



SANTA GERTRUDIS

USA

MAY 2022 | VOLUME 25, NUMBER 5



Santa Gertrudis



7,500
Registrations in 2021

The Preferred American
Beef Breed



34th Annual Santa Gertrudis

ALABAMA CONNECTION SALE



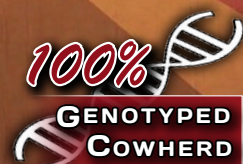
11:00 a.m.
Saturday,
Oct. 1, 2022
at Tinney Farms
Hanceville, Ala.

Look for our consignments in the
Quail Valley Farms Elite Heifer Sale
June 11, 2022 • Blountsville, Ala.



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

5251 Co. Rd. 601 • Hanceville, AL 35077



Follow us on Facebook!

WENDT RANCHES

Genetics You Can Build a Top Herd Around

Prime Time 9042

(Reg. #20177094)

Wendt 9132

(Reg. #20177028)

Wendt 9385

(Reg. #20203886)

**NuGen
Legend 100**

(Reg. #1280471)

**Red Doc
Never Sank 5012**

Conventional/Sexed
(Reg. #20153072)

153H

(Reg. #20205985)

Wendt 9160

(Reg. #20185342)

Dreamboat 037E2

(Reg. #20172429)

KR 1131/13

(Reg. #20134080)



The best gift you can give your herd is a solid foundation.
Contact us for semen on these bulls, as well as other bulls available for sale at the ranch.

Look for Our Consignments

Saturday, May 7 • Industry, Texas

MID-COAST SANTA GERTRUDIS ASSOCIATION

CATTLEMAN'S OPPORTUNITY SALE

3rd Annual

MARK YOUR CALENDAR!

Baby Doll Sale

August 30
sconlinesales.com



We will award you \$10,000 if you win
National Champion in the Junior or Open Show.



W
S

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

W
S

SANTA GERTRUDIS USA

IN THIS ISSUE

- 10** 2022 NJSGS Schedule of Events
- 14** SGBI Annual Report
- 18** Show Results: Houston Livestock Show
- 20** Chute-Side Preg Check Without Palpation
- 22** Let the Spirits Lead You
- 28** 2021-2022 SGBI Final Point Standings

DEPARTMENTS

- 6** Trail Talk
- 6** Annual Meeting Sponsor Thank You
- 8** President's Letter
- 12** Breed Statistics
- 12** Calendar of Events
- 12** Junior Letter
- 12** New Members
- 16, 24** Sale Reports
- 24** Ad Index



2022 NJSGS



DEJA MOO
ALL OVER AGAIN
★ ★ ★
TEXARKANA, AR

10



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ON THE COVER

Off to the races! Attendees of the SGBI 71st Annual Meeting enjoyed an afternoon at the renowned Keeneland race track. Photo by Darren Richmond.

Providing Polled Power Genetics to the Santa Gertrudis Breed

777 FARMS

Chad, Jamie,
Patrick, Erin-Kay & Caroline Daniel
(870) 904-3070
triple7farms@gmail.com
2018-2021 Breeder of the Year

777
FARMS

CREECH FARMS

12483 NC 39 • Zebulon, NC 27597
Tony (919) 427-4679
Brandon (919) 761-3894
ccreech6@gmail.com
Herd No. 16769 • Herd No. 37879

CF

Polled Santa Gertrudis Association

Todd Osborne, Secretary & Treasurer
(859) 991-2438
peppydoc1@aol.com

Congratulations!

MISS GRANDVIEW 038

2022 SGBI High Point Polled Female
2022 National Champion Best of Polled Female



Exhibitor: Gracey Pitchford, Athens, Texas | **Breeder:** Grandview Farms, Hamilton, Ala.

Deadline for 2022-2023 Polled Association High Point Awards

- Must be postmarked by September 1, 2022
- Must be a paid member
- Dues paid to Todd Osborne
- Must be a paid Polled Association Member by Sept. 1, 2022 to be eligible for year-end show awards.

**Awarding \$500
to the SGBI High Point Bull and Female**

Flying C Ranch

Lester & Ouida Cossey
2639 Gum Springs Rd., Searcy, AR 72143
(501) 207-2272
ouidac@att.net



GRAY OAKS FARM

Dennis Jones, owner
905 Foxtrap Rd., Russellville, AL 35654
Home: (941) 735-9391
Austin Logan, Manager
(256) 668-2906



5J'S CATTLE COMPANY

Jody Standley, owner
(919) 291-4212
Kim Prestwood, manager
(828) 320-7317
84 Austin Farm Lane, Clayton, NC 27520





Trail Talk

EXECUTIVE DIRECTOR'S REPORT

By Webb D. Fields

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

As I sit at my desk to write this report to membership, I can't help but be grateful. We have just returned from a successful Santa Gertrudis Breeders International (SGBI) Annual Meeting in Kentucky, and it was great to see and visit with so many active members.

The annual meeting is always a big undertaking. A ton of planning, preparation and thought goes into a multi-day event not only hosting a large crowd, but providing information, education and fellowship opportunities for participants. I want to personally thank the entire Taylor family for taking this large task on, as well as Charles and Deanna Parker, Craig Lopossa, Nancy Wunderlich, SGBI staff and many more who volunteered time and effort to make it a success. We heard nothing but positive feedback and cannot wait until next year.

The new SGBI Board has been set, and committees are being formed as we are excited to get our 2022-2023 year underway. For many reasons, we think this will be one of our best years yet. There were many discussions during the annual meeting about how to better reach membership and communicate association business. One thing we want to do moving forward is communicate board and committee activities to our readership. We discussed multiple ways to do this. Adding committee reports to the magazine and having the membership committee reach out directly to members are all steps we look forward to taking this year. We believe it is important to have an engaged membership, so keeping you informed is vital.

We were also able to provide feedback to the board about the *SG USA* survey that was sent out with the magazine this past year. This was an effort to provide the kind of information that readers prefer. While this is still in the works, a strong focus on topics that are important to readership and potential rebranding are all being discussed.

We were also able to give a few new awards during the President's Dinner. The board of directors believed it was

important to reward achievements that are in line with the current breed focus. New awards include Sire of the Year, Dam of the Year and STAR 5 Breeder of the Year. We look forward to giving additional awards in the coming years.

Not only were individual achievements recognized, but I was able to report the association's growth and successes over the past year. We saw a 6 percent increase in income from registrations, a 7 percent increase in income from inventory and a huge 30 percent increase in income from transfers. That extreme growth in transactions is what stood out the most to me.

