



SANTA GERTRUDIS

USA

MAY 2020 | VOLUME 23, NUMBER 5



Santa Gertrudis



8,000
Registrations in 2019

The Preferred American
Beef Breed

Choose Tinney Farms' Herd Sires this SPRING BREEDING SEASON



2017 National Champion

Richmond

MASTERPIECE 101 (Reg. #20141438)

Masterpiece capped off one of the most dominant show careers in recent breed history. He had 13 consecutive Grand Championships and was named the 2017 National Champion Bull! We look for great things in his future. He is one of the best balanced EPD bulls, and now is your chance to use one of the most powerful bulls in the breed. Co-owned with Circle A Farm.

Semen \$50/straw, 10-straw minimum.

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

BW	WW	YW	Milk	T MAT	REA	Marb	FAT
0.19	17.43	22.18	-7.24	1.48	0.03	-0.20	0.017
HCW	Sh F	SC	Bal Idx	C/C Idx	Term Idx		
10.54	-0.02	0.58	4%	2%	13%		



TF PROSPECTOR (Reg. #20181333)

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

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

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

BW	WW	YW	Milk	T MAT	REA	Marb	FAT
0.81	10.11	16.78	-6.91	-1.86	0.05	0.07	-0.003
HCW	Sh F	SC	Bal Idx	C/C Idx	Term Idx		
4.16	0.01	0.30	83%	95%	5%		



TF 916 (Reg. #20191336)

Scan Data: IMF 5.58, REA/cwt 1.15

BW	WW	YW	Milk	T MAT	REA	Marb	FAT
0.58	14.26	30.68	0.69	7.82	0.16	0.09	0.007
HCW	Sh F	SC	Bal Idx	C/C Idx	Term Idx		
13.92	-0.02	0.52	1%	3%	1%		



TF 926 (Reg. #20192183)

Scan Data: IMF 4.73, REA/cwt 1.21

BW	WW	YW	Milk	T MAT	REA	Marb	FAT
-0.06	-2.69	8.45	-1.97	-3.31	0.04	0.05	-0.008
HCW	Sh F	SC	Bal Idx	C/C Idx	Term Idx		
5.11	0.04	0.38	50%	88%	13%		

**Selling two half-sisters, sired by Roberto 915C8, in the
Quail Valley Farms Premier Invitational Elite Sale**

Saturday, June 6, 2020

Quail Valley Farms, Blountsville, Ala.

Manager: Arlin Taylor
256-507-3838
arlin.taylor@bhamfast.com
tinneyfarms.com

Tinney Farms
5251 Co. Rd. 601 Hanceville, AL 35077

100% GENOTYPED COWHERD
Follow us on Facebook!

PRIMETIME 9042

A bull for today's market!



**SEMEN NOW
AVAILABLE**

PRIMETIME 9042 Reg. #20177094

EPDs as of 4/10/20	SC	BW	WW	YW	Milk	TM	HCW	Back Fat	Marb	REA	Tend
EPD	0.71	0.37	18.42	34.37	7.14	16.35	23.01	-0.001	0.04	0.21	0.02
Accuracy	0.36	0.41	0.45	0.32	0.25	NA	0.27	0.45	0.41	0.26	0.21
Rank (1 to >95)	2	75	3	1	3	NA	1	35	10	1	90
Avg. 2018 Calf EPDS	0.35	0.18	6.74	9.48	0.74	4.11	4.19	0.001	0.01	0.04	0.00

Balanced Index 1% • Cow/Calf Index 1% • Terminal Index 1%

He cuts to the chase.

Phenotype! – Disposition! – Top EPD Profile!

SS

Wendt Ranches Partners LLC

5475 FM 457, Bay City, TX

Email: wendtranches@hotmail.com

Gene Kubecka

979-240-5311

Daniel Kubecka

979-240-5312

SS

SGBI Herd #621, established 1954

SANTA GERTRUDIS USA

IN THIS ISSUE

- 12** Selecting Replacement Heifers and Cull Cows
- 13** 2020 NJSGS Schedule of Events
- 16** Cow Fertility and Profitability
- 17** Wherever the Road Leads
- 20** 2019-2020 SGBI Final Point Standings
- 21** Show Results – International Santa Gertrudis Show

DEPARTMENTS

- 6** Trail Talk
- 6, 10** Junior Letters
- 8** President's Letter
- 8** Sale Report
- 10** Breed Statistics
- 10** Calendar of Events
- 10** New Members
- 19** 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, Standard A Enclosures. POSTMASTER: Send address changes to: *Santa Gertrudis USA*, P.O. Box 427, Timnath, CO 80547. Subscriptions: \$30 U.S. per year for all subscriptions to the U.S. and her possessions. First class subscriptions in the U.S. are available at \$50. Foreign surface mail subscriptions are \$30. Foreign airmail subscriptions are as follows: Mexico/Canada - \$60, Central America & South America - \$100, Europe and all others - \$110. We accept Mastercard, VISA and Discover. Materials in *Santa Gertrudis USA* may not be reproduced without the permission from the publisher.

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



May 2020 | Volume 23, Number 5

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

Webb D. Fields
wfields@santagertrudis.com

REGISTRATION & MEMBER SERVICES SPECIALIST

Diana L. Ruiz
diana@santagertrudis.com

MEMBER SERVICES

Emma Ramirez
emma@santagertrudis.com

DNA COORDINATOR

Melissa Braden
melissa@santagertrudis.com

MEMBER SERVICES REPRESENTATIVE

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

CREATIVE DIRECTOR

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

MATERIALS COORDINATOR

Megan Sajbel Field

AD DESIGN

Holly Holland

ADMINISTRATION

Leslie McKibben

COPY EDITOR

Larisa Willrett

ON THE COVER

Santa Gertrudis females enjoy a peaceful setting at Quail Valley Farms, Oneonta, Ala. Photo by Darren Richmond.

Providing Polled Power Genetics to the Santa Gertrudis Breed

Double C Farms

William W. Cameron, Jr. & Family

377 Double C Drive
Raeform, NC 28376
(910) 875-4963
redbull@embarqmail.com



RED DOC FARM

Dr. Roland & Elia Sanchez
703 S. Christopher Road (505) 864-7781 Office
Belen, NM 87002 (505) 864-2898 Residence



GRAY OAKS FARM

Dennis Jones, owner
905 Foxtrap Rd., Russellville, AL 35654
Home: (941) 735-9391
Austin Logan, Manager
(256) 335-8821



Congratulations National Show and SGBI High Point Polled Award Winners



777 GAMBLER

2019-2020 SGBI High Point Polled Bull

Owner: Circle A Farm, Williamsport, Tenn.



777 VEGAS 285FI

2020 SGBI National Champion
Best of Polled Bull

Owner: 777 Farms, Magnolia, Ark.



Deadline for 2019-2020 Polled Association High Point and National Champion Awards

- Must be postmarked by September 1, 2020
- Must be a paid member
- Dues paid to Todd Osborne
- Must be a Polled Association Member to be eligible for year-end show awards.

\$500 awarded each show season to each bull and female SGBI High Point winner and National Polled winner

Polled Santa Gertrudis Association

Polled Santa Gertrudis Association

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

CREECH FARMS

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



Flying C Ranch

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





Trail Talk

EXECUTIVE DIRECTOR'S REPORT

By Webb D. Fields

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

It has been famously quoted that it isn't in times of comfort that measure a man, but where he stands in times of challenge and controversy. Challenge has certainly ruled the day as of late. As I sit down to write this report, we seem to be right in the middle of uncharted waters in a changed world due to COVID-19. Businesses around the country are currently facing these challenges as they adapt in their own way to the current travel and social restrictions.

