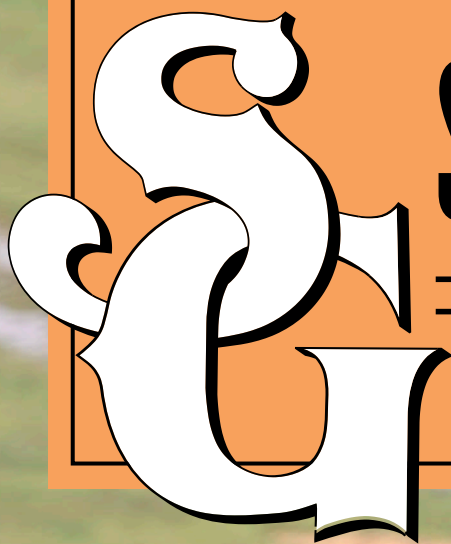




SANTA GERTRUDIS

USA

NOVEMBER 2021 | VOLUME 24, NUMBER 11

**MAKE
YOUR VOICE
HEARD!**
See page 8
for a
Reader Survey



Thank You

to the buyers at our 33rd Annual

ALABAMA CONNECTION SALE



Thank you to N Bar N Ranch (Darrell Pitchford), Van, Texas, for purchasing our high-selling lot, TF 155G. Thank you also to Red View Farms (Craig Lapossa), Poland, Ind., and Harris Farms, Cleburne, Texas.



Thank you to Plainview Farms (Brent Smith), Franklinton, La.



Thank you to Running M Ranch (Jimmy and Ginger Montgomery), Union Springs, Ala.



Thank you to Ward Farm (Ray Ward), Hartselle, Ala.

Also, thank you to all of our other buyers—

Briggs Ranches
Circle T Farm
Corporron Acres
Grandview Farms

Kubecka Ranch
Pinnacle Cattle Co.
RJ Ranch
Rockin' 3T Ranch

Stroman Cattle Co.
Wendt Ranches Partners
White Rock Farm
William Morton



Make plans for the

Mid-December Tinney Farms Bull Test

Start Date: Dec. 14, 2021 · Recommended Age: Jan. 1 - June 9, 2021

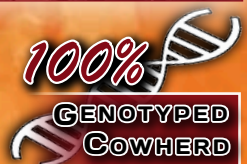
To consign, contact Arlin Taylor (contact info below) or
Darren Richmond | 423-364-9281 | djrichmd@gmail.com



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

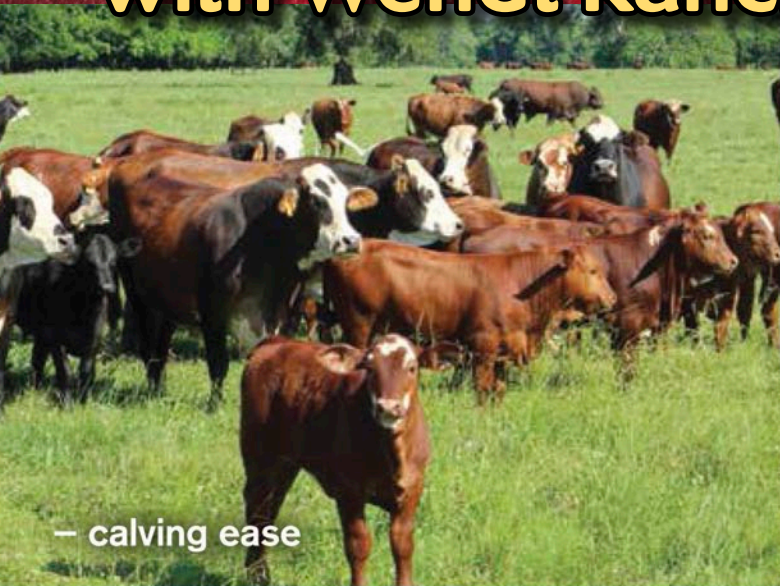
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5251 Co. Rd. 601 · Hanceville, AL 35077

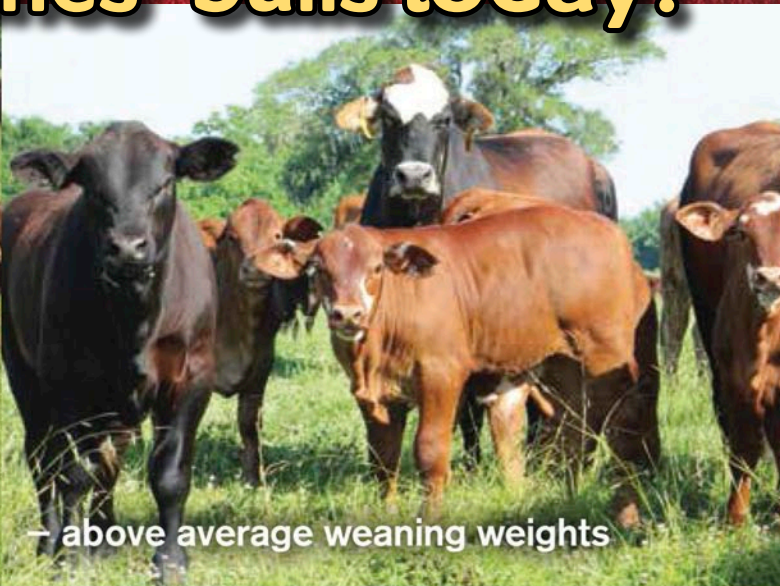


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*In the spirit of this season, our family is grateful
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979-240-5311

