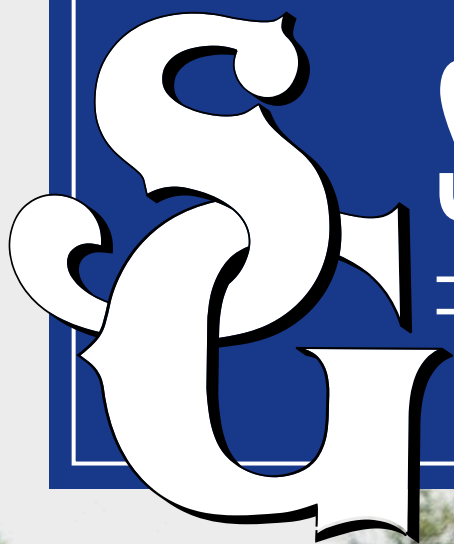


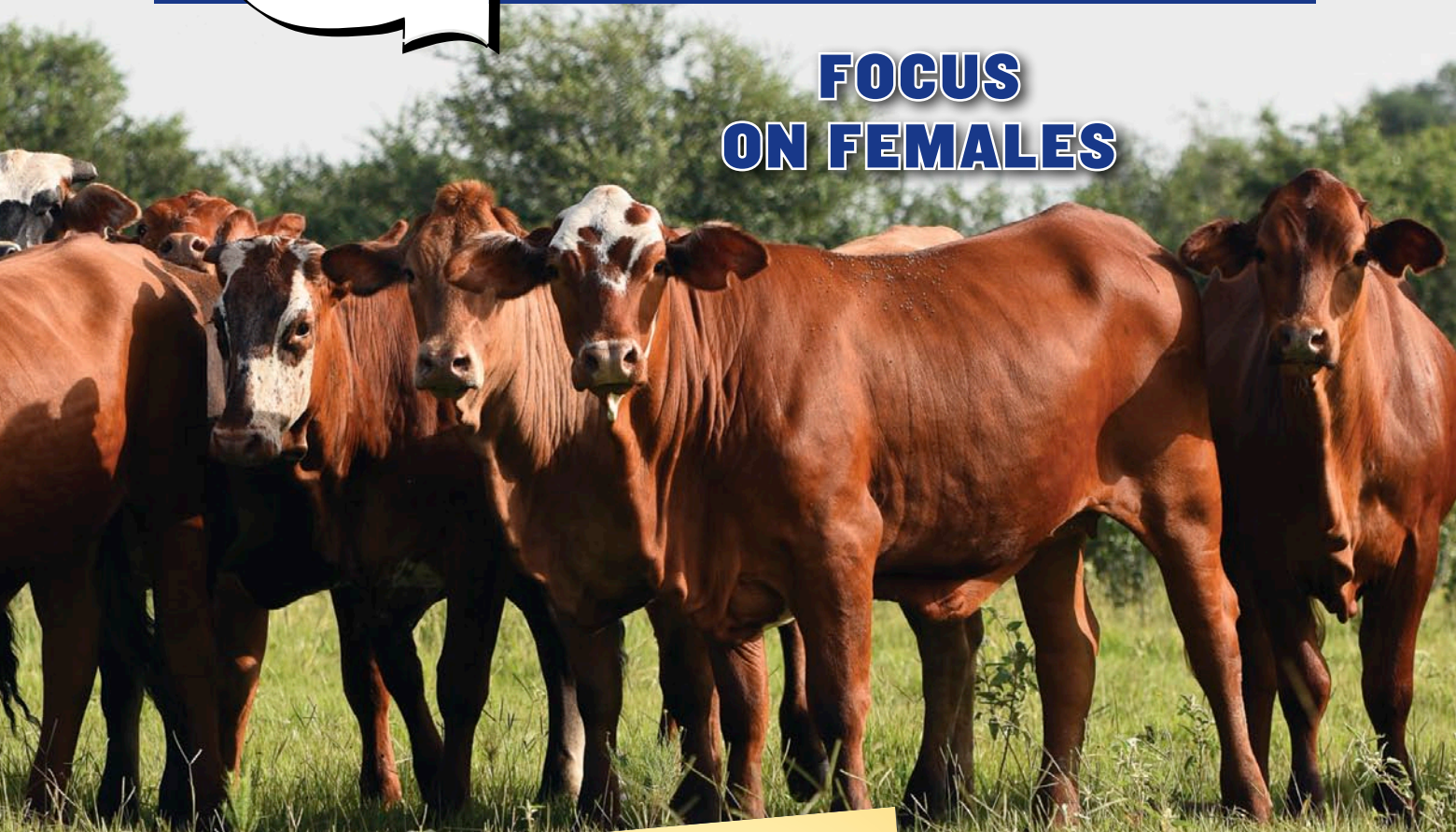


SANTA GERTRUDIS

USA

MAY 2019 | VOLUME 22, NUMBER 5

**FOCUS
ON FEMALES**



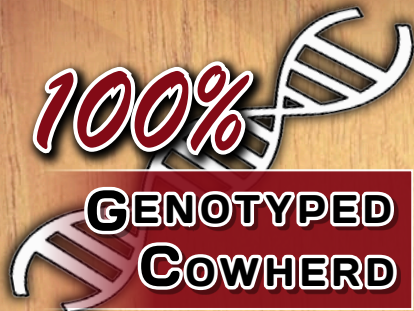
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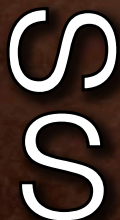
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SANTA GERTRUDIS USA

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



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ON THE COVER

Santa Gertrudis and STAR 5 females at Borchers Southern Y Ranches L.P., Victoria, Texas.

Photo by Cate Doubet.

