



SANTAGERTRUDIS

USA

SEPTEMBER 2020 | VOLUME 23, NUMBER 9

**PERFORMANCE
ISSUE**

Santa Gertrudis

SANTA GERTRUDIS

8,000

Registrations in 2019

BREEDERS INTERNATIONAL

The Preferred American
Beef Breed

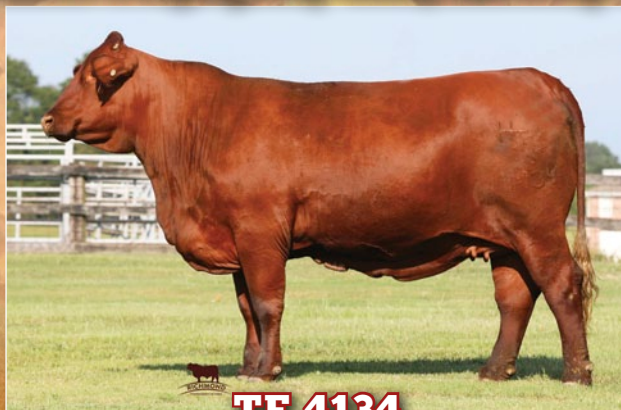
32nd Annual

ALABAMA CONNECTION SALE

Saturday, Oct. 3, 2020

Tinney Farms is excited to again be hosting the sale in Hanceville, Ala.
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**What an
Opportunity!**



TF 4139

Reg. #20158552

Proven donor and dam of TF Prospector, all her index percentages are in the breed's Top 9%. With 5 traits in the Top 20% , including WW, YW and HCW in the Top 5%. Sells exposed to TF 336F2 and TF 915E2.



0115

Reg. #20150454

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Daniel Kubecka

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SGBI Herd #621, established 1954

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SANTA GERTRUDIS USA

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ON THE COVER

Each year, Donnie Robertson scans cattle for the Better Beef Contest during the National Junior Santa Gertrudis Show. Here he ultrasounds a calf as part of the 2020 contest.

Photo by Darren Richmond.

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RED DOC SANCHO 3318 OFFSPRING HIGHLIGHTING Our Alabama Connection Offering



Gray Oaks 827

Gray Oaks 827 is a Sancho 3318 daughter. Her dam goes back to Grizzly's Chunk 0525. She is TOP 1% WW, YW; TOP 3% HCW; TOP 10% REA, with a 205-Day Adj. WW: 823. She sells bred to Dinero Deal 6002.



Gray Oaks 904

Gray Oaks 904 is a Sancho 3318 daughter. Her dam is a daughter of Code Red 45/353. She is TOP 1% WW; TOP 2% YW; TOP 3% HCW and TOP 10% REA.



Gray Oaks 007

Gray Oaks 007 is a Sancho 3318 son. His dam is Red Doc 5262 and they are selling as a 3n1 split. Born 1/31/20, he is TOP 1% WW; TOP 2% YW; TOP 3% HCW; TOP 4% REA and TOP 15% Marb.

We will be selling bulls, 3n1 splits, 3n1s, bred and open heifers. As always, we look forward to seeing and visiting with you at the 2020 Alabama Connection Sale, Oct. 3, 2020 at Tinney Farms.

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Trail Talk

EXECUTIVE DIRECTOR'S REPORT

By Webb D. Fields

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While for many of us the warmth of summer is still very apparent, September ushers in a change of the seasons. It marks the start of some cooler temperatures and a movement from summer preparation and vacation to a "back to the grind" mentality. As I reflect on this summer, I am certainly appreciative for the position that we have within the Santa Gertrudis business. With the volatility of a pandemic, an election year and all the other current social and economic issues the world has seen, this breed charges on.

We have had several large sales that outpaced the average, held a junior national event that was safe and well attended, and Santa Gertrudis Breeders International (SGBI) remains in a sound financial position. September and the beginning of fall also ushers in sale

season, another exciting addition to this time of year. There is nothing better than heading out on an early, cool morning to sort through cattle pens, hoping to find that next gem. Top-end genetics will be traded, new breed leaders will be identified and the wheels of progress will continue to move this breed forward. I am not only excited to see the cattle but also drink a cup of coffee and visit with our great breeders.

As we think about sale season, one term you are sure to come across is *performance*. Across breeds this term is used often to describe cattle individually or as a group. You will run across a high-performing heifer or maybe performance-tested bulls. Breed associations certainly use it as a reference to a manner in which to collect data and records. But what does performance mean?

Webster's Dictionary will tell you it's the execution of an action or something accomplished. So, what exactly are we talking about when we call something performance? Well, unfortunately the term's vagueness is also its beauty. It can describe many situations simultaneously. At its base, performance is how an animal performs – good or bad – throughout the many stages of its life.

As we quantify this performance with weights, measures, scores and scans, this information is passed along to the association to be placed into the genetic evaluation. This allows for as accurate a look as possible at how these animals fall in the scope of the entire breed with information available from across herds and generations. This system is set up to be comparative in nature, so head-to-head evaluations of like animals of different genetic makeups provide a real look at how these animals perform compared to one another. These contemporary groups provide the basis for the entire process. We know properly set up, large contemporary groups are key to get head-to-head comparisons of different sire groups, but you cannot take lightly the power that genomics and its involvement in genetic evaluation plays.

CONTINUED ON PAGE 8 »

In Memoriam

JAMES DANIEL "DAN" WENDT

James Daniel "Dan" Wendt, 92, died July 15, 2020, at his home on Wendt Ranch in Bay City, Texas. He spent his final days surrounded by family and friends.

Dan was born May 19, 1928. Growing up, he quickly fell in love with cattle and began showing them through 4-H at the county fair. He said he knew early on that it was his calling and, in high school, everyone knew he would be a rancher. He also was very active in Boy Scouts, serving as scoutmaster from 1950 to 1955, where he helped three young men achieve their Eagle Scout designation. Dan married Jane on March 4, 1953. Together, they spent 63 years building a world-class Santa Gertrudis herd. They pioneered performance records, helping establish breed standards and international relations still revered today.

Dan served as Santa Gertrudis Breeder's International president from 1988 to 1990 and spent many years on its Breed Improvement Committee. He was a lifetime member of the Mid-Coast Santa Gertrudis Association; served as chairman of the Matagorda County Cattlemen's Association, which honored him in 2018 with the Silver Spur Award; and was a member of the South Texas Cattlemen's Association. In 2012, he and Jane were inducted into the Santa Gertrudis Hall of Fame. Dan also supported Santa Gertrudis youth programs in many ways, including making an annual heifer donation to their national show. Dan was proud to transition ownership of the ranch to

his daughter, Nancy, son-in-law, Gene, grandson, Daniel, and Daniel's wife, Lauren, in 2016.

Dan was known for his love of ranching, his dedication, work ethic and wit, and for very clearly communicating his

stance on things. He loved his family and close friends. Dan was an active member of St. Mark's Episcopal Church for 67 years.

Dan was preceded in death by his parents, R.A. and Mary Wendt; his siblings, Rudolph, William and Howard "Tooksy" Wendt; wife of 63 years, Mary "Jane" Wendt; and his children Jimmy and Ann Wendt. He is survived by his second wife, Ellen Lewis Wendt; his two daughters, Kathy Wendt and Nancy (Gene) Kubecka; grandchildren, Daniel (Lauren) Kubecka and Jenna (Jonathan) Sneed; and great grandchildren, Kinsley, Laney and Callie Kubecka; and Aiden Sneed.

