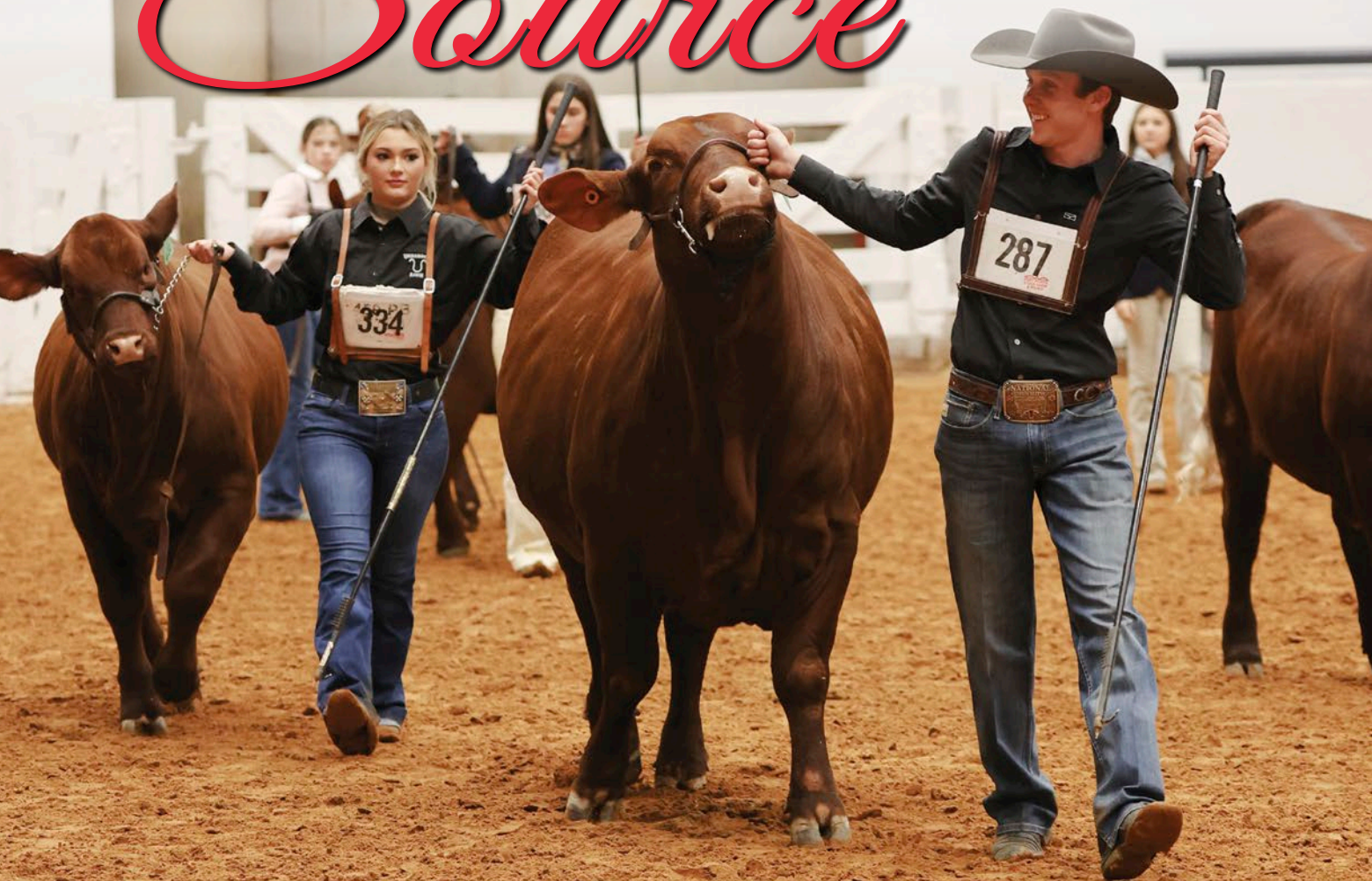


HING 2024 IS LEGENDARY

SANTA GERTRUDIS *Source*



2024 NATIONAL CHAMPIONS



BULL



FEMALE

MARCH 2024 • VOLUME 27 • NUMBER 3

Proven Performance
TEXAS **ALLIANCE SALE**

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BLOOMINGTON, TEXAS

BRIGGS RANCHES, TRAYLOR DIVISION IN BLOOMINGTON, TX
Located 13 Miles South of Victoria, TX

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Abrian Bass | 817.517.3006



Joe Cavender | 903.571.1209
Mark Cowan | 903.495.4522
Todd Harvey | 386.288.8059

SCHEDULE OF EVENTS

MONDAY, MARCH 18TH

2:00 PM Bulls & females available for viewing

TUESDAY, MARCH 19TH

8:00 AM Bulls & females available for viewing

9:30 AM South Texas Cowboy Brunch

11:00 Texas Alliance Bull Sale

Commercial female sale to immediately follow

This sale will be broadcast live on the internet.
DVAuction
Broadcasting Real-Time Auctions
Real time bidding & proxy bidding available.



SCAN ME

BRANGUS CATTLE



KUBECKA 18/21

**2024 NATIONAL CHAMPION
SENIOR FEMALE**



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**NTR MS NIKKI 63/3
ANSLEIGH RAINEY**

SANTA GERTRUDIS *Source*

MARCH 2024

VOLUME 27 • NUMBER 3

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ON THE COVER

2024 National Santa Gertrudis Show, Fort Worth, Texas. Photo by Darren Richmond.

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Introducing Our Recent Addition to the Herd Bull Battery



INDEXES

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SR GRIZZLY'S MARK 830/K

SR Grizzly's Mark 830/K is an **SR Marksman 33/19** son. His dam combines the genetics of **CB Bear Cat 507** and **CB Grizzly's Amy 627 ET**. 830/K goes back to **Grizzly 3308** 5 times.

830/K has 10 EPDs in the TOP 50% with 8 of those in the TOP 30%. He combines growth, fertility and carcass with a structurally correct phenotype.

LOOK FOR US AT UPCOMING SALES

We are consigning 3 open heifers to the **Purple Reign III Sale, March 23, Magnolia, Ark.,** and will also have consignments in the **Crimson Classic Sale, April 20, Hanceville, Ala.**

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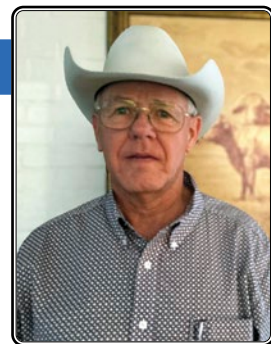
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It's Complicated

This probably won't be the typical introduction you get from a new executive director, but it might provide a little insight into how I am wired. I come from a commercial cattle background with much of my career centered on cattle feeding. My wife and I have owned a small cow-calf operation and have fed cattle, but much of my life was spent calling on feedyards. I've been in most of the 4,000-head-capacity yards, which are primarily in the High Plains but are also scattered across the country.

When it comes to seedstock cattle, my experience is limited to those we have purchased to add to our own cow-calf herd. We started that direction somewhat by accident when we had the opportunity to purchase a truckload of purebred heifers that we developed and then bred to purebred bulls – of a different breed. Our focus was on the calf and weaning the most pounds per acre that our small operation could efficiently and sustainably produce.

Because we were small and not initially able to sell in truckload lots, we had to seek alternate methods of marketing our calves. Fortunately, we were able to take advantage of a “graded” sale through the Northeast Texas Beef Improvement Organization. Their model worked well for smaller producers in that region, and it is something I will likely refer to in a future column. They had a strict weaning protocol that was essentially a VAC-45 program. Weaned, pre-conditioned calves were sorted at the sale into uniform load lots to maximize the appeal to stocker calf and feedlot buyers. Our calves mostly sold in the highest value classes due to our genetic program.

That's where things begin to get complicated. What maximized the

returns on our small herd were not necessarily the things that maximized returns on the cattle we fed. Because land was at such a premium in our area, we expanded our numbers by buying feeder cattle and sending them to the feedyard. It is a very different business model than the cow-calf operation. It is strictly a margin business. Often, the profit is determined the day the feeders are purchased because we can usually predict what their performance will be and, by utilizing the futures market, hedge an expected profit.



