

SANTA GERTRUDIS *Source*



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**2024 SGBI
ANNUAL MEETING**



JUNE / JULY 2024 • VOLUME 27 • NUMBER 6

5TH ANNUAL WENDT'S BABY DOLL SALE

If you're in the market for a heifer to help get you to the backdrop, she'll be in this offering! Follow our social media outlets for updates as these heifers will start the halter-breaking process soon.

SALE DATE:
TUESDAY, AUGUST 27, 2024
www.sconlinesales.com



WENDT'S DREAMBOAT 1919 was Lot 11 in the 2022 Baby Doll Sale and a 2023 NJSGS class winner. Owned and shown by Gracey Pitchford.



WENDT'S NEVERSANK 2061 is headed to her first NJSGS in Little Rock. She was Lot 4 in the 2023 Baby Doll Sale and has won:

- Calf Champion, Fort Worth Junior Show
- Reserve Calf Champion, San Antonio Junior Show

Owned and shown by Kenley Kincannon.



WENDT'S DREAMBOAT 2101ET is headed to her first NJSGS in Little Rock. She was Lot 9 in the 2023 Baby Doll Sale and has won:

- Breed Grand Champion, South Texas Agricultural Roundup.
- Breed Grand Champion, Sonny Brazil Classic
- ABC Breed Grand Champion at Greyhound Showdown
- Reserve Calf Champion at RGVLS Junior Show
- Reserve Breed Champion at 100 Kids RGVLS

Owned and shown by Cynthia Reyes.

WENDT RANCH PARTNERS LLC

5475 FM 457, Bay City, TX

Email: wendtranches@hotmail.com

Gene Kubecka (979) 240-5311

Daniel Kubecka (979) 240-5312

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Thank You!

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Special thanks to Dennis & Amanda Lee, Rocking L Farm, N.C., on their purchase of our high-selling female, Miss Grandview 253K15 at the Breeders of the Carolinas Sale.

Miss Grandview 253K15



We appreciate all the Mississippi Juniors that attended our Mississippi Junior Kick Off Show and Field Day at Magowah Ranch!



Congratulations to Travis Lord on his Grand Champion Bull, Grandview 34L3, sired by Jackpot!

NJSGS

Best of luck to all the Juniors participating in Little Rock!

**MARK
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**36TH ALABAMA CONNECTION SALE
OCTOBER 5, 2024**

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Grandview Farms Hamilton, AL

OWNERS: Delmo & Wilmoth Payne

CELL PHONE: (205) 468-5319

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MANAGER: Brent Shaw (205) 412-5761

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HERDSMAN: Seth Holmes (205) 412-7053

FEATURES



The live auction at the conclusion of the SGBI President's Dinner is the usual "big hit" of the night.

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SGBI members attend a sightseeing dolphin cruise just off the coast.

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Santa Gertrudis *SOURCE* (ISSN-10985026, USPS-013-876) is published monthly for \$30.00 US by Santa Gertrudis *SOURCE* located at 18443 Bandana Lane, Wellington, CO 80549. Periodicals postage paid at Wellington, CO and additional mailing offices. **POSTMASTER:** Send address changes to: Santa Gertrudis *SOURCE*, 18443 Bandana Lane, Wellington, CO 80549. **Subscriptions:** \$30 U.S. per year for all subscriptions to the U.S. and her possessions. First class subscriptions in the U.S. are available at \$50. Foreign surface mail subscriptions are \$30. Foreign airmail subscriptions are as follows: Mexico/Canada: \$60. Central America & South America: \$100. Europe and all others: \$110. We accept Mastercard, VISA and Discover. Materials in Santa Gertrudis *SOURCE* may not be reproduced without the permission from the publisher.

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ON THE COVER

Members attend the SGBI Annual Meeting tour of Hobcow Barony near Georgetown, S.C.
Photo by Darren Richmond.

