



SANTA GERTRUDIS

USA

NOVEMBER 2019 | VOLUME 22, NUMBER 11



Santa Gertrudis



The Preferred American
Beef Breed

Thank You

to all of our

2019 Alabama Connection Sale Buyers!



Thank You to Mattingly Farms of Bradenburg, Ky.
for purchasing our High Selling Bull, TF Prospector.



Thank You to Matt Chastain of White Rock Farm
and Blake Walker of High Country Farms.



Thank You to Chad & Jamie Daniel of 777 Farm
and Tony Creech of Creech Farms.



Thank You to David, Laurie and Abrian Harris
of Harris Riverbend Farms
and Perry Bass of San Jose Cattle Co.

Our appreciation goes out to these additional buyers—

Tommy Shealy
Troy Metforth

Derrell Smith
WA Goodgame

4W Valley Farm
William Johnston

John Green
4S Farms

Chris McGahey
Wendt Ranches

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

Tinney Farms

5251 Co. Rd. 601 · Hanceville, AL 35077



Follow us on Facebook!

NEVER SANK 5012

Combining growth and carcass into
an eye-appealing package.

*Sexed and
conventional
semen available.*

RDF NEVER SANK 5012

Reg. #20153072

	BW	WW	YW	Mat	TMat	HCW
EPD	-0.71	3.53	22.76	-0.39	1.38	10.94
ACC	0.61	0.63	0.57	0.31	—	0.42

	REA	Marb	Tend	Fat	Carcass	\$G
EPD	0.18	-0.04	0.01	0.01	8	\$17.34
ACC	0.46	0.49	0.23	0.60		



CHECK OUT NEVER SANK'S OFFSPRING!

He is capable of siring a profitable calf, whether marketed at weaning or hanging on the rail. Never Sank females are extremely well balanced, uniquely made, moderate in frame and born with low birth weights. His female sexed semen is in high demand!



Wendt Ranches

5475 FM 457, Bay City, TX
Gene Kubecka: 979-240-5311
Daniel Kubecka: 979-240-5312
Email: wendtranches@hotmail.com



Hefte Ranches

Agua Dulce & Hondo, TX
Kathryn Hefte: 210-414-2493
Kenneth Tom Hefte: 361-813-4937
Email: hefteranch@gmail.com

SANTA GERTRUDIS USA

IN THIS ISSUE

- 6** In Memoriam: Larry Gene Osborne
- 10** American Red – SGBI, RAAA Collaboration
- 14** American Red Meets the Needs of the American Producer
- 16** Vitamin A Can be Cheap Insurance
- 18** Show Results – Four States Fair
- 18** Show Results – Southeastern Empire Fair
- 20** Like, Share, Comment – Multiple Platforms Help Santa Gertrudis Breeders Engage on Social Media
- 22** Show Results – Oklahoma Fair
- 22** Show Results – Tulsa State Fair
- 24** Deep in the Heart – 2020 Cattle Industry Convention and NCBA Trade Show Announcement
- 26** 2020 National Santa Gertrudis Show Announcement
- 28, 29** Sale Reports
- 28** Save the Date – SGBI Annual Meeting Announcement
- 30** Using *SantaGertrudis.com* for Your Benefit

DEPARTMENTS

- 6** Ramblings from the Open Range
- 8** President's Letter
- 12** Breed Statistics
- 12** Calendar of Events
- 12** Junior Letter
- 12** New Members
- 24** Ad Index



Santa Gertrudis USA (ISSN-10985026, USPS-013-876) is published monthly for \$30.00 US by Santa Gertrudis USA located at P.O. Box 427, Timnath, CO 80547. Periodicals postage paid at Timnath, CO and additional mailing offices, Standard A Enclosures. POSTMASTER: Send address changes to: *Santa Gertrudis USA*, P.O. Box 427, Timnath, CO 80547. Subscriptions: \$30 U.S. per year for all subscriptions to the U.S. and her possessions. First class subscriptions in the U.S. are available at \$50. Foreign surface mail subscriptions are \$30. Foreign airmail subscriptions are as follows: Mexico/Canada - \$60, Central America & South America - \$100, Europe and all others - \$110. We accept Mastercard, VISA and Discover. Materials in *Santa Gertrudis USA* may not be reproduced without the permission from the publisher.

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

Nov. 2019 | Volume 22, 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

Emma Ramirez
 Email: emma@santagertrudis.com

DNA COORDINATOR

Melissa Braden
 Email: melissa@santagertrudis.com

MEMBER SERVICES REPRESENTATIVE

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

MAGAZINE STAFF

PUBLISHER

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

MANAGING EDITOR

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

EDITOR

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

AD SALES | CATALOGS

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

CREATIVE DIRECTOR

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

MATERIALS COORDINATOR

Megan Sajbel Field

AD DESIGN

Holly Holland

ADMINISTRATION

Leslie McKibben

COPY EDITOR

Larisa Willrett



ON THE COVER

A King Ranch first-calf heifer.

Photo courtesy Adan "Bull" Alvarez, fifth-generation Kineño, Santa Gertrudis division manager.

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 SAVAGE 24/5 ET

He's Doing It for Flying C



FC SKYLAR 23/7

Skylar is a **Savage 24/5** daughter. She's had a successful show career and is now ready to do it in the pasture. She is a wide-based, high-volume female with a nice udder and femininity.

She's our kind of cow!



FC WINCHESTER 31/8

Winchester is a **Savage** son. He has great length, depth and thickness with an exceptional sheath. He came off the 2018-2019 fall Tinney Gain Test as the number 1 REA/CWT at 1.27 with an IMF of 4.25.

Savage also had 3 steers in the 2017-2018 Santa Gertrudis Steer Feed Out. All 3 graded Choice with 2 grading Premium Choice. Savage is an ET son of **CB Bear 30/2** and **Duchess 32/1**. He is Top 10% in 5 traits including 1% WW; 2% YW, HCW; 4% REA; and 10% Milk. **We will have semen on Savage this fall.**

Give us a call if you want Savage doing it for you!



FLYING C RANCH

Lester & Ouida Cossey
(501) 207-2272 • l.cossey@sbcglobal.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
Herd No. 16769 • Herd No. 37879



Flying C Ranch

Lester & Ouida Cossey
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

The beef industry is a volume business; size does matter. Consolidation and economies of scale are the realities of today's beef industry. All sectors are impacted by size, the seed-stock sector included. Limited by a lack of cattle critical mass, and the financial and human resources needed to offer the programs and services that are beneficial to members and customers, the challenges faced by a small registry like Santa Gertrudis Breeders International (SGBI) are daunting. Association leadership and members realize long-term viability is dependent on our breed's willingness to network, partner and collaborate with other industry members. We also recognize success is dependent on working with the "right" partner; a partner with like viewpoints and philosophy.

Santa Gertrudis Breeders International's tagline – **DATA DRIVEN** and **PROFIT PROVEN** – clearly conveys our association's philosophy. SGBI members are committed to profitable performance – breeding cattle that produce at the highest level in the most challenging environmental conditions. This commitment is supported by one of the industry's most comprehensive genetic evaluations built on thousands of ranch phenotypes and genotypes, validating our claim of profitability for all beef industry sectors.

The Red Angus Association of America (RAAA) is one of the nation's largest breed associations, registering 67,495 head in 2018. Its growth can be attributed to the breed's 50-plus-year vision of more efficient beef production through the use of scientific principles. Since its inception, the breed's primary focus has been producing profitable cattle for members of the commercial sector. In early 2020, Red Angus Association of America and Santa Gertrudis Breeders International will announce a groundbreaking, commercial-oriented marketing partnership – American Red – that is designed to take advan-

tage of hybrid vigor by maximizing the best traits of both breeds, providing cattlemen with premium replacement females and steer calves that feed efficiently and hit end-point targets.

The American Red program is the result of nine months of work by a joint task force. Representing SGBI were Delmo Payne, David Harris, Tylor Braden, Nancy Wunderlich and myself. While the nuts and bolts of the program are still being finalized, the concept has been approved by both associations' boards of directors and can be found in this issue of *Santa Gertrudis USA*. American Red was carefully crafted and designed in a manner that enhances SGBI's current STAR 5 program. Up to 25 percent of the breed makeup in the calf crop may be from other breeds, opening the door for the popular Santa Gertrudis x Hereford female to be utilized in an American Red breeding

program. Genetic minimums will protect the program's integrity, ensuring a quality product for our cattle-buying customers.

The name American Red, coined by past SGBI President Wes McDaniel, emphasizes the value that the cross provides to an industry desperate for increased longevity, fertility, adaptability and efficiency. The outstanding maternal, growth traits and increased heterosis provided by the American original, Santa Gertrudis, combined with the equally outstanding maternal qualities and superior carcass traits of the Red Angus breed results in a highly desirable, red-hided, heat tolerant product that is profitable for all beef industry members.

The Red Angus Association of America is the right partner for Santa Gertrudis Breeders International, a partner with like viewpoints and similar philosophy. Most important, RAAA recognizes the value *Bos indicus* genetics provides to a predominantly black-hided national cow herd. SGBI is the right partner for the Red Angus Association of America, providing a complementary genetic mix that boosts heterosis. SGBI is also a partner that understands the value of a breed that has been focused on economically relevant traits since its inception. In my mind, the right partners have come together to produce the right product at the right time for America's beef industry. 🤠

In Memoriam

LARRY GENE OSBORNE

LARRY GENE OSBORNE, 78, passed away Sept. 29, 2019, at the St. Elizabeth Medical Center in Edgewood, Ky. A Sparta, Ky., resident, Osborne was a retired superintendent for General Motors Corporation, a former U.S. Marine lance corporal infantryman, and a passionate cattle breeder and active Santa Gertrudis Breeders International (SGBI) member.

Osborne was a former chairman of the District 6 Santa Gertrudis Show and Sale. He served four terms on the SGBI Board of Directors, was a 20-year member of the Kentucky Santa Gertrudis Association and was a former vice president of the Polled Santa Gertrudis Association, where he served the last 15 years as secretary/treasurer.