The cattle we fed were not the cattle that we sold from our cows. Sounds crazy, doesn't it? We found that the best feeders to purchase were those with the highest expected USDA Quality Grade – if that grade could be achieved economically. The “buy” was more important than the “sell” much of the time. We searched for opportunities to buy “undervalued” cattle. We wanted to buy feeders that had the likelihood of grading Choice or better, gain more than 3.5 pounds per day and convert at less than 6 pounds per day on a dry-mat-

ter basis. They also needed to have been backgrounded properly and be of sufficient age to minimize health risk.

That strategy worked much of the time. The occasional exception was usually due to unexpected health issues or weather events that affected performance. That's an important point to remember – healthy cattle will outperform morbid (sick) ones.

So, why did calves from our cows sell at a premium? It comes down to risk and feedyard economics. Most people don't realize that a commercial feedyard is basically a giant hotel/restaurant for cattle. Their primary profit driver is feed sales. Because there are fewer individuals who seek custom feeding now, many feedyards have turned to owning cattle to keep the pens full, the employees occupied and the feed mills running at or near capacity. They sell their feed through the cattle that they own. Occasionally, they must give up a little margin on those cattle, but it keeps them operating at a profit. The calves we produced fit their risk and performance profile. They are willing to pay a little more for predictably low-risk cattle that will grow and fit their marketing agreements with the packer within a known timeframe. They also want cattle that will eat a lot of feed – usually at least 30 pounds per head per day.

What does that mean for a purebred seedstock producer? It means that we must understand our customers' mindset as we develop our genetics. Know your customers – and I'm not talking about the beef consumer. I'm referring to those who will write a check to buy a bull, steer or heifer that will put dollars toward their bottom line. 🐄

777 Farms, along with our guest consignors, formally invite you to our

Purple Reign^{III}

SANTA GERTRUDIS SALE

March 23, 2024

11:00 a.m. • 777 Farms • Magnolia, Ark.

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What's in a Number?



There was an interesting article on bull value in the January issue of *Drovers*, written by Mark Johnson. While the article focused on commercial operations and bull value, it made me think about bull value from the seedstock producer standpoint. After all, seedstock operations' input costs are greater and the need for constant genetic improvement is a must for survival in today's competitive seedstock sector.

Johnson points out that a good commercial bull is worth the value of five calves he sires. The five-head calculation has been used for years and is probably one of the most accepted rules of thumb when determining bull value. Using current market reports from a New Mexico barn, a 500-pound steer is selling for \$2.90 per pound or \$1,450 per head. My calculator shows five weaned steers have a value of \$7,250. Therefore, this rule of thumb calculation tells us that a good commercial bull has a value of more than \$7,000.

I realize that there are more factors that drive commercial bull prices than calf value, and I also recognize that perceptions of "good" bulls differ among industry members. That said, if a commercial bull has a value of \$7,000 in today's market, what is the value of a herd sire that keeps a seedstock operation profitable and relevant in a rapidly changing beef industry? I don't know of a tool, calculation or rule of thumb that can be used to put a value on a registered operation's herd sire. However, I do know that, as Santa Gertrudis seedstock producers, we must be aware of the traits that are profitable for our commercial bull-buying customers and be committed to breeding a product that ensures customer profitability while providing an acceptable return on investment for our particular operations.

The Santa Gertrudis Breeders International (SGBI) genetic evaluation and indexes can assist with the identification of profitable genetics. Combining information from our association's toolbox with artificial insemination and embryo transfer can keep a purebred herd moving in a positive, profitable direction. And while AI and embryo transfer are beneficial tools for seedstock producers, walking stock does not need to be overlooked. Sometimes the best option to keep an operation viable and moving forward in a financially worthwhile manner is as simple as purchasing and utilizing the right bull, one that ensures your cattle-buying customers meet their goals.

So, back to the original question: What is the value of a herd sire that keeps a seedstock operation profitable and relevant in today's beef industry? My answer is that each producer needs to make that determination based on the many factors that impact their operation. Keep in mind, those determinations can be made with the many association tools and genetic packages offered by fellow SGBI members. 🐄

Combining information from our association's toolbox with artificial insemination and embryo transfer can keep a purebred herd moving in a positive, profitable direction.

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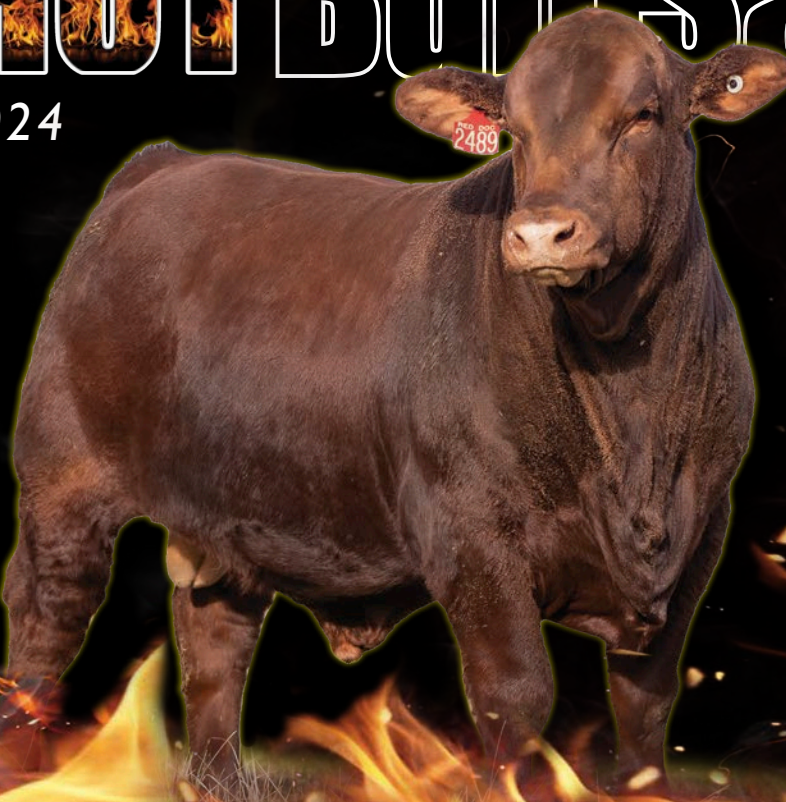
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2024 NATIONAL CHAMPION FEMALE

XL'S DREAMIN OF GOLD 240
FULL SIBS SELL 3.19.24!



**2024 FT. WORTH JUNIOR
GRAND CHAMPION FEMALE**

XL'S CAMBRIA 247 ET
EXHIBITED BY- RE'ANA VILLANUEVA
HALF SIBS SELL 3.19.24!



**2024 FT. WORTH JUNIOR RESERVE
SENIOR CHAMPION FEMALE**

XL'S LOOKIN LAVISH 241 ET
EXHIBITED BY- RHETT HARRINGTON
FULL SIBS SELL 3.19.24!



**2024 RESERVE
NATIONAL CHAMPION FEMALE**

XL'S RED QUEEN 389 ET
HALF SIBS SELL 3.19.24!



**GRAND
CHAMPION**

A NATIONAL SHOW TO REMEMBER



**2024 NATIONAL RESERVE
CALF CHAMPION FEMALE**

**XL'S HONEY DELIGHT 302
HALF SIBS SELL 3.19.24!**



**2024 NATIONAL CHAMPION
BEST OF POLLED FEMALE
2024 RESERVE NATIONAL
YEARLING CHAMPION FEMALE**

**XL'S SHEEZA STAR 236 ET
FULL SIBS SELL 3.19.24!**



**2024 NATIONAL RESERVE
CALF CHAMPION BULL**

**XL'S AMERICAN PHAROAH 303 ET
FULL SIBS SELL 3.19.24!**



**2024 NATIONAL CALF
CHAMPION BULL**

**XL'S PENDLETON 253 ET
OWNED BY - LANDON STEM & PD RANCH
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2024 NATIONAL SANTA GERTRUDIS SHOW

AT THE FORT WORTH STOCK SHOW

JAN. 15, 2024 · FORT WORTH TEXAS · JUDGE: CARL MUNTEAN

The 61st Annual National Santa Gertrudis Show was held in conjunction with the Fort Worth Stock Show & Rodeo in Fort Worth, Texas. Santa Gertrudis cattle from across the country competed for the title of national champion. Here's who took home the honors.

