



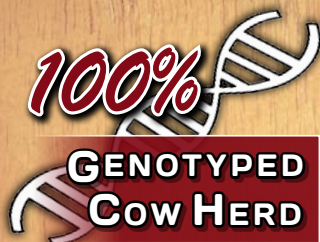
SANTA GERTRUDIS

USA

MARCH 2023 | VOLUME 26, NUMBER 3



Tinney FARMS



On the Forefront of Combining PERFORMANCE & PHENOTYPE

- Providing more data for today's producer
- Removing the guesswork from the selection process



◀ **TF J011** Reg. #20211258
Daughter of National Champion
Masterpiece, she sells bred to TF
7019H4, TF 5369G4 or Heffe G38.

TF 563 Reg. #20207950 ▶
Granddaughter of National
Champions SJ High Roller and
Miss Double TT 336, she sells
bred to TF 7019H4,
TF 5369G4 or Heffe G38.



**LOOK FOR THESE
CONSIGNMENTS**

Purple Reign II
SANTA GERTRUDIS SALE

MARCH 25
777 Farms • Magnolia, Ark.

And mark you calendar!

**CRIMSON
CLASSIC**

April 22 • Cullman, Ala.

**Tinney
FARMS**
EST. 1980

Manager: Arlin Taylor
(256) 507-3838

arlin.taylor@bhamfast.com • tinneyfarms.com
5251 Co. Rd. 601 • Hanceville, AL 35077
Follow us on Facebook!

Headed to the Santa Gertrudis
Bluebonnet Classic Sale!



If you need one, a few or want to start a herd, Wendt Ranches and Kubecka Ranch can fill that order. We have 18 heifers selling at Bluebonnet. Each sells with two straws of Never Sank female-sexed semen.



Santa Gertrudis Bluebonnet Classic

Saturday, March 18, 2023, at 11:00 a.m.

Briggs Ranches

Bloomington, Texas

Cattle Viewing: Friday, March 17, 5:00 p.m.

Wendt Ranches Partners LLC
Kubecka Ranch

5475 FM 457, Bay City, TX

Email: wendtranches@hotmail.com

Gene Kubecka

979-240-5311

Daniel Kubecka

979-240-5312

Wendt Ranches SGBI Herd #621, established 1954

Kubecka Ranch SGBI Herd #6417, established 1978

S
S

S
S

SANTA GERTRUDIS USA

IN THIS ISSUE

- 12** Breeding Soundness Exams Are Still Important
- 14** The First of Its Kind
- 18** SGBI Affiliates
- 22** When Is It Time to Update Indexes?
- 24** Cattle Industry Convention & NCBA Trade Show Report
- 26** The Genetic Basis of Crossbreeding
- 28** SGBI 72nd Annual Meeting Registration & Schedule
- 29** 2023 Board Candidates
- 36** Show Results: Cattlemen's Congress
- 36** Show Results: Fort Worth Stock Show

DEPARTMENTS

- 6** Executive Director's Report
- 8** President's Letter
- 8, 10** Junior Letters
- 10** Breed Statistics
- 10** Calendar of Events
- 10** New Members
- 37** Ad Index



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. 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*.al are those of the writer or the person interviewed and not necessarily those of *Santa Gertrudis USA*.

March 2023 | Volume 26, 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

HC Neel

hcneel@santagertrudis.com

REGISTRATION & MEMBER SERVICES SPECIALIST

Diana L. Ruiz

diana@santagertrudis.com

MEMBER SERVICES

Emma Ramirez

emma@santagertrudis.com

Kristy Gonzalez

kristy@santagertrudis.com

DNA COORDINATOR

Melissa Braden

melissa@santagertrudis.com

MEMBER SERVICES REPRESENTATIVE

Darren Richmond

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

MAGAZINE STAFF

PUBLISHER

Blueprint Media

P.O. Box 427, Timnath, CO 80547

info@blueprintma.com

MANAGING EDITOR

Jessie Topp-Becker

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

EDITOR

Lisa Bard | lbard@blueprintma.com

(970) 498-9306

AD SALES | CATALOGS

Darren Richmond

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

CREATIVE DIRECTOR

Kathie Bedolli | kbedolli@blueprintma.com

(540) 842-8228

MATERIALS COORDINATOR

Megan Sajbel Field

AD DESIGN

Holly Holland

ADMINISTRATION

Leslie McKibben

COPY EDITOR

Larisa Willrett

ON THE COVER

Santa Gertrudis breeders pose for a photo at the Breeders of the Carolinas Association Field Day hosted Sept. 24, 2022, at 5J's Cattle Company, Clayton, N.C..

Photos by Darren Richmond.



SANTA GERTRUDIS USA

Providing Polled Power Genetics to the Santa Gertrudis Breed

777 FARMS

Chad, Jamie,
Patrick, Erin-Kay & Caroline Daniel
(870) 904-3070
triple7farms@gmail.com

2018-2022 Breeder of the Year

777
FARMS

CREECH FARMS

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

CF

Polled Santa Gertrudis Association

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

Thanks for a Great Sale!

Banners & Buckles Sale

Thank you Blake Walker (right), High Country Farm, for his purchase of GCR 131 at the 2023 Banners & Buckles Sale.

We also thank David Branch, Rayville, La., for his purchase.

We appreciate your confidence in our program!



GCR 131

Be sure to look for our
consignments to the
**CRIMSON CLASSIC
SALE!**

April 22, 2023

Cullman, Ala.

Graves Creek Ranch

(601) 270-1561

Flying C Ranch

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



Graves Creek Ranch



Barry Powell

Columbia, MS
(601) 270-1561

bpowell@powelltransportation.com



5J'S CATTLE COMPANY

Jody Standley, owner
(919) 291-4212
Kim Prestwood, manager
(828) 320-7317

84 Austin Farm Lane, Clayton, NC 27520





EXECUTIVE DIRECTOR'S REPORT

By HC Neel

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

A Great First Month

What a deal. You're reading this in March, but I'm writing it as I finish up my first month at Santa Gertrudis Breeders International (SGBI) in late January. What a month it's been, too! I can't thank you enough for being as welcoming, kind and supportive as you have been. The transition to SGBI has been smooth as silk as of now, and I am genuinely looking forward to the future.

I want these reports to be personable and for you to actually WANT to read them. I don't want to be generic and such; I want you to know what's going on and what I'm thinking. I want to be transparent with you and maintain a proper level of communication as SGBI and I get things done. To start, let's give you some insight into how my first month on the job looked.

Meetings. More meetings than I can count, honestly. Having worked for another breed association, I was familiar with the ins and outs of how a breed association operates. So, the main goal has been to simply familiarize myself with all things specific to SGBI. That said, I've had meetings about everything from accounting to research to advertising and, quite literally, everything in between it seems like. You probably think that's boring. To be truthful, it hasn't even been close to that. I have truly enjoyed each of the talks I've had the opportunity to have, and I feel like I

have made tremendous progress in my first month.

Travel has also officially begun. As you read this, I've had the opportunity to attend the Fort Worth Open Show. I'd like to give a special shoutout to Darren Richmond who took me around and introduced me to everybody there! It really was a joy to talk to those of you who were there. I know there's no way I met everybody. So, if you see me around, whether I've had the chance to talk to you yet or not, please don't hesitate to come over and have a conversation.

By the time you've read this, I will have attended the Cattle Industry Convention & NCBA Trade Show in New Orleans, La.; National Santa Gertrudis Show in Jackson, Miss.; San Antonio All Breeds Sale; and Utah Beef Field Day in Logan, Utah. For those of you I got to meet, thank you! For those of you I haven't had the chance to connect with yet, I'll be at these events in March: Houston Livestock Show & Rodeo, Georgia Cattle-men's Association Convention, Texas and Southwestern Cattle Raisers Association Convention and multiple sales. Please, don't be shy and come say hello if you're at any of these events!

I've also spent a lot of time familiarizing myself with the SGBI Annual Meeting and am continuing preparations for that event by the day. If you have not already received a registration form for the annual meeting, please let someone at the office know so we can get one to you.

(You can also find one on page 28.) Also, I'd encourage you to donate or become a sponsor of the annual meeting, if you're able. Much of what is done at that event is made possible in part through member support. We continue to look for ways to make the event this year, and in future years, as incredible as possible. If you have not received a sponsorship form, please let us know and we can get one to you. You should also be able to find these documents in eblasts and on santagertrudis.com. I look forward to seeing everybody in Amarillo, Texas!

Now let's get down to the nitty gritty. We have some work to do. As you read this, I have likely already compiled many (if not all) of my thoughts from meetings, research and observations. I want to develop a vision and goals for SGBI and for the Santa Gertrudis breed. I'll provide some more insight into what I think that vision looks like and how to accomplish it in my report at the SGBI Annual Meeting.

Finally, and I know you all know this, but we have a great, highly versatile product in these cattle. The question I want you all to ask yourselves is how do we continue to grow that product and expand our market share? That answer doesn't come from only me or only one of you, but from all of us. We all have our niches within this breed. But, at the end of the day, it's about the BREED. My challenge to you all is to think about how we can continue to work for the betterment of the BREED. Think about the cattle, think about the market for them, think about the value we and our cattle provide to the industry and think how we can continue to improve it all. Think about how we come together to maintain our place, and also build into a leading force in the purebred and commercial beef sectors.

As always, "It's about BREED improvement, not only herd improvement." 🐄

My challenge to you all is to think about how we can continue to work for the betterment of the BREED. Think about the cattle, think about the market for them, think about the value we and our cattle provide to the industry and think how we can continue to improve it all.



SANTA GERTRUDIS DISTRICT VI BREEDERS



CONGRATULATIONS TANNER LAWRENCE GRAND CHAMPION OVERALL BREEDING BEEF

*She was from the Small Breeders
donated heifer giveaway!*

**CHECK OUT OUR NEWEST
YOUNG HERD SIRE!**



#20220596

CC CASH MONEY

*Thank you to Heather & Adain Cappa
for giving us this opportunity!*



Mark Your Calendar

SEPTEMBER							2023
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
						1	2
3	4	5	6	7	8	9	
10	11	12	13	14	15	16	
17	18	19	20	21	22	23	

**30TH ANNIVERSARY
DISTRICT 6 SHOW & SALE**
Sept. 15-16, 2023 • Corydon, Ind.

MATTINGLY FARMS

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

OSBORNE LIVESTOCK

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

Parker Farms

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



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

WindCrest Farm

John & Nolan Taylor
REGISTERED SANTA GERTRUDIS CATTLE
Gertguys@NCTC.com
1238 Claggett Rd. (270) 734-1670
Leitchfield, Ky. 42754 Herd No. 1431

PRESIDENT'S LETTER

By Gene Kubecka

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



Just getting back from the Cattle Industry Convention & NCBA Trade Show in New Orleans made me realize how important it is that Santa Gertrudis Breeders International (SGBI) has a visible platform at these beef industry gatherings. While the inclement winter weather kept some attendees from traveling to New Orleans, the convention was still well attended. It was a great opportunity to spend some one-on-one time with HC and introduce him to fellow SGBI members. I am very impressed and excited about how HC has hit the ground running in his new position.

While HC will be spending most of his time in the office in Kingsville, you can expect to see him at many breed association and beef industry events. Please let him know if you need any help with registrations, transfers or getting your tissue samples in for DNA work up. He will be implementing time-saving improvements through staff training and other new ideas that he brings to the table.

I have said it before and I'll say it again - we must not be complacent in our approach to pushing our breed to be at the forefront of industry innovations and technological improvements. We must not accept mediocrity as the norm.

Herd inventories have been mailed out. Please take time to review them, get them updated and back to the SGBI office ASAP. Call the office if you have questions.

All SGBI Board candidates have submitted their names and bios. Please take time to evaluate each candidate (their bios can be found on page 29) and vote when it is time.

A very educational and informative SGBI Annual Meeting is being planned in Amarillo, Texas. Adolpho Sanchez and crew have put forth great effort to ensure this year's annual meeting is not only educational but fun, too. Make plans to attend; you will enjoy it! You can find the schedule and registration form on page 28.