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Ramblings from the Open Range

EXECUTIVE DIRECTOR'S REPORT

By John Ford

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

The old saying “dead calves do not weigh up well in the fall” certainly rings true, and cattlemen who place selection pressure on low birth weights seem to sleep a little sounder during calving season. However, we can’t forget that pounds pay. Cow-calf producers can’t overlook the fact that birth weight is correlated with weaning weight. Selecting for low birth weights is antagonistic to selecting for growth performance. We all understand the importance of maximizing the live calf crop percentage, but I am concerned that there is a growing industry tendency to overemphasize small birth weights.

Are our calves from mature cows too small? Flipping through semen catalogs or skimming over breed publications, one could conclude that cattlemen are placing excessive selection pressure on birth weight while neglecting other traits of economic importance. I wonder, are cattlemen considering growth traits when breeding mature cows to light-birth-weight sires? Is the result of this

type of calving-ease breeding strategy a smaller payday at weaning?

Calving difficulty has been shown to be a problem primarily in two-year-old, first-calf heifers. The proportion of first-calf heifers requiring assistance at birth is commonly quoted at 25 percent. Pregnancy rates for a dam after losing a calf are also lower than for dams that have not lost a calf. Studies also indicate that animals experiencing difficulties while delivering a live calf may result in decreased rebreeding rates. Although dystocia is not uncommon in older females, it occurs at a much lower frequency. As cows become older, birth weight assumes less significance.

Birth weight is a highly heritable trait and, therefore, responds favorably with selection pressure. With the genetic selection tools available today, cattlemen can identify bulls that combine calving ease, money-making growth and suitable carcass quality traits in one genetic package. Expected progeny differences (EPDs) provide the most effective tools to manage calving

difficulty. Utilizing the Santa Gertrudis Breeders International genetic evaluation enables producers to identify low-birth-weight bulls while still selecting profitable growth EPDs that are in an upper percentile of the breed. Doing so allows producers to select sires that can cover both mature cows and yearling heifers, minimizing calving issues while maintaining adequate growth.

It is easy to place 100 percent of the blame on the sire when calving issues occur. But keep in mind that the bull supplied only half of the genetic merit. We can’t forget about the dam’s contribution when a first-calf heifer experiences calving difficulty. The pedigree of the dam determines the other half. If the dam’s pedigree is stacked with growth and large-birth-weight sires and dams, it is likely to influence calf delivery as a first-calf heifer. Familiarizing ourselves with the dam’s suite of EPDs is just as important as analyzing the sire’s datasets.

It is true, *dead calves don’t weigh up well in the fall*, but placing excessive selection pressure on low birth weights when making sire selections for a mature cow herd results in a smaller payday at weaning. Don’t leave profit on the table. Use SGBI’s genetic evaluation to identify breeding animals with superior genetic merit. If you choose a herd sire with the proper birth weight EPD for heifers and are planning to utilize him in the mature cow herd, he should also possess enough quality in the traits of importance such as growth and carcass merit to ensure a nice payday. 🐄

South Dakota to Host 2019

BIF Annual Meeting and Research Symposium

The 2019 Beef Improvement Federation (BIF) Annual Meeting and Research Symposium will be June 18-21, 2019, in Brookings, S.D. The early registration deadline is May 15.

This year’s symposium features two and a half days of educational programming and a full day of tours. The first morning’s general session – Applications of Technology – will feature Mark Allan, Trans Ova Genetics director of genetic technology; and Alison Van Eenennaam, U.C. Davis animal biotechnology and genomics Extension specialist. The session will also include a producer panel including John Moes, Moes Feedlot, Watertown, S.D.; Trey Patterson, Padlock Ranch, Ranchester, Wyo.; Tylor Braden, King Ranch, Kingsville, Texas; and John Maddux, Maddux Cattle Co., Wauneta, Neb.

The second day’s general session – Utilization of Big Data – will include a presentation by Dr. Mark Trotter, Central Queensland University.

Both days include breakout sessions focusing on a range of beef production and genetic improvement topics.

For more conference details, including registration information, a complete schedule and lodging information, visit <http://www.beefimprovement.org>. 🐄





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PRESIDENT'S LETTER

By Jerome Urbanosky

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



It is a really great and exciting time to be a Santa Gertrudis breeder.

Our breed has listened to the mainstream beef cattle industry and has made our size more moderate and muscular and, at the same time, cleaned up sheaths and underlines. The reward for making these phenotypic changes is that Santa Gertrudis is increasing its industry footprint, especially as genetic testing and performance evaluation have validated the advantages Santa Gertrudis offers.

This genetic and performance priority has been led by our Executive Director John Ford and innovative and dedicated breeders like Red Doc Farm, Tinney Farms, Strait Ranches and several others. The result is that our breed is making giant steps in increasing its popularity into the western mountain states and renewing interest in our core southern states.

Also, for years we have heard about the demand for black-hided cattle. Well, that is changing fast. The "red revolution" is underway, and the price spread has closed. Commonsense cattlemen have embraced the red color advantage.

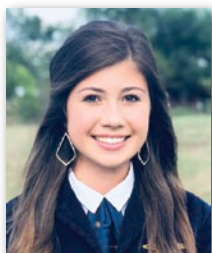
I am excited about the current talks we are having with the Red Angus Association as we work on ideas to expand the demand for our Santa Gertrudis gene pool.

Hopefully, you have a plan for your Santa Gertrudis cattle. There are many different markets that you can cater to – show cattle, new breeder market, STAR 5 market, bull market and the purebred replacement market. The emphasis you place on your herd and the genetics you use will power your operation in one or more directions. If you don't have a plan where you are going, you will end up getting lost.

On a personal note, my dad, Harold Urbanosky, is very ill with a type of bone marrow cancer. Thank God I get to see him every day and I count my blessings that I have him here to guide me. He will be 88 years old May 3, and I hope he is able to hang on until then. He is still extremely sharp but his body is playing out on him. Take time to tell your family how much you love them. None of us know when or how our last chapter will end.

