



SANTA GERTRUDIS

USA

MARCH 2019 | VOLUME 22, NUMBER 3



SGBI
AFFILIATE ISSUE

Santa Gertrudis

SANTA GERTRUDIS

8,000
Registrations in 2018

BREEDERS INTERNATIONAL

The Preferred American
Beef Breed

MASTERPIECE 101

**2017 NATIONAL
CHAMPION**

MASTERPIECE 101

(Reg. #20141438)

Masterpiece capped off one of the most dominant show careers in recent breed history. He had 13 consecutive Grand Championships and was named the 2017 National Champion Bull! We look for great things in his future. He is one of the best balanced EPD bulls, and now is your chance to use one of the most powerful bulls in the breed. His first calf crop looks very impressive!

Owned by Tinney Farms and Circle A Farm.

BW	WW	YW	Milk	T MAT	REA	Marb	FAT	HCW	Sh F
+0.27	+1.75	-3.50	-1.16	-0.29	-0.01	-0.01	+0.00	-1.42	-0.02
H Prg	Brd Bk	SC	\$G	Carc Idx					
-0.08	-0.10	+0.23	-1.75	3					

Richmond



**Sired by
MASTERPIECE 101**

QV REDEMPTION 60E1 Owned by Quail Valley Farms
2019 Fort Worth Stock Show Grand Champion Bull
2018-2019 SGBI High Point Bull

SEMEN \$50/STRAW

for either bull, 10 straw minimum

MASTERPIECE— contact Darren Richmond
423-364-9281 • djrichmd@gmail.com

PISTOLERO — contact Arlin Taylor (below) or
Richard Hood 979-224-6150 • richard@amscattle.com

Pistolero

PISTOLERO 64/5

(Polled · Reg #20157885)

A Pistol son out of donor cow Harco 1247. Pistolero has some of the strongest numbers in the breed: WW 34.04, YW 61.74, HCW 43.50 and a Growth Index of \$56.83.

Co-owned with Harris Farms and Quail Valley Farms.

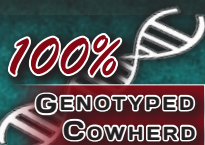
BW	WW	YW	Milk	T MAT	REA	Marb	FAT	HCW	Sh F
+2.17	+34.04	+61.74	+6.38	+23.41	+0.65	-0.04	+0.03	+43.50	-0.01
H Prg	Brd Bk	SC	\$G	Carc Idx					
-0.20	+0.15	+1.06	+56.83	10					

Mark your calendar for the

CRIMSON CLASSIC

April 27, 2019 • Cullman, Ala.

Look for our catalog in next month's
Santa Gertrudis USA magazine!



Follow us on Facebook!

Tinney Farms

5251 Co. Rd. 601 • Hanceville, AL 35077

Manager: Arlin Taylor

256-507-3838

arlin.taylor@bhamfast.com

tinneyfarms.com

GOT NUMBERS? YOU BET!

You'll love the numbers on our Blue Bonnet Sale consignments.
They will enhance any herd!



Wendt 1301

Reg #: 20176985 · DOB: 12/23/17 · Horned
Sells Open · Sire: FC Pistol

BW	WW	YW	MARB	CARC RANK	\$GROWTH
+0.99	+19.77	+28.54	+0.01	10	\$27.88



Wendt 1350

Reg #: 20185283 · DOB: 1/12/18 · Polled
Sells Open · Sire: KR 1131/13

BW	WW	YW	MARB	CARC RANK	\$GROWTH
+0.00	+4.93	+17.49	-0.02	8	\$14.21



Wendt 1366

Reg #: 20185409 · DOB: 3/25/18 · Polled
Sells Open · Sire: Never Sank 5012

BW	WW	YW	MARB	CARC RANK	\$GROWTH
-0.45	+0.99	+7.90	-0.03	3	\$5.93



Wendt 1155

Reg #: 20167453 · DOB: 11/23/16 · Polled
Sells Heavy Bred · Sire: KR 1131/13

BW	WW	YW	MARB	CARC RANK	\$GROWTH
+0.16	+7.44	+16.79	-0.02	9	\$14.73



Saturday, March 23
Lavaca Expo Center
Hallettsville, Texas

Reg #: 20161300 · DOB: 2/15/16 · Scurred
Sire: KR 1131/13 · Sells 3-N-1
Bull Calf – DOB: 4/28/2018, Sired by Red Doc Salute

BW	WW	YW	MARB	CARC RANK	\$GROWTH
+0.08	+6.81	+20.18	+0.06	10	\$16.85



Wendt 1110

Wendt Ranches

5475 FM 457, Bay City, TX 77414

Email: wendtranches@hotmail.com

Gene Kubecka

979-240-5311

Daniel Kubecka

979-240-5312

SGBI Herd #621, established 1954

Raising quality Santa Gertrudis for 65 years

Mark your calendar!

NuGen/Wendt Elite Sale
in conjunction with 2019

Santa Gertrudis World Congress

Saturday, Oct. 19, 2019

APRIL 5-6, 2019

SPRING RUNOFF SALE



Red Doc 7077
Elite Donor (12.32 REA, 7.49 IMF)

3N1s

STAR 5s

BRED COWS

REPLACEMENT HEIFERS

SHOW PROSPECTS

EMBRYO PACKAGES

Schedule of Events:

Friday, April 5: Elite Cut Female Sale/ dinner and entertainment- 7pm (Red Doc Farm)

Saturday, April 6: RMSGA Spring Runoff Sale following Red Hot Bull Sale



BURNS CATTLE COMPANY, CHEROKEE RANCH, DRAKE RANCH, JACK FAMILY RANCH, J5 CATTLE, MOTHER LODGE, O/X RANCH, PEREA RANCH, RANCHO XACONA, RED DOC FARM, TOP T RANCH

Hotel accommodations: Baymont by Wyndham, Belen, NM (formerly Holiday Inn Express) 505-861-5000

Sale chairman/ contact, VP Stacey Montañó 505-429-0067 

DVAuction
Broadcasting Real-Time Auctions

15th Annual

Red Hot Bull Sale

85 PLUS

Santa Gertrudis
& Gert influenced
bulls



Red Doc ET
Never Better 7457
WW 862, YW 1,385lbs.
REA15.33, IMF 4.66
B Fat .25



Red Doc ET El Rey 7452
WW 778, YW 1,244,
REA 13.56, IMF 5.34
B Fat .40

Don't miss Red Doc in Houston!

Selling in Houston, Red Doc Super Sale lot, Red Doc Sabe 7470. She is our top fall 2017. A donor you don't want to miss!

April 5-6, 2019

Bosque, NM

Friday, April 5- Elite Cut Female Sale (dinner 5pm, sale 7pm)
Saturday, April 6- Red Hot Bull Sale



REDDOCFARM.COM

Emilio Sanchez 505.507.7781

*Accommodations at Baymont by Wyndham,
Belen 505.861.5000 reference Red Hot Bull Sale
for special rate

*Proxy bidding available

*Delivery available to centralized locations

DVAuction
Broadcasting Real-Time Auctions

REDDOC
farm 

SANTA GERTRUDIS USA

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ON THE COVER

A Santa Gertrudis bull stands among crossbred cows at Quail Valley Farms, Oneonta, Ala.

Photo courtesy Darren Richmond.

Providing Polled Power Genetics to the Santa Gertrudis Breed

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Gray Oaks Farm Donors



Primrose 267/6

Primrose 267/6 was the high-selling bred heifer and co-high-selling female in the 2018 Tri Star Sale. Her sire is CA/DB Cochise 3323, a KR 189/11 son. Cochise was one of the high-selling sons of 189/11 in the 2015 Red Hot Bull Sale. She is Top 10% Marb., REA, BBK • 15% WW, YW 20% HCW.

GROWTH INDEX: 9.80 • CARCASS: 10

She just calved to Navidad 8/5 and we will begin working her in the near future.

Red Doc Ruby 4105 is the matriarch of the Gray Oaks herd. She was the high-selling female in the 2nd Annual Spring Runoff Sale at the 2016 Red Hot Bull Sale. She has been worked to many of the top bulls in the breed. Her offspring consistently excel in performance and ultrasound. Ruby is Top 1% in WW, HCW, REA • 2% YW, SC • 4% BBK • 10% Milk 20% BF • 25% Tend.

