

SANTA GERTRUDIS *Source*



APRIL 2024 • VOLUME 27 • NUMBER 4

CRIMSON CLASSIC

Sale

April 20th, 2024

11:00 am • Tinney Farms
Hanceville, AL

NEW
LOCATION

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DMC Farm

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Crossbreds
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APRIL 20, 2024

11:00 A.M.

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HANCEVILLE, ALA.



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SANTA GERTRUDIS Source

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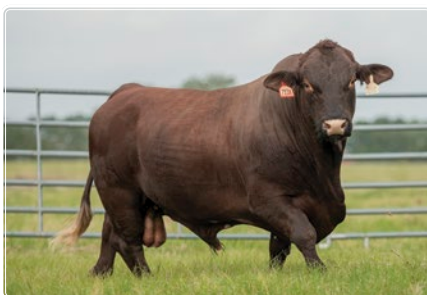
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ON THE COVER
Tinney Farms, Hanceville, Ala.
Photo by Darren Richmond.

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*Look For Our Consignments This
Spring Sale Season!*



CRIMSON CLASSIC SALE

April 20, 2024

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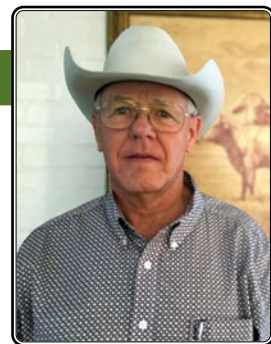
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Pulling Together

My first month on the job has flown by and it has been enjoyable so far, with the exception of a few distractions that draw focus away from the things which create demand for Santa Gertrudis genetics. The sad thing is that comment alone will crank up the rumor mill and it will be distorted into something it is not.

It reminds me of the wide receiver who is so worried about getting tackled that he misses the game-winning catch, even though the ball hit him in the chest. He failed to keep his eye on the ball. That is what we need to do as an association – keep our eye on the things that will grow our business.

The Long Range Planning Committee is working diligently to create a plan to help us remain focused on those things that will drive us toward the goals necessary for improvement. We need a clear understanding of where we want to go as a breed, or we will simply drift and continue to be distracted by things that suck the energy out of our efforts. When we are all focused on achieving common goals and objectives, we will see significant progress. Together we are much more effective than we are individually.

That is certainly not to say that I believe we must all think alike. In fact, I crave diversity of opinion. After all, if everyone thinks the same, all but one is redundant. How we individually contribute to the goals of the association will depend on the goals and plans of your operation. Some may be focused on selling bulls to commercial cow-calf producers, while others may be focused on creating the next grand champion. Ultimately, both want to increase demand for Santa Gertrudis genetics. We must focus on those things that are common to all members. The

breed's reputation is lifted as demand for what we produce increases.

If we become known for contentious internal bickering, we all lose. No one wants to be part of that. Instead, if we are known for innovation and advancements that will help the entire cattle industry, we will see our numbers grow with enthusiastic breeders who desire to be a part of it. We all want to align with winners.

We should learn to celebrate achievement within our breed. Jealousy of others' success is counterproductive. I've found through the years that I

learn more from someone who has accomplished what I strive to achieve than I do from someone who is constantly deriding the success of others. I never want to be the "smartest" guy in the room. What I prefer is to be around smart people who are willing to help me learn and understand how they achieved their success. It doesn't mean their approach is right for me, but it always contributes to the knowledge upon which I can build in order to make better decisions.

Let's find ways that we can pull together. 🐾

SGBI Office Visit

In late February, a group from Aguascalientes, Mexico, toured the SGBI office before they made their way to the Houston Livestock Show & Rodeo. The Mexican contingent of commercial cattlemen was interested in upgrading their operations. They also represented a state cattlemen's organization that includes both dairy and beef producers as well as a government official and Hereford breeder. During the tour, they spoke to SGBI Member Services Representative Emma Rameriez and Executive Director Chris McClure, who spoke about using Santa Gertrudis bulls on commercial cows, targeting more pounds weaned and efficient resource utilization in beef production. While at the office, the group was also able to meet Darrell White from King Ranch before their tour of King Ranch. 🐾





New! DATE & LOCATION

APRIL 20, 2024 | 11 AM

LAVACA COUNTY EXPO CENTER, HALLETTSVILLE, TEXAS

2023 LOTS



Offering To Include:

**REPLACEMENT FEMALES
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SALE SCHEDULE

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5 PM | Cattle Viewing**

**Saturday, April 20th
8 AM | Cowboy Coffee
11 AM | Sale Begins**



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Tools in the Toolbox



By now we are in the heart of spring cattle sales and planning for the 2024 breeding season. I encourage you all to keep these things in mind:

- The total number of U.S. cattle fell to its lowest level since 1951, after the fifth consecutive year of declining numbers.
- The number of beef cows is down 2 percent from last year and sits at 28.2 million head.
- Lingering drought continues to slow the rebuilding process; 49 percent of the nation's cattle areas remain dry.
- Analysts do not expect rebuilding to begin in earnest until the fourth quarter.
- During the time of expansion, commercial producers will be retaining heifers to grow their cow herd.

As we advance our seedstock, it is important that Santa Gertrudis bulls produce females that commercial producers can retain during this period of expansion. Santa Gertrudis members have tools such as Maternal EPDs that will have a long-term economic impact on Santa Gertrudis Breeders International's (SGBI) commercial bull-buying customers' operations. Breeders can also utilize the Heifer Pregnancy EPD as a selection tool that is designed to improve fertility in a cow herd. The Heifer Pregnancy EPD is calculated from breeding records and indicates whether the daughters of a bull become pregnant during their first breeding season. SGBI's Breed Back EPD is also beneficial as it measures the probability a 2-year-old female will be pregnant given she was listed as pregnant as a yearling. Our Maternal (Milk) EPD also has great value and reflects the milking ability of a sire's daughter. It is important to note that higher Milk EPDs not only result in daughters weaning heavier calves but also in higher nutritional requirements in the cow herd, so there is an optimum value depending on your bull buying customer's environment. No one wants to pull calves, and there is an extremely low incidence of dystocia in mature cows; however, low Birth Weight EPDs are a priority when bulls are to be used on heifers.