PARADE OF CHAMPIONS



**GRAND CHAMPION BULL
AND CHAMPION
SENIOR BULL**
Zeus, Landon Stem, Navasota, Texas



**RESERVE CHAMPION BULL,
BEST OF POLLED BULL
AND RESERVE CHAMPION
SENIOR BULL**
777 Bruno's Kash,
Erin Kay Daniel, Magnolia, Ark.



CHAMPION BULL CALF
XL's Pendleton 253 ET, Landon Stem,
Navasota, Texas



CHAMPION YEARLING BULL
777 Honey Badger Candyman, 777 Farms
and Wendt Ranches, Magnolia, Ark.



**GRAND CHAMPION
STAR 5 BULL**
DK Salty Chupacabra, Creyton Cummings,
Batesville, Ark.



**RESERVE CHAMPION
STAR 5 BULL**
Titan 20/22, Jenna Grace Fullington,
Terry, Miss.



**GRAND CHAMPION FEMALE
AND CHAMPION
YEARLING HEIFER**
XL's Dreamin of Gold 240, Fiona Joseph,
Baytown, Texas



**RESERVE CHAMPION
FEMALE AND
CHAMPION HEIFER CALF**
XL's Red Queen 389 ET, Excell Santa
Gertrudis, Houston, Texas



**RESERVE CHAMPION
YEARLING HEIFER AND
BEST OF POLLED FEMALE**
XL's Sheeza Star 236 ET, Fiona Joseph,
Baytown, Texas



CHAMPION SENIOR FEMALE
Hubecka 18/21, Cooper Cates,
Eustace, Texas



**GRAND CHAMPION
STAR 5 FEMALE**
Copperhead Ms Assignment,
Gracey Pitchford, Eustace, Texas



**RESERVE CHAMPION
STAR 5 FEMALE**
BSR AR Gemma, Laura Jackson,
Piggott, Ark.

Continued on 14 »

NO PHOTOS

RESERVE CHAMPION BULL CALF

XL's American Pharoah 303 ET, Excell
Santa Gertrudis, Houston, Texas

RESERVE CHAMPION YEARLING BULL

Triple P's Charlee, Savannah Roessler,
Gainesville, Texas

RESERVE CHAMPION HEIFER CALF

XL's Honey Delight 302, Excell Santa
Gertrudis, Houston, Texas

RESERVE CHAMPION SENIOR FEMALE

WL Mandy ET, Lazy L Show Cattle,
Navasota, Texas

PRODUCE-OF-DAM

Excell Santa Gertrudis, Houston, Texas

GET-OF-SIRE

Excell Santa Gertrudis, Houston, Texas





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APRIL 20, 2024 | 11 AM

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2023 LOTS



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STAR 5 - SHOW PROSPECTS**

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5 PM | Cattle Viewing**

**Saturday, April 20th
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11 AM | Sale Begins**



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CLASS WINNERS



EARLY SUMMER HEIFER CALF

1. XL's Red Queen 389 ET, Excell Santa Gertrudis, Houston, Texas
2. XL's Honey Delight 302, Excell Santa Gertrudis, Houston, Texas
3. Urbanosky Guch 341, Urbanosky Ranch, Navasota, Texas

LATE JUNIOR HEIFER CALF

1. Dreamboat's Grand 2090, DP Cattle, Hamilton, Ala.
2. Miss T-Arrow Fancy, Eli Saunders, Burton, Texas
3. XL's Centerfold 369 ET, Excell Santa Gertrudis, Houston, Texas

EARLY JUNIOR HEIFER CALF

1. QVF Ms Paradigm 65L, Landon Stem, Navasota, Texas
2. XL's Glitter & Gold 370 ET, Excell Santa Gertrudis, Houston, Texas
3. BSR Willa, Axel Cuevas, Denton, Texas

LATE SENIOR HEIFER CALF

1. XL's Rouge Gem 249, Fiona Joseph, Baytown, Texas
2. Crosswinds Maxi, Cacie Lennon, Alba, Texas
3. Miss Grandview Bugatti 5121K, Gracey Pitchford, Eustace, Texas

EARLY SENIOR HEIFER CALF

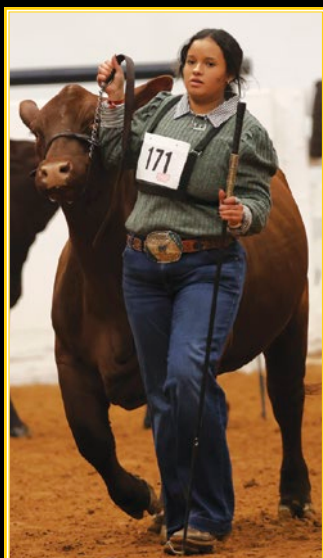
1. XL's Hot Fuss 256 ET, Fiona Joseph, Baytown, Texas
2. Miss 777 Bruno 777 K5, Erin Kay Daniel, Magnolia, Ark.
3. Briggs 217K4 ET, Caleb Bram, Louise, Texas

CHAMPION HEIFER CALF

XL's Red Queen 389 ET, Excell Santa Gertrudis, Houston, Texas

RESERVE CHAMPION HEIFER CALF

XL's Honey Delight 302, Excell Santa Gertrudis, Houston, Texas



LATE SUMMER YEARLING HEIFER

1. XL's Dream Catcher 252 ET, Cale Cornelius, Timpson, Texas
2. XL's Amazing Dream 229 ET, Fiona Joseph, Baytown, Texas
3. Goldie Hawn T207 ET, Rhett Harrington, Plantersville, Texas

EARLY SUMMER YEARLING HEIFER

1. XL's Dreamin of Gold 240, Fiona Joseph, Baytown, Texas
2. XL's Sheeza Star 236 ET, Fiona Joseph, Baytown, Texas
3. K&B Streit's Ariel, Ryan Hachtel, Mount Enterprise, Texas

LATE JUNIOR YEARLING HEIFER

1. XL's Cambria 247 ET, Re'ana Villanueva, Pearland, Texas
2. NTR Paisley 36/2, Demi Harrington, Plantersville, Texas
3. QVF Ms Paradigm 11K, Heard Farms, Centralia, Ill.

EARLY JUNIOR YEARLING HEIFER

1. KK Flirty Girl, Kalli Kimble, Kingsbury, Texas
2. XL's That's Gold 231, Fiona Joseph, Baytown, Texas
3. Miss M Rock Malibu 222, M Rock Farm, De Kalb, Texas

CHAMPION YEARLING HEIFER

XL's Dreamin of Gold 240, Fiona Joseph, Baytown, Texas

RESERVE CHAMPION YEARLING HEIFER

XL's Sheeza Star 236 ET, Fiona Joseph, Baytown, Texas

LATE SENIOR YEARLING HEIFER

1. WL Mandy ET, Lazy L Show Cattle, Navasota, Texas
2. Miss Grandview Sister 205J, D & R Farms, Ennis, Texas
3. Miss Grandview 9115J12, Red Dawn Farms, Gallant, Ala.

EARLY SENIOR YEARLING HEIFER

1. SP Mary Alice, Luke Nelson, Krum, Texas
2. Miss 777 Ke\$ha, Caroline Daniel, Magnolia, Ark.
3. SR Ms Marksman ET 621/J12, Avery Elizabeth Strait, Streetman, Texas

LATE 2-YEAR-OLD HEIFER

1. CLB 2221 Tann Marie, Tripp Nichols, Corsicana, Texas
2. PC Miss Copperheads Jade 30, Tripp Nichols, Corsicana, Texas
3. B5K Jenny, Harli Shupak, Somerville, Texas



EARLY 2-YEAR-OLD HEIFER

1. Kubecka 18/21, Cooper Cates, Eustace, Texas
2. SR AY Frenchie 2102, Avery Elizabeth Strait, Streetman, Texas

CHAMPION SENIOR FEMALE

Kubecka 18/21, Cooper Cates, Eustace, Texas

RESERVE CHAMPION SENIOR FEMALE

WL Mandy ET, Lazy L Show Cattle, Navasota, Texas

GRAND CHAMPION FEMALE

XL's Dreamin of Gold 240, Fiona Joseph, Baytown, Texas

RESERVE GRAND CHAMPION FEMALE

XL's Red Queen 389 ET, Excell Santa Gertrudis, Houston, Texas

BEST OF POLLED FEMALE

XL's Sheeza Star 236 ET, Fiona Joseph, Baytown, Texas

EARLY SUMMER BULL CALF

1. XL's American Pharoah 303 ET, Excell Santa Gertrudis, Houston, Texas
2. WL Altuve, Wethington Cattle Co., Iola, Texas
3. PC My Tore Up 295/L, Gracey Pitchford, Eustace, Texas

LATE JUNIOR BULL CALF

1. M Rock Shuga Bear 123, M Rock Farm, De Kalb, Texas
2. T-Arrow Dirty Deal, Eli Sanders, Carmine, Texas
3. SRM Danny Boy 142 ET, Cale Cornelius, Timpson, Texas

EARLY JUNIOR BULL CALF

1. OLC Jessie James 223, Ashley Osborne, Lathrop, Mo.
2. Wendt's Dreamboat 9852, Kinsley Kubecka, Bay City, Texas
3. Triple P's Beauregard, Lauren Hanna, Fort Worth, Texas

LATE SENIOR BULL CALF

1. SJ Mr Surge 264K3, San Jose Cattle Co., Kingsville, Texas
2. DP Mr. CPR Head 5121K2 ET, DP Cattle, Hamilton, Ala.
3. CSC 11-2 Big John, Connors State College Farm, Warner, Okla.