The restaurant industry has scrambled to pivot into takeout orders, grocery stores work tirelessly to keep up with demand as fear buying has taken over, and most companies have switched to phone calls and online chats to conduct business as "normal." All the while, parents are conducting dining room meetings on their phones and computers while their children, home from school, scream in the background. It's not easy, but we are all doing the best we can in a new world for the next few weeks. I do hope that once this reaches you, this is a distant memory and the world is able to get back to normal. I also think that in a time of challenge, we can find our true measure, as there are many positive takeaways from these trying times.

First, how great is agriculture? While most of the country slows down and does not go to work, we charge on. Fields need to be planted, cows need to be fed and cared for, and bulls have to be sold to pay the bills and generate next year's calf crop for a current high beef demand. And speaking of beef demand, it is certainly refreshing to see beef products fly off the shelf, while Beyond Beef® and other imitation products remain on the shelves, largely untouched. This solidifies the fact that families across America are still serving beef as a staple in the diet.

While feeder calf prices are down and volatility remains in the market, commercial bull buyers are still out purchasing quality bulls at sound prices.

This positive sign proves that business must push forward as usual and that when the current issues pass, we are hopeful for a great market. And high-end genetics back into the purebred sector? Still capturing a large premium. There will always be a need for information-backed genetics that are high quality and can continue to push our breeding programs in a positive direction. Even during a first certainly in my lifetime of social distancing and closing up shop, buyers still understand the need for **Data Driven, Profit Proven** genetics.

Also, these tough times of social distancing can allow us to focus on marketing opportunities we might have not been taking advantage of. Online sales enable a breeder to enter house-

holds and get in front of an extremely large group of potential buyers at any and every point throughout the year via phones and computers. Making sure we are using current, available tools that allow us to buy and sell cattle from a distance is not only imperative right now, but a good practice moving forward. And the good old private treaty sale? Certainly not a thing of the past. One of the best drivers of the private treaty sale: Facebook and social media. New technology meets good old-fashioned, person-to-person salesmanship. Breeders have reconnected on a one-on-one level lately to sell a higher percentage of private cattle right off the ranch. There's nothing wrong with that.

Most important, this time has allowed us to slow down and spend time with our children and loved ones. We are always in such a hurry these days to complete one task as fast as possible so we can jump to the next. With shelter in place, we are forced to spend time with those closest to us, maybe the ones on a daily basis we ignore the most. Truly a blessing from above as a reminder to slow down and smell the roses, and I for one think that is a big positive. 🍀

SANTA GERTRUDIS Juniors

By Erin Kay Daniel, District 2



Hello! My name is Erin Kay Daniel, and I am from Magnolia, Ark. I am 16 years old and a sophomore in high school.

I'm sure everyone feels the same way I do with all of the craziness in the world, it's such a scary time right now. We are all missing sports, school events, cattle sales and shows – so many things we work hard for and look forward to all year long. I am praying we are able to have junior nationals this year!

No matter when we are back in the show ring, we should all be working hard and getting our animals ready for this summer, fall shows and years to come. Females are one of the most important pieces of the herd puzzle. You not only need them to be able to produce a calf and care for and feed that calf, but you also need them to stay in shape and be able to prepare for the next calf. There are also several factors that play into choosing the right females, including fertility, milking ability and docility, just to name a few. There are so many ways to use your females to their full potential and, hopefully, we are all doing that. From a live calf to a donor to a recip, females play so many important roles. With our help and care, they can be a main factor to our herd success.

Again, I'm praying we see each other this summer. If you have questions or need me, please do not hesitate to reach out! 🍀

SANTA GERTRUDIS DISTRICT VI BREEDERS



**With cattle like these, we are
excited for the future!**

SHAMPAIN RANCH
Del & Ginny Thomas
(217) 734-2283

C BAR C RANCH



De Soto, MO 63020
Alan Clark
Bud & Kelly Clark
(314) 607-1076

bud@cbarcranch.net

WWW.CBARCRANCH.NET

OSBORNE LIVESTOCK

Todd, Donna, Dalton & Ashley Osborne
Sparta, Ky. • Lathrop, Mo.



(859) 991-2438

peppydoc1@aol.com

Parker Farms



parkerfarms@scrtc.com

Charles, Deanna, Chip, June & Carsen Parker
5552 Jackson Hwy. • Cave City, KY 42127
(270) 678-5302 • (270) 670-6776

MATTINGLY FARMS

CODY MATTINGLY



Roger, Ivey, Whitney & Chase
488 Rock Haven Rd.
Brandenburg, Ky. 40108
(270) 668-3177

mattinglyfarms96@yahoo.com



Herd #4434

Shampain Ranch

Santa Gertrudis Cattle

Del & Ginny Thomas

Pleasant Hill, IL 62366

(217) 734-2283

ginny2@irtc.net

RED VIEW FARMS

5480 Jordan Village Rd.

Poland, IN 47868

(812) 829-8053

craiglopossa@yahoo.com



PRESIDENT'S LETTER

By Nancy Wunderlich

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



I greet you with hope and prayers that all are well as our nation fights the "silent enemy," the coronavirus, or COVID-19, that is attacking us from many different directions. Our membership is made up of tough, dedicated, hard-working folks and we will persevere as our Santa Gertrudis association has through challenging times.

Lately every cattle magazine I pick up has an article about "the toolbox." Birth weights, weaning weights, yearling weights along with all those measurable traits contribute to expected progeny differences (EPDs), which aid in our decision making when buying purebreds to enhance our herds. Ultrasound data and DNA samples are also valuable tools in that box. We all know this information does not just appear on our registration papers – it takes a tremendous amount of time, planning, labor and money to collect all that data.

John Ford has so eloquently educated us on the importance of these numbers and prodded us as Santa Gertrudis members/breeders to diligently collect information on our herds over the past 10 years, and it has paid off tremendously. Our dedication and perseverance has led to the **Data Driven, Profit Proven** slogan that put our purebred bulls and females in the spotlight. It has also caught the attention of other breeds, leading to the American Red alliance with the Red Angus Association of America, along with the continued success of the STAR 5 program. Thank you, John Ford, for believing in us.

As we move ahead, my vision is to stay on that positive track. Our new executive director, Webb Fields, is very talented and well versed beyond his years. He has worked side by side with John since joining Santa Gertrudis Breeders International (SGBI) as associate director, learning, planning and making hard decisions with SGBI's success as the ultimate goal.

I am humbled and excited to see where the new board of directors' leadership and talent along with the continued diligence and dedication of you, the membership, take our breed into the future. Success takes all of us working together.

Be safe and stay well. 🍀

SGBI OFFICERS OF THE BOARD

PRESIDENT Nancy Wunderlich

PRESIDENT ELECT Gene Kubecka

SECRETARY/TREASURER Debbie Townsend

BREED IMPROVEMENT Kathryn Hefte

LONG RANGE PLANNING Alicia Sanchez

MARKETING & PROMOTION Erik Wiley

MEMBERSHIP Tony Creech

YOUTH ACTIVITIES Suzanne Fulton

SGBI BOARD OF DIRECTORS BY REGION

WESTERN REGION

Tylor Braden (Texas)

King Ranch®, Inc.

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

Suzanne Fulton (Texas)

Fulton Farms

(940) 387-0730 | fultonfarms39@gmail.com

Kathryn Hefte (Texas)

Hefte Ranch

(210) 414-2493 | hefteranch@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

Nancy Wunderlich (Texas)

Wunderlich Farms

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

EASTERN REGION

David Alderson (Tenn.)