On the surface, we have certainly seen an increase in sales over the last couple of years. More live sales are being held across the country, with a few

new online sales popping up as well. In addition, I see and hear of private treaty transactions taking place throughout the year. This is certainly a great testament to the position our breed is in. More activity means more interest in the cattle, both internally from breeders and externally from juniors, commercial cattlemen and seedstock breeders outside the Santa Gertrudis breed.

In diving a little deeper into the numbers, I think they further tell the story of our exciting breed trend. More bulls, embryo transfer calves and STAR 5s are being transferred each year, with fewer purebred animals involved in transactions. Why is this a positive? Because it means we are selling more Santa Gertrudis bulls into commercial cow herds, utilizing advanced technologies such as artificial insemination and embryo transfer to generate elite seedstock and generating interest in our STAR 5 cattle that we know can excel in any region and in multiple scenarios. At the same time, fewer purebred transaction means both retention in the herds and a quality demand from the marketplace when these cattle are traded. The numbers don't lie, and we are excited to continue this growth into the future. 🌱

SGBI THANKS OUR 71ST ANNUAL MEETING DONORS

CORPORATE

Vesper Ranch, Kelly Vesper
Kentucky Cattlemen's Association

RANCH LEVEL

Alabama Connection
David and Elaine Alderson, Circle A Farm
Bill Cameron, Double C Farms
District 6 SGJA
Finch Ranch
Hefte Ranch, Kathryn Hefte
Andrew and Anna Lobeau
Betty and Ricky McCormick,
Woman Hollerin Ranch
Charles and Deanna Parker, Parker Farms
J5 Cattle, Michael Seay
Strait Ranch, Cynthia Strait
Del and Ginny Thomas, Shampain Ranch
Wiley Ranch
Wiley Ranch, Eric and Keri Wiley
Wunderlich Farms,
Dr. Terry and Nancy Wunderlich

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BluePrint Media
Happy Valley Ranch, Betty Kelso-Clough
John W. Kiker

HALL OF FAME

Alabama Connection
Rockin 3T Ranch, Colby Threet



Special thanks to the District 6 Santa Gertrudis affiliate and all who worked to make this annual membership meeting possible.



Quail Valley Farms

June 10-11 | Blountsville, AL



Quail Valley Farms

Elite HEIFER SALE & Mature Cow Herd Dispersal

Mature Cow Herd Dispersal

Santa Gertrudis Female Sale

June 10, 2022 at 2:30 PM

Offering 100 Santa Gertrudis Lots

INCLUDES 6 YEAR OLDS
from the Quail Valley Herd
Spring calves will sell at side.
Many fall heifer calf splits.

Invitational Elite

Santa Gertrudis Female Sale

June 11, 2022 at 10 AM

Selling from Many Premier
Santa Gertrudis Breeders

100+ LOTS OF PROVEN GENETICS
Donors, Cow/Calf Pairs, Bred Heifers, Open
Heifers, Flushes & Genetic Packages

SEMEN & CATTLE SALES:

Richard Hood 979.224.6150
Trey Kirkpatrick 979.324.5518
Todd Harvey 386.288.8059

www.ACESantagertrudis.com

This sale will be broadcast live on the internet.

DVAuction
Broadcasting Real-Time Auctions
Real time bidding & proxy bidding available.



PRESIDENT'S LETTER

By Gene Kubecka

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

There are many people, friends, family members and most important, our Santa Gertrudis family, who have bestowed me the privilege and honor of serving as president of Santa Gertrudis Breeders International (SGBI). I will do my best to represent the entirety of our membership and be a visible participant at as many SGBI functions as humanly possible.

Santa Gertrudis breeders just completed their 71st SGBI Annual Meeting in Lexington, Ky. Breeders came from 15 states to make this annual meeting a big success. I would like to give a heart-filled thanks to a group of breeders and staff who made this year's annual meeting the success that it was: Nolan Taylor and his wife, Emily; Nolan's parents, John and Karen Taylor; Craig Lopossa; Deanna and Charles Parker; SGBI Executive Director Webb Fields; John Ford; Darren Richmond; BluePrint Media's Lisa Bard; and SGBI's Emma Ramirez.

Congratulations to the show award winners and special award winners at the President's Dinner. This year's SGBI Hall of Fame inductees were truly deserving of their entrance into this prestigious group. We appreciate the stories told, their contributions to our Santa Gertrudis legacy and the many years they have devoted to our breed. Congratulations to Dr. Porter Rodgers, auctioneer extraordinaire Hoover Case and the pillar of our Santa Gertrudis office, Diana Ruiz.

The membership voted and the SGBI Board officially approved our 2022-23 officer slate and budget. Our association continues to function on a solid financial statement. More and more breeders are submitting an increasing amount of data from their respective herds. We must know what our cattle are capable of performing, not only in the pasture and the show ring, but what kind of carcasses we hang on the rail. The industry provides the tools to make these improvements; we as breeders must utilize these tools.



2022-2023 SGBI President Gene Kubecka makes comments to SGBI membership as the gavel was passed from Nancy Wunderlich.

We have a great story to tell, we just need to go and prove our story. Become involved in your local cattle organization.

To our Santa Gertrudis breeders outside the states, I want to encourage participation from each of the respective countries to exchange ideas and genetics to enhance the Santa Gertrudis breed worldwide. I know the COVID pandemic has put a strain on foreign travel, but hopefully that will change for the better soon. Another Santa Gertrudis World Congress will be planned soon, and this gives us as breeders a great opportunity to exchange ideas to make our red cattle that much better.

As I close out this first letter, I encourage every breeder to go spread the word. We have a great opportunity to have a larger footprint in today's cattle industry.

Let's do great things together. 🤝



SGBI OFFICERS OF THE BOARD

PRESIDENT Gene Kubecka

PRESIDENT ELECT Adolfo Sanchez

SECRETARY/TREASURER Nolan Taylor

BREED IMPROVEMENT Adolfo Sanchez

LONG RANGE PLANNING Amber Robertson

MARKETING & PROMOTION Kade Thigpen

MEMBERSHIP Craig Lopossa

YOUTH ACTIVITIES Suzanne Fulton

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Kade Thigpen (Texas)

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Cherokee Ranch
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Michael Seay (Colo.)

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Strait Ranches
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Tinney Farms
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Jamie Daniel (La.)

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District 3 – Amber Robertson (La.)

Running R Cattle
(337) 377-9720 | runningrcattle@yahoo.com

District 4 – Ricky Cleveland (Ala.)

Quail Valley Farms
(205) 533-5049 | ricky@xcelmasonry.com

District 5 – Mickey Bowman (N.C.)

