



SANTA GERTRUDIS

USA

SEPTEMBER 2018 | VOLUME 21, NUMBER 9



**PERFORMANCE
ISSUE**

Santa Gertrudis



8,000
Registrations in 2018

The Preferred American
Beef Breed



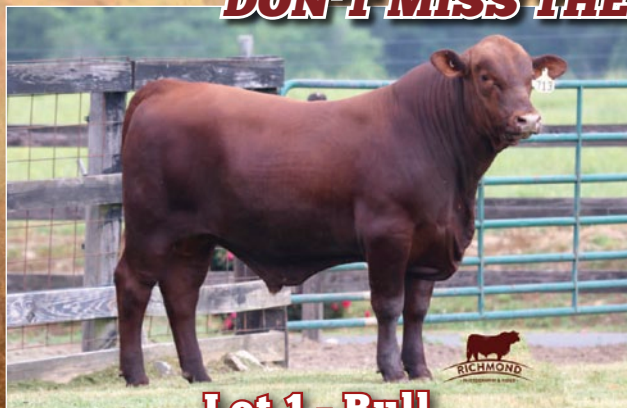
*Integrity, Quality,
Tradition & Hospitality*

ALABAMA CONNECTION SALE

October 5 & 6, 2018 · Hanceville, AL

Tinney Farms welcomes everyone back to the farm for our 30th Anniversary!

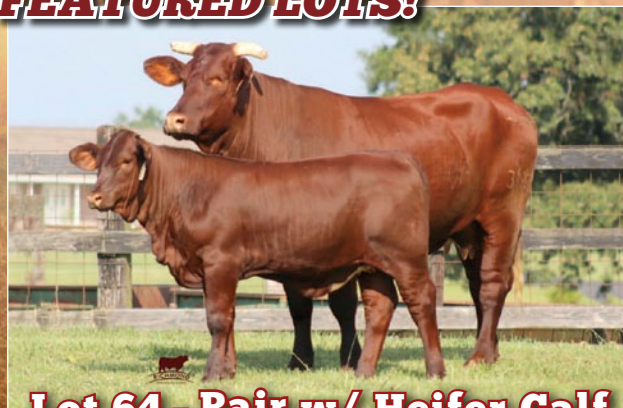
DON'T MISS THESE FEATURED LOTS!



Lot 1 - Bull

TF 713 · Reg #20171328

Son of RDF 2346. Top 25% for nine traits including
Top 2% for Marbling and an IMF of 4.85.
Selling Full possession and 50% semen interest.



Lot 64 - Pair w/ Heifer Calf

TF 3199 · Reg #20140358

Hatchet & Grizzly genetics! Sells with show prospect
heifer calf, born 2/17/18, sired by 2015 National Champion
Real Deal. 3199 sells bred back to Pistolero,
a Pistol son with some of the strongest numbers in the breed!



Lot 59 - Bred Heifer

TF 637 · Reg #20160606

King Ranch, Grey Rocks and Harris Farms genetics.
She is super feminine, long-bodied and clean.
Should calve by sale date to TF 1167.



Lot 65 - Pair w/ Heifer Calf

TF 4100 · Reg #20144444

An own daughter of the legendary Hatchet, she ranks
in the breed's Top 1% for WW, YW & HCW. Sells with
heifer calf, born 3/20/18, sired by 2017 National Champion
Masterpiece 101. 4100 sells bred back to
C-P Roberto 915C6 who has EPDs in the Top 5% in six traits.



Sale to be broadcast on
www.cattleinmotion.com

Tinney Farms

5251 Co. Rd. 601 · Hanceville, AL 35077

Manager: Arlin Taylor | Phone: 256-507-3838

Email: arlin.taylor@bhamfast.com | Website: tinneyfarms.com



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KR 1131/13



**SEMEN PACKAGES
AVAILABLE!**

"IMPRESSIVE"

Reg. #20134080

	BW	WW	YW	Mat	TMat	HCW	REA	Marb	Tend	Fat	Carcass	\$G
EPD	-0.12	14.60	26.02	-0.28	7.02	18.97	0.33	-0.03	0.00	0.00	10	\$24.05
Accuracy	0.29	0.53	0.43	0.22	—	0.34	0.35	0.37	0.23	0.49		



8913

KR 1131/13's sons' numbers on feed test evaluation place them in the top of Wendt Ranches' test, where 62 bulls competed against one another. Check the numbers on these six sons, who ran off and left the field against their competition on our 112-day test. Two of them have already sold to a breeder in Florida!



8932



8921

Bull	ADG	ADG Ratio	Scrotal	IMF	REA
8913 <i>pictured</i>	4.82	122	40	3.81	1.08
8915 <i>sold</i>	4.81	122	41	3.73	1.10
8921 <i>pictured</i>	4.86	123	43	4.0	1.12
8931 <i>sold</i>	5.21	132	39	4.21	1.04
8932 <i>pictured</i>	5.58	141	42	4.06	1.03
8935 <i>pictured</i>	4.32	109	42	3.55	1.06



8935

W
S

Wendt Ranches

5475 FM 457, Bay City, TX 77414

email: wendtranches@hotmail.com

Gene Kubecka

979-240-5311

Daniel Kubecka

979-240-5312

SGBI Herd #621, established 1954

W
S

SANTA GERTRUDIS USA

IN THIS ISSUE

- 6** 2019 Semen Catalog Coming Soon
- 10** Has Brush Got You Down?
- 12** Hit End Point Targets with SGBI's Marbling EPDs
- 14** Quality Focus Positions Beef Industry for Success
- 18** Who Owns Your Data and Where Is It?
- 20** Southeast Bull Test Provides Data Collection Opportunity
- 23** Santa Gertrudis Foundation Seeks Donations
- 28** 2018 Membership Directory Announcement
- 29** Show Results – Ohio State Fair

DEPARTMENTS

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



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ON THE COVER

A bull exits the chute after being examined for the Tinney Farms Gain Test, Hanceville, Ala. Photo by Darren Richmond

Providing Polled Power Genetics to the Santa Gertrudis Breed

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Austin Logan, Manager
(256) 335-8821



Get Connected with Sancho 3318 at the 30th Annual Alabama Connection Sale! Sancho Sons Sell!



Gray Oaks 700
His dam is a daughter of
Copperhead. Top 10% in 6 traits.

SCROTAL: 43 cm
GROWTH INDEX: 18.42
CARCASS RANK: 9



Sancho 3318

Gray Oaks Females Sell!



Gray Oaks 715
His dam combines
Mr Red W101 and **740**.

Top 10% in 6 traits.
SCROTAL: 37 cm
GROWTH INDEX: 21.00
CARCASS RANK: 10



Gray Oaks 639

A polled daughter of **Viper 400**. Her dam
goes back to **Geronimo** and **Playboy**. She
sells bred to **Red Doc Dinero Deal 6002**.

