with any questions or concerns. I am available at (270) 668-3177 or mattinglyfarms95@yahoo.com. I hope to remain your Eastern Region director."

Jennifer Walters-Stroud

Jennifer Walters-Stroud is from Laurel, Miss. Her father bought a small Santa Gertrudis herd from a former Mississippi governor, and she started her own herd when she began showing in 1980. She was a member of the National Junior Santa Gertrudis Association (NJSJA) Board of Directors from 1984 to 1985 and has owned Santa Gertrudis ever since. Jennifer currently serves on SGBI's Membership Committee. She has also been an active member of the Jones County Cattlemen's Association Board of Directors for the past six years.

Five years ago, Jennifer started showing Gerts again and was invigorated by being around other members, meeting and discussing issues that concern breeders. She is excited to run for a position on the SGBI Board and would like to help promote the breed.

Jennifer earned her master's degree from Mississippi State University, and has worked for a psychiatric hospital in Meridian, Miss., for 17 years.



Eastern Region

Cody Mattingly

Cody Mattingly seeks re-election as an Eastern Region representative on SGBI's Board of Directors.

Since he was young, Cody has always enjoyed the cattle business and was encouraged to breed Santa Gertrudis cattle by his grandfather, who started raising Santa Gertrudis in the early 1980s. As a generation breeder, Cody and his family

CONTINUED ON PAGE 16 »

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2021 SGBI BOARD CANDIDATES

CONTINUED FROM PAGE 14

"I love my work, but my day ends nightly with my true love, in the barn and field with the Gerts and my husband, Randy Stroud," she says. "The Lord blessed me with the opportunity to be in the best breed association and know the best breeders on the planet. The one thing I am most amazed with is how wonderful the fellow Gert breeders I have met are; we are like a family.

"Social media has afforded me the pleasure of knowing breeders from other states and enjoying their daily activities with their Gerts," she adds. "Seeing the kids show, present and win with these beautiful cattle makes my heart smile."

Jennifer is extremely proud of her Santa Gertrudis herd. "We spend a lot of time with our cattle that are gentle, loving and all named," she says.

Her husband has worked with several Mississippi Gert herds in his many years of cowboying throughout the South and has been supportive of her showing and seeking a position on the board.

"I would be honored if you would consider me for your representative," she adds. "I will strive to promote this wonderful breed and association I dearly love. Thank you for your time and may the Lord bless you."



Arlin Taylor

Arlin Taylor is seeking election as an Eastern Region director on the SGBI Board of Directors. Arlin has managed Tinney Farms in Hanceville, Ala., for more than 25 years. Arlin's wife, Linda, and his son, Ethan, serve as a support system in the daily operation as well.

"At Tinney Farms, we have worked hard to produce industry-demanding

cattle through an intense planning and breeding program that has been proven in the show ring and feedlots," he says.

Arlin has previously served on the SGBI Board of Directors, helping guide decision making during a time of association growth. He remains committed to the breed as he has also served with several committees and most recently helped host SGBI's 2020 annual meeting.

"My goal is to be the voice for the East, and do my part to help the improvement of our breed and our association," Arlin says.

District 2

Heather Blewett

Heather Blewett is a cattle rancher and realtor from Kingsbury, Texas, where she resides with her husband, Kevin; daughter, Kalli Kimble; and son, Harrison Kimble. Heather is seeking a seat on the SGBI Board of Directors for District 2 at-large director.

Heather grew up showing and raising Santa Gertrudis and Brahman-influenced cattle with her parents, Charles and Mary Riha, in Carrizo Springs, Texas. Her father was her ag teacher and had her spending her first Scramble Certificate on a Santa Gertrudis heifer from Chaparrosa Ranch. After high school, she attended Tarleton State University and graduated with a



bachelor's in interdisciplinary studies with a minor in Spanish and animal science.

After having children, Heather became involved in 4-H, FFA and SGBI. In 2004, she bought her stepson his first Santa Gertrudis heifer from Strait Ranches. She became involved in the South Texas Junior Santa Gertrudis Association, where she eventually served as chairman of the 2013 National Junior Santa Gertrudis Show in San Marcos, Texas.

One of Heather's priorities is getting information to new members. She believes SGBI is a family.

"We strive to help all that are new to the breed in order to grow our organization in numbers and quality of breeders, young and old," she says.

Heather has been greatly influenced by her children, Harrison and Kalli, who have both served on the NJSGA Board. Kalli has served as NJSGA president, princess and queen.

Heather currently serves on the Long Range Planning, Youth Activities and Breed Standards Committees. She is also the South Texas Junior Santa Gertrudis Association manager and is in charge of the HOT GERT Show Open Point Show.

When Heather is not in the barn halter breaking, feeding or checking cattle, she spends her time evaluating livestock and the real estate market around her.