Rockin B Farm
(336) 669-5771 | rockinbrowdyrooster@yahoo.com

District 6 – Nolan Taylor (Ky.)

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

SANTA GERTRUDIS DISTRICT VI BREEDERS



Living the High Life in Tall Grass

Look for Our Consignments

Kentucky National Sale

July 16, 2022

Bowling Green, Ky.

We Thank Our Buyers

Crimson Classic Sale

*We appreciate your confidence in
our program.*



SHAMPAIN RANCH

(217) 734-2283

C BAR C RANCH



De Soto, MO 63020
Alan Clark
Bud & Kelly Clark
(314) 607-1076
bud@cbarcranch.net

WWW.CBARCRANCH.NET

OSBORNE LIVESTOCK

Todd, Donna, Dalton & Ashley Osborne
Sparta, Ky. • Lathrop, Mo.



(859) 991-2438

peppydoc1@aol.com

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parkerfarms@scrtc.com

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5552 Jackson Hwy. • Cave City, KY 42127
(270) 670-6285 • (270) 670-6776

Shampain Ranch

Santa Gertrudis Cattle

Del & Ginny Thomas

Pleasant Hill, IL 62366

(217) 734-2283 • (618) 535-4470

ginny2@irtc.net



Herd #4434

RED VIEW FARMS

5480 Jordan Village Rd.

Poland, IN 47868

(812) 829-8053

craiglopossa@yahoo.com



WindCrest Farm **John & Nolan Taylor**

REGISTERED SANTA GERTRUDIS CATTLE

Geriguys@NCTC.com

1238 Claggett Rd.

Leitchfield, Ky. 42754

(270) 589-9046

Herd No. 10772



2022 National Junior Santa Gertrudis Show

June 19-25, 2022

**Four States Fairgrounds
Texarkana, Ark.**

The following schedule is tentative and subject to change.

Schedule of Events

SUNDAY, JUNE 19

- 6 a.m.-3 p.m. Grounds open for arrival
(all cattle must be on fairgrounds by 3 p.m.)
- 8 a.m.-5 p.m. Show Office open, *Fairgrounds*
- 8 a.m.-4 p.m. Princess/Queen/Director candidates may
begin campaigning
- 2 p.m.-4 p.m. Check In, *Arena Area*
- 12 p.m.-5 p.m. Better Beef Contest, *Equine Center*
- 1 p.m.-3 p.m. Photo and Ad Contest Turn In, *Show Office*
- 7:30 p.m. Survivor – Exhibitor Style: Outwit, Outlast,
Outplay, *Show Arena*

MONDAY, JUNE 20

- 8 a.m.-5 p.m. Show Office open, *Fairgrounds*
- 8 a.m. Public Speaking Contest, *Hilton Garden Inn*
- 11:30 a.m.-3 p.m. Queen and Princess Luncheon, *Hilton Garden Inn*
- 12 p.m.-2 p.m. Voting, *Arena Area*
- 2 p.m. Livestock Judging and Cattleman's Contest, *Arena*
- 5:30 p.m. Welcome Dinner (director, queen and princess
candidates' speeches), *Fairgrounds*
- 7 p.m.-8 p.m. Voting at Dance, *Arena Area*
- 7 p.m.-10 p.m. Junior Dance and Social, *Fairgrounds*
- 9 a.m. NJSGA Board of Directors Meeting
- 10 a.m. Director Clinic
(anyone running for director must attend)

TUESDAY, JUNE 21

- 8 a.m.-5 p.m. Show Office open, *Fairgrounds*
- 8 a.m. Sales Talk Contest, *Show Arena*
- 9 a.m.-3 p.m. Cattle stalled in barns, Herdsman Contest
- 11 a.m.-2 p.m. Voting, *Arena Area*
- 1:30 p.m. Brain Bowl Competition, *Ag Learning Center*
- 6:30 p.m. Director Interviews and Scholarship Interviews,
Hilton Garden Inn

Headquarters Hotel
Hilton Garden Inn Texarkana
2910 South Cowhorn Creek Loop
Texarkana, Texas 75503
(903) 792-1065

2022 NJSGS



WEDNESDAY, JUNE 22

- 8 a.m.-5 p.m. Show Office open, *Fairgrounds*
- 8:30 a.m. Showmanship Contest, *Show Arena*: Pee-Wee
(5-7 years old), Senior, Intermediate, Junior,
Old Timers
- 9 a.m.-3 p.m. Cattle stalled in barns, Herdsman Contest
- 10 a.m.-12 p.m. Final Voting
- 12 p.m. Norval and Anna Sells Hard Luck Stories
need to be turned into the show office
- 4 p.m. NJSGA Membership Meeting and Social,
Show Arena. (Junior Board Meeting for current and
new directors will follow the social.)

THURSDAY, JUNE 23

- 8:30 a.m. National Junior Santa Gertrudis Show:
Donated Heifer Class, STAR 5 Heifer Classes,
Bred and Owned Female Classes, Best of Polled
Female Classes
- 6 p.m. NJSGS Awards Ceremony, *Hilton Garden Inn*

FRIDAY, JUNE 24

- 8:30 a.m. National Junior Santa Gertrudis Show:
Purebred Bull Show, Purebred Heifer Show
- Following Show 30 minutes after the selection of champion female:
Scholarship Recipient Meeting, Donated Heifer
Winner's Meeting. Cattle released after showing

SATURDAY, JUNE 25

- Departure Cattle must be off show grounds by 12 p.m.

One Date MAY 14, 2022 Two Sales **5J's Cattle Has Them Covered!**

Breeders of the Carolinas Sale

Chester, S.C.

**SELLING 25 RED MOTT
STAR 5 SANTA GERTRUDIS x
HEREFORD OPEN HEIFERS**



**Sired by RDF Never Sank 5012,
Strait Ranches 19/F1, Creech Farms
127-5 and Creech Farms 131-6.**

**Jody Standley, Owner
(919) 291-4212**

**84 Austin Farm Lane
Clayton, NC 27520**

**Kim Y. Prestwood, Manager
(828) 320-7317**



Tried & True Commercial Female Sale

Pearsall, Texas

**SELLING 25 PUREBRED
HEREFORD HEIFERS**



**They sell AI'd with heifer sexed
semen to Never Sank 5012 and later
exposed to Never Sank. Many of these
Hereford females are daughters of
Hereford bull Asset 36F, one of the
few bulls accepted to the National
Reference Sire Program (NRSP) for
carcass quality and feed efficiency.**

**Asset offspring ranked No. 1 in feed
efficiency for ADG/lb feed.**

Thank You!



