



SANTA GERTRUDIS

USA

NOVEMBER 2018 | VOLUME 21, NUMBER 11



FOCUS ON MARKETING



Santa Gertrudis

8,000
Registrations in 2018

The Preferred American
Beef Breed

A Big Tinney Farms **THANK YOU**

to all of our **30th Anniversary Alabama Connection Sale Buyers**
who looked to Tinney Farms to enhance the quality of their herd!

A Special Thank You –

To the buyers of our High Selling Lot, a TF 7177 daughter with a Real Deal heifer calf. The cow was purchased by 777 Farms & Grandview Farms and the heifer calf purchased by Bud Clark & Pitchford Cattle Co.

And to our High Selling Bull Buyer, H & H Farms (Scotty Hooper) of Cullman, Ala.!



Thank you to our bull buyers! Retha Tinney, David Harris (Harris Riverbend Farms), Arlin Taylor, Johnny Smith (H & H Farms)



Welcome new breeder Allison Horn (H & H Cattle & Genetics), along with Arlin Taylor and Jamie Daniel (777 Farm)



Larry Brown (Mgr. Corporron Acres), Rodney & Barbara Corporron (Dos Bros Ranch), David Alderson (Circle A Farm), Arlin Taylor, Cindy, Matt & Luke Chastain (White Rock Farm), Blake Walker



Darrell Pitchford (Pitchford Cattle), Kade Thigpen (Hefte Ranch), Arlin Taylor, Nancy & Gene Kubecka (Wendt Ranches), Delmo Payne (Grandview Farms), Y.N. Strait & Scooter Sanchez (Red Doc Farm)

Our appreciation goes out to these additional buyers –

Stegall Farm, Miss.
Blake Walker, Ark.
4S Farm, Ala.

Circle A Farm, Tenn.
Strait Ranches, Texas
Wiley Ranch, La.

Strickmeyer Farm, Ky.
Athey Acres, Mo.
Red Dawn Farm, Ala.

Mike Hill, Ga.
J & J Farm, Ala.
C & L Farm, Ala.

Matt Hulgán, Ala.
Dwight McClendon, Ala.
Chris Swygert, S.C.

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

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

100%
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COWHERD
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SOUTH TEXAS HERITAGE SALE

Bred, Uniform, Gentle...



Look for six Wendt Ranches' Bred Heifers to sell Nov. 17, 2018
in the South Texas Heritage Sale! Bred to the Dinero son
Red Doc 7201 (IMF 5.58, BW 65 lbs.), they are safe-in-calf
and a perfect addition to your herd.

I.D.	Registration #
1140	20170760
1169	20170774
1186	20171176

I.D.	Registration #
1200	20171182
1121	20171179
1217	20171130

Wendt Ranches

5475 FM 457, Bay City, TX 77414

email: wendtranches@hotmail.com

Gene Kubecka
979-240-5311

Daniel Kubecka
979-240-5312

SGBI Herd #621, established 1954

S
S

Mark your calendar!
NuGen Sale at Wendt Ranches
in conjunction with 2019 Santa
Gertrudis World Congress
Saturday, Oct. 19, 2019

SANTA GERTRUDIS USA

IN THIS ISSUE

- 6** SGBI Video Series Reaches Cattle Producers Worldwide
- 10** 2019 Semen Catalog Coming Soon
- 12** USDA's Next Steps for Animal Disease Traceability
- 14** Show Results – Four States Fair, Missouri State Fair
- 16** Investing in a Relationship with Your Sale Barn
- 17** 2019 National Santa Gertrudis Show Announcement
- 17** Save the Date – 2019 SGBI Annual Meeting
- 18** Growing Globally
- 24** Show Results – Southeastern Empire Fair, Oklahoma State Fair
- 25** Show Results – Tulsa State Fair

DEPARTMENTS

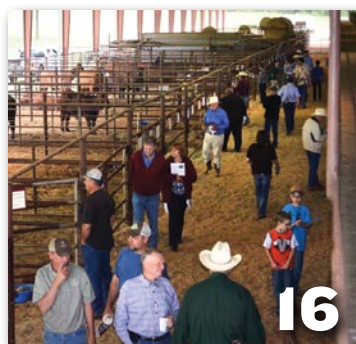
- 6** Ramblings from the Open Range
- 8** President's Letter
- 10** Calendar of Events
- 10** Breed Statistics
- 10** New Members
- 13** Sale Reports
- 13** Junior Letter
- 22** Ad Index



17

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16



18

Nov. 2018 | Volume 21, Number 11

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

John E. Ford
Email: jford@santagertrudis.com

REGISTRATION & MEMBER SERVICES SPECIALIST

Diana L. Ruiz
Email: diana@santagertrudis.com

MEMBER SERVICES

Daniella V. McClary-Munoz
Email: daniella@santagertrudis.com

MEMBER SERVICES REPRESENTATIVE

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

MAGAZINE STAFF

PUBLISHER

Blueprint Media
P.O. Box 427, Timnath, CO 80547
Email: info@blueprintma.com

MANAGING EDITOR

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

EDITOR

Lisa Bard | lbard@blueprintma.com
(970) 498-9306

AD SALES | CATALOGS

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

CREATIVE DIRECTOR

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

MATERIALS COORDINATOR

Megan Sajbel

AD DESIGN

Holly Holland

ADMINISTRATION

Leslie McKibben

COPY EDITOR

Larisa Willrett



ON THE COVER

The Great Santa Gertrudis Sale at the State Fair of Texas took place Oct. 13 at the recently opened, 55,000-square-foot Briscoe Carpenter Livestock Center in Dallas. *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
Raeford, 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



FC PISTOL 28/0



Thanks to **Mackey Cattle Co.**, Timpson, Texas and **Gray Oaks Farm**, Russellville, Ala., for purchasing our Arkoma Sale lots!

Pistol has become one of the elite sires in the Santa Gertrudis breed. His sons and daughters continue to excel in herds – both large and small – across the country!

Pistol is a trait leader in 3 categories including **#1 in YW**; **#2 in WW** and **#3 in SC**.

We are proud to be the breeder of FC Pistol 28/0.

We appreciate the fine job **Scott Sonntag, Harris Farms** and **777 Farms** have done with the breeding and promotion of Pistol.



We appreciate **Yancey Strait** and **Ron McNear** for helping them with their purchases!

CONGRATULATIONS!

Baylor Kimbro, Timpson, Texas for winning our donated heifer at the 2018 NJSGS!

