



SANTA GERTRUDIS

USA

MARCH 2022 | VOLUME 25, NUMBER 3

GRAND CHAMPION BULL



GRAND CHAMPION FEMALE



**2022
NATIONAL SHOW**

Santa Gertrudis

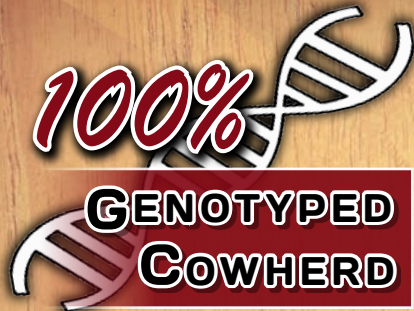
SANTA GERTRUDIS

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Beef Breed

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May 14 · Chester, S.C.

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Bluebonnet Classic Sale

Saturday, March 19, 2022

Briggs Ranches · Bloomington, Texas

Purple Reign Sale

Saturday, March 26, 2022

777 Farms · Magnolia, Ark.

Purple Reign

SANTA GERTRUDIS SALE

Mark you calendar for our

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Wendt Ranches · Bay City, Texas

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SS

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Email: wendtranches@hotmail.com

Gene Kubecka

979-240-5311

Daniel Kubecka

979-240-5312

SGBI Herd #621, established 1954

SS

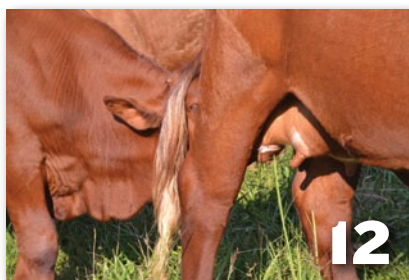
SANTA GERTRUDIS USA

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ON THE COVER

National Show competitors put forth their best to contend for national champion titles.

Photo by Darren Richmond.

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Congratulations Arden Strait!

On your recent successes with SR Ms Uno ET 23/J3



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- Grand Champion

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- Grand Champion Santa Gertrudis Heifer
- American Champion Heifer
- Supreme Champion Heifer

23/J3 is an ET daughter out of Co Uno 806 and National Champion SR Hazel 23/7. She scanned a 5.34 IMF and a 1.19 REA/Cwt at 11 months of age. She is Top 25% in 7 EPD traits.

We have semen available on Co Uno 806.
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April 23, 2022

Cullman, Ala.



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Trail Talk

EXECUTIVE DIRECTOR'S REPORT

By Webb D. Fields

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

It amazes me each year how fast time seems to fly by. While my mind is still stuck in the first part of January, as I write this article, we have just returned from the Cattle Industry Convention & NCBA Trade Show and are preparing to attend the All Breeds Bull and Heifer Sale and the American Breeds Coalition annual meeting. We are also well into planning for the Santa Gertrudis Breeders International (SGBI) Annual Meeting, April 7-9. It will be summer before too long. A little warm weather doesn't sound so bad right now.

We look forward to seeing everyone in Lexington, Ky., for the SGBI Annual Meeting, a great event full of learning experiences and fun. We will have a presentation on using our new pedigree platform by Emma Ramirez, who will walk members through managing the day-to-day of your herdbook. We will also update membership on association happenings, visit Keeneland and conclude with award presentations and Hall of Fame inductions at the President's Dinner. If you have not yet registered, please send your registration to the SGBI office and book your hotel through our room block. We are also raffling off a custom, limited-edition bourbon. Please reach out to a board of director or the office to purchase your ticket. There are a limited number of tickets available with 50 total prize recipients.

This time of year, we are also preparing for bull sale season. I always get excited to see what another year's worth of work and planning in breeding programs has turned out for our membership. Also, combing through the data and seeing genetic progress is always a pleasing part of the process. However, I am often confronted with the usefulness of expected progeny differences (EPDs). Why should I pay attention to performance EPDs when my customers want to see the raw data? Why pay attention to carcass traits when my customers want to see the harvest data, not SGBI's EPDs? Why

pay for a genomic panel? What value does any of this bring us when selling to consumers who don't understand or care about our suite of EPDs? While these are great questions, the answers are quite simple once you look at the bigger picture of marketability and the progress we have made.

EPDs not only factor in phenotypic measurements utilized by bull customers before EPDs, but also environment. Phenotypes are the combination of genetics and the environment ($P = G +$

E). There are certainly components to genetics that are not heritable, which will affect an animal's phenotype but would not be passed on to future offspring. We must understand the entire picture to best predict a bull's genetic merit. Phenotypically, he can be the best animal in the world, but if he doesn't have the genetic merit to pass that along to subsequent generations, his value as a breeding bull is quickly diminished. EPDs allow for all available information and are based around the actuals that we all know and love. Simultaneously, EPDs are an excellent measuring stick to continue moving the breed in a positive direction. Genomic panels are another way to quickly add accuracy to these values and get a clearer picture of what direction to go. The answer is clear that we are making genetic progress, and EPDs certainly have enhanced our ability to do so. 🐾

In Memoriam

DEBBIE TOWNSEND

Debra Lynn "Debbie" Townsend, 63, of Louise, Texas, passed away Jan. 16, 2022. She was born July 30, 1958, in Hempstead, Texas, to John and Helen Carleston. She graduated from Louise High School and received an associate applied science degree from Wharton County Junior College.



Debbie married Ivan Lowell Townsend on April 25, 1981. Residing in Louise her whole life, she attended First Baptist Church and was an integral part of the community. Debbie dedicated her love and life to her family. She frequently hosted family and friend celebrations at their home. "NaNa," as she was so affectionately called by her grandchildren, could never say no. Her house was where her grandchildren wanted to be all the time and was their second home for many sleepovers and pool times. She never missed a game, cattle show or any time she could spend with her grandchildren.

Graduating in 1976 from Louise High School, Debbie was involved in youth rodeo, basketball and drama. She

later worked as secretary for Louise ISD, served on the school board and assisted Ivan in the daily operations at CIC Construction.

Debbie carried on her father's passion for the Santa Gertrudis breed. She served in officer roles in the Mid-Coast Santa Gertrudis Association, was the chairwoman of the Santa Gertrudis Super Sale at the Houston Livestock Show and served on the Santa Gertrudis Breeders International Board of Directors in various leadership positions. She most enjoyed watching her grandsons carry on the family livestock traditions at state and national shows.

Debbie is preceded in death by her father, John Allen Carleston, and was taken from this life with her daughter, Tana Townsend Hajovsky. (Tana's obituary can be found at <https://www.triskafuneralhome.com/obituaries/Tana-Hajovsky/#!/Obituary>).

She is survived by her mother, Helen Carleston; husband Ivan Townsend; daughter Tanya Townsend Bram and son-in-law Craig; son-in-law Cory Hajovsky; sister Cindy Blaha and brother-in-law Bud along with their children, Caydi and Clint, and his wife Miranda. She also leaves behind her beloved grandchildren Caleb, Cade, Cale Bram and Logan Hajovsky. Debbie is further survived by many brothers-in-law, sisters-in-law, and nieces and nephews. 🐾



MARCH 19, 2022

11:00 am

Briggs Ranches

Traylor Division | Bloomington, TX

NEW LOCATION

Offering to Include
REPLACEMENT FEMALES
SHOW PROSPECTS

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- ◆ Townsend Cattle Co., Ivan Townsend Family
- ◆ Twin Creek Ranch, Wes & Lou Hall
- ◆ Wendt Ranches, Gene & Nancy Kubecka and Daniel & Lauren Kubecka
- ◆ Wiley Ranch, Erik & Kim Wiley

Sale Schedule

Friday, March 18th

5:00pm - Cattle Viewing

6:00pm - Dinner

Saturday, March 19th

8:00am - Cowboy Coffee

11:00am - Sale Begins

This sale will be broadcast live on the internet.