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Marketing Your Cattle

How much time do you spend marketing your cattle? Do you leave the job to others, or is it something that is always on your mind?

Some of the most successful seed-stock operations I know market their cattle all year long. They use social media, email, newsletters, personal calls and other means of keeping their cattle in the minds of potential purchasers. They also utilize targeted advertising as sale time approaches. Those advertisements aren't always simply photographs of cattle with their EPDs; they are often a more general message of how utilizing their genetics will help buyers reach specific goals in their own operations.

Understanding that marketing is different from sales is very important. Marketing sets the stage for a sale, which is transactional in nature. Marketing is more about brand awareness. It should be designed to build perceptions among potential buyers that cause them to desire your product above others. The goal is to have potential buyers want what you have.

Do you have a clear image in your mind of what drives your potential customers' buying decisions? If you don't, you need to begin forming one. The best way to do so is to ask them. Ask questions such as:

- What do you look for when you consider buying a bull or heifer?
- Do you want to develop show animals, or will this be a herd bull?
- Are you primarily marketing your calves as feeders, or will you retain ownership through the feeding phase?
- Do you retain your heifers as replacements, or do you sell them as feeders or replacement heifers?

Understanding what your potential customers value and what their op-

erational goals are is crucial to successfully market to them. Your marketing messages should be crafted to appeal to those buyers in your target demographic. Again, you want them to want what you have.

The other thing to keep in mind is that buyers who are focused on commercial cattle production have a much different mindset than a purebred or seedstock producer. They may not have a good understanding of EPDs or other metrics that help you make decisions; they mostly just want to trust that you have developed the right kind of animal that will help them meet their goals.

***Understanding that
marketing is different from
sales is very important.***

It might be helpful before your sale to have your animals listed in a spreadsheet that can be easily sorted based on each buyer's goals. You might even consider making lists of animals that will fit a particular type of buyer. Perhaps three lists would be appropriate.

1. Strong maternal bulls for the buyer who plans to retain heifers and build a better cow herd.
2. Bulls that will deliver above-average weaning weights for the buyer who plans on selling his calves as feeders.
3. Bulls that will pass on high USDA Quality Grade characteristics for those buyers who plan to retain ownership and feed their own calf crop. It also would be wise to have a list of bulls for use on heifers. Low birthweight EPD bulls should bring a premium at every sale.

When we continue to see female prices exceed prices paid for bulls, we

should recognize that there is a two-part problem within the breed. The first is a limited supply of females, which drives up their price. Second, the industry perceives a lack of value in using Santa Gertrudis bulls on their commercial cow herd, which suppresses bull prices. We must focus on changing both of those perceptions.

Increasing the number of available females can be accomplished through using ET technology. Changing perceptions about the value of our bulls is a different matter and requires much more work. We must get the word out to commercial cow-calf operations that Santa Gertrudis genetics delivers heterosis, which results in more pounds weaned. If their goal is more productive cows, that same heterosis can drive longevity and reproductive efficiency through retaining heifers. At the end of the day, for the commercial operation, it is about producing more with less – more pounds per acre on fewer inputs drives the bottom line in the right direction. Maternal longevity is probably the most important factor to improve the bottom line for a cow-calf producer – more than any other single trait. They need to get that message and they must get it from each and every one of us.

Whether you are marketing for a specific sale, marketing your "brand" (your ranch production) or marketing for the breed in general, the message needs to be on the tip of your tongue every day and at every opportunity that presents itself. If those opportunities are rare because you are busy – just like the rest of us – you need to make opportunities happen. We put more money in our pockets when people see the value of what we produce. It is our job to make it happen. 🐄

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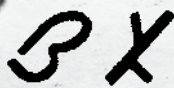
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Don't Empty the Cupboard

Through the first quarter of 2024, cattle markets have produced extraordinary results – calf prices have been on fire and record highs are seemingly being set weekly. Industry watchers don't think the calf market has seen the last of the record highs and believe demand for calves and feeders will remain strong for the foreseeable future.