FLYING C RANCH

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(501) 207-2272 • l.cossey@shcglobal.net



Polled Santa Gertrudis Association

Curtis Hudnall, President • (936) 334-4804
Larry Osborne, Secretary & Treasurer
(937) 604-4999

CREECH FARMS

12483 NC 39 • Zebulon, NC 27597
Tony (919) 427-4679
Brandon (919) 761-3894
Email: ccreech6@gmail.com
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Flying C Ranch

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2639 Gum Springs Rd., Searcy, AR 72143
(501) 207-2272





Ramblings from the Open Range

EXECUTIVE DIRECTOR'S REPORT

By John Ford

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

As a child, nothing signaled the arrival of the Christmas season more than the postman delivering the Sears *Wish Book*. Countless hours could be spent flipping through the 300-plus-page catalog, using a No. 2 pencil to circle a vast number of assorted toys and other items that a young boy needed under the tree on Christmas morning.

No summer was complete at the Ford household without a week on the road and a couple of nights spent in one of the 500 orange-roofed Howard Johnson motor lodges that dotted the nation. A Howard Johnson stay was always topped off with an order of fried clam strips from the adjoining HoJo restaurant. It was only a few years ago that I would swing by Blockbuster Video on the way home to pick up a tape of a movie that I had missed when it was playing at the local theater.

What happened to these businesses? Simple – change. America's business landscape is littered with the remains or shadows of companies that failed to recognize change and make the necessary marketing adjustments to remain viable. Sears, once the largest American retailer, was infamously slow to recognize marketplace change. In fact, the company refused to accept outside credit cards until 1992. The same is true for Howard Johnsons and Blockbuster. Howard Johnsons' total dependence upon cars and the highway for the majority of its revenue was challenged by a population that embraced fast-food chains and air travel.

Blockbuster Video cringed at the idea of entering the online marketplace. The operation considered themselves a retail-rental company, not a technology-based business with the capability to stream the latest movies directly to their customers' computers, televisions or smart phones.

Markets continually change, and today's customers migrate to businesses that understand their wants and needs.

This is especially true for the beef industry. It has evolved from a product-driven market to a customer-driven market.

SGBI members have diverse breeding objectives. In addition to producing seedstock for commercial operations and genetics for other purebred breeders, there are SGBI members focused on breeding cattle for the show industry, junior programs and direct marketing programs. A "one-size-fits-all" approach to marketing no longer works, and marketing strategies must align with each member's goals.

Regardless of the production focus, beef marketplaces are constantly

evolving, and cattle-buying customers migrate to operations that understand their wants and produce a product that meets their needs. How does an SGBI member ensure that he or she is positioned to capture their target market?

They know their targeted customers' cattle business objectives.

The most successful marketers of purebred cattle understand all sectors of the beef business and they know what drives their cattle-buying customers. Whether it is pounds across the scales, productive females in the pasture, carcass quality, purple banners hanging in the barn or introducing and involving a young person in the beef business, success depends on the ability to produce cattle that meet customer demands.

They implement an effective data collection and management system.

Successful marketers collect and utilize information effectively. Data and knowledge are power in today's information-driven world. Regardless of marketing and breeding objectives, digesting and utilizing information

CONTINUED ON PAGE 14 »

Need to Know

SGBI Video Series Reaches Cattle Producers Worldwide

Santa Gertrudis Breeders International recently released the third video in the association's educational/promotional series targeting beef industry members. The video, *Santa Gertrudis' Feedyard Performance*, highlights the breed's ability to feed efficiently, perform profitably and hit the end-point targets demanded by retailers and consumers. The video logged 3,600 views in the first two weeks following internet posting. The video features results from the 2018-2019 SGBI Steer Feedout and harvest information released by JBS Five Rivers-Hartley Feeders in 2017.



The first video produced in the series, *Legacy of Innovation*, tells the breed's story, from its development on the King Ranch to its role in today's competitive beef industry. The second video in the series, *Value of Heterosis*, released in the late spring, has amassed an incredible 12,000 views. Matt Garcia, Ph.D., Utah State University, discusses a well-constructed crossbreeding system utilizing Santa Gertrudis genetics and the positive effect crossbreeding has on a ranch's bottom line.

Still to come are videos on the association's cutting-edge genetic decision-making tools and the breed's outstanding youth program. The videos are being produced by Executive Director John Ford and Ben Spitzer, video director at Oreana Communications. Oreana Communications specializes in producing informational pieces for ag businesses. You can view the SGBI videos on YouTube, SGBI's Facebook page or the association's website. 🐄

SANTA GERTRUDIS DISTRICT VI BREEDERS



There is No Secret to Success.



Shown by Elliston Morey

Miss Shatira

**2018 Ozark Empire Fair
Grand Champion Female**

**Thank you Rick & Patty Schultz,
Seneca, Mo., for your purchase at the
Arkoma Sale!**



Shown by Karli Buggs

Miss Big Star

**2018 Ozark Empire Fair
Reserve Grand Champion Female**



Shown by Elliston Morey

Miss Shatira

**2018 Tulsa State Fair
Reserve Grand Champion Female**

RUSTIC RAIL RANCH

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Bud & Kelly Clark
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bud@cbarcranch.net
www.cbarcranch.net

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peppydoc1@aol.com

Parker Farms



parkerfarms@sortc.com

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

RUSTIC RAIL RANCH

PAUL & DEBBIE GAUTZ

9865 Blarney Lane • Carthage, MO 64836
dgautz53@yahoo.com
417-437-2452 • 417-438-8712



Shampain Ranch

Santa Gertrudis Cattle
Del & Ginny Thomas
Pleasant Hill, IL 62366
(217) 734-2283
ginny2@irtc.net

PRESIDENT'S LETTER

By Jerome Urbanosky

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



Earlier this year, I had the opportunity to travel to Costa Rica to meet with Santa Gertrudis breeders and judge their National Show in Liberia.

Costa Rica is a tropical paradise and vacation hot spot for millions of people annually. The rich volcanic soils, rolling terrains and frequent rainfall make it perfect for raising fruits, vegetables and cattle.

As in most Latin and Central American countries, Brahman cattle are the most popular. While there, I met with several Santa Gertrudis breeders, but I spent the majority of my time with Gonsalvo Sanchez and his family. They have the oldest and largest herd of Santa Gertrudis, and they hosted a festive party with music, food and drinks for all Santa Gertrudis enthusiasts following the National Show.

Arturo Quiros is a new breeder in Costa Rica and he is rapidly making a name for himself with his high-quality cattle. Most of his cattle are the result of purchasing high-quality embryos from current American SGBI members.

There was a ranch rodeo at the event where local cowboys roped, tied and penned cattle on foot. It was a far cry from the U.S. professional rodeo cowboy circuit. It was quite a spectacle and we enjoyed it very much. The amateur cowboys did things that reminded me of the way we do things at Urbanosky Ranch. Hilarious.

