

SANTA GERTRUDIS *Source*

INSIDE
2025
Semen
Directory

JANUARY 2025 • VOLUME 28 • NUMBER 1

KR King's Prime

756/23

Reg. 20234416



KING'S PRIME



Syndicate

Owners Include:

Tinney Farms
Grandview Farms
In the Red Ranch
Pitchford Cattle
Zajic Farms
Serbera
Osorto Brothers
Andres Canahuati + Hugo Pellman
Rafael Pena
Tito Ferreira

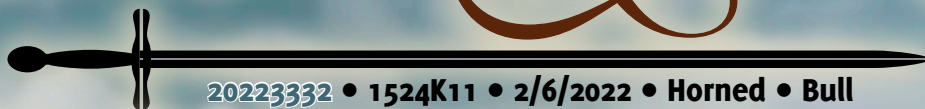
SEMEN FOR SALE

[903] 388-2288

**Domestic and CSS
Commercial Pricing available**



CONQUISTADOR



20223332 • 1524K11 • 2/6/2022 • Horned • Bull

CONQUISTADOR OF BRIGGS 1524K11 is one of the most balanced EPD herd sires you will ever find. He is a KR X Factor 912/18 son and out of one of the most famous donors in the Santa Gertrudis breed, Harris 1524, who has generated more than \$300,000 in progeny. He ranks in the TOP 35% in 8 EPD traits. If you're looking to add milk into your herd, look no further as he ranks in the TOP 1% in Milk. He has 1.17 REA/CWT and scanned a 5 IMF. He will work to create those really knock-out commercial females or top-tier show prospects! He will work to fit your needs.

Purchased at 2023 Tri Star Sale for \$32,000.

**COMMERCIAL SEMEN
AVAILABLE**

Call for pricing

SEMEN \$75/STRAW



INDEXES

Balanced: 15%

Cow/Calf: 10%

Terminal: 20%

	BW	WW	YW	MILK	TM	SC	HP	BB	CW	REA	MB
EPDs	0.2	15	16	9	21	0.51	1.57	1.25	-1	.10	0.27
Acc	.37	.42	.37	.25	--	.15	.26	.21	.27	.34	0.47
% Rank	60%	30%	40%	1%	3%	15%	25%	25%	45%	25%	10%

Owned with Briggs Ranches and Mattingly Farms.

BRX

BRIGGS RANCHES

Joe Jones, Manager (361) 550-0994
Tol Cawley (936) 581-1174
briggsranches@hotmail.com

M

MATTINGLY FARMS

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Roger Mattingly (270) 668-2776
mattinglyfarms96@yahoo.com

Zajic
FARMS

ZAJIC FARMS

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matt.zajic@gmail.com

SANTA GERTRUDIS *Source*

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VOLUME 28 • NUMBER 1

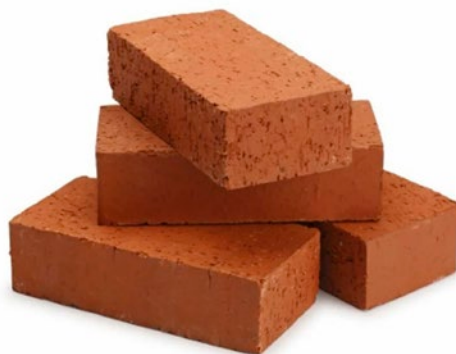
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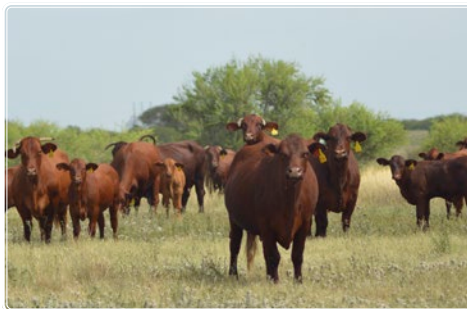
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SANTA GERTRUDIS BREEDERS INTERNATIONAL OFFICIAL PUBLICATION

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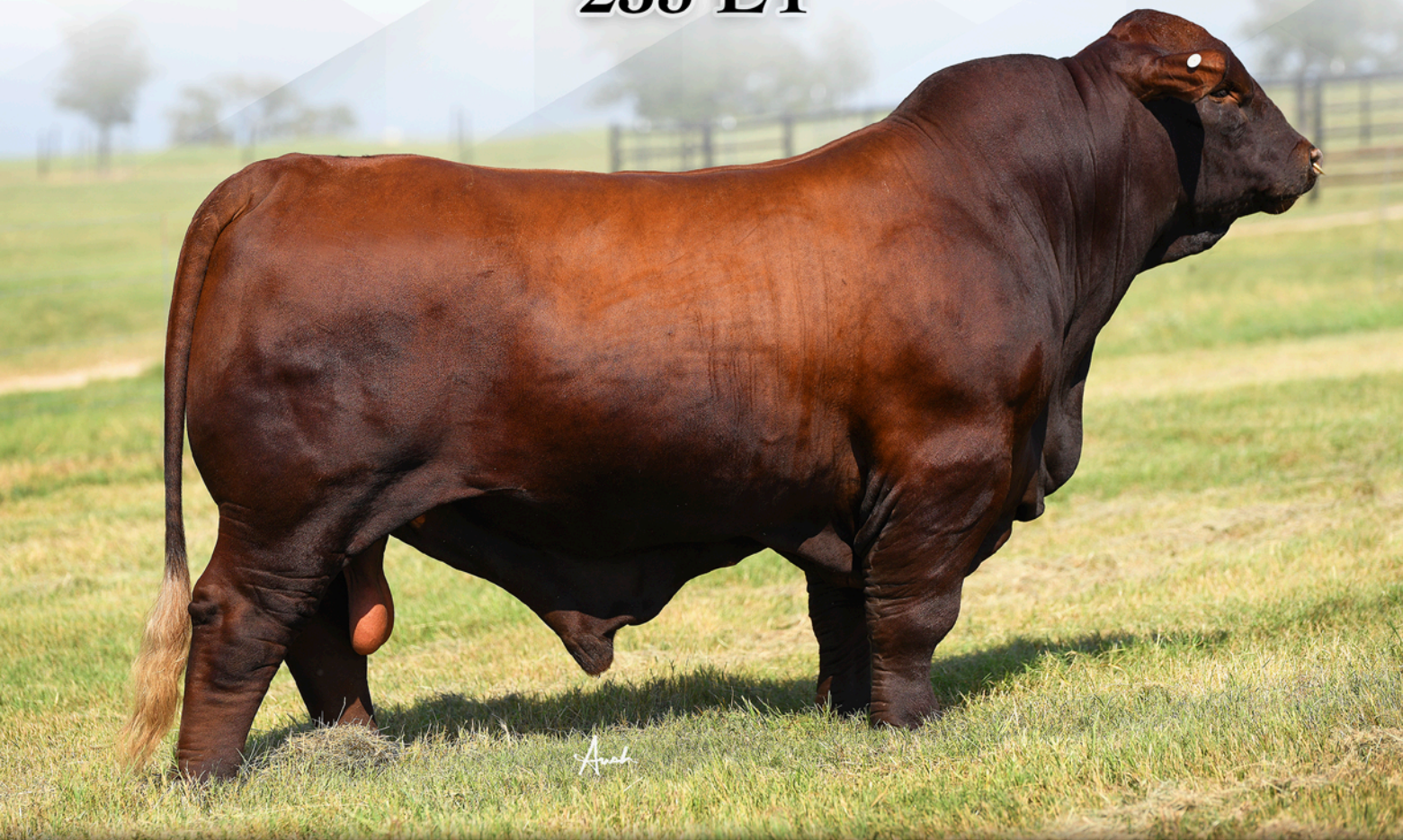


ON THE COVER

Strait Ranches, Streetman, Texas
Photo by Cate Doubet.

XL'S PENDELTON

253 ET



DREAMBOAT 037E2 x MISS ABIGAIL 1637

REG#: 20223593 • **DOB:** 9/12/2022

2024 National Bull Calf Champion and 2023 Reserve Junior National Champion bull. XL Pendleton 253 ET comes from a line of proven champions sired by Dreamboat 037E2 and 3X SGBI Dam of the year RAR Miss Abigail 1637. Pendleton 253 is a full brother 2023 National Champion Female XL Cleopatra 008 ET and the many times champion and current 2024 SGBI High Point female XL Cambria 247 ET.

Semen is available foreign and domestic in both conventional and heifer sex sorted.

CSS & SEXED SEMEN AVAILABLE

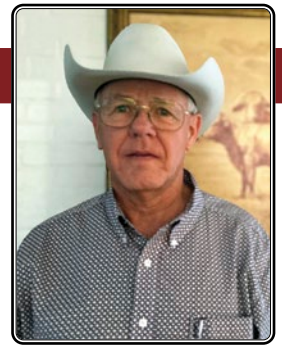
PD

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Picking Bulls

Benjamin Franklin said, “If you fail to plan, you are planning to fail.” That statement is true in most areas of life, but it is especially important in the selection of breeding livestock.

Where do you want to go with your breeding program? Most people have a vague idea that includes words like “improve” or perhaps “increase,” but they rarely have specific targets for which they are aiming. Those targets are important and the more specific, the better.

This applies to both seedstock and commercial operations. In the seedstock business we are looking at specific metrics such as ribeye area, marbling or perhaps frame score. In the commercial cow-calf sector it is typically more general in that we are either planning to retain heifers or perhaps market all of the calf crop as feeder animals. Sometimes it’s a matter of both – we are looking for bulls that will produce quality females that can be utilized as replacements, but want to get the most we can out of those we don’t keep when we market them as feeder cattle.

Sometimes it becomes a balancing act – especially in the last case mentioned above. It is sometimes difficult to find just the right bull battery that will provide quality females that can serve as replacements, while still producing exceptional weaning weights that maximize value if sold as feeders. Even more difficult is if those weaned calves are retained and fed to harvest. Then, we also have to consider carcass characteristics that they might produce. The maternally focused traits are sometimes antagonistic to the terminally focused programs.

It is the job of the seedstock breeder to understand the needs of their commercially focused customers. They should assist them in selecting bulls that meet the goals of their operations. Those needs are unique to each operation.

Many times, the seedstock producer assumes that their customers are as educated as they are on things like expected progeny differences (EPDs) or specialized breeding techniques such as artificial insemination or embryo transfer. That is rarely the case. Breeders need to be able to “translate” information into terms that can be easily understood by their commercial customers.

It is the job of the seedstock breeder to understand the needs of their commercially focused customers. They should assist them in selecting bulls that meet the goals of their operations.

Usually, the place to start is by asking questions. Ask prospective customers what the goals are for their breeding program. It’s okay to talk about EPDs, but they should be explained in terms that are easily understood. This also includes things such as ultrasound results. Many breeders, when speaking about carcass data, are referring to ultrasound data. Commercial producers, when speaking about carcass data, are referring to the animal after harvest – hanging on the rail. There should be close correlation between the two, but we must always remain cognizant of the fact that, although using the same words, you and your customer may be referring to two totally different things.

The future looks bright for Santa Gertrudis cattle. To seize the opportunities ahead, we must understand and remain focused on what makes our customers and potential customers money. It’s all about their bottom line, not ours. If we can help put dollars on their bottom line, we will see more flow to ours.

To circle back, do you have a clear understanding of where you want to go with your breeding program? Are you seeking to improve marbling, or is your focus maternal? Are you producing cattle for the commercial industry or are you building show cattle?

Always be aware that half of the genetics of any mating comes from the

female. If you are selling to a commercial operation, you need to know something about their cows. Are they crossbred or are they commercial animals of a single breed? Are they *Bos taurus* or is there *Bos indicus* influence? Answers to those questions can affect the type of bull that you might recommend to them.

Bull selection can be simple or it can be complex, depending on the breeders’ goals. Always remember that your customer usually has a general idea of what he wants to accomplish – that’s why he’s looking at improved genetics – but he may not have a clear idea on how to achieve those goals. It is the job of the purebred seedstock breeder to help him work through the complexities. 🐄

In The Red Ranch Presents:

SR Genuine 23/H



SR Genuine 69/6 X *SR HAZEL 23/7*



A True Standout in the Herd Bull Market! If you're looking to elevate your herd with top-tier genetics, look no further than SR Genuine 23/H. Sired by the renowned SR Genuine 69/6, a full brother to Kalli Kimble's legendary SR 18/18 cow, SR Genuine 23/H is poised to make a significant impact. His dam, Triple Crown Winner SR Hazel 23/7, ensures that SR Genuine 23/H comes from a pedigree of proven excellence, combining performance, conformation, and championship bloodlines. With a proven sire like SR Genuine 23/H, who recently sired the co-high selling lot at the 2024 Tries and True Sale, you can expect SR Genuine 23/H to pass on exceptional traits—strength, muscle, and the kind of genetics that create superior offspring. Make SR Genuine 23/H the cornerstone of your breeding program and watch your herd's quality soar. Don't miss the chance to own a piece of this legacy!

SR GENUINE 23/H - PROVEN PEDIGREE, UNMATCHED POTENTIAL.

Cooper Cates
(903)340-2725

NR

Abbie Cates
(903)603-3775

Join Us



Happy New Year! Let's make Santa Gertrudis great again!

I am inviting breeders to get more involved with the association. A great opportunity lies around the corner at the Santa Gertrudis Breeders International (SGBI) 73rd Annual Meeting. Depending on the type of organization or association, annual membership meetings may be required by law, or the constitution, charter or bylaws governing the body. SGBI is no different. The association's constitution states, "Members shall meet at least once in each year on a date and at a place fixed by the board of directors."

Annual membership meetings are held to conduct business on behalf of the organization and may include electing members to serve on the board of directors, reviewing the past year's financial information and discussing previous and future activities. Most seedstock producers do not get overly excited about a breed registry's annual membership meeting, and it is not as stimulating as catching sight of a new calf on the ground, making breeding decisions or seeing a marketing plan succeed. However, the importance of an annual membership meeting can't be dismissed.

When everyone in an organization knows and understands the same key information and plays an active role in identifying and addressing issues and concerns, goals can be set and achieved. The nature and open-endedness of an annual membership meeting provides members with the opportunity to voice concerns, share ideas, state what issues are important to them and, yes, even make complaints. Equally important is the chance to interact with members of the board of directors and staff, individually and as a group. After all, these men and women set or carry out policy and make vital decisions related to the association's direction in a complex and constantly evolving beef industry. Significant decisions directly affecting SGBI and the Santa Gertrudis breed are made each year at the annual membership meeting.

It is not too early to make plans to attend the SGBI 73rd Annual Meeting. The meeting will be held May 1-3, 2025, in San Marcos, Texas. The host hotel will be the Courtyard New Braunfels River Village. I look forward to seeing you at this important association activity. 🐄

Host Hotel:

**COURTYARD NEW BRAUNFELS
RIVER VILLAGE
750 IH 35 North
New Braunfels, Texas 78130**

(833) 372-5115



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TAKE THE GAMBLE OUT OF YOUR NEXT BREEDING DECISION WITH

POWERBALL



REG. NO.
20207321

Powerball H097 is one of the most complete young herd sires in the breed today!