Memorial donations can be made to Saint Mark's Episcopal Church, 2200 Avenue E, Bay City, TX 77414, or the National Junior Santa Gertrudis Association, P.O. Box 1257, Kingsville, TX 78364. 🌿



Integrity. Quality. Tradition & Hospitality

32nd Annual Santa Gertrudis

ALABAMA CONNECTION SALE

10:30 a.m., Saturday, Oct. 3, 2020

Hosted by Tinney Farms, Hanceville, Ala.

**30 BULLS &
40 CROSSBRED FEMALES**



**80 REGISTERED
FEMALES**



*The Alabama Connection members
welcome and encourage you to attend the*

2020 SGBI ANNUAL MEETING

Thursday, Oct. 1, 2020

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PRESIDENT'S LETTER

By Nancy Wunderlich

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As we move into the fall, we begin to anticipate upcoming Santa Gertrudis sale season. Sale catalogs and sale ads, along with videos of the cattle are being marketed throughout the nation. It can be mind boggling! How do I select the perfect bull, cow or heifer? (Or whatever you are in the market for at the time.) Well, we all know there is no perfect bovine.

John Ford, former Santa Gertrudis Breeders International (SGBI) executive director, has explained on many occasions one must first determine their goals for their herd. This is when performance records are pulled out of the toolbox. Years (decades) of scrotal circumference measurements, birth weights, weaning weights and yearling weights are now correlated with expected progeny differences such as milk, total maternal, hot carcass weight, backfat, marbling, ribeye area and tenderness. These give us the new Balanced, Cow/Calf and Terminal indexes. The Breed Improvement Committee along with the Marketing & Promotions Committee have diligently worked to continually progress our **Data Driven, Profit Proven** Santa Gertrudis cattle in the cattle industry spotlight.

You may ask "How do I use that tool?" Webb Fields, SGBI executive director, and company has been explaining these traits on Facebook Live events on a couple of occasions. You can go on SGBI's Facebook page and view these videos or find them on our website at <https://santagertrudis.com/member-resources/video-resources/>. Webb has also attended several field days explaining and answering questions about these performance records. I caught a video of John Ford with the Superior Livestock Auction promoting American Red genetics highlighting maternal factors, longevity and adaptability, confirming our **Data Driven, Profit Proven** theory backed by our performance records. Your fortitude and dedication to progressive practices has caught the attention of the cattle industry. So keep collecting and reporting all that data.

Be sure to sign up for the SGBI Annual Meeting at Stone Bridge Farms in Cullman, Ala. Arlin Taylor, along with the District 4 crew, has been working diligently to put on a memorable event for us amid all the craziness. Also, review the Santa Gertrudis calendar on page 14 or on the SGBI website. Several sales and events are scheduled for the near future that may spark your interest.

I encourage you to reach out to fellow members you have not been able to visit with due to circumstances beyond our control to catch up, extend condolences or what may fit the need at the time. We are all in this together and better as a united front as we move into the future. ☔

TRAIL TALK CONTINUED FROM PAGE 6

With one ear punch we can get genetic information on a non-parent animal that equates to having, on average, 15 progeny records across traits, providing valuable, early information on this animal's potential performance. This not only allows breeders to make early keep/cull decisions in large herds or quickly identify genetic outliers, but can provide the same information and increased accuracy to those that will potentially have smaller contemporary groups. The ability for all members to collect and submit this data on a level playing field provides an unbiased, accurate look at performance – exactly what the genetic evaluation is all about. That is one powerful tool for all!

Don't forget this year's postponement of the annual meeting from spring to fall, bringing another exciting change to this season. We are excited to host the SGBI annual meeting Oct. 1, so please be sure to register and plan to attend. We will conduct association business and highlight achievements made this past year.

As we all look forward to the many activities this fall, I also am excited to see those performance records make their way into the database. As we continue to get more information, our product becomes a more reliable and valuable one that we can place into the industry. That will ultimately provide success for this breed long-term and continue to secure the future for many more fall sale seasons to come. ☔

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32nd Annual Alabama Connection Sale

October 3, 2020

Hosted by

Tinney Farms • Hanceville, Ala.



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Featured Lots:

PICK OF THE 2020 FALL ET CALF CROP

- Representing 13 matings including donor cows Miss Grandview 9115 and Harris 1247 and others
- Sires include Chosen One 651/18, Pistol 28/0, Gunsmoke 253E, John 316 and more
- Selection to be made spring 2021

MISS GRANDVIEW 9115



HARRIS 1247



**PROJECTED
EPDs OF
MATINGS**
2020 Fall
ET Calf Crop

SIRE: CHOSEN ONE 651/18

DAM: GRANDVIEW 9115

BW Rank	WW Rank	YW Rank	MILK Rank	SC Rank	HCW Rank	REA Rank	MARB Rank	TEND Rank	BAL	C/C	TERM
0.165 70	10.55 20	23.635 3	0.975 40	0.605 3	13.075 2	0.2 1	0.235 1	-0.005 20	1.5	11.5	1.5

SIRE: PISTOL 28/0 DAM:

DAM: GRANDVIEW 1247

2.375 99	21.66 2	32.995 1	6.61 4	0.58 3	17.24 1	0.225 1	-0.05 90	0 30	12	13	5
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SIRE: CHOSEN ONE 651/18

DAM: 7108

1.195 90	22.01 2	30.595 1	3.745 20	0.805 1	15.725 1	0.195 1	0.105 2	-0.02 10	2	1.5	2.5
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MISS GRANDVIEW 045G6



Own daughter of **John 316**. Don't miss this fancy eye-appealing show prospect!

MISS GRANDVIEW 974



A **Pistol 6102** daughter whose dam genetics include **Red Hot 4010** and National Champion **Annie**. Sells AI'd to National Champion **Copperhead 915C4** and later exposed to **Grandview 828** (#20175579).



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CAN WE LEARN FROM HEAT-STRESSED DAIRY COWS?

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



Recently, I attended an Animal Science Society Symposia lecture that summarized five years of research data on heat stress in dairy cattle. G.E. Dahl and colleagues at the University of Florida Dairy Unit in Hague, Fla., did the research studies (2016, *J. Dairy Sci.*, 99:8443-8450). The information presented made me think about our southern states beef producers with a fall calving season. I fully realize that dairy cows are pheno-

typically different from beef cows, and American-breed cattle are phenotypically different as compared to *Bos taurus* cattle breeds. Nonetheless, they are all still cattle. Thus, I want to share with you this very interesting data and possibly suggest that you evaluate your summer shade availability.

Background

The study used dairy cows of similar lactation production to determine if heat stress in utero has carryover effects on the heifers produced. Previously, this group of researchers have shown that calves born to heat-stressed (during late gestation) dairy cows have lower birth and weaning weights and compromised passive immune transfer from colostrum compared to those born to cooled cows. This compromised immune transfer occurred regardless of colostrum source (heat stressed, cooled or mixed). In this study, dairy cows were dried off 46 days before expected calving and randomly assigned to either heat-stress or cooled treatment. The heat stress or cooling always occurred from Aug. 20 to Sept. 17, over a five-year study. Recall the research occurred at Hague, Fla., (north central Florida). The heat-stressed dairy cow treatment cows had access only to shade. The cooled dairy cows had access to sprinklers, fans and shade. Sprin-

klers and fans were automatic and turned on when air temperature reached 70 degrees. All calves born were managed the same, received colostrum within four hours of birth and were weaned at 49 days of age.