Daniel Kubecka

979-240-5312

SGBI Herd #621, established 1954



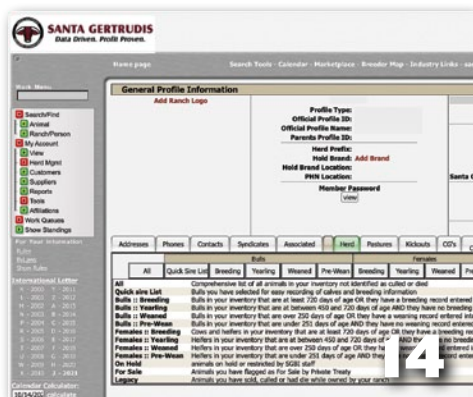
SANTA GERTRUDIS USA

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We Thank our 2021 Southern Harvest Sale Buyers

Especially

Ridgepoint Ranch and Barry Tyson, Meadville, Miss., for their purchase of FC 3/9 and heifer 18/1.



Also

We Appreciate Your Confidence in Our Cattle and Our Program.

Kubecka Ranch, Bay City, Texas

Vess Cattle, Casa, Ark.

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Trail Talk EXECUTIVE DIRECTOR'S REPORT

By Webb D. Fields

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

Why Santa Gertrudis? Often, the questions we receive on a day-to-day basis, the solutions we try to provide internally and the questions we receive at trade show events center largely around this simple question. Why should someone in a commercial operation utilize Santa Gertrudis cattle? What are the advantages and ultimate profit drivers that will benefit their operation? Why should a purebred producer raise Santa Gertrudis and what benefits does the association provide its members? It seems like, both internally from membership and externally from commercial producers, we are constantly dealing with this simple question: Why Santa Gertrudis?

While the question seems simple, the answer is more complex, or at least more detailed than a simple statement. The answer, however, does revolve around the central theme that Santa Gertrudis Breeders International (SGBI) is constantly working to provide advantages to its membership and the breed as a whole. From the most simplistic approach, the association provides a singular body to govern the rules of the membership and ensure a product that is desired by those members as they see fit. The registration process not only enables us to track cattle lineage, but providing a registered product into the commercial world has a long-standing history of adding additional value to that product.

While registered cattle still provide value to the industry, the real modern driver of this added value for registered stock are the genetic evaluations that stand behind each breed association. This certainly is a strength for Santa Gertrudis. I firmly believe we are the most progressive *Bos indicus* breed for collecting performance data and adding value to the evaluation. From a genomic perspective, we are as competitive with any breed, pound for pound, across the nation in DNA samples submitted per number of registrations. This powerful genetic evaluation lets you as a producer directly compare your cattle

with every other Santa Gertrudis animal registered with SGBI. Without the association, you are left comparing cattle within a single herd or trying to make loose comparisons without factoring in environmental differences, losing statistically relevant information and ultimately power within your model.

As we have discussed before, the heterosis Santa Gertrudis cattle can provide in today's predominantly British and black-hided cow herd is unmatched. The performance advantages that come with this heterosis boost in the form of added pounds, growth, health and vigor quickly tell the story of adding profit to any operation. While a few other breeds might preach the same story, we know the value

Santa Gertrudis can add in carcass quality. Santa Gertrudis genetics are a choice product that can maintain and, in many cases enhance, carcass quality in a commercial herd.

Moving forward, we continue to try to help drive the value of cattle, both phenotypically and genetically. From a phenotypic standpoint, I am a firm believer that our focus on fertility will help move the needle. As a generalization, fertile cattle are often early maturing and moderate, have great shape of body and dimension, and are good in their feet and leg structure. In my opinion, focusing on maternal and fertility aspects can help drive those indicators in today's marketplace of phenotypically appealing cattle. And the genetic evaluation? We continue to monitor and grow it monthly to provide the most accurate and powerful information possible to you as a breeder and your commercial customer base.

Why Santa Gertrudis? For me, it's clear. A strong association with a clear path for genetic progress, and cattle that are built and shaped for longevity. No matter your reason or tagline, Santa Gertrudis is here to stay and thrive. 🐾

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PRESIDENT'S LETTER

By Nancy Wunderlich

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



Greetings to all on this November day. I hope you are doing well and are healthy as you diligently work to market your cattle the most effective way for your program. To date, the fall sales have proven to be very successful. The Santa Gertrudis Breeders International (SGBI) Marketing and Promotions Committee is managed through the subcommittees of Shows and Exhibits, Sales and Marketing, and Breed Promotions with the goal of selling purebred and commercial Santa Gertrudis cattle.

The Shows and Exhibits Subcommittee "shall act as a liaison between all association approved shows." This task includes selecting and approving judges, coordinating the approved judges for the shows along with determining show classes. All this planning promotes Santa Gertrudis cattle to a large number of potential buyers.