It is hard to imagine a downside to this current market environment, but when the prices for weaned/feeder calves rival the prices for purebred/registered animals, and the demand for commercial replacements remains low, seedstock producers face a puzzling marketing dilemma. Should calves be marketed now in a record market environment, or should bulls and females be developed and marketed as seedstock in the future? Taking advantage of a hot calf market over the development of the next generation of elite genetics is attractive, but as producers of Santa Gertrudis seedstock we must always have an eye on the future. We need to focus on leveraging everything available to maximize future profitability, including increased collaboration from a marketing standpoint.

Breeders utilizing similar genetics and marketing together regionally or aligning with a larger seedstock operation is a concept that has been discussed by Santa Gertrudis Breeders International members for years, but we all recognize there has been reluctance to pursue cooperative marketing programs built on the use of like genetics. However, to survive in today's competitive marketplace, seedstock operators, especially owners of small herds, might find it beneficial to combine resources and create unique genetic offerings that differentiate their genetic packages from other bull and replacement female suppliers and other breeds. Of course, cooperative marketing is just one of many marketing options deserving our discussion.

Commercial herd expansion is on the horizon, and while we want to take advantage of the current weaned/feeder calf market, we must not empty out the cupboard. It is essential we continue to develop the next generation of profitable Santa Gertrudis genetics and, most important, position ourselves to capture a greater share of the bull and female market when that time comes. 🐄

SGBI BUSINESS

Locked out of Your DigitalBeef Account? SGBI Rule No. 1

Some of you may have experienced being locked out of your DigitalBeef account recently. DigitalBeef is now set to provide notification to you in this manner if you are not current in your Santa Gertrudis Breeders International (SGBI) membership and account. SGBI "Rule 1: Privilege of Registration" states, "Applications for registration and/or recordation in the Santa Gertrudis Herd Book will only be accepted from Charter, Active and Junior SGBI members." It is easy for these things to slip by in absence of reminders. However, the issue can be quickly and easily resolved by contacting the SGBI office and getting current

Continued on 18 »

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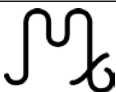
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Replacement Heifer Planning

Genetic selection, sire selection, EPDs, genomic-enhanced EPDs, embryo transfer, in vitro fertilization, estrus synchronization and artificial insemination are wonderful tools. However, to utilize these beef cattle management practices, one still must manage cattle using knowledge and experience acquired over many years of raising good cattle. This is especially true when it comes to producing quality replacement heifers. Similar to other daily staples in our lives, 2024 is most definitely a year of “heifer-flation.” Whether it is due to regional drought (similar to 2011–2014), supply and demand, a low U.S. beef cow inventory, politics, increased feed/fuel/fertilizer costs or the increased value of feeder cattle, replacement heifers are currently very expensive.

If the asking price of replacement heifers doesn't fit within your ranch's financial plan, then look within your own weaning pen and you may find some hidden jewels. Rather than buying heifers you cannot afford, it may be better to purchase a great, low-birth-weight heifer bull or perhaps spend money on artificial insemination tools and semen from a proven sire. There are plenty of low-birth-weight sires available with semen priced at or near \$30 per straw. A healthy, yet lower performing, weaned calf has more value than a potential higher performing calf that did not survive parturition.

It does not matter if your goal is to produce a bred heifer for a specific show season or to produce commercial replacement heifers that can easily become valuable additions to the herd – both require planning. If the latter scenario is the plan, recommendations are to select potential heifers that are born during the first one-third of the calving season. Why? These potential replacement heifers will be much older and heavier than their contemporaries on weaning day. Moreover, these heifers' dams are most likely the most fertile females on the ranch because they were the first to conceive during the past breeding season and most likely the past several breeding seasons.