DVAuction

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

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

www.facebook.com/bluebonnetclassicsale/

For inquiries contact: Zoe Justiss 361.772.5613 • John Justiss 361.772.0301

PRESIDENT'S LETTER

By Nancy Wunderlich

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

Greetings. We are in the process of closing another Santa Gertrudis Breeders International (SGBI) fiscal year. In 2022, we must diligently work together to keep the wheels turning toward success for the entire membership.

As a progressive membership, we have the power to make this happen. Several SGBI Board positions are up for election during the 71st Annual Meeting in Lexington, Ky., April 7-9. Your fellow SGBI members have committed their time and conviction to run for these positions.

We make it happen by voting. Read the biographies of candidates running for the available positions on page 18. Look for the official 2022 SGBI ballot in your mailbox. If you are unable to attend the annual meeting, mark your ballot and mail it to the SGBI office. SGBI is a member-led organization, and we are only as strong and involved as our members. Be that involved member who makes it happen!

The annual meeting is packed with meetings, socials and local tours of interest. A DigitalBeef presentation will walk us through the new registry platform, and we will conclude with the President's Dinner, Hall of Fame inductions and Awards Banquet. I look forward to catching up with you and meeting new members as we work together to keep us moving forward as a united front. Don't forget to purchase your ticket(s) for the limited-edition bourbon reverse raffle from any SGBI Board member or the SGBI office.

The Santa Gertrudis calendar is packed with sales, shows and events. This is your opportunity to build your herd with proven genetics, observe excellent cattle and converse with cattle industry leaders.

As we travel through 2022, let's continue to practice the life-changing wisdom acquired with good works of integrity as we treat all we meet with dignity and respect. Pray for all who need God's strength, comfort and mercy. 🙏



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Stegall Farms

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District 6 – Nolan Taylor (Ky.)

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

SANTA GERTRUDIS Juniors

By Anna Holland Tyson, Secretary

Hello everyone! My name is Anna Holland Tyson, and I am from Meadville, Miss. I am currently an at-large director and serve as the secretary of the National Junior Santa Gertrudis Association. I am also serving as the National Queen.

This month, I would like to talk about the importance of attending the national shows. It was so good to see everyone at the National Santa Gertrudis Show in Fort Worth. Attending the national show is a wonderful experience for everyone. It gives everyone the opportunity to get involved in the breed. Junior exhibitors, large ranches and top breeders can present their high-quality cattle at a competitive level and get involved with one another, too. Wonderful memories and friends are made while attending the national shows.

I would also like to encourage you to attend the National Junior Santa Gertrudis Show this June in Texarkana. Junior nationals is another wonderful opportunity for juniors to get involved with others from across the country. Juniors can participate in multiple contests to gain leadership skills and exhibit their cattle at a competitive level. My best friends and favorite memories have been made attending junior nationals. 🙏





SANTA GERTRUDIS

**BREEDERS
OF THE CAROLINAS**



49th Annual

BREEDERS OF THE CAROLINAS SALE May 14, 2022

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

**OVER
100**

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For more information, please visit our website

www.sgbreedersofthecarolinas.com





SPRING RUNOFF SALE

**April 1-2, 2022
Bosque, NM**



SALE OF THE SOUTHWEST TO REBUILD YOUR COWHERD

Elite Cut Sale, April 1
dinner 5pm, sale 7pm MST

RMSGA Spring Runoff, April 2
following Red Doc Farm, Red Hot Bull Sale

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



10.3 IMF,
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JACK FAMILY RANCH, NM
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O/X RANCH, NM
RANCHO XACONA NM
RAS LAND AND CATTLE, NM
RED DOC FARM, NM
TOP T RANCH, NM

Hotel Accommodations: Baymont by Wyndham, Belen, 505.273.9450

Sale chairman/contact, President Stacey Montaño

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18th Annual

Red Hot Bull Sale

100 PLUS

Santa Gertrudis
& Gert influenced
bulls

April 1-2
Bosque, NM

Friday, April 1- Elite Cut
Female Sale
(dinner 5pm MST, sale 7pm)

Saturday, April 2- Red Hot
Bull Sale, 1pm



Come to the source of genetic innovation.

Year after year Red Doc produces bulls that leave their mark. Red Doc Farm combines years of research and development and attention to detail. The Sanchez family warmly welcomes you to the farm to be part of the hottest sale around!

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SANTA GERTRUDIS *Production*

COLOSTRUM IS MOTHER NATURE'S **LIQUID GOLD**

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



Most of us are probably well into the spring calving season and, hopefully, we all made it through the cold spells of February without much trouble. As we monitor and occasionally assist with the current calf crop births, it is imperative to ensure that all calves get sufficient amounts of that nutritious first milk. Colostrum is the only source of initial protection from disease (passive immunity) and is highly nutritious in

terms of fat (6.7 percent), carbohydrates (2.5 percent) and protein (15 percent vs. 3 percent in normal milk). Bovine colostrum contains more than 100 bioactive factors, including immunoglobulins (IgA, IgD, IgE, IgG, and IgM), growth factors, antimicrobial factors and anti-inflammatory factors. In addition, colostrum has all of the same vitamins (A, D, E, B and C) and minerals present in normal cow's milk, albeit at greater amounts.

Veterinarians recommend that beef calves need to consume approximately two quarts of colostrum within the first six hours of life to allow proper absorption of those immunoglobulins. The window of opportunity will close by 24 hours of life, so the sooner they can ingest colostrum the better.

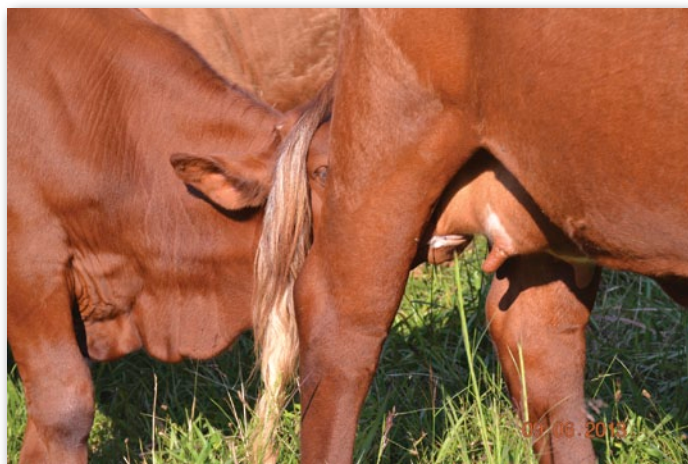
Dairy cattle researchers have studied the importance of calf colostrum intake for many years. In a recent study (J.D. Quigley et al., 2019; J. Dairy Sci. 102:11016-11025), researchers compared Holstein bull calf performance the first two months of life. Calves either received maternal colostrum feedings at 1, 6 and 12 hours of age or bull calves received a colostrum replacer at 1 hour of age and then a commercial milk replacer at 6 and 12 hours of age. All calves received the same volume of liquid (1.9 quarts) at each feeding.

Following the initial 24-hour period, calves of both treatment groups were raised similarly. The bull calves that received the colostrum replacer had lower blood concentrations of IgG and total protein. These same calves also grew slower, consumed less calf starter and were less efficient. Moreover, the bull calves receiving the maternal colostrum feedings required fewer days of veterinary medication treatment.

Other research reports have indicated maternal colostrum increases the absorption of nutrients such as glucose and

improves intestinal tissue development and function. There are also other research reports suggesting similar performance of calves fed colostrum vs. calves fed a colostrum replacer. I believe the important point to take away is that all calves need colostrum, natural or manmade, during those first hours of life to get a good head start. We, as managers, can do our part to make sure this happens.

First, it is critical to understand the difference between a basic milk replacer, a colostrum replacer and colostrum supplements. Each product does a good job for which it is intended. Always consult your ranch veterinarian as to when it is appropriate to purchase and use each product. In my opinion, nothing is a substitute for maternal colostrum. However, saved and freezer-stored maternal colostrum from other cows in your herd will also suffice if you cannot get a new mom to the chute or if the calf refuses to nurse. Frozen colostrum from this or last year is best stored in plastic zip-lock bags and should be thawed in warm water so the immunoglobulins are not damaged. Milk replacer or saved colostrum needs to be fed at or near normal body temperature (approximately 101° F).