During herd expansion, SGBI members will want to pay close attention to maternal traits. Our bull-buying customers certainly are. As with a comprehensive breeding program, keep in mind all profitable traits when making breeding selections.

Last, the SGBI Board of Directors election is around the corner, and I encourage all active SGBI members to participate in the process. SGBI has been through some difficult times in the past year, however now we are more stable and better positioned to make great advances in the beef industry! 🐮

It is important that Santa Gertrudis bulls produce females that commercial producers can retain during this period of expansion.

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May 11, 2024

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Thank You!

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Gerts Excel in South Georgia

BY LISA BARD,
EDITOR

“Go buy a good Gert bull and put them on your black cows. You’ll put hybrid vigor in them, put a bit more bone and muscle in them, and you’ll have just a flick of ear in them, and they will perform better.”

– Caylor Ouzts

Caylor Ouzts is a busy man. The Georgia cattleman has been in the cattle business his entire life, and much of it has been with Santa Gertrudis cattle. As a diversified producer who always seems to look for opportunity, Ouzts has bred and raised commercial cattle, backgrounded calves, fed out cattle, upgraded thin market cows, row cropped, put up hay and even ventured into the successful porta-potty business. This is a man who is no stranger to trying new things but stays with those that work.

Ouzts Cattle Company is in its fourth generation and currently runs a Santa Gertrudis commercial cow-calf operation in and around Cairo, Ga. The region is no stranger to hurricanes and is not too far from the Florida coast. To thrive in that environment, cattle need to be able to withstand heat and humidity, lots of rain (75 to 80 inches annually) and the occasional cold spell, as well as be adaptable and

self-sufficient. Santa Gertrudis do that for Ouzts, day in and day out.

“I started in the Santa Gertrudis business 15 years ago when I had the chance to buy a big group of Santa Gertrudis females from Charlie Armstrong,” Ouzts says. “At the time, I was buying and shipping a lot of yearling cattle, and I bought all of Charlie’s heifers for a while and built it up to 500 mother cows. With my Santa Gertrudis cattle I will wean as heavy or heavier a calf than with any other breed I’ve ever had.”

From Conception to Consumption

The Ouzts operation is truly vertically integrated. They breed their moderate-sized Santa Gertrudis females to Santa Gertrudis bulls, wean the calves at 500 to 600 pounds, background them on grass and a growing ration until they reach about 800 pounds and then put them in a feedlot for finishing before sending them to harvest at a local packing plant.

“Santa Gertrudis cattle adapted to this country really well. I put them in our feedyard – in quarter-acre pens that had some shade – and fed them a high-corn ration, and they’d finish out at about 1,400 pounds,” Ouzts says. “We make sure they are on the right ration for no fewer than 150 days, and they grade Prime, High Choice and Choice.”

Coincidentally, Ouzts used to own and operate the feedlot where they still feed out their cattle but sold it to the current owner one year



A moderate-sized mature cow at Ouzts Cattle Company.

Continued on 12 »

SANTA GERTRUDIS DISTRICT VI BREEDERS



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HERD # 1431

Welcome Our New Herd Sire!

– **CRIMSON CLASSIC SALE** –
April 20, 2024

Two of Our Consignments



SR Wickham 557/K

We purchased this exceptional bull at the 2023 Strait-Hefte Tried & True Sale.
He's a great combination of phenotype and carcass merit.
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GertGuys@nctc.com



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Circle A 50

Masterpiece daughter out of a Tinney Farms cow sells with bull calf (11/20/23) at side and bred to our SR Wickham 557/K.

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WindCrest Farm
John & Nolan Taylor
REGISTERED SANTA GERTRUDIS CATTLE
Gertguys@NCTC.com
1238 Claggett Rd. (270) 734-1670
Leitchfield, Ky. 42754 Herd No. 1431

ago. The new feedlot owners continue to sell all the finished cattle to the local plant that harvests 4 to 10 head per week. All beef is sold locally in quarters, halves and wholes, and delivered by the plant. In all the years that Ouzts has been feeding, finishing and harvesting his Santa Gertrudis cattle via this process, he's only had three grade Select out of the approximately 1,000 head that were harvested. All the rest have graded Prime and Choice.

"When I first started hauling my Gert cattle to the plant three years ago, our red cattle were out-yielding the black cattle, with every one of them cutting Choice and Prime," Ouzts says. "The plant eventually stopped taking the black cattle and only took cattle from us."

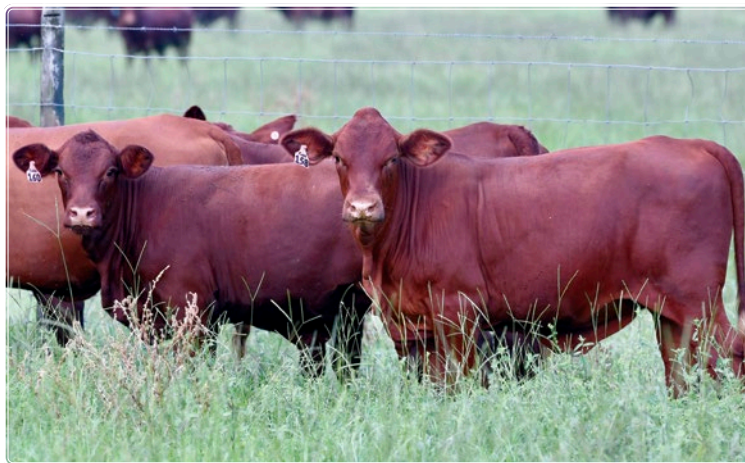
Currently, his cows are Santa Gertrudis with most of them bred to Santa Gertrudis bulls. In the past, he bred some of his Gert cows to Angus, Brangus, Brahman or other bulls just to see how'd they perform. He's now back to straightbred Santa Gertrudis cattle.