GROWTH INDEX: 25.61 • CARCASS RANK: 10



Red Doc Ruby 4105

Red Doc 3382 is a daughter of KR 189/11, one of the top-producing sires at Red Doc Farms. She was purchased at the 2015 Red Hot Bull Sale as one of the high-marbling females in the 1st Annual Spring Runoff Sale. She is Top 1% IMF, REA • 3% YW, HCW: • 4% BBK • 5% WW, SC.

GROWTH INDEX: 19.63 • CARCASS RANK: 10

She is the donor of our 2019 Houston Sale lot.



Red Doc 3382

Gray Oaks Farm

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BILL LUNDBERG, CONSULTANT
(479) 880-6217

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(501) 207-2272





Ramblings from the Open Range

EXECUTIVE DIRECTOR'S REPORT

By John Ford

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As a middle child, I was constantly compared to my over-achieving siblings. Anyone who has followed in the footsteps of an older sibling knows it can be frustrating. This was especially true for me as I followed my “Einstein-like” sister through elementary school. My third-grade teacher, Miss Horton, was quick to point out that my sister would never be satisfied with anything less than a perfect score. I would have much preferred that she compared my performance to that of classmate Taylor Wilson who seemed very content with a solid C – although I doubt it would have mattered to her.

Had Miss Horton understood the contemporary grouping concept that serves as the foundation of a breed association genetic evaluation, she would have realized my over-achieving sister was not in my third-grade contemporary group, and grouping me with “solid C” Taylor Wilson would have been a better measure of my academic performance.

Contemporary grouping in a beef cattle genetic evaluation accounts for environmental effects so that remaining differences among animals reflect the heritable differences. A contemporary group is defined as a group of cattle that are of the same sex, similar in age and have been raised under the same management conditions. Simply stated, a contemporary group is a set of animals that have had an equal opportunity to perform, allowing for a fair comparison of genetic merit.

Even with the huge strides in genomics, phenotypes continue to be vital in cattle selection and remain a key component of the SGBI genetic evaluation. Phenotype is what is seen, or measured, such as a weaning weight, yearling weight or scan data for ribeye area (REA) or intramuscular fat (IMF). It is important to note that both genetics and the environment influence phenotypic values.

As seedstock producers, we are especially interested with the identifica-

tion of animals based on their genetic potential and therefore we want to limit the impact of environmental factors when calculating expected progeny differences (EPDs). Properly formed contemporary groups take out the influence of as many non-genetic (environmental) effects as possible.

In theory, contemporary grouping is easy; calves are grouped on the farm or ranch by sex, calving season and the age range between the oldest and youngest calves within the group. In addition, management and environmental effects must be taken into consideration. For example, if parts of the herd are exposed to different levels of nutrition or an animal is moved to the show pen, these animals should be assigned to distinct contemporary groups.

Group assignments should be as simple as possible while still accounting for major differences in management. A common mistake when configuring

groups is the failure to form enough groups in order to account for special or unequal treatment. On the other hand, the creation of too many contemporary groups, especially single-head groups, is equally damaging. Single-head contemporary groups do not allow for comparison.

If a single animal is in a contemporary group, it is impossible to determine what portion of performance can be attributed to the non-genetic factors and what portion of performance is due to genetics. I realize it is impossible to eliminate single-animal contemporary groups, but they should be kept to a minimum. Performance of calves from single-animal contemporary groups are not included in EPD calculations by national cattle evaluation procedures.

That said, weights, measures and scans on single-head contemporary groups should still be collected and submitted – all data has value to the breed and for the animal being reported. Data collected and submitted on a single-head contemporary group provides a “snapshot” of individual animal performance, and the data is included on the animal’s performance page and pedigree.

Contemporary groups are the cornerstone of genetic evaluation. They are the best way to account for environmental effects so that remaining differences among animals may be attributed to genetics, ultimately resulting in reliable and valid EPDs. 🐄

There's Still Time!

REGISTER FOR SGBI'S 68TH ANNUAL MEETING

There's still time to join your fellow SGBI breeders for the Santa Gertrudis Breeders International 68th Annual Meeting April 11-13, 2019, in San Antonio, Texas. This year's event will take place at the Hyatt Regency Riverwalk.

Events at this year's Annual Meeting include committee meetings, educational speakers, Hall of Fame inductions and more.



The Annual Meeting kicks off Thursday, April 11, with committee meetings.

Friday, April 12, will include three educational presentations. Hear from Lisa Bard, BluePrint Media, as she presents an update on the Santa Gertrudis World Congress 2019. SGBI Past President Yancey Strait will moderate a roundtable discussion focused on strategies to market Santa Gertrudis genetics. SGBI Executive Director John Ford and SGBI Records Advisor Brad Wright will discuss herd objectives and how the association's genetic tools can assist members in setting and meeting their herd goals. An evening of

socializing while enjoying a Mexican buffet and cocktails on a river boat ends the second day of the annual event.

Saturday, April 13, includes the Annual Membership Meeting and an Executive Board listening session focused on leadership continuity. The president's dinner and Hall of Fame inductions will conclude the third day of the Annual Meeting.

A complete schedule and registration form can be found on page 15. 🐄

JOIN *Corporron Acres* *Dos Bros & Ranch*

AT THE

BLUEBONNET CLASSIC SALE



MARCH 23, 2019 ♦ 11 AM

Lavaca County Exposition Center • Hallettsville, Texas



SCHEDULE

Friday, March 22

5:00 p.m. - Cattle Viewing

6:00 p.m. - Dinner

♦ Replacement Heifers ♦ Show Prospects ♦ Pairs

♦ Bred Heifers ♦ Quality Bulls ♦ Embryos

Saturday, March 23

8:00 a.m. - Cowboy Coffee

11:00 a.m. - Sale Begins

For sale catalog and photos visit:

www.facebook.com/bluebonnetclassicsale/



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PRESIDENT'S LETTER

By Jerome Urbanosky

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There are a lot of activities and action going on in the Santa Gertrudis world.

The 2019 Cattle Industry Convention and National Cattleman's Beef Association (NCBA) Trade Show was held in New Orleans, La., Jan. 30-Feb. 1.

Santa Gertrudis Breeders International (SGBI) had a nice trade show booth, and the new SGBI videos played for the large crowd on hand. SGBI Executive Director John Ford, Vice President Gene Kubecka and I worked the trade show booth. Numerous SGBI members attended the event and also helped out in the booth. This was my first time attending this event, and I was in awe at how large it is. Beef industry leaders and cattle producers of all sizes were there, including attendees from around the United States and the world. I was honored to represent our great breed.

By the time you read this message, the Mid-Coast Santa Gertrudis Super Sale at the Houston Livestock Show and Rodeo will be at hand. This event has become one of our breed's most prestigious events. If you can't be there in person, you can participate online, which has become a popular option in recent years.

In each issue of *SG USA* there is a calendar of upcoming events. Please check it out and see which events interest you and make plans to attend. Please plan on attending SGBI's Annual Meeting in San Antonio, Texas, April 11-13.

Becoming and staying involved with Santa Gertrudis events will increase your success and enjoyment as a Santa Gertrudis breeder.

Some of you might know that my involvement with the breed started as a junior member. I bought my first Santa Gertrudis, my beloved Alice, in 1969. This year marks my 50th year as a Santa Gertrudis breeder. All four of my children are SGBI members, and I have two grandkids, Landon Stem and Demi Harrington, who are very active junior members.

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

SANTA GERTRUDIS Juniors

By Cali Green, At-Large Director

Hello, my name is Cali Green. I am an At-Large director and member of the Louisiana Santa Gertrudis Association. I am currently a sophomore at Holden High School in Holden, La. I am an active member of the 4-H, FFA and Beta clubs, and I am also on the varsity swim team. I have been showing Santa Gertrudis cattle for the past six years and I couldn't imagine my life any other way.

Within these past few months of being on the National Junior Santa Gertrudis Association Board, I've grown so much as a person and have become closer to many junior members. I am part of the Louisiana affiliate and, although we are small, I'm so thankful to have such a close-knit group of people to call my family.

In my opinion, promoting the Santa Gertrudis breed and trying to get more people to join an affiliate is a major part of exhibiting these cattle. Sometimes you have to start the "littles," as we like to call them. I am so thankful for past directors such as McRae Clay and Reagan Ruddock for including me in breed affiliate activities and encouraging me to make new friends when I was



CONTINUED ON PAGE 18 »

SGBI OFFICERS OF THE BOARD

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SANTA GERTRUDIS DISTRICT VI BREEDERS



26th Annual District 6 HALTERED HEIFER SHOW & SALE SEPTEMBER 20-21, 2019

*** NEW LOCATION! ***

Harrison County Fair Grounds
Corydon, Indiana



HEADQUARTERS HOTEL:

Hampton Inn
(812) 738-6688
Group Code: SG6



Early Planning Equals Success!