He is survived by his wife, Sharon, five sons, one daughter, three sisters, 12 grandchildren and one great grandchild. Memorial donations are suggested to the District 6 Santa Gertrudis Junior Association, c/o Barb Moeller, 9510 1st Rd., Red Bud, IL 62278. 🤠



Good food. Good friends. Great Cattle. Be sure to join us!

SOUTH TEXAS HERITAGE SALE

Friday, Nov. 22

3:00 p.m.-7:00 p.m. *Cattle viewing at Fairgrounds*
7:30 p.m. *Dutch treat dinner; location TBD*

Saturday, Nov. 23

11:00 a.m. *Tamale Lunch*
Noon *Heritage Sale*
2 hours after Sale *HOT Gert Open Show*

Sunday, Nov. 24

9:00 a.m. *HOT Gert Junior Show*



Visit HotGertShow.com for more show information.

NOVEMBER 23, 2019

Richard M. Borchard Regional Fairgrounds • Robstown, Texas

***125 head of functional, productive
Santa Gertrudis and STAR 5 females sell!***

Host Hotel

Omni Corpus Christi Hotel
(800) 843-6664

Room block:

<https://www.omnihotels.com/hotels/corpus-christi/meetings/south-tx-heritage-salerooms-11212019>

Other Accommodations

Holiday Inn Express • Calallen
(361) 242-3330

For additional information, contact

Larry Garza, Sale Chairman
(956) 206-1244 • Lrgarza1@aol.com

Follow Us!



SOUTHTexasHERITAGESALE.COM

PRESIDENT'S LETTER

By Jerome Urbanosky

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



I learned a few years ago that the only thing that is constant is change. Boy, is that true! As we look around in this world, we see politics, weather, family and society changes moving faster than ever before.

In the beef cattle industry, this is true also. Science and technology have evolved to the point where we can take genetic information about our cattle and decide, "Where do we go from here?" Does our herd need lower birth weights, better feed conversion, higher weaning weights, better carcass qualities, more milk, less milk and on and on. Now, like never before, we have the opportunity to make real change, which hopefully means improvement.

Under the leadership of John Ford we are now industry leaders and our Data Driven and Profit Proven breed has the attention of the beef cattle industry

Santa Gertrudis breeders have been very fortunate to have John Ford as our executive director. He is an innovator of adopting and utilizing this genomic information to push our breed to the forefront of all the American breeds to embrace and utilize this technology.

As the first American breed, Santa Gertrudis were once viewed as traditional and resistant to new technology and change. Under the leadership of John Ford we are now industry leaders and our Data Driven and Profit Proven breed has the attention of the beef cattle industry. You can be sure that John Ford has met some resistance along the way and that this was just another fad. We all owe John Ford a big thank you. He is an exceptional leader and innovator.

Speaking of change, last year we didn't get a last hay cutting because it started raining on Labor Day, and it didn't stop until March. Lord, most of us would appreciate some rain about now.

Some of you know that my dad passed away in July. Then quite unexpectedly my stepmom passed away in September. It has been a tough period for me, but that's part of the change.

Please plan on attending some of the great sales this month. The Mountain Laurel Classic is Nov. 2 in Calhoun, Ga.; Nov. 8-9 are the Briggs Ranch and Tri-Star Sales in Bloomington, Texas; and Nov. 23 is the South Texas Heritage Sale in Robstown, Texas.

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

RIGHT: Santa Gertrudis breeders have been fortunate to have John Ford as SGBI's executive director. He is an exceptional leader and innovator, and we are grateful for all he has done to promote our breed.



SGBI OFFICERS OF THE BOARD

PRESIDENT Jerome Urbanosky

PRESIDENT ELECT Nancy Wunderlich

SECRETARY/TREASURER Debbie Townsend

LONG RANGE PLANNING Alicia Sanchez

MARKETING & PROMOTION Gene Kubecka

BREED IMPROVEMENT Kathryn Hefte

YOUTH ACTIVITIES Betty McCormick

MEMBERSHIP Allen "Bud" Clark

SGBI BOARD OF DIRECTORS BY REGION

WESTERN REGION

Tylor Braden (Texas)

King Ranch, Inc.

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

Kathryn Hefte (Texas)

Hefte Ranch

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

Gene Kubecka (Texas)

Wendt Partners

(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 | rmvls65@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 | dhealderson@gmail.com

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

Craig Lopossa (Ind.)

Red View Farms

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

Eric Wiley (La.)

Wiley Ranch

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

AT-LARGE DIRECTORS

District 1 – Alicia Sanchez (N.M.)

Red Doc Farm

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

District 2 – Debbie Townsend (Texas)

Townsend Cattle Company

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

District 3 – Jamie Daniel (Ark.)

777 Farms

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

District 4 – Arlin Taylor (Ala.)

Tinney Farms

(256) 352-3192 | arlin.taylor@bhamfast.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



Watch for complete coverage of the
Santa Gertrudis World Congress 2019
in the December issue of
Santa Gertrudis USA!

SANTA GERTRUDIS USA

SANTA GERTRUDIS DISTRICT VI BREEDERS



WE ARE EXCITED TO INTRODUCE OUR NEW HERD SIRE!

TF PROSPECTOR 753

Reg. No. 20181333 • BD: 1/2/18

SIRE: King Ranch 97/10

DAM: TF 4139

**Grand Champion Bull
2019 Kentucky State Fair**



7 traits in the breeds' TOP 15%.

**Not only does he have the numbers,
he has the phenotype!**

**MATTINGLY
FARMS**
(270) 668-3177



**Thank you Tinney Farms for the opportunity to
purchase this outstanding young herd sire!**

C BAR C RANCH



De Soto, MO 63020
Alan Clark
Bud & Kelly Clark
(314) 607-1076
bud@cbarcranch.net

WWW.CBARCRANCH.NET

OSBORNE LIVESTOCK

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



Parker Farms



parkerfarms@srcrc.com

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

MATTINGLY FARMS



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



Shampain Ranch

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

RED VIEW FARMS

5480 Jordan Village Rd.
Poland, IN 47868
(812) 829-8053
craiglopossa@yahoo.com



American Red

SGBI, RAAA COLLABORATION

By John Ford, SGBI Executive Director



DEAR SGBI MEMBERS,

The American Red program, a joint marketing effort between the Red Angus Association of America (RAAA) and Santa Gertrudis Breeders International (SGBI), will be officially announced and launched during the 2020 Cattle Industry Convention and National Cattlemen's Beef Association Trade Show in San Antonio, Texas, early next year.

This groundbreaking, commercially oriented, marketing program is designed to take advantage of hybrid vigor by maximizing the best traits of both breeds, providing commercial cattlemen with quality replacement females and feeders that hit end-point targets. This exciting collaboration will strengthen SGBI's STAR 5 program and enhance the breed's marketing opportunities. Below is a summary of the general requirements for this board-approved program. Please note, RAAA and SGBI staff are currently finalizing program specifics. Enrollment procedures, tagging processes, herd qualification specifications, Santa Gertrudis genetic merit scores and other information necessary for enrollment will be provided to SGBI members as soon as soon as it is finalized.

This partnership with RAAA provides a tremendous opportunity for SGBI and its members, and is a result of our memberships' commitment to validating animal performance through data collection and utilization of the breed's DNA-verified genetic evaluation. Step Two in the development of American Red is on a three- to five-year timeline and will potentially expand the program by adding dual registry options and the possibility of developing a joint genetic evaluation and standardized EPDs. The leadership provided by SGBI members Tylor Braden, David Harris, Delmo Payne and Nancy Wunderlich was instrumental during the development of Step One.

Program Specs

★ To qualify for the American Red commercial cattle program and accompanying tag, steers and heifers in the same calf crop must be sired by registered Red Angus bulls averaging in the top 50 percent of the breed for the HerdBuilder index (HB) or registered Santa Gertrudis bulls averaging in the top half of the breed for maternal and growth traits.

- ★ Breed percentages on qualified cattle will range from 25 to 75 percent Red Angus and 25 to 75 percent Santa Gertrudis, with a small allowance for other breeds. Most qualified cattle will be red. However, color is not an exclusionary requirement. Groups of cattle do not need to be fully red-hided to qualify.
- ★ Dams of qualifiable calves must contain at least 50 percent of the reciprocal breed, meaning 50 percent or more Santa Gertrudis when the calves are sired by Red Angus sires, or 50 percent or more Red Angus when calves are sired by Santa Gertrudis bulls. To verify dam-side genetics, qualifiable herds will sign a verification form stating that at least 50 percent of the genetic makeup of the dams of calves to be qualified is from the reciprocal breed.
- ★ The tag used for this program will be a unique, American Red-labeled tag issued by the Red Angus Association of America. Tagging options include dangle tags or EID/panel tag combination-nested sets. Calves must be tagged on the ranch of origin. 🏠

SEE MORE ABOUT THE **AMERICAN RED** PROGRAM ON PAGE 14 »



IRON OAKS CATTLE

Home of the Top 1%!

Selling in the

**SOUTH TEXAS
HERITAGE SALE**

Saturday, Nov. 23, 2019

**Borchard Regional Fairgrounds
Robstown, Texas**



IO 8/927 Reg. #20187818

NOTICE!! *Silva 927/4 genetics offered to the public for the first time.*

IO 8/927 is a phenotype correct Silva 927/4 daughter, sired by IO 5/913 (Reg. #20154335.) Top 1% WW, YW, Carcass, Marbling. Top 2% Ribeye and Top 10% SC. Seller reserves option of one flush.



IO 8/60 Reg. #20187987



IO 8/166 Reg. #20187800



IO 8/165 Reg. #20187798

Pen of 3

Harco 1332 Daughters

Purebred, polled and ready to breed!
Top 2% WW, YW, Carcass and Ribeye.
Top 5% Marbling. Phenotype correct, out of easy-keeping productive dams.

STAR 5 3N1

IO 7/16 is thick, deep and long with a tremendous udder. Her $\frac{3}{4}$ bull calf at side is sporting EPDs with Top 2% Ribeye, Top 3% Marbling, Carcass and YW, Top 5% WW. IO 7/16 will be bred back same way to IO 5/913 by sale day. Ask seller about calf buy back.