Santa Gertrudis World Congress 2023 dates have been set for Nov. 22-Dec. 7. More information will be forthcoming in the next few weeks. Brazil will be the host country and is really looking forward to a great turnout from the United States. Stay tuned for more information as we receive it.

Don't be shy in telling the story about how Santa Gertrudis and Santa Gertrudis-influence cattle can have a positive influence on purebred and commercial herds alike. We have a great story to tell, so go tell it!

Until next time, let's do great things together! 🤠



By Audrey Jones, District 4 Director



Hi, y'all! My name is Audrey Jones. I am 16 years old and a junior in high school, and I currently serve on your National Junior Santa Gertrudis Association Board of Directors. I live in Lake City, Fla., and have been raising and showing Santa Gertrudis cattle all my life.

I would like to congratulate all those who participated in this year's National Santa Gertrudis Show in Jackson, Miss., as well as all the exhibitors who showed in the

open and youth shows at Cattlemen's Congress and Fort Worth Stock Show & Rodeo! To those who didn't get their name called this year, your hard work and dedication to the Gert breed didn't go unnoticed! Keep working, try your hardest and don't give up! I can't wait to see y'all at the next show. Best of luck to everyone! 🤠

SGBI OFFICERS OF THE BOARD

PRESIDENT Gene Kubecka

PRESIDENT ELECT Adolfo Sanchez

SECRETARY/TREASURER Nolan Taylor

BREED IMPROVEMENT Adolfo Sanchez

LONG RANGE PLANNING Amber Robertson

MARKETING & PROMOTION Kade Thigpen

MEMBERSHIP Craig Lopossa

YOUTH ACTIVITIES Suzanne Fulton

SGBI BOARD OF DIRECTORS BY REGION

WESTERN REGION

Tylor Braden (Texas)

(361) 219-0434 | ctylorb@gmail.com

Suzanne Fulton (Texas)

Fulton Farms

(940) 382-3611 | fultonfarms39@gmail.com

Kade Thigpen (Texas)

Hefte Ranch

(830) 426-1366 | kadethigpen@gmail.com

Gene Kubecka (Texas)

Wendt Partners

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

Rafael Miranda (Colo.)

Cherokee Ranch

(303) 888-5297 | rmvls65@gmail.com

Michael Seay (Colo.)

J5 Cattle Ranch

(303) 621-4548 | michaelgseay@icloud.com

Yancey Strait (Texas)

Strait Ranches

(972) 841-0989 | yancey.strait@yahoo.com

EASTERN REGION

Craig Lopossa (Ind.)

Red View Farms

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

Cody Mattingly (Ky.)

Mattingly Farms

(270) 668-3177 | mattinglyfarms96@yahoo.com

Trai Stegall (Miss.)

Stegall Farms

(662) 296-5120 | traish3@hotmail.com

Arlin Taylor (Ala.)

Tinney Farms

(256) 507-3838 | arlin.taylor@bhamfast.com

Jamie Daniel (Ark.)

777 Farms

(870) 904-3070 | triple7farms@gmail.com

AT-LARGE DIRECTORS

District 1 Adolfo Sanchez (N.M.)

Red Doc Farm

(505) 463-1993 | dolfosanchez@yahoo.com

District 2 Darrell Pitchford (Texas)

Pitchford Cattle Services

(903) 388-2288 | pitchfordcattle@hotmail.com

District 3 Amber Robertson (La.)

Running R Cattle

(337) 377-9720 | runningrcattle@yahoo.com

District 4 David Alderson (Tenn.)

Circle A Farm

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

District 5 Mickey Bowman (N.C.)

Rockin B Farm

(336) 669-5771 | rockinbrowdyrooster@yahoo.com

District 6 Nolan Taylor (Ky.)

WindCrest Farm

(270) 734-1670 | nolantaylor18@gmail.com



MARCH 18, 2023

11 AM | BRIGGS RANCHES

TRAYLOR DIVISION | BLOOMINGTON, TEXAS

Offering To Include:

**REPLACEMENT FEMALES
SHOW PROSPECTS**

SALE SCHEDULE

Friday, March 17th

5 PM | Cattle Viewing

Saturday, March 18th

8 AM | Cowboy Coffee

11 AM | Sale Begins

2022 LOTS

This sale will be broadcast live on the internet.

DVAuction
Broadcasting Real-Time Auctions

Real time bidding & proxy bidding available.



To request a catalog

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

www.facebook.com/bluebonnetclassicsale/

For inquiries, contact:

John Justiss • (361) 772-0301 • jjustiss@gvec.net

Yancey Strait • (972) 841-0989 • yancey_strait@yahoo.com

Kelsey Cawley • (361) 649-9778 • kelseyjljones21@yahoo.com



SANTA GERTRUDIS *Calendar*

MARCH

- 3** Mid-Coast Santa Gertrudis Association International Super Sale, Houston, Texas
- 4** SGBI Open Show at the Houston Livestock Show, Houston, Texas
- 16** Red to Die for Volume 1, www.steerbidder.com
- 18** Bluebonnet Classic Sale, Bloomington, Texas
- 23** Texas Alliance Sale, Bloomington, Texas
- 25** Purple Reign Sale II, Magnolia, Ark.
- 31** Elite Cut Female Sale, Bosque, N.M.

APRIL

- 1** Red Hot Bull Sale, Bosque, N.M.
- 1** Rocky Mountain Santa Gertrudis Association Spring Runoff Sale, Bosque, N.M.
- 15** American Cattle Enterprise Brangus & Santa Gertrudis Bull Sale, Deville, La.
- 15** 2nd Annual Wiley Ranch Bull & Commercial Female Sale, Effie, La.
- 22** Crimson Classic Sale, Cullman, Ala.
- 27-29** SGBI Annual Meeting, Amarillo, Texas

MAY

- 5-7** Premier Santa Gertrudis Association Annual Meeting, Field Day & Junior Warm-Up Show, TBD
- 13** Santa Gertrudis Breeders of the Carolinas Sale, Monroe, N.C.
- 20** Mid-Coast Opportunity Sale, Brenham, Texas

JUNE

- 18-24** 2023 National Junior Santa Gertrudis Show, Gonzales, Texas

AUGUST

- 29** Wendt's Annual Baby Doll Sale, Online

SEPTEMBER

- 15-16** District 6 Halted Heifer Show & Sale, Corydon, Ind.

REGISTRATIONS, STAR 5 RECORDINGS AND TRANSFERS BY DISTRICT

JANUARY 2023

ACTIVE MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	123	31	1	16
2	1,046	459	12	59
3	41	5	0	10
4	7	8	1	41
5	39	1	0	3
6	13	2	0	4

JUNIOR MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	17	3	0	8
2	0	0	0	2
3	3	0	0	2
4	0	0	0	0
5	0	0	0	0

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

SANTA GERTRUDIS WELCOMES

New Members

Active Members

3V Cattle Co., Whitewright, Texas
Kick'n A Ranch, Purdon, Texas
Dylan and Savannah Trahan, Gueydan, La.
Hiers Cattle Farm, Dixie, Ga.
Win Win Cattle, Tompkinsville, Ky.

Commercial Members

Rocking B Farm, Westville, Okla.
Grant Pierce, Foxworth, Miss.
Josh Claxton, Wrightsville, Ga.

Junior Members

Lane Damron, Brenham, Texas
Zaylen Williams, Ardmore, Okla.

SANTA GERTRUDIS *Juniors*

By Gracyn Foster, At-Large Director



Hello, my name is Gracyn Foster, and I'm from Laurel, Miss. It is my first year as an at-large director for the National Junior Santa Gertrudis Association. Six years ago, I was introduced to these beautiful cattle and quickly fell in love. I love their phenotype and the community of cattlemen I have built relationships with, but most important,

I love exploring the data collected through scans. Through scans you can learn important information on the beef quality of your herd in areas such as marbling, ribeye size and meat tenderness.

When I started showing Santa Gertrudis cattle, I thought everything was about phenotype. I quickly learned that having good meat quality was just as important as having a pretty cow. To make a profit on cattle, you need data-driven evidence to back up the quality of your animal, and scan results are the easiest way to gain that information. Commercial cattlemen can use scan results from different sires and dams to curate the perfect future steak and ensure the most profit from their herd. Producers with registered herds can use their cattle scan results as selling points to increase their marketability. Data Driven, Profit Proven is a phrase that will always stick with me, thanks to my involvement with the Santa Gertrudis breed, and I know it will be wisdom I'll carry through my cattle industry career. 🐄

SANTA GERTRUDIS SMALL BREEDERS GROUP

Brad & Sarah Carlile Madisyn Douglas
(214) 514-6145 (913) 915-2933



ARROW CREEK

SANTA GERTRUDIS
M. C. LONGACRE, JR.
Old Cedar Point Farm
Elizabethtown, KY **HERD 8859**
(270) 505-2910 • clongacre60@gmail.com



Thomas Burnett
(512) 676-7086
thomasb@trbautomation.com

TB CATTLE FARM

TROUP, TX

Herd 20797

100% Genotyped Cowherd



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

IRON OAKS CATTLE IO

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

LUCKY L FARM

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

Grandview 9115JB



CB Nitro 46/18 x Miss Grandview Little Annie

- ★ Santa Gertrudis National Show Class Winner
- ★ Oklahoma City Class Champion and Reserve Calf Champion
- ★ Louisville, Ky. Calf Champion
- ★ Texas State Fair Class Champion
- ★ Louisiana State Fair Class Champion

Shown by
Pitchford Marketing Service
(903) 388-2288

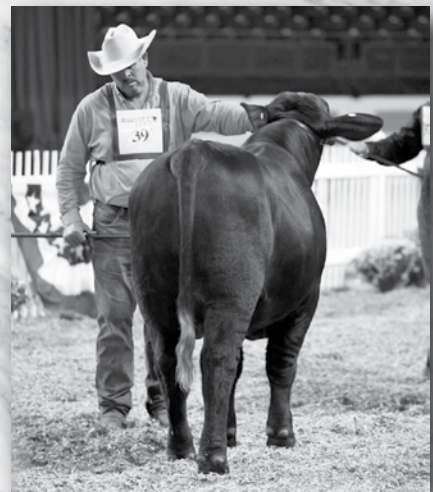
**BE SURE TO CHECK OUT OUR 2023 CRIMSON CLASSIC AND
MID-COAST OPPORTUNITY SALE CONSIGNMENTS.**



TB CATTLE FARM

TROUP, TX

(512) 676-7086



MORSE VIEW FARM

ANDREW & ANDREA

Mountain Grove, Mo.

Andrew: (417) 989-1721

Andrea: (417) 259-0774

andrea.creed98@gmail.com

HERD NO.
36791

Registered Santa Gertrudis & STAR 5 Cattle

PASSION FARMS

AlRashid & Santos Family

4753 Soda Springs Rd.

Luling, Texas

frank.santos@veritacor.com

(512) 508-6747



Ridge Point Ranch

Mark & Dixie Clay

4522 Hwy. 84E • Meadville, MS 39653

(601) 573-0204 • dixieclay@att.net

Herd No. 1541

Rockin B Farm

SANTA GERTRUDIS

Mickey & Josh Bowman

Staley, N.C.

(336) 669-5771

(336) 215-4774

Herd No. 13517

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) 908-2910 or

(903) 908-2239

vzcattle@gmail.com

VZ Cattle
Santa Gertrudis

BREEDING SOUNDNESS EXAMS ARE STILL IMPORTANT

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



The only reproductive trait that surpasses the low heritability threshold is scrotal circumference (SC), and we have an expected progeny difference (EPD) for that trait. Scrotal circumference is considered a moderately heritable trait (0.26-0.53) and cattlemen should consider selecting herd sires with larger SC and higher SC EPDs. Daily sperm production, sperm motility and percentage normal sperm in young bulls is highly correlated (0.72-0.92)

with SC. Other than SC, reproductive traits and reproductive performance are pretty much the responsibility of cattle managers. An annual breeding soundness exam (BSE) with culling and judicious culling of sub-fertile females raised in "your environment" is a great place to begin improving reproduction.

