



SANTA GERTRUDIS

USA

MAY 2021 | VOLUME 24, NUMBER 5



2021 ANNUAL MEETING



Consigned by Tinney Farms to the

**QUAIL VALLEY FARMS
PREMIER INVITATIONAL ELITE SALE
June 12, 2021 • Quail Valley Farms • Blountsville, Ala.**

Selling Choice of Two Pistol Granddaughters



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TF H010

Reg. #20200923 DOB: 2/24/20 IMF: 4.96



Also Selling

TF H055

Reg. #20200940 DOB: 3/16/20

Sired by TF 1167 IMF: 5.36

**Thank You to Al Jackson of Lou Al Tuck Farms, Great Falls, S.C.
for purchasing our Mid-Coast Super Sale Consignment!**

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

Tinney Farms
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Here is data from a commercial breeder who has been buying Santa Gertrudis bulls from us and following the calves all the way through.

2018-2019 Steers

- 83% graded Choice
- 1% graded Prime
- Dressed out at 62.7%
- Only 2 steers graded Yield grade 3, the rest were 1's and 2's

2019-2020 Steers

- 87% graded Choice & Prime
- 10% of the 87% graded PRIME
- Dressed out at 64.1%
- ALL Yield Grades 1's and 2's

Santa Gertrudis cattle are DATA DRIVEN and PROFIT PROVEN!

Our bulls just finished their feed evaluation test and are ready to go to work for you. Give us a call to set up your viewing.



Wendt Ranches Partners LLC

5475 FM 457, Bay City, TX

Email: wendtranches@hotmail.com

Gene Kubecka

979-240-5311

Daniel Kubecka

979-240-5312

SGBI Herd #621, established 1954



SANTA GERTRUDIS USA

IN THIS ISSUE

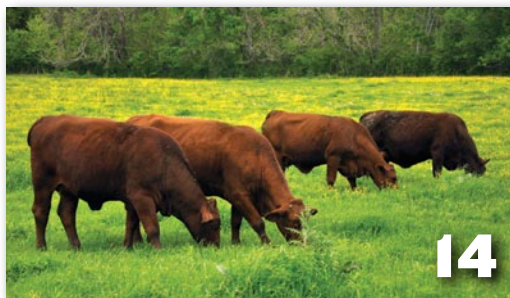
- 6** GOALS 2021 Registration
- 10** SGBI Annual Report
- 14** Grazing Management May Be More Important Now Than Ever
- 15** 2021 NJSGS Schedule of Events
- 18** Annual Meeting Cattlemen's Panel: Positioning and Predictability
- 22** Annual Meeting Memories

DEPARTMENTS

- 6** Trail Talk
- 8** President's Letter
- 12** Breed Statistics
- 12** Calendar of Events
- 12** New Members
- 16** Junior Letters
- 16** Sale Report
- 25** Ad Index



10



14



18



22

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ON THE COVER

Attendees of the SGBI Annual Meeting/Celebrating Santas Field Day gather at Wendt Ranches, Bay City, Texas, before the beginning of the Field Day activities.

Photo by Darren Richmond.

Providing Polled Power Genetics to the Santa Gertrudis Breed

CREECH FARMS

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Congratulations Demi Harrington

Plantersville, Texas

URBANOSKY'S

LAGERTHA



2020-2021 SGBI High Point Polled Female

2021 National Champion and Best of Polled Female

**Deadline for 2020-2021 Polled Association
High Point Awards**

- Must be postmarked by September 1, 2021
- Must be a paid member
- Dues paid to Todd Osborne
- **Must be a paid Polled Association Member by Sept. 1, 2021 to be eligible for year-end show awards.**

**Awarding \$500
to the SGBI High Point Bull and Female**

Flying C Ranch

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(501) 207-2272



GRAY OAKS FARM

Dennis Jones, owner
905 Foxtrap Rd., Russellville, AL 35654
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(256) 335-8821



WILEY RANCH

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Trail Talk

EXECUTIVE DIRECTOR'S REPORT

By Webb D. Fields

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We've had two annual meetings in the past six months, so at this point, I'm feeling like an old pro at it. As I write this report, we are fresh on the heels of the 70th Annual Santa Gertrudis Breeders International (SGBI) Meeting. Although the turnaround was a little short and stress can run high in an effort to make sure everything runs smoothly, just like this past fall, I really enjoyed gathering with membership at such a positive event.

The sales that wrapped around the event were well attended and cattle sold in high demand. I want to thank Briggs Ranches, Victoria, Texas, for opening their gates for the Mid-Coast Super Sale,

an elite among the elite sale every year for the breed. The barn was full and, as always, the hospitality was tremendous. Sale management ran everything smoothly and we got to witness genetics trade that will impact the Santa Gertrudis breed for many years to come.

The SGBI Board of Directors was able to meet in person and have a very productive meeting. Over the last several months, we have gathered information and educated ourselves as an association on current industry options for pedigree platforms. After being informed that our Livestock Genetic Services system is antiquating without plans to keep the system updated, the

board was tasked with finding a new home for the registry. After an extensive search, the board of directors has unanimously decided to partner with DigitalBeef, a pedigree system provider that is well versed in the industry.

I think this is an extremely positive move for the association. As a member, this should open up new features and possibilities when you log into the system. You will be able to register, transfer and pay for the transaction with ease, all through the DigitalBeef/SGBI platform. This platform is widely regarded as the most user-friendly option available, and I am excited about the extra features you will soon find once we have transitioned over. We will be working on the transition the rest of the year with the hope of being completely moved over by 2022.

One thing that will not change with the move is customer service through our office. You are still more than welcome to call, email, fax or stop by with work to be done, and our staff is happy to assist. The only real difference in the move is how the system you log

CONTINUED ON PAGE 12 ►

GOALS 2021



Mark your calendars for GOALS 2021 to "CHART A COURSE FOR CLEAR SUCCESS" as we set sail on a leadership development experience in Crystal River, Fla. The Gerts Ongoing Advanced Leadership Summit (GOALS) will be held July 26-30, 2021, at the Plantation on Crystal River on central Florida's "Nature Coast," not far from Tampa. This site will no doubt lend itself to some fun in the sun and water as we explore the Florida coast in the summertime.