IO 7/16 Reg. #20176731 Bred to: IO 5/913 (Reg. #20154335)

Bull Calf at side – Reg. #20190971, DOB: 6/26/2019

Sire Reg. #20154335

10 years of breeding to achieve PERFORMANCE with BALANCE!

IO

Iron Oaks Cattle • Lou & Robin Breving

Alvarado, TX • 817-821-7540

Email: loub5@yahoo.com

SANTA GERTRUDIS Juniors

By JD Chism, Treasurer and District 3 Director



Greetings from the hospitality state. I am JD Chism, your second-term District 3 Director. It has been a dry summer, and it looks like it will extend through our Mississippi fall. We are praying for rain across the South, hoping not to have to start an early hay season.

Show season has been in full swing since the National Junior Santa Gertrudis Show. It's been fun and hot, and we have been marketing and exhibiting our red cattle across several states the past couple of months. Our junior program is a thriving and successful one, which makes it a great marketing tool. Junior shows and junior projects attract attention from all aspects and age ranges in communities and states. Visibility of our breed prompts questions that we as breeders can answer with our cattle's profitability and marketability.

We are lucky to be having the first Southern Harvest Sale in the southern part of our state next year. This will be a great marketing event for some of the great Gert cattle Mississippi has to offer. If we did not have forms of marketing such as shows and sales, our breed would

REGISTRATIONS, STAR 5 RECORDINGS AND TRANSFERS BY DISTRICT

SEPTEMBER 2019

ACTIVE MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	26	0	0	1
2	208	29	35	93
3	16	1	0	1
4	77	6	4	10
5	22	2	0	15
6	15	0	0	24

JUNIOR MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	48	3	1	15
2	7	1	0	8
3	0	2	0	1
4	2	0	0	0
5	0	0	0	0

FOR SGBI REGISTRATIONS CONTACT: Diana Ruiz

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

be at a standstill and would not progress. Marketing is an important tool for our Gerts, and it takes us all – junior, active and commercial members – to make it effective.

Happy grazing. 🐄

SANTA GERTRUDIS Calendar

NOVEMBER

- 2** Mountain Laurel Classic Sale, Calhoun, Ga.
- 8-9** Briggs Bull and Commercial Female Sale and Tri-Star Sale, Bloomington, Texas
- 19-21** North American International Livestock Expo Santa Gertrudis Show, Louisville, Ky.
- 23** South Texas Heritage Sale, Robstown, Texas
- 23** South Texas Hot Gert Open Show, Robstown, Texas
- 24** South Texas Hot Gert Junior Show, Robstown, Texas
- 26** Quail Valley Farms Open Tank Embryo Sale, online

2020

JANUARY

- 18** Cowtown Elite Sale, Fort Worth, Texas
- 19** National Santa Gertrudis Show, Fort Worth, Texas

FEBRUARY

- 5-7** Cattle Industry Convention and NCBA Trade Show, San Antonio, Texas

MARCH

- 7** International Santa Gertrudis Show, Houston, Texas

APRIL

- 17-19** Santa Gertrudis Breeders International 69th Annual Meeting, Gulf Shores, Ala.
- 25** Crimson Classic Sale, Cullman, Ala.

JUNE

- 11-13** Quail Valley Farms Elite Female Sale, Oneonta, Ala.

SANTA GERTRUDIS WELCOMES

New Members

Active Members

Tequesquite LP, Stephen Mizer, Gladewater, Texas
Kelley Cantrell, Hempstead, Texas
SL Ranch LLC, Dave Amend, Houston, Texas

Commercial Members

Dog Hollow Ranch, Karen L. or Leslie Ritz, Proctor, Okla.
Mark Freeman, Lakeview, Ore.
Jeri Whitakerd, Grapeland, Texas
Wells Richards, Pearl, Miss.

Junior Members

Joey Gonzales, Riviera, Texas
Hayden Huff, Corpus Christi, Texas
Jenna Schultz, Spring, Texas
Charley Ann Braun, Kerens, Texas
Benjamin Burdine, Alvord, Texas
Makila Watson, Greenville, Texas
Jonathan Glasscock, Greenville, Texas
Codie Marie Hill, Edinburg, Texas

SANTA GERTRUDIS SMALL BREEDERS GROUP

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

 **Carley's Show Cattle**
Ben, Leah & Carley Morgan
205 Madison St. • Portia, Ark.
(870) 759-1948 or (870) 759-1947
benandleahmorgan@gmail.com
PUREBRED SANTA GERTRUDIS AND STAR 5 CATTLE

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

 **EXCELL**
SANTA GERTRUDIS
Sam, Sandy and Todd Hyde
Santa Fe, TX 77517
(281) 705.0832 • excellsantagertrudis@gmail.com
www.excellsanatagertrudis.com

 **HURRICANE**
CATTLE COMPANY
Registered Santa Gertrudis, Star 5 and
American Show Steers
Paul, Molly, Hannah & Kyle Burrough
Weatherford, Texas
817-994-6596 • paulburrough@prodigy.net

 **LUCKY L FARM**
SEAN, RAMONA,
DYLAN & KAYLEE LEDDY
550 Sunset Ridge
Cave City, Ark. 72521
(870) 613-1200
luckyfarm12@gmail.com



HURRICANE



CATTLE COMPANY

PUREBRED SANTA GERTRUDIS



2019 NATIONAL JUNIOR SANTA GERTRUDIS SHOW
SHO, RYAN, TEXAS

STAR 5 / ARB HEIFERS



**AMERICAN SHOW STEERS
FOR MAJORS OR COUNTY**

PAUL, MOLLY, HANNAH AND KYLE BURROUGH
Weatherford, Texas • 817-994-6596
paulburrough@prodigy.net

 **LIKE US ON FACEBOOK**
www.facebook.com/hurricane cattleco



Nebo Hill Cattle Co.
Jacob & Moe Huddleston
Sealy, TX 77474
(281) 865-6255
nebohillcattle@gmail.com

Painted Ass Ranch LLC
Robert Rhodes & Kay (Kady) Burkman
560 Pioneer Rd, Seguin, Texas
(210) 445-9536
kadytexas@yahoo.com
www.paintedassranch.com

 **PAYNE RANCH**
Ben & Sherry Payne
951 Mulberry Lane
Dayton, TX 77535
(936) 258-5868 | spayne35@att.net

Rockin 3T Ranch
 **Heifers for Sale**
Scott Threet (972) 489-6887
Colby Threet (214) 949-7084
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
 **Est. 2014**

VZ Cattle
Scott & Tracy Van Zile
New Boston, Texas 75570
(903) 277-3601 or
(903) 908-0606
vzcattle@gmail.com
 **VZ Cattle**
Santa Gertrudis

American Red Program

MEETS THE NEEDS OF THE AMERICAN PRODUCER

The Red Angus Association of America (RAAA) and Santa Gertrudis Breeders International (SGBI) are collaborating to provide the beef industry with a unique blend of maternal traits, adaptability, growth and marbling – all packaged with a heat-tolerant, red hide – into a new program for the commercial beef producer called **American Red.**

The offspring of this cross-breeding program will be well suited for commercial producers who are seeking quality replacement females and steers that fit in the value-added segment of the beef industry.

“This innovative program has huge potential to impact the southern portion of the U.S. beef business, as well as heat-challenged areas where cattle are produced around the globe,” says Tom Brink, RAAA CEO.

American Red has been tested and proven at the King Ranch®, in Kingsville, Texas. Numerous other breeders in the southern United States have also begun using this strategic cross to combat the harsh environment with marked success.

“This partnership emphasizes the value that the cross provides to an industry desperate for increased longevity, fertility, adaptability and efficiency,” adds John Ford, SGBI executive director.

While the leadership at RAAA and SGBI are still finalizing key details, program specs for American Red will be as follows:

- ★ To qualify for the American Red commercial cattle program and accompanying tag, steers and heifers in the same calf crop must be sired by registered Red Angus bulls averaging in the top 50 percent of the breed for the HerdBuilder index (HB) or registered Santa Gertrudis bulls averaging in the top half of the breed for maternal and growth traits.
- ★ Breed percentages on qualified cattle will range from 25 to 75 percent Red Angus and 25 to 75 percent Santa Gertrudis, with a small allowance for other breeds. Most qualified cattle will be red.

However, color is not an exclusionary requirement. Groups of cattle do not need to be fully red-hided to qualify.

- ★ Dams of qualifiable calves must contain at least 50 percent of the reciprocal breed, meaning 50 percent or more Santa Gertrudis when the calves are sired by Red Angus sires, or 50 percent or more Red Angus when calves are sired by Santa Gertrudis bulls. To verify dam-side genetics, qualifiable herds will sign a verification form stating that at least 50 percent of the genetic makeup of the dams of calves to be qualified is from the reciprocal breed.
- ★ The tag used for this program will be a unique, American Red-labeled

tag issued by the Red Angus Association of America. Tagging options include dangle tags or EID/panel tag combination-nested sets. Calves must be tagged on the ranch of origin.

Program enrollment will begin in February 2020. The program requires a yearly \$50 enrollment fee to offset the cost of program management and a \$1.25 fee for each tag.

Producers with questions about the program should contact Chessie Mitchell, RAAA tag program coordinator, at chessie@redangus.org or visit www.RedAngus.org. More information about American Red will be released in the coming months. 📢

“This partnership emphasizes the value that the cross provides to an industry desperate for increased longevity, fertility, adaptability and efficiency.”

– John Ford

**AMERICAN
RED**



Photo courtesy King Ranch

SANTA GERTRUDIS USA

Quail Valley Farms

Open Tank Embryo Sale

1000+ Embryos to be Offered

Santa Gertrudis, Brangus & Ultrablack

Tuesday, November 26th

Selling Online at www.CattleEmbryoAuctions.com

Bidding starts at 1:00pm, Monday, November 25th. Sale closeout at 1:00pm, Tuesday, November 26th.

Catalogs sent by request only. To request a catalog visit www.AMSCATTLE.com, reference Quail Valley Farms "Complete OPEN TANK Online Embryo Auction."

