



SANTA GERTRUDIS

USA

MARCH 2020 | VOLUME 23, NUMBER 3

2020 NATIONAL SHOW



**Grand
Champion
Bull**



**Grand
Champion
Female**



Santa Gertrudis

SANTA GERTRUDIS

8,000

Registrations in 2019



The Preferred American
Beef Breed

Choose Tinney Farms' Herd Sires this SPRING BREEDING SEASON



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. Co-owned with Circle A Farm.

Semen \$50/straw, 10 straw minimum.

Contact Darren Richmond, 423-364-9281 or djrichmd@gmail.com

BW	WW	YW	Milk	T MAT	REA	Marb	FAT
0.17	17073	23.71	-6.78	2.08	0.02	-0.13	0.004
HCW	Sh F	SC	Bal Idx	C/C Idx	Term Idx		
11.26	-0.01	0.52	4%	2%	5%		



TF PROSPECTOR (Reg #20181333)

Sired by King Ranch 97/10, Prospector puts it all together with phenotype and performance. He was Grand Champion Bull at the 2019 North American Livestock Expo, Arkansas State Fair and Kentucky State Fair, and the 2020 Dixie National. Co-owned with Mattingly Farm.

Semen available soon for \$50/straw, 10 straw minimum.

Contact Darren Richmond, 423-364-9281 or djrichmd@gmail.com

BW	WW	YW	Milk	T MAT	REA	Marb	FAT
0.67	8.39	13.70	-4.90	-0.70	0.08	0.08	-0.018
HCW	Sh F	SC	Bal Idx	C/C Idx	Term Idx		
2.40	0.00	0.19	95%	98%	5%		

CONGRATS!

to Quincy Nelson, Sarcovie, Mo.
and the 2020 National
Champion Bull, QV Warden 82F1.

He is sired by Tinney Farms'
foundation sire, Hatchet 150.

Hatchet genetics still work in today's
breeding programs.

Hatchet semen available at
\$50/straw, 10 straw minimum.



Son of Hatchet 150



Mark your calendar for the **CRIMSON CLASSIC SALE**

Saturday, April 25, 2020

Cullman Stockyards, Cullman, Ala.

We will be offering a select group of breeding age bulls.

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!

TESTED, MEASURED, AND SCANNED



The feed evaluation test, scanning and measurements have been completed and their numbers top the charts. We have yearlings, coming 2-year-olds and a limited number of 3-year-old bulls for sale. Come make your selection.



Look for our consignments in the

Bluebonnet Classic

Saturday, March 21

Hallettsville, Texas

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

S
S

SANTA GERTRUDIS USA

IN THIS ISSUE

- 12** Got Shade?
- 16** 2020 National Santa Gertrudis Show Parade of Champions
- 18** 2020 SGBI Board Candidates
- 20** 2020 National Santa Gertrudis Show Class Winners
- 28** 2020 National Santa Gertrudis Show Dedication
- 28** 2020 National Santa Gertrudis Show Donors & Award Sponsors
- 30** 2020 National Santa Gertrudis Show Memories
- 32** Gerts on the Gulf – SGBI 69th Annual Meeting Registration and Schedule
- 33** 2020 NJSGS Announcement
- 34** American Red Program Debuts at NCBA
- 36** SGBI's Industry-Leading Genetic Evaluation Takes Another Step Forward

DEPARTMENTS

- 8** Trail Talk
- 8** Member News
- 10** President's Letter
- 10, 14** Junior Letters
- 14** Breed Statistics
- 14** Calendar of Events
- 14** New Members
- 35** Ad Index
- 35** Sale Report



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

Santa Gertrudis USA is recognized by the Santa Gertrudis Association as the official breed publication for Santa Gertrudis cattle; however, management, editing and financial responsibilities are vested in BluePrint Media LLC. We reserve the right to edit or refuse any copy or advertising material submitted for publication. BluePrint Media, LLC hereby expressly limits its liability resulting from any and all misprints, errors and/or inaccuracies in advertisement or editorial content. The opinions and views expressed in all editorial material are those of the writer or the person interviewed and not necessarily those of *Santa Gertrudis USA*.



March 2020 | Volume 23, Number 3

SANTA GERTRUDIS BREEDERS INTERNATIONAL

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

EXECUTIVE DIRECTOR

John E. Ford
jford@santagertrudis.com

ASSOCIATE DIRECTOR

Webb Fields
wfields@santagertrudis.com

REGISTRATION & MEMBER SERVICES SPECIALIST

Diana L. Ruiz
diana@santagertrudis.com

MEMBER SERVICES

Emma Ramirez
emma@santagertrudis.com

DNA COORDINATOR

Melissa Braden
melissa@santagertrudis.com

MEMBER SERVICES REPRESENTATIVE

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

MAGAZINE STAFF

PUBLISHER

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

MANAGING EDITOR

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

EDITOR

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

AD SALES | CATALOGS

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

CREATIVE DIRECTOR

Kathie Bedolli | kbedolli@blueprintma.com
 (970) 568-8219

MATERIALS COORDINATOR

Megan Sajbel Field

AD DESIGN

Holly Holland

ADMINISTRATION

Leslie McKibben

COPY EDITOR

Larisa Willrett

ON THE COVER

Proud Santa Gertrudis breeders from across the country gathered for the 57th Annual National Show in Fort Worth.
 Photo by Darren Richmond.

Providing Polled Power Genetics to the Santa Gertrudis Breed

Double C Farms

William W. Cameron, Jr. & Family

377 Double C Drive

Raeford, NC 28376

(910) 875-4963

redbull@embarqmail.com



RED DOC FARM

Dr. Roland & Elia Sanchez

703 S. Christopher Road (505) 864-7781 Office
Belen, NM 87002 (505) 864-2898 Residence



GRAY OAKS FARM

Dennis Jones, owner

905 Foxtrap Rd., Russellville, AL 35654

Home: (941) 735-9391

Austin Logan, Manager

(256) 335-8821



Gray Oaks Farm Presents

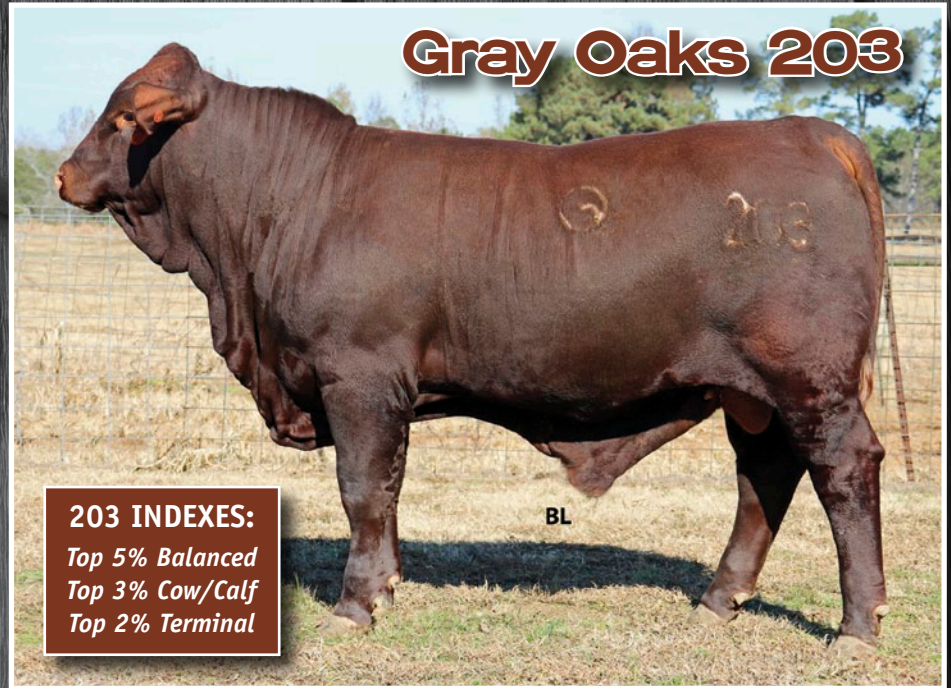
Gray Oaks 203 is a flush mate, full brother to Gray Oaks Six Shooter 201. This makes 203 a Pistol 23/0 son out of our donor Red Doc Ruby 4105.

203 was scanned at 421 days with an REA: 13.73, REA/CWT: 1.10, IMF: 4.28 and Scrotal: 40 cm.

TOP 1% WW, YW
AND SCROTAL

TOP 4% HCW

TOP 25% REA
AND B-FAT



203 INDEXES:

Top 5% Balanced
Top 3% Cow/Calf
Top 2% Terminal

Gray Oaks 203

He Leads Our Crimson Classic Sale Consignments

APRIL 25, 2020 • CULLMAN STOCKYARDS • CULLMAN, ALA.

Gray Oaks 200 is a maternal brother to 203. He is sired by National Champion Masterpiece 101 out of donor Red Doc Ruby 4105. 200 was scanned at 428 days with REA: 13.03, REA/ CWT: 1.12 and IMF: 3.66. Gain Test data: ADG: 4.45, WDA: 2.72, Scrotal: 32 cm.

200 INDEXES:

Top 11% Balanced
Top 5% Cow/Calf
Top 5% Terminal

Gray Oaks 703 is a Bandit 152 daughter and is Adios 99/126 on bottom. She sells with a heifer calf born 11/25/19 x Dinero Deal 6002. She sells exposed back to Gray Oaks Six Shooter 201. She is Top 15% HCW, Marb., REA and Tend. Top 25% Milk and YW.

Gray Oaks Farm

DENNIS JONES, OWNER
(941) 735-9391

BILL LUNDBERG, CONSULTANT
(479) 880-6217

If you have any questions on
these cattle, give us a call!

Polled Santa Gertrudis Association

Curtis Hudnall, President • (936) 334-4804

Larry Osborne, Secretary & Treasurer
(937) 604-4999

CREECH FARMS

12483 NC 39 • Zebulon, NC 27597

Tony (919) 427-4679

Brandon (919) 761-3894

Email: ccreech6@gmail.com

Herd No. 16769 • Herd No. 37879



Flying C Ranch

Lester & Ouida Cossey

2639 Gum Springs Rd., Searcy, AR 72143

(501) 207-2272



April 3-4, 2020

SPRING RUNOFF SALE

SALE OF THE SOUTHWEST TO REBUILD YOUR COWHERD

3N1s, STAR 5s, BRED COWS, REPLACEMENT HEIFERS, SHOW PROSPECTS, EMBRYO PACKAGES

Bred Recept, 5+ months!

Top donors in the breed



Schedule of Events:

Friday, April 3: Elite

Cut Female Sale

*dinner and entertainment
5pm, sale 7pm*

Saturday, April 4:

RMSGA Spring Runoff

*Sale following Red Doc
Farm Red Hot Bull Sale*



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

Hotel Accommodations: Baymont by Wyndham, Belen NM 505-861-5000

Sale chairman/contact, VP Stacey Montaño 505.429.0067

www.rockymountainsantagertrudis.com

DVAuction
Broadcasting Real-Time Auctions



16th Annual

Red Hot Bull Sale

85 PLUS

Santa Gertrudis
& Gert influenced bulls



Red Doc
Trump's
Acquital 8511

BW 61
WW 782
YW 1304
REA 15.66
IMF 6.24
BF .3



April 3-4, 2020 Bosque, NM

Friday, April 3- Elite Cut Female Sale (dinner 5pm, sale 7pm)
Saturday, April 4- 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





Trail Talk

ASSOCIATE DIRECTOR'S REPORT

By Webb D. Fields

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

When first asked to write this article in *Santa Gertrudis USA*, I was very excited. It felt like another steppingstone in the process of leading an organization that I have looked on fondly for many years.

We must persist, knowing the breed's strengths while remembering the power and durability behind these cattle.

That excitement was soon met with a bit of anxiety. What does this rookie talk about to fill the place of a seasoned veteran? Writer's block set in as I considered all the years that John Ford has loyally sat down to write this report, addressing our great breeders and helping steer Santa Gertrudis Breeders International (SGBI) in the positive progression it has been on. As I paced around the office, trying to come up with a great idea and a way to get started, I looked at the wall in the conference room featuring pictures of past association presidents. Looking back at the breed's rich history and thinking about all the industry trends this breed and association has seen quickly brought a level of comfort. The ups and downs in market changes, near unbearable droughts, world events that affect this industry as well as others, and hardships that SGBI has surely seen and weathered certainly attests to this breed's ability to sustain.

Santa Gertrudis cattle were specifically made to adapt and overcome even the harshest environments. These cattle are hardy, durable and have stood the test of time. This association and its members are just like the great cattle they represent. Not only is there great longevity in our cattle and group, but John has pointed us in a great direction for continued and future success. As I started to type, the message became clear. We must persist, knowing the breed's strengths while remem-

bering the power and durability behind these cattle.

There is great demand and influence behind the Santa Gertrudis brand. From coast to coast, cattlemen are aware of their usefulness and ability to perform in various regions. We must continue to strive for innovation, being leaders within the industry. The **Data Driven, Profit Proven** mindset will allow us to continue to adopt new technologies that provide better, earlier information into the genetics behind the cattle. Maybe

most important, we must continue to create strategic partnerships with others that can help leverage resources to capture additional market share in a mutually beneficial fashion.