"The reason I like to feed the straight Gert cattle down here is because the humidity is so high and, with the heat, the red-hided cattle are made to take the heat, and we just don't have any problems with them putting on weight in this heat and humidity," he says. "I've fed some straight Angus right alongside the Santa Gertrudis, and the Angus cattle would yield 57 to 59 percent, and my Gert cattle would yield 61 to 63 percent, and they would cut Choice and Prime right along with the black cattle. Heat bothers the black cattle in the summer."

The Cow Herd

To get the success they've had in the feedyard and on the rail, Ouzts Cattle Company starts with a good mamma cow. The cows' mature size tops out at about 1,200 pounds, and they breed them year-round so that they can provide a steady stream into the feedyard.

"I don't have any trouble with these cows calving in the summer – or the winter," Ouzts says. The best time to



Heifers on pasture at Ouzts Cattle Company show the depth, volume and condition that are trademarks of their cattle.

calve seems to be in March, but we calve year-round in order to always have calves that can go into the feedyard."

Ouzts touts the fertility and longevity of his Santa Gertrudis cows and likes that they milk well and raise a big calf with no creep and no implants. He chalks it all up to good cows, good genetics and good management.

"The fertility of the Gerts is great. I have no problem getting them bred back," he says. "I feel pretty good when I see a 10- to 12-year-old cow with a 500- to 600-pound calf at side – and that's not hard to see in my herd."

Gertrudis bull on most any cow will automatically improve the offspring.

"If you have a herd of black cows, then buy a Gert bull and put him on your black cows and you'll get the heterosis boost and will end up with some really good calves with black hides," Ouzts says. "If you've got Gert cows, you can breed them to any kind of bull. And if you've got any other kind of cattle, you can breed them to a Gert bull and get a great calf."

Ouzts hopes that cattlemen will begin to see the advantages to red-hided cattle over black-hided cattle in his region and beyond. While data

"When I first started hauling my Gert cattle to the plant three years ago, our red cattle were out-yielding the black cattle, with every one of them cutting Choice and Prime."

- Caylor Ouzts

Ouzts also likes that Santa Gertrudis cattle are low maintenance, easy to work and be around, with no eye trouble and very low instance of udder problems. Having a great relationship with his seedstock sources who know his program and the kind of cattle, performance and genetics he needs to be profitable and successful in his area is key to selecting the right kind of herd sires for his operation.

Santa Gertrudis Influence

He's enjoying success with straightbred Santa Gertrudis cattle in a region that defaults to black-hided cattle or crossbreds of just about anything. Not that he's opposed to crossbreds. According to Ouzts, putting a Santa

and numbers are critical to advancing this shift, word of mouth and practical experience are just as important. Ouzts has years of experience using Santa Gertrudis in his vertically integrated commercial operation and recommends them to anyone wanting to improve their operation.

"Go buy a good Gert bull and put them on your black cows. You'll put hybrid vigor in them, put a bit more bone and muscle in them, and you'll have just a flick of ear in them, and they will perform better," Ouzts says. "They will be black-hided, but you'll get all the advantages of the Gert. Then keep the heifers, as it will only make your herd better." 🐄

SANTA GERTRUDIS SMALL BREEDERS GROUP

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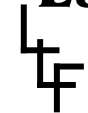
Rockin 3T's Syrus 7J

Sired by SGBI Sire of the Year Rockin 3T Syrus.

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Breathing Life Back Into a Legacy

Georgia Santa Gertrudis Association Is Excited for the New Members and Growth They Are Seeing This Year

BY TRESSA LAWRENCE, CONTRIBUTING WRITER

“Getting the kids involved and passionate about the breed is how we ensure those opportunities for the next generation of juniors after them, and the generation after them.”
— Mark Smith

For more than five decades the small but mighty Georgia Santa Gertrudis Association (GSGA) has been a source of camaraderie, community and growth for those passionate about the Santa Gertrudis breed.

The organization is fortunate enough to have families who are now seeing their third generation becoming involved with the breed and starting to show. Board member Judy McDaniel has been involved for more than 30 years, raising her children in the organization, and now her grandchildren are starting to get involved.

“The members of the organization are just so gracious and welcoming,” McDaniel says. “When we came in, we had three little children, and they were very patient with us and taught us everything that they knew. We truly became lifelong friends from that experience.”

When McDaniel’s children were little, the affiliate organized annual meetings, sales and even hosted the National Junior Santa Gertrudis Show.

“There were not very many of us, so we all had to pitch in and do a lot of things in order to be in the association,” McDaniel says. “We all had to chip in, and everybody was very good about that. When we hosted the Junior Show I thought that was just a huge bonding experience for all of us. We were all right there in the thick of everything from putting goodie bags together to getting watermelons delivered. I mean, it’s like everybody was just all in. It really is a fun group.”

McDaniel recounts that, before it was the trend of affiliates and associations to set up camp and cook large meals together, the Georgia

affiliate was doing just that. Their tight-knit group of members happened to include a caterer, and McDaniel remembers with a laugh that, at one show, they went out and bought an actual stove in order to cook for everyone.

“They were just those people who liked to cook for a crowd,” she says. “We were always cooking out there at the shows, and it was just a fun time for everybody. The group has always been so great about supporting each other and building a sense of camaraderie together. These are the kind of people that you can depend on.”

Wayne Jernigan, Sr., bought his first Santa Gertrudis cattle in 1978, and since then has been a central figure for the Georgia Santa Gertrudis family.

“We raise good Santa Gertrudis cattle and try to produce quality seedstock for the commercial cattlemen,” Jernigan says. “This organization has introduced me to some of my dearest friends, and I consider them family.”

