



# SANTA GERTRUDIS

USA

NOVEMBER 2020 | VOLUME 23, NUMBER 11



**MARKETING  
ISSUE**



Santa Gertrudis



The Preferred American  
Beef Breed



# Thank You

to all of our  
**Alabama Connection Sale purchasers for your  
continued support of our superior genetic offering!**

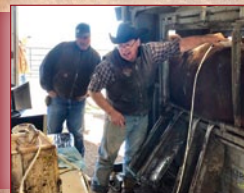


*Our appreciation goes out to all of our buyers—*

|                          |                   |               |                 |                      |
|--------------------------|-------------------|---------------|-----------------|----------------------|
| Birch Creek Farm         | Double C Farms    | Kenmar Farm   | Red Doc Farm    | Wiley Ranch          |
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Make plans for the  
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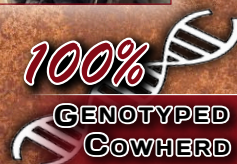
To consign, contact Arlin Taylor (contact info below) or  
Darren Richmond | 423-364-9281 | [djrichmd@gmail.com](mailto:djrichmd@gmail.com)



**Manager: Arlin Taylor**  
256-507-3838  
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## Tinney Farms

5251 Co. Rd. 601 · Hanceville, AL 35077



Follow us on Facebook!





# Thank You!

In the spirit of this season, our family would like to express our appreciation to all of our 2020 buyers.

S  
S

## Wendt Ranches Partners LLC

5475 FM 457, Bay City, TX

Email: [wendtranches@hotmail.com](mailto:wendtranches@hotmail.com)

Gene Kubecka  
979-240-5311

Daniel Kubecka  
979-240-5312

SGBI Herd #621, established 1954

S  
S



# SANTA GERTRUDIS USA

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## ON THE COVER

Fall is in the air at the Alabama Connection Sale, Tinney Farms, Hanceville, Ala.  
 Photo by Darren Richmond.



# Providing Polled Power Genetics to the Santa Gertrudis Breed

## Double C Farms

William W. Cameron, Jr. & Family

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## RED DOC FARM

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Austin Logan, Manager  
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## FROM FLYING C RANCH

← To Our Southern Harvest Sale Buyers →

*Thank You*



Wendt Ranches  
Bay City, Texas

*Muchas Gracias*



Wunderlich Farms  
Brenham, Texas

*Danke Schoen*

Red Doc Farm  
Belen, N.M.

*Also: Merci Beaucoup*

4J Cattle  
Hallettsville, Texas

*We appreciate your confidence in our cattle and program.*



## FLYING C RANCH

Lester & Ouida Cossey  
(501) 207-2272 • ouidac@att.net

*Thanks to Wiley Ranch for your warm hospitality and inviting us to take part in this very successful event.*

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Herd No. 16769 • Herd No. 37879



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# Trail Talk

## EXECUTIVE DIRECTOR'S REPORT

By Webb D. Fields

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**O**n Oct. 1, we were able to finally host our annual membership meeting for FY 2019. After a postponement, venue change, many questions and concerns, along with some last-minute prep work, the meeting was nicely attended and seemingly well received. We certainly appreciate everyone who was able to attend and participate in both the meeting and the President's Dinner. It was fun and refreshing to see so many Santa Gertrudis breeders gather for a full night of recognizing winners and contributors over the past year, as well as to honor the Hall of Fame inductees who have influenced this breed for many, many years.

As my first Santa Gertrudis Breeders International Annual Meeting, I was hopeful that it would all go smooth and tried to be as prepared as possible.

**These cattle will grade, and they are also an incredible maternal option that is moderate framed, fertile and efficient while adding growth and carcass ability.**

Wanting to live up to expectations and not leave anything out was certainly on my mind, so throw the pandemic and health concerns on top of it and at times I was sweating bullets. Even though I had my concerns, like always, our breeders made it easy once we got underway; you could feel the fun and fellowship inside the room. I appreciate not only the attendees, but the board members, coordinators and everyone

else who had a hand in pulling off this event, especially in today's world where most gatherings have been cancelled.

It was also exciting to be able to get up in front of our membership and report on this previous year's success and the positive breed growth and trends we are seeing. Most exciting to me, we are seeing these cattle stay on a positive trend for added growth and pounds at weaning. It is so important that we continue to add weight and value to the cow-calf sector to continue to be a viable option in the commercial industry. At the same time, for the first year in many, we saw a slight down trend in yearling weights on our cattle. While yearling growth is certainly important to have size and weight as it relates to value added on the rail, I think this is a positive sign in down-grading mature size and increasing the growth curve of these genetics. Across the cowherds that I have seen, we certainly have a reasonably sized cow, but we must keep pressure on mature size, efficiency and reproductive ability. Coupling that with a more aggressive growth curve where these cattle come light, grow fast and get to an ideal mature size quickly and mature out,

CONTINUED ON PAGE 16 ►

# 2021 NATIONAL SANTA GERTRUDIS SHOW

— to be held in conjunction with the —

Dixie National Livestock Show | Jackson, Miss.

**SATURDAY, FEB. 13, 8:00 A.M.**

**TENTATIVE/PARTIAL SG SCHEDULE DIXIE NATIONAL LIVESTOCK SHOW**

|                         |                                                                         |
|-------------------------|-------------------------------------------------------------------------|
| <b>Feb. 11</b>          | <b>Cattle arrive</b>                                                    |
| <b>Feb. 12 – 6 p.m.</b> | <b>Banners &amp; Buckles Sale (Contact Darren Richmond to consign.)</b> |
| <b>Feb. 13 – 8 a.m.</b> | <b>National Santa Gertrudis Show</b>                                    |

Donations are always welcome and are needed to put on a great show like this. We appreciate donations of any amount. You can also sponsor specific awards or events as follows:

**BUCKLE SPONSORS (30): \$150 each**  
**DIVISION AWARD SPONSORS (12): \$250 each**  
**GRAND CHAMPION AWARD SPONSORS (6): \$350 each**

If you have any questions about the National Santa Gertrudis Show or to donate, contact show committee members Darren Richmond at (423) 363-9281 or [djrichmd@gmail.com](mailto:djrichmd@gmail.com), or Trai Stegall at (662) 296-5120 or [trais3@hotmail.com](mailto:trais3@hotmail.com).