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

SANTA GERTRUDIS Juniors



By Hadley Brooks, At-Large Director

Hello, everyone. I hope this finds you well and in good spirits. My name is Hadley Brooks, and I am currently serving as an At-Large director on the National Junior Santa Gertrudis Association Board of Directors. In the coming weeks, I'm sure all junior members will think about is the National Junior Santa Gertrudis Show. Personally, this show is the highlight of my year because I get to see so many friends, new and old, from across the country who all share the same love and passion for our cherry red cattle.

Let's talk about the foundation of our beloved breed – the females! Breeders across the world work hard to improve their herds by finding and breeding the best genetics to create an animal of the highest quality that may end up being shown or placed into their herds. Our junior and legacy breeders have done an excellent job raising females to improve our breed. The Santa Gertrudis breed started with tons of good foundation females and they have only gotten better over time.

I want to thank all of the junior and legacy breeders for continuing to raise and show females of the highest quality. I can't wait to see everyone at the National Junior Show in Bryan, Texas! 🐄

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Relationships Are a Fundamental Part of the STAR 5 Female Business

By Kelsey Pope, Freelance Writer

Santa Gertrudis cattle were largely chosen by Jim Corporry's father-in-law for their self-sufficiency. Today, Corporry Acres, operated in south central Texas near Schulenburg, is still a believer of Santa Gertrudis cattle with a long list of reasons to raise them.

Jim Corporry's family operation, Corporry Acres, is run with his son Rodney's herd, Pinnacle Cattle Co., LLC (formerly Dos Bros Ranch), where they share genetics and resources. His grandson also runs Pinnacle Whitetails where he breeds and raises whitetail deer.

In addition to the self-sufficiency attributes that got the family into the breed, Corporry has found many attributes in Santa Gertrudis cattle to keep them involved in the breed.

"They are excellent for crossbreeding, heat tolerance and hybrid vigor, to name a few," he says.

Corporry uses several tools and seeks the assistance of top cattlemen to continue his program's improvement and genetic advancements.

"The tools we believe in using to improve our cattle pedigrees include top genetics, extensive EPD analysis, focusing on conformation and phenotype and artificial insemination and embryo transfers," Corporry says. "We also utilize analyst Brad Wright, Ranch-Hand Analytics, who helps us analyze EPDs of dams and potential sires."



Corporry runs nearly 250 Santa Gertrudis females, half bred to purebred Santa Gertrudis sires and the other half to Hereford sires. They run their herd on approximately 1,200 acres of owned and leased ground that also includes hay production.

When the Corporrys started crossbreeding to create commercial, STAR 5 females, they chose Hereford sires for their hybrid vigor and growth. Many other producers in south central Texas appreciate this cross in their crossbreeding programs to put on Charolais, Brangus and Angus bulls.

"Several producers were asking us for a crossbreed, and we found that adding Hereford to our Santa Gertrudis cattle fit our program," Corporry adds.

They began advertising their cattle in local newspapers for a few years and then began marketing their cattle at consignment sales, such as the Bluebonnet Classic, Tri-Star Sale and the Houston Livestock Show. For the last decade, they have also consigned STAR 5 pairs annually to the San Antonio Livestock All Breeds and

Commercial Female and Bull Sale. In 2015-2016, they earned Grand Champion Pen of Females paired with Angus calves, competing against 500 other crossbred animals.

It was at this San Antonio sale where Steve Smith and Marty Warren, Ravenswood Farm, Brentwood, Tenn., discovered Corporry and his quality females.

"We were introduced to Jim at the San Antonio sale, and we bought a set of first-calf heifer pairs from him," says Marty Warren, Ravenswood Farm manager. "He took the time to get our information and say thank you. He's the type of guy who shakes your hand and looks you in the eye and says, 'thank you.' He wanted us to be 100 percent satisfied or he'd make it right, whatever it took."

Warren added that Corporry always calls a week or two after the sale to make sure they made it home and to check on how the cattle are doing. This type of customer service is why Steve Smith keeps returning to San Antonio to buy replacements for his cattle herd.

"We really like STAR 5 cattle," says Smith, Ravenswood Farm owner. "We don't have a good scientific reason, but if we're going to buy any cattle, we'd just as soon buy them from Mr. Corporry. We also like San Antonio because it's a good stop in the middle of winter."



Steve Smith, left, and Marty Warren, center, of Ravenswood Farm, with Santa Gertrudis producer Jim Corporry, Corporry Acres, at the San Antonio Livestock All Breeds and Commercial Female and Bull Sale.

CONTINUED ON PAGE 15 »

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SANTA GERTRUDIS Juniors

By Erin-Kay Daniel, District 2 Director



My name is Erin-Kay Daniel, and I am your District 2 director from Magnolia, Ark. I am a freshman at Magnolia Junior High, and I am a member of the varsity swim team and softball team, active in FFA, on the live-stock judging team and a member of the Arkoma Santa Gertrudis Association.

In any productive cattle operation, many things play a part in making it a successful one. By starting with a solid foundation of quality females, you can get your herd headed in the right direction to becoming profitable and desirable.

With today's technological advances, females can play a much bigger role than in the past. They are not only viewed as strictly a "momma cow" producing hopefully one healthy baby each year but have the potential to produce multiple offspring each year through embryo transfer. Depending on the dam's age, health and pregnancy status, she may produce 5-20 viable embryos per flush with the possibility of numerous flushes a year.

REGISTRATIONS, STAR 5 RECORDINGS AND TRANSFERS BY DISTRICT

MARCH 2019

ACTIVE MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	33	5	0	31
2	149	13	0	139
3	21	2	5	5
4	7	0	16	10
5	7	2	0	28
6	29	2	0	10

JUNIOR MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	35	6	2	25
2	11	0	0	2
3	8	6	0	6
4	10	0	0	1
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

Conventional flushing and in-vitro fertilization (IVF) are tools that allow producers to mass produce their best "momma cows." While conventional flushing can only be done when the cow is open, IVF can be performed while the female is open or even while she is bred up to 90-100 days.