Research Findings

Cooled calves were heavier at birth (by 12.5 pounds) as compared to heat-stressed calves. The stillborn rate was 4.1 percent and 0 percent for the heat stress and cooled calves, respectively. Body weight, growth rate, fertility and milk production in the first lactation were followed in 72 heifer calves born to these dairy cows (heat stress, n=34; cooled, n=38).

Cooled calves were heavier and taller up to 1 year of age but had similar total weight gain as compared to heat stressed heifers. No effect of treatment was observed on age at first artificial insemination (AI) or age at first parturition. Heifers born to heat-stressed cows had a greater number of AI services per pregnancy confirmed at 30 days, but treatment did not affect number of AI services per pregnancy confirmed at 50 days. More heifers from cooled dairy cows reached first lactation compared to heifers born to heat-stressed cows, 85.4 percent vs. 65.9 percent, respectively. In addition, heifers from heat-stressed dams produced less milk up to 35 weeks of the first lactation as compared to heifers from cooled cows.

This is very interesting data and should make all fall-calving unit managers think about August/September heat and humidity. How much shade do I have in my pastures? Moreover, how are those heavy-bred cows handling the heat load? We are learning more and more about maternal stressors and fetal programming, both human and livestock. There is no doubt that maternal stress during late gestation can affect the offspring, both early and later in life. The exact physiological mechanism remains unknown, but the last trimester appears to be the most susceptible for heat stress to affect calves in utero.

As I have stated previously, dairy cows and beef cows are different beasts. I am not suggesting running extension cords and fans into each pasture, nor calling a plumber to run water lines and sprinkler set ups in each pasture. As we are coming out of the "dog days" of summer, I simply suggest you think about this dairy cow data (do more reading if you like) and your heavy-bred, fall-calving cows' shade availability. I am not aware of any similar studies involving beef cows. If nothing else, this data serves as a good reminder to why we love our American-breed type cattle. 🐄

How much shade do I have in my pastures?

Moreover, how are those heavy-bred cows handling the heat load? We are learning more and more about maternal stressors and fetal programming, both human and livestock. There is no doubt that maternal stress during late gestation can affect the offspring, both early and later in life.

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Congratulations Ashley Osborne!

ON A SUCCESSFUL 2020 NJSGS IN TEXARKANA, ARKANSAS



HISS 521/18

6TH PLACE
Very Competitive Pair Class
2020 NJSGS



OLC PEACHES 39

6TH PLACE
Class of Over 30 Head
2020 NJSGS
SIRE: RS Simba

Look for Our Consignment

DISTRICT 6 HALTERED FEMALE SALE
Sept. 19, 2020 • Corydon, Ind.

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BACK TO THE BASICS

EXPECTED PROGENY DIFFERENCES AND INDEXES

By Webb D. Fields, Executive Director, Santa Gertrudis Breeders International

Life seems to move at the speed of light in today's fast-paced world. Information has to be quickly processed, prioritized and then moved on from for the next situation that materializes. The amount of technology and information that we have available to us is incredible. However, it can be overwhelming at times and cause an issue with retention. Your brain can only process so much at a time, so it's hard to retain everything that is thrown at you on a daily basis.

The cattle industry is no different. Everyone is always after the next big thing, which can cause information overload. It could be the new trait to focus on or the latest technology that will give your program an edge. While these things are certainly important, we can blow past the fundamentals in a hurry and leave it hard to grasp the meaning and basics behind the intent. At times it's important to circle the wagons and revisit the fundamentals behind our work. Let's discuss expected progeny differences (EPDs), their use and the very basics behind our currently available values.

Expected progeny differences serve as the starting point for the breed's genetic evaluation. EPDs are the prediction of how each animal's future progeny are expected to perform relative to the progeny of other animals listed in the Santa Gertrudis Breeders International (SGBI) database. EPDs are expressed in units of measure (plus or minus) for each trait being evaluated and are calculated using complex statistical equations and models. These statistical models use all known information on a particular animal to calculate its EPD. Each EPD has a corresponding level of accuracy.

Accuracy values are published for all EPD values reported on an animal. Accuracy can be defined as the relationship between the estimated EPD of the animal and the "true" EPD of the animal. This relationship is expressed numerically from zero to one. As the accuracy value approaches one, the reported EPD is more likely to represent the animal's true genetic merit. Conversely, low accuracy values (closer

to zero) indicate that the reported EPD is less reliable. Accuracy is primarily a function of the amount of information available to calculate an EPD for any given trait.

We also provide a **percentile rank** for each EPD. This allows a quick glance at where the animal ranks in the breed for that particular trait. They are ranked from the top 1 percent to the bottom 99 percent.

SGBI currently offers a wide range of EPDs. We will discuss them in the order they appear on a registration certificate.

Scrotal Circumference (SC) EPDs are expressed in centimeters and predict difference in scrotal size that will be passed on to progeny. Bulls with larger scrotal circumference EPDs would be expected to sire daughters that reach puberty at an earlier age and therefore have earlier calving dates.

Fertility EPDs (heifer pregnancy and breed back) are being calculated but are not being reported on pedigree certificates or included on the public search. The Performance Committee has initiated a campaign to encourage SGBI members to submit pregnancy and breed back data. Inclusion of more records will strengthen the breed's fertility data, resulting in fertility EPDs with greater accuracies. Fertility EPDs are scheduled to be added back to the suite of reported traits later this year.

Birth Weight (BW) EPDs are the most accurate indicators of genetic differences for birth weight. Considerable emphasis should be placed on Birth Weight EPDs when selecting bulls for use on heifers.

Weaning Weight (WW) EPDs predict the average difference in the weaning weight of an animal's progeny compared to another animal's progeny. This weaning weight difference is predicted for a standard weaning age of 205 days.

Yearling Weight (YW) EPDs predict the average difference in weight of a bull's progeny at a year of age (365 days). Yearling Weight EPDs are useful indicators of growth rate of progeny in the feedyard.

Maternal Milk (Milk) is a predictor of a sire's genetic merit for milk and mothering ability as expressed in his



daughters compared to daughters of other sires. In other words, it is that part of a calf's weaning weight attributed to milk and mothering ability.

Total Maternal (TMAT) EPDs predict the total difference in weight of a bull's daughters' calves at weaning. A portion of this difference in weight comes from the milking ability of the bull's daughters (Milk EPD), and a portion comes from the genes for growth that are passed from the bull to his daughters and then on to their calves.

Carcass Weight (CW) EPDs predict differences in progeny carcass weight. Carcass weight is an indicator of the total amount of retail product in a carcass.

Ribeye Area (REA) EPD is an objective assessment of muscling, and an indicator of total muscle in the carcass or live animal. Bulls with larger ribeye area EPDs will sire calves with more muscle and a higher percentage of carcass retail product.

Marbling (MARB) EPDs reflect genetic differences in marbling potential passed from a sire to his offspring. These values are expressed as a numeric marbling score.

Fat Thickness (FAT) EPDs predict differences in carcass fat thickness between the 12th and 13th ribs. Fat

CONTINUED ON PAGE 16 »

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www.amscattle.com

SCHEDULE OF EVENTS

FRIDAY, OCTOBER 16, 2020

2:00 PM Cattle Viewing
6:30 PM Dinner/Entertainment

SATURDAY, OCTOBER 17, 2020

8:00 AM Cattle Viewing
8:00-10:00 AM Breakfast
11:00 AM TRIED & TRUE PRODUCTION SALE
Lunch will be served after sale.

