



SANTA GERTRUDIS

USA

SEPTEMBER 2022 | VOLUME 25, NUMBER 9



Tinney Farms Is Coming with an
Elite Set of Bred Females for the 34th Annual

ALABAMA CONNECTION SALE

Saturday, Oct. 1, 2022

Hosted by Tinney Farms



TF 61

Reg. #20208513



TF 156H

Reg. #20207586

All four of these females sell bred to one of these bulls:

TF 5369G4, Reg. #20191347 • TF 7019H4, Reg. #20207589 • Hefte G38, Reg. #20190728



TF 9148H

Reg. #20205425



TF J030

Reg. #20211274

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Thank You to All of Our Buyers

at our 3rd Annual

Baby Doll Sale!



SAVE THE DATE!

Wendt Elite Sale • Feb. 18, 2023

Watch for more information coming soon.

SS

Wendt Ranches Partners LLC

5475 FM 457, Bay City, TX
Email: wendtranches@hotmail.com

Gene Kubecka
979-240-5311

Daniel Kubecka
979-240-5312

SGBI Herd #621, established 1954

SS

SANTA GERTRUDIS USA

IN THIS ISSUE

- 12** Is a Virtual Fence in Your Reality?
- 14** Market Your Elite Genetics in the 2023 Semen Catalog
- 18** Keep an Eye out for Your Calving Reference Card
- 20** U.S. Genetic Exports Is a Growing Market
- 24** Sustainability: Rhetoric vs. Reality
- 26** Show Results: Kentucky National Show
- 26** Show Results: Ohio State Fair
- 28** Show Results: Indiana State Fair

DEPARTMENTS

- 6** Trail Talk
- 6** SGBI Answers Your Questions
- 8** Need to Know
- 8** President's Letter
- 10** Breed Statistics
- 10** Calendar of Events
- 10** Junior Letter
- 10** New Members
- 14** Sale Reports
- 19** Ad Index



24



12



20

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ON THE COVER

Cattle take a break from grazing at Red Doc Farm, Belen, N.M. Photo by Cate Doubet.

Providing Polled Power Genetics to the Santa Gertrudis Breed

777 FARMS

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2018-2021 Breeder of the Year

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Sancho 3318 & GO Uno 806

We're Very Excited About These New Additions
to Our Herd!



SANCHO 3318

Sancho has been the cornerstone of the Gray Oaks herd for many years. Sancho's calves will give you:

POWER
POUNDS
PERFORMANCE
CONSISTENCY

Congratulations Arden Strait on winning **Grand Champion Best of Polled** at the 2022 NJSGS with your Uno 806 daughter, SR Ms. Uno ET 23J3 "Little Betty."

Uno is **Top 1% WW: 39; YW: 63; CW: 26; REA: 46.**
Top 10% IMF: .19. Uno's calves give you phenotype, growth and an EPD profile that can change your calves' EPDs in just one generation.

Give us a call for semen on Sancho 3318 or Uno 806. We also purchased a group of Gray Oaks females – several of which are Sancho and Uno daughters.

Graves Creek Ranch

(601) 270-1561

SR MS. UNO ET 23J3



Uno 806 Daughter

Flying C Ranch

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Trail Talk

EXECUTIVE DIRECTOR'S REPORT

By Webb D. Fields

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September always feels like the start to the second half of the year. After a great and productive summer, we are ready to get back in the swing of sale and show season. The return to school and changing of the seasons, along with a full schedule of travel, are not only exciting but also give the feeling of a fresh start.

While writing this report, we are fresh off attending the 2022 Beef Cattle Short Course at Texas A&M University. This is one of the largest annual educational events in the world and allows us to discuss the advantages of Santa Gertrudis to producers from all cattle industry segments and backgrounds. During these discussions, it became evident that there is a need for efficiency within our cow herd. Record drought, feed and fuel prices, and tightening margins were major topics of discussion.

While it's easy to look at the doom and gloom of the situation, I believe this is precisely where our breed can help. In my opinion, talking about these red-hided, heat-tolerant and adaptable cattle is an easy sell. No matter if it's a discussion about a drought and excessive heat, prolonged and abnormal cold, too wet, too dry – these cattle adapt and thrive across any environment.

At the same time, I mention the quick and free advantage you get with heterosis. Most cow herds would not only get the natural advantage of performance that Santa Gertrudis offer, but the pounds, health and longevity from heterosis to the country's genetically dissimilar cow herd would provide unimaginable gains. While I mention all these reasons that a commercial producer should utilize Santa Gertrudis genetics, they seemingly all have a story of a family member, neighbor or friend who ran Santa Gertrudis cattle and speak fondly of those memories. To me, this is where performance meets history. Today's cattle are primed to excel and have the kind of story behind them and history that makes for such a unique marketing opportunity.

To continue telling this great story of our cattle, however, we must work together in our efforts. We have great opportunities ahead as commercial producers continue to look for ways to increase longevity and efficiency in their herds while maintaining an end product that can capture a premium. While we all are aware of the great history behind our breed and these great cattle we all love, the performance and advantage today's Santa Gertrudis have is directly from recent years of data collection. You cannot manage

what you don't measure, so the association's relentless pursuit of data collection, which allows you to select cattle that excel in certain traits and put negative selection pressure for those that do not, is the direct reason why cattle have gotten better every year and more in demand.