Once the heifer picks have been made, it is time to plan. Look at the average of selected heifers' birth dates and then add one year plus 60 days to the average day of birth. That is the target date for all heifers to be sexually mature (pubertal) and have established, normal estrous cycles. Accomplishing that goal is the most important part of the replacement heifer plan. If heifers are pubertal by 14 months of age and you can employ an estrus synchronization program, that should allow two opportunities for conception prior to 15 months of age. Heifers that conceive before (or near) 15 months of age will give birth before (or near) 24 months of age. The target date of average day of birth plus 425 days (365 days plus 60 days) for

breeding virgin heifers will precede the normal breeding season of the mature cow herd by approximately three to four weeks. This is a built-in benefit of the heifer plan because all the properly bred replacement heifers will give birth well ahead of the mature cows.

The second most critical component of the plan is to make certain that most heifers become pubertal on time. Pubertal heifers will weigh approximately 60 to 65 percent of their dam's known or estimated mature body weight. Calculating the needed average daily gain (ADG) to reach that target weight by the average day of birth plus 425 days will provide insight to the required nutritional program.

Example:

- 1,385-lb. mature dam x 0.65 = 900-lb. pubertal heifer weight
- 900 lbs. – 485-lb. weaning weight = 415 lbs. to gain
- 425 day of age at pubertal target – 205 day of age at weaning = 220 days to gain
- 415 lbs. ÷ 220 days = target ADG of 1.89 lb.

The good news is that this ADG does not have to be continuous. Research studies have shown that at least 60 to 80 days of exceptional ADG (≥ 2.0 pounds per day) sometime between weaning and yearling age can suffice to initiate proper timing of puberty. Thus, a producer can utilize available resources effectively to fulfill the heifer development plan. 🌱

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2018-2022 Breeder of the Year



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Jay Willams, S.C.
DMC Farm, Miss.
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Graves Creek Ranch



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PASSION FARMS

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(512) 508-6747

2024 SGBI Annual Meeting Recap



It was Oceans of Opportunity for more than 100 Santa Gertrudis Breeders International (SGBI) members who met April 25-27, 2024, in Myrtle Beach, S.C., for the 73rd Annual Meeting. Hosted by District 5 and led by SGBI Board member Mickey Bowman, the event was the place to be for learning, fellowship, recognition and SGBI business activities. A huge thank you goes out to Mickey for all he did to organize and execute this great event!

Recognition highlights of the meeting are best conveyed in the following pictures. Look for coverage of presentations given at the annual meeting in future issues of the *Santa Gertrudis Source*. 🐄



Retiring SGBI Board members Cody Mattingly, center left, and Rafael Miranda, center right, are presented with customized cutting boards by SGBI Executive Director Chris McClure, left, and SGBI President Adolfo Sanchez, right.



Matt Garcia, Ph.D., left, is presented with the SGBI President's Award by SGBI President Adolfo Sanchez, right. Garcia was recognized for his work in the area of heterosis and for the leadership he provided to the Utah State University Heterosis Project. Currently serving as the ranch management director at Texas Christian University, Garcia previously served as Utah State University Extension beef specialist.



The family of Y.N. Strait receives the SGBI Hall of Fame sculpture on behalf of Y.N., who passed away in 2021. Pictured, left to right, are granddaughter Nellie Loden, daughter Callie Loden, wife Cynthia Strait and son Yancey Strait.



The family of Dr. Burton McDaniel gathers to share in the SGBI Hall of Fame honor bestowed (posthumously) upon Burton at the annual meeting. From left to right are Anna and Drew Lobeau with their children Andrew, Daniel and Luke; Judy McDaniel; Will McDaniel; Justin and Ali Hill with their children Sara Beth, Samantha and Tyler; Wes and Jessica McDaniel and their children Wesley and Parker (not pictured Andi McDaniel).