Last, it is best to have a plan prior to the beginning of calving season and make sure you have the necessary, clean and functional bottles/nipples/esophageal tube, just in case. Nothing is more frustrating than needing to help a newborn calf on a cold night well after the local animal supply store has closed. Trust me ... spouses and kids will thank you for your foresight! Good luck this spring. 🍀

LA CAMPANA RANCH

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1ST ANNUAL **ACE**

Brangus & Santa Gertrudis Bull Sale

INCLUDING LOUISIANA BRANGUS BREEDERS' BULLS



4.9.2022

10:30 am | Effie, LA

170+ Brangus
& Santa Gertrudis
Bulls

Combining and featuring the
latest Blackwater, Salacoa
Valley, Quail Valley Farms and
Wiley Ranch Genetics

APRIL 8TH AT 6:30 PM

ALL you can eat AUTHENTIC
Louisiana Crawfish Boil!

APRIL 9TH AT LUNCH

Featuring World Famous Natchitoches
Louisiana Meat Pies



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OPERATIONS:

Blountsville, AL
Brian Wood 205.410.7834
Fairmount, GA
Josh Brooks 404.597.5449

SANTA GERTRUDIS

Calendar

MARCH

- 19** Bluebonnet Classic Sale, Bloomington, Texas
- 24** Super American Sale at Briggs Ranches, Bloomington, Texas
- 26** Purple Reign Santa Gertrudis Sale, Magnolia, Ark.
- 26** Savannah River Cattleman's Sale, Hephzibah, Ga.

APRIL

- 1** Elite Cut Female Sale, Bosque, N.M.
- 2** Red Hot Bull Sale, Bosque, N.M.
- 2** Rocky Mountain Spring Runoff Sale, Bosque, N.M.
- 7-9** Santa Gertrudis Breeders International Annual Meeting, Lexington, Ky.
- 9** American Cattle Enterprise Brangus & Santa Gertrudis Bull Sale, Effie, La.
- 23** Crimson Classic Sale, Cullman, Ala.

MAY

- 7** Mid-Coast Cattleman's Opportunity Sale, Industry, Texas
- 14** Breeders of the Carolinas Sale, Chester S.C.

JUNE

- 10** ACE 6-Year-Old Mature Cow Dispersal, Blountsville, Ala.
- 11** ACE Premier Invitational Heifer Sale, Blountsville, Ala.
- 19-24** 2022 National Junior Santa Gertrudis Show, Texarkana, Ark.

JULY

- 15-16** Kentucky National Show & Sale, Bowling Green, Ky.

AUGUST

- 30** Baby Doll Sale, Bay City, Texas

SEPTEMBER

- 10** Southern Harvest Sale, Deville, La.
- 16-17** District 6 Haltered Heifer Show & Sale, Corydon, Ind.

OCTOBER

- 1** Alabama Connection Sale, Hanceville, Ala.
- 14-15** Strait-Hefte Tried & True Production Sale, Streetman, Texas
- 28** Briggs Ranches Bull & Commercial Female Sale, Victoria, Texas
- 29** Tri-Star Santa Gertrudis Sale, Bloomington, Texas

NOVEMBER

- 11-12** Quail Valley Farms Bull & Female Sale, Oneota, Ala.

SANTA GERTRUDIS WELCOMES

New Members

Active Members

Bar S Farms, Kasey Simpson, Crossville, Ala.
Tom Chitwood, Brooks, Ga.
Rancho Aurora, Matthew Sandoval, Atchison, Kan.
KC3 Cattle Company, Cameron Munsell,
Houston, Texas

Commercial Members

Randy and Lithia Davenport, Billingsley, Ala.

SANTA GERTRUDIS SALE

Reports

PREMIER COWTOWN ELITE NATIONAL SANTA GERTRUDIS SALE

JAN. 15, 2022 | FORT WORTH, TEXAS

SALE AVERAGES

26 Lots	\$2,764	1 STAR 5 Female	\$1,900
1 Bull	\$2,500	1 Semen Lot (11 Units)	\$175
8 Open Heifers	\$3,588	1 IVF Flush	\$3,000
10 Bred Cows	\$2,355	3 Embryo Lots (15 Embryos)	\$520
1 Cow-Calf Pair	\$2,500		

The Premier Cowtown Elite Sale was held in conjunction with the National Santa Gertrudis Open Show in Fort Worth Texas. The high-selling bull was consigned by Matt Nichols, Axtell, Texas, and was sold to Foster Campbell, Bossier, La. The high-selling female was consigned by Pitchford Cattle Co., Athens, Texas, and was sold to Thomas Burnett, Troup, Texas. The Premier Santa Gertrudis Association would like to thank all of their consigners and buyers for making this sale so great! 🐄

REGISTRATIONS, STAR 5 RECORDINGS AND TRANSFERS BY DISTRICT

JANUARY 2022

ACTIVE MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	63	8	0	6
2	599	180	6	279
3	14	0	0	5
4	57	11	0	24
5	6	29	0	9
6	4	2	0	1

JUNIOR MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	21	4	0	5
2	1	0	0	1
3	3	1	0	0
4	3	0	0	9
5	0	1	0	0

FOR SGBI REGISTRATIONS CONTACT: Diana Ruiz

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

SANTA GERTRUDIS DISTRICT VI BREEDERS



OLC SHEBA 22

CURRENT SGBI HIGH POINT YEARLING FEMALE

GRAND CHAMPION: INDIANA STATE FAIR & SOUTHEASTERN EMPIRE FAIR

**RESERVE GRAND CHAMPION: KENTUCKY STATE FAIR &
LARRY OSBORNE MEMORIAL SHOW**



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April 23, 2022 • Cullman, Ala.

Mosby Creek Blissard #20181501

Sells with her bull calf born 10/21, sired by

OLC Master Plan (Masterpiece x Rosie)

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Sept. 16-17, 2022 • Corydon, Ind.

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Thank you to everyone using Syrus in their programs and congratulations on their success.

Semen on Syrus is available through Rockin 3T or Bovine Elite.



National Champion Bull – Rockin 3T's Syrus 901H1 Golden Boy
Sired by Syrus · Owned with 777 Farms



National Champion Female – Miss M Rock Evie 120
Sired by Syrus · Owned by M Rock Farms



Reserve National Calf Champion Bull – Zeus
Sired by Syrus · Owned by PD Ranch (Duane & Patti Ermis)



Reserve National Calf Champion Female – Chicken Biscuit
Sired by Syrus · Owned by Eli Saunders

Hosted by
Rockin 3T Ranch
and 777 Farms

Purple Reign
SANTA GERTRUDIS SALE

Purple Reign Sale

Saturday, March 26, 2022
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annual event!



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SANTA GERTRUDIS SALE

March 26, 2022

**11:00 a.m. • 777 Farms
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Creech Farms, N.C.

Flying C Ranch, Ark.

Grandview Farms, Ala.

Hurricane Cattle Co., Texas

Gracelynn Lee, Ark.

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Darren Richmond

Sale Chairman

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Rockin 3T Ranch

The Threet Family

(214) 949-7084 | (972) 489-6887

rockin3t@yahoo.com

Contact Darren Richmond to request your catalog today!

2022 SGBI BOARD CANDIDATES

Below are candidates whose names will appear on the ballot for the Santa Gertrudis Breeders International (SGBI) Board of Directors elections. Regional candidates appearing on the ballot notified SGBI of their intent to run by Jan. 28, 2022. Elections for the following six positions on the association's board of directors will be held:

Eastern Region Director – 2 seats
Western Region Director – 2 seats
At-Large Director – District 1
At-Large Director – District 5

Western Region



DARRELL PITCHFORD

Darrell Pitchford, herd number 9519, is seeking an SGBI Western Region director position. He and his wife, Shana, have run a strong, family-based

Santa Gertrudis ranch in Athens, Texas, for several years. Shana's parents are Patricia and the late Jerry Cates, who founded In the Red Ranch in Eustace, Texas. Darrell's son, Casey Austin, has grown up in the National Junior Santa Gertrudis Association (NJSQA). He was on the junior board of directors for multiple terms and served as president in 2016-2017. He is now an adult member along with his wife, Brianna, and their daughter, Oakley Cate. Darrell's 19-year-old daughter, Gracey Cate, also grew up in the Santa Gertrudis breed. She served the Premier affiliate as an officer, princess and queen, and NJSQA princess.