Embryo mating packages like this will be offered!

Selling in group sets of 2 to 10 embryos. Bidding will be the number of embryos in the package, times the money bid.

SIRE: 20140819 B14

DAM: 20130823 SR 60/3

MGS: LIV MASON 0/72

BW	WW	YW	MILK	SC	HCW	REA	MARB	Tend	HPG	BrbBk	Growth	Carcass
Rank	Rank	Rank	Rank	Rank	Rank	Rank	Rank	Rank	Rank	Rank		
0.49	8.955	12.8	-2.125	0.655	9.635	0.175	0.08	0.015	0.085	0.16	12.54	10
80	10	10	90	2	10	3	2	95	20	3		

SIRE: 20154201 KR 921/15

DAM: 20154737 SR 6/5

MGS: LIV MASON 0/72

BW	WW	YW	MILK	SC	HCW	REA	MARB	Tend	HPG	BrbBk	Growth	Carcass
Rank	Rank	Rank	Rank	Rank	Rank	Rank	Rank	Rank	Rank	Rank		
0.255	17.31	36.185	-0.135	0.715	24.105	0.415	0.145	-0.01	0.045	0.1	32.255	10
80	2	1	70	2	1	1	1	20	80	5		

SIRE: 20173826 HARRIS FARMS 190E

DAM: 20145298 HARRIS 82/4

MGS: FC PISTOL 28/0

BW	WW	YW	MILK	SC	HCW	REA	MARB	Tend	HPG	BrbBk	Growth	Carcass
Rank	Rank	Rank	Rank	Rank	Rank	Rank	Rank	Rank	Rank	Rank		
1.14	20.54	36.225	3.015	0.44	25.205	0.355	0.115	-0.01	-0.115	-0.12	33.575	10
95	1	1	20	10	1	1	1	20	95	95		

SIRE: 20183702 KR651/18(CHOSEN ONE)

DAM: 20151423 C-P MISS COPPERHEAD 915C5

MGS: COPPERHEAD 214

BW	WW	YW	MILK	SC	HCW	REA	MARB	Tend	HPG	BrbBk	Growth	Carcass
Rank	Rank	Rank	Rank	Rank	Rank	Rank	Rank	Rank	Rank	Rank		
1.275	19.63	34.13	4.885	0.835	23.845	0.33	0.1	-0.03	0.21	0.28	31.745	10
95	1	1	10	1	1	1	1	10	3	2		

SIRE: 20132516 SR GENESIS 75/3

DAM: 20151423 C-P MISS COPPERHEAD 915C5

MGS: COPPERHEAD 214

BW	WW	YW	MILK	SC	HCW	REA	MARB	Tend	HPG	BrbBk	Growth	Carcass
Rank	Rank	Rank	Rank	Rank	Rank	Rank	Rank	Rank	Rank	Rank		
0.195	15.785	29.085	1.08	0.93	18.89	0.325	0.06	-0.02	-0.03	-0.035	26.675	10
70	2	1	40	1	1	1	3	10	95	90		

Quail Valley Farms

RICKY & ANGIE CLEVELAND, Owners
848 Jan Street | Oneonta, AL 35121 | 205.533.5049

MANAGER:
Brian Wood | 205.410.7834

Sale managed by:

**american
marketing
services**

Marketing Superior Genetics.

Mark Cowan | 903.495.4522 | markc@amscattle.com
Trey Kirkpatrick | 979.324.5518 | treyk@amscattle.com
Richard Hood | 979.224.6150 | richardh@amscattle.com
www.amscattle.com

VITAMIN A CAN BE CHEAP INSURANCE

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



Vitamin A is a very important nutrient for beef cattle. Synthesis of the other vitamins occurs within the animal or the rumen by microbes. Cattle that are grazing green grass will never be deficient in vitamin A. The best source of vitamin A is the green plant pigment known as beta-carotene. Cattle convert beta-carotene into vitamin A. In most years, the concern would be that cattle may be deficient in vitamin A in mid- to

late-winter; not so good for those heavy-bred, spring-calving cows. This year's weather, however, has been a little crazy. I know my cows have not seen green grass for more than 90 days (like winter). If you have been more fortunate with late summer to early fall rain, your cows are most likely fine.

Vitamin A is a fat-soluble vitamin that can be stored in the liver. However, the supply of stored vitamin A can be depleted in two to four months if a dietary deficiency exists. Functions of vitamin A include health, reproduction, growth, kidney function, bone and teeth development, nervous system function and low-light vision. Vitamin A deficiencies affect the linings of the respiratory, digestive and reproductive tracts. Other effects include poor spermatogenesis in bulls and proper embryonic development. Classic vitamin A deficiency symptoms include rough hair coat, appetite loss and decreased feed efficiency in young cattle.

How much vitamin A do cattle need? Requirements, expressed as international units (IU) per day or per pound of feed, are easy to find. For this topic, I will focus on cow requirements only: gestating cows need 34,000 IU and lactating cows need 54,000 IU per day.

How much vitamin A can cattle get from the diet? Vitamin A content of natural feeds, expressed as vitamin A equivalents, is based only on measured beta-carotene present. Below, find a list of feeds with vitamin A equivalents¹ expressed per pound of dry matter:

Green pasture	18,000 IU/pound
Alfalfa hay	1,400 [old] to 5,500 IU/pound [fresh]
Fescue hay	1,900 [old] to 4,000 IU/pound [fresh]
Wheat straw	60 IU/pound
Corn silage	3,000 IU/pound
Dried distiller's grains	200 IU/pound
Corn grain	68 IU/pound
Soybean hulls	20 IU/pound

This list provides an idea of how much vitamin A content can vary in a diet. Marginal hays and dry forage simply do not contain enough beta-carotene to generate any substantial amounts of vitamin A. A situation that we need to address with supplement or injection.

The good news is that most cattle feeds and mineral contain 100 percent (or more) of the daily requirements of vitamin A because it is so inexpensive. Thus, there is a possibility that we could be overfeeding vitamin A if we provide both a free-choice mineral plus a commercial concentrate feed. Be aware that sun-bleached hay and old mineral/feed will not contain as much vitamin A as green hay or fresh mineral/feed. Mineral supplements typically contain 30,000-400,000 IU/pound, but we need to know how much consumption per head per day is anticipated (usually 2-3 ounces) and then verify. Complete mixed feed usually contains 1,000-5,000 IU of vitamin A per pound. Thus, 3-4 pounds of a complete feed or 2-3 ounces of good mineral and access to hay with a little green would be sufficient during times of drought or limited dormant forage.

Therefore, we may need to do a little math and think about what supplements we are providing and the forage situation at present. My concern is with those cows that have had a very dry summer/fall and are only getting mineral supplement that we had purchased early in the spring. These cows will benefit greatly from an inexpensive vitamin A, D and E injection while we are removing the old fly tags this fall. This should re-supply their vitamin A storage and set them up to make it through winter with good, fresh mineral.

Footnotes: ¹ Pickworth et al., 2012 (<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3849816/>). 🐄



Borchers Southern Y Ranches, Victoria, Texas.

LA CAMPANA RANCH

COMMERCIAL *AND* PUREBRED SANTA GERTRUDIS

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

4S FARMS

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

**WILEY RANCH**

Erik or Kim Wiley



155 Sayes Rd., Deville, LA 71328
(318) 481-8082 • (318) 481-6927
erikkeri@yahoo.com

KC Ranch LLC

Kenneth W and Cynthia M Smith
(406) 945-2486 • (406) 945-4384
13067 Bristlecone Rd. • Henryetta, OK 74437
pioneerfluids@gmail.com
K/C Raising registered SG replacement
heifers, bulls and STAR 5.

**GRANDVIEW FARMS**

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

RESERVE NATIONAL CHAMPION BULL

"JOHN 316"

Delmo Payne, Owner (205) 468-5319 (cell) Brent Shaw, Manager (205) 412-5761 (cell)

WILLIAMS FARM

Kenny & Jackie Williams



Kentwood, LA 70444

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

Don & Eric Perner
(918) 366-2732

16702 Adams Road dperner@olp.net
Mounds, OK 74047 Herd No. 4405

Running M Ranch
Herd No. 2926



Jimmy & Ginger Montgomery

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

Cotton Branch PLANTATION
— Santa Gertrudis



Ryan Cowart,
Manager
601-384-6719

Ed & Barbara Herring 601-384-7062 cell
Smithdale, MS 601-384-2617 farm

LOU AL TUCK FARMS

Great Falls, S.C.

Al Jackson: 803.984.0704

Aljackson@pike.com

T.A. Jackson: 803.482.2283

777 FARMS

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

Home of National Champions
High Roller and Annie

GRAVES CREEK RANCH, LLC

BARRY POWELL

Columbia, MS
(601) 270-1561



**PUREBRED
STAR 5**

bpowell@powelltransportation.com

Circle A Farm

David & Elaine Alderson
Registered Santa Gertrudis Cattle

Phone (931) 682-2527

4824 Leipers Creek
Williamsport, TN 38487

CHEROKEE RANCH



— & CASTLE —
JAMES HOLMES
Executive Director
303-523-9503

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

CherokeeRanchandCattle.com



Tideland Farms

Al Shiyou
6033 Pontiac Dr.
Kiln, MS 39556

(c) 228.216.8731
(h) 228.255.8729

Replacement Heifers & Bulls
We Got Some Good Ones.

BIERI FARMS

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

Herd No. 474 • www.bierifarms.com

Jernigan Ranch

Wayne & Lavonne
Buena Vista, GA 31803

O: (229) 649-2575 • H: (229) 649-7724
C: (229) 649-9659

Email: wjernigansr@gmail.com

REGISTERED SANTA
GERTRUDIS CATTLE

C BAR C RANCH

De Soto, MO 63020

Alan Clark

Bud & Kelly Clark

(314) 607-1076

bud@cbarcranch.net

WWW.CBARCRANCH.NET

MC Ranch

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



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

C7 Jim Campbell Farm

HERD NO. 7790

C-M Cattle Co.