Start identifying your consignments today.

Sale Chairman: Todd Osborne
(859) 991-2438 • peppydoc1@aol.com

Sale Manager: Darren Richmond
(423) 364-9281 • djrichmd@gmail.com

➔ **Don't Miss the 2019 NJSGS!** ➔
June 22-29 • Bryan, Texas

Thank You!

Wiley Ranch for their purchase of the
D6 Junior's donated heifer at the Banners & Buckles Sale!

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DATA DRIVEN

Influx of Data, New Genetic Tools Launch Santa Gertrudis to Greater Heights

It's been nearly eight decades since the U.S. Department of Agriculture (USDA) recognized Santa Gertrudis as a distinctive beef breed. Santa Gertrudis breeders have long admired the breed for its maternal traits, feed efficiency and ability to adapt to harsh environments, but the breed has often stayed in the shadows due, in large part, to a *Bos indicus* bias from a portion of the beef industry.

In the last decade, the tides have changed. Santa Gertrudis is no longer a small breed with limited performance data and genetic tools; instead, it's an innovative breed using cutting-edge tools and technology to compete globally with other breeds. This dramatic shift is the result of leaders with vision, committed breeders and a knowledgeable geneticist.

King Ranch® Legacy

King Ranch developed the Santa Gertrudis breed of cattle in the 1920s in response to a need for cattle that could perform in the challenging South Texas environment. Since the breed was recognized by the USDA in 1940, the King Ranch has continued to breed and develop Santa Gertrudis cattle, using them as seedstock for their commercial cattle operations. Simultaneously, cattlemen throughout the United States, Mexico, South America, Australia and other countries also took interest in the breed and started using them in commercial herds and/or establishing seedstock operations.

After decades of building its Santa Gertrudis seedstock herd with a focus on fertility, longevity and performance in their tough environment, King Ranch began collecting and utilizing data with the ultimate goal to remain competitive in the beef industry. In 2003, King Ranch began working

with John Genho, now the senior director of technical services at Neogen Corporation, to collect data and develop a genetic evaluation program. The result was its own within-herd expected progeny difference (EPD) system.

Since launching the within-herd EPD system, carcass quality has been a primary focus, while still maintaining selection pressure on maternal, growth and functional traits. In the last decade, King Ranch has made dramatic improvements to its USDA Quality Grades.

"We have seen an increase in our percent Choice and Prime Quality Grades of more than 70 percent, and we have maintained growth and continued to improve fertility simultaneously," says Tylor Braden, area manager for cattle operations at King Ranch. "It's the definition of a balanced approach, and what we believe is the most profitable long-term approach."

King Ranch recently created its own suite of fertility EPDs, including Heifer Pregnancy, Breed Back and Stayability EPDs, as well as its own Fertility Index.

"While we do highly value RFI and feedlot feed efficiency, and consider these traits, along with carcass traits, in our selection process, our top priority continues

to be to select for and make the most fertile cows possible," Braden explains. "We go to extensive lengths to manage our correlations between traits to make sure we never sacrifice cow efficiency."

"We still breed cattle today with the original focus, which we started, and that's to make the most profitable animal we can," Braden adds. "It's why we've made such dramatic improvements."

Decades of data collection, balanced selection pressure and a focus on profitable production in challenging environments resulted in King Ranch Santa Gertrudis cattle that had growth, fertility and carcass quality – and the data to prove the performance. The value of such a large data set to the entire Santa Gertrudis breed became obvious and a few years ago, King Ranch offered to share the data with Santa Gertrudis Breeders International (SGBI), hoping it would help launch the breed into a new era.

New Tools, New Possibilities

In 2012, King Ranch loaned all its Santa Gertrudis herd data to SGBI.

CONTINUED ON PAGE 16 »



King Ranch's top priority is to select for and make the most fertile females possible. Here a King Ranch Santa Gertrudis first-calf heifer and her calf graze a South Texas pasture. Photo by Bull Alvarez, Santa Gertrudis Division Manager, King Ranch

BULL'S EYE
PHOTOGRAPHY

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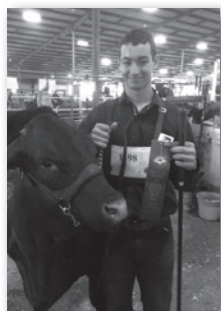
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SANTA GERTRUDIS Juniors

By Taylor Janssen, Director, District 1



My name is Taylor Janssen. I am a senior at Palacios High School in Palacios, Texas. I currently serve as the sentinel of the Palacios FFA Chapter. I am the treasurer for the South Texas Junior Santa Gertrudis Association (STJSGA), reporter for the Mid-Coast Junior Santa Gertrudis Association (MCJSGA) and I am a District 1 representative of the National Junior Santa Gertrudis Association (NJSJA).

This will be my third year showing Santa Gertrudis cattle.

When I started raising Santa Gertrudis, I was very shy, and I did not talk to very many people. However, meeting people who share the same interest as I do drew me closer to wanting to share my experiences with them and others. It was through the affiliates that I became closer to everyone, because I saw how we are one big family and will help each other in times of need, no matter how hard times can get. It has been a pleasure getting to know everyone and to see how dedicated they are to raising Santa Gertrudis cattle, like me. These young men and women are very supportive and dedicated to all of the Santa Gertrudis breed affiliates.

REGISTRATIONS, STAR 5 RECORDINGS AND TRANSFERS BY DISTRICT

JANUARY 2019

ACTIVE MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	1	0	1	5
2	503	0	0	227
3	14	1	0	5
4	27	19	0	3
5	47	4	0	11
6	9	0	0	10

JUNIOR MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	20	4	0	7
2	6	0	0	5
3	3	0	0	2
4	0	0	0	0
5	7	0	0	3

FOR SGBI REGISTRATIONS CONTACT: Diana Ruiz

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

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

It is an honor and a privilege to be an officer in both the STJSGA and MCJSGA affiliates and a District 1 representative for NJSJA. I look forward to the continued growth, not only for myself, but for existing and future affiliate members who helped develop this breed and bring us all closer together. 🐾

SANTA GERTRUDIS Calendar

MARCH

- 1** Mid-Coast Santa Gertrudis Association International Super Sale, Houston, Texas
- 2** International Santa Gertrudis Show, Houston, Texas
- 23** Robertson County Fair Commercial Heifer Sale, Hearne, Texas
- 23** Santa Gertrudis Bluebonnet Classic Sale, Hallettsville, Texas
- 30** Super American Bull Sale, Briggs Ranches, Bloomington, Texas

APRIL

- 5-6** Rocky Mountain Santa Gertrudis Association Spring Runoff Sale, Bosque, N.M.
- 6** Red Doc Farm's Red Hot Bull Sale, Bosque, N.M.
- 11-13** SGBI 68th Annual Meeting, San Antonio, Texas
- 27** Crimson Classic Sale, Cullman, Ala.

MAY

- 11** Breeders of the Carolinas Sale, Chester, S.C.
- 11** Mid-Coast Santa Gertrudis Association Cattleman's Opportunity Sale, Brenham, Texas
- 18** Alabama Santa Gertrudis Association Field Day and Junior Show, Oneonta, Ala.

JUNE

- 22-29** 2019 National Junior Santa Gertrudis Show, Bryan, Texas

JULY

- 28-Aug. 1** Gerts Ongoing Advanced Leadership Summit, Estes Park, Colo.

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There was only one catch – the data must be used to help promote the breed. During a time when the issue of data ownership is top-of-mind for many breeders and breed associations, King Ranch's decision to voluntarily share its data with SGBI is almost unheard of.

"King Ranch continues to move forward, looking for new tools that are beneficial to the breed," says John Ford, SGBI executive director. "It's great to have a member who has that kind of vision and is willing to work for the betterment of the breed."

That data set, along with the association's dataset collected by other Santa Gertrudis breeders, enabled SGBI to strengthen the breed's genetic evaluation.

Santa Gertrudis was the first beef breed to utilize the single-step model, which most other breeds have now adopted, that utilizes genomic relationships to estimate the genetic merit of an individual animal. In 2013, SGBI released the first genomic-enhanced (DNA-verified) EPDs for *Bos indicus*-influenced cattle.