Darrell has been around the agriculture industry for as long as he can remember. For him, nothing hits home more than a pasture full of cherry red cattle. Not only has he raised his own children in the breed, but Shana's brother, Michael Cates, his wife, Jodie, and their three kids, Abbie, Sadie and Cooper, have grown up in the Gert family as well.

He has been heavily involved in raising, showing and breeding cattle that are high quality in both functionality and genotype. One of their greatest honors was when Casey won National Junior Champion Female in 2016 and Gracey in 2017. However, one of the greatest feelings was watching Laura Zibilski win the same award in 2018 with a female they raised.

"I enjoy being involved in every aspect of the industry, and feel I can bring a clean mind full of fresh ideas and knowledge to the table," Darrell says. "If I am elected, I would love to represent the hard-working members and breeders of the western region and present your ideas to advance the breed."



YANCEY STRAIT

Yancey Strait is seeking an SGBI Western Region director position. Along with his mom, sister and their families, Yancey owns and oper-

ates Strait Ranches, a Santa Gertrudis seedstock operation in Streetman, Texas. Yancey, his wife, Heather, and their two daughters, Avery and Arden, reside in Prosper, Texas. They also have a Santa Gertrudis herd. The couple feels fortunate to be able to raise their children in the National Junior Santa Gertrudis Association and are hopeful they are preparing their children to be the fifth generation to operate the Strait Ranches' Santa Gertrudis herd.

In addition to breeding Santa Gertrudis cattle, Yancey owns and manages a utility construction company in the Dallas/Fort Worth metropolitan area. He is also a member of a safety consulting business that serves the oil, gas and utility sectors.

Yancey is seeking election as he believes in the versatility, adaptability, productivity and performance of this breed of cattle.

"As Santa Gertrudis breeders, we are in a unique position to produce an animal that balances strong carcass, growth and maternal traits while providing heterosis to the commercial cattle sector," Yancey says. "I have had the opportunity to serve this breed as a director in the past and would be honored to have this opportunity again."

KADE THIGPEN

Kade Thigpen, Hondo, Texas, is seeking election as an SGBI Western Region director.

Kade grew up in the commercial cattle industry under the guidance of his grandfather and older brother, who own and operate a regional livestock auction in Pearsall,



Texas. He says growing up working cattle in South Texas was not always luxurious, but the lessons learned have proved to be very valuable in helping him manage today.

He has worked for Hefte Ranch for nearly eight years. During this time, he has also served on several SGBI committees, organized the South Texas Heritage Sale and built his own herd. Since starting his involvement with the Santa Gertrudis breed, he has seen tremendous growth, not only from a performance standpoint, but also in the acceptance of the breed into commercial programs.

Kade is running for a position on the SGBI Board of Directors because he wants to see Santa Gertrudis succeed.

"I want to see show cattle catching people's attention and our amazing junior programs continuing to flourish," Kade says. "I want to see well-balanced animals bring value to commercial programs. I want to see ranches, both large and small, realizing value in registering cattle and building their programs. I believe the Santa Gertrudis breed has an incredibly bright future for all producers, if we all work together."



COLBY THREET

Colby Threet is seeking election to one of the vacant SGBI Western Region director positions and would really appreciate your consid-

eration. Colby's introduction to the Santa Gertrudis breed started in 2006 when he purchased his first heifer from Double TT Ranch. Since then, Rockin 3T Ranch, herd number 39031, has grown drastically. Colby has been heavily involved in the improvement and growth of the Santa Gertrudis breed, serving on the Shows and Exhibits Committee and the Breed Standards Committee.

With the help of his father, they have grown their herd to more than 70 pure-bred Santa Gertrudis and STAR 5 cows, along with approximately 40 recipient cows. Their operation is primarily focused on raising superior show cattle that thrive in the show ring but satisfy commercial cattlemen's needs. Colby and his father have had the privilege of raising or exhibiting six National Champion or Reserve National Champion animals since their start in 2006. With that said,

CONTINUED ON PAGE 22 »

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2022 National Santa Gertrudis Show

Jan. 17, 2022 | Fort Worth, Texas | Judge: Katy Wunderlich

The 59th 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.

Parade of Champions



Grand Champion Bull

Rockin 3T's Syrus 90IH Golden Boy, shown by Rockin 3T Ranch and 777 Farms, Blooming Grove and Magnolia, Ark.



Reserve Grand Champion Bull

Mr. CF Rosco, shown by Logan Mason, Chappell Hill, Texas



Best of Polled Bull

777 Beez 971, shown by Jacklett Farms, Alpharetta, Ga.



Champion Bull Calf

Triple P's Legend, shown by Triple P Ranch, Trinity, Texas



Champion Senior Bull

777 2022 205G4ET Badger, shown by Erin Kay Daniel, Magnolia, Ark.



Grand Champion Female

Miss M Rock Evie 120, shown by M Rock Farm, Texarkana, Texas



Reserve Grand Champion Female and Best of Polled Female

Miss Grandview G038, shown by Gracey Pitchford, Athens, Texas



Champion Heifer Calf

BSR Changa, shown by Kayson Pledger, Timpson, Texas



Grand Champion STAR 5 Female

CWR Roxie, shown by Crosswinds Ranch, Keller, Texas

Reserve Champion Bull Calf

Zeus, shown by Emma McKnown, Iola, Texas

Champion Yearling Bull

Rockin 3T's Syrus 90IH Golden Boy, shown by Rockin 3T Ranch and 777 Farms, Blooming Grove and Texarkana, Texas

Reserve Champion Yearling Bull

Mr. CF Rosco, shown by Logan Mason, Chappell Hill, Texas

Reserve Champion Senior Bull

777 Beez 971, shown by Jacklett Farms, Alpharetta, Ga.

Reserve Champion Heifer Calf

Chicken Biscuit, shown by Eli Sanders, Carmine, Texas

Reserve Champion Yearling Heifer

Capone Cherokee, shown by Shawn Leifeste, Cameron, Texas

Reserve Champion Senior Female

Briggs 217G, shown by Caleb Bram, Louise, Texas



Reserve Grand Champion STAR 5 Female

CWR Goldie Girl, shown by Harrison Kimble, Kingsbury, Texas

CLASS WINNERS ON PAGE 24

MARCH 19, 2022 ♦ 11 AM

BRIGGS RANCHES

Traylor Division • Bloomington, Texas

↖ **NEW LOCATION!**



OFFERING TO INCLUDE

Replacement Heifers ♦ Show Prospects

SALE SCHEDULE

Friday, March 18

5:00 p.m. - Cattle Viewing

6:00 p.m. - Dinner

Saturday, March 19

8:00 a.m. - Cowboy Coffee

11:00 a.m. - Sale Begins



SELLING BOTH OPEN AND BRED HEIFERS

Sires include:

Mateo 7238 ♦ Cochise 3228 ♦ Navidad 8/5

Heifer 915H4

Sire: 253D3

Dam: Silva 915/3

Al'd to Mateo 7238 and

pasture exposed to Harris Farms 117F4

**OUR BRED
HEIFERS**

Heifer 1322

Sire: Hefte D10

Dam: Hefte F61

Al'd to Mateo 7238 and

pasture exposed to Harris Farms 117F4

For further information, refer to sale catalog:

www.facebook.com/bluebonnetclassicsale/

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BOARD CANDIDATES

CONTINUED FROM PAGE 18

he also understands the importance of data collection and performance selection and has started to be proactive in those areas. While collecting data is important, he also believes that maintaining that double-take, make-you-look-twice phenotype is just as important.

"My goal as a western regional director is to be an advocate for small or large operations who feel their voice is not heard," Colby says. "I plan to be a part of this association for many years to come and would like to represent you as Santa Gertrudis breeders."