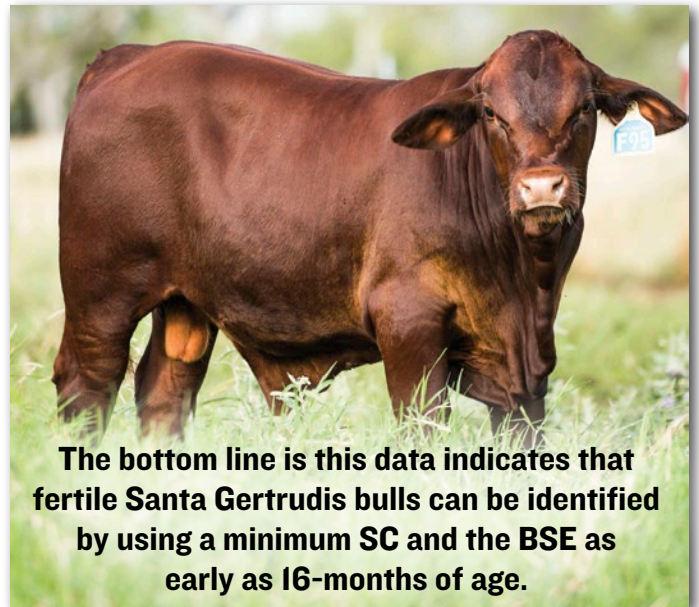
Often it helps to look back at history to give us confidence in managing our present and future. This happened to me recently when I came across some Santa Gertrudis sire research data published in the late 1980s. The research was conducted on a large number of Santa Gertrudis bulls (n=8,861) over a 10-year period. Even though this data was collected more than 30 years ago, and with very different cattle than we have today, the results can provide confidence in the chute-side BSE. Moreover, this data indicated that using selection criteria, including a minimum scrotal circumference and the ability to pass a BSE, allows producers to evaluate and select prospective herd sires between 16 and 20 months of age. Most important, both the percentage of bulls passing the BSE and bull SC increased (due to testing and selection) over the 10 years in this herd.

Briefly, BSE results used to select Santa Gertrudis breeding bulls were analyzed in retrospect to determine the effect on bulls in future generations. Bulls were tested at three ages: 16 months (n=1,936), 20 months (n=3,111) and at maturity (≥ 24 months, n=3,814). Any bull failing the BSE or not meeting the minimum SC was culled from the herd. All semen samples were collected by electroejaculation. Sperm motility and morphology was determined in a chute-side field laboratory. Sixteen-month-old bulls were required to have an SC ≥ 30 cm. At first, 20-month-old bulls needed to have an SC ≥ 30 cm but was later increased to an SC ≥ 32 cm minimum. All mature bulls needed an SC ≥ 35 cm to be considered eligible for BSE. No

bulls were used for breeding until approximately 24-months of age in this herd during those years of data collection.

The results revealed a positive correlation between SC and sperm motility and between SC and sperm morphology in the younger bulls (16- and 20-months-old) only. The percentage of bulls passing the BSE was positively correlated with SC at all ages. The rate of bulls passing the BSE increased over the 10 years. The increase in percentage of bulls passing the BSE was most dramatic in the 16-month-old bulls. They increased from 29.6 percent in year one to 61.6 percent in year eight, proving that bull fertility can be a selected trait. Similarly, SC increased over the 10 years in bulls passing the BSE.

Sperm motility scores (subjective measure) in this study were lower in the younger bulls, but sperm morphology was not different between ages of the bulls. In this study, sperm morphology had the highest correlation with BSE score in all ages of bulls. The study speculated that if more selection emphasis is placed on sperm morphology then, perhaps, sperm motility will follow. The bottom line is this data indicates that fertile Santa Gertrudis bulls can be identified by using a minimum SC and the BSE as early as 16-months of age. Moreover, adhering to standards makes it possible to increase the proportion of bulls that will meet the standards in future generations. Yes, BSEs are still important. 



The bottom line is this data indicates that fertile Santa Gertrudis bulls can be identified by using a minimum SC and the BSE as early as 16-months of age.

Hefte Ranches, Hondo, Texas

LA CAMPANA RANCH

COMMERCIAL  PUREBRED SANTA GERTRUDIS

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



REDS TO DIE FOR VOLUME I



XL'S RED PEARL 242

RESERVE CALF CHAMPION FEMALE

2023 Ft. Worth Stock Show
Owned by Nicholas O'Neal
Sold in our 2022 Private Treaty Sale!

MAR 16 2023



HOSTED BY STEERBIDDER.COM

TODD HYDE : 281.705.0832 | CHRIS BIRDWELL : 903.293.2507

SAM, SANDY, AND TODD HYDE SANTA FE, TX



SCAN HERE
TO VIEW
YOUR
NEXT
CHAMPION!

www.excellsantagertrudis.com

The First of Its Kind

First Registered SGBI Affiliate Still Thriving 70 Years Later

By Tressa Lawrence, Contributing Writer

Established in 1952, the Premier Santa Gertrudis Association was the first registered affiliate with Santa Gertrudis Breeders International (SGBI). More than 70 years later, the affiliate is still exceptionally active, averaging more than 120 adults and juniors on their roster annually.



Premier junior members have a great time making memories in the show barn.

Members of the Premier Santa Gertrudis Association can be found throughout central and northeast Texas. The affiliate has members from the Louisiana border to the New Mexico border and from south of Waco all the way up through the Panhandle.

Having been established more than seven decades ago, the affiliate has seen multiple generations of families come through its program. As with many affiliates, one of Premier's main goals is to retain members as they transition from juniors to adults.

"What we try to do is promote the kids throughout their whole career," says Matt Nichols, who has served as the treasurer of the Premier Board for the last 12 years. "But then after they go through their whole junior show career,

it's really neat to see some of them actually come back and be active adult members."

Nichols grew up in the Premier organization. He was active in the affiliate throughout his childhood, growing his passion for showing and raising cattle. After taking a short break through college, he jumped right back into the organization and can be found at all of the affiliate's events.

Affiliate Events

Affiliate members can always be seen out in force at the Fort Worth Stock Show and the State Fair of Texas in Dallas. The affiliate works closely with these shows to help provide awards and premiums to the junior exhibitors. Most years, the affiliate hosts the Premier Cowtown Elite Sale in conjunction with the Fort Worth Stock Show; however, this year it will be making an appearance later in the calendar year.

"We put the sale together to help provide an outlet for our members to have a place to sell their animals at public auction," Nichols says. "It gives them the ability to promote their animals and their genetics, and buyers know to expect quality from our production sale."

The affiliate also puts on the Premier Warm Up Show, where junior members have an opportunity to get a show under their belts before hitting the road to the National Junior Santa Gertrudis Show. The show is open to junior members from other affiliates as well, encouraging a sense of camaraderie among the members.

Over the decades, Premier has hosted junior nationals multiple times. The affiliate always enjoys being able to bring like-minded people together from across the country to celebrate good cattle and build lasting friendships.

The Heart of the Organization

Darrell Pitchford, Premier first vice president, says one thing he thinks sets the Premier Santa Gertrudis Association apart from other organizations is the sense of family that radiates throughout the association.

"It's truly an organization where we can count on each other and is family based," Pitchford says. "When someone



Premier Santa Gertrudis is proud of the great job their juniors do representing the breed and organization at shows nationwide every year.

reaches out or asks for help, there's always someone there for them. In a lot of things, that lifestyle has fallen to the wayside, so we try to make sure that we can always do something to help one another out."

Pitchford grew up in Kentucky and moved to Texas to attend college. His wife's family was very active in the affiliate, so he says it just made sense for him to join. Over the years Pitchford noticed things that could be changed or areas that needed an extra helping hand, and before he knew it, he was active in the association and on the board.

"We got involved and just worked our way up. We wanted to see more things done in some areas, so we became a little more active," he says. "You have to be willing to work to build these things up to reach their potential."

This year's board consists of Chris Taliaferro, president; Darrell Pitchford, first vice president; Brad Bland, second vice president; Brian Cummins, secretary; Matt Nichols, treasurer; and board members Glen Romines and Dan Palacek.

It is through the dedicated members and leadership of a strong board that the affiliate can continue giving back to the juniors within their community. Each year, the affiliate gives out an average of \$3,000 in scholarships to juniors in the affiliate. The affiliate averages

CONTINUED ON PAGE 18 »

TEXAS ALLIANCE SALE

3 . 2 3 . 2 0 2 3

BLOOMINGTON, TEXAS

BRIGGS RANCHES, TRAYLOR DIVISION IN BLOOMINGTON, TX

Located 13 Miles South of Victoria, TX

Proven Performance

150

Coming 2 Year Old Bulls

BRANGUS, ULTRABLACK & SANTA GERTRUDIS

PLUS 150 Commercial Females

SCHEDULE OF EVENTS

WEDNESDAY, MARCH 22ND

2:00 PM Bulls & heifers available for viewing

THURSDAY, MARCH 23RD

8:00 AM Bulls & heifers available for viewing

9:30 AM South Texas Cowboy Brunch

11:00 Texas Alliance Bull Sale

Commercial female sale to immediately follow

This sale will be broadcast live on the internet.

DVAuction

Broadcasting Real-Time Auctions

Real time bidding & proxy bidding available.

BriggsXB Ranches

Joe Jones | Cell 361.550.0994

Kelsey Cawley | Cell 361.649.9778

Tol Cawley | Cell 936.581.1174



David & Laurie Harris | Cell 817.996.5866

Office 817.641.4771 | Home 817.641.4159

Abrian Bass | 817.517.3006



CAVENDER-DRAGGIN'M

AND PARTNERS

Joe Cavender | 903.571.1209

Craig Green | 870.834.1976

Mark Cowan | 903.495.4522

Grady Green | 870.314.3673

Todd Harvey | 386.288.8059



SCAN ME

TEXAS ALLIANCE

777 FARM'S

MAGNOLIA, ARK.

5-Time SGBI
Breeder of the Year

PROUD HOST

OF THE

Purple Reign^{II}

SANTA GERTRUDIS SALE

March 25, 2023

777 Farms • Magnolia, Ark.

LiveAuctions.TV

SELLING

Pick of the spring born 2023
ET calves!



777 CANDYMAN

- 2023 National Calf Champion
- 2023 National Reserve Champion Bull

*Selling a 100-day pregnant recip with a full sibling
to Candyman.*

ALSO SELLING

1/2 embryo interest in
donor cow Miss 777 Kitty



MISS 777 KITTY



777 Candyman, 777 Syrus and
Miss 777 Honey Badger are examples of
ET calves that were available in the
2022 Purple Reign ET pick.



Miss 777 Kirby and 777 Kash are examples of her
offspring.

777 FARM'S

CHAD & JAMIE DANIEL AND FAMILY

(870) 904-3070 • (479) 206-9199

triple7farms@gmail.com

777 Farms, along with our guest consignors, formally invite you to our

Purple Reign^{II}

SANTA GERTRUDIS SALE

March 25, 2023
11:00 a.m. • 777 Farms
Magnolia, Ark.

GUEST CONSIGNORS:

5J's Cattle Co., N.C.
Bar M Farm, N.C.
Creech Farms, N.C.
DP Cattle Co., Texas
Excell Santa Gertrudis, Texas
Flying C Ranch, Ark.
Grandview Farms, Ala.
Heath Farm, Ky.
Hurricane Cattle Co., Texas
Kool Runnings (The Nelsons), Mo.
M Rock Farm, Texas
Mattingly Farms, Ky.
Gracey Pitchford, Texas
Ridge Point Ranch, Miss.
Rockin 3T Ranch, Texas
Rustic Rail Ranch, Mo.
Square Running M Cattle, Texas
Stegall Farms, Miss.
Strait Ranches, Texas
Stroman Cattle Co., Texas
Tinney Farms, Ala.

HOTELS:

Ask for the Purple Reign rate.

Hampton Inn
Magnolia, Ark.
870-234-1800

Holiday Inn
Magnolia, Ark.
870-234-5161

**777
FARMS**

777 Farms
The Daniel Family
(479) 206-9199 | (870) 904-3070
triple7farms@gmail.com



Darren Richmond
Sale Chairman
(423) 364-9281
djrighmd@gmail.com

LiveAuctions.TV

Contact Darren Richmond to request your catalog today!