Also in attendance were Roland and Elia Sanchez from Red Doc Farm, along with Alicia Sanchez (a current SGBI Board member) and Scooter Sanchez and his wife, Valerie. SGBI Foreign Marketing Committee Chair and SGBI Board member Robert Silva and former SGBI executive director Ervin Kaatz (who now lives in Costa Rica) were also in attendance.

Santa Gertrudis friend and Ranch Hand Analytics owner Brad Wright was also there. He gave a presentation on the advantages of Santa Gertrudis.



In early August, I traveled to Argentina to meet with cattlemen interested in using Santa Gertrudis genetics, via artificial insemination, to add some performance and overall quality to their herds. While there, I visited with Red Angus breeder Marcel Appendino regarding the use of Santa Gertrudis within his herd. Many

of the cattlemen told me they were weaning all their calves at four months and putting them on planted pasture and feed. They are convinced this helps the cows breed back sooner and maintain body condition, and the calves seem to be thriving also.

Farming and ranching is big business in Argentina, and they are very enthusiastic to try new things. In Argentina, cattle are all moved by commercial livestock truckers. Here in the United States, cattlemen own a pick-up truck and cattle trailer. I found it very odd that wasn't the case there. Also, in Argentina they don't take their cattle to the vet clinic, the veterinarian always comes to the ranch.

In late August, I had the thrill of visiting San Jose Cattle Co., on San Jose Island. Wade Ruddock, island manager, gave me a tour and historical overview of

SGBI OFFICERS OF THE BOARD

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SECRETARY/TREASURER Deanna Parker

LONG RANGE PLANNING Debbie Townsend

MARKETING & PROMOTION Gene Kubecka

PERFORMANCE Kathryn Hefte

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MEMBERSHIP Allen "Bud" Clark

SGBI BOARD OF DIRECTORS BY REGION

WESTERN REGION

Tylor Braden (Texas)

King Ranch

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

Kathryn Hefte (Texas)

Hefte Ranch

(210) 414-2493 | hefteranch@gmail.com

Gene Kubecka (Texas)

Wendt Ranches

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

Betty McCormick (Texas)

Woman Hollerin Ranch

(281) 375-6861 | bettysue1959@gmail.com

Rafael Miranda (Colo.)

Cherokee Ranch

(303) 888-5297 | Rmvl65@gmail.com

Jerome Urbanosky (Texas)

Urbanosky Ranch

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

Nancy Wunderlich (Texas)

Wunderlich Farms

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

EASTERN REGION

David Alderson (Tenn.)

Circle A Farm

931-682-2527 | elaine@mtbj.net

Bud Clark (Mo.)

C Bar C Ranch

(314) 607-1076 | bud@cbarcranch.net

Ryan Cowart (Miss.)

Cotton Branch Plantation

(601) 384-6719 | rcowart@cottonbranch.com

Deanna Parker (Ky.)

Parker Farms

(270) 670-6285 | parkerfarms@scrtc.com

Robert Silva (Okla.)

(918) 470-5371 | rdsilva06@sbcglobal.net

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 | jd@gregbennett.com

District 4 – Arlin Taylor (Ala.)

Tinney Farms

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

District 5 – Tony Creech (N.C.)

Creech Farms

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

District 6 – Todd Osborne (Mo.)

Osborne Livestock Co.

(859) 991-2438 | peppydoc1@aol.com

CONTINUED ON PAGE 24 ►

SANTA GERTRUDIS USA

SANTA GERTRUDIS SMALL BREEDERS GROUP



Carley's Show Cattle

Ben, Leah & Carley Morgan
205 Madison St. • Portia, Ark.
(870) 759-1948 or (870) 759-1947
benandleahmorgan@gmail.com

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Denmon Cattle Co.

Caleb Denmon
Buna, Texas 77612
(409) 594-2203
calebdenmon15@gmail.com
REGISTERED SANTA GERTRUDIS



Registered Santa Gertrudis, Star 5 and
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Weatherford, Texas

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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

RED DAWN FARMS

Reddawnfarmsal@gmail.com

Kenneth J. & Dawn Caldbeck

Gallant, Alabama

Kenneth (205) 482-4633

Dawn (205) 529-3966



HURRICANE CATTLE COMPANY

STAR 5 / ARB HEIFERS



2018 Grand Champion
Scramble Heifer,
Washington County

PUREBRED SANTA GERTRUDIS



HURRICANE'S DANIELLE

Class Winner: Fort Worth

Class Winner: American Scramble, Houston

PAUL, MOLLY, HANNAH AND KYLE BURROUGH

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AMERICAN SHOW STEERS
FOR MAJORS OR COUNTY



2017 Grand Champion
ABC Prospect Steer
West Texas Fair & Rodeo

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Kevin & Venus Felkins
New Caney, Texas 77357
(832) 443-6349
(832) 567-8391

Rocking.KV.Ranch@gmail.com



Rockin 3T Ranch



Heifers for
Sale

Scott Threet (972) 489-6887
Colby Threet (214) 949-7084

801 Lakeway
Ennis, TX 75119

Home of Cinderella & Prince Charmin

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



Jake and Haley Streck

(580) 542-5253

P.O. Box 246

Pond Creek, Okla. 73766

jstreck1315@gmail.com



VZ Cattle

Scott & Tracy Van Zile
New Boston, Texas 75570

(903) 277-3601 or

(903) 908-0606

vzcattle@gmail.com



WILLIAMS FARM

Kenny & Jackie Williams

Kentwood, LA 70444

(985) 229-0012 • (225) 276-6970 cell

williamskh1953@gmail.com

Herd 38981



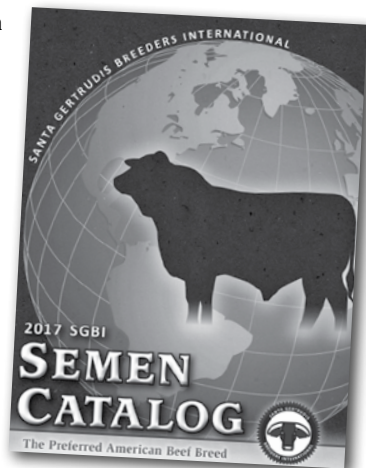
2019 Semen Catalog Coming Soon!

RESERVE YOUR SPACE BY NOV. 21!

The biennial SGBI Semen Catalog will be included in the January 2019 issue of *Santa Gertrudis USA*. Don't miss your chance to be included! The semen catalog is an incredible marketing tool and will once again be produced in English and Spanish. It will also have expanded distribution at Santa Gertrudis events, internationally and by request for the next two years. Don't miss your chance at this unique opportunity.