After having their herd of cattle split between New Braunfels and Carrizo Springs, Kevin and Heather moved to Kingsbury, Texas, in 2015 and formed Buena Vida Cattle Company where they currently have 80-plus head of Santa Gertrudis. Heather and her family continue to improve upon their genetics to bring a balance of genotype and phenotype to their herd.



Richard G. Hood, II

Richard G. Hood, II, is seeking a seat on the SGBI Board of Directors of District 2 at-large director. Many Santa Gertrudis breeders know his father, Richard G. Hood Sr., who is also an active SGBI member.

Richard is a fourth-generation rancher who grew up with an immediate family who made their primary living off the

back of a cow.

"My grandfather, Coulter Hoppess, joined SGBI in 1952 as herd No. 646," he says. "He developed a premier herd and brand in the Santa Gertrudis breed, calling it Double Circle Ranch. The ranch transferred through purchase to my parents in 1972 and remains a proud, active SGBI member today."

From his life-long experience in the cattle business, Richard has learned a "salt of the earth" core set of values and has a very strong work ethic, which has given him the ability to hold many jobs, including as an SGBI field man in the late '90s and early 2000s. Following that, he worked at the largest bull-selling ranching company in the United States, Camp Cooley Ranch, where he helped produce and sell more than 2,000 bulls each year. For the past 11 years, Richard has been a partner/owner in American Marketing Services LLC and *The EAR Magazine* LLC, a cattle marketing firm that markets more than 1,000 bulls annually, including 200 to 300 Santa Gertrudis. They also sell several thousand registered and commercial females, many of which are of Santa Gertrudis origin.

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2021 SGBI BOARD CANDIDATES

CONTINUED FROM PAGE 16

"After much prayer and the support and encouragement from many friends and family, I feel I have the experience and knowledge to help this great breed move to being a leader in the beef industry," Richard says. "If elected, I would do my best to serve all members' interests. From small to large breeders, from junior to active member, I have vast experience with at all levels.

"In closing, I would like to thank all my Santa Gertrudis family for your support and encouragement not only now, but for my entire life," he adds. "I would deeply appreciate your consideration to vote for me as your District 2 at-large director."

District 3

Amber Robertson

Amber Robertson is seeking the position of District 3 at-large director on the SGBI Board of Directors. She lives in Sweet Lake, La., with her husband, Beau, and three wonderful children, Cheyenne, Wyatt and Raylan. The Robertsons started Running R Cattle in 2014 with the purchase of a handful of registered Santa Gertrudis cattle and have con-



tinued to grow their purebred herd since.

They also own and operate a commercial cow-calf operation that utilizes Santa Gertrudis-cross females. Amber has been an active member of the Louisiana Santa Gertrudis Association, serving as the secretary/treasurer for the last six years. She has also served on SGBI's Youth Activities Committee since 2016 and the Calcasieu/Cameron Parish FSA County Committee as an advisor since 2018.

"I believe that with the continued leadership of our breed association, Santa Gertrudis will secure its place as a viable option for commercial cattlemen in cow-calf operations like ours," Amber says. "I for one can attest to the exceptional maternal traits that Santa Gertrudis-influenced cows exhibit in extreme environments.

"As a director, I would strive to promote our breed's advancements in data and technology that ultimately profit large- and small-scale operations alike," she adds. "Most important, I would work to serve our membership and help make decisions to sustain the long-term success of SGBI." 🐄

SANTA GERTRUDIS BREEDERS INTERNATIONAL Affiliate Associations

Alabama Santa Gertrudis Association

Contact: Betty Kelso Clough
(256) 566-7878

Arkoma Santa Gertrudis Association

Contact: Rance Reynolds
(918) 232-7870 | krgale53@gmail.com
<https://www.facebook.com/ArkomaSantaGertrudisAss/>

Santa Gertrudis Breeders of the Carolinas

Contact: Randy "Peaches" Carpenter
(910) 269-7717
<https://www.sgbreedersofthecarolinas.com/>

Florida Santa Gertrudis Association

Contact: Casey Jones
(386) 623-9088
<https://flgerts.weebly.com/>

Georgia Santa Gertrudis Association

Contact: Wes McDaniel
(404) 630-1142 | mcdanielwb@gmail.com
<https://www.facebook.com/GeorgiaSantaGertrudisAssociation/>

Indiana Santa Gertrudis Association

Contact: Robert Hiss
(260) 503-5310 | mbhissjr@embarqmail.com

Kentucky Santa Gertrudis Association

Contact: John S. Taylor
(270) 287-8629 | Gertguys@windstream.net
<https://www.facebook.com/KentuckySantaGertrudisAssociation/>

Louisiana Santa Gertrudis Association

Contact: Amber Robertson
(337) 377-9720 | amberrobertson@yahoo.com
<https://www.facebook.com/groups/211116402572659/?ref=share>

Mid-America Santa Gertrudis Association

Contact: Britney Shields
(417) 793-5887

Mid-Coast Santa Gertrudis Association

Contact: Patti Urbanosky Ermis
(936) 870-6410 | Pattiurb77@yahoo.com
<https://midcoastsantagertrudis.com/>