The Sales and Marketing Subcommittee is responsible for "all policy matters relating to the marketing and merchandising of purebred and crossbred Santa Gertrudis cattle in the United States and all foreign countries." From time to time, committee members may be asked to organize and implement sales along with the responsibility of ensuring the quality of the sale cattle in correlation to breed standards. This is a very daunting task.

Assembly and dissemination of Santa Gertrudis information is the responsibility of the Breed Promotions Subcommittee. This geographically diverse committee works diligently with various affiliate associations to advertise and promote both purebred and commercial operations. They keep Santa Gertrudis in the public spotlight with inviting and appealing promotional paraphernalia.

To sum it up, your fellow SGBI members devote their time and expertise to selling and promoting our Santa Gertrudis and Santa Gertrudis-influenced cattle to be **Data Driven** and **Profit Proven**. The combined collaboration of these subcommittees keeps our product in the spotlight of the ever-changing, fluid cattle market.

As always, continue to stay informed on all the upcoming happenings listed on the SGBI website calendar of events. Our new pedigree platform is in place, and I hope all have been successful in maneuvering through it. I challenge you as a progressive SGBI member to get and stay involved because we are better together as we take this journey into the future. 🐾

Santa Gertrudis USA Reader Survey Make Your Voice Heard!



We want to hear from you, the readers of *Santa Gertrudis USA*. We want to know what you think about the magazine and how we can improve it and make it the best, most useful and most informative magazine you'll read.

Complete this online-only survey and be entered in a drawing to win some SGBI swag and a \$10 Amazon gift card. 🐾

To take the survey, go to:

<https://s.surveyplanet.com/8kd1i9r7>

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Leitchfield, Ky. 42754

(270) 589-9046

Herd No. 10772

SANTA GERTRUDIS *Production*

WINTER IS COMING! ARE WE READY?

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



Halloween is behind us, Thanksgiving is fast approaching and, before you know it, Santa Claus will be hitching up to his sleigh. Are our cattle ready for winter? Since most of us reside in Gulf Coast states, we rely heavily on warm-season forages. Unless we have planted (or plan on planting) winter annuals or have stockpiled plenty of forage grown in late summer, no matter how much moisture we receive, we have at least

four months ahead of us with low or no forage production. These options might be added to next year's "to do" list if it is already too late.

Frequently checking cattle this winter needs to be a priority. Continuously monitoring body condition score (BCS) and looking for increased height of manure pads will reflect the cow herd's nutritional status. Beef cattle ranches in our part of the country have to manage a double-edged sword during wintertime. Granted, we usually do not have to break ice or shovel snow, but most operations maintain a spring-calving and fall-calving herd, which means managing both heavy-bred and lactating females throughout winter.

Recall the good recommendation of calving out cows (spring-calving herd) with a BCS of no less than 5 (no visible ribs) and first-calf heifers in no less than a BCS of 6 (fat cover over hooks and pins). November is a good time to palpate all spring-calving cows to identify any non-pregnant or late-bred cows. At present, due to the price of feed, hay and hay hauling, it does not make economic sense to overwinter any open cows.

For the lactating, fall-calving females, maintaining a good body condition score is also critical. As it may already be, or will soon be, the fall-breeding season, supplement both herds if pasture or weather conditions change dramatically. Any female that drops one body condition score point will need to gain 8 to 10 percent of their original body weight to return to where she was. If you put a pencil to that fact, it translates into approximately 1,000 pounds of forage/hay/feed for a typical medium-frame-size cow. It is easy to see that prevention of body condition loss is worth one-half ton of feed.

If pasture quality has declined, then supplemental protein (0.5 to 2 pounds per head per day, 40 percent protein) will stimulate appetite and increase the digestibility of low-quality forage. Read the label on your favorite range cubes as they tend to come in 20 percent and 40 to 41 percent crude protein versions. Compare costs and make your decision

because you are always paying for the protein content of the cube and convenience of feeding. Cottonseed meal or whole cottonseed (21 percent crude protein) may be a better choice, but both can have issues when actually feeding the cows (wind/weather and more labor, respectively). Moreover, every drop of 1° F below 55° F will increase a cow's energy requirement by 10 percent. Another reason whole cottonseed is a great winter cow supplement feed is because, in addition to the protein, cottonseed includes 17 percent fat from the oil.

Make sure fall-breeding females have had both their leptospirosis (5-way) and vibriosis (campylobacteriosis) vaccinations. This month is also a good time to inject all cattle with vitamins A, D and E, and remove all of those spent summer fly tags to avoid generating an insecticide-resistant population. Check cattle for ear or other ticks within or around the ears and under the base of the tail. Spray cattle for lice, ticks and flies.



Photo taken at Borchers Southern Y Ranches, Victoria, Texas.

Keep your mineral feeders stocked with a good, complete mineral product or at least a good 12 percent calcium and 12 percent phosphorus all-purpose mineral and plenty of trace mineral and salt blocks. This winter would be also a good time to evaluate your "calving kit" equipment and replace any missing or non-functional essentials, as it will not be long until those early bred cows will begin dropping calves.