For entries, check  
[www.dixlenational.org](http://www.dixlenational.org)

**Entries available Jan. 1, 2021**





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

# SOUTH TEXAS HERITAGE SALE

**Friday, Nov. 20**

3:00 p.m.-7:00 p.m. Cattle viewing

**Saturday, Nov. 21**

11:00 a.m.

Following Sale

**South Texas Heritage Sale**

HOT Gert Open Show

**Sunday, Nov. 22**

9:00 a.m.

HOT Gert Junior Show

**Visit [HotGertShow.com](http://HotGertShow.com) for more show information.**



## NOVEMBER 21, 2020

Richard M. Borchard Regional Fairgrounds • Robstown, Texas

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

### Consignments From

Red Doc Farm  
Strait Ranches  
San Jose Cattle Co.  
LaCampana Ranch  
Schuster Farms  
Lazy JV Ranch  
Cherokee Ranch  
Korban Cattle  
Hefte Ranch  
Iron Oaks Cattle Co.  
Four J Cattle  
Reese Ranch

Five J's Beef & Cattle  
Bayli & Sage Fisher  
JTP Cattle Co.  
J5 Cattle Ranch  
Double G Farms  
Diamond S Cattle Co.  
Buena Vida Cattle  
Black Hills Land & Cattle  
Rafter MB Livestock  
Kerlick Family Cattle  
Lazy L Show Cattle  
and more...

### Local Hotels

Omni Corpus Christi Hotel  
(800) 843-6664

Holiday Inn Express • Calallen  
(361) 242-3330

**For additional information, contact**

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

**Follow Us!**



**To Request a Catalog**

## SOUTHTexasHERITAGESALE.COM



# PRESIDENT'S LETTER

By Nancy Wunderlich

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



When one thinks of marketing, selling something is the first thing that usually comes to mind. As Santa Gertrudis breeders, we understand there is so much more to the concept. Our Constitution and By-Laws states, "The responsibilities of the Marketing and Promotions Committee shall be managed through the following subcommittees: Shows and Exhibits, Sales and Marketing, Breed Promotions ... ." Many of our paid members devote their time and knowledge to these focused committees to keep our cattle in the spotlight of the cattle industry.

The Shows and Exhibits Subcommittee is responsible for "matters pertaining to shows in which Santa Gertrudis cattle participate." This committee is charged with the coordination of all approved shows, the selection of approved judges and the allocation of premiums. In addition to monitoring the approved show rules and selection of show classes. Committee members travel across the United States, exhibiting and promoting Santa Gertrudis.

The Sales and Marketing Subcommittee attends to "all policy matters relating to the marketing and merchandising of purebred and crossbred Santa Gertrudis cattle." The excitement of sale day is the climax of years of preparation on so many different levels and aspects of the cattle industry. Our **Data Driven, Profit Proven** slogan has propelled the value of Santa Gertrudis cattle as a major player in the cattle industry.

The Breed Promotions Subcommittee is "responsible for the assembly and dissemination of information ... for advertising and promotion" where all cattle people meet. Once again, the **Data Driven, Profit Proven** slogan plays a huge role in grabbing the attention of all ranchers from purebred and commercial operations.

A wise gentleman recently told me that "if we do not adapt to new circumstances, we become extinct." The members of the above committees, along with our entire membership, has been challenged over the years and certainly recently to adapt, survive and thrive through all the circumstances beyond our control.

The new circumstances have positively forced us to adapt to the use of social media, Facebook Live presentations, online sales, Zoom meetings, virtual meetings and the list goes on. I have personally been challenged to use some of these concepts. These new circumstances have kept our **Data Driven, Profit Proven** product in conversations for our future in the cattle industry.

As a progressive membership, we have to continuously work together alongside our Executive Director Webb Fields and Industry Consultant John Ford to stay above the curve and avoid extinction.

We are all in this together and better as a united front as we move into the future. ☂



SANTA GERTRUDIS USA

## SGBI OFFICERS OF THE BOARD

**PRESIDENT** Nancy Wunderlich

**PRESIDENT ELECT** Gene Kubecka

**SECRETARY/TREASURER** Debbie Townsend

**BREED IMPROVEMENT** Kathryn Hefte

**LONG RANGE PLANNING** Alicia Sanchez

**MARKETING & PROMOTION** Erik Wiley

**MEMBERSHIP** Tony Creech

**YOUTH ACTIVITIES** Suzanne Fulton

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Creech Farms

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**District 6 – Nolan Taylor** (Ky.)

Windcrest Farm

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



# *Selling in South Texas*

## SOUTH TEXAS HERITAGE SALE

**NOVEMBER 21, 2020**

**RICHARD M. BORCHARD REGIONAL FAIRGROUNDS  
ROBSTOWN, TEXAS**

We are proud to offer this exclusive collection of heifers. They combine top carcass traits with excellent phenotypic traits.

Full and half-sisters to this offering have topped prices in past South Texas Heritage Sales, going on to successfully compete in the show ring.

**KORBAN CATTLE 115**



**LOT 4**

**KORBAN CATTLE 202**



**LOT 35**

**KORBAN CATTLE 206**



**KORBAN CATTLE 208**



**LOT 42**

**KORBAN CATTLE 210**



**KORBAN CATTLE 117**



**LOT 47**



**KORBAN CATTLE 114**

*While it's hard to see these heifers go,  
we know they'll do great things for the breed  
and in your herd!*

**K**

*See You There!*

# KORBAN CATTLE

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



# SGBI 2020 Annual Meeting

The 2020 Santa Gertrudis Breeders International (SGBI) Annual Meeting was a different version than in past years and was shortened to one day, but it was well-attended and the Santa Gertrudis family was very happy to be together again. The meeting, held in Cullman, Ala., included a board meeting, annual membership lunch, committee meetings and the President's Dinner and Awards Banquet. Highlights from the meeting are shown below. 🌵



SGBI President Nancy Wunderlich presents former SGBI Executive Director John Ford with two parting gifts from the association for his service to the association from 2009 to 2020.