Circle A Farm

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

Craig Lopossa (Ind.)

Red View Farms

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

Cody Mattingly (Ky.)

Mattingly Farms

(270) 668-2776 | mattinglyfarms96@yahoo.com

Trai Stegall (Miss.)

Stegall Farms

(662) 296-5120 | trais3@hotmail.com

Erik Wiley (La.)

Wiley Ranch

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

AT-LARGE DIRECTORS

District 1 – Alicia Sanchez (N.M.)

Red Doc Farm

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

District 2 – Debbie Townsend (Texas)

Townsend Cattle Company

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

District 3 – Jamie Daniel (Ark.)

777 Farms

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

District 4 – Ricky Cleveland (Ala.)

Quail Valley Farms

(205) 446-5539 | ricky@xcelmasonry.com

District 5 – Tony Creech (N.C.)

Creech Farms

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

District 6 – Nolan Taylor (Ky.)

Windcrest Farm

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

SANTA GERTRUDIS SALE

Reports

2020 MID-COAST INTERNATIONAL SUPER SALE

MARCH 6, 2020 | HOUSTON, TEXAS

SALE AVERAGES

2	Santa Gertrudis Herd Sires	\$43,500	2	Pick of ET Calf Crops	\$16,000
4	Proven Donors	\$8,125	3	Pregnant Recipients	\$4,250
5	Bred Heifers	\$9,800	6	Donor Flushes	\$5,458
7	Open Heifers	\$8,071	3	Embryo Packages	\$11,800
1	American Red pick of 7 females from the herd	\$7,000			

The 2020 Mid-Coast International Super Sale was a tremendous success. Sale consignors represented three countries, while cattle and genetics sold to buyers representing two countries and 12 states.

There were 36 Santa Gertrudis lots that grossed \$421,400 and averaged \$11,705.

CONTINUED ON PAGE 19 ►

SANTA GERTRUDIS USA

Quail Valley Farms

Offering 50 Brangus Lots &
50 Santa Gertrudis Lots

Premier Invitational Elite Brangus & Santa Gertrudis Female Sale



June 6, 2020 at 12:00PM

in Blountsville, Alabama

17761 County Hwy 26 | Blountsville, AL 35031

Sale managed by:

**American
Marketing
Services**
Marketing Superior Genetics.

Richard Hood | 979.224.6150 | richardh@amscattle.com

Mark Cowan | 903.495.4522 | markc@amscattle.com

Trey Kirkpatrick | 979.324.5518 | treyk@amscattle.com

www.amscattle.com



*Selling pick of G models out of
T3 Ms Three D 30D*

T3 Ms Three D 30D



Miss Grandview 555



*She Sells
Richmond*

Ms Salacoa Big Town 535D21



Harris 82/4



She Sells

She Sells

Schedule of Events

FRIDAY, JUNE 5, 2020

12:00 PM - Cattle available for viewing

6:00 PM - Dinner & social

SATURDAY, JUNE 6, 2020

11:00 AM - Lunch

12:00 PM - Santa Gertrudis Elite Female Sale
Brangus Elite Female Sale immediately following



**Quail Valley
Farms**

RICKY & ANGIE CLEVELAND, Owners

848 Jan Street | Oneonta, AL 35121

RANCH MANAGER:

Chris Heptinstall | 205.363.0919

SANTA GERTRUDIS Juniors

By Levi Nelson, District 1 Director



Howdy! My name is Levi Nelson, and I am from Krum, Texas. I am currently serving the first year of my first term as a District 1 director for the Nation Junior Santa Gertrudis Association. I hope that all of you are staying safe during these crazy times. Over the past two months, a global pandemic known as the coronavirus, or COVID-19, has completely changed our daily lives. But not a lot of people really see the impact that it has on the agriculture industry as a whole.

The Houston Livestock Show and Rodeo is one of the largest livestock shows in the United States, but it was cancelled

as part of the effort to combat the virus. This left thousands of market animals without the opportunity to be exhibited. I truly feel bad for each and every youth exhibitor who didn't get to show; they spent countless amounts of time, money and effort just for this unfortunate situation to happen. The impact on the agriculture industry will be long lasting, and my heart goes out to all of the families, farms and ranches being affected by these times.

I am looking forward to the second year of my term. There is no one else I would want to represent. 🐾

REGISTRATIONS, STAR 5 RECORDINGS AND TRANSFERS BY DISTRICT

MARCH 2020

ACTIVE MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	59	16	0	4
2	247	23	6	150
3	8	2	0	10
4	155	0	17	31
5	64	44	0	9
6	17	0	0	13

JUNIOR MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	27	3	0	10
2	1	1	0	4
3	8	2	0	7
4	0	0	0	1
5	32	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 Calendar

MAY

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

JUNE

- 5-6** Quail Valley Farms Premier Invitational Santa Gertrudis & Brangus Female Sale, Blountsville, Ala.
- 8** Genetic Development Center's 2020 Summer Efficiency Test begins, Navasota, Texas
- 13-20** National Junior Santa Gertrudis Show, West Monroe, La.

JULY

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

SEPTEMBER

- 12** First Annual Southern Harvest Sale, Wiley Ranch, Effie, La.
- 18-19** District 6 Sale and Junior Show, Corydon, Ind.
- 25-Oct. 18** State Fair of Texas, Dallas, Texas

OCTOBER

- 2-3** 32nd Annual Alabama Connection Sale, Tinney Farms, Hanceville, Ala.
- 16-17** 3rd Annual Strait-Hefte Tried & True Production Sale, Carrizo Springs, Texas

2021

MARCH

- 20** Bluebonnet Classic Sale, Hallettsville, Texas
- 25** Briggs Super American Sale Brangus & Santa Gertrudis Sale, Bloomington, Texas

SANTA GERTRUDIS WELCOMES

New Members

Active Members

La Matrix Cattle LLC, Bryan Nethery, Cuero, Texas
Walsh Farm, William Walsh, Franklin, Texas
Chick Ranch, Chris Chick, Iredell, Texas

Commercial Members

David Mustain, Alvin, Texas
Logan Parsons, Arthur City, Texas
Charles Evans, Lena, Miss.

Junior Members

Meghan Shirley, Cleveland, Texas
Elizabeth Moore, Magnolia, Texas
Shelby Blackman, Newark, Ark.
Bailey Wiley, North Richland Hills, Texas
Destiny Lucero, Tijeras, N.M.
Jaicie Biggers, Augusta, Ga.
Ryan Gonzales, Orange Grove, Texas
Hannah Kathrine Jones, Flora, Miss.

SANTA GERTRUDIS SMALL BREEDERS GROUP

ARROW CREEK

SANTA GERTRUDIS

M. C. LONGACRE, JR.

Old Cedar Point Farm

Elizabethtown, KY

HERD 8859

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



Carley's Show Cattle

Ben, Leah & Carley Morgan

205 Madison St. • Portia, Ark.

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

benandleahmorgan@gmail.com

PUREBRED SANTA GERTRUDIS AND STAR 5 CATTLE



Denmon Cattle Co.