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Use code: Strait Ranches

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830.876.9160

BEST WESTERN PLUS - 5 miles

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830.876.2500

SUPER 8 - 6 miles

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830.876.9001

Hondo & Agua Dulce, Texas
Kathryn 210.414.2493
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SANTA GERTRUDIS *Calendar*

SEPTEMBER

- 12** First Annual Southern Harvest Sale, Wiley Ranch, Effie, La.
18-19 District 6 Sale and Junior Show, Corydon, Ind.

OCTOBER

- 1** SGBI Annual Meeting, Stone Bridge Farms, Cullman, Ala.
2-3 32nd Annual Alabama Connection Sale, Tinney Farms, Hanceville, Ala.
16-17 3rd Annual Strait-Hefte Tried & True Production Sale, Carrizo Springs, Texas
31 Quail Valley Farms Bull & Commercial Female Production Sale, Blountsville, Ala.

NOVEMBER

- 13-14** 43rd Annual Tri-Star Santa Gertrudis Sale and 17th Annual Bull & Commercial Female Sale, Briggs Ranches, Bloomington, Texas
17-19 North American International Livestock Expo, Louisville, Ky.
21 South Texas Heritage Sale, Robstown, Texas

2021

FEBRUARY

- 3-5** Cattle Industry Convention & NCBA Trade Show, Nashville, Tenn.

MARCH

- 20** Bluebonnet Classic Sale, Hallettsville, Texas
25 Briggs Super American Brangus & Santa Gertrudis Sale, Bloomington, Texas

APRIL

- 9** Rocky Mountain Santa Gertrudis Association Spring Runoff Sale, Bosque, N.M.
10 Red Hot Bull Sale, Bosque, N.M.

REGISTRATIONS, STAR 5 RECORDINGS AND TRANSFERS BY DISTRICT

JULY 2020

ACTIVE MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	24	0	0	7
2	460	77	317	113
3	18	3	0	5
4	31	35	19	27
5	114	26	0	23
6	9	2	0	9

JUNIOR MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	19	0	0	16
2	8	2	0	7
3	9	6	0	5
4	14	0	0	3
5	2	0	0	1

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

SANTA GERTRUDIS *Juniors*

By JD Chism, Vice President



Hi. I am JD Chism, your National Junior Santa Gertrudis Association vice president. I hope this letter finds you well. It is hot in the great state of Mississippi and we are all simply doing what is needed to get by with all that is going on in the world. We have recovered from junior nationals and it was great.

We were so excited to have a show, and the condensed schedule wasn't rushed at all.

This issue of *Santa Gertrudis USA* focuses on performance – SGBI data, the new selection tools and EPDs that our breed has available. Performance is a strong point our breed has to offer many different industries and agriculture areas. I know I can easily get confused with some of these numbers, so it is important to know their values and averages. Santa Gertrudis Breeders International Executive Director Webb Fields hosted an interesting Facebook Live session a few weeks ago, and I learned a lot about the new EPDs and indexes. That video is

SANTA GERTRUDIS WELCOMES *New Members*

Active Members

Troy Medforth, Lineville, Ala.
 Rancho Tres Reinas, Gavino and Isabel Sotelo, San Benito, Texas
 Rockin L Ranch, Tyler London, Troy, Texas
 Andrew Willis, Falls of Rough, Ky.
 JMC Cattle Co., Brighton, Mo.
 Gann and Robin Brooks, Hot Springs, Ark.

Commercial Members

German Pirtle, Enola, Ark.
 Bill Allen, Kingsville, Texas

Junior Members

Kyndall Austin, Pittsburg, Texas
 Addison Pendley, Bowie, Texas
 TaDarius Miles, Brookshire, Texas
 Macee Shields, Lake Charles, La.
 Lexibelle Whitaker, Christmas, Fla.
 Lucia Sanchez, Belen, N.M.
 Roland Kent Sanchez III, Belen, N.M.
 Viviana Sanchez, Belen, N.M.
 Inez Sanchez, Belen, N.M.
 Elizabeth Grace Nichols, Belden, Miss.
 Kayson Pledger, Timpson, Texas

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Email: thedanrickgets@gmail.com

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BACK TO THE BASICS

CONTINUED FROM PAGE 12

thickness is the primary indicator of saleable product in the carcass and is also the primary factor affecting U.S. Department of Agriculture Yield Grades (YG). As fat thickness increases, the percentage of carcass retail product declines.

Tenderness (TEND) EPDs predict the pounds of shear force (mechanical estimate of tenderness) needed to cut a steak.

Indexes are tools used to select for several traits at once based on specific breeding objectives. An index takes into account individual traits, as well as the relationships between these different traits. Indexes are meant to provide simplicity and convenience for commercial buyers needing a multi-trait approach to purchasing animals.

*** **SGBI Balanced Index:** This index assumes that producers are keeping replacement heifers from the bulls they purchase. It further assumes that producers are 1) marketing carcasses on the grid; or 2) that buyers of their feeder calves base pricing on feedlot and carcass performance. Most large

cow-calf operations fall into this category.

*** **SGBI Cow/Calf Index:** This index assumes that producers are keeping replacement heifers from the bulls they purchase. However, it assumes all calves are marketed at weaning or soon thereafter. It further assumes that feeder calf buyers don't base decisions on feedlot or carcass performance, making these traits less relevant to profitability. Many small to mid-sized herd operations fall into this category.

*** **SGBI Terminal Index:** This index assumes that producers are *not* keeping replacement heifers from the bulls they purchase. It assumes that producers are marketing carcasses on the grid, making carcass traits relevant to their business.

Selection indexes will be reported as a percentile ranking (top 1 percent – bottom 99 percent).

More than once, I have sat dumbfounded trying to remember how to spell a word that I am sure I learned in the third grade. At the same time, there are seemingly simple tasks for a

seasoned veteran that are complex and give uncertainty for someone who just hasn't had that experience yet. Whether this serves as a refresher for that veteran or provides some clarity for those to whom this information is new, it's always good to remember the basics to enhance our ability to make breeding and management decisions. 🐾

JUNIOR LETTER

CONTINUED FROM PAGE 14

available on the SGBI Facebook page and on the SGBI website at <https://santagertrudis.com/member-resources/video-resources>.

I hope that this year's show season isn't disrupted any further and we will come back even stronger than ever after this crisis. I look forward to attending (either virtually or in-person) several of the sales and shows that will be available across the East this fall. I enjoy meeting breeders at the sales and miss the local jackpots, but I know this too shall pass. I hope everyone has a great school year and fall, and hope to see you on the road. 🐾

27TH ANNUAL

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Junior Show entries/information:

Craig Lopossa
812.829.8053 • clopossa@ceres.coop

Ashley Osborne
859.991.9409 • stgertgirl@aol.com

Headquarter Hotel:

Hampton Inn
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BW	WW	YW	MILK	TM	SC	HCW	REA	MARB	TEND
1.05	33.2	44.2	2.43	19.02	1.18	21.5	0.23	-0.02	-0.03
90%	1%	1%	25%	---	1%	1%	1%	80%	10%



Keizer Cawley

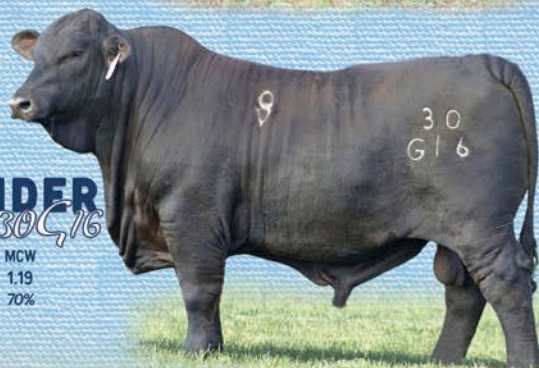
He Sells!