"As a breed, we've been quietly taking some very positive steps forward that have, in turn, benefitted the whole industry," Ford says.

"The single-step methodology allows all breeds the opportunity to develop genomic-enhanced EPDs," he adds. "Whereas the double-step methodology would've been cost prohibitive to a majority of breeds in America and limited genetic improvement across all breeds within the industry."

Just five years later, the association released two new fertility EPDs – Heifer Pregnancy and Breed Back – and a new genetic selection tool, Igenity® Santa Gertrudis, a DNA-verified genetic selection tool that enables ranchers to evaluate candidate replacement heifers sired by registered Santa Gertrudis bulls.

"We've got some of the best tools within the industry for our seedstock producers to make breeding or mating decisions," Ford says. "But we've also got indexes and tools for our commercial cattlemen – the kind of tools that don't overwhelm them."

Breeders Helping Breeders

While King Ranch's contribution helped strengthen the breed's genetic evaluation, breeder support was key in the breed's ability to make such drastic changes in a relatively short time frame. Ford, Genho and Braden

"We still breed cattle today with the original focus, which we started, and that's to make the most profitable animal we can." – Tylor Braden

agree that all SGBI members played a vital role in building the data set that has allowed the association to provide a suite of valuable tools to its members.

"There's a whole lot of people who have brought this together," Braden says.

"You have a lot of people who came together at the right time to adopt technology and develop tools, and then use those tools," Genho adds.

SGBI members have come on board in unique ways; some by providing DNA results, others by collecting carcass data and others by ultrasounding their cattle.

"They are definitely participating and are improving their cattle because of the data they're turning in and the tools they're using," Genho says.

After working with the breed for the last two decades, Genho has had a front-row seat to the 360-degree turnaround.

"It's a cool process to watch a group of people who weren't innovators 20 years ago, become innovators," he says. "It's neat to watch people pick up technology and say, 'this really works; we can use this.' That's really what happened – they have become innovators."

Significant Improvements

The influx of data and, ultimately, the variety of new tools available to breeders have had a profound impact on the breed – enabling breeders to better identify profitable genetics and put selection pressure on the traits the breed needed to improve.

Carcass quality is one area that was in desperate need of improvement. *Bos indicus*-influenced breeds aren't often recognized for carcass quality, but Santa Gertrudis is changing that. Nearly seven years since implementing the single-step method the results speak for themselves. Cattle in the 2018 SGBI Steer Feedout graded 96 percent Choice, with 51 percent hitting the Premium Choice mark.

The new tools have allowed breeders to put selection pressure on carcass traits, but Ford is confident Santa Gertrudis cattle have always been capable of grading well.

"Once we had these new genetic tools in place, we were better able to identify those genetics within our population that helped us make these improvements," Ford says.

While breeders have increased their selection pressure on carcass traits, the tools have also allowed them to keep a close eye on reproductive, efficiency and growth traits – traits that have the greatest impact on profitability for cow-calf herds.

"I hope the Heifer Pregnancy and Breed Back EPDs are just the beginning of the maternal-type traits," Genho says. "Because ultimately, most of the profitability in bull selection has to do with maternal ability in the cow-calf segment, not carcass quality."

"While prioritizing your genetic selection to maximize calf production yields higher short-term dividends, selecting to maximize cow quality and fertility maximizes long-term profitability and operational sustainability," Braden adds.

Validating Profitable Performance

In recent years the association has used the tagline Data Driven...Profit Proven. And while the results from the steer feedout and individual operations are positive and exciting, it's not the only way the association is working to validate this information. SGBI has progressively sought out research partners at the university level.

Over the last two years, the association has announced research projects at Auburn University and Utah State University, while simultaneously working to identify additional research opportunities to validate the breed's profitable performance.

"Sometimes I feel like we're off the industry radar," Ford says. "A lot of people don't think of Santa Gertrudis, but we remain out here on the cutting edge of genetic technology and also eager participants in the kind of research that validates profitability for commercial cattlemen."

Not unlike other *Bos indicus*-influenced breeds, Santa Gertrudis fights for acceptability in the marketplace, especially as it relates to carcass quality and fertility. Today, with nearly 11,000 genotypes on record and data to back up the breed's claims, Santa Gertrudis has earned its rightful place in the beef industry.

"We have a stigma of being a small, niche breed, but we have a place at the table to compete with any breed across the nation at any level," Braden says. "We are not a carcass breed and we are not strictly a maternal breed; we can play in both arenas." 🐄

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SANTA GERTRUDIS *Production*

RETHINKING AN ANTHELMINTIC PROTOCOL

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



As the threat of polar vortexes wanes and spring green-up is on the horizon, it may be a good time to evaluate your current deworming protocol. I came across an interesting study published last year by researchers at Murray State University in Kentucky¹. This research evaluated the efficacy of different deworming products and protocols in recently weaned six-weight, Angus-based,

crossbred steers. The products utilized were a long-acting dewormer (eprinomectin, like EPRINEX®), an oxfendazole (like Synanthic®) and moxidectin (like Cydectin®).

Cattle performance was measured by body weight (BW), body condition score (BCS), average daily gain (ADG) and hair coat appearance. The presence, or absence, of an active parasite load was measured by collecting frequent fecal samples (prior to and after deworming) during a three-month study and counting gastrointestinal parasite eggs within the feces (FEC).

A total of 59 calves were studied: 14 control calves received no deworming product; 15 head received eprinomectin (day 0); 15 head received a combination of oxfendazole + moxidectin at one treatment (COMBO: day 0); and 15 head received oxfendazole first (day 0) and then moxidectin 45 days later (day 45).

Researchers evaluated each calf before treatment (day 0) and on days 15, 31, 63 and 92. Fly counts on the calves were also recorded during a similar schedule. The number of flies on the calves was not statistically different among treatments throughout the study. This would indicate that either flies were not a problem or no product was superior in controlling flies.

Anthelmintic treatments were compared as follows: control vs. all anthelmintic treatments; eprinomectin vs. the COMBO treatment; and COMBO vs. the staggered treatment (oxfendazole first, followed with moxidectin).

Calf Performance

Body Weight. All calves had similar BW during the first two months of the study. After the last month of the study, calves treated with eprinomectin were heavier than calves receiving the COMBO treatment. All other treatments were similar in BW.

Body Condition. Similar to BW, all calves had similar BCS during the first two months of the study. However, over the last month of the study, calves treated with both eprinomectin and oxfendazole first followed later with moxidectin had improved BCS compared to COMBO-treated calves.

Average Daily Gain. All calves that received a deworming treatment had greater ADG during the first two months of the study as compared to control calves. That result we could have predicted. Over the final month of the research trial, ADG ranking (high to low) was eprinomectin greater than staggered treatment (oxfendazole then moxidectin), and the staggered treatment greater than COMBO treatment. The overall ADG of calves on the study was greatest for eprinomectin-treated calves, which makes sense because it was the longest-acting deworming product used by the researchers.

Hair Coat. Using the Hair Coat Scoring System (1 = no problem, healthy coat, to 5 = hair clearly dead, brittle, not slicking off normally) it is apparent that a low score is better. Hair coats were better in eprinomectin than COMBO treated calves, and staggered-treatment (oxfendazole then moxidectin) calves had better hair coats than COMBO-treated calves.

Based on calf performance and fecal parasite egg counts, COMBO-treated calves having the lowest FEC on day 15 of the study but the greatest FEC on day 63 would suggest there is no benefit to simultaneously administer deworming products at one treatment time. Eprinomectin-based dewormers are long-acting products. There may be some merit in using more than one anthelmintic (oxfendazole + moxidectin) in a delayed fashion if economical, and if it is possible to process animals twice in a three-month period.

Just for fun, I ran some numbers using an 880-pound replacement heifer to keep the math simple. My findings: eprinomectin (\$0.23 per milliliter (/mL), dose = 1 mL per 22 pounds); oxfendazole (\$0.10/mL, dose = 1 mL per 22 pounds); moxidectin (\$0.24/mL, dose = 1 mL per 110 pounds) or \$9.20 for a single treatment with eprinomectin and \$5.92 for a staggered oxfendazole + moxidectin protocol. I did not include labor costs. Please, always read and follow label directions on all animal health products.