Members with the most registrations and recordations are recognized for their contributions at the awards banquet. Seated, left to right, are Karen Wiley of Wiley Ranch; Adolfo and Christina Sanchez of Red Doc Farm with daughters Ellana and Catarina; and Arlin Taylor of Tinney Farms. Standing, left to right, are Kim Wiley of Wiley Ranch; Zack Denning and Sam, Will, Jack and Jody Standley of Five J's Cattle Company; Allyson and Tony Creech of Creech Farms; and Del and Ginny Thomas of Shampain Ranch.



Accepting recognition for Sire of the Year are Karen and Kim Willey of Willey Ranch, on the left, and for Dam of the Year are Todd Hyde and Chris Birdwell of Excell Santa Gertrudis, on the right.



Buckles were given to those recognized for achievement in Shows and Exhibits for 2023-2024. In attendance are folks representing Gracey Pitchford, Tripp Nichols, Excell Santa Gertrudis, 777 Farms, Bar M Farm, Five J's Cattle Company, Morse View Farm and Landon Stem. For a full list of final point standings, please visit <https://santagertrudis.com/wp-content/uploads/2024/04/2023-2024-SGBI-Final-Point-Standings.pdf> or use the QR code to go directly to the downloadable PDF.



The Annual Meeting would not be possible without our greatly appreciated sponsors - including Trans Ova Genetics. SGBI Executive Director Chris McClure, right, talks with SGBI members and Trans Ova representative Cary Crow, second from right.

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Friday, October 18, 2024

1:00 PM Cattle Viewing
4:00 PM **BULL AND COMMERCIAL FEMALE SALE**
6:00 PM Social and Dinner

Saturday, October 19, 2024

8:00 AM Cattle Viewing
8:00 - 10:00 AM Breakfast
10:30 AM **TRIED AND TRUE PRODUCTION SALE**
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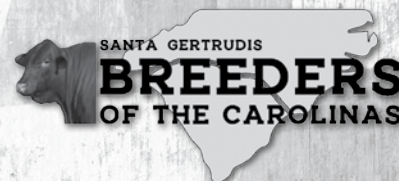
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FALL SHOW SCHEDULE

SHOW NAME	CITY	SHOW DATE	CONTACT INFO	ENTRY DEADLINE
Ohio State Fair	Columbus, Ohio	7/30/24	ohiostatefair.com	6/21/24
Ozark Empire Fair	Springfield, Mo.	8/3/24	ozarkempirefair.com	6/16/24
Indiana State Fair	Indianapolis, Ind.	8/7/24	indianastatefair.com	7/1/24
Missouri State Fair	Sedalia, Mo.	8/18/24	mostatefair.com	7/1/24
Kentucky State Fair	Louisville, Ky.	8/25/24	kystatefair.com	7/11/24
Four States Fair	Texarkana, Ark.	9/8/24	fourstatesfair.com	8/11/24
D6 Larry Osborne Memorial Show	Corydon, Ind.	9/13/24	djrichmd@gmail.com	9/1/24
Southeastern Empire Fair	Lawrenceville, Ga.	9/16/24	gwinnettcountyfair.com	9/1/24
Tulsa State Fair	Tulsa, Okla.	9/27/24	tulsastatefair.com	8/25/24
State Fair of Texas	Dallas, Texas	10/13/24	bigtex.com	9/1/24
North Carolina State Fair	Raleigh, N.C.	10/18/24	ncstatefair.org	9/15/24
Arkansas State Fair	Little Rock, Ark.	TBD	arkansasstatefair.com	TBD
Louisiana State Fair	Shreveport, La.	11/7/24	statefairoflouisiana.com	10/1/24
North American Livestock Expo	Louisville, Ky.	11/21/24	livestockexpo.org	10/1/24
Hot Gert Show	Robstown, Texas	11/23/24	vickiloessin@aol.com	11/1/24

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 K & C Farm, N.C.
 Rocking L Farm, NC
 Michael Cantrell, Ga.
 Jerry McDowell, N.C.
 Alan Price, N.C.
 Price Family Farm, N.C.
 Russell Hovis, N.C.