With all that in mind, we are in a powerful position. In terms of partnership and industry participation, I am extremely excited about the American Red program, both where we are today and the trajectory it is on. Involvement with the Red Angus Association of America has been great, and I am certain it is a major growth area that will remain a great opportunity for both associations' memberships.

Specific to our breed, the push to be data driven is truly second to none within the industry. Pound for pound, our membership is turning in more real-world data to ensure we have verified information to project into the world. Beyond that, the growth in gaining genomic information to implement in

CONTINUED ON PAGE 28 »

SGBI

Member News

In mid-January, the Livestock Marketeers, an information fraternity of livestock fieldmen, auctioneers, sale managers and related livestock business leaders, hosted its 55th Annual Banquet at the National Western Club in Denver, Colo. During its banquet, the organization named its 2020 inductees into the Hall of Fame: Hoover Case, Marshfield, Mo.; Alan Sears, Eaton, Colo.; and Jerry Gliko (posthumous), Belt, Mont.

Case is a member of Santa Gertrudis Breeders International and is well known by Santa Gertrudis breeders around the country. He has dedicated most of his life to auctioneering purebred cattle and helping youth in agriculture. For the last 36 years, Case has been heavily involved with Santa Gertrudis, Beefmaster-Brangus, Simbrah and other "eared" breeds, auctioneering purebred sales from Texas to Florida. Highlights of his career include selling the King Ranch® 150th Anniversary Sale in 2003, as well as continuing to sell registered livestock around the country after a devastating onset of bacterial meningitis left him paralyzed in 1993.

He and his wife, Susan, have three children and six grandchildren with a seventh due in March. 🐾



Livestock Marketeers members pose with the 2020 Hall of Fame inductees Alan Sears and Hoover Case. Left to right, are: J. Neil Orth, Jeff Aegerter, Bruce Brooks, John Goggins, Alan Sears, Hoover Case, Bruce Bradley and Don Birk.

CRIMSON CLASSIC

Sale

April 25th, 2020

11:00 am · Cullman Stockyards
Cullman, AL

Sponsored by:

The Alabama Connection · Tinney Farms
Grandview Farm · Gray Oaks Farm
Quail Valley Farm

Look for our catalog in the
April Issue of SG USA

Over 125 Lots Sell



**Selling 75+
Santa Gertrudis
Influenced Lots.**
Pairs · Open & Bred Heifers

**Selling 50 High Quality
Registered Santa Gertrudis
Lots from our Sponsors
and Guest Consignors,
plus a select group of Bulls.**



For Catalog Requests
Contact Darren Richmond
423-364-9281
djrichmd@gmail.com



PRESIDENT'S LETTER

By Jerome Urbanosky

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



During my 51 years as a Santa Gertrudis breeder, I have had many people tell me they wanted to get into the cattle business. I initially respond with a joking reply, "You know you can make a small fortune in the cattle business if you start out with a large fortune."

That always sets the stage for an honest discussion of what is usually not much of a plan by the potential "cattle baron." These new cattlemen usually have inherited some land or bought some as a real estate investment.

I then proceed to ask them about their fences. Cattle love to escape from poorly fenced property, especially when they are turned out on their new home for the first time. The cattle business can get pretty frustrating if the herd keeps running off to greener pastures.

Speaking of greener pastures, all potential new cattle raisers need to understand that they must be grass farmers first. The necessity of having plenty of forage and not overstock their land are essential to a successful cattle operation.

I was really thrilled to be at the Santa Gertrudis Junior Show at the Fort Worth Stock Show & Rodeo in late January. My grandson, Landon Stem, won the first class, which had 41 entries, with Urbanosky Linda 970. This heifer was also named Best of Polled. Then my granddaughter, Demi Harrington, won her class before winning senior champion and then grand champion of the Fort Worth Junior Show with Urbanosky Lagertha 870, who has a beautiful baby heifer calf at her side.

To show the power of genetics, both of these heifers are natural daughters of Urbanosky Layla 4-70. She is an Urbanosky Bulletproof daughter out of an Urbanosky Hellacious cow.

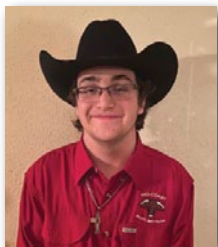
If you have ever shown cattle or sold some as show prospects, you know how hard it is to win a big show like Fort Worth. Showing cattle can be thrilling or disappointing; but those of us who do it, like to compete.

Fort Worth has been good to my family since 2000. We have won grand champion four times. My son, Blake, won in 2000 and 2004; grandson, Landon, won in 2016; and now granddaughter, Demi, in 2020.

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

SANTA GERTRUDIS Juniors

By Casey Kelly, District 1 Director



My name is Casey Kelly. I am 17 years old and a senior at Spring High School in Spring, Texas. I did not grow up around cattle, and none of my siblings before me were involved in FFA or 4-H. I got my start with cattle by participating in and catching a calf in the Fort Worth and Houston Livestock Show & Rodeo calf scrambles.

My introduction to the Santa Gertrudis family was through my mentor, Mr. Utley, who's been my mentor since eighth grade. After participating in two National

Junior Santa Gertrudis Shows, I was inspired by Harrison Kimble and Taylor Terry to run for a director position. As a director I hope to give back a little of what I've learned from them. Thank you to my mentor and all the wonderful people I have met along the way who have been willing to spend their time and resources to make me a better person, cattleman and leader. Anytime you see me at a show, you can be sure I will be proudly wearing my Santa Gertrudis shirt and trying my best to be a good example and ambassador for our breed.

I look forward to seeing you at the next show! 🐄

SGBI OFFICERS OF THE BOARD

PRESIDENT Jerome Urbanosky

PRESIDENT ELECT Nancy Wunderlich

SECRETARY/TREASURER Debbie Townsend

LONG RANGE PLANNING Alicia Sanchez

MARKETING & PROMOTION Gene Kubecka

BREED IMPROVEMENT Kathryn Hefte

YOUTH ACTIVITIES Betty McCormick

MEMBERSHIP Allen "Bud" Clark

SGBI BOARD OF DIRECTORS BY REGION

WESTERN REGION

Taylor Braden (Texas)

King Ranch, Inc.

(361) 219-0434 | TBraden@king-ranch.com

Kathryn Hefte (Texas)

Hefte Ranch

(210) 414-2493 | hefteranch@gmail.com

Gene Kubecka (Texas)

Wendt Partners

(979) 240-5311 | wendtranches@hotmail.com

Betty McCormick (Texas)

Woman Hollerin Ranch

(281) 375-6861 | bettysue1959@gmail.com

Rafael Miranda (Colo.)

Cherokee Ranch

(303) 888-5297 | rmvlsl65@gmail.com

Jerome Urbanosky (Texas)

Urbanosky Ranch

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

Nancy Wunderlich (Texas)

Wunderlich Farms

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

EASTERN REGION

David Alderson (Tenn.)

Circle A Farm

(931) 682-2527 | dhealderson@gmail.com

Bud Clark (Mo.)

C Bar C Ranch

(314) 607-1076 | bud@cbarcranch.net

Ryan Cowart (Miss.)

Cotton Branch Plantation

(601) 384-6719 | rcowart@cottonbranch.com

Craig Lopossa (Ind.)

Red View Farms

(812) 829-8053 | craiglopossa@yahoo.com

Eric Wiley (La.)

Wiley Ranch

(318) 481-8082 | erikkeri@yahoo.com

AT-LARGE DIRECTORS

District 1 – Alicia Sanchez (N.M.)

Red Doc Farm

(505) 463-1993 | alicia@justiceins.com

District 2 – Debbie Townsend (Texas)

Townsend Cattle Company

(979) 541-4989 | townsendcattle81@gmail.com

District 3 – Jamie Daniel (Ark.)

777 Farms

(870) 904-3070 | jamie.daniel@icloud.com

District 4 – Arlin Taylor (Ala.)

Tinney Farms

(256) 352-3192 | arlin.taylor@bhamfast.com

District 5 – Tony Creech (N.C.)

Creech Farms

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

District 6 – Todd Osborne (Mo.)

Osborne Livestock Co.

(859) 991-2438 | peppydol@aol.com

Super American

April 18, 2020

Saturday April 18th at 11am

130 Coming 2 Year Old
Brangus Bulls

75 Coming 2 Year Old
Santa Gertrudis Bulls

BRIGGS RANCHES, TRAYLOR DIVISION IN BLOOMINGTON, TEXAS
Located 13 Miles South of Victoria, TX

**Briggs XB
Ranches**



Sale managed by:

**american
marketing
services**
Marketing Superior Genetics.

Richard Hood | 979.224.6150 | richardh@amscattle.com
Mark Cowan | 903.495.4522 | markc@amscattle.com
Trey Kirkpatrick | 979.324.5518 | treyk@amscattle.com
www.amscattle.com

This sale will be broadcast live on the internet.

DVAuction
Broadcasting Real-Time Auctions
Real time bidding & proxy bidding available.

To request catalog
or for more information, visit:
www.AMSCATTLE.com

HOTEL ACCOMODATIONS
Ask for the BRIGGS CATTLE sale block
Homewood Suites: 361.578.1900
Comfort Inn & Suites: 361.894.6480



GOT SHADE?

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



It may be too early to start thinking about summer heat in the middle of spring. However, I would like to share the results of interesting beef cattle research presented at the Southern Section Animal Science Meeting in Chattanooga, Tenn. University of Florida researchers¹ conducted a study to investigate if providing shade to cattle during the dog days of summer could decrease vaginal temperature and increase growth performance. The research subjects were a set of bred, black-hided (Angus-based) replacement heifers (n=36).

Some of the known effects of heat stress on cattle can include increased water intake and respiration rate, and decreased rumination, feed intake and fertility. Although these heifers were pregnant, knowing if growth continues at the same rate, with or without access to shade, would be good information for spring-calving, replacement heifers raised in the southern states. In addition, researchers wanted to determine if providing shade would lower body temperature, as measured by vaginal temperature, and possibly reduce heat stress.

The research study occurred over a 47-day period (July to September) at the North Florida Research Station in Quincy, Fla. Grazing of the 36 bred heifers (average body weight = 921.5 pounds) occurred in 12 different pastures, open and tame, of similar size. Pasture forage was all Bahia grass. Six pastures had shade provided and six pastures had no shade provided. All 12 pastures utilized the same water source in the center of a “wagon wheel” arrangement of pastures. Shade structures were open-sided and measured 36 feet by 25 feet, or 288.5 square feet of shade provided for each heifer. Each pasture contained three bred heifers. Herbage mass availability was measured every 14 days and equalized across pastures by adding additional bred heifers to pastures with excess herbage mass.

Shrunk and full body weight recorded on days 0, 14, 28 and 47 provided data to assess changes in body weight and to calculate average daily gain (ADG). Vaginal temperature was automatically recorded every 10 minutes (via a temperature logger) for five consecutive days during weeks 1, 3, 5 and 7.

If you have spent summertime in north Florida, you know it can get hot. Average air temperature during the study was 81.14 degrees, with a maximum of 93.4 degrees and relative humidity of 84 percent. Combining air temperature and humidity levels resulted in a thermal heat index (“real feel”

temperature) of 79.4 degrees. Based on THI charts available online, these heifers were in the low end of the danger zone. In addition to these measures, researchers also placed GPS collars on all heifers and recorded their locations during the day.

Research results confirmed that heifers provided shade had an ADG of .44 pounds as compared to heifers without shade, which actually had a negative ADG (-0.044 pounds per day). However, due to variation in final body weight, there was no statistical difference between treatments at the end of the 47-day study. Vaginal temperature was significantly lower in the heifers with shade during weeks 1 and 3 but were similar during weeks 5 and 7. Overcast weather persisted during weeks 5 and 7, and researchers noted an increase in wind velocity also, which helped to moderate the heat load on all heifers in the study. Based upon GPS-collar readings, 100 percent of the bred heifers with access to shade structures were found under the shade between 1 p.m. and 2 p.m. daily.



Photo courtesy WR Ranch, Bosque, N.M.

Therefore, it would appear that shade lowers average body temperature and encourages grazing and forage intake to promote better ADG in bred replacement (black-hided) heifers in northern Florida. It is also apparent that, given the opportunity, cattle will find and utilize shade midday. Moreover, a simple shade structure in an open pasture may be cost effective, over time, in promoting replacement, heifer summer gain on grass in the southern United States.