**Fulton Farms, Denton, Texas for your purchase of
our STAR 5 females at the Purple Reign Sale!**

SANTA GERTRUDIS *Calendar*

MAY

- 7** Mid-Coast Cattleman's Opportunity Sale, Industry, Texas
- 7** Savannah River Cattlemen Sale, Hephzibah, Ga.
- 14** Breeders of the Carolinas Sale, Chester, S.C.
- 14** Strait-Hefte Tried & True Commercial Female Sale, Pearsall, Texas

JUNE

- 1-4** 2022 Beef Improvement Federation Research Symposium & Convention, Las Cruces, N.M.
- 10** ACE 6-Year-Old Mature Cow Dispersal, Blountsville, Ala.
- 11** ACE Premier Invitational Heifer Sale, Blountsville, Ala.
- 19-24** 2022 National Junior Santa Gertrudis Show, Texarkana, Ark.

JULY

- 15-16** Kentucky National Show & Sale, Bowling Green, Ky.

AUGUST

- 30** Baby Doll Sale, Bay City, Texas

SEPTEMBER

- 10** Southern Harvest Sale, Deville, La.
- 16-17** District 6 Haltered Heifer Show & Sale, Corydon, Ind.

OCTOBER

- 1** Alabama Connection Sale, Hanceville, Ala.
- 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

- 11-12** Quail Valley Farms Bull & Female Sale, Oneota, Ala.

SANTA GERTRUDIS *Juniors*

By Bailey Jones, District 1 Reporter

Hey, y'all! My name is Bailey Jones, and I am serving as your current junior association reporter. I am 17 years old and a junior in high school. I live in Lake City, Fla., and have been showing Santa Gertrudis all my life. I would like to congratulate all members recognized at this year's Santa Gertrudis Breeders International Annual Meeting!

To those who didn't get their name called this year, your hard work and dedication to the Gert breed does not go unnoticed. Don't get discouraged, keep working and trying your hardest!

This year's National Junior Santa Gertrudis Show (NJS GS) will be June 19-24 in Texarkana, Ark. I would like share about all the contests that are open to juniors to participate in, starting with my favorite – sales talk. In sales talk, you present three perspective buyers with a heifer, cow or bull



REGISTRATIONS, STAR 5 RECORDINGS AND TRANSFERS BY DISTRICT

MARCH 2022

ACTIVE MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	26	5	0	6
2	80	24	0	87
3	6	1	0	4
4	19	8	0	18
5	26	6	0	5
6	20	7	0	14

JUNIOR MEMBERS

District	Purebred Reg.	STAR 5 Reg.	Performance Only	Purebred & STAR 5 Trans.
1	12	3	0	20
2	2	0	0	1
3	0	0	0	1
4	2	0	0	0
5	0	0	0	0

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

SANTA GERTRUDIS WELCOMES

New Members

Active Members

Attoyac Farms, Garrison, Texas
Unmerited Ranch, Farmersville, Texas

Commercial Members

Jeffery Reed, Atlanta, Texas
Ricky Huff, Bellville, Texas
Rocking L Farms, Brenham, Texas

Junior Members

Adysen Garcia, Edcouch, Texas
Brody Parsons, Washington, Texas
Gracie Smith, Pattison, Texas
Jalynn Urbanosky, Lyons, Texas
Jane Lawrence, Robstown, Texas

Kaymin Pledger, Timpson, Texas
Molly Lynch, Mount Calm, Texas
Brantley Thayer, Neosho, Mo.
Havyn Thayer, Neosho, Mo.
Lauren Massey, Paris Ark.

and explain to them about why your animal would be the correct fit for their herd and show your understanding of the animal's phenotypic and genotypic traits. This contest is super fun and I highly encourage all juniors to participate! Some other contests I recommend are prepared public speaking, brain bowl (team of four), ad campaign (which gives you the chance to get your ad in *Santa Gertrudis USA*), cattleman's contest, livestock judging, showmanship, better beef and photography.

I encourage everyone to participate in as many contests as you can. The memories are irreplaceable! 🐄

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SGBI ANNUAL REPORT

By Webb Fields, SGBI Executive Director

"If everyone is moving forward together, then success takes care of itself."

– Henry Ford

SGBI Members,

Our success as a membership truly lies in our willingness to work together toward a common goal. That willingness to work together over the last several years has allowed the growth we've seen in both membership and cattle activity, and that same willingness will continue to allow growth in years to come. A common goal for any group is vital to ensuring everyone is pushing in the same direction. That common goal for Santa Gertrudis Breeders International (SGBI): The success and expansion of the Santa Gertrudis breed.

It was with a ton of excitement when I reported to membership at our annual meeting in April. The association remains very healthy, and Santa Gertrudis continues on its trajectory as a breed on the rise. The Data Driven, Profit Proven tagline has certainly remained true as both the purebred sector and commercial industry continue to take notice of our strides to be the red-hided, heat-tolerant, heterosis provider that is performance oriented and functional. Our new partnership with DigitalBeef as our registry provider has allowed us to better track, quantify and display these areas of growth and success.



SGBI Executive Director Webb Fields gives the association's annual report to the membership with many positives to report, including increased overall registrations, the association's strong financial status and a new registry system.

This growth in demand and relevance in the commercial industry is due largely to the continued growth and push toward data-backed genetics. FY2021 was another strong year in DNA submissions, with a total of 1,969 new samples placed into the SGBI database. These additional DNA samples continue to add strength and accuracy to our growing genetic evaluation. Utilizing the breed's comprehensive genetic evaluation, members continue to see genetic progress and improvement in traits such as weaning weight, yearling weight and carcass evaluation.

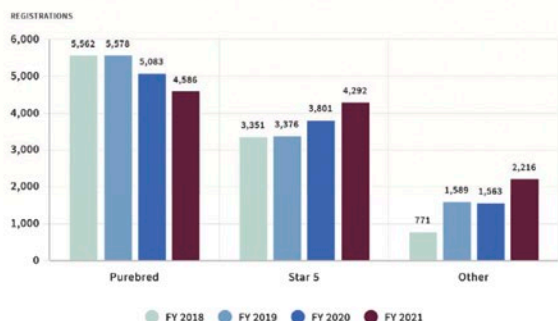
2021 also proved to be a large growth region for membership. In the past, membership across breeds has been anywhere from steady to a slight downward trend. This past year, a boost in membership allowed us to carry 1,016 total members in 2021 – 600 active members, 351 junior members and 65 commercial participants – allowing for areas of growth in each category compared to recent years.

