

# SANTA GERTRUDIS *Source*

## 2025 NATIONAL CHAMPIONS





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*Sale*

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**52<sup>nd</sup>  
Annual**

**BREEDERS  
OF THE  
CAROLINAS SALE  
May 10, 2025**

**Monroe, N.C.**

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*Thank You!*

To all of our Purple Reign and Banners & Buckles Sale  
buyers. We appreciate your support of our program!

**FIVE J's CATTLE COMPANY**

Jody Standley, Owner  
Clayton, NC  
(919) 291-4212

[www.FiveJsFarm.com](http://www.FiveJsFarm.com)





# SANTA GERTRUDIS *Source*

APRIL/MAY 2025  
VOLUME 28 • NUMBER 3

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SANTA GERTRUDIS **SOURCE**

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Santa Gertrudis *SOURCE* (ISSN-10985026, USPS-013-876). Copyright © 2024 by Santa Gertrudis Breeders International, is published monthly by Cinched Up LLC, located at 18443 Bandana Lane, Wellington, CO 80549. Periodicals postage paid at Wellington, CO and additional mailing offices. **POSTMASTER:** Send address changes to: Santa Gertrudis *SOURCE*, 18443 Bandana Lane, Wellington, CO 80549. Santa Gertrudis *SOURCE* is only available to members of Santa Gertrudis Breeders International. Visit <https://santagertrudis.com/join-sgbi/> to join and receive the magazine as a service of your membership.

Santa Gertrudis *SOURCE* is recognized by the Santa Gertrudis Breeders International as the official breed publication for Santa Gertrudis cattle; however, management, editing and financial responsibilities are vested in Cinched Up LLC. We reserve the right to edit or refuse any copy or advertising material submitted for publication. Cinched Up LLC hereby expressly limits its liability resulting from any and all misprints, errors and/or inaccuracies in advertisement or editorial content. The opinions and views expressed in all editorial material are those of the writer or the person interviewed and not necessarily those of Santa Gertrudis *SOURCE*.



## ON THE COVER

2025 National Santa Gertrudis Show at the Dixie National Livestock Show and Rodeo.  
Photos by Darren Richmond.

APRIL/MAY 2025



# Providing Polled Power Genetics to the Santa Gertrudis Breed

## 5J'S CATTLE COMPANY

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## CRIMSON CLASSIC SALE

**April 26, 2025**

Tinney Farms • Hanceville, Ala.

## 52<sup>ND</sup> ANNUAL BREEDERS OF THE CAROLINAS SALE

**May 10, 2025**

Monroe, N.C.

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# Your Little Black Book

**H**ave you ever really done an in-depth analysis of how you spend your time? Do you invest those precious hours of the day in growing, surviving or just going with the flow? How much of that time is spent on activities that move your business forward? That's the one I want to focus on.

Many years ago, a very successful individual told me that the most important thing to build in my career was my "little black book." Of course, my mind went to the wrong place and I asked him to explain it to me. He said he was referring to my contacts – those people I meet along the journey. Success is often built on relationships and connections that may seem unimportant initially, but in time, create opportunity.

***Success is often built on relationships and connections that may seem unimportant initially, but in time, create opportunity.***

Also many years ago, I was asked just exactly what it was that I did for a living. After thinking about it briefly, I replied that I mostly connect the dots. That, of course, required some explanation. It all came back to that little black book and those relationships that were built over time – I introduced people to other people. If you know that the needs of one person can be met by the skills or resources of another, you introduce them. Eventually it comes back around and the good will built through those connections aids you in your own career.

Ultimately, it is an outward focus. When you help others meet their needs, you help yourself. If we stay within a small circle of connections and never grow that little black book, we stop growing ourselves.

This is important to Santa Gertrudis breeders because, as a breed, an organization, an individual business, we must constantly be growing our circle of connections. This circle becomes the pathway to new customers. Sometimes it is the

direct contacts that we make, but often, it is the circle of influence of those with whom we are connected.

Think of it – if I know 10 people who each know 10 more people, my circle of influence is 100 people. If I know 100 people who each know 100 people, my circle of influence is now 10,000 people. That's a lot of people. My contacts on the professional platform LinkedIn number more than 4,000 people. If each of them is connected with 500 people, which is probably average for LinkedIn, that means the first level of influence that I potentially have is 2 million people.

My point in this brief exercise is that it is important to grow our networks. We don't do that by doing the same things and seeing the same people over and over again. We also don't learn anything new from visiting with the same people over and over again. Grow your network with people outside your immediate circle of influence. Their experiences and knowledge can be invaluable to your success.

I know this will step on some toes and perhaps it is intended to do so, but if the only cattle industry events you attend are stock shows where you see the same people all the time, your circle of influence is limited to those people. They also are attending the same events over and over again, and your contacts have a high percentage of overlap. You all know the same people.

Go to new events – cattle industry-related events. Meet breeders from other breeds. Meet commercial cattlemen. Meet feedyard owners and managers. Meet people from the meatpacking industry. Learn about their businesses and their business needs. They need what you have to sell – good genetics – but if they don't know you, you will never have the opportunity to sell to them.

The Cattle Industry Convention & National Cattlemen's Beef Association (NCBA) Trade Show is by far the largest industry event each year. By the time you read this, it will be over. Next year, the convention will be in Nashville, Tenn. It is a tremendous networking opportunity as well as a chance to learn what is new in beef production technology. If you can't make it to the Cattle Industry Convention, attend your state cattlemen's association convention. Attend the Beef Improvement Federation Annual Symposium. Attend local producer gatherings put on by your Extension agents. Attend educational events such as the Beef Cattle Short Course put on by Texas A&M each year. Meet your next customer. Expand your little black book. 🐄



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## SR GRIZZLY'S MARK 830/K



### INDEXES

Balanced: 3

Cow/Calf: 5

Termal: 4

SR Grizzly's Mark 830/K is one of our "young gun" herd sires. He is sired by multi-trait leader **SR Marksman 33/19**.

His dam combines **CB Bear Cat 507** with **Grizzly's Amy 627 ET**.

His first set of calves are on the ground and they have exceeded our expectations. Both bull and heifer calves are **straight, clean** and **thick**.