Footnotes: ¹G. Medeiros da Silva, J. Laporta, J. C. Batista Dubeux Jr., R. Chebel, N. DiLorenzo. 2020. Provision of Artificial Shade During Summer Reduced Vaginal Temperature and Improved Growth Performance of Pregnant Grazing Beef Heifers. Abstract 133. Southern Section Animal Science. 🐾

LA CAMPANA RANCH

COMMERCIAL *AND* PUREBRED SANTA GERTRUDIS

George West, Texas
(361) 566-2244
lacampanaranch.com
campana@granderiver.net

RDF NEVER BETTER 7457

Reg# 20174013

Semen Now Available Domestically

\$75/Straw - Minimum 10 Straws

(Junior SGBI members minimum 2 straws)

AI Certificate Fee: \$250 at the time of registration

\$25/Straw Commercial Semen



- » Record selling \$130,000 bull
- » Being bred in 5 countries
- » Multi-generation performance
- » Ranks in the top 15% for 8 traits
- » Perfect industry phenotype
- » Perfect for American Red program

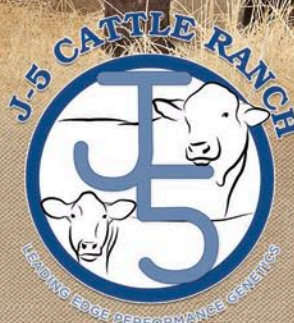
EPDs & Indexes

BW 1.72 | WW 22.67 (1%) | YW 32.01 (1%)

Milk 11.19 (1%) | TM 22.53 | SC 0.89 (1%) | HCW 15.41 (1%)

Marb 0.03 (15%) | REA 0.29 (1%) | Tend -0.03 (10%)

Bal Idx 1% | Cow/Calf Idx 1% | Term Idx 2%



Michael Seay

Owner - Partner

303.621.4548

michaelseay@icloud.com

Rafael Miranda

Cattle Manager/SGBI Director

303.888.5297

rmvls65@gmail.com

To order semen, contact owners or AMS.



Mark Cowan | 903.495.4522 | markc@amscattle.com
Trey Kirkpatrick | 979.324.5518 | treyk@amscattle.com
Richard Hood | 979.224.6150 | richardh@amscattle.com
www.amscattle.com

SANTA GERTRUDIS Juniors

By Taylor Janssen, District 1 Director



My name is Taylor Janssen and I am from Palacios, Texas. I'd like to talk about this year's upcoming National Junior Santa Gertrudis Show (NJS GS). The NJS GS in West Monroe, La., will bring more than 1,000 junior members and their families to show cattle, compete for scholarships and participate in a variety of youth leadership

development activities throughout the week.

The NJS GS is a week of fun for juniors of all ages and a learning experience they will never forget. My first NJS GS at Lake Charles, La., was one of the best things I have ever done. I met so many new friends from across the country and we always make time to help each other when we need it. I highly recommend that all juniors of this breed participate in this year's junior nationals where they can make new friends and memories that will last them for the rest of their lives. The National Junior Santa Gertrudis Association Board also hosts many socials and other events at shows to help build friendships between all the junior members. 🌂

REGISTRATIONS, STAR 5 RECORDINGS AND TRANSFERS BY DISTRICT

JANUARY 2020

ACTIVE MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	34	0	0	8
2	603	142	673	226
3	25	1	0	6
4	40	6	0	36
5	40	1	1	18
6	31	0	0	9

JUNIOR MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	32	2	0	8
2	19	1	0	3
3	2	0	0	1
4	0	0	0	1
5	2	0	0	1

FOR SGBI REGISTRATIONS CONTACT: Diana Ruiz

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

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

SANTA GERTRUDIS Calendar

MARCH

- 6** Mid-Coast International Super Sale, Houston, Texas
- 7** International Santa Gertrudis Show, Houston, Texas
- 13** Koester Red Angus Bull Sale, Sidney, Mont.
- 21** Bluebonnet Classic Sale, Hallettsville, Texas
- 28** Banners & Buckles Plus Sale & Futurity, Magnolia, Ark.

APRIL

- 4** Red Doc Farm's Red Hot Bull Sale, Bosque, N.M.
- 4** Rocky Mountain Spring Runoff Sale, Bosque, N.M.
- 17-19** Santa Gertrudis Breeders International 69th Annual Meeting, Gulf Shores, Ala.
- 18** Briggs Super American Brangus & Santa Gertrudis Bull Sale, Bloomington, Texas
- 25** Crimson Classic Sale, Cullman, Ala.

MAY

- 9** Breeders of the Carolinas Sale, Chester, S.C.
- 9** Mid-Coast Cattleman's Opportunity Sale, Brenham, Texas
- 16** Mississippi/Alabama Field Day & Jr. Heifer Show, hosted by Grandview Farms, Crawford, Miss.

JUNE

- 5-6** Quail Valley Farms Premier Invitational Santa Gertrudis & Brangus Female Sale, Oneonta, Ala.
- 13-20** National Junior Santa Gertrudis Show, Monroe, La.

JULY

- 17-18** Kentucky National Show & Sale, Bowling Green, Ky.
- 28** Baby Doll Sale, Wendt Ranches, Bay City, Texas

SEPTEMBER

- 12** First Annual Southern Harvest Sale, Wiley Ranch, Effie, La.
- 18-19** District 6 Sale and Junior Show, Corydon, Ind.

OCTOBER

- 16-17** 3rd Annual Strait-Hefte Tried & True Production Sale, Carrizo Springs, Texas

SANTA GERTRUDIS WELCOMES

New Members

Active Members

Rocking 5 R, Scott or Candi Randall, Jena, La.
Chancellor Farms, Josh and Victoria Chancellor, Shubuta, Miss.

Barry and Valerie Lewis, Okeechobee, Fla.
High Definition Cattle Co., Chris Hagan, Hawkins, Texas

L6 Livestock, Jarratt Lawler, Lucas, Texas
Price Farm, Nicole Price, Clanton, Ala.
Gayla Briles, Bryan, Texas

Junior Members

Lina Stackhouse, Angleton, Texas
Anabelle Smith, Pattison, Texas

SANTA GERTRUDIS DISTRICT VI BREEDERS



*Make Plans to Consign To and
Support These Upcoming Sales:*

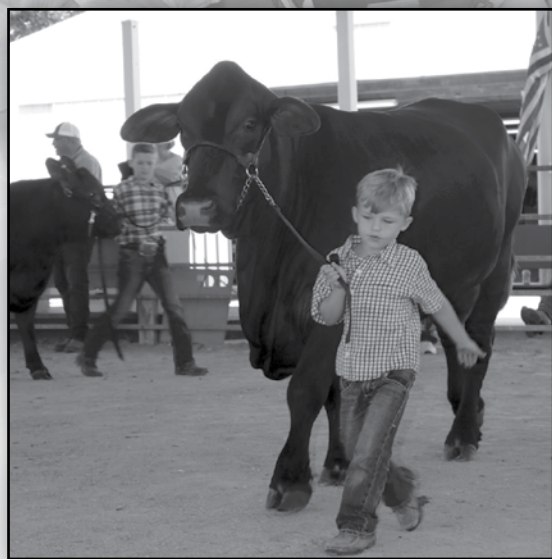
KENTUCKY NATIONAL SHOW & SALE

July 17-18, 2020 • Bowling Green, Ky.

27TH ANNUAL DISTRICT 6 SALE

Sept. 18-19, 2020 • Corydon, Ind.

*Support Your
District 6 Breeders*



**SGBI DISTRICT 6
2020 POINT SHOWS**

Ohio State Fair

Indiana State Fair

Kentucky State Fair

North American Livestock Expo.

OSBORNE LIVESTOCK

(859) 991-2438

C BAR C RANCH



De Soto, MO 63020

Alan Clark

Bud & Kelly Clark

(314) 607-1076

bud@cbarcranch.net

WWW.CBARCRANCH.NET

OSBORNE LIVESTOCK

Todd, Donna, Dalton & Ashley Osborne

Sparta, Ky. • Lathrop, Mo.

(859) 991-2438

peppydoc1@aol.com



**Parker
Farms**



parkerfarms@scrtc.com

Charles, Deanna, Chip, June & Carsen Parker

5552 Jackson Hwy. • Cave City, KY 42127

(270) 678-5302 • (270) 670-6776

MATTINGLY FARMS

CODY MATTINGLY

Roger, Ivy, Whitney & Chase

488 Rock Haven Rd.

Brandenburg, Ky. 40108

(270) 668-3177

mattinglyfarms96@yahoo.com



Herd #4434

Shampain Ranch

Santa Gertrudis Cattle

Del & Ginny Thomas

Pleasant Hill, IL 62366

(217) 734-2283

ginny2@irtc.net

RED VIEW FARMS

5480 Jordan Village Rd.

Poland, IN 47868

(812) 829-8053

craiglopossa@yahoo.com



2020 NATIONAL SANTA GERTRUDIS SHOW

AT THE FORT WORTH STOCK SHOW & RODEO

Jan. 19, 2020 | Fort Worth, Texas | Judge: Paul Wunderlich

Parade of Champions

The 57th Annual National Santa Gertrudis Show was held in conjunction with the Fort Worth Stock Show & Rodeo in Fort Worth, Texas. Santa Gertrudis cattle from across the country competed for the title of national champion. Here's who took home the honors. *See more coverage from the National Show beginning on page 20.*



GRAND CHAMPION BULL

QVF's The Warden 82 F1, shown by Quincy Nelson, Sarcoxie, Mo.



RESERVE GRAND CHAMPION BULL

Lightning C Thunder Struck, shown by Jessie Coker, Magnolia, Texas



BEST OF POLLED BULL

777 Vegas 285 F1, shown by Caroline Daniel, Magnolia, Ark.



GRAND CHAMPION FEMALE

SR 23/7, shown by Avery Strait, Prosper, Texas



RESERVE GRAND CHAMPION FEMALE

Rockin 3T's 219, shown by Allison Baca, Burleson, Texas



BEST OF POLLED FEMALE

PC/MN Miss Cadillac 719/7, shown by Hunter Bush, Timpson, Texas



CHAMPION YEARLING

PC Clara 1/18, owned by Bret Pittman, Ponder, Texas



GRAND CHAMPION STAR 5 FEMALE

Lucinda, shown by Cydnee-Ann Presson, Texarkana, Texas



RESERVE GRAND CHAMPION STAR 5 FEMALE

QVF Ms Never Surrender 60615, shown by Quincy Nelson, Sarcoxie, Mo.

NOT PICTURED

CHAMPION BULL CALF

Lightning C Thunder Struck, shown by Jessie Coker, Magnolia, Texas

NOT PICTURED

RESERVE CHAMPION BULL CALF

777 Bear, shown by Erin Kay Daniel, Magnolia, Ark.

NOT PICTURED

RESERVE CHAMPION HEIFER CALF

Miss Double TT2448, shown by Chad Coker, Magnolia, Texas

SR HAZEL 23/7
2020 National
Champion
Santa Gertrudis
Female

Blending Performance & Phenotype



LJV MASON 0/72

Proven Sire Trait Leader for Ribeye Area
 and sire of SR Hazel 23/7

Top 1% HCW & REA

Top 2% YW & MARB

Top 10% TEND

Top 3% WW

Top 4% SC



SR 80/2

Dam of SR Hazel 23/7



Please look for Strait Ranches' consignments
in the Mid Coast International Super Sale on
March 6th in Houston, Texas and the
Bluebonnet Classic Sale on March 21st in
Hallettsville, Texas

Thank you to our South Texas Heritage Sale Buyers:
George and Graciela Requenez and Wendt Ranch Partners

STRAIT
Ranches

Y.N. STRAIT FAMILY

Carrizo Springs, Texas

830.317.3310

ynstrait@straitranches.com

WWW.STRAITRANCHES.COM

2020 SGBI Board Candidates



Below are candidates whose names will appear on the ballot at the Santa Gertrudis Breeders International (SGBI) Board of Director elections. Regional candidates appearing on the ballot notified SGBI of their intent to run by Jan. 24, 2020.

Western Region

Suzanne Fulton

Suzanne Fulton, a cattle rancher and businesswoman from Denton, Texas, is seeking a seat on the SGBI Board of Directors for the Western Region. Her Santa Gertrudis cattle operation began in 1983 when her dad, Owen Fulton, traded a load of steel for three Santa Gertrudis bulls. She then began her Santa Gertrudis show career on the junior show circuit with a heifer named "Cash" that she purchased from D & Y Ranch. Suzanne was also active in the Premier Junior Association, as well as the National Junior Santa Gertrudis Association (NJSKA), where she served as the queen and secretary. She has continued to grow her herd and promote the Santa Gertrudis breed ever since.



Suzanne Fulton

One of Suzanne's main priorities is exposing new members to raising and showing Santa Gertrudis cattle. She has traveled the country teaching others the art of showing. Her impact can still be seen today as junior members she has helped have returned to the show circuit with their own children in tow. Suzanne has also greatly influenced her own daughter, Taylor Terry, to be involved in the Santa Gertrudis breed. Taylor served as the national princess and queen, vice president and president of the NJSKA Board.

Suzanne has also been involved in the planning and leadership aspects of the breed. She has served on the Premier Santa Gertrudis Association Board of Directors, SGBI Shows and Exhibits Committee, and currently serves on the SGBI Youth Activities Committee. Suzanne also served as the 2018 National Junior Santa Gertrudis Show (NJSKS) chairman.

When she is not in the barn or checking cattle, she is serving as CEO of two family businesses where she oversees 40 employees at three locations. Suzanne also served as the Denton County Livestock Association Youth Fair chairman and supports many local agricultural organizations because she believes in the importance of giving back to the community.