If you have any questions, please contact Colby at (214) 949-7084 or rockin3t@yahoo.com.

Eastern Region



JAMIE DANIEL

Jamie Daniel seeks election to one of the SGBI Eastern Region seats. She lives in Magnolia, Ark., with her husband, Chad, and their three children,

Patrick, Erin-Kay and Caroline. Together, they own and operate 777 Farms where they raise registered Santa Gertrudis cattle and are very active on the open and junior show circuit. Jamie is a member of the Arkoma Santa Gertrudis Association and the Polled Santa Gertrudis Association. She currently serves on two SGBI committees and has also served as vice president of marketing and promotion. She is a real estate broker and insurance agent. "I enjoyed being a board member for the six years I was able to serve and would love the opportunity to continue to serve as your representative," Jamie says. "I'm excited about the progress our breed has made over the last few years and cannot wait to see what the future holds for Santa Gertrudis cattle. I would sincerely appreciate your support and I thank you in advance!"

CRAIG LOPOSSA

Craig Lopossa is seeking re-election as an SGBI Eastern Region director. He has been an SGBI member since the early '90s. Craig owns Red View Farms in Poland, Ind., a small purebred and commercial operation. Over the



years, he has actively exhibited Santa Gertrudis cattle at many fairs and shows.

Craig is a member of the Indiana Santa Gertrudis Association and the Kentucky Santa Gertrudis Association. He has been a strong supporter of the District 6 Show and Sale over the years; last year, he became the show's co-manager.

He is also very active in his community. Craig is a strong supporter of the Bowling Green Volunteer Fire Department and the Old Settlers Committee. He is also a member of Clay Lodge 85 F&AM of Bowling Green, Ind., Scottish Rite Valley of Indianapolis, Ind., and the Zora Shrine of Terre Haute, Ind. He currently works for a local co-op in agronomy sales and grain inspection.

He looks forward to continue working with the board and representing the breeders.

"This is an exciting time to be in the beef industry and the Santa Gertrudis breed," Craig says. "It's exciting to see the success the industry has made over the last several years. I can't wait to see what the future holds for the Santa Gertrudis breed and the junior members. I would greatly appreciate your support. Thank you in advance."

ERIK WILEY

Erik Wiley is seeking re-election as an SGBI Eastern Region director. Erik believes it is important to realize that SGBI's strength is driven and set by the activity and work of its membership.

"You get what you put into it," Erik says. "Each member owns a share of SGBI's success."

Erik has tried to represent every member responsibly and accountably in developing new tools, programs and activities that involve the betterment of the association and the breed.

During Erik's time on the board, the association was faced with John Ford's retirement. "Finding a replacement and putting him in place was a challenge, but we were very successful and found Webb Fields," Erik says. "I think with a strong board's support, Webb is set up to lead and advise us into a strong future."

Erik has served as vice president of the Shows and Exhibits Committee. "In that time, the cattle on the show road have gotten better and better and have more of a real-world appeal because of strong judge selection," he says. "Import-



tant changes were made toward point shows and freeing up some regulation to help exhibitors show their animals."

He has also served as vice president of the Marketing and Promotion Committee where the committee revamped advertising campaigns and saw the launch of some progressive social media campaigns that have helped brand Santa Gertrudis as a real player in the beef industry.

For Erik, the most rewarding accomplishment of the board under his tenure was the unanimous vote to implement total herd reporting, which had not been able to get out of committee for six years. "This is a monumental accomplishment and should help SGBI strengthen itself both on an economic and genetic evaluation level," he says.

"I thank you so much, and I hope you will consider voting for me one more time."

If you have any questions, advice or needs, please call or text Erik at (318) 481-8082.

District 1

ADOLFO V. SANCHEZ

Adolfo V. Sanchez is seeking a position as SGBI District 1 director. Adolfo is part of the Red Doc family and helps manage and operate Red Doc Farm.

Adolfo and his family have raised registered and commercial Santa Gertrudis cattle in New Mexico for more than 40 years. In addition to his part in Red Doc Farm, Adolfo and his wife, Christina, operate Roland K. Sanchez MD Family Medicine Practice in Belen, N.M.

Adolfo previously served on the SGBI Board of Directors for six years and was vice president of Breed Improvement. He currently serves as Research and Education Committee chairman. Adolfo has been successful in helping launch the Santa Gertrudis heterosis project with Utah State University and helping expand the demand for Santa Gertrudis by partnering with industry leaders like GrowSafe Beef and regional cattlemen's associations.

Adolfo believes in cattle that have performance, are moderate frame and cattle that meet the demands of the commercial cattle raiser. Adolfo believes we have made great strides at SGBI; however, we are in a very competitive seedstock environment, and we must



CONTINUED ON PAGE 33 »

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2022 National Santa Gertrudis Show

Class Winners

Early Summer Heifer Calf

1. Miss M Rock Abigail 521, shown by M Rock Farm, Texarkana, Texas
2. ES 152, shown by Fulton Farms, Denton, Texas
3. ET Tortilla, shown by Fulton Farms, Denton, Texas

Late Junior Heifer Calf

1. XL's That Color Red, shown by John Brockman/Excell Santa Gertrudis, Houston, Texas
2. Harley 213/21, shown by Landon Stem, Navasota, Texas
3. 375, shown by Karli Shupak, Somerville, Texas

Early Junior Heifer Calf

1. Chicken Biscuit, shown by Eli Saunders, Carmine, Texas
2. Miss Wish, shown by Caleb Bram, Louise, Texas
3. XL's Lenina 116, shown by Kade Keithly-Brockman/Excell Santa Gertrudis, Houston, Texas

Late Senior Heifer Calf

1. BSR Changa, shown by Kayson Pledger, Timpson, Texas
2. Triple P's Beautiful, shown by Lauren Hanna, Decatur, Texas
3. Miss T-Arrow Taffy, shown by Eli Saunders, Carmine, Texas

Early Senior Heifer Calf

1. KK Swaggers Sazerac, shown by Caleb Bram, Louise, Texas
2. KK Vanity Fair, shown by Kalli Kimble, Kingsbury, Texas
3. OLC Lady May 920, shown by Carley Jones, Wrightsville, Ga.

Champion Heifer Calf

BSR Changa, shown by Kayson Pledger, Timpson, Texas

Reserve Champion Heifer Calf

Chicken Biscuit, shown by Eli Saunders, Carmine, Texas

Late Summer Yearling Heifer

1. ET Takis, shown by Fulton Farms, Denton, Texas
2. WL Shania, shown by Wethington Cattle Company, Iola, Texas
3. CWR Lady Bug, shown by Cacie Lennon, Alba, Texas

Early Summer Yearling Heifer

1. XL's Cleopatra 008 ET, shown by Chloe Gordon/Excell Santa Gertrudis, Houston, Texas
2. KK Sassy's Stevie, shown by Levi Nelson, Krum, Texas
3. FC June Bug, shown by Cacie Lennon, Alba, Texas

Late Junior Yearling Heifer

1. Capone Cherokee, shown by Shawn Leifeste, Cameron, Texas
2. Top Shelf Champagne, shown by Top Shelf Cattle Company, California, Mo.
3. SF Clancy, shown by Lazy L Show Cattle, Navasota, Texas

Early Junior Yearling Heifer

1. Miss M Rock Evie 120, shown by M Rock Farm, Texarkana, Texas
2. In the Red Game Time 129/0, shown by Gracey Pitchford, Athens, Texas
3. ET Arya 010, shown by Fulton Farms, Denton, Texas

Champion Yearling Heifer

Miss M Rock Evie 120, shown by M Rock Farm, Texarkana, Texas

Reserve Champion Yearling Heifer

Capone Cherokee, shown by Shawn Leifeste, Cameron, Texas

Late Senior Yearling Heifer

1. Miss Grandview G038, shown by Gracey Pitchford, Athens, Texas
2. KK Tallulah's Tanji, shown by Kalli Kimble, Kingsbury, Texas
3. DP Miss Glamor 41362, shown by Charlie Joe Grogan, Athens, Texas