Mississippi Santa Gertrudis Association

Contact: Trai Stegall
(662) 296-5120 | trais3@hotmail.com

Premier Santa Gertrudis Association

Contact: Matt Nichols
(940) 393-2305 | mmnicols1011@earthlink.net
<https://www.facebook.com/Premier-Santa-Gertrudis-Association-109761342388446/>

Rocky Mountain Santa Gertrudis Association

Contact: Stacey Montano
(505) 429-0067 | o.xranch@hotmail.com

Santa Gertrudis Breeders of the Rio Grande Valley

Contact: Alex Salinas
(956) 207-7457 | sgrbgv@gmail.com
<https://www.facebook.com/SGBRGV/>

South Texas Santa Gertrudis Association

Contact: Kenneth Tom Hefte
(361) 813-4937 | Stxsga@gmail.com
<http://www.SouthTexasSantaGertrudis.com>
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Louisiana Santa Gertrudis Association

Members of Our Association:

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Larry Richardson
Gonzales, LA
225-715-3300

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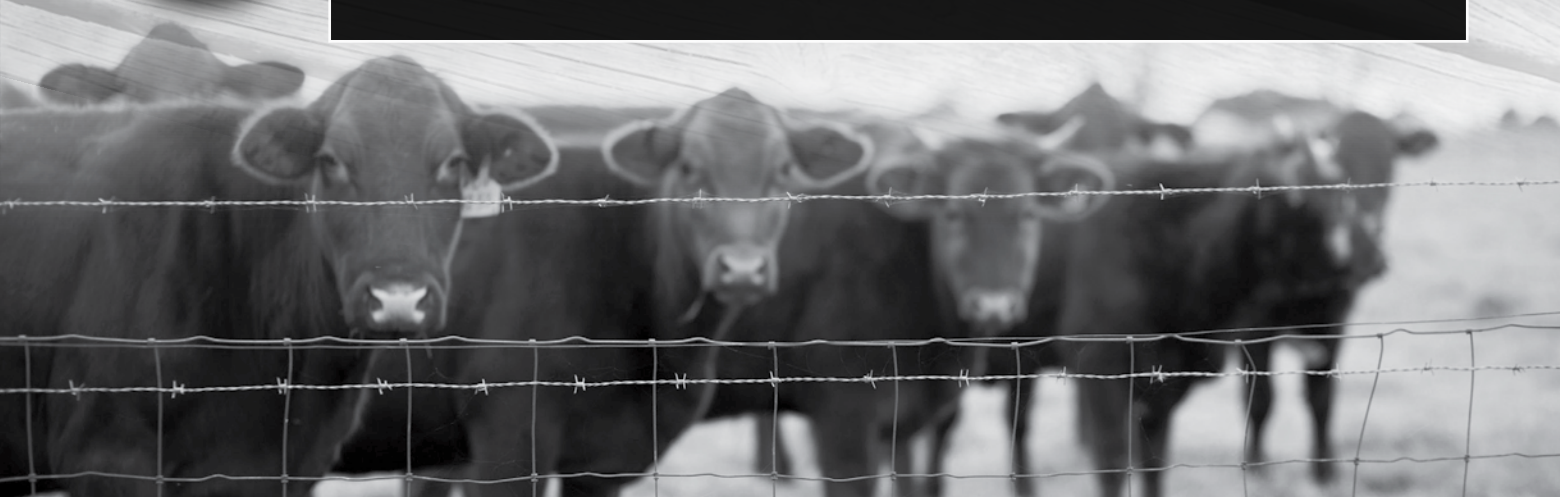
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SGBI AFFILIATE PROFILE

Kentucky Santa Gertrudis Association

The Kentucky Santa Gertrudis Association was organized by Kentucky Santa Gertrudis breeders in 1974.

Nearly five decades later, the association is still going strong – fueled by many generations of members and long-standing affiliate activities.

If you attend any Kentucky affiliate activity, you're sure to see Pat and Beverly Heath, Heath Farms, Hodgenville, Ky. But you won't simply see them in attendance; the couple remains actively involved with all events, despite being among the affiliate's most seasoned members.

The Heaths joined the affiliate in 1980, just six years after it was founded, and the pair hasn't looked back.

"The biggest reason we remain involved is our love for Santa Gertrudis cattle and the friendships we've made over the years," Pat says.

Both have played active roles in the association: Pat serving as a board member for many years, as well as president and secretary/treasurer, while Beverly has been secretary/treasurer for nearly 30 years, in addition to serving as the junior member advisor for a time.

Affiliate Activities

The affiliate's primary activities center around shows and sales, and include hosting the Kentucky National Show and Sale, which also features a junior show; the Kentucky State Fair; the North American International Livestock Exposition (NAILE); and the District 6 Show and Sale.