Continued on 16 »



WHAT A DAY IN *Cowtown!*



ZEUS 12/20

SIRE: 2X RNC ROCKIN 3 T'S SYRUS 2/5
DAM: HT'S 23/17 LUCY

2024
National Champion
BULL

XL'S PENDLETON 253 ET

SIRE: DREAMBOAT 0372
DAM: RAR MISS ABIGAIL 1637

2024
National Champion
BULL CALF



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EARLY SENIOR BULL CALF

1. XL's Pendleton 253 ET, Landon Stem, Navasota, Texas
2. 5-E's Stone Cold 60, Greg and Hilda Edenfield, Altha, Fla.

CHAMPION BULL CALF

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

RESERVE CHAMPION BULL CALF

XL's American Pharoah 303 ET, Excell Santa Gertrudis, Houston, Texas

LATE SUMMER YEARLING BULL

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

EARLY SUMMER YEARLING BULL

1. Triple P's Charlee, Savannah Roessler, Gainesville, Texas
2. 777 Bruno's Kasanova, Caroline Daniel, Magnolia, Ark.
3. Vengeance T203, Urbanosky Ranch, Navasota, Texas

LATE JUNIOR YEARLING BULL

1. 777 Honey Badger Candyman, 777 Farms and Wendt Ranches, Magnolia, Ark.
2. Revenge T202, Urbanosky Ranch, Navasota, Texas
3. Davids Bodyguard 2316, H2 Cattle Company, Clarksville, Texas

EARLY JUNIOR YEARLING BULL

1. Better Than Roses, Bodie Triche, St Francisville, La.
2. WM 422 Guss, Ryan Hachtel, Mount Enterprise, Texas
3. Man O' War, Mikaela Terry, Bryan, Texas

CHAMPION YEARLING BULL

777 Honey Badger Candyman, 777 Farms and Wendt Ranches, Magnolia, Ark.

RESERVE CHAMPION YEARLING BULL

Triple P's Charlee, Savannah Roessler, Gainesville, Texas

LATE SENIOR YEARLING BULL

KK Tiago, Kalli Kimble, Kingsbury, Texas

EARLY 2-YEAR-OLD BULL

777 Bruno's Kash, Erin Kay Daniel, Magnolia, Ark.

AGED BULL

Zeus, Landon Stem, Navasota, Texas

CHAMPION SENIOR BULL

Zeus, Landon Stem, Navasota, Texas

RESERVE CHAMPION SENIOR BULL

777 Bruno's Kash, Erin Kay Daniel, Magnolia, Ark.

GRAND CHAMPION BULL

Zeus, Landon Stem, Navasota, Texas

RESERVE GRAND CHAMPION BULL

777 Bruno's Kash, Erin Kay Daniel, Magnolia, Ark.



BEST OF POLLED BULL

777 Bruno's Kash, Erin Kay Daniel, Magnolia, Ark.

PRODUCE-OF-DAM

1. Excell Santa Gertrudis, Houston, Texas
2. Excell Santa Gertrudis, Houston, Texas
3. Patrick Daniel, Magnolia, Ark.

GET-OF-SIRE

1. Excell Santa Gertrudis, Houston, Texas
2. 777 Farms and Jamie Daniel, Magnolia, Ark.
3. Wendt Ranches, Bay City, Texas

STAR 5 FEMALE CLASS 1

1. Copperhead Ms Assignment, Gracey Pitchford, Eustace, Texas
2. BSR AR Gemma, Laura Jackson, Piggott, Ark.
3. Lazy L Tina Turner, Lazy L Show Cattle, Navasota, Texas

STAR 5 FEMALE CLASS 2

1. Crosswinds Rockstar, Hollyann Roach, Keller, Texas
2. FSCC Miss Nala, Flying S and John Sharp, Burleson, Texas

STAR 5 FEMALE CLASS 3

1. CWR Gigi, Blaine Gibson, Lubbock, Texas
2. CSC Miss Kr 8-2, Connor State College Farm, Warner, Okla.

STAR 5 FEMALE CLASS 4

1. T Bar - 121522, Anistyn Finley, Eustace, Texas
2. FSCC Miss Bell, Tripp Nichols, Corsicana, Texas
3. Miss 777 Pippi, Madisyn Douglas, Bonham, Texas

STAR 5 FEMALE CLASS 5

1. MV Maggie May, Morse View Farm, Mountain Grove, Mo.
2. FSCC Sweetness, Flying S and John Sharp, Burleson, Texas

GRAND CHAMPION STAR 5 FEMALE

Copperhead Ms Assignment, Gracey Pitchford, Eustace, Texas

RESERVE GRAND CHAMPION STAR 5 FEMALE

BSR AR Gemma, Laura Jackson, Piggott, Ark.

GRAND CHAMPION STAR 5 BULL

DK Salty Chupacabra, Creyton Cummings, Batesville, Ark.

RESERVE GRAND CHAMPION STAR 5 BULL

Titan 20/22, Jenna Grace Fullington, Terry, Miss.



CRIMSON CLASSIC

Sale

April 20th, 2024

11:00 am • Tinney Farms
Hanceville, AL

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LOCATION**

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**75
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Selling 60 High Quality
Registered Santa Gertrudis Females
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2024 NATIONAL SANTA GERTRUDIS SHOW DEDICATION

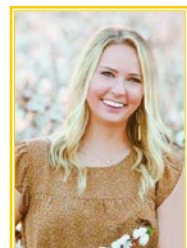
BY TANYA BRAM

In January 2022, as the Santa Gertrudis family gathered in Fort Worth for our annual National Open Show, we received the devastating news that two beloved people in our Gert family had passed. I'm not sure it can be put into words about the lives they touched in this great breed or the love they shared for their family. Both Debbie Townsend and her daughter, Tana Townsend Hajovsky, had a way of making you feel as if you were the most important person in their life and always made you feel welcome to be a part of whatever they were doing.

Debbie enjoyed being a gracious host at her home and was the happiest when hosting pool parties for the grandkids or even the Santa Gertrudis World Congress. What made her so special was that she always kept your favorite item on hand, and she would remember the little things about the people she loved, even if it was as simple as your favorite coffee blend or creamer. She was great at giving guidance and support but, most important, her love. Her proudest moments were watching her grandkids show-



ing. Debbie served many years on the Santa Gertrudis Breeders International (SGBI) Board. She gave her time generously to the Finance and Long Range Planning committees. No one will ever forget her Foundation Dinner & Dances at the Houston Livestock Show.