GROWTH INDEX: 20.09 • CARCASS RANK: 9

Gray Oaks Farm

DENNIS JONES, OWNER BILL LUNDBERG, CONSULTANT
(941) 735-9391 (479) 880-6217



Two Sancho
daughters

Gray Oaks 760 & 761

760's dam is an own daughter of **Mr Red W101**.

Top 10% in 6 traits.

GROWTH INDEX: 26.30 • CARCASS RANK: 10

761's dam combines **Grizzly** and **Clarendo 740**.

Top 10% in 5 traits.

GROWTH INDEX: 18.66 • CARCASS RANK: 10

Polled Santa Gertrudis Association

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Email: ccreech6@gmail.com
Herd No. 16769 • Herd No. 37879



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Lester & Ouida Cossey
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Ramblings from the Open Range

EXECUTIVE DIRECTOR'S REPORT

By John Ford

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Recently, I have found myself addicted to house-flipping television shows. Home renovation looks so easy on TV – knock down a couple of walls, select a sensible paint color, put a new vanity in the bathroom, place a for sale sign in the yard and turn a sizable profit. The televised projects move quickly, the results are beautiful and the paydays are phenomenal. I realize there are probably bumps along the way, but the difficulties seldom appear during the 30-minute time slot.

I suspect professional house flippers and rehab specialists have carefully devised business plans, as well as an extensive knowledge of their customer base, before undertaking a renovation project. The time I spend watching *Fixer Upper* certainly does not make me a renovation real estate expert, but it does reinforce my feeling that the marketplace is too volatile for any enterprise operating without a well-thought-out business plan and extensive knowledge of the customer base.

Too often people enter the seedstock business lacking an understanding of how the beef industry functions and without realistic financial expectations. In today's competitive purebred sector, cattlemen must operate their beef enterprise as a business and do so with an understanding of production costs and customer demand. Setting business goals and herd objectives is key to success. Simply stated, developing a workable business plan is an important practice that defines the path to be taken.

Let's be honest, many seedstock operations chase one fad, then another, accomplishing very little and making absolutely no genetic progress. Setting SMART goals allows cattlemen to clarify ideas, focus efforts, use time and resources productively, and increase the chance of achieving goals. What is SMART? It is a business acronym that can be used to guide the goal-

setting process. SMART is specific, measurable, achievable, relevant and time-bound.

■ **SPECIFIC** – State where your operation fits in the industry. What makes your herd's genetic package valuable, and what differentiates your breeding program from other seedstock operations? Focus on traits of economic importance rather than traits that have more to do with tradition or personal preference. Clearly identify your market. SGBI members must constantly monitor herd performance against customer requirements and consider how performance and the requirements might change over time.

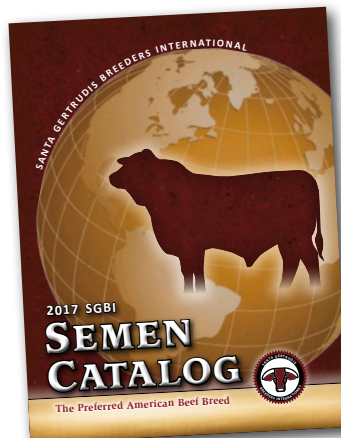
■ **MEASURABLE** – To remain viable, seedstock operations must always focus on genetic progress. You can achieve greater progress toward breeding objectives by targeting highly heritable traits. Breeders must establish concrete criteria to measure herd progress effectively.

- **ACHIEVABLE** – Achievable herd and marketing goals must be set and be based on the realities of the beef industry. The beef industry is segmented and is driven by volume, but that does not mean small herd owners can't set and achieve goals that will have a positive financial impact on their program and a positive impact on the industry.
- **RELEVANT** – Formulate a detailed description of operations. Know your costs, develop budgets and conduct break-even analyses based on various beef industry scenarios.
- **TIME-BOUND** – Nothing happens overnight. Building a successful seedstock operation takes time, but each operation's goal must have an endpoint that allows the next goals to be set. Developing a timeline to accomplish goals for herd improvement and market development keeps the operation on task and does not allow unattainable goals to limit operational growth.

The opportunities for SGBI members are great, but so are the risks. Market volatility and escalating input costs challenge the most financially conservative operations. However, having a SMART business plan in place helps breeders manage risk and places an operation in position to build market share. A business plan doesn't guarantee success, but it does increase the odds. ☞

In today's competitive purebred sector, cattlemen must operate their beef enterprise as a business and do so with an understanding of production costs and customer demand.

2019 Semen Catalog Coming Soon



Reserve your space by Nov. 21!

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

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

Space reservation deadline is Nov. 21.

SANTA GERTRUDIS DISTRICT VI BREEDERS



Congratulations Ashley Osborne!

ON HER WINNINGS AT THE OHIO & INDIANA STATE FAIRS



MOSBY CREEK AUTUMN

**RESERVE CALF CHAMPION
OHIO STATE FAIR JUNIOR SHOW**

OLC Troubadour daughter



***Look for
Osborne Consignments***

25TH ANNUAL DISTRICT 6 SALE

Sept. 15, 2018 • Richmond, Ind.

ID 712 STAR 5 Show Prospect

3/4 Santa Gertrudis x 1/4 Angus born 10/2017

ID 710 STAR 5 Show Prospect

1/2 Santa Gertrudis x 1/2 Charolais born 10/2017

**ID 713 Polled Santa Gertrudis Show Prospect
born 10/2017**

SHAKERS AVA

**RESERVE GRAND CHAMPION
STAR 5 FEMALE**

OHIO & INDIANA STATE FAIRS

SGBI Point Shows

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bud@cbarcranch.net

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PRESIDENT'S LETTER

By Jerome Urbanosky

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In the July issue I started reminiscing about some of the incredible Santa Gertrudis events enjoyed through the years, something I will continue in this letter.

In January of 1985, a group of Santa Gertrudis breeders chartered a 747 and flew to Hawaii. While en route, I saw my first Santa Gertrudis video action, live with ring men and Gerald Bowie as the auctioneer. The breed's elite cattle, semen and embryos were offered, very similar to the current Mid-Coast Super Sale at Houston. I remember Hawaiian Hustler 215 sold for around \$65,000 for three-quarters interest to Thirteen Oaks, owned by Harold Cobb. I was a part of a group that unsuccessfully bid against him. It was quite the event and an incredibly good time, including a golf tournament, tennis tournament and a wild deep-sea fishing challenge that ended up being a funny story featuring Joe McLelland, ranch manager of Simon Peter Bend in Goodrich, Texas.