The Next Generation

After a bit of a lull over the past few years, new life is being breathed back into the organization. At the 2023 Mountain Laurel Classic Sale, which the affiliate hosts every year, the GSGA Board of Directors elected a new slate of officers. The organization currently has around 26 members but, overall, the number of Santa Gertrudis cattle in Georgia has grown by several hundred head over the last few years.

“We’re hoping the new slate of officers is going to rejuvenate the association,” says GSGA

Continued on 18 »

Although they are a smaller affiliate, the number of Santa Gertrudis cattle in Georgia has grown by several hundred head in the last few years. Photo courtesy of Elijah Robinson.



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buyers. Look for our fall sale date
to be announced soon!

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For more information on the
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Georgia Santa Gertrudis Association

HARNESS

THE POWER OF GENOMICS

TO DRIVE GENETIC IMPROVEMENT IN YOUR HERD

BY BOB WEABER, PH.D. | PROFESSOR AND HEAD, EASTERN KANSAS RESEARCH AND EXTENSION CENTERS
KANSAS STATE UNIVERSITY | SGBI GENETIC EVALUATION CONSULTANT

DNA genotyping of young breeding candidates and existing breeding bulls and heifers provides powerful insights into the genetic merit of Santa Gertrudis selection candidates and empowers future breeding decisions. Modern genomic tools and genetic evaluation systems that leverage genotypes, performance data and pedigree information provide impactful tools that allow commercial and seedstock breeders to make mating decisions with precision and confidence. Breeders utilizing these tools can make rapid changes in trait merit aligned with their breeding objective. The genomic tools are particularly helpful in providing insight into traits that are difficult, time consuming and/or expensive to measure.

Effective genomic tools require the association of variation in genotype with variation in phenotype. Hence, Santa Gertrudis Breeders International (SGBI) and breeders need a broad sampling of the population to detect a genotype that appears with favorable performance and an alternate genotype that is associated with inferior performance. If only the “best animals” are sampled for genotyping, only the good genotype is represented in our sample. Breeders should consider investing in genotyping to improve expected progeny differences (EPDs) accuracy of the cow herd. This includes genotyping replacement female candidates and using the resulting EPDs in selection decisions.

The Value of a Genotyped Cow Herd

Having a genotyped cow herd benefits seedstock producers in several ways. First, it means the pedigrees of current cows are parent verified. Having accurate pedigrees is a key step in production and reporting of accurate EPDs. The Neogen genetic evaluation system that computes SGBI EPDs utilizes genomic information to adjust the kinship between animals in the database. This method allows for differing relationship between animals and their grandparents. On average, animals are expected to have 25 percent of their genetic material from each grandparent but, due to random assortment among pairs of chromosomes during formation of sperm and egg, this can range from 0



to 50 percent. The genotype information is used to estimate the fraction of genetics traceable to each grandparent after parentage is checked. Adjustment of kinship allows for weighting of the influence of grandparents' genetic merit in prediction of a grand-progeny's EPD.

Genotyping existing cows can identify errors in pedigrees, improving EPD reliability through correction of kinship. Typical pedigree error rates, even in very well-managed herds, can range from 5 to 10 percent due to inadvertent recordkeeping errors, stray bulls, cows switching calves and even errors in semen selection from the AI tank. Genotyping tests easily find those errors and often provide a path to resolving them.

The inclusion of a revised kinship and construction of reliable pedigrees increases the accuracy and reliability of EPDs. Improved EPD accuracies mean more reliable mating decisions can be made for your genotyped cows, enabling more rapid genetic improvement.

Genotyping replacement heifer candidates prior to selection provides an effective way for producers to plot out their genetic destiny. Genomics adds more accuracy to female EPDs than their lifetime production of natural calves for many traits. Knowing the genetic merit for calving ease, stayability, carcass and maternal traits with high reliability at the time of selection rather than having to wait until the cow or progeny make production records is a game changer. Collecting phenotypes on economically important traits and adding genomic information to the data stream dramatically strengthens your decision-making ability. Making investments that help capture genetic information early in an animal's life is essential to remaining competitive in the seedstock marketplace.

Use Genomically Informed EPDs to Make Decisions

In addition to using genomics to inform EPDs for replacement females, genotyping sale bull candidates aides in selection and marketing. Increased EPD accuracies means culling and selection decisions are more precise. Consider genotyping bulls prior to weaning or shortly thereafter to

aid selection decisions. Getting the right bulls in the sale pen helps reduce development costs and focuses marketing efforts sooner. Sure, genotyping bulls before selection costs more, but it pays through better selections, validating the pedigree and fewer fallouts pre/post sale.

Commercial cattlemen are seeing the benefit of purchasing yearling and 2-year-old bulls that have been genotyped and have higher accuracies. These discerning buyers can be more confident in their purchase decisions due to the added EPD accuracy and increased reliability of the pedigree. In many cases, the genotype data adds information equivalent in accuracy gain to a bull's first calf crop being phenotyped for all traits, including maternal and carcass.

As a bull seller, you can guide buyers to the genotyped bulls that match their specific genetic improvement needs. Genotyped and parent-verified sale bulls reduce risk to seller and buyer. Many seedstock breeders and AI studs searching for new genetics to add to their programs are requiring animals to be genotyped before a sale discussion. No doubt, refunding a bull purchase or making good on a sale due to incorrect pedigree is an expensive proposition that can easily be avoided with genotyping. Selection index values also benefit in accuracy from genotyping through increased accuracy of the EPDs used in the indexes.

Utilizing Genotyped Bulls in Your Breeding Program

Genotyped replacement females are only part of the equation. Bull breeders purchasing natural-service herd bulls or

semen for AI get the same benefits commercial cattlemen do from genomics, including validated pedigree and increased accuracy. Genomic information can be especially helpful when evaluating animals from other herds. Improved EPD accuracy from genomics is independent of contemporary group, group size or incomplete reporting. It's a great equalizer for small breeders to help identify elite genetics.

