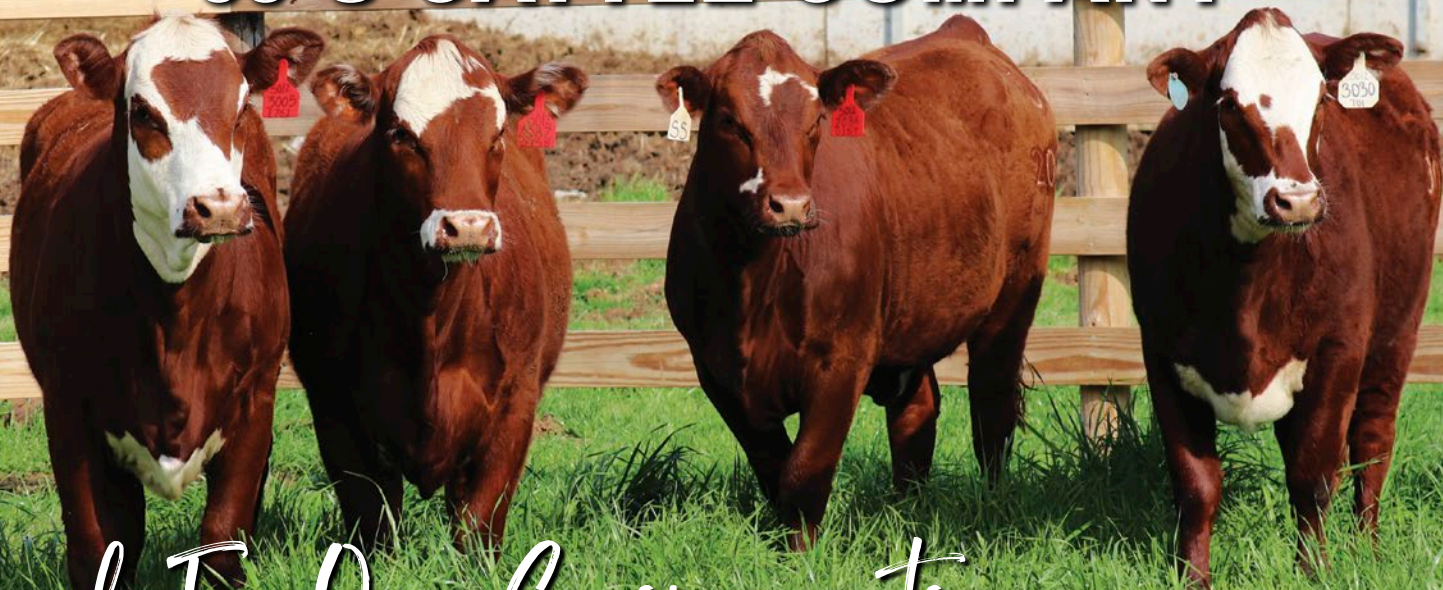


# SANTA GERTRUDIS *Source*



MAY 2024 • VOLUME 27 • NUMBER 5

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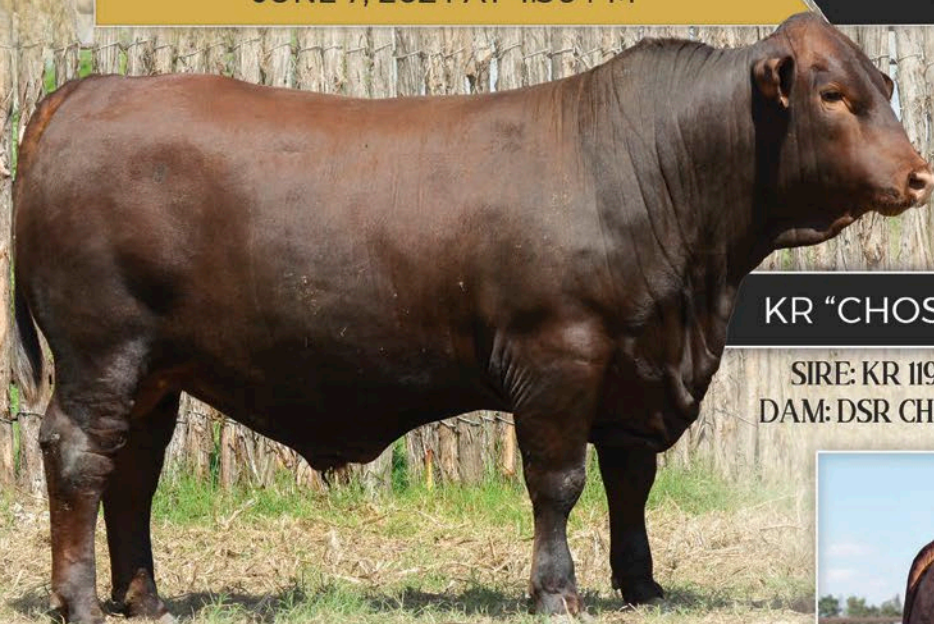
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SIRE: KR 1195/15  
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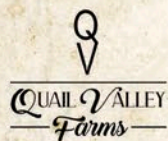
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## SANTA GERTRUDIS BREEDERS INTERNATIONAL OFFICIAL PUBLICATION