Hope y'all have a great Thanksgiving holiday and take advantage of the kids being home from school. We would not want them to get bored! 🐾

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Traylor Division
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San Roque Division
Catarina, Texas

San Carlos Division
Rio Grande, Texas

Schedule of Events
Thursday, November 11th
4:00pm - Cattle viewing

Friday, November 12th
7:00am - Cowboy coffee
11:00am - 18th Annual Bull Sale
1:00pm - 18th Annual Commercial Female Sale
4:00pm - Tri-Star cattle viewing
6:00pm - Gathering & dinner

Saturday, November 13th
8:00am - Breakfast & cowboy coffee, cattle viewing
11:00am - 44th Annual Tri-Star Sale



SANTA GERTRUDIS *Calendar*

NOVEMBER

- 5-6** Louisiana State Fair, Shreveport, La.
6 Mountain Laurel Classic Sale, Calhoun, Ga.
12-13 Briggs Ranches Bull & Commercial Female Sale, Bloomington, Texas
12-13 Tri-Star Santa Gertrudis Sale, Bloomington, Texas
15 Fort Worth Stock Show & Rodeo Entry Deadline
18 North American International Livestock Expo, Louisville, Ky.
20 Red Hot Gert Show, Robstown, Texas
20 South Texas Heritage Sale, Robstown, Texas

DECEMBER

- 14** Mid-December Tinney Farms Bull Test, Hanceville, Ala.

2022

JANUARY

- 15** Premier Cowtown Elite Sale, Fort Worth, Texas
17 National Santa Gertrudis Show, Fort Worth, Texas

FEBRUARY

- 1-3** Cattle Industry Convention & NCBA Trade Show, Houston, Texas

MARCH

- 19** Bluebonnet Classic Sale, Hallettsville, Texas
26 Purple Reign Santa Gertrudis Sale, Magnolia, Ark.

APRIL

- 1** Elite Cut Female Sale, Bosque, N.M.
2 Red Hot Bull Sale, Bosque, N.M.
7-9 Santa Gertrudis Breeders International Annual Meeting, Lexington, Ky.
23 Crimson Classic Sale, Cullman, Ala.

OCTOBER

- 4** Tri-Star Santa Gertrudis Sale, Bloomington, Texas

NOVEMBER

- 2** Quail Valley Farms Bull & Female Sale, Oneota, Ala.



SANTA GERTRUDIS WELCOMES *New Members*

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Jackson Hale, New Boston, Texas
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 Kylee Vanderveer, Ennis, Texas
 Avery Mobley, Moore, Texas

REGISTRATIONS, STAR 5 RECORDINGS AND TRANSFERS BY DISTRICT

SEPTEMBER 2021

ACTIVE MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	19	4	5	0
2	208	30	26	116
3	35	4	0	12
4	99	23	0	22
5	54	9	30	35
6	16	0	0	8

JUNIOR MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	4	8	4	36
2	10	1	0	3
3	2	0	0	0
4	2	0	0	3
5	0	0	0	0

FOR SGBI REGISTRATIONS CONTACT: Diana Ruiz

P. O. Box 1257, Kingsville, Texas 78364 | diana@santagertrudis.com
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SGBI Moves to New *REGISTRY PLATFORM*

By Lisa Bard, Editor

On Nov. 1, Santa Gertrudis Breeders International (SGBI) will launch a new pedigree and registry platform designed and created by industry leader DigitalBeef. This new platform will be an exciting and significant upgrade for Santa Gertrudis breeders and their customers. In the works for more than a year and a half, the new system will allow SGBI members and Santa Gertrudis breeders to enter more of their own data, search easily for individual animals and their data, and record, track, access and utilize more data on registered, pedigreed Santa Gertrudis and STAR 5 cattle.

Who Is DigitalBeef?

The decision to move to DigitalBeef was one that began in early 2020. The former platform was designed more than a decade ago by John Genho of Livestock Genetics Services (LGS). This custom system helped launch Santa Gertrudis cattle into the realm of genetic evaluation, genetic improvement and efficient registrations that could track pedigrees for generations. That system was paramount in ushering in the era of Santa Gertrudis becoming Data Driven, Profit Proven, but was no longer keeping up with the needs of Santa Gertrudis breeders.

In 2018, LGS was sold to Neogen, who maintained the platform and also conducts the SGBI genetic evaluation. As SGBI grew in numbers, usage and data needs, they asked Neogen to make needed advancements and upgrades to their pedigree/registry platform. It was then that Neogen informed SGBI it would no longer be making improvements or updates to the current system, opening the door for SGBI to evaluate options that meet the needs of SGBI breeders and would be continually maintained and improved.

A special committee comprised of Kathryn Hefte, Alicia Sanchez, Ricky Cleveland, Tylor Braden, Nancy Wunderlich and Gene Kubecka looked carefully at options before deciding on DigitalBeef (digitalbeef.com). DigitalBeef has developed and maintains registry systems for more than 24 cattle and horse registries, and has expanded its services to include breed association management software and herd management software. Many consider DigitalBeef to be the Cadillac creator of pedigree and registry formats, and SGBI is excited to be moving to the new platform.

Webb Fields, SGBI Executive Director

This is an extremely clean, functional platform and we feel it will open up a lot of opportunities for members to take more ownership of their data. It will allow breeders to study, sort and track data in ways that will be useful and help them make positive breeding decisions that maybe they were not able to in the past. It will also allow us to collect data on new traits that we have not been able to in the past.

What Is a Pedigree/Registry Platform?