Be sure to consider these options that will allow you to maximize the best females in your herd and select the traits you wish for.

I cannot wait to see everyone in College Station this June! 🐄

SANTA GERTRUDIS Calendar

MAY

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

JUNE

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

JULY

- 19-20** Kentucky National Show & Sale, Bowling Green, Ky.
- 28-Aug. 1** Gerts Ongoing Advanced Leadership Summit, Estes Park, Colo.
- 29-30** Ohio State Fair, Columbus, Ohio

SEPTEMBER

- 20-21** District 6 Show and Sale, Harrison County Fairgrounds, Corydon, Ind.
- 27-Oct. 20** State Fair of Texas, Dallas, Texas

OCTOBER

- 4-5** 31st Annual Alabama Connection Sale, Quail Valley Farms, Blountsville, Ala.
- 4-19** Santa Gertrudis World Congress 2019
- 19** NuGen/Wendt Elite Sale, Bay City, Texas
- 26** 2nd Annual Strait-Hefte Tried & True Production Sale, Carrizo Springs, Texas

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SANTA GERTRUDIS *Production*

ARE YOUR COWS CONSUMING MINERAL?

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



Providing mineral to your cattle is probably one of the easier tasks on a to-do list but is often overlooked or simply forgotten. Even though mineral appears to be expensive compared to a sack of range cubes, I tell my students that it is very inexpensive insurance. The problems, reduced fertility and production that can result from mineral deficiencies make it a no-brainer to ensure that all cattle have access to complete mineral, 24/7.

Feed companies have done a wonderful job of providing different mineral products for different range conditions, as well as mineral that will hold up better in weather. How do you know which cows are consuming mineral and when? To be honest, other than observing mineral disappearance or spending time at a mineral feeder, it is very difficult to determine.

Researchers at University of Florida's Institute of Food and Agriculture Sciences (IF/IFAS) Range Cattle Research Center conducted a study in the summer of 2016 to address such concerns¹. During June and July, these researchers equipped three different breeds of heifers with RFID ear tags and turned them out on a "jigs" bermudagrass pasture with free-choice access to a single RFID reader-equipped mineral feeder. The three breeds were purebred Brahman, an American breed and White Angus. Yes, Virginia, there are White Angus, and they were selected at the Ona, Fla., research station. Each breed was represented by four RFID-tagged heifers – a total of 12 head in the study. Mineral supplement consumption was recorded and determined by calculating daily disappearance.

The research trail period was 47 days and recorded 1,400 visits (RFID readings). Visits to the mineral feeder were divided into eight-hour periods over 24 hours: 5 a.m.-12:59 p.m. (morning), 1 p.m.-7:59 p.m. (afternoon) and 8 p.m.-4:59 a.m. (night). Researchers reported that heifers came to mineral during all three periods, but the number of visits was similar in the afternoon (562 visits) and in the morning (554 visits), and to no surprise, was lowest at night (284 visits).

What is surprising to me is that, on average, six visits per 24 hours occurred between 8 p.m. and 5 a.m. Brahman heifers visited the mineral feeder more often in the morning as compared to White Angus. American heifers visited less frequently than Brahman, but were statistically similar.

During the afternoon, Brahman heifers visited the mineral feeder more often than American heifers or White Angus heifers, both of which had a similar number of visits. So which heifers were the "light sleepers" and went to the mineral feeder at night? You guessed it – White Angus heifers had more visits to the mineral feeder at night as compared to the Brahman heifers, and the results were almost significantly greater than visits by American breed heifers.

That is how statistics work sometimes when you have a smaller sample size (four heifers vs. four heifers vs. four heifers). If they could have afforded to study 40 Brahman heifers vs. 40 American breed heifers vs. 40 White Angus heifers, results would have shown White Angus heifers visited the mineral feeder more often at night than both breeds. *I digress.*

What are the take-home messages from this research? Replacement heifers consumed mineral supplement in a range of 38.1 grams per head per day to 129.9 grams per head per day, with an average of 78.5 grams per head per day. Almost double that 78.5 grams and you should be close to what a mature cow may consume per day.

It is apparent that heifers (or cows) will most likely visit mineral feeders more often during daylight hours but can visit at any time as long as they know the location. If you are not observing mineral supplement disappearance of 1,250 grams per 10 cows per day (about 2.75 pounds) your mineral feeder may need to be moved to a better location.

Why Brahman heifers visited the mineral feeder more often or why the White Angus heifers liked to visit more at night will make for great coffee shop talk. Hope everyone gets some good spring rain.

¹J. Ranches, J.D. Arthington, and U. Pardelli. 2017. Use of Radio-Frequency Identification Technology to Assess the Frequency of Cattle Visits to Mineral Feeders. Abstract 006, p. 3. Southern Section Animal Science. https://www.asas.org/docs/default-source/southern-section/abstracts/southern_abstract-book_final.pdf?sfvrsn=a8d240d1_14



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STAR 5 FEMALE BUSINESS

CONTINUED FROM PAGE 10

Smith is in the real estate business as a home builder but has raised Santa Gertrudis cattle and Tennessee Walking Horses for several years.

"I chose Santa Gertrudis cattle because I thought that's what cowboys ought to have," Smith adds. "It's more about the cattle culture for me but also that they are good cattle and take care of themselves."

Ravenswood Farm's cattle have always been Santa Gertrudis-influenced. They started with purebred Santa Gertrudis but have moved to the crossbred STAR 5 cattle. Warren says the cattle from Corporron are gentle, raise a good calf and are good milkers that haven't had udder problems.

"We appreciate the Hereford-influence in the Santa Gertrudis cattle for being gentle and raising good calves," Warren says. "Disposition is a big thing to us because Steve and I enjoy working them and handling them. If they are mean or try to run you out of the pen, they are not a lot of fun, and that's when we decide to cull."