Of course, she couldn't have pulled these off without Tana by her side. Tana was a shining spirit of her mom. She had a smile that could brighten the room. She knew everyone's name, and she was always the first to help out. Tana could "stick" one with the best of them. She served on the National Junior Santa Gertrudis Board and as a Mid-Coast Junior director. Tana never missed a show or ballgame her nephews were in – she was their biggest fan. She couldn't wait until the day her daughter, Logan, was old enough to start showing too! I can't think of a better way to honor them than to dedicate the 2024 National Open Show in their names. 🐾

THE 2024 NATIONAL SHOW WAS MADE POSSIBLE BECAUSE OF OUR SPONSORS

BCD Farms	B Square Ranch
Buena Vida Cattle	Chad Oats & Family
Circle L Ranch	Crosswinds Ranch
Diamond G Ranch	Duane & Sandy Miller
Ellis Livestock Co.	Excell Santa Gertrudis
Hurricane Cattle Company	In the Red Ranch
Iron Oaks Cattle	JC Sherrill, Jr. Ranch
Lazy K Imaging	Lyness Farms
Minix Cattle Company	M Rock Farm
Pitchford Cattle	PD Cattle
Richmond Marketing Service	Red Doc Farm
RJ Ranch	Rocking K Ranch
Square Running M Cattle	Rocking S Cattle
The Danrick Santa Gertrudis	Top Shelf Cattle Co.
777 Farms	Strait Ranches
Stegall Farms	Urbanosky Ranch
	Wendt Ranches

WE THANK THEM!

SALE REPORT

STOCKYARDS SHOWCASE SALE

Jan. 14, 2024 • Fort Worth, Texas

• SALE AVERAGES •

14 Lots: \$6,205

The high-selling open heifer, Urbanosky Guch 341, was consigned by Urbanosky Ranch, Plantersville, Texas, and was sold to Dwayne Ellis, Woodway, Texas, for \$11,500.

The second high-selling open heifer, NTR Ms Nikki 63/3, was consigned by In the Red Ranch, Eustace, Texas, and was sold to Ansleigh Rainey, Tioga, Texas, for \$10,000.

The high-selling open STAR 5 heifer, 5J's 2100, was consigned by Five J's Cattle Co., Clayton, N.C., and was sold to Michael Hunter, Crosby, Texas, for \$5,500. 🐾

777 FARMS

MAGNOLIA, ARK.

5-Time SGBI
Breeder of the Year

PROUD HOST OF THE

Purple Reign^{III}

SANTA GERTRUDIS SALE

March 22-23, 2024

LiveAuctions.TV

OUR EMBRYO & SEMEN CONSIGNMENTS



777 CANDYMAN

- › 2023-2024 SGBI HIGH POINT BULL
- › 2024 NATIONAL YEARLING CHAMPION
- › 2023 NATIONAL CALF CHAMPION

Selling full sibling embryos. Candyman semen will also be featured.



Examples of Kitty offspring to be sold. Also offering embryos out of Kitty. The matings are a who's who of industry sires: Bruno, Dreamboat, Honey Badger and Candyman.



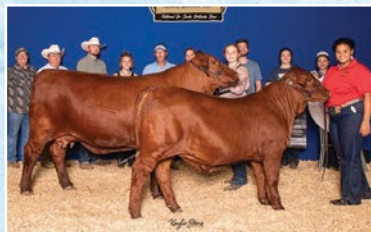
MISS 777 KITTY

Selling a Kitty flush in the genetics sale. She is a 2x NJSGS Best of Polled Female and 2020 Reserve International Champion in Houston. Kitty is the dam of 2024 Reserve National Champion and High Point Senior Bull 777 Kash.



777 KASH

› 2024 NATIONAL RESERVE CHAMPION BULL
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GRANDVIEW 285G4

Selling sexed embryos by Candyman and Beaux out of Grandview 285G4.



BLACK VEGAS

Selling Black Vegas matings by these sires: Townsend Neverside (Bruno), In God We Trust, Here I am, Dry Town and Man Among Boys.



What's in Store for 2024?

Although most of us have never considered ourselves as prognosticators of weather or the commercial beef cattle market, it sure is fun to read their writings and study their charts. Personally, I will never use the futures market to hedge my small, annual calf crop, but I am aware that lots of larger producers use these markets to reduce risk. My idea of risk mitigation is to make darn sure my wife never runs out of goat feed or dog food.

According to beef cattle market experts, there is more and more outside money (speculators) “playing” in both live cattle and feeder cattle futures and options. Not sure how I feel about that, but we live in a free country. This outside money causes a more volatile cattle market and can increase the liquidity of the cattle futures market because these folks never intend to deliver any cattle to the market. Moreover, they most likely have never seen many cattle, let alone pulled or doctored a calf, put out round bales or prayed for rain. This outside interest in the commercial beef cattle market is likely to continue as it has since about 2010.

Will this be a year of a no-show El Niño? Only time will tell but, honestly, the long-term precipitation outlook is predicted to be great for eastern Gulf Coast cattle producers. Most of the weather charts I found in January indicated a wetter-than-average prediction for most of Texas/Louisiana, the southern parts of Mississippi to Georgia and the Florida Panhandle for December to February. If true, this should



have extended the winter pasture grazing season and set us up for a great 2024 hay crop. Although the overall 2023 hay production increased by 9 percent, hay stocks from 2022 were really low, and the hay price peaked in April 2023 at \$251 per ton. Experts predict we will not get that high this year due to the promised El Niño weather pattern and continued beef cow liquidation. However, 30 days of cold, wet weather could change things.

The commercial beef cattle market is still driven by the U.S. economic conditions, supply, demand, export market and weather. The 2024 feeder cattle and calf supply is predicted to be lower (down 3.7 percent or 900,000 head) than we had in 2023. We have not seen numbers like that since 2014-2015. In addition, the U.S. cow herd is not yet expanding (for the fifth year in a row), and we are placing plenty of heifers into feedyards. Taken together, this could indicate higher calf prices this year, albeit with less slope to the line than we saw in 2023. When and not until we begin retaining more heifers on the ranch will we have more calves to sell for beef production.

During most of last year, beef calf prices were just too good and demand was very strong. Therefore, many commercial producers elected to sell heifer calves rather than invest more time and money into young females. Current thinking is that cow herd rebuilding may not occur until after 2026. We shall see. Unfortunately, the high calf markets in 2023 also attracted lots of imported feeder cattle from Canada and Mexico. Given our low cow inventory and strong markets, we could observe a similar scenario again this year.

The fresh beef retail price climbed from \$7.20 per pound (Jan. 2023) to \$7.94 per pound (Oct. 2023) last year, while retail pork and broilers decreased during the same time. I don't know about you, but I find it challenging to avoid purchasing the lower cost protein options when I find everything else at the grocery store has increased in price by about 50 percent. How much more of these increased food prices can the U.S. consumer take? Will there come a point at which beef is just too expensive for daily consumption? Has steak become a luxury item, a special-occasion food choice? Because this is an election year, many economic indicators could change but, in my opinion, it is U.S. beef demand that could be the elephant in the room. In 2024, let us encourage all our friends and neighbors to continue purchasing beef in spite of its higher price. Continued demand and consumption of wholesome U.S. beef is a good thing for the entire beef cattle industry. 🍴

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SANTA GERTRUDIS

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OF THE CAROLINAS**



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51st Annual

**BREEDERS
OF THE CAROLINAS SALE**

May 11, 2024 • 11 a.m. EST

Union County Agri Center, Monroe, N.C. (new location!)

**REGISTERED & SANTA GERTRUDIS-
INFLUENCED LOTS**

**OVER
100**

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Dennis Lee (336) 202-4138

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Santa Gertrudis: Oceans of Opportunity

SANTA GERTRUDIS BREEDERS INTERNATIONAL 73RD ANNUAL MEETING

OCEANS
OF OPPORTUNITY

April 25-27, 2024

Myrtle Beach, S.C.



TENTATIVE SCHEDULE

THURSDAY, APRIL 25

7:00 a.m.-8:00 a.m. Breakfast
10:00 a.m.-Noon Committee Meetings
Kick-Off Lunch and Keynote - Daniel Poole, Ph.D., North Carolina State University
2:00 p.m.-5:00 p.m. Board of Directors Meeting, Committee Meetings
6:30 p.m.-9:30 p.m. "Boots-Scooting Boogie Myrtle Beach Style" Welcome Social

FRIDAY, APRIL 26

7:00 a.m.-8:00 a.m. Breakfast
8:30 a.m.-5:00 p.m. Buses leave for tours: Baruch Institute of Coastal Ecology and Forest Science, and Hobcaw Barony. Lunch at Wicked Tuna, followed by Dolphin Cruise*.
8:30 a.m.-5:00 p.m. Free time for those who do not want to participate in the tours. Some options include chartered fishing trips, shopping, sightseeing or a day at the beach.
7:00 p.m.-9:00 p.m. Show and Performance Awards Presentation

SATURDAY, APRIL 27

7:00 a.m.-8:00 a.m. Breakfast
8:00 a.m. Annual Membership Meeting and Breakout Sessions
Lunch
Noon Board of Directors Meeting
2:00 p.m. Cocktail Social
6:30 p.m.-7:00 p.m. President's Dinner and Hall of Fame Inductions
7:00 p.m.-9:00 p.m.