OVF NEVER SURRENDER

NEVER SURRENDER X T3 MS THREE D 30D

30G16

CED	BW	WW	YW	MILK	SC	REA	IMF	HPREG	STAY	MCW
4.5	2.3	44	81	7	0.63	0.77	0.30	2.60	0.97	1.19
65%	85%	5%	10%	75%	35%	3%	10%	15%	55%	70%



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20 OPEN SUPER AMERICAN HEIFERS

Charlie Ireal

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(AI'D TO ATLANTA, CLEANED UP BY
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Nathans Citrus

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SANTA GERTRUDIS *Commercial Corner*

SGBI, USU COLLABORATIVE HETEROSIS UPDATE

By Matthew Garcia, M.S., MBA, Ph.D., Beef Specialist, Utah State University

While the majority of the country and its activities have slowed down or completely come to a halt, there is some comfort in knowing that agriculture has continued to move forward. One such example is the collaborative project between Santa Gertrudis Breeders International (SGBI) and Utah State University (USU). While it may be difficult to believe, we are actually entering Year 4 of this collaborative process.

Overall, we are in the full-steam-ahead part of this project and look forward to all the future research, production and collaborative efforts with SGBI and the beef cattle industry.

While I will write about some specific data points we have collected from both a production and research perspective, I think it's important to also emphasize that we have addressed and dispelled many of the misconceptions associated with

incorporating Santa Gertrudis genetics into Utah beef herds. Specifically, the project has demonstrated that Santa Gertrudis-influenced calves are capable of adapting to cold weather (calved during February in northern Utah), that they were capable of reaching Choice quality grades at a similar level as their Angus-influenced counterparts and that they would be as efficient, if not more, than their Angus counterparts in feed conversion (13 percent less feed to finish in pilot study).

As a result, this past year six different Utah beef producers from six different regions incorporated Santa Gertrudis bulls into their breeding systems. It is also estimated that Santa Gertrudis bulls imported to Utah will cover approximately 500 females this breeding season. While this number may not seem impressive, it is important to remember what the numbers were prior to starting this project and the fact that we expect these numbers to expand dramatically once more producers are able to see the benefits of incorporating the Santa Gertrudis breed in to crossbreeding strategies.

CONTINUED ON PAGE 26 »

A TOAST TO LIFE AND SANTA GERTRUDIS CATTLE

Shampain Ranch

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Cedar Creek Beef Co.,
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Vondenhual Farm
Harold Gardner
Larry Baird
German & Kiara Pirtle
Wiley Ranch
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Walter Williams
Kyle Hanna
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Adam Evans
Shane Bates

*Special thanks Travis Simmons, Ellaville, Ga.
on being the sale's volume buyer!*



Nov. 17-19, 2020

Show Day: Nov. 19

Entry Deadline: Oct. 1, 2019

www.livestockexpo.org

CROSSBREEDING FOR THE COMMERCIAL PRODUCER

By Emily Stribling, Contributing Writer

Focusing on genetic improvement is always top of mind for the seedstock producer – as it should be. High-quality, purebred genetics influence offspring productivity in any commercial herd; however, the economic importance of crossbreeding in a commercial cow-calf operation cannot be overlooked.

Heterosis (hybrid vigor) and breed complementarity are considered the primary reasons to utilize crossbreeding. Heterosis is the increase in performance of an offspring above what is expected as compared to the average of the parent breeds, while breed complementarity is the ability to utilize the strengths of one breed to offset the weaknesses of another. No single breed excels at all traits; therefore, by evaluating the strengths and weaknesses of various breeds, one can identify which breed best complements the traits of their current cattle and select accordingly. The resulting offspring should possess advantageous genes of the most economically relevant traits from both breeds.

The advantage of maternal heterosis is especially relevant when retaining heifers to expand or replenish your herd. Maternal heterosis is the advantage realized when utilizing crossbred females vs. straight-bred. While heterosis has a variety of advantages, it offers the greatest impact in lowly heritable traits. Examples of lowly heritable traits include maternal ability, reproduction, health and longevity. These traits respond slowly to selection as they are mainly impacted by environmental rather than genetic variation; however, taking advantage of heterosis is an effective method of improving lowly heritable traits.

One of the greatest economic impacts heterosis can have is increasing longevity in crossbred females. With a cow's most productive years being between 5 to 10 years of age, it is in the commercial producer's best interest to have the majority of the cow herd within this range.

Envigor, developed by Neogen, describes an estimate of heterosis in crossbred cattle and is reported on a scale of 1 to 10, with a higher score indicating increased heterosis. Probable performance data, largely predicted on King Ranch data, reported that with just a one-point increase in the Neogen Envigor score, stayability (the

increased probability of cows to breed back each year through the fourth palpation; 5.5 years of age +/-) increased by 4 percent. The probability of having a health event also decreased by 2 percent. This improvement in longevity and health through crossbreeding has a direct impact on the cow-calf producer's bottom line as cattle are able to raise more calves in their lifetime, thus generating more revenue for the producer.

The Santa Gertrudis breed has been encouraging crossbreeding programs to develop highly productive replacement females and calves that fit today's markets, with an emphasis on feedlot performance, for many years as evidenced by the success of the STAR 5 program. The new American Red program is an innovative means of producing quality replacement females and steers that fit in the value-added segment of the beef industry, capitalizing on the breed complementarity of both Santa Gertrudis and Red Angus.

The Santa Gertrudis breed is known for their longevity, growth and efficiency – providing an ideal complement to the fertility and carcass characteristics of the Red Angus breed. With 98 percent of the King Ranch commercial herd consisting of American Reds, it's interesting to note the observed improved performance of the crossbreds compared to purebred Santa Gertrudis (reported as anecdotal field data only).

Crossbred cattle outperformed purebreds in a variety of carcass traits, likely due to breed complementarity from Red Angus as heterosis has been shown to have limited effects on carcass traits. They saw a 3 percent increase in ribeye area, 10 percent increase in those grading Choice or higher, a 4 percent increase in carcass marbling and a 5 percent decrease in Yield Grade. There was an observed 3 percent increase in heifer pregnancy rate and 2 percent increase in breedback, as well. Additionally, the crossbreds recorded a 5 percent higher average daily gain and 2 percent increase in hot carcass weight.

It's important to note the value of heterosis is different for individual

traits and is therefore dependent on your starting point. Growth traits, for example, are theoretically continuous; therefore, an X percent increase is possible, regardless of the starting point, while traits such as pregnancy rate are finite, meaning they max out at 100 percent. For example, if your average pregnancy rate is less than 20 percent, the probability that crossbreeding will improve your herd's average is much greater than if your pregnancy rate is already at 95 percent. With that said, the probability of crossbreeding improving a specific trait in your herd depends on your herd's initial starting point.

Tylor Braden, King Ranch area manager – cattle operations, reiterates the importance of continually improving and utilizing quality seedstock genetics to best realize the benefits of a crossbreeding program.

"Crossbreeding is a fundamental part of the King Ranch commercial cow-calf breeding program. We will always remain focused on overall genetic improvement of our seedstock herd whose objective is to provide bulls for our commercial herd," he says. "However, oftentimes there is greater economic value in one generation of crossbreeding from the additive effects of heterosis on traits like growth, fertility and health, than multiple generations of breeding and selection of purebreds alone.

Braden cautions that subsequent generations of crossbreds will not experience the same performance boost as the prior generation.