Warren grew up on a small farm and was hired by Smith 27 years ago to manage his horses and raise about eight

to 10 foals per year. He then took over as manager of cattle and horses in 2000.

The Ravenswood Farm team runs approximately 60 females that they crossbreed to Sim-Angus, Chi-Angus or straight Angus because there is a better market in Tennessee for black-hided calves. With these calves, they will typically sell some heifers private treaty or keep the females and breed to a low-birthweight bull to sell as bred females.

"We try to keep our cattle uniform with the STAR 5 red-and-white-faced females, so we don't keep any replacements since we are breeding to black bulls," Warren says. "We keep heifers, then sell private treaty to other producers."

The bull calves from their herd are castrated and sold either at weaning or after they are weaned and fed for a short period of time, then sold at a local livestock sale in Unionville, Tenn.

"We've tried several ways to market the calves," Warren says. "We've put them in a cooperative, sent to a feedlot – it always depends on the market. Typically, we sell a short time after weaning."

Warren adds that in the commercial beef cattle business, they are trying to raise a calf that pushes the scale down as fast as it can, trying to get to a number as quickly as possible with the least amount of expense.

Besides having growthy calves, Smith wants to have cattle that look good, too.

"Cattle in San Antonio are all fat and slick and look good, and that's how we want our horses and our cattle," Smith says. "We like the fat, slick, red ones with a white face. That's the STAR 5 cattle from Mr. Corporron."

Since buying their first pen of STAR 5 pairs from Corporron, Warren and Smith have returned every year to buy his cattle.

"We buy a pen of five pairs at the San Antonio sale as our replacements," Warren says. "We enjoy going to the sale and buying something that is better to improve our cowherd."

Corporron goes above and beyond customer service to establish a relationship with his customers. He always sends a hand-written letter with a nice token of appreciation and makes follow-up calls to be sure Smith and Warren are satisfied.

"That's another reason why we continue to keep buying cattle from Mr. Corporron," Smith says. "Number one, they are really good cattle, and number two, he goes above and beyond to ensure that we are happy with the cattle and he appreciates the business. It's a pretty easy thing, but a lot of people don't do that, and we appreciate that about him." 🐄



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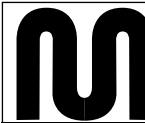
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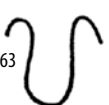
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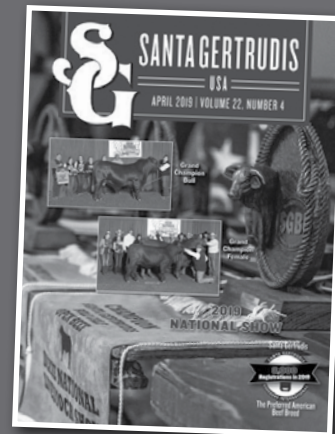
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SANTA GERTRUDIS SALE

Reports

BLUEBONNET CLASSIC SALE

MARCH 23, 2019 | HALLETTSVILLE, TEXAS

SALE AVERAGES

59	Lots	\$3,672	21	Bred Females	\$3,505
5	3NI	\$3,350	16	Open Females	\$3,978
16	Pairs	\$3,791	1	Embryo Lot	\$2,000

The Bluebonnet Classic Sale drew buyers from five states and had a very good representation of local and new buyers. The high-selling lot, a pair, was consigned by Strait Ranches and was sold to Country Legends for \$7,000. 🐄



A few of the buyers at the "Bluebonnets and Brews" tour on Friday before the sale.

SUPER AMERICAN BULL SALE

MARCH 30, 2019 | BLOOMINGTON, TEXAS

SALE AVERAGES

141	Lots	\$3,494
76	Brangus Bulls	\$4,000
54	Santa Gertrudis Bulls	\$3,000
11	Super American Bulls	\$2,423

Seventy-one buyers from eight states converged on Bloomington, Texas, for the second annual Super American Bull Sale at Briggs Ranch. This annual event, sponsored by Briggs Ranches, Salacoa Valley Farms and Harris Riverbend Farms, featured a heavy dose of *Bos indicus* bulls on the cutting-edge of their respective breeds and their resulting crosses maximizing hybrid vigor, the Super Americans. The entire offering continues to be commercial cattleman focused and driven, and this was reflected by steady demand and willing buyers.

The high-selling bull, Lot 103, BBCC Big Town 803E16, was consigned by Salacoa Valley Farms cooperator BBCC, Okeechobee, Fla., and was sold to Williamson Cattle Co., Okeechobee, Fla.

The second high-selling bull, Lot 102, was consigned by Salacoa Valley Farms, Fairmont, Ga., and was sold to T3 Brangus, Purvis, Miss., for \$12,000.

The high-selling lot, Lot 105, Salacoa Big Town 607E3, was sold to Great Mark Western Cattle LLC, Tallahassee, Fla., for \$8,750.

The high-selling lot, Lot 1, Harris Guns Up 184E, was consigned by Harris Riverbend Farms, Cleburne, Texas, and was sold to Williamson Cattle Company for \$7,500. 🐄

With Our Thanks

MID COAST INTERNATIONAL SUPER SALE

- Diamond S Ranch, Jerry & Pat Stults
Flush on SR Catalyst Gem 13/18



BLUEBONNET CLASSIC

- Country Legends Ranches, Billy Eubanks & Gladys Schiel
High-selling Pair SR 19/7
- Corporron Acres
- 4F Cattle Company
- Four J Cattle
- Kubecka Ranch
- Dos Bros Ranches



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GLOBAL OPPORTUNITY

WHY IT MATTERS

By Lisa Bard, Editor



Editor's note: *The following is an excerpt of the presentation given at the recent SGBI Annual Meeting in San Antonio.*

For those of you who do not know me, I am not a global traveler. I'm happy to roam the forests and mountains throughout the Rocky Mountain region on foot, horseback, skis or a mountain bike, but traveling abroad is not my end goal. Maybe it's because I feel there is so much to see and explore close to home or maybe it is because I like what is familiar. Or maybe it's just because I hate wasting time in an airplane.