Grizzly's Mark boasts an EPD profile of 9 TOP 25% or greater traits.

*Graves Creek Ranch*

(601) 270-1561

*Be sure to check out our consignments to the*

**CRIMSON CLASSIC SALE!**

**April 26, 2025**

Cullman, Ala.

*Graves Creek Ranch*



**Barry Powell**

Columbia, MS

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# Where Do We Fit?



The beef industry is changing. Cow numbers are now at a 70-year low, and producers' efforts to rebuild have been challenged by lingering drought conditions, record feeder prices that limit the number of females being retained, changing demographics and countless other factors. Small registries like Santa Gertrudis Breeders International (SGBI) are finding it more and more difficult to compete with the larger beef breed associations that offer their commercial cattle-buying customers a litany of services and support, especially on the marketing side of the business. Regardless of the services, support, spin and hype from major beef breed associations, the fact is there is no one ideal beef breed. All breeds have strengths and weaknesses, and all have the potential to bring something positive to the industry table. So, moving forward, where do Santa Gertrudis fit and how does SGBI remain a viable and valued member of the beef industry?

***Keeping the association's toolbox current is and will remain an essential component for future industry growth.***

This is true for our membership and is especially spot-on for our commercial cattle-buying customers. Our goal as seedstock producers should be to produce cattle that are profitable no matter what market they are sold in. If the association keeps a focus on environmental adaptability, fertility and soundness of feet, legs and udders, our breed's genetics will always have a place in the beef industry. But membership can't overlook other traits that are economically relevant. Supporting Santa Gertrudis' exceptional maternal characteristics, growth traits and carcass quality traits sought by those at the end of the industry chain also needs attention as breeding decisions are made.

SGBI must continue to identify new technology and help membership adopt the tools and practices that ensure genetic improvement is a constant for the breed. Keeping the association's toolbox current is and will remain an essential component for future industry growth.

As the cow herd rebuilding process ramps up over the next two to three years, Santa Gertrudis-influenced females will be sought by commercial cattlemen looking for those economically relevant traits that provide value up and down the industry chain. With increased attention on Santa Gertrudis-influenced females, it will be the perfect time for SGBI to ensure it has the programs, services and tools in place that will drive the breed's future growth.

Last, it is bull-buying season for spring-calving herds. Please consider making the investment of upgrading your bull battery this spring. While we may have the temptation of buying a new pickup, aluminum trailer or corrals, consider the investment of a Santa Gertrudis bull. For the dollars spent, the new herd bull will return the greatest dividends to the cattle operation. 🐄

As an association we must recognize one size does not fit all. Each operation is unique with different goals and objectives.

## SGBI BOARD OF DIRECTORS

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# 2025 NATIONAL SANTA GERTRUDIS SHOW

AT THE DIXIE NATIONAL LIVESTOCK SHOW & RODEO

FEB. 8, 2025 • JACKSON, MISS. • JUDGE: JASON HEATH

The 62<sup>nd</sup> Annual National Santa Gertrudis Show was held in conjunction with the Dixie National Livestock Show & Rodeo in Jackson, Miss. Santa Gertrudis cattle from across the country competed for the title of national champion. Here's who took home the honors.

## PARADE OF CHAMPIONS



**Grand Champion Bull and Champion Senior Bull**

777 Candyman 17K4,  
777 Farms, Magnolia, Ark.



**Reserve Grand Champion Bull, Best of Polled Bull and Champion Bull Calf**

Wendt's Dreamboat 9953 ET,  
Kinsley Kubecka, Bay City, Texas



**Champion Yearling Bull**

OLC Jessie James 223,  
Osborne Livestock Co.,  
Cameron, Mo.



**Grand Champion Female and Champion Yearling Heifer**

XL's River Hawthorn, Excell Santa Gertrudis, Santa Fe, Texas



**Reserve Grand Champion Female and Reserve Champion Yearling Heifer**

XL's Glitter & Gold 370, Excell Santa Gertrudis, Santa Fe, Texas



**Best of Polled Female and Reserve Champion Heifer Calf**

CL Sarafina ET,  
B Square Ranch, Timpson, Texas



**Champion Heifer Calf**

Miss 777 Honeybadger 44M2ET,  
Anna Phelps, Magnolia, Ark.



**Champion Senior Female**

Miss 777 Honeybadger 17K5 Candy,  
777 Farms, Magnolia, Ark.



**Grand Champion STAR 5 Bull**

DP My Friend Thor 11/L,  
Pitchford Cattle, Eustace, Texas



**Reserve Grand Champion STAR 5 Bull**

KML Tucker Sensation, Kendall Marie Long, Perkinston, Miss.



**Grand Champion STAR 5 Female**

Passion Farms 3014, Buena Vida Cattle Co., Kingsbury, Texas



**Reserve Grand Champion STAR 5 Female**

Miss 777/ABF Jelly Bean,  
Anna Phelps, Magnolia, Ark.