Registrations and recordations remained steady, with a total of 8,909 in FY2021. A total of 4,586 purebred animals were registered with the association, with 4,292 STAR 5 recordations being made. We were also able to add an additional 2,216 records from performance-only animals and pedigree drop-ins, strengthening our knowledge and accuracy on the product we provide the industry.

New in 2021, the Santa Gertrudis breed is now on a whole-herd reporting system. This is something membership has talked about for a long time, and our new pedigree system has allowed this move. The Total Herd Enrollment (THE) program has been initiated with 2022 cow herd inventories, which will allow us to track registrations out of your herd, providing vital fertility data and other trait collection that will push the breed forward.

The Performance Committee and Research and Education Committee continue to collaborate with universities and others through funding from the Santa Gertrudis Foundation on key research with industry partners on heterosis,

YEAR IN REVIEW



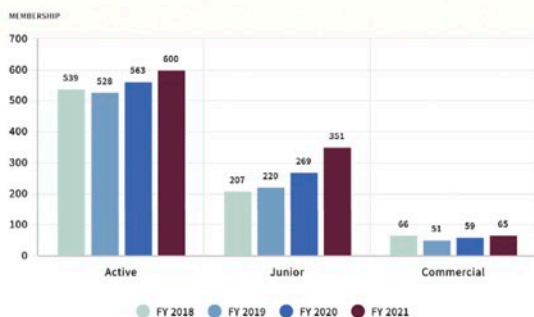
**FY 2021
TOTAL:
11,125**

REGISTRATIONS/RECORDATIONS:
8,909

51% PUREBRED

48% STAR 5

YEAR IN REVIEW



**1,016
FY 2021 TOTAL
MEMBERSHIPS**

CONTINUED ON PAGE 26 »

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BALANCED	COW/CALF	TERMINAL
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Red Doc Fuego 1032

Red Doc Trump's
Acquittal 8511

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(GS)Red Doc Trump 5127
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(GS) CA Spartan 16/194
(GD) Four J 15/301

SANTA GERTRUDIS SALE

Reports

ELITE CUT FEMALE SALE

APRIL 1, 2022 | BOSQUE, N.M.

SALE AVERAGES

14 Lots \$10,929

This year marked another excellent year for Santa Gertrudis sales in the Mountain West. This sale was well attended, and high-quality cattle sold for top dollar across the United States and internationally. The Elite Cut females were foundation females and donor-quality lots, representing our top-end investment genetics for the seedstock producer. The sale's auctioneer was Leo Casas. 🐾

18TH ANNUAL RED HOT BULL SALE

APRIL 2, 2022 | BOSQUE, N.M.

SALE AVERAGES

104 Lots \$7,462

The 18th Annual Red Hot Bull Sale was well attended, and bulls sold for top dollar across the United States and internationally. Leo Casas was the auctioneer. The high-selling bull, Lot 3, Red Doc Fuego 1032, sold for \$160,000 to the Fuego

Syndicate. The volume buyer was Jip McCorkel from Mexico who purchased nine bulls.

As always, the Red Hot Bull Sale was well attended with high-end bulls selling to commercial cattlemen all over the country. This year, more than 30 bulls were sold into Utah to new and returning commercial cattlemen. The Sanchez family and the Rocky Mountain affiliate would like to thank all those who attended from the Santa Gertrudis breed and from the commercial beef industry. 🐾

ROCKY MOUNTAIN SPRING RUNOFF SALE

APRIL 2, 2022 | BOSQUE, N.M.

SALE AVERAGES

43 Lots \$3,110

The Rocky Mountain Santa Gertrudis Association Spring Runoff Sale was well attended, and high-quality cattle sold for top dollar across the United States and internationally. The sale auctioneer was Leo Casas.

The sale featured a variety of lots, including 3N1s, embryo packages, bred cows, replacement females, STAR 5 females and show prospects from several consignors. The Rocky Mountain affiliate would like to thank all those who attended from the Santa Gertrudis breed and the commercial beef industry. 🐾



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March 6, 2022 | Houston, Texas | Judge: Zack Butler

SANTA GERTRUDIS SHOW *Results*



GRAND CHAMPION BULL

The Valedictorian, shown by
Kalli Kimble, Kingsbury, Texas



RESERVE GRAND CHAMPION BULL

Serbesa Ranger 017H7, shown by
Gracey Pitchford, Athens, Texas



BEST OF POLLED BULL

KK Sabe's Oso Rojo ET, shown by
Kalli Kimble, Kingsbury, Texas



GRAND CHAMPION FEMALE

XL Lenina 116, shown by
Kade Keithley, West Columbia, Texas



RESERVE GRAND CHAMPION FEMALE

XL Cleopatra 008 ET, shown by
Chloe Gordon, Alvin, Texas

NO PHOTO

BEST OF POLLED FEMALE

Miss Grandview 038, shown by
Gracey Pitchford, Athens, Texas

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SANTA GERTRUDIS *Production* CHUTE-SIDE PREG CHECK WITHOUT PALPATION

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



Last year, a new product was introduced that makes chute-side pregnancy determination a reality. This user-friendly product from IDEXX (Alertys OnFarm Ruminant Pregnancy Test) is fantastic for small-herd beef cattle producers. A blood test for pregnancy in cattle is not a new concept. Available since 2004, the BioPRYN early pregnancy test works well, but you must ship the

blood samples to a specific laboratory.

Both the early and most recent pregnancy test analyzes the blood sample for the same proteins – pregnancy-associated glycoproteins (early PAGS) – and provides the owner with a “yes/no” (pregnant/open) diagnosis. The cost for either blood testing method is \$8-\$10 per female. Blood testing for pregnancy may not be a cost-effective management practice for large herds due to the economies of scale. Most veterinarians will charge for a ranch visit plus a per-head fee for each rectal palpation for pregnancy. Moreover, a pre-scheduled ranch visit by your veterinarian is never a bad idea.

The beauty of blood testing for pregnancy is how early a pregnancy can be detected: 28 days post-breeding in virgin heifers or in a non-lactating cow (no recent calving) and as early as 60 days post-calving in postpartum cows. The reason we must wait 60 days for postpartum cows is due to potential residual PAGS in the blood stream from her last pregnancy. The only other method to determine pregnancies at day 28 post-conception is real-time ultrasound, which can be done in either heifers or mature cows.

The new IDEXX method has a 99-plus percent certainty with a negative (open) result as compared simultaneously with ultrasound (known as test sensitivity: a true pregnant female (positive result) detected). And greater than 93.8 percent specificity (a true negative: correctly identifying a non-pregnant female) as compared with simultaneous ultrasound.