Elite young sires that have been genotyped can be used with more confidence earlier in their productive lives, shortening generation interval and improving selection intensity. The genetic evaluation system still needs phenotypes on full contemporary groups, but genotyping young bulls accelerates accuracy accumulation and means the elite ones will get used more widely across herds via AI and incorporated into ET programs more quickly. Bull breeders benefit from fewer "test sire" matings and should generate more marketable sale bulls per mating and more genetic progress.

Consider adding genotyping strategies to enhance the power of your selection decisions. Genomics is playing an ever-growing role in progressive seedstock operations' selection and genetic improvement plans. Will you use the tools of genetic improvement, including genomics, along with critical evaluation of animals' conformation to build future generations with exceptional quality and profit opportunity for our industry? Please reach out if I can help in your genetic-improvement planning. 🐾



PREMIER SANTA GERTRUDIS ASSOCIATION

Premier Spring Sale

ANNUAL MEETING AND WARM-UP SHOW

MAY 3-5, 2024

Cooke County Fairgrounds | Gainesville, Texas

TENTATIVE SCHEDULE

FRIDAY, MAY 3

Noon Cattle may arrive
5 p.m. Cattle viewing begins

SATURDAY, MAY 4

Noon Lunch
1 p.m. Annual Meeting
3 p.m. Premier Spring Sale
Hamburger Supper follows Sale

SUNDAY, MAY 5

8-9 a.m. Warm-up Show Check-in
9 a.m. Junior Membership Meeting
10 a.m. Warm-up Show

**Deadline for Consignments
is March 15th!**

For more details

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agmillican@gmail.com

Chris Taliaferro Brian Cummins Glenn Romines
(214) 674-8064 (903) 603-6634 (940) 393-6291

Treasurer Dan Davis. “It’s always been a great association. We’re a small association, not only from a state standpoint but from a national standpoint as well. But I think we’re really holding our own and making some strides in regard to being able to offer up our bulls and some of our genetics to some of the commercial cattlemen, and that these traits will help their cattle herds.”

That slate of officers also includes Mark Smith, a former ag teacher who is enthusiastic and instrumental in getting juniors involved in showing again. By teaming up with other producers in the state, Smith is hoping to get 25 to 30 heifers for juniors to show at the state livestock show.

“Getting the kids involved and passionate about the breed is how we ensure those opportunities for the next generation of juniors after them, and the generation after them,” Smith says.

Across the board, the juniors are the priority of those involved with the Georgia affiliate. Wes McDaniel, who grew up showing with the affiliate and now has children who will be showing in the near future, understands firsthand the importance of encouraging young members and helping to foster their excitement for the breed.

“We have a lot of up-and-coming junior members in the organization, and they are the lifeblood,” he says. “We are really excited for them. The organization has a sense of nostalgia with Santa Gertrudis being the first cattle breed developed here in the United States, and being able to pass that on to the next generation is really exciting.”



Georgia Santa Gertrudis Association hosts the Mountain Laurel Classic Sale in November with consigners coming from across the country to showcase their genetics. Photo courtesy of Elijah Robinson.

Events to Watch for

Every year, the first weekend in November is earmarked for the Mountain Laurel Classic Sale in Calhoun, Ga. Featuring both purebred and Santa Gertrudis-influenced cattle, consigners come from across the country to offer their prime genetics to producers. The GSGA Annual Meeting is held in conjunction with the sale.

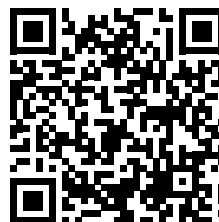
This year has encouraged some new Gert breeders in Georgia, which is building excitement for everyone in the affiliate. GSGA President Lige Robinson has been spreading the gospel of Santa Gertrudis cattle across the South.

“It’s been gaining ground. We have several members who are getting really active in the show rings in the state, and they’re bringing a lot of quality animals to the shows,” Robinson says. “There are a couple of breeders in the state who are implementing some really progressive breeding. We’re just really excited about getting everybody more active in the Santa Gertrudis breed and seeing folks at the shows and the Mountain Laurel Classic Sale in the fall.”

In years past, the organization has hosted field days around the state and, while nothing is officially on the calendar yet, be sure to follow the Georgia Santa Gertrudis Association on Facebook for upcoming field days and events. 🐾

Scan this code to see a comprehensive list of SGBI Affiliates.

If you have information to update the online listing, please send it to msajbel@blueprintma.com.



IN MEMORIAM

BETTY CAROLYN KEYES KELSO-CLOUGH
Somerville, Ala.



Betty was born March 26, 1937, in Limestone County, Ala., and passed away Jan. 11, 2024. Betty is survived by her daughter, Linda Diane Kelso, and her son-in-law, John Kemp. She is predeceased by her parents, two brothers, her first husband, James William Kelso, and second husband, William Wallace Clough, Jr.

After graduation from Ahrens Trade School in Louisville, Ky., she joined the U.S. Air Force and worked in finance and accounting. She was an enrolled agent and prepared taxes for 50 years.

In 1977, Betty and her husband Jim began the Happy Valley Ranch in Somerville, Ala., where they raised double-polled Santa Gertrudis cattle. She received the Santa Gertrudis Breeders International President’s Award in 2012 and 2013, served on the association’s Membership Committee and served as secretary/treasurer for the Alabama Santa Gertrudis Association. She was the first female recipient of the Morgan County Cattleman of the Year Award and served on the Morgan County Alabama Farmers Federation Board of Directors.