In addition to fun in the sun, GOALS 2021 will feature our leadership facilitator, Mr. Jason Wetzler from Portland, Ore., who grew up on a farm and attributes the lessons he's learned in life to his agricultural upbringing. We will also have learning opportunities at the University of Florida Agriculture Department, a dairy tour, a feedlot experience and also the opportunity to explore Florida's wildlife. The GOALS Cook-Off competition will return as well!

This summer retreat will focus on organizational leadership, relationship building, personal development and goal setting. We encourage all National Junior Santa Gertrudis Association members, ages 13 and older, to register for GOALS 2021 and join us in beautiful Crystal River, Fla. The cost for this five-day, four-night, all-inclusive program is \$450 plus travel expenses. All flights will be through Tampa International Airport; incoming flights should arrive no later than 3 p.m., July 26. Departing flights should be scheduled for after 3 p.m., July 30. Please submit the form and deposit to reserve your spot as soon as possible! 🐾



CLIP AND MAIL THIS FORM

There are only 45 spots available on a first-come, first-served basis, so reserve your spot now!

To reserve your spot, send this form, along with a \$250 deposit to:

CASEY JONES

3035 SW CR 240 • Lake City, FL 32024

Make checks payable to "NJSGA Youth Foundation"

NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____

ZIP: _____ PHONE: _____

Email: _____

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.

Quail Valley Farms

Complete Mature Cow Herd Dispersal Santa Gertrudis Females



**June 11, 2021 at 4:00 PM
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Offering 60 Santa Gertrudis Lots

EVERYTHING OVER 5 YEARS OF AGE SELLS!

Proven Donors & Solid, Pasture Efficient Cows.

Spring calves will sell at side. Many fall heifer calf splits.



Premier Invitational Elite Santa Gertrudis Female Sale



**June 12, 2021 at 10:30 AM
in Oneonta, Alabama**

*Selling from Over 25 Premier
Santa Gertrudis Breeders*

50+ LOTS OF PROVEN GENETICS

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Flushes & Genetic Packages



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Farms**

RICKY & ANGIE CLEVELAND, Owners
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RANCH MANAGER:
Chris Heptinstall | 205.363.0919



PRESIDENT'S LETTER

By Nancy Wunderlich

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

Meetings were held and decisions were made. Friendships were renewed as the field day gave us valuable information to grow from. To wrap up the festivities, awards were announced, retiring board members were recognized and new board members were elected. All of this happened in person and face-to-face (carefully, of course) during the 70th Annual Membership Meeting of Santa Gertrudis Breeders International (SGBI).

Friday morning kicked off with the SGBI Board meeting, attended by majority-plus board members along with several guests. Executive Director Webb Fields reported that we are sound financially with registrations/transfers steady as active and junior memberships have increased. Kathryn Hefte-Petty reported on the Pedigree Platform Special Committee's recommendation of DigitalBeef. Jaye Massey, DigitalBeef, LLC, gave a presentation on the pedigree platform, followed by questions and answers from the floor. After a short discussion, the board voted unanimously to replace the existing platform with the DigitalBeef Pedigree Platform.

Wendt Ranches hosted a well-attended field day complete with a cattle judging contest and a roundtable discussion about bull selection and cattle marketing. The judging contest consisted of two classes of bulls and two classes of heifers. The three top places were awarded to the junior division and the adults, including friendly competition and bragging rights. The roundtable panel included Mike Arnold, Superior Livestock Auction; Donnell Brown, R.A. Brown Ranch; Ky Pohler, Ph.D., Texas A&M University; and Gene Kubecka, Wendt Ranches. Bulls were displayed as the panel explained selection protocol and marketing strategies. Attendees received valuable information from these cattle industry leaders.



Field Day at Wendt Ranches. Photo by Darren Richmond.

Annual Meeting festivities concluded Saturday evening with the 70th Annual Membership Meeting, presentation of show awards, President's Dinner and the first-ever District Challenge Auction. The Executive Director's Report painted a financially sound and bright future for Santa Gertrudis Breeders International. Retiring board members

David Alderson, Jamie Daniel and Debbie Townsend were recognized, and new board members were elected. High Point awards were presented by the Shows and Exhibits Committee, recognizing many miles and long hours of work showing Santa Gertrudis cattle. Debbie Townsend was awarded the President's Award for her time and dedication to the membership as secretary/treasurer, along with all the "behind the scenes" work she has contributed for several years. The evening concluded as John Ford and Darren Richmond auctioned District Donations, along with "bonus items," totaling in excess of \$14,000.

Thank you to Annual Meeting coordinators Gene and Nancy Kubecka, along with John Ford and Debbie Townsend, for a great Annual Meeting after a long and challenging year.

I challenge the entire membership to take this positive momentum into the future to promote our **Data Driven, Profit Proven** Santa Gertrudis Cattle. I encourage the board to work together to remain on this course in the right direction for the cattle industry. 🍀

SGBI OFFICERS OF THE BOARD

PRESIDENT Nancy Wunderlich

PRESIDENT ELECT Gene Kubecka

SECRETARY/TREASURER Nolan Taylor

BREED IMPROVEMENT Kathryn Hefte

LONG RANGE PLANNING Alicia Sanchez

MARKETING & PROMOTION Erik Wiley

MEMBERSHIP Tony Creech

YOUTH ACTIVITIES Suzanne Fulton

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Running R Cattle

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Quail Valley Farms

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Creech Farms

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District 6 – Nolan Taylor (Ky.)

Windcrest Farm

(270) 589-9046 | nolantaylor18@gmail.com

SANTA GERTRUDIS DISTRICT VI BREEDERS



Kentucky Sale Bound!

Kentucky National Sale

July 17, 2021

Bowling Green, Ky.