It is important to understand just what a pedigree/registry platform is and how it works, but also what it is not. Two of the most vital services SGBI provides are: first, the registry and parentage recordation and maintenance of purebred and STAR 5 Santa Gertrudis cattle; and second, the genetic evaluation of all animals on record. Neogen historically provided both the pedigree/registry platform and the genetic evaluation for SGBI. Now and in the future, these two services will be provided by

two different companies. Neogen will continue to conduct the genetic evaluation of Santa Gertrudis cattle, while DigitalBeef will provide the registry and parentage services through the new custom program. DigitalBeef and Neogen will

CONTINUED ON PAGE 18 »

The screenshot shows the Santa Gertrudis Registry Platform interface. At the top, the logo reads "SANTA GERTRUDIS Data Driven. Profit Proven." and the user status is "unregistered user Thursday, Oct 14, 2021 8:34 am". The main navigation bar includes "Home page", "Search Tools", "Calendar", "Marketplace", "Breeder Map", "Industry Links", and "santagertrudis.com". On the left, there is a "Login" section with fields for "Member #", "Member #", and "Password", and a "Log-in" button. Below this is a "For Your Information" section with links for "Rules", "Bylaws", and "Show Rules". Further down is an "International Letter" section with a list of years from 2000 to 2021. At the bottom left is a "Calendar Calculator" showing "10/14/2021 calculate". The main content area is titled "Search Tools" and contains three search panels. The "Ranch Search" panel has fields for "Herd Prefix", "Member ID", "Name" (with a note "use an asterisk (*) as a wildcard"), "City", and "Search Location", along with a "Search..." button. The "EPD Search" panel has a table with columns "Min", "Max", and "Acc" for various traits: Birth Weight, Weaning Weight, Yearling Weight, Milk, Total Maternal, Scrotal Circ, Tenderness, Carcass Weight, Ribeye Area, Marbling, Fat Thickness, Balanced Index, Cow/Calf Index, and Terminal Index. It also has radio buttons for "Bulls", "Females", and "Both", and a "Search..." button. The "Animal Search" panel has a "Search For" section with radio buttons for "Bulls", "Both", and "Females", a "Search Field" section with radio buttons for "Reg #", "PHN", "Name", and "EID", and a "Search Value" section with a note "use an asterisk (*) as a wildcard" and a "Search for Reg No" button. The bottom of the page has a small copyright notice: "DigitalBeef, LLC | Postville | Zibula".

The new SGBI pedigree/registry platform login screen gives basic information while allowing access for member login (left column) and providing many options for user searches and sorts. These searches will allow anyone to find animals that meet their production and breeding criteria – a valuable tool for seedstock and commercial cattlemen.

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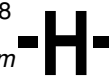
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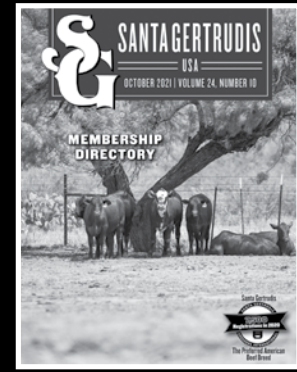
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SGBI MOVES TO NEW REGISTRY PLATFORM

CONTINUED FROM PAGE 14

work together as needed to coordinate their use of the data on record with SGBI.

The pedigree/registry platform is fed and driven by members and those who use it. Members will use it to register an animal, transfer that registration, record phenotypic data on that animal and then retrieve that data to make selection and breeding decisions. The system will also be used by producers and potential buyers who are interested in learning more about a specific animal, including its parentage and phenotypic data and genetic evaluation results. All available information on any given animal will be accessible via the pedigree/registry platform.

Kathryn Hefte, SGBI Vice President of Breed Improvement

I am very excited about the amount of information that will be available at our fingertips to use and make selection decisions with. This system is as easy or complex as you want to make it. If you want to see all the calves in your contemporary groups and their data, you can do that. If you simply want to register your calves, you can do just that.

The genetic evaluation is conducted “behind the scenes” utilizing the data on record and stored in the pedigree/registry platform. This genetic evaluation is what creates all expected progeny differences (EPDs) and selection indexes for all Santa Gertrudis cattle on record. The results of the SGBI genetic evaluation (conducted monthly) are made available to SGBI members on the santagertrudis.com website as well as in each individual animal’s record on the pedigree/registry platform. (Note: the genetic evaluation for Dec. 2021 will be skipped while the pedigree/registry platform is transitioning. The Nov. 2021 and all 2022 genetic evaluations will be conducted on schedule.)

When and How Is It Available?

The new system will be launched on Nov. 1, with only SGBI staff having full access for a few weeks. During this

Kathryn Hefte, SGBI Vice President of Breed Improvement

This new system is designed to be user friendly and promote member use. We encourage breeders to take the time to learn the system and, yes, there will be a learning curve, but it's an easy curve. I keep exploring the program and learn more all the time.

time, SGBI staff will be conducting all data entry, registrations and transfers, with the goal of working out any kinks, troubleshooting the system and learning the system from top to bottom.

As in the past, the system will be available via the SGBI website. All data will be transferred behind the scenes during the weekend before the Nov. 1 launch, with a downtime span of only a couple of days. System support will be provided by SGBI staff, with Emma Ramirez eventually being the lead staff member on the platform.