P.O. Box 1257, Kingsville, Texas 78364  
Phone: (361) 592-9357 • Fax: (361) 592-8572  
Info@santagertrudis.com  
www.santagertrudis.com

**EXECUTIVE DIRECTOR** Chris McClure  
chris@santagertrudis.com

**MEMBER SERVICES** Kristy Gonzalez  
kristy@santagertrudis.com

**DNA COORDINATOR** Melissa Braden  
melissa@santagertrudis.com

**MEMBER SERVICES REPRESENTATIVE**  
Darren Richmond  
djrchmd@gmail.com • (423) 364-9281

## SANTA GERTRUDIS SOURCE

**PUBLISHER** BluePrint Media  
18443 Bandana Lane • Wellington, CO 80549  
Info@blueprintma.com

**EDITOR** Lisa Bard  
lbard@blueprintma.com • (970) 222-7422

**MANAGING EDITOR** Jessie Topp-Becker  
jbecker@blueprintma.com • (701) 307-0772

**CREATIVE DIRECTOR** Kathie Bedolli  
kbedolli@blueprintma.com • (540) 842-8228

**MATERIALS COORDINATOR** Megan Sajbel Field

**AD DESIGN** Holly Holland

**ADMINISTRATION** Leslie McKibben

**COPY EDITOR** Larisa Willrett

**SALES REPRESENTATIVE** Darren Richmond  
djrchmd@gmail.com • (423) 364-9281

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Arrow Creek Santa Gertrudis, Elizabethtown, Ky. Photo courtesy Arrow Creek Santa Gertrudis.

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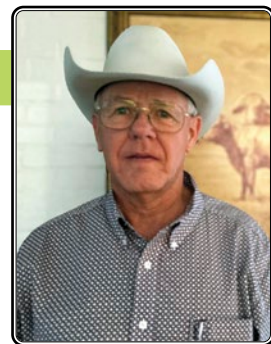
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# What Can the ‘Little Guy’ Do to Market His Cattle?

One of the things I am frequently asked is, “How can I get a better price for my calves when I only have a few to sell?” It’s a difficult question to answer easily because it often depends on your situation. I can say that the place you will likely obtain the lowest price for your cattle is your local auction market, unless they have “special” sales that require some type of minimum requirements to prepare the cattle for the next buyer.

Getting a better price is usually possible with some creative thinking, but getting the “best” price is often the result of hard work over a number of years. One of my personal challenges is being patiently persistent in doing the correct things well in order to achieve the results I desire. I’m a bit like the crying baby who wants it now. Patience is the piece that is often most difficult.

I believe the first step is to follow best practices for production, even if you aren’t able to reap the full benefits of those actions immediately. What I am referring to is that you use an industry-desired vaccination and health protocol that will prepare your cattle to withstand disease challenges. I also believe that animals will be more likely to overcome challenges if they know how to eat feed from a bunk and drink from a water source that isn’t a dirt tank/pond. Calves should be fully weaned and vaccinated following a program such as VAC-45 or VAC-60, or some of the other programs that can be found in many sources. Ideally, you should have a

relationship with a veterinarian who can advise you on proper vaccinations to prepare animals for the market you are aiming to hit.

The bigger issue the “little guy” has to face is one of numbers. If you are unable to put together a uniform truckload of cattle, it is unlikely you will get the best price for your animals. A truckload is approximately 48,000 pounds and, ideally, every animal on the load looks like a clone of the one standing next to it – all heifers or all steers that are all about the same weight. Even if you are running a couple hundred cows, that goal can be difficult to hit. An alternative is to work with your neighbors who may be facing the same dilemma.

*Getting a better price is usually possible with some creative thinking, but getting the “best” price is often the result of hard work over a number of years.*

There are special sales scattered around the country that will receive smaller groups of animals from consignors, and sort and combine them into uniform load lots. In the Southeast, these are known as “graded” sales. All of the animals consigned to these sales have been weaned and backgrounded similarly.