The IDEXX chute-side test is called a “snap test” that requires about six drops of blood (about 100 microliters) and 20 minutes of time. The presence of two red lines will indicate the female is pregnant. The correct description of this technology is an enzyme-linked immunoassay (ELISA) test for PAGS. This technology is identical to the early pregnancy test for women, albeit for a very different placental hormone (HCG) and body fluid (urine) analyzed. The IDEXX test requires either blood serum or blood exposed to EDTA (purple-top tubes).

The beauty of blood testing for pregnancy is how early a pregnancy can be detected: 28 days post-breeding in virgin heifers or in a non-lactating cow (no recent calving) and as early as 60 days post-calving in postpartum cows.

In my opinion, the best use of the Alertys OnFarm Ruminant Pregnancy Test would be in virgin replacement heifers. Being able to market bred heifers vs. exposed heifers should more than make up for the costs of the test and your time. 🐄

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LET THE SPIRITS LEAD YOU

Bluegrass State Hosts SGBI's 71st Annual Meeting

Cloudy, wet and stormy skies did not dampen the fun, fellowship and business of the 71st Santa Gertrudis Breeders International (SGBI) Annual Meeting, held April 7-10 in Lexington, Ky. Members, staff and friends gathered not only to conduct association business, but to learn from University of Kentucky faculty, take in an afternoon at the renowned Keeneland racetrack, sample some of the state's acclaimed bourbon and enjoy an evening of celebration at the annual President's Dinner and Awards Banquet. A few of these moments are captured on these pages. 🌧️



SGBI member services staff Emma Ramirez leads an interactive discussion about the new SGBI DigitalBeef registry system. Members were able to ask questions about the system, learn tips and tricks, and get an in-depth review of the system.



SGBI members were treated to an afternoon at the Keeneland racetrack, where some of the country's best Thoroughbreds race each year.



LEFT: In recognition of her service as SGBI 2021 president, Nancy Wunderlich receives a pillow engraved with her brand from SGBI Executive Director Webb Fields. **ABOVE RIGHT:** Deanna Parker, left, receives the President's Award from Nancy Wunderlich, right. Nancy praised Deanna for her many years of guidance and leadership not only to herself, but to SGBI.



ABOVE: To acknowledge their service, SGBI retiring board members are honored at the SGBI Annual Meeting with cutting boards. Standing, left to right, are Nancy Wunderlich, Kathryn Hefte, Alicia Sanchez and Tony Creech, as well as SGBI Executive Director Webb Fields.

LEFT: The 2022-2023 SGBI Board after officer elections on Saturday. Standing, left to right, are SGBI Executive Director Webb Fields, Arlin Taylor, Amber Robertson, Yancey Strait, Trai Stegall, Craig Lopossa and Cody Mattingly. Seated, left to right, are Nolan Taylor, Suzanne Fulton, Gene Kubecka, Kade Thigpen, Adolfo Sanchez and Mickey Bowman. *Not pictured are Tylor Braden, Rafael Miranda, Michael Seay, Richard Hood and Ricky Cleveland.*



Dr. Porter Rodgers, left, receives the Santa Gertrudis sculpture from SGBI Executive Director Webb Fields for his induction into the SGBI Hall of Fame.



Hoover Case, left, receives the Santa Gertrudis sculpture for his induction into the SGBI Hall of Fame from Joe Jones, center, and SGBI Executive Director Webb Fields, right. Joe introduced Hoover with a heartfelt tribute to his years of auctioneering service to the industry and the Santa Gertrudis breed.



Diana Ruiz, center, receives the Santa Gertrudis sculpture for her induction into the SGBI Hall of Fame from John Ford, former SGBI executive director, and Webb Fields, current SGBI executive director. Both John and Webb praised Diana for her contributions and dedication to SGBI and Santa Gertrudis breeders for more than 30 years.



Left to right, Tony Creech, Alicia Sanchez and Ashley Osborne hold plaques they received for their operation's top purebred registrations and STAR 5 recordatons in their districts.

THE FOLLOWING SGBI BREEDERS WERE RECOGNIZED AT THE 2022 AWARDS BANQUET FOR THEIR REGISTRATIONS AND STAR 5 RECORDATIONS

PUREBRED REGISTRATIONS

District 1: Red Doc Farm, Belen, N.M.
 District 2: King Ranch, Kingsville, Texas
 District 3: Wiley Ranch, Deville, La.
 District 4: Quail Valley Farms, Oneonta, Ala.
 District 5: Creech Farms, Zebulon, N.C.
 District 6: Goodin Farms, Austin, Ind.

STAR 5 RECORDATIONS

District 1: Red Doc Farm, Belen, N.M.
 District 2: Schuster Farms, San Juan, Texas
 District 3: Williams Farms, Kentwood, La.
 District 4: Salacoa Valley Farm, Fairmount, Ga.
 District 5: 5J's Beef & Cattle, Clayton, N.C.
 District 6: Ashley Osborne, Lathrop, Mo.

MORE ANNUAL MEETING ON PAGE 25 »

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SANTA GERTRUDIS SALE

Reports

SANTA GERTRUDIS BLUEBONNET CLASSIC SALE

MARCH 19, 2022 | BLOOMINGTON, TEXAS

SALE AVERAGES

32	Open Females	\$2,511
16	Bred Females	\$3,150
18	Pairs	\$3,378

The 20th annual Santa Gertrudis Bluebonnet Classic Sale was held at Briggs Ranch, Bloomington, Texas. The auctioneer was Terry Reagan. The high-selling lot, an open female, SR Ms Wickham 2915/J, was consigned by Strait Ranches, Streetman, Texas, and was sold to Cedar Creek Farm, Shepherdsville, Ky., for \$7,750. The second high-selling lot, a pair, Four J 19/892, was consigned by Four J Cattle, Hallettsville, Texas, and was sold to Kubena Cattle, Sweeny, Texas, for \$6,000. The high-selling bred female, Townsend 1118, was consigned by Townsend Cattle, Louise, Texas, and was sold to Hefte Ranch, Hondo, Texas, for \$4,750.