He's extremely balanced in his EPD profile and exhibits the eye-catching phenotype that discerning breeders demand. Powerball is a Chosen One 651/18 son out of donor dam 285E5, an FC Pistol 28/0 and NC Miss Grandview Annie-bred dam.



POWERBALL

DAUGHTERS

*Make great donors and
show prospects!*



	BW	WW	YW	MK	TM	SC	HP	BB	CW	REA	MB	FT
EPD	1.5	31	38	2	21	0.64	-1.12	1.17	8	0.17	0.17	0.01
ACC	0.44	0.50	0.33	0.24		0.20	0.27	0.20	0.28	0.31	0.42	0.44
% Rank	90	4	10	35	10	10	>95	20	15	15	20	85

Balanced Index: 15% | Cow/Calf Index: 20% | Terminal Index: 15%

Grandview Farms also has semen available on Jackpot 5369G8,
John 316 and Gunsmoke 253E!



GRANDVIEW FARMS

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delmo.payne@gmail.com
Brent Shaw, Farm Manager
(205) 412-5761

DMC FARM

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Matthew Tingle • (601) 562-8066
mtingle.cpa@gmail.com

**SEXED SEMEN
AVAILABLE SOON!**

**For semen
pricing, contact
Grandview Farms
or DMC Farm.**

EMPOWERING BREEDING DECISIONS FOR SEEDSTOCK AND COMMERCIAL BREEDERS

BOB WEABER, PH.D. | SGBI GENETIC CONSULTANT, PROFESSOR AND DEPARTMENT HEAD, ANIMAL SCIENCES & INDUSTRY, KANSAS STATE UNIVERSITY



Beef seedstock producers are charged with the development of germplasm to move the industry toward a number of broad goals including improved sustainability, profitability and consumer acceptance of our product – high-quality, wholesome beef. This charge is no small undertaking and requires producers of all sizes to utilize the best possible tools to make precise breeding and selection decisions. To that end, your membership in Santa Gertrudis Breeders International (SGBI) enables you to access industry-leading tools for the genetic improvement of your herd and the genetics your program provides to the broader beef value chain through the sale of animals into the commercial breeding sector. SGBI members collectively support two key services to the membership through their registration, data submission and registry transfer business. The two products are the DigitalBeef portal for data submission and herd management as well as the SGBI genetic evaluation powered by Neogen.

The DigitalBeef portal plays a key role in the genetic improvement of Santa Gertrudis cattle by providing a convenient online resource for members to submit pedigree and performance data.

The DigitalBeef portal plays a key role in the genetic improvement of Santa Gertrudis cattle by providing a convenient online resource for members to submit pedigree and performance data. The online portal computes adjusted performance records and within-herd contemporary group ratios. The platform also provides a data pipeline to the genetic evaluation system. That pipeline returns the genetic predictions in the form expected progeny differences (EPDs) back to

breeders and others through the look-up features. DigitalBeef provides both members and association staff convenient, 24-7 access to data. The database includes powerful tools to search for animals of defined merit and test mating decisions, enabling breeders to make efficient and impactful breeding decisions.

Genetic Evaluation

SGBI's genetic evaluation system is provided on a contract basis by Neo-

Continued on 12 »

The screenshot displays the DigitalBeef portal interface. At the top, there's a navigation bar with links like 'Home page', 'Search Tools', 'Calendar', 'Marketplace', 'Breeder Map', and 'Industry Links'. The main content area is divided into several sections:

- Search Tools:** Includes a 'Ranch Search' section with fields for 'Herd Prefix' and 'Member ID', and a 'Name' field with a note 'use an asterisk (*) as a wildcard'. There's also a 'City' field and a 'Search Location' dropdown.
- EPD Search:** A table with columns for 'Min', 'Max', 'Acc', and 'Sort'. It lists various traits for search, including Birth Weight, Weaning Weight, Yearling Weight, Milk, Total Maternal, Scrotal Circ, Heifer Pregnancy, Breed Back, Carcass Weight, Ribeye Area, Marbling, Fat Thickness, Balanced Index, Cow/Calf Index, and Terminal Index.
- Animal Search:** Includes a 'Search For' section with radio buttons for 'Bulls', 'Both', and 'Females'. There's also a 'Search Field' section with radio buttons for 'PYN', 'Name', and 'EID'. A 'Search Value' field is provided with a note 'use an asterisk (*) as a wildcard'.

On the left side, there's a sidebar with links for 'Login', 'Member #', 'Password', 'Log-in', 'For Your Information', 'Cattle Evaluation', 'Ponderable Ranks', 'Genetics Tools', 'Purchased Trait Leaders', 'Proven Sire', 'Proven Dam', 'Young Sire', 'Star 5 Trait Leaders', 'Proven Sire', 'Proven Dam', 'Young Sire', 'Rules', 'By-Laws', 'Show Rules', 'International Letter', and 'Calendar Calculators'.

HEFTE LANDMAN

L50

SEMEN AVAILABLE

through Fve Js, MC Ranch and Creech Farms



BW	WW	YW	MILK	TM	SC	HP	BB	CW	REA	MB	FT	BAL	COW/ CALF	TERM
-0.7	24	35	4	20	0.28	0.98	1.28	15	0.32	0.31	0.01	2	5	2

Reg: 20232002 | DOB: 03/06/23

Sire: HEFTE RANCH H82 | Dam: HEFTE RANCH H25

Thick-made, moderate-framed bull, just like his sire, H82. His dam has put both of her first calves in the Tried and True Sale, which is no easy feat. L50 scanned a 16-inch ribeye and is ranked in the top 1% for REA and top 10% in marbling, and the very top of the breed in indices. L50 was the high-selling bull in the 2024 Strait-Hefte Tried and True Sale.



5J Cattle Company

Jody Standley, 919-291-4212

MC
Ranch

MC Ranch

Wes McDaniel, 404-630-1142

CF

Creech Farms

Tony Creech, 919-427-4679

gen. The state-of-the-art system utilizes both traditional pedigree and performance records, combined with genomic data, to compute EPDs. The methodology is a single-step process that seamlessly combines all data sources for genetic prediction. Genomic data is exploited through a process that adjusts the relationships among related animals based on the genetic material they inherited. Animals always have one-half of their genetic complement from their sire and dam. However, due to random assortment of chromosomes to gametes and recombination, animals have relationships that vary between 0 and 50 percent with an average of 25 percent.

During egg or sperm cell formation in mammals, haploid cells are formed that have only one of the two copies of each chromosome. During fertilization, diploid chromosome status, where the cell has two copies of each chromosome, is restored. The random selection of one of the two copies of each chromosome results in individuals having a genetic makeup that may not have equal (25 percent) contribution from each grandparent. The evaluation uses that information to adjust predictions of an animal's genetic merit. It makes sense that if an animal has more genetic content

from one particular grandparent, then their genetic merit is also more similar to that grandparent.

Why Genotyping?

Seedstock producers are encouraged to utilize genotyping in the herd improvement program. Having a genotyped cow herd benefits the seedstock producer in several ways. First, it means that the pedigree of current cows are parent verified. Accurate pedigree is a key step in production and reporting of accurate EPDs. Genotyping of existing cows can identify errors in pedigree, 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 the error.

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

Investment in genotyping replacement heifer candidates prior to selection provides an effective way for pro-

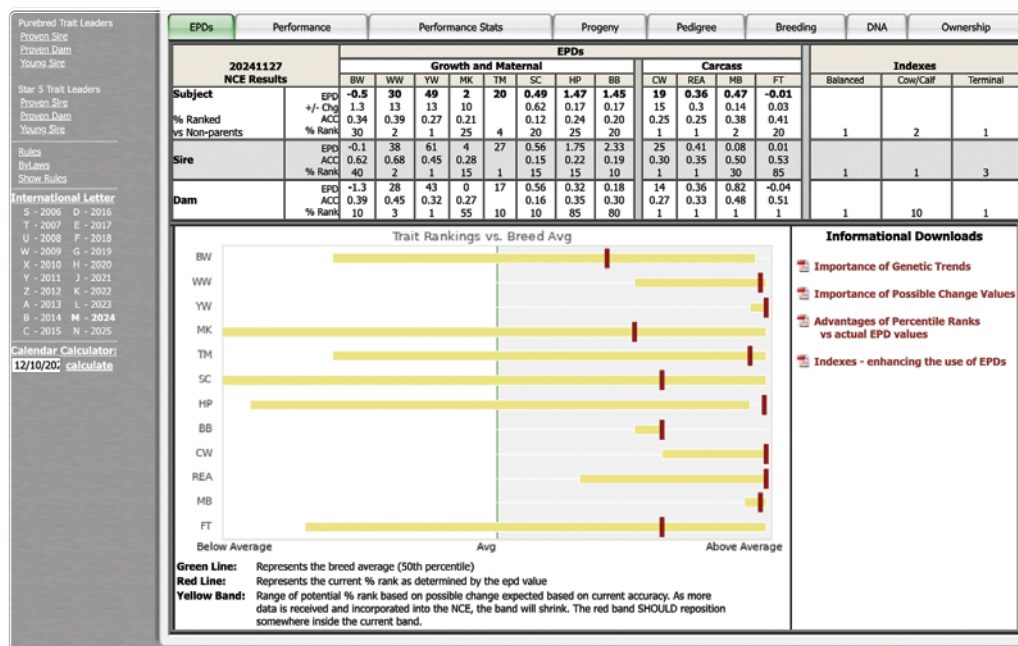
ducers to plot out their genetic destiny. Genomics adds more accuracy to female EPDs than their lifetime production of natural calves for many traits. In today's fast-moving genetic landscape, time is more valuable than ever. Making investments that help capture genetic information early in an animal's life is essential to remain competitive in the seedstock marketplace.

SGBI and its members have made sound investments in genetic-improvement tools. Now's the time to make sure you are using them to your advantage and positioning your commercial customers for profit and success!

The incorporation of traditional pedigree and performance data is achieved through the implementation of a mixed-animal model that accommodates both multi-breed and multi-trait approaches. SGBI formally allows percentage cattle into the database and genetic evaluations system. By grouping animals by breed fraction and estimating merit of the various founder groups, the evaluation effectively accommodates genetics from various breed sources. Differences in environment and management are corrected for through establishment of within-herd contemporary groups.

Genetic evaluation utilizing phenotypic records depends on analysis of data where animals have had fair competition; in other words, an equal opportunity to perform. The basis of genetic evaluation

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SR SOLID ROCK 30/K11



SR URBAND LEGEND 413/L



SR CROSSFIRE 621/J13



SR GUNS UP 94/K2



SR ROLLIN' STONE 23/K8 ET



SR MARKSMAN 33/19



SR GENUINE 23/H



SR RUSHMORE 6054/L



SR VISIÓN 30/K10



SR ADVANTAGE 5235/J



SR PARADIGM 135/7



SR BIG CASINO 155/L2



SR DOZER 801/J



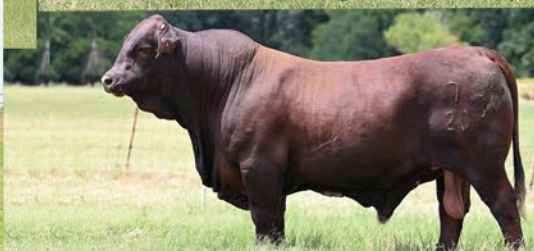
SR GUNS & ROSES 23/K2



SR PARAMOUNT 30/H4



SR SURGE 4/19



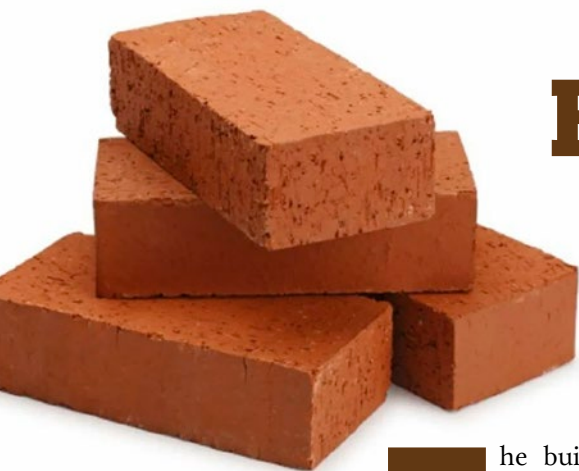
SR MY FRIEND YN 7/20



SR MPACT 30/F2

STRAIT
Ranches

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Callie 210.837.1199 | callie@straitranches.com
Frank Garcia 979.533.3213 | frankgarcia@straitranches.com



BUILDING BLOCKS

Why Commercial Cattlemen Should Consider Santa Gertrudis

JESSICA WESSON | CONTRIBUTING WRITER

The future of Santa Gertrudis has never been brighter, and breeders are working to advance Santa Gertrudis to the next level and keep it in high demand.

The building blocks of any structure must be strong. They serve as a foundation upon which the rest of the structure is built and must stand the test of time. As with anything, creating a robust commercial cattle herd has to start with the right ingredients.

The Hefte Ranch in South Texas has raised purebred Santa Gertrudis cattle since the 1970s, and Kathryn Hefte has been involved in the operation since childhood.

“We sell cattle to other seedstock producers and commercial cattlemen,” Hefte says. “Some of the commercial cattlemen who buy from us will often have elite programs, and we also sell to local producers around South Texas. We run the whole gamut of producers.”

She says commercial cattlemen should consider building their herds on the Santa Gertrudis breed, especially as the weather tends to get warmer year after year.

“Unfortunately, it’s a scientific fact that the earth is getting warmer, and *Bos indicus* cattle are adaptable in the humid, hot climates,” Hefte says. “However, Santa Gertrudis cattle thrive in colder environments like British Columbia, Canada. They can thrive in the extreme environments and adapt.”

Environment-Hardy Cattle

The Santa Gertrudis breed was developed in South Texas on the King Ranch in the early 20th century. The ranch needed an animal that could withstand the harsh environment and produce efficiently.

The King Ranch started crossing Shorthorn cattle with Brahman, and they pivoted toward a cross of 3/8 Brahman and 5/8 Shorthorn as the most advantageous combination of the two breeds. The ranch continued breeding this combination until it gained popularity and was officially recognized in 1940 in the United States.

Chris McClure, executive director of Santa Gertrudis Breeders International (SGBI), says the breed is still known today for its heat tolerance.

“I’ve had commercial producers tell me that they will watch other breeds go to shade or the pond while the Santa Gertrudis-influenced cattle will continue grazing,” McClure says. “They can handle the heat much better because of their *Bos indicus* influence, red hide and thick skin. They radiate heat better than *Bos taurus* cattle, and are more parasite and disease resistant.”

Some producers may have concerns about the breed’s infamous droopy ears and excessive dewlap. However, the breed has progressed significantly in addressing those challenges.

“If you look at the breed today, it’s not the same breed our grandparents knew,” McClure says. “The modern Santa Gertrudis has a clean underline and no excess skin. They were developed in the brush country of South Texas and can withstand thorns and rough country.”