**We are consigning these two
bred heifers AI'd to trait-leading
bull SR Surge 4/19.**



Surge

TOP 1%

**HCW
MARB
REA
SC**



SIRE: KB CATALYST 531/15 DAM: SR ARKOMA 30/0

Maternal brother to SR Genesis 75/3. Surge was the
high-selling lot at the 2020 Tried & True Sale.

Young sire trait-leader for MARB and SC.

Scanned REA: 15.53 • IMF: 6.10

See You There!

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C BAR C RANCH



De Soto, MO 63020
Alan Clark
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bud@cbarcranch.net

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OSBORNE LIVESTOCK

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



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peppydoc1@aol.com

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5552 Jackson Hwy. • Cave City, KY 42127
(270) 670-6285 • (270) 670-6776

MATTINGLY FARMS

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(270) 668-3177
mattinglyfarms96@yahoo.com



Herd #4134

Shampain Ranch

Santa Gertrudis Cattle

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Pleasant Hill, IL 62366
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ginny2@irtc.net

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craiglopossa@yahoo.com



SGBI Annual Report

SGBI Members,

I have frequently shared my memories of how fiscal year (FY) 2020 began. After a five-month transition period into the job, I was feeling very confident in my ability to completely take the reins and lead this association into the future. Unfortunately, at that same time is when a once-in-a-generation pandemic really started here in the United States. That had me looking back over my shoulder for a minute, only to find that no one was there, and it was my responsibility to ensure that this storied association remain stable and intact through some rough waters.

I have a deep respect for the history, cattle legends and incredible operations that have been involved in Santa Gertrudis, of which many still remain to this day. I have always taken my responsibility as Santa Gertrudis Breeders International (SGBI) executive director very seriously, so with that in mind, we put our heads down and got to work. Although it was a challenging year, I am happy to report that it was a year of growth in many areas for SGBI, and this association remains on very stable footing. I do, however, want to make it clear that this past year's success isn't because of me or the current structure, but years of great cattle, careful planning and a membership that is second to none.

It was with excitement that I reported to membership at our SGBI Annual Meeting in March. The association remains very healthy and Santa Gertrudis continues on its trajectory as a breed on the rise. The Data Driven, Profit Proven tagline has certainly remained true as both the purebred sector and commercial industry continues to take notice of our strides

to be the red-hided, heat-tolerant, heterosis provider that is performance oriented and functional.

This growth in demand and relevance into the commercial industry is largely due to the continued growth and push toward data-backed genetics. FY 2020 was another year of strong growth in DNA submissions, with a total of 1,981 samples placed into the SGBI database. These additional DNA samples continue to add strength and accuracy to our growing genetic evaluation. Utilizing the breed's comprehensive genetic evaluation, members continue to see genetic progress and improvement in traits such as weaning weight, yearling weight and carcass evaluations.

2020 also proved to be a large growth area for membership. In the past, membership has been anywhere from steady to a slightly downward trend. This past year, we added a huge total of 78 new memberships. This boost allowed us to carry 1,114 total members in 2020. SGBI had 552 active members, with 474 junior members and 88 total commercial participants.

Registrations and recordings remained steady, with a total of 6,262 in FY 2020. Total purebred animals registered with the association numbered 5,212, with 1,050 STAR 5 recordings being made. What is most exciting is the huge



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boost in performance-only records added to the database in 2020. More than 10,000 total records – an unprecedented number – were added into the registry this past year. This boost in performance-only records greatly strengthens our knowledge and accuracy about the product we provide the industry.

The Performance Committee and Research and Education Committee continue to collaborate with universities and others through funding from the Santa Gertrudis Foundation on key research with industry partners to study heterosis, performance, efficiency and carcass quality. Currently, these projects with Colorado State University and Utah State University are generating valuable information about the breed's ability to perform in the Mountain West region. These studies are also helping to generate interest in the use of Santa Gertrudis in that commercial sector, as we feel this is a real growth region for the breed.

In addition, the Youth Foundation awarded \$31,000 in scholarships within the fiscal year to deserving junior members. This continuation of supporting the youth within our breed will also pay dividends in promoting and driving young people from our junior program into active future members of the association.

BluePrint Media continues to prove to be a valuable communication partner in telling the breed's story. With their help, Facebook saw a total of 481,905 people reached, and we continue to have an aggressive approach in our ad campaign to reach the commercial sector and potential buyers of

Santa Gertrudis genetics. The breed's official publication, *Santa Gertrudis USA*, also saw a successful fiscal year, while keeping our membership informed. The monthly publication, along with the Sire Catalog printed this year, added approximately \$20,000 in revenue to SGBI's bottom line over the past 12 months.

SGBI closed the year on sound financial footing, with a strong cash position. As a small breed association in an extremely fast-paced and competitive industry, we must continue to leverage partnerships, be aggressive in telling the breed's story and make sound financial decisions to boost the association and our members in areas of growth.

The past 12 months started with an unprecedented world event, but have been successful for America's original and most storied beef breed as we sit in a great position for continued success in years to come. 🍀

– Webb Fields, SGBI Executive Director

Grateful For Your Support

**KORBAN CATTLE THANKS THE FOLLOWING BUYERS OF OUR CATTLE
AT THE 2021 INTERNATIONAL SUPER SALE:**

Wiley Ranch	Grandview Farms
Tideland Farms	HL Farms
Red Doc Farms	Buena Vida Ranch

*We are so grateful to our buyers who have supported and favored us with the purchase of our offered lots at the 2021 International Super Sale.
We also congratulate AMS for an outstanding and successful sale.*

K

KORBAN CATTLE

1209 S. 10th St., Ste. A 662
McAllen, Texas 78501
(956) 960-9099

SANTA GERTRUDIS *Calendar*

MAY

- 8** 48th Annual Breeders of the Carolinas Sale, Chester, S.C.
8 Mid-Coast Santa Gertrudis Association Cattleman's Opportunity Sale, Industry, Texas

JUNE

- 11** Quail Valley Farms Complete Mature Cow Herd Dispersal Santa Gertrudis Female Sale, Oneonta, Ala.
12 Quail Valley Farms Premier Invitational Elite Santa Gertrudis Female Sale, Oneonta, Ala.
19-26 2021 National Junior Santa Gertrudis Show, Texarkana, Ark.