For more information and to reserve your space in this catalog, contact Darren Richmond at (423) 364-9281 or djrichmd@gmail.com. 📧

Contact Darren Richmond TODAY!



REGISTRATIONS, STAR 5 RECORDINGS AND TRANSFERS BY DISTRICT

SEPTEMBER 2018

ACTIVE MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	30	7	0	1
2	236	62	0	79
3	33	12	0	11
4	70	0	4	11
5	47	1	1	50
6	18	2	0	6

JUNIOR MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	40	10	2	17
2	5	1	0	2
3	1	0	0	0
4	1	0	0	1
5	5	0	0	7

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*

NOVEMBER

- 3** Mountain Laurel Classic Sale, Calhoun, Ga.
- 9** 15th Annual Briggs Ranches Bull and Commercial Female Sale, Bloomington, Texas
- 10** 41st Annual Tri-Star Sale, Bloomington, Texas
- 15** North American Livestock Expo, Louisville, Ky. (SGBI Point Show)
- 17-18** 2018 Hot Gert Junior and Open Show, Robstown, Texas
- 17** South Texas Heritage Sale, Robstown, Texas

JANUARY 2019

- 19** Premier Cowtown Elite Sale, Fort Worth, Texas
- 20** Fort Worth Stock Show & Rodeo Santa Gertrudis Show (SGBI Point Show), Fort Worth, Texas

FEBRUARY

- 8** Banners & Buckles Sale, Jackson, Miss.
- 9** 2019 National Santa Gertrudis Show/Dixie National Livestock Show, Jackson, Miss.

MARCH

- 1** Mid-Coast International Super Sale, Houston, Texas
- 2** International Santa Gertrudis Show/Houston Livestock Show & Rodeo, Houston, Texas

APRIL

- 11-14** SGBI 68th Annual Meeting, San Antonio, Texas

SANTA GERTRUDIS WELCOMES

New Members

Junior Members

Nolan Wunderlich, Brenham, Texas
 Nicole Marquez, Santa Elena, Texas
 Brett Jones, Hooks, Texas
 Sealy Hines, Chester, Texas
 Justin Connor Fox, Harlingen, Texas
 Sydney Williams, Powderly, Texas
 Morgan White, Starkville, Miss.
 Miley Murchison, Hooks, Texas
 Brianna Villasano, Linn, Texas
 Dalton Patterson, Dayton, Texas
 Evan Schultz, Spring, Texas
 Allee Johnston, Victoria, Texas
 Morgan Laneigh Griffin, Livingston, Texas

Active Members

Kyle Hanna, Lexington, Tenn.
 H2, Heath Humpreey, Clarksville, Texas
 KBK Cattle Company, Kevin Leago, Winnie, Texas

CORRECTION:

Graves Angus Genetics, Three Rivers, Texas, was listed as Angus Genetics in the October Membership Directory. We regret the error.



SOUTH TEXAS HERITAGE SALE



150+ Head Sell!

- 65 Bred Santa Gertrudis Heifers
- 40 Open Santa Gertrudis Heifers
- 35 STAR 5 Females
- Plus Pairs and 3N1s

Friday, Nov. 16

3:00 p.m. Cattle viewing at
Richard M. Borchard Fairgrounds

Saturday, Nov. 17

11:00 a.m. Tamale Lunch
Noon South Texas Heritage Sale

NOVEMBER 17, 2018

Richard M. Borchard Regional Fairgrounds • Robstown, Texas

CONSIGNORS INCLUDE:

John Martin Ranches,
La Campana Ranch, Wendt Ranches,
Strait Ranches, Red Doc Farm,
Schuster Farms, San Jose Cattle Co.,
Cherokee Ranch, Hefte Ranch,
Reese Ranch, Wiley Ranch
and many others



SOUTHTEXASHERITAGESALE.COM

SANTA GERTRUDIS *Production*

USDA's NEXT STEPS FOR ANIMAL DISEASE TRACEABILITY

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



The Under Secretary for the U.S. Department of Agriculture (USDA) Marketing and Regulatory Programs Greg Ibach recently announced four major goals for advancing animal disease traceability to protect the U.S. livestock industry. Ibach emphasized the need for a comprehensive, more modern systems approach to protect American agriculture and make tracking animals from

birth to harvest affordable and efficient. The USDA needs to be able to trace sick and exposed livestock in order to stop disease spread, like foot-and-mouth disease.

USDA's four overarching goals for increasing traceability:

- ➔ Advance electronic sharing of data among federal and state health officials, veterinarians and industry, including sharing basic animal disease traceability data with federal animal health events repository (AHER).
- ➔ Use electronic ID tags for animals requiring individual identification in order to make the transmission of data more efficient.
- ➔ Enhance the ability to track animals from birth to slaughter through a system that allows tracking data points to be connected.
- ➔ Elevate the discussion with states and industry to work toward a system where animal health certificates are electronically transmitted from private veterinarians to state animal health officials.

These four goals reflect feedback received at stakeholders meetings held across the country earlier this year, and the State and Federal Animal Disease Traceability (ADT) Working Group. It is USDA's intent to complement what many sectors within the livestock industry have already established in terms of livestock traceability. Electronic ID is a key component to ADT, but USDA will not dictate the use of any specific tag technology. Electronic tags allow animals to move quickly through ports, auction barns and sales, and ensure a quicker response if and when a disease event occurs.

Segments within each livestock industry prefer different electronic tag types (low versus ultra-high frequency) and will still have the freedom to continue using the tags of choice. However, electronic tags will be requisite to traceability. The "free" metal tag program from USDA will end and be replaced with a cost-sharing program for electronic tags.

Information from the USDA APHIS ADT Requirements Factsheet (December 2012)

What are the requirements for moving cattle and bison interstate?

Unless otherwise exempt, cattle and bison will have to be officially identified and accompanied by an interstate certificate of veterinary inspection (ICVI) or other movement document.

Are all interstate movements of cattle and bison included in the regulation?

No. All animals moved directly to a custom harvest facility are exempt. Movement onto and from tribal lands when movement is across state lines is exempt. Movement of a commuter herd with a copy of commuter herd agreement or similar documents agreed upon by shipping and receiving state is exempt. Moving directly from a location in one state through another state to a second location in the original state is exempt; and moved directly interstate to an approved tagging site is exempt.

Beef cattle under 18 months of age, unless they are moved interstate for shows, exhibitions, rodeos or recreational events, are also exempt from the official identification rule.

What would be the official identification methods and devices for cattle moving interstate?

Official identification for cattle would include:

- An official ear tag.
- Group/lot identification when applicable.
- Brands registered with a recognized brand inspection authority and accompanied by an official brand inspection certificate, when determined to be official by receiving state.
- Tattoos and identification methods acceptable to a breed association for registration purposes and accompanied by a breed registration certificate determined to be official by receiving state.