One of the best known of those sales is the NETBIO Sale, based in Sulphur Springs, Texas. They will typically sell more than 30,000 calves each year through seven to eight sales. Because of the way calves must be comingled in the sorting process, health risks are not completely mitigated, but the uniformity of the groups attracts a class of buyers willing to pay extra for them. They typically will go straight to grass or, if large enough, directly into a feedyard rather than through some type of pre-conditioning program.

Pre-conditioning is an expensive function due to the heavy toll exacted through health issues cattle experience during that period. Morbidity and mortality are typically high as the animals go through a process much like sending your children to kindergarten for the first time. If you are selling cattle through your local sale barn, the buyers have likely priced a pre-conditioning phase into what they are willing to pay for your calves. In other words, they heavily discount them due to the risk of loss. The only way to beat that discount is to find another way to market – such as the special sales mentioned above.

The Santa Gertrudis Breeders International Long Range Planning Committee is exploring additional ways that we can aid you in marketing both your seedstock and feeder animals. Over the coming months you will begin to see the fruits of their efforts. In the meantime, make certain you are following industry best practices in managing your animals’ health. 🐾

# Thank You!

**REDDOC**   
farm

To all who helped make our 20th annual sale a huge success! From our neighbors down the road to producers from around the world, we are grateful to everyone for their interest in the Red Doc program. We work incredibly hard to provide the most dependable cattle to go work in your herds. If you haven't had a chance to visit the farm, we welcome visitors any time throughout the year! We are family run in all aspects of our operation and would love to show you around.

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Lot 2A - \$30,000

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Lot 56 - High Selling Bull - \$28,000

Sadler Ranch



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# A Profitable Package



The March issue of *Drovers* contained an article that caught my attention. Titled "Counting Cows, Counting Ranchers," the article examines the shrinking cow herd and growing number of producers exiting the business. However, even with the shrinking cow herd and producer population, beef output remains stable, and product quality has reached historic highs.

As seedstock producers, we need to be aware of these changes and ensure Santa Gertrudis Breeders International (SGBI) is positioned to remain a viable member of the beef industry.

- There were 729,046 operations with beef cattle in 2017. The number of operations dropped to 622,162 in 2022. This decrease of approximately 15 percent has resulted in the smallest U.S. beef herd since 1961.
- U.S. Department of Agriculture (USDA) Census data confirms smaller operators are leaving the business, while the number of large operations is increasing.
- 72,339 operations with 1 to 50 cows left the business between 2017 and 2022, a decrease of 14 percent.
- There was a 16 percent increase in the number of ranches with 500 to 999 cows.
- USDA found that there was an 11 percent increase in the number of ranches running 1,000 to 2,499 cows during the same time period.
- The smaller cattle inventory will result in a decrease of about 5 percent in total beef production. However, that is still three times as much beef as was produced in 1951, underscoring the impressive growth in productivity over the past 60-plus years.
- Consumer demand remains high, and much of this demand can be attributed to the fact that beef quality continues to increase. The combined Choice and Prime carcass monthly average is more than 80 percent. That is 25 to 30 percent more than the combined average just 20 years ago.

As SGBI plans for the next 10 years, this data provides tremendous information and insight for our association. We need to be prepared for prolonged expansion and offer females that stay in the herd and wean a profitable calf every year. We can't afford to lose focus on carcass quality. Our breed has made tremendous strides in improving carcass quality. If Santa Gertrudis cattle are recognized as the American breed that offers the commercial cattleman maternal and carcass in one profitable package, our breed will continue to be in demand. 🍷

*Our breed has made tremendous strides in improving carcass quality. If Santa Gertrudis cattle are recognized as the American breed that offers the commercial cattleman maternal and carcass in one profitable package, our breed will continue to be in demand.*

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31ST ANNUAL

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# INTERNATIONAL MARKETS AND SGBI

BY CHRIS MCCLURE, SGBI EXECUTIVE DIRECTOR

According to their website, U.S. Livestock Genetics Export, Inc. (USLGE) “is a nonprofit, nationwide trade association that brings together a broad base of U.S. livestock organizations.”

They work to help international livestock producers match up with U.S. producers who provide superior genetics that will advance their livestock production and improve food security. Santa Gertrudis Breeders International (SGBI) is a member of USLGE and participates, where appropriate, to help U.S. breeders connect with international opportunities to build relationships that lead to the export of Santa Gertrudis genetics.