SGBI AFFILIATES

ALABAMA SANTA GERTRUDIS ASSOCIATION

Contact: Betty Kelso Clough
(256) 566-7878

ARKOMA SANTA GERTRUDIS ASSOCIATION

Contact: Rance Reynolds
(918) 232-7870 | rancelee12@gmail.com
<https://www.facebook.com/ArkomaSantaGertrudisAss/>

FLORIDA SANTA GERTRUDIS ASSOCIATION

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

GEORGIA SANTA GERTRUDIS ASSOCIATION

Contact: Wes McDaniel and Dan Davis
(404) 630-1142 | (404) 909-0340
mcdanielwb@gmail.com | dancdavis007@gmail.com
<https://www.facebook.com/GeorgiaSantaGertrudisAssociation/>

INDIANA SANTA GERTRUDIS ASSOCIATION

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

KENTUCKY SANTA GERTRUDIS ASSOCIATION

Contact: Rodney Smith
(502) 817-6777
<https://www.facebook.com/KentuckySantaGertrudisAssociation/>

LOUISIANA SANTA GERTRUDIS ASSOCIATION

Contact: Amber Robertson
(337) 377-9720 | amherobertson@yahoo.com
<https://www.facebook.com/groups/21116402572659/?ref=share>

MID-AMERICA SANTA GERTRUDIS ASSOCIATION

Contact: Britney Shields
(417) 793-5887

MID-COAST SANTA GERTRUDIS ASSOCIATION

Contact: Jerome Urbanosky
(281) 797-5715 | jerome@ameritechsi.com
<https://midcoastsantagertrudis.com/>

MISSISSIPPI SANTA GERTRUDIS ASSOCIATION

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

PREMIER SANTA GERTRUDIS ASSOCIATION

Contact: Matt Nichols
(940) 393-2305 | mnichols1011@earthlink.net
<https://www.facebook.com/Premier-Santa-Gertrudis-Association-109761342388446/>

ROCKY MOUNTAIN SANTA GERTRUDIS ASSOCIATION

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

SANTA GERTRUDIS BREEDERS OF THE CAROLINAS

Contact: Josh Bowman
(336) 215-4774 | bowman.agr.1212@gmail.com
<https://www.sgbreedersofthecarolinas.com/>

SANTA GERTRUDIS BREEDERS OF THE RIO GRANDE VALLEY

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

SOUTH TEXAS SANTA GERTRUDIS ASSOCIATION

Contact: Kenneth Tom Hefte
(361) 813-4937 | stxsga@gmail.com
<http://www.SouthTexasSantaGertrudis.com>
<https://www.facebook.com/southtexassantagertrudis>



THE FIRST OF ITS KIND CONTINUED FROM PAGE 14

between 60 and 80 active junior members every year.

Lifetime Legacy

The affiliate is proud to have given out five Premier Lifetime Member Awards to members who have made a powerful, lasting impact on the organization. Once recognized as a lifetime member, the recipients are held in a place of honor within the affiliate and no longer have to pay affiliation dues.

"We give them these awards as a token of appreciation from the association as a way of saying thank you to these individuals for all of their support and dedication over the years," Nichols says.

One of those honored members is Wylie Taliaferro of Double TT Ranch. He was an ag teacher by trade, as well as director of the Premier Youth Board for many years and is known for his

exceptionally generous heart. For many decades, he donated a heifer to class winners at the National Junior Santa Gertrudis Show. Wylie passed his passion for Santa Gertrudis cattle on to his son, Chris.

Chris grew up active in Premier, showing cattle and serving as president of the junior board. Now, Chris serves as Premier president and his own son is active in the junior association. It is safe to say that the legacy Wylie has left upon the organization runs deep and is being passed down to future generations.

"This association has been a great success. It has established a tremendous legacy and is filled with wonderful people; our junior association is great," Chris says. "It's a great group of people and it has truly been a blessing to be a part of this organization for so many years."

If you're in the greater central Texas area and have questions about the Premier Santa Gertrudis Association or any

of their events, be sure to find them on Facebook by searching Premier Santa Gertrudis Association, or by finding any of their members at one of their many industry events. Next up on the calendar is the Premier Warm Up Show held later this spring. 🐄



Two Premier junior members share stories and show tips in the barn between classes.



SANTA GERTRUDIS

**BREEDERS
OF THE CAROLINAS**



**NEW
LOCATION!**

Union County Agri Center
Monroe, N.C.

*** 50th ***
Anniversary

BREEDERS OF THE CAROLINAS SALE

May 13, 2023 • 11 a.m. EST

Union County Agri Center, Monroe, N.C. *(new location!)*

**REGISTERED & SANTA GERTRUDIS-
INFLUENCED LOTS**

**OVER
100**

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

SALE MANAGER

Darren Richmond (423) 364-9281

djrichmd@gmail.com

SALE COMMITTEE

Tony Creech (919) 427-4679

Josh Bowman (336) 215-4774

Dennis Lee (336) 202-4138

Jody Standley (919) 291-4212

TO CONSIGN & CATALOG REQUESTS

Darren Richmond (423) 364-9281

djrichmd@gmail.com

This sale will be broadcast live on the internet.

DVAuction

Broadcasting Real-Time Auctions

Real time bidding & proxy bidding available.



For more information, please visit our website

www.sgbreedersofthecarolinas.com



SPRING RUNOFF SALE

March 31-April 1, 2023
Bosque, NM



SALE OF THE SOUTHWEST TO REBUILD YOUR COWHERD

Elite Cut Sale, March 31
dinner 5pm, sale 7pm MST

RMSGGA Spring Runoff, April 1
following Red Doc Farm, Red Hot Bull Sale

3NIs, Star 5s, Bred Cows, Replacement Heifers, Show Prospects, Embryo Packages

Burns Ranch, NM | Cherokee Ranch, CO | Double J Ranch, NM |
J5 Cattle, CO | ME/ Ranch, NM | Mother Lode, CA
O/X Ranch, NM | Rancho Xacona NM | Ras Land and Cattle, NM
Red Doc Farm, NM | Richard & Marilyn Cordova, NM | Top T Ranch, NM

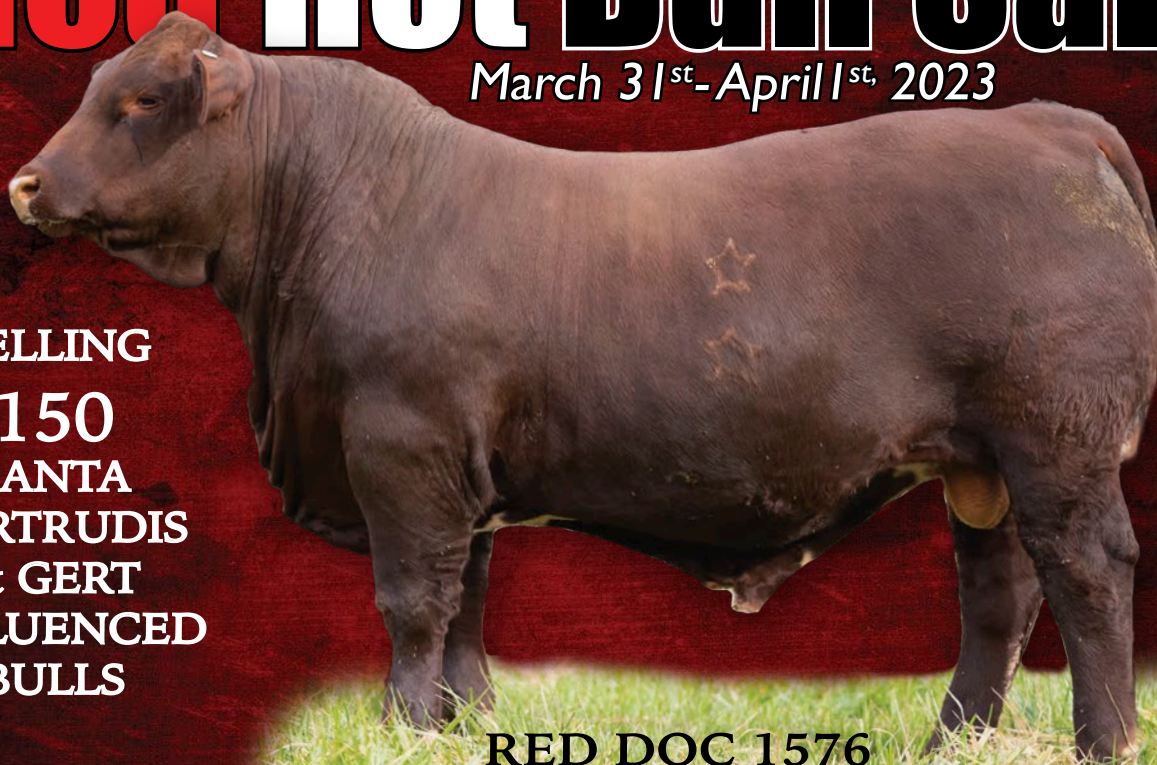
Hotel Accommodations:
Baymont by Wyndham, Belen, 505.273.9450
Sale chairman/contact:
President Stacey Montaño 505.429.0067

DVAuction
Broadcasting Real-Time Auctions



19th Annual **Red Hot Bull Sale**

March 3rd - April 1st, 2023



SELLING
150
SANTA
GERTRUDIS
& GERT
INFLUENCED
BULLS

RED DOC 1576

REA 16.33 | IMF 7.86 | BF 0.3 | WW 656 | YW 1425 | FS 5.5 | ADG 5.27 | F:G 5.4

REDDOC

Bosque, New Mexico

farm



Elite Cut Female Sale
March 3rd



RED HOT BULL SALE

April 1st

SPRING RUNOFF SALE

April 1st FOLLOWING RHBS

REDDOCFARM.COM



Don't miss the rare opportunity to own a Red Doc Donor!

Selling at the 2023 International
Super Sale

March 3, Houston, TX



PLAINVILLE COLBY
785-434-4824 785-462-2411

Emilio Sanchez 505.507.7781
Scooter Sanchez 505.980.5093



RANCHBOT
MONITORING SOLUTIONS

When Is It Time to Update Indexes?

By Lisa Bard, *Santa Gertrudis USA* Editor

As the third-largest seedstock producer in the United States, Leachman Cattle of Colorado (LCoC) has been collecting data on their cattle and their cooperators' cattle for generations. The majority of the seedstock they sell is their benchmark composite, the Stabilizer®. Developed from a flexible combination of British and Continental breeds (Red Angus, Hereford, South Devon, Angus, Gelbvieh and Simmental) in the late 1980s, today's Stabilizers are roughly 5/8 British genetics and 3/8 Continental genetics, mostly homozygous polled and are generally either solid black hidéd or solid red hidéd.

"Thirty-four years of selection for low birth weights, optimal growth, high marbling, efficiency and fertility have resulted in very productive bulls that create productive cow herds," says Lee Leachman, managing partner of Leachman Cattle of Colorado.

The challenge for a composite seedstock breeder of LCoC's magnitude is that no single breed association could accommodate the registry, performance or genetic evaluation necessary to record, track and evaluate the Stabilizer composite. Therefore, LCoC built the database and conducted the genetic evaluations on their Stabilizers from the onset. Their database has evolved to include a number of traits (birth, growth, milk, carcass, feed intake, mature cow size, fertility and more), genomic information and generations of pedigrees.

With a database of more than 1.4 million records and additions of 30,000 to 40,000 records per year, the LCoC system rivals many current-day breed associations. The LCoC genetic evaluation is conducted weekly by Zoetis and its genetic team, and the LCoC indexes are designed by Ag Insights out of Canada. Each of these partnerships give third-party validation to the LCoC expected progeny differences (EPDs) and bring efficiencies to the Leachman genetic evaluation.

The three Leachman indexes are designed to identify how cattle will perform from birth to weaning (\$Ranch®), from weaning to harvest (\$Feeder®) and total profitability from birth to harvest (\$Profit®). While these indexes have been used in the LCoC system for years, they have recently been improved and updated to include the new Zoetis Fertility EPD, as well as to adjust economic factors of higher corn prices and a higher value for marbling in the end product.