Caleb Denmon

Buna, Texas 77612

(409) 594-2203

calebdenmon15@gmail.com

REGISTERED SANTA GERTRUDIS

EXCELL SANTA GERTRUDIS

Sam, Sandy and Todd Hyde

Santa Fe, TX 77517

281.705.0832 • excellsantagertrudis@gmail.com

www.excellsantagertrudis.com

HURRICANE CATTLE COMPANY

Registered Santa Gertrudis, Star 5 and
American Show Steers

Paul, Molly, Hannah & Kyle Burrough

Weatherford, Texas

817-994-6596 • paulburrough@prodigy.net

LUCKY L FARM

SEAN, RAMONA,

DYLAN & KAYLEE LEDDY

550 Sunset Ridge

Cave City, Ark. 72521

(870) 613-1200

luckyfarm12@gmail.com



Santa Gertrudis
STAR 5

We Thank Our Juniors!



Sean



Nathan



Savannah

SEXED EMBRYOS AVAILABLE! CONTACT KIM: (713) 703-8937



Macie



Re'ana



Shelby

Welcome LG Hanna!



Gracie

TRIPLE P RANCH

TRINITY, TEXAS

(713) 703-8937 • (281) 825-8459 • (936) 222-1164



Nebo Hill Cattle Co.

Jacob & Moe Huddleston

Sealy, TX 77474

(281) 865-6255

nebohillcattle@gmail.com



Painted Ass Ranch LLC

Robert Rhodes & Kay (Kady) Burkman

560 Pioneer Rd, Seguin, Texas

(210) 445-9536

kadytexas@yahoo.com

www.paintedassranch.com



PAYNE RANCH

Ben & Sherry Payne

951 Mulberry Lane

Dayton, TX 77535

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



Rockin 3T Ranch



Heifers for
Sale

Scott Threet (972) 489-6887

Colby Threet (214) 949-7084

Home of Cinderella & Prince Charmin

801 Lakeway
Ennis, TX 75119

TRIPLE P RANCH

Mike, Kim or Tate Peppercorn

11090 FM 356 • Trinity, Texas 75862

(713) 703-8937 • (281) 825-8459

(936) 222-1164

kim.peppercorn@yahoo.com



VZ Cattle

Scott & Tracy Van Zile

New Boston, Texas 75570

(903) 277-3601 or

(903) 908-0606

vzcattle@gmail.com



SELECTING REPLACEMENT HEIFERS AND CULL COWS

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



In general, we all know what characteristics we like to see in a replacement heifer, in addition to expected progeny differences that fit with our genetic goals. Most mature cows will cull themselves because of poor reproductive performance, natural death and age. However, there are challenges and logical methods to approach selecting “keepers” from both ends of our cow herd.

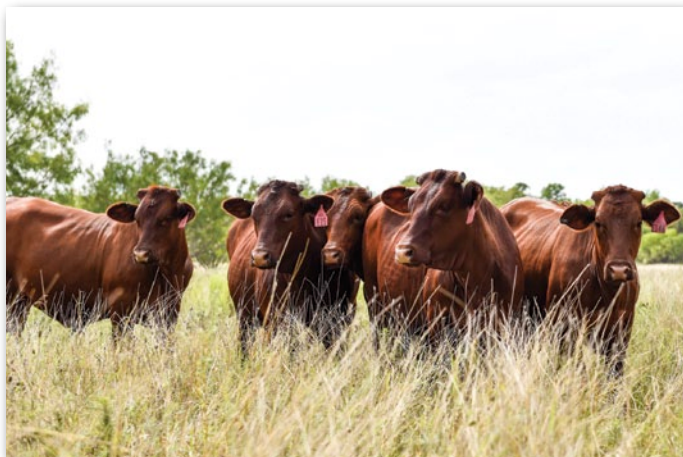
Basing the number of replacement heifers kept each year on the percentage of cows we need to replace, the production cost of each heifer and the heifer’s current market value as she moves through various stages of production are historical recommendations for replacement heifer management. It is a good idea to keep more replacement heifers than the number needed through the first heifer pregnancy check. Marketing extra bred replacement heifers will more than cover the heifer’s cost of production in most years. Common stages of a replacement heifer’s production life that allow for diligent selection include day of birth, at weaning, at yearling and after first breeding. The overall objective of replacement heifer selection is to keep the females that will conceive early, calve easily, produce milk consistent with the feed supply, wean a relatively heavy and good calf, and contribute genetics for post-weaning growth and carcass traits.

Selecting heifers that were born early in a calving season is beneficial for two reasons. Both make some sense and include: (1) their dams are probably the most fertile cows in the herd; and (2) these heifer calves will have sufficient time to grow and have an acceptable weaning weight. Culling replacement heifers at weaning that are too light to be pubertal by 14 to 15 months will help with first-pregnancy success rate. Make further selection decisions at yearling age based on the likelihood of achieving the targeted breeding weights (55 to 65 percent of mature bodyweight) by bull turn out. Always cull heifers that are not pregnant at the first palpation and even those that will calve in the last one-third of the established calving season. Even with these above suggestions, it is still a challenge to determine which young heifers will make the most productive cows. If you believe your cows are currently at an optimum level of performance for your ranch, you should cull all outlier heifers (lows and highs) at

weaning and yearling ages, and simply make your selections from the remaining heifers.

Most ranches will find it difficult to cull many cows to make genetic progress. Exceptions would be a drought situation or if the producer must reduce the herd size. For the most part, cows do a good job of culling themselves. If your ranch cow death loss is low (hopefully) or if older cows (9+ years) can still produce, you can cull cows based on performance records. Economic factors such as pregnancy status and calving interval are good starting points. However, we need to cull the lower producing, pregnant cows with caution because the superior heifers that will replace these cows will cost more to develop and the heifers’ calves’ weaning weights will be less than the calves from culled cows. Moreover, open cows can and will rebreed and produce calves regularly into the future. Thus, a seedstock producer may not have an obvious decision if the open cows are of high genetic merit.

Culling cows to make changes in genetics is easy if all cows have performed together in a similar environment. A bigger challenge can occur when comparing cows based on calf performance records (birth and weaning weight data) if these females have had calves sired by different bulls. If the bulls varied genetically, then their calves’ production records would be less comparable than if very similar bulls serviced all of the cows in the culling pool. Establishing guidelines for replacement heifer selection prior to calving season and sticking to those guidelines, plus commonsense culling of mature cows will keep the herd’s production efficiency at an optimum. 🐄



Hefte Ranch, Hondo, Texas

LA CAMPANA RANCH

COMMERCIAL *AND* PUREBRED SANTA GERTRUDIS

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

2020 National Junior Santa Gertrudis Show

Ike Hamilton Expo Center
West Monroe, La. (Ike)

June 13-20, 2020

Convention Center
West Monroe, La. (CC)



If it becomes necessary, the NJSGS has alternate dates scheduled:

July 18 - 25

Tuesday, June 16

- 8:00 a.m.-5:00 p.m. Show office open
- 8:00 a.m. Sales Talk Contest – Ike Arena
- 9:00 a.m.-3:00 p.m. Herdsman Contest – Ike Cattle Ties
- 11:00 a.m.-2:00 p.m. Voting – Ike Lobby
- 1:30 p.m. Brain Bowl – Ike Gentry and White Rooms
- 6:00 p.m. Director and Scholarship Interviews – Ike White and Gentry Rooms

Wednesday, June 17

- 8:00 a.m.-5:00 p.m. Show office open
- 8:30 a.m. Showmanship Contest – Ike Arena
- *Senior, Intermediate, Junior, Pee Wee (5-7), Old Timers
- 9:00 a.m.-3:00 p.m. Herdsman Contest – Ike Cattle Ties
- 10:00 a.m.-Noon Final Voting – Ike Lobby
- 4:00 p.m. National Junior Membership Meeting with Social – Ike Arena Stands
- Following Social Junior Board Meeting (current and new directors) – Ike Gentry Room