JULY

- 16-17** Kentucky National Show and Sale, Bowling Green, Ky.
26-30 2021 Gerts Ongoing Advanced Leadership Summit, Crystal River, Fla.

AUGUST

- 10-12** Cattle Industry Convention & NCBA Trade Show, Nashville, Tenn.
31 2nd Annual Baby Doll Sale, Bay City, Texas

SEPTEMBER

- 1** Deadline for the 2020-2021 Polled Association High Point Awards
17-18 27th Annual District 6 Sale and Show, Corydon, Ind.
24-Oct. 17 State Fair of Texas, Dallas, Texas

REGISTRATIONS, STAR 5 RECORDINGS AND TRANSFERS BY DISTRICT

MARCH 2021

ACTIVE MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	15	0	4	5
2	139	30	18	84
3	31	0	5	11
4	23	2	0	13
5	22	5	1	35
6	58	7	12	16

JUNIOR MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	109	0	0	51
2	10	2	0	11
3	5	0	0	2
4	2	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

SANTA GERTRUDIS WELCOMES

New Members

Active Members

Josh and Candice Wood, Bayfield, Colo.
 Sam Reynolds, Chico, Texas
 Rafter Z Cattle Co., Matt Zibalski, Burton, Texas
 Seville Cattle Co., Dolzie Dupuis, Abbeville, La.

Commercial Members

Hernandez Pastures, Mike Hernandez, Punta Gorda, Fla.

Junior Members

Keaton Mawhee, Frisco, Texas
 Cash Meyer, Centralia, Ill.
 Turner Dupuis, Abbeville, La.
 Avery Tobola, Tomball, Texas
 Renell Kraaz, Riviera, Texas
 Dakota Castaneda, Richmond, Texas
 Westin Childress, Pollok, Texas

TRAIL TALK

CONTINUED FROM PAGE 6

into will look, with more features and more power to help our membership better manage their herd book. We will provide more information as we start the transition and offer membership education about how to utilize our new and advanced platform.

The board also continues to discuss our current genetic evaluation. While there is discussion around the subject, we are very confident that our current evaluation remains among the very best in the industry. As a breed, we must always self-evaluate and make sure we are being as progressive as possible. That is how I look at the current genetic evaluation discussion: an effort to make sure we are always looking to the future while protecting and securing the data we currently have. More education and research is needed on the topic, and we plan to continue to gather this information over the next year in an effort to better understand genetic evaluation options and where we see the future of ours as an association.

One very positive takeaway from the event was the field day. We must also thank Wendt Ranches Partners, Bay City, Texas, for hosting and helping put together a great event! A fun livestock judging contest was held, with an extremely informative Cattleman's Panel following. It is always good to

hear directly from industry leaders, and that is exactly what we were able to do from the panel. Focus must remain on what the commercial industry desires with the end consumer in mind, and those were the types of messages that were passed along with some additional information to help better manage individual herds.

The event concluded with the SGBI Annual Meeting and President's Dinner. I am very excited about where we currently are as a breed and the direction we are currently headed. SGBI is full of great members, a board of leaders and an association with great cattle to get behind. I look forward to another fun year for Santa Gertrudis! 🐄

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GRAZING MANAGEMENT MAY BE MORE IMPORTANT NOW THAN EVER

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



If you thought 2020 was a bad year, thus far, 2021 is not looking too great! The price of everything is on the rise. Have you been to the feed mill/store lately? To add insult to injury, many of us had a really bad freeze back in February and had very little rainfall before that event. Moreover, dry and windy conditions have been hindering much spring green in parts of Texas.

This year could be a great opportunity to critically evaluate grazing management plans and possibly change a few things that should improve soil health, forage production and cattle performance and reduce seasonal feed costs. It may take some financial inputs to construct new fences, purchase portable fences or run new water lines to tanks placed in under-used parts of the ranch. What a great way to invest your COVID-19 relief money (if you received any): improve the managed grazing plan of your operation.

Ruminant and ungulate (deer, camel, giraffe, zebra, horse, etc.) animals are biologically designed to graze and then move on to better grazing. Similarly, most grazed plants and grasses developed over time to withstand periodic grazing by animals, followed by a period of rest. Given sufficient moisture, which is a big factor, these plants recover from grazing and may be in better condition than prior to grazing. Many beef cattle producers who also produce hay can appreciate these plant dynamics. For example, make a cutting of hay, possibly apply more fertilizer, get good rain, wait and wait, and then cut hay a second time, then repeat. All of this evolutionary development changed dramatically once we began constructing fences and sectioning off grazing lands.

The point being made here is not to turn the calendar back 250-plus years, but simply think about pastures as much as, if not more than, the cattle. Two terms often used by grazing experts is *stocking rate* and *carrying capacity*. Carrying capacity is the number of cattle, or pounds of cattle, that can graze a particular area on a year-round basis. Be careful here – stocking rate is based on the assumption the cattle only consume about 25 percent of the total pounds of forage produced in one year in that particular area, leaving 75 percent of the forage produced as residual for use by the plant, insects and wildlife. Cattle producers could follow this principle if they had enough

pastureland to move cattle following a period of grazing (rotational grazing).

Stocking rate, on the other hand, is simply the number of cattle, or pounds of cattle, that we choose to graze a particular area of land for a specific amount of time. In an absolutely perfect world, the carrying capacity of a particular area of land would equal the stocking rate of that same area of land.

Very few folks live in a perfect world, but we need to try to make the best of our current situations. Cattle producers seem to always want a few more cows and/or a few more acres. However, if we are critically evaluating our grazing practices, we may yield a conclusion that we really do not like. Most beef cattle operations are probably overstocked, meaning we may have to reduce cow numbers for the betterment of the pastures. In the end, reducing cow numbers may improve overall cattle performance and the ranch's profitability due to reduced purchased feed costs – not to mention improved soil health, soil-water holding capacity (less runoff) and plant health. There is no doubt that pastures need cattle. Cattle, biologically designed to manage and harvest forage from lands not suitable for farming, are critical for disrupting the soil, allowing for better water penetration, which is critical for cycling carbon back into the soil.