"From time to time, we must adjust our assumptions in the indexes," Leachman says. "Most breeders want indexes to never change because we're selecting for a direction, and we have a pipeline that's two years long. So, the minute we make index changes, the target moves and some genetics become obsolete. Changing indexes is painful, but you must do what's right. You need to aim at the best possible target."

In the last couple of years, three things in particular have changed that made adjusting the LCoC indexes necessary. First, corn price has increased, and Leachman believes it will stay high. Second, the Choice/Select spread, the Choice/Certified Angus Beef (CAB) spread and the CAB/Prime spread have all increased greatly, indicating that marbling is more

important than ever. Third, fertility became an identifiable trait with the new Zoetis Fertility EPD.

"In our research, the fertility trait – more than any other trait – drives the profitability of the cow-calf operation," Leachman says. "It is more important than any other single trait. If you are going to be profitable in the cow-calf business, you've got to wean over an 85 percent calf crop per cow exposed."

When looking at the U.S. cow herd, there are proven bulls with hundreds of daughters that have produced a calf more than 90 percent of the time, as well as other proven bulls with hundreds of daughters that only produce a calf 70 percent of the time or less. Few producers track or record this trait.

"We have a large database, we are tracking calving percentage on multiple breeds, and we now have a genomically enhanced Fertility EPD that works," Leachman says. "So in our indexes, we increased the price of corn, we increased the value of marbling and we added a Fertility EPD."

After the indexes were updated with these three adjustments, some bulls with lots of semen were no longer at elite levels and had to be discarded from use in the Leachman breeding program.

"We feel really strongly that our moral obligation to our customers is to give them the best information as fast as we can, which is why we updated our indexes," Leachman says. "So now, not only do we have fertility predictions on 7-year-old bulls that have hundreds of daughters in production, but the genomics give us the predictions on what the yearling bulls' daughters will do."

Leachman also pointed out that their indexes are non-linear, which is to say that they are not based on a purely linear (straight) line. The LCoC indexes are all calculated with the notion that more is not always better.

"Low birth weight is better than high birth weight, but super low birth weight is not better than low birth weight," he explains. "Milk is good, but super high milk can be bad. Carcass weight is really good until they get too heavy. So, the value of every trait in our indexes is calculated with those things in mind."

Leachman maintains that indexes are the most valuable selection tool for commercial producers as they allow buyers to find the cattle that work for them, utilizing data that can't be seen such as marbling, fertility and feed efficiency, as well as utilizing actual data from genetic evaluations.

CONTINUED ON PAGE 24 ►



The Breeders of the Carolinas Are Coming Strong

Purple Reign^{II}

SANTA GERTRUDIS SALE

II

Pen of 3



5J's Cattle Co. is coming with a pen of 3 Red Mott Never Sank 5102 daughters.

March 25, 2023

— HOSTED BY —

777 Farms
Magnolia, Ark.

C9 430-2



Creech Farms is offering this open heifer (Reg. #20220450) – an SR Surge daughter out of an SR Genesis daughter. Check out her 6 EPD traits in the Top 15%, including MARB!

BM 182



Bar M Farm is offering this bred heifer (Reg #20216435) – an FC Pistol granddaughter. She sells bred to Hefte Ranch Jet Stream J125. BM 182 scanned an exceptional 6.38 IMF!

Mark Your Calendar!

*** 50th Anniversary ***

BREEDERS
OF THE CAROLINAS SALE
May 13, 2023
Monroe, N.C.



FIVE J'S CATTLE COMPANY

Jody Standley, Owner
Clayton, NC

(919) 291-4212

Kim Y. Prestwood, Manager
(828) 320-7317

www.FiveJsFarm.com

CF

CREECH FARMS

Zebulon, NC

Tony (919) 427-4679

Brandon (919) 761-3894

ccreech6@gmail.com

BAR M FARMS

Lenoir, NC

Alan Barlowe (828) 493-2266

Nathan Barlowe (828) 292-7444

WHEN IS IT TIME TO UPDATE INDEXES?

CONTINUED FROM PAGE 22

Evaluating Santa Gertrudis-Influenced Cattle

A few years back, LCoC invested in a Santa Gertrudis bull that they continue to sell semen on. However, Leachman maintains that “the No. 1 challenge to cattle in the southern third of the United States is getting enough data to drive genomic selection.

“We need DNA and actual data on animals with *Bos indicus* influence to predict these traits in other *Bos indicus* animals.”

With the shortage of data on *Bos indicus*-influenced cattle comes an opportunity for the Santa Gertrudis breed to increase the number of cattle they have data and genomics on.

“You can’t afford not to have that data to make selection decisions,” Leachman says. “It’s still incumbent on producers to make the best use of it and have the discipline to breed the highest to the highest, and they will, because they’ll find out that it works.” 🐄



SGBI'S THREE INDEXES AS PART OF ITS GENETIC EVALUATION

① COW/CALF INDEX

② TERMINAL INDEX

③ BALANCED INDEX

For more information on SGBI indexes and how best to use them, refer to previous articles in *Santa Gertrudis USA*.

A FEW OTHER GREAT REFERENCES

- ▶ Matt Spangler, Ph.D., University of Nebraska-Lincoln. <https://beef.unl.edu/genetics-selection-tools-in-beef-cattle-economic-indexes>
- ▶ Bob Weaver, Ph.D., Kansas State University. <https://beef-cattle.EXTENSION.org/beef-cattle-economic-selection-indices/>
- ▶ Troy Rowan, Ph.D., University of Tennessee, UTIA Genomic Center for the Advancement of Agriculture. <https://utbeef.tennessee.edu/cattle-genomics-whole-herd-reporting-unlocking-opportunities-for-female-selection-tools-and-more-accurate-EPDs/>

Cattle Industry Convention & NCBA Trade Show Report

By HC Neel, SGBI Executive Director

When you attend any trade show or convention, you expect a great time. The annual Cattle Industry Convention & NCBA Trade Show was no exception. Another exhibitor told me they thought they could spend their time in a different way, and they hated being gone for a few days when there were other important tasks to accomplish. While I understand where they were coming from, I see these types of events as a great use of time. Why? Because of the people. Santa Gertrudis Breeders International (SGBI) was fortunate to be represented by a variety of breeders and board members who were tremendously active and involved both at the SGBI booth and at convention activities. In particular, I'd like to extend a big thank you to Kade Thigpen who was a tremendous help manning the booth and spreading the word about Santa Gertrudis cattle for a majority of the event!

Beyond what happened at our booth were the conversations and meetings at others. Many of SGBI's industry partners were in attendance, which allowed for great conversation about business, as well as brainstorming sessions about how SGBI can continually improve our place in the industry. I had talks about everything from the commercial female market to gene editing and everything in between. All of this provided valuable insight into the industry and how we fit. If I gathered anything, it is that SGBI and Santa Gertrudis cattle are presented with tremendous OPPORTUNITY. The Cattle Industry Convention & NCBA Trade Show was eye opening from that perspective. However, we must continually work, as a whole, to take advantage of these opportunities that have been and will continue to be

presented to us. At the end of the day, we're in a good spot and a lot of people know it. We just have to work together to capitalize!

If you get the chance to attend the Cattle Industry Convention & NCBA Trade Show in Orlando, Fla., next year, I highly encourage you to come, see and hear all the great information that we did this year! 🐄



2ND ANNUAL WILEY RANCH BULL & COMMERCIAL FEMALE SALE

INCLUDING LOUISIANA BRANGUS BREEDERS' BULLS

4.15.2023

10:30 am | Effie, LA

150+

Brangus, Ultrablacks,
& Santa Gertrudis Bulls

100+

Commercial Brangus Cross &
Santa Gertrudis Cross Pairs, Breds
& Open Heifers

APRIL 14TH AT 6:30 PM

ALL you can eat AUTHENTIC
Louisiana Crawfish Boil!

APRIL 15TH AT LUNCH

Featuring World Famous
Natchitoches Louisiana Meat Pies



SEMEN & CATTLE SALES:

Richard Hood 979.224.6150

Trey Kirkpatrick 979.324.5518

OPERATIONS: Fairmount, GA

David Cleveland 205.446.2725

WILEY RANCH

Effie, LA

Erik Wiley 318.481.8082

Kim Wiley 318.481.6927

QUAIL VALLEY FARMS

Blountsville, AL

Ricky Cleveland 205.533.5049

Brian Wood 205.410.7834



**AMERICAN
CATTLE
ENTERPRISE**

THE GENETIC BASIS OF CROSSBREEDING

By Jennifer Minick Bormann, Ph.D., Professor, Beef Breeding and Genetics,
Kansas State University

Beef breeders have two tools in their toolbox to make genetic improvement in their herds: selection and mating. These two tools work on different genetic mechanisms. We know that the overall genetic merit of an animal is a function of additive genetic merit (breeding value), dominance effects and epistatic effects (interaction among genes). Expected progeny differences (EPDs) measure the additive genetic merit of an individual, and selection on EPDs is the mechanism used to improve that portion of the genetic merit. Dominance effects are maximized through the use of heterosis. Optimal mating strategies allow breeders to use heterosis to take advantage of the dominance portion of genetic merit. Selection is improving EPDs; mating is using heterosis through crossbreeding.

What is heterosis, or hybrid vigor? It is the superiority of a crossbred animal as compared to the average of its purebred parents (Figure 1). In general, the more divergent parental lines, the more heterosis. For example, we would expect to see more heterosis from a British breed by *Bos indicus* cross than from a British breed x British breed cross. At the gene level, heterosis comes from increased heterozygosity, which means more heterozygous genes (Aa) and less homozygous genes (AA or aa). Let's see how this works in a simple example.

First, the less favorable alleles at a gene tend to be recessive for both major gene traits (like genetic diseases) and polygenic traits (like fertility, growth and carcass merit). The best way to understand this concept is to look at what happens if the less favorable allele is dominant. For example, if we have a dominant lethal allele at a gene:

AA = dead Aa = dead aa = normal

In one generation, this allele is selected out of the population because no animal with an A allele is left to reproduce. The only exception would be alleles that are lethal after the animal reaches reproductive age and has left progeny.

What if we have an unfavorable dominant allele at a gene that affects a polygenic trait?

**AA = 5 pounds less weaning weight
Aa = 5 pounds less weaning weight
aa = average weaning weight**

Animals that are AA and Aa are less likely to be selected for breeding because they have lower weaning weights on average. Over many generations, the A allele will gradually be selected out of the population.

Less favorable alleles tend to be recessive because they are able to "hide" in the heterozygous state and avoid selection. For example, if we have a recessive lethal at a gene:

AA = normal Aa = normal aa = dead

The Aa animals pass on a lethal allele for many generations and, because it is never expressed, we can't select against it. The same logic applies for unfavorable alleles affecting polygenic traits.

Breeds have different allele frequencies and different genes; that's what makes breeds different from each other. As an example, let's assume that we have two different embryonic lethal alleles and two different genes A and B



**AA = normal BB = normal
Aa = normal Bb = normal
aa = embryo dies early in development
bb = embryo dies early in development**

Breed 1 carries the lethal for gene A at a 20 percent frequency; however, they are all homozygous normal for gene B. If we cross purebred animals for Breed 1, our matings look like this:

	0.8 AB	0.2 aB
0.8 AB	0.64 AABB normal	0.16 AaBB normal
0.2 aB	0.16 AaBB normal	0.04 aaBB lethal

This results in a 4 percent pregnancy loss due to the A gene.

Breed 2 carries the lethal for gene B at a 10 percent frequency; however, they are all homozygous normal for gene A. If we cross purebred animals for Breed 2, our matings look like this:

	0.9 AB	0.1 Ab
0.9 AB	0.81 AABB normal	0.09 AABb normal
0.1 Ab	0.09 AABb normal	0.01 AAbb lethal

This results in a 1 percent pregnancy loss due to the B gene.

What if we cross Breed 1 and Breed 2?

	0.8 AB	0.21 aB
0.9 AB	0.72 AABB normal	0.18 AaBB normal
0.1 AB	0.08 AABb normal	0.02 AaBb normal

This results in a 0 percent pregnancy loss due to the A or B genes.