Santa Gertrudis cattle are not only found in hot, dry climates. They are also successful in colder, wetter climates.

“Utah State just did a study comparing Angus, Santa Gertrudis and crossbred cattle with influences from both breeds,” McClure says. “They found that the Santa Gertrudis and crossbred calves had more cold tolerance based on their initial trial. This breed can adapt to any environment or conditions and thrive.”

Exceptional Mothers

Santa Gertrudis cattle not only thrive in extreme environments but can also raise a calf in one. This is partly because the breed was developed on the King Ranch.

“South Texas is not an area where you can intensely manage cattle,” Hefte says. “Cows are turned out and worked maybe once each year. If they have trouble calving, they won’t be around next year. In this climate, it’s survival of the fittest, and only the best survive.”

This method has refined the breed’s genetics to allow only the best mothers to continue their bloodlines, which is imperative for commercial herds.

Continued on 16 »



QVF Woodoo 1524H

20200335 • 1524H • 1/6/2020 • HORNED

KR143/17 DATA DRIVEN

REG #: 20172997

KR CATALYST 531/15

KR 301/06 1A

HARRIS FARMS 1524

REG #: 20155577

HARCO T956 (ET) T956

HARCO T190/5 (ET) T190/5

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BW	WW	YW	MILK	TM	SC	HP	BB	CW	REA	MB	FT
0.8	29	27	10	28	0.47	1.94	2.89	3	0.07	0.39	0.01
75%	5%	20%	1%	1%	25%	15%	10%	30%	35%	5%	85%

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“The Santa Gertrudis mother can raise an extremely large calf in the summer heat of South Texas, where the heat index can reach more than 120 degrees,” McClure says. “The heifers on the King Ranch have one chance to bring a live calf and raise it well or else she’s culled. It’s a natural selection to prioritize the most fertile and maternal females.”

This breed will produce enough milk to support her offspring, even in severe conditions.

“Santa Gertrudis are such excellent milkers that we have to closely monitor them when they have a calf on their side,” Hefte says. “We have limited resources, and Santa Gertrudis cows will put immense energy into milking. We have to ensure she has enough energy to keep her body condition up to breed back the next year.”

A Santa Gertrudis female can calve long after other breeds, which increases the overall draw for commercial breeders who want dependable, calf-producing mothers.

“Some of these cows can reach 18 to 20 years and still produce a calf year after year,” McClure says. “It’s common to see active cows in a herd that are 12 to 15 years old. Typically, the *Bos taurus* breeds produce four calves in their lifetime, but the Santa Gertrudis females can easily produce more than 10 calves.”

Impressive Sires

Strong maternal traits are important in a commercial herd, but producers cannot underestimate the importance of a Santa Gertrudis bull. Producers can choose from two types of bulls: terminal bulls and maternal bulls.

“The maternal bull sounds like an oxymoron, but they pass on the maternal traits,” McClure says. “The offspring from a maternal bull will wean at a higher weight than most breeds, making them fantastic mothers. The terminal bull passes on traits like growth, weaning weight, marbling ability, ribeye area and others.”

Arlin Taylor is the vice president of breed improvement for SGBI, and he says Santa Gertrudis bulls are top-performing.

“A lot of progressive breeders have done a lot of hard work to create bulls for the commercial industry,” Taylor says. “These bulls will perform at a high level under harsh conditions and be fertile. The Santa Gertrudis breed is also self-sufficient and will be able to forage where other breeds may not.”

Their longevity is another perk of adding a Santa Gertrudis bull to the commercial operation.

“When you spend a lot of money on a sire, you don’t want them to only last one breeding season,” Taylor says. “The hardiness of these bulls ensures they will be servicing your herd for several breeding seasons in the future.”

Hybrid Vigor

Adding hybrid vigor is one of the most significant advantages of utilizing Santa Gertrudis cattle in a commercial operation.

“Producing cattle in a commercial operation is all about how many pounds you can produce on a given amount of land,” McClure says. “The most challenging part of raising cat-

tle is facing limited resources such as water and land. They need to sustainably produce as much beef as possible, and the Santa Gertrudis breed does that extremely well.”

The original genetics of the Santa Gertrudis breed lend themselves to creating crossbreeds that stand out in a crowd.

“If you breed Santa Gertrudis to *Bos taurus* breeds like Angus, you’ll get to reap the benefits of both breeds,” Taylor says. “You’ll have the fertility, heat tolerance and mothering instincts of the Santa Gertrudis and the best traits from the other breed. It also allows commercial cattlemen to enter their animals in crossbreeding programs like the STAR 5 program.”

The STAR 5 program allows Santa Gertrudis breeders to upgrade their non-Santa Gertrudis herd. It begins with a STAR 5 Recordation Certificate, which is recognized throughout the cattle industry as representing a percentage of Santa Gertrudis genetics. Progeny can advance to purebred

Continued on 18 »



The hardiness of these bulls ensures they will be servicing your herd for several breeding seasons in the future.



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"RDF Never Better 7457" was high selling Santa Gertrudis bull in the breed in 2019.



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Reg# 20174013

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(Junior SGBI members minimum 2 straws)

\$25/Straw Commercial Semen

BW	WW	YW	Milk	TM	SC	HP	BB	CW	REA	MB	FI
3.6	34	41	1	22	0.37	1.90	-2.10	7	0.23	0.22	-0.02

Bal Idx	C/CIdx	Term Idx
25	55	15

PROVEN PEDIGREE. Over \$550,00 proven top Santa Gertrudis genetics – sire "RDF Never Before 1136" and dam "RDF Bonita 8017". Semen sold to date over \$200,000 worldwide – domestic, South Africa, Paraguay, Brazil and Australia. In Australia, RL Pastoral sold a son for \$160,000 to a partnership between Rob and Eliza Nioa and Clinton Wheatley. Great potential to improve any breeding program having a significant impact on performance genetics. Great natural muscling, thickness, length, depth and volume. Excellent confirmation. Balanced phenotype. BW (85), WW (862), YW (1362), REA (15.33), IMF (4.65), FAT (.25) and Docility (2).

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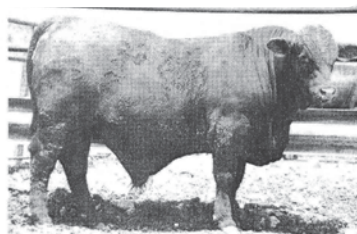
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BUILDING BLOCKS

Continued from 16

status through multiple generations of breeding back to registered Santa Gertrudis cattle.

Feed Efficient

According to McClure, Santa Gertrudis is gaining popularity in the commercial business because of its feed efficiency and performance in a feedlot.

"I have seen recent numbers from closeouts, where the animals gained 3.9 pounds per day and converted 5.2 pounds of dry feed," McClure says. "For most breeds, it could be anywhere from 5.7 to 6.5 pounds of feed required to convert to 1 pound of beef. Santa Gertrudis gain fast and convert feed efficiently."

However, sometimes, there needs to be a longer feeding period.

"Sometimes we don't understand the growth profile of Santa Gertrudis cattle," McClure says. "We have to grow them long enough to reach their optimum quality. If we do that, the cattle will grade 85 to 95 percent Choice or better."

These cattle also excel health-wise in a feedlot situation when many others will fall prey to sickness.

"Not only are they feed efficient, but the Santa Gertrudis cattle also stay healthier than other breeds when they go to the feedyard," McClure says. "I have feedlots tell me these cattle resist the pathogens and stay healthy. They have minimal health issues out of the Santa Gertrudis animals."

The Future of the Breed

The future of Santa Gertrudis has never been brighter, and breeders are working to advance Santa Gertrudis to the next level and keep it in high demand.

"There is an extremely high demand for crossbreds with maternal traits," McClure says. "We need to produce animals to feed the demand for the F1 crossbreds because operations are hungry for them. I've had producers comment that they can't get their hands on any because they sell so fast."

Hefte says it is all about education and breed promotion.

"We have to get the word out about how this breed has modernized and the work we've done to make Santa Gertrudis desirable. These cattle will thrive anywhere you put them, but people don't know that. We have an excellent product, and now it's about getting people familiar with it."

- Kathryn Hefte

"We have to get the word out about how this breed has modernized and the work we've done to make Santa Gertrudis desirable," Hefte says. "These cattle will thrive anywhere you put them, but people don't know that. We have an excellent product, and now it's about getting people familiar with it."

She believes data is the best way to prove the breed's value in a commercial setting.

"We utilize the latest technology at Hefte Ranch by using genomics and feed efficiency tests," Hefte says. "We also use ultrasound to scan our animals to determine intramuscular fat and ribeye area. We keep detailed records that are labor intensive because we want to continue bringing quality, consistent animals to the table every time."

Individual breeders are not the only ones working hard to improve the breed's quality and demand in the industry. SGBI is also making strides to improve the breed.

"We created a new EPD for fertility, and we are always looking to create viable EPD measurements," Taylor says. "Our goal is to remain a front-runner in the newest technology and create programs that benefit producers. We are lucky to have the support of the breeders willing to work with us to propel Santa Gertrudis to the next level within the beef industry." 🐄

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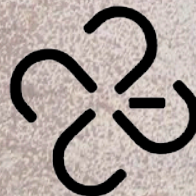
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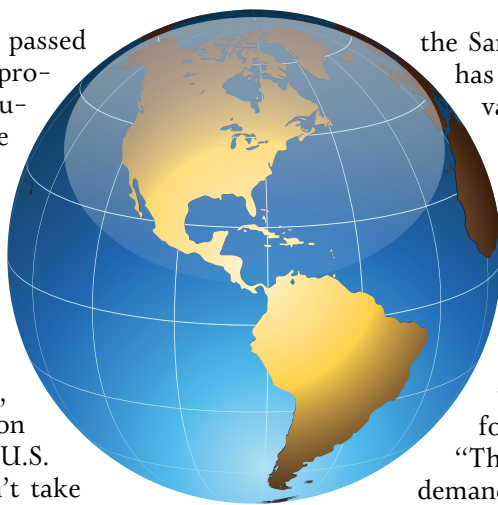
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Global Influence

America's Original Beef Breed Makes Its Mark on Beef Production Around the World

JESSIE TOPP BECKER | SANTA GERTRUDIS SOURCE MANAGING EDITOR

More than a century has passed since the first efforts to produce the Santa Gertrudis breed began on the native grasses of the South Texas brush country. It was 1910 when King Ranch started systemically crossing its Shorthorn and Hereford cattle with Brahman. Ultimately, the ranch found a cross of 3/8 Brahman and 5/8 Shorthorn as the optimum blend and, in 1940, the cross received official recognition as a distinctive beef breed from the U.S. Department of Agriculture. It didn't take long for the influence of America's original beef breed to spread around the world.



the Santa Gertrudis breed, this paradigm shift has ensured the breed's commercial relevance continues."

In addition to focusing on muscle composition, a stringent focus and continued emphasis on fertility has also been a continuing trend among Santa Gertrudis breeders in Australia, according to Sinnamon.

"The opportunity and benefits from crossbreeding with Santa Gertrudis are the greatest source of growth potential for the breed here in Australia," he says.

"This is proven through continued market demand in the seedstock arena, commercial cow and calf production, feeder steer demand and superior financial return for the end product being a preferred protein source."

Australia

In 1952, King Ranch Australia imported 75 bulls and 200 heifers to Australia, marking the breed's arrival in the land down under. Another import would occur in 1954 shortly before a total embargo on bovine imports as the Australian government worked to prevent the introduction of blue-tongue disease; the next import of Santa Gertrudis cattle wouldn't occur until 1981.



"Buyers have emphatically told the market this year that if you want the beef job done right, you buy Santa Gertrudis."

- Brad Cooper

Following Santa Gertrudis' arrival in the country, the breed spread to all states in Australia. Since then, the breed has become a dominant source of beef genetics for the country's beef producers.

"As market specifications have evolved and matured, Santa Gertrudis have phenotypically kept pace with the change," says longtime Australian Santa Gertrudis breeder Rob Sinnamon. "Possibly the most significant change to the breed in recent times – directly addressing sustainable production and humanely ethical demands – has been the dominant implementation of polled-ness in the Santa Gertrudis breed. Without compromising performance of

Santa Gertrudis' reputation for being low-maintenance, low-input cattle that can thrive in a myriad of environments made them highly sought after at sales in Australia this year. According to the Santa Gertrudis Breeders' (Australia) Association (SGB(A)A), of all the Santa Gertrudis stud bull auction sales held across Australia in 2024, the majority in New South Wales and Queensland from August to October, 92 percent of the bulls offered sold to buyers at an average of \$11,450 (AUS), the highest of any beef breed excluding Wagyu.

SGB(A)A General Manager Brad Cooper says buyers are seeking cattle with a history of proven performance as margins continue to tighten for producers.

"Beef producers are no different to all business owners and managers – they want a product that is efficient to produce and is in demand by the customer who is will-

Continued on 22 »

SR Paradigm 135/7

20175656



SEMEN AVAILABLE

Sexed Heifer: \$200

Conventional: \$50

	BW	WW	YW	MK	TM	SC	HP	BB	CW	REA	MB	FT
EPD	1.7	14	14	-11	0	0.48	3.91	4.12	-1	0.14	0.25	0.03
ACC	0.66	0.66	0.59	0.34		0.32	0.28	0.21	.033	0.55	0.69	0.71
Rank	95	40	50	>95	95	25	2	2	50	20	10	>95
INDEXES Balanced: 15 • Cow/Calf: 5 • Terminal 35												



QVF MS. Paradigm 673L

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ing to invest in quality because they have confidence in the return,” Cooper says. “From what I’ve observed at sales this spring, we’re seeing a back-to-basics mindset focused on reliable, durable and highly productive animals that will turn out quality for the end consumer and generate profitability across the chain consistently.”

Noting data published from AuctionsPlus, an online livestock auction interface, Cooper says, in 2024, Santa Gertrudis topped the clearance rate chart at 89 percent out of all cattle breeds listed on the platform and recorded the highest average price per head.

“Pure Santa lots experienced substantial premiums during periods of high restocker activity, indicating strong demand from farmers looking to build their herds on the back of the Santa Gertrudis breed,” he says. “Buyers have emphatically told the market this year that if you want the beef job done right, you buy Santa Gertrudis.”

Latin America

South Texas native Joe C. Paschal has travelled extensively in Mexico, Central America and portions of South America and has seen first-hand how Santa Gertrudis thrive in Latin America.

“Santa Gertrudis has a good foothold in most of these areas, some better than others, because of their hardiness and gainability on tropical and subtropical pastures,” Paschal says.



Santa Gertrudis bull in Brazil.

Santa Gertrudis are well-known for being adaptable to most climates, environments and terrains and are perhaps best known for their ability to thrive in tropical climates; however, Paschal says the breed’s ability to perform well in more temperate environments – like those in southern Brazil and Argentina – should not be overlooked.

“Santa Gertrudis fit into a wide range of environments and conditions, from arid Chihuahua, Mexico, to hot and humid Monteria, Colombia, to cool and humid Porto Alegre, Brazil,” Paschal explains.