SGBI President Adolfo Sanchez speaks about Santa Gertrudis cattle to a group of cattlemen from Mexico at the Houston Livestock Show and Rodeo.

By working with breed associations and state departments of agriculture, USLGE enables partnerships that can multiply the impact of SGBI's efforts through matching them with potential funding sources. Past efforts have focused on Mexico and South America as well as South Africa. Current and upcoming efforts have been expanded to developing markets in Southeast Asia, particularly in Thailand, Malaysia, Myanmar and other countries with tropical and sub-tropical climates for which the Santa Gertrudis breed is particularly suited. Virtually every country on the planet presents opportunities for the export of genet-

ics; however, the greatest long-term opportunity is in developing countries.

The fruits of efforts such as those through USLGE are seen in several places. The past few months alone have brought numerous visitors from South America, Mexico, South Africa, Australia and England who either stopped by the SGBI office for a visit or attended member sales or other events. Some of those visits were fortuitous offshoots of agrotourism efforts by state organizations; others were planned and coordinated by Santa Gertrudis breeders who maintain contact with individuals and organizations in other countries.

The Houston Livestock Show and Rodeo draws large numbers of foreign visitors to Texas. This year, SGBI sponsored a table in the show's International Room, an area provided specifically to host groups from other countries. A large volume of promotional materials – especially in the form of member directories and semen catalogs – left the country in the bags of those visitors. Many of them also took home recent issues of *Santa Gertrudis Source*, SGBI's official publication. Our magazine is full

of advertising from members who are now receiving ad exposure in all those producers' home countries. It is something to consider when you are placing advertising.

SGBI President Adolfo Sanchez was asked to address a group of commercial cattlemen from Mexico on the benefits of Santa Gertrudis cattle. Many of those cattlemen then visited with breeders who had cattle at the Houston Livestock Show. Many productive conversations occurred, hopefully prompting the beginning of fruitful, long-term relationships.

Those same advertisements that went abroad from Houston also reach foreign audiences through social media. At the bottom of the page are some statistics that might surprise you.

Our magazine is also available in digital format on the SGBI website. Fifty-three percent of our website users are from the United States. That means the rest are scattered throughout the world. Those viewers also might decide to peruse the digital version of *Santa Gertrudis Source* and see your advertising there.

Markets in other countries can be an important source of revenue for seedstock producers. According to the World Bank, in 2022, almost \$300 million of bovine semen was exported from the United States to other countries. Canada came in a distant second with about \$97 million in bovine semen exports. Obviously, the world desires our genetics, and it is important that Santa Gertrudis be a part of that.

It is tempting for breeders to price semen at extremely high prices; however, when looking at volume purchases by international cattle operations, the typical range is going to be from \$12

*Continued on 12 »*

## SGBI SOCIAL MEDIA AUDIENCE

### FACEBOOK TOP FIVE



**68%** United States  
**14%** Mexico  
**6%** Australia  
**2%** South Africa and Costa Rica  
**1%** Brazil and Zambia

### INSTAGRAM TOP FIVE



**57%** United States  
**11%** Brazil  
**9%** Australia  
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**2%** South Africa

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2023-2024 SGBI

## Overall High Point Female

## High Point Senior Female

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We thank the Bram family for allowing us  
to purchase this exceptional female!



CLB 2221

*Tana Marie*



TN

*Red Lady*

*And Her First Calf*

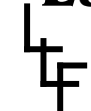
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us!



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to \$50 per straw. It is a great source of supplemental income, but likely should not be expected to be a seedstock operation's primary source of revenue.

Cultivating international relationships can be time consuming and costly. However, with email and social media, the cost of building those relationships is much less than it would be if everything was in person. It is the initial contact that is most difficult, and there are people looking to take advantage of the unwary. Working through a reputable organization that has international reach can help mitigate some of the risks. Most breeder services have representatives in other countries who can help to market your genetics.

Many state departments of agriculture have trade representatives

trained to aid individuals who are working to develop international markets. They host frequent delegations from other countries who wish to tour U.S. agricultural operations. Contacting your state department of agriculture might be a good first step to marketing genetics to producers in other countries. Your taxes support those government agencies, and they should willingly help you navigate the waters. You shouldn't expect them to do all the work, but they can certainly point you in the right direction. Perhaps your ranch might become a stop for some of those international tourists.