Last, USDA is requesting that existing state and industry animal movement databases share a few key data elements with USDA's animal health events repository as a means to respond quickly to a disease outbreak and locate and identify "at-risk" or potentially diseased cattle. I also ran across a cool, but unofficial, website that can help all cattle producers when moving critters across state lines, <https://www.interstatelivestock.com/>.

Have you had plenty of rain this fall? Some of us are in really great shape for winter. ☔

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SANTA GERTRUDIS SALE *Reports*

DISTRICT 6 JR. SHOW AND SALE

SEPT. 14, 2018 | RICHMOND, IND.

SALE AVERAGES

18 Lots \$1,610

The District 6 Sale was managed by Darren Richmond. The high-selling lot was consigned by 5 Bar E, Altha, Fla., and was sold to Wiley Ranch, Deville, La., for \$2,750. The high-selling donated heifer was consigned by Double TT Ranch, Rosser, Texas, and was sold to Tinney Farms, Hanceville, Ala., for \$2,400. The volume buyer was Wiley Ranch. District 6 recognized John Taylor and the Mattingly family for their contributions to District 6 and the junior program. What a great event and fantastic attendance for the District 6 Juniors. Big thanks to Larry and Todd Osborne, Craig Lapossa, Anna Hiss, Ron and Barb Moeller, and many others for all their help and support.

Junior show results were as follows, the Grand Champion Female was shown by Cody Heath, the Reserve Grand Champion Female was shown by Ashley Osborne, the Grand Champion STAR 5 Female was shown by Cody Heath and the Reserve Grand Champion STAR 5 Female was shown by Cannan Eades.

Thank you to this year's heifer donors Double TT Ranch, Hiss Family Farm and Robert Rans. 🐾

30th ANNUAL ALABAMA CONNECTION SALE

OCT. 5-6, 2018 | HANCEVILLE, ALA.

SALE AVERAGES

56 Females	\$4,269	1 Semen Lot	\$2,250
25 Pairs	\$6,085	26 Bulls	\$3,149
22 Bred Heifers	\$3,190	19 Crossbred Females	\$1,470
9 Open Heifers	\$2,915		

The Alabama Connection Sale was hosted at Tinney Farms and sponsored by Tinney Farms, Grandview Farms and Gray Oaks Farm. The sale consultants were Bill Lundberg, Darren Richmond and Richard Hood. The auctioneer was Hoover Case. The high-selling female, a pair, was consigned by Tinney Farms, Hanceville, Ala., and was sold to 777 Farms and Grandview Farms, Hamilton, Ala., for \$16,000. The heifer calf was sold to Bud Clark, De Soto, Mo., and Pitchford Cattle Co., Athens, Texas. The second high-selling female, a pair, was consigned by Grandview Farms and was sold to Lou Al Tuck Farm, Great Falls, S.C., for \$15,250. The high-selling bred heifer was consigned by Grandview Farms and was sold to Dos Bros Ranch, Schulenburg, Texas, for \$6,000. The high-selling open heifer was consigned by Grandview Farms and was sold to 4S Farm, Geraldine, Ala., for \$4,250. The high-selling bull was consigned by Grandview Farms and was sold to Parker Farms, Cave City, Ky., for \$7,500. 🐾

ARKOMA SANTA GERTRUDIS ASSOCIATION SALE

SEPT. 29, 2018 | TULSA, OKLA.

SALE AVERAGES

44 Lots	\$1,745	7 Bred Heifers	\$1,715
12 Pairs	\$2,010	15 Open Heifers	\$1,460
4 Bred Cows	\$2,000	2 STAR 5 Females	\$1,450
4 Bulls	\$1,550	1 Flush	\$1,750

The high-selling pair and lot was consigned by Rustic Rail Ranch, Carthage, Mo., and sold to Rick Schultz for \$3,500. The high-selling bull was consigned by Connors State College, Warner, Okla., and was sold to Dale Downum, Fayetteville, Ark., for \$2,200. The high-selling heifer was consigned by Connors State College and was sold to Yancey Strait, Prosper, Texas, for \$2,500. The high-selling heifer was consigned by Flying C Ranch, Lester and Ouida Cossey, Searcy, Ark., and was sold to Dennis Jones, Gray Oaks Farm, Russellville, Ala., for \$2,800. One flush was consigned by Karli Buggs, Sarcoxie, Mo., and was sold to Robert Silva, Costa Rica, for \$1,700. The volume buyer was Joe O'Bar, Booneville, Ark., who purchased six lots. Cattle went to six states – Oklahoma, Arkansas, Alabama, Texas, Kansas and Missouri. 🐾

SANTA GERTRUDIS *Juniors*

By Ryan Hess, Treasurer



My name is Ryan Hess and I am from Stephenville, Texas. I am currently serving as an at-large director and treasurer for the National Junior Santa Gertrudis Association.

Marketing is an important aspect of promoting Santa Gertrudis in the cattle industry. *Santa Gertrudis USA*, social media and multiple other platforms have allowed large and small breeders to

market their cattle and promote the benefits of Santa Gertrudis and STAR 5 cattle.

Word-of-mouth is also a great marketing tool that is an easy way to educate others about the benefits of our breed. We are able to explain benefits such as hybrid vigor, which can help commercial breeders improve their herds. We should also be promoting expected progeny differences and genomic-enhanced data that is being accumulated and used to improve the cherry-red breed.

As we approach the holiday season, I hope everybody has a great Thanksgiving and Christmas spent with friends and family. I look forward to seeing all of you at the major shows and the 2019 National Junior Santa Gertrudis Show. Each show offers a great opportunity for us to promote our breed, as well as show the importance of our junior program and what it can do to help offer breeders some free advertising in the stalls and in the ring. I appreciate the opportunities the association has given me to hold leadership positions and develop lasting relationships. 🐾

FOUR STATES FAIR

Sept. 16-17, 2018 | Texarkana, Ark. | Judge: Chase Groves

SANTA GERTRUDIS SHOW *Results*



GRAND CHAMPION BULL

Quail Valley Redemption 60E1, shown by Quail Valley Farms, Oneonta, Ala.