Compared to native cattle genetics in Latin America, Santa Gertrudis provides exceptional muscling and improvement in growth and efficiency, something that is becoming increasingly important for producers in those countries.

“At the feeding stage, most cattle are still grass fed, and Santa Gertrudis and their crosses are well liked for their gainability on tropic and temperate grasses,” Paschal says. “Beef quality is not as big of a market issue as it is in the United States; yield is still the most important component of a beef carcass. However, quality and tenderness are growing in interest and importance, and hotels, restaurants and others are willing and able to pay for it.”

Running a profitable cattle operation in most of Mexico and Central and South America costs as much, if not more, than in the United States. But, according to Paschal, using Santa Gertrudis to improve beef production as purebreds or crosses reduces expenses considerably.

“It is not just about the benefits of hybrid vigor or heterosis, although that should not be discounted, but the genetics of the breed itself,” he says. “Santa Gertrudis breeders in the United States have worked diligently to improve the reproduction, growth and carcass merit of the breed in the last 25 to 30 years, and the international market has begun to recognize the importance of those efforts and the impact they could have on their bottom line.”

Paschal notes that there is renewed interest in Santa Gertrudis in the south.

“Cattle producers are the same everywhere,” he says. “They are looking for the ‘magic bullet’ that will set them apart from their contemporaries.

“The rising per capita income due to stable governments in many of the countries south of the United States is the reason for rising interest in beef as a center-of-the-plate food item in most of these countries,” Paschal adds. “Ranchers realize that and are looking for an alternative to criollo or *Bos indicus*-type cattle to produce more pounds of tasty, tender beef, profitably. All SGBI has to do is promote the breed as a profitable genetic alternative to other breeds.”

There is no question that Santa Gertrudis continue to prove their relevance to producers around the world, a trend that doesn’t look to change any time soon.

“A combination of environmental adaptation, market relevance, sustainability and proven performance in terms of industry-leading weight gain and meat-eating quality give Santa Gertrudis a resounding endorsement of their continued place in beef cattle production around the world,” Sinnamon says.

For the breed to continue having a global impact, Sinnamon and Paschal agree that more breeders need to get involved.

“The astute contribution of some of the world’s best cattle breeders [will] inject environmental adaptation, diversity of bloodlines and, in many cases, stimulate hybrid vigour, adding strength to the global gene pool of Santa Gertrudis cattle,” Sinnamon says.

“The future of any breed in the international market depends on promotion by the association, in this case SGBI, but also by the breeders themselves, individually or as a group,” Paschal says. “I know Santa Gertrudis breeders who are diligently working to promote the breed in various countries, especially in Mexico and Central America, but more need to be involved.” 🐄



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PLUS, 100 REGISTERED BRANGUS BULLS
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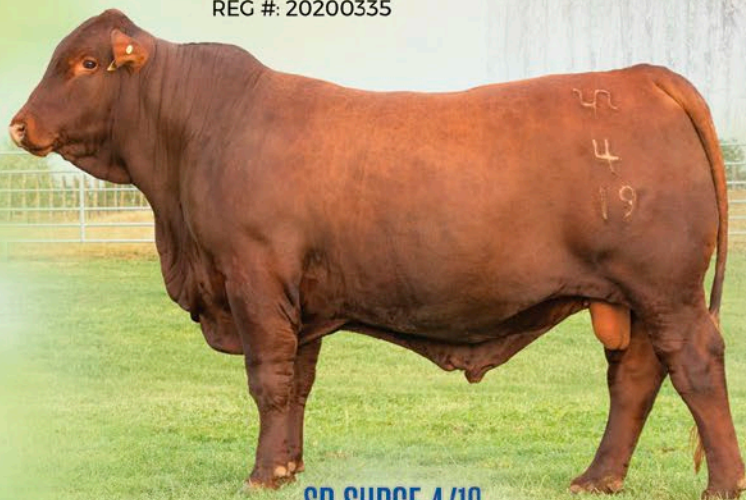
QVF VOODOO 1524H

SIRE: KR143/17 DATA DRIVEN DAM: HARRIS FARMS 1524
REG #: 20200335



KR "CHOSEN ONE" 651/18

SIRE: KR 1195/15 DAM: DSR CHERRY 923 1B
REG #: 20183702



SR SURGE 4/19

SIRE: KR CATALYST 531/15 DAM: SR ARKOMA 30/0
REG #: 20190137

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As one of the earliest adopters of genetic evaluations, Santa Gertrudis breeders have focused on those characteristics that bring the most value to the cattle industry. Due to their intensive selection efforts, the cattle meet the quality demands of beef production while retaining the fertility, longevity and efficiency demanded by producers in all segments of the industry. 🐄



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USING SGBI GENETIC EVALUATION



THE FOUNDATION OF SELECTION IS EXPECTED PROGENY DIFFERENCES (EPDS).

These are predictions of how an animal's future progeny are expected to perform relative to other animals' progeny listed in the breed association's database. They are expressed in units of measure (plus or minus) consistent with each trait being evaluated, and calculated utilizing pedigree and performance information. Research demonstrates that EPDs are the most reliable indicator of an animal's true genetic merit. EPDs should be used to select for those traits which will optimize the goals of an operation within the constraints of their environment and marketing plan.

SGBI is an industry leader in genomic technology and was the first beef breed association to utilize the single-step method for incorporating DNA into EPD calculations. This process utilizes DNA information to measure the actual amount of relationship between animals included in the evaluation. In 2013, SGBI released the first genomic-enhanced EPDs for *Bos indicus*-influenced cattle.

Incorporation of DNA into the breed's genetic evaluation results in information that is more accurate and predictable than a pedigree and performance prediction alone. SGBI incorporates the genotypes of 10's of thousands of animals into the EPD calculations each month. The result is improved confidence that the animals will produce the traits in their offspring that you expect.

Following is a list of the types of EPDs you will see in this catalog:

BIRTH WEIGHT (BW) – This is an indicator of calf size at birth and calving ease.

WEANING WEIGHT (WW) – This is an indicator of growth from birth to weaning, measured from adjusted 205-day weights.

YEARLING WEIGHT (YW) – This is an indicator of growth from birth to 1 year of age, measured from adjusted 365-day weights.

MILK (MK) – This is a measure of pounds of a calf's weight at weaning which is attributable to the amount of milk the dam produces.

TOTAL MATERNAL (TM) – This is a measure of the combination of both weaning and milk EPDs which indicate a cow's ability to bring a heavier calf to the weaning pen.

SCROTAL CIRCUMFERENCE (SC) – This is an indicator trait for fertility in bulls as well as for the age of puberty in heifers. The unit of measure is in centimeters.

HEIFER PREGNANCY (HP) – This is a measure of the probability that a heifer will get pregnant as a yearling. Heifer Pregnancy EPDs are reported in units of percentage. A higher EPD sire would be expected to have daughters with a greater probability of becoming pregnant as a yearling. This is an important measure of fertility.

BREED BACK (BB) – This is a measure of the probability that a 2-year-old will become pregnant given that she was listed as pregnant as a yearling. Breed Back EPDs are reported in units of percentage; a higher EPD sire would be expected to have daughters with a greater probability of becoming pregnant than a sire with a lower EPD. This is an important measure of fertility.

CARCASS WEIGHT (CW) – This is a predictor of the differences in hot carcass weight of offspring compared to offspring of other animals. It is expressed in pounds.

RIBEYE AREA (REA) – This predicts the differences of carcass ribeye area between the 12th and 13th ribs and is expressed in square inches. It is an indicator of muscling.

MARBLING (MB) – This is an evaluation of the intramuscular fat deposition in the ribeye and is expressed as a numerical marbling score. A one-unit change in the numerical marbling score is equal to a full USDA Quality grade at carcass maturity.

BACKFAT THICKNESS (FT) – This is an indicator of fat thickness on the harvested carcass as measured between the 12th and 13th ribs.

BALANCED INDEX (BALANCED) – This index assumes that producers are keeping replacement heifers from the bulls they purchase. It further assumes that producers are either 1) marketing carcasses on the grid or 2) that buyers of their feeder calves base pricing on feedlot and carcass performance. Most large cow-calf operations fall into this category. The SGBI Balanced Index incorporates all EPDs except Carcass Weight and Back Fat into its calculation.

COW/CALF INDEX (COW/CALF) – This index assumes that producers are keeping replacement heifers from the bulls they purchase. However, it assumes all calves are marketed at weaning or soon thereafter. It further assumes that feeder calf buyers don't base decisions on feedlot or carcass performance, making these traits less relevant to profitability. Many small- to mid-sized herd operations fall into this category. The SGBI Cow/Calf Index incorporates Heifer Pregnancy, Breed Back, Birth Weight, Weaning Weight, Milk and Scrotal Circumference into its calculation. ➡

PERCENTILE RANKING FOR EPD TRAITS



GROWTH AND MATERNAL									INTAKE AND CARCASS				INDEX VALUES		
	BW	WW	YW	MIK	TM	SC	HP	BB	CW	CREA	MARB	CFAT	Balanced	Cow/Calf	Terminal
Animals	2301	2301	2301	2301	2301	2301	2301	2301	2301	2301	2301	2301	2301	2301	2301
High	5.2	58	86	13	36	1.15	7.06	8.03	33	0.7287	0.9405	0.1080	84.48	69.97	113.83
Avg.	0.2	12	15	1	10	0.38	0.91	0.69	-1	0.0343	0.0187	-0.0008	16.88	19.95	13.81
Low	-5.1	-25	-40	-23	-16	-0.47	-8.11	-4.76	-33	-0.4069	-0.4324	-0.0727	-27.11	-28.73	-35.23
1%	-2.4	39	53	10	27	0.89	4.30	4.61	19	0.3932	0.5530	-0.0381	53.52	55.56	66.40
2%	-2.0	33	47	9	21	0.82	3.55	4.06	16	0.3353	0.4884	-0.0298	49.81	50.21	60.10
3%	-1.8	31	44	8	23	0.78	3.25	3.65	14	0.3035	0.4302	-0.0261	46.41	47.47	54.74
4%	-1.7	30	42	7	22	0.74	2.97	3.25	13	0.2799	0.3911	-0.0245	44.57	45.62	52.69
5%	-1.6	29	40	7	22	0.71	2.76	2.94	12	0.2676	0.3573	-0.0232	42.72	44.10	47.88
10%	-1.2	25	34	5	18	0.62	2.16	2.02	9	0.2093	0.2521	-0.0178	35.85	37.29	37.77
15%	-0.9	22	30	4	16	0.55	1.84	1.37	7	0.1665	0.1946	-0.0131	31.56	32.89	31.25
20%	-0.7	20	27	3	15	0.51	1.56	1.12	5	0.1359	0.1431	-0.0107	28.20	30.10	26.85
25%	-0.5	18	24	3	14	0.47	1.35	0.96	4	0.1116	0.0978	-0.0083	25.90	27.66	23.69
30%	-0.3	16	22	2	12	0.43	1.22	0.87	3	0.0893	0.0612	-0.0064	23.44	25.73	20.78
35%	-0.2	15	20	2	12	0.41	1.10	0.79	1	0.0683	0.0300	-0.0050	21.34	23.62	18.15
40%	-0.0	14	18	1	11	0.39	1.01	0.72	0	0.0521	0.0073	-0.0038	18.98	21.85	15.71
45%	0.1	13	16	1	10	0.38	0.92	0.65	-1	0.0329	-0.0088	-0.0025	16.84	20.01	12.90
50%	0.3	11	14	0	9	0.36	0.83	0.61	-2	0.0159	-0.0256	-0.0012	15.05	18.41	10.66
55%	0.4	10	12	-0	9	0.34	0.78	0.55	-3	-0.0001	-0.0417	-0.0001	13.22	16.69	8.76
60%	0.6	9	10	-1	8	0.33	0.71	0.48	-4	-0.0143	-0.0541	0.0012	11.47	15.32	6.97
65%	0.7	8	8	-1	7	0.32	0.63	0.41	-5	-0.0277	-0.0667	0.0025	9.62	14.15	5.10
70%	0.8	6	7	-2	6	0.30	0.53	0.32	-6	-0.0400	-0.0792	0.0042	8.21	12.94	3.01
75%	0.9	5	5	-2	5	0.28	0.42	0.21	-7	-0.0534	-0.0941	0.0062	6.70	11.36	1.26
80%	1.1	3	3	-3	4	0.26	0.28	0.07	-8	-0.0678	-0.1071	0.0086	5.14	9.87	-0.65
85%	1.3	2	0	-4	3	0.24	0.09	-0.11	-9	-0.0862	-0.1220	0.0117	3.21	7.62	-3.00
90%	1.6	-0	-3	-5	2	0.20	-0.17	-0.42	-10	-0.1086	-0.1416	0.0166	1.05	5.28	-5.77
95%	2.0	-4	-7	-7	-0	0.15	-0.82	-0.93	-12	-0.1458	-0.1791	0.0236	-2.71	1.05	-9.39

TERMINAL INDEX (TERMINAL) – The SGBI Terminal Index assumes that producers are not keeping replacement heifers from the bulls they purchase. It further assumes that the carcasses of the calves produced will be marketed on “the grid” making carcass traits relevant to their business decisions. This index incorporates Birth Weight, Weaning Weight, Yearling Weight, Ribeye Area, Marbling and Back Fat into its calculation.

Each of the selection indexes are reported as a percentile ranking from 1 to 99. The numeric value will indicate the percentile of the breed into which the animal falls. For example: a 1 indicates that the animal is in the Top 1% for the breed whereas >95 would indicate the animal falls in the bottom 5% for the breed for that particular index.

Another measure that should be considered is the accuracies reported for each EPD. Accuracies greater than .5 are considered highly accurate. The accuracy numbers for a trait improve with the quantity of data collected on an animal. That data can come from DNA testing, ultrasound or from reported data on progeny. The greater the number of data points that are collected, the higher the accuracy. The accuracies are an indicator of the likelihood that real-world results will meet the expectations of the breeder, however, breeders should always keep in mind that the randomness of genetic combinations from a mating may result in animals that may exceed or, fail to meet those expectations. 🐾

777 BRUNO 777J1 KASH

Reg. No: 20210969 | ID#: J1
DOB: 3/2/2021 | H/P/S: Polled



GGP	BW	WW	YW	MK	TM	SC	HP	BB	CW	REA	MB
EPD	0.0	19	18	-3	10	0.39	1.60	-0.97	3	0.10	-0.08
Accuracy	0.35	0.36	0.24	0.23		0.11	0.24	0.20	0.24	0.22	0.35
Rank	50	20	35	85	40	45	25	95	25	25	80

Balanced Index: 50% | Cow/Calf Index: 55% | Terminal Index: 45%

For more information, contact:

RDF SANCHO'S NEVER BEFORE 1136
TOWNSEND NEVER SIDE 0615
Reg. #20150448 RDF LONGSIDE 1097

SJ HIGH ROLLER 005
MISS 777 KITTY 777
Reg. #20174262 DAVIS 0105/0

RDF SANCHO 7-216
CA3194
DANRICK'S BELLERINGER 439
RDF 9063
HARRIS FARM 12/8 WAVEMAKER
SJ LADY VEGAS 755
KILGORE 44/6
CHEEKS 7527/4

**777
FARMS**

777 FARMS

2758 N. Dudley Rd.
Magnolia, AR 71753
Chad & Jaime Daniel

(479) 206-9199 or (870) 904-3070

E-mail: triple7farms@gmail.com

777 Kash is the reigning International Champion Santa Gertrudis Bull as well as the Reserve National Champion and runner-up High Point Bull. His dam, Miss 777 Kitty, is one of the top donors in the breed, and his sire is a Never Before son that has been one of the 777's top sires. Kash has an attractive phenotype plus genomics all in one package. He is the perfect size bull with length and thickness along with a show ring appeal. CSS semen available.