Early Senior Yearling Heifer

1. CWR Tina Ray, shown by Trey Roach, Keller, Texas
2. PC Miss Hemingway's Lucy 436, shown by Bailey Wiley, N Richland Hills, Texas
3. FF Miss Mary Lynn, shown by Cache Streitt, Electra, Texas

Late 2-Year-Old Heifer

1. Urbanosky Versace 9/42, shown by Demi Harrington, Plantersville, Texas

Early 2-Year-Old Heifer

1. Briggs 217G, shown by Caleb Bram, Louise, Texas
2. Jubileena Bing Bing, shown by Graydon Rainey, Tioga, Texas

Champion Senior Female

Miss Grandview G038, shown by Gracey Pitchford, Athens, Texas



Reserve Champion Senior Female

Briggs 217G, shown by Caleb Bram, Louise, Texas

Grand Champion Female

Miss M Rock Evie 120, shown by M Rock Farm, Texarkana, Texas

Reserve Grand Champion Female

Miss Grandview G038, shown by Gracey Pitchford, Athens, Texas

Best of Polled Female

Miss Grandview G038, shown by Gracey Pitchford, Athens, Texas

Early Summer Bull Calf

1. Triple P's Legend, Triple P Ranch, Trinity, Texas
2. 777 205J, shown by Erin Kay Daniel, Magnolia, Ark.
3. CLR Johnny Bush 2115, shown by Kayson Pledger, Timpson, Texas

Late Junior Bull Calf

1. Triton, shown by Luke Nelson, Krum, Texas
2. Grandview J017, shown by Zajic Farms, Ennis, Texas
3. 777 Bruno 777 JI Kash, shown by Erin Kay Daniel, Magnolia, Ark.

Early Junior Bull Calf

1. KK The Valedictorian, shown by Kalli Kimble, Kingsbury, Texas
2. Triple P's Legacy, shown by Triple P Ranch, Trinity, Texas
3. NTR Titus 218/I, shown by Cooper Cates, Eustace, Texas

Late Senior Bull Calf

1. Zeus, shown by Emma McKnown, Iola, Texas
2. NTR Elvis, shown by Sadie Cates, Eustace, Texas
3. Windcrest NT 0/III, shown by Tinney Farms, Hanceville, Ala.

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2022 National Santa Gertrudis Show

Class Winners

CLASS WINNERS CONTINUED FROM PAGE 24

Early Senior Bull Calf

1. B5K Ryder, shown by Karli Shupak, Somerville, Texas

Champion Bull Calf

Triple P's Legend, shown by Triple P Ranch, Trinity, Texas

Reserve Champion Bull Calf

Zeus, shown by Emma McKnown, Iola, Texas

Late Summer Yearling Bull

1. Mr. CF Roscoe, shown by Logan Mason, Chappell Hill, Texas
2. 3WC Copenhagen, shown by Madisyn Douglas, Bonham, Texas
3. HD Duke, shown by Coby Hagan, Hawkins, Texas

Early Summer Yearling Bull

1. 380, shown by Gracey Pitchford, Athens, Texas
2. 777 Vegas 942H2 Zeus, shown by Caroline Daniel, Magnolia, Ark.
3. Circle A 40, shown by Windcrest Farm, Litchfield, Ky.

Late Junior Yearling Bull

1. CSC Cowboy 62-0, shown by Connor State College Farm, Warner, Okla.

Early Junior Yearling Bull

1. 3T's Syrus 90IHI Golden Boy, shown by Rockin 3T Ranch and 777 Farms, Blooming Grove and Texarkana, Texas
2. CWR Master, shown by Hollyann Roach, Keller, Texas

Champion Yearling Bull

3T's Syrus 90IHI Golden Boy, shown by Rockin 3T Ranch and 777 Farms, Blooming Grove and Magnolia, Ark.

Reserve Champion Yearling Bull

Mr. CF Roscoe, shown by Logan Mason, Chappell Hill, Texas

Late Senior Yearling Bull

1. 777 2022 205G4ET Badger, shown by Erin Kay Daniel, Magnolia, Ark.
2. KK Sabes Oso Rojo, shown by Kalli Kimble, Kingsbury, Texas
3. CSC Cowboy 7-9, shown by Connor State College Farm, Warner, Okla.

Early Senior Yearling Bull

1. 777 Beez 97I, shown by Jacklett Farms, Alpharetta, Ga.

Late 2-Year-Old Bull

1. SCC Mr Dealer 452GI, shown by Stroman Cattle Co., Bryan, Texas

Early 2-Year-Old Bull

1. Jernigan 90I, shown by Hutcheson Howell Livestock, Wrightsville, Ga.

Aged Bull

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

Champion Senior Bull

777 2022 205G4ET Badger, shown by Erin Kay Daniel, Magnolia, Ark.

Reserve Champion Senior Bull

777 Beez 97I, shown by Jacklett Farms, Alpharetta, Ga.

Grand Champion Bull

3T's Syrus 90IHI Golden Boy, shown by Rockin 3T Ranch and 777 Farms, Blooming Grove and Magnolia, Ark.

Reserve Grand Champion Bull

Mr. CF Roscoe, shown by Logan Mason, Chappell Hill, Texas

Best of Polled Bull

777 Beez 97I, shown by Jacklett Farms, Alpharetta, Ga.

Produce-Of-Dam

1. Excell Santa Gertrudis, Houston, Texas
2. Fulton Farms, Denton, Texas

Get-of-Sire

1. Rockin 3T Ranch, Blooming Grove, Texas
2. Connie Roach, Keller, Texas



STAR 5 Female Class 1

1. Miss Gal Big Bertha, shown by Gracelyn Ann Lee, Fayetteville, Ark.
2. HCC Nutmeg, shown by Hurricane Cattle Company, Weatherford, Texas
3. Miss Gal Jeanette, Gracelyn Ann Lee, Fayetteville, Ark.

STAR 5 Female Class 2

1. CWR Roxie, shown by Crosswinds Ranch, Keller, Texas
2. CWR Goldie Girl, shown by Harrison Kimble, Kingsbury, Texas
3. Miss Gal 105, shown by Gracey Pitchford, Athens, Texas

STAR 5 Female Class 3

1. FSCC Miss Bacardi, shown by Peyton Barnett, Burleson, Texas
2. Circle H Josie, shown by Hutcheson-Howell Livestock, Wrightsville, Ga.

Grand Champion STAR 5 Female

CWR Roxie, shown by Crosswinds Ranch, Keller, Texas

Reserve Grand Champion STAR 5 Female

CWR Goldie Girl, shown by Harrison Kimble, Kingsbury, Texas



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2022 National Santa Gertrudis Show

Dedication: Jane Lowrey Fulton

Jane Lowrey Fulton was born and raised in Denton, Texas, where she attended Texas Women's University, graduated with a master's degree in art, and met and married her husband of 44 years, Owen.

Together they started their business, Fulton Supply and Recycling, Inc., a metal recycling facility in Denton. The business' headquarters is located at the original location of Jane's grandparents' home. Since its start in 1970, Fulton Supply has branched into three locations – two recycling yards and a retail metal sales yard.

After the business was up and running, Jane and Owen turned back to their agricultural backgrounds. Jane's maternal grandfather owned a dairy in Rosenberg, Texas, while Owen's maternal grandparents had a farming and cattle operation in Canton, Texas.

Jane and Owen purchased 150 Brangus heifers in 1980. Around that same time, a fellow breeder who was also in the steel business convinced Owen that he needed some good, red bulls to go on his heifers. A deal was struck – Owen traded a truckload of steel to build new pens at Draper & Yates Farms and three breeding-age Santa Gertrudis bulls came to Fulton Farms.

That Christmas, Jane was looking for a present for Owen and decided on a purebred Santa Gertrudis heifer. This big, red female joined the herd of black cattle and stuck out, not just because of her color but also her performance.