The Western Heritage Sale was an elite offering of Santa Gertrudis, Quarter Horses and western art. It was the brain child of Joe Marchman and John Connally, both Santa Gertrudis breeders, and it was held at the Shamrock Hilton Hotel in Houston, Texas. It was a tuxedo and evening dress event. The "who's who" of Texas were there and the cattle offered were the best of the best. The Cosgroves from Colgate, Okla., usually had one of the elite, high-dollar sale lots.

The Southern Classic was held in New Albany, Miss., at Melvin Burchfield's place. It featured old plantation-style hoop dresses and southern gentlemen. Attendees enjoyed southern fried catfish and hush puppies before the cattle sale, which featured the elite cattle from the southeast and a few invitees from Texas and other states.

CONTINUED ON PAGE 21 ►

SANTA GERTRUDIS Juniors

By Harrison Kimble, Vice President



In recent years, the Santa Gertrudis breed has excelled in the area of performance. We've progressed in collecting data to determine growth and carcass traits, and we even have had multiple Better Beef Contests at National Junior Santa Gertrudis Shows to record some of this data. But what other performance data are we bringing into our herds?

Recently SGBI Executive Director John Ford wrote an article informing beef cattle breeders of our new fertility expected progeny differences (EPDs). "Historically, beef producers have found it difficult to select for reproductive traits," Ford said in the article. "They are challenging to measure and tend to be less heritable when compared to growth and carcass traits. Over the years, there has been little agreement on how to measure efficient reproduction."

As a result, the SGBI Performance Committee added a new database that calculates two EPDs that have been designed to measure reproductive traits. These new EPDs – Heifer Pregnancy and Breed Back – allow producers to determine which animals have desirable reproductive abilities. These EPDs may be the next big step in determining reproductive efficiency. For more information, look out for the SGBI Breeder Guide to Data Collection and Submission, which is soon to be released and will discuss collection and submission of data for all traits, including the new fertility EPDs. 🐄

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NOVEMBER 17, 2018

Richard M. Borchard Regional Fairgrounds • Robstown, Texas

**Over 100 head of functional, productive
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**SOUTH TEXAS
HERITAGE SALE**

Host Hotel

Omni Corpus Christi Hotel
(800) 843-6664

Group code:

111218SOUTH TXHE

Room block name:

South TX Heritage Sale Rooms

Friday, Nov. 16

3:00 p.m.-7:00 p.m. *Cattle viewing at Fairgrounds*
7:30 p.m. *Dutch treat dinner*
Landry's Seafood, Corpus Christi

Saturday, Nov. 17

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

Sunday, Nov. 18

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



SOUTH TEXAS HERITAGE SALE.COM

SANTA GERTRUDIS *Production* HAS BRUSH GOT YOU DOWN?

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



Of all the work that needs to be done on a ranch, brush management is right up there with fence fixin' or cleaning out stock tanks. If fence lines are full of brush, cactus and trees, you would probably much rather go to the dentist than start on that job, no offense to dentists. Much like fence maintenance, we should all plan to do some brush management on an annual basis, at least as much as our ranch budget will allow.

If brush management is put off year after year, brush encroachment can be overwhelming, both mentally and fiscally. All ranches with brush issues need to pencil out lost grazing cost versus the expenses associated with continual brush management or the expense of a major brush management practice, such as root-plowing, aerial spraying or large-scale controlled burns, every 5 to 10 years.

There was a really interesting simulation study analysis paper written and published in the *Journal of Range Management* (Teague et al., 2001) titled "Economics of managing mesquite in north Texas: a sensitivity analysis." This analysis was based on many small-scale, independent studies in the rolling plains of Texas where honey mesquite is a major brush problem.

The authors started with clean pastures that could support one cow-calf pair every 21 acres. In their analysis it took almost 14 years of uncontrolled mesquite growth before any reduction in carrying capacity occurred. Somewhat surprisingly, for example, a tame pasture acquired in 2004 would be severely brush-encroached by this year (2018), enough so that brush cover would impact our grazing plan.

In their 30-year model, if no brush control was done over the next 16 years, we would gradually need three times more acreage for the same cow-calf pair. By the 30th year of non-brush managed pasture, there would be mesquite cover over 30 percent of the acres.

Based on research at Texas Tech University back in the 1970s, it is apparent that forage growth beneath mesquite trees changes very little until 15-30 percent pasture cover is reached. Clearing the brush was most beneficial to forage production if pre-treatment pastures were at 30 percent brush coverage or greater.

The analysis showed that fire was the most economical mesquite control method overall, even when fence re-construction and grazing deferment was accounted for. Fire or root-killing herbicide was more economical than root-root plowing. To be transparent, I believe it is important to include

the costs used in the 2001 analysis: fire cost \$2.42 per acre; herbicide cost \$17-\$25 per acre; and mechanical cost \$50-\$90 per acre.

Prescribed burning is not as easy or convenient to use as herbicide for controlling brush. Moreover, most of us may not be lucky enough to have only one brush specie to manage. Nonetheless, this study recommends fire as the most economical approach and concedes that this may be difficult during times of below-average rainfall. The authors suggested that reducing stocking rate and only burning one-eighth of the total grazing unit each year would help to establish conditions that would enable burning on a more regular basis.

Traditionally, we think of the "burning season" as late winter/early spring (December to March), prior to spring green up. According to folks at the Noble Foundation, we

need to think outside of the box when it comes to burning because Mother Nature has been managing the Southern Great Plains with year-round fires for eons. Postponing burning until the next year is common during the typical, short-burning season due to improper weather conditions. According to the Noble Foundation, summer burns can be more successful for grasslands and mixed shrublands, whereas wooded areas should be burned during winter.

Regardless of season, a good burn is highly dependent on sufficient fuel. Cattle producers must be aware that good fuel for any fire only occurs when grazing has been limited or eliminated for a period of time. More important, after a prescribed fire, cattle may have to stay off burned pasture for up to one year. All of this would require critical planning.

If we have brush, we need a management plan. The plan must be flexible, economical and doable. Perhaps a combination approach with individual plant treatment (IPT) or aerial herbicide and prescribed burning may be the best approach. Whatever can work best for your operation is up to you. The local Natural Resource Conservation Service office is a great resource to seek help, advice and possible cost-share opportunities for your brush management plan. Don't put off brush management until you have to start selling your favorite cows. 🐄



LA CAMPANA RANCH

COMMERCIAL *AND* PUREBRED SANTA GERTRUDIS

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REGISTRATIONS, STAR 5 RECORDINGS AND TRANSFERS BY DISTRICT

JULY 2018

ACTIVE MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	1	0	0	104
2	229	853	67	29
3	35	9	0	14
4	89	15	9	38
5	7	3	0	5
6	45	1	0	10

JUNIOR MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	18	0	0	19
2	6	3	0	1
3	0	0	0	3
4	1	0	0	10
5	0	0	0	0

FOR SGBI REGISTRATIONS CONTACT: Diana Ruiz

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Phone: (361) 592-9357 • Fax: (361) 592-8572

SANTA GERTRUDIS

Calendar

SEPTEMBER

- 14** Mid-Coast Santa Gertrudis Annual Meeting, Hallettsville, Texas
- 14-15** District 6 Haltered Heifer Show and Sale, Richmond, Ind.
- 15** Cattleman's Opportunity Sale – **CANCELED!**
- 29** Arkoma Santa Gertrudis Association Sale, Tulsa, Okla.
- 30** Tulsa State Fair SGBI Point Show, Tulsa, Okla.