When the same logic is applied to the hundreds of genes affecting polygenic traits, you can see how crossbreeding can result in significant improvement in economically important traits.

How much is crossbreeding worth? Much of the classic heterosis research has been done at the U.S. Meat Animal Research Center in Clay Center, Neb. Scientists there demonstrated that proper utilization of crossbreeding could improve total production in a cow-calf enterprise by more than 20 percent. More than half of this benefit is due to use of the crossbred cow.

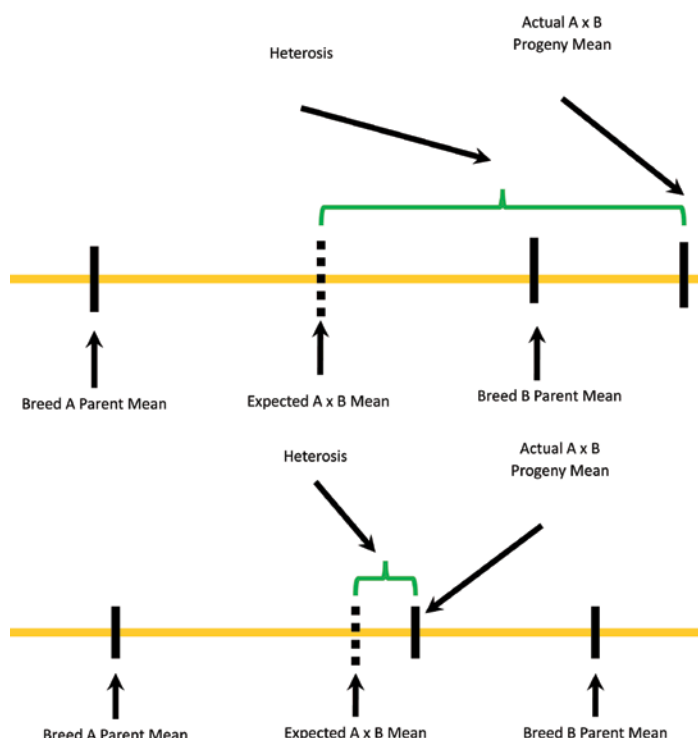
ADVANTAGES OF THE CROSSBRED CALF		
Trait	Improvement	%Heterosis
Calving Rate (%)	3.2	4.4
Survival to Weaning (%)	1.4	1.9
Birth Weight (lbs.)	1.7	2.4
Weaning Weight (lbs.)	16.3	3.9
Avg. Daily Gain (lbs./day)	0.08	2.6
Yearling Weight (lbs.)	29.1	3.8

Adapted from Cundiff and Gregory, 1999

ADVANTAGES OF THE CROSSBRED COW		
Trait	Improvement	%Heterosis
Longevity in herds (yrs.)	1.36	16.2
Lifetime # of calves	0.97	17.0
Cumulative WW (lbs.)	600	25.3

Adapted from Cundiff and Gregory, 1999

One of the main difficulties in utilizing heterosis is developing a sustainable crossbreeding program that optimizes heterosis in both cows and calves. The National Beef Cattle Evaluation Consortium Beef Sire Selection Manual (www.nbcec.org)



has an excellent discussion of the implementation of various crossbreeding systems.

Effective use of crossbreeding is one of the two tools a breeder has to improve production in the herd. Optimizing heterosis through mating systems results in a significant improvement in performance for many economically important beef production traits. 🐄

CRIMSON CLASSIC

Sale

April 22nd, 2023

11:00 am • Cullman Stockyards
Cullman, AL

Sponsored by:

The Alabama Connection • Tinney Farms
Grandview Farms • Quail Valley Farms

Selling 75+ Santa Gertrudis Influenced Lots

Pairs · Open & Bred Heifers

Selling 50 High Quality Registered Santa Gertrudis Lots

To Consign and for Catalog Requests
Contact Darren Richmond
423-364-9281 | djrichmd@gmail.com



DVAuction
Broadcasting Real-Time Auctions

SANTA GERTRUDIS BREEDERS INTERNATIONAL 72ND ANNUAL MEETING

From Steak to Plate: A Taste of the Beef Industry

APRIL 27-29, 2023 | AMARILLO, TEXAS



Tentative Schedule

Thursday, April 27

- Noon Kick-Off Lunch and Keynote –
Matt Garcia, Ph.D., Utah State University
- 2:00 p.m.-5:30 p.m. Board of Directors Meeting,
Committee Meetings
- 6:30 p.m.-9:30 p.m. "Get Your Kicks" Welcome Social

Friday, April 28

- 7:00 a.m.-8:00 a.m. Breakfast
- 8:30 a.m.-4:00 p.m. Buses leave for tours: AzTx Feeders,
followed by West Texas A&M Beef
Carcass Research Center
- 8:30 a.m.-4:00 p.m. Ladies Tour
- 7:00 p.m.-9:30 p.m. Show and Performance Awards
Presentation

Saturday, April 29

- 8:00 a.m. Annual Membership Meeting and
Genetic Improvement Challenge
- 2:00 p.m. Board of Directors Meeting
- 6:30 p.m.-7:00 p.m. Cocktail Social
- 7:00 p.m.-9:00 p.m. President's Dinner and
Hall of Fame Inductions
- 9:00 p.m.-12:00 a.m. Dance

Registration Form

Affiliate: _____

Name: _____ Spouse: _____

Ranch Name: _____ Herd No.: _____

Phone: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Complete Registration Includes:

All sessions and meals for Thursday-Saturday, Awards Program, President's Dinner and Dance

\$225.00 per person x _____ = \$ _____ If received BY March 28, 2023

\$250.00 per person x _____ = \$ _____ If received AFTER March 28, 2023

A la Carte Tickets Available

Thursday a la carte tickets

KICK-OFF LUNCH & KEYNOTE WELCOME SOCIAL

\$100 per person x _____ = \$ _____

Friday a la carte tickets

FEEDYARD, WTAMU TOURS, AWARDS EVENING

\$125 per person x _____ = \$ _____

Saturday a la carte tickets

SGBI ANNUAL MEETING, LUNCH AND GENETIC
IMPROVEMENT CHALLENGE

\$100 per person x _____ = \$ _____

PRESIDENT'S DINNER, HALL OF FAME & DANCE

\$200 per person x _____ = \$ _____

Payment Method

Check No.: _____ TOTAL: \$ _____

Credit Card: ☐ Visa ☐ Mastercard
please check one

Credit Card No.: _____

Expiration Date: _____

Card Holder Name: _____

Card Holder Signature: _____

Mail registration to:

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

Host Hotel

Embassy Suites Amarillo Downtown

550 S Buchanan St. • Amarillo, Texas 79101

(806) 803-5500

www.embassyamarillo.com



Room Rate: \$159

Room reservations must be made on or before
March 28, 2023, for the SGBI block rate.



2023 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. 30, 2023. Elections for the following seven positions on the association's board of directors will be held:

Eastern Region Director – 1 seat

Western Region Director – 3 seats

Western Region Director – 1 seat* (1-year term)

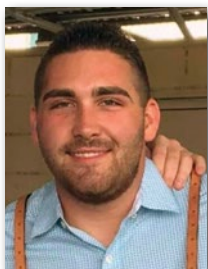
At-Large Director – District 4

At-Large Director – District 6

WESTERN REGION

Keaton Bush

Keaton Bush is seeking an SGBI Western Region director position. Keaton, along with his family, owns and operates B Square Ranch, a Santa Gertrudis



operation, in Timpson, Texas. Herd number 40062 was established in 2008 when Keaton purchased his first Santa Gertrudis heifer from Carpenter Farms.

Keaton's passion for the breed grew at a rapid pace, and he began to expand his herd with the goal of enhancing the Santa Gertrudis breed. B Square Ranch and the Bush family now own and operate more than 100 purebred Santa Gertrudis females.

Keaton and his family strive to provide young exhibitors with superior cattle so they can enter and exit the show ring with confidence and with the hope of inspiring a lifelong passion for the Santa Gertrudis breed.

Keaton is an active member of SGBI. He currently serves on the Breed Standards Committee and the Shows and Exhibits Committee. Keaton also serves on the Youth Activities Committee, where he assists in planning and running the National Junior Santa Gertrudis Show (NJS GS).

Keaton believes in the breed's versatility and the many opportunities that provides.

"I'm excited at how far the breed has come and even more excited to see where it's going," he says. "I hope to continue in bettering the Santa Gertrudis breed, and I look forward to serving on the SGBI Board of Directors, if elected. Thank you for your support and consideration."



Suzanne Fulton

Suzanne Fulton is seeking re-election as an SGBI Western Region director. Suzanne has served for the past three years as the SGBI vice president of youth activities. She has been an SGBI member since her youth, serving as the national queen and on the National Junior Santa Gertrudis Association (NJS GA) Board. She lives in Denton County, where she, her daughter and her mother own a moderate-size herd of cattle.

Suzanne chaired the 2018 NJS GS and headed the Youth Activities Committee (YAC) for the 2020, 2021 and 2022 national shows. Suzanne has also been involved in the planning and leadership aspects of the breed by serving on the Performance Committee, Breed Standards Committee and Long Range Planning Committee.

One of Suzanne's main goals is educating the association's members to ensure they are aware of all the benefits the breed association can provide.

Suzanne has a passion for youth in agriculture. As vice president of YAC, she has been working on ways to encourage youth members to transition into adult members.

When she is not in the barn or checking cattle, she serves as the CEO of two family businesses, overseeing 40 employees at three locations. She believes the Santa Gertrudis family helped make her who she is today and looks forward to continuing to give back to the breed and future generations by serving on the SGBI Board of Directors.

"I am proud of the work that has been done over the past few years and look to continue the growth of the youth program and the Santa Gertrudis breed in the beef industry," she says. "I would greatly appreciate your vote and would be honored to continue to serve this breed and its membership as a board member. Thank you for your support."

Daniel Kubecka

Daniel Kubecka is seeking an SGBI Western Region director position. Daniel is a fourth-generation Santa Gertrudis breeder. His dad, Gene Kubecka, currently serves as the SGBI president; his mom, Nancy Kubecka, has served on many SGBI Board-appointed committees

and his grandad, Dan Wendt, and nanny, Jane Wendt, were both SGBI past presidents. Daniel and his wife, Lauren, are currently raising the fifth generation of the Wendt Ranches legacy with daughters Kinsley, Laney and Callie along with their baby brother, Cooper. Daniel has served on multiple SGBI committees in recent years.



Daniel grew up in the Santa Gertrudis breed and feels fortunate that his kids are getting that same opportunity. Kinsley will show at her third national show this summer and, by the time Cooper graduates, it'll be more than 20 straight years.

"The junior program is as strong as it has ever been and that is something we must continue for our youth," he says. "Coming up through the junior program I understand how important it is and the lasting impression it makes on our kids."

Daniel took over Wendt Ranches Partners' breeding program two years ago with a focus on producing balanced cattle that perform on the hoof and the rail.

"The genomic advancements that the cattle industry is making right now is amazing, and it's important that Santa Gertrudis is at the forefront," he says. "Changing and evolving isn't always easy, but it's imperative if we want to grow and stay relevant."

After graduating from Texas A&M University, Daniel spent a few years off the ranch as he built his guide service (Run-N-Gun Adventures) and worked a sales position in the oil and gas drilling industry. The time away allowed him to return with new ideas and ways to look at the beef industry as a whole.