"It is important to understand, however, the same level of heterosis is not retained in the subsequent generations like legitimate genetic improvements," he says. "This highlights the need for overall genetic improvement of seedstock herds, which can be additionally leveraged through crossbreeding and heterosis.

"This is why we focus our breeding and selection efforts on making the best Santa Gertrudis we can for our seedstock herd and sourcing quality Red Angus genetics to make F1 American Red bulls for our 20,000-plus commercial American Red cows." 🐄



17TH ANNUAL X B

BULL & COMMERCIAL FEMALE SALE

NOVEMBER 13-14, 2020

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SANTA GERTRUDIS



SANTA GERTRUDIS



SG X HEREFORD



Schedule of Events
Thursday, November 12th
4:00pm - Cattle viewing

Friday, November 13th
7:00am - Cowboy coffee
11:00am - 17th Annual Bull Sale
1:00pm - 17th Annual Commercial Female Sale
4:00pm - Tri-Star cattle viewing
6:00pm - Gathering & dinner

Saturday, November 14th
8:00am - Breakfast & cowboy coffee, cattle viewing
11:00am - 43rd Annual Tri-Star Sale

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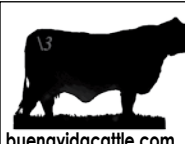
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BETTER BEEF

Benefits Juniors, SGBI

By Micky Burch, Contributing Writer

In 2014, a new contest was introduced at the National Junior Santa Gertrudis Show (NJS GS) – one that has benefited both the junior program and Santa Gertrudis Breeders International (SGBI). Seven years ago, 121 heifers were ultrasound scanned for carcass traits, providing a learning opportunity to junior participants and valuable data to the association that has helped increase the breed's carcass quality.

The Better Beef Contest was created to add a “real-world” performance component to the NJS GS, says John Ford, former SGBI executive director.

“Kathryn Hefte, a breed leader in performance testing, and the Hefte Ranch family understand the importance of data collection and were instrumental in developing the program,” he explains.

Joining Hefte Ranch, Hondo, Texas, in developing and supporting the Better Beef Contest effort were performance-testing leaders Red Doc Farm, Belen, N.M.; Strait Ranches, Carrizo Springs, Texas; and Olivarez Ranches, La Reforma, Texas.

“Ultrasound technology allows us to view carcass quality on living animals,” Hefte explains.

At the NJS GS, awards are given to animals with the greatest degree of intramuscular fat or marbling (%IMF) and largest ribeye area per hundred weight (REA/cwt.), as well as the animal that combines these traits, along

with weight gain and premium Yield Grade to produce the overall carcass award winner.

Equally important to the contest and awards is the linkage the Better Beef Contest provides between the show ring and the beef industry.

“As the Better Beef Contest has grown, so has the understanding that ultrasound data provides a snapshot of animal performance and, when collected within properly formed contemporary groups, serves as an important piece of the overall picture of carcass quality, strengthening the association's database,” Ford explains.

SGBI was the first beef breed association in the United States to implement single-step genomics and, at the time the Better Beef Contest was established, had started placing strong emphasis on data collection.

“Many breeders were beginning to utilize ultrasound technology in their own operations to collect and improve breed carcass data, and it seemed like a natural step to involve the junior breeders in this endeavor,” Hefte says.

It was a good move, too, as Hefte says they've had overwhelming support from the junior members and their families since the program's inception.

“When we asked the juniors to help us collect data, they responded enthusiastically and wholeheartedly,” she says. “As the contest proceeded, the

juniors quickly realized that this offered another way to market their animals and add value to their cattle.”

In an effort to include as many cattle as possible, the contest's early years allowed cattle of any age to be scanned. As participation has grown, eligible cattle now must fall into a 310- to 470-day age window. In that age range, 168 cattle were ultrasound scanned at the 2020 NJS GS.

“Every year we make small improvements and adjustments to stay with the current beef industry demands,” Hefte says. “Santa Gertrudis is a beef breed, so along with good confirmation that we judge in the show ring, the underlying quality of the carcass is also important.”

Ford adds that the quality of cattle junior members are selecting and exhibiting has improved dramatically.

“In a seven-year period, the snapshot of carcass value indicates an increase in Quality Grade from a Select product to a Choice product,” he says.

BETTER BEEF RESULTS

	2014	2020
Average REA/cwt.	1.11	1.15
Average %IMF	3.33	4.38
Average Fat Thickness	.28	.29

Hefte sees education and raising awareness of carcass quality as the biggest benefits juniors gain from the contest. Ford has also observed juniors exhibiting a better understanding of the role seedstock operators play in providing the type of genetics needed to produce a calf that is profitable for all industry sectors and a final product that is consumer pleasing.

In addition, adding to the SGBI database – including most recently DNA samples and scrotal circumference measurements from bulls now allowed to show at the NJS GS – is another advantage of the contest.

“Juniors are a huge portion of our membership, and as they and their parents become familiar with carcass data collection, the whole breed benefits,” Hefte points out.

Ford sees the Better Beef Contest as an introduction to the next generation of SGBI members about the importance



CONTINUED ON PAGE 32 »

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COMMERCIAL CORNER

CONTINUED FROM PAGE 18

In four years, this collaborative project has grown in its size and the number of research disciplines that want to be involved. Currently, the Santa Gertrudis F1 calves are involved in GrowSafe feedlot efficiency trials, mineral supplementation trials, implant strategy and effect trials, range utilization and bull power trials, and carcass quality and composition research.

Due to research interest and demand, Year 4 of this project will also mark the second consecutive year that we have live covered at least 50 percent of the USU herd with Santa Gertrudis bulls to increase the number of F1 Santa Gertrudis calves. Furthermore, we have also finished sending steer calves from the first two years of the project through the feedlot and have collected the subsequent carcass data. While this is a small number of steers (19), 63 percent graded Choice, 37 percent graded Select, and they had an average Yield Grade of 2.2. While we would like to see more grade in the Choice range, it is important to remember that these animals were part of an implant strategy study in which implants have been well documented to affect meat quality. Overall, these calves performed very similarly to their Angus counterparts.

The fact that we are entering our fourth year of this project is cause for great excitement from a research perspective. While the first two years were exciting and were essential in illustrating that this project could indeed work, calves produced from Year 3 forward allow us the proper number of animals to conduct legitimate research projects. The calves from Year 3 will be entering the feedlot and number about 50 steers. The cows bred in Year 4 have just finished calving and will have a similar number of calves to enter feedlot and carcass studies going forward.

While it is exciting that we will have a large number of steer calves to evaluate, it is even more exciting that we will be incorporating F1 females into our herd going forward to evaluate female productivity (breeding efficiency, calf survivability, pounds weaned per calf, etc.) and longevity in our herd. Furthermore, these F1 females will be bred to Red Angus bulls to keep retained hybrid vigor high and will be an essential part of our two-breed rotational crossbreeding system. Overall, we are in the full-steam-ahead part of this project and look forward to all the future research, production and collaborative efforts with SGBI and the beef cattle industry. 🐄

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Growing Globally

Prepared by John Ford
Former SGBI Executive Director

Santa Gertrudis Global Strategic Plan

Editors Note: The following is the first draft of the Santa Gertrudis Global Strategic Plan. The document was put together by John Ford and was prepared utilizing findings collected during the Santa Gertrudis World Congress 2019 planning session. Breeders are invited to send thoughts on the draft and suggestions for the best route forward to jford@santagertrudis.com.