Former SGBI President Jerome Urbanosky presents the President's Award to Judy McDaniel for her service and contributions to the Gerts Ongoing Advanced Leadership Summit (GOALS) and her outstanding work planning and executing the Santa Gertrudis World Congress 2019.



Bill Cameron (center, right) and his wife Rhenda (center, left) are presented with the SGBI Hall of Fame bronze by John Ford (left), former SGBI executive director, and Webb Fields (right), SGBI executive director, at the Annual Meeting Awards Banquet.



Serving on the 2020-2021 SGBI Board are, standing, left to right: SGBI Executive Director Webb Fields, Cody Mattingly, Tony Creech, David Alderson, Craig Lopossa, Ricky Cleveland, Nolan Taylor and Trai Stegall. Sitting, left to right, are Debbie Townsend, Alicia Sanchez, Nancy Wunderlich, Jamie Daniel, Suzanne Fulton and Gene Kubecka. Not pictured are Kathryn Hefte, Erik Wiley, Tylor Braden, Rafael Miranda and Michael Seay.

Family and friends of the late John Carlestone stand with Helen Carlestone (center, holding sculpture) as she receives the award on behalf of her late husband for being inducted into the SGBI Hall of Fame. Pictured, left to right, are Debbie (Carlestone) Townsend, Becky Mikolajczak, Caydi Blaha, Kody Martin, Helen Carlestone, Cindy (Carlestone) Blaha, Bud Blaha, Tana Hajovsky, Cory Hajovsky, Miranda Hogsed and Clint Blaha.



**MORE ANNUAL MEETING PAGE 25 »**



# SANTA GERTRUDIS DISTRICT VI BREEDERS



## *Our New Beauties!*

We are excited about our new purchases at the recent Alabama Connection Sale from Quail Valley Farm! Two bred daughters of TF 4103 "Axeman."



Thank you Blake Walker, High Country Farms, Jacksonville, Ark. for his purchase of our herd sire **TF PROSPECTOR.**



## MATTINGLY FARMS

Brandenburg, Ky.

Cody: 270-668-3177

Roger: 270-668-2776

[mattinglyfarms96@yahoo.com](mailto:mattinglyfarms96@yahoo.com)



### C BAR C RANCH



De Soto, MO 63020

Alan Clark

Bud & Kelly Clark

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[peppydoc1@aol.com](mailto:peppydoc1@aol.com)



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(270) 678-5302 • (270) 670-6776

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CODY MATTINGLY

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Brandenburg, Ky. 40108

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[mattinglyfarms96@yahoo.com](mailto:mattinglyfarms96@yahoo.com)



Herd #4134

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Santa Gertrudis Cattle

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# SANTA GERTRUDIS *Calendar*

## NOVEMBER

- 7** Mountain Laurel Classic Sale, Calhoun, Ga. **CANCELED**  
**13** 17th Annual Bull & Commercial Female Sale, Briggs Ranches, Bloomington, Texas  
**14** 43rd Annual Tri-Star Santa Gertrudis Sale, Briggs Ranches, Bloomington, Texas  
**17-19** North American International Livestock Expo, Louisville, Ky.  
**20** 2021 Semen Catalog Reservation Deadline  
**21** South Texas Heritage Sale, Robstown, Texas  
**21** South Texas HOT Gert Point Show, Robstown, Texas  
**22** South Texas HOT Gert Junior Show, Robstown Texas

## 2021

## JANUARY

- 1** 2020 National Santa Gertrudis Show  
Entries Available

## FEBRUARY

- 3-5** Cattle Industry Convention & NCBA Trade Show, Nashville, Tenn.  
**12** Banners & Buckles Sale, Jackson, Miss.  
**13** National Santa Gertrudis Show, Jackson, Miss.

# SANTA GERTRUDIS *Juniors*

By Cali Green, Treasurer



**H**owdy, everyone! My name is Cali Green. I am a 17-year-old senior from Holden, La., and I am your current National Junior Santa Gertrudis Association treasurer! I am still extremely thankful that we were able to come together to be able to have our 2020 National Junior Santa Gertrudis Show, and it lacked nothing (except for the actual coronavirus).

The STAR 5 program is one that I have so much love for. The fact that we can breed and incorporate new genetics with our American original is just amazing. We, as a whole, are so blessed to have the opportunity to also have classifications and be able to show the new combinations and breeds; our latest and greatest being the American Red! The American Red is a Santa Gertrudis-Red Angus cross. Crossing the Red Angus with our cherry red Santa Gertrudis adds the extra muscle, definition and depth that the Santa Gertrudis can sometimes lack.