As we make decisions on where and what we as a breed need to focus on, we must keep in mind where we excel and fit within the industry and where we need to make improvements. For example, in recent years we have made great improvements in carcass traits such as marbling, but we are still known as a breed that is adaptable and heat tolerant. We all must continue to focus on those strengths and market to them, all while continuing to produce a product that is desirable in the industry. We have gotten to this point by working as a group to improve the cattle. We must continue to work as a collective to improve everyone's bottom line. 🍷

SGBI ANSWERS YOUR Questions

Q. How is the SGBI genetic evaluation generated and verified?

A. Neogen conducts SGBI's genetic evaluation monthly from data collected and stored by the registry platform run by DigitalBeef. Once the genetic evaluation is completed, it is reviewed prior to release by the SGBI executive director and others who have a working knowledge of the genetic evaluation model. The review includes looking at the top 100 movers for each measured trait, correlation(s) to the previous run, changes in accuracies, etc. Any issues or concerns the reviewers identify are then brought to the attention of the Neogen geneticist who oversees the SGBI evaluation. Once these issues are addressed and/or corrected, the executive director signs off on the evaluation run and gives Neogen approval to complete the download. The results of the evaluation are then incorporated back into the registry platform at DigitalBeef so that individual animals have accurate and up-to-date EPDs. In addition, trait leaders are posted to the SGBI website as they become available each month. 🍷

Save the Date!

Santa Gertrudis Breeders International

72ND ANNUAL MEETING • AMARILLO, TEXAS

April 13-15, 2023

Grandview Farms

Our Alabama Connection Sale
Offering Is Exciting!

OCT. 1, 2022

Hosted by

Tinney Farms • Hanceville, Ala.

Flush Offering

MISS GRANDVIEW LITTLE ANNIE

This feature lot will offer an opportunity to multiply your success! Selling a flush, frozen embryos and a pick out of 3 of her haltered Jackpot 5369G8 heifer calves.

Little Annie is a full sister to National Champion Grandview Annie 285 and is a very productive donor cow.

Look for details in the Alabama Connection Sale Catalog.



#20154292



#20207307

MISS GRANDVIEW H099

H099 is a daughter of National Champion Copperhead 915C4, by an awesome dam, Briggs 018/12. Bred to Grandview 828, she looks great from every angle! A front pasture female.



#20216340

MISS GRANDVIEW 139J2

139J2 is a haltered Sept. 2021 heifer by Nitro 46/18 and donor dam SR 139/6. Donor cow power with show ring looks!

Additional Offering

PICK OF THE 2022 FALL ET CALF CROP

More than 40 fall-born calves representing 12 donors and 4 herd sires including Jackpot 5369G8, Gunsmoke 253E, KR Chosen One 651/18 and Copperhead 915C4.

Grandview Farms Hamilton, AL

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PRESIDENT'S LETTER

By Gene Kubecka

(979) 240-5311 | wendtranches@hotmail.com



Life would be boring if we didn't face new challenges each day, and this month's letter is no different. Challenges on many different levels and the decisions being made now will affect us not only today but in the future. The Santa Gertrudis Breeders International (SGBI) Board of Directors is currently awaiting a legal opinion from attorneys as to who exactly owns the data submitted into SGBI's DNA data bank. Hopefully by the time you read this article, this subject matter will have been resolved.

I was invited to attend a Cattle Genetics Seminar in St. Louis, Mo., in mid-July. There is so much work being done with genetics, feed intake and the correlation between the two to improve our beef cattle to help this sector of the agriculture industry continue to meet the protein demands of a growing global population. As the total number of available acres used to produce the food and fiber sources needed to feed the population continues to decrease, all facets of the agriculture industry will have to continue to be on the forefront of innovations to feed this ever-growing world population. Food, fiber and protein must be readily available and verified safe to the world's population.

I mentioned in last month's article about the Genetic Merit Task Force. Continued work is being done, and a detailed report will be in the October issue of *Santa Gertrudis USA* explaining the goals and objectives of this exciting topic.

SGBI's committees continue to meet and bring forth new ideas to our membership. Membership dues continue to come in, but at a much slower pace due to inventory issues. The office is in conversations with DigitalBeef to resolve these issues so that members' inventories are correct.

As we approach fall, there will be a number of sales across the country where you can confidently buy top genetics. I look forward to seeing and visiting with as many breeders as possible at these events.

Let's do great things together. 🤠

SGBI

Need to Know

SGBI Work Order Updates

As the Santa Gertrudis Breeders International (SGBI) registry platform transitioned from its decade-old system to the DigitalBeef system late last year, both SGBI staff and members experienced a learning curve. This curve included not only learning a new system from the ground up, but learning how to enter data, pay for the work online and address subsequent questions that arose. Admittedly, there was some backlog as members and staff addressed questions, challenges and concerns.

SGBI Member Services staff member Emma Ramirez (emma@santagertrudis.com) has been integral in learning the new system and educating members on data entry and account reconciliation. (Diana Ruiz has transitioned to part time and is only in the office on Tuesdays and Thursdays, so for faster service, please direct all registry/work order questions to Emma.) While the backlog was frustrating for all, the SGBI office is pleased to report that as of mid-August, all backlog was caught up, work orders were being closed and certificates were being printed and mailed!

Members can do a few things to help with keeping current going forward. First, pay for work online as it's completed. If you do this, you will not receive

CONTINUED ON PAGE 14 »

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LONG RANGE PLANNING Amber Robertson

MARKETING & PROMOTION Kade Thigpen

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YOUTH ACTIVITIES Suzanne Fulton

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Jamie Daniel (La.)

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District 3 – Amber Robertson (La.)

Running R Cattle
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District 4 – David Alderson (Tenn.)

Circle A Farm
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District 5 – Mickey Bowman (N.C.)