Sweeping changes in the beef landscape, including the presence of foreign competitors in domestic markets, are driving breed associations to rethink their strategies and structures beyond the traditional registry management and promotional boundaries. We live and work in a global economy and worldwide beef consumption dynamics are changing. The growing food need of an expanding population, pace of economic development and environmental pressures have resulted in seedstock producers challenging breed associations to develop innovative programs and services that create value for them and their commercial cattle buying customers. In today's world, breed associations can no longer operate in a domestic cocoon. Expansion will come to breed associations – large and small – that understand international standards, tap into wide-reaching networks and focus on the production of genetic packages that are productive, predictable and profitable.

Around the world, Santa Gertrudis associations must determine what role they and their members will play in the rapidly evolving beef industry. Priorities and direction must be determined and strategic plans developed; simply put, the time has come for Santa Gertrudis breeders to chart a long-term strategy to capitalize on beef industry opportunities in this dynamic global economy.

Getting Started

The Santa Gertrudis World Congress 2019 provided the opportunity for Santa Gertrudis seedstock producers to formulate a global mission statement and initiate a process for the development of a strategic plan. This plan would encourage associations to focus on programs and activities that would enhance communication between Santa Gertrudis

organizations, increase global demand for Santa Gertrudis genetics, improve flow of genetic materials between countries and heighten breeder/customer profitability.

Prior to the World Congress, participants were asked to complete a SWOT survey in order to identify strengths, weaknesses, opportunities and threats related to the breed and association performance. The survey was designed to discover the perceptions, current practices and other characteristics that Santa Gertrudis breeders around the world hold regarding genetic technology, use of performance data, breed strengths/weaknesses, domestic and global marketing opportunities and association linkage. The survey served as a foundation for strategic planning exercises and the formulation of a global mission statement. Surveys were completed and submitted by Santa Gertrudis breeders representing Australia, Botswana, Mexico, South Africa, United States, Zambia, Brazil, New Zealand and Paraguay.

Under the guidance of Ryan Rhoades, Ph.D., Colorado State University, two days (Oct. 7-8, 2019) were devoted to a Santa Gertrudis long-range planning workshop. The workshop's goal was to develop content for strategic planning tools (strategy map, strategic objectives, strategic goals). These tools provide the impetus to develop and implement a global strategy focused on expanding the breed's worldwide footprint.

Mission Statement

Santa Gertrudis is the beef breed driven by versatility and economically relevant traits to meet global protein needs in a sustainable manner.

Building an Organizational Foundation

Currently, there is not a structured organization linking the world's Santa Gertrudis associations. Successfully developing and implementing a global strategic plan is dependent on an effective organizational structure that will provide the foundation on which standard operating procedures rest.

A clearly established structure will ensure representatives of each association work together to achieve the strategic goals. An effective organizational structure is dependent on two key

CONTINUED ON PAGE 30 »



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GROWING GLOBALLY

CONTINUED FROM PAGE 28

components: communication and leadership. In order to build and implement a global strategy, Santa Gertrudis associations must have comprehensive policies and strategies for communicating with each other, global stakeholders and association constituencies. Long-range plan buy-in is dependent on the ability of the breed to communicate in a clear and concise manner. A communication plan is the road map for linking associations and ensuring the strategic message is implemented and delivered to all stakeholders.

To remain competitive in a global economy, organizations must also determine the best way to position their business and people for success. This requires strong global leadership, and leaders who are savvy in both business and cultural affairs. During the strategic plan developmental phase, breed and association leaders must be identified and put in positions that ensure that the work needed to deliver the vision is effectively managed.

Communication and leadership provide the foundation for an organizational structure needed to transform the breed into a global brand.

Enhanced Global Communication

As pointed out during the 2019 Santa Gertrudis World Congress Strategy Planning Session, clearer communication pathways between countries strengthens all. The current lack of effective linkages between associations may explain the absence of a united effort to adopt new technologies, as well as the failure to develop and deliver a consistent global message. Improved linkages will deepen global collaborations and partnerships, allowing associations to share breed-strengthening responsibilities and rewards.

One of the major challenges in developing and executing a global communication plan is selecting the best vehicles for delivering any given message to and from stakeholders. In today's connected world, information delivery is no longer a barrier that limits association interaction. As technology advances, so do the choices of communication mediums. Therefore, it is important to reflect upon the most effective option for the moment at hand.

While information delivery should not be a limiting factor, other barriers do remain. The differences in countries' time zones and language barriers must be minimized. Successful formation of a global communication system is key in moving the development of a long-range strategic plan forward. Simply stated, effective communication is the means for achieving long-range organizational objectives.

Goal 1

Working as a team, leadership representing each nation's association will develop an effective communication plan designed to meet organizational objectives.

Goal 2

Bi-annual virtual events to share knowledge, ideas and resources will be scheduled during the World Congress. These bi-annual events will result in more collaborative planning, more coordinated program design, increased data sharing and greater breed visibility and opportunities.

Identifying and Developing Global Leaders

There is no getting around the impact of world events and conditions on the beef business. Advances in technology have hastened globalization and, in order to grow the Santa Gertrudis brand, identifying leaders committed to the breed's

vision is an essential component for long-term success. Developing an effective organizational structure requires breed leaders who have an understanding of the world and the ability to navigate its complexities.

Goal 1

Recognizing that the Santa Gertrudis Global Strategic Plan is a living document and will evolve over time, strong leaders and enthusiasts, focused on the breed's future, will be identified by each country, and serve as a member of a leadership council. Council members will provide the leadership needed for the initial implementation of the strategic plan's global objectives. The council will hold biennial workshops evaluating global goals and objectives, making any needed adjustments or changes to ensure increased demand and value for Santa Gertrudis genetics.

Goal 2

The global leadership council will establish a leadership development process that identifies the next generation of breed leaders, resulting in a seamless pipeline to ensure global goals and objectives are met now and into the future.

The Global Strategy for Increasing Profitability

Develop and Implement Consistent Global Objectives

Objectives are what organizations want to accomplish – the results they want to achieve – in a given time frame. In addition to being accomplished within a certain time frame, objectives should be realistic (achievable) and measurable.

Goal

Working with association representation during World Congress, the global leadership council will provide the guidance needed for the development of tasks and activities that address long-range breed objectives, resulting in improved breed status, greater adoption of performance-verifying technology and increased demand for Santa Gertrudis genetics.

Objectives

➡ Santa Gertrudis breeders understand and accept the economic value of heterosis through planned crossbreeding. Greater emphasis will be placed on the value of heterosis, and a global message championing the benefit of hybrid vigor will be developed.

➡ Maternal traits are the No. 1 genetic influence on cow herd profitability. The breed will strengthen and promote the delivery of information and data on the breed's outstanding maternal traits: good fertility; longevity; suitable body condition; sound udders; good feet and legs; disease and parasite resistance; calving ease; young age at puberty; good disposition; and mothering ability (the ability to deliver a healthy calf, stay mothered up on pasture moves or long drives, and teach the calf how to eat and live in its environment).

➡ The desire for improved consistency in beef products comes through loudly from industry members and consumers worldwide. The genetic base for beef is relatively wide due to the wide range of environmental conditions in which cattle are raised. However, the ability of Santa Gertrudis to produce a high-quality carcass in the most challenging environmental conditions is well documented. A strategy will be formulated and implemented to educate industry stakeholders about the ability of Santa Gertrudis genetics to hit profitable end-point targets.

➡ Black hides can add significantly to heat stress, especially in warm, humid climates. Research done at the U.S.

Meat Animal Research Center, at Clay Center, Neb., shows black-hided animals have a surface temperature as much as three degrees warmer than red-hided animals, along with higher rates of respiration. Santa Gertrudis will become a leader in promoting red-hided genetics, emphasizing that red hides improve heat tolerance and insect resistance.