Once staff feels that the system is ready for full launch, SGBI members will be able to log in and use the system as intended. Training for members – in the form of written instructions, video instructions, training sessions at the 2022 Annual Meeting and via SGBI social media and *Santa Gertrudis USA* – is planned. The goal is to have 85 percent of SGBI members entering their own data and conducting their own registrations and transfers, allowing them to take ownership of their data and processes, and creating efficiencies for both SGBI staff and members. 🐄

Webb Fields, SGBI Executive Director

It will help membership and staff to function better. The accounting process that is built into this system will allow members to complete the work themselves and pay for the transactions online and in real time. It gives more control and management of their herds to the members and takes the burden off staff, which is more efficient for all.

Members using the new system will have a number of resources available to them in their dashboard to use in managing their herds, making selection and breeding decisions, and marketing their cattle. Once available, members are encouraged to spend time learning the system and determining what will benefit them most.

RED DOC **CHECKMATE** 7069

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YW:	41.59
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HCW:	23.01
BackFat:	0.017
Marb	0.10
REA	0.24

Balanced Index: 1%

Cow/Calf Index: 2%

Terminal Index 1%

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SANTA GERTRUDIS SALE

Reports

SOUTHERN HARVEST SALE

SEPT. 11, 2021 | DEVILLE, LA.

SALE AVERAGES

82 Registered Lots \$4,217
24 Crossbred Lots \$1,935

The Southern Harvest Sale was hosted by Wiley Ranch with guest consignors Flying C Ranch, Creech Farms, Tideland Farms and Wendt Ranches. The auctioneer was Leo Casas, and the sale consultants were Bill Lundberg and Darren Richmond.

The high-selling lot, Lot 1, a pick of the Wiley Ranch herd sires, was sold to Tideland Farms, Kiln, Miss., for \$23,000.

The high-selling bred heifer was consigned by Wiley Ranch, Deville, La., and was sold to Strait Ranches, Streetman, Texas, for \$12,000.

The high-selling pair was consigned by Tideland Farms and was sold to Rockin 3T Ranch, Ennis, Texas, for \$12,000.

The high-selling open heifer was consigned by Flying C Ranch and was sold to Wiley Ranch for \$5,000.

The high-selling crossbred female was consigned by Wiley Ranch and was sold to Red Doc Farm, Belen, N.M., for \$4,000.

The Southern Harvest Sale volume buyers were Brent Smith, Franklinton, La., and Chris and Kenny Bordelon, Effie, La. 🐾



The high-selling pick of herd sires lot was consigned by Wiley Ranch and was sold to Tideland Farms.

28TH ANNUAL DISTRICT 6 SALE

SEPT. 17, 2021 | CORYDON, IND.

SALE AVERAGES

14 Lots \$1,830

The sale chairmen were Todd Osborne and Craig Lapossa. The sale manager was Darren Richmond.

The high-selling female was consigned by Red View Farm, Poland, Ind., and was sold to Tinney Farms, Hanceville, Ala., for \$3,000.

The high-selling STAR 5 female was consigned by Osborne Livestock Co., Lathrop, Mo., and was sold to Clint Franklin, Hughesville, Mo., for \$2,000.

Thank you to the volume buyer, the Todd Hix family, Bursleson, Texas. 🐾



The high-selling lot was consigned by Craig Lapossa (right), Red View Farm, and was purchased by Arlin Taylor (left), Tinney Farms.

ALABAMA CONNECTION SALE

OCT. 2, 2021 | HANCEVILLE, ALA.

SALE AVERAGES

54 Lots \$5,837 6 Open Heifers \$6,566
24 Bred Females \$4,512 22 Pairs \$6,159

The high-selling lot, a 2021 ET pick, was consigned by Grandview Farms, Hamilton, Ala., and was sold to Schuster Farm and Korban Cattle Co., McAllen, Texas, for \$22,000.

The high-selling bred heifer was consigned by Tinney Farms, Hanceville, Ala., and was sold to N-N Farm, Van, Texas, for \$17,000.

The high-selling open heifer was consigned by Gray Oaks Farm, Russellville, Ala., and was sold to Red Doc Farm, Belen, N.M., for \$17,000.

The high-selling pair was consigned by Grandview Farms and was sold to Rockin 3T Ranch, Ennis, Texas, for \$17,000.

The volume buyer was RJ Ranch, Augusta, Ga. 🐾



Tinney Farms host Retha Tinney, far right, and farm manager Arlin Taylor, second from right, pose for a photo with Darrell Pitchford, far left, representing N Bar N Ranch; Justin and Laura Massey, second and third from left, Harris Riverbend Farms; and Craig Lapossa, third from right, Red View Farms.

SANTA GERTRUDIS

Juniors

By Lauren Hanna, District 1 Director



I'm Lauren Hanna and this is my first year as a District 1 director for the National Junior Santa Gertrudis Association.

After showing at my first major show, I learned the important place that advocacy and positive public relations hold for the livestock industry. Outsiders are trying to put an end to our way of life, whether it is Colorado's Initiative 16, the introduction of

plant-based and lab-grown meat, or the constant assault on cattle from elected officials over green policies. It is our job to show everyone how well we care for and love our animals.