*National Show Results  
Continued on 12 »*

### **Reserve Champion Senior Bull**

XL's Pendleton 253 ET,  
Landon Stem, Navasota, Texas

### **Reserve Champion Bull Calf**

Hurricane Remington L20,  
Hurricane Cattle Co.,  
Weatherford, Texas

### **Reserve Champion Yearling Bull**

XL's American Pharaoh 303, Excell Santa Gertrudis, Santa Fe, Texas

### **Reserve Champion Senior Female**

XL's Cambria 247, Excell Santa Gertrudis, Santa Fe, Texas

### **Produce-Of-Dam**

RAR Miss Abigail, Excell Santa Gertrudis, Santa Fe, Texas

### **Get-Of-Sire**

XL Midas 355, Excell Santa Gertrudis, Santa Fe, Texas





# BREEDING EXCELLENCE

WE ARE WHAT WE REPEATEDLY DO - INVEST IN EXCELLENCE



**XL'S RIVER HAWTHORN 380**

**2025 NATIONAL CHAMPION FEMALE**

SIRED BY XL'S MIDAS 355

CONGRATS TO *Re'Ana Villanueva*



**XL'S GLITTER & GOLD 370**

**2025 RESERVE NATIONAL CHAMPION FEMALE**

SIRED BY XL'S MIDAS 355

CONGRATS TO *Fiona Joseph*



**XL'S CAMBRIA 247**

**2025 RESERVE NATIONAL  
SENIOR FEMALE**

CONGRATS TO *Re'Ana Villanueva*



**XL'S PENDLETON 253**

**2025 RESERVE NATIONAL  
SENIOR BULL**  
2024 NJSGS

CONGRATS TO *PD Ranch*



**XL'S AMERICAN PHAROAH 303**

**2025 RESERVE NATIONAL  
YEARLING BULL**

SIRED BY XL'S MIDAS 355

**2025 NATIONAL CHAMPION**

**PRODUCE OF DAM - RAR MISS ABIGAIL 1537**

**GET OF SIRE - XL'S MIDAS 355**



Sam, Sandy & Todd Hyde  
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**SGBI BREEDERS OF THE YEAR 2023, 2024 & 2025**



# 2025 NATIONAL SANTA GERTRUDIS SHOW CLASS WINNERS

## Early Summer Heifer Calf

1. Miss 777 Honeybadger 44M2ET, Anna Phelps, Magnolia, Ark.
2. XL's Ruby Rosalyn 450 ET, Excell Santa Gertrudis, Santa Fe, Texas
3. XL's Dreamin Bout Me 440, Excell Santa Gertrudis, Santa Fe, Texas

## Late Junior Heifer Calf

1. CL Sarafina ET, B Square Ranch, Timpson, Texas
2. Top Shelf Boozer, Top Shelf Cattle Company, California, Mo.
3. XL's Butterfly Dream 457, Excell Santa Gertrudis, Santa Fe, Texas

## Early Junior Heifer Calf

1. CL Boudica ET, Alan Barlowe, Lenoir, N.C.
2. CL Sarabi ET, B Square Ranch, Timpson, Texas
3. SRm Pamela Annette 176 ET, Cale Cornelius, Timpson, Texas



## Late Senior Heifer Calf

1. Miss M Rock Stevie 923 ET, M Rock Farm, De Kalb, Texas
2. XL's Golden Glory 435 ET, Demi Harrington, Navasota, Texas
3. Triple P's Blossim, Denton Roessler, Gainesville, Texas

## Early Senior Heifer Calf

1. XL's Golden Dream 304 ET, Demi Harrington, Navasota, Texas
2. TN Jade's Jewell, Tripp Nichols, Blooming Grove, Texas
3. Miss 777 392, Caroline Daniel, Magnolia, Ark.

## Champion Heifer Calf

Miss 777 Honeybadger 44M2ET, Anna Phelps, Magnolia, Ark.

## Reserve Champion Heifer Calf

CL Sarafina ET, B Square Ranch, Timpson, Texas

## Late Summer Yearling Heifer

1. XL's American Honey, Excell Santa Gertrudis, Santa Fe, Texas
2. I See Gold 342, Demi Harrington, Navasota, Texas
3. Miss 777 Zeus 777L1 Sexy Red, Caroline Daniel, Magnolia, Ark.

## Early Summer Yearling Heifer

1. Rozs Silva Raven, Ralph Austin, Bonham, Texas
2. Top Shelf Purple Passion, Top Shelf Cattle Company, California, Mo.
3. XL's Red Queen 389, Excell Santa Gertrudis, Santa Fe, Texas

## Late Junior Yearling Heifer

1. XL's River Hawthorn, Excell Santa Gertrudis, Santa Fe, Texas
2. BV O So Gentry, Buena Vida Cattle Co., Kingsbury, Texas
3. Miss T - Arrow Fancy, Rhett Harrington, Plantersville, Texas

## Early Junior Yearling Heifer

1. XL's Miss Glitter & Gold 370, Excell Santa Gertrudis, Santa Fe, Texas
2. Kubecka 600, In The Red Ranch, Eustace, Texas
3. TN Red Lady, Tripp Nichols, Blooming Grove, Texas



## Champion Yearling Heifer

XL's River Hawthorn, Excell Santa Gertrudis, Santa Fe, Texas

## Reserve Champion Yearling Heifer

XL's Glitter & Gold 370, Excell Santa Gertrudis, Santa Fe, Texas

## Late Senior Yearling Heifer

1. H2 Clovis 52, H2 Cattle Company, Clarksville, Texas
2. Miss Bruno 777K5 Kit Kat, Pitchford Cattle, Eustace, Texas
3. XL's Rouge Gem 249, Excell Santa Gertrudis, Santa Fe, Texas

## Late 2-Year-Old Heifer

1. Miss 777 Honeybadger 17K5 Candy, Pitchford Cattle, Eustace, Texas
2. XL's Lookin Lavish 241 ET, Rhett Harrington, Plantersville, Texas

## Early 2-Year-Old Heifer

1. XL's Cambria 247, Excell Santa Gertrudis, Santa Fe, Texas
2. KK Flirty Girl ET, Buena Vida Cattle Co., Kingsbury, Texas
3. Flatwillow Daisy 434, Alan Barlowe, Lenoir, N.C.

## Champion Senior Female

Miss 777 Honeybadger 17K5 Candy, 777 Farms, Magnolia, Ark.

## Reserve Champion Senior Female

XL's Cambria 247, Excell Santa Gertrudis, Santa Fe, Texas

## Grand Champion Female

XL's River Hawthorn, Excell Santa Gertrudis, Santa Fe, Texas

## Reserve Grand Champion Female

XL's Glitter & Gold 370, Excell Santa Gertrudis, Santa Fe, Texas

## Best of Polled Female

CL Sarafina ET, B Square Ranch, Timpson, Texas

## Early Summer Bull Calf

1. NTR Paisley's Empire 26M2ET, In The Red Ranch, Eustace, Texas
2. NTR Fueva 516/4, In The Red Ranch, Eustace, Texas
3. Lazy L Shaq, Lazy L Show Cattle, Navasota, Texas

## Late Junior Bull Calf

1. 777 Syrus Aggie 285M ET, L and K Cattle, Lafayette, La.
2. BM M56, Alan Barlowe, Lenoir, N.C.
3. NTR The Professor 36M1 ET, In The Red Ranch, Eustace, Texas



Continued on 14 »



# SANTA GERTRUDIS DISTRICT VI BREEDERS



## WindCrest Farm

HERD # 1431

Leitchfield, Kentucky

**AVAILABLE FOR SALE!**



### QVF Impact ▼

Daughter out of National Reserve Champion  
Circle A Ambition. She is headed to the Crimson Classic Sale.  
Safe in calf to our herd bull SR Wickham 557/K.