Luke Lyness

Luke Lyness has been involved in Santa Gertrudis cattle for more than 24 years. Along with his parents, Patrick and Rita, and his younger brother, Seth,

he owns and operates Lyness Farms, a cow-calf operation in Ben Wheeler, Texas. The family farm has raised purebred Santa Gertrudis and STAR 5 cattle

CONTINUED ON PAGE 32 ►

SOUTH TEXAS SANTA GERTRUDIS ASSOCIATION

*Continuing the Legacy of
Producing and Promoting
Santa Gertrudis in the
Birthplace of the Breed.*

- ✦ **South Texas Heritage Sale
November 18, 2023**
(sponsored by the South Texas Affiliate)
- ✦ **Heritage Breeder Award**
- ✦ **San Antonio Livestock Exposition
Junior Show Buckles**
- ✦ **Better Beef Contest at NJSGS**

South Texas Officers

K.T. Hefte, President

Felix Serna, Vice President

Kathryn Hefte Petty, Secretary/Treasurer

Directors

Heather Blewett

Rene Chapman

Larry Garza

George Hood

Cynthia Strait

For information updates, please visit our website:

SOUTHTEXASSANTAGERTRUDIS.COM

or like us on Facebook at:

South Texas Santa Gertrudis Association



South Texas Junior SANTA GERTRUDIS ASSOCIATION



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

President: Madisyn Douglas

Vice President: Avery Strait

Secretary: Arden Strait

Queen: Kye Yackel

Princess: Piper Loden

Directors:

Piper Loden

Jane Lawrence

Molly Couch

Jana Justiss

Sophia Reyes

Cade Bram

**Nov. 18
South Texas Heritage Sale**

Come join our fun!

**Nov. 18-19
2023 Hot Gert Junior and
Open Shows**

Open to all Santa Gertrudis exhibitors

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

BIERI FARMS

Find the Highest Quality Females At the Right Price



At Bieri Farms, we are not herd sire producers. During our *almost 70 years* of breeding Santa Gertrudis cattle, we have learned it requires a lot of fall calves to produce a few top herd sires. But, we believe our females are of the quality to fit into many purebred or commercial herds.

If you need replacements, please take a look at ours.

You will find the quality and price is right.

Offering For Sale

SOLD BRED GERT HEIFERS – \$ 2,500

SOLD OPEN GERT HEIFERS – \$2,000

WEANED GERT HEIFERS – **NOW
\$1,500**



BIERI FARMS

Angleton, Texas

(979) 292-9856 (c)

SGBI Herd No. 474

www.BieriFarms.com

2023 SGBI BOARD CANDIDATES CONTINUED FROM PAGE 29

since 1999 and has grown to manage a substantial registered herd on three ranch locations in Van Zandt County. As of late, Lyness Farms has successfully DNA tested its entire herd, and is continuing to move forward with the latest innovations and data-collection methods to further enhance the profitability and marketability of their Santa Gertrudis and STAR 5 herds. Luke was very active in the NJSGA, serving on the board of directors and participating in many shows, youth activities and events. Today, he continues to support juniors and the breed whenever possible.

Luke graduated from Cornell College with a Bachelor of Arts degree, which has prepared him well for many challenging and professional situations throughout his career in agriculture and the construction industry. In addition to running the family cattle business, Luke is also vice president of operations at Terrell Glass & Mirror, a family-owned commercial glass and glazing company, primarily serving the DFW Metroplex.

Agriculture has always been a passion for Luke and, more important, raising quality and genetically sound Santa Gertrudis cattle. Whether traveling to Switzerland to observe and study cattle ranching and techniques abroad or managing a nasty invasion of goat weed in the main pasture, Luke has always had his sights on providing the best care, conditions and environment for the cattle to thrive and be profitable.

"I would like to be one of SGBI's western directors to bring my passion for the healthy development, continued success, worldwide recognition and secured future for the Santa Gertrudis breed," he says.



Darrell Roach

Darrell Roach, husband of Connie and father of Trey and Hollyann Roach, is a fifth-generation Texan and seventh-generation cattleman. Darrell

has been immersed in the beef industry since birth and maintains a herd of more than 75 Santa Gertrudis and STAR 5 cattle in Wise, Tarrant and Clay counties.

Darrell was a member of the Keller FFA Chapter and he showed heifers and steers all over Texas in high school. He then attended West Texas State and fin-

ished his Bachelor of Science in Biology at Texas Christian University. Currently, Darrell owns and operates an insurance agency in Keller, Texas, and has held a Texas insurance license since 1988. Darrell is a member and past president of both the Keller Rotary Club and Keller Lions Club. He served on the NJSGA Board in 1979 and supported his two children through their years of junior shows and NJSGA Board service.

Today, Darrell and his family attend and exhibit their cattle at open shows across the country, and sell cattle to juniors with a hope to excite and continue fostering a love for red cattle in today's youth. Darrell, a passionate advocate for agriculture, enjoys teaching others about his pride and joy - his cattle.

Bill Stroman

Bill Stroman, Bryan, Texas, along with his brother, Mark, from Goliad, have been in the Santa Gertrudis business since the early 1970s. Their herd is number 2582. Their first Gerts came from the John Martin Ranch and they were a handful, but they were also winners.



Bill graduated from Texas A&M with a degree in agriculture. He worked for companies where he handled sales and marketing as well as managing others. He has owned his own environmental company for more than 30 years. These experiences have allowed him to understand the challenges of working with people from diverse backgrounds, different ideas and skill sets.

"My goal, as your director, is to hear and serve everyone, from the largest breeder to the single-cow operator," he says. "I have seen the performance of our cattle grow over the years and all the improvements we have made; it makes for exciting times. We can compete with any other breed in the industry at this point, with continued genetic improvements carried by an animal with 'wow' phenotype is where we are headed. We are right on the edge, so how do we continue to tip the scales? By working together to meet the needs of the buyers and consumers.

"The Santa Gertrudis Breed is not about a few, but about everyone," he adds. "As your director I will be available to listen to you and share what is going on and coming up. You have a say, and my goal is to be your voice."



Matthew Zajic

Matthew Zajic, herd number 40616, got his start in the Santa Gertrudis breed in high school through showing in 4-H. For as long as he can remember, he has

always wanted to raise cattle and farm for a living, and he has been driven to do just that since he graduated college. After buying his first set of Gerts in college, he started Zajic Farms and dove right into the farming world. He started baling hay for the public, custom spraying, fertilizing and about any other agriculture service needed. That blossomed into his own operation rather quickly. He also started a seed dealership called Texas Seed Partners, which sells a multitude of agriculture input products. In 2020, he was asked to sit on the Ellis County Farm Bureau Board, which has taken him all over the country to different conferences, including traveling to Austin to speak in front of their state houses of congress to affect change that helps agriculture producers.

Matthew strives to focus on improving his herd as quickly as he can through ET and an aggressive AI program.

"We, as a breed, have seen genotype and phenotype improve rapidly. This puts this breed in a unique position to satisfy several different places in the market," he says. "These cattle we are breeding today have the performance, phenotype, genotype and maternal traits to produce for even the most discerning beef cattle producer. My passion and appetite for success would bring a fresh perspective on the issues we face as a breed and offer new ideas on how to keep the breed moving forward. Serving this breed and my fellow breeders would be an absolute honor."

EASTERN REGION

David Alderson

David Alderson and his wife, Elaine, own and operate Circle A Farm in Williamsport, Tenn., just south of Nashville. Since the early 1990s, the Aldersons have maintained a high-quality herd of 50 to 60 registered Santa Gertrudis cattle. Their main objective has been producing the highest quality show cattle, and they



have been very successful, being named SGBI Exhibitor of the Year four times and SGBI Breeder of the Year in 2015. Other accomplishments include breeding and exhibiting three national champions and multiple SGBI high point winners.

David is a Vietnam veteran, where he proudly served his country. He has also been involved in local cattlemen's association activities in central Tennessee. David, along with Darren Richmond, exhibit Santa Gertrudis cattle throughout the United States, putting the breed in front of thousands of people at most state fairs and national livestock shows.

David previously served on the SGBI Board from 2010 to 2015 and looks forward to serving the breed again.

Trai Stegall

Trai Stegall from Pontotoc, Miss., seeks re-election to the SGBI Board for the Eastern Region. Trai graduated 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 manages his cattle



farm. His family has raised Santa Gertrudis since the '70s and exhibited them across Mississippi and the South. He has served on SGBI's Youth Activities Committee for four years and the Breed Standards Committee for two years. Trai has served as his state association's president for the last seven years and their junior program's youth director for the last five years.

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. 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 to maintain and grow our mark."

"I enjoy traveling to any Gert-related event anywhere and want to continue to 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 look forward to meeting

more of you as I attend more sales, shows and conventions. Contact me at trais3@hotmail.com."

DISTRICT 4

Barry Powell



Barry Powell, Columbia, Miss., is seeking a seat on the SGBI Board of Directors for the first time. He has served on numerous Mississippi transportation boards over the past 25 years, as well as the Marion County Cattlemen Board.

Barry grew up on a small cattle farm, where his dad had 25 to 30 commercial cows. Barry has raised commercial cattle since 1986. In 2012, he tried his first Santa Gertrudis bull. He was very happy with the calves' growth and docile nature, so he decided he wanted a few registered Santa Gertrudis cows.

He purchased two registered Santa Gertrudis cows from Mr. Herring at Cotton Branch. Ten years later, his herd is 90 percent registered. Running 120 momma cows, his goal each year is to improve his herd's genetics.

CONTINUED ON PAGE 37



2023 Bluebonnet Classic

MARCH 18, 2023

11:00 am | Briggs Ranches
Traylor Division | Bloomington, TX



2023 Purple Reign

MARCH 25, 2023
11:00 am | 777 Farms
Magnolia, AR



STRAIT
Ranches

Y.N. STRAIT FAMILY
Streetman, Texas
www.straitranches.com

Look for these heifers and over 80 quality Santa Gertrudis replacement females at the 2023 Bluebonnet Classic. Also look for our consignments in the Purple Reign Sale in Magnolia, Arkansas.

Yancey 972.841.0989 | yanceystrait@straitranches.com
Callie 210.837.1199 | callie@straitranches.com
Henry Zarate, Manager | 361.920.0718

4S FARMS

Geraldine, Ala. 35974
Zane Troxtel, Farm Mgr.
(256) 641-0513
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

Polled Bulls for Sale



Jimmy & Ginger Montgomery

17925 Hwy. 82 • Union Springs, Ala. 36089

334.703.1314 (c) • 334.738.4886 (h)

TWISTED C FARMS

Crossville, Ala.



Logan Charles
256.558.9441

ldc0512@yahoo.com

Michael Charles
256.572.4941

CHEROKEE RANCH

— & CASTLE —

SEDALIA, COLORADO

JAMES HOLMES
Executive Director
303-523-9503

RAFAEL MIRANDA
Ranch Manager
303-888-5297

CherokeeRanchandCattle.com**BLACK TIP**

ROBBY WALKER

954.553.2733

OKEECHOBEE, FLA. | GREENSBORO, ALA.