Rockin B Farm
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District 6 – Nolan Taylor (Ky.)

WindCrest Farm
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OCTOBER 21ST-22ND

BRIGGS RANCHES 19th Annual

BULL & COMMERCIAL FEMALE SALE

Briggs Ranches | Traylor Division | Bloomington, TX

SELLING **160** BULLS & **300** COMMERCIAL FEMALES

Brangus & Santa Gertrudis Bulls and Santa Gertrudis Cross Females

45th Annual TRI-STAR SALE

REGISTERED SANTA GERTRUDIS FEMALE SALE

Featuring genetics from Briggs Ranches, Harris Riverbend, Corporon Acres & Pinnacle Cattle Co.



Gran Torino
BRIGGS 392J



Briggs
612J



Briggs
584J



BRIGGS RANCHES

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briggsranches@hotmail.com

Traylor Division
Bloomington, Texas

San Roque Division
Catarina, Texas

San Carlos Division
Rio Grande, Texas

SANTA GERTRUDIS *Calendar*

SEPTEMBER

- 10** Southern Harvest Sale, Effie, La.
16-17 District 6 Haltered Heifer Show & Sale, Corydon, Ind.
24 Breeders of the Carolinas Association Field Day, Clayton, N.C.

OCTOBER

- 1** Alabama Connection Sale, Hanceville, Ala.
1 North American International Livestock Expo entry deadline, Louisville, Ky.
11 Swags to Riches Show Heifer & Bull Sale, sconlinesales.com
14-15 Strait-Hefte Tried & True Production Sale, Streetman, Texas
21 Briggs Ranches Bull & Commercial Female Sale, Victoria, Texas
22 Tri-Star Santa Gertrudis Sale, Bloomington, Texas

NOVEMBER

- 2** 2023 Semen Catalog Reservation Deadline
5 Mountain Laurel Classic Sale, Calhoun, Ga.
11-12 Quail Valley Farms Bull & Female Sale, Oneota, Ala.
17 North American International Livestock Expo, Louisville, Ky.
19 South Texas Heritage Sale, Robstown, Texas

2023

FEBRUARY

- 1-3** Cattle Industry Convention & NCBA Trade Show, New Orleans, La.
10 Banners & Buckles Sale, Jackson, Miss.
18 Wendt Elite Sale, <https://wendtranches.com/>

MARCH

- 18** Bluebonnet Classic Sale, Bloomington, Texas
23 Texas Alliance Sale, Bloomington, Texas
25 Purple Reign Sale II, Magnolia, Ark.
31 Elite Cut Female Sale, Bosque, N.M.

APRIL

- 1** Red Hot Bull Sale, Bosque, N.M.
13-15 2023 SGBI Annual Meeting, Amarillo, Texas

REGISTRATIONS, STAR 5 RECORDINGS AND TRANSFERS BY DISTRICT

JULY 2022

ACTIVE MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	14	0	0	7
2	708	85	3	118
3	176	33	0	20
4	167	44	1	22
5	27	6	0	11
6	14	2	0	9

JUNIOR MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	9	1	0	35
2	1	2	0	0
3	1	1	0	6
4	0	0	0	2
5	0	0	0	0

FOR SGBI REGISTRATIONS CONTACT: Diana Ruiz

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SANTA GERTRUDIS WELCOMES

New Members

Active Members

Triple H Cattle Company, Navasota, Texas
 G-N Farm, Lenoir, N.C.

Junior Members

Micah Galvan, Missouri City, Texas
 Savannah Melendez, Richmond, Texas

Commercial Members

Caleb Duncan, Stilwell, Okla.
 Daniel Lovelace, Bostic, N.C.

SANTA GERTRUDIS *Juniors*

By Javid Sanchez, Vice President



Hello, my name is Javid Sanchez, your National Junior Santa Gertrudis Association (NJSGA) District 5 director and NJSGA Board vice president. This month, I want to go over the feeder cattle market. The average price for feeder cattle is \$3.95. What are feeder cattle worth? Feeder cattle are young cattle – steers or heifers – mature

enough either to undergo backgrounding or be fattened in preparation for harvest. The term often implicitly reflects an intent to sell to other owners for fattening. Feeder cattle prices have skyrocketed because the price of diesel reaching \$6 per gallon and the many droughts we have seen across the country. Corn is the main ingredient for feedlot rations, and alfalfa hay is a significant part of cattle diets. Of these ingredients, corn has undergone the greatest price increase. Feed is the highest input cost in livestock production, and rising feed prices have affected producer returns. Feeder cattle prices have risen because of tighter supplies. With the increase in diesel and feed prices and droughts, we will continue to keep seeing the price of feeder cattle rise.

I hope y'all had a great summer and I wish you all a great rest of the year. I can't wait to see you at the next show. 🐾

SANTA GERTRUDIS DISTRICT VI BREEDERS



The Next Generation

IS PLANNING AND PREPARING FOR THE
29TH ANNUAL DISTRICT 6 SHOW AND SALE



Look For Our Consignments

DISTRICT 6

Mountain Laurel Classic Sale

Halter Heifer Show & Sale

Nov. 5, 2022

Sept. 17, 2022

Calhoun, Ga.

Corydon, Indiana

**OSBORNE
LIVESTOCK**
(859) 991-2438

Thanks to Our Buyers

Matthews Farm, Alvaton, Ky.
Stan McCubbin, Campbellsville, Ky.
Scott Sherrill, Concord, N.C.

**KENTUCKY
NATIONAL**
Show & Sale

Hiss Family Farm, Columbia City, Ind.
Morse View Farm Mountain Grove, Mo.
Bar M Farms, Lenior, N.C.