The Kentucky National Show and Sale – the affiliate's primary event – started in 1978 and is always the third weekend in July in Bowling Green, Ky. The two-day event features the Kentucky National Santa Gertrudis Show on Friday morning followed by an evening meal. Saturday features the sale followed by the affiliate's Junior Heifer Show.

To ensure that only quality cattle are consigned, the affiliate limits the number of consignments each year. The 2020 sale featured 45 head consigned by 22 breeders representing various states, including Arkansas, Tennessee, Kentucky, Indiana, North Carolina, Georgia, Florida, Alabama, Missouri, Illinois and Ohio.



The future of the Kentucky Santa Gertrudis Association is bright. The youngest affiliate members pose for a photo following the 2018 Kentucky National Show and Sale.

Another unique feature of the event is that the Kentucky Department of Agriculture has been a longtime event co-sponsor. The support from the agriculture department allows the affiliate to provide sizeable premiums to class winners, something the affiliate prides itself on.

Pulling off such a large event really is a team effort. The Heaths commend longtime affiliate members for always working together to make the event a success.

"Everyone chips in together and it works well," Beverly says.

"Everyone meshes good and that's great," Pat adds. "We're just kind of a big family."

That team spirit was more important than ever as members had to adapt and overcome several changes to the 2020 event because of COVID-19, and while they still hosted the event, like most things last year, it looked a little different. The show and sale, which is typically hosted at the L.D. Brown Ag Expo Center, was moved to the stockyards at United Producers Inc., and instead of a large evening meal, guests were provided a boxed meal.

The Junior Heifer Show, which follows the sale, was paired down this year as well. Activities such as the skill-a-thon, sales talk, photography and poster contests, and others were not offered to the affiliate's youngest members.

Despite the changes, affiliate members were pleased with the quality of the event and look forward to making it even bigger and better in 2021.

The Kentucky Santa Gertrudis Association has also been involved with the



Pat (left) and Beverly Heath (center) enjoy watching a Santa Gertrudis show with Scott Taylor (right), one of the association's beloved junior members. The Heaths are longtime affiliate members who have devoted their time and talents to the affiliate for nearly 40 years.

District 6 Show and Sale since it started in 1993. Similar to the Kentucky National Show and Sale, the District 6 event features a show, sale and many junior activities, as well as a junior benefit auction. Kentucky affiliate members have often helped run the various events, and the affiliate also donates items to the auction each year.

The affiliate's involvement with these two show and sale activities, some of the most well-recognized in the breed, is a testament to the affiliate's desire to help its members market their cattle and promote the breed throughout the state and region.

Next Generation of Members

Member retention and recruitment is something all organizations struggle with, and the Kentucky Santa Gertrudis Association is no exception. The association's strong junior program has been an excellent tool for the

CONTINUED ON PAGE 27 »

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PRESIDENT'S LETTER

CONTINUED FROM PAGE 8

Celebrating Santas later this month at SGBI's 70th Annual Meeting gives all members time to reflect on the tremendous progress the Santa Gertrudis breed has made over the past seven years. We, as a diverse membership working together, have made this happen. We have to continue to combine our sundry of talents along with our varied experiences to accomplish our purpose in the cattle industry.

Therefore, I encourage you to participate in the Annual Meeting process

as a progressive member to secure the future of Santa Gertrudis Breeders International. As a long-time Santa Gertrudis breeder once said, "SGBI is a member-led organization, and we are only as strong and involved as our members."

I once again challenge YOU as a PROGRESSIVE SGBI member to revisit the February issue of *Santa Gertrudis USA*, page 16, and choose a committee that interests you. Join the decision-making process to support your own cause and future in the cattle industry. 🐄

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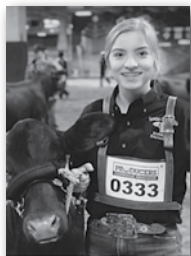
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SANTA GERTRUDIS Juniors

By Madisyn Douglas, District 1 Director



I am Madisyn Douglas. I am 15 years old, and I raise and show Santa Gertrudis Cattle from our own 3WC Cattle. I attend high school at Celeste ISD. I am a member of the Celeste FFA where I show Santa Gertrudis heifers, and I am a member of the High School judging team. I am also a member of the Premier and South Texas Santa Gertrudis Associations.

I believe it is important to be involved with not only Santa Gertrudis Breeders International but also the local affili-

ate associations. I love working with Premier and South Texas Associations. It's a great opportunity to make new friends and spend time with old friends. We spend time helping each other with our animals. The more exposure we have with the affiliates, the more exposure we give the Santa Gertrudis breed. I also believe that involvement brings great knowledge and wisdom, not only from the junior members, but also from parents, relatives, ranch workers and adult directors.