### ▲ WR Challenger son

Out of a Parker Farms cow. Green broke and gentle.



With our grandsons (and  
Uncle Scott) – the fourth  
generation of Gert guys!

## WindCrest Farm

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514 Liberty Rd.  
Battletown, Ky. 40108  
[mattinglyfarms96@yahoo.com](mailto:mattinglyfarms96@yahoo.com) (270) 668-3177

### OSBORNE LIVESTOCK

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[peppydoc1@aol.com](mailto:peppydoc1@aol.com)

### RED VIEW FARMS

5480 Jordan Village Rd.

Poland, IN 47868

(812) 829-8053

[craiglopossa@yahoo.com](mailto:craiglopossa@yahoo.com)



### WindCrest Farm John & Nolan Taylor

REGISTERED SANTA GERTRUDIS CATTLE

[Gertguys@NCTC.com](mailto:Gertguys@NCTC.com)

1238 Claggett Rd.

Leitchfield, Ky. 42754

(270) 734-1670

Herd No. 1431





### Early Junior Bull Calf

1. KML Syrus Next Level ET, Kendall Marie Long, Perkinson, Miss.
2. KJB Duces Wild ET, Karlie Buggs, Sarcoxie, Mo.
3. Passion Farms Supreme 4005, In The Red Ranch, Eustace, Texas

### Late Senior Bull Calf

1. Wendt's Dreamboat 995e ET, Kinsley Kubecka/Wendt Ranches, Bay City, Texas
2. 777 Honeybader 17L2, Caroline Daniel, Magnolia, Ark.
3. M Rock Man of Steele 823, Pitchford Cattle, Eustace, Texas

### Early Senior Bull Calf

1. Hurricane Remington L20, Pitchford Cattle, Eustace, Texas
2. Johnny Moonshine, Pitchford Cattle, Eustace, Texas
3. Jacklett Farms Dozer 3203, Jacklett Farms, Philadelphia, Miss.

### Champion Bull Calf

Wendt's Dreamboat 9953 ET, Kinsley Kubecka/Wendt Ranches, Bay City, Texas

### Reserve Champion Bull Calf

Hurricane Remington L20, Hurricane Cattle Co., Weatherford, Texas

### Late Summer Yearling Bull

1. XL's American Pharaoh, Excell Santa Gertrudis, Santa Fe, Texas
2. RMR Cash Money, Juliet McDowell, Liberty, Miss.
3. CSC Troubadour, Carley Morgan, Portia, Ark.

### Early Summer Yearling Bull

1. 777 Syru 17L, Pitchford Cattle, Eustace, Texas
2. Briggs 599L4, Pitchford Cattle, Eustace, Texas
3. SHC Dirty Dan, Bodie Triche, Saint Francisville, La.

### Late Junior Yearling Bull

1. BM Chapter 1 L71, Alan Barlowe, Lenoir, N.C.
2. Jacklett Farm El Guapo, Morse View Farm, Mountain Grove, Mo.
3. BTF HD Phoenix, Chloe and Lane Tucker/Briar T Farm, Wiggins, Miss.

### Early Junior Yearling Bull

1. OLC Jessie James 223, Alan Barlowe, Lenoir, N.C.
2. Wendt's Steamboat 9852, Kinsley Kubecka/Wendt Ranches, Bay City, Texas
3. O/X Clase Azul 902, O/X Ranch, Las Vegas, N.M.

### Champion Yearling Bull

OLC Jessie James 223, Osborne Livestock Co., Cameron, Mo.

### Reserve Champion Yearling Bull

XL's American Pharaoh 303, Excell Santa Gertrudis, Santa Fe, Texas

### Early Senior Yearling Bull

1. XL's Pendleton, Landon Stem, Navasota, Texas

### Late Two-Year-Old Bull

1. 777 Candyman 17k4, 777 Farms, Magnolia, Ark.
2. 777 Honeybadger 17K3 Payday, Tripp Nichols, Blooming Grove, Texas
3. Triple P's Charlee, Savannah Roessler, Gainesville, Texas

### Champion Senior Bull

777 Candyman 17K4, 777 Farms, Magnolia, Ark.

### Reserve Champion Senior Bull

XL's Pendleton 253 ET, Landon Stem, Navasota, Texas

### Grand Champion Bull

777 Candyman 17K4, 777 Farms, Magnolia, Ark.

### Reserve Grand Champion Bull

Wendt's Dreamboat 9953 ET, Kinsley Kubecka/Wendt Ranches, Bay City, Texas

### Best of Polled Bull

Wendt's Dreamboat 9953 ET, Kinsley Kubecka/Wendt Ranches, Bay City, Texas

### Produce-Of-Dam

1. RAR Miss Abigail 1537, Excell Santa Gertrudis, Santa Fe, Texas
2. XL Cleopatra, Excell Santa Gertrudis, Santa Fe, Texas

### Get-of-Sire

1. XL's Midas 355, Excell Santa Gertrudis, Santa Fe, Texas
2. 777 Honey Bader 102, 1297847, Pitchford Cattle, Eustace, Texas

### STAR 5 Female Class 1

1. Miss 777/ABF Jelly Bean, Anna Phelps, Magnolia, Ark.
2. Gucci's God Fav M401, Pitchford Cattle, Eustace, Texas
3. RN Sexy Red 34, Demi Harrington, Navasota, Texas



### STAR 5 Female Class 2

1. CCF Melon 2338, Alan Barlowe, Lenoir, N.C.
2. Lightning C Houdini, James Coker, Cameron, Texas
3. Crosswinds Make U Famous, Crosswinds Ranch, Keller, Texas

### STAR 5 Female Class 3

1. Passion Farms 3014, Buena Vida Cattle Co., Kingsbury, Texas
2. SF Mae Mobley, Travis Lord, Clinton, Miss.
3. Crosswinds Double Dipped, Crosswinds Ranch, Keller, Texas

### STAR 5 Female Class 4

1. BSR AR Gemma, B Square Ranch, Timpson, Texas
2. Miss Spot, Karli Buggs, Sarcoxie, Mo.
3. Lima, Jenna Fullington, Terry, Miss.