Diamond H Farm, N.Y.
 Creech Farms, N.C.
 Keith Moore, N.C.
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 Michael Hale, Ala.
 DMC Farm, Miss.
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Sept. 7, 2024 • Zebulon, N.C.



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ACTIVITY REPORT

Annual Meeting Business Report • Suzanne Fulton, SGBI President-Elect

The business portion of the 73rd Santa Gertrudis Breeders International (SGBI) Annual Meeting kicked off with a presentation from the SGBI Long Range Planning Committee and was followed by additional presentations. The general membership meeting was held on Saturday and included board elections and a report from SGBI Executive Director Chris McClure on current and future activities and goals.

Board action included writing off unpaid balances for registration, recordation and genetic evaluation work that has been deemed uncollectable; approving the preliminary framework presented by the Long Range Planning Committee; reviewing changes and updates from the Breed Improvement Committee previously approved by the board; and a presentation from SGBI consulting geneticist Bob Weaber, Ph.D., regarding the work he has been doing to ensure the integrity of SGBI data.

Activity reports to the board included: Marketing and Promotion Committee is working with the King Ranch to produce a marketing video; a newly formed World Congress Board has been established and the United States is represented by Gene Kubecka and Jerome Urbanosky;

World Congress 2027 will be held in Australia; Youth Activities Committee is hosting the 2024 National Junior Santa Gertrudis Show June 16-22, 2024, in Little Rock, Ark.; donations to the Santa Gertrudis Youth Foundation have been steady with several large pledges; and the Santa Gertrudis Foundation continues to sponsor several research projects at universities around the country.

The 2024-2025 proposed budget was presented, discussed and approved, and SGBI officers were elected. See page 8 for the full 2024-2025 SGBI Board. 🐾



The SGBI board gathers at the 2024 Annual Meeting. Pictured, front row, left to right, are Kim Wiley, Daniel Kubecka, Devlin Reese, Mickey Bowman, Adolfo Sanchez, Suzanne Fulton, Patti Ermis and Jamie Daniel. Back row, left to right, are Bill Stroman, Craig Lapossa, Yancey Strait, Trail Stegall, John Justiss and Arlin Taylor. Not pictured are Kade Thigpen, Jewett Borden and Todd Osborne.

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SALE REPORTS

RED DOC FARM SPRING SALE

April 6, 2024 • Bosque, N.M.

• SALE AVERAGES •

ELITE CUT FEMALE SALE

11 Lots: \$9,050

20TH ANNUAL RED DOC FARM RED HOT BULL SALE

121 Lots: \$5,632

ROCKY MOUNTAIN SPRING RUNOFF REPLACEMENT FEMALE SALE

84 Lots: \$3,204

This year marked the 20th anniversary of Red Doc Farm's Red Hot Bull Sale. The auctioneer was Leo Casas. The three sales were well attended, and high-quality cattle sold for top dollar across the United States and internationally. The high-selling bull was Lot 2A, Red Doc Paranda 2489, a full semen interest, that sold to J&J Breeding Services, Albuquerque, N.M. The volume buyers were Jyp McCorkel from New Mexico and Rhett Crane from Utah. This year was driven by domestic buyers out of the Mountain West and Florida, with bulls going to new and return commercial cattlemen. The Sanchez family and the Rocky Mountain affiliate would like to thank all those who attended from the Santa Gertrudis breed and from the commercial beef industry. 🐾

BLUEBONNET CLASSIC SALE

April 20, 2024 • Hallettsville, Texas

• SALE AVERAGES •

61 Lots: \$3,289

The Bluebonnet Classic Sale took place in Hallettsville, Texas, with Colt Adams as the auctioneer. The high-selling pair was consigned by Strait Ranches, Streetman, Texas, and sold to James Meischen, Cuero, Texas, for \$7,000. The high-selling bred heifer was consigned by Townsend Cattle, Louise, Texas, and sold to Nate Thomson, Ephraim, Utah, for \$6,000. The high-selling open heifer was consigned by Wiley Ranches, Deville, La., and sold to Strait Ranches, Streetman, Texas, for \$3,750. The high-selling bull was consigned by 4J Cattle, Hallettsville, Texas, and sold to James Meischen, for \$3,500. The volume buyer was James Meischen. 🐾

CRIMSON CLASSIC SALE

April 20, 2024 • Hanceville, Ala.