**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



Wes McDaniel (404) 630-1142
Judy McDaniel (404) 226-5177

Email: mcdanielwb@gmail.com**GOODIN FARMS**

AUSTIN, IN
SGBI Herd #19416

(812) 794-2624

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

WILLIAMS FARM

Kenny & Jackie Williams

Kentwood, LA 70444

(985) 229-0012 • (225) 276-6970 cell

williamskh1953@gmail.com Herd 38981**Tideland Farms**

Al Shiyou

6033 Pontiac Dr.

Kiln, MS 39556

(c) 228.216.8731

(h) 228.255.8729



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.netWWW.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

**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

Steven Boothe

(361) 575-1297 (O) • (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.comwww.BriggsRanches.com**BUENA VIDA CATTLE COMPANY**buenavidacattle.com

Kevin & Heather Blewett and
Harrison & Kalli Kimble

Kingsbury, Texas • (210) 744-8100

CORPORON ACRES

Jim Corporon

Schulenburg, Texas 78956

Ranch (979) 562-2405

Cell (979) 561-7185

Email: jim@corpacres.com**PINNACLE CATTLE CO., LLC**

Rodney & Barbara Corporon

Schulenburg, Texas 78956

(713) 724-1268

Jessie Mendel

Manager

(979) 561-7103

www.Corporonacres-Pinnaclecattle.com**Double T Ranch**

WYLIE TALIAFERRO

Box 57, Rosser, TX 75157 • Herd # 3326

Wylie: 469-644-1620 • Duane Miller: 214-793-5111

wylietaliaferro@yahoo.com**OLD AGENCY RESERVE**

ELIJAH ROBINSON
1513 Montford Rd.
Reynolds, Ga. 31076

(478) 973.2067

karoni17@yahoo.com**BIERI FARMS**

P.O. Box 441 • Angleton, Texas 77516

(979) 292-9856

Herd No. 474 • www.bierifarms.com

CROSSWINDS RANCH  5

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

John Martin Ranches

Box 869
San Diego, Texas 78384
(361) 701-5683
Charter Member S.G.B.I. Herd #4

Wendt Ranches  

Herd Established in 1954
PERFORMANCE TESTING SINCE 1958
E-mail: wendtranches@hotmail.com
Website: www.wendtranches.com

5475 FM 457 Gene Kubecka: (979) 240-5311
Bay City, Texas 77414 Daniel Kubecka: (979) 240-5312

EXCELL SANTA GERTRUDIS

WWW.EXCELLSANTAGERTRUDIS.COM

BRED TO EXCELL
CONSISTENT • PREDICTABLE • PROVEN

SAM, SANDY AND TODD HYDE
Santa Fe, TX 77517
excellsantagertrudis@gmail.com
Todd: 281.705.0832

★ Gerts for Sale
★ AI Services (405) 219-4767

Kick'n A Ranch

PURDON TEXAS
Jennifer & John Anderson
Kicknaranch@gmail.com
EST. 2012 We're on Facebook! Kick'n A Ranch

WUNDERLICH FARMS

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

GYRANDA

AUSTRALIA'S PREMIER
SANTA GERTRUDIS STUD
Peter & Nikki Mahony
gyranda.com.au

Four J Cattle

Registered Santa Gertrudis & Crosses

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

Santa Gertrudis Cattle Herd #878 "The Tradition Continues"

Rocking A Ranch

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

PITCHFORD CATTLE SERVICES

★ Specializing in Show & Sale Cattle
★ Herd Consultation, Management & A.I. Work

Darrell, Shana, Casey, Bri & Gracey Pitchford
8565 CR 3913 • Athens, Texas
pitchfordcattle@hotmail.com
(903) 388-2288 www.pitchfordtradition.com

Fulton Farms 

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

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

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

DARREN RICHMOND

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

SALE CATTLE • HERD SIRES • DONOR COWS

Hargis Farms

SANTA GERTRUDIS

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

STRAIT Ranches

Y.N. STRAIT FAMILY
P.O. Box 246, Streetman, TX 75859
972.841.0989 | 361.920.0718 | 210.837.1199
yanceystrait@straitranches.com
WWW.STRAITRANCHES.COM

HARRIS RIVERBEND FARMS

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

Thomas Burnett
(512) 676-7086
thomasb@trbautomation.com

TB CATTLE FARM
TROUP, TX Herd 20797
100% Genotyped Cowherd

HEFTE RANCH

Cattle Located in Hondo and Agua Dulce, Texas

Kathryn Hefte Petty
(210) 414-2493
K.T. Hefte 1200 State Hwy 173 N
(361) 813-4937 Hondo, Texas 78861

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

IRON OAKS CATTLE 

Lou & Robin Breving 10 years of breeding to achieve PERFORMANCE with BALANCE

Alvarado, Texas
817-821-7540
loub5@yahoo.com

VESPER RANCH

Kelly Vesper
Charter Member SGBI - Herd 43
Drawer 679, Cotulla, TX 78014
Chad Springs (512) 517-2455
Established 1850

TO ADVERTISE IN SG-USA, CONTACT SALES REPRESENTATIVE

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


SANTA GERTRUDIS USA
FEBRUARY 2023 | VOLUME 20, NUMBER 2



TO VIEW SG-USA ONLINE, VISIT:
santagertrudis.com

CATTLEMEN'S CONGRESS

Jan. 8, 2023 | Oklahoma City, Okla. | Judge: Ryan Rash

SANTA GERTRUDIS SHOW *Results*



GRAND CHAMPION BULL

KK Valedictorian, shown by Buena Vida Cattle and B Square Ranch, Timpson, Texas



RESERVE GRAND CHAMPION BULL

KK Tiago, shown by Buena Vida Cattle Co., Kingsbury, Texas



BEST OF POLLED BULL

Triple P Legacy, shown by Triple P Ranch, Trinity, Texas



GRAND CHAMPION FEMALE AND BEST OF POLLED FEMALE

SR Ms UNO 23J3, shown by Arden Strait, Prosper, Texas



GRAND CHAMPION STAR 5 FEMALE

BSR Lady Poison, shown by Hudson Cromwell, Abbott, Texas



RESERVE GRAND CHAMPION STAR 5 FEMALE

1745K, shown by Gracey Pitchford, Eustace, Texas

NO PHOTO

RESERVE GRAND CHAMPION FEMALE

Ms Marksman 621F6, shown by Avery Strait, Prosper, Texas

FORT WORTH STOCK SHOW

Jan. 16, 2023 | Fort Worth, Texas | Judge: Jason Heath



GRAND CHAMPION BULL

KK Valedictorian, shown by Buena Vida Cattle and B Square Ranch, Timpson, Texas



RESERVE GRAND CHAMPION BULL

777 Candyman, shown by 777 Farms, Magnolia, Ark.



BEST OF POLLED BULL

Triple P Legacy, shown by Triple P Ranch, Trinity, Texas



GRAND CHAMPION FEMALE

XL Cleopatra 008ET, shown by Excell Santa Gertrudis, Santa Fe, Texas



RESERVE GRAND CHAMPION FEMALE

NTR Paisley, shown by In The Red Ranch, Eustace, Texas



BEST OF POLLED FEMALE

CWR Honolulu, shown by Madisyn Douglas, Bonham, Texas



left GRAND CHAMPION STAR 5 FEMALE

KK Swagger's Gigi, shown by Blaine Gibson, Paradise, Texas

RESERVE GRAND CHAMPION STAR 5 FEMALE right

Miss GAL 111, shown by Gracelyn Lee, Fayetteville, Ark.



Advertisers

777 Farms.....5, 16, 17	Grandview Farms.....34
3WC Cattle.....11	Graves Creek Ranch LLC.....5
4S Farms.....34	Gyranda Santa Gertrudis.....35
5J's Cattle Company.....5, 23	Hargis Farms.....35
American Cattle Enterprise.....25	Harris Riverbend Farms.....15, 35
Arrow Creek Santa Gertrudis.....11	Heath Farms.....34
Bar M Farms.....23	Hefte Ranch.....35
Bieri Farms.....31, 34	Iron Oaks Cattle.....35
BlackTip Cattle.....34	Jernigan Ranch.....34
Borchers Southern Y Ranches L.P.....34, 39	John Martin Ranches.....35
Briggs Ranches.....15, 34	KC Ranch LLC.....34
Buena Vida Cattle Company.....34	Kick'n A Ranch.....35
C Bar C Ranch.....34	King Ranch Inc.....40
Carley's Show Cattle.....11	La Campana Ranch.....12
Cavender-Draggin' M and Partners.....15	Lucky L Farm.....11
Cherokee Ranch & Castle.....34	Mattlingly Farms.....7
Corporon Acres.....34, 38	MC Ranch.....34
Cox Mill Farms.....34	Morse View Farm.....11
Creech Farms.....5, 23	Old Agency Reserve.....34
Crimson Classic Sale.....27	Olivarez Ranches.....35
Crosswinds Ranch.....35	Osborne Livestock.....7
District 6 Breeders.....7	Parker Farms.....7
Double TT Ranch.....34	Passion Farms.....11
Excell Santa Gertrudis.....13, 35	Pitchford Cattle Co.....35
Flying C Ranch.....5	Pinnacle Cattle Co. LLC.....34, 38
Four J Cattle.....35	Polled Power Genetics.....5
Fulton Farms.....35	Polled Santa Gertrudis Association.....5
Goodin Farms.....34	Premier Santa Gertrudis Association.....37
	Purple Reign Sale.....17
	Red Doc Farm.....21
	Red View Farms.....7
	Richmond Photography & Video.....17, 35
	Ridge Point Ranch.....11
	Rocking A Ranch.....35
	Rockin B Farm.....11
	Rocky Mountain Santa Gertrudis Association.....20
	Rose Hill Ranch.....35
	Running M Ranch.....34
	Santa Gertrudis Bluebonnet Classic.....9
	Santa Gertrudis Breeders of the Carolinas.....19
	Santa Gertrudis Small Breeders Group.....11
	Shampain Ranch.....7
	South Texas Junior Santa Gertrudis Association.....30
	South Texas Santa Gertrudis Association.....30
	Strait Ranches.....33, 35
	T&S Farm.....34
	TB Cattle Farm.....11, 35
	Tideland Farms.....34
	Tinney Farms.....2
	Triple P Ranch.....11
	Twisted C Farms.....34
	Urbanosky Ranch.....35
	Vesper Ranch.....35
	VZ Cattle.....11
	Wendt Ranches.....3, 35
	Williams Farm.....34
	WindCrest Farm.....7
	Wunderlich Farms.....35

2023 SGBI BOARD CANDIDATES

CONTINUED FROM PAGE 33

Barry has been in the transportation business all his life. He has a daughter, son-in-law and son who are all working in the business now.

"There is so much going on at SGBI, I know I don't know nearly half of it," he says. "I always strive to learn; when one stops learning, they tend to get complacent. I hope I never stop learning. I am asking for your consideration," he adds. "If elected, I will always listen and learn. I will serve the association for the association's best interests."

DISTRICT 6

Jewett Borden



Jewett Borden is from Shepherds-ville, Ky. Along with his family, Jewett has a cow-calf-to-finish operation built on Santa Gertrudis cattle. They also harvest and sell Santa Gertrudis and Santa Gertrudis-influenced beef to the public. The Bordens have had Gert cattle for about 12 years and say they work well for their operation. He grew up on a farm in eastern Kentucky where his family had a cattle and hog operation. He served in the U.S. Navy for eight years, and he recently retired from University of Louisville hospital. 🐾

TEAM PREMIER

70 Years Strong · Yesterday, Today & Tomorrow

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

Junior Association Officers & Board of Director Members

President • **Cale Cornelius**
Vice President • **Luke Nelson**
Secretary • **Madisyn Douglas**
Treasurer • **Lauren Hanna**
Reporter • **Nicholas O'Neal**
Queen • **Cale Cornelius**
Princess • **Kelsi Pittman**

Active Association Officers & Board of Director Members

President • **Chris Taliaferro** • 214-674-8064
1st Vice Pres. • **Darrell Pitchford** • 903-388-2288
2nd Vice Pres. • **Brad Bland** • 817-991-2624
Secretary • **Brian Cummins** • 903-603-6634
Treasurer • **Matt Nichols** • 940-393-2305

Board Members

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



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

MARCH 18, 2023 ♦ 11 AM

BRIGGS RANCHES

Traylor Division • Bloomington, Texas

OFFERING

Replacement Heifers



Montego

SELLING BRED HEIFERS

Sires include:

Mateo 7238 ♦ SR Genesis 75/3

All heifers are bred to Mateo son,

Montego 1325 (Reg. #20204817)

For further information, refer to sale catalog:

www.facebook.com/bluebonnetclassicsale/

Video and online bidding available:



**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

Cell: 713-724-1268

Jessie Mendel

Manager

979-561-7103

WWW.CORPORRONACRES-PINNACLECATTLE.COM

SUSTAINABILITY^Y

100^Y+
YEARS

OF RANCHING
THE FAMILY LAND

TODAY^Y



QUALITY^Y Buys

SATURDAY^Y, MARCH 18, 2023

Location is **BRIGGS RANCHES • BLOOMINGTON, TEXAS**

Mark Your
Calendar

Borchers Southern

Ranches, L.P.

Charla Borchers-Leon

Mary Kay Borchers

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

Steven Boothe

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

Proud Producers of  Cattle

E-mail: charlabl@icsi.net • FAX: (361) 576-0891

BorchersSouthernY.com

KING RANCH[®] PROVEN

RANCH - YARD - RAIL - PROFIT



King Ranch[®]

Santa Gertrudis and American Red bulls and females available private treaty.

First within-herd EPD database in the nation.

First genomically enhanced, single-step beef cattle EPDs in the nation.

Industry-leading fertility, carcass and growth genetics.

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

DARRELL R. WHITE: (830) 255-8869 · DWHITE@KING-RANCH.COM