Betty and her husband Bill enjoyed traveling internationally and domestically. Together they participated in the Navajo Mission Life Center, Ojo Encino, N.M. 🐾

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Producing and Promoting
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Birthplace of the Breed.*

- ✧ **South Texas Heritage Sale
November 23, 2024
(sponsored by the South Texas
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- ✧ **Heritage Breeder Award**
- ✧ **San Antonio Livestock Exposition
Junior Show Buckles**
- ✧ **Better Beef Contest at NJSGS**

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For information updates, please visit our website:

SOUTHTEXASSANTAGERTRUDIS.COM



*or like us on Facebook at:
South Texas Santa Gertrudis Association*

SOUTH TEXAS JUNIOR SANTA GERTRUDIS ASSOCIATION



The South Texas Junior Santa Gertrudis Association hosts the annual Hot Gert Show every November, as well as a social during the San Antonio Stock Show. We welcome all juniors from any affiliate at our functions.

President: Avery Strait
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Secretary: Kye Yackel
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Commercial, Seedstock or Both?

Is it possible for a beef cattle ranch to be considered both a commercial cow-calf operation and a registered, purebred operation? The answer would be yes. If beef cattle producers are having difficulty determining on which side of this fence they belong, I suggest evaluating how they sold most of their ranch-raised cattle last year. If most of the cattle produced were sold by the pound, they most likely are commercial cattle producers. If most of the cattle produced were sold by the head, they most likely are a seedstock producer. However, if the ranch had a mixture of selling methods, then they are probably both types of producer.

A producer of registered, purebred beef cattle must be a visionary and speculate, with input from other breeders and the breed association, where the breed needs to be 10-years down the road. Purebred producers will spend more time and effort on data collection, genetic selection, studying EPDs and pedigrees, attending national shows and conventions, participating in bull sales, supporting junior members and fully understanding the power of genomic-enhanced EPDs. Their reward for this extra effort is allowing them to price their cattle by the head, rather than dollars per pound. The asking price of registered cattle should be based upon genetic worth.

Purebred producers are asked to listen to their customers' needs and

assist them with genetic decisions that will benefit their production plan, as well as genetics that fit well within the environmental conditions at their ranch. The main disadvantage to producing purebred cattle is lower performance in traits that are low in heritability. These are traits that are more influenced by the environment, the interaction between genetics and the environment and less influenced solely by genetics. These traits are reproduction (except scrotal circumference), calving ease and to some degree weaning weight, plus other maternal traits.

On the other hand, commercial cow-calf producers can reap much benefit from incorporating heterosis (hybrid vigor) into their cows, only the calves or both. The two primary reasons for using crossbreeding in a commercial cow-calf ranching enterprise are breed complementarity and heterosis. Breed complementarity is using two different breeds in a crossbreeding program to combine their strengths and weaknesses to complement one another. We need to look no further than the dairy industry to observe such profound genetic relationships. Recently, many dairy cows are being bred to beef bulls using artificial insemination. This mating has created high-performing stocker and feeder calves that do well in a feedyard and have very acceptable USDA Quality Grades. The dairy breeds and beef breeds used in the cross complement one another and minimize breed weaknesses.

No single breed of beef cattle is superior in all desired production traits. Highly productive crossbred beef cattle result from crossing highly productive purebred beef cattle. Regardless of the breeds chosen to produce the crossbred animal, the crossbred animal will outperform the average of the parents' performance in any single production trait. This difference in performance between the calf and the average of the parents can be calculated. That number, expressed as a percentage, is the heterosis produced by crossbreeding. See the example calculation below for percentage heterosis in weaning weight.

% HETEROSIS EXAMPLE CALCULATION:

Sire breed WW = 550 lbs.

Dam breed WW = 530 lbs.

WW Average of Parent Breeds = 540 lbs.

Crossbred (Sire x Dam) calf WW = 575 lbs.

**% heterosis =
[(575-540)/540] X 100 = 6.48%**

Establishing if yours is a commercial or a seedstock (or both) enterprise requires self-reflection to decide what best describes your business plan. Either way, good cattle will always be good cattle, no matter if they are marketed by price per pound or price per head. 🐄

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San Antonio Livestock Show



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

XL's Pendleton, Landon Stem,
Plantersville, Texas



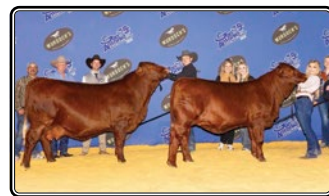
RESERVE GRAND CHAMPION BULL

Buena Vida Tiago, Buena Vida
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GRAND CHAMPION FEMALE

XL's Dreaming of Gold, Excell Santa
Gertrudis, Santa Fe, Texas



**RESERVE GRAND FEMALE AND BEST
OF POLLED FEMALE**

Kubecka 18/21, In the Red Ranch,
Eustace, Texas

Feb. 13, 2024 • Jackson, Miss.
Judge: Blake Nelson

Dixie National Livestock Show



GRAND CHAMPION BULL

777 Candyman, 777 Farms,
Magnolia, Ark.



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

777 Kash, 777 Farms, Magnolia, Ark.



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

PC Copperheads Jade,
Tripp Nichols, Axtell, Texas



GRAND CHAMPION STAR 5 BULL

DH Salty Chupacabra,
Crey Cummings, Batesville, Ark.



**RESERVE GRAND CHAMPION
STAR 5 BULL**

AGF Spartan, Glen Autry,
Nettleton, Miss.



GRAND CHAMPION STAR 5 FEMALE

Copperheads Ms Assignment,
Gracey Pitchford, Eustace, Texas



**RESERVE GRAND CHAMPION
STAR 5 FEMALE**

H2 Belle 8, H2 Cattle Co.,
Clarksville, Texas

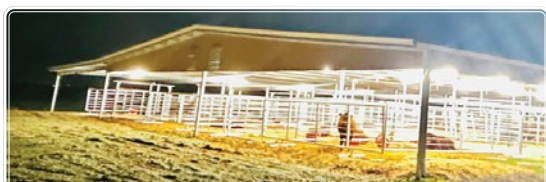
SALE REPORT

WENDT RANCHES SUPER SANTA SALE

Feb. 17, 2024 • Online

▪ Sale Averages ▪

\$3,800



Cattle were sold to Utah, Oklahoma, New Mexico, Missouri and Texas buyers. We want to thank all the new and return buyers and bidders. We also want to invite everyone to the upcoming Santa Gertrudis Bluebonnet Sale along with our annual Baby Doll Sale in August. Both sales will have Wendt females for sale.