RESERVE GRAND CHAMPION BULL AND BEST OF POLLED BULL

777 Gambler, shown by 777 Farms and Circle A Farm, Williamsport, Tenn.



GRAND CHAMPION FEMALE

777 Red Fern, shown by 777 Farms, Magnolia, Ark.



RESERVE GRAND CHAMPION FEMALE AND BEST OF POLLED FEMALE

Cotton Branch 719, shown by Gracie Pitchford, Athens, Texas



GRAND CHAMPION STAR 5 FEMALE

Miss TT 2152, shown by Jessie Coker, Magnolia, Texas



RESERVE GRAND CHAMPION STAR 5 FEMALE

Spice, shown by Miley Murchison, Hooks, Texas

MISSOURI STATE FAIR

Aug. 19, 2018 | Sedalia, Mo. | Judge: Jeff Gooden

No Photos Available

GRAND CHAMPION BULL AND BEST OF POLLED BULL

SF Mojito, shown by Top Shelf Cattle Co., La Russell, Mo.

RESERVE GRAND CHAMPION BULL

C Bar C Enoke, shown by C Bar C Ranch, DeSoto, Mo.

GRAND CHAMPION FEMALE

Top Shelf Rum Chata, shown by Top Shelf Cattle Co., La Russell, Mo.

RESERVE GRAND CHAMPION FEMALE AND BEST OF POLLED FEMALE

Triple P Lorena, shown by Shelby Ferguson, Spring, Texas

GRAND CHAMPION STAR 5 FEMALE

Rita, shown by Cheyenne Watson, St. James, Mo.

RESERVE GRAND CHAMPION STAR 5 FEMALE

LWF Razza, shown by Lazy W Farms, Madisonville, Texas

EXECUTIVE DIRECTOR'S REPORT

CONTINUED FROM PAGE 6

(genetic evaluation data, performance records, financial records, notes on customer interactions, show ring performance or feeding trial results) is an essential part of keeping a purebred cattle business viable. They welcome change.

Complacency is the No. 1 threat to a successful business. The assumption that a purebred cattle operation will continue to be successful simply because it has been in the past is unwise. The pages of past *Santa Gertrudis Journals* and *Santa Gertrudis USAs* are full of advertisements from operations that were extremely successful in their day but are no longer functioning today due to an unwillingness to change or reluctance to adopt new technologies and practices.

There is no doubt, the structure of the beef industry has changed and continues to evolve. Has your marketing strategy changed as well? 🐄

Thanks to all our buyers at the 30TH ALABAMA CONNECTION SALE

We appreciate the confidence you have shown in our
genetics for 30 years!



From left: Brent Shaw, Y.N. Strait, Kade Thigpen (Hefte Ranch), Joe Jones (Briggs Ranches), Barbara & Rodney Corporron, Larry Brown, Corporron Acres Manager, Bryan Casey and Delmo Payne.

Thank you to Corporron Acres, Schulenburg, Texas, for purchasing the sale's high-selling bred heifer.



From left; Seth Holmes, Brent Shaw, Barry Powell (Graves Creek Ranch), Delmo Payne, Darrell Pitchford and Ryan Cowart (Cotton Branch Plantation).

Thank you also to 4S Farm (Bobby Satterfield), Geraldine, Ala., for purchasing our high-selling open heifer.

Our Other Valued Sale Buyers:

CORPORRON ACRES, TEXAS • STRAIT RANCHES, TEXAS • SAN JOSE CATTLE CO., TEXAS • LUKE MELTON, TEXAS
J.D. CHISM, MISS. • J & J FARM, ALA. • SCOTT JOLLY, TENN. • BULL GAP FARM, GA. • PARMER RANCH, ALA.
DERRELL SMITH, MISS. • JOHN GREEN, ALA. • BRYAN CASEY, ALA. • STEVE BARNETT, MISS.
DWIGHT MCCLENDON, ALA. • JERRY CLEM, ALA.



Special thanks to Lou Al Tuck Farm (Al Jackson), Great Falls, S.C., for purchasing our high-selling lot, a Red Hot 017 daughter with her Roberto 915C6 daughter.



From left: Charles, Deanna & Chip (not shown) Parker, Eddy Mullinix, David Harris, Hilda Edenfield (5 Bar E Farm) and Grandview Farm Manager Brent Shaw.

And lastly, thank you Parker Farms (Charles & Deanna Parker), Cave City, Ky., for purchasing the sale's high-selling bull.



Grandview Farms

Hamilton, AL

Owners: Delmo & Wilmuth Payne
Cell phone: (205) 468-5319
Email: delmo.payne@gmail.com

Website: grandviewfarm.biz
Brent Shaw, Manager: (205) 412-5761
Seth Holmes, Herdsman: (205) 412-7053

Investing in a Relationship with Your Sale Barn

By Hannah Johlman, Freelance Writer

There are many other hats besides a cowboy hat that cattlemen wear to run a successful operation. A cattleman must be part farmer, part veterinarian, part accountant and part salesman. Of course, there are always professionals to assist along the way, but in the end, success at the sale barn comes down to many choices that a livestock producer needs to make well before the sale.

"Producers need to do their part when they take their cattle to the [sale] barn to try to get the maximum that they can for those calves," says Bill Lundberg, marketing chair for Santa Gertrudis Breeders International. "After you do that, it's totally up to the barn people to get them sold."

Of course, leaving a year's worth of work in someone else's hands is nerve wracking, which is why Lundberg strongly suggests producers to get to know their sale barn and make sure that both the producer and the barn are on the same page.

"Go introduce yourself to the owner or the manager, get to know them and let them know what your program is," Lundberg says. "Most people just drop [their cattle] off and pick up a check, but you need to talk to the people."

For example, if a producer raises red cattle, he should in no way expect the barn to successfully sell his cattle if the surrounding market is primarily black cattle. If the sale barn or its market isn't quite in line with what a producer is trying to do, Lundberg suggests going to a different sale barn, even if it's farther away, to see who you feel the most comfortable with taking your animals to.

"You have to have somebody who likes your animals and who will help you get customers into the barn on sale day," Lundberg says.

While it may be a lot easier to load calves and head to the sale barn immediately after weaning, Lundberg explains that

is when producers are at the mercy of the market, the sale barn auctioneer and the individuals who happen to be working that day.

"You have no control whatsoever," he says. "What happens when you unload those cattle – you're at their mercy."

Producers have much more control over their animals and the price they bring when they keep their calves longer and put them on feed for a while to teach the calves how to eat, gearing them up for a specialty or purebred sale.

"Specialty sales are a good opportunity for customers to buy some high-quality cattle to start their herds or increase their herds with," says Paul Craycraft of East Texas Livestock. "We have a sale coming up next Saturday. They've been putting on this sale for years, and we'll have 1,100 people gather in here to watch [and] buy, and most go home with good cattle to start their program."

Craycraft says that the specialty sales he is involved with work on mutual trust between his sale barn and the producer. When the two parties work together – the producer providing top-notch cattle and the barn bringing in the potential customers – it's a win-win situation.