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WindCrest Farm John & Nolan Taylor

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SANTA GERTRUDIS *Production* IS A VIRTUAL FENCE IN YOUR REALITY?

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



A non-visible fence is not a new concept. Although recently, virtual fence technology has advanced a great deal. In 1973, a U.S. patent was granted on this concept. A major drawback to this early system was that a signal-emitting wire needed to be installed in the area surrounding the desired animal-keeping location. This wire communicated with a receiver attached to a collar around the animal's neck. The receiver would

then produce a low-powered, high-voltage electric pulse to the animal wearing the collar/receiver combination. Such equipment is still being used for dogs and cats, but it really never came to fruition for use with livestock. It was simply too cumbersome, and the livestock never became adapted to the concept. Not until 1999 (subsequent U.S. patent issued) when a GPS-based system was developed did the technology become more realistic.

Thanks to technology companies such as Nofence (a Norwegian company) and Vence (a U.S. company, <http://www.vence.io>) and to on-the-ranch researchers at Oklahoma State University (Ryan Reuter, Ph.D., professor of range beef cattle nutrition), plus funding from the U.S. Department of Agriculture-Natural Resources Conservation Service, a virtual fence may be the answer we have been looking for to address keeping cattle out of or keeping cattle within specific areas of the ranch. The Oklahoma State University research project reported a 99 percent success rate in keeping cattle out of a favorite congregating spot for a period of 10 days.

The beauty of the new systems is that you can control movement and the cattle grazing areas from your smartphone or web app in minutes. Moreover, apps are available that can also monitor cattle health and location within a defined area of the grazing pasture. All of this management comes from a device worn around the neck via a light metal chain. The remote-controlled GPS collars are about the size of two NFR trophy belt buckles laid side-by-side, albeit a little thicker. These GPS collars use a warning tone and an electrical shock to manage cattle movement. Thus, all cattle wearing these devices will need to be trained, and training is more successful if done within the confines of real fence or a fence-enclosed paddock. You must train the cattle that the tone and a true fence are sort of the same thing. In addition, if cattle ignore the tone, then something shocking is in their near future. Reports indicate that, initially, cattle do not like the collars very much, but they do get used to them in a few days.

This technology is new and no doubt not free. The U.S. company, in my opinion, is doing the right thing by allowing you to lease the individual collars for \$35 per head per year. If newer technology arrives, then the GPS collars can be replaced next year, and you are not stuck with an antique. Batteries for the collars will cost another \$10 each and will have to be replaced once or twice per year. Not a big deal, because I bet you get your cows up for vaccination, palpation, weaning, fly tagging, etc., more than once per year already.

So, what is the downside? Well, the base stations that communicate with the collars, cell phones and apps are priced at \$10,000 each. Add another \$2,500 if you are technologically deficient like me and need the company to come out and help you install it. I do not think these devices are for every ranch, but the utility of such technology is endless, including for intensive grazing, pasture rotation, excluding cattle access to rivers or creeks, grazing crop residues during drought, keeping cattle off of hunting lease land or monitoring where cattle like to graze in a specific pasture and then forcing them to graze other pasture parts.

The U.S. company is serious about the product and has many systems out and working on ranches north of I-10. If we can train cattle to come to a "cake-siren" or a grain bucket, then they should be able to be trained to respond to these GPS collar tones.

Early adoption of technology can be a lonely and scary place, but we often say to ourselves, "I wish I had done that years ago." Something to think about. Pray for some rain for all of us. ☔



Photo from <http://www.vence.io>

LA CAMPANA RANCH

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2022 STRAIT-HEFTE

Tried & True

OCTOBER 14-15, 2022

PRODUCTION SALE

320 FM 3059 | STREETMAN, TEXAS

SCHEDULE OF EVENTS

FRIDAY, OCTOBER 14, 2022

1:00 PM Cattle Viewing

6:30 PM Social & Dinner

SATURDAY, OCTOBER 15, 2022

8:00 AM Cattle Viewing

8:00-10:00 AM Breakfast

10:30 AM TRIED & TRUE PRODUCTION SALE

Lunch will be served immediately following sale.

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SANTA GERTRUDIS SALE

Reports

QUAIL VALLEY FARMS SANTA GERTRUDIS MATURE COW AND ELITE HEIFER SALE JUNE 10-11, 2022 | BLOUNTSVILLE, ALA.

SALE AVERAGES

74	Santa Gertrudis Lots	\$5,550
38	Mature Santa Gertrudis Cows and 2 Herd Sires	\$5,855
36	Santa Gertrudis Heifers	\$5,229

The Quail Valley Farms Santa Gertrudis Mature Cow and Elite Heifer Sale drew buyers from 11 states who purchased 74 Santa Gertrudis lots. The sale was managed by American Cattle Enterprise, the sale consultant was Pitchford Cattle Services and the auctioneer was Tommy Barnes.

In the Mature Cow Sale, the high-selling lots included Lot 150, KR Chosen One 651/18, sold to Plainview Farms, Franklinton, La., and Wiley Ranch, Effie, La., for \$40,000. The high-selling lot, Lot 101, SG 1524, was sold to Mattingly Farms, Brandenburg, Ky., for \$25,000. The high-selling lot, Lot 157, QVF MS 921/15 60G2, was sold to Fenco Farms, Floral City, Fla., for \$9,500. The high-selling lot, Lot 130, KR 1298/16, was sold to Wiley Ranch for \$9,500. The volume buyer was David Branch, Rayville, La.