*The Dolphin Cruise is limited to 57 people.
SIGN UP EARLY!*

REGISTRATION FORM

Affiliate: _____

Name: _____ Spouse: _____

Ranch Name: _____ Herd No.: _____

Phone: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Complete Registration Includes:

All sessions, tours and meals for Thursday-Saturday, Awards Program and President's Dinner

\$225 per person x _____ = \$ _____ *If received BY March 25, 2024*

\$250 per person x _____ = \$ _____ *If received AFTER March 25, 2024*

Dolphin Cruise x _____ = \$ 0 *NO ADDITIONAL CHARGE, but requires a head count*

A la Carte Tickets Available

Thursday a la carte tickets

Kick-Off Lunch & Keynote, Welcome Social
\$100 per person x _____ = \$ _____

Friday a la carte tickets

Tours, Dolphin Cruise and Awards Evening
\$125 per person x _____ = \$ _____

Saturday a la carte tickets

Annual Business Meeting, Lunch and Breakout Sessions
\$100 per person x _____ = \$ _____

President's Dinner and Hall of Fame

\$200 per person x _____ = \$ _____

Payment Method

Check No.: _____ TOTAL: \$ _____

Credit Card: ☐ Visa ☐ Mastercard
please check one

Credit Card No.: _____

Expiration Date: _____

Card Holder Name: _____

Card Holder Signature: _____

Mail registration to:

SGBI · P.O. Box 1257 · Kingsville, TX 78364 · or FAX to (361) 592-8572

Anyone having trouble with DigitalBeef is encouraged to bring their laptop. SGBI Member Services Representative Emma Ramirez will be available all weekend to answer questions.

Nearest Airport: Myrtle Beach International
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Embassy Suites Oceanfront Resort

9800 Queensway Blvd., Myrtle Beach, S.C.
(800) 876-0010 · www.kingstonresorts.com
Room Rate: \$199 · Group code: SGB
Room reservations must be made before March 25, 2024, for the SGBI block rate.

McClure Named Executive Director

Santa Gertrudis Breeders International (SGBI) announces Chris McClure as its executive director, effective immediately.

"SGBI welcomes Chris McClure as our new executive director," says SGBI President Adolfo Sanchez. "He brings tremendous beef industry knowledge to the Santa Gertrudis breed as well as strong business experiences."

"I am excited to be joining Santa Gertrudis Breeders International," McClure says. "Although my experience and background have been focused on commercial aspects of cattle production – rather than the registered and purebred seedstock business – I have long been interested in Santa Gertrudis cattle, which, I believe, have tremendous, underutilized potential to positively impact today's beef production industry."

McClure's background is rooted in the agriculture industry and includes

extensive experience in agricultural finance, business consulting, animal health distribution and livestock diagnostics.

For the past nine years, McClure has worked as a business consultant for various clients, where he helped businesses raise capital, develop business plans, maintain customer relationships and more. He has also previously worked with AzTx Cattle Company, Texas Heritage National Bank and Gold Standard Labs.

"I see a bright future for America's original beef breed because it is the right breed to meet the challenges of the future," McClure says. "We have a great group of breeders who are poised and ready to fill

the demand for these true 'business-focused' cattle."

McClure can be reached by contacting the SGBI office or emailing chris@santagertrudis.com. 🐾



While attending the Cattle Industry Convention & NCBA Trade Show, SGBI Executive Director Chris McClure, center, visits with Roland Sanchez, Red Doc Farm (left), and Mark Nelson, Diamond N7 Ranch (right).



PREMIER SANTA GERTRUDIS ASSOCIATION

Premier Spring Sale
ANNUAL MEETING AND WARM-UP SHOW

MAY 3-5, 2024

Cooke County Fairgrounds | Gainesville, Texas

TENTATIVE SCHEDULE

FRIDAY, MAY 3

Noon Cattle may arrive

5 p.m. Cattle viewing begins

SATURDAY, MAY 4

Noon Lunch

1 p.m. Annual Meeting

3 p.m. Premier Spring Sale

Hamburger Supper follows Sale

SUNDAY, MAY 5

8-9 a.m. Warm-up Show Check-in

9 a.m. Junior Membership Meeting

10 a.m. Warm-up Show

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

For more details

Amanda Millican

(940) 391-3870

agmillican@gmail.com

Chris Taliaferro
(214) 674-8064

Brian Cummins
(903) 603-6634

Glenn Romines
(940) 393-6291



Western Region Director

Cody Black

Cody is a first-generation Santa Gertrudis and STAR 5 breeder. Cody and wife, Aryn, are currently raising their five boys, Cinch, Cannon, Colt, Cutter and Creek, to love and appreciate the agriculture industry.



Cody Black

After graduating from Texas Tech University with a master's degree, Cody moved back to Muleshoe, Texas, to start his own farming and ranching operation. Cody's passion for the breed grew quickly, and he began expanding his own herd with an aggressive AI and ET program. His goal is to produce cattle that not only perform efficiently in the feedyard, but also are phenotypically appealing for the ranch and show ring.

Cody believes that the future of this breed and our industry relies on the next generation's involvement and that's why you'll always find his boys working cows or riding in the combine during harvest. Cody grew up showing and is excited that his oldest will start this year.

"Being a first-generation breeder, I'm excited to help advance the breed while working with other first-time and multi-generation breeders," Cody says. "I look forward to serving on the SGBI Board of Directors, if elected. Thank you for your support and consideration."

John Justiss

John Justiss lives in Yoakum, Texas, with his wife, Doyce, and daughter, Jana. He fully supports the National Junior Santa Gertrudis Association (NJS-GA), which he grew up in and in which his

daughter is now an active member.

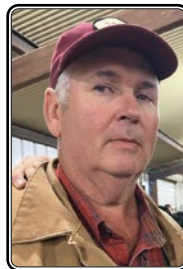
Four J Cattle, which John manages, and the Justiss family are approaching 50 years in the breed. They are a commercially driven operation with a seed-stock component to evaluate their genetics. Santa Gertrudis is their base herd. Since 1995, they have fed cattle in the Texas Panhandle, feeding out everything that is not retained or marketed for breeding purposes.

"My goal is to get Santa Gertrudis off the order buyers' 'do not buy' list. This will allow Santa Gertrudis calves to sell at par to black-hided cattle and increase the confidence of commercial cattlemen to utilize our genetics," John says. "The best way to do this is to ensure reliable, accurate EPDs. We need to utilize genetics to grade up to a product desired by the end user. I support the genetic evaluation that is going to make Santa Gertrudis cattle most relevant for the cattle industry."

"We need to make the Santa Gertrudis-cross the cow of choice for the South, West and Midwest. We need to market bulls to commercial cattlemen who have too much black in their herd," he adds. "The longevity, fertility and ability of the Santa Gertrudis cow to adapt to harsh environments needs to be emphasized."



Luke Lyness



John Justiss

Luke Lyness

Luke Lyness has been involved with Santa Gertrudis cattle for more than 24 years. Together with his family, he owns and operates Lyness Farms, a cow-calf operation in Ben Wheeler, Texas. The family farm has raised purebred Santa Gertrudis and STAR 5 cattle

2024 SGBI Board Candidates

Below are candidates whose names will appear on the ballot for the Santa Gertrudis Breeders International (SGBI) Board of Directors elections. Regional candidates appearing on the ballot notified SGBI of their intent to run by Jan. 29, 2024. Elections are for the following seven positions:

Western Region Director - 2 seats • Eastern Region Director - 2 seats
At-Large Director - District 2 • At-Large Director - District 3

since 1999 and has grown to manage a substantial registered herd on three ranches in Van Zandt County. Lyness Farms has successfully DNA tested its entire herd and is continuing to move forward with the latest innovations and data-collection methods to further enhance the profitability and marketability of their Santa Gertrudis and STAR 5 herds. Luke was very active in the NJS-GA, serving on the board of directors and participating in many shows, youth activities and events. Today, Lyness Farms continues to support juniors and the breed whenever possible.