The high-selling bull was consigned by Kubecka Ranches, Bay City, Texas, and was sold to Vesper Ranches, Wimberley, Texas, for \$10,000.

The high-selling female was consigned by Passion Farms, Luling, Texas, and was sold to Stacy Montano, Las Vegas, N.M., for \$7,000. 🐾

4 Four J Cattle 4

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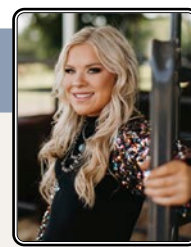
TO VIEW THE SANTA GERTRUDIS
SOURCE ONLINE, VISIT:
WWW.SANTAGERTRUDIS.COM

Q: WHAT'S THE BIGGEST LESSON YOU HAVE LEARNED AS A RESULT OF RAISING SANTA GERTRUDIS CATTLE?



A: I have grown up in the industry and have shown Santa Gertrudis for the last five years. I love being a part of the National Junior Santa Gertrudis Association and building relationships with other Santa Gertrudis breeders. I have been supported by my “show family” every step of the way, and one of the most important things I have learned is to always be kind and supportive of others. During my time as a director, I have witnessed countless acts of kindness that have profoundly changed the way that I live my own life. These little acts can be seen everywhere in our organization, whether it is helping someone in the ring with a stubborn heifer, a mom who brings you water and food when you are about to pass out from the heat, a dad who is mucking stalls for the entire aisle, a friend sharing hay with you, and let's not forget about those who help you on load-in or load-out day! These occurrences are just a handful of examples that kindness matters. We should carry these values taught in the barn with us into every part of our lives. 🐾

Q: WHERE WAS YOUR FIRST NJSGS AND WHAT WAS THE HIGHLIGHT OF THAT EXPERIENCE?



A: I remember my first junior nationals like it was yesterday! I was just 10 years old and heading to Lake Charles, La. I have attended seven junior nationals since then, and it is a week that I look forward to every year. I am so grateful for the opportunities it has provided me. I jumped all in by participating in every contest and meeting what would soon be some of my closest friends. This experience truly shaped me into the person and leader I am today. It was because of the contests and the new friends that made me want to be more involved in the breed. When I got old enough, I decided that I wanted to run for a position on the National Junior Santa Gertrudis Association Board of Directors. Along with being an at-large director, I am currently serving as your National Queen. I am so thankful that I attended my first junior nationals and have embraced every opportunity this breed has provided me. 🐾

2024 NATIONAL JUNIOR SANTA GERTRUDIS SHOW

JUNE 16-22, 2024

LITTLE ROCK, ARK.

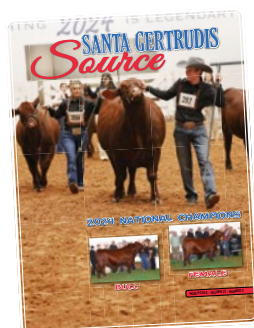
THE ANNUAL NATIONAL JUNIOR SANTA GERTRUDIS SHOW (NJSGS) will be here before you know it! More than 1,000 junior members, their families and sponsors attend the NJSGS each year, where youth showmen exhibit more than 600 head of cattle. Junior members also compete in a variety of leadership contests that promote personal development and agricultural excellence, and they have opportunities to compete for scholarships as well as NJSGA leadership positions.

More information, including a schedule and registration information, will be included in future issues of *Santa Gertrudis Source* and can be found on the SGBI website.

For more information, contact Trai Stegall at trais3@hotmail.com. 🐾



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CORRECTION

In the March issue of *Santa Gertrudis Source* we printed the incorrect results for the National Santa Gertrudis Show Late Summer Yearling Bull Class. The correct results are as follows:

LATE SUMMER YEARLING BULL

1. Crosswinds Shockwave, Luke Nelson, Krum, Texas
2. 4K Brickhouse, Brazos Kunkel, Wortham, Texas

We apologize for this mistake. Congratulations to all of the 2024 National Santa Gertrudis Show exhibitors. 🐾

Florida State Fair



GRAND CHAMPION BULL
OLC Jessie James,
Osborne Livestock Co., Lathrop, Mo.



**RESERVE GRAND CHAMPION BULL
AND BEST OF POLLED BULL**
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Plantersville, Texas



GRAND CHAMPION FEMALE
XL's That's Gold, Excell Santa
Gertrudis, Santa Fe, Texas



RESERVE GRAND CHAMPION FEMALE
XL's Glitter & Gold, Excell Santa
Gertrudis, Santa Fe, Texas



GRAND CHAMPION STAR 5 FEMALE
Miss TOCR Molly 643, Landon Stem,
Plantersville, Texas



**RESERVE GRAND CHAMPION
STAR 5 FEMALE**
Bar M L29, Bar M Farm, Lenior, N.C.

EVENT CALENDAR

April

- 5 Rocky Mountain Elite Cut Sale, Belen, N.M.
- 6 Red Hot Bull Sale, Belen, N.M.
- 6 Rocky Mountain Spring Runoff Sale, Belen, N.M.
- 19-20 Santa Gertrudis Bluebonnet Classic Sale, Hallettsville, Texas
- 20 Crimson Classic Sale, Hanceville, Ala.
- 25-27 2024 SGBI Annual Meeting, Myrtle Beach, S.C.

May

- 1 NJSGBS Ownership Deadline - All Other Classes
- 3 Proud to Be American Sale, Ponca City, Okla.
- 3-5 Premier Santa Gertrudis Association Sale, Annual Meeting & Junior Warm-Up Show, Gainesville, Texas
- 11 Breeders of the Carolinas Sale, Monroe, N.C.
- 18 Mississippi Junior Santa Gertrudis Association Kick Off Show & Field Day, Crawford, Miss.