I am truly grateful for the opportunity to exhibit such an amazing breed with so many options. I can't wait to see what this year and this show season has in store for not only our amazing STAR 5 program but all of our juniors as well. Thank you to all and, as we say in Louisiana, "Laissez les bons tom rouler!" (Let the good times roll!!) 🍴

# REGISTRATIONS, STAR 5 RECORDINGS AND TRANSFERS BY DISTRICT

## SEPTEMBER 2020

### ACTIVE MEMBERS

| District | Purebred Reg. | STAR 5 Reg. | Performance Only | Purebred & STAR 5 Trans. |
|----------|---------------|-------------|------------------|--------------------------|
| <b>1</b> | 58            | 96          | 0                | 8                        |
| <b>2</b> | 260           | 48          | 47               | 134                      |
| <b>3</b> | 19            | 2           | 0                | 18                       |
| <b>4</b> | 41            | 19          | 0                | 32                       |
| <b>5</b> | 4             | 15          | 52               | 8                        |
| <b>6</b> | 13            | 0           | 0                | 14                       |

### JUNIOR MEMBERS

| District | Purebred Reg. | STAR 5 Reg. | Performance Only | Purebred & STAR 5 Trans. |
|----------|---------------|-------------|------------------|--------------------------|
| <b>1</b> | 33            | 0           | 0                | 29                       |
| <b>2</b> | 25            | 3           | 0                | 10                       |
| <b>3</b> | 12            | 3           | 0                | 1                        |
| <b>4</b> | 0             | 0           | 0                | 3                        |
| <b>5</b> | 2             | 0           | 0                | 1                        |

**FOR SGBI REGISTRATIONS CONTACT: Diana Ruiz**  
**P. O. Box 1257, Kingsville, Texas 78364 | diana@santagertrudis.com**  
**Phone: (361) 592-9357 • Fax: (361) 592-8572**

# SANTA GERTRUDIS WELCOMES

## *New Members*

### Active Members

Trey Lowry, Caddo Mills, Texas  
 Circle M Ranch, Rutilo Martinez, Floresville, Texas  
 Rocking F Cattle Ranch, Barry Fontenot, Ville Platte, La.  
 Stephen Perry Farms, Stephen Perry, Zebulon, N.C.  
 Rancho EL Dios, Scott Herring, Graford, Texas  
 T3 Farms, Colby Turpin, Alto, Ga.  
 J & J Farms, Danny D. Johns, Lancaster, Ky.

### Commercial Members

M-Bar Ranch, Kyle McFarland, Houston, Texas  
 Haines City SR FFA, Broderic Ogzewalla, Haines City, Fla.  
 Baxley Cattle, James and Pam Baxley, Montgomery, Texas

### Junior Members

Tyler Johnson, Victoria, Texas  
 Jayden Alexander, Winnsboro, Texas  
 Cierra Alley, Alvord, Texas

Camila Ramos-Medina, Rosharon, Texas  
 Macee Alexander, Winnsboro, Texas  
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# SANTA GERTRUDIS *Production*

## REPRODUCTION:

### '7 & 7 Synch' the Latest Timed-AI Protocol

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



**A** big part of cattle marketing is selecting and using the most appropriate sires with desirable expected progeny differences (EPDs) to generate calves that are (or will be) in high demand. It is impossible to own every sire that is "tailor made" for each individual cow in your herd. Hence, the beauty of being able to artificially inseminate (AI) your best females to the best sire. Jordan Thomas, Ph.D., and coworkers in his lab at the University

of Missouri have developed and tested a "new and improved" synchronization of estrous protocol that would be worthy of trying, especially if you were previously disappointed with timed-AI pregnancy results. The new protocol – "7 & 7 Synch" – will require seven additional days to complete, one more time through the chute and a few more supplies.

Thomas and colleagues worked over two years and tested the new protocol on more than 1,500 cows across two states. The basic concept is to have more cows in estrus prior to the fixed-time AI session. We have known for years that cows that show estrus prior to timed-AI will generate the best pregnancy rates. Using conventional semen, the evaluation resulted in an 82 percent estrus response before timed-AI and a fixed timed-AI pregnancy rate of 72 percent to a single insemination. Those are outstanding results! When the researchers used sex-sorted semen, pregnancy rates to a single insemination reduced to 52 percent.

The "7 & 7 Synch" protocol requires producers to insert a controlled internal drug release (CIDR) device (Eazi-Breed, Zoetis) and administer a single dosage of prostaglandin- $F_{2\alpha}$  (Lutalyse, Zoetis; Estrumate, Merck Animal Health; estroPLAN, Parnell; ProstaMate, Bayer) seven days prior to implementing the initial GnRH injection (Cystorelin, Boehringer Ingelheim; Factrel, Zoetis Animal Health; Fertagyl, Merck Animal Health) used in a traditional 7-day CO-Synch + CIDR protocol. Recall that the traditional 7-day CO-Synch + CIDR protocol plans on timed-AI occurring between 60 and 66 hours after removal of the CIDR and administration of a prostaglandin- $F_{2\alpha}$  injection. This would be the same timing for the new protocol.

I know these protocols can be confusing, so I will simplify it. On Day -17 all cows to be AI'd get a CIDR insert and the first prostaglandin- $F_{2\alpha}$  injection; Day -10 all cows to be AI'd (still have same CIDR) get a GnRH injection; Day -3 all cows to

be AI'd (still have same CIDR) get a second prostaglandin- $F_{2\alpha}$  injection and an estrus detection patch applied (optional but recommended). All cows would then be single, time-inseminated anytime between 60 to 66 hours after CIDR removal. Caution: because CIDR would be in place for a total time of 14 days, we must be very clean and diligent to best practices when inserting to avoid any chance of vaginal infections.

The stated goal of the new "7 & 7 Synch" is to better control the estrous cycle and position mature follicles on the ovary that will respond to the GnRH treatment – possibly ovulating shortly after Day -10. If all goes as planned, then a new crop of ovarian follicles will develop and grow between Day -10 and Day -3. Pulling the CIDR and giving the second prostaglandin- $F_{2\alpha}$  injection [on Day -3] will eliminate any source of progesterone. Between Day -3 and Day 0, ovarian follicular growth will reach an apex with a single, large dominant follicle present on a single ovary. This single, large ovarian follicle will secrete large amounts of estrogen and initiate estrus and ovulation.

To my knowledge, this new protocol was not evaluated on *Bos indicus*-influenced cows or heifers of any genetic makeup. The large-scale evaluation was done with *Bos taurus* cows, which were balanced by days postpartum and body condition score across treatments ("7 & 7 Synch" vs. 7-day CO-Synch + CIDR). The more days postpartum or the better body condition score of the females, obviously, the better the results of the "7 & 7 Synch" protocol.