I believe that it is our task in the future to promote Santa Gertrudis cattle in many different ways, including the internet, Facebook, TV, radio, billboards

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and word of mouth. Our Santa Gertrudis breed is a beautiful red breed that can easily attract the eye. We must continue to push for excellence in the next generation of herds and ranches. 🐄

Santa Gertrudis Breeders International 70th Annual Meeting

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TENTATIVE SCHEDULE

Thursday, March 25

11:00 a.m. Super American Sale – Briggs Ranches, Bloomington, Texas

Friday, March 26

9:00 a.m. Board of Directors Meeting – Victoria, Texas

6:00 p.m. Mid-Coast International Super Sale – Briggs Ranches, Bloomington, Texas

After Sale Mid-Coast International Super Sale Social – Briggs Ranches, Bloomington, Texas

Saturday, March 27

9:00 a.m. Field Day Registration Opens – Wendt Ranches Partners, Bay City, Texas

10:45 a.m.-3:00 p.m. Celebrating Santos Field Day (includes Judging Contest and Cattleman's Panel) – Wendt Ranches Partners, Bay City, Texas

6:00 p.m.-7:00 p.m. Annual Meeting and Association Awards Program – Bay City Country Club

7:00 p.m.-9:30 p.m. President's Dinner – Bay City Country Club

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KENTUCKY SANTA GERTRUDIS CONTINUED FROM PAGE 22

association to retain members who reach age 21 and are no longer eligible for the junior program.

"That's one of the plusses that we have with our juniors," she says. "We have managed to keep a lot of our junior members involved."

While the affiliate offers its Junior Heifer Show as a special, junior-focused event, the countless junior members are also actively involved with all other affiliate activities. During the Kentucky State Fair and NAILE, junior members can often be seen handing out ribbons, lining up classes and assisting in the ring. Juniors also help with set up and tear down at other event functions.

"We include our juniors in all of our activities," Beverly says. "We all work together as a group."

The future of the association's junior program is a bright spot for the association. In fact, the small-fry division is always the largest showmanship division during the group's annual Junior Heifer Show. As a long-time junior youth advisor, seeing young people involved and passionate about Santa Gertrudis is a highlight for Beverly.

"My favorite part is the children," she says.

Having multiple generations from the same families involved in the association is another positive for the long-standing affiliate. The Heaths say it is fun to see young members serving in leadership positions that their parents or grandparents held years ago.

For example, current association President Cody Mattingly's father and grandfather both raised Santa Gertrudis, and Cody was a junior member prior to becoming an active affiliate member. Vice President Courtney Longacre's grandfather was the affiliate's second president; Courtney's father

later served as president as well. Nolan Taylor was an active junior member who now serves as the affiliate's sales chairman; Nolan's father previously served as affiliate president. One of the Heath's sons has also been affiliate president, following in Pat's footsteps.

With more than 40 years of involvement in the Kentucky Santa Gertrudis Association, Pat and Beverly are firm believers that local affiliate involvement is important for all breeders.

"Affiliate involvement gives people the opportunity to get together with other people who have similar interests," Beverly says. "We have a good time, and we enjoy each other's company." 🐄



Kentucky Santa Gertrudis Association members pose for a photo following an affiliate meeting in early 2020.

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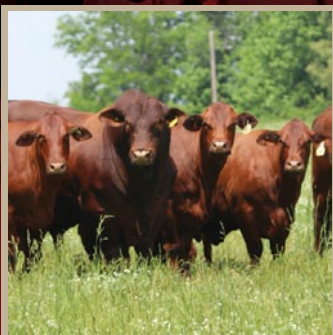
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Providing the best quality beef at a fair price has always been the mission behind Cedar Creek Farms and owner Jewett Borden, who cannot speak highly enough of the performance of his Santa Gertrudis herd. After serving in the U.S. Navy, Borden returned to his home state of Kentucky in 1997. It wasn't long before he returned to his agricultural roots and rejoined the cattle business, as well. A few years after the dispersal of his initial cow-calf herd, a visit with a local Santa Gertrudis breeder convinced Borden to enter the business once again, but with a new breed.

"I was reminded of my appreciation for eared cattle and the success we had when I was growing up," Borden recalls.

With the purchase of two purebred Santa Gertrudis heifers, his cow-calf operation was back in business. Eager to find a new outlet for his red-hided calves, Borden began finishing an average of 10 head per year, selling sides of beef to friends and family. As word spread about his local beef, interest for purchasing smaller quantities grew.

"At that point, we had to make a choice to either sell beef or raise calves," Borden says, and that's how the storefront dream of Cedar Creek Farms began.

In 2016, Borden reached out to the University of Kentucky and the Kentucky Beef Network for resources and guidance as they set out to design a finishing facility on their Shepherds-

TOP: Cedar Creek Farms finishing facility.

ABOVE: Of the 100 head Cedar Creek Farms harvested in 2020, all graded Choice or higher with 10 finishing Prime.

ville, Ky., farm. The design started as a 40-foot by 40-foot sawdust-packed stack pad with a gravity flow feeder, a designated space for hay and water and fans for climate control. Over the last four years, they've grown the space to 40 feet by 120 feet, which became necessary for their increasing demand.