With the help of grazing experts from the U.S. Department of Agriculture Natural Resource Conservation Service and researchers at The Samuel Roberts Noble Foundation, Ardmore, Okla., beef cattle producers can learn and implement best grazing management practices. Improving the carrying capacity and greater profitability of the ranch should be the long-term goal. Achieving this goal, however, may require a short-term sacrifice of owning fewer cattle. 🌱



Photo from Woman Hollerin Ranch, Brookshire, Texas

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8:00 a.m.-5:00 p.m. Show Office Open
8:00 a.m. Public Speaking Contest, *Holiday Inn*
11:30 a.m.-3:00 p.m. Queen and Princess Luncheon, *Holiday Inn*
12:00 p.m.-2:00 p.m. Voting
2:30 p.m. Livestock Judging and Cattlemen's Contest
7:00 p.m.-8:00 p.m. Voting at Dance
7:00 p.m.-10:00 p.m. Junior Dance and Social ★
Fair Grounds

TUESDAY, JUNE 22

8:00 a.m.-5:00 p.m. Show Office Open
8:00 a.m. Sales Talk Contest
9:00 a.m.-3:00 p.m. Cattle stalled in barns, Herdsman Contest, *Cattle Ties*
11:00 a.m.-2:00 p.m. Voting
1:30 p.m. Brain Bowl Competition
6:30 p.m. Director Interviews, Scholarship Interviews

Sponsorship Opportunities

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GOLD: \$2,501-\$5,000
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DIAMOND: \$10,000+

WEDNESDAY, JUNE 23

8:00 a.m.-5:00 p.m. Show Office Open
8:30 a.m. Showmanship Contest, Show Arena: Pee-Wee (5-7 years old), Junior, Intermediate, Senior, Old Timers
9:00 a.m.-3:00 p.m. Herdsman Contest, *Cattle Ties*
10:00 a.m.-12:00 p.m. Final Voting
12:00 p.m. Norval and Anna Sells Hard Luck Stories need to be turned into the show office
4:00 p.m. National Junior Membership Meeting
Stands near show arena.
Social

After Meeting

Candidates may take down their campaign booths after the meeting, Junior Board Meeting for current and new directors will follow Social.

THURSDAY, JUNE 24

8:30 a.m. National Junior Santa Gertrudis Show: Donated Heifer, STAR 5 Heifer, Bred & Owned Female, Best of Polled Female Classes
6:00 p.m. NJS GS Awards Ceremony ★
Fair Grounds

FRIDAY, JUNE 25

8:30 a.m. National Junior Santa Gertrudis Show: Purebred Bulls and Purebred Female Show
30 minutes after the selection of Champion Female: Scholarship Recipient Meeting, Donated Heifer Winners Meeting. *Cattle released after showing.*

SATURDAY, JUNE 26

12:00 p.m. Cattle must be off show grounds no later than 12:00 p.m.

SATURDAY, JUNE 19

12:00 p.m. Grounds open for arrival

SUNDAY, JUNE 20

7:00 a.m.-3:00 p.m. Grounds open for arrival
9:00 a.m.-5:00 p.m. Show Office open
8:00 a.m. Princess/Queen/Directors running for positions may begin campaigning
8:30 a.m. Better Beef Contest
9:00 a.m. NJS GA Board of Directors Meeting
10:00 a.m. Director Clinic
Anyone running for director must attend
11:00 a.m.-4:00 p.m. Check In, Arena Area
This will be an exhibitor-only check in. All animals will be verified brands/tattoos in the show ring.
12:00 p.m.-3:00 p.m. Photo, PowerPoint and Ad Contest Turn-In
5:30 p.m. Welcome Dinner, Director, Queen and Princess Candidates' Speeches
7:30 p.m. Survivor - Exhibitor Style: Outwit, Outlast, Outplay

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Please Note

This schedule is tentative and subject to change.

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For more information, visit:

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

SANTA GERTRUDIS Juniors

By Erin-Kay Daniel, District 2 Director



Hello! My name is Erin Kay Daniel and I am your District 2 representative and also your current National Junior Santa Gertrudis Association Queen!

I hope your 2021 is off to a great start! After last year with all the cancellations and quarantines, I'm so ready to get back to normal or as close to it as possible!

The craziness of last year makes you stop and think about the things you love and appreciate, and we need to make the most of it. The best part of that is knowing you can be an active member in the Santa Gertrudis breed, become involved and be a positive influence on things surrounding you and affecting you. Whether you are on the junior board or a committee, or actively involved with your affiliate, you are making a difference and promoting your cattle in one way or another. Being an active, involved member is crucial to this breed growing.

There will always be new issues or problems to deal with and it's very important that everyone is allowed to express their opinions and be informed. We have so many ways this can be done. Become involved in your local affiliate and cattle organizations in your county and state. Stay updated on the purebred markets as well as commercial markets in your area. Listen to what buyers are wanting. It's always helpful to keep a pulse on what is desired or needed. Become involved in Santa Gertrudis Breeders International and ask to be on a committee or talk to others who are on committees and ask to be included on what they are thinking or planning. Talk to the board of directors and let them know your opinions, what you would like to see change, what you would like to participate in and things you are excited about. Talk to them about what is going on in your area and what you are seeing there. Attend sales and meetings when you can and participate as much as you can.

If you have any questions about how to become more involved, please ask me or any others on the junior board of directors. I can't wait to see everyone soon! 🐾



By Amy Brewer, District 1 Director

Hi, my name is Amy Brewer and I am from the tiny town of Tivoli, Texas. I am 17 years old and am currently serving as a junior director from District 1.

I began showing in this breed when I was in the fourth grade. When I first started and throughout my show career, I have been lucky enough to be mentored by an older junior showman and former junior director, Reagan Ruddock O'Donnell. Her mentorship has been invaluable to me, and I am still striving to match her amazing example.