1108 Woodridge Lane • Liberty, MO 64068

Jim & Davy Campbell

(816) 830-3033

davyhcampbell@gmail.com

REGISTERED SANTA GERTRUDIS CATTLE

**Cox Mill Farms**

Herd #16315

C (919) 708-2816

H (919) 499-6741

Alan & Vivian Cox
6444 Cox Mill Rd.
Sanford, NC 27332

Blackjack Oaks Ranch

Where Excellence is the Norm



Allen & Karen Ginnard
Washington, Texas

936.878.1825 • 713.586.9978

www.blackjackoaksranch.com

GOODIN FARMS

AUSTIN, IN (812) 794-2624
SGBI Herd #19416 www.goodinfarms.com

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

ARROW RANCH

Dr. Carl O. Westbrook • Vincent & Mary Westbrook

685 West 77th Street South • Tulsa, Oklahoma 74132

(918) 640-3960 • vincent-westbrook@utulsa.edu

Justin Geisinger, Ranch Mgr. • (918) 440-7264 • jgarowranch@gmail.com

Circle A Farm

David & Elaine Alderson
Registered Santa Gertrudis Cattle

Phone (931) 682-2527

4824 Leipers Creek
Williamsport, TN 38487

Heath Farms

Pat & Beverly Heath

387 Goodin Williams Rd.
Hodgenville, KY 42748

email: bheath12@windstream.net

(270) 358 4820

Circle A Farm

David & Elaine Alderson
Registered Santa Gertrudis Cattle

Phone (931) 682-2527

4824 Leipers Creek
Williamsport, TN 38487

BIERI FARMS

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

Herd No. 474 • www.bierifarms.com

Jernigan Ranch

Wayne & Lavonne
Buena Vista, GA 31803

O: (229) 649-2575 • H: (229) 649-7724
C: (229) 649-9659

Email: wjernigansr@gmail.com

REGISTERED SANTA
GERTRUDIS CATTLE

C BAR C RANCH

De Soto, MO 63020

Alan Clark

Bud & Kelly Clark

(314) 607-1076

bud@cbarcranch.net

WWW.CBARCRANCH.NET

MC Ranch

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



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

C7 Jim Campbell Farm

HERD NO. 7790

C-M Cattle Co.

1108 Woodridge Lane • Liberty, MO 64068

Jim & Davy Campbell

(816) 830-3033

davyhcampbell@gmail.com

REGISTERED SANTA GERTRUDIS CATTLE

**Cox Mill Farms**

Herd #16315

C (919) 708-2816

H (919) 499-6741

Alan & Vivian Cox
6444 Cox Mill Rd.
Sanford, NC 27332

Blackjack Oaks Ranch

Where Excellence is the Norm



Allen & Karen Ginnard
Washington, Texas

936.878.1825 • 713.586.9978

www.blackjackoaksranch.com

GOODIN FARMS

AUSTIN, IN (812) 794-2624
SGBI Herd #19416 www.goodinfarms.com

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

ARROW RANCH

Dr. Carl O. Westbrook • Vincent & Mary Westbrook

685 West 77th Street South • Tulsa, Oklahoma 74132

(918) 640-3960 • vincent-westbrook@utulsa.edu

Justin Geisinger, Ranch Mgr. • (918) 440-7264 • jgarowranch@gmail.com

Circle A Farm

David & Elaine Alderson
Registered Santa Gertrudis Cattle

Phone (931) 682-2527

4824 Leipers Creek
Williamsport, TN 38487

Jernigan Ranch

Wayne & Lavonne
Buena Vista, GA 31803

O: (229) 649-2575 • H: (229) 649-7724
C: (229) 649-9659

Email: wjernigansr@gmail.com

REGISTERED SANTA
GERTRUDIS CATTLE

C BAR C RANCH

De Soto, MO 63020

Alan Clark

Bud & Kelly Clark

(314) 607-1076

bud@cbarcranch.net

WWW.CBARCRANCH.NET

MC Ranch

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



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

C7 Jim Campbell Farm

HERD NO. 7790

C-M Cattle Co.

1108 Woodridge Lane • Liberty, MO 64068

Jim & Davy Campbell

(816) 830-3033

davyhcampbell@gmail.com

REGISTERED SANTA GERTRUDIS CATTLE

**Cox Mill Farms**

Herd #16315

C (919) 708-2816

H (919) 499-6741

Alan & Vivian Cox
6444 Cox Mill

FOUR STATES FAIR

Sept. 16, 2019 | Texarkana, Ark. | Judge: Matthew Madden



GRAND CHAMPION BULL AND BEST OF POLLED BULL

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



RESERVE GRAND CHAMPION BULL

QV Warden 82F1, shown by
Quincy Nelson, Sarcoxie, Mo.



GRAND CHAMPION FEMALE AND BEST OF POLLED FEMALE

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



RESERVE GRAND CHAMPION FEMALE

PC Clara 1/18, shown by
Bret Pittman, Ponder, Texas

NO PHOTO

GRAND CHAMPION STAR 5 FEMALE

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



RESERVE GRAND CHAMPION STAR 5 FEMALE

MTG Jazzy, shown by Brittany Kunkel,
Poughkeepsie, Ark.

SOUTHEASTERN EMPIRE FAIR

Sept. 16, 2019 | Lawrenceville, Ga. | Judge: John Davis



GRAND CHAMPION BULL AND BEST OF POLLED BULL

JF Sawyer 719, shown by Jacklett Farm,
Alpharetta, Ga.



RESERVE GRAND CHAMPION BULL

JF Henry 518, shown by Jacklett Farm,
Alpharetta, Ga.



GRAND CHAMPION FEMALE

Jernigan 804, shown by Faith Preston,
Marion, Ga.



RESERVE GRAND CHAMPION FEMALE

KC Sunshine, shown by Kersey Colley
Farm, Augusta, Ga.

Grandview Farms *Thanks* to all our new and returning customers for your support of our genetic program!



*Perry Bass, San Jose Cattle Co. and Harris
Riverbend Farms, David Laurie & Abrian Harris*



Wendt Ranches, Gene & Nancy Kubecka



*Circle A Farm, David Alderson and Casey Farms,
Brian Casey*



*Pinnacle Cattle Co., Rodney & Barbara Corporron
and Corporron Acres for the purchase of our pick
of the 2019 ET calf crop.*



777 Farms, Chad & Jamie Daniel

Also

Our Other Valued Sale Buyers:

STRAIT RANCHES, TEXAS • TOMMY SHEALY, S.C.,
COTTON BRANCH PLANTATION, MISS.
WHITE ROCK FARM, GA. • RED DOC FARM, N.M.
QUAIL VALLEY FARM, ALA. • MC RANCH, GA.
ROCKIN 3T RANCH, TEXAS



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



LIKE, SHARE, COMMENT

Multiple Platforms Help Santa Gertrudis Breeders Engage on Social Media

By Micky Burch, Contributing Writer

As regular as a morning cup of coffee, checking social media has become an ingrained part of many of our daily routines. We turn to it to check up on family members and friends, catch up on news, and follow pages and accounts that are of interest to us. Through awareness, engaged followers and strategic posting, Santa Gertrudis Breeders International (SGBI) is increasing its social media presence on Facebook, Twitter and Instagram.

Awareness of all SGBI's social media platforms is one of the biggest keys to growth and breed exposure, says Megan Sajbel Field, BluePrint Media social media manager.

"By people sharing valuable information, tagging Santa Gertrudis-related pages and engaging in the posts, we've seen a lot of growth in SGBI's Facebook page likes."

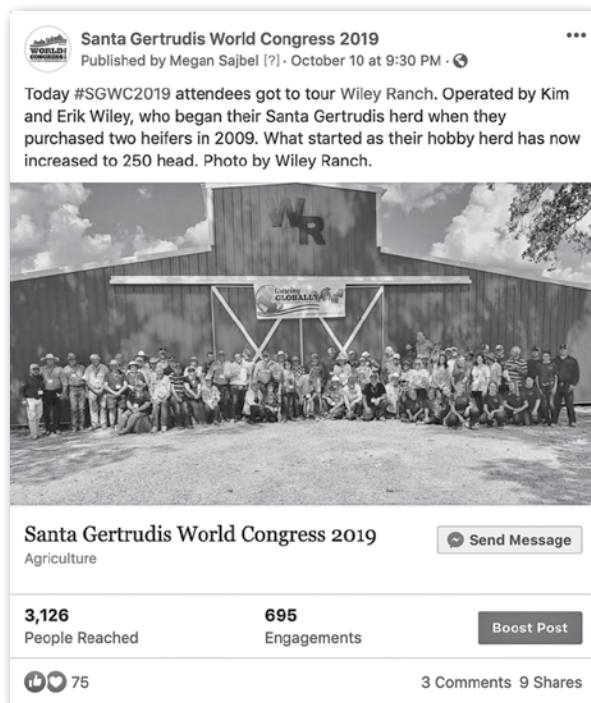
Visiting SGBI's Facebook or Twitter page, one will find posts containing feature stories from *Santa Gertrudis USA*, show and sale results and event coverage.

"It's good to see people like, share or comment about someone they know or a name they recognize from a post – it also helps us gauge what people are looking at and what they're interested in," Field explains.

Links from posts to full articles in the magazine or to SGBI's website also offer followers a one-click option for finding more information.

Posts to SGBI's social media accounts are planned well in advance, with a minimum frequency of three posts per week.

"It's important to keep a consistent schedule because followers find value in knowing when to expect new information to be posted," she says.



While posts are similar across all three forms of social media, each has its own demographic audience.

"Twitter has a great academic niche, Facebook has a lot of followers and we just launched Instagram Sept. 1, 2019, to coincide with Santa Gertrudis World Congress," she explains.