As part of the Elite Heifer Sale, the high-selling lot, Lot 153, QVF MS Sancho 82G3, was consigned by Quail Valley Farms, Oneonta, Ala., and was sold to Lou-Al-Tuck Farm, Great Falls, S.C., for \$13,500. The high-selling lot, Lot 169, WR 445H, was consigned by Wiley Ranch, and was sold to Lou-Al-Tuck Farm, for \$12,250. The high-selling lot, Lot 163, TF 0115J2, was consigned by Tinney Farms, Hanceville, Ala., and was sold to 777 Farms, Magnolia, Ark., and Rocking 3T Ranch, Blooming Grove, Texas, for \$6,500. The high-selling lot, Lot 154, QVF MS Sancho 82G, was consigned by Quail Valley Farms, and was sold to Strait Ranches, Streetman, Texas, for \$6,500. The high-selling lot, Lot 112, SR 65/F4, was consigned by Quail Valley Farms and was sold to Black Hills Land & Cattle, Muleshoe, Texas, for \$7,500. 🐾

NEED TO KNOW

CONTINUED FROM PAGE 8

an invoice from SGBI. Conversely, if you do not pay for the work online when completed, you will receive an invoice from SGBI. This is not only time intensive, but more costly for SGBI, so members are encouraged to pay for work online.

Second, be on notice that annual herd inventories is currently not an automated billing activity, so the SGBI office is billing for them manually, even if dues are current and paid online. If you suspect that your herd inventory is not yet paid this year, call Emma at the SGBI office at (361) 592-9357 to check your status and reconcile that. SGBI staff is working to automate herd inventory billing, but until it is implemented, they will be billing members for herd inventory in the coming months. 🐾

KENTUCKY NATIONAL SALE

JULY 16, 2022 | BOWLING GREEN, KY.

SALE AVERAGES

34	Registered Lots	\$2,260
8	STAR 5 Lots	\$2,170

The 2022 Kentucky National Sale was sponsored by the Kentucky Santa Gertrudis Association and the Kentucky Department of Agriculture. The auctioneer was Greg Reynolds, the sale chairman was Chip Parker and the sale manager was Darren Richmond.



Kentucky National Sale Chairman Chip Parker, left, and volume buyer Steve McFall, right.

The high-selling lot, a bred heifer, was consigned by Pitchford Cattle Co., Athens, Texas, and was sold to Tinney Farms, Hanceville, Ala., for \$5,500. The high-selling STAR 5 lot, a pair, was consigned by Pitchford Cattle Co., and was sold to Michael Wilson, Scottsville, Ky., for \$4,800. The high-selling bull was consigned by Pitchford Cattle Co., and was sold to Matthew's Farm, Alvaton, Ky., for \$3,500. The high-selling pair was consigned by Shampain Ranch, Mt. Pleasant, Ill., and was sold to Jolly Farms, Byrdstown, Tenn., for \$3,000. The high-selling open heifer was consigned by Rolling Oaks Ranch, Doniphan, Mo., and was sold to Pitchford Cattle Co., for \$3,000. The volume buyer was Steve McFall, Paragould, Ark. 🐾

Market Your Elite Genetics in the 2023 Semen Catalog

**Reserve
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The bi-annual SGBI Semen Catalog is an incredible marketing tool available to Santa Gertrudis breeders, so don't miss your chance to be included in the 2023 catalog. As part of the January 2023 issue of *Santa Gertrudis USA*, the SGBI Semen Catalog will once again be produced in English and Spanish. As a bonus, it will also have expanded distribution at Santa Gertrudis events, internationally and by request for the next two years. Don't miss your chance at this is unique opportunity.



The semen catalog offers the breeder a unique opportunity to showcase not only proven herd sires but also the up-and-coming ones. The ability for a breeder to offer a potential herd sire's genetics to a wide range of different genetics throughout the breed – both purebred and commercial operations alike – should make all of us want to advertise in the catalog.

– Gene Kubecka, Wendt Ranches

For more information and to reserve your space in the SGBI Semen Catalog, contact Darren Richmond at (423) 364-9281 or djrichmd@gmail.com. 🐾

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Advertisers

777 Farms.....	5
3WC Cattle.....	15
4S Farms.....	18
5J's Cattle Company.....	5, 16, 17
American Cattle Enterprise.....	21, 29
Alabama Connection Sale.....	30
Arrow Creek Santa Gertrudis.....	15
Bieri Farms.....	18
Borchers Southern Y Ranches LP.....	18, 31
Briggs Ranches.....	9, 18
Buena Vida Cattle Company.....	28
C Bar C Ranch.....	11, 18
Carley's Show Cattle.....	15
Cherokee Ranch & Castle.....	18
Corporon Acres.....	22
Cox Mill Farms.....	18
Creech Farms.....	5
Crosswinds Ranch.....	22
District 6 Breeders.....	11
District 6 Halted Heifer Show & Sale.....	27
Double TT Ranch.....	22
Excell Santa Gertrudis.....	15
Flying C Ranch.....	5
Four J Cattle.....	22
Fulton Farms.....	22

Goodin Farms.....	18
Grandview Farms.....	7, 18, 30
Graves Creek Ranch LLC.....	5, 18
Gyranda Santa Gertrudis.....	22
Hargis Farms.....	22
Harris Riverbend Farms.....	22, 25
Heath Farms.....	18
Hefte Ranch.....	13, 22
Iron Oaks Cattle.....	15, 22
Jernigan Ranch.....	18
John Martin Ranches.....	22
KC Ranch LLC.....	18
Kentucky National Show & Sale.....	23
King Ranch Inc.....	32
La Campana Ranch.....	12
Lucky L Farm.....	15
MC Ranch.....	18
Mountain Laurel Classic Santa Gertrudis Sale.....	19
Myers Cattle & Land Corp.....	22
Old Agency Reserve.....	18
Olivarez Ranches.....	22
Osborne Livestock.....	11
Parker Farms.....	11
Pitchford Cattle Co.....	22
Pinnacle Cattle Co. LLC.....	22
Polled Power Genetics.....	5