When I think about this mentorship, along with this month's topic of the Santa Gertrudis Breeders International Annual Meeting, something I am passionate about comes

to mind. Our breed's annual meeting is often attended by older adults in the breed, but is becoming less attended by recently graduated junior members. When a junior member turns 21 years old, they can transfer their membership in order to become an adult member in the breed association. However, fewer and fewer young new adults in the breed are staying involved in this way.

Many adults get involved much later, which contributes to a large age gap between most junior and adult members. As a result, I think our breed should encourage these newly graduated members to stay involved in the adult association. This would allow our breed to stay current and modern, and also allow the future herdsman of our breed the benefit of being mentored by older adult members in the same way that young showmen are mentored by older showmen in the National Junior Santa Gertrudis Association. I, for one, plan to stay involved in the breed by maintaining my membership and growing my small herd of Santa Gertrudis cattle after I graduate, and I would encourage my other fellow junior members to do the same. We have to keep new generations coming in so our wonderful breed can continue to grow and stay relevant.

See you all at the National Junior Santa Gertrudis Show. 🐾



SANTA GERTRUDIS SALE Reports

SANTA GERTRUDIS BLUEBONNET CLASSIC SALE

MARCH 20, 2021 | HALLETTSVILLE, TEXAS

SALE AVERAGES

2	Bulls	\$2,835
19	Open Females	\$2,939
17	Bred Females	\$2,741
10	Exposed Females	\$1,735
19	Pairs	\$3,102
7	3-N-1 Females	\$3,428

The high-selling lot was a heifer bred to Chosen One 651/18, consigned by Harris Farms, Cleburne, Texas, and sold to Wiley Ranch, Deville, La., for \$6,000. The high-selling bull was consigned by Four J Cattle, Hallettsville, Texas, and was sold to JYM Cattle, Cuero, Texas, for \$5,300. The high-selling open female was consigned by Wendt Ranches Partners, Bay City, Texas, and was sold to Morris Farms, Ector, Texas, for \$5,500. The high-selling pair was consigned by Harris Farms and was sold to Joey Martinez, Rice, Texas, for \$4,750. The high-selling 3-N-1 was consigned by Four J Cattle and was sold to Plainview Farms, Franklinton, La., for \$5,500. 🐾

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POSITIONING AND PREDICTABILITY

Insights from the Cattlemen's Panel at Santa Gertrudis Field Day

By Micky Burch, Contributing Writer



The Cattlemen's Panel held at the "Celebrating Santas" Field Day included (left to right) Gene Kubecka, Wendt Ranches; Donnell Brown, R.A. Brown Ranch; Mike Arnold, Arnold Land and Cattle; and Ky Pohler, Ph.D., Texas A&M University. The panel was moderated by Santa Gertrudis Breeders International Executive Director Webb Fields (right).

A panel of speakers as colorful as Santa Gertrudis cattle entertained and educated attendees during the "Celebrating Santas" Field Day held March 27 at Went Ranches, Bay City, Texas, as part of the 70th Santa Gertrudis Breeders International (SGBI) Annual Meeting.

Donnell Brown, fifth generation on the R.A. Brown Ranch, Throckmorton, Texas, sat on the panel and shared his experience with raising 18 different breeds of cattle and currently selling more than 800 bulls annually. Joining him was Ky Pohler, Ph.D., assistant professor and graduate faculty member, Texas A&M University Animal Science Department. Pohler's research concentrates on physiological and molecular mechanisms that control reproductive efficiency in cattle.

Mike Arnold, Arnold Land and Cattle, Columbus, Texas, also shared his experiences through his personal ranch and as a representative for Superior Livestock, a leading satellite video auction. Last, but certainly not least, was field day host Gene Kubecka, Wendt Ranches, who utilizes SGBI genetic selection tools and a robust artificial insemination (AI) program to meet the ranch's production goals and market more than 200 bulls annually to commercial buyers.

SGBI Executive Director and panel moderator Webb Fields initially posed

the panel with a question about how they believe the Santa Gertrudis breed is currently positioned within the cattle industry.

"The Santa Gertrudis breed, this day in time, is absolutely in the best position that they've ever been in because it far exceeds any other breed in the endless possibilities for a crossbreeding program for commercial cattle people," Arnold stated confidently. The discussion for much of the panel stemmed from this statement and how Santa Gertrudis seedstock producers can better serve the commercial cattlemans.

"The bottom line here is we sell bulls to the commercial cowman," Kubecka said.

Brown agreed, and explained that a large portion of the customer base at R.A. Brown Ranch is the commercial cowman. "Our No. 1 goal is to improve their profitability and their sustainability in the cattle business with our genetics and with our service," he said.

Brown's formula for success is simple: select the female to fit the environment; select the bull that best complements the cows to produce the calf that best fits the market; and select the breeding system that best fits your management.

Environment

Early on in the breed's development, Santa Gertrudis cattle demonstrated a relatively high degree of varying

environmental tolerance and, equally important, exhibited calving ease, mothering and milking ability. Many ranchers operating in harsh climates turn to Santa Gertrudis for survivability, as they thrive in hot, humid coastal regions as well as arid territories.

Kubecka is a believer in Santa Gertrudis genetics.

"In order to get those mother cows that we're talking about, we've got to keep that Santa Gertrudis look and what makes Santa Gertrudis the hardy animals they are," he pointed out. "You've got to be able to produce a female that can take the conditions that we raise these cattle in."

Adding to that and expressing the versatility of Santa Gertrudis to match many other breeds, "You've got the animal that has more ways to go than any other animal out there and still has enough *Bos indicus* in it to run in any country you want to put them in," Arnold said.

"We're fortunate that they can survive in the environments that we put them in and we challenge them in," Pohler pointed out.

Brown echoed that, adding, "Our cattle here fit to adapt to a hotter environment. They've got strong maternal traits [and] they've got tremendous longevity."

Part of the reason Brown believes the cattle have adapted so well is attributed to crossbreeding. "I'm a huge fan of hybrid vigor – heterosis," he said, adding that creating crossbreds aids in females fitting their production environment.