OCTOBER

- 5-6** 30th Annual Alabama Connection Sale, Tinney Farms, Hanceville, Ala.
- 12-13** State Fair of Texas, Dallas, Texas
- 16-18** 2018 Sunbelt Farm Expo, Moultrie, Ga.
- 20** Strait-Hefte Tried & True Production Sale, Carrizo Springs, Texas

NOVEMBER

- 3** Mountain Laurel Classic Sale, Calhoun, Ga.
- 9** 15th Annual Briggs Ranches Bull and Commercial Female Sale, Bloomington, Texas
- 10** 40th Annual Tri-Star Sale, Bloomington, Texas
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Hit End-Point Targets with SGBI's Marbling EPDs

By John Ford, SGBI Executive Director

Unfortunately, a segment of industry members often portray Santa Gertrudis cattle as inferior from a carcass quality standpoint. However, no single breed holds a monopoly on superior carcass quality and, contrary to popular belief, it is not driven by hide color. Research results clearly indicate that genetic variation exists both between and within breeds for many important beef cattle performance measures, including carcass quality. In fact, on a national average, fewer than one in four Angus and Angus-influenced animals harvested at licensed plants meet all 10 Certified Angus Beef carcass specifications needed to qualify as a Certified Angus Beef® branded product.

Selection within breed populations is a very effective tool for improving carcass traits, and Santa Gertrudis Breeders International's reliable genetic evaluation ensures that cattlemen can make sound comparisons and identify genetics that will perform at the highest level. The results of the 2018 SGBI Steer Feedout confirm the breed's genetic evaluation does identify genetics that perform at the highest level.

The recently concluded trial is proof that placing selection pressure on carcass traits when making breeding decisions will result in cattle that meet end-point targets. Sixty-six purebred Santa Gertrudis steers representing 25

different sire groups were fed at AzTx Feeders, Hereford, Texas, through the winter and spring. The steers were harvested June 29, 2018, at the Tyson Beef Plant in Amarillo, Texas. The cattle graded a remarkable 96 percent Choice, with 51 percent hitting the Premium Choice mark.

The data, collected by the Beef Carcass Research Center – West Texas A&M University, reveals that the Santa Gertrudis genetic package reaches desired quality grade targets and does so in an effective, efficient and profitable manner. The steers' average USDA Yield Grade was 2.98, with 50 percent of the carcasses being Yield Grade 1s and 2s. The data becomes even more impressive when taking into consideration that the ribeye area (REA) average was 14 square inches, and the cattle gained 3.51 pounds per day during the feeding period.

The results are not an anomaly. JBS Five Rivers – Hartley Feeders recently collected and released information on 3,800 head of Santa Gertrudis and Santa Gertrudis-influenced cattle that were fed and processed in the Texas Panhandle in 2014 and 2016. Their results were equally impressive and provide an unbiased picture of the breed's ability to produce feeders that are profitable and consumer-pleasing.

Steer calves dressed 64.3 percent, with Yield Grade 1s and 2s topping 47.7 percent. The steers graded 70.9 percent Prime and Choice. Their heifer mates' performance was even more impressive, with the females dressing 64.7 percent and 51 percent hitting Yield Grade 1s and 2s. The heifers graded 78.7 percent Prime and Choice. This industry-generated information becomes even more notable when comparing the Santa Gertrudis steer quality grade average of 70.9 percent Prime/Choice to the 2016 total plant quality grade average of 62.3 percent Prime/Choice.

The results of the 2018 SGBI Steer Feedout confirm the breed's genetic evaluation does identify genetics that perform at the highest level.

SGBI members have an opportunity to position Santa Gertrudis as the *Bos indicus*-influenced breed that not only provides heat tolerance, outstanding maternal and superior growth traits, but also provides a high-quality carcass that hits or surpasses the 70 percent Choice grade mark or better. Utilizing the breed's Marbling expected progeny difference (EPD) during the selection and breeding decision-making process will result in overall genetic improvement in the area of carcass quality.

The association's Marbling EPD is a prediction of differences in future progeny performance relative to carcass marbling score. The Marbling EPD provides a comparative ranking of genetic merit, which allows sires to be selected that will result in directional change for marbling. The expected result of utilizing the association's marbling EPD when making breeding decisions is that the average marbling score of future progeny carcasses will improve by selecting the higher-marbling EPD sire.

Without a doubt, the success of programs such as Certified Angus Beef has drawn attention to the importance of quality grade. I do recognize that marbling is not always a trait of interest to a portion of our breed's bull-buying customers, especially those marketing by the pound. However, carcass traits are part of a balanced selection program at the cow-calf level, and there is significant value for the breed to improve carcass traits. You can bet our competitors have intensified their focus on improved carcass quality. 🐄



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Seth Holmes, Herdsman (205) 412-7053

Quality Focus Positions Beef Industry for Success

By Jessie Topp-Becker, Managing Editor

Over the last several decades, U.S. cattle producers have set their sights on quality. This focus on quality has resulted in improved eating satisfaction and, as a result, growing beef demand.

During his June 21 presentation at the 2018 Beef Improvement Federation's Research Symposium and Convention, Mark McCully, vice president of production for the Certified Angus Beef® (CAB) brand, in Loveland, Colo., shared how the industry's focus on quality will impact the future of beef production.

Consumer eating satisfaction is often based on three key components – tenderness, juiciness and flavor – each of which are positively influenced by marbling. Cattle producers have made significant improvements to beef tenderness in recent years.



Mark McCully, vice president of production for the Certified Angus Beef® Brand, shares how the beef industry's focus on quality will impact the future of beef production during the 2018 BIF Research Symposium and Convention.

The marked improvement in beef tenderness has allowed the industry to shift its focus. "We tend to see that marbling, and its impact on flavor and juiciness, are a bigger driver in overall consumer satisfaction palatability today than maybe what they were 10 or 15 years ago," McCully explained.

In addition to maturity, marbling is the primary determinant of quality grades in fed beef production. While McCully admitted the U.S. Department of Agriculture's (USDA) quality grading system is not perfect, research reveals that it does "a pretty solid job of predicting consumer eating satisfaction."