777 Kash es el reinante Toro Santa Gertrudis Campeón Internacional, Campeón Reservado Nacional y Subcampeón del Toro "High Point". Su madre, Miss 777Kitty, es una de las principales donadoras de la raza y su padre es un hijo de "Never Before" que ha sido uno de los mejores sementales de 777. Kash tiene un fenotipo atractivo y genética superior, todo en un mismo paquete. Es un toro de tamaño perfecto con longitud y grosor que lo hace muy atractivo en el ring de exhibición. Semen CSS está disponible.

777 HONEYBADGER CANDYMAN ET

Reg. No: 20221792 | ID#: 17K4
DOB: 4/24/2022 | H/P/S: Horned



GGP	BW	WW	YW	MK	TM	SC	HP	BB	CW	REA	MB
EPD	-0.6	9	7	0	8	0.19	0.02	0.73	-6	-0.10	-0.13
Accuracy	0.40	0.42	0.28	0.25		0.13	0.26	0.22	0.26	0.26	0.39
Rank	25	60	70	55	60	95	90	40	75	90	90

Balanced Index: 65% | Cow/Calf Index: 60% | Terminal Index: 65%

For more information, contact:

XL'S RED HOT 517 (ET)
777 HONEY BADGER 1202
Reg. #1297847 ROCKING A'S CSEY 1031

QT SHERMAN TANK (ET)
HARRIS FARMS 17/O
Reg. #1286626 TF 381

MR CCD 2022
SCC HANNA 2S23
SWAMP FIRE 633
BONNIE 04
GRIZZLY'S CHUNK 0525
HARRIS FARMS 466
REMINGTON 01/O
TF 128

777 FARMS
2758 N. Dudney Rd.
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WENDT RANCHES PARTNERS
5475 FM 457
Bay City, TX 77414
Gene & Nancy Kubecka
(979) 240-5312
E-mail: wendtranches@hotmail.com

777 Candyman has taken the show world by storm since being named National Calf Champion and Reserve National Champion in 2023. Candyman was the 2024 National Yearling Champion and the High Point Bull, and recently won Grand Champion at the State Fair of Texas and NAILE, among others. He is sired by 777 Honey Badger and his dam, Harris Farms 17/O "Arkansas," is also the dam of 777 Vegas. Candyman has the bone and power you demand in a bull, but in a super stylish package that is topped by his big, level hip and very extended front end. All of this and the fact that he's sound as a cat and moves so smooth rounds out his phenomenal phenotype bull. His progeny are already proving his worth as sale toppers and winners in the show ring. Sexed and CSS semen available.

777 Candyman ha tomado al mundo de las exposiciones ganaderas de manera avasalladora desde que fuera nombrado Becerro Campeón Nacional y Campeón Reservado Nacional en 2023. Candyman fue el Campeón Un Año Nacional 2024 y el Toro "High Point". Recientemente ganó el Gran Campeón en la Feria Estatal de Texas y en la Exposición Internacional Ganadera de Norte América (NAILE), entre otras. Es hijo de 777 Honey Badger y su madre, Harris Farms 17/O "Arkansas" es también madre del 777 Vegas. Candyman tiene el hueso y el poder que usted demanda en un toro, pero en un paquete de super estilo que se destaca por su cadera alta y nivelada y su amplio cuarto delantero. Todo esto y el hecho de que es un animal sano que se mueve suavemente, redondea su fenomenal fenotipo de toro semental. Su progenie ya está comprobando su valor con ventas topes y ganadores en el ring de exhibición. Semen CSS y sexado está disponible.

777 HONEYBADGER PAYDAY

Reg. No: 20221791 | ID#: 17K3
DOB: 5/1/2022 | H/P/S: Horned



GGP	BW	WW	YW	MK	TM	SC	HP	BB	CW	REA	MB
EPD	0.1	12	14	2	12	0.20	0.32	0.88	-4	-0.05	-0.11
Accuracy	0.42	0.40	0.27	0.24		0.12	0.24	0.20	0.25	0.25	0.38
Rank	55	45	45	25	30	>95	85	35	65	80	90

Balanced Index: 55% | Cow/Calf Index: 50% | Terminal Index: 60%

For more information, contact:

XL'S RED HOT 517 (ET)
777 HONEY BADGER 1202
Reg. #1297847 ROCKING A'S CSEY 1031

QT SHERMAN TANK (ET)
HARRIS FARMS 17/O
Reg. #1286626 TF 381

MR CVF 2022
SCC HANNA 2S23
SWAMP FIRE 633
BONNIE 04
GRIZZLY'S CHUNK 0525
HARRIS FARMS 466
REMINGTON 01/O
TF 128

777 FARMS
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MINIX CATTLE COMPANY
183 HCR 2224 W.
Aquilla, TX 76622
Donny & Joy Minix

TRIPP NICHOLS
PO Box 77
Blooming Grove, TX 76626
Matt Nichols
Phone: (940) 393-2305
E-mail: aminixnichols@gmail.com

This bull is sired by Honey Badger 1202 and is a maternal brother to 777 Vegas and a full brother to 777 Candyman. This young herd sire combines show ring presence with real-world attributes that will benefit your herd regardless of your breeding goals. He is a true powerhouse with the phenotype to put your herd in the winner's circle. Payday already has numerous grand and reserve grand champion titles under his belt in the 2024 show season, and his impact on your herd can be limitless.

Este toro es hijo de Honey Badger 1202, hermano materno de 777 Vegas y hermano completo de 777 Candyman. Este semental joven combina la presencia en el ring de exhibición con atributos del mundo real que beneficiarán a su hato independientemente de sus metas u objetivos de crianza. Es una verdadera fortaleza con su fenotipo que pondría a su hato en el circuito ganador. Payday ya cuenta con numerosos títulos de Gran Campeón y Gran Campeón Reservado en la temporada de exposiciones 2024 y el impacto en su rebaño puede no tener límites.

RED DOC INCINERATOR 1005

Reg. No: 20210008 | ID#: 1005

DOB: 1/9/2021 | H/P/S: Horned



GGP	BW	WW	YW	MK	TM	SC	HP	BB	CW	REA	MB
EPD	-3.0	13	9	1	11	0.44	1.11	0.01	4	0.10	0.36
Accuracy	0.47	0.46	0.34	0.25		0.13	0.19	0.16	0.27	0.31	0.45
Rank	1	45	65	45	40	30	35	85	25	30	5

Balanced Index: 10% | Cow/Calf Index: 25% | Terminal Index: 10%

RED DOC DIABLO 6306
RED DOC ET LUMBRE 8509
 Reg. #20188237 RED DOC ET 6332

RED DOC 6019
RED DOC VINO BLANCO 9070
 Reg. #20195112 RED DOC 4047

KR 189/11
 RED DOC 3167
 RDF LAURELES149/03
 RDF 3-4
 RDF SANCHO'S NEVER BEFORE 1136
 RED DOC 4066
 RDF MONEY MAN 1258
 RDF 1061



HEFTE RANCH
 Kade Thigpen | (830) 426-1366
 Kathryn Heft | (210) 414-2493

For more information, contact:

BLACKTIP CATTLE COMPANY

P.O. Box 208 · Greensboro, Ala. 36744
 Robert Walker | (321) 402-7746
 Email: blacktipcattle@yahoo.com

FIVE J'S CATTLE COMPANY
 Jody Standley
 (919) 291-4212

Red Doc Incinerator 1005 is marbling and efficiency genetics in one great package. Red Doc 1005 is out of the second-calf heifer VINO Blanco 9070, who was offered high-marbling choice lot in last year's Red Doc Elite Donation Lot. The VINO Blanco cow scored an 8.41 IMF and had a 9.14 REA. This Red Doc bull is sired by the 2020 RHBS \$45,000 high-selling bull, Red Doc Lumbre 8509. Red Doc Lumbre brings bone, base and highly efficient GrowSafe genetics. Red Doc Lumbre has sold thousands of dollars' worth of semen to Australian breeders seeking profitable traits. This package is what we expected of a high-marbling, 6.8 IMF, 13.4 REA bull with good performance and efficiency. Red Doc 1005 ranked No. 6 on the USDA profitability grid, gaining 4.65 lbs./day, converting at 4.84 lbs./lb. of feed, scoring a USDA Yield Grade of 1.68 and pushing USDA Prime. Red Doc 1005 brings the calving ease of a 50-lb. BW with a -3.2 BW EPD and an 11-month breed back interval of his dam, Red Doc VINO Fino.

Red Doc Incinerator 1005 es un paquete fenomenal de marmoleo y genéticas eficientes. Red Doc 1005 nació de la segunda hija de la vaquillona VINO Blanco 9070, quien fue ofrecida con el lote de elección por su alto marmoleo, en el Lote de Donación del Red Doc Elite. La vaca VINO Blanco logró una grasa intramuscular de 8.41, y tenía un ojo de costilla de 9.14. Este toro Red Doc es hijo de Red Doc Lumbre 8509, el toro que se vendió al precio más alto US\$ 45,000, durante la venta RHBS en 2020. Red Doc Lumbre trae osamenta, base y las genéticas altamente eficientes de GrowSafe. Red Doc Lumbre ha vendido semen por miles de dólares a los criadores australianos que buscan características rentables. Este paquete es lo que esperábamos de un toro de alto marmoleo, grasa intramuscular de 6.8, y ojo de costilla de 13.4, con buena actuación y eficiencia. Red Doc 1005 clasificado el No. 6 en la cuadrícula ("grid" en inglés) de rentabilidad del USDA, ganando 4.65 lbs./día, convirtiendo 4.84 lbs., por libra de alimentos, dando un Grado Yield del USDA de 1.68 y empujando el Grado Prime del USDA. Red Doc 1005 aporta la facilidad de parto con un peso al nacimiento de 50 lbs., y con una DEP de -3.2 al peso de nacimiento, y un intervalo de retro-producción, de su madre, la Red Doc VINO Fino.



GGP	BW	WW	YW	MK	TM	SC	HP	BB	CW	REA	MB
EPD	-0.2	21	37	3	17	0.50	1.04	0.78	14	0.27	0.09
Accuracy	0.28	0.48	0.33	0.28		0.21	0.28	0.23	0.27	0.30	0.46
Rank	35	20	10	25	15	25	40	40	4	5	30

Balanced Index: 15% | Cow/Calf Index: 15% | Terminal Index: 15%

For more information, contact:

KR374/18

Reg. #20183755

KR 233/12

KR 5/11 N6

BROWN 806 T7310

KR 429/06 5A

KR 97/10
KR 424/07 1A

GYRANDA U200
KR 358N/09

LJC LANCER 806
HXC CARLENE 303N

KR 210/03
KR 3/585

RAFAEL MIRANDA

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CASTLE PINES CATTLE

Michael Seay

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Castle Rock, CO 80108

(303) 621-4548

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KR 210/22 combines length and an easy disposition with excellent carcass traits and powerful growth, fertility and easy-fleshing. He has a balanced set of EPDs: Actual WW 805; YW 1,267; ADG 4.21; SC 38; REA 14.59; IMF 4.99; and back fat 0.37. We like the length of muscle and maternal traits of his dam. She is 12 years old, has had 10 calves and is still in production.

KR210/22 combina longitud y buena disposición con excelentes características de canal y un poderoso desarrollo, fertilidad y fácil engorda. Cuenta con un juego de EPDs balanceado: Peso al Destete 805; Peso al año 1,267; Promedio de Ganancia Diaria 4.21; Circunferencia Escrotal 38; Área de Ribeye 14.59; Grasa Intramuscular 4.99; y Grasa Dorsal 0.37. Nos gusta la longitud de su musculatura y las características maternas de su madre que es una vaca de 12 años de edad que ha tenido 10 partos y que aún está en producción.

NIGHT CAP HARRIS 253 H10

Reg. No: 20206031 | ID#: 253H10
DOB: 3/25/2020 | H/P/S: Horned



GGP	BW	WW	YW	MK	TM	SC	HP	BB	CW	REA	MB
EPD	1.2	27	30	-1	16	0.77	1.68	2.87	6	0.14	0.00
Accuracy	0.44	0.47	0.35	0.27		0.21	0.25	0.20	0.27	0.32	0.46
Rank	85	10	15	65	20	4	20	10	20	20	45

Balanced Index: 15% | Cow/Calf Index: 3% | Terminal Index: 30%

KR CATALYST 531/15
KR143/17 DATA DRIVEN
Reg. #20172997 KR 301/06 1A

FC PISTOL 28/0
HARRIS FARMS 253D4
Reg. #20167547 HARCO 1220

KR 225/10
KR 310/12
KR 339/03
KR 252/02
GUNSLINGER 13/5
HOLLY 20/3
HARCO T956 (ET)
HARCO T618 (ET)