Thursday, June 18

- 8:30 a.m. National Junior Santa Gertrudis Purebred Bull Show – Ike Arena
- Purebred Heifer Show (following the Bull Show) – Ike Arena
- Noon Norval and Anna Sells Hard Luck Stories need to be turned into office

Friday, June 19

- 8:30 a.m. National Junior Santa Gertrudis Show Special Classes – Ike Arena
- *Donated Heifer Class, STAR 5 Heifer Classes, Bred and Owned Female Classes, Best of Polled Female Classes
- Scholarship Recipient and Donated Heifer Meeting (30 minutes after the show) – Ike Gentry and White Meeting Rooms
- 6:30 p.m. National Junior Santa Gertrudis Show Banquet – CC

Saturday, June 20

- Departure Cattle must be off grounds by noon

Saturday, June 13

- Noon Grounds open for arrival – Ike
- Noon-5:00 p.m. Show office open – Ike

Sunday, June 14

- 7:00 a.m. Grounds open for arrival – Ike
- 8:00 a.m.-5:00 p.m. Show office open – Ike
- 8:00 a.m. Princess/Queen/Directors running for positions may start campaigning
- 9:00 a.m.-5:00 p.m. Cattle check-in at pens
- 9:00 a.m. Better Beef Contest – Ike Arena
- 9:00 a.m. NJSGA Board of Directors Meeting – Ike Gentry Room
- 9:30 a.m. New Member Mentor Meeting – Ike White Room
- 10:00 a.m. Director's Clinic (Anyone running for director must attend.)
- Noon-3:00 p.m. Photo, Video, PowerPoint, Scrapbook turn in – near show office
- 5:30 p.m. Welcome Dinner – Ike Arena
- 5:30 p.m. Director, Queen and Princess Candidate Speeches
- 7:30 p.m. Survivor: Exhibitor Style – Outwit, Outlast, Outplay – Ike Arena

Monday, June 15

- 8:00 a.m.-5:00 p.m. Show office open
- 8:00 a.m. Public Speaking Contest – Ike Gentry and White Rooms
- Noon-3:00 p.m. Queen and Princess Luncheon – CC
- Noon-2:00 p.m. Voting – Ike Lobby
- 2:30 p.m. Livestock Judging and Cattleman's Contest – Ike Arena
- 7:00-8:00 p.m. Voting at Dance – Ike Lobby
- 7:00 p.m.-10:00 p.m. Junior Dance and Social – Ike Lobby

For more information, visit:

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

4S FARMS

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

**WILLIAMS FARM**

Kenny & Jackie Williams

Kentwood, LA 70444

(985) 229-0012 • (225) 276-6970 cell
williamskh1953@gmail.com Herd 38981

**BIERI FARMS**

P.O. Box 441 • Angleton, Texas 77516
(979) 849-7911

Herd No. 474 • www.bierifarms.com

Blackjack Oaks Ranch

Where Excellence is the Norm



Allen & Karen Ginnard

Washington, Texas

936.878.1825 • 713.586.9978

www.blackjackoaksranch.com

GRANDVIEW FARMS

5400 Bexar Ave. East
Hamilton, AL 35570
www.grandviewfarm.biz

Cattle & Semen
for Sale

RESERVE NATIONAL CHAMPION BULL

"JOHN 316"

Delmo Payne, Owner
(205) 468-5319 (cell)

Brent Shaw, Manager
(205) 412-5761 (cell)

Cotton
Branch
PLANTATION
— Santa Gertrudis



Ryan Cowart,
Manager
601-384-6719

Ed & Barbara Herring
Smithdale, MS

601-384-7062 cell
601-384-2617 farm

Running M
Ranch

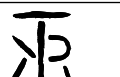
Herd No. 2926



Polled Bulls for Sale

Jimmy & Ginger Montgomery
17925 Hwy. 82 • Union Springs, Ala. 36089
334.703.1314 (c) • 334.738.4886 (h)

CHEROKEE
RANCH



— & CASTLE —
JAMES HOLMES
Executive Director
303-523-9503
CherokeeRanchandCattle.com

SEDALIA, COLORADO
RAFAEL MIRANDA
Ranch Manager
303-888-5297

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

C BAR C RANCH

De Soto, MO 63020

Alan Clark

Bud & Kelly Clark

(314) 607-1076

bud@cbarcranch.net

WWW.CBARCRANCH.NET

MC Ranch

6016 Salem Valley Rd.
Ringgold, GA 30736
www.mcranch.com



Dr. Burton & Judy McDaniel
(770) 475-0287 home (404) 313-0292 cell
Email: mrmcranch@aol.com

GOODIN FARMS

AUSTIN, IN
SGBI Herd #19416

(812) 794-2624

www.goodinfarms.com

BERLEY, JERRY & TERRY GOODIN
Breeders of Santa Gertrudis Cattle
Official Nu Gen Project Farm

KC Ranch LLC

Kenneth W and Cynthia M Smith
(406) 945-2486 • (406) 945-4384
13067 Bristlecone Rd. • Henryetta, OK 74437
pioneerfluids@gmail.com

K/C Raising registered SG replacement
heifers, bulls and STAR 5.

**LOU AL TUCK FARMS**

Great Falls, S.C.

Al Jackson: 803.984.0704

AJackson@pike.com

T.A. Jackson: 803.482.2283

**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

WILEY RANCH

Erik or Kim Wiley

155 Sayes Rd., Deville, LA 71328

(318) 481-8082 • (318) 481-6927

erikkeri@yahoo.com

**Circle A Farm**

David & Elaine Alderson
Registered Santa Gertrudis Cattle

Phone (931) 682-2527

Champions for the
Pasture & Showing

4824 Leipers Creek
Williamsport, TN 38487



BUENA VIDA
CATTLE COMPANY

Kevin & Heather Blewett and
Harrison & Kalli Kimble

Kingsbury, Texas • (210) 744-8100



CROSSWINDS
RANCH

DARRELL ROACH

Keller, Texas • (817) 235-8158

Crosswinds.tx@gmail.com





42nd Annual
KENTUCKY
NATIONAL SANTA GERTRUDIS SHOW & SALE

July 17th • Show 9:00am

July 18th • Sale 11:00am

**Western Kentucky University
Expo Center**

Sponsored by:
Kentucky Santa Gertrudis Assn.
and the Kentucky Department of Agriculture



Bowling Green, KY

Kentucky National Junior Heifer Show immediately following the sale July 18th

Selling Pairs, Bred Heifers, Open Heifers, Bulls & Star 5 Females

Sale Committee

Chairman : Nolan Taylor • 270.589.9046

John Taylor • Pat & Beverly Heath • Charles & Deanna Parker • Rodney Smith

Sales Manager : Darren Richmond • djrighmd@gmail.com • 423.364.9281

Contact Darren Richmond to consign.

Suggested Lodging

Holiday Inn Express • 270.843.3200

Hampton Inn • 270.842.4100



SEPT. 25 - OCT. 18, 2020
TO LEARN MORE VISIT OUR WEBSITE
WWW.BIGTEX.COM



COW FERTILITY & PROFITABILITY

By Brad Wright, Ranch Hand Analytics

Fertility is the primary driver of profitability in any cow herd. If a cow does not have a calf, nothing else a breeder has selected or bred for matters. Many years ago, I saw a ratio in a presentation that stuck with me, and I have referenced it several times since. The ratio is 5:3:1, and it ranks the importance of traits affecting profitability. Five times fertility, three times weight and one time whatever else you deem important in your program. In a recent presentation by John Genho, Neogen® technical services director, he listed this ratio as 9:3:1. No matter which ratio you use, it is clear that fertility has the greatest impact on a ranch's potential to be profitable.