A bright note for the industry is the dramatic improvement of beef quality grades over the last decade. In 2010, 65 percent of fed cattle graded USDA Choice and Prime; in 2017, that jumped to 78 percent. In 2017, 6 percent of cattle graded USDA Prime, compared to 3.2 percent 10 years earlier. At times in 2018, the percent of cattle grading USDA Prime has exceeded 8 percent.

Improvements in cattle genetics and management are factors McCully credited for the improvement to quality grades. "We've put more selection pressure on marbling specifically," he said. Other factors behind the improvement include supportive feeding economics and enhancements to grading technology. However, McCully explained the rise in quality grades has been intentional and the industry has answered the call for more high-quality beef.

Some would argue that the improvement in quality has simply been a function of increasing carcass weights. McCully said that isn't the case. "We've been increasing carcass weights for a long time, and for a long time we were not seeing an improvement in quality grade. Just looking back over the last 10 years, we've seen a definite change in that regard."

McCully explained that, when comparing beef production on a carcass-weight basis in 2017 versus 2010, weekly production of USDA Prime, Premium

Choice and all Choice increased 12.1 million pounds (93 percent), 37.2 million pounds (73 percent) and 45.6 million pounds (18 percent), respectively. During the same time, the average weekly production of USDA Select decreased 49.7 million pounds (40 percent).

Looking at wholesale beef values and the trends in the spreads between quality levels also reveals market signals calling for more high-quality beef. In

Grading improvement has resulted in a significant shift in production quantities.

Average Weekly Production By Grade* (Million lbs)				
	2010	2017	Unit Change	% Change
Prime	13.0	25.1	+12.1	+92.8
Premium Choice	51.1	88.3	+37.2	+72.8
All Choice	254.3	299.9	+45.6	+17.9
Select	124.4	74.7	-49.7	-40.0
Other	22.4	17.6	-4.8	-21.2

*Estimation based on fed steer and heifer harvested head multiplied by average fed hot carcass weight multiplied by QS distribution
Source: USDA AMS

During his presentation, McCully credited improvements in cattle genetics and management for the improvement to quality grades.

the last three to four years, U.S. cattle producers have increased their weekly production of Choice and Prime beef by more than 20 percent, while keeping cutout spreads relatively strong.

"To me, that is an incredible indication of the demand that's out there when we look at this quality marketplace," McCully said. "It's an adjusted marketplace out there today that is definitely sending a signal to produce more on the quality frame."

He explained that the wholesale cutout spreads are translated into premiums and discounts on value-based grids. Last year, the USDA Agricultural Marketing Service reported that the average grid premiums per hundredweight for Prime (over Choice), CAB (over Choice) and Choice (over Select) were \$15.94, \$4.33 and \$11.82, respectively.

The reduction in discounts on Yield Grade 4 and 5 carcasses can also be

CONTINUED ON PAGE 16 »

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considered a quality signal, as McCully explained these discounts are driven by the packers' desire to remain competitive.

What's the Cost?

Some may think feedyard performance is sacrificed in the pursuit of quality; however, McCully said producers do not have to sacrifice performance or efficiency in their quest to raise higher-grading cattle.

To illustrate his point, McCully shared data from a recent analysis conducted by Five Rivers Cattle Feeding. In the analysis, high-grading (10.3 percent Prime and 44.7 percent CAB, on average) pens were compared to low-grading (0.6 percent Prime and 12.7 percent CAB, on average) pens.

"They found really no difference when you look at the cattle's performance," McCully said.

The high-grading pens, when compared to the low-grading pens, had comparable average daily gains (3.53 pounds versus 3.58 pounds), feed conversions (DM) (5.94 versus 5.85) and costs of gain (\$0.70 versus \$0.72).

"Again, a very, very positive message for us as an industry," McCully said. "As we increase the quality of our product, we can do it with efficiency."

Another positive story for the industry is that cattle producers do not have to sacrifice cow function in their pursuit of improving the quality of the end product.

"I think we're in an incredibly great situation today where we have the tools available to us in this beef industry to make our product better, all the while improving maternal function and improving the efficiency of our cattle," McCully said.

That said, producers should avoid single-trait selection for marbling. The focus should be on improving the quality grading potential of their cattle while keeping in mind other economically relevant traits. With today's selection tools, producers have the ability to improve meat quality while also making progress in the areas of fertility, maternal function and performance.

Looking Ahead

Despite not having a crystal ball, McCully identified several factors and trends that he thinks suggest a strong future for high-quality beef. Increased

"I think we're in an incredibly great situation today where we have the tools available to us in this beef industry to make our product better, all the while improving maternal function and improving the efficiency of our cattle."

– Mark McCully

supplies of high-quality beef has generated new customers, including Costco and Walmart.

"We've had a very significant shift in the marketplace for those that are selling our product, and I don't get the sense that they want to go backwards," he said. "They've got a customer basis now that's gotten accustomed to a pretty high-quality product that we've put out there."

The second demand driver comes from a category few would suspect – ground beef. "I would tell you [ground beef] is no longer quality grade neutral," McCully said.

preparation, marbling becomes more important.

Global demand for high-quality beef opens the door for more U.S. beef export opportunities. Many countries prefer highly marbled beef, which is good news for U.S. cattle producers.

"They understand the value of marbling," McCully said. "When we think about our global competitiveness, our advantage is high-quality, grain-fed beef."

Quality Targets

As the industry continues to meet the demand for high-quality beef, what targets should producers set their sights

on? The 2016 National Beef Quality Audit identified the following quality grade targets: 5 percent Prime, 25 percent upper two-thirds Choice and 25 percent Select.

"Is that maybe too low?" McCully asked while explaining that, to date in 2018, U.S. beef is grading 7.6 percent Prime, 23.3 percent upper two-thirds Choice and 17.6 percent Select.

"When we think

about our competitive advantage, what we can do with genetics today, what the demand signals are, and what I believe they're telling us as it relates to the demand and the future demand for high-quality beef, maybe we need to ratchet those up a little bit," he said.

U.S. cattle producers' intentional focus on quality has made the beef industry more economically viable and sustainable. "The marketplace has said 'produce more quality,' and producers have responded to that," McCully said. "I have a hard time finding a business model that doesn't say, if you increase the quality of your product, you're going to increase the demand." 🐄



The dramatic improvement in quality grades has been an intentional response to the demand for high-quality beef. McCully said U.S. beef producers have responded in "amazing fashion" to the signals that have been sent in the marketplace.

In fact, ground beef is one of the CAB brand's fastest-growing categories, and the marketplace now boasts USDA Prime hamburgers. Additionally, companies like Five Guys, Smashburger and Shake Shack have contributed to this growth by demanding premium, high-quality ground beef to differentiate themselves in a crowded and competitive marketplace.