Based on the principles of the protocol, it should be equally effective in American-breed cows. The only modification I would suggest for our type of cows would be to give prostaglandin- $F_{2\alpha}$  at the same time as the GnRH injection; thus, a total of three prostaglandin- $F_{2\alpha}$  treatments. However, this is pure speculation on my part and not scientifically evaluated. 🐄



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# THE SHOW MUST GO ON

By Webb D. Fields, SGBI Executive Director

**N**o one has been immune to the trickle-down effects of COVID-19. While the country has taken the real health concerns of the pandemic into consideration and tried to be wise about social gatherings and general health guidelines, we have seen the downstream effects in our everyday lives. A large portion of grocery shopping and retail buying has turned online, business meetings and functions have moved into the digital age with Zoom meetings and webinars, and most large gatherings have been postponed or cancelled.

## It is nice to see innovation and new opportunities arise from these difficult times.

The livestock show industry has had its fair share of impact from the pandemic. Maybe no greater example of this was seen when the Houston Livestock Show and Rodeo was cancelled during junior heifer show move in. Our Texas junior members were either in line waiting or already set up in the barn when they were asked to go home. While this might have been in the best interest of public safety, it still

was a sting to the exhibitors and their families.

Through the summer, breed associations struggled to host junior national events members wanted to attend. We, along with many other breeds, changed venues, adjusted schedules, scaled down events and implemented health guidelines to move forward. Fortunately, these events were largely positive, well attended and safe for our youth.

While 2020 has become a coined phrase to describe the negatives of the pandemic and at times seemingly wild world events of the year, we are unfortunately seeing the effects on the livestock industry creep into 2021. To date, the National Western and Fort Worth livestock shows have cancelled their 2021 events. Luckily, livestock people are resilient and, much like the junior national events, replacement show planning is underway. One of note is the Cattlemen's Congress, to be hosted in Oklahoma City in January as a replacement for the National Western Stock Show, and we were invited to showcase our Santa Gertrudis cattle

there. It is nice to see innovation and new opportunities arise from these difficult times.

If you are not directly involved in the show industry, it's hard to explain why these shows are so important. To put it simply: it's a way of life. Not only are there a ton of dollars involved and invested to breed these top-end genetics and market them, but junior families have made financial and time commitments to purchase, feed and prepare these projects.

Despite the cost and current show volatility, showing livestock is an excellent way to learn responsibility, hardship and hard work. It is also a wonderful way to grow up in an activity the whole family can take part in and spend time together working toward a common goal. That is why showing is so important and, in the midst of a pandemic and many large-scale events cancelling, it's exciting to see livestock folks finding a way. The show must go on, and I am excited to see the positives that will come out of 2020. 🐾

## TRAIL TALK CONTINUED FROM PAGE 6

will continue to add value and relevance to this great breed.

Another bright spot in the annual report highlighted the strides this breed has made in carcass quality in such a short amount of time. We have seen a significant jump over the last two years on the breed average for marbling. This past year alone, we moved comfortably into a Choice product as it relates to the average scan data that is turned into the association. What an impressive feat! These big leaps in carcass quality prove that measuring traits and then selective breeding while having a goal in mind not only works but can have a major impact in a relatively short amount of time.

Moving forward, I think we will continue to add positive movement in these relevant areas. We must continue to tell our story on our modern-day Santa Gertrudis. These cattle will grade, and they are also an incredible maternal option that is moderate framed, fertile and efficient while adding growth and carcass ability. A true full package of genetic quality rolled up into a red hided, heat tolerant package. I look forward to reporting again in a few short months with what I am sure will be more progress. 🐾



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%IMF: 7.5  
Ratio: 147

QVF **JACKPOT** 5369G8

DOB: 10/8/2019 Reg. #: 20193317

|         | SC   | BW    | WW    | YW    | MILK | TMAT  | HCW   | FAT    | MARB | REA  | TEND  |
|---------|------|-------|-------|-------|------|-------|-------|--------|------|------|-------|
| EPD     | 0.43 | -0.81 | 10.19 | 15.76 | 4.99 | 10.08 | 13.39 | -0.043 | 0.82 | 0.12 | -0.02 |
| Ranking | 30   | 35    | 15    | 10    | 10   | –     | 2     | 1      | 1    | 3    | 10    |

Balanced Index: 2% Cow/Calf Index: 16% Terminal Index: 1%



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Taylor Schuster: 956-227-2393  
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To purchase future progeny from this bull, please contact one of these owners.  
Inquire for international semen and/or exclusive semen rights.



# Expertise Available for Marketing Genetics

By Hannah Gill, Contributing Writer

**T**here are many Santa Gertrudis bulls in the United States capable of making positive impacts on the breed, and many are being made available to the public, both domestically and internationally, so that they can have a chance to improve their operation's genetics. For owners of such bulls, marketing the semen from their top sires has also been a way to increase their operation's revenue while helping to further the breed.

"Because of technology, everything today is being built and people are buying based on genetics," says Michael Seay of J5 Cattle Ranch.

Seay, along with a silent partner, purchased the high-selling bull from Red Doc Farm in 2017, RDF Never Better 7457. Since then, they have found creative ways to recoup the cost of the bull and then some in semen sales alone.

Although J5 Cattle Ranch is small – eight cows and one bull – Seay has taken the approach of investing in the best genetics he can find, trusting that, through embryos and semen, the resulting calves will speak for themselves and turn a profit. And so far, he's proven that theory can be successful.

"The majority of the semen we've sold is international, but the other thing we're not focused a lot on is the domestic sales, and we came up with a little bit different marketing plan on that," Seay says. "When you have all these genetics and you start thinking about domestically, what are you going to do with them?"

Although Never Better's offspring are just now hitting the ground, Seay has seen great success in semen sales through creative marketing, and he expects that the bull will continue to prove himself.