Besides inbound trade missions, many state departments of agriculture help organize outbound trade missions. When you are talking about semen or embryos, these trips are typically to underdeveloped countries and often involve multiple organizations

representing potentially competitive products and services. It might take the form of a technical training seminar on artificial insemination or embryo transfer techniques sponsored by a breeder services company. Interested breed associations and agricultural department officials might also participate by providing supplemental materials as well as first-hand knowledge that can be shared with foreign producers. Often, it is more effective to learn from someone who utilizes a technology or technique than simply from an academic presentation. Sharing experiences is important in developing long-term relationships.

The key to remember is that your association is reaching an international audience in many countries. Each member should consider how they might benefit. 🐾

## SALE REPORTS

### REDS TO DIE FOR VOLUME III

March 19, 2024 • Santa Fe, Texas

#### • SALE AVERAGES •

12 Open Heifers: \$9,666

Twelve elite halter females were offered during the Excel Santa Gertrudis third bi-annual online sale. The high-selling female lot, XL's Honey Star 305 ET, was sold to Jordyn Trant, Iola, Texas, for \$21,000. The second high-selling female, XL's Golden Dream 304 ET, was sold to Demi Harrington, Plantersville, Texas, for \$20,000. The third high-selling female, XL's Lookin Gold 308 ET, was sold to Demi Hunter, Crosby, Texas, for \$17,000. 🐾

### TEXAS ALLIANCE SALE

March 19, 2024 • Bloomington, Texas

#### • SALE AVERAGES •

54 Coming 2-Year-Old Brangus and Ultrablack Bulls: \$5,454

13 Yearling Brangus and Ultrablack Bulls: \$5,192

67 Brangus and Ultrablack Bulls: \$5,403

23 Santa Gertrudis Bulls: \$4,011

64 Commercial Santa Gertrudis and Brangus Cross Females: \$2,142

More than 80 serious-minded buyers and bidders from Texas, Kentucky, Florida and Missouri attended the second annual Texas Alliance Sale. The high-selling Santa Gertrudis bull, Lot 6, Harris 635K, sold to John Lutz, San Angelo, Texas. The day's top-selling bull, Lot 27, Briggs Empire 392K5, was consigned by Briggs Ranch, Bloomington, Texas, and was sold to Jennifer Walraven, Ranger,

Texas, for \$16,500. The other high-selling lot, Lot 49, PR Endeavor 834K, was consigned by Pennridge Ranch, Paige, Texas, and sold to Harris Riverbend Farms, Cleburne, Texas, for \$12,500.

The two high-selling lots of commercial heifers were a pen of five Santa Gertrudis-Hereford cross females bred to Brangus bulls. They were consigned by Riverbend Farms and sold to John Hodges, Stephenville, Texas, for \$3,000. 🐾

### PURPLE REIGN III SALE

March 23, 2024 • Magnolia, Ark.

#### • SALE AVERAGES •

46 Registered Lots: \$5,027 • 12 STAR 5 Lots: \$3,562

The Purple Reign Sale was hosted by 777 Farms. The high-selling lot, a one-half interest in 777 Honeybadger 17K3, was sold to Tripp Nichols, Axtell, Texas, for \$17,000.

The high-selling female, 777 Savannah Belle, was consigned by 777 Farms, Magnolia, Ark., and was sold to JTP Cattle Co., Normangee, Texas, for \$10,000. The high-selling female, Hurricanes Veronica, was consigned by Hurricane Cattle Co., Weatherford, Texas, and was sold to L & J Cattle Co., Lafayette, La., for \$10,000.

The high-selling STAR 5 female, MSM Rock Penny Lane, was consigned by M Rock Farm, Texarkana, Texas, and was sold to Maddie Wilbard, Etta, Miss., for \$5,750. 🐾



# 2023-2024 SGBI FINAL POINT STANDINGS

## Heifer Calf

|                                                                           |    |
|---------------------------------------------------------------------------|----|
| XL's Glitter and Gold, Excell Santa Gertrudis, Santa Fe, Texas            | 62 |
| 5J's G70 Peaches 01/23, Bar M Farms and Five J's Cattle Co., Lenoir, N.C. | 44 |
| Miss Grandview 5121K, Gracey Pitchford, Eustace, Texas                    | 37 |

## Yearling Heifer

|                                                               |    |
|---------------------------------------------------------------|----|
| XL's Dreamin of Gold, Excell Santa Gertrudis, Santa Fe, Texas | 52 |
| XL's That's Gold, Excell Santa Gertrudis, Santa Fe, Texas     | 51 |
| PC Miss Forgotten One 332K, Lennon Cattle Co., Alba, Texas    | 45 |