¹Hooks, C.A., N.R. Denney, M.R. Hovey, B.M. Papajeski, C.A. Porr, and A.J. Davis. 2018. Fecal egg counts and performance of stocker calves with various anthelmintics. *J. Anim. Sci.* Vol. 96, Suppl. S1 [https://academic.oup.com/jas/article-abstract/96/suppl_1/58/4917034]. 🐾

JUNIOR LETTER CONTINUED FROM PAGE 10

younger. I challenge you all to invite someone to a breed affiliate activity and encourage them to join.

I hope you all have a great show season. I cannot wait to see you in Bryan, Texas, for the 2019 National Junior Santa Gertrudis Show. 🐾

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South Texas Junior SANTA GERTRUDIS ASSOCIATION



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TRADE, GLOBAL MARKETS TALK OF 2019 CATTLE INDUSTRY CONVENTION

By Lisa Bard, Editor

The 2019 Cattle Industry Convention and NCBA Trade Show drew more than 7,000 cattlemen, cattlemen and industry professionals to New Orleans, La., to further the beef industry. The packed schedule highlights included Cattlemen's College, general session speaker U.S. Department of Agriculture Secretary Sonny Perdue and the CattleFax Industry Outlook seminar.

Santa Gertrudis Breeders International (SGBI) once again hosted a booth in the Trade Show, with a prime location that enabled the breed to be showcased to the many in attendance.

According to SGBI Executive Director John Ford, "having a presence at the industry's largest event has allowed SGBI to raise the breed's profile and, most important, broaden access to opportunities that are beneficial to the breed and association's membership."

SGBI was also represented by President Jerome Urbanosky; board members Gene Kubecka, Kathryn Hefte and Tylor Braden; SGBI Data and Records Advisor Brad Wright; and SGBI members Y.N. and Cynthia Strait, and K.T. Hefte.

Global Environment

Keynote speaker at the Cattlemen's College breakfast Jan. 30 was Bill Cordingley, head of Rabobank's wholesale banking in North America. He spoke on "Greater Expectations, Bigger Opportunities," touching on the different forces that work together to yield a complex demand story for beef.

U.S. cattle producers should expect "a more global and uncertain environment" in the demand for beef, Cordingley told the audience. He believes cattle producers are doing a good job. "Consumers already love your product. The challenge is, will this be enough in the future, and what role will you play?"

Cordingley pointed to technology and the pace of change as having an influence on the cattle industry's future.

"Technology has changed everything," he said. Furthermore, detractors are not bashful about

"painting the industry in the wrong way." Producers should be engaged in helping tell a positive story, he said.

Exports and trade will also be important in the future, he predicted, and a focus on these issues will serve the industry well. The good news is, "there are few significant competitors to high-quality U.S. beef."

Today 12 percent of U.S. beef is exported; Rabobank expects that number could increase to 15 percent.

Cattlemen's College serves as one of the cattle industry's most in-depth and helpful educational events, helping cattle producers make their operations more efficient and successful. Cattlemen's College has been sponsored by Zoetis Animal Health since it was first established 26 years ago.

Weather, Market Outlooks

At the CattleFax Industry Outlook Seminar, analysts reviewed outlooks for weather; economy, energy and grain;

supply and demand; price outlook and watch lists.

Regarding the market outlook, CattleFax analyst Kevin Good said he expects prices will remain strong, with demand and the economy expected to remain solid.

"We've been on one heck of a good run for a few years and I expect that to continue into 2019," Good said. "However, we expect to see margins begin to compress and leverage to shift from the cow-calf and stocker sectors to the feeder as we expand the supply of cattle."

He said price risk remains over the next few years in response to the last five years of expansion. The beef cow-herd expansion cycle is believed to be within 1-2 years of being complete.

"Cattle producers, on average, will receive a smaller percentage of the retail beef dollar as larger cattle supplies increase price pressure across all segments of the industry," Good said. "Retail beef prices will likely see some inflation in 2019, but larger beef, pork and poultry production will be price limiting."

Going forward into 2020, economists see the potential for an economic slowdown, Good noted. "This may slow the benefits of recently strong consumer incomes and spending," he said.

CattleFax analysts said the global trade outlook is currently supportive for the U.S. beef industry, with strong demand in many overseas markets. However, they note that trade disruptions could have significant impacts on the market outlook. Ratification of the

CONTINUED ON PAGE 29 »

U.S. Secretary of Agriculture Sonny Perdue addresses the closing general session of the 2019 Cattle Industry Convention in New Orleans, Feb. 1.



SANTA GERTRUDIS BREEDERS INTERNATIONAL AFFILIATE ASSOCIATIONS

Alabama

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Arkoma

Santa Gertrudis Association

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SGBI STAFF UPDATE

There have been two recent staff changes at Santa Gertrudis Breeders International (SGBI) that we want you to be aware of. These changes include the hiring of Emma Ramirez and Melissa Braden.

Ramirez Joins SGBI as Member Services Associate



Emma Ramirez recently joined SGBI as a member services associate. Born in Laredo, Texas, Emma spent her early childhood in Zapata, Texas, before moving to Kingsville, Texas, with her mother and family in 1985 after her father died in an oilfield accident.

She attended the Texas Career Institute in San Antonio, Texas, where she earned a Certified Medical Assistant certificate. After graduating, she returned to Kingsville, where she

worked for a local family medical practice and later as a clerk in the County Tax Office.

Emma and her husband, Rene, have three children: Kayla, 15, Sergio, 12, and Kamyla, 7. They enjoy spending time outdoors, and her children are all involved in the Kleberg Kenedy Junior Livestock Show, where they participate in the swine show.

In her role, Emma will assist with updating members' herd inventories, answering the phones and assisting where

needed. She will also assist with registrations and transfers. You can reach her at emma@santagertrudis.com.

Braden Joins SGBI as DNA Coordinator



Melissa Braden has joined SGBI as a DNA coordinator. Melissa is a Navajo (Diné) originally from Ganado, Ariz. Her maternal clan is Tsénjkiní (Cliff Dwelling Clan) and paternal clan is Táchii'nii (Red-Running-Into-The-Water).

She graduated from New Mexico State University with a bachelor's degree in animal science. She then pursued graduate research in animal science and microbiology. In 2005, she earned a master's degree in animal science.

Melissa's professional career includes work with New Mexico State Cooperative Extension, Texas AgriLife Extension and Texas A&M University-Kingsville. She is excited about the opportunity to be a part of SGBI and hopes to make a positive impact.

She and her husband, Tylor, have two children, Taw and Tess. They currently reside on the Santa Gertrudis division of the King Ranch.

As DNA coordinator, Melissa will assist with the DNA collections and processing protocols. She can be reached at melissa@santagertrudis.com.

Please join us in welcoming Emma and Melissa to SGBI! 🐾

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United They Stand

By Hannah Johlman, Freelance Writer

The Alabama Santa Gertrudis Association (ASGA) was organized by Ann Upchurch in 1974 and recognized as a Santa Gertrudis Breeders International (SGBI) affiliate in 1975. The following years brought the association booming success and an active membership from the '80s through the early 2000s with breeders such as Tinney Farms, City View Farm, Grandview Farms, Gray Oaks Farm, Cedar Crest Farm, Buffalo Run Ranch, Running M Ranch, Mountain View Farm, Silverbrook Farm, Flatrock Farm, Black Water Farm, Sweet Water Gap Farms and others who became major breeders in the Southeast, some of whom are still members today.



The Alabama Santa Gertrudis Association was organized by Ann Upchurch in 1974. She was inducted into the SGBI Hall of Fame and created a scholarship for animal science majors at Auburn University.

The association sponsored cattle sales, providing Alabama breeders places to market their cattle, from the Heart of Dixie Sale in the 1980s to the Alabama Connection Sale that will celebrate its 31st anniversary in 2019. They hosted the National Junior Heifer Show in 1991 and the National Santa Gertrudis Open Show in 2000, both held in Montgomery, Ala. Four members have been inducted into the SGBI Hall of Fame: association founder Ann Upchurch, longtime member Howard Tinney, current president Delmo Payne and former president Lamar Kelly.

Numerous members have served on the SGBI Board of Directors. In the 1990s, the Brooks family helped form a strong junior membership and, around that time, Ann Upchurch created the Samuel Upchurch Memorial Scholarship for agriculture and animal science students at Auburn University where preference is given to students who are involved in the Alabama Santa Gertrudis Association.

In the early 2000s, though, the association began to see membership falling and, until two years ago, the association was all but dormant.