Polled Santa Gertrudis Association.....	5
Quail Valley Farms.....	21, 30
Red View Farms.....	11
Richmond Photography & Video.....	22
Ridge Point Ranch.....	15
Rocking A Ranch.....	22
Rockin B Farm.....	15
Rose Hill Ranch.....	22
Running M Ranch.....	18
Santa Gertrudis Small Breeders Group.....	15
Shampain Ranch.....	11
South Texas Santa Gertrudis Association.....	19
Square Running M Cattle.....	15
Strait Ranches.....	13, 22
T&S Farm.....	18
Thomas Burnett Cattle Farm.....	22
Tideland Farms.....	18
Tinney Farms.....	2, 30
Triple P Ranch.....	15
"Twisted "C" Farms.....	18
Urbanosky Ranch.....	22
Vesper Ranch.....	22
VZ Cattle.....	15
Wendt Ranches.....	3, 22
Wiley Ranch.....	29
Williams Farm.....	18
WindCrest Farm.....	11
Wunderlich Farms.....	22

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2022 BEEF IMPROVEMENT FEDERATION SYMPOSIUM

U.S. Genetic Exports Is a Growing Market



The 54th Annual Beef Improvement Federation (BIF) Research Symposium and Convention, hosted by New Mexico State University earlier this summer, provided participants with a perspective on ranching in arid environments, sustainability and global trade. Throughout the three-day event, program organizers stressed the importance of understanding where genetics are headed worldwide and the value global trade provides to the U.S. beef industry.

Worldwide livestock trade is a growing market. With the global population expected to increase to 9.2 billion or more by 2050, U.S. beef genetics exports can provide a significant market for seedstock producers. It is also important to note that the largest population growth is expected to take place in developing countries, with the middle class being the fastest growing sector. Given global market expansion, rising middle class incomes and changing consumption patterns, the demand for American genetics will continue to increase.

Tony Clayton, president of Clayton Agri-Marketing, discussed exporting

U.S. beef genetics with BIF participants, focusing on the marketing of high-end genetics. Clayton has been involved in international animal genetics marketing for more than 30 years and has exported beef cattle to 65 different countries.

The U.S. beef industry competes with several countries for the export market; however, the United States holds a competitive advantage due to its reputation for quality, safety and having a framework in place to move genetics effectively and efficiently. Clayton stated that American genetics are considered the world's gold standard, and cattle producers worldwide are eager to adopt U.S. genetic systems. The power of the pedigree drives trade, and the many years that breed associations and producers have spent developing and utilizing genetic-selection tools have strengthened the demand for U.S. beef genetics.

Clayton noted that producers interested in selling cattle internationally must be willing to follow government regulations, understand logistics and become risk managers. They must also recognize that animal disease, animal identification and animal welfare issues influence international markets and shipments. Animal disease outbreaks disrupt global trade and can quickly change marketing patterns. Managing the risks related to animal diseases is a vital component for foreign-market development. Cattle producers can take simple management practice steps to improve biosecurity and enhance their operation's ability to grow foreign marketing opportunities.

International buyers of U.S. animal products are demanding better information on the background or history of potential beef genetic purchases. For example, international buyers have an interest in where and how animals were raised and want to know the marketing chain that genetic packages followed to reach their shores. Clayton stressed that animal identification, such as the use of radio frequency ID (RFID) tags, reassure foreign buyers about animals' health and performance. Therefore, a strong traceability system is absolutely essential to maintaining overseas markets. Having records on individual farm animals or groups of farm animals strengthens foreign marketing efforts. Animals that can be easily tracked



Clayton Agri-Marketing President Tony Clayton discusses exporting U.S. beef genetics with BIF participants.

CONTINUED ON PAGE 23 »



QVF PR Empower 30G16 Sold in 2020



QVF Pistol 60G9 Sold in 2020



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Thursday, November 10th

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Friday, November 11th

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Saturday, November 12th

8:30 am: QVF Brunch

10:30 am: 250 Brangus & Santa Gertrudis Bull Sale

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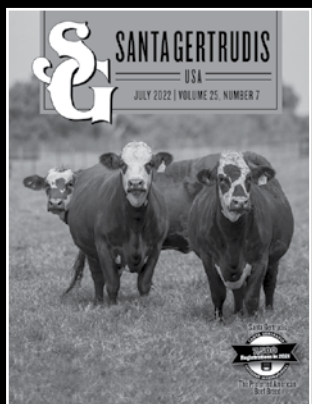
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SANTA GERTRUDIS USA
JULY 2022 | VOLUME 25, NUMBER 7

**TO VIEW SG-USA
ONLINE, VISIT:**
www.santagertrudis.com

U.S. GENETIC EXPORTS

CONTINUED FROM PAGE 20

from birth through the marketing chain emphasizes that not only is the producer offering a quality product but is also managing in a manner that minimizes disease risk.

Concerns about animal welfare are not new. However, during the last 20 years, the focus on animal welfare has increased worldwide. The American beef producer is a good steward of animals and is recognized globally for their commitment to humane treatment. However, the inclusion of a third-party verification protocol can open doors to certain international export markets. Third-party animal welfare audits provide additional assurances to buyers that animals are being raised and managed in a humane manner.

