



SANTA GERTRUDIS *Source*

NOVEMBER/DECEMBER 2024 • VOLUME 27 • NUMBER 10

Thank you

To all that have supported us this past year...
We are truly blessed to have so many great firends in our lives,
and we wish all of you the best!

Merry Christmas

& Happy New Year



HARRIS RIVERBEND FARMS

David & Laurie Harris

PO Box 691 • Cleburne, TX 76033

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BRIGGS
RANCHES

IN THE RED RANCH

We want to thank both Passion Farms and Diamond T Land & Cattle for their purchase of the co-high-selling lot, NTR Glamorous 69/4, at the 2024 Strait-Heftle Tried & True Production Sale.

NTR GLAMOROUS 69/4



SEMEN AVAILABLE



NTR FERGIE 517/4

*Paternal sibling to
co-high selling lot.*



SR GENUINE 23/H



**NTR PAISLEY'S
LEGACY 36/M**

*Paternal sibling to
co-high selling lot.*



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SANTA GERTRUDIS *Source*

NOV./DEC. 2024
VOLUME 27 • NUMBER 10

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ON THE COVER

Harris Riverbend Farms, Cleburne, Texas
Photo by Darren Richmond.

Providing Polled Power Genetics to the Santa Gertrudis Breed

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2018-2022 Breeder of the Year

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ouidac@att.net



Graves Creek Ranch



Barry Powell

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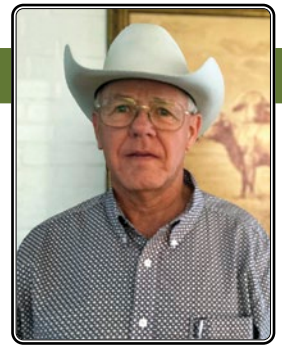
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Building Demand for Santa Gertrudis

In this world of instant gratification our expectations are that we can make things happen almost instantaneously. With a biological entity such as cattle, that can be problematic.

The best long-term way to see improvement in prices for our cattle is to increase demand. The alternative is to reduce supply while maintaining the same demand. It comes down to basic economics. The price paid is represented by the intersection of demand and supply. If the supply is substantially greater than demand, prices will be low. Conversely, if demand is greater than supply, prices will be high. Whatever supply is available will sell at some price. We need that price to be as high as is sustainably possible.

So, how do we build demand in a complex market with a long production cycle? We start as near the end point as possible. Some would see that point as the consumer and, in the case of some branded products, it has been a successful approach. Building demand for a branded product is an extremely long and expensive process, and is not practical for most producers.

The next possible point of building demand is at the point of harvest. This is a point that is within reach as long as we keep in mind the economic model and constraints within which the meat packing industry operates. They have the ability to sort product “in the box.” This means that they can purchase a “commodity” product and, after harvest and basic fabrication, sort it into “like” batches of uniform cuts that meet their customers’ needs. They buy “on the average.” What this means is that they project the likelihood of the percentage of animals in a group that will achieve

a specified quality grade and offer a price for those animals accordingly. Many feedyards have worked with the meat packing industry to develop grids that offer price adjustments based on the percentages of animals that meet specific quality metrics. That method rewards higher quality grades and discounts some factors that impede the fabrication process or create surplus inferior product. It is currently the best method for pricing quality cattle.

Efficiently produced pounds and quality are by far the most profitable.

Meeting the packers’ needs for a high-quality carcass is a way to increase demand for our cattle. When our cattle consistently meet the higher quality merits that elicit a premium price, cattle feeders will recognize that and purchase more of the type of cattle that meet those parameters.

A third way to increase demand for our cattle is to educate cattle feeders about our animals’ performance metrics. Feed efficiency and health are probably the two most important drivers of profitability to the cattle feeder. What that means is that healthy animals that can produce a pound of beef for as little cost as possible make the cattle feeder money. Santa Gertrudis cattle typically perform very well in feed efficiency and health.