"This whole thing is built off trust," Craycraft says. "Yesterday, we had 2,300 cows come through here, and when those cattle got on those trucks to leave, I think 90 percent of them weren't paid for. That's trust from the cattle company and trust that develops between the buyer and the sale barn. I think the cattle business is the last area where a man's word is good."

But it could be harder for smaller breeders to get their cattle into some specialty sales, Lundberg warns. If someone has only a few head, the barn will naturally look them over because, financially, they're not that interested.

"If you're that small, get your cattle ready to go to the barn, get them shaped up and try to get the manager to sell them in groups where they match up instead of just one at a time," Lundberg says.

It may take time to find the right sale barn with the right market, but producers should don their accounting hats and do some research. Prepping their cattle correctly, making them presentable and determining when and where to sell their animals can positively impact their bottom lines.

"The key is to find somebody who will work for you and who likes your cattle well enough to stick their neck out to try to find someone to buy those animals," Lundberg says. "It's all in the yearly preparation; you've got to do your part to get the most for your cattle." 🐄



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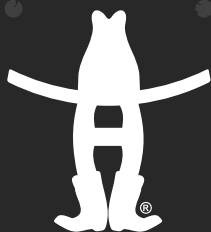
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68TH ANNUAL MEETING

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Join your fellow SGBI breeders for the 2019 SGBI Annual Meeting in San Antonio, Texas, next spring. More information, including a schedule and registration information, will arrive in future issues of *SG-USA*. Mark your calendars and save the date!



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Growing Globally

SGBI to Host 2019 Santa Gertrudis World Congress

Every two years, Santa Gertrudis breeders travel to various countries to learn from each other and raise the profile of the breed around the world as part of the Santa Gertrudis World Congress. The United States has hosted the congress two times in the last 40 years – first in 1981 and again in 1995. Plans are currently underway for the 2019 Santa Gertrudis World Congress, Oct. 4-19, 2019, and will take guests from Alabama to Texas.

By Jessie Topp-Becker, Managing Editor

Eight SGBI members serve on the World Congress Planning Committee, including Kathryn Hefte, who serves as the committee chair. These members are tasked with ensuring the event is a success.

"This is a big undertaking, but a wonderful opportunity to share SGBI's successes with breeders from around the world," Hefte says.

Since last hosting the congress, SGBI and its members have been vigilant in their goal to identify and breed cattle that perform profitably in the most challenging environments. As proof of this commitment, SGBI became the first American (*Bos indicus*-influenced) breed association to provide genomically enhanced expected progeny differences (GE-EPD), became the first beef breed association to use the single-step GE-EPD method and introduced two new fertility EPDs (Heifer

Pregnancy and Breed Back). Hefte says breeders from around the world wanted to see the progress made in the United States, so SGBI volunteered to host the event.

"There has been a tremendous amount of industry interest in the breed, and Santa Gertrudis is positioned for explosive growth," Hefte explains. "This is a result of SGBI members aggressively adopting cutting-edge genetic tools and the association's leadership in the area of genetic technology. SGBI members recognize that by focusing on economically relevant traits and utilizing all the selection tools available, demand for the breed will continue to increase domestically and internationally.

"Sharing our member's vision for producing cattle that are profitable for all industry sectors will strengthen the breed's global presence," she adds.

While international attendees are interested in learning about U.S. production practices, the event will also be beneficial to U.S. breeders, who will have the opportunity to learn from breeders from various countries that successfully raise, promote and market Santa Gertrudis cattle.

"We have much to learn from breeders around the world," Hefte says. "This is such a great opportunity to make contacts and friends from around the globe."

With increased interest in Santa Gertrudis in recent years, the theme of the 2019 congress is very fitting.

"Our theme is 'Growing Globally,'" Hefte says. "The focus will be on expanding

the influence of the breed across the globe, using genomic technology and utilizing the many tools to strengthen genetic progress."

In addition to networking opportunities, the agenda also includes educational seminars, which will be relevant to all breeders and provide an opportunity to learn about emerging technologies, as well as tours at 10 Santa Gertrudis breeders' operations.

Members' Perspective

SGBI members are very familiar with the Santa Gertrudis World Congress. While many have attended the previous two congresses hosted in the United States, several breeders have traveled to other countries to participate.

Gene Kubecka, Wendt Ranches, Bay City, Texas, is no stranger to the Santa Gertrudis World Congress. In fact, he's attended five congresses since 1984 and plans to attend his sixth congress in 2019. Attending the congresses in the United States, Australia and South Africa has enabled Kubecka to meet and learn from Santa Gertrudis breeders from around the world, and he considers many of the breeders he's met to be an extension of his own family.

"The focus will be on expanding the influence of the breed across the globe, using genomic technology and utilizing the many tools to strengthen genetic progress."

– Kathryn Hefte

"The opportunity to exchange ideas from breeders from every corner of the globe is important," Kubecka says. "We are in competition with all beef breeds, and I feel the Congress gives Santa Gertrudis breeders a time to exchange



Gene Kubecka, and Kelley and Kade Thigpen traveled to Bloemfontein, South Africa to attend the 2017 Santa Gertrudis World Congress.

CONTINUED ON PAGE 20 »

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WORLD CONGRESS CONTINUED FROM PAGE 18

ideas and genetics, and is a great way to renew old acquaintances.”

At every World Congress he’s attended, Kubecka says international breeders are always interested in talking about what U.S. breeders are doing with the breed. This was especially evident while attending the 2017 World Congress in South Africa.

“If I was asked once, I was asked 100 times, ‘What are we doing with our cattle and what does the future hold in the United States for our cherry-red cattle?’”

Kubecka has learned a great deal about the breed by attending five World Congresses over the last 40 years, and he is hopeful that U.S. breeders will take part in the 2019 event and demonstrate their dedication to the breed.

“I strongly urge our fellow breeders from the United States to take part in as much of the 2019 World Congress as possible,” he says. “It is a great way to meet our fellow breeders from abroad, exchange ideas and discuss the future of the breed.”

Although he hasn’t attended as many World Congresses as Kubecka, Kade Thigpen, ranch foreman, Hefte Ranch, Hondo, Texas, agrees the event is a valuable learning experience.

“As a young producer, I have made it a priority to attend the World Congress so I can learn,” Thigpen says. “The experience and wisdom from the producers at this event offer value to young producers that is, in reality, invaluable.”

In 2017, Thigpen attended his first World Congress in Bloemfontein, South Africa, along with his wife, Kelley, and Kubecka. One of the most valuable parts of the experience was meeting breeders from around the world who share the same passion for Santa

Gertrudis cattle. He also enjoyed learning how other countries develop and market cattle for their specific environments.

Each country is unique in the way it promotes the breed to the commercial industry and makes genetic improvements. With a growing number of breeders recognizing the value of Santa Gertrudis, Thigpen says connecting with other breeders has never been more important.