## Senior Female

|                                                      |     |
|------------------------------------------------------|-----|
| CLB 2221 Tana Marie, Tripp Nichols, Corsicana, Texas | 110 |
| Miss Grandview 205J2, Bar M Farms, Lenoir, N.C.      | 41  |
| Kubecka 18/21, In the Red Ranch, Eustace, Texas      | 39  |

## Overall Female

|                                                                |     |
|----------------------------------------------------------------|-----|
| CLB 2221 Tana Marie, Tripp Nichols, Corsicana, Texas           | 110 |
| XL's Glitter and Gold, Excell Santa Gertrudis, Santa Fe, Texas | 62  |

## STAR 5 Female

|                                                             |    |
|-------------------------------------------------------------|----|
| MV Maggle May, Morse View Farm, Mountain Grove, Mo.         | 17 |
| Copperheads Ms Assignment, Gracey Pitchford, Eustace, Texas | 17 |
| Miss TOCR Molly 643, Landon Stem, Plantersville, Texas      | 7  |

## Bull Calf

|                                                           |     |
|-----------------------------------------------------------|-----|
| XL's Pendleton, Landon Stem, Plantersville, Texas         | 101 |
| OLC Jessie James 223, Osborne Livestock Co., Lathrop, Mo. | 61  |
| M Rock Shuga Bear, M Rock Farms, Texarkana, Texas         | 31  |

## Yearling Bull

|                                                                 |     |
|-----------------------------------------------------------------|-----|
| 777 Candyman, 777 Farms, Magnolia, Ark.                         | 112 |
| Creech 438-2, Morse View Farm and RJ Ranch, Mountain Grove, Mo. | 53  |
| QVF Paradigm 117K4, Bar M Farms, Lenoir, N.C.                   | 38  |

## Senior Bull

|                                                                |     |
|----------------------------------------------------------------|-----|
| 777 Kash, 777 Farms, Magnolia, Ark.                            | 106 |
| MVF Neverbefore Dynamite, Morse View Farm, Mountain Grove, Mo. | 51  |
| Zues, Landon Stem, Plantersville, Texas                        | 39  |

## Overall Bull

|                                         |     |
|-----------------------------------------|-----|
| 777 Candyman, 777 Farms, Magnolia, Ark. | 112 |
| 777 Kash, 777 Farms, Magnolia, Ark.     | 106 |

## STAR 5 Bull

|                                                      |    |
|------------------------------------------------------|----|
| DK Salty Chupacabra, Crey Cummings, Batesville, Ark. | 15 |
| MVF Rip, Morse View Farm, Mountain Grove, Mo.        | 11 |
| SF Michelob, Top Shelf Cattle Co., California, Mo.   | 8  |

## Best of Polled Female

|                                                                      |     |
|----------------------------------------------------------------------|-----|
| 5J's G70 Peaches 01/23, Bar M Farm and 5J's Cattle Co., Lenoir, N.C. | TIE |
| Miss Grandview 9115J12, Red Dawn Farms, Gallant, Ala.                |     |

## Best of Polled Bull

XL's Pendleton, Landon Stem, Plantersville, Texas

## Produce of Dam

RAR Miss Abigall 1637, Excell Santa Gertrudis, Santa Fe, Texas

## Get of Sire

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

## Dam of the Year

RAR Miss Abigall 1637, Excell Santa Gertrudis, Santa Fe, Texas

## Sire of the Year

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

## Exhibitor of the Year

Excell Santa Gertrudis, Santa Fe, Texas

## Breeder of the Year

Excell Santa Gertrudis, Santa Fe, Texas



**OVERALL HIGH POINT FEMALE**  
**CLB 2221 Tana Marie**



**OVERALL HIGH POINT BULL**  
**777 Candyman**

# 2024 NATIONAL JUNIOR SANTA GERTRUDIS SHOW

## JUNE 16-22, 2024

LITTLE ROCK, ARK.

*Locations and times are subject to change.*

### SUNDAY, JUNE 16

- 6:00 a.m.-3:00 p.m. Grounds open for arrival  
*ALL cattle MUST be on the fairgrounds by 3:00 p.m.*
- 8:00 a.m.-5:00 p.m. Show Office open – Fairgrounds
- 10:00 a.m.-4:00 p.m. Queen/Princess/Director Candidates  
May begin campaigning
- 2:00 p.m.-4:00 p.m. Cattle Check-In – Arena  
Bring original registration papers and health certificate
- 2:00 p.m.-4:00 p.m. Photo/Ad Contest Turn In – Show Office
- 7:00 p.m. NJSGA Board of Directors  
Game Time