### Grand Champion STAR 5 Female

Passion Farms 3014, Buena Vida Cattle Co., Kingsbury, Texas

### Reserve Grand Champion STAR 5 Female

Miss 777/ABF Jelly Bean, Anna Phelps, Magnolia, Ark.

### STAR 5 Bull Class 1

1. DP My Friend Thor, Pitchford Cattle, Eustace, Texas
2. KML Tucker Sensation, Kendall Marie Long, Perkinson, Miss.

### Grand Champion STAR 5 Bull

DP My Friend Thor 11/L, Pitchford Cattle, Eustace, Texas

### Reserve Grand Champion STAR 5 Bull

KML Tucker Sensation, Kendall Marie Long, Perkinson, Miss.



# SANTA GERTRUDIS DISTRICT VI BREEDERS



## OLC JESSIE JAMES 223



#20230285

*Jessie James Continues  
his Winning Ways*

- ★ 2025 Grand Champion Bull,  
Fort Worth Stock Show
- ★ 2025 National Yearling Champion Bull

## DISTRICT 6

HALTERED HEIFER SHOW & SALE  
SEPT. 12-13, 2025  
CORYDON, INDIANA



*Thank You to Alan & Nathan Barlowe for  
putting him in the Winners Circle!*

**OSBORNE LIVESTOCK**

### MATTINGLY FARMS



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(270) 668-3177

mattinglyfarms96@yahoo.com

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Gertguys@NCTC.com

1238 Claggett Rd.

Leitchfield, Ky. 42754

(270) 734-1670

Herd No. 1431



# 2025 NATIONAL SANTA GERTRUDIS SHOW DEDICATION

## DAVID HAROLD ALDERSON

The 2025 National Santa Gertrudis Show was dedicated to David Harold Alderson. He was a friend to all Santa Gertrudis exhibitors and breeders, along with being a proud and honored veteran, husband, father, grandfather and great-grandfather to his family.

David got involved with the Santa Gertrudis breed in the late 1980s. His true talent was selecting, feeding and fitting show cattle. He and his wife, Elaine, traveled together to many shows throughout the 1990s.

David took a lot of pride in his cattle being in their best show condition, and the results followed. Circle A Farms in Williamsport, Tenn., was named Santa Gertrudis Breeders International (SGBI) Breeder and Exhibitor of the Year multiple times in the 1990s and into the 2000s. David was also very active in SGBI, serving multiple board of director terms, and he was a mainstay on the Shows & Exhibits Committee.



As a breeder, David produced multiple national champions including 2015 National Champion Circle A Real Deal and 2017 National Champion Circle A Masterpiece, both in the arena at the Dixie National Livestock Show & Rodeo. During his A/R partnership years from 2008 to 2021, A/R Fitting Service exhibited 12 national champions. None of these accomplishments would have been possible without David's personal day-to-day care and expert feeding skills.

His family would like to thank all of his customers, including Grandview Farms, Delmo and Wilmuth Payne and Brent Shaw; Tinney Farms, Howard and Retha Tinney and Arlin Taylor; Larry and Todd Osborne and the Osborne family; 777 Farms, Chad and Jamie and family; 5 Bar E Farm and the Edenfield family.

David truly enjoyed his time on the road and all his friends in the Santa Gertrudis breed. 🐾

## THANK YOU 2025 NATIONAL SANTA GERTRUDIS SHOW SPONSORS!

### Award Sponsors

Pitchford Cattle Co.  
San Jose Cattle Co.  
Wendt Ranch Partners  
O/X Ranch  
Painted Ass Ranch  
Buena Vida Cattle Co.

### Class Buckle Sponsors

J.C. Sherrill Ranch/Scott  
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Crosswinds Ranch  
Square Running M  
B Square  
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Laura Zibilski  
Hurricane Cattle Company

### Corporate Sponsors

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Minix Cattle Co.  
Bar M Farms  
Stegall Farms  
Ridge Point Ranch  
Woman Hollerin Ranch

### Other Sponsors

Four J Cattle  
Amanda Millican  
Buggs Family

## 2025 NATIONAL JUNIOR ♥ BET ON RED ♥ SANTA GERTRUDIS SHOW June 15-21, 2025

Grady County Fairgrounds · Chickasha, Okla.



### JUDGES

#### Purebred Females

Dean Fuchs, Burton, Texas

STAR 5 Females, Purebred  
Bulls, Bred & Owned, Donated  
Matt Claeys, Indiana

Follow the 2025 National  
Junior Santa Gertrudis Show  
on Facebook for hotel infor-  
mation and updates as they

become available. Additional information can be found  
on the SGBI website. 🐾

### ♥ FOR MORE INFORMATION ♥

Trai Stegall at [trais3@hotmail.com](mailto:trais3@hotmail.com)





# MAY 17, 2025

11 AM | LAVACA COUNTY EXPO CENTER  
HALLETTSVILLE, TEXAS

*Offering To Include:*  
REPLACEMENT FEMALES  
SHOW PROSPECTS

## SALE SCHEDULE

|                       |                      |
|-----------------------|----------------------|
| Friday, May 16th      | Saturday, May 17th   |
| 5 PM   Cattle Viewing | 8 AM   Cowboy Coffee |
|                       | 11 AM   Sale Begins  |

**2024 LOTS**

This sale will be broadcast live on the internet.