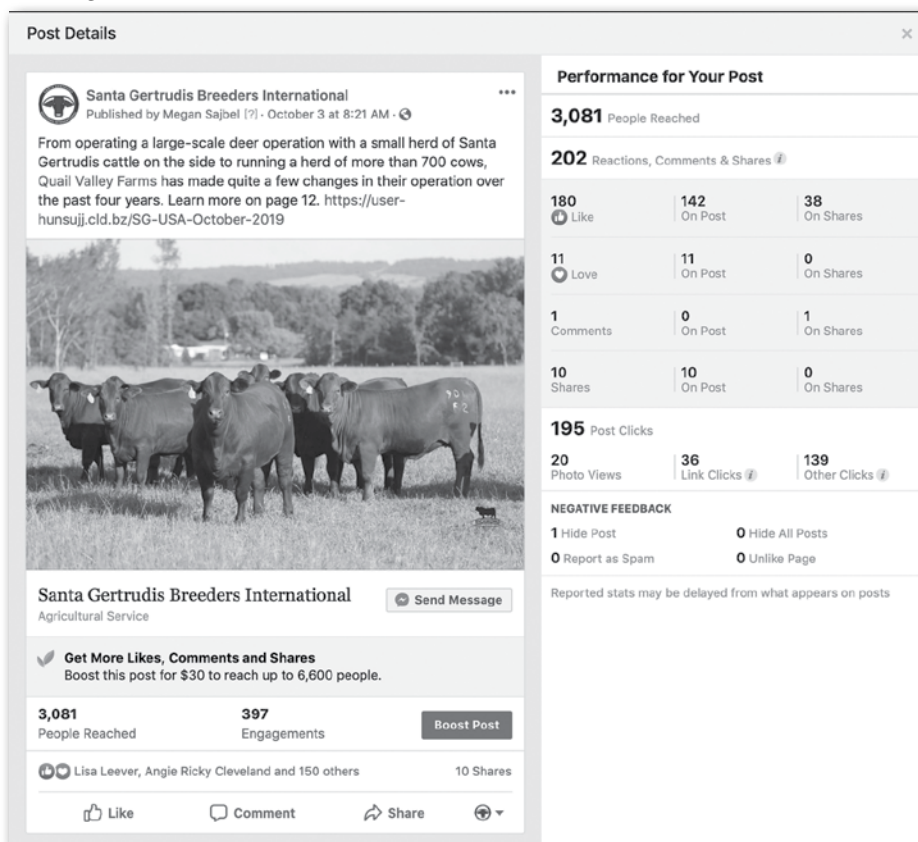
Field has found that Instagram in particular is a good platform for international sharing. Further, a lot of social media users are moving to Instagram. She believes the addition of Instagram to SGBI's social media mix is important to reach a growing audience that relies on mobile devices/apps and hashtags.

"Hashtags categorize the post, which helps expand the presence of the post," she explains.

Often, one may see the hashtags #cattletales, #agchat or #datadriv-enprofitproven in an SGBI Twitter or Instagram post.

Field encourages followers to get engaged on social media.

"Being engaged by liking, sharing or commenting on a post gives us a better idea of what you want to see and what you think is important," she concludes. "It gives us direction about what to post so we can give you the best experience possible on social media." 🌱



Briggs Ranches

Cowman Selected. Cowman Proven.

PO Box 1417 • Victoria, Texas 77902
(361) 573-7141

Joe Jones, manager (361) 897-1337



Traylor Division
Bloomington, Texas
(361) 897-1337

San Roque Division
Catarina, Texas
(830) 999-3236

San Carlos Division
Rio Grande City, Texas

Joe Jones: briggsranches@hotmail.com

www.BriggsRanches.com

Fulton Farms ES T²F

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

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

Hargis Farms

SANTA GERTRUDIS

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



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

Santa Gertrudis Cattle Herd #878 "The Tradition Continues"

Rocking A Ranch

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

Rose Hill Ranch

AJ & Rosemary Gambino
P. O. Box 235 Pattison, TX 77466
(832) 496-8836
www.santagertrudiscattle.com
e-mail: rosemary.gambino@gmail.com



SILER

SANTA GERTRUDIS CATTLE

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



CORPORON ACRES

Jim Corporon

Schulenburg, Texas 78956

Ranch (979) 562-2405 • Cell (979) 561-7185

Email: jim@corpacres.com

PINNACLE CATTLE CO., LLC

Larry Brown, Manager
(979) 561-6268

Rodney & Barbara Corporon Connor Corporon
Schulenburg, Texas 78956 (281) 635-7729
(713) 724-1268

www.Corporonacres-Pinnaclecattle.com

HEFTE RANCH

Kathryn Hefte Petty
(210) 414-2493

K.T. Hefte
(361) 813-4937

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



SILVERBROOK RANCH

Helen Groves, owner

Ken Welch, general manager

17490 Private Road 4105, Baird, TX 79504
(325) 854-1002 Fax (325) 854-1010



IRON OAKS CATTLE IO

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



Strait Ranches

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

CROSSWINDS RANCH

DARRELL ROACH

Keller, Texas • (817) 235-8158

Crosswinds.tx@gmail.com



La Cuchilla Ranch

LOEL O. GARZA (956) 778-6277

McAllen, Texas

loel.garza@gmail.com

www.lacuchillaranch.com



Townsend Cattle Co.

Ivan Townsend Family

HOME OF

RDF SANCHO'S NEVER BEFORE 1136

Louise, Texas • (979) 541-3409

townsend30@yahoo.com



Diamond S Ranch

Registered Santa Gertrudis Cattle

Jerry & Pat Stults

Lillian, Texas

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

817/ 534-0044 Office

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

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

John Martin Ranches

Box 869

San Diego, Texas 78384

(361) 701-5683

Charter Member S.G.B.I.



Herd #4

URBANOSKY RANCH

SGBI HERD # 2243 • EST. 1969

HOME OF SENSATION 5-1

14525 URBANOSKY LN., PLANTERSVILLE, TX 77363

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

www.urbanoskyranch.com



Double T Ranch

WYLIE AND B. J. TALIAFERRO

Box 57, Rosser, TX 75157 • Herd # 3326

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

wylietaliaferro@yahoo.com



MYERS CATTLE &

LAND CORP.

MARK MYERS

(936) 825-6544

www.myerscattleandland.com

25821 State Hwy. 6 South • Navasota, Texas 77868

contact: Lauren Myers West (281) 744-7605

or: Billy Eubanks (512) 484-1776

VESPER RANCH

Kelly Vesper

Charter Member SGBI - Herd 43

Drawer 679, Cotulla, TX 78014

(903) 436-3606

Established 1850



Four J Cattle

Registered Santa Gertrudis & Crosses

Larry & Zoe Justiss

6994 U.S. Hwy 77 N

(361) 772-5613

Hallettsville, TX 77964

jzjustiss@cvctx.com

www.fourjcattle.com

OLIVAREZ RANCHES

Since 1898

Santa Gertrudis Since 1950

Herd #439



Ben D. Olivarez

P.O. Box 829

(956) 585-1661 (o)

Mission, TX 78573

Wendt Ranches

Herd Established in 1954

PERFORMANCE TESTING SINCE 1958

E-mail: wendtranches@hotmail.com

Website: www.wendtranches.com

SGBI Herd #821

5475 FM 457

Bay City, Texas 77414

Gene Kubecka: (979) 240-5311

Daniel Kubecka: (979) 240-5312

OKLAHOMA STATE FAIR

Sept. 22, 2019 | Oklahoma City, Okla. | Judge: John Rayfield



**GRAND CHAMPION BULL AND
RESERVE SUPREME CHAMPION OF ALL BREEDS**
QV Warden 82F1, shown by
Quincy Nelson, Sarcoxie, Mo.



RESERVE GRAND CHAMPION BULL
Rockin 3T's Creed, shown by
Joey Martinez/M6 Greeson Farms,
Rice, Texas

SANTA GERTRUDIS SHOW *Results*



GRAND CHAMPION FEMALE
PC Carla 1/18, shown by Bret Pittman,
Ponder, Texas



**RESERVE GRAND CHAMPION FEMALE AND
BEST OF POLLED FEMALE**
River Vegas, shown by
Quincy Nelson, Sarcoxie, Mo.

NO PHOTO

GRAND CHAMPION STAR 5 FEMALE
Dubois 18/44, shown by
Gracie Pitchford, Athens, Texas

NO PHOTO

BEST OF POLLED BULL
777 Gambler, shown by Circle A Farm,
Williamsport, Tenn.



GRAND CHAMPION STAR 5 FEMALE
Miss Double TT 2152, shown by
Jessie Coker, Magnolia, Texas

TULSA STATE FAIR

Sept. 29, 2019 | Tulsa, Okla. | Judge: Brady Ragland



GRAND CHAMPION BULL
QV Warden 82F1, shown by
Quincy Nelson, Sarcoxie, Mo.



RESERVE GRAND CHAMPION BULL
Top Shelf Hurricane, shown by
Top Shelf Cattle Co., La Russell, Mo.



**GRAND CHAMPION FEMALE AND
BEST OF POLLED FEMALE**
River Vegas, shown by Quincy Nelson,
Sarcoxie, Mo.



RESERVE GRAND CHAMPION FEMALE
Miss 777 High Roller 901E1, shown by
Jessie Coker, Magnolia, Texas

RESERVE GRAND CHAMPION STAR 5 FEMALE >
MTG Jazzy, shown by Brittany Kunkel,
Poughkeepsie, Ark.



16TH ANNUAL X B



BULL & COMMERCIAL FEMALE SALE

NOVEMBER 8-9, 2019

BRIGGS RANCHES | TRAYLOR DIVISION | BLOOMINGTON, TX

160+ GENOMIC-ENHANCED BULLS SELL

90+ SANTA GERTRUDIS BULLS | 40+ BRANGUS BULLS

10+ *Super American* BULLS (SG X BRANGUS)

Along with a designed set of 10+ SG x Hereford and 5+ SG x Red Angus bulls.