“It is so important, in my opinion, that we use each other’s strengths and grow together to become a worldwide industry leader,” he says. “The World Congress is a great opportunity to show producers around the world what we have to offer, and how our cattle and genetics have improved.”

Thigpen is excited to participate in the 2019 event. “The 2019 Santa Gertrudis World Congress is going to be a great stepping stone for the future,” he says. “It’s a great place to learn and build lasting relationships. The best part is that everyone there loves Santa Gertrudis cattle!”

World Congress Details

As part of the 2019 Congress, guests will tour Santa Gertrudis ranches, attend production sales and visit the State Fair of Texas, where they will watch the Santa Gertrudis show. The agenda also includes educational seminars. Topics of the seminars include developing genetic linkage with other countries and breed improvement technologies. One seminar includes a Texas A&M International Beef Academy program, which will provide participants access to emerging technologies in cattle reproduction, nutrition, genetics, health and welfare related to all phases of beef production.

Hefte says the 2019 Congress will include a balance of work and play. “We hope to provide a well-rounded experience for our guests, with several fun spots on our agenda,” she says.

Kubecka and Thigpen agree that meeting Santa Gertrudis breeders from around the world is a highlight of the World Congress. At the 2017 World Congress, Kubecka, left, and Thigpen, right, visit with Franke Koch, Kochbo Santas, Moorreesburg, South Africa.



Attending the 1987 World Congress in Australia are, left to right, Gene Kubecka, Nancy Kubecka, Mark Sheeran, Kathy Wendt, Dan Wendt and Jane Wendt.



Gene Kubecka, right, visits with Rose Ross of Australia during the 1990 World Congress in South Africa.



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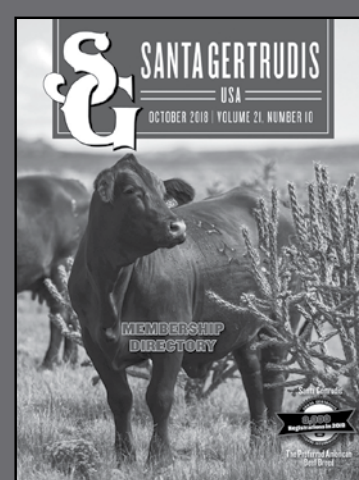
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From left, Bill Lundberg (consultant), Ray Ward, Barry Powell (Graves Creek Ranch), Dennis Jones, Nancy and Gene Kubecka (Wendt Ranches), Gray Oaks Farm Manager Austin Logan, Adrick Goodgame and grandson (J&J Farm) and Scooter Sanchez (Red Doc Farm).

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– Dennis Jones

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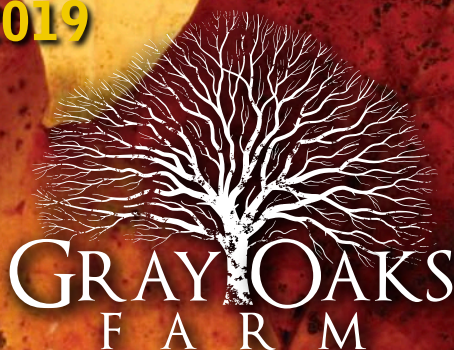
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Sept. 17, 2018 | Lawrenceville, Ga.

SANTA GERTRUDIS SHOW *Results*



GRAND CHAMPION BULL

Riley, shown by Circle H Farms, Wrightsville, Ga.



RESERVE GRAND CHAMPION BULL

Hondo, shown by Circle H Farms, Wrightsville, Ga.



GRAND CHAMPION FEMALE

Carrie, shown by Circle H Farms, Wrightsville, Ga.



RESERVE GRAND CHAMPION FEMALE

Scarlett, shown by Circle H Farms, Wrightsville, Ga.

PRESIDENT'S LETTER CONTINUED FROM PAGE 8

their operation. I have heard so many stories about ranching on the island, but it was awesome to finally experience it for myself. San Jose Island is off the coast of Rockport, Texas, near Corpus Christi. It is the largest island off the Texas coast and is larger than Galveston Island. San Jose Island is owned by the Bass family, who are Santa Gertrudis breeders and have herd number 555. Oh, I almost forgot to mention, I got to go fishing, and Wade Ruddock made sure I had a great time! Thanks, Wade, the Bass family and San Jose Cattle Co., for the incredible adventure.

Next month there will be more information about the new Santa Gertrudis ranch signs. They will be available in the near future, so be sure to put one on your Christmas list.

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

OKLAHOMA STATE FAIR

Sept. 23, 2018 | Oklahoma City, Okla. | Judge: Todd Herman



GRAND CHAMPION BULL

No Words Needed, shown by Gracie Pitchford, Athens, Texas



RESERVE GRAND CHAMPION BULL

CSC 11-7, shown by Connors State College, Warner, Okla.



GRAND CHAMPION FEMALE

LR OLCC Poison Ivy, shown by Liberty Ranch and Outlaw Cattle Co., Edmond, Okla.

RESERVE GRAND CHAMPION FEMALE AND BEST OF POLLED FEMALE

PC Miss Cadillac 719/7, shown by Gracie Pitchford, Athens, Texas

No Photo Available

No Photo Available

GRAND CHAMPION STAR 5 FEMALE

Omolara, shown by Mackenzie Hicks, Okmulgee, Okla.

TULSA STATE FAIR

Oct. 1, 2018 | Tulsa, Okla. | Judge: Shane Werk

No Photo Available

GRAND CHAMPION BULL AND BEST OF POLLED BULL

SF Mojito, shown by
Top Shelf Cattle Co., La Russell, Mo.



RESERVE GRAND CHAMPION BULL

C Bar C Ironclad, shown by
C Bar C Ranch, De Soto, Mo.



SANTA GERTRUDIS SHOW *Results*



GRAND CHAMPION FEMALE AND BEST OF POLLED FEMALE

C-P 017D7, shown by
Pitchford Cattle Co., Athens, Texas

No Photo Available



RESERVE GRAND CHAMPION FEMALE

Miss Shatira, shown by Ellistin Morey,
Golden City, Mo.

GRAND CHAMPION STAR 5 FEMALE

Heaths BFS, shown by Cody Heath,
Turners Station, Ky.

RESERVE GRAND CHAMPION STAR 5 FEMALE

Omolar, shown by Mackenzie Hicks,
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1:00pm - 15th Annual Commercial Female Sale
4:00pm - Tri-Star cattle viewing
6:00pm - Gathering & dinner

Saturday, November 10th
8:00am - Breakfast & cowboy coffee, cattle viewing
11:00am - 41st Annual Tri-Star Sale

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