Rather than a single base price for a straw of semen, Seay hired Richard Hood, a marketing professional, who came up with the idea to sell domestic straws at \$75 per straw with a minimum purchase of 10 straws, with an additional \$250 fee when the calf is registered. The plan worked well, drawing a large amount of domestic business.

When the bull was purchased, Seay made an agreement with Red Doc Farm that, because of their networking and connectivity in the international market, they would help market the semen internationally. Again, rather than one flat rate for the product, the pricing package included that, if a buyer wanted country specificity, they had to buy a minimum of 500 straws, or \$25,000.

"A lot of that marketing was done by Red Doc Farm because of their networking," Seay says. "I put everything else together as far as producing the semen and providing it, but they made the contacts and then we worked the deal and priced the semen per straw, but you know we wanted to be a little more creative with it."

For Erik Wiley of Wiley Ranch, a fortunate partnership formed over a bull named Red Doc Diablo 6306 when a group from Australia was touring the country and happened to tour Wiley Ranch.

"We told them about a bull we were going to try to buy in an upcoming sale and once they looked at him, looked at his numbers and saw him on display at the Houston Livestock Show, they asked if we wanted to possibly do a partnership where they got rights to Australia and, in return, we got the bull and semen rights to everywhere else," Wiley says.

Marketing the bull in *Santa Gertrudis USA*, the Santa Gertrudis Breeders

International semen catalog and heavily in Australia opened doors for semen sales abroad, as well as the Wiley Ranch hosting World Congress 2019.

"We knew if we purchased the bull, there would be decent opportunities to market semen, but how much, we didn't know for sure," Wiley says. "It's an opportunity first and foremost to generate revenue off a bull that you've purchased, and it is a way to hopefully get some semen in the hands of commercial cattlemen and let them see what Santa Gertrudis has to offer."

Likewise, for Chad Daniel of 777 Farms, the opportunity to market semen has opened doors for his family's operation as a way to get their farm's genetics into markets and countries that they wouldn't normally have the opportunity to send live animals to.

"We probably get as much interest from people outside our breed, from people asking about our farm and it helps to keep you in the conversation and keeps you at the forefront," Daniel says. "It's a great opportunity."

One of 777 Farms' best sires, SJ High Roller 005, was the 2013 National Champion Santa Gertrudis bull, and with that attention, he naturally became a hot commodity. The Daniels used Bovine Elite, LLC, an internationally recognized marketing agent and broker of bovine semen, and quickly saw returns. Since then, the Daniels have also done some marketing of their own, as well as through social media to continue building on the momentum started seven years ago.

The fact that there are resources available for breeders who are interested in marketing their farm's genetics



Red Doc Diablo 6306

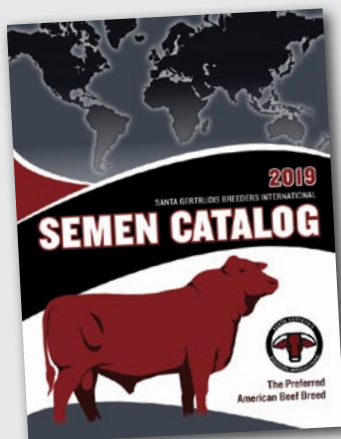


makes a somewhat daunting task much easier. Whether you have been working to build your ranch's genetics for more than 20 years, or you recently bought a high-end bull and are curious about making some of that investment back, Seay encourages any producer who has the genetics to look into their options.

"Our success is due to the fact that we invested and we have these really high-end genetics, but then you've got to market and advertise that so people are willing to spend a little bit more for higher end genetics, and that's kind of the approach that we take," Seay says. "We really enjoy the genetics and the challenges." 🐄



SJ High Roller 005



## Market Your Elite Genetics in the 2021 Semen Catalog

**Reserve your space by Nov. 20!**

The bi-annual SGBI Semen Catalog is an incredible marketing tool available to Santa Gertrudis breeders and it will be included in the January 2021 issue of *Santa Gertrudis USA*. Don't miss your chance to be included! The catalog will once again be produced in English and Spanish. As a bonus, 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 is unique opportunity.

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

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# SUPER STARS

## SANTA GERTRUDIS STAR 5 CATTLE MEET THE NEEDS OF COMMERCIAL CATTLEMEN

**IT'S NO SECRET.** Santa Gertrudis genetics offer versatility and profitability, and that is especially true for commercial cattlemen who utilize the breed's genetics in their programs. The versatility of Santa Gertrudis ensures that it is a compatible and profitable cross with a wide variety of breeds. Whether commercial cattlemen are looking for highly marketable feeder calves or extremely valuable F1 replacement females, Santa Gertrudis are competitive and profitable in every sector of the industry. In fact, Santa Gertrudis-influenced females are quickly becoming the beef industry's commercial female of choice.

Santa Gertrudis are well known for their adaptability and exceptional maternal traits, as well as for their carcass quality.

"Santa Gertrudis provide a lot of breeding flexibility," says Webb Fields, Santa Gertrudis Breeders International (SGBI) executive director. "It's probably why they cross so well."

"We really want to be known as a red-hided, heat tolerant, heterosis provider, and so that allows us to do a lot of different things in terms of crosses," he adds. "Our membership has focused so heavily in terms of carcass quality and continued to put added pressure on fertility and maternal ability, and so we think a Santa Gertrudis-cross animal makes a tremendous cow across the country."

The Santa Gertrudis grading-up program, known as the STAR 5 program, provides SGBI members the ability to progress from a non-Santa Gertrudis-based herd to purebred Santa Gertrudis status. Because of Santa Gertrudis' ability to perform well when crossed with a variety of breeds, the possibilities are nearly endless. However, some crosses have historically been more popular than others.

One of the most popular STAR 5 crosses is the Santa Gertrudis-Hereford cross.

"They're great in terms of their phenotype and maternal ability, and can really go anywhere in the country," Fields says.

The Super American – a Santa Gertrudis-Brangus cross – is another popular STAR 5 animal.