She believes that the Santa Gertrudis family helped make her who she is today and looks forward to giving back to the breed and future generations by serving on the SGBI Board of Directors.

Gene Kubecka

Gene Kubecka's involvement in the Santa Gertrudis family dates back to 1970. He is proud to be a founding member of the Mid-Coast Santa Gertrudis Junior Association. His involvement in the breed is extensive and includes serving as Mid-Coast Super Sale co-chairman, Mid-Coast Santa Gertrudis Association director, twice serving as National Junior Santa Gertrudis Show chairman, SGBI Foreign Marketing Committee chairman and committee member, and serving for six years as the SGBI Performance Committee

chair before becoming vice president of Marketing/Promotion. Gene served on the SGBI Board of Directors in the 1990s, and was re-elected in 2017. He is running for his second, three-year term.

Gene and his wife, Nancy, have raised Santa Gertrudis since 1978. In January 2016, the couple, along with their son, Daniel, and his wife, Lauren, purchased Nancy's parents' herd No. 621 (Dan and Jane Wendt) and formed Wendt Ranches Partners, LLC. Between their commercial and purebred operations, they currently run 1,000 head of mother cows.

Gene's emphasis has always been on performance testing, breeding and raising cattle for the commercial cattle industry.

"As a breed we have made many strides to enhance the Santa Gertrudis breed and the benefits that the breed brings to the beef industry," he says. "I'm a big advocate of producing the right kind of cattle that meet the demand of the commercial industries and can be of benefit to the beef industry."

"We have to raise the complete animal, both phenotypically and genomically; we have to continue to implement the tools we have available to us," he adds. "If we cannot sell bulls to the commercial cowman, then we are just a hobby breed. We must cover all the bases (show ring, performance testing, industry participation and beef industry spokesperson)."

Gene has attended many Santa Gertrudis World Congresses and believes SGBI must have a presence at these functions.

"I am a big supporter of industry activities, including attending many of the National Cattlemen's Beef Association (NCBA) Trade Shows," he says. "It was at the NCBA convention in Arizona while standing in line with SGBI Executive Director John Ford and Red Angus Association of America (RAAA) Executive Director Tom Brink that the conversation started on the American Red program."

"Times and the industry are changing, and if we are not willing to be proactive and be on the front end of the curve, then we will be left behind," Gene says. "As your director, I will strive to keep Santa Gertrudis ahead of the curve."

Michael Seay

Michael Seay lives in Castle Pines Village, Colo. He graduated from Texas A&M University in 1967 with an industrial engineering degree. Michael worked for the IBM Corporation for 15 years as a systems engineer and marketing representative.

He managed his father-in-law's 1,000-head commercial cattle and 500,000-bird poultry ranch in northeast Texas for five years. Working with Texas A&M, he created an aggressive cattle genetics program. They improved calf weaning weights from 335 pounds to 775 pounds.

He also worked for Fidelity Investments in Dallas, Boston and Denver for 25 years as the chief information officer, where he managed more than 4,000 employees in 11 countries.



Gene Kubecka

SANTA GERTRUDIS SMALL BREEDERS GROUP

ARROW CREEK

SANTA GERTRUDIS

M. C. LONGACRE, JR.

Old Cedar Point Farm

Elizabethtown, KY

HERD 8859

(270) 505-2910 • clongacre60@gmail.com



Carley's Show Cattle

Ben, Leah & Carley Morgan

205 Madison St. • Portia, Ark.

(870) 759-1948 or (870) 759-1947

benandleahmorgan@gmail.com

PUREBRED SANTA GERTRUDIS AND STAR 5 CATTLE



Denmon Cattle Co.

Caleb Denmon

Buna, Texas 77612

(409) 594-2203

calebdenmon15@gmail.com

REGISTERED SANTA GERTRUDIS

EXCELL SANTA GERTRUDIS

Sam, Sandy and Todd Hyde

Santa Fe, TX 77517

281.705.0832 • excellsantagertrudis@gmail.com

www.excellsantagertrudis.com

HURRICANE CATTLE COMPANY

Registered Santa Gertrudis, Star 5 and
American Show Steers

Paul, Molly, Hannah & Kyle Burrough

Weatherford, Texas

817-994-6596 • paulburrough@prodigy.net

LUCKY L FARM

SEAN, RAMONA,

DYLAN & KAYLEE LEDDY

550 Sunset Ridge

Cave City, Ark. 72521

(870) 613-1200

luckyfarm12@gmail.com



Santa Gertrudis
STAR 5

Creating Memories One Show at a Time

Carley's Show Cattle

PORTIA, ARKANSAS

870-759-1948 | 870-759-1947

SANTA GERTRUDIS BULLS, HEIFERS, AND STAR 5 CATTLE FOR SALE

Nebo Hill Cattle Co.

Jacob & Moe Huddleston

Sealy, TX 77474

(281) 865-6255

nebohillcattle@gmail.com



Painted Ass Ranch LLC

Robert Rhodes & Kay (Kady) Burkman

560 Pioneer Rd, Seguin, Texas

(210) 445-9536

kadytexas@yahoo.com

www.paintedassranch.com



PAYNE RANCH

Ben & Sherry Payne

951 Mulberry Lane

Dayton, TX 77535

(936) 258-5868 | spayne35@att.net



Rockin 3T Ranch



Heifers for
Sale

Scott Threet (972) 489-6887

Colby Threet (214) 949-7084

Home of Cinderella & Prince Charmin

801 Lakeway
Ennis, TX 75119

TRIPLE P RANCH

Mike, Kim or Tate Peppercorn

11090 FM 356 • Trinity, Texas 75862

(713) 703-8937 • (281) 825-8459

(936) 222-1164

kim.peppercorn@yahoo.com



VZ Cattle

Scott & Tracy Van Zile
New Boston, Texas 75570

(903) 277-3601 or

(903) 908-0606

vzcattle@gmail.com

VZ Cattle
Santa Gertrudis

2020 NATIONAL SANTA GERTRUDIS SHOW

Class Winners

EARLY SUMMER HEIFER CALF

1. Rockin 3T's 219, shown by Allison Baca, Burleson, Texas
2. Woman Hollerin Hilda G40, shown by Peyton Bronikowski, Franklin, Texas
3. Rockin 3T's 089, shown by Rockin 3T Ranch, Ennis, Texas

LATE JUNIOR HEIFER CALF

1. Townsend 2319, shown by Caleb Bram, Louise, Texas
2. PC Miss Shana Banana 324/9, shown by Gracey Pitchford, Athens, Texas
3. Rockin 3T's 018G3 Montana, shown by Rockin 3T Ranch, Ennis, Texas

EARLY JUNIOR HEIFER CALF

1. KK Valley Girl, shown by Kalli Kimble, Kingsbury, Texas
2. Miss CF 814, shown by Logan Mason, Chappell Hill, Texas
3. SR AY Sage 1901, shown by Avery Strait, Prosper, Texas

LATE SENIOR HEIFER CALF

1. Miss Double TT2448, shown by Chad Coker, Magnolia, Texas
2. KK Patron's Tequila Sunrise, shown by Kalli Kimble, Kingsbury, Texas
3. Miss River Vegas, shown by Quincy Nelson, Sarcoxie, Mo.

EARLY SENIOR HEIFER CALF

1. Miss Penelope 918, shown by Annabelle Presson, Texarkana, Texas
2. Miss Grandview 285G4, shown by Caroline Daniel, Magnolia, Ark.
3. Briggs 590F2, shown by Perry Bass, Kingsville, Texas

CHAMPION HEIFER CALF

Rockin 3T's 219, shown by Allison Baca, Burleson, Texas

RESERVE CHAMPION HEIFER CALF

Miss Double TT2448, shown by Chad Coker, Magnolia, Texas

LATE SUMMER YEARLING HEIFER

1. Miss MN 715-8, shown by Bryce Hardy, Kaufman, Texas
2. KK Georgia Cate, shown by Kalli Kimble, Kingsbury, Texas
3. Miss LCC Dreamer, shown by Quincy Nelson, Sarcoxie, Mo.

EARLY SUMMER YEARLING HEIFER

1. KK Sabes Tatiana (ET), shown by Kalli Kimble, Kingsbury, Texas
2. BSR Marlyn Monroe 1354, shown by Gracey Pitchford, Athens, Texas
3. Myers 18/75, shown by Chad Coker, Magnolia, Texas

LATE JUNIOR YEARLING HEIFER

1. PC Clara 1/18, shown by Bret Pittman, Ponder, Texas
2. ET Top Shelf Hot Toddy, shown by Hunter Bush, Timpson, Texas
3. CB 819, shown by Landon Stem, Anderson, Texas

EARLY JUNIOR YEARLING HEIFER

1. Top Shelf Amaretto, shown by Payten Hampton, California, Mo.
2. Rafter Y's Mindy, shown by Wethington Cattle Co., Iola, Texas
3. Urbanosky's Lagertha, shown by Demi Harrington, Plantersville, Texas

CHAMPION YEARLING HEIFER

PC Clara 1/18, shown by Bret Pittman, Ponder, Texas

RESERVE CHAMPION YEARLING HEIFER

KK Sabes Tatiana (ET), shown by Kalli Kimble, Kingsbury, Texas



LATE SENIOR YEARLING HEIFER

1. Honey Zinfandel E82, shown by Woman Hollerin Ranch, Brookshire, Texas
2. Hefte Ranch Foz, shown by Harrison Kimble, Kingsbury, Texas
3. SJ Lady Riviera 743, shown by Perry Bass, Kingsville, Texas

EARLY SENIOR YEARLING HEIFER

1. PC/MN Miss Cadillac 719/7, shown by Hunter Bush, Timpson, Texas
2. Miss 777 Kitty, shown by Erin Kay Daniel, Magnolia, Ark.
3. Haley's Pearl Snap, shown by Haley Pollard, Chico, Texas

LATE TWO-YEAR-OLD HEIFER

1. Honey Louise E22, shown by Caleb Bram, Louise, Texas
2. Miss 777 High Roller 205 Bally, shown by Erin Kay Daniel, Magnolia, Ark.
3. ET Twinkie, shown by Taylor Terry, Denton, Texas

EARLY TWO-YEAR-OLD HEIFER

1. SR 23/7, shown by Avery Strait, Prosper, Texas
2. Miss 777 High Roller 901E1, shown by Jessie Coker, Magnolia, Texas
3. Gray Oaks 724, shown by Gracey Pitchford, Athens, Texas

CHAMPION SENIOR FEMALE

SR 23/7, shown by Avery Strait, Prosper, Texas

RESERVE CHAMPION SENIOR FEMALE

PC/MN Miss Cadillac 719/7, shown by Hunter Bush, Timpson, Texas

GRAND CHAMPION FEMALE

SR 23/7, shown by Avery Strait, Prosper, Texas

JOIN
Corporron Acres
Pinnacle & Cattle Co.

AT THE
BLUEBONNET CLASSIC SALE



MARCH 21, 2020 ♦ 11 AM

Lavaca County Exposition Center • Hallettsville, Texas



SCHEDULE

Friday, March 20

5:00 p.m. - Cattle Viewing

6:00 p.m. - Dinner

Saturday, March 21

8:00 a.m. - Cowboy Coffee

11:00 a.m. - Sale Begins

♦ Replacement Heifers ♦ Show Prospects ♦ Pairs
♦ Bred Heifers ♦ Quality Bulls ♦ Embryos

For sale catalog and photos visit:

www.facebook.com/bluebonnetclassicsale/

Video and online bidding available:



Jessie Mendel

Manager

979-561-7103

Tommy Brandenberger

Ranch Consultant

361-772-7790

Brad Wright

Genetic Consultant

979-219-4599



**CORPORRON
ACRES**

Jim Corporron

3148 County Road 229 • Schulenburg, Texas 78956

979-562-2405 • Cell 979-561-7185 • Email: jim@corpacres.com

**PINNACLE
CATTLE CO., LLC**

Rodney & Barbara Corporron

528 County Road 223 • Schulenburg, Texas 78956

713-724-1268

WWW.CORPORRONACRES-PINNACLECATTLE.COM

SGBI BOARD CANDIDATES

CONTINUED FROM PAGE 18



Michael Seay

Michael is a former board member of Kodiak Building Partners, a \$2.5 billion revenue company, and a former board member of the Cherokee Ranch and Castle Foundation.

He and Rafael Miranda implemented an enhanced cattle genetics program at Cherokee Ranch four years ago. The pair just sold the high-selling female at the Heritage Sale in November 2019.

Rafael Miranda, Bob Jornayvaz and Michael created a partnership, J5 Cattle, in April 2019. They have invested in some of the top genetics in the Santa Gertrudis breed.

"Our vision is to purchase or produce the best, leading-edge performance genetics with supporting data that is consistently and accurately collected, verified and utilized to continually enhance the Santa Gertrudis breed," Michael says.