• SALE AVERAGES •

55 Registered Lots: \$4,170 • 26 Crossbred Lots: \$1,890

The Crimson Classic Sale was hosted by Tinney Farms, auctioned by Tommy Barnes and managed by Darren Richmond. The high-selling pair was consigned by Flying C Ranch, Searcy, Ark., and sold to Red Doc Farm, Belen, N.M. and Spencer Hackett, Lebanon, Tenn., for \$11,250. The high-selling bred female was consigned by Tinney Farms and sold to Grandview Farms, Hamilton, Ala., ▶

and DMC Farm, Philadelphia, Miss., for \$8,500. The high-selling bred heifer was consigned by Grandview Farms and sold to David Branch, Rayville, La., for \$8,000. The high-selling open heifer was consigned by DMC Farm and sold to Stegall Farms, Pontotoc, Miss., for \$6,000. The high-selling STAR 5 female was consigned by Rolling Oaks Ranch, Doniphan, Mo., and sold to Diamond S Farm for \$5,000. The volume buyers were Diamond S Farm, Union Springs, Ala., and Flying Double A Farm, Gray, Ga. 🐾

BREEDERS OF THE CAROLINAS SALE

May 11, 2024 • Monroe, N.C.

• SALE AVERAGES •

31 Registered Lots: \$3,590 • 39 STAR 5 Lots: \$2,820

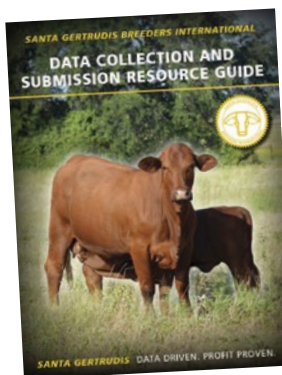
The 51st Annual Breeders of the Carolinas Sale was sponsored by the Breeders of the Carolinas Association, auctioned by E.B. Harris and managed by Darren Richmond. The high-selling lot was a pair consigned by Creech Farms, Zebulon, N.C., and sold to Craig and Tanya Bram, Louise, Texas, MC Ranch, Alpharetta, Ga., and Old Agency Reserve, Reynolds, Ga., for \$10,250. The high-selling bred heifer was consigned by Grandview Farms, Hamilton, Ala., and sold to Rocking L Farm, Silver City, N.C., for \$7,500. The high-selling bull was consigned by Creech Farms and sold to Bar M Farms, Lenior, N.C., for \$4,500. The high-selling open heifer was consigned by Flatwillow Farm, Statesville, N.C., and sold to K&C Farm, Staley, N.C., for \$3,000. The volume buyer was Emily and Ann McNerney, Chester, S.C. 🐾

SGBI BUSINESS

Continued from 8

on your account – this includes all current and past-due invoices. The privilege of registering and recording cattle is reserved for active, paid-up members.

SGBI Genetic Tools Resource



This is a timely reminder to members to access the *SGBI Data Collection and Submission Resource Guide*. This resource guide is designed to help members better understand the available genetic tools offered by the association and provide strategies for formulating sound practices to implement an effective and profitable use of the SGBI genetic evaluation. The guide was created some years ago, but while some areas are a bit outdated, it is still chock full of vital and important information. Access it at <https://santagertrudis.com/registry-genetics/guide-to-genetic-tools/> or use the QR code to go directly to the downloadable PDF. 🐾



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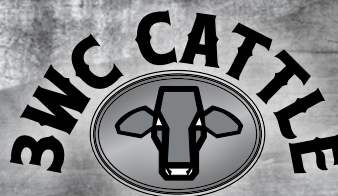
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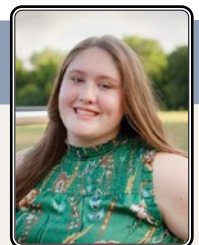
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Q: WHY IS BEING AN NJSGA MEMBER IMPORTANT TO YOU?