"We think their growth is tremendous and still holds a ton of heterosis [even though it's a cross of two *Bos indicus* breeds] and performance," Fields says. "They are really popular along the coast."

Beyond a Hereford or Brangus cross, Santa Gertrudis genetics cross well with other breeds as well, including Black Angus, Simmental, Sim-Angus or Red Angus.

The Santa Gertrudis-Red Angus cross, now commonly referred to as American Red, has started to get a lot of attention lately.

"Red Angus and Santa Gertrudis cross so well in terms of carcass quality, maternal ability, growth, etcetera," Fields explains.

Offspring from this cross are well-suited for commercial producers seeking quality replacement females and steers.

Unlike the other STAR 5s, the American Red program is a tagging program – launched by SGBI and the Red Angus Association of America in February 2020 – with specific parameters that must be met for cattle to be recorded as American Red within the registry system. In addition, producers must purchase tags to market their cattle as American Reds.

Because the program has specific genetic parameters, it's important to remember that all Santa Gertrudis-Red Angus crosses can be registered as STAR 5s, but not every Santa Gertrudis-Red Angus animal can be considered, or registered, as an American Red.

While the American Red is a popular cross, Fields reminds producers that it is only one of many crosses that meet the needs of today's commercial cattlemen.

"American Red cattle are just one component of our STAR 5 program," Fields says.

### Superior Adaptability Spurs Growth

One of the defining traits of Santa Gertrudis is the breed's ability to adapt to various environmental conditions. While Santa Gertrudis are known to perform well in the South and Southeast, in recent years, Santa Gertrudis genetics – purebred and STAR 5 – have started to make their way to other areas across the United States.

"We know that our strong point is in the South and Southeast, it has been for many years, and we continue to have a lot of demand in the Gulf Coast region," Fields says. "We're also seeing that influence going north and west,"



Borchers Southern Y Ranches, L.P., Victoria, Texas



and we've seen a lot of influence out in Utah, California and Idaho.

"STAR 5 cattle are adaptable, whether you need heat tolerance, adaptability or added performance, these cattle can go anywhere," he adds. "We're seeing that as we send more genetics into some new areas we haven't been to yet."

Regardless of what area of the country a commercial cattleman resides, crossing with Santa Gertrudis adds valuable heterosis to a cattle herd and provides added performance.

"We make a tremendous female that can be put into a cow herd across the country that's not going to take any carcass quality away and, in a lot of scenarios, add quality into that next generation," Fields says.

Since Fields started leading the growing breed association last year, he's been inundated with questions about where cattlemen can find STAR 5 cattle, specifically the red motts.

"I found out very early on that we just can't make enough of them," he says.

Moving forward, Fields says SGBI and its members will continue "to focus on the needs of commercial cattlemen and provide them with superior Santa Gertrudis genetics." 🐄

## STAR 5 Program Requirements

**SGBI's STAR 5 program consists of three levels. Animals less than purebred will be recorded in the herd book and receive a STAR 5 Recordation Certificate indicating they're percentage Santa Gertrudis. The program allows multiple sire and/or dam matings.**

**Level I: A minimum of 50 percent and less than 75 percent Santa Gertrudis resulting from the mating of a purebred Santa Gertrudis parent and a non-Santa Gertrudis parent or the mating of percentage Santa Gertrudis parents. Level I animals will be recorded as 50 percent Santa Gertrudis and will receive a STAR 5 percentage recordation certificate.**

**Level II: A minimum of 75 percent and less than 87.5 percent Santa Gertrudis resulting from the mating of a purebred Santa Gertrudis parent and a Level I recorded Santa Gertrudis parent. Level II animals will be recorded as 75 percent Santa Gertrudis and will receive a STAR 5 percentage recordation certificate.**

**Level III: A minimum of 87.5 percent Santa Gertrudis resulting from the mating of a purebred Santa Gertrudis parent and a Level III recorded Santa Gertrudis parent. Level III animals will be registered as purebred Santa Gertrudis and will receive a purebred registration certificate. Eligible cattle must be from one registered Santa Gertrudis parent. These offspring are a first cross and are eligible for a STAR 5 recorded paper. They can also be in the program for grading up to purebred status.** 🐄

## SANTA GERTRUDIS SALE

*Reports*

### DISTRICT 6 SALE

SEPT. 19, 2020 | CORYDON, IND.

#### SALE AVERAGES

|    |                    |         |
|----|--------------------|---------|
| 11 | Registered Females | \$2,005 |
| 6  | STAR 5 Females     | \$1,180 |

The District 6 Sale was held Sept. 19, 2020, in Corydon, Ind. The sale manager was Darren Richmond. The high-selling female was consigned by Nolan and Emily Taylor, Leitchfield, Ky., and was sold to Kiara Pirtle, Enola, Ark., for \$2,500. The volume buyer of the sale was Tinney Farms, Hanceville, Ala. 🐄

Nolan Taylor (center) consigned the high-selling female, which was sold to Kiara Pirtle (right). Also pictured is German Pirtle (left).



GV Herdsman Cole Robinson, Double C Farm, Bill and Rhenda Cameron, Ridge Point Ranch, and Mark and Dixie Clay.

## ALABAMA CONNECTION SALE

OCT. 3, 2020 | HANCEVILLE, ALA.

#### SALE AVERAGES

|    |                    |         |    |              |         |
|----|--------------------|---------|----|--------------|---------|
| 13 | Bulls              | \$2,545 | 8  | Open Heifers | \$2,715 |
| 70 | Registered Females | \$3,550 | 28 | Pairs        | \$4,235 |
| 34 | Bred Females       | \$3,270 |    |              |         |

The Alabama Connection Sale was hosted by Tinney Farms, the auctioneer was Hoover Case, and the sale consultants were Bill Lundberg and Darren Richmond.