Improving fertility is difficult because fertility traits are lowly heritable. Commercial producers can make the biggest impact on fertility by utilizing a good crossbreeding program to take advantage of heterosis, but seedstock breeders must continue to develop and use tools to make genetic improvement for fertility and efficiency. Santa Gertrudis breeders have a Heifer Pregnancy expected progeny difference (EPD), a Breed Back EPD and two indexes, – Cow/Calf and Balanced – that include fertility traits, but breeders must turn in more data to increase the accuracy of these tools.

In the past, Santa Gertrudis Breeders International (SGBI) has referenced this data as pregnancy check data. Currently, palpation data is required to be included in fertility EPDs. However, the really important data is the breeding dates and contemporary group designations. Properly defining breeding dates and groups, along with complete reporting of calves, can lead to additional data points that includes days to first calf, days to calving and stayability. At the time of reporting palpation data, it is also important for breeders to start reporting cow weight and body condition score. This data can lead to the development of a mature cow weight EPD. Cow size has been proven to be an indicator of efficiency and feed requirements.

SGBI members have the ability to enter this data when logged into your member account at <http://www.livestockgenetics.net/sgbi/output/login.php>. To add individual data, click Actions > Trait Management > Add New Trait Record > Add Pregnancy Traits.

Data can be entered on that screen. Required fields are registration number, palpation date, service type, NS start date, NS end date and bred status. For those members with large numbers of records, this data can be imported from a spreadsheet by clicking Actions > Pregcheck Import and then follow the instructions on the screen.

For this data to be most useful, producers must be diligent in designing structured breeding groups and breeding seasons. Like with contemporary groups for other traits, it is important to be able to distinguish between bred females and open females that had the same opportunity to breed. Notice in the list of traits that the breeding sire is not part of the criteria, but different sire groups need to be identified

by management group. Whether a producer utilizes artificial insemination or natural service, single-sire groups or multi-sire groups, as long as the breeding groups are defined correctly, the palpation and even future calving data becomes very informative.

As with any trait, the more data that is reported, the more accurate the EPDs become. Even though fertility traits are lowly heritable, they are still heritable. This means that genetic improvement in these areas is possible with selection pressure. Also, as with most traits, genetic progress is reached faster by culling the bottom and underperforming animals than by increasing selection pressure for the top performers.

By defining solid breeding groups, evaluating the performance within each group and having a defined protocol for culling open and shorter bred females, it is possible to improve the pregnancy rates, calving rates and weaning rates within the herd, which leads to increased opportunities for profitability. 🐄

Breeding -- Add New Record

The following fields are **REQUIRED** for record additions:
Registration Number, Palpation Date, Service Type (NS, ET, or AI), NS Start Date, NS End Date, Bred Status (1=Bred, 0=Not Bred)

Registration Number *

Palpation Date *

Management Group

Service Type Please select ▼ *

NS Start Date *

NS End Date *

AI Date

Weight

Bred Status Please select ▼ *

BCS

Save Back to list

Breeding - Import

Drag and drop a comma-separated (.csv) or Excel (.xlsx) file or choose an option below.

The following fields are **REQUIRED** for import:
Registration Number, Palpation Date, Service Type (NS, ET, or AI), NS Start Date, NS End Date, Bred Status (Must be either 1 or 0 within the file).

Browse...

Copy and paste text

Copyright 2012-2020 Neogen Geneseek Operations
For support, email: support@livestockgenetics.net
Contact SGBI: (361) 592-9357



Wherever the Road Leads

NANCY WUNDERLICH READY TO LEAD SGBI

By Jessie Topp-Becker, Managing Editor

For most in the Santa Gertrudis family, Nancy Wunderlich is a familiar face at breed and association events. Her involvement with Santa Gertrudis started in 1994 when she and her husband, Terry, purchased a show heifer for their eldest son, Peter, from CF Cattle Company's Curtis and Kathy Fuchs. That first interaction two decades ago has had a profound impact on the Wunderlich Farms' operation and the entire Wunderlich family.

"This endeavor began a whole new experience for us for us on so many levels," Nancy explains. "Once you have one, you just keep going, and it turned into a business for us."

Prior to 1994, Wunderlich Farms was strictly a commercial operation. That 1994 purchase expanded their operation to include a purebred cattle segment. Today, the Wunderlichs continue to raise commercial and purebred Santa Gertrudis; approximately 400 cattle roam the Brenham, Texas, ranch, which Nancy manages. Terry and son Peter, both veterinarians, manage the herd health and artificial insemination programs, while the rest of the family helps when they are able.

"We collect and submit DNA samples and report data for expected progeny differences to improve our herd while supporting the Data Driven, Profit Proven motto that has put our Santa Gertrudis cattle in the spotlight recently," Nancy says.

Nancy and Terry's three sons – Peter, Paul and Dayne – were active participants in the National Junior Santa Gertrudis Association as members, board members and National Junior Santa Gertrudis Show exhibitors. Today, the couple's four grandchildren have started their own Santa Gertrudis herds and represent the third generation to continue the Wunderlich Farms legacy.

The boys' involvement in the junior association spurred Nancy's desire to take a more active role in the Santa Gertrudis breed. Over the course of the last 26 years, she has been actively involved with the breed through her involvement in the Mid-Coast Santa



Nancy Wunderlich's involvement with Santa Gertrudis started in 1994. Over the years she has been active in both affiliate and SGBI activities.

Gertrudis Association and Santa Gertrudis Breeders International (SGBI), in addition to attending and participating in shows and sales across the country.

"Through these activities and travels we have become close friends with many SGBI members and fellow breeders across the nation," she says.

Nancy has served numerous terms on the Mid-Coast Board of Directors. She has also served SGBI members in a variety of capacities, including as a member of the following committees: Long Range Planning, Performance, Shows and Exhibits, and Youth Activities, which she has also chaired. She's also served on SGBI's Board of Directors.

As she prepares to assume her role as SGBI president, Nancy's years of committee and board involvement, and her familiarity with the association, the cattle and perhaps most important, the people, will be valuable assets.

"We're finally recognized as a productive, number-driven beef breed, so my goal is to stay on that track that we have worked so hard as an association to get on, and keep moving forward," she says.

"I hope I'm going to have some influence on the association," she adds. "We have some really positive things going right now, and I'm hoping to keep those going."

The recent launch of the American Red program – a collaboration with



Nancy and Terry's grandchildren represent the third generation to carry on the Wunderlich Farms legacy.



CONTINUED ON PAGE 19 »

CORPORRON ACRES

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

PINNACLE CATTLE CO., LLC

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

www.Corporronacres-Pinnaclecattle.com

Tommy Bradenberger
Ranch Consultant
(361) 772-7790

Brad Wright
Genetic Consultant
(979) 219-4599



Jerry & Pat Stults
Lillian, Texas

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

817/ 534-0044 Office

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

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

Double T Ranch

WYLIE AND B. J. TALIAFERRO

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

Four J Cattle

Registered Santa Gertrudis & Crosses

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

Fulton Farms

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

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

Hargis Farms

SANTA GERTRUDIS

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

**HARRIS RIVERBEND FARMS**

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

HEFTE RANCH

Kathryn Hefte Petty
(210) 414-2493

K.T. Hefte
(361) 813-4937

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

IRON OAKS CATTLE

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

John Martin Ranches

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

**MYERS CATTLE & LAND CORP.**

MARK MYERS
(936) 825-6544

www.myerscattleandland.com

25821 State Hwy. 6 South • Navasota, Texas 77868
contact: Lauren Myers West (281) 744-7605
or: Billy Eubanks (512) 484-1776

OLIVAREZ RANCHES

Since 1898
Santa Gertrudis Since 1950
Herd #439

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

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

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

SILER

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

SILVERBROOK RANCHES

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

Strait Ranches

Y.N. Strait Family
Carrizo Springs, TX
830.317.3310 | 830.876.3309
www.straitranches.com

Townsend Cattle Co.