For those who don't like to travel abroad, World Congress is an incredible opportunity to see remarkable cattle operations and environments here in the United States.

Regardless, I understand and appreciate that exposure to different ways of doing things, different perspectives, different cultures and different environments is good for a person – professionally and personally. Knowing what is beyond my little corner of the world not only makes me a more open and experienced person, but it helps me do my job better. Without exposure to new and different things, I fear I would become stagnant and stop growing.

When I was in college, I was fortunate to be exposed to a group of Australian cattle producers who were traveling through the United States. For years, we hosted a few of them in our home for the time they were visiting Fort Collins, Colo., and I eventually ended up working for AgriTours Australia as their North American tour coordinator for a few years. While I ultimately visited cattle operations in Australia and New Zealand, my exposure to the cattlemen and women who came to the United States during those years was a personal and professional highlight.

I still don't crave travel abroad, but I have never stopped enjoying visiting with, sharing a few days or a meal with, or hosting fellow cattle producers from other places. I ALWAYS come away from those experiences with a heightened appreciation for our industry, a new perspective on cattle production or knowledge that cannot be gained any other way than by engaging with a counterpart from somewhere else.

More than a year ago, SGBI stepped up to host Santa Gertrudis World Congress 2019. At times, I am sure that those on the planning committee have had fleeting thoughts of "sure sounded like a good idea at the time." Through their hard work and diligent planning, this global event is posed to be a once-in-a-lifetime opportunity for all involved.

For those who don't like to travel abroad, World Congress is an incredible opportunity to see remarkable cattle operations and environments here in the United States. It's also an incredible opportunity to interact with cattle producers from all over the world who share your passion for agriculture, stewardship,

rural life and your beloved Santa Gertrudis cattle. We anticipate registrants from Australia, New Zealand, Mexico, Paraguay, South Africa, Kenya, Brazil, Costa Rica, Honduras and others. Be sure to join us for some or all of World Congress!

The "Growing Globally Strategic Planning Session" will be exciting! This session will be facilitated by Ryan Rhoades, Ph.D., Extension beef specialist and associate professor in the Department of Animal Science at Colorado State University. Rhoades was an associate professor at Texas A&M University-Kingsville for six years and is a graduate of the

King Ranch Institute of Ranch Management. He will lead delegates through an exercise that will include a SWOT (strengths, weaknesses, opportunities and threats) analysis that will result in a vision for Santa Gertrudis global growth and a mission statement that will support that vision. This session will be instrumental in developing a global plan, similar to the 2013-2017 SGBI Road Map.

A Beef 706 Session at Texas A&M in College Station will focus on "Using Genetic Selection Tools for Improved Carcass Quality." Using results from the Beef Checkoff-funded Beef Quality Audit, this workshop will give attendees insight on how Santa Gertrudis cattle perform relative to carcass quality and how selection tools can be used for improvement.

These two portions of World Congress will give SGBI and its members the opportunity to showcase the huge strides U.S. Santa Gertrudis breeders have made in the past 10 years. The ranch stops will allow all to see Santa Gertrudis cattle performing in a wide array of environments and under a variety of management schemes.

Interaction with a global Santa Gertrudis community and the opportunity to be part of not only this historic event but part of shaping the future of where the Santa Gertrudis breed goes over the coming generations is an opportunity you will not want to miss.

The itinerary is packed, the ranch visits are phenomenal, the personal time allotted and the social activities planned promise to be fun and entertaining. However, the greatest gain you will receive from participating in Santa Gertrudis World Congress 2019 is meeting like-minded people from other places who share your commitment to and love of Santa Gertrudis cattle that are **Data Driven and Profit Proven**.

For more information, visit www.SantaGertrudisWC2019.com. Check the site for partial and day registrations, beginning May 15! These registrations will be tailored for U.S. participants who cannot attend the entire Congress. 🐄

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CONGRESS PACKAGES *(U.S. dollars)*

Full Congress (*Entire tour from 10/4 – 10/19*) \$4,750/ person x _____ people = \$ _____

First Half Congress (*Tour schedule from 10/4 – 10/11*) \$2,800/ person x _____ people = \$ _____

Second Half Congress (*Tour schedule from 10/11 – 10/20*) \$2,975/ person x _____ people = \$ _____

ADD Single Occupancy Fee: Full Congress \$1,000/ person x _____ people = \$ _____

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CONGRESS DAY / PARTIAL REGISTRATIONS *(U.S. dollars)*

Will be available May 15

TOTAL Amount Due \$ _____

**FOR MORE INFORMATION, VISIT OUR
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2018-2019 SGBI Final Point Standings

Heifer Calf

Top Shelf Rum Chata	Top Shelf Cattle Co., La Russell, Mo.	48
777 Fern	Erin-Kay Daniel, Magnolia, Ark.	33
Miss Shatira	Elistin Morey, Golden City, Mo.	23

Yearling Female

QV Summer Sage	Tinney Farms, Hanceville, Ala.	35
Cotton Branch 719	Gracey Pitchford, Athens, Texas	30
Miss Double TT 107	Cody Heath, Turners Station, Ky.	29

Senior Female

CP Miss 2022 017/9D7	Serbesa, Honduras	43
Miss Ranger 413DI Freak	Grandview Farms & Stroman Cattle Co., Hamilton, Ala.	40
Miss LCS 10/6	Cody Heath, Turners Station, Ky.	37

Overall Female

Top Shelf Rum Chata	Top Shelf Cattle Co., La Russell, Mo.	48
CP Miss 2022 017/9D7	Serbesa, Honduras	43
Miss Ranger 413DI Freak	Grandview Farms & Stroman Cattle Co., Hamilton, Ala.	40