"We went through a period of time where people, not just in our association but all cattle associations, began to suffer because of the cattle markets," says Delmo Payne, Alabama Santa Gertrudis Association president. "The cattle business wasn't easy, and people were reluctant to spend money traveling or doing things necessary to belong to an organization when they were watching their expenses."

As the cattle markets improved, Payne watched more people come back and get involved in the industry, but the average membership age was noticeably older, which caused concern for the association's future. During the October 2018 meeting, new officers were elected, and a new campaign commenced with a goal to become more active as an association and to recruit more young members.

"It's a rejuvenation of our association in a way," Payne says. "We have some great people in our association who have an interest and want to become a part, all we need is a little guidance and direction."

"Most of us are members who were

At the 30th Alabama Connection Sale in 2018, members held a reorganization meeting where they elected new officers and put together a plan to rejuvenate the association.

members 20-some years ago and are a little older, so we're reaching out for a little younger leadership to take over in time," he adds. "The association's stability lies in the youth coming in. We have to have people to replace us old folks, take on responsibility and move forward."

One such member is Holly Long, the daughter of two ASGA charter members, who showed Santa Gertrudis cattle and was a member of the junior association for 10 years, serving on the National Junior Santa Gertrudis Association Board of Directors for one year. In 2016, she re-joined ASGA when her daughter began to show Santa Gertrudis and has since become the association's youth director.

"It was Holly's goal to try to recruit more youth showing Gert cattle in our area so that her daughter doesn't have to show in the All Other Breeds class," says Ginger Montgomery, Long's mother who currently serves on the ASGA Board of Directors.

Although it hasn't been easy, Long has been able to recruit eight members to ASGA's junior association since 2016 and, while some are still in the early stages of acquiring cattle, it's still progress.

"We carried a sign with us to all the shows with information about the association and contact information," Montgomery says. "People would come by the barn and ask about our cattle and we would tell them about the Gerts. If they acted interested, we really encouraged them to get the children started showing."

With the association's support, youth members made up two breed-specific classes at two separate shows in 2018, one of which was the Southeastern Livestock Expo in Montgomery, Ala.

"We've been working with our secretary, Betty Kelso Clough, and she has been a huge help at getting information and application forms out," Montgomery says.



Clough has been a member of the association for as long as she can remember and, during the association's slower years, she never failed to send newsletters and keep the membership, albeit small, informed.

"Miss Clough would show up and talk to people about joining the association. She was very active and attended all the national meetings, representing Alabama," says Darren Richmond, ASGA's marketing director. "She's a breeder herself, has a small herd, and she's been very involved. She is just kind of a voice of the Santa Gertrudis breed in the state."

To Clough, the association represents cattle producers who strive to be the best and produce the best.

"We can and do learn from each other. We promote each other's cattle; it's educational and it's just a very good group of people with good fellowship," Clough says.

Recently, three members – Tinney Farms, Grandview Farms and Quail Valley Farms – donated 50 purebred embryos to Auburn University to begin developing a university herd with the goal to perform research on the breed.

"In the Southeast where a high percentage of Santa Gertrudis cattle are, there is a strong need for cattle with

Brahman influence because of the heat and parasites," Payne says. "Santa Gertrudis cattle are tough and, while a lot of cattle don't survive well in the Southeast and in South America, our cattle thrive in those conditions, so this research will be beneficial for the breed as a whole."

In the upcoming months, the association will be preparing for the Crimson Classic Sale in April and the first Alabama Santa Gertrudis Association Field Day in years, hosted by Ricky and Angie Cleveland at Quail Valley Farms. The field day will be on May 18 and host representatives from SGBI, Alabama Cattlemen's Association, Auburn University, TransOva and Purina, plus more vendors who will educate and inform breeders.

Early on, Montgomery says the field days that the association used to host taught her daughters how to show cattle, and taught Montgomery and her husband about Santa Gertrudis cattle and the best ways to raise cattle and turn a profit in the livestock industry.

Following the upcoming field day, the association will host a junior heifer show for youth members to practice prior to the national show at Texas A&M University.

In October, Alabama Connection members and Quail Valley Farms will



Junior members show off hand-painted barn wood that they auctioned off in 2018 as a fundraiser to support the program's growth.

host the first stop on the Santa Gertrudis World Congress 2019 tour at the 31st Annual Alabama Connection Sale, followed by tours at Tinney Farms and Grandview Farms.

Payne says he has gained a lot from the association and looks forward to seeing what the future holds.

"When people work together, they get stronger. I think this association ties the breeders together, they network among themselves, and we get stronger as a breed." 🐄



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PLANS ARE WELL UNDERWAY for the 2019 National Junior Santa Gertrudis Show (NJS GS) to be held at the Brazos Expo Center in Bryan, Texas, June 22-29, 2019.

The annual NJS GS is the highlight event for SGBI junior association families. More than 1,000 junior members, their families and sponsors attend the NJS GS 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 that promote personal development and agricultural excellence during the week-long event. Juniors also have opportunities to compete for scholarships as well as leadership positions in the National Junior Santa Gertrudis Association (NJS GA).

Several sponsorship opportunities are available that will allow you and your company to support Santa Gertrudis junior members and their families. As an NJS GS sponsor, you will have the ability to have a presence at the show, where the focus is youth development and livestock production.

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 2019 NJS GS, contact Christy Moran at (979) 203-0433 or moran_fam4@yahoo.com, or Nancy Wunderlich at (979) 277-2838 or n.wunderlich@hotmail.com. A donation form can also be found by visiting <http://santagertrudis.com/njs ga.html>. 🐾

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By Macey Mueller, Freelance Writer

South Texas Affiliate Builds on Area's Strong Heritage

Kathryn Hefte Petty and her brother, K.T. Hefte, are no strangers to the Santa Gertrudis breed. The siblings grew up on a purebred operation near Robstown, Texas, about an hour from the King Ranch, where the breed was developed. Their great uncle, Dunlap Harper, was a charter member of Santa Gertrudis Breeders International, and the two have since taken over his Santa Gertrudis herd No. 37.

Petty and Hefte also serve as officers in the South Texas Santa Gertrudis Association (STSGA), which was resurrected in 2014 after the original South Texas Santa Gertrudis Breeders Association – established in 1954 – disbanded in the 1990s.

“It was important to rebuild our affiliate because Santa Gertrudis cattle have a lot of performance benefits to offer producers in South Texas,” Petty says. “We are fortunate to have several quality breeders in the area who believe in the future of these cattle, and we have been going strong the last five years.”

In addition to promoting, protecting and improving the breed, the affiliate organizes several events throughout the year to highlight the progressive Santa Gertrudis genetics available in South Texas.

The weekend before Thanksgiving is especially busy for members as they host the South Texas Heritage Sale, offering donor-quality heifers bred to some of the breed’s best performance sires, powerful pairs and 3N1’s, open heifers with some of the most progressive Santa Gertrudis genetics and STAR 5 heifers with superior hybrid vigor. The sale includes 25-30 consignors from several states and attracts buyers from all over the country.

“Our sale is starting to gain some attention from producers outside of our area, and we’re excited to see the interest build,” Hefte says. “Our

goal is to continue improving the quality and the value of the cattle in our sale year after year.”

Petty says the sale has come full circle as offspring from previously consigned females were consigned to the 2018 sale.

“We are able to offer a great selection of heritage genetics that progressive producers will be proud to have in their herds,” she says.

The South Texas affiliate also has an active junior organization that hosts the Red Hot Gert Show in conjunction with the Heritage Sale each year. An open show follows the sale on Saturday, and juniors show on Sunday. Approximately 30 youth from across the state participate in the annual event.

“Our affiliate enjoys this opportunity to share the weekend’s festivities with the juniors, as they are the future stewards of the breed,” Petty says.

While involving the next generation is important to the breed’s continued success, the affiliate is also proud to recognize the efforts of long-standing breeders who have contributed to the growth and improvement of Santa Gertrudis cattle. Each year, the STSGA presents the Heritage Breeder Award to honor the many STSGA charter members and longtime SGBI members in the area. Past winners include John Martin of John Martin Ranches, Tom Martin of La Campana Ranch and Ben Olivarez of Olivarez Ranches.

“These are our top-notch breeders,” Hefte says. “Our breed has come a long way,

and it’s not without the hard work of some excellent cattlemen here in South Texas.”