Ivan Townsend Family

HOME OF

RDF SANCHE'S NEVER BEFORE 1136

Louise, Texas • (979) 541-3409

townsend30@yahoo.com

URBANOSKY RANCH

SGBI HERD # 2243 • EST. 1969

HOME OF SENSATION 5-1

14525 URBANOSKY LN., PLANTERSVILLE, TX 77363

JEROME (281) 797-5715 • BLAKE (936) 870-5252

www.urbanoskyranch.com



QUALITY SHOW HEIFERS AND REPLACEMENTS AT REASONABLE PRICES!

Utley Ranches

REGISTERED SANTA GERTRUDIS
Burt Utley Route 2, Box 41-K
(830) 583-2952 Kenedy, Texas 78119

VESPER RANCH

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

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

WUNDERLICH FARMS

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

ALDERSON/ RICHMOND

David Alderson 931.682.2527
Williamsport, TN
Darren Richmond 423.364.9281
djrichmd@gmail.com
Marketing & Promotion of Santa Gertrudis Cattle

HOOVER CASE AUCTIONEER

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

**LUNDBERG CATTLE SERVICES**

Photography • Marketing • Advertising
Herd Consulting • Sales Consulting
Bill Lundberg Office: (479) 967-1524
P.O. Box 567 Cell: (479) 880-6217
Russellville, AR 72801 lundbergcss@yahoo.com



PITCHFORD CATTLE SERVICES


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


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



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



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

SALE CATTLE • HERD SIRES • DONOR COWS

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



Contact Sales Representative:

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

NANCY WUNDERLICH CONTINUED FROM PAGE 17

SGBI and the Red Angus Association of America – has been a tremendous benefit to the breed, and Nancy is proud of her involvement in its development.

“American Red brings together a lot of folks from different areas and that’s what we should be all about,” she says. “We’re not just sitting here by ourselves; we’ve been recognized on a national scale for all the work and effort that has been put into our genomics and data collection.”

Nancy will be the first president to work with new SGBI Executive Director Webb Fields. While she admits she will miss former executive director, John Ford, whom she has worked with for many years, she’s excited to work alongside Fields to keep the breed and association moving in a positive direction.

“Webb is a very talented individual who is well-versed beyond his years,” she says. “Our future is bright, and I look forward to keeping that going and working with him.”

Whatever her tenure as president entails, Nancy is confident in SGBI’s toolbox and all that it offers Santa Gertrudis breeders.

“It seems like our toolbox is very well equipped to take us into the future,” she says. “If you’re interested in purebred Santa Gertrudis, STAR 5’s or American Reds, it’s exciting.

“I’m hoping to take us further down the road, regardless of what else might come up and what other opportunities we might have.” 🐾

SALE REPORT CONTINUED FROM PAGE 8

The high-selling lot, Lot 1, pick of seven females from the King Ranch® American Red female herd, was consigned by King Ranch, Inc., Houston, Texas, and was sold to Korban Cattle, McAllen, Texas, and Quail Valley Farms, Oneonta, Ala., for \$70,000.

The high-selling individual animal and herd sire pick, QVF 75/3 915G6, Lot 34, was consigned by Quail Valley Farms and was sold to Korban Cattle and Red Doc Farm, Belen, N.M., for \$62,000.

The high-selling lot, Lot 35, Harris Farms 190E, was consigned by Silva Ranch, Krebs, Okla., and was sold to Vesper Ranch, Cotulla, Texas, for \$25,000.

The high-selling lot, Lot 9, SJ Lady 727, was consigned by San Jose Ranch, Kingsville, Texas, and was sold to Lou Al Tuck Farms, Great Falls, S.C.

The high-selling lot, Lot 31, pick of ET calves, was consigned by Quail Valley Farms, and was sold to Leachman Cattle Co., Fort Collins, Colo., and Schuster Farms, San Juan, Texas, for \$21,000.

The high-selling lot, Lot 6, MS Navidad 26F, was consigned by Crescent Bar Cattle Co., Lake City, Fla., and First American Ranch, Brighton, Fla., and was sold to Briggs Ranches, Bloomington, Texas, and Harris Riverbend Farms, Glen Rose, Texas, for \$13,500. 🐾

Advertisers

4S Farms	14	Lou Al Tuck Farms	14
Alderson/Richmond		Lucky L Farm	11
Marketing & Promotion	18	Lundberg Cattle Services	18
Arrow Creek Santa Gertrudis	11	Mattingly Farms	7
Bieri Farms	14	MC Ranch	14
Blackjack Oaks Ranch	14	Myers Cattle & Land Corp.	18
Borchers Southern Y		Nebo Hill Cattle Co.	11
Ranches L.P.	14, 23	Olivarez Ranches	18
Briggs Ranches	14	Osborne Livestock	7
Buena Vida Cattle Company	14	Painted Ass Ranch LLC	11
C Bar C Ranch	7, 14	Parker Farms	7
Carley's Show Cattle	11	Payne Ranch	11
Cherokee Ranch	14	Pinnacle Cattle Co. LLC	18
Circle A Farm	14	Pitchford Cattle Co.	19
Corporon Acres	18	Polled Power Genetics	5
Cotton Branch Plantation	14	Polled Santa Gertrudis	
Cox Mill Farms	14	Association	5
Creech Farms	5	Quail Valley Farms	9
Crosswinds Ranch	14	Red Doc Farm	5
Denmon Cattle Co.	11	Red View Farms	7
Diamond S Ranch	18	Richmond Photography &	
District 6 Breeders	7	Video	19
Double C Farms	5	Rockin 3T Ranch	11
Double TT Ranch	18	Rocking A Ranch	18
Excell Santa Gertrudis	11	Rose Hill Ranch	18
Flying C Ranch	5	Running M Ranch	14
Four J Cattle	18	Santa Gertrudis Small	
Fulton Farms	18	Breeders Group	11
Genetic Development Center	22	Shampain Ranch	7
Goodin Farms	14	Siler Santa Gertrudis	18
Grandview Farms	14	Silverbrook Ranches	18
Graves Creek Ranch LLC	14	Strait Ranches	18
Gray Oaks Farm	5	State Fair of Texas	15
Hargis Farms	18	Terry Reagan	19
Harris Riverbend Farms	18	Tideland Farms	14
Heath Farms	14	Tinney Farms	2
Hefte Ranch	18	Townsend Cattle Co.	18
Hoover Case	18	Triple P Ranch	11
Hurricane Cattle Company	11	Urbanosky Ranch	18
Iron Oaks Cattle	18	Utley Ranches	18
Jernigan Ranch	14	Vesper Ranch	18
John Martin Ranches	18	VZ Cattle	11
KC Ranch LLC	14	Wendt Ranches	3, 18
Kentucky National Sale	15	Williams Farm	14
King Ranch Inc.	24	Wiley Ranch	14
La Campana Ranch	12	Wunderlich Farms	18