Best of Polled Female

CP Miss 2022 017/9D7	Serbesa, Honduras	4
Miss Double TT 107	Cody Heath, Turners Station, Ky.	3
Miss 777 ShowGirl	Erin-Kay Daniel, Magnolia, Ark.	3

STAR 5 Female

Heaths BFS	Cody Heath, Turners Station, Ky.	10
Miss Double TT 2152	Jessie Coker, Magnolia, Texas	7

Bull Calf

QV Redemption 60EI	Quail Valley Farms, Oneonta, Ala.	95
SP Vegas 790	Santa Poco Ranch, Kenedy, Texas	36
OLC Masterplan	Osborne Livestock Co., Lathrop, Mo.	15

Yearling Bull

777 Gambler	Circle A Farm & 777 Farms, Williamsport, Tenn.	63
CSC Crap Shoot	Connors State College, Warner, Okla.	46
SF Mojito	Top Shelf Cattle Co., La Russell, Mo.	36

Senior Bull

5 Bar E Rushmore 141	Tinney Farms & Circle A Farm, Hanceville, Ala.	62
SJ Boomerang	San Jose Cattle Co., Kingsville, Texas	46
C-C Ironclad	C Bar C Ranch, DeSoto, Mo.	22

Overall Bull

QV Redemption 60EI	Quail Valley Farms, Oneonta, Ala.	95
777 Gambler	Circle A Farm & 777 Farms, Williamsport, Tenn.	63
5 Bar E Rushmore 141	Tinney Farms & Circle A Farm, Hanceville, Ala.	62

Best of Polled Bull

777 Gambler	Circle A Farm & 777 Farms, Williamsport, Tenn.	6
SF Mojito	Top Shelf Cattle Co., La Russell, Mo.	3

Get of Sire

777 Vegas	777 Farms, Magnolia, Ark.	10
Masterpiece 101	Tinney Farms, Hanceville, Ala.	10

Produce of Dam

Harris 17/0	777 Farms, Magnolia, Ark.	8
Gray Oaks 901	777 Farms, Magnolia, Ark.	6

Sire of the Year

777 Vegas	777 Farms, Magnolia, Ark.
-----------	---------------------------

Dam of the Year

SR 60/3 Miss Yancey	Vesper Ranch, Cotulla, Texas
---------------------	------------------------------

Exhibitor of the Year

Erin-Kay Daniel, Magnolia, Ark.
Cody Heath, Turners Station, Ky.

Breeder of the Year

777 Farms, Patrick Daniel, Magnolia, Ark.

High Point Heifer Calf & High Point Overall Female



Top Shelf Rum Chata

High Point Yearling Female



QV Summer Sage

High Point Senior Female & Best of Polled Female



CP Miss 2022 017/9D7

High Point STAR 5 Female



Heaths BFS

High Point Bull Calf & High Point Overall Bull



QV Redemption 60EI

High Point Yearling Bull & Best of Polled Bull



777 Gambler



High Point Senior Bull
5 Bar E Rushmore 14I

OUR SINCERE THANKS

We appreciate your confidence in our program.

Thank you to Strait Ranches and Gray Oaks Farm for their purchases of our sale lots at the Bluebonnet Classic Sale and to Grandview Farms for their purchase at the Houston International Super Sale.

SEMEN AVAILABLE

DOB: 4/23/2016 • Reg. No.: 20164169 H/P/S: Polled

Diablo is on fire and was the standout coming 2-year-old bull that caught the eye of registered and commercial cattlemen worldwide in 2018. This little devil is a line-bred son of the closed sire King Ranch 189/11 and whose dam posted a 371-day calving interval throughout her calving history.

Diablo is CSS certified for international and domestic use and can be bred to add profitable traits with confidence and consistency to your herd.

RED DOC DIABLO 6306



Carcass Rank: 10
\$Growth: \$18.32

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NATIONAL JUNIOR SANTA GERTRUDIS SHOW

JUNE 22-29, 2019

TWO LOCATIONS:

Brazos County Expo/Bryan, Texas (**Expo**) and
Hilton College Station & Conference Center/College Station, Texas (**Hilton**)

WEDNESDAY, JUNE 26

8:30 a.m. Showmanship Contest – Expo North Arena
Pee Wee (5-7), Junior, Intermediate, Senior, Old Timers
9:00 a.m.-4:00 p.m. Affiliate Displays Open for Hospitality and Judging, stalling available
10:00 a.m.-Noon Final Voting – East Pavilion near show office
4:00 p.m. National Junior Membership Meeting with Social – North Arena Stands/East Pavilion
Following Social Junior Board Meeting (Current and New Directors) – Expo Meeting Room

THURSDAY, JUNE 27

Cattle allowed in stalling area for show staging – Expo East Pavilion
8:30 a.m. National Junior Santa Gertrudis Show – North Arena
Purebred Bull Show
Purebred Heifer Show (following the Bull Show)
9:00 a.m.-4:00 p.m. Affiliate Displays Open for Hospitality – Expo East Pavilion
Noon Hard Luck Stories need to be turned into office

FRIDAY, JUNE 28

Cattle allowed in stalling area for show staging – Expo East Pavilion
8:30 a.m. National Junior Santa Gertrudis Show Special Classes – North Arena
Donated Heifer Class, Star 5 Heifer Classes, Bred and Owned Female Classes, Best of Polled Female Classes
9:00 a.m.-4:00 p.m. Affiliate Displays Open for Hospitality – Expo East Pavilion
Scholarship Recipient and Donated Heifer Meeting (30 minutes after the show) – Expo Meeting Room
6:30 p.m. National Junior Santa Gertrudis Show Banquet – Hilton