For more information, contact:
HARRIS RIVERBEND FARMS

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(817) 996-5866
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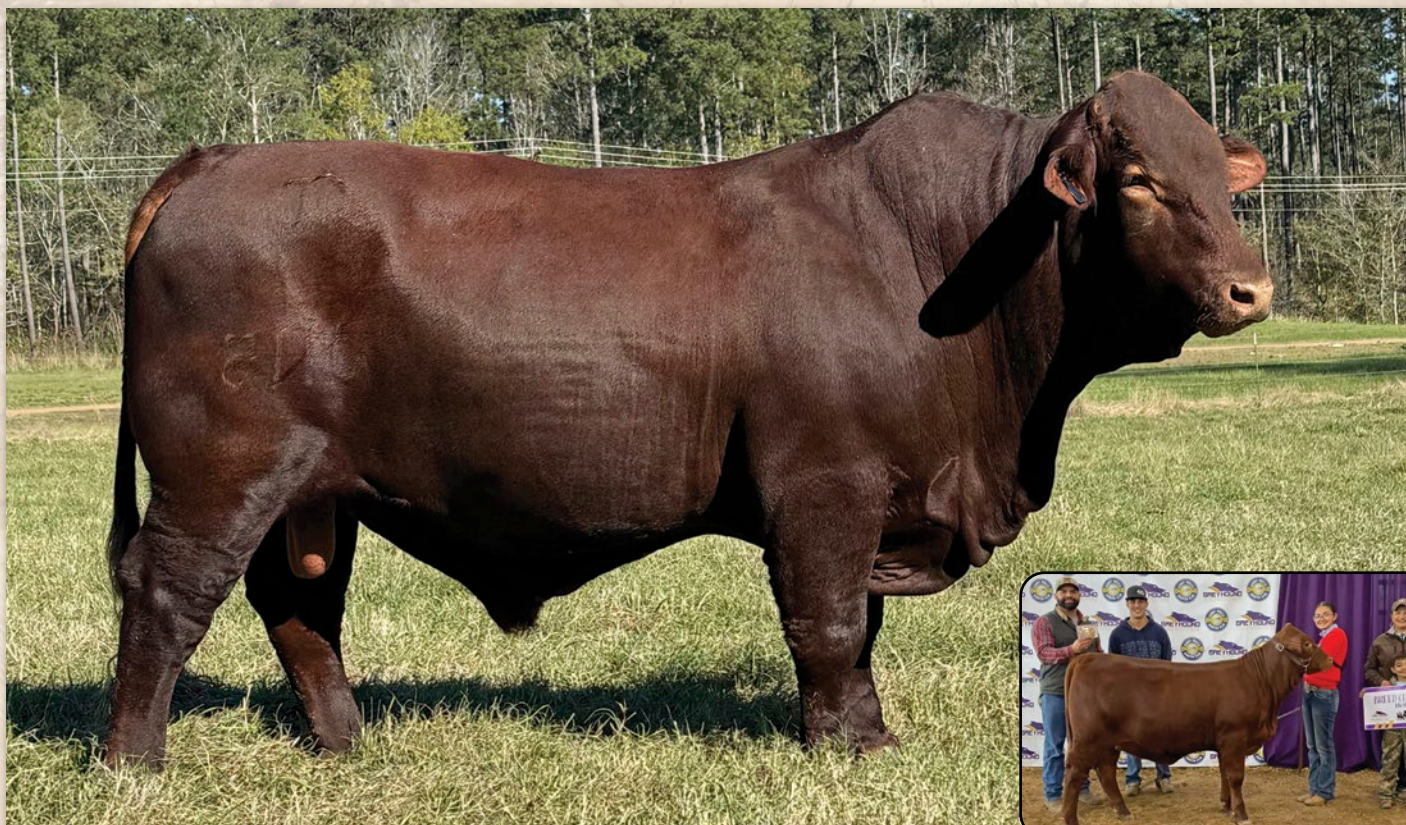
Justin Massey
(817) 688-4915
E-mail: Justinmassey77@yahoo.com

Is it time to power your high-carcass cows back up? Night Cap Harris 253 H10 can do it! Night Cap is an ET son out of KR Data Driven 143/17 with a tremendous pedigree. Great breed indexes with 9 EPD traits in the top 50%. Heavy boned with a deep chest and a flank. If a powerful phenotype is what you need, try the power of Night Cap. Price \$50/unit.

Es este el momento de volver a fortalecer sus vacas con grandes canales? Night Cap Harris 253 H10 puede hacerlo! Night Cap es hijo de transplante de embrión de KR Data Driven 143/17 con un tremendo pedigree. Increíbles indexes de raza con 9 EPDs en el tope 50%. Tiene huesos fuertes con pecho y flancos profundos. Si lo que usted necesita es un fenotipo poderoso, pruebe el poder de Night Cap. Precio: \$50.00/unidad.

HEFTE CAPTAIN KING J115ET

Reg. No: 20212115 | ID#: J115
DOB: 3/11/2021 | H/P/S: Scurred



GGP	BW	WW	YW	MK	TM	SC	HP	BB	CW	REA	MB
EPD	0.0	17	25	-6	7	0.31	1.37	2.73	7	0.14	0.34
Accuracy	0.50	0.47	0.34	0.32		0.20	0.28	0.24	0.28	0.32	0.43
Rank	45	30	25	95	70	70	25	10	15	20	10

Balanced Index: 10% | Cow/Calf Index: 15% | Terminal Index: 10%

For more information, contact:

KR 191/13
Reg. #20131196
KR 97/10
KR 517/04 1A
SR GENESIS 75/3
QVF MS 75/3 5369G4
Reg. #20190586 RED DOC 5369

RDF 8052
KR N2/5 4A
FIVE OAKS 29/0
KR 70/0
LJV MASON 0/72
SR ARKOMA 30/0
36/3
RDF 0035

RIDGE POINT RANCH
4522 Hwy 84E
Meadville, MS 39653
Mark & Dixie Clay
(601) 573-0204
E-Mail: RidgePointRanch@gmail.com

HEFTE RANCH
1200 Hwy. H 173 N.
Hondo, TX 78861
Kathryn & KT Hefte
Kade: (830) 426-1366
E-mail: hefteranch@gmail.com

Semen Distributor contact:

Kade Thigpen (830) 426-1366 or Dixie Clay (573) 0204

A pedigree stacked with proven genetics and a phenotype with style and structural soundness - this young bull has it ALL! He's sired by KR 191/13, one of the most proven, consistent bulls in the Santa Gertrudis breed, and that sits on the Proven Sire Leader lists for Heifer Pregnancy, Breed Back, REA and YW. His dam, QVF Ms 75/3 5369G4, is a daughter of the infamous Red Doc 5369, boasting the breed's highest MARB EPD and is a Proven Dam for low birthweights. Take a look at his indexes and EPDs. With his extremely balanced EPD profile, this bull will add performance to his calves without sacrificing power and style. Captain King has been producing quality, low-birthweight calves that have quickly developed into outstanding show calf prospects.

Un pedigree con genética probada, fenotipo con estilo y robusta estructura - este toro joven lo tiene TODO! Es hijo de KR 191/13, uno de los toros más probados y más consistentes de la raza Santa Gertrudis. Está en las listas de Toros Líderes Probados para Preñez de Vaquillas, Retrocruzamiento, Área de Ribeye y Peso al Año. Su madre, QVF Ms 75/3 5369G4, es una hija del famoso toro Red Doc 5369, y se jacta de tener el EPD más alto de la raza en marmoleo además de ser una Madre Probada con bajos pesos al nacer. Revise sus índices y sus EPDs. Este toro, con su perfil extremadamente balanceado de EPDs, le agregará rendimiento a sus becerros sin sacrificar poder y estilo. Captain King ha estado produciendo becerros de calidad con bajo peso al nacer que rápidamente se convirtieron en sobresalientes prospectos de exposición.



GGP	BW	WW	YW	MK	TM	SC	HP	BB	CW	REA	MB
EPD	1.3	20	33	8	22	0.41	3.02	1.34	8	0.20	-0.05
Accuracy	0.53	0.74	0.61	0.50		0.29	0.30	0.22	0.34	0.56	0.70
Rank	85	20	15	4	5	35	4	20	15	15	60

Balanced Index: 20% | Cow/Calf Index: 10% | Terminal Index: 40%

HARCO 1323
Reg. #20132359
HARCO T956 (ET)
HARCO T720 (ET)
SJ TANKER 818
HEFTE RANCH A88
Reg. #20130240
MANITOU IV 54/07

PCR AVALANCHE 95/6 (ET)
MISS WINROCK M253
WENDT ALL STAR 5876
HARCO T142/5 (ET)
SJ HAWK'S HUMMER 3/H2
SJ LADY MARIE 655
CANYON 70/40
MANITOU III 820/8

For more information, contact:

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Kade Thigpen
(830) 426-1366

E-mail: hfteranch@gmail.com

Semen Distributor contact:

Semen is located at
Elgin Breeding Services,
Elgin, Texas

As his daughters prove themselves in the Hefte Ranch herd, we are really beginning to appreciate the incredible fertility, growth and maternal qualities this bull brings to the table. When David Greenup of Rosevale Santa Gertrudis Australia visited the United States in 2019, this is the bull he chose to try in his herd. D25 is making a name for himself in Australia, where the semen quality of his sons tops the charts. Fertility is the most important economic trait in the cattle industry, and Hefte Ranch D25 provides PROVEN Performance.

Estamos empezando a apreciar la increíble fertilidad, crecimiento y cualidades maternas de este toro al ver que sus hijas destacan en el hato de Hefte Ranch. Cuando David Greenup de Rosevale Santa Gertrudis Australia visitó los Estados Unidos en 2019, este fue el toro que escogió para probarlo en su hato. D25 está haciendo nombre en Australia donde la calidad del semen de sus hijos está hasta arriba de las tablas. La fertilidad es la característica económica más importante en la industria ganadera y Hefte Ranch D25 ofrece un desempeño COMPROBADO.

COPPERHEAD 915C4

Reg. No: 20151422 | ID#: 915C4
DOB: 9/18/2015 | H/P/S: Scurred



Copperhead daughter, Miss Grandview G038, the 2020/2021 SGBI High-Point Show Female and 2020/2021 Reserve National Champion Female

GGP	BW	WW	YW	MK	TM	SC	HP	BB	CW	REA	MB
EPD	1.0	26	30	2	18	0.33	0.32	0.92	7	0.05	0.10
Accuracy	0.64	0.59	0.43	0.30		0.20	0.21	0.16	0.31	0.40	0.55
Rank	80	10	15	30	15	60	80	30	15	45	25

Balanced Index: 20% | Cow/Calf Index: 20% | Terminal Index: 20%

COPPERHEAD 214
Reg. #1232971

BIG ORANGE EXPRESS 42/7
TINNEY 923

SILVA 915/3
Reg. #20133917

RDF SANCHO 7-216
SILVA 634/7

5'S EXPECTATIONS (P) 103/3
KATY BETH 42/4

GREY ROCKS RANCH 93/039
LUCY 157

RDF LAURELES 149/03
CB 1509

LR CODE RED 45/353
SILVA 2X257/1

For more information, contact:

PITCHFORD CATTLE CO.

11701 County Road 2502
Eustace, TX 75124
Darrell & Shana Pitchford
(903) 388-2288
E-mail: pitchfordcattle@hotmail.com

If you're looking for an EPD, phenotype and genomics bull, here he is. Copperhead is balanced and has a great sheath - basically an all-in-one package. Plus, he is 2018 World Champion, International Champion and National Champion Santa Gertrudis Bull. He has the "WOW" factor. He's in the Top 1% for WW, YW, HCW and REA; and Top 10% for Marbling. Semen available in the United States. CSS-approved semen for foreign sales as well as Australian-approved semen. Copperhead is also the sire of "The Assignment 2204," your 2024 National Champion STAR 5 female as well as your 2023-2024 High Point STAR 5 Female. Breed him back purebred or to a nice set of clubby cows and you don't be disappointed in your calf crop.

Si usted está buscando un toro con "Diferencia Esperada de Progenie" (EPD, por sus siglas en inglés), genética y fenotipo, aquí lo tiene. Copperhead es un animal bien balanceado, con muy buen prepucio, básicamente todo en un solo paquete. Además, es el Campeón Mundial 2018 y Toro Campeón Nacional e Internacional Santa Gertrudis y tiene el factor "WOW". Se encuentra clasificado en el tope 1% para Peso al Destete, Peso al Año, Peso de Canal Caliente y Área de Ribeye (WW, YW, HCW, y REA, por sus siglas en inglés respectivamente); y en el tope 10% para marmoleo. Su semen está disponible en Estados Unidos. Su semen está aprobado por los Servicios de Semen Certificado (CSS, por sus siglas en inglés) para ventas foráneas y también está aprobado en Australia. Copperhead es también padre de "The Assignment 2024", de su hembra Campeona Nacional STAR 5 2024 y de su hembra High Point STAR 5 2023-2024. Crúcelo con vacas de pura raza o con un buen grupo de vacas "clubby" y su cosecha de becerros no le decepcionará.

QVF D'BOSS 82H19

Reg. No: 20206112 | ID#: 82H19
DOB: 11/8/2020 | H/P/S: Horned



GGP	BW	WW	YW	MK	TM	SC	HP	BB	CW	REA	MB
EPD	2.2	27	44	-1	16	0.45	0.03	0.93	15	0.46	0.27
Accuracy	0.50	0.48	0.39	0.24		0.19	0.25	0.18	0.29	0.36	0.49
Rank	>95	10	4	65	20	30	90	30	3	1	10

Balanced Index: 15% | Cow/Calf Index: 30% | Terminal Index: 10%

KR1195/15
KR651/18 (CHOSEN ONE)
Reg. #20183702 DSR CHERRY 923 1B

HATCHET 150
QVF MS HATCHET 92F9 ET
Reg. #20181866 HARRIS 82/4

KR 545/12
KR 245/10 F1
DS PHOENIX 611
DEAN-HARRIS 022/4 (ET)

BULL DOG 236
LUCY 157
FC PISTOL 28/O
CSC 7-7

For more information, contact:



STROMAN CATTLE CO.

Bill Stroman
(979) 255-2582 (TEXT)

E-mail: Bill@fdrservices.com | www.stromancattle.com



PITCHFORD CATTLE CO.

Darrell Pitchford
(903) 388-2288
E-mail: Pitchfordcattle@hotmail.com

D'Boss is sired by KR 651/18 "CHOSEN ONE" whose dam is a Hatchet daughter that goes back to the great Harris 82 cow family. D'Boss has six traits in the Top 4%, giving you profit potential with better weaning weights, yearling weights, carcass, ribeye and marbling. D'Boss' eye-catching phenotype combined with his top-of-the-line genotype can put your cow herd at the top of the industry. He has a great sheath and superb CSS-quality semen ready to go at your convenience. He was the high-selling bull at the Quail Valley Farms 2021 Bull Sale.

D'Boss es hijo de KR 651/18 "CHOSEN ONE", cuya madre es hija de Hatchet, remontándose hasta la familia de la gran vaca Harris 82. D'Boss tiene seis características en el tope 4% ofreciéndole a usted un potencial de ganancia con mejores pesos al destete y al año de edad, rendimiento en canal, área de ribeye y marmoleo. El llamativo fenotipo de D'Boss combinado con un excelente genotipo, puede colocar a su hato de vacas en la cumbre del sector. Tiene un buen prepucio y semen certificado de magnífica calidad CSS listo para enviarse a su conveniencia. Fue el toro con mayor valor de venta en la subasta de Quail Valley Farms 2021.



GGP	BW	WW	YW	MK	TM	SC	HP	BB	CW	REA	MB
EPD	-0.3	7	0	-5	2	0.28	0.54	-1.37	-5	0.00	-0.05
Accuracy	0.78	0.57	0.34	0.39		0.16	0.25	0.21	0.29	0.42	0.58
Rank	55	75	95	15	40	90	80	75	>95	>95	80

Balanced Index: 90% | Cow/Calf Index: >95% | Terminal Index: 70%

SR T23 (ET)
Reg. #120141130

MISS DOUBLE TT 230
Reg. #20133738

RDF SANCHO'S NEVER BEFORE 1136
P H WELDER 7/342

NAF TOMAHAWK 414
MISS TT 817

RDF SANCHO 7-216
CA3194

P H WELDER 9/413
MISS GRANDVIEW 545

NAF TOMMY 1T4
MISS DOUBLE TT 224

MR TT MAGIC 111
MISS DOUBLE TT 509

For more information, contact:

URBANOSKY RANCH

14525 Urbanosky Lane
Plantersville, TX 77363
Jerome Cell: (281) 797-5715
E-mail: Jerome@ameritechsl.com
www.urbanoskyranch.com
Sexing Technologies sexed semen



Goldmine is the first calf from the legendry Miss Double TT 230-3 "Desi." He was at her side as she was named 2016 Grand Champion at Fort Worth, San Antonio, Houston and Austin. Desi 230-3 is the first Santa Gertrudis to be cloned. Goldmine has Red Doc Sancho and Never Before on his sire side to complement his powerhouse dam side. Goldmine is an easy-calving bull and is no problem to use on heifers. If you want to add power and style to your calf crop, Goldmine is the obvious choice.