A: Hey y'all! My name is Audrey Jones. I'm from Lake City, Fla., and am a senior at Santa Fe High School. I have been showing Santa Gertrudis cattle since I was 8 years old. We have a small family farm of about 30 head of Santa Gertrudis cattle. This is my second year as a District 4 director on the National Junior Santa Gertrudis Association (NJSGA) Board of Directors. Being an NJSGA member is very important to me, and showing Gerts is somewhat of a family legacy. My dad and his brother grew up showing Santa Gertrudis cattle and showed them until they aged out. I felt it was important to hold on to that and do what they did growing up because they always talked about all the memories they made and how fun it was showing Gerts and going to the National Junior Santa Gertrudis Show (NJS GS) every year. When it came time for me to get my first show heifer, of course I wanted to get a Santa Gertrudis. My experience has been nothing short of amazing. I have learned so much and grown from the opportunities that being a member has given me, including making friends from across the United States, and attending the NJS GS and Gerts Ongoing Advanced Leadership Summit. If you're considering joining, **DO IT!** 🐄



Q: WHAT HAS BEEN THE HIGHLIGHT OF YOUR NJSGA MEMBERSHIP EXPERIENCE?

A: Hello, my name is Savannah Roessler and I am entering my junior year at Gainesville High School. My personal herd of cattle started with a gifted show heifer from my aunt on my eighth birthday. My herd now includes two scramble calves, some females (sent back to my aunt's herd once they age out of the show circuit) and bulls. I plan to go to vet school eventually and would like to take some ranch management courses as I study so that I understand every type of cattle operation I may have the potential of working on.

The highlight of my National Junior Santa Gertrudis Association (NJSGA) membership experience has been attending the National Junior Santa Gertrudis Show (NJS GS) every year. Last year's event was extra special because I was elected to the NJSGA Board of Directors as a District 1 representative. One of the best things about the NJS GS is that there is a bull show where I and others have the opportunity to show bulls at our national forum. Another wonderful thing about the NJS GS is the abundance of people – many of whom we met throughout the year at other shows and now get to reconvene with. There are many other competitions that juniors can participate in as well, such as photography, public speaking and sales talk, just to name a few. My absolute favorite contest is Brain Bowl. For me, the NJS GS is the highlight of my summer because it is like a vacation (with an extreme amount of work) that's filled with the best kind of people – the people of the Santa Gertrudis breed! 🐄

EVENT CALENDAR

June

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

July

- 19-20 Kentucky National Show & Sale, Bowling Green, Ky.

August

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

September

- 3 Reds to Die For: Volume IV, steerbidder.com
- 7 Creech Farms Field Day, Zebulon, N.C.
- 11 Proud to Be American Sale, Shidler, Okla.

- 13-14 District 6 Haltered Heifer Show & Sale, Corydon, Ind.
- 13-14 Reese Ranch Annual Red Dirt Gert Sale and Field Day, Encinal, Texas
- 16 Southeastern Empire Livestock Show, Lawrenceville, Ga.
- 22 B Square "The Commitment" Production Sale, sconlinesales.com

October

- 5 Alabama Connection Sale, Cullman, Ala.
- 8 Red Royalty Elite Haltered Heifer Sale, sconlinesales.com
- 18-19 Strait-Hefte Tried & True Production Sale, Streetman, Texas
- 25 Tri Star Sale, Bloomington, Texas
- 26 Briggs Ranches Annual Bull & Commercial Female Sale, Bloomington, Texas

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