2019-2020 SGBI FINAL POINT STANDINGS

HEIFER CALF

River Vegas, shown by Quincy Nelson, Sarcoxie, Mo.	66
Flatwillow Lyric, shown by Flatwillow Farm, Statesville, N.C.	31

YEARLING HEIFER

PC Carla 1/18, shown by Bret Pittman, Ponder, Texas	62
OLC Rosie 418, shown by Ashley Osborne, Lathrop, Mo.	34
Top Shelf Amaretto, shown by Top Shelf Cattle Co., California, Mo.	29

SENIOR FEMALE

Miss 777 Kitty, shown by Erin Kay Daniel, Magnolia, Ark.	39
Miss 777 Bally, shown by Erin Kay Daniel, Magnolia, Ark.	33
SR 23/7, shown by Avery Strait, Prosper, Texas	30

OVERALL FEMALE

River Vegas, shown by Quincy Nelson, Sarcoxie, Mo.	66
PC Carla 1/18, shown by Bret Pittman, Ponder, Texas	62
Miss 777 Kitty, shown by Erin Kay Daniel, Magnolia, Ark.	39
OLC Rosie 418, shown by Ashley Osborne, Lathrop, Mo.	34
Miss 777 Bally, shown by Erin Kay Daniel, Magnolia, Ark.	33

BULL CALF

777 Bear, shown by Erin Kay Daniel, Magnolia, Ark.	35
TOCR Maverick 902, shown by Laura Zibilski, Burton, Texas	33
Lighting C Thunder Struck, shown by Jessie Coker, Magnolia, Texas	33
RS Sleep EZ, shown by Cody Heath, Turners Station, Ky.	28

YEARLING BULL

QV The Warden 82F1, shown by Quincy Nelson, Sarcoxie, Mo.	86
TF Prospector, shown by Mattingly Farm and Tinney Farms, Hanceville, Ala.	58
Rockin 3T Creed, shown by Greeson M6 Farm, Rice, Texas	43

SENIOR BULL

777 Gambler, shown by Circle A Farm, Williamsport, Tenn.	43
Rockin 2T No Words Needed, shown by Gracey Pitchford, Athens, Texas	33
OLC Redman, shown by Red View Farm, Poland, Ind.	18

OVERALL BULL

QV The Warden 82F1, shown by Quincy Nelson, Sarcoxie, Mo.	86
TF Prospector, shown by Mattingly Farm and Tinney Farms, Hanceville, Ala.	58
Rockin 3T Creed, shown by Greeson M6 Farm, Rice, Texas	43
777 Gambler, shown by Circle A Farm, Williamsport, Tenn.	43
777 Bear, shown by Erin Kay Daniel, Magnolia, Ark.	35

STAR 5 FEMALE

MTG Jazzy, shown by Brittany Kunkel, Poughkeepsie, Ark.	9
Royal, shown by Ashley Osborne, Lathrop, Mo.	6

BEST OF POLLED FEMALE

River Vegas, shown by Quincy Nelson, Sarcoxie, Mo.	6
--	---

BEST OF POLLED BULL

777 Gambler, shown by Circle A Farm, Williamsport, Tenn.	5
--	---

GET OF SIRE

SJ High Roller, shown by 777 Farms, Magnolia, Ark.	7
Masterpiece 101, shown by Tinney Farms, Hanceville, Ala.	5

PRODUCE OF DAM

Miss 777 205, shown by 777 Farms, Magnolia, Ark.	6
Miss Grandview Annie, shown by 777 Farms, Magnolia, Ark.	6

SIRE OF THE YEAR

SJ High Roller, shown by 777 Farms, Magnolia, Ark.	174
Rockin 3T Syrus, shown by Rockin 3T Ranch, Ennis, Texas	164

DAM OF THE YEAR

Miss 777 205, shown by 777 Farms, Magnolia, Ark.	36
--	----

HIGH POINT HEIFER CALF, BEST OF POLLED FEMALE & OVERALL HIGH POINT FEMALE



River Vegas

HIGH POINT YEARLING HEIFER



PC Carla 1/18

HIGH POINT STAR 5 FEMALE



MTG Jazzy

HIGH POINT YEARLING BULL & OVERALL HIGH POINT BULL



QV The Warden 82F1

RUNNER-UP OVERALL HIGH POINT BULL



TF Prospector

HIGH POINT SENIOR BULL & BEST OF POLLED BULL



777 Gambler

EXHIBITOR OF THE YEAR

Quincy Nelson, Sarcoxie, Mo.

HIGH POINT BULL CALF



777 Bear

BREEDER OF THE YEAR

777 Farms, Magnolia, Ark.

INTERNATIONAL SANTA GERTRUDIS SHOW

March 7, 2020 | Houston, Texas | Judge: Duane Miller

SANTA GERTRUDIS SHOW Results



GRAND CHAMPION BULL

Circle A Yellowstone, shown by Circle A Farm and Grandview Farms, Hamilton, Ala.



RESERVE GRAND CHAMPION BULL

TOCR Maverick, shown by Laura Zibilski, Burton, Texas



BEST OF POLLED BULL

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



GRAND CHAMPION FEMALE AND BEST OF POLLED FEMALE

Urbanosky's Lagertha, shown by Demi Harrington, Plantersville, Texas



RESERVE GRAND CHAMPION FEMALE

Miss 777 Kitty, shown by Erin Kay Daniel, Magnolia, Ark.



FEED EFFICIENCY...

Pass it On

2020 SUMMER EFFICIENCY TEST

RECEIVING CATTLE: JUNE 8, 2020
END TEST: OCTOBER 16, 2020

START GROWSAFE: JUNE 29, 2020
END GROWSAFE: SEPTEMBER 7, 2020

APPLICATIONS AVAILABLE ONLINE AT:
www.geneticdevelopmentcenter.com/GDC/category/forms



For more information contact:

Gustavo Toro

Cell: (832) 331-6680

Office: (936) 870-3960 ext:1502

gtooro@STgen.com

www.GeneticDevelopmentCenter.com

IT'S THE *"Must Have"* TRAIT

IDENTIFY YOUR MOST FEED
EFFICIENT ANIMALS THROUGH
TESTING AT THE GDC

Each animal will have complete individual
feed intake measurements including:

- Feed Efficiency
- Average Daily Gain
- Carcass Ultrasound Evaluation
- Breeding Soundness Exams

XY* and Sexing Technologies* sex-selected sperm products are made using the proprietary technologies of XY LLC and Inguran LLC, as partially represented by US patents 7208265, 6524860, 6357307, 6604435, and 8623657. Patents Pending worldwide. XY* sex-selected inseminates are packaged as single use artificial insemination doses for heifers not to be divided or used in MOET or IVF procedures. STgenetics is a division of Inguran LLC. XY is a registered trademark of XY, LLC. The STgenetics logo/mark and SexedULTRA are trademarks of Inguran LLC. Sexing Technologies and the STg logo/mark are a registered trademarks of Inguran LLC. Product of the USA.

100+
YEARS
OF RANCHING
THE FAMILY LAND

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



HAPPILY
"STAYING
HOME"



Borchers Southern

Ranches, L.P.

Charla Borchers-Leon

Mary Kay Borchers

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

Tommy Phillips

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

Proud Producers of  Cattle

Matt Meador

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

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

KING RANCH[®] PROVEN

RANCH – YARD – RAIL – PROFIT



King Ranch[®]

*250+ 2019 Santa Gertrudis and American Red bulls have completed gain test and are available Private Treaty.
American Red females also available Private Treaty – yearling heifers, bred heifers and bred 3 year olds.*

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

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