That was just the beginning. When their youngest daughter was interested in showing cattle, Jane was concerned about the prospect of having to sell a show steer at the end of its career and the tears that might come. Luckily for Jane, the new Denton High School ag teacher, Brad Bland, just happened to have experience with Santa Gertrudis cattle. Learning that the family had Santa Gertrudis bulls, Brad suggested the Fultons get a show heifer. Jane



contacted Bob Draper and asked if he had any show heifers for sale. After much discussion with Owen over the cost of a heifer, Jane decided to take a look. Jane, Suzanne and Brad loaded up and went east to just look. When they got home that night, Owen asked what they got. Jane admitted they couldn't decide between two heifers. Owen said to get both and he'd work another deal with Mr. Draper.

One of those females wound up being calf champion at the Fort Worth Junior Show and started a long and successful show career for Fulton Farms. To date, they have shown five

CONTINUED ON PAGE 33

2022 National Junior Santa Gertrudis Show

June 19-24, 2022
Texarkana, Ark.

2022 NJS GS



DEJA MOO
ALL OVER AGAIN
TEXARKANA, AR

Planning is underway for the 2022 National Junior Santa Gertrudis Show (NJS GS), June 19-25 in Texarkana, Ark.

The annual 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 your company to support Santa Gertrudis junior members and their families. If your organization is interested in becoming a part of this vibrant youth activity, securing a sponsorship agreement or learning more about opportunities with the 2022 NJS GS, contact Vickie Loessin at vickieloessin@aol.com, Patti Manak at pattimanak@gmail.com or Suzanne Fulton at esterry@hotmail.com.

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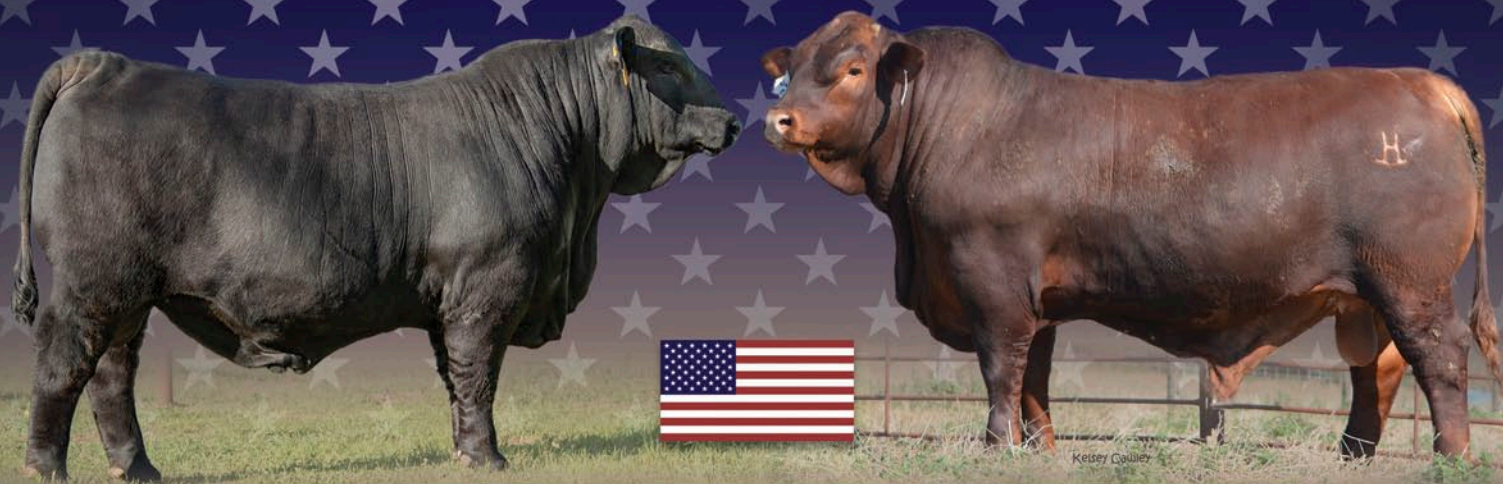
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Considerations and Benefits of Crossbreeding to Maximize Hybrid Vigor

By Matthew Garcia, M.S., MBA, Ph.D., Beef Cattle Specialist, Utah State University

Beef producers are constantly dealing with new and surprising challenges in their production systems. Whether it is unpredictable markets or environmental challenges like drought, an old tool such as crossbreeding, which captures heterosis (hybrid vigor), may aid producers in becoming more productive. The term *heterosis* (or hybrid vigor) is the primary factor that makes crossbreeding such a desirable practice in the beef industry. Hybrid vigor simply means that, through crossbreeding, the hybrid offspring will be expected to outperform the purebred parents. Essentially, hybrid vigor increases genetic variability in a herd rather than increasing inbreeding, which can increase uniformity and the incidence of inbreeding depression.

It is vital to consider the breed when implementing a crossbreeding scheme. As we all know, no breed is perfect for all traits, all production environments or all marketing schemes. Crossbreeding maximizes breed complementarity to maximize hybrid vigor. Breed complementarity is deciding which two breeds, if combined, will yield offspring that are better as a whole than the purebred parents in a specific environment or production scheme.

A great example of breed complementarity and maximum hybrid vigor is crossing purebred *Bos taurus* (Angus, Hereford, etc.) with purebred *Bos indicus* (Santa Gertrudis, Brahman, etc.) in the southern United States. The offspring are more heat adapted and parasite resistant than their *Bos taurus* parent, but become sexually mature earlier and have better carcass characteristics than their *Bos indicus* parent. As a whole, these offspring are much better than their purebred parents in this southeastern beef cattle system, and the offspring have 100 percent hybrid vigor.

However, it is also important to remember that when trying to maximize the effects of hybrid vigor, it is essential that we still select for matings



that will maximize all the traits that are important to our operation rather than a single trait.

One of the biggest misconceptions is that only the initial cross contains 100 percent hybrid vigor. Incorporating any other breed (other than Angus and Brahman) to the 50/50 Angus Brahman cross will yield 100 percent hybrid vigor in the offspring and, essentially, the producer has produced a three-breed cross with 100 percent hybrid vigor.

However, if a producer decided to breed those 50/50 offspring back to a purebred Angus bull, the percent hybrid vigor would be reduced dramatically every generation they did this as the offspring would become more Angus-like. Essentially, we will decrease hybrid vigor as we make animals more purebred or incorporate a breed already in their genetic background. As such, it is important to consider the breed background of the cows being bred in order to maximize hybrid vigor in the offspring.

Ensuring that we retain high levels of hybrid vigor is also a major goal in the majority of crossbreeding systems. However, in virtually all crossbreeding systems where we are keeping

replacement females, at some point, the retained cows will have a percentage of the breeding bull's breed in their background. This is where proper crossbreeding strategies are essential! Typically, when this is the case, the breed of bull selected is the lowest breed percentage represented in the cow herd. When this is the case, and if crossbreeding strategies have been implemented correctly, you can still maintain approximately 87 percent hybrid vigor and increased performance of the offspring with this proper rotation.

There are also a wide variety of crossbreeding strategies to maximize hybrid vigor. For example, strategies such as rotation in time (new bull introduced every breeding season); spatial rotations (different breed bulls in separate pastures breeding cows with breed types most dissimilar to their own); and terminal crossbreeding systems (maximizing growth and performance so that all calves are sent to market); or even incorporating composite breeds are all viable crossbreeding strategies with their own benefits and challenges.

When implementing a crossbreeding strategy to maximize heterosis, a producer must critically evaluate the system that will work best for them. While some systems may maintain a higher level of retained hybrid vigor, the producer may not have the available resources to implement them correctly. Therefore, critically evaluating which system matches your resource's production goals and maintains an adequate level of hybrid vigor is vital.

In summary, while maximizing hybrid vigor through crossbreeding is not a new tool in our genetic toolbox, it must be implemented with careful thought. Breed complementarity must be carefully considered while still implementing multiple-trait selection and ensuring that the crossbreeding system is compatible with a producer's production resources and goals. 🐄

BOARD CANDIDATES

CONTINUED FROM PAGE 22

continue to stay progressive as a breed and an association.