We, as livestock exhibitors and producers, must do our best to ethically and humanely care for our animals and portray that to outsiders. There are many people who would love to put an end to what we do, and we must do our best to avoid giving them a reason to make that happen.

One of my biggest pet peeves at a show is when people are too rough with their animals in and out of the ring. This not only provides a bad image for the show industry and agriculture but could possibly give our opponents their next viral video against us.

I challenge each of you to always put your best foot forward in and out of the show ring. I hope to see you out on the show road, having fun doing what we love! 🐾

By Cale Cornelius, At-Large Director



Howdy! My name is Cale Cornelius. I'm 15 years old and from Timpson, Texas. I currently serve as a National Junior Santa Gertrudis at large director. I started showing Santa Gertrudis cattle when I was 10 years old and instantly fell in love with these beautiful, cherry red cattle.

The Santa Gertrudis breed has helped shape and mold me into the person I am and strive to be. I have been encouraged to try new things, such as public speaking, sales talk, brain bowl, livestock judging and running for director. I have had the opportunity to develop many friendships in the show barn, continue to expand my reach and advocate for the agriculture industry.

With any successful business you have to be able to bring awareness and recognition to your brand. In this day and age, it is very easy to market your brand with all of the social media platforms, websites and online production sales. It is incredible how fast you can reach people all over the world; even if someone lives far away, you can still market to them and provide opportunities for customers to invest online.

Although it is convenient to market online, it is still ideal to market to individuals at shows or sales so you can build relationships with your investors. If you need help marketing and building your brand, I encourage you to seek advice from someone who has a proven marketing program.

I am so excited for the opportunity to serve on the junior board and look forward to this upcoming show season. Stay safe and see you soon. 🐮



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FOUR STATES FAIR

Sept. 12, 2021 | Texarkana, Ark. | Judge: Jason Heath



GRAND CHAMPION BULL

Rockin 3T Golden Boy, shown by
Rockin 3T Ranch, Ennis, Texas, and
777 Farms, Magnolia, Ark.



RESERVE GRAND CHAMPION BULL AND BEST OF POLLED BULL

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



RESERVE GRAND CHAMPION FEMALE

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



GRAND CHAMPION STAR 5 FEMALE

Lethal, shown by
Country Legends Ranch, Waller, Texas



GRAND CHAMPION FEMALE AND BEST OF POLLED FEMALE

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



RESERVE GRAND CHAMPION STAR 5 FEMALE

FC Midnight, shown by J.D. Chism,
Pontotoc, Miss.

LARRY OSBORNE MEMORIAL SANTA GERTRUDIS POINT SHOW

Sept. 17, 2021 | Corydon, Ind. | Judge: Terry Burks



GRAND CHAMPION BULL

Rockin 3T Golden Boy, shown by
Rockin 3T Ranch and 777 Farms,
Magnolia, Ark.



RESERVE GRAND CHAMPION BULL

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



GRAND CHAMPION FEMALE AND BEST OF POLLED FEMALE

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



RESERVE GRAND CHAMPION FEMALE

OLC Sheba 22, shown by Bailey Jones,
Lake City, Fla.



BEST OF POLLED BULL

CLR Johnny Bush 21/5, shown by
Country Legends Ranch, Waller, Texas



GRAND CHAMPION STAR 5 FEMALE

Lethal, shown by
Country Legends Ranch, Waller, Texas

NO PHOTO

RESERVE GRAND CHAMPION STAR 5 FEMALE
Circle H Josie, shown by Circle H Farm,
Wrightsville, Ga.

K

Don't Miss!

**Lots 24 & 35
South Texas
Heritage Sale**

Fertility, performance, feed efficiency, growth and top EPDs in feminine moderate frame score animals, are what you will find in our 2021 South Texas Heritage Sale consignments. The beginning of our herd goes back to the 2017 South Texas Heritage Sale. This brings extra appreciation for this sale, motivating us to offer one of our best offerings to date, with the exceptional combination of proven genetics in the breed that bring the potential of herd changing results.

24A



24B



24C



24D



24E



24F



35A



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**March 26, 2022
Magnolia, Ark.**

*Mark your calendar!
More details coming soon!*

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triple7farms@gmail.com

Darren Richmond
Sale Chairman
423-364-9281
djrighmd@gmail.com

3T

Rockin 3T Ranch
The Threet Family
214-949-7084 | 972-489-6887
rockin3t@yahoo.com

SOUTHEAST EMPIRE LIVESTOCK SHOW

Sept. 20, 2021 | Lawrenceville, Ga. | Judge: Corbin Cowles

SANTA GERTRUDIS SHOW

Results



**GRAND CHAMPION BULL AND
BEST OF POLLED BULL**

777 General, shown by Jacklett Farms,
Alpharetta, Ga.



RESERVE GRAND CHAMPION BULL

Jernigan 901, shown by
Jernigan Ranch, Buena Vista, Ga.



**GRAND CHAMPION FEMALE AND
BEST OF POLLED FEMALE**

OLC Sheba 22, shown by Bailey Jones,
Lake City, Fla.



RESERVE GRAND CHAMPION FEMALE

Hiss 97/9, shown by Carter Jones,
Lake City, Fla.