Eastern Region

Bud Clark

Bud Clark seeks re-election as an Eastern Region representative on the SGBI Board of Directors. Bud and his family own C Bar C Ranch in De Soto, Mo. His family has raised Santa Gertrudis cattle since 1990. Bud and his wife, Kelly, have four children: 6-year-old twins, Sam and Will, and 3-year-old twins, Daniel and Izzy. Each of them have their own animals and have shown them in different peewee shows.



Bud Clark

Bud has been very involved in the association. He served on the SGBI Board of Directors from 2011 to 2014 and from 2017 to present. From 2012 to 2014 he served as vice president of membership, a position he was selected to serve in again in 2018. He has also served on several committees, including Breed Standards, Finance, Membership and Website.

"If I am re-elected, I aim to continue to be a voice for the breeders in the East, both big and small," Bud says. "Most of our breeders in the East are smaller operations, and I want to continually let them know that they have a voice in what goes on in the association."

"I would also like to find ways to retain members when they transition from being a junior member to an active member," he adds. "I have always had a drive and passion for bringing in new members and helping those new members feel welcomed and appreciated, whether it be active, junior or commercial members."

"I really enjoy raising these cattle, whether it be for a show or strictly for performance," Bud adds. "I enjoy seeing the faces of kids with their first heifer, or a NJSQS class winner picking out their donated calf; it is something that will never get old, and it builds relationships that truly last a lifetime."

Bud is excited to raise his children with the Santa Gertrudis breed.

Trai Stegall

Trai Stegall, from Pontotoc, Miss., seeks a seat on the SGBI Board of Directors for the Eastern Region. Trai gradu-

ated from Mississippi State University (MSU) with a degree in animal science and a minor in agri-business. He worked for MSU Extension as a 4-H agent for two years. He now helps run his family's sawmill business and manage their cattle farm. He attends a small family church where he grew up only missing church if the cows were out. His family has raised Santa Gertrudis since the '70s and exhibited them across Mississippi and the South. His nephew, JD Chism, is serving his second term on the NJSQA Board. Trai has served as his state association's president for the last five years and their junior program's youth director for the last two years. He is an active 4-H volunteer and has twice been named Outstanding Volunteer.



Trai Stegall

Trai enjoys traveling to shows and sales across the Eastern Region.

"My passion is the show ring and my heart is the youth program; however, I do understand the big picture of keeping the breed in a forward motion in a competitive market," he says. "Santa Gertrudis cattle have something to offer in every area, and we need to make sure people know that and continue to advance in progressing. Performance and show cattle may be two different things but they all come together for one common goal, and that is to make Santa Gertrudis one of the best breeds out there and maintain and grow our mark."

"I enjoy traveling to any Gert-related event and want to do more and play a more active role," he adds. "I promise to be open minded and take the various areas across the Eastern Region into consideration when voting on any topic. I hope you will consider marking your ballot for Trai Stegall, Eastern Region director, and I look forward to meeting more of you as I attend more sales, shows and conventions. My contact info is trais3@hotmail.com."

Larry Richardson

Larry S. Richardson and his wife, Pamela, will celebrate their 49th wedding anniversary this year. They are the parents of five children and grandparents of 19 grandchildren.

Larry grew up in rural Louisiana where he worked with his father raising a small herd of commercial cattle. In high school he showed dairy animals in local and state livestock shows. After high school he attended Louisiana State University and graduated with a degree in education and a minor in mathematics.

He then went into business doing financial, business and estate planning for 42 years.

He is the owner manager of Heritage Pines, LLC, a timber farm in Mississippi. He also works as a senior business consultant and advisor to the CEO of a multi-national industrial products marketing firm with more than \$300 million in annual plastic resin sales.

Larry was a six-year member of the board of directors of the local chamber of commerce. He was also president of the Gonzales Youth Basketball League for nine years.

In 2010, Larry's church asked him and his wife to serve for two years in Africa supervising the humanitarian program.

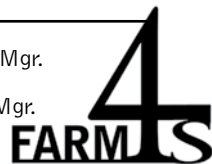


Larry Richardson

CONTINUED ON PAGE 26 »

4S FARMS

Geraldine, Ala. 35974
Chris Dowdey, Ranch Mgr.
(256) 641-3641
Robert Richey, Herd Mgr.
(256) 641-4400
www.4sfarmsllc.com

**GRANDVIEW FARMS**

5400 Bexar Ave. East
Hamilton, AL 35570
www.grandviewfarm.biz
RESERVE NATIONAL CHAMPION BULL
"JOHN 316"
Delmo Payne, Owner (205) 468-5319 (cell)
Brent Shaw, Manager (205) 412-5761 (cell)

Running M Ranch

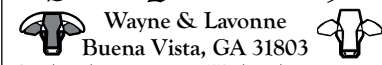
Herd No. 2926
Jimmy & Ginger Montgomery
17925 Hwy. 82 • Union Springs, Ala. 36089
334.703.1314 (c) • 334.738.4886 (h)

**CHEROKEE RANCH**

— & CASTLE —
JAMES HOLMES
Executive Director
303-523-9503
RAFAEL MIRANDA
Ranch Manager
303-888-5297
CherokeeRanchandCattle.com

**Jernigan Ranch**

Wayne & Lavonne
Buena Vista, GA 31803
O: (229) 649-2575 • H: (229) 649-7724
C: (229) 649-9659
Email: wjernigansr@gmail.com



REGISTERED SANTA
GERTRUDIS CATTLE

MC Ranch

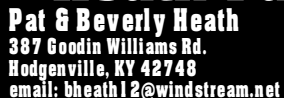
6016 Salem Valley Rd.
Ringgold, GA 30736
www.mcranch.com
Dr. Burton & Judy McDaniel
(770) 475-0287 home (404) 313-0292 cell
Email: mrmcranch@aol.com

**GOODIN FARMS**

AUSTIN, IN (812) 794-2624
SGBI Herd #19416 www.goodinfarms.com
BERLEY, JERRY & TERRY GOODIN
Breeders of Santa Gertrudis Cattle
Official Nu Gen Project Farm

**Heath Farms**

Pat & Beverly Heath
387 Goodin Williams Rd.
Hodgenville, KY 42748
email: bheath12@windstream.net
(270) 358 4820

**WILEY RANCH**

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

**WILLIAMS FARM**

Kenny & Jackie Williams
Kentwood, LA 70444
(985) 229-0012 • (225) 276-6970 cell
williamskh1953@gmail.com Herd 38981

**Cotton Branch PLANTATION**

Ed & Barbara Herring
Smithdale, MS
601-384-7062 cell
601-384-2617 farm



Ryan Cowart,
Manager
601-384-6719

GRAVES CREEK RANCH, LLC

BARRY POWELL
Columbia, MS (601) 270-1561
bpowell@powelltransportation.com



PUREBRED
STAR 5

Tideland Farms

AI Shiyou (c) 228.216.8731
6033 Pontiac Dr. (h) 228.255.8729
Kiln, MS 39556
Replacement Heifers & Bulls
We Got Some Good Ones.

**C BAR C RANCH**

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

**Cox Mill Farms**

Herd #16315
C (919) 708-2816
H (919) 499-6741
Alan & Vivian Cox
6444 Cox Mill Rd.
Sanford, NC 27332

**ARROW RANCH**

Dr. Carl O. Westbrook • Vincent & Mary Westbrook
685 West 77th Street South • Tulsa, Oklahoma 74132
(918) 640-3960 • vincent-westbrook@utulsa.edu
Justin Geisinger, Ranch Mgr. • (918) 440-7264 • jgarrowranch@gmail.com

**KC Ranch LLC**

Kenneth W and Cynthia M Smith
(406) 945-2486 • (406) 945-4384
13067 Bristlecone Rd. • Henryetta, OK 74437
pioneerfluids@gmail.com
K/C Raising registered SG replacement
heifers, bulls and STAR 5.

**LOU AL TUCK FARMS**

Great Falls, S.C.
Al Jackson: 803.984.0704
Ajackson@pike.com
T.A. Jackson: 803.482.2283

**Circle A Farm**

David & Elaine Alderson
Registered Santa Gertrudis Cattle
Phone (931) 682-2527
4824 Leipers Creek
Williamsport, TN 38487
Champions for the
Pasture & Showing

**BIERI FARMS**

P.O. Box 441 • Angleton, Texas 77516
(979) 849-7911
Herd No. 474 • www.bierifarms.com

**Blackjack Oaks Ranch**

Where Excellence is the Norm
Allen & Karen Ginnard
Washington, Texas
936.878.1825 • 713.586.9978
www.blackjackoaksranch.com

**Borchers Southern Y Ranches, L. P.**

Charla Borchers-Leon • Mary Kay Borchers
2401 North Wheeler Street
Victoria, Texas 77901 • (361) 575-1297

Santa Gertrudis Y Braford F1

Purebred • STAR 5 • Crossbred Cattle

Tommy Phillips (361) 573-5919 (H) (361) 575-1297 (O)
Matt Meador (361) 649-9726 (M) (361) 571-9728 (M)

**Briggs Ranches**

Cowman Selected. Cowman Proven.

PO Box 1417 • Victoria, Texas 77902
(361) 573-7141

Joe Jones, manager (361) 897-1337

Traylor Division
Bloomington, Texas
(361) 897-1337

San Roque Division
Catarina, Texas
(830) 999-3236

San Carlos Division
Rio Grande City, Texas

Joe Jones: briggsranches@hotmail.com
www.BriggsRanches.com



BUENA VIDA
CATTLE COMPANY
Kevin & Heather Blewett and
Harrison & Kalli Kimble
Kingsbury, Texas • (210) 744-8100



CLASS WINNERS

CONTINUED FROM PAGE 20

RESERVE GRAND CHAMPION FEMALE

Rockin 3T's 219, shown by Allison Baca, Burleson, Texas

BEST OF POLLED FEMALE

PC/MN Miss Cadillac 719/7, shown by Hunter Bush, Timpson, Texas

EARLY SUMMER BULL CALF

1. 777 Bear, shown by Erin Kay Daniel, Magnolia, Ark.
2. Robinson's Play Boy 95, shown by Dalton Patterson, Dayton, Texas
3. Haley's General Lee, shown by Haley Pollard, Chico, Texas

LATE JUNIOR BULL CALF

1. Lightning C Thunder Struck, shown by Jessie Coker, Magnolia, Texas
2. Rockin 3T's 018G4, shown by Rockin 3T Ranch, Ennis, Texas
3. PC Mr. Muscle Man 31/9, shown by Gracey Pitchford, Athens, Texas

EARLY JUNIOR BULL CALF

1. RS Sleep EZ 1/9, shown by Cody Heath, Turners Station, Ky.
2. Urbanosky's Platinum, shown by Landon Stem, Anderson, Texas
3. Rolling Oaks Elwood, shown by Rolling Oaks Ranch, Doniphan, Mo.

LATE SENIOR BULL CALF

1. ET Smartie, shown by Taylor Terry, Denton, Texas
2. Urbanosky's Boone, shown by Landon Stem, Anderson, Texas

EARLY SENIOR BULL CALF

1. LN Sven, shown by Levi Nelson, Krum, Texas
2. H&M Jag, shown by Louis Hicks, Okmulgee, Okla.
3. FSCC Pistol, shown by Damien Sharp, Crowley, Texas

CHAMPION BULL CALF

Lightning C Thunder Struck, shown by Jessie Coker, Magnolia, Texas

RESERVE CHAMPION BULL CALF

777 Bear, shown by Erin Kay Daniel, Magnolia, Ark.

EARLY SUMMER YEARLING BULL

1. Rockin 3T's Creed 16/8, shown by M6/Greeson Farms, Rice, Texas
2. 777 Vegas 285 F1, shown by Caroline Daniel, Magnolia, Ark.
3. Woman Hollerin F33, shown by Peyton Bronikowski, Franklin, Texas

EARLY JUNIOR YEARLING BULL

1. QVF's The Warden 82 F1, shown by Quincy Nelson, Sarcoxie, Mo.
2. TF 753, shown by Tinney Farms, Hanceville, Ala.
3. FSCC Phoenix, shown by William Noland, Cypress, Texas

CHAMPION YEARLING BULL

QVF's The Warden 82 F1, shown by Quincy Nelson, Sarcoxie, Mo.

RESERVE CHAMPION YEARLING BULL

Rockin 3T's Creed 16/8, shown by M6/Greeson Farms, Rice, Texas

EARLY SENIOR YEARLING BULL

1. Danrick's Gideon, shown by Matthew Payne, Dayton, Texas
2. Circle A Yellowstone, shown by Circle A Farm, Williamsport, Tenn.

LATE TWO-YEAR-OLD BULL

Rockin 3T's No Words Needed 5/7, shown by Gracey Pitchford, Athens, Texas

EARLY TWO-YEAR-OLD BULL

1. 777 Gambler, shown by Circle A Farm, Williamsport, Tenn.
2. CSC Crap Shoot 11-7, shown by Connors State College, Warner, Okla.