SANTA GERTRUDIS



SANTA GERTRUDIS



SG X HEREFORD



BRANGUS



BRANGUS



Schedule of Events
Thursday, November 7th
4:00pm - Cattle viewing

Friday, November 8th
7:00am - Cowboy coffee
11:00am - 16th Annual Bull Sale
1:00pm - 16th Annual Commercial Female Sale
4:00pm - Tri-Star cattle viewing
6:00pm - Gathering & dinner

Saturday, November 9th
8:00am - Breakfast & cowboy coffee, cattle viewing
11:00am - 42nd Annual Tri-Star Sale

300+ HEAD

**Commercial Replacement Bred Heifers
& 2nd Calf Cows**



SG x Hereford bred to Angus & Brangus, SG x Red Angus bred to Hereford, SG x Angus bred to Angus, SG bred to Hereford

Briggs Ranches



PO Box 1417 • Victoria, Texas 77902

Joe Jones, Manager

(o) 361.897.1337 • (c) 361.550.0994

briggsranches@hotmail.com



Traylor Division
Bloomington, Texas

San Roque Division
Catarina, Texas

San Carlos Division
Rio Grande, Texas

Sale Marketed by AMS

RICHARD HOOD | richardh@amscattle.com | 979.224.6150

TREY KIRKPATRICK | treyk@amscattle.com | 979.324.5518

MARK COWAN | markc@amscattle.com | 903.495.4522

To request a catalog visit:

www.AMSCATTLE.com

WUNDERLICH FARMS

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

David Alderson 931.682.2527
Williamsport, TN
Darren Richmond 423.364.9281
djrichmd@gmail.com

**ALDERSON/
RICHMOND**
Marketing & Promotion
of Santa Gertrudis Cattle

**HINTON
COSMETIC
DEHORNING**
Please call for
references.
Experienced in
dehorning ALL breeds
of cattle.
\$100/head + travel
Chance Hinton
(601) 441-2136
chance@firstcityglass.com

**HOOVER CASE
AUCTIONEER**

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

**LUNDBERG CATTLE SERVICES**

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

PITCHFORD CATTLE SERVICES

Specializing in Show & Sale Cattle
Offering Year Round Gain Testing
Herd Consultation, Management & A.I. Work
Darrell, Shana, 8565 CR 3913 • Athens, Texas
Casey & Gracey Pitchford (903) 388-2288 (c)
pitchfordcattle@hotmail.com PITCHFORDTRADITION.COM



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

DARREN RICHMOND
Ringgold, Ga.
(423) 364-9281
www.richmondphotovideo.com
djrichmd@gmail.com
Facebook/
Darren Richmond
SALE CATTLE • HERD SIRES • DONOR COWS

**Don't miss out advertising
in the next issue of SG-USA!**
Contact Sales Representative:
DARREN RICHMOND
(423) 364-9281
djrichmd@gmail.com

Advertisers

4S Farms.....	17	King Ranch Inc.....	32
777 Farms.....	17	Korban Cattle.....	27
Alderson/Richmond Marketing & Promotion.....	24	La Campana Ranch.....	16
American Marketing Service.....	15	La Cuchilla Ranch.....	21
Arrow Creek Santa Gertrudis.....	13	Lou Al Tuck Farms.....	17
Arrow W Ranch.....	17	Lucky L Farm.....	13
Bieri Farms.....	17	Lundberg Cattle Services.....	24
Blackjack Oaks Ranch.....	17	Mattingly Farms.....	9
Borchers Southern Y Ranches L.P.....	17, 31	MC Ranch.....	17
Briggs Ranches.....	21, 23	Myers Cattle & Land Corp.....	21
C Bar C Ranch.....	9, 17	Nebo Hill Cattle Co.....	13
Carley's Show Cattle.....	13	Olivarez Ranches.....	21
Cherokee Ranch.....	17	Osborne Livestock.....	9
Circle A Farm.....	17	Painted Ass Ranch LLC.....	13
Corporon Acres.....	21	Parker Farms.....	9
Cotton Branch Plantation.....	17	Payne Ranch.....	13
Cox Mill Farms.....	17	Perner, Don & Eric.....	17
Creech Farms.....	5	Pinnacle Cattle Co. LLC.....	21
Crosswinds Ranch.....	21	Pitchford Cattle Co.....	24
Denmon Cattle Co.....	13	Polled Power Genetics.....	5
Diamond S Ranch.....	21	Polled Santa Gertrudis Association.....	5
District 6 Breeders.....	9	Quail Valley Farms.....	15, 25
Double C Farms.....	5	Red Doc Farm.....	5
Double TT Ranch.....	21	Red View Farms.....	9
Excell Santa Gertrudis.....	13	Richmond Photography & Video.....	24
Flying C Ranch.....	5	Rockin 3T Ranch.....	13
Fort Worth Stock Show & Rodeo.....	26	Rocking A Ranch.....	21
Four J Cattle.....	21	Rose Hill Ranch.....	21
Fulton Farms.....	21	Running M Ranch.....	17
Goodin Farms.....	17	Santa Gertrudis Small Breeders Group.....	13
Grandview Farms.....	17, 19	Shampain Ranch.....	9
Graves Creek Ranch LLC.....	17	Siler Santa Gertrudis.....	21
Gray Oaks Farm.....	5, 28	Silverbrook Ranches.....	21
Hargis Farms.....	21	South Texas Heritage Sale.....	7
Harris Riverbend Farms.....	21	Strait Ranches.....	21
Heath Farms.....	17	Terry Reagan.....	24
Hefte Ranch.....	3, 21, 29	Tideland Farms.....	17
Hinton Cattle.....	24	Tinney Farms.....	2
Hoover Case.....	24	Townsend Cattle Company.....	21
Houston Livestock Show & Rodeo.....	26	Triple P Ranch.....	13
Hurricane Cattle Company.....	13	Urbanosky Ranch.....	21
Iron Oaks Cattle.....	11, 21	Vesper Ranch.....	21
Jernigan Ranch.....	17	VZ Cattle.....	13
Jim Campbell Farm.....	17	Wendt Ranches Partners LLC.....	3, 21
John Martin Ranches.....	21	Williams Farm.....	17
KC Ranch LLC.....	17	Wiley Ranch.....	17
		Wunderlich Farms.....	24

DEEP IN THE HEART

2020 Cattle Industry Convention and NCBA Trade Show



Make plans to attend the 2020 Cattle Industry Convention and National Cattlemen's Beef Association (NCBA) Trade Show in San Antonio, Texas, Feb. 5-7, 2020. This annual convention is agriculture's premier event where the industry comes together to get down to business for the cattle industry. The 2020 event will be one of the largest on record and will be something you can't afford to miss. Join more than 9,000 cattlemen and women for three days of education, fellowship, networking, business and a whole lot of fun.

Santa Gertrudis Breeders International members who attend the convention and trade show have the opportunity to participate in policy discussions, committee and state meetings, network with fellow producers and discover new products and services at the trade show.

For more information about the schedule of events or to register online, visit www.convention.ncba.org.

Our Heartfelt Thanks!

TO ALL OUR

ALABAMA CONNECTION SALE BUYERS

WE APPRECIATE YOUR CONFIDENCE IN OUR BREEDING PROGRAM!



Joe Jones, Briggs Ranches for purchasing our high-selling bred heifer; Gene & Nancy Kubecka, Wendt Ranch and Kim Wiley, Wiley Ranch.



Rodney & Barbara Corporron, Pinnacle Cattle Co. & Corporron Acres; Kelly Vesper, Vesper Ranch and Abrian Harris, Harris Riverbend Farms.



Wes & Judy McDaniel, MC Ranch.



Retha Tinney & Arlin Taylor, Tinney Farms and Delmo Payne, Grandview Farm.



A shout out to SGBI Executive Director John Ford for his hard work and dedication to the Santa Gertrudis breed and his vision to advance it.

A SPECIAL THANKS

Korban Cattle Co. and Schuster Farms for their purchases of our pick of the 2019 calf crop.

OUR OTHER BUYERS

Red Doc Farm • Lou Al Tuck Farm • Schuster Farm
Graves Creek Ranch • Mattingly Farms • Sean Joyner
Tommy Shealy • Brian & Kasie Nelson • Jerry Clem.



QUAIL VALLEY FARMS

Ricky Cleveland, Owner

(205) 533-5049 • ricky@xcelmasonry.com

Brian Wood • (205) 410-7834

2020 National Santa Gertrudis Show

to be held in conjunction with the
FORT WORTH STOCK SHOW & RODEO

Fort Worth, Texas

Sunday, Jan. 19, 2020 • noon

Tentative/Partial SG Schedule

JAN. 17	8:00 A.M. -	
JAN. 18	NOON	CATTLE ARRIVE
JAN. 18	5:00 P.M.	PREMIER COWTOWN ELITE SALE
JAN. 19	NOON	NATIONAL SANTA GERTRUDIS SHOW
JAN. 21	5:00 P.M.	CATTLE RELEASED

Donations are always welcome and are needed to put on a great show like this!

To donate to the National Santa Gertrudis Show, contact Britney Shields, show co-chair, (417) 793-5887 or bshields5@hotmail.com, or Jamie Daniel, show co-chair, (870) 904-3070 or triple7farms@gmail.com.

ENTRY DEADLINE: NOV. 15, 2019

For entries check, www.fwssr.com



HOUSTON LIVESTOCK SHOW AND
RODEO™

March 3 – 22, 2020

rodeohouston.com



INTERNATIONAL SANTA GERTRUDIS SHOW

Saturday, March 7 – 2:30 p.m.

NRG Center,
Main Arena

Entry Deadline: Jan. 5, 2020

Late Entry Deadline: Jan. 15, 2020

For more information visit rodeohouston.com

Contact the **Houston Livestock Show™ Department**
at livestock@rodeohouston.com or 832.667.1125

KORBAN CATTLE



In spite of a hard year that we've had due to drought, we are happy with good results in our animals, which have demonstrated excellent productivity in our herd. This comes as a result largely to the different genetic lines that we've been purchasing for the last couple of years, and which we intend to keep improving. Also thanks to the support through counseling of persons with experience that without self interest have provided us.

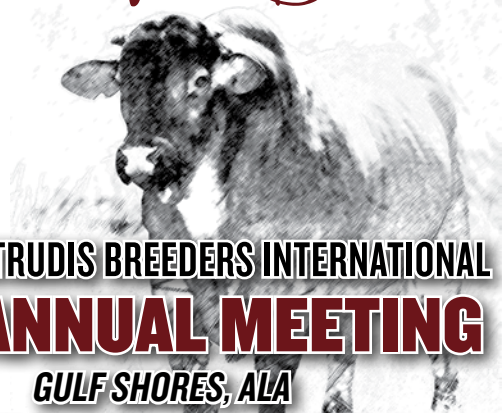


On this coming South Texas Heritage Sale we will be offering different animals from our herd, hoping they will interest you. Our goal is to contribute to improving the breed. Best regards.