The value of marbling beyond the middle meats – rib and loin – is another driver in the growing demand for high-quality beef. For many years consumers preferred the "low and slow" cooking method. But today's consumers prefer quicker preparation items, such as steaks for grilling. With a growing number of consumers using direct heat

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Who Owns Your Data and Where Is It?

By Lisa Bard, Editor

In today's world, it seems that every industry is collecting more and more data on every possible metric – and in turn is using that data for a huge variety of things, including marketing, research and development, risk management, financial evaluation, performance evaluation and more. The beef industry's seedstock sector has been collecting and recording phenotypic data for decades with the purpose of evaluating individual performance, predicting future performance and predicting the performance of the individual's offspring.

With the onset of genomic testing and the huge increase in genetic samples that can provide even more data, the question of who owns the data and where it is becomes very legitimate. At the recent 50th anniversary of the Beef Improvement Federation's Annual Research Symposium and Convention, industry experts addressed this topic.

Wade Shafer, American Simmental Association (ASA) executive vice president, represented not only ASA, but also International Genetic Solutions (IGS), a collaboration between several U.S and Canadian breed associations. Shafer said IGS partners handle data ownership in a variety of ways. The Canadian partners "share data," meaning the breeder owns their animal genotypes and shares data with their respective associations. Some American partners share data, and a few own breeder-submitted data.

"As for IGS, all data submitted becomes a permanent record in the IGS genetic evaluation," Shafer said.

Shafer said he appreciates the collaboration that built IGS and hopes members of the beef industry can continue to work together.

"I would like to see the industry maintain an open and free-flowing type of platform," Shafer said. "I understand the importance of intellectual property rights and the need to innovate and continue to make progress, but I hope to find a reasonable balance between the two."

Finding and maintaining this balance will be beneficial to the entire industry, which he believes is more important than individual gain.

"There is an element of resource reallocation when we collect data, and we think of ways to collectively raise everyone's boat. We all gain – even those who do not collect data – by doing what we are doing in genetic evaluation," Shafer said. "If we believe that having many viable options for crossbreeding is in the best interest of the beef industry, then doing genetic evaluation on all breeds is helpful to all."

According to Dan Moser, president of Angus Genetics Inc. (AGI) and director of performance programs for the American Angus Association (AAA), long ago the AAA established agreements with its members pertaining to data transfer and ownership. These agreements are more vital than ever before, due to the vast amount of records and genetic samples AGI stores.

When a genetic sample is submitted for evaluation, ownership is then transferred to AGI, which permanently maintains ownership as a "steward" of that sample. This is done so that further testing and evaluation can be performed on the animal if needed or if beneficial to the industry.

"When a member sends in data to the American Angus Association, that data then becomes the property of the association," Moser said. "But of course, the member retains a copy of that data, and they have the right to use that data in any way they see fit for their own marketing and research efforts."



Wade Shafer, Dan Moser and John Genho (left to right) field questions during the panel discussion on "Who Owns Your Data and Where Is It?" at the 50th Anniversary BIF Research Symposium and Convention.

"Our job is to provide the best possible tools and the best analysis of the data to put our members in the most competitive position possible."

John Genho, geneticist and owner of Livestock Genetic Services LLC, evaluates genomic information for commercial ranches as well as 10 different breed associations. Data ownership is important, but so is sharing that data for the mutual benefit of all.

"I started working with King Ranch 15 years ago to develop a genetic evaluation program for traits they did not have EPDs [expected progeny differences] for," Genho said. "They have a whole suite of traits they are selecting for and now have a symbiotic partnership with Santa Gertrudis Breeders International (SGBI)."

King Ranch did what was best for their business and is still sharing data with SGBI. They don't share all of their data

CONTINUED ON PAGE 25 »

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SOUTHEAST BULL TEST PROVIDES DATA COLLECTION OPPORTUNITY

By John Ford, SGBI Executive Director, & Darren Richmond, SGBI Member Services Representative

In spring 2016, an idea was conceived by a membership-driven group in Alabama to develop a data collection program focused on serving SGBI members in the Southeast. This idea resulted in the Tinney Farms Gain Test.

With assistance from Arlin Taylor and the Tinney Farms crew, along with Darren Richmond, Brad Wright and Donnie Robertson, a bull data collection activity was organized.

The program's main goal was to collect as much information as possible during a 112-day bull gain test in order to validate animal performance. The test collected data including average daily gain (ADG) and weight per day of age (WDA), and ultrasound measurements of intramuscular fat (IMF), ribeye area (REA), and ribeye area per hundredweight (REA/cwt.), along with scrotal measurements, frame score and docility. In addition, DNA samples were collected and all participating bulls were genotyped. To ensure sound and accurate data collection, all bulls received digital EID tags, which allowed data to flow seamlessly into the Santa Gertrudis Breeders International database.

The top-performing bulls from the spring 2018 test are highlighted here.

2018 SPRING TEST TOP-PERFORMING BULLS

Average Daily Gain (ADG) lbs./day

- | | |
|-------------------------------|------|
| 1. Grandview Farms 253E1 | 4.87 |
| 2. Pitchford Cattle Co. 915E2 | 4.82 |
| 3. Pitchford Cattle Co. 915E3 | 4.34 |

Intramuscular Fat (IMF) in.

- | | |
|-------------------------------|------|
| 1. Tinney Farms 713 | 4.85 |
| 2. Pitchford Cattle Co. 915E8 | 4.46 |
| 3. Gray Oaks Farm 667 | 4.35 |

Ribeye Area (REA) sq. in.

- | | |
|-------------------------------|-------|
| 1. Tinney Farms 700 | 16.32 |
| 2. Grandview Farms 253E1 | 16.29 |
| 3. Pitchford Cattle Co. 915E3 | 14.85 |

Although the program originally targeted Southeast members, participation now includes SGBI members from across the country. In a data-driven market, this program is designed to grow demand for Santa Gertrudis bulls not only in the Southeast but nationwide. Seedstock producers understand today's commercial customer expects valid information that allows them to make sound and profitable decisions.



Donnie Robertson, front, and Brent Shaw, back, look at scan data for a bull in the Tinney Farms Gain Test. The Spring test included 74 bulls, the largest group to be tested as part of the Tinney Farms Gain Test to-date.

Santa Gertrudis genetics check all the boxes, and the Tinney Farms Gain Test provides SGBI members the opportunity to validate herd performance and market their genetics.

Several Santa Gertrudis breeders who participate in the Tinney Farms Gain Test share their thoughts on the value of this data collection program.