SATURDAY, JUNE 29

Departure Cattle must be off grounds by Noon

SANTA GERTRUDIS SALE

Reports

ROBERTSON COMMERCIAL HEIFER SALE

MARCH 23, 2019 | HEARNE, TEXAS

SALE AVERAGES

14 STAR 5 Registered Open Heifers

\$1,940 🐄

SCHEDULE



SATURDAY, JUNE 22

Noon Grounds open for arrival – Expo (tie outs and stalls available)
Tie out spaces available for preparations – Expo (multiple spaces assigned at check in)
12:00-5:00 p.m. Show office open – Expo East Pavilion

SUNDAY, JUNE 23

7:00 a.m. Grounds open for arrival – Expo
7:00 a.m.-5:00 p.m. Show office open – Expo East Pavilion
8:00 a.m. Princess/Queen/Directors running for positions may start campaigning
8:00 a.m. Affiliate areas available for setup – Expo East Pavilion
Candidate displays set up in Affiliate areas
9:00 a.m. NJSGA Board of Directors meeting – Expo Meeting Room
9:30 a.m. New Member Mentor meeting – Expo Meeting Room
10:00 a.m. Director's Clinic – Expo Meeting Room
Anyone running for director must attend.
10:00 a.m.-5:00 p.m. Photo, Video, Power Point, Scrapbook turn in – Expo East Pavilion Show Office
11:00 a.m.-5:00 p.m. Cattle Check-in – Expo Grounds (mobile check-in at pens)
3:00 p.m. Showmanship Clinic – Expo North Stands and Arena
5:30 p.m. Welcome Dinner – Expo Exhibit Hall
Director, Queen and Princess Candidate's Speeches
7:30 p.m. Survivor: Exhibitor Style – Outwit, Outlast, Outplay – Expo North Arena

MONDAY, JUNE 24

8:00 a.m. Better Beef Contest – Expo East Pavilion
9:00 a.m. Public Speaking Contest – Hilton
11:00 a.m.-1:00 p.m. Queen and Princess Luncheon – Hilton
Noon Affiliate Displays Complete – Expo East Pavilion
Noon-2:00 p.m. Voting – Expo East Pavilion near show office
1:00 p.m. Brain Bowl Meeting – North Arena stands
2:00 p.m. Livestock Judging and Cattleman's Contest – Expo North Arena/East Pavilion
7:00-8:00 p.m. Voting at Dance – Expo East Pavilion
7:00 p.m. Junior Dance and Social – Expo Ballroom

TUESDAY, JUNE 25

8:30 a.m. Sales Talk Contest – Expo North Arena
9:00 a.m.-4:00 p.m. Display Open for Hospitality and Judging, stalling available
11:00 a.m.-2:00 p.m. Voting – Expo East Pavilion near show office
2:00 p.m. Brain Bowl Competition – Expo Meeting Rooms
6:00 p.m. Director and Scholarship Interviews – Hilton

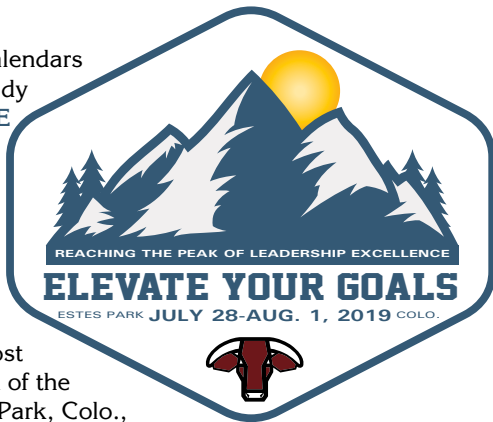
GOALS 2019

Mark your calendars and get ready to **ELEVATE YOUR GOALS**

in the beautiful Rocky Mountains at the 2019 Gerts Ongoing Advanced Leadership Summit (GOALS)! The host site will be YMCA of the Rockies in Estes Park, Colo., July 28-Aug. 1, 2019. The cost for this five-day, four-night, all-inclusive program is \$450 plus travel expenses. Junior members – age 13 and older – are welcome to join us on this amazing journey that will help them **REACH THE PEAK OF LEADERSHIP EXCELLENCE**.

This will be an **ADVENTURE-PACKED** week with leadership seminars by Kelly Barnes, a presentation by former Nation Junior Santa Gertrudis Association member Shelby Barrow-Javernick, a visit to Cherokee Castle, horseback riding in the Rocky Mountain National Park, team building, night hikes, campfires and much more.

All flights will be through Denver International Airport. Incoming flights should arrive no later than 2 p.m., July 28, and departing flights should leave after 1 p.m., Aug. 1. ✂



CLIP AND MAIL THIS FORM

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Registration information will be available on the SGBI website in May.

For more information, contact Casey Jones by phone/text at (386) 623-9088 or email at jbarfarms5@gmail.com.



SEPT. 27 - OCT. 20, 2019
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SILVA 913/3



IO 7/913



SILVA 927/4



IO 6/927

Selling 10 Embryos in the **Mid-Coast Cattlemen's Opportunity Sale**

Washington Co. Fairgrounds, Brenham, Texas

May 11 at 11:00 a.m.

*Many more embryos of the same pairing
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KR 921/15 "EL REY" Reg #20154201

IO 7/913

	BW	WW	YW	HCW	MARB	REA	TEND	SC
EPD	+82	+15.44	+32.79	+22.99	+0.19	+0.35	+0.01	+0.45
% Rank	90%	2%	1%	1%	1%	1%	80%	5%

LOOKING FOR GENETIC IMPROVEMENT?

Check out the expected EPDs of the flush from KR 921/15 and our Silva daughters.

*These offspring will have the numbers to make
an immediate impact on your herd!*

IO 6/927

	BW	WW	YW	HCW	MARB	REA	TEND	SC
EPD	+86	+16.53	+33.88	+23.34	+0.16	+0.33	+0.05	+0.51
% Rank	80%	1%	1%	1%	1%	1%	30%	4%

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