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

For sale catalog, photos and up-to-date information, visit our Facebook page: [www.facebook.com/bluebonnetclassicsale/](https://www.facebook.com/bluebonnetclassicsale/)



To request a catalog

For inquiries, contact:

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Kelsey Cawley • (361) 649-9778 • [kelseyjones21@yahoo.com](mailto:kelseyjones21@yahoo.com) | Tanya Bram • (979) 541-3409 • [townsend30@yahoo.com](mailto:townsend30@yahoo.com)



32ND ANNUAL

# DISTRICT 6

*Haltered Heifer Show & Sale*

**Sept. 12-13, 2025**

Harrison County Fair Grounds  
CORYDON, INDIANA



*Offering*

Haltered  
open heifers  
Bred heifers  
Pairs

Watch the Sale and  
Junior Item Auction on  
Facebook Live!



## Catalog Requests

Sale Chairman: Todd Osborne  
859.991.2438 • [peppydoc1@aol.com](mailto:peppydoc1@aol.com)  
Sale Manager: Darren Richmond  
423.364.9281 • [djrichmd@gmail.com](mailto:djrichmd@gmail.com)

## Junior Show entries/information

Ashley Osborne  
859.991.9409 • [district6juniorsaleshow@gmail.com](mailto:district6juniorsaleshow@gmail.com)  
Treasurer: Barb Moeller  
618.210.8733

## Headquarter Hotel:

Hampton Inn  
812.738.6688  
Group Code: SG6



**Deep In  
The Heart**

# Santa Gertrudis Breeders International 73rd Annual Meeting

**May 1-3, 2025**

San Marcos, Texas

**Of Texas State**

2025 SGBI ANNUAL MEETING  
SAN MARCOS, TEXAS

## Schedule of Events

### Registration Form

Name: \_\_\_\_\_ Spouse: \_\_\_\_\_

Ranch Name: \_\_\_\_\_ Herd No.: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

#### COMPLETE REGISTRATION INCLUDES:

*All sessions, tours and meals for Thursday-Saturday and Awards Banquet*

\$275 per person x \_\_\_\_\_ = \$ \_\_\_\_\_ *If received BY April 1, 2025*

\$325 per person x \_\_\_\_\_ = \$ \_\_\_\_\_ *If received AFTER April 1, 2025*

#### A LA CARTE TICKETS:

##### Friday a la carte tickets

*Tour and Welcome Dinner*

\$125 per person x \_\_\_\_\_ = \$ \_\_\_\_\_

##### Saturday a la carte tickets

*Annual Business Meeting, Cocktail Social  
& Awards Banquet*

\$200 per person x \_\_\_\_\_ = \$ \_\_\_\_\_

#### CHILD REGISTRATION:

##### Full Registration

*Kids, 10 years and under*

\$150 per person x \_\_\_\_\_ = \$ \_\_\_\_\_

##### Saturday Only

*Kids, 10 years and under*

\$75 per person x \_\_\_\_\_ = \$ \_\_\_\_\_

#### PAYMENT

Check No.: \_\_\_\_\_ Total: \$ \_\_\_\_\_

Credit Card: ☐ Visa ☐ Mastercard

Credit Card No.: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Card Holder Name: \_\_\_\_\_

Card Holder Signature: \_\_\_\_\_



#### Headquarters Hotel:

##### COURTYARD NEW BRAUNFELS

##### RIVER VILLAGE

750 IH 35 North

New Braunfels, Texas 78130

(830) 626-4700

##### MAIL REGISTRATION TO SGBI:

P.O. Box 1257, Kingsville, TX 78364

Or FAX to (361) 592-8572

#### Thursday, May 1

- 10:00 a.m.-5:00 p.m.** Committee Meetings  
**10:00 a.m.** Breed Standards Committee Meeting  
**11:00 a.m.** Long Range Planning/Marketing Committee Meetings  
**Noon-1 p.m.** Lunch on your own  
**1:00 p.m.** Shows and Exhibits Committee Meeting  
**2:00 p.m.** Youth Activities Committee Meeting  
**3:00 p.m.** Research Committee Meeting  
**4:00 p.m.-6:00 p.m.** Board of Directors Meeting

#### Friday, May 2

- 8:00 a.m.** Buses leave for tour of Texas State University Freeman Ranch (breakfast tacos will be provided upon arrival)  
**9:00 a.m.** Executive Director Welcome and Guest Speaker  
**Noon** Lunch at Freeman Ranch  
**1:00 p.m.-4:00 p.m.** Texas State University Freeman Ranch Program/Guest Speaker  
**4:00 p.m.** Return to Hotel  
**5:30 p.m.** Leave Hotel  
**6:00 p.m.-9:00 p.m.** Welcome Dinner at Tacos Y Tequila in Gruene  
**9:00 p.m.** Return to Hotel

#### Saturday, May 3

- 8:00 a.m.-11:00 a.m.** Annual Membership Meeting/ Ballot Call/Guest Speaker  
**11:00 a.m.-Noon** Board of Directors Meeting  
**11:00 a.m.-5:00 p.m.** Free time to explore New Braunfels, San Marcos, San Antonio or Austin  
**5:30 p.m.** Cocktail Social  
**6:00 p.m.-9:00 p.m.** Awards Banquet



2025 National Champion Star 5



CALF AT SIDE Sired by  
**KK THE VALEDICTORIAN**

**SEXED & CONVENTIONAL**  
SEMEN AVAILABLE!



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HEATHER & KEVIN BLEWETT | HARRISON & KALLI KIMBLE

## A Santa Gertrudis Weekend

**47<sup>th</sup>**

in beautiful Kentucky Bluegrass Country

**KENTUCKY  
NATIONAL**  
*Show & Sale*

**JULY 18 & 19, 2025**

United Producers  
Stockyards  
Bowling Green, KY

**Show** July 18, 10:00 am • **Sale** July 19, 11:00 am  
**Kentucky Jr. Assn Show** July 19 following the Sale

To consign or catalog request contact  
**Darren Richmond** • 423 364 9281 • [djrichmd@gmail.com](mailto:djrichmd@gmail.com)  
**Sale Chairman** • **Cody Mattingly** • 270-668-3177

**LiveAuctions.TV**





# Commercial Cow-Calf Herd Sire Values

If you are in the market for or are getting ready to market young bulls produced for commercial cow-calf ranching operations, you'll need to know: What are they worth in today's beef industry? Are commercial herd sires still worth the price of three to five weaned calves? Over the years, I have heard that rule of thumb spoken by commercial and seedstock producers alike. For recent/current weaned calf value hovering around \$3/pound, that would price replacement bulls between \$4,500 to \$7,500 each. That is a wide margin for either under- or over-priced

***The most important aspect of bull selling or buying is to understand the exact cost of production for that young bull.***

ing bulls. The most important aspect of bull selling or buying is to understand the exact cost of production for that young bull. Both buyers and sellers of bulls need to realize that nearly all beef cattle production costs have risen. This is critical to understand. Many things have changed economically since the purchase of our current and much older herd sires.