### MONDAY, JUNE 17

- 8:00 a.m.-5:00 p.m. Show Office open – Fairgrounds
- 8:00 a.m. Public Speaking Contest
- 8:30 a.m.-2:00 p.m. Better Beef Contest  
Must be in line by 2:00 p.m.
- 11:30 a.m.-2:00 p.m. Queen/Princess Tea and Interviews
- 2:30 p.m. Livestock Judging/  
Cattlemen's Contest
- 5:30 p.m. Welcome Dinner/ Queen, Princess  
and Director candidate speeches
- 7:30 p.m.-10:00 p.m. NJSGS Dance and Social

### TUESDAY, JUNE 18

- 8:00 a.m.-4:00 p.m. Show Office open – Fairgrounds
- 8:00 a.m. Sales Talk Contest
- 9:00 a.m.-3:00 p.m. Cattle stalled in barns/  
Herdsman Contest
- 11:00 a.m.-2:00 p.m. Voting
- 2:00 p.m. Brain Bowl Contest
- 6:30 p.m. Director and Scholarship Interviews



### WEDNESDAY, JUNE 19

- 8:00 a.m.-4:00 p.m. Show Office open – Fairgrounds
- 8:30 a.m. Showmanship Contest  
Pee Wee (5- to 7-year-olds), Senior,  
Intermediate, Junior, Old Timers
- 9:00 a.m.-3:00 p.m. Cattle stalled in barns/  
Herdsman Contest
- 10:00 a.m.-12:00 p.m. Final Voting
- 12:00 p.m. Deadline for Norval and Anna Sells  
Hard Luck Stories submissions

### THURSDAY, JUNE 20

- 8:30 a.m. **National Junior Santa Gertrudis Show:** Purebred Bull Show, Donated  
Heifer Show, STAR 5 Show,  
Bred and Owned Show
- 4:00 p.m. NJSGA Membership Meeting –  
Arena Stands. NJSGA Board Meeting  
immediately following

### FRIDAY, JUNE 21

- 8:30 a.m. **National Junior Santa Gertrudis Show:** Purebred Female Show
- 6:30 p.m. National Junior Santa Gertrudis  
Awards Banquet – Fairgrounds

*CATTLE RELEASED AFTER SHOWING*

### SATURDAY, JUNE 22

- 12:00 p.m. Deadline for cattle to be off the  
fairgrounds

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# Shop and Compare Supplemental Feed

Similar to our favorite grocery stores, most beef cattle producers have their “go to” feed store or feed manufacturing company. If you are happy with your supplemental feed source or brand, stick with it. I have never suggested that anyone switch brands. However, if the Gulf Coast states transition into a different weather pattern this year, we may need to purchase supplemental feeds.

As we face inflation at both the grocery and feed stores, it pays to know what you are buying. Unlike people food, supplemental cattle feed is usually purchased to provide a specific nutrient or nutrients that may be lacking out on the range. As a quick review, here are the six nutrient categories: water, energy (starch = grains), protein, minerals, vitamins and lipids.

If the weather turns dry this summer but there is still plenty of mature forage from spring moisture, then only supplemental protein may be needed. A 1,400-pound cow needs, on average, 1.5 pounds of crude protein per day, year round. Add another 0.5 to 1.25 pounds of crude protein per day as she proceeds through lactation. Lactating cows’ peak crude protein needs occur in months 2, 3 and 4 of lactation. For example, a spring-calving, lactating cow with a 3-month-old calf would need up to 3 pounds of crude protein per day in May, June, July or August. If we find ourselves lacking lush, green and

growing grass during that time, we may need to supplement protein.

Most crude protein sources for cattle are meals from oilseed processing (soybean, cottonseed, peanut, canola, sunflower) or byproducts from the ethanol (dried distiller’s grains), high-fructose corn syrup (corn gluten meal) or beer-making (brewer’s dried grains) industries. Thankfully we cattle folk do not have to worry about protein qualities or specific amino acid requirements like chicken and pork producers. It is actually the rumen microbes that need the protein, and they, in turn, are the main source of protein for the cattle.

Supplemental protein feeds come in various forms, sources (see above) and percentages of crude protein. To shop and compare, beef producers need to calculate the exact cost per pound of crude protein in the product(s), allowing an accurate comparison of “apples to apples.” Lower cost per pound of crude protein is not always the overall goal. One needs to realize, though, that a lactating cow would need to consume more pounds of a 20 percent crude protein range cube than a 39 percent crude protein range cube to achieve the same amount of supplemental crude protein.