Buying Bulls that Fit the Females

To find the right bull to mate to females in varying environmental conditions, the panelists recommended studying phenotype as well as the data. "I want to know as much about my bull that I'm going to have breed all my cows as I possibly can," Brown stated. "My breeding program is dependent on

it – my future is dependent on it – and so I want to use all the tools I have available to make the best decision.”

When evaluating physical conformation, all the panelists agreed structural correctness came to the top as a priority since bulls, like their female counterparts, are oftentimes expected to live, travel and reproduce in rugged environments. “I’m going to start at the ground and I’m going to evaluate his feet – his foundation – and I’m going to go up from there,” Brown explained. “They’ve got to be functional; they’ve got to be sound; they’ve got to have good feet to last a long time in any environment.”

Pohler seconded that, adding that a physical evaluation is a very important part of breeding soundness exams (BSEs). “The first aspect of a BSE should be all physical about the bull,” Pohler shared. From there, BSEs include scrotal measurements and semen evaluation.

Generally speaking, an ideal scrotal measurement for a yearling bull is 32 to 36 centimeters. One topic of discussion that came up is if scrotal size can be too big. Pohler commented that measurements entering the 40s would be “too big” in his book, though there is a theory that in extreme environments, low hanging testicles and larger scrotal size is Mother Nature’s way of creating distance and surface area in order for the bull to keep the testicles away from his body to maintain a temperature 5 degrees lower than body temp.

From there, the conversation turned to semen. “Semen quality and semen production is highly dependent on environmental status,” Pohler explained. “Reproduction itself is highly dependent on management – there’s a management aspect that goes into it that you have to be focusing on year-round that

you can’t think about one time a year.

“Realistic expectations are probably the most important aspect of any reproductive management program,” he continued.

Bull management and development can be a hot-button issue among beef producers. “Bull development continues to be a highly debated topic in regard to what that means for lifetime longevity and lifetime fertility of those bulls,” Pohler continued.

For example, bulls that have been fed hard and developed through gain tests may “melt off” once they’re kicked out the with the cows. “We have to balance their lifetime longevity and being able to make sure that they can maintain themselves,” Pohler explained.

Kubecka agrees, and explained that at Wendt Ranches, bulls are limit fed during development. “By reducing the amount of feed they can eat per day, we’re growing them out like they need to be grown out,” Kubecka explained.

Like physical management of the animal, Pohler emphasized how important it is to manage each animal’s data. “The No. 1 thing in fertility-based indexes is it takes really good data to develop a really good fertility index,” he said.

Pohler encouraged attendees to collect sound, accurate data to help increase index accuracy. “These indexes are always going to exist, but the data that we put into them is going to determine how successful they are or not.”

The data does make a difference, according to Brown. He relies on data from his own herd via DNA-test results to increase the information’s value and accuracy, which enables him to make more confident decisions to enhance the profitability of the business.

“Today, I’m using less proven bulls because the tools we have are so much

better,” he explained. “Even with the accuracy of DNA, if we don’t continue to report the data, the DNA loses its power very quickly.

“We can best manage what we measure, and we’re measuring more traits than ever before,” he continued. “The average of these EPDs [expected progeny differences] today will be the average of the proven bulls five years from now – the power is in the average – that is the genetic merit of your cow herd.” Increasing the average of your cow herd, Brown explained, can be accomplished through selection of superior breeders – i.e., genetic selection.

As time goes on, beef producers are learning more and more about those genetics. Taught for ages that progeny get half their genetics from Mom and half from Dad, “We know really well now that that’s not exactly how genetics works,” Pohler explained.

“We can DNA [test] a whole set of full sibs and there’ll be a significant amount of difference in those animals,” Brown added.

Regardless of test results, a bull’s purpose is to deliver the genetic package that was purchased. “I want them to do it all, but I want to use all the tools I have to make sure I do the best I can selecting the right animal,” Brown said. “Science will prevail, and the good cattle will rise to the top.”

Marketing Calves

The primary reason for establishing a herd where the females fit the environment and the bulls work on the cows is to make a marketable calf. Arnold expressed the need for cattle producers to adapt to what the end user wants.

“Good cattle sell themselves,” Arnold stated. “Pay attention to the markets, pay attention to what the end buyer wants. And the way you get there is [to] develop a marketing plan, not a selling plan.”

One way of marketing the cattle producers have worked so hard to raise is on a grid. “Cattle sold on a value-based grid – premiums and discounts – the average is the average of the industry or that plant,” Brown explained. “If we’re not at 80 percent Choice or better, those cattle are likely to get discounted in the marketplace, even

CONTINUED ON PAGE 24 ►

Bulls were put on display for discussion during the Cattlemen’s Panel at the “Celebrating Santos” Field Day held at Wendt Ranches, Bay City, Texas, March 27, during the Santa Gertrudis Breeders International Annual Meeting.



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Together Again and Celebrating Santas

The 2021 SGBI Annual Meeting was a great time for the Santa Gertrudis Breeders International (SGBI) family to get together again to celebrate cattle, friends, successes, sales and to just have some fun! The three-day event took place in Texas in and around Victoria and Bay City and was attended by breeders from far and wide. It included two sales – Briggs Ranches' Super American Sale and the Mid-Coast International Super Sale – and a field day at Wendt Ranches, complete with a judging contest and fantastic Cattlemen's Panel (see story on page 18). The event concluded with the Annual Meeting and President's Dinner. As always, enthusiasm was high for Santa Gertrudis cattle and those who are involved in the breed! 🐄



Debbie Townsend (left) receives the 2021 SGBI Presidents Award from President Nancy Wunderlich (right) for her service and dedication to the association.



The 2021-2022 SGBI Board was announced at the Annual Meeting. Back row, left to right, are Erik Wiley, Gene Kubeka, Tony Creech, Suzanne Fulton, Trai Stegall, Amber Robertson and Webb Fields. Front row, left to right, are Cody Mattingly, Arlin Taylor, Alicia Sanchez and Nancy Wunderlich. Not pictured are Tylor Braden, Rafael Miranda, Kathryn Hefte, Ricky Cleveland, Nolan Taylor, Michael Seay, Richard Hood and Craig Lapossa.