The affiliate doesn’t require annual dues, instead “members” are encouraged to participate in a silent auction during the Heritage Sale. Proceeds from the Heritage Sale and silent auction are used to fund field days, youth events, an annual meeting and the next year’s sale. The organization also awards belt buckles to Santa Gertrudis class winners at the San Antonio Livestock Exposition (SALE).

Although the affiliate does not collect dues, Petty says at least 30 active members help promote the breed and host annual events.

“Being part of the South Texas affiliate gives local producers a chance to get involved and to bond with each other,” Petty says. “It’s one of the best ways for new breeders to get their cattle out in front of other producers.”

The organization hosts an annual field day to visit a fellow breeder’s ranch and hear from beef industry experts.

“Field days help to raise the profile of the Santa Gertrudis breed in this area,” Petty says. “Producers new to the breed can hear several educational presentations and learn about the exceptional

CONTINUED ON PAGE 30 »



Above: STSGA junior members celebrate a successful weekend after the 2018 Red Hot Gert Show in Robstown, Texas. **Left:** South Texas Santa Gertrudis Association officers K.T. Hefte, Felix Serna and Kathryn Hefte Petty.

THE WORLD COMES TO THE UNITED STATES

When SGBI hosts the Santa Gertrudis World Congress 2019 in October, breeders from all over the world will be traveling to the United States to learn about the Santa Gertrudis breed, see lots of outstanding cattle, meet with U.S. breeders and plot the future for the global growth of the preferred American beef breed.

The map below shows the 16-day tour's approximate route, which will cover more than 1,200 miles and five states. However, with Santa Gertrudis cattle found in many more than these U.S. states, why does World Congress matter to each and every breeder, not just those along the tour route?

For many of those attending the SG World Congress, this will be their first trip to the United States. While this tour will never be able to fully showcase the full environmental, biological and management diversity here in the United States, it will give attendees a glimpse of how diverse the U.S. cattle industry is. From the lush pastures of the Southeast to the

Santa Gertrudis WORLD CONGRESS 2019 4-19 OCTOBER ★ GROWING GLOBALLY ★ USA

arid, dry locales of Texas, and back to the coastal regions, this tour will showcase the breed's adaptability, flexibility and performance. This exposure will benefit all U.S. Santa Gertrudis breeders, no matter where your operation is located. *(A rising tide lifts all boats!)*

As we celebrate affiliates in this issue of SG-USA – and the diversity of Santa Gertrudis breeders in the United States – keep this in mind if you're a member of an affiliate that is not along the tour route. There are many ways and opportunities for you to be involved in World Congress, from affiliate association as well as individual sponsorships, to program ads, to daily or small attendance packages.

For more information on World Congress, check out the World Congress Facebook page (<https://www.facebook.com/SantaGertrudisWorldCongress2019/>), the Santa Gertrudis World Congress 2019 website (www.santagertrudisWC2019.com) or the registration page (<https://blueprintmedia.regfox.com/santa-gertrudis-world-congress-2019>). 📄



CATTLE INDUSTRY CONVENTION CONTINUED FROM PAGE 20

pending U.S./Mexico/Canada (USMCA) agreement will be crucial to markets this spring. Likewise, the possibility of a bilateral trade agreement with Japan could create a positive upside to the market this year.

CattleFax CEO Randy Blach closed the session with a reminder about the importance of international markets to the beef industry.

"Long term, the profitability of our industry is tied to trade," he said. "We must have open markets and science-based trade standards for our products if we're going to continue the run of

profitability we've experienced in recent years."

Trade, Trade, Trade

Sonny Perdue, U.S. Secretary of Agriculture, addressed the closing session at the Cattle Industry Convention and talked about issues of importance to U.S. cattlemen.

"There are three things that farmers and ranchers talk to me about all the time. Number one is trade, number two is trade, number three is trade and trade is a close fourth," Perdue said. "As good producers, we cannot consume all the product we grow, so we have to export product and we are looking for those export destinations."

Perdue talked about the relationship with China regarding beef exports. "I believe we are entering a phase where both China and the United States want to reestablish an ongoing relationship that is sustainable," Perdue said. "We have a lot of work to do, and while we want customers [for our products], we want customers that operate by the rules."

The Trump administration is also working on opening up markets in Japan. Negotiations with Japan continue with the goal to arrive at a positive outcome for U.S. beef producers.

Perdue concluded his presentation by touching on topics regarding the U.S. farm bill, traceability and "fake" meat labeling. 📄

SOUTH TEXAS AFFILIATE CONTINUED FROM PAGE 28

product we have to offer, and experienced producers are able to keep up with the current trends and scientific advancements.

"The cattle industry is changing by leaps and bounds right now with the genetic technology available, and we want to keep that information in front of our Santa Gertrudis breeders," she adds.

Hefte says the field days are also an opportunity to host producers from other countries and to help facilitate international trade with those who are interested in the benefits of Santa Gertrudis genetics.

"We had a large group of Mexican cattlemen attend our field day at the San Jose Ranch near Kingsville," he says. "Because we have similar climate and terrain conditions, they are extremely interested in the performance and profitability the Santa Gertrudis breed can add to their herds."

STSGA members also regularly volunteer at the Better Beef Contest during the National Junior Santa Gertrudis Show. The contest highlights beef quality in the breed, identifies individual animals with superior carcass attributes and adds data to the SGBI registry. Bull DNA and heifer data are collected from specific-age animals, with prizes being awarded to Top Carcass Bull, Top Carcass Female, Top Carcass STAR 5 Female, Highest IMF Bull, Highest IMF Female and Highest IMF STAR 5 Female.

"The South Texas affiliate has been proud to assist in the Better Beef Contest since its inception five years ago as it helps to raise awareness of carcass and performance traits in our breed with the exhibitors and their parents," Petty says. "The recent addition of DNA



During the STSGA's 2016 field day at La Paloma Ranch in Riviera, Texas, SGBI Executive Director John Ford discusses the importance and effectiveness of using EPDs.

collection from bulls, which is generously financed by the Santa Gertrudis Foundation, not only adds genomic data to the SGBI database, but also provides a valuable service to the young owners of those bulls."

The South Texas affiliate members gather for an annual meeting each February during the SALE. In addition to planning upcoming events and networking with fellow producers, the annual meeting is a chance to elect the organization's leadership.

Hefte currently serves as president, Felix Serna is vice president and Petty is secretary-treasurer. The board of directors includes Heather Blewett, Larry Garza, Cynthia Strait, George Hood and Rene Chapman.

"The opportunity to serve and share experiences with these fellow producers who are united by our passion for the breed is very rewarding, both socially and professionally," Petty says.

Petty and Hefte not only work together to build the Santa Gertrudis breed, they also work together as partners in the Hefte Ranch, a third-generation purebred operation with

ranches near Hondo and Agua Dulce, Texas. The family has participated in breed-sponsored auctions like the South Texas Heritage Sale and private treaty events for a number of years, and they just recently partnered with their fellow Santa Gertrudis breeders at the Strait Ranch of Carrizo Springs, Texas, to host their first production sale in October 2018.

"We grew up just miles from the home of the Santa Gertrudis breed, and it's something my family has always known," Hefte says. "I consider it an honor to carry on our family's ranching legacy and work to continue improving and promoting the breed my grandfather and his family saw great potential in all those years ago."

"We've always appreciated the breed because it is so well adapted to the environment down here – they're heat tolerant, drought tolerant and very low-maintenance cattle – and being part of the STSGA allows us to network and share that concept with other producers in this area." 🐾

SANTA GERTRUDIS SALE *Reports*

PREMIER COWTOWN ELITE SALE

JAN. 19, 2019 | FORT WORTH, TEXAS

SALE AVERAGES

4	Bulls	\$1,812.50
4	Bred Cows	\$3,100
11	Open Heifers	\$1,363
10	STAR 5 Females	\$1,505
3	Semen Lots	\$65
2	Embryo Lots	\$825

The Premier Santa Gertrudis Association held the 67th Annual Meeting of its membership Jan. 19, 2019, at the Fort Worth Stock Show in Fort Worth, Texas. The newly elected board of directors officers are: Chris Taliaferro, president; Darrell Pitchford, first vice president; Brad Bland, second vice president; Brian Cummins, secretary; and Matt Nichols, treasurer. Additional board members include Glen Romines and Dan Palacek.