1209 S 10TH St., Ste. A 662, McAllen, TX 78501

(956) 960-9099

Save the Date!



SANTA GERTRUDIS BREEDERS INTERNATIONAL 69TH ANNUAL MEETING GULF SHORES, ALA APRIL 17-19, 2020

Join your fellow SGBI breeders for the 2020 Santa Gertrudis Breeders International Annual Meeting in Gulf Shores, Ala., next spring. More information, including a schedule and registration information, will arrive in future issues of *Santa Gertrudis USA*, but mark your calendars and save the date.

HEADQUARTERS HOTEL

The Lodge at Gulf State Park, a Hilton Hotel
21196 E Beach Blvd., Gulf Shores, Ala. • (251) 540-4000
www.thelodgeatgulfstatepark.hilton.com

Room block
reserved under
SGBI.

SANTA GERTRUDIS SALE

Reports

DISTRICT 6 JUNIOR SALE

SEPT. 20, 2019 | CORYDON, IND.

SALE AVERAGES

20 Females \$1,635

The sale committee included Todd Osborne, Craig Lapossa, and Ron and Barb Moeller. The sale was managed by Darren Richmond. The high-selling female was consigned by Circle A Farm, Williamsport, Tenn., and was sold to Macy Hix, Burleson, Texas, for \$4,000. An open heifer was consigned by Jolly Farms, Byrdstown, Tenn., and was sold to Tinney Farms, Hanceville, Ala., for \$3,000. 🐄



David Alderson and Scott Jolly consigned two of the top-selling heifers.

WITH OUR APPRECIATION

2019 ALABAMA CONNECTION SALE BUYERS

We thank you for showing your confidence in Gray Oaks genetics.



Parkers Farms and Shampain Ranch

OUR OTHER SALE BUYERS

Jolly Farms ■ Jerry Jones
Bill Cameron, Double C Farm ■ 4W Valley Farm
William Johnston and Josh Deweese

DENNIS JONES, OWNER

Cell: 941-735-9391 • Farm: 256-332-0615
905 Foxtrap Road • Russellville, AL 35654
tgj31087@aol.com

AUSTIN LOGAN, FARM MANAGER
BILL LUNDBERG, CONSULTANT
479-880-6217



Thanks Al Jackson, Lou Al Tuck
Farms for purchasing our
high-selling bull.



Thank you Kim Wiley, Wiley Ranch,
Rodney & Barbara Corporron,
Pinnacle Cattle Co. and Barry Powell,
Graves Creek Ranch.



LOOK FOR US!

CRIMSON CLASSIC

Sat., April 25, 2020
Cullman, Ala.

31ST ANNUAL ALABAMA CONNECTION SALE OCT. 4-5, 2019 | BLOUNTSVILLE, ALA.

SALE AVERAGES

Bull and Crossbred Female Sale

40 Bulls \$3,100

58 Crossbred Females \$1,185

Female Sale

67 Females \$4,460

19 Pairs \$4,775

44 Bred Heifers \$4,190

4 Open Heifers \$5,900

20 Semen Straws \$500

40 Embryos \$775

The Alabama Connection Sale was hosted by Quail Valley Farms, Blountsville, Ala., and was sponsored by Grandview Farms, Gray Oaks Farm, Quail Valley Farms and Tinney Farms. The auctioneer was Hoover Case, and the sale consultants were Darren Richmond, Bill Lundberg and Richard Hood.

The high-selling bull, TF Prospector, was consigned by Tinney Farms and was sold to Mattingly Farms, Brandenburg, Ky., for \$10,000. The second high-

selling bull was consigned by Gray Oaks Farm and was sold to Lou Al Tuck Farms, Great Falls, S.C., for \$8,000. The high-selling lot was the pick of the 2019 calf crop consigned by Quail Valley Farms and was sold to Korban Cattle Co., McAllen, Texas, for \$22,000. The 2019 ET calf crop pick was consigned by Grandview Farms and was sold to Corporron Acres, Schulenburg, Texas, for \$10,500. The high-selling pair was consigned by Quail Valley Farms and was sold to Lou Al Tuck Farms and Vesper Ranch, Cotulla, Texas, for \$12,000. The high-selling bred heifer was consigned by Quail Valley Farms and was sold to Briggs Ranches, Victoria, Texas, for \$11,000. The high-selling open heifer was consigned by Quail Valley Farms and was sold to Pinnacle Cattle Co. and Corporron Acres, Schulenburg, Texas, for \$10,000. 🐄



See You in South Texas!

Be sure to look for our five consignments!

SOUTH TEXAS
HERITAGE SALE

Hefte Ranch F21



Saturday, Nov. 23, 2019

Richard M. Borchard Regional Fairgrounds
Robstown, Texas



HEFTE RANCH

Agua Dulce & Hondo, Texas

Kathryn Hefte • (210) 414-2493

Kade Thigpen • (830) 426-1366 | K.T. Hefte • (361) 813-4937

www.HefteRanch.com

USING **SANTAGERTRUDIS.COM** FOR YOUR BENEFIT

By Lisa Bard, Editor



The Santa Gertrudis website, www.santagertrudis.com, was rebuilt and launched in March 2019. The new site serves four main purposes: 1) an information and promotion gateway for the Santa Gertrudis breed; 2) a member-service gateway for SGBI members to easily access membership information and services; 3) a Santa Gertrudis data gateway to easily access information and data on Santa Gertrudis cattle, including registry and genetic evaluation; and 4) a resource to connect SGBI Santa Gertrudis breeders and cattle producers looking for Santa Gertrudis genetics.

How does *santagertrudis.com* accomplish each of these goals and meet all these needs?

Let's first look at how – and where – the site serves as an information and promotion gateway. Referring to the *santagertrudis.com* site map below, you can see several pages that are chock-full of information about Santa Gertrudis cattle, breeders, programs and events. If you or your customers want to know more about breed history, the SGBI Long Range Plan, research programs or rules and regulations – well it's all here. Simply click on any of the words in the site map or in the menu to be directed to that information. These pages can help you a great deal when a customer wants general information on Santa Gertrudis cattle prior to coming out to view cattle you may have for sale.

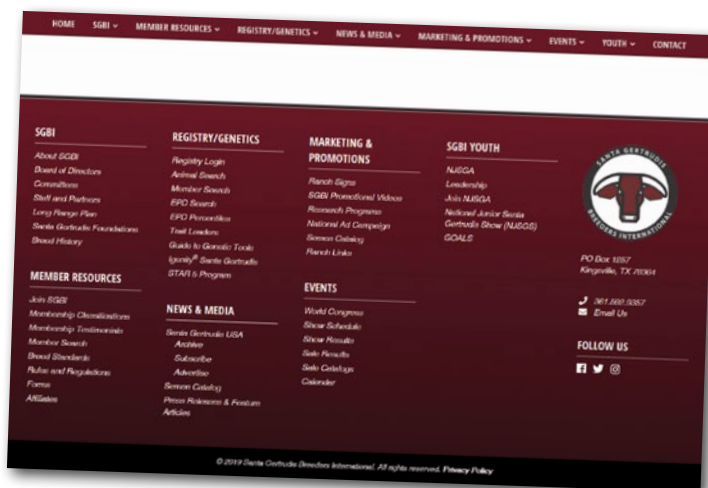
The SGBI promotional videos (<https://santagertrudis.com/marketing-promotions/sghi-promotional-videos/>) have marketing value as well. You can share them via social media, email or just show them to customers as a way to promote the progress Santa Gertrudis cattle have made in recent years.

The SGBI national ad campaign can also be accessed at <https://santagertrudis.com/marketing-promotions/sghi-national-ad-campaign/> and emailed to potential customers, shared via social media or simply referenced for promotional and informational purposes. All of these resources spread the word about Santa Gertrudis.

As a member-service gateway, the site map is your guide to the services SGBI offers. You can access past issues of

able. Nowhere else can you find the SGBI registry login, animal search or member search. This is also where you can find sire trait leaders, rankings and breed EPD percentiles, as well as information on Igenity® Santa Gertrudis, the STAR 5 program and, soon, the American Red program.

As a resource to connect Santa Gertrudis breeders with potential customers, there is a page devoted to listing SGBI members' web addresses. This allows a potential customer to learn all about Santa Gertrudis cattle on the site and then to find you and your site with just one click. The bi-annual Semen Catalog (<https://santagertrudis.com/news-media/sq-usa-semen-catalog/>) and monthly *Santa Gertrudis USA* (including the annual membership directory) can also be found on the *santagertrudis.com* site, giving potential customers many ways to find breeders in their area.



Now that the site has been up and running a few months, look for information to be updated on the home page regularly – from the home page slider images to the Latest News in the second half of the home page. Keeping the site current is the best way to keep it active, helpful and a great resource. Let us know your ideas about how to continue improving *santagertrudis.com*. ☔

WORTHY QUALITY

100+
YEARS
OF RANCHING
THE FAMILY LAND



**SANTA GERTRUDIS
STAR 5s
REPEATEDLY
TOP THE MARKET!**

Borchers Southern

Ranches, L.P.

Charla Borchers-Leon

Mary Kay Borchers

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



Proud Producers of  Cattle

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

Tommy Phillips
(361) 573-5919 (H)
(361) 649-9726 (M)

Matt Meador
(361) 575-1297 (O)
(361) 571-9728 (M)

KING RANCH[®] PROVEN

RANCH - YARD - RAIL - PROFIT



King Ranch[®]

Santa Gertrudis and Super Cruz bulls available Private Treaty.

Purebred Santa Gertrudis and Super Cruz heifers made to order.

Yearling heifers, bred heifers and bred 3-year-olds.

First within-herd EPD database in the nation.

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

Industry-leading fertility, carcass and growth genetics.

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

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