AGED BULL

777 High Roller 901D5, shown by Erin Kay Daniel, Magnolia, Ark.

CHAMPION SENIOR BULL

Rockin 3T's No Words Needed 5/7, shown by Gracey Pitchford, Athens, Texas

RESERVE CHAMPION SENIOR BULL

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

GRAND CHAMPION BULL

QVF's The Warden 82 F1, shown by Quincy Nelson, Sarcoxie, Mo.

RESERVE GRAND CHAMPION BULL

Lightning C Thunder Struck, shown by Jessie Coker, Magnolia, Texas

BEST OF POLLED BULL

777 Vegas 285 F1, shown by Caroline Daniel, Magnolia, Ark.

PRODUCE-OF-DAM

1. Grandview Farms, Hamilton, Ala.
2. Connors State College, Warner, Okla.
3. 777 Farms, Magnolia, Ark.

GET-OF-SIRE

1. Rockin' 3T Ranch, Ennis Texas
2. Woman Hollerin Ranch, Louise, Texas
3. Avery Strait, Prosper, Texas

STAR 5 FEMALES CLASS 1

1. Lucinda, shown by Cydnee-Ann Presson, Texarkana, Texas
2. QVF Ms Never Surrender 60615, shown by Quincy Nelson, Sarcoxie, Mo.
3. Xwinds Bahama Mama, shown by Kalli Kimble, Kingsbury, Texas

STAR 5 FEMALES CLASS 2

1. MTG Jazzy, shown by Brittany Kunkel, Poughkeepsie, Ark.
2. CWR Miss Jetta, shown by Mallory Anderson, Keller, Texas
3. Miss 777 Gypsy, shown by Caroline Daniel, Magnolia, Ark.

STAR 5 FEMALES CLASS 3

1. Heaths BFS, shown by Cody Heath, Turners Station, Ky.
2. Miss Double 2152, shown by Jessie Coker, Magnolia, Texas
3. Omolara, shown by Mackenzie Hicks, Okmulgee, Texas

GRAND CHAMPION STAR 5 FEMALE

Lucinda, shown by Cydnee-Ann Presson, Texarkana, Texas

RESERVE GRAND CHAMPION STAR 5 FEMALE

QVF Ms Never Surrender 60615, shown by Quincy Nelson, Sarcoxie, Mo.

SEE MEMORIES FROM THE SHOW ON PAGE 30 »





SANTA GERTRUDIS

**BREEDERS
OF THE CAROLINAS**



47th Annual

BREEDERS OF THE CAROLINAS SALE May 9, 2020

Chester Livestock Exchange, Chester, S.C. • 11 A.M. EST

**OVER
100**

**REGISTERED & SANTA GERTRUDIS-
INFLUENCED LOTS**

**Pairs, Bred & Open Heifers and a
Select Group of Bulls**

TO CONSIGN OR CATALOG REQUESTS

Darren Richmond (423) 364-9281

djrichmd@gmail.com

SALE CONSULTANT

Bill Lundberg (479) 880-6217

SALE COMMITTEE

Randy Carpenter (910) 269-7717

Tony Creech (919) 427-4679

Michael Hadley (336) 376-8128

Lane Livengood (336) 848-1445

Scott Sherrill (404) 402-5601



For more information, please visit our website

www.sgbreedersofthecarolinas.com

SGBI BOARD CANDIDATES

CONTINUED FROM PAGE 22

They worked with a \$15 million annual budget.

In 2015, he bought a small herd of Santa Gertrudis and joined SGBI and the Louisiana Santa Gertrudis Association. Larry was instrumental in helping organize the collaborative effort between SGBI and Utah State University to study heterosis using Santa Gertrudis/Angus genetics.

"If elected to the board, I will work to keep the association on firm financial footing through sound business practices," Larry says. "I will work to use the resources of SGBI to meet the needs of our main constituencies: small seedstock producers, large seedstock producers and junior exhibitors."

Cody Mattingly

Cody Mattingly seeks to become an Eastern Region representative on the SGBI Board of Directors; he is running for election of the unexpired term.

Since he was young, Cody has always enjoyed the cattle business and was encouraged to raise and show Santa Gertrudis cattle by his grandfather, who started raising Santa Gertrudis in the 1980s. As a generation breeder, Cody and his family are passionate about raising Santa Gertrudis. He looks forward to sharing this passion with his children as they grow, and sharing the same values and goals he has for this breed.

Over the years, Cody has learned a lot and grown as a breeder and active SGBI member. He is a member of the Kentucky Santa Gertrudis Association where he currently serves as vice president. He has also served as the junior president of the Kentucky Santa Gertrudis Association.

"In this position, I envision that I can effectively work with board members to explore different avenues to increase data collection for EPDs," Cody says. "With all the concerns of EPDs and numbers, I feel it is important to increase data accuracy to assist with the efficiency of breeding cattle. I am a strong supporter of improving our breed with genomic and phenotypic data, and feel I would bring a fresh outlook to the association. I am looking forward to this election and using my abilities to strive to improve our herds as a progressive breeder.

"On an ending note I would like to thank you for your time and support, and hope to be your next 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 something that I believe in and will 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 by phone at (270) 668-3177 or by email at mattinglyfarms96@yahoo.com. I hope to be available to serve as your next Eastern Region director."

District 4

Ricky Cleveland

Ricky Cleveland owns Quail Valley Farms located in Oneonta, Ala. He is also president of Xcel Masonry, a commercial masonry construction company located in Alabama. He and his wife, Angie, have four sons, two daughters-in-law and one grandson. The couple has been married for 31 years.

Ricky grew up on a family commercial cattle farm. In 2000, he started Quail Valley Farms as primarily a breeding facility of whitetail deer. In 2010, Quail Valley Farms purchased its first Santa Gertrudis cow from Tinney Farms. In 2015, they sold the deer operation and turned their attention to increasing and improving their registered cattle herd. Currently, they have more than 800 cows.

"I would like to bring my knowledge and business experience to the SGBI Board of Directors," Ricky says. "I would appreciate your consideration and vote for one of the board membership positions, and I look forward to serving SGBI members."



Ricky Cleveland



Cody Mattingly



Nolan Taylor

District 6

Nolan Taylor

Nolan Taylor is seeking a seat on the SGBI Board of Directors for District 6 at-large director. Nolan's family has raised Santa Gertrudis in Leitchfield, Ky, since the early 1980s, with their foundation herd of Santa Gertrudis cattle coming from his great uncle, Carlton Larkins of Circle L Ranch in Elba, Ala. Nolan grew up (and continues) showing his Santa Gertrudis cattle all over the country with his father, John, owner of WindCrest Farm. After being away from the family farm for seven years, Nolan and his family have returned to Leitchfield to be closer to family and the farm. Nolan accepted a position at Mid-Park, Inc., and his wife, Emily, teaches agriculture and is an FFA advisor at Grayson County High School.

Nolan is a longtime supporter and advocate of District 6 and the Kentucky Santa Gertrudis Association, and has served as the sale chairman for the Kentucky National Show and Sale for the last several years. He and his wife look forward to helping with the Kentucky junior show and the Kentucky State Fair each year. As a director, Nolan looks forward to sharing his enthusiasm and knowledge of Santa Gertrudis with cattlemen across the district and thus creating stronger awareness of the benefits of Santa Gertrudis cattle in large and small breeding operations.

"This breed has meant so much to me and my family over the years," Nolan says. "The friendships I have developed because of my association with this breed are life-long. Some of the finest people I've ever met are Gert breeders. I look forward to the opportunity to maintain the ideals of our breed and to help the breed proceed strongly into the future.

"There are so many great opportunities developing for the Santa Gertrudis breed on a national level, and I want to do everything possible to expand the national footprint of our cattle," he adds. "I think the American Red partnership with RAAA could be a great benefit to breeders in the Midwest and look forward to seeing this utilized as a fresh marketing tool for Santa Gertrudis genetics. As a representative of District 6, I look forward to gaining perspectives and opinions from all the people I represent so that I may make decisions that will be a reflection of the direction they see the breed going. I would be honored to be your next District 6 at-large director. I appreciate your vote." 🍷

CORPORRON ACRES

Jim Corporron
Schulenburg, Texas 78956
Ranch (979) 562-2405
Cell (979) 561-7185
Email: jim@corporracres.com

PINNACLE CATTLE CO., LLC

Rodney & Barbara Corporron
Schulenburg, Texas 78956
(713) 724-1268

www.Corporronacres-Pinnaclecattle.com

Tommy Bradenberger
Ranch Consultant
(361) 772-7790

Brad Wright
Genetic Consultant
(979) 219-4599

HEFTE RANCH

Kathryn Hefte Petty
(210) 414-2493

K.T. Hefte
(361) 813-4937



1200 State Hwy 173 N
Hondo, Texas 78861
Cattle Located in Hondo
and Agua Dulce, Texas

IRON OAKS CATTLE

Lou & Robin Breving
Alvarado, Texas
817-821-7540
loub5@yahoo.com
10 years of
breeding to achieve
PERFORMANCE
with BALANCE!

SILVERBROOK RANCHES

Helen Groves, owner
Ken Welch, general manager
17490 Private Road 4105, Baird, TX 79504
(325) 854-1002 Fax (325) 854-1010

**CROSSWINDS RANCH**

DARRELL ROACH
Keller, Texas • (817) 235-8158
Crosswinds.tx@gmail.com



Jerry & Pat Stults
Lillian, Texas

Private treaty bulls and females for sale at all times. Call & Come by to see the difference the new Santa Gertrudis can make in your herd.

817/ 534-0044 Office

817/ 925-1639 Jerry Cell
jstults@jpsalliance.com

817/ 475-3226 Pat Cell
pstults@jpsalliance.com

La Cuchilla Ranch

LOEL O. GARZA (956) 778-6277
McAllen, Texas
loel.garza@gmail.com
www.lacuchillaranch.com

**Townsend Cattle Co.**

Ivan Townsend Family

HOME OF

RDF SANCHO'S NEVER BEFORE 1136
Louise, Texas • (979) 541-3409

townsend30@yahoo.com

URBANOSKY RANCH

SGBI HERD # 2243 • EST. 1969
HOME OF SENSATION 5-1
14525 URBANOSKY LN., PLANTERSVILLE, TX 77363
JEROME (281) 797-5715 • BLAKE (936) 870-5252
www.urbanoskyranch.com

**Double T Ranch**

WYLIE AND B. J. TALIAFERRO
Box 57, Rosser, TX 75157 • Herd # 3326
Wylie: 469-644-1620 • Duane Miller: 214-793-5111
wylietaliaferro@yahoo.com

MYERS CATTLE & LAND CORP.
MARK MYERS
(936) 825-6544
www.myerscattleandland.com
25821 State Hwy. 6 South • Navasota, Texas 77868
contact: Lauren Myers West (281) 744-7605
or: Billy Eubanks (512) 484-1776

**VESPER RANCH**

Kelly Vesper
Charter Member SGBI - Herd 43
Drawer 679, Cotulla, TX 78014
(903) 436-3606
Established 1850

**Four J Cattle**

Registered Santa Gertrudis & Crosses

Larry & Zoe Justiss 6994 U.S. Hwy 77 N
(361) 772-5613 Hallettsville, TX 77964
zjustiss@cvctx.com www.fourjcattle.com

OLIVAREZ RANCHES

Since 1898
Santa Gertrudis Since 1950
Herd #439

Ben D. Olivarez P.O. Box 829
(956) 585-1661 (o) Mission, TX 78573

**Fulton Farms**

(940) 368-7630
(940) 898-1423

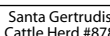
Jane Fulton, Suzanne Fulton & Taylor Terry
Post Office Box 3064 • Denton, TX 76202
esterry@hotmail.com



Santa Gertrudis
Cattle Herd #878

Rocking A Ranch
"The Tradition Continues"

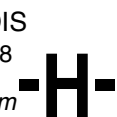
ALLEN & CHERYLL GRAINGER
P.O. BOX 2282, BRENHAM, TX 77834
979-830-8785 • rockingacattle@gmail.com
www.rockingasantagertrudis.com

**WUNDERLICH FARMS**

Terry/Nancy Wunderlich & Family
Brenham, Texas
Nancy: 979-277-2838
wunderlichfarms@gmail.com

**Hargis Farms**

SANTA GERTRUDIS
Box 457 • Hemphill, TX 75948
(409) 787-2165
email: hargisfarms@gmail.com
Herd # 7325

**Rose Hill Ranch**

AJ & Rosemary Gambino
P. O. Box 235 Pattison, TX 77466
(832) 496-8836
www.santagertrudiscattle.com
e-mail: rosemary.gambino@gmail.com



David Alderson 931.682.2527
Williamsport, TN
Darren Richmond 423.364.9281
djrichmd@gmail.com

ALDERSON/ RICHMOND
Marketing & Promotion
of Santa Gertrudis Cattle

**HARRIS RIVERBEND FARMS**

DAVID & LAURIE HARRIS
P.O. Box 691 • Cleburne, Texas 76033
(817) 641-4159
david.harrisfarms@yahoo.com

**SILER**

SANTA GERTRUDIS CATTLE
DAVID & AVANELL SILER
P.O. Box 3
Doole, Texas 76836
(325) 483-5449



HINTON COSMETIC DEHORNING
Please call for references.
chance@firstcityglass.com

Experienced in
dehorning ALL breeds
of cattle.
\$100/head + travel
Chance Hinton
(601) 441-2136

2020 NATIONAL SANTA GERTRUDIS SHOW

Dedication

CURTIS L. FUCHS

Curtis L. Fuchs grew up on the Fuchs family farm in Burton. He received an associate of arts degree from Blinn College. He then attended Texas A&M University where he earned a bachelor's degree in agricultural education before earning a master's degree in agriculture education from Prairie View A&M University.