Arlin Taylor, Manager, Tinney Farms

"We at Tinney Farms saw a need to provide bull producers in our region a central hub for performance and ultrasound data collection. The more data we can provide the bull buyers gives us a larger piece of the market!"

Delmo Payne, Grandview Farms

"The bull gain test confirms our bulls are what we say they are. The more information we can provide, the better decision our customer can make in the selection process. Helping a customer is a top priority at Grandview Farms."

Chad Daniel, 777 Farm

"We've been very pleased with the results we've had through the Tinney Farms Gain Test. Besides the obvious test ➡



and scan data gained, our bulls have come home in great condition and sale-ready at an affordable cost."

Brad Wright, Ranch Hand Analytics

"The Tinney Farms Gain Test gives Santa Gertrudis breeders the opportunity to bring like-age bulls together for monitored gain and timely scheduling for quality yearling weight and carcass ultrasound measurements."

As of the beginning of the summer 2018 test, 220 Santa Gertrudis and Santa Gertrudis composite bulls have been performance tested and had data collection through this program. Bulls from Alabama, Georgia, Texas, North Carolina, Arkansas, Missouri and Louisiana have been tested.

The Tinney Farms Spring 2018 Gain Test concluded on April 7, 2018, with the largest group to date of 74 bulls. The entire group had an ADG of 3.45 pounds per day. 🐄

The Tinney Farms Gain Test collects data including average daily gain and weight per day of age, and ultrasound measurements of intramuscular fat, ribeye area and ribeye area per hundredweight, along with scrotal measurements, frame score and docility.



PRESIDENT'S LETTER

CONTINUED FROM PAGE 8

The Wasson Futurity was held in Poteau, Okla., and was hosted by Bob and Sharon Wasson of Wasson Ranch. This special, by invitation, consignor's sale allowed each ranch to bring their best halter-broke heifer to show. After the show, all the heifers were sold. One of the fun events included an affiliate cook-off, which included such cuisine as rattlesnake, wild hog and armadillo on the half-shell. It was tons of fun and a great cattle sale full of good times for everyone.

Earlier in writing this, I mentioned Simon Peter Bend Ranch in Goodrich, Texas. It was owned by Harlan Cochran in the early to mid '80s. Their main herd sire, Hustler 920, was the hottest thing in the Santa Gertrudis world. One year they hosted their own Hustler Progeny Sale in conjunction with the Houston Livestock Show and Rodeo. A new and upcoming country-and-western singer performed at their pre-sale festivities. This little redheaded Oklahoma girl has had some success of her own since then – it was Reba McEntire.

I have so many wonderful Santa Gertrudis memories and friends; they are the cornerstone of my life. 🐄

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Santa Gertrudis Foundation Seeks Donations

By Yancey Strait, Director, Santa Gertrudis Foundation

Fellow Santa Gertrudis breeders, I am reaching out as the Santa Gertrudis Foundation is once again seeking heifer donations for the Santa Gertrudis Foundation's Legacy Lot program. Last year, the Santa Gertrudis Foundation received donated heifers from Blackjack Oaks Ranch, Reynolds Prairie View Farms, La Campana Ranch, Hefte Ranch and Strait Ranches. The funds from the sale of these heifers, along with funds raised at the The Red Legacy Dinner and Dance as well as previously donated funds, enabled the Santa Gertrudis Foundation to support research efforts at Utah State University and the new international beef initiative at Texas A&M University. Auburn University is using Santa Gertrudis genetics, and other large public universities are currently discussing future research opportunities with breed representatives.

The Santa Gertrudis breed has received positive press as a result of the Santa Gertrudis Foundation's recent donations, but I anticipate the impact to be even greater when future research data is published. Through the recent press clippings, quotes and social media posts made by our university partners, I believe we are developing a stronger perception of our breed in the marketplace. This perception is more closely aligned with the reality that our breeders are progressive and our cattle are productive. Continued research will allow our breed to prove our benefits to the beef industry through the collection of sound, science-backed data.

I am happy to answer any questions you may have about the Santa Gertrudis Foundation and/or the Legacy Lot program. Please feel free to contact me by phone at (972) 841-0989 or via email at yancey_strait@yahoo.com if you are interested in supporting these efforts. Thank you to all breeders who have supported the Santa Gertrudis Foundation and to those who have supported our ongoing research projects by donating Santa Gertrudis genetics. 🐄



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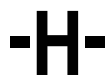
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WHO OWNS YOUR DATA

CONTINUED FROM PAGE 18

but do share information important to the association. In exchange, SGBI provides King Ranch with data.

"People respond to incentives, particularly economic incentives," Genho said. "Data exchange only works if the one contributing the data gets something in exchange for sharing that data."

"If you're asking breeders to contribute data and you can't show them why it's going to benefit them, then they won't contribute. Nobody wants to share something if they don't get value from that relationship."

The next frontier is the commercial sector, which is fertile territory due to volume, but is harder-pressed to collect data. Under current production systems, it's simply not feasible for commercial producers to collect data on each animal utilizing traditional collection methods.

"Technology and innovation will help the commercial sector collect data," Genho said. "Look at what camera grading did for packing plants and what GrowSafe technology has done for intake evaluation for the feedlot sector. Innovation will help solve collection problems in the commercial sector."

The seedstock sector has made a considerable investment in data collection and a concerted effort to make sure that ownership has been carefully and fully addressed so that their data can benefit all.

Putting it All Together

Asked to "listen closely, and then be brief," Don Schiefelbein of Schiefelbein Farms in Kimball, Minn., wrapped up

"Do I want to own my DNA data before I send it in? Yes I do. It infuriates me that they own my data. However, when I give the association my data and in turn they give me a genomic prediction of value that I can use to improve my operation and cattle, I am happy to give them the data."

– Don Schiefelbein

the session with a synopsis of "What I Heard This Morning." He started out with a few disclaimers stating that some of the best of what he heard was not in the actual sessions, but out in the hallways where informal discussions take place, and then he cautioned all in attendance to keep things in perspective.

"If you listened to the presentations as well as to what was said in the hallways, the discussion was about what is the next greatest, biggest frontier in the industry," Schiefelbein said. "And if you read between the lines and listened to what people are actually shouting out loud, the answer to that is how do we get our arms around commercial data."

Schiefelbein suggested that the first company – be it a breed association or an AI company or some other entity – that can figure out how to utilize commercial data in a way that benefits the industry and give back to those supplying the data, will be the leader.