The volume buyers were Travis Janak, Rockport, Texas, and Remigo Guerra, Floresville, Texas. We appreciate all the support from in-house and DVAuction buyers and bidders. 🐾

Advertisers

777 Farms	5, 19	Graves Creek Ranch LLC	17
3WC Cattle.....	13	Gray Oaks Farm	5
4S Farms	17	Gyranda Santa Gertrudis	21
5J's Cattle Company	5, 11	Hargis Farms	21
Arrow Creek Santa Gertrudis	13	Harris Riverbend Farms	21
Bieri Farms.....	17, 27	Heath Farms	17
Borchers Southern Y		Hefte Ranch.....	21
Ranches LP	17, 31	Hurricane Cattle Company	16
Briggs Ranches	17	Iron Oaks Cattle	13, 21
Bryan Jones	27	Jernigan Ranch.....	17
Buena Vida Cattle Company	17	John Martin Ranches.....	21
C Bar C Ranch	9, 17	KC Ranch LLC.....	17
Carley's Show Cattle.....	13	Kentucky National Sale.....	23
Cherokee Ranch.....	17	King Ranch Inc.	32
Corporon Acres.....	21	La Campana Ranch.....	20
Cox Mill Farms	17	Lucky L Farm	13
Creech Farms	5	MC Ranch	17
Crosswinds Ranch	18, 21	Myers Cattle & Land Corp.....	21
Diamond S Ranch.....	21	Old Agency Reserve.....	17
District 6 Breeders.....	9	Olivarez Ranches	21
Double TT Ranch.....	21	Osborne Livestock	9
Excell Santa Gertrudis	13	Parker Farms	9
Flying C Ranch.....	5	Pinnacle Cattle Co. LLC.....	21
Four J Cattle.....	21	Pitchford Cattle Co.....	21
Fuego 1032 LLC.....	15	Polled Power Genetics	5
Fulton Farms.....	21	Polled Santa Gertrudis	
Goodin Farms.....	17	Association.....	5
Grandview Farms	17	Quail Valley Farms	7
		R&M Farms	17

Red Doc Farm	30
Red View Farms.....	9
Richmond Photography	
& Video	19, 21
Ridge Point Ranch	13
Rockin 3T Ranch.....	19
Rocking A Ranch.....	21
Rockin B Farm	13
Rose Hill Ranch.....	21
Running M Ranch.....	17
Santa Gertrudis Small	
Breeders Group.....	13
Shampain Ranch.....	9
Silverbrook Ranches	21
Silver Star Smokehouse.....	25
Square Running M Cattle.....	13
Strait Ranches.....	21
T&S Farm	17
Thomas Burnett Cattle Farm.....	21
Tideland Farms.....	17
Tinney Farms	2
Triple P Ranch	13
Twisted "C" Farms	17
Urbanosky Ranch.....	21
Vesper Ranch	21
VZ Cattle	13
Wendt Ranches	3, 21
Williams Farm.....	17
Windcrest Farm.....	9
Wunderlich Farms.....	21

SUPER AMERICAN SALE

MARCH 24, 2022 | BLOOMINGTON, TEXAS

SALE AVERAGES

32	Open Females	\$2,511	Open Commercial Heifers	\$1,399
16	Bred Females	\$3,150	Fall Bred Heifers	\$1,500
18	Pairs	\$3,378	Spring Bred Pairs	\$2,256
119	Bulls	\$3,388		
55	Brangus Bulls	\$3,918		
58	Santa Gertrudis Bulls	\$2,761		
164	Commercial Heifers	\$1,731		

The 5th Annual Super American Sale had 73 registered buyers from eight states. 🐾

PURPLE REIGN

SANTA GERTRUDIS SALE

MARCH 26, 2022 | MAGNOLIA, ARK.

SALES AVERAGES

58	Lots	\$6,015
5	Bulls	\$7,250
13	Bred Females	\$6,380
21	Open Heifers	\$5,892
9	STAR 5 Females	\$4,315
7	Flushes	\$4,320

The Purple Reign Sale was hosted by 777 Farms and was sponsored by 777 Farms and Rockin 3T Ranch. The sale manager was Darren Richmond, the auctioneer was Tommy Barnes and the ring men were Brent Shaw and Justin Rhodes.

The high-selling bull, 777 Badger, was sold to Rockin 3T Ranch, Ennis, Texas, and M Rock Farm, Texarkana, Texas, for \$20,000.

The high-selling female, an open heifer, was consigned by Rockin 3T Ranch and was sold to Pitchford Cattle Co., Athens, Texas, for \$16,500.

The high-selling 777 ET pick was sold to Rockin 3T Ranch for \$15,500.

The high-selling bred heifer was consigned by Rockin 3T Ranch and was sold to D&R Farm, Ennis, Texas, for \$13,000.

The high-selling STAR 5 female was consigned by Hurricane Cattle Co., Weatherford, Texas, and was sold to In The Red Ranch, Eustace, Texas, for \$12,000.

The volume buyer was D&R Farm, Ronald Christian. 🐾



ANNUAL MEETING CONTINUED FROM PAGE 23



Cody Mattingly, center, is the last man standing and ultimate winner of the Limited Edition Bourbon Reverse Raffle, receiving not only a bottle of the limited edition bourbon, but the cask head from the distillery and a cash bonus. Webb Fields, left, and Nolan Taylor, right, flank Cody during the presentation.

RIGHT: The live auction at the conclusion of the Awards Banquet was an opportunity for SGBI Hall of Fame inductee Hoover Case, center, to serve as auctioneer for Santa Gertrudis breeders one last time. Webb Fields, left, holds a bottle of the bourbon being auctioned off, and Darren Richmond, right, served as the ring man for the auction.



ABOVE: Winners of the 2021-2022 High Point Show Awards are all smiles as they hold the buckles earned for their achievements. Pictured, left to right, are Ashley Osborne, Shanna Pitchford, Gracey Pitchford, Colby Threet, Billy Eubanks, Gladys Schiel, Kalli Kimble, Trai Stegall, April Ramsey, Carla Bush, Keaton Bush and Arlin Taylor. A full listing of all High Point Show Standings can be found on pages 28 and 29.

**MORE ANNUAL MEETING
ON PAGE 26 »**

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ANNUAL MEETING CONTINUED FROM PAGE 25



University of Kentucky (UK) faculty, left to right, Eric Vanzant, Ph.D., Katherine VanValin, Ph.D., and Les Anderson, Ph.D., talk to the SGBI delegation before taking them on a tour of the UK Animal Research Center Beef Unit.



ABOVE LEFT: The youngest attendee of the convention, Eliana Sanchez, daughter of Adolfo and Christina Sanchez, is a happy camper throughout the UK Animal Research Center Beef Unit tour, as well as the rest of the convention.



University of Kentucky (UK) faculty Eric Vanzant, Ph.D., right, explains the purpose of individual feeding stalls used for nutrition trials to SGBI members who attended the UK Animal Research Center Beef Unit tour.



ABOVE: Left to right, Nolan Taylor, Craig Lopossa, David Alderson and Arlin Taylor enjoy opening day at the Keeneland racetrack, despite the stormy weather.