Agriculture has always been a passion for Luke and, more important, raising quality and genetically sound Santa Gertrudis cattle. Whether traveling to observe and study cattle ranching operations and techniques or managing cattle in East Texas, Luke has always had his sights on providing the best care, conditions and environment for the cattle to thrive and be profitable.

"I would like to represent membership as one of SGBI's western directors in order to bring the passion for healthy development, continued success, worldwide recognition and help secure a future for the Santa Gertrudis breed," he says.

Devlin Reese

Devlin Reese is a second-generation Santa Gertrudis rancher in South Texas. On Reese Ranch, he strives to improve the herd's phenotype and carcass quality in order to produce cattle that perform in the pasture and on the rail. They run approximately 300 head of registered Santa Gertrudis.

As a Santa Gertrudis breeder, Devlin strives to promote the breed as much as he can. He recently attended the 2023 Santa Gertrudis World Congress in Brazil. "My goal for attending



Devlin Reese

was to help build a better relationship with other Santa Gertrudis breeders from around the world and to gain any knowledge I could," he says. "It was a great learning experience to see how other farmers and ranchers raise cattle in Brazil and around the world."

He currently serves on the SGBI Performance, Sales & Marketing and Breed Promotions committees.

"I'm committed to the growth and viability of the Santa Gertrudis breed," he says. "If I am elected on the SGBI Board, I will do what is best for the breed as a whole. I will strive to help our breed grow and help breeders have more outlets for their products."



Darrell White

Darrell White

Darrell White is the area manager of cattle operations at King Ranch. Prior to joining King Ranch, he was general manager of ranching operations in Encinal, Texas, and Okeechobee,

Fla. His educational background includes a bachelor's degree from Texas

A&M University in 2005 and a master's in ranch management from the King Ranch Institute for Ranch Management in 2014.

"I am passionate about helping ranching operations improve profit potential through a holistic, systems, business-like approach," he says. "Continuous genetic improvement in an increasingly competitive marketplace will continue to differentiate the most profitable cattle operations. Ranches that raise Santa Gertrudis-influenced cattle will be no different. Being a part of a team working to advance such a historically significant breed has been extremely enjoyable and rewarding."

Matthew Zajic

Matthew Zajic is seeking re-election to his Western Region director seat. Personal highlights from his year of service on the board include hiring a new executive director and pushing the breed forward by sitting on the Performance and Marketing committees.



Matthew Zajic

"The biggest challenges I believe we face are creating new revenue streams for our association while trying to increase our number of members and registrations," he says. "I think we must focus on the commercial market to do this, which will allow us to get more cattle in the marketplace, especially the great bulls we are producing."

"We need to continue to champion our junior program and retain those juniors in the breed as adult members," he adds. "We also need to continue to push an aggressive marketing campaign to inform others about the benefits of Santa Gertrudis. Through this, we can change the negative perception of our cattle, especially in a commercial setting."

Matthew has always wanted to raise cattle and farm for a living. After buying his first set of Santa Gertrudis, he started Zajic Farms. Matthew focuses on improving his herd through ET and an aggressive AI program.

"My passion and appetite for success is what drives me to tackle the issues we face as a breed and offer new ideas

Continued on 26 »

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2024 SGBI Board Candidates

Continued from 25

on how to keep the breed moving forward,” he says. “Serving this breed and my fellow breeders has been an absolute honor, and I hope that we can continue our great work together.”

Eastern Region Director



Bill Morse

Bill Morse

Bill Morse, herd No. 34489, Old Oak Farm, lives in Mountain Grove, Mo. His wife, Tanya, and five kids first started with the breed in 2000 after a trip to their state fair where the breeders made

them feel welcome. They bought out the Bobier farm, herd No. 4631, upon their retirement. He has taken numerous trips to D6, Kentucky, Carolinas, Georgia and Alabama sales over the years. The highlight for him was the purchase of the bull MC Momentum and the last Scarlett daughter from a wonderful family in Ringgold, Ga.

His oldest son, Andrew, has decided to carry on with the breed and has had incredible results on the show road over the last few years. “I couldn’t be prouder and I will talk your ears off on how well they are doing,” he says.

Bill currently serves on the Shows and Exhibits Committee. He is proud of what the committee has accomplished. “I feel I can do more to help the breed,” he says. “I have a deep regard for the history and integrity of my breed. We love these red cows!”

“A person in an elected position represents the folks who put him or her there in that position and what the majority of those people wish is how issues should be addressed in the best interest of the breed and the Eastern Region members this position represents.”

Todd Osborne

Todd Osborne is seeking re-election to his Eastern Region director seat. He has served two, three-year terms as an At-Large director, has been on multiple committees

and was SGBI Polled Association vice president. He is currently the secretary of the Polled Association.



Todd Osborne

Todd owns Osborne Livestock Company, which operates in Jonesville, Ky., and Lathrop, Mo. Todd has raised commercial cattle since 1989, in addition to his registered Quarter Horses and mules. The Osborne family started showing and raising Santa Gertrudis cattle in 2004. They have won one national champion, one reserve national champion and several state champions.

In September 2016, Todd took over as the chairman of the District 6 Junior Heifer Show and Sale before serving as the co-chairman of the District 6 Sale and Show.

“At the show, I strive for every exhibitor to walk away with an award or money. I also hope junior members walk away with more knowledge of Santa Gertrudis cattle than before,” he says. “My goal for the breed is to breed quality, functional cattle and serve the breeders, big and small, providing transparency and accountability for each member.”



Barry Powell

Barry Powell

Barry Powell, Columbia, Miss., has served on numerous Mississippi transportation boards over the past 25 years, as well as the Marion County Cattlemen Board.

Barry grew up on a small cattle farm, where his dad had 25 to 30 commercial cows. Barry has raised commercial cattle since 1986. In 2012, he tried his first Santa Gertrudis bull. He was very happy with the calves’ growth and docile nature, so he decided he wanted a few registered Santa Gertrudis cows.

He purchased his first registered Santa Gertrudis cows from Cotton Branch in Smithdale, Miss. Soon after, he started transitioning to registered Santa Gertrudis cows. Twelve years later, his herd is 100 percent registered. Running 135 momma cows, his goal each year is to improve his herd’s genetics.

Barry has been in the transportation business all his life. He has a daughter, son-in-law and son who are all working in the business now.

“I have met a lot of good people these last 12 years in the Santa Gertrudis business. You don’t find that in every association nowadays,” he says. “There

is so much going on at SGBI. I realize I don’t know nearly half of it, but I always strive to learn. When one stops learning, they tend to get complacent. I hope I never stop learning.

“If elected, I will always listen and learn,” he adds. “I will serve the association for the best interests of its members.”

Arlin Taylor

Arlin has managed Tinney Farms in Hanceville, Ala., for more than 25 years. Arlin’s wife, Linda, and his son, Ethan, serve as a support system in the daily operation, as well.

“At Tinney Farms, we have worked hard to produce industry-demanding cattle through an intense planning and breeding program that has been proven in the show ring and feedlots,” he says.

Arlin has previously served on the SGBI Board of Directors, helping guide decision making during a time of association growth. He remains committed to the breed as he has also served with several committees and, most recently, helped host SGBI’s 2020 Annual Meeting.

“My goal is to be the voice for the East and do my part to help the improvement of our breed and our association,” Arlin says.



Arlin Taylor

District 2 At-Large

Patti Ermis



Patti Ermis

Patti Ermis, along with her husband, Duane, and son, Landon, run a small Santa Gertrudis show cattle operation and are a large part of Urbanosky Ranch in Plantersville, Texas.

As an active SGBI member, Patti has promoted her ranch in the show ring and the sale ring, winning National Champion with both females and bulls. Her background includes being active with the Mid-Coast Santa Gertrudis Association, having served as president and vice president and currently co-chairing the Mid-Coast Santa Gertrudis Junior Show. “This experience has equipped me with a deep

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8	9	10	11	12	13	14
15	16	17	18	19	20	21

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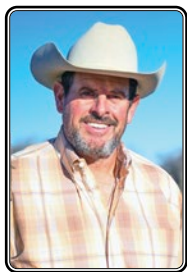
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understanding of what it takes to be successful in our organization and what we need to do as an association to further our breed in industry promotion," she says.