Curtis married Kathleen (Steinbach) in 1971 and they lived in Cypress, Texas, where they had two daughters, Christy and Courtney. His teaching career includes 11 years as the agricultural science teacher and FFA advisor at Cy-Fair High School, followed by teaching ag science at Brenham High School for 32 years before retiring in 2013.

Curtis became involved in the Santa Gertrudis breed and organizations when he became a Brenham FFA advisor. His full-time involvement commenced when his daughters began showing Santa Gertrudis heifers. Before having his own herd, the girls purchased heifers from the Mayfair and Nine Bar ranches. The girls exhibited heifers from 1984 to 1995 and enjoyed developing relationships, gaining leadership in the organization and exhibiting many champion heifers. The girls showed five national champions at the National Junior Santa Gertrudis Show and received four donated heifers one year in addition to other heifers donated by generous ranches. All of these cattle built the CF herd.

Curtis has been a long-time member of the Mid-Coast Santa Gertrudis Association and Santa Gertrudis Breeders International. He has served as the Youth Activities director for the Mid-Coast affiliate and enjoys helping youth in this capacity. Curtis and Kathy own and operate CF Cattle Com-



pany and have enjoyed raising quality Santa Gertrudis. It has become a larger family affair as their daughters, sons-in-laws, Wes and David, and grandchildren – Parker, Madison, Logan and Dawson – help with the operation. Curtis enjoys seeing his grandchildren involved in the breed. CF cattle have continued to excel at major livestock shows in the hands of Curtis' grandchildren. Through the family's involvement in SGBI and affiliate activities, it is evident that they have a passion for Santa Gertrudis cattle and the associated organizations. Curtis and his family hope to continue producing quality CF prospects and continue their involvement with these organizations.

The Santa Gertrudis breed and SGBI Shows & Exhibits Committee are proud to dedicate the 2020 National Santa Gertrudis Show to Curtis Fuchs. Congratulations on this well-deserved honor. 🐾

Donors & Award Sponsors

We extend a special thank you to our donors and award sponsors listed below.

Plains Capitol Bank

Straight Ranches

San Jose Cattle Co.

Wiley Ranch

Townsend Cattle Co.

Cotton Branch Plantation

Craig and Tanya Bram

Heather Blewitt

Red Doc Farm

777 Farms

Wunderlich Farm

Circle A Farms

Woman Hollerin Ranch

Richmond Marketing Service

TRAIL TALK CONTINUED FROM PAGE 8

our expected progeny differences allows us earlier accuracy on our young bulls and better, more valuable information when it comes to breeding decisions.

Santa Gertrudis is currently in a great position, and that is due to years of great leadership. I must thank John Ford not only for his great stewardship of our association, but also his willingness to pass on a decade's worth of experience and knowledge before he steps down. As important, we are in a great position because of our tremendous cattle and the people who have stood the test of time supporting and projecting these cattle in a positive direction.

It's a great time to be Santa Gertrudis, and I am thrilled to be along for the ride! 🐾



GYRANDA

SANTA GERTRUDIS

AUSTRALIAN TOUGH

AUSTRALIA'S OLDEST,
MOST RECORDED AND
MOST COMMERCIALY
SUCCESSFUL SANTA
GERTRUDIS STUD BRINGS
YOU TWO GENETIC
PACKAGES THAT PROMISE
TO TAKE YOU YEARS
AHEAD IN A HEARTBEAT.

Our unwavering commitment to data, fertility and constitution means that we have developed a herd where traditional 'curve bending' characteristics are the norm. Low birthweight and high growth. Growth and fertility. Muscle, fat and marbling.

Moreover the sheer volume of data behind these animals gives you a predictability that is difficult to match in any Santa herd throughout the world.

The first sons of both of these bulls sold in 2019 and did not disappoint.

Semen is available for export to USA, Brazil, Paraguay and Argentina.

To learn more

web gyranda.com.au
email peter@gyranda.com.au
phone +61 7 4993 7144

GYRANDA LONGSHOT L110 (P)

LOW BIRTHWEIGHT,
HIGH GROWTH AND CARCASE



GYRANDA LIGNUM L164 (P)

GROWTH
AND FERTILITY



EBV (or EPD Equivalent)

L110

	Days to Calving (Fertility)
EBV	+0.3
Accuracy	60%
Rank (1 to >95)	50
Avg calv EBV 2017	-0.7

	Scrotal Circ (SC)
	+1.6
	81%
	20
	+1

	BW (BW)
	-0.8
	85%
	3
	+1.2

	200 Days Growth (LW)
	+17
	83%
	10
	+11

	400 Days Growth (YW)
	+28
	81%
	5
	+17

	Rib (Backfat)
	+0.3
	72%
	45
	+0.3

	IMF (Marb)
	+0.1
	67%
	35
	+0.1

	EMA (REA)
	+4.2
	67%
	5
	+2.3

L164

	Days to Calving (Fertility)
EBV	-6.4
Accuracy	63%
Rank (1 to >95)	10
Avg calv EBV 2017	-0.7

	Scrotal Circ (SC)
	+3.2
	83%
	1
	+1

	BW (BW)
	+3.1
	72%
	95
	+1.2

	200 Days Growth (LW)
	+17
	84%
	10
	+11

	400 Days Growth (YW)
	+37
	84%
	1
	+17

	Rib (Backfat)
	-0.4
	70%
	85
	+0.3

	IMF (Marb)
	-0.5
	63%
	95
	+0.1

	EMA (REA)
	+2.4
	66%
	40
	+2.3

gyranda.com.au

2020 NATIONAL SANTA GERTRUDIS SHOW

Thanks for the Memories



Great cattle, good weather, fabulous friends, vibrant junior leaders, smiles and even an engagement all took place at the 2020 National Santa Gertrudis Show. Thanks for all who contributed, competed and made it possible. 🙏



Mid-Coast Santa Gertrudis Association
CATTLEMAN'S
Opportunity Sale

Saturday, May 9, 2020 at 12:00 p.m.

Washington County Fairgrounds, Brenham, Texas

**Open & Bred Heifers • Pairs • 3N1s • STAR 5 Females
Select Gain Tested Bulls • Embryos • Semen**

**Cattle viewing Friday, May 8
from 3:00-6:00 p.m.**

-Hotel-

Best Western Inn
Brenham, Texas
979-251-7791

-More Info-

contact Sale Chairman
Matt Kubena • 979-373-1911
makubena@aol.com

Auctioneer: Hoover Case

WWW.MIDCOASTSANTAGERTRUDIS.COM

Gerts on the Gulf

SANTA GERTRUDIS BREEDERS INTERNATIONAL 69TH ANNUAL MEETING

April 17-18, 2020
The Lodge at Gulf State Park • Gulf Shores, Ala.

Headquarters Hotel

The Lodge at Gulf State Park, a Hilton Hotel
21196 E. Beach Blvd., Gulf Shores, Ala. • (251) 540-4000
www.thelodgeatgulfstatepark.hilton.com
Room block reserved under: SGBI



Registration Form

Name: _____ Spouse: _____

Ranch Name: _____ Herd No.: _____

Phone: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

COMPLETE REGISTRATION INCLUDES:

All sessions and meals for Friday-Saturday, President's Dinner and Hall of Fame Inductions

\$180.00 per person x _____ = \$ _____ *If received BY March 16, 2020*

\$225.00 per person x _____ = \$ _____ *If received AFTER March 16, 2020*

A LA CARTE TICKETS AVAILABLE:

FRIDAY *a la carte tickets*

MEET AND GREET RECEPTION/SOCIAL

\$75 per person x _____ = \$ _____

SATURDAY *a la carte tickets*

SGBI ANNUAL MEETING BREAKFAST, LUNCH

\$75 per person x _____ = \$ _____

PRESIDENT'S DINNER,

includes Social and Awards Reception

\$125 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

Friday, April 17

2:00 p.m. – 4:00 p.m. Board of Directors Meetings:
Santa Gertrudis Youth
Foundation, Santa Gertrudis
Foundation and SGBI

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

7:00 p.m. – 9:00 p.m. Webb Fields, new SGBI
executive director, Meet and
Greet Reception/Social

Saturday, April 18

8:00 a.m. – Noon Annual Membership Meeting

Noon – 1:30 p.m. Lunch, SGBI New Board of
Directors Meeting

1:30 p.m. – 3:00 p.m. American Red Marketing
Program Update

3:00 p.m. – 6:00 p.m. Free Time

6:00 p.m. – 7:00 p.m. Social and Awards Reception

7:00 p.m. – 9:00 p.m. President's Dinner,
Hall of Fame Inductions



2020 National Junior Santa Gertrudis Show

June 13-20, 2020

Ike Hamilton Expo Center, West Monroe, La.

The annual National Junior Santa Gertrudis Show (NJS GS) is the highlight event for National Junior Santa Gertrudis Association (NJSGA) 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 during the week-long event that promote personal 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/or your company to make a tax deductible contribution to the Santa Gertrudis Youth Foundation. 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 2020 NJS GS, contact Betty McCormick at (281) 797-6355 or bettytsue1959@gmail.com.

For more information, including host hotels visit:

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



SPONSORSHIP OPPORTUNITIES

Crawfish Friends:	Up to \$500
Boudin Bronze:	\$501-\$2,000
Magnolia Blossom:	\$2,001-\$5,000
Golden Gator:	\$5,001-\$9,999
Fleur de Lis:	\$10,000+

2020 NATIONAL RESERVE GRAND CHAMPION BULL

Lightning C Thunder Struck



2020 NATIONAL RESERVE CHAMPION
HEIFER CALF

77 2448
"Phoenix"

*Thank You to Our
Premier Cowtown Elite Buyers!*

THE COKER FAMILY

Magnolia, Texas

CokerFamilyLC@gmail.com

777 Farms • Magnolia, Ark.

The Morris Family • Bonham, Texas

The Fuchs Family • Brenham, Texas

AMERICAN RED PROGRAM DEBUTS AT NCBA

By Lisa Bard, Editor

The American Red program – a collaboration between Santa Gertrudis Breeders International (SGBI) and the Red Angus Association of America (RAAA) – was launched at a reception at the Cattle Industry Convention and National Cattlemen's Beef Association (NCBA) Trade Show, held Feb. 5 in San Antonio. Well attended by SGBI and RAAA breeders and leaders, the program also drew the attention of some of the more than 9,000 cattle producers, industry partners and stakeholders who attended the 2020 Convention and Trade Show.

The reception was held during the opening evening of the NCBA Trade Show and featured giveaway cups with the American Red logo, takeaway literature and conversations with leaders from both the Santa Gertrudis and Red Angus breeds.

"It is evident from the industry buzz that the American Red program has caught the attention of cattlemen from the Carolinas to California," says John Ford, SGBI executive director. "Beef producers who have been searching for a red-hided, heat-tolerant animal with a profitable blend of maternal traits, adaptability, growth and marbling recognize the American Red is the perfect choice."

Ford, along with Red Angus Association CEO Tom Brink and leaders from both organizations were instrumental in getting the American Red program conceptualized and off the ground. Many of these leaders attended the reception and were pleased to see the program was received so warmly by cattlemen across the nation.

According to SGBI Associate Director Webb Fields, also in attendance at the reception, the evening was filled with excitement and buzz around the American Red program. The enthusiasm was apparent at the reception and the days after from visitors trying to gather more information on participating in this groundbreaking program.

"The industry has been craving an opportunity to get behind red-hided, heat-tolerant, heterosis-powered cattle, and this program will assist in showcasing these genetics and help capture premiums on their value and added



Large and small breeders alike were on hand to support the launch of the American Red program at NCBA. From left, Joe Jones, general manager of Briggs Ranches, talks with others while Donnell "Donald" Brown of R.A. Brown Ranch talks with Jack Caraway, King Ranch® division manager.

BELOW: Industry leaders, producers and cattle industry stakeholders attend the American Red reception at the NCBA Trade Show. Streaming video of the RFD-TV *American Rancher* program's segment on the American Red program ran during the reception.

performance," Fields says. "The combination of mating complementarity of this cross and both SGBI and RAAA's drive for information-backed genetics make the American Red the perfect fit, at the right time, to fill the needs of commercial cattlemen in a multitude of locations."

For more information or to enroll in the program, visit www.AmericanRed.org.



Red Angus Association of America President Johnny Rogers, left, talks with SGBI Executive Director John Ford, right, at the American Red Reception.



Breeders from Red Doc Farm in New Mexico talk with those from Rogers Cattle Company in North Carolina at the American Red reception. From left, Adolfo Sanchez, Red Doc Farm; Sharon Rogers, Rogers Cattle Company; Alicia Sanchez and Christina Sanchez, Red Doc Farm; and Johnny Rogers, Rogers Cattle Company.