The high-selling lot, 2020 pick of their ET calves, was consigned by Grandview Farms, Hamilton, Ala., and was sold to Wiley Ranch, Deville, La., for \$15,000. The high-selling pair was consigned by Tinney Farms, Hanceville, Ala., and was sold to Red Doc Farm, Bosque, N.M., and White Rock Farms, Centertown, Mo., for \$9,250. The high-selling bred female was consigned by Grandview Farms, and was sold to Tinney Farms for \$8,250. The high-selling bull was consigned by Tinney Farms, and was sold to DMC Farm, Matthew Tingle, Philadelphia, Miss., for \$4,000. The volume buyer was Wiley Ranch. 🐄





# FOUR STATES FAIR

Sept. 13, 2020 | Texarkana, Ark. | Judge: Cody Luchek



## GRAND CHAMPION BULL

SCC Mr. Dealer 452G1, shown by Stroman Cattle Co., Bryan, Texas



## RESERVE GRAND CHAMPION BULL

Rockin 3T Creed, shown by M6 and Greeson Farms, Rice, Texas



## RESERVE GRAND CHAMPION FEMALE

NTR Game Time, shown by Gracey Pitchford, Athens, Texas



## BEST OF POLLED FEMALE

Miss Grandview G038, shown by Gracey Pitchford, Athens, Texas



## GRAND CHAMPION FEMALE

XL River Dahlia 888, shown by Excell Santa Gertrudis, Santa Fe, Texas



## GRAND CHAMPION STAR 5 FEMALE

Miss TOCR Jade 719G, shown by Laura Zibilski, Burton, Texas

## NO PHOTOS

## BEST OF POLLED BULL

WR Woadie 220, shown by Gracey Pitchford, Athens, Texas

## RESERVE GRAND CHAMPION STAR 5 FEMALE

Dubois 18/44, shown by Gracey Pitchford, Athens, Texas

# TRI STATE LARRY OSBORNE MEMORIAL SGBI POINT SHOW

Sept. 18, 2020 | Corydon, Ind. | Judge: Zac Butler



## GRAND CHAMPION BULL

Rockin 3T Creed, shown by M6 and Greeson Farms, Rice, Texas



## RESERVE GRAND CHAMPION BULL

3T's Syrus Golden Boy, shown by Rockin 3T Ranch, Ennis, Texas



## GRAND CHAMPION FEMALE

DP Miss Gracelyn 017G3, shown by Gracey Pitchford, Athens, Texas



## RESERVE GRAND CHAMPION FEMALE AND BEST OF POLLED FEMALE

SF Dip, shown by Cali Allison, Pontotoc, Miss.



## RESERVE GRAND CHAMPION STAR 5 FEMALE

Dubois 18/44, shown by Gracey Pitchford, Athens, Texas



## BEST OF POLLED BULL

WR Woadie 220, shown by Gracey Pitchford, Athens, Texas



## GRAND CHAMPION STAR 5 FEMALE

Miss TOCR Jade 719G, shown by Laura Zibilski, Burton, Texas



## 2020 ANNUAL MEETING CONTINUED FROM PAGE 10



Auctioneer Hoover Case (left) looks on as Darren Richmond (right), SGBI member services representative and *SG-USA* sales representative, holds up a copy of *SG-USA* that has been autographed by former SGBI Executive Director John Ford prior to being auctioned off. The live auction – a hallmark of the SGBI annual meeting – raises funds to offset the costs of the annual meeting, allowing SGBI to host a first-class event. Thanks to those who donated to and bid at the auction.



SGBI's annual recognition for show award winners garnered quite a crowd in Cullman! Full results of the show season were printed in the May issue of *SG-USA*, but award buckles were given out at the annual banquet. Afterwards, all recipients in attendance (and some family and friends) gather for a group photo. Standing, left to right, are Meagan Seckfort, Adam Seckfort, Blake Walker, Stephanie Williams, Cody Mattingly, Retha Tinney, Arlin Taylor, David Alderson, Darren Richmond, Chad Daniel, Brian Nelson and Floyd Pittman. Sitting, left to right, are Cameron Tinney, Kasie Nelson, Jamie Daniel, Quincy Nelson and Misty Pittman.

## SGBI 2020 Annual Meeting



The SGBI Board meeting at the annual meeting is open to all members in attendance. Board members in attendance – and a few via Zoom – conduct SGBI business and review information presented to them by staff.



SGBI Executive Director Webb Fields presents information on the SGBI registry and genetic evaluation program at the board meeting.



Retiring board members Betty McCormick (above) and Jerome Urbanosky (right) are recognized by SGBI Executive Director Webb Fields and SGBI President Nancy Wunderlich.



SGBI also recognizes those operations that record the highest number of registrations and recordations of Santa Gertrudis and STAR 5 cattle in each of its membership districts. Receiving their plaques at the annual meeting in Cullman are, left to right, Tony Creech of Creech Farms (Top Registrations in District 5), Alicia Sanchez of Red Doc Farm (Top Registrations and Top Recordations in District 1) and Ricky Cleveland of Quail Valley Farms (Top Registrations in District 4). Not pictured are representatives for Top Registrations for District 2 (LBB Ranches, LLC), District 3 (Wiley Ranches), District 6 (Hiss Family Farm) and representatives for Top Recordations for District 2 (King Ranch, Inc.), District 3 (Williams Farm), District 4 (4S Farms, LLC), District 5 (Five J's Beef and Cattle Company) and District 6 (Heil Cattle Co./Crazy H).



# Grandview Farms

*Thank You* to all our Alabama Connection Sale buyers  
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**Ridge Point Ranch**

**Parker Farms**  
**Wunderlich Farm**  
**Woman Hollerin Ranch**

**Tinney Farms**  
**Red Doc Farm**  
**Double C Farm**  
**Byran Casey**



*Special Thanks*

to Wiley Ranch, Deville, La. for  
purchasing our high-selling consignment  
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**Grandview Farms** Hamilton, AL

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**EMAIL:** delmo.payne@gmail.com

**WEBSITE:** grandviewfarm.biz  
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