Herd sire customer expectations are additional areas of price-influencing factors. "Old-timers" like me will want to remember when good commercial herd sires could be purchased for no more than \$2,500 per head. Whereas younger ranching customers will require information like expected progeny differences (EPDs), a passed breeding soundness exam certificate, a replacement warranty/policy and perhaps either partial or full delivery. These additional items may cost more. Moreover, never forget that agriculture folks love to receive volume discounts. That is because

it is what we are, or have been, used to receiving on almost everything we purchase, even groceries.

Including the current salvage value (\$1.50-plus/pound) of packer bulls (\$3,250 to \$4,000) in the bull buying/selling conversations can help establish fair market for replacement bull values. Establishing sound relationships with potential bull buyers will provide more information on the number (1 or 2) and timing of scheduled breeding seasons per year, expected number of calves produced by the sire each year and historical herd sire longevity at the ranch. This will allow both buyer and seller to pencil out approximately the cost per calf sired of each priced bull.

When we look at all of the beef cattle EPDs generated for production traits, it is important to emphasize those traits that can improve the genetic potential for the age and weight of the types of calves typically marketed from the ranch. Nonetheless, all EPDs can be considered important because commercial cow-calf operations are the backbone of the beef cattle industry, and these cow-calf producers are actually producing the beef for our beef-eating consumers. Additional EPDs can be included in bull comparisons if the buyer intends to raise/keep any replacement females from the sire. Registered/seedstock cattle producers must always realize that many bull-buying customers may not be well versed in EPD lingo. Thus, a brief explanation or a little education is always appreciated.

Buying or selling commercial cow-calf young herd sires can be as difficult as buying or selling new pickup trucks. It requires the bull buyers to know what they want or need in a herd sire for the near future of the ranch. Also, it requires the bull sellers to truly know their cattle, to provide some customer service options and to stand behind each sire sold. Herd sire marketing/purchasing can become very active in the spring of each year and will require time, patience, good listening skills, good conversational skills and good beef cattle appreciation. If everything goes according to plan, long-term customer relationships can be established and time saved for subsequent bull purchases. Breed associations, Extension livestock specialists, local/regional large-animal-veterinarians and neighboring cattle ranchers can be great resources to recommend reputable seedstock producers with beef cattle sires for sale. 🐾



# SANTA GERTRUDIS SMALL BREEDERS GROUP

Brad & Sarah Carlile  
(214) 514-6145

Madisyn Douglas  
(913) 915-2933



**ARROW CREEK**

SANTA GERTRUDIS

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STAR 5

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**Ridge Point Ranch**

**Mark & Dixie Clay**

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**Rockin B Farm**

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# GOALS 2025

Gerts Ongoing Advanced Leadership Summit

• July 27-31, 2025 •

Get ready for an unforgettable agriculture and leadership experience designed exclusively for National Junior Santa Gertrudis Association members ages 14-19!

**Kick Back Ranch & Event Center  
Ramer, Ala. (Flights into Birmingham)**



Scan the QR code  
to register!

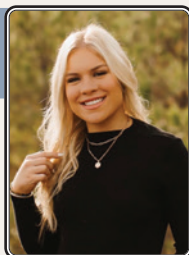
Join us for a week filled with leadership development, team-building activities, farm tours, industry insights and a special visit to Auburn University! This is your chance to connect with fellow junior members, learn from industry experts and grow as a leader in and out of the show ring.

More details coming soon with registration to be accepted via *showman.app*! 📱

Casey Jones - (386) 623-9088

Christy Moran - (979) 203-0433

JUNIOR VOICES • Cale Cornelius •  
At-Large Director



**Q:** WHAT ADVICE WOULD YOU GIVE SOMEONE WHO IS JUST GETTING STARTED WITH NJSGA?

**A:** The National Junior Santa Gertrudis Association (NJSGA) has had a huge impact on my life and has helped shape me into the person and leader I am today. I attended my first junior nationals in Lake Charles, La. I hardly knew anybody, competed in only two contests and would only speak to someone if they spoke to me first. It was after I attended my first junior nationals that I saw kids going up to the awards table numerous times because they competed in every contest, socializing with friends, and I realized that they took one step that led to thousands of miles filled with memories and lessons they can have for the rest of their lives.

Fast forward to today. I took one step and opened the door for countless opportunities, made friends that I consider family and found comfort in the skills I have acquired. I have served on the NJSGA Board as president, queen and have made a name for myself within the breed.

My biggest advice to new members would be to take that leap, step outside your comfort zone and try new things, get involved within the breed and make friendships that you will have for the rest of your life. I promise you will not regret it! I hope everyone stays safe and I can't wait to see everyone on the show road! 🐾

JUNIOR VOICES • Jana Justiss •  
District 1 Director



**Q:** WHAT ADVICE WOULD YOU GIVE SOMEONE WHO IS JUST GETTING STARTED WITH NJSGA?

**A:** The biggest piece of advice I would give to someone starting out with the National Junior Santa Gertrudis Association (NJSGA) is to go to Santa Gertrudis events and experience them. One event that is a must to go to is the National Junior Santa Gertrudis Show. There is nothing else like it. It's a long week where everyone can hang out, meet new people, make friends and share the passion we have for this amazing breed. There, you get the opportunity to really immerse yourself in what Santa Gertrudis is and all the breed has to offer.