The Premier Cowtown Elite Sale was held in conjunction with the Santa Gertrudis Open Show in Fort Worth, Texas. The high-selling bull was consigned by Pitchford Cattle Co., Athens, Texas, and was sold to Dan Palecek, Paul, Idaho. The high-selling female was consigned by 777 Farms, Mag-nolia, Ark., and was sold to Billy Eubanks, Navasota, Texas, and Gladys Schiel. The Premier Santa Gertrudis Association would like to thank all of its consigners and buyers for making this sale so great. 🐾

66 YEARS STRONG TEAM PREMIER

Yesterday, Today and 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.



Annual Scholarships:

The Premier Breeder of the Year and
The John & Mary Wilson, II
Premier Junior Exhibitor of the Year

Lifetime Members:

Premier SGA is proud of its four Lifetime Members

B.F. Stout • Grandview, Texas
John & Mary Wilson, II • Fort Worth, Texas
Bill Burton • Decatur, Texas
Wylie Taliaferro • Rosser, Texas

Annual Major Events for the Premier Membership:

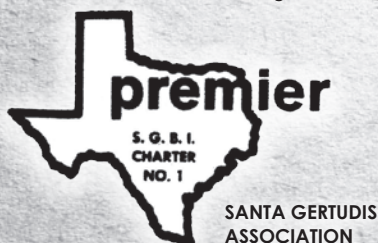
Premier CowTown Elite Sale
at the Fort Worth Stock Show ~ January
Fort Worth Stock Show
Junior & Open Show ~ January
Premier Junior Warm-Up Show ~ May
State Fair of Texas
Junior & Open Show ~ October

Active Association Officers & Board of Director Members:

President • **Chris Taliaferro** • 214-674-8064
1st Vice Pres. • **Darrell Pitchford** • 903-388-2288
2nd Vice Pres. • **Brad Bland** • 817-991-2624
Secretary • **Brian Cummins** • 903-603-6634
Treasurer • **Matt Nichols** • 940-393-2305
Board Members
Glen Romines • 940-393-6291
Dan Palacek • 505-220-8019

Junior Association Officers & Board of Director Members:

President • Gracey Pitchford
Vice President • Ryan Hess
Secretary • Will Jones
Treasurer • Cooper Cates
Reporter • Sadie Cates
Queen • Abbie Cates
Princess • Madisyn Douglas



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.

WWW.PREMIERSANTAGERTRUDIS.COM

CELEBRATING GENETICS THROUGH PAST GENERATIONS

APRIL 11-13, 2019

Hyatt Regency Riverwalk • San Antonio, Texas



HEADQUARTERS HOTEL

Hyatt Regency Riverwalk
123 Losoya St., San Antonio, Texas
(210) 222-1234

Room block reserved under: Santa Gertrudis Cattle
<https://www.hyatt.com/en-US/group-booking/SATRS/G-CATL>

REGISTRATION FORM

Name: _____ Spouse: _____

Ranch Name: _____ Herd No.: _____

Phone: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

FULL REGISTRATION INCLUDES:

All sessions and meals for Thursday-Saturday, including President's Dinner and Hall of Fame Inductions. *No lunch is provided Saturday.*

\$275.00 per person x _____ = \$ _____ *If received BY March 8, 2019*

\$325.00 per person x _____ = \$ _____ *If received AFTER March 8, 2019*

A LA CARTE TICKETS AVAILABLE:

FRIDAY *a la carte tickets*

LUNCH/KEYNOTE SPEAKER

\$50 per person x _____ = \$ _____

DINNER/RIVER WALK SOCIAL

\$50 per person x _____ = \$ _____

SATURDAY *a la carte tickets*

SGBI ANNUAL MEETING BREAKFAST

\$25 per person x _____ = \$ _____

PRESIDENT'S DINNER, HALL OF FAME INDUCTIONS AND AWARDS BANQUET

\$150 per person x _____ = \$ _____

Mail registration to:
SGBI, P.O. Box 1257 • Kingsville, TX 78364
or FAX to (361) 592-8572

PAYMENT METHOD

Check No.: _____ TOTAL: \$ _____

Credit Card: ☐ Visa ☐ Mastercard
please check one

Credit Card No.: _____

Expiration Date: _____

Card Holder Name: _____

Card Holder Signature: _____

TENTATIVE SCHEDULE

THURSDAY, APRIL 11

2:00 p.m. **SGBI Board Meeting**

4:00 p.m. – 6:00 p.m. **Committee Meetings**

FRIDAY, APRIL 12

8:00 a.m. **Breakfast**

8:00 a.m. – 12:00 p.m. **Registration**

9:00 a.m. – 12:00 p.m. **Committee Meetings**

11:00 a.m. – 1:00 p.m. **Lunch/Keynote Address:**
"Santa Gertrudis World Congress 2019"
Lisa Bard, BluePrint Media

1:00 p.m. – 3:00 p.m. **Marketing Roundtable:**
"Is Your Marketing Plan Effective?"
Yancey Strait, SGBI past president

3:00 p.m. – 4:00 p.m. **Educational Program:**
*"Setting Herd Objectives and Using
the SGBI Toolbox"*

*John Ford, SGBI executive director,
and Brad Wright, SGBI records advisor*

5:30 p.m. **Social/Dinner**
(River boat cocktails and Mexican buffet)

SATURDAY, APRIL 13

8:00 a.m. **Breakfast**

8:00 a.m. **Annual Membership
Meeting, Executive Director
and Affiliate Reports**

10:00 a.m. **Succession Plan Listening
Session:**

*Jerome Urbanosky, SGBI president, and
Nancy Wunderlich, SGBI president-elect*

12:00 p.m. – 2:00 p.m. **SGBI Board of Directors
Meeting**

12:00 p.m. – 6:00 p.m. **Free Time**

6:00 p.m. – 7:00 p.m. **Social Hour**

7:00 p.m. **President's Dinner,
Hall of Fame Inductions
and Awards Banquet**

FORT WORTH STOCK SHOW

Jan. 20, 2019 | Fort Worth, Texas | Judge: Joe Mask

SANTA GERTRUDIS SHOW

Results



GRAND CHAMPION BULL

Quail Valley Redemption
60E1, shown by Quail Valley
Farms, Oneonta, Ala.



RESERVE GRAND CHAMPION BULL

Copperhead 915C4,
shown by Stroman Cattle
and Pitchford Cattle Co.,
Athens, Texas



BEST OF POLLED BULL

777 Gambler, shown by
777 Farms and Circle A
Farm, Williamsport, Tenn.



GRAND CHAMPION FEMALE AND BEST OF POLLED FEMALE

C-P MS 2022 017/9D7,
shown by Serbesa,
San Pedro Sula, Honduras



RESERVE GRAND CHAMPION FEMALE

Lisa Marie 611, shown
by Demi Harrington,
Plantersville, Texas



GRAND CHAMPION STAR 5 FEMALE

Re'An's Feebee, shown by
Tate Villanueva, Alvin, Texas



RESERVE GRAND CHAMPION STAR 5 FEMALE

Miss TT 2152, shown by Jessie
Coker, Magnolia, Texas



Georgia SANTA GERTRUDIS ASSOCIATION

Annual Events

Look for our Georgia Juniors at the
2019 National Junior Santa Gertrudis Show
Bryan, TX • June 22-29, 2019

Southeastern Empire Livestock Show
Gwinnett Co. Fair • September 2019

Look for Georgia Santa Gertrudis on exhibit at the
2018 Sunbelt Farm Expo
Moultrie, GA • October 15-17, 2019

Mountain Laurel Classic Sale
Calhoun, GA • November 2, 2019



GEORGIA-BRED CHAMPIONS



For more information on the
Georgia Santa Gertrudis Association, contact



Like us on our Facebook page:
Georgia Santa Gertrudis Association

Wes McDaniel
770-354-7802
mcdanielwb@gmail.com

Dan Davis
678-852-7301
dancdavis007@gmail.com



MARCH 23, 2019

11:00 am

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Quality Bulls • Embryos

Sale Schedule

Friday, March 22nd

5:00pm - Cattle Viewing

6:00pm - Dinner

Saturday, March 23

8:00am - Cowboy Coffee

11:00am - Sale Begins

“Committed and Proven Sponsors”

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- Briggs Ranches, LRB Ranches LLC, Robert Briggs & Louise Briggs Thurman
- Corporron Acres, Jim Corporron
- Dos Bros Ranches, 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
- Woman Hollerin' Ranch, Ricky & Betty McCormick

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www.facebook.com/bluebonnetclassicsale/

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SATURDAY,
MARCH 23, 2019



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