Finally, the value of developing relationships cannot be overlooked. Clayton told attendees that successful foreign marketers have a missionary-like zeal – they are on site, they are visible, they make an effort to conduct educational seminars and offer the technical assistance their customers need to be successful. Many countries

importing U.S. genetics need training in basic management practices, artificial insemination and embryo transfer. The ability to provide this type of training adds value to a producer's product.

Clayton cautioned that the beef export business requires patience, and

producers need to plan for it to take a minimum of three years before a sale is made. Foreign markets present an opportunity for producers to gain additional value for their cattle. The future of U.S. beef genetics exports appears bright. 🐮

International buyers of U.S. animal products are demanding better information on the background or history of potential beef genetic purchases.

Therefore, a strong traceability system is absolutely essential to maintaining overseas markets. Having records on individual farm animals or groups of farm animals strengthens foreign marketing efforts.



Tinney Farms, Hanceville, Ala. Photo by Darren Richmond.

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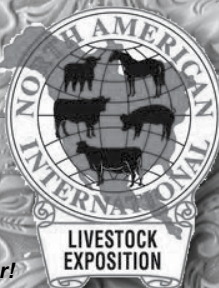
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KENTUCKY NATIONAL *Show & Sale*



*Special thanks to Steve McFall (right),
Paragould, Ark. for being this years' volume buyer!
Shown here with Sale chairman, Chip Parker.*



Show Day:

Nov. 17, 2022 • 8:00 a.m.

Arrival: Nov. 15

Entry Deadline: Oct. 1, 2022

www.livestockexpo.org

2022 BEEF IMPROVEMENT FEDERATION SYMPOSIUM

SUSTAINABILITY *Rhetoric vs. Reality*



Ruaraidh Petre, GRBSB executive director, addresses attendees at the 2022 BIF Research Symposium.

Nothing can rouse emotions and incite heated discussion like the messages of the anti-beef, anti-livestock crowd. Among their many claims are beef production requires thousands of gallons of water to produce one hamburger, it takes valuable croplands out of production and cattle are a major contributor to global warming. Ruaraidh Petre, executive director of the Global Roundtable for Sustainable Beef (GRSB), pointed out to participants at the 2022 Beef Improvement Federation Symposium earlier this year that there is a wide divide between the rhetoric of the anti-beef crowd and the reality of global beef production.

The GRSB is a worldwide organization focused on emphasizing best production and management practices in the areas of animal health and welfare, and climate, ensuring the beef value chain is a net-positive contributor to nature. Roundtable membership comes from 24 countries across five continents representing producers, producer groups, allied industries members,



There is worldwide interest in where and how cattle are raised and the care they receive. Sustainable beef means providing cattle with an environment in which they can perform at the highest level.

Creech Farms, Zebulon, N.C. Photo by Bill Lundberg

processors, members of retail, educational institutions, foundations and non-profits, including recognizable names such as McDonald's, Burger King, JBS and Tyson. All stakeholder members are committed to advancing global beef sustainability.

Petre noted global beef markets have recently experienced considerable volatility due to several issues like African swine fever, COVID-19, foot and mouth disease and BSE, as well as the war in Ukraine; however, demand for beef has remained high and, according to the U.S. Department of Agriculture (USDA), global beef demand is forecast to continue climbing. The fastest growth is occurring in countries where incomes are steadily increasing. By taking a collaborative approach and facilitating the exchange of knowledge, GRSB champions production and management practices that result in beef remaining an important protein source

in a thriving and sustainable global food system.

Petre warned symposium attendees that beef sustainability concerns should not be boiled down to just one metric; however, he was clear that it is the area of climate that persistently challenges beef industry members. For example, the anti-beef contingent often paints global methane emissions with a broad brush, while the reality is that methane emissions in beef production varies widely across the world. Many assume that intensive cattle management/production systems in highly developed industrialized countries are responsible for more emissions than those in less developed countries. This is not necessarily the case; management/production practices in industrialized countries have and continue to evolve, becoming more and more efficient and highly productive.

CONTINUED ON PAGE 27 »



45TH ANNUAL TRI-STAR SANTA GERTRUDIS SALE

& 19TH ANNUAL BULL AND COMMERCIAL FEMALE SALE
OCTOBER 21ST-22ND • BRIGGS RANCHES • BLOOMINGTON, TX

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and Over 100 ELITE Purebred Females**

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These females sold in the 2021 sale!



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KENTUCKY NATIONAL SHOW

July 15, 2022 | Bowling Green, Ky. | Judge: Cory Wallace

GRAND CHAMPION BULL

917H3 Serbesa, shown by
Pitchford Cattle Co., Athens, Texas

RESERVE GRAND CHAMPION BULL

OLC Masterplan 121, shown by
Osborne Livestock Co., Lathrop, Mo.

GRAND CHAMPION FEMALE

MS Miss Darby, shown by
Gracey Pitchford, Athens, Texas

RESERVE GRAND CHAMPION FEMALE

Rans 221, shown by Bob Rans,
Culver, Ind.

GRAND CHAMPION STAR 5 FEMALE

Hiss 415/1, shown by Hiss Family Farm,
Columbia City, Ind.

RESERVE GRAND CHAMPION STAR 5 FEMALE

Miss Gal 105, shown by
Gracey Pitchford, Athens, Texas



A group of the winners from the 2022 Kentucky National Show stand with this year's judge, Cory Wallace.