Another event to experience is the Gerts Ongoing Advanced Leadership Summit (GOALS). It is an amazing way to meet new people and improve your communication and leadership skills. When I went to GOALS in 2023 in Kentucky, I was so happy that I got to visit incredible people and places. I already have GOALS 2025 in Alabama on my calendar. Whether it's Junior Nationals, GOALS or affiliate events, NJSGA has something for everyone. I don't know where I would be without it. See you in Chickasha! 🐾



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luckyfarm12@gmail.com

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**Ridge Point Ranch**

**Mark & Dixie Clay**

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Herd No. 1541

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Early fall – will wean
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- ★ Honey Badger x Abigail 1637 (1)
- ★ Candy Man x Grandview 555 daughter (2)



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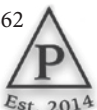
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**SALE REPORT**

**BANNERS & BUCKLES SALE**  
Feb. 7, 2025 • Dixie National Show & Rodeo • Jackson, Miss.  
• SALE AVERAGES •  
23 lots averaged \$4,786



For more in-depth sale report information, go to <https://santagertrudis.com/events/sale-results/>

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## ACTIVITY REPORTS

### Youth Activities Committee · Trai Stegall, Chair

The show packet is live and online. Be sure to follow the 2025 National Junior Santa Gertrudis Show (NJS GS) on Facebook for current information. Be aware of this major, positive addition to the 2025 show. These rules are very important. Weighed classes are here!

All purebred females in classes 1-5 and purebred bulls in classes 1-3 will be required to weigh in at the designated time at the National Junior Santa Gertrudis Show. Each animal designated will be divided into weight breaks. This will not change the requirement of registration papers or the entry system for the NJS GS.

The first- and second-place animals in classes 1-5 of purebred females and 1-3 of purebred bulls may be required to weigh back as soon as possible after their respective class. The animal must weigh within 5 percent of the overage or it will be disqualified. Animals will be weighed once (no re-weighs). If either or both, of the first- or second-place animals are disqualified, weighing through the order of the class will continue until an official first and second are determined. 🐾

## SGBI BUSINESS

### Rule 23a Now in Effect

As a reminder, Rule 23a is shown below. We have sent out eblasts to remind members of its implementation, but there seems to be continued confusion. Please note that Rule 23a has been modified to accommodate bulls more than 10 years of age that are deceased and no longer available from which to obtain a DNA sample.

“23a. Effective Jan. 1, 2025, all active sires will be required to have a full genomic DNA panel uploaded to DigitalBeef and accessible to the SGBI office to be eligible to register offspring. All bulls born prior to Jan. 1, 2015, that are deceased, will grandfather in with no required DNA on file. All calves from sires with no DNA will fall into a single-head contemporary group.”

The rules can be found on the SGBI website under the Member Resources tab.

### Join Us at the Annual Meeting

The SGBI Annual Meeting is May 1-3, 2025, in San Marcos, Texas. The schedule and registration form can be found on page 18 or on SGBI's website.

### Watch for Ballots

Nine SGBI members will appear on the 2025 ballot for the following six open positions on the SGBI Board of Directors: Western Region Director – 2 seats; Eastern Region Director – 2 seats; At-Large Director – District 1; At-Large Director – District 5. SGBI members will receive ballots in the mail and can vote via mail or in-person at the SGBI Annual Meeting in May. Read about the members running for these open seats on the SGBI website. 🐾

## EVENT CALENDAR

### April

- 5 Red Hot Bull Sale, Belen, N.M.
- 5 Rocky Mountain Spring Runoff Sale, Belen, N.M.
- 12 Wiley Spring Bull Sale, Effie, La.
- 26 Crimson Classic Sale, Cullman, Ala.
- 26 Wendt's Baby Doll and Elite Sale, Bay City, Texas

### May

- 1-3 SGBI Annual Meeting, San Marcos, Texas
- 10 Breeders of the Carolinas Sale, Monroe, N.C.
- 10 Mid-Coast Cattleman's Opportunity Sale, Brenham, Texas
- 17 Mississippi Junior Santa Gertrudis Association Kick Off Show, Crawford, Miss.
- 17 Santa Gertrudis Bluebonnet Classic, Hallettsville, Texas

### June

- 15-21 National Junior Santa Gertrudis Show, Chickasha, Okla.

### July

- 18 Kentucky National Show, Bowling Green, Ky.
- 19 Kentucky National Sale, Bowling Green, Ky.
- 27-31 Gerts Ongoing Advanced Leadership Summit, Ramer, Ala.

### August

- 26 Wendt's Annual Baby Doll Sale, Bay City, Texas

### September

- 9 Reds to Die For Volume VI, *Steerbidding.com*
- 12-13 District 6 Haltered Heifer Show & Sale, Corydon, Ind.

### October

- 4 Alabama Connection Sale, Cullman, Ala.
- 17-18 Strait-Hefte Tried & True Production Sale, Streetman, Texas
- 24 Tri Star Sale, Bloomington, Texas
- 25 Briggs Ranches Annual Bull & Commercial Female Sale, Bloomington, Texas

### November

- 1 Mountain Laurel Classic Sale, Calhoun, Ga.
- 11 South Texas Heritage Sale Gonzales, Texas

## NEW MEMBERS

### Active Members

7 Oaks Cattle Company, Milano, Texas  
ARB Cattle Company LLC, Damon, Texas  
Diamond D Ranch, Greenville, Texas  
K-K Ranch, Burton, Texas  
Lucky Penny, Cameron, Texas  
Riddle Cattle, Italy, Texas  
Zelhart Cattle Company, Kyle, Texas  
KK Cattle, Limestone, Tenn.  
Tuell Farms, Brandenburg, Ky..

### Commercial Members

Nolan Ceja, Dilley, Texas  
Daniel Poole, Raleigh, N.C.

### Junior Members

Cannon Black, Muleshoe, Texas  
Luke Stacey, Houston, Texas  
Katie Leblanc, Kaplan, La.  
Abby Locke, Bronson, Fla.  
Annie Sherrill, Concord, N.C.  
Cooper Kemp, Franklin, Ind.  
Easton Amig, Wauchula, Fla.  
Haylie Amig, Wauchula, Fla.  
Janie Kay, Limestone, Tenn.  
Ryleigh Locke, Bronson, Fla.



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**CELL PHONE:** (205) 468-5319

**EMAIL:** delmo.payne@gmail.com

**MANAGER:** Brent Shaw (205) 412-5761

**EMAIL:** brent.shaw007@gmail.com





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