"We must continue to utilize great tools, render breed services and effectively market Santa Gertrudis cattle in order to remain a viable breed in the beef industry," Adolfo says. "As registered breeders, we have to continue to produce seedstock that fit the commercial industry and have marketplace value."

Adolfo asks for your vote to continue working for a successful Santa Gertrudis breed and an ongoing return on investment in Santa Gertrudis cattle.

District 5

MICKY BOWMAN

Mickey Bowman is seeking the position of SGBI District 5 at-large director. He lives in Staley, N.C., with wife, Shelly, where they own and operate Rockin B Farm Inc., along with their three sons, Joey, Josh and Jarod, and their four wonderful grandchildren, with number five on the way. Rockin B Farm operates 10 contract broiler houses, producing 1 million



chickens per year, as well as a herd of Santa Gertrudis cows.

The Bowmans have been raising Santa Gertrudis since 1987. All three of Mickey's sons showed cows at the North Carolina State Fair, North Carolina Junior Beef Round-Up and the National Junior Santa Gertrudis Show. Mickey has been very active in the Santa Gertrudis Breeders of the Carolinas over the years, serving on the board of directors for 12 years and serving as youth director of the Carolinas when his sons were showing. His son Josh is currently serving as Breeders of the Carolinas president. Mickey's past leadership positions include Randolph Livestock and Poultry Improvement Association president, North Carolina Forage and Grasslands Council, North Carolina Cooperative Extension Advisory Board and Randolph Voluntary Ag District Board.

"I have been in this breed for 35 years and have seen some good times and some very low times for this breed. But I truly believe these are the best times, and we are heading in the right direction to continue to see some great times and gain a larger sector of the commercial market with more data collection and better records to prove this breed is truly data driven and profit

proven," Mickey says. "As a director, I will work hard in any way I can to help this great breed to continue to move forward and to provide a voice for all the members in my district. Thank you for your consideration and I would appreciate your vote." 🐄

NATIONAL SHOW DEDICATION

CONTINUED FROM PAGE 30

national or reserve national champion females, four of those being bred and owned.

Jane never stopped at just being a Santa Gertrudis Breeders International (SGBI) member. She was taught to volunteer and give back. Jane served as her local county show secretary in charge of the county youth fair for many years. She also sat on the Premier Board of Directors for many years, serving as secretary and headed up sales at the State Fair of Texas. Jane has supported SGBI through donations and is a proud supporter of the National Junior Santa Gertrudis Association.

Jane now supports her daughter, Suzanne Fulton, and granddaughter, Taylor Terry, as they give back and support the Santa Gertrudis breed. 🐄

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Santa Gertrudis Breeders International Selection Indexes

By Kari White, Ph.D., Genetic Evaluation Scientist, Genetic Prediction Group, Neogen

Doesn't it seem like the world is moving fast lately? We all have so many things to do – cows to feed, kids to raise, jobs to work and houses to take care of. Sometimes, it can seem like there simply aren't enough hours in the week to get everything done, much less pour over 16 different expected progeny differences (EPDs) on your breeding stock to decide what bull to use this year!

If you live in a small community like I do, there is a store that serves as a one-stop shop for everything you need. Groceries, lightbulbs and socks can all be purchased in the same place without having to go to three different stores to get what you need. Too bad we don't have anything like that in beef cattle genetics.

Actually, you're in luck. Santa Gertrudis Breeders International (SGBI) offers selection index technology as part of their monthly genetic evaluation to give

breeders a one-stop shop when it comes to selecting breeding stock. These indexes combine multiple EPDs into one number for easier selection in three different categories of traits: **Cow/Calf**, **Terminal** and **Balanced**. You can review the EPDs included in each index below:

SGBI Cow/Calf Index: Birth Weight, Weaning Weight, Milk, Scrotal, Breed Back and Heifer Pregnancy



SGBI Terminal Index: Birth Weight, Weaning Weight, Yearling Weight, Ribeye Area, Marbling and Fat

SGBI Balanced Index: Birth Weight, Weaning Weight, Milk, Yearling Weight, Ribeye Area, Marbling, Fat, Scrotal, Breed Back and Heifer Pregnancy

The indexes combine EPDs with economic weights into one number that predicts how profitable an animal is for all the traits combined, compared to its contemporaries. Indexes are easy to use because the units are in dollars, meaning that animals with higher index values have a higher profit potential.

From a selection standpoint, indexes also offer more consistent genetic progress compared to selecting for a single trait for a few years and a different trait for a few years. Index selection allows you to put steady selection on multiple traits at one time for greater consistency in your calf crop and more dollars in your pocket. It's an animal breeding one-stop shop! 🐄

Mr. CF Rosco Reserve National Champion Bull 2022 NATIONAL SANTA GERTRUDIS SHOW



CF Cattle Company and the Fuchs family are thankful for a tremendous year with Mr. CF Rosco 075. Congratulations to Logan Mason and family on exhibiting the 2021 National Junior Champion Santa Gertrudis Bull and now, the 2022 National Open Reserve Champion Bull.

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GONE TO TEXAS!

Santa Gertrudis Breeders at 2022 Cattle Industry Convention

Cattlemen and women from across the country gathered for more than three days of education, fellowship, networking, business and a whole lot of fun as part of the 2022 Cattle Industry Convention & NCBA Trade Show in Houston, Texas, Feb. 1-3. Many Santa Gertrudis breeders were among those attending agriculture's premier event.

Santa Gertrudis Breeders International (SGBI) participated in the vast and energetic trade show, with more than 350 exhibitors on nearly 10 acres of the NCBA Trade Show. As they say – everything is bigger in Texas! The SGBI booth had a prime location, and leaders and members were on hand to engage with and talk to interested cattle producers who wanted to learn more about how Santa Gertrudis cattle could benefit their operations.

In addition, Santa Gertrudis breeder Red Doc Farm had a live cattle display booth on the trade show floor. Red Doc Farm not only promoted Santa Gertrudis, but provided the visual benefit of what the breed represents.

As part of the cattle industry's hallmark event, NCBA's Executive Committee approved the organization's 2022 policy priorities with an emphasis on strengthening the economic, environmental and social sustainability of the cattle industry.

NCBA's policy priorities for 2022 include:

- Improving market leverage and opportunities through increased access to market data and risk management tools for producers.
- Securing the future of the beef industry by protecting crucial tax provisions, limiting regulatory burdens on farms and ranches and leveling the playing field for producers.
- Boosting the resiliency of the beef supply chain by addressing labor shortages, improving processing capacity, expanding technology and strengthening transportation.
- Achieving key cattle industry priorities in the 2023 Farm Bill. 🐄



SGBI President Nancy Wunderlich, left, and SGBI Executive Director Webb Fields at the SGBI booth in the NCBA Trade Show.



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2022 National Santa Gertrudis Show

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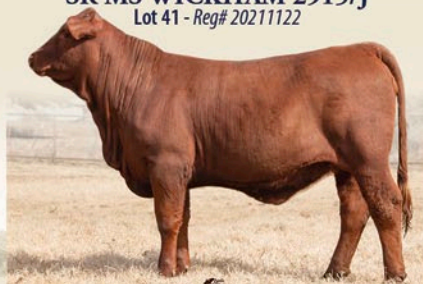
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Savannah River Cattlemen Sale

March 26, 2022 Saturday 11:00 a.m.

Hephzibah Agriculture Center

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There will be registered and commercial open heifers, pairs, 3n1's, herd sires, future herd sires and a select group of Brahman cattle from McCutchen Cattle.



For more information, check out our Facebook page: **Savannah River Cattlemen Sale**



CONTACTS

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706.306.3507

sarahemilcolley22@gmail.com

Dan Davis, Sale Committee

404.909.0340

Chris Swygert, Sale Committee
803.223.3417

Charles Johnson, Sale Committee
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CONGRATULATIONS!



Great job Jacklett Farms, Alpharetta, Ga., on exhibiting 777 Beez, the 2022 National Best of Polled Champion and Reserve Senior Champion at the National Show in Fort Worth!

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