Develop and Deliver a Consistent Global Message

The well-known business adage, hear something repeated often enough and you will start to associate those words with the product, person or service, applies to the Santa Gertrudis message. The importance of consistent messaging across channels cannot be overstated as it provides stakeholders a clear picture of the breed and why Santa Gertrudis is relevant. Consistent messaging is crucial for the entire Santa Gertrudis community.

Goal

Consistency does not mean rigidity but an adherence to a specific look-and-feel and tone-and-manner. Under the guidance of the leadership council, a document that outlines the breed's vision and message will be developed, ensuring that all Santa Gertrudis associations are sharing the same message regarding breed performance.

Objective

➔ Focus will be placed on strengthening information and data sharing alliances between associations and stakeholders, resulting in greater industry awareness.

Improve the Breed's Status and Value

One of the most important steps in building the global Santa Gertrudis brand is the ability to differentiate the Santa Gertru-

dis genetic package from the breed's competitors. Improving the status and value depends on a clear expression of the key qualities and benefits of Santa Gertrudis genetics supported by sound science and research-based findings.

Goal

Research findings are one of the most valuable sources of evidence for decision making in the beef industry. However, there is often a disconnect between those who conduct research and those who are positioned to implement the research findings. In order to strengthen the breed's global status and highlight the value of the breed's genetic offering, relationships will be fostered with academia and industry members who are developing Santa Gertrudis-specific research and education.

Objective

➔ The breed will take a global approach, encouraging and supporting academia and industry-supported research to optimize their resources, share technical expertise and intellectual property while validating profitable Santa Gertrudis performance.

Adopting Sound Science and Technology

The greatest potential for improving livestock production sustainability depends on scientific innovation. There is no doubt that the accumulated use of technology in the beef industry has improved cattle and enterprise efficiency. However, the extent of technology adoption across the beef industry, especially in the cow-calf sector, is relatively low

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RESERVE GRAND CHAMPION BULL

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GRAND CHAMPION FEMALE

Heaths Miss BN 369, shown by Heath Farm, Hodgenville, Ky.

RESERVE GRAND CHAMPION FEMALE

Gray Oaks 929, shown by Parker Farms, Cave City, Ky.

GRAND CHAMPION STAR 5 FEMALE

Heaths Miss Elis 518, shown by Heath Farm, Hodgenville, Ky.

\$8,000 in premiums was awarded from the Kentucky Department of Agriculture as well as entry fees!



Left to right: Judge Corbin Cowles, John Taylor, Deanna Parker, Jason Heath, and Emily and Nolan Taylor

SANTA GERTRUDIS SALE

Reports

2020 KENTUCKY NATIONAL SALE

JULY 17-18, 2020 | BOWLING GREEN, KY.

SALE AVERAGES

34	Registered Lots	\$2,383	8	Pairs	\$3,433
21	Open Heifers	\$1,940	2	Bulls	\$2,450
5	Bred Females	\$2,950	7	STAR 5 Lots	\$1,778

The 2020 Kentucky National Sale auctioneer was Greg Reynolds and the sale manager was Darren Richmond. The high-selling lot, a pair, was consigned by Shampain Ranch, Pleasant Hill, Ill., and was sold to Cedar Creek Farm, Shepherdsville, Ky., for \$5,750. The high-selling open heifer was consigned by Parker Farms, Cave City, Ky., and was sold to



The high-selling lot was consigned by Shampain Ranch and purchased by Cedar Creek Farm.

Tinney Farms, Hanceville, Ala., for \$3,500. The high-selling STAR 5 female, a pair, was consigned by Heath Farm, Hodgenville, Ky., and was sold to Kersey Colley Farms, Augusta, Ga., for \$3,400. The high-selling bred heifer was consigned by Circle A Farm, Williamsport, Tenn., and was sold to High Country Farms,

Jacksonville, Ark., for \$3,000. The high-selling bull was consigned by Nolan and Emily Taylor, Leitchfield, Ky., and was sold to Walter Williams, Vaiden, Miss., for \$2,500. The volume buyer was Travis Simmons, Ellaville, Ga. Cattle sold to 11 states. Eleven lots sold via Facebook live stream and phone bidding. Also, a big thank you to Santa Gertrudis Breeders International Executive Director Webb Fields for being in attendance.

BETTER BEEF

CONTINUED FROM PAGE 24

of measuring animal performance, data collection and data submission.

"It also familiarizes juniors and their parents with the association's genetic evaluation and the many selection and breeding decision-making tools available to membership," he says.

When all is said and done, Ford believes that what makes an animal a true winner is its ability to produce an efficient, industry-acceptable feeder calf that will meet carcass quality goals.

"Training superior showmen shouldn't be the only objective of a beef breed association's junior program," he says. "It should also be focused on the development of knowledgeable cattlemen well-versed in all sectors of the beef industry and committed to the production of profitable genetics."

The Better Beef Contest wouldn't be possible without its founding members, and breeders and supporters who champion carcass data, including Harris Riverbend Farms, Glen Rose, Texas; Townsend Cattle Co., Louise, Texas; Tinney Farms, Hanceville, Ala.; Donnie Robertson, ultrasound technician; the South Texas Santa Gertrudis Association; the SGBI Youth Activities Committee; the Santa Gertrudis Foundation; and the National Santa Gertrudis Youth Foundation.

"Many members of the Santa Gertrudis family have stepped up to help out and keep this contest going," Hefte says. "This has truly been a group effort."

They hope to continue that effort by offering the contest at other major shows so cattle in different age brackets will be able to participate.

"Our hope is to continue to raise awareness of and to improve carcass quality in our breed," Hefte concludes. "The old maxim applies, 'You cannot improve what you cannot measure.'" 🐄

GROWING GLOBALLY

CONTINUED FROM PAGE 31

and must increase if producers are to remain competitive in domestic and foreign markets.

Goal

Santa Gertrudis breeders will emphasize that the breed's genetic package is backed by sound science and research-based findings. Breeders will adopt and utilize association, university and industry decision-making and selection tools, identifying and replicating economically relevant traits that strengthen the breed's genetic package.

Objectives

- ➔ The breed will aggressively pursue the sharing of data, internationally, in order to formulate more accurate and extensive genetic evaluations.
- ➔ Working with genetic service companies, the breed will facilitate the use of genomic selection tools that can or will provide a degree of linkage between herdbooks.
- ➔ The development of standardized global Santa Gertrudis performance benchmarks will be analyzed and adopted if feasible.

Increase Global Demand by Adding Value

In today's global economy, those successful in the seed-stock industry seek continuous improvement, whether through genetic quality or by offering additional services to their cattle-buying customers such as calf buy-back programs, cooperative marketing opportunities, data sharing and other value-added services.

Goal

Santa Gertrudis breeders will drive genetic change in the commercial cattle industry by breeding and developing genetics with balanced traits and bred-in profit drivers that add value at the ranch/farm and beyond, resulting in an expanded global footprint and greater profitability.

Objectives

- ➔ Reproductive technologies continue to positively impact beef cattle production systems by providing producers opportunities to enhance genetics, advance fertility and ultimately increase offspring value. These reproductive tools enhance the ability to effectively flow profitable genetics between countries. Sampling of Santa Gertrudis genetics between countries will be encouraged.
- ➔ As genetic linkage is strengthened, global selection tools such as a maternal and carcass indices will be developed, adding value to the breed's genetic package and resulting in an increased global demand for Santa Gertrudis genetics. 🐄





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