Winners of the judging contest are all smiles after placings were announced. Back row, left to right, are Heather Blewett, Keaton Bush and Cristi Harrington. Front row, left to right, are Kinsley Kubeka, Laney Kubeka and Jana Justiss.



In attendance at the Annual Meeting to receive their plaques for top registrations and recordations of Santa Gertrudis cattle are (left to right) Kim Wiley, Karen Wiley, Erik Wiley and Keri Wiley from Wiley Ranches; Elia Sanchez of Red Doc Farms; and Shannon Smith of S&K Farms. Not able to be in attendance to receive plaques, but recognized for registrations and recordations, were Briggs Ranches, Quail Valley Farms, Hiss Family Farm, King Ranch Inc., and Salacoa Valley Farms.



Retiring SGBI Board members (left to right) Debbie Townsend, David Alderson and Jamie Daniel receive Santa Gertrudis cutting boards in recognition of their years of service to the SGBI Board and members.

RIGHT: Demi Harrington carries a "Bourbon Basket," the SGBI Live Auction item donated by District 6 Board members Nolan Taylor, Craig

Lapossa and Cody Mattingly. Funds raised by the live auction are used to offset the 2021 Annual Meeting expenses. Each district donated an item, and additional items were donated by other SGBI supporters.





SGBI staff Diana Ruiz (left) and Emma Ramirez (right) welcome guests to the SGBI Field Day at Wendt Ranches in Bay City.

OPPOSITE PAGE LEFT: Buckles are presented at SGBI's Annual Meeting for the High Point Show Awards to (back row, left to right) Darren Richmond, Arlin Taylor, Jamie Daniel, Heather Blewett, Keaton Bush, Laura Zibilski, Darrell Pitchford and Bill Stroman. Front row, left to right, are Blake Walker, Retha Tinney, Demi Harrington, Colby Threet, Hannah Threet and David Alderson.



Judging contest participants gather at Wendt Ranches to evaluate four pens of Wendt Ranches Santa Gertrudis cattle at the field day.

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POSITIONING AND PREDICTABILITY

CONTINUED FROM PAGE 19 »

though they're so much better than they were 20 years ago. So, we've got to move fast to keep up with just where the industry is going."

It's no secret that U.S. Quality Grades in the beef industry have improved over the last couple of decades. "I think grade has changed a lot in the last 20 years," Brown speculated. "We were pretty steady in that 50 to 55 percent Choice as an industry average ... and we were less than 3 percent Prime. And now, 20 years later, the industry average is 80 percent Choice or better and 9 percent Prime."

Other panelists agreed that continued change is inevitable in the future for beef producers. "Over the next 10 years, we have an opportunity to really grow the industry, probably like we've never seen before, in regard to efficiency as the tools become available to make more accurate genetic decisions," Pohler predicted. He also cautioned attendees to be patient. "Just remember that it takes time for those things to pay off."

With respect to making genetic changes, "It's so much easier to sell what the customer wants to buy than it is to simply try to sell what I want to raise," Brown reiterated.

That being said, we all know change can be hard. "You don't have to change, but you will have to compete with those who do," Brown emphasized.

Breeding Systems

Though still only put into effect by fewer than 10 percent of U.S. beef producers, a big change one can make in their herd management is the use of reproductive technology. "I

would say people struggle with trying to figure out how to capture value from whatever technology they're adding to their operation," Pohler mused. "People really struggle with it from an AI point of view. I think that it really goes into when you're selling calves."

According to Brown, "The No. 1 rule: gotta get the cows pregnant. And the earlier I get them pregnant, the more weight I have to sell at market time." He suggested they synchronize their cow herd, AI to a breed-topping bull and then clean up with the best bulls a they can afford. "With synchronization, life is so much easier."

The Santa Gertrudis breed, this day in time, is absolutely in the best position that they've ever been in because it far exceeds any other breed in the endless possibilities for a crossbreeding program for commercial cattle people.

— Mike Arnold

Some producers may be weary of synchronization because of past issues with *Bos indicus* cattle. But as time passes, Pohler assured the audience, synchronization programs are becoming more predictable. "Getting *Bos indicus* cattle to respond to a synchronization program has been a challenge in the U.S., and the reason that challenge has existed is because we don't have the same products available to us that we use in Brazil," Pohler explained.

However, he also said as more is researched and learned about *Bos indicus* cattle in the U.S., there are ways to »

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improve response to synchronization protocols. "We know *Bos indicus* cattle are very sensitive to progesterone, so what you have to do with these animals is get their progesterone level down."

That's accomplished by using a CIDR (controlled internal drug release) as the only source of progesterone. Pohler then recommended using a heat detection patch on the back of the female to help indicate which females are in heat, then AI'ing the ones in estrus. Those not in estrus, he said, should either be AI'ed and given a dose of GnRH (gonadotropin-releasing hormone) at the same time, or simply be turned out to let the clean-up bulls handle it.

"The ability to move your herd forward from that estrus synchronization is going to be huge," Pohler said.

Pohler supports this protocol for both seedstock and commercial producers. "Don't discount using estrus synchronization with natural service," he reiterated. "I think that's one of the biggest underutilized approaches in the commercial cow-calf industry."

The panelists agreed that the beef industry is changing faster than ever before and the paradigm of change, Brown explained, says that technology will never move this slowly again. 🐄



Those attending the Cattlemen's Panel during the "Celebrating Santas" Field Day held at Wendt Ranches listen intently as panelists talk about the current position of the breed, many aspects of reproduction, physical evaluation and marketing.

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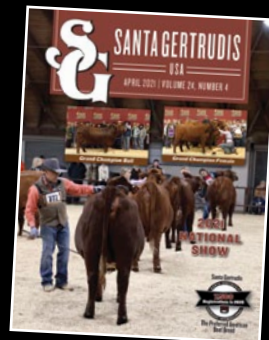
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