GRAND CHAMPION STAR 5 FEMALE

Circle H Josie, shown by Circle H Farm,
Wrightsville, Ga.

NO PHOTO

RESERVE GRAND CHAMPION STAR 5 FEMALE

Circle H Kellie, shown by
Circle H Farm, Wrightsville, Ga.

OKLAHOMA STATE FAIR

Sept. 26, 2021 | Oklahoma City, Okla. | Judge: Ashley Judge



GRAND CHAMPION BULL

Rockin 3T Golden Boy, shown by
Rockin 3T Ranch, Ennis, Texas, and
777 Farms, Magnolia, Ark.

NO PHOTO

RESERVE GRAND CHAMPION BULL

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

NO PHOTO

RESERVE GRAND CHAMPION FEMALE

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



BEST OF POLLED BULL

CLR Johnny Bush, shown by
Country Legends Ranch, Waller, Texas



**GRAND CHAMPION FEMALE AND
BEST OF POLLED FEMALE**

BSR Changa, shown by B Square
Ranch, Timpson, Texas, and
Country Legends Ranch, Waller, Texas



GRAND CHAMPION STAR 5 FEMALE

Lethal, shown by Country Legends
Ranch, Waller, Texas



RESERVE GRAND CHAMPION STAR 5 FEMALE

CWR Roxy, shown by
Crosswinds Ranch, Keller, Texas



FOR ENTRIES, VISIT
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ENTRY DEADLINE
Nov. 15, 2021

2022 National Santa Gertrudis Show

TO BE HELD IN CONJUNCTION WITH THE

Fort Worth Stock Show

FORT WORTH, TEXAS

Monday, Jan. 17, 2022 • 11 a.m.

Tentative/Partial Santa Gertrudis Schedule

- Jan. 14** 8 a.m. -
Jan. 15 noon Cattle arrive
Jan. 15 5 p.m. **Premier Cowtown Elite Sale**
Jan. 17 11 a.m. **National Santa Gertrudis Show**
Jan. 18 5 p.m. Cattle released

*Donations
are always welcome
and are needed to put
on a great show like
this. We appreciate
donations of any
amount.*

If you have any questions about the National Santa Gertrudis Show
or to donate, contact Jamie Daniel, 2022 show chairman, at
(870) 904-3070 or jamedaniel@yahoo.com.

WE ARE THANKFUL TO OUR

2021 ALABAMA CONNECTION SALE BUYERS

This year's confidence in our breeding program was overwhelming!



Special thanks to **Red Doc Farm**,
Belen, N.M., for purchasing our
high-selling female, GO 04ET, a
Never Before daughter.



Thank you Brent Smith, **Plainview
Farms**, Franklinton, La., for their
purchases.



Thank you Mark, Dixie & McRae Clay,
Ridge Point Ranch, Meadville, Miss.
and Ray Ward, **Ward Farm**,
Hartselle, Ala.

MANY THANKS TO OUR OTHER BUYERS

RJ Ranch, Ga. ■ Tinney Farms, Ala. ■ Graves Creek Ranch, Miss.
Harris Riverbend Farms, Texas ■ Corporron Acres, Texas ■
Pinnacle Cattle Co., Texas ■ Randy Briggs, Ala. ■ Terry Peel, Ala.

LOOK FOR US!

**CRIMSON
CLASSIC**

Saturday,
April 23, 2022
Cullman, Ala.



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

G Our special *Thanks* to all our 33rd Alabama Connection Sale buyers. This was a banner year and we wish only the best to the breeders who chose to purchase Grandview Farms genetics!



Thank you Lou Al Tuck Farms, Al Jackson, Great Falls, S.C., on his purchase of DP Miss Gina 30G1.

Thank you Tinney Farms, Hanceville, Ala. for purchasing our Jackpot semen lot, and Rockin 3T Ranch, Scott & Colby Threet, Ennis, Texas, for purchasing this year's high-selling pair – Miss Grandview 953 with her show prospect heifer calf sired by Grandview 828. Good Luck down the road!



Thank you Ridge Point Ranch, Mark, Dixie & McRae Clay, Meadville, Miss.



Thank you Plainview Farms, Brent Smith, Franklinton, La., and Zajic Farms, Matt Zajic, Ennis, Texas.

Special Thanks

to Schuster Farms and Korban Cattle Co., for purchasing our high-selling lot, the pick of our 2021 fall ET calves!



Thank you RJ Ranch, Lisa Colley & Jaicie Biggers, Augusta, Ga.



Thank you Rockin B Farm, Micky Bowman, Staley, N.C., and Stegall Farms, Pontotoc, Miss.

WE APPRECIATE ALL OF OUR OTHER BUYERS

Tinney Farms, Hanceville, Ala., Corporron Acres, Schulenburg, Texas, Korban Cattle Company, McAllen, Texas, and Strait Ranches, Streetman, Texas



Thank you Rocking L Farm, Dennis & Amanda Lee, Siler City, N.C.

G **Grandview Farms** Hamilton, Ala.

OWNERS: Delmo & Wilmoth Payne
CELL PHONE: (205) 468-5319
EMAIL: delmo.payne@gmail.com

MANAGER: Brent Shaw (205) 412-5761
EMAIL: brent.shaw007@gmail.com
HERDSMAN: Seth Holmes (205) 412-7053

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