Sexed semen and conventional semen is available.

Gold Mine es el primer ternero de la legendaria Miss Double TT230-3 "Desi". Él estaba a su lado cuando fue nombrada la Gran Campeona en 2016, en Fort Worth, San Antonio, Houston y Austin. Desi 230-3 es la primera hembra clonada en la Santa Gertrudis. Del lado paterno, Goldmine tiene sangre de Red Doc Sancho y Never Before, para complementar su tremendo lado materno. Goldmine es un toro de parto fácil y no tendrá problemas si se usa en novillonas. Si usted quiere agregar más poderío y estilo a su cosecha de becerros, Goldmine es la selección obvia. Se dispone el semen sexado y el semen tradicional.

HELLACIOUS 750

Reg. No: 1270559 | ID#: 750
DOB: 10/10/2007 | H/P/S: Scurred



GGP	BW	WW	YW	MK	TM	SC	HP	BB	CW	REA	MB
EPD	0.4	6	-4	4	11	0.22	0.37	0.26	-13	-0.16	-0.10
Accuracy	0.78	0.57	0.34	0.39		0.16	0.25	0.21	0.29	0.42	0.58
Rank	55	75	95	15	40	90	80	75	>95	>95	80

Balanced Index: 90% | Cow/Calf Index: 75% | Terminal Index: 95%

SHERIFF 5577
DEPUTY 3-138
Reg. #1235641 URBANOSKY 5-64

CHESTERFIELD 800 3-15
EL CHAPARRAL GRANDE 0-146
Reg. #1209883 REDBUD 3-18

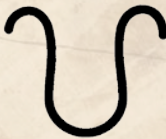
PARTNER 5273
WENDT 6019
TARZAN 6C6 2264
SUPERIOR LAND & CATTLE 9-10

URBANOSKY 0-6
URBANOSKY 1-5
IMPRESSIVE HUSTLER T5-50
JORDAN 010

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E-mail: jerome@ameritechsi.com
www.urbanoskyranch.com
Sexing Technologies sexed semen



This popular sire's offspring have proven to be some of the most sought-after show-ring prospects in the breed. His eye-appealing offspring excel with style and balance. HELLACIOUS 750 is widely recognized for his ability to produce uniform, high-quality bulls and heifers. Urbanosky Ranch has performance tested more than 100 of his sons at the Genetic Development Center, and they are consistently leaders in residual feed intake (RFI). Including Urbanosky 7-036 who had the lowest RFI - 5.71 - of all breeds of bulls. HELLACIOUS 750 daughters are heavy milkers, making them appealing to performance-oriented breeders. Conventional and sexed semen available.

Las crías de este semental popular han comprobado ser algunos de los más solicitados después de ver las perspectivas de dichas crías de la arena de calificación. La vista atractiva de sus progenies se esmeran con su estilo y equilibrado. HELLACIOUS 750 sea ha reconocido por su habilidad de producir toros y hembras uniformes y de alta calidad. Urbanosky Ranch ha comprobado el desempeño de más de 100 de sus hijos en su Centro de Desarrollo Genético, y éstos son líderes constantes en el consumo de alimentos residuales (CAR), incluso Urbanosky 7-036, que tuvo el CAR más bajo (5.71) de todas las razas de toros. Las hijas de HELLACIOUS 750 producen mucha leche, lo cual es atrayente para los criadores orientados hacia el desempeño. Se dispone de semen sexado y convencional.

URBAN LEGEND 413L

Reg. No: 20230740 | ID#: 413/L
DOB: 4/9/2023 | H/P/S: Polled



GGP	BW	WW	YW	MK	TM	SC	HP	BB	CW	REA	MB
EPD	0.5	14	12	3	14	0.32	1.58	0.82	-4	-0.01	0.08
Accuracy	0.32	0.45	0.30	0.23		0.10	0.23	0.20	0.25	0.27	0.43
Rank	70	35	55	20	20	75	25	40	65	65	35

Balanced Index: 40% | Cow/Calf Index: 30% | Terminal Index: 45%

GERT DYNASTY
URBANOSKY 035
Reg. #20207215 XL'S MISS MOSES 035

PC HEMINGWAY 123-4
SCC/GV MISS FREAKY THING 413F1
Reg. #20180694 C-P MISS RANGER 413D1

BULLETPROOF 4-30
MEGAN 0-40
MOSES L6/6 L6
XL'S CHERRY DELIGHT 828
TF 110 RED SOLO CUP
HARDING 30/4
DIAMOND S RANGER 146
HARDING 413/2

For more information, contact:

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E-mail: jerome@ameritechsi.com
www.urbanoskyranch.com
Sexing Technologies sexed semen



Urban Legend 413L is one of the most talked about and exciting new herd sires in the breed. He's sired by Urbanosky 035 "Urban Legend," contributing to his muscle, bone, conformation and a "wow" factor. His dam is SR Freaky Thing 413F1, winner of the 2019 Better Beef Contest and daughter of National Champion CP Miss Ranger 413D1. This outstanding young herd sire puts it all together and boasts 5 EPDs ranking Top 35%.
Conventional semen currently available.

Urban Legend 413L es uno de los sementales nuevos más excitantes y comentados de la raza. Es hijo de Urbanosky 035 Urban Legend, contribuyendo con su musculatura, hueso, conformación y factor "WOW". Su madre es SR Freaky Thing 413F1, ganadora del concurso de la Mejor Carne Vacuna 2019, hija de la Campeona Nacional CP Miss Ranger 413D1. Este sobresaliente semental joven lo tiene todo y se jacta de tener 5 EPDs en el tope 35%.
Semen convencional está disponible ahora.



GGP	BW	WW	YW	MK	TM	SC	HP	BB	CW	REA	MB
EPD	-0.3	15	25	4	15	0.19	1.30	0.57	5	0.06	0.01
Accuracy	0.42	0.40	0.29	0.23		0.15	0.25	0.20	0.25	0.26	0.39
Rank	40	30	20	10	15	>95	35	60	15	35	50

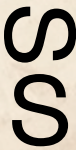
Balanced Index: 25% | Cow/Calf Index: 30% | Terminal Index: 25%

777 411 VEGAS
DREAMBOAT 037E2
Reg. #20172429 BRIGGS 017/6

HARRIS 8/5
HARRIS NAVIDAD 715OG
Reg. #20195641 RED DOC 7150

SJ HIGH ROLLER 005
HARRIS FARMS 17/0
KJ PHILLIP'S POCKET 3/1
BRIGGS 037/3

FC PISTOL 28/0
NAVIDAD RANCH NR607
RED DOC 3150
RDF 0087



For more information, contact:
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Bay City, TX 77414
Gene & Daniel Kubecka
(979) 240-5311 or (979) 240-5312
E-mail: wendttranches@hotmail.com

Steamboat 9852 is your reigning 2024 National Junior Grand Champion Bull, also winning grand champion at HOT Gert in 2023 and Mercedes in 2024. He is sired by the legendary Dreamboat 037E2 that has produced countless winners over the last handful of years, both stateside and internationally. Look through his pedigree and you'll find some of the most influential bulls over the last couple decades, including Dreamboat, Vegas, FC Pistol 28/O, Wendt's ALL STAR, Partner, High Roller and Wave Maker. Power, square hip, growth and gentleness all wrapped up in a very phenotypic package that checks all the boxes while possessing a very balanced set of EPDs! Conventional semen available stateside and CSS certified for international shipping.

Steamboat 9852 es el Toro Gran Campeón Junior Nacional 2024 reinante, ganando también el Gran Campeón en el HOT Gert en 2023 y en Mercedes en 2024. Es hijo del legendario Dreamboat 037E2 que ha producido innumerables ganadores en los últimos años, tanto a nivel estatal con internacionalmente. Revise su pedigree y encontrará que es uno de los toros más influyentes de las últimas décadas, incluyendo a Dreamboat, Vegas, FC Pistol 28/O, Wendt's All Star, Partner, High Roller y Wave Maker. Poder, cadera cuadrada, desarrollo y mansedumbre, todo envuelto en un paquete fenotípico que checa todos los puntos y que a la vez cuenta con un juego balanceado de EPDs! Semen convencional para el estado y semen certificado CSS para embarques internacionales está disponible.

is the concept that if a group of animals all have the same nutritional and physical environment, then differences observed in their performance is due to genetics. Of course, we have to make sure that the competition is fair, otherwise genetic predictions include bias from non-genetic sources. Individual performance observations are adjusted for known non-genetic effects. These non-genetic effects include age of calf, age of dam and contemporary group.

Evaluated Traits

The genetic evaluation system leverages the genomic and traditional data to produce genetic predictions across a range of economically important traits. The suite of traits is designed to address the need for improvement in merit across a whole range of traits in value chain. Included in the suite are maternal traits like maternal calving ease and milk. Maternal traits account for the genetic effects in those characteristics exhibited by a cow that affect her calf's performance. One way to think about maternal traits is that they are the heritable components of the environment a cow provides for her calf. Fertility traits are estimated through Scrotal Circumference, Heifer Pregnancy and Breed-Back EPDs. Direct traits are those exhibited by a calf and influenced by both paternal and maternal genetic contributions. These

traits include calving ease; birth, weaning and yearling weights; and end-product traits like carcass weight, marbling, ribeye area and fat thickness.

Three separate, endpoint-defined selection indexes are computed based on reported EPDs. The selection index tools are particularly useful for commercial producers to simplify selection processes. The indexes distill EPDs into a single value of net merit to a particular endpoint. Commercial producers should use the index with the production scenario and assumptions that most closely describes their own operation.

The Balanced Index assumes a commercial producer will keep replacement heifers and sells either carcasses priced on a value-based grid or that buyers of their feeder cattle base pricing on feedlot/carcass performance. Many large operations will fit this description. The Cow/Calf Index assumes a producer keeps replacement heifers from the bulls they purchase and that calves are marketed at weaning, fitting the production scenario of many small and medium sized producers. The Terminal Index assumes producers don't keep replacements (no economic weighting of maternal traits), and calves are sold on a value-based carcass grid.

SGBI and its members have made sound investments in genetic-improvement tools. Now's the time to make sure you are using them to your advantage and positioning your commercial customers for profit and success! 🐾



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Luling, Texas

frank.santos@veritacor.com



(512) 508-6747

Cracking the Code to Success

Advanced Reproductive Programs for Your Herd

SARA KOBER | DIRECTOR OF MARKETING, TRANS OVA GENETICS

For livestock producers, advanced reproductive programs aren't just about science – they're about strategy, legacy and leveraging the best genetics for a prosperous future. But what makes a program truly successful? Drawing from industry conversations, practical insights and years of hands-on experience, here are some key ingredients for reproductive success:

Start With a Vision

Imagine you're planning a road trip. You don't just hop in the truck and drive aimlessly – you map your destination. Advanced reproductive programs are no different.

"What are you trying to achieve?" is often the first question reproductive experts ask producers. Maybe it's building a herd with elite milk production. Perhaps it's optimizing beef genetics. Clear goals serve as your compass – they guide every decision.

A strong vision also helps producers communicate their priorities to their team, creating alignment and focus throughout the operation. It's not just about genetics – it's about clarity and purpose.

One producer shares how defining their vision led to better donor selection and streamlined their operation. Without a clear goal, you risk spinning your wheels without making progress.

Trust in Expertise

This is no time for trial and error. Advanced reproductive technologies – like embryo transfer (ET) and in vitro fertilization (IVF) – demand precision and expertise. "It's like

flying a plane," one embryologist jokes. "Would you rather have a seasoned pilot or someone learning on the fly?"

Working with experienced teams ensures meticulous attention to detail – from donor evaluations to lab processes – all of which contribute to consistent, reliable results. Producers who rely on trusted experts gain greater confidence and peace of mind, knowing that every step is handled with care and precision.

Animal Selection: Quality Over Quantity

The secret to success lies in the animals you choose. Even elite genetics won't reach their potential if donors or recipients aren't up to the task.

Strong production records and solid genetic foundations are non-negotiable. "You wouldn't plant seeds in poor soil and expect a bountiful harvest," one producer says. Treat your animal selection the same way.

Care Is Key

Stress and poor health are the enemies of reproductive success. As one producer puts it, "Happy cows make great calves." Science backs this up – optimal nutrition, low-stress environments and regular health checks are critical.

Mobile labs and collection facilities that reduce animal stress can help ensure a smoother, more effective process. It's also worth considering the role of environmental conditions. Clean, comfortable spaces for your animals can make a significant difference in the success of reproductive efforts. Care isn't just a checklist – it's a mindset.

The secret to success lies in the animals you choose.



Don't Just Use Technology - Understand It

Embryo transfer, IVF and sexed semen might seem like a whirlwind of jargon, but understanding the basics can transform how you approach your program.

Educational resources that break down these concepts can transform complex technologies into practical tools for success. Whether it's attending workshops, connecting with industry professionals or asking questions during consultations, there are many ways to deepen your understanding. Other options include listening to a podcast or reading blogs that break down complex topics into bite-sized insights.

Data: The Unsung Hero

Advanced reproductive programs are a mix of art and science, but data tips the scales toward success. Tracking results – not just outcomes but also donor and recipient performance – helps refine your approach. Detailed record-keeping helps identify patterns and trends that might otherwise go unnoticed.

Producers who focus on these details often see significant payoffs over time. Analyzing this information helps producers make more informed decisions and continuously improve their operations. A little data can go a long way.

Stay Curious

Here's the thing about advanced reproductive technologies: they never stop evolving. Staying on top of the latest

techniques, such as embryo freezing or IVF innovations, helps producers maintain a competitive edge.

The Final Piece: Collaboration

At its core, success comes down to relationships. Producers who thrive in advanced reproductive programs don't do it alone – they work closely with their reproductive service providers. It's not just about transactions; it's about partnerships.

Collaboration fosters trust and mutual respect. When producers and experts are on the same page, challenges can be tackled more effectively and successes are even sweeter. A strong partnership often leads to better results for both parties. The ability to share goals, challenges and even a laugh or two makes the journey more rewarding.

Your Program, Your Legacy

Advanced reproductive programs are more than tools – they're pathways to shaping the future of your herd and operation. Starting with clear goals, working with experienced professionals and caring for your animals sets the stage for growth and success.