Another thing to consider is what other nutrients are included in the product – key minerals and vitamins or even added fat (for energy). Added ingredients will obviously increase the total price of the product and si-

multaneously increase the price per pound of crude protein. Moreover, evaluate what specific supplemental protein product(s) fit best within your management program/schedule; after all, time is money.

If this summer becomes really hot and dry, and the forage supply is limited due to missed spring rain, cattle may need both crude protein and energy (TDN) supplementation. Here are a few crude protein and energy-containing feed options for your comparison:

- Whole or rolled corn (9 percent crude protein and 80 percent TDN);
- Whole cottonseed (22 percent crude protein and 88.3 percent TDN);
- Cottonseed meal (41.1 percent crude protein and 69 percent TDN);
- Better hay (10 percent crude protein and 55 to 60 percent TDN);
- Mature hay (8 percent crude protein and <55 percent TDN).

In addition, your local feed mill may offer a 10 to 12 percent crude protein and 60 to 65 percent TDN textured cow feed designed to stretch forage or hay supplies.

If you are fortunate enough to have had a great spring growing season that transitions into a good summer, then the above principles and options will still be valid for fall-calving cows experiencing a dry fall and winter. I am simply suggesting that beef producers read labels, ask questions, run the numbers, and shop and compare when purchasing supplemental feeds. 🌱

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# Houston Livestock Show



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**RESERVE GRAND CHAMPION BULL  
AND BEST OF POLLED BULL**  
XL Pendleton, Landon Stem,  
Plantersville, Texas



**GRAND CHAMPION FEMALE AND  
BEST OF POLLED FEMALE**  
NTR Paisley 36/2,  
Demi Harrington, Plantersville, Texas



**RESERVE GRAND CHAMPION  
FEMALE**  
Tana Marie 2221, Tripp Nichols,  
Axtell, Texas

## EVENT CALENDAR

### May

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

### June

- 7 Quail Valley Farms Invitational Elite Female Sale, Blountsville, Ala.
- 10-13 Beef Improvement Federation Annual Symposium, Knoxville, Tenn.
- 16-22 National Junior Santa Gertrudis Show, Little Rock, Ark.

### July

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

### August

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

### September

- TBD Proud to Be American Sale, Ponca City, Okla.
- 3 Reds to Die For Volume IV, *steerbidding.com*
- 13-14 District 6 Halted Heifer Show & Sale, Corydon, Ind.
- 16 Southeastern Empire Livestock Show, Lawrenceville, Ga.

### October

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

### Junior Members

- Ainsley Ainsworth, Cypress, Texas
- Emersyn Eckelberg, Sealy, Texas
- Kaylee Scott, Washington, Texas
- Kolt Kincannon, West Columbia, Texas
- Macklyn Kirk, Timpson, Texas
- Madeline Janak, Rockport, Texas
- Madisyn Cossey, Port Lavaca, Texas
- William M. Carlile, Bonham, Texas
- Maddie Willard, Etta, Miss.

## NEW MEMBERS

### Active Members

- Sumner Family, Leonard, Texas
- Thomas Carlock, Angleton, Texas
- Raftor L. McKenzie, Epps, La.

### Commercial Members

- Cozy Acres, Paola, Kan.
- Rena England, Prescott, Ark.

## ACTIVITY REPORT

### Long Range Planning Committee • Jamie Daniel, Chair

The Santa Gertrudis Breeders International (SGBI) Long Range Planning Committee met in Kingsville, Texas, at the SGBI offices March 15-17 to develop a draft to present to the SGBI Board at the upcoming SGBI Annual Meeting. Committee members from many regions of the United States came to review and craft the mission, vision, action plans and goals of the association for the next five years, with the purpose of advancing the Santa Gertrudis breed in the United States and globally, and to advance the association's success and effectiveness. The group met for dinner on Friday and then spent Saturday reviewing past long range plans and crafting the new one. They met again Sunday morning to wrap things up before heading home.

Productive, thoughtful and encouraging discussion among all committee members gave way to creative and innovative ideas for the association and Santa Gertrudis breed. Many thanks to all committee members for their time and efforts. Look for more on the SGBI Long Range Plan in future issues of *Santa Gertrudis Source*. 🐄



In attendance at the SGBI Long Range Planning Committee meeting March 16 are, left to right, Chris McClure, SGBI Executive Director; Jamie Daniel, committee chair; Darrell White, King Ranch; Wes McDaniel, MC Ranch; Nolan Taylor, WindCrest Farm; Mark Clay, Ridge Point Ranch; Vancey Strait, Strait Ranches; Joe Pascal, consultant; and Joe Jones, Briggs Ranches.

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