HOOVER CASE AUCTIONEER

P.O. Box 281
Marshfield, MO 65706
(417) 844-6020



LUNDBERG CATTLE SERVICES



Photography ♦ Marketing ♦ Advertising
Herd Consulting ♦ Sales Consulting

Bill Lundberg Office: (479) 967-1524
P.O. Box 567 Cell: (479) 880-6217
Russellville, AR 72801 lundbergcss@yahoo.com

PITCHFORD CATTLE SERVICES

★ Specializing in Show & Sale Cattle
★ Offering Year Round Gain Testing
★ Herd Consultation, Management & A.I. Work

Darrell, Shana, 8565 CR 3913 • Athens, Texas
Casey & Gracey Pitchford (903) 388-2288 (c)

pitchfordcattle@hotmail.com PITCHFORDTRADITION.COM



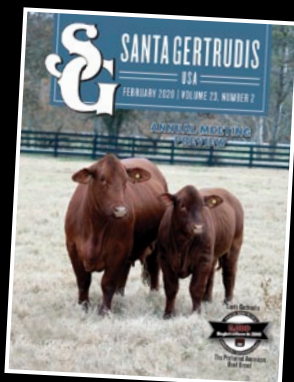
Terry Reagan
Auctioneer

210-414-4411
215 W. Bandera Rd., Ste. 114-624
Boerne, Texas 78006
rancherspub@gmail.com

DARREN RICHMOND
Ringgold, Ga.
(423) 364-9281
www.richmondphotovideo.com
djrichmd@gmail.com
Facebook/
Darren Richmond

SALE CATTLE • HERD SIRES • DONOR COWS

**Don't miss out advertising
in the next issue of SG-USA!**



Contact Sales Representative:

DARREN RICHMOND
(423) 364-9281
djrichmd@gmail.com

Advertisers

4S Farms.....	23	Lucky L Farm.....	19
Alderson/Richmond Marketing & Promotion.....	27	Lundberg Cattle Services.....	35
American Marketing Services.....	11	Mattling Farms.....	15
Arrow Creek Santa Gertrudis.....	19	MC Ranch.....	23
Arrow W Ranch.....	23	Mid-Coast Santa Gertrudis Association.....	31
Bieri Farms.....	23	Myers Cattle & Land Corp.....	27
Blackjack Oaks Ranch.....	23	Nebo Hill Cattle Co.....	19
Borchers Southern Y Ranches LP.....	23, 39	Olivarez Ranches.....	27
Briggs Ranches.....	11, 23	Osborne Livestock.....	15
Buena Vida Cattle Company.....	23	Painted Ass Ranch LLC.....	19
C Bar C Ranch.....	15, 23	Parker Farms.....	15
Carley's Show Cattle.....	19	Payne Ranch.....	19
Cherokee Ranch.....	23	Pinnacle Cattle Co. LLC.....	21, 27
Circle A Farm.....	23	Pitchford Cattle Co.....	35
Corporon Acres.....	21, 27	Polled Power Genetics.....	5
Cotton Branch Plantation.....	23	Polled Santa Gertrudis Association.....	5
Cox Mill Farms.....	23	Red Doc Farm.....	5, 7
Crimson Classic Sale.....	9	Red View Farms.....	15
Creech Farms.....	5	Richmond Photography & Video.....	35
Crosswinds Ranch.....	27	Rockin 3T Ranch.....	19
Denmon Cattle Co.....	19	Rocking A Ranch.....	27
Diamond S Ranch.....	27	Rocky Mountain Santa Gertrudis Association.....	6
District 6 Breeders.....	15	Rolling Oaks Ranch.....	36
Double C Farms.....	5	Rose Hill Ranch.....	27
Double TT Ranch.....	27	Running M Ranch.....	23
Excell Santa Gertrudis.....	19	Salacoa Valley Farms.....	11
Flying C Ranch.....	5	Santa Gertrudis Bluebonnet Classic.....	38
Four J Cattle.....	27	Santa Gertrudis Small Breeders Group.....	19
Fulton Farms.....	27	Santa Gertrudis Breeders of the Carolinas.....	25
Goodin Farms.....	23	Shampain Ranch.....	15
Grandview Farms.....	23	Siler Santa Gertrudis.....	27
Graves Creek Ranch LLC.....	23	Silverbrook Ranches.....	27
Gray Oaks Farm.....	5	Strait Ranches.....	17, 27
Gyranda Santa Gertrudis.....	29	Terry Reagan.....	35
Hargis Farms.....	27	Tideland Farms.....	23
Harris Riverbend Farms.....	11, 27	Tinney Farms.....	2
Heath Farms.....	23	Townsend Cattle Co.....	27
Hefte Ranch.....	27	Triple P Ranch.....	19
Hinton Cattle.....	27	Urbanosky Ranch.....	27
Hoover Case.....	35	Vesper Ranch.....	27
Hurricane Cattle Company.....	19	VZ Cattle.....	19
Iron Oaks Cattle.....	27	Wendt Ranches Partners LLC.....	3, 27
J-5 Cattle Ranch.....	13	Williams Farm.....	23
Jernigan Ranch.....	23	Wiley Ranch.....	23
Jessie Coker.....	33	Woman Hollerin Ranch.....	37
John Martin Ranches.....	27	Wunderlich Farms.....	27
KC Ranch LLC.....	23		
King Ranch Inc.....	40		
La Campana Ranch.....	12		
La Cuchilla Ranch.....	27		
Lou Al Tuck Farms.....	23		

SANTA GERTRUDIS SALE

Reports

THE PREMIER COWTOWN ELITE NATIONAL SANTA GERTRUDIS SALE JAN. 18, 2020 | FORT WORTH, TEXAS

SALE AVERAGES

3	Bulls	\$2,550
8	Bred Cows	\$2,150
18	Open Heifers	\$2,980
4	Cow-Calf Pairs	\$2,350
11	STAR 5 Females	\$1,152

The Premier Santa Gertrudis Association held its 68th Annual Meeting of its membership on Jan. 18, 2020, 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 National Santa Gertrudis Open Show. The high-selling bull was consigned by Triple P Ranch, Trinity, Texas, and was sold to Ben Simmons, Collinsville, Texas. The high-selling female was consigned by Pitchford Cattle Co., Athens, Texas, and was sold to Circle B Cattle, LLC, Corsicana, Texas. The Premier Santa Gertrudis Association would like to thank all of their consigners and buyers for making this sale so great.

SGBI's Industry-Leading **GENETIC EVALUATION** Takes Another Step Forward

By John Ford, Executive Director

Late last year, under the guidance of the Santa Gertrudis Breeder's International (SGBI) Performance Committee, the Neogen Genomics Evaluation Group recalibrated the association's genetic evaluation. The updated genetic evaluation configuration replaces the structure adopted eight years ago following SGBI's move from the Australian-based Agricultural Business Research Institute to Livestock Genetic Services.

Why recalibrate the breed's genetic evaluation? Simple, the volume of records added to the association's database made re-calibration a necessity. For example, in a short, eight-year period, the number of yearling weight records stored in the database increased a remarkable 560 percent. The recently completed recalibration represents a fine-tuning of the breed's genomic enhanced expected progeny

differences (EPDs), resulting in greater accuracy on more animals. Plainly stated, the recalibrated evaluation presents a more accurate picture of an animal's genetic merit.

The updated configuration has been utilized for calculating the breed's EPDs since the January release. Members may have noticed slight movement in an animal's EPDs and a reshuffling of the monthly trait-leader lists, especially for hot carcass weight, fat thickness, maternal and yearling weight. The fertility EPDs – heifer pregnancy and breed back – were removed from the pedigree certificate and public search during the recalibration process. The Performance Committee felt a greater diversity of pedigrees representing more genetic lines would strengthen these important performance measurements, and the committee is encouraging membership to submit pregnancy

and breed back records. Both EPDs are still being calculated and are scheduled to reappear on pedigrees later this year.

In addition to recalibrating the genetic evaluation, three new indexes were also developed and released. The Balanced Index, Cow/Calf Index and Terminal Index have replaced the association's original selection indexes – \$ Growth and Carcass Rank – and are designed to provide cattlemen purchasing Santa Gertrudis genetics the tools needed to make breeding decisions for three specific business models.

■ **Balanced Index:** This index assumes that producers are keeping replacement heifers from the bulls they purchase. It further assumes that producers are either 1) marketing carcasses on the grid; or 2) that buyers of their feeder calves base pricing on feedlot and carcass performance. This selection tool is designed to assist ►



THANK YOU

to Woman Hollerin Ranch,
Betty & Ricky McCormick of Brookshire, Texas,
for purchasing Elwood and their
confidence in our breeding program.
Also, thank you to Alderson/Richmond
for exhibiting Elwood.

Look for our consignments in the
Banner & Buckles Sale
March 28, 2020 in Magnolia, Ark.
*Selling two halter broke Show Heifer Prospects
sired by our son of Roberto.*

Also selling a Show Heifer Prospect in the
Crimson Classic Sale
April 25, 2020 in Cullman, Ala.



ROLLING OAKS RANCH

Gerald, Kellien & Carson Priddle
Doniphan, MO | 573-255-3539 | mogerts@yahoo.com



cattlemen who retain ownership through the feeding phase or market their calf crop to buyers focused on feedlot performance and/or carcass quality.

- **Cow/Calf Index:** This index assumes that producers are keeping replacement heifers from the bulls they purchase. However, it assumes all calves are marketed at weaning or soon thereafter. It further assumes that feeder calf buyers don't base decisions on feedlot or carcass performance, making these traits less relevant to profitability. Producers marketing their calf crop by the pound at weaning, would utilize this index when making animal selection decisions.
- **Terminal Index:** This index assumes that producers are not keeping replacement heifers from the bulls they purchase. It assumes that producers are marketing carcasses on the grid, making carcass traits relevant to their business. This index fits operations using Santa Gertrudis bulls as terminal sires and retaining ownership of their calf crop through the feeding phase.

Each index is reported as a percentile ranking, and the rankings appear



Heffe Ranch, Hondo, Texas

on the left-hand side of an animal's pedigree.

SGBI members with an eye on marketing Santa Gertrudis bulls to cattlemen interested in the SGBI/Red Angus Association of America (RAAA) American Red tagging/marketing program will want to pay close attention to the Balanced Index. This index will serve as SGBI's genetic baseline for American Red program participation.

To qualify for the RAAA-SGBI collaboration, steers and heifers must be sired by registered Santa Gertrudis bulls averaging in the top 50 percent of the Balanced Index.

These recent changes to the association's selection and decision-making toolbox demonstrate that SGBI members are committed to producing and providing profitable genetics for all members of the beef industry. 🐄

COME SEE US AT THE

Bluebonnet Classic Sale



WE ARE BRINGING SOME OF OUR BEST!!

Look for E82 to sell! She was class winner at the 2020 Fort Worth National Open Show. She was also 2019 Reserve National Calf Champion in Jackson, Mississippi. E82 is a daughter of our Honey Badger 1202 herd sire. She is AI'ed to Hemingway and due to calve around sale time.



**March 21, 2020
Hallettsville, Texas**

Semen Available!



Honey Badger 1202

Woman Hollerin Ranch

Ricky & Betty McCormick • www.womanhollerinranch.com

1211 Peach Ridge Road • Brookshire, TX 77423 • Home: (281) 375-6861 • Cell: (281) 797-6355



MARCH 21, 2020

11:00 am

Lavaca County Exposition Center • Hallettsville, TX

Offering to Include:

**Replacement Females • Show Prospects
Quality Bulls**

Sale Schedule

Friday, March 20th

5:00pm - Cattle Viewing

6:00pm - Dinner

Saturday, March 21st

8:00am - Cowboy Coffee

11:00am - Sale Begins

“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
- Woman Hollerin' Ranch, Ricky & Betty McCormick

**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

100+
YEARS
OF RANCHING
THE FAMILY LAND

QUALITY **Y** FOR
POSTERITY **Y**



COME **Y** TO BUY **Y**
SATURDAY **Y**, MARCH 21, 2020

Borchers Southern

Ranches, L.P.

Charla Borchers-Leon

Mary Kay Borchers

2401 North Wheeler Street • Victoria, Texas 77901 • (361) 575-1297

Tommy Phillips

(361) 573-5919 (H) • (361) 649-9726 (M)

Proud Producers of  Cattle

Matt Meador

(361) 575-1297 (O) • (361) 571-9728 (M)

E-mail: charlabl@icsi.net • FAX: (361) 576-0891 • Website: www.cattletoday.com/borchers_southern_y

KING RANCH PROVEN[®]

RANCH - YARD - RAIL - PROFIT



King Ranch[®] First Calf Heifers

- Spring and Fall American Red Females now for sale.
- Santa Gertrudis and American Red Bulls for sale private treaty April 1st.

www.king-ranch.com/cattle-for-sale

TYLOR BRADEN: (361) 219-0434 • TBRADEN@KING-RANCH.COM