June

- 10-13 Beef Improvement Federation Annual Symposium, Knoxville, Tenn.
- 16-22 National Junior Santa Gertrudis Show, Little Rock, Ark.

July

- TBD Kentucky National Show & Sale, Bowling Green, Ky.

August

- 27 Wendt's Baby Doll Sale, Bay City, Texas

September

- TBD Proud to Be American Sale, Ponca City, Okla.
- TBD Southeastern Empire Livestock Show, Lawrenceville, Ga.
- 13-14 District 6 Halted Heifer Show & Sale, Corydon, Ind.

October

- 18-19 Strait-Hefte Tried & True Production Sale, Streetman, Texas
- 25 Tri Star Sale, Bloomington, Texas
- 26 Briggs Ranches Annual Bull and Commercial Female Sale, Bloomington, Texas

ACTIVITY REPORT

Youth Activities Committee • Trai Stegall, Chair

The committee met and decided to switch online entries to Showmans app vs. Showworks. This will be more user friendly and eliminate paper upload work. The committee voted to add drawing seats to the Brain Bowl competition. This will help with seating at the game table and speed things up. Also, the number for the RV hookups was released; it is (501) 372-8341 and you will have to speak with Shea. The full amount for the hookups is required at the time the reservation is made. The show packet should be released mid to late March, with registration opening up April 1-May 1, and late entries with increased fees extended until May 15. There is a lot of work and time that goes into this show. Beginning mid-March, the Facebook page will highlight Youth Activities Committee members and contest workers so that everyone can become familiar with faces. We look forward to seeing everyone at Barton Coliseum in Little Rock in June! Get those registrations ready. 🐾

NEW MEMBERS

Active Members

Noel Roberto, Vallejo LLC, Green River, Utah
Becerro Creek Ranch, San Antonio, Texas
Excell Santa Gertrudis, Santa Fe, Texas
Flying A Farms, Gonzales, Texas
Kristal Smart, Liberty, Texas
Trish Joseph, Baytown, Texas
SS Cattle Company, Cookeville, Tenn.

Commercial Members

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Junior Members

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April - 100 Fall Calving Heifers

May - 500 Fall Calving 3 and 4 y.o.

May - 50 Gain Tested Bulls

September - 150 Spring Calving 3 y.o.

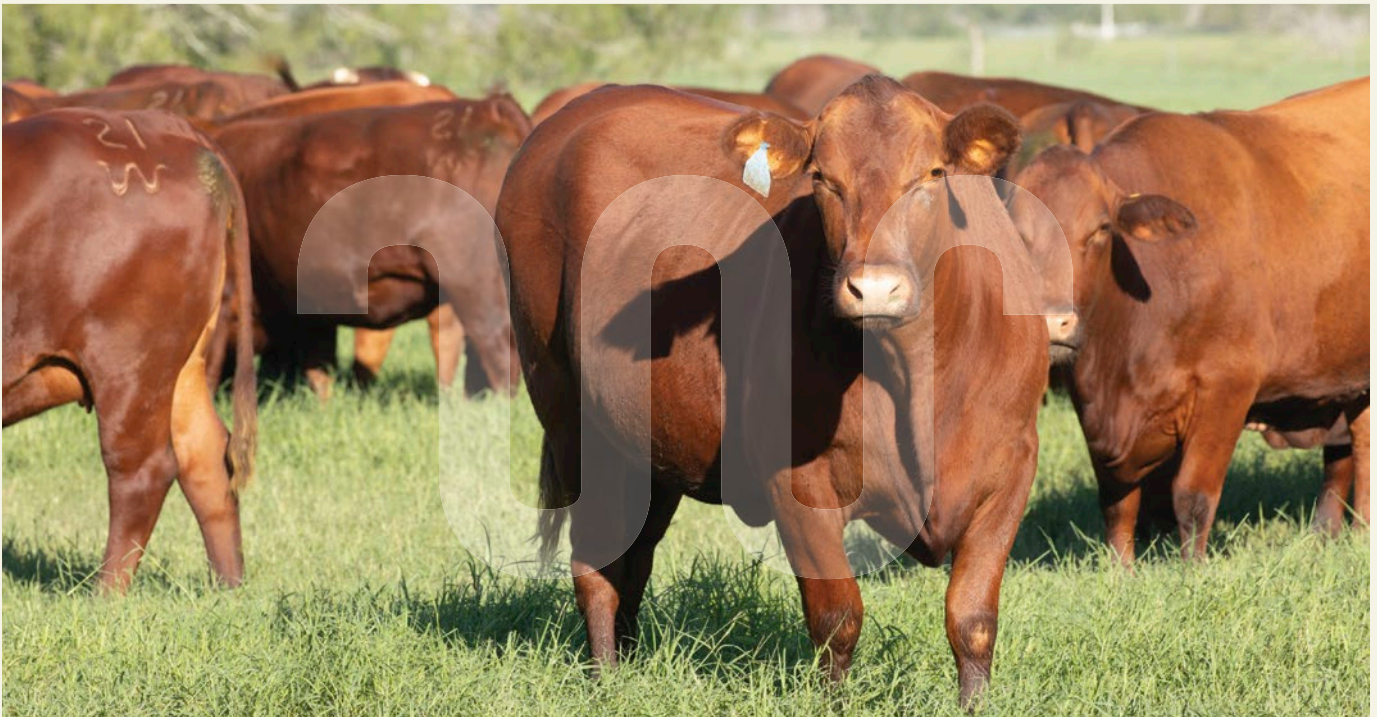
December - 25 Gain Tested Bulls

Ponca City, OK

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May 3rd - 475 Fall Calving Heifers

September - 325 Spring Calving Heifers



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