Patti has demonstrated strong leadership skills and is adept at fostering collaborative environments, working closely with diverse teams to achieve common goals. Her ability to understand breed challenges has consistently contributed to successful outcomes.

"I am deeply committed to promoting and marketing our elite breed to the greater beef industry, and I believe that my skills align seamlessly with the needs of the At-Large director position," she says.

"If elected, I am committed to aligning our organization and bringing us together to accomplish the greatest heights in the industry," she adds. "I believe that by working together, we can elevate the breed to new heights and make a lasting impact on the beef industry."



Darrell Pitchford

Darrell Pitchford

Darrell Pitchford, Eustace, Texas, is seeking re-election to his District 2 At-Large seat.

"The secret of change is to focus all of your energy not on fighting the old, but on building the new."

– Socrates. These are words I want to incorporate while using my knowledge and experience to help lead and inspire fellow breeders.

"The past two years as your SGBI director have been productive, yet challenging," Darrell says. "The board has worked together to have forward progress all while preserving the true purpose of being a Santa Gertrudis breeder. And I am proud of what we have accomplished in a short amount of time.

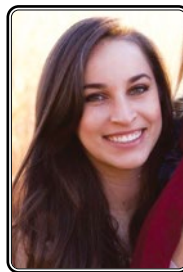
"I have dedicated my time and loyalty to all my fellow breeders. I have tried with due diligence to speak for the voices and directions in a positive manner," he says. "I am asking for your vote for re-election to help our fellow directors continue the progress that we have started. I am beyond excited and looking forward to working with our new Executive Director Chris McClure to see the future and direction of our breed.

"None of this would be possible without the love and support of my entire family and crew," he says. "The future of our cattle operations is in the hands of my two kids and three grandbabies. And I think our future may be a hot mess, but for sure in the cattle business."

District 3 At-Large

Amber Robertson

Amber Robertson is seeking re-election to her District 3 At-Large seat. She lives in Sweet Lake, La., with her husband, Beau, and three children, Cheyenne, Wyatt and Raylan. They started Running R Cattle in 2014 with the purchase of a handful of registered Santa Gertrudis cattle and have continued to grow their purebred herd since that time. They also own and operate a commercial cow-calf operation spanning from Louisiana to Oklahoma that utilizes Santa Gertrudis-cross females to provide farm-to-table products.



Amber Robertson

Amber has been an active member of the Louisiana Santa Gertrudis Association, serving as the secretary/treasurer for the last nine years. She has also served on the SGBI Youth Activities Committee since 2016, and her son is active in the NJSGA. She also serves on local committees in Louisiana, including Cameron Parish 4-H Foundation Committee, Cameron Parish Livestock Committee and the Calcasieu/Cameron Parish FSA County Committee as an advisor since 2018.

"Our future looks bright with the new leadership of our breed association by Chris McClure, and I'm excited to see Santa Gertrudis continue to secure its place as a viable option for commercial cattlemen in cow-calf operations like ours," she says. "I for one can attest to the exceptional maternal traits that Santa Gertrudis-influenced cows exhibit in extreme environments.

"As a director, I strive to promote our breed's advancements in data and technology that ultimately profit large- and small-scale operations alike," she adds. "Most important, I would continue to serve our membership and help make decisions to sustain the long term success of SGBI."



Kim Wiley

Kim Wiley

Kim Wiley started his agriculture life in 1978 with his father-in-law and brother-in-law on Louisiana Delta Plantation, growing soybeans and milo. Throughout his years in agriculture, he has served on several boards, including Farm Bureau and the Louisiana Cattlemen's Association.

Kim, Effie, La., and his wife, Karen, have three children. In 2009, Kim and his son, Erik, started Wiley Ranch with two Santa Gertrudis heifers purchased from Dan Wendt. Those two heifers became 550 head. Kim has been heavily involved with the local 4-H program, helping get kids into agriculture and Santa Gertrudis cattle.

In 2021, along with the Cleveland family, the Wileys formed ACE, American Cattle Enterprise, which has the motto Family, Honesty and Integrity.

Kim has served on some SGBI committees. Along with Red Doc Farm and Wendt Ranch, Kim worked to start the bull show for the NJSGA. "I have sat on the Breeds Standards Board and most recently, I sat on the committee to find our newest executive director," he says.

"I am offering my years of experience and stability in business," he says. "I want to offer my knowledge and hope to help set new goals with the new executive director. I want to help bring unity to the board. Every rancher, small and large, has a voice, and I want to make sure every person's thoughts, concerns and opinions are heard. All ideas need to be brought to the table to be discussed to keep everything transparent." 🐾

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See Annual Meeting Schedule and Registration Form on page 22

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CattleCon 2024

BY CHRIS MCCLURE, SGBI EXECUTIVE DIRECTOR

The 2024 Cattle Industry Convention & NCBA Trade Show in Orlando, Fla., is now in the books. There was a good mix of current Santa Gertrudis Breeders International (SGBI) members as well as prospective new members who stopped by the SGBI booth in the trade show to visit. There was also significant interest from others stopping by to introduce the idea of exploring new opportunities through



possible alliances. All in all, it was a successful show and, with time and persistence, some of what began in Orlando will bear fruit – and I'm not referring to oranges!

As an organization, we need to be prepared to carefully evaluate the opportunities that come our way and how they can help to advance SGBI's objectives. The cattle industry is changing rapidly around us; small breed organizations are struggling, and the ability to respond to the mounting threats to our way of life will require agility, creativity and initiative.

Opportunity abounds and Santa Gertrudis are the right cattle to meet the demands for more beef with fewer resources, produced at a profitable and sustainable level. Genetics will be a key component and our EPDs' accuracies and predictability through genomic tools will add value to our cattle. Those tools will help us hone our breeding programs to meet the efforts of commercial cattle producers who are trying to meet those demands.

Whether your operation is large, small or somewhere in between, or whether your focus is developing national champion show cattle or selling bulls and heifers to commercial producers, growing demand for our cattle will lift us all. The future is bright. 🌱

SHOW RESULTS

Jan. 7, 2024 • Oklahoma City, Okla.
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Cattlemen's Congress



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SERVICES

Q: WHAT IS YOUR FAVORITE JUNIOR NATIONAL CONTEST AND WHY?

A: One of my favorite National Junior Santa Gertrudis Show (NJS GS) contests is Sales Talk. Ever since I was little, I would watch my cousin, Adolfo Sanchez, talk about the animals in the Red Hot Bull Sale. I always thought I could do that. Then I went to my first NJS GS where I competed and took fifth place.

I've always liked Sales Talk because it's you and your animal. You must know your animal inside and out, and what it's worth to you. I've always liked that you must know how much you have put into your animals, such as hay and grain. Knowing the genotype and phenotype of your animal is also important. You need to know your animal's positive attributes as well as its shortcomings, and what you would change if you could. It's not just your animal's parents but its grandparents and why pedigrees matter. My major point was always to sell my animal as a production animal, not just a show animal. Someone always wants an animal to take home and breed but still be able to take on the show road and win! This contest taught me to always know more about my animals and their genetics. This contest has taught me a lot and will always pay off in my future. 🐾



EVENT CALENDAR

March

- 1 Mid-Coast Santa Gertrudis Association International Super Sale, Houston, Texas
- 19 Reds to Die for Volume III, www.steerbidder.com
- 19 Texas Alliance Sale, Bloomington, Texas
- 23 Purple Reign III Sale, Magnolia, Ark.

April

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

May

- 1 NJS GS Ownership Deadline - All Other Classes
- 3-5 Premier Santa Gertrudis Association Sale, Annual Meeting & Junior Warm-Up Show, Gainesville, Texas

May, continued

- 11 Breeders of the Carolinas Sale, Monroe, N.C.

June

- 10-13 Beef Improvement Federation Annual Symposium, Knoxville, Tenn.
- 16-27 National Junior Santa Gertrudis Show, Little Rock, Ark.

July

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

August

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

September

- 13-14 District 6 Halted Heifer Show & Sale, Corydon, Ind.

October

- 25 Tri Star Sale, Bloomington, Texas
- 26 Briggs Ranches Annual Bull and Commercial Female Sale, Bloomington, Texas

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O/X Ranch, NM | Rancho Xacona, NM | Ras Land and Cattle, NM
Red Doc Farm, NM | Richard & Marilyn Cordova, NM | Top T Ranch, NM

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