With the help of their nutritionist, they were able to formulate a finishing ration utilizing feed sources grown locally and on the farm. Having grown up on a large farming operation himself, supporting other farmers in the community was important to Borden as he developed his operation. The careful planning proved its success when the first calves went to harvest in 2017 and 16 of the 18 graded Choice or better.

"We proved the USDA graders wrong about the Santa Gertrudis breed," Borden says.

Cedar Creek has continued to have the same success with their growing Santa Gertrudis and STAR 5 herds, with 34 head grading Choice or above in 2019 and 100 head finishing Choice or above in 2020, 10 of which graded Prime.

Their success on the rail, however, was not passive. Borden knew what he wanted as he grew his herd: moderate-framed cattle with a year-round calving season to meet his product demands. After inquiring why some of their cattle were not grading as well as others, "we realized we hit a genetic wall with ribeye size and marbling," Borden says.

Utilizing resources available through SGBI, he began further honing his genetics. He started focusing on ribeye area, fat and marbling, not only to improve quality grades but also the overall eating experience for Cedar Creek customers.

"At the end of the day, a quality [product] we're putting on someone's plate is what we're after," Borden says.

Implementing new genetics was necessary to accomplish these goals. "It was difficult for us to find exactly what we were looking for," Borden recalls.

With help from Santa Gertrudis Breeders International, he was able to purchase a new bull from Strait Ranches and looks forward to receiving the harvest data on his first calves in December 2021.

Looking toward the future, they are about to begin DNA testing their herd in order to aid culling decisions on cows that aren't progressing Cedar Creek toward their goals. They also hope to continue improving their marbling through expected progeny difference selection and evolving into a purebred Santa Gertrudis herd.

Operating a storefront was not the original intention when Cedar Creek Farms began, but "as a small operation, we knew finding a niche market was necessary," Borden says. Their operation's development happened organically as local interest grew.

"Customers enjoy seeing the operation firsthand and where their food comes from," he says. "I spend the majority of my time at the store, edu-



cating customers and answering their questions.”

Customer service and a pound of ground beef are what solidify new customers.

“I’ve gained more [returning] customers off a single pound of ground beef than any steak,” Borden explains. “I ask people to do a taste test: purchase a pound of my ground beef and cook it alongside a pound from the grocery store and taste the difference. It works every time.”

While the COVID-19 era has proved difficult for many, it has further pressed the “buy local” movement. As everyday staples such as beef became sparse at local grocery stores in early 2020, consumers began turning to their local farmers and ranchers. Cedar Creek was happy to provide for their community.

At the start of 2020, they were meeting their goals of growing their sales by one-third every year and were on track to eventually process 80 head per year. However, that shifted for the better as Cedar Creek sold out of all their scheduled beef for 2020 within five days in March. As demand continued to grow, however, acquiring extra space at the packer was increasingly difficult. Thankfully, a great relationship with their packer, along with purchasing

calves from neighboring farms, allowed them to far surpass the 80-head goal they had set at the store’s inception, finishing/harvesting 100 head, 85 of which were Santa Gertrudis or STAR 5.

While the impacts of COVID-19 are beginning to subside, the desire for buying local is likely to continue. When asked what advice he has to offer others interested in finishing and selling local beef, Borden could not stress enough the impact that finding a quality cattle nutritionist made on his outcomes. He also suggests investing time in finding a packer that is the right fit for you.

“I spent two-and-a-half months traveling the state looking for packers,” Borden says. “When you’re selling to the public, what it looks like is just as important as how it tastes. Find a packer that offers quality packaging and the cuts your customers desire.”

When it comes to genetic selection, “I can’t say enough about following the genetics that get us the yields and

grades we need,” he says, reminding breeders to keep the end product in mind, paying close attention to fat and ribeye area.

“A few good cattle with good genetics you can grow your herd from makes the best start,” Borden says. “The more data you keep along the way, the easier it is to go back and make changes.”

Borden looks forward to watching his grandchildren begin showing Santa Gertrudis cattle and hopes to one day pass Cedar Creek Farms on to the next generation. 🐄



Ribbon cutting at Cedar Creek Farms storefront location grand opening.

Selling at the ❁ MID-COAST SUPER SALE ❁

Miss Grandview 268G6

An ET daughter of Miss Grandview 268, a full sister to Miss Grandview 555 and CVF 2022. She is sired by proven herd sire FC Pistol 28/O, whose offspring have garnered well over \$250,000 in sales. She combines **PERFORMANCE** and **PEDIGREE** in an attractive, **BALANCED** and naturally **THICK** package. She sells AI’d on 1/2/21 to Jackpot 190E5369G8, our exciting new junior herd sire, co-owned with Schuster Farm, Korban Cattle and Leachman Cattle Co. of Colorado.