LEFT: Billy Eubanks, left, and Gladys Schiel, right, are dressed for the weather at opening day at Keeneland.

SGBI ANNUAL REPORT CONTINUED FROM PAGE 14

performance, efficiency and carcass quality. Our current project with Utah State University is generating valuable information about the breed's ability to perform in the Intermountain West and is generating interest among the commercial sector. We believe this is a real growth region for the breed. This project has been a huge success not only in quantifying the Santa Gertrudis advantage in added pounds and quality in drought conditions, but also in getting producer buy-in from commercial breeders in that region as we've seen a large growth in new commercial memberships from bull purchases.

In addition, the Youth Foundation awarded \$44,000 in scholarships within the fiscal year to deserving junior members. This continued support of the youth will also pay dividends in promoting and driving young people from our junior program into active future members of the breed.

BluePrint Media continues to prove to be a valuable communication partner in telling the breed's story. With their help, Facebook saw a total of 520,813 impressions, and we

continue to have an aggressive approach in our ad campaign to reach the commercial sector and potential buyers of Santa Gertrudis genetics. The breed's official publication, *Santa Gertrudis USA*, also saw a successful fiscal year while keeping our membership informed. The magazine added \$17,335.64 in revenue to SGBI's bottom line over the past 12 months. BluePrint also conducted a survey for *Santa Gertrudis USA* to stay progressive in the magazine's look and feel as well as stay in tune with what our readership wants to see from the publication.

SGBI closed the year on sound financial footing, with a strong cash position. As a small breed association in an extremely fast-paced and competitive industry, we must continue to leverage partnerships, be aggressive in telling the breed's story and make sound financial decisions to boost the association and our members in areas of growth. Our strength is in our membership, and the common goal of success and working together will continue the growth we saw in 2021 into the future. 🍀

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2021-2022 SGBI Final Point Standings

HEIFER CALF

BSR Changa, shown by B Square Ranch, Timpson, Texas, and Country Legends Ranch, Navasota, Texas	47
777 Bruno's Aggie, shown by Erin Kay Daniel, Magnolia, Ark.	28
Flatwillow Babs, shown by Flatwillow Farm, Statesville, N.C.	20

YEARLING HEIFER

OLC Sheba, shown by Ashley Osborne, Lathrop, Mo.	52
Miss M Rock Evie, shown by M Rock Farm, Texarkana, Texas	35
XL Cleopatra, shown by Chloe Gordon, Alvin, Texas	34

SENIOR FEMALE

Miss Grandview 038, shown by Gracey Pitchford, Athens, Texas	100
777 Kirby, shown by Erin Kay Daniel, Magnolia, Ark.	29
KK Tullulah Tanji, shown by Kalli Kimble, Kingsbury, Texas	24

OVERALL FEMALE

Miss Grandview 038, shown by Gracey Pitchford, Athens, Texas	100
OLC Sheba, shown by Ashley Osborne, Lathrop, Mo.	52
BSR Changa, shown by B Square Ranch, Timpson, Texas, and Country Legends Ranch, Navasota, Texas	47
Miss M Rock Evie, shown by M Rock Farm, Texarkana, Texas	35
XL Cleopatra, shown by Chloe Gordon, Alvin, Texas	34

POLLED FEMALE

Miss Grandview 038, shown by Gracey Pitchford, Athens, Texas	9
--	---

High Point Heifer Calf



BSR CHANGA

STAR 5 FEMALE

Lethal, shown by Country Legends Ranch, Navasota, Texas	12
CWR Roxy, shown by Crosswinds Ranch, Keller, Texas	9
Circle H Josie, shown by Circle H Farm, Wrightsville, Ga.	7

BULL CALF

The Valedictorian, shown by Kalli Kimble, Kingsbury, Texas	34
777 Kash, shown by Erin Kay Daniel, Magnolia, Ark.	31
CLR Johnny Bush, shown by Country Legends Ranch, Navasota, Texas	30

YEARLING BULL

Rockin 3T Golden Boy, shown by Rockin 3T Ranch, Ennis, Texas, and 777 Farms, Magnolia, Ark.	108
CWR Master, shown by Crosswinds Ranch, Keller, Texas	31
Flatwillow 401, shown by Flatwillow Farm, Statesville, N.C.	21

SENIOR BULL

SCC The Dealer, shown by Stroman Cattle Co., Bryan, Texas	73
Grandview 285G2, shown by Crosswinds Ranch, Keller, Texas	31
Jernigan 901, shown by Diamond H, Sparta, Ky.	21

OVERALL BULL

Rockin 3T Golden Boy, shown by Rockin 3T Ranch, Ennis, Texas, and 777 Farms, Magnolia, Ark.	108
SCC The Dealer, shown by Stroman Cattle Co., Bryan, Texas	73
The Valedictorian, shown by Kalli Kimble, Kingsbury, Texas	34
777 Kash, shown by Erin Kay Daniel, Magnolia, Ark.	31
Grandview 285G2, shown by Crosswinds Ranch, Keller, Texas	31

High Point Female High Point Polled Female



MISS GRANDVIEW 038

High Point Yearling Female



OLC SHEBA

High Point STAR 5 Female



LETHAL

BEST OF POLLED BULL

CLR Johnny Bush, shown by Country Legends Ranch, Navasota, Texas	4
CWR Master, shown by Crosswinds Ranch, Keller, Texas	3
777 Beez, shown by Jacklett Farm, Alpharetta, Ga.	3
KK Sabes Oso Rojo ET, shown by Kalli Kimble, Kingsbury, Texas	3

GET OF SIRE

CWR Revolver, shown by Crosswinds Ranch, Keller, Texas	13
777 Bruno, shown by 777 Farms, Magnolia, Ark.	12

PRODUCE OF DAM

Abigail 1637, shown by Excell Santa Gertrudis, Houston, Texas	14
Miss 777 Kitty, shown by 777 Farms, Magnolia, Ark.	9

SIRE OF THE YEAR

Rockin 3T Syrus, shown by Rockin 3T Ranch, Ennis Texas

DAM OF THE YEAR

Miss 777 Kitty, shown by 777 Farms, Magnolia, Ark.

High Point Senior Bull



THE DEALER

EXHIBITOR OF THE YEAR

Erin Kay Daniel, Magnolia Ark.

BREEDER OF THE YEAR

777 Farms, Magnolia, Ark.

High Point Bull Calf



THE VALEDICTORIAN

High Point Bull



ROCKIN 3T GOLDEN BOY

High Point Best of Polled Bull



CLR JOHNNY BUSH

Thank You!



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