Efficiency and health are sometimes antagonistic to the other feeding metric previously mentioned – carcass merit. As we chase quality grade parameters such as marbling, we sometimes give up performance

metrics such as feed conversion and health. This often comes with outcrossing to other breeds that have spent years chasing those carcass factors at the expense of hardiness and efficiency. Sick animals don’t gain efficiently, and dollars spent on getting them healthy is an expense that is rarely recovered. Health and efficiency go hand-in-hand. Ideally, we want a fast-growing, healthy animal that doesn’t eat much but produces a highly desirable carcass. Efficiently produced pounds and quality are by far the most profitable.

The way to build demand for our cattle is to feed them, or to get them into the hands of cattle feeders who can experience the quality of our cattle, their efficiency and their ability to remain healthy when many other breeds are struggling. This will likely require that our breeders invest in feeding cattle themselves until enough feedyards see the benefit so that they aggressively compete to own the cattle. We need to feed at as many different feedyards as we possibly can. We want them to compete with each other to acquire our animals. That is the benefit of improved demand – competition that leads to higher prices.

Producing cattle that meet all of the parameters cattle feeders want will create demand the most quickly – as long as the feeding industry is exposed to and knowledgeable of what they can do. There’s a “kicker” though. It takes 18 months to two years to have an animal ready to feed. If demand increases today, it will require a minimum of two years to be able to meet that demand.

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We wish everyone a Merry Christmas and a safe and joyous holiday season!

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Our thanks to Suzanne Fulton for her purchase of FC 48/0 and her Crossfire heifer calf at the this year's Tried & True Sale. We appreciate all of our 2024 buyers!

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The Complete Package

A chart in the October issue of the *Angus Beef Bulletin* caught my attention. The chart, 2023 Industry Insights Survey, plots cattlemen's reasons for bull beef breed choices. The information from the survey provides seedstock producers, regardless of breed, insight into the wants and needs of commercial cattlemen.

We are the beef breed that offers calving ease and growth in an easy-to-handle, easy-to-work, red-hided package.

As one would expect, calving ease tops the chart. More than 70 percent of the survey respondents listed calving ease as their leading reason for their choice in bull breeds. We all recognize that calving ease is a key component for herd profitability; calving difficulty can lower calf survivability and extends the postpartum interval for cows, which in turn lowers breed-back rates.

Following calving ease, growth was rated as the second-most important trait. Again, no surprise here since a large number of cow-calf producers market at weaning, weight matters. The heavier the calf crop, the larger the paycheck.

The third-most important trait in this survey was docility. While some might be surprised that docility ranked over traits like maternal values, there is information that shows cattle with a bad disposition will influence economically important production traits, including reproductive performance.

While the Santa Gertrudis breed is recognized for growth, unfortunately, many industry members have the perception that our breed does not check the boxes for calving ease or docility. That may have been true at one time but certainly is not today. Santa Gertrudis breeders have been and continue to increase the amount of selection pressure being placed on calving ease and docility. As seedstock producers, we must continue to focus on these traits that are important to commercial cattlemen but that is not all. As an association, we must let our fellow industry members know that tremendous improvements have been made over the last 30 years in a number of profitable traits, including calving ease and docility. We are the beef breed that offers calving ease and growth in an easy-to-handle, easy-to-work, red-hided package. 🐄



Buena Vida Cattle, Kingsbury, Texas. Photo by Darren Richmond

Grandview Farms

A Big Thank You to Our 36th Alabama Connection Sale Buyers



Thank you Strait Ranches and Hefte Ranch for purchasing our high-selling lot – Pick of the Fall 2024 Calf Crop.



WE APPRECIATE THE CONTINUED CONFIDENCE IN GRANDVIEW FARMS GENETICS FROM OUR OTHER BUYERS!

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DMC Farm Philadelphia • Miss.
Harris Riverbend Farms • Cleburne, Texas
Jeremy Reed • Springville, Ala.
Mid Country Farms El Paso • Ark.
David Branch • Rayville, La.
Lou Al Tuck Farms • Great Falls, S.C.
Ridge Point Ranch • Meadville, Miss.
Ward Farm • Hartselle, Ala.
Hiss Family Farm • Columbia City, Ind.
Briggs Ranches • Victoria, Texas
Chris Hunt • Greenfield, Ind.

**Look For Our Consignments in
the Banners & Buckles Sale!**

FEB. 7, 2025

Jackson, Miss.

G **Grandview Farms** Hamilton, AL

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EMAIL: delmo.payne@gmail.com

MANAGER: Brent Shaw (205) 412-5761
EMAIL: brent.shaw007@gmail.com
HERDSMAN: Seth Holmes (205) 412-7053

Cattle Feeding Basics

BY CHRIS MCCLURE, SGBI EXECUTIVE DIRECTOR

Knowing what drives the bottom line for the cattle feeding industry will help us breed and develop animals that can best add profitability to that sector of production.

Most folks in the seedstock, or even the commercial cow-calf sector, have very little understanding of the cattle feeding industry. Although it would take a book to discuss it thoroughly, I will attempt to provide a brief overview.

Every bovine born is destined to either succumb to a natural demise or to become beef. This includes cows, bulls and calves that are not brought into the breeding herd. The vast majority of those animals will spend a period of time in a facility designed to fatten them in an effort to meet the consumer demands based on their taste and palatability preferences. One important component of that is fat coloration.

Animals that are fattened on a forage diet have a yellowish tint to their fat. Putting them on a grain diet will flush that coloration out of their fat and turn it white. Most consumers prefer this color.

Most commercial feedyards will hold in excess of 40,000 animals at a time. They are typically in pens with a capacity of 50 to 200 head. Each pen is equipped with water and feed in bunks, and designed in such a way that the animals have easy access to those requirements as well as room to loaf when not eating. They are monitored daily for health issues, and any animals showing signs of sickness are pulled from the pen and taken to a “hospital”

area where they are, hopefully, successfully treated before being returned to their “home” pen. Their feed intake is also monitored daily and the amount available to them is regulated to provide sufficient nutrition to maximize growth and performance.

Most feedyards place conditioned, healthy cattle. They should have been properly vaccinated and their immune systems functioning at their optimum. This is because, much like sending kids to kindergarten for the first time, they are being exposed to various pathogens that are carried by cattle in adjacent pens, or which may be endemic to the soil or environment. Because the animals experience some degree of stress during comingling and transport to the feeding facility, their immune system is typically boosted through additional immunization or, if necessary, antibiotic therapy upon arrival. Healthy animals perform at their optimum whereas morbid or sick animals do not.

Typically, animals will be received into the feeding facility at a weight of 700 to 800 pounds. Usually, at that size, their immune system and their rumen is functioning well, and they are better able to perform at their best in the new environment and with a change in feed. They will remain on feed until they reach a desired weight for harvest. That weight varies by breed composition, frame size, gender, time of year and their weight at entry into the feeding facility. Lighter animals put on feed will generally reach a desired



Photos by Ben Spitzer



harvest point at a lighter weight than will heavier animals. Those 700- to 800-pound animals will generally be on feed for around 180 to 200 days before reaching harvest weight.

Buyers from the various meatpacking companies typically visit feedyards once each week and view the cattle that are on the “show list.” The yard creates that list to indicate the animals they believe are approaching harvest. Their “finish” is judged by the feedyard manager and is based on appearance, size, breed type, apparent fat, changes in daily feed consumption and demands of their marketing agreements. The packer buyer views the animals on the show a list and ei-

ther makes an offer for them or passes. Packer buyers judge the merits of a pen based on breed, finish and, most important, the needs of the meat packer for specific types of cattle that will provide the cuts, amount and quality of beef to satisfy their customers’ preferences. Today’s market demands size and higher quality grades. This is pushing cattle feeders to make the animals larger.

Most cattle are harvested at a weight that may range from 1,100 to 1,650 pounds. Santa Gertrudis cattle are typically going to be on the higher end of that range before achieving the quality grades meat packing companies want. Because of that, many feedyards that are not used to feeding that type of cattle tend to place them on their show list too early. It is a problem common to the *Bos indicus* breeds that they are often harvested before they reach optimal quality maturity.

Because feedyards operate as a “margin” business, they are typically very adept at managing price risk through tools such as the commodity futures market by utilizing hedges or options to mitigate at least a portion of that risk. The pricing model they

use is often tied back to their opportunities to offset the risk of significant price movements. That is why in a “down” futures market, there is typically a corresponding decrease in the prices paid at the local sale barn. Those price fluctuations for fat cattle on the futures market affect the prices paid for all types of cattle – even bulls and cows – especially if market-ed through a livestock auction.

Understanding how a feedyard works and how they market and purchase cattle is important for seedstock producers. Knowing what drives the bottom line for the cattle feeding industry will help us breed and develop animals that can best add profitability to that sector of production. If we can deliver the type of cattle that makes them money through the feeding period, demand for our animals will increase. Those primary profit drivers are health, feed conversion and carcass quality metrics such as marbling, yield grade, backfat thickness, ribeye size (which is an indicator of muscling) and overall red meat yield. Breeding cattle that will optimize value in each of those areas will put Santa Gertrudis cattle at the forefront of the beef production industry. 🐾



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FEBRUARY 14-15, 2025

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Selling 75 REGISTERED SANTA GERTRUDIS FEMALES & 75 REGISTERED BRANGUS FEMALES
+ 100 REGISTERED SANTA GERTRUDIS & BRANGUS BULLS

FRIDAY, FEBRUARY 14, 2025

ALL DAY CATTLE VIEWING
4:00 PM: SANTA GERTRUDIS FEMALE SALE
6:00 PM: BRANGUS FEMALE SALE
FOLLOWED BY CAJUN SUPPER

SATURDAY, FEBRUARY 15, 2025

7 AM: COWBOY BREAKFAST
9:30 AM: JAMBALAYA LUNCH
11 AM: BULL SALE

EFFIE, LOUISIANA
FOR MORE INFORMATION CONTACT US OR VISIT WWW.ACEGLOBALBEEF.COM



TREY KIRKPATRICK
979-324-5518

2023 STRAIT - HEFTE

Tried & True PRODUCTION SALE

We would like to offer our heartfelt thanks to all who supported us at this year's *Tried & True* Sale. If you purchased cattle, bid on cattle, helped with sale prep or just supported us with your valued friendship, it is greatly appreciated. We feel so very blessed to be a part of the Santa Gertrudis family.



Bull Buyers



To those who purchased our genetics, your confidence means so much to us.

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Lackey Ranch
San Jose Cattle Company
MC Ranch
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Creech Farms
O/X Ranch
Briggs Ranches
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Lazy Dog Ranch
Passion Farms
Adam Price
Marshall Farms
Flying Double A Farms
Black Hills Land and Cattle
Strait Ranches
Mackey Cattle Company
Graves Creek Ranch
Steve Larrison
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GROWING & LEARNING ABOUT SANTA GERTRUDIS AT TEXAS STATE UNIVERSITY

BRIAN BRUNER, ASSOCIATE PROFESSOR OF INSTRUCTION, AND
REAGAN SIMS, PH.D., ASSISTANT PROFESSOR, TEXAS STATE UNIVERSITY

The Texas State University (TXST) Department of Agricultural Sciences offers an integrated program that emphasizes experiential learning to cultivate competitive graduates prepared for a career in agriculture. Undergraduate students can specialize in agricultural mechanics, agricultural business and management, agricultural education, horticulture or animal science, while graduate students can pursue a master's degree in integrated agricultural sciences. Many courses, both at the undergraduate and graduate level, provide unique, resume-building experiences outside of the classroom at Freeman Ranch.

Freeman Ranch is roughly 10 miles from campus and spans more than 3,500 acres. The ranch is home to a herd of about 100 commercial beef cattle that are utilized extensively for teaching and research. Thanks to generous donations of live animals, embryos and semen by many Santa Gertrudis breeders, the ranch is now home to a rapidly growing herd of pure-



bred and crossbred Santa Gertrudis. This herd is integral to courses such as introduction to animal science, reproductive physiology, ultrasonography and beef cattle production. Students learn fundamental animal husbandry principles and practice them through individualized instruction due to favorably smaller class sizes.

Our program ensures students graduate with practical, hands-on experiences. The animal science student body comprises non-traditional agricultural students, and for many, the Santa Gertrudis breed is the first cattle breed that our students have been exposed to for both education and research purposes.

The agricultural sciences faculty has adopted a wholistic research approach focusing on regenerative practices applicable to animal production. Many of these regenerative applications focus on biochar production and soil regeneration combined with livestock grazing strategies, which has proven to be a popular topic in South Texas. Additionally, recent research has investigated and identified