Jackpot scanned a 7.5 IMF with a 0.82, TOP 1% for Marbling. This mating of 268G6 and Jackpot equates to 7 EPD traits in the TOP 25% of the breed, including TOP 4% REA, TOP 2% HCW and TOP 1% in Backfat and Marbling.

Grandview Farm retains an IVF collection at their expense with a guarantee of 6 embryos.

Jackpot



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MANAGER: Brent Shaw, (205) 412-5761

HERDSMAN: Seth Holmes, (205) 412-7053

Building Better Cattle ~ Building Better Markets

By John Ford, Consultant, Santa Gertrudis Breeders International

Santa Gertrudis Breeders International's (SGBI) mission is to breed and market bulls and replacement females for commercial cattlemen, animals that come easy and grow rapidly with the genetic capacity to excel in performance and profitability. Of course, that is much easier said than done since commercial cattlemen, operating in numerous environments, have diverse breeding objectives, management techniques and marketing goals.

How do SGBI members meet the challenge of producing the best commercial bulls and replacement females for these diverse commercial customers? The answer to this question and other seedstock-related issues will be discussed Saturday, March 27 at the Annual Membership Meeting Field Day, *Celebrating Santas*, to be held at Wendt Ranches Partners, Bay City, Texas.

The planning committee will host a panel discussion moderated by SGBI Executive Director Webb Fields. An impressive line-up of industry leaders will share their thoughts and insight into breeding cattle that meet the demands of today's beef industry.

Panel members for the event will be industry leaders Donnell Brown, R.A. Brown Ranch; Ky Pohler, Ph.D., Texas A&M University (TAMU) Department of Animal Science; Mike Arnold, Superior Livestock Auction; and Gene Kubecka, Wendt Ranches Partners.

Donnell and wife, Kelli Brown, own and operate the R.A. Brown Ranch in Throckmorton, Texas. The ranch was originally established by R.H. Brown and is currently in its fifth generation. The ranch is known for producing some of the best cattle in the industry since 1895. They raise Red Angus, SimAngus and Angus, selling 800 bulls annually

as well as registered and commercial females. Donnell has served in a strategic planning capacity for four different breed associations as well as the National Cattlemen's Beef Association. He has also served as chairman of the International Genetic Solutions Joint Technical Advancement Committee.

Ky Pohler, Ph.D., is an assistant professor and member of the graduate faculty in the TAMU Department of Animal Science. He grew up in Shiner, Texas, and received a bachelor's degree in animal science from TAMU in 2009. He then received his master's and doctorate degrees from the University of Mis-



South Texas Junior SANTA GERTRUDIS ASSOCIATION



*South Texas Junior Santa Gertrudis Association
Hot Gert Exhibitors*

The South Texas Junior Santa Gertrudis Association hosts the annual Hot Gert Show every November, as well as a social during the San Antonio Stock Show. We welcome all juniors from any affiliate at our functions.

Come join our fun!

President: Kalli Kimble
Vice President: Amy Brewer
Secretary: Isabel Hubert
Treasurer: Madisyn Douglas
Arden Strait

Directors:
Avery Strait
Caleb Bram
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Tanner Lawrence
Kurt Bordovsky



South Texas Heritage Sale: Nov. 20

2021 Hot Gert Junior and Open Shows: Nov. 19-20

Open to all Santa Gertrudis exhibitors

Visit www.southtexassantagertrudis.com for more information and updates.

Gene Kubecka of Wendt Ranches Partners addresses the delegates during a tour of the ranch during the Santa Gertrudis World Congress 2019.



souri. Prior to returning to TAMU, Pohler was on faculty at the University of Tennessee in the Department of Animal Science. His research interest focus is on understanding the physiological and molecular mechanisms that control reproductive efficiency in cattle.

Mike Arnold of Arnold Land and Cattle, Columbus, Texas, has been an active part of the cattle industry for his entire life. Arnold Land and Cattle

preconditions and markets cattle, and offers livestock risk protection. In the last 20-plus years, Arnold Land and Cattle has backgrounded more than 50,000 head of cattle. Mike is a representative for Superior Livestock, the largest cattle marketing network in North America. During the past 27-year period, Arnold has represented more than 125,000 head of cattle for cattlemen marketing through Superior's

video and internet auctions. Arnold is an avid supporter of the All-American Beef Battalion and serves on the organization's board of directors.

Since assuming ownership of the Wendt Ranch herd on Jan. 1, 2016, partners Gene, Nancy, Daniel and Lauren Kubecka have renewed emphasis on the development and marketing of commercial bulls. Wendt Ranches Partners have set a target of selling 200-plus herd bulls per year. Association genetic selection tools and a robust AI program are utilized in order to meet the ranch's production and marketing goal. Gene passionately believes that bulls are paramount to a herd's legacy, as a sire's influence is never neutral – it takes a herd either above or below the line of its current performance. Wendt Ranches Partners considers it imperative to lend their voice to the direction and organization of the breed as a whole and support a number of association activities and events. Gene currently serves as SGBI president-elect.