Every decision you make today influences the legacy you leave tomorrow. Advanced reproductive programs are about more than immediate results – they're about setting your operation up for sustainable, long-term success.

Ready to take your program to the next level? Explore the Trans Ova Genetics Podcast, visit our blog or reach out to our team today. The future is in your hands – and your herd. 🐄

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2024 SGBI Point Show Standings 2025

Heifer Calf

1. XL's Golden Dream 304, Demi Harrington, Plantersville, Texas 61
2. CL Boudica, Bar M Farm, Lenior, N.C. 29
3. XL's Crimson Queen, Excell Santa Gertrudis, Santa Fe, Texas 25
4. Top Shelf Mimosa, Top Shelf Cattle Co., California, Mo. 20

Yearling Female

1. XL's River Hawthorn, Excell Santa Gertrudis, Santa Fe, Texas 77
2. XL's Glitter & Gold, Excell Santa Gertrudis, Santa Fe, Texas 56
3. TN Red Lady, Tripp Nichols, Blooming Grove, Texas 23
4. Stemwinder, Lennon Cattle Co., Alba, Texas 17

Senior Female

1. XL's Cambria, Excell Santa Gertrudis and Re'anna Villanueva, Santa Fe, Texas 81
2. Miss 777 Honey Badger 17K5 Candy, 777 Farms, Magnolia, Ark. 80
3. Miss 777 Kit Kat, 777 Farms, Magnolia, Ark. 38
4. XL's Rouge Gem, Excell Santa Gertrudis, Santa Fe, Texas 10

Polled Female

1. Miss 777 Kit Kat, 777 Farms, Magnolia, Ark. 6
2. CL Boudica, Bar M Farm, Lenior, N.C. 4
3. CL Sarafina, Circle L Ranch, Bryan, Texas 3
4. SRM Pamala Annette, Cale Cornelias, Timpson, Texas 1
4. Top Shelf Shaboozey, Top Shelf Cattle Co., California, Mo. 1

Bull Calf

1. HCC Remington L20, Hurricane Cattle Co., Weatherford, Texas 92
2. Man of Steele 823, M Rock Farm & Pitchford Cattle Co., Eustace, Texas 35
3. PC Candy Krush 17M1, Pitchford Cattle Co., Eustace, Texas 23
4. Top Shelf Boozer, Top Shelf Cattle Co., California, Mo. 11
4. 777 Johnny Moonshine, 777 Farms, Magnolia, Ark. 11

Yearling Bull

1. XL's American Pharoah, Excell Santa Gertrudis, Santa Fe, Texas 73
2. OLC Jessie James, Osborne Livestock Co., Lathrop, Mo. 37
3. 777 Ozark 17L, G & H Farm, Maurice, La. 26
4. 777 High Roller 732L2, Lyness Farm, Ben Wheeler, Texas 17

Senior Bull

1. 777 Honey Badger Candyman, 777 Farms, Magnolia, Ark. 82
2. XL's Pendleton 253, P-D Ranch and Landon Stem, Plantersville, Texas 66
3. 777 Honey Badger 17K3 PayDay, Tripp Nichols, Minix Cattle Co., and 777 Farms, Magnolia, Ark. 62
4. Davids Bodyguard, H2 Cattle Co., Clarksville, Texas 6

Best of Polled Bull

1. XL's Pendleton 253, P-D Ranch and Landon Stem, Plantersville, Texas 10
2. Top Shelf Boozer, Top Shelf Cattle Co., California, Mo. 2

STAR 5 Female

1. Lazy L Tina Turner 15/23, Lazy L Show Cattle, Navasota, Texas 44
2. H2 Mayflower 891, H2 Cattle Co., Clarksville, Texas 25
3. BM L29, Bar M Farm, Lenior, N.C. 16
4. 777 Jelly Bean, Anna Phelps, Magnolia, Ark. 10

STAR 5 Bull

1. DP My Friend Thor 11L, DP Cattle Co., Eustace, Texas 21
2. MVF Rip, Morse View Farm, Mountain Grove, Mo. 6
3. OLC Julio, Osborne Livestock Co., Lathrop, Mo. 4
4. LF Danger Zone, Lyness Farm, Ben Wheeler, Texas 3



Produce of Dam

- | | |
|--|----|
| 1. Arkansas 17/O, 777 Farms, Magnolia, Ark. | 24 |
| 2. RAR Miss Abigail, Excell Santa Gertrudis, Santa Fe, Texas | 14 |
| 3. XL's Cleopatra, Excell Santa Gertrudis, Santa Fe, Texas | 6 |

Get of Sire

- | | |
|--|----|
| 1. 777 Honey Badger, 777 Farms, Magnolia, Ark. | 21 |
| 1. XL's Midas, Excell Santa Gertrudis, Santa Fe, Texas | 21 |

Point totals are through the 2024 Hot Gert Show. Remaining Santa Gertrudis Breeders International (SGBI) point shows include Cattlemen's Congress, Fort Worth Stock Show & Rodeo, National Santa Gertrudis Show/Dixie National Show (double points), Florida State Fair, San Antonio Stock Show & Rodeo and Houston Livestock Show. SGBI High Point Awards will be presented at the 2025 SGBI Annual Meeting in San Marcos, Texas.

SGBI - Committed to the Breed, Committed to You



Santa Gertrudis Breeders International (SGBI) provides progressive leadership, services, programs and technology to promote and broaden the long-term profitability of Santa Gertrudis influence within the beef industry by being member driven and consumer focused. Whether our staff is hosting international groups at our office in Kingsville, answering member questions about registrations, data, etc., attending industry events to promote Santa Gertrudis or seeking partnerships to leverage the breed's success – SGBI is committed to the success of the breed, and improving member and customer profitability.

The Preferred American Beef Breed

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Type of Membership Select one option below

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☐ **Junior Member**
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☐ **Commercial Member**
Annual dues: \$30.00

In addition to annual dues, inventory fees apply. See SGBI website for entire fee schedule.



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Applicant Signature _____ **Applicant Signature** _____

(I, We) agree to be governed by the rules and regulations and Constitution and Bylaws of SGBI as amended.

Referred By _____

Member Name and Herd No.

Birth Date _____

For Juniors Only

Credit Card Information

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☐ Mastercard ☐ Visa ☐ Discover ☐ American Express

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Signature: _____ CVC: _____

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Four J Cattle	Marshall Farms
V8 Ranch	Reese Ranch
Strait Ranches	Torres Ranch
Kubiak Ranch	Warren Ranch
J Star C Ranch	Mark Weldon
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*Special thanks to San Jose Cattle Company for an amazing
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EVENT CALENDAR

January

- 20 Santa Gertrudis Point Show,
Fort Worth, Texas

February

- 4-6 Cattle Industry Convention & NCBA Trade
Show, San Antonio, Texas
7 Banners & Buckles Sale, Jackson, Miss.
8 National Santa Gertrudis Show at the Dixie
National Livestock Show, Jackson, Miss.
14-15 Wiley Ranch Spring Sale, Effie, La.

March

- 7 Mid-Coast International Super Sale,
Houston, Texas
18 Reds to Die For Volume V, *Steerbidder.com*
18 Texas Alliance Sale, Bloomington, Texas
22 Purple Reign IV Sale, Magnolia, Ark.

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

June

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

July

- TBD Kentucky National Show & Sale
27-31 Gerts Ongoing Advanced Leadership
Summit, Alabama

August

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

September

- 9 Reds to Die For Volume VI, *Steerbidder.com*
13 District 6 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

For up-to-date event information, go to
<https://santagertrudis.com/events/calendar>

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SGBI BUSINESS

Call for Board of Directors

The 2025 Santa Gertrudis Breeders International (SGBI) Annual Meeting will be May 1-3 in San Marcos, Texas. Elections for six seats on the association's board of directors will be conducted during the annual meeting. Terms are for three years and elections will be held for the following positions:

Eastern Region Director – 2 seats

Western Region Director – 2 seats

District 1 – At-Large Director

District 6 – At-Large Director

Active SGBI members interested in seeking a board seat and having their name placed on the ballot should contact Member Services Specialist Kristy Gonzalez via email at kristy@santagertrudis.com by Jan. 29, 2025. A 300-word bio and picture are required, which will appear in *Santa Gertrudis Source* prior to the annual meeting.

Show Rule Change

The Santa Gertrudis Breeders International Open Show Rules have been updated. Please note the change to Rule 18, Section 6, Item e, which went into effect on Jan. 1, 2025.

“Any animal found in violation of a rule of the association will lose all points awarded for the show in which the violation occurred and all succeeding shows in which points are awarded until the violation is corrected.” 🐾

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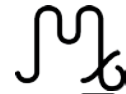
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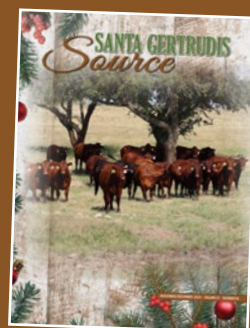
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HEFTE 5J'S

Jack of All TRAITS^{05/20}



Semen Now Available!

\$40/unit contact Jack Standley or Jody Standley

BW	WW	YW	MK	TM	SC	HP	BB	CW	REA	MB	FT
0.3	11	16	-6	4	0.37	2.44	1.96	4	0.12	0.14	0.01

REG: 20202755 | DOB: 10/05/2020

5J's JACK OF ALL TRAITS 05/20 is out of our matriarch donor cow Hefte Ranch F36 and Strait Ranch SR19/F1 which goes back to KR CATALYST 531-15 and SR HOLLY T19. JACK OF ALL TRAITS has a 793 pound adjusted weaning weight and scanned a 4.1 IMF. He brings fertility, growth and carcass in a thick, smooth-made package.



JACK OF ALL TRAITS DAUGHTER



5J Cattle Company

Jody Standley, owner 919-291-4212 | Jack Standley, manager, 919-602-8640

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REG# 20211164

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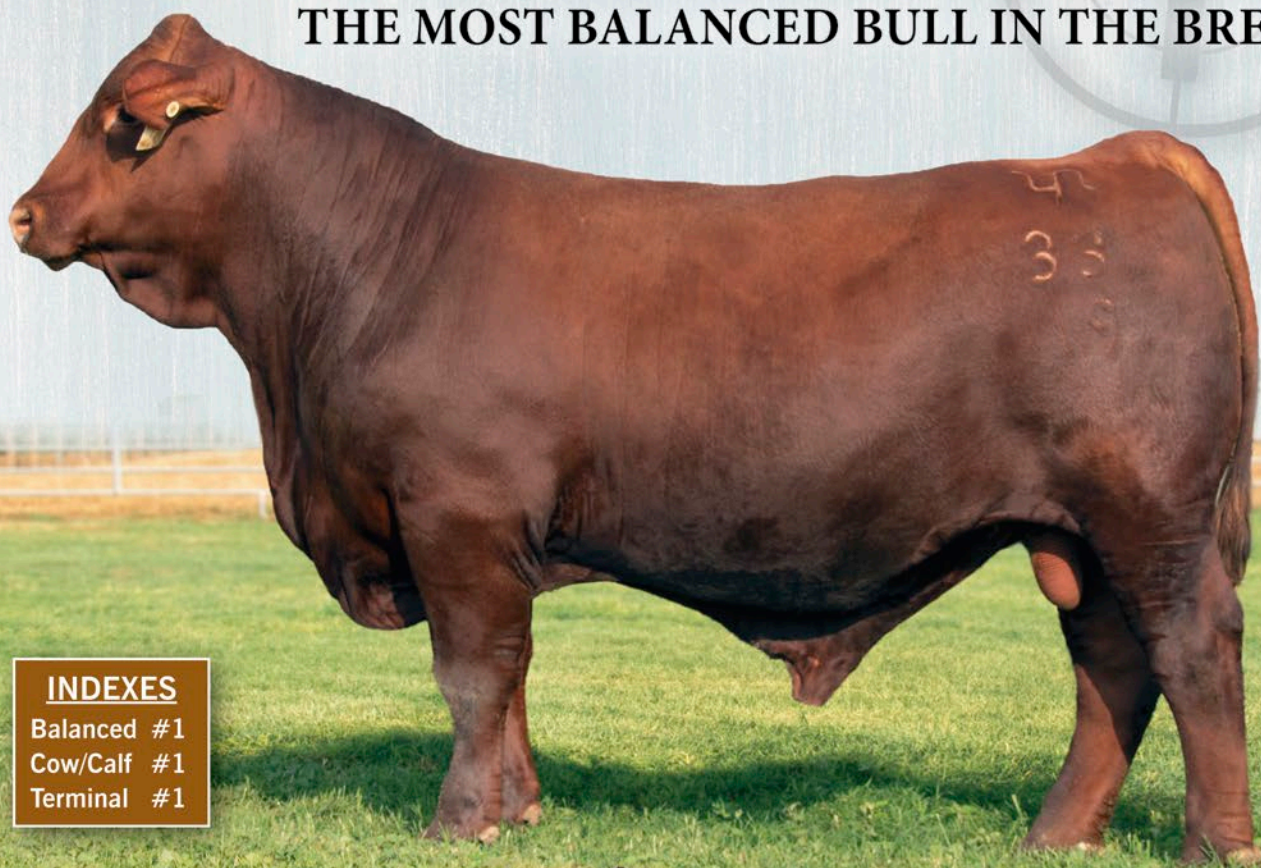
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SR Marksman 33/19

20190165

THE MOST BALANCED BULL IN THE BREED



INDEXES

Balanced #1
Cow/Calf #1
Terminal #1

SEMEN AVAILABLE

SEXED AND CONVENTIONAL | CSS CERTIFIED | AUSTRALIA CERTIFIED

Purebred \$50/straw (10-unit minimum)

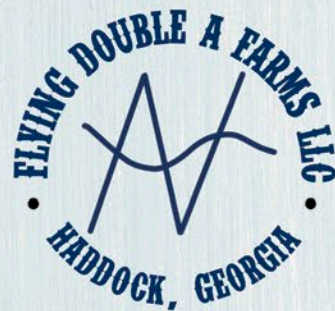
Commercial \$25/straw

KR Catalyst 531/15 x Red Doc 6054

	BW	WW	YW	MK	TM	SC	HP	BB	CW	REA	MB	FT
EPD	-0.3	39	53	-14	9	0.63	3.54	3.89	22	0.34	0.51	0.02
ACC	0.62	0.66	0.53	0.32		0.20	0.24	0.21	0.32	0.48	0.63	0.65
Rank	35	1	1	>95	55	10	3	3	1	2	2	95

SR Marksman 33/19 is an own son of KR Catalyst 531/15 out of the Red Doc 6054 donor cow. 33/19 has 8 EPDs in the TOP 10%, highlighted by Top 1% WW, YW and CW EPDs. This sire has an extremely balanced EPD profile.

SR Marksman 33/19 doesn't just rank in the Top 1% for SGBI's Balanced Index, Cow/Calf Index and Terminal Index – *he is the TOP BULL in all 3 categories*. With an adjusted weaning weight of 780 pounds and adjusted yearling weight of 1,236 pounds, this proven sire offers performance in a moderate package.



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Farm Manager

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