CONTINUED ON PAGE 28 »

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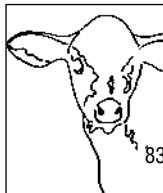
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MC Ranch.....22	Tinney Farms.....2, 19
Mid-Coast Santa Gertrudis Cattleman's Opportunity Sale.....11	Townsend Cattle Company.....26
Mil-Mic Farm.....26	Urbanosky Ranch.....26
Missouri Meadows.....7	Vesper Ranch.....26
Mountain Laurel Sale.....25	Wendt Ranches Partners LLC.....3, 26
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WHO OWNS YOUR DATA

CONTINUED FROM PAGE 25

"People are not going to be willing givers of data unless they are given something in return," Schiefelbein said. "Unless they have a selfish, rational response of 'if I give this, I get that' in return, they won't give the data."

He went on to explain that in his family's operation, they do not want to transfer ownership of their data to the Angus Association when they send it in, but they do so because they get great value in return. "All the issues of data ownership go completely away if you translate enough value when you take ownership," he said.

"Do I want to own my DNA data before I send it in? Yes I do. It infuriates me that they own my data. However, when I give the association my data and in turn they give me a genomic prediction of value that I can use to improve my operation and cattle, I am happy to give them the data," he said.

This is the same thought process with any discussion on intellectual property. The key to getting data from operators – or giving it if you are the producer giving the data – is that the value to giving the data must be greater than the one-way direction of taking it. As the industry gets better at giving value back to operators who supply the data and there is more win-win for all, the issue of ownership becomes less of an issue. 🐄

What About Carcass Size and Product Quality?

Wade Small, Agri Beef, Inc., Livestock Division president, talked about adding value in the industry at the BIF Research Symposium and Convention, and touched on the topic of carcass size and quality.

"Agri Beef has a number of branded-beef lines and adds value for all segments through these lines and our emphasis on quality," Small said. "We create value for the industry, maybe not individually, but with what we've done with product quality."

However, Small noted that value to the consumer may be changing from product quality to production attributes, such as how cattle are raised, how they are fed and where they are sourced from. These attributes are becoming much more important to the consumer and are becoming more important drivers in the industry.

Small also touched on carcass size and the trend for larger fed cattle. "One thing we've become really good at is responding to economic drivers in the industry that are easy to measure, such as size," Small said. "We've done a really good job at making cattle bigger because there is a great economic incentive to do that. Size is easy to measure, select for and feed for."

Schiefelbein echoed Small's thoughts on size, saying that the packing industry is not going to come back to feeders or producers and say, "New deal – making them small makes sense."

However, producers need to evaluate mature cow size and environmental constraints in their cow herd before single-trait selecting for size.

The other quality factor that comes into play is getting cattle to marble, according to Small. Marbling is another trait that is relatively easy to measure, easy to ratio and select for, and progress can be made in that direction. 🐄



John Genho of Livestock Genetic Services talks about how the data set received from King Ranch allowed SGBI to develop EPDs on the breed and give back to all Santa Gertrudis producers, while also benefiting King Ranch.

2018 Membership Directory

Make Sure You're Part of the Annual Membership Directory

The October issue of *Santa Gertrudis USA* will feature the annual Membership Directory of Santa Gertrudis Breeders International. For SGBI members, that means it's time to check to make sure your membership is current so you can be included. The October issue is the largest of the year and extra copies will be distributed at events and to cattlemen interested in Santa Gertrudis cattle throughout the year. This is just one of the many benefits of being an SGBI member.

It's not too late to make sure your membership is paid so you can be included in the 2018 SGBI Membership Directory. If you have questions about your membership status or need to make a change to your listing, you still have time to do so. Contact Diana Ruiz, SGBI registration and member services specialist, with questions about your membership status at (361) 592-9357 or diana@santagertrudis.com. 🐄

Be sure to pay your membership dues by September 7.

*Your membership status **MUST** be current to be included in the directory!*

OHIO STATE FAIR

July 30, 2018 | Columbus, Ohio | Judge: Jenna Barbour



GRAND CHAMPION BULL AND BEST OF POLLED BULL

777 Gambler, shown by Circle A Farm
and 777 Farms, Magnolia, Ark.



RESERVE GRAND CHAMPION BULL

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



RESERVE GRAND CHAMPION FEMALE AND BEST OF POLLED FEMALE

Miss TT 107, shown by Cody Heath,
Turners Station, Ky.



GRAND CHAMPION STAR 5 FEMALE

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

SANTA GERTRUDIS SHOW *Results*



GRAND CHAMPION FEMALE

Miss LCS 10/6, shown by Cody Heath,
Turners Station, Ky.

No Photo Available

RESERVE GRAND CHAMPION STAR 5 FEMALE

Shakers Ava, shown by
Ashley Osborne, Lathrop, Mo.

The ARKOMA *Santa Gertrudis Sale at Tulsa*

Saturday, Sept. 29, 2018 at 11 a.m.

Tulsa Stockyards, Tulsa, Oklahoma

CATTLE VIEWING AT THE STOCKYARDS:

Friday from 3 to 6 p.m.

Saturday from 9 to 11 a.m.

*Join us for a pre-sale dinner on Friday
evening at 6 p.m. at the Tulsa Stockyards!*

SG OPEN SHOW:

Tulsa Fairgrounds
Sunday, Sept. 30

SALE HEADQUARTERS:

Holiday Inn Express & Suites – Catoosa
18725 E. Admiral Place, Tulsa, Okla.
(918) 266-4100
Ask for Arkoma rate.

★ **BULLS** ★ **PAIRS**

★ **BRED & OPEN HEIFERS**

Contact Us...

SALE DAY PHONE:

Rance Reynolds
Arkoma President:
(918) 232-7870

Gary Harding:
(918) 616-7741

Justin Lovitt:
(479) 531-4173

SALE CATALOGS:

Kathy Reynolds
(918) 698-5428

AUCTIONEER:
Hoover Case



We Are Bringing Our Very Best Genetics to the Tried & True Sale!



Sat., Oct. 20, 2018

*Open Heifers • Bred Heifers
Pairs • Bulls • Semen Lots*

Don't miss this chance to purchase premium genetics from the heart of our herd.



Hefte Ranch will also be consigning top-quality bred heifers to the South Texas Heritage Sale in Robstown, Texas.

Sat., Nov. 17, 2018



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Your Source for the "Original" Santa Gertrudis Genetics

Established 1853

King Ranch continues to develop our Santa Gertrudis cattle with the original focus for which we created the breed: to make the most profitable beef animal for our volatile environment. We carefully manage our selection process and trait correlations so that we maintain fertility as the main objective while simultaneously advancing our carcass and performance characteristics by utilizing genomically enhanced EPDs, single-step selection, whole herd reporting, and rigid phenotypic selection parameters. Because of our balanced analytical and phenotypic selection approach, our cows get bred year-after-year in the toughest South Texas coastal environment and wean heavy calves that perform in the yard and on the rail.



Virginia Silguero

ROBERT SILGUERO: (361) 221-0316 • TYLOR BRADEN: (361) 219-0434 • TBRADEN@KING-RANCH.COM