The industry panel and *Celebrating Santos Field Day* are part of the 70th Annual SGBI Membership Meeting weekend. A schedule of events can be found on page 26 in this issue and on the SGBI website. 🐄

SOUTH TEXAS SANTA GERTRUDIS ASSOCIATION

- ✦ **South Texas Heritage Sale**
November 20, 2021
(sponsored by the South Texas Affiliate)
- ✦ **Heritage Breeder Award**
- ✦ **San Antonio Livestock Exposition**
Junior Show Buckles
- ✦ **Better Beef Contest at NJSGS**

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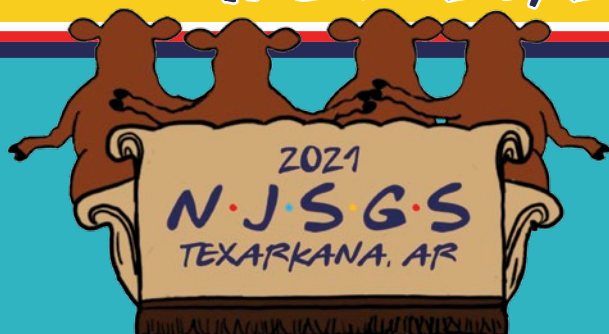
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South Texas Santa Gertrudis Association



2021 NATIONAL JUNIOR SANTA GERTRUDIS SHOW

JUNE 19-26, 2021 • Texarkana, Ark.



G•E•R•T•S WILL BE THERE FOR YOU

Planning is underway for the 2021 National Junior Santa Gertrudis Show (NJSGS), June 19-26 in Texarkana, Ark.

The annual NJSGS is the highlight event for National Junior Santa Gertrudis Association (NJSGA) families. More than 1,000 junior members, their families and sponsors attend the NJSGS each year where youth showmen exhibit more than 600 head of cattle. In addition to the cattle show, junior members compete in a variety of leadership contests during the week-long event that promote personal

Sponsorship Opportunities

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Hotel

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Texarkana, AR 71854
(870) 216-2000

development and agricultural excellence. Juniors also have opportunities to compete for scholarships as well as NJSGA leadership positions.

Several sponsorship opportunities are available that will allow you and your company to support Santa Gertrudis junior members and their families. If your organization is interested in becoming a part of this vibrant youth activity, securing a sponsorship agreement or learning more about opportunities with the 2021 NJSGS, contact Suzanne Fulton at (940) 368-7630 or esterry@hotmail.com. 📧

TEAM PREMIER

68 Years Strong • Yesterday, Today & Tomorrow

History: The first Affiliate to be chartered by SGBI in 1953 was originally named **East Texas Santa Gertrudis Association**. In 1959, ETSGA changed its name to **Premier SGA**. We were also the association that helped put on the first National Junior SGA shows in Dallas and Waco, Texas.

Junior Association Officers & Board of Director Members

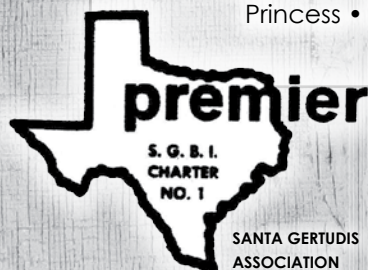
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Board Members

Glen Romines • 940-393-6291
Dan Palacek • 505-220-8019



Major Emphasis: To promote Santa Gertrudis and STAR 5 cattle to commercial breeders of all breeds in Texas and the USA. We also put high emphasis on the promotion of our Juniors and the Junior Association, because the Juniors are the future breeders of Premier and SGBI. Support for our Junior members comes through our annual silent auction, which helps fund scholarships as well as Junior shows.

2021 CATTLEMEN'S CONGRESS

Jan. 16, 2021 | Oklahoma City, Okla. | Judge: Katy Wunderlich

SANTA GERTRUDIS SHOW *Results*



GRAND CHAMPION BULL

Rockin 3T Golden Boy, shown by
Rockin 3T Ranch, Ennis, Texas



RESERVE GRAND CHAMPION BULL

Grandview 285G2, shown by
Crosswinds Ranch, Keller, Texas



GRAND CHAMPION FEMALE AND BEST OF POLLED FEMALE

Miss Grandview 038, shown by
Gracey Pitchford, Athens, Texas



RESERVE GRAND CHAMPION FEMALE

Top Shelf Champagne, shown by
Landon Stem, Plantersville, Texas



GRAND CHAMPION STAR 5 FEMALE

Lethal, shown by
Country Legends Ranch and B Square
Ranch, Navasota, Texas



RESERVE GRAND CHAMPION STAR 5 FEMALE

Dubois 18/44, shown by
Gracey Pitchford, Athens, Texas

MID-COAST
SANTA GERTRUDIS
ASSOCIATION



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