OHIO STATE FAIR

August 1, 2022 | Columbus, Ohio | Judge: Scott Burks



GRAND CHAMPION BULL

Morse View Never Before Dynamite
344-0, shown by Morse View Farm,
Mountain Grove, Mo.



RESERVE GRAND CHAMPION BULL

JF Hatcher, shown by Morse View Farm,
Mountain Grove, Mo.



GRAND CHAMPION FEMALE AND BEST OF POLLED FEMALE

FW Daisy, shown by Flatwillow Farm,
Statesville, N.C.



RESERVE GRAND CHAMPION FEMALE

FW Dolly, shown by Flatwillow Farm,
Statesville, N.C.



GRAND CHAMPION STAR 5 FEMALE

BM 183, shown by Bar M Farm,
Lenoir, N.C.



RESERVE GRAND CHAMPION STAR 5 FEMALE

MV Maggie May, shown by
Morse View Farm, Mountain Grove, Mo.

Closing the efficiency gap while utilizing the most appropriate management/production system for a particular environment is a key priority for GRSB. For example, improving feed quality, veterinary care, incorporating genetics that accelerate improvement in production traits and implementing grazing practices that boost productivity and soil health are just a few of the beef production practices that are proven to reduce emissions and can be adopted globally. The misguided opinion that eliminating or limiting the number of grazing animals would increase the availability of land to produce human-edible crops is not a sound assumption. Local climate, soil and topography determine the natural suitability of land for agricultural use. Utilizing marginally productive land for grass-based animal agriculture production instead of cropping is actually associated with increased environmental and ecosystem benefits.

In addition to the progress the beef community has made toward research and development of climate-friendly

In a constantly changing world, animal agriculture must take a proactive approach, sharing its message that beef production can and does have a net positive impact on the environment and in the area of animal health and welfare.

practices, the GRSB has set a target to reduce the net global warming impact of each beef unit by 30 percent by 2030. Many roundtable members, including all processors and major retailers, have also set reduction goals that align with the GRSB goal. These corporate commitments are supported through science-based targets. Additionally, member countries Australia, Europe, New Zealand, Canada and the United States already have targets of their own that will contribute to the roundtable's 30 percent goal.

While the area of climate persistently challenges industry members, animal health and welfare concerns also remain on the global radar. There is worldwide interest in where and how cattle are raised and the care they receive. Sustainable beef means providing cattle with an environment in which they can perform at the highest level. The GRSB is focused on improv-

ing the quality of life for cattle through the increased adoption of best practices in animal health, cattle handling practices and the utilization of appropriate genetics in breeding programs. Roundtable members are committed to working with the world's producers on the implementation of best animal health and welfare practices.

In a constantly changing world, animal agriculture must take a proactive approach, sharing its message that beef production can and does have a net positive impact on the environment and in the area of animal health and welfare. GRSB trumpets the fact that beef is a trusted part of the global food system and is committed to advancing and improving the sustainability of the global beef value chain by welcoming stakeholder engagement, encouraging industry collaboration and supporting the adoption of scientifically based, practicable management practices. 🐄

28TH ANNUAL

DISTRICT 6

Haltered Heifer Show & Sale

Sept. 16-17, 2022

Harrison County Fair Grounds
CORYDON, INDIANA

Offering

Haltered open heifers • Bred heifers • Pairs

Watch the Sale and Junior Item Auction on Facebook Live!

Catalog Requests

Sale Chairman: Todd Osborne
859.991.2438 • peppydoc1@aol.com

Sale Manager: Darren Richmond
423.364.9281 • djrichmd@gmail.com

Junior Show entries/information

Craig Lopossa
812.829.8053 • clopossa@ceres.coop

Ashley Osborne
859.991.9409 • stgertgirl@aol.com

Headquarter Hotel:

Hampton Inn
812.738.6688
Group Code: SG6



INDIANA STATE FAIR

Aug. 11, 2022 | Indianapolis, Ind. | Judge: Shawn Varner



GRAND CHAMPION BULL

Circle A 40, shown by
WindCrest Farm, Leitchfield, Ky.



RESERVE GRAND CHAMPION FEMALE

FW Daisy, shown by Flatwillow Farm,
Statesville, N.C.

NO PHOTO

RESERVE GRAND CHAMPION BULL AND BEST OF POLLED BULL

Heards Giovanni, shown by
Nolan Heard, Centralia, Ill.



GRAND CHAMPION STAR 5 FEMALE

Heards Miss Sparkle, shown by
Nolan Heard, Centralia, Ill.

SANTA GERTRUDIS SHOW *Results*



GRAND CHAMPION FEMALE AND BEST OF POLLED FEMALE

5 Bar E Majesty, shown by
Nolan Heard, Centralia, Ill.



RESERVE GRAND CHAMPION STAR 5 FEMALE

OLC Frosty, shown by Ashley Osborne,
Lathrop, Mo.

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WILEY RANCH

Southern Harvest

FEMALE SALE



EFFIE, LOUISIANA at 11:00 AM

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Featuring

Blackwater Brangus herd - 6 years and older cows

Wiley Ranch Santa Gertrudis - 6 years and older cows

Also a feature set of consignment Brangus and Santa Gertrudis



Schedule

Friday

2:00 pm - Cattle Viewing

6:30 pm - Cajun Supper

Saturday

7:00 am - Cattle Viewing

9:30 am - Brunch

11:00 am - Southern Harvest Female Sale



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Erik or Kim Wiley

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318.481.8082 | 318.481.6927

erikkeri@yahoo.com



ACE Contacts:

Richard Hood | 979.224.6150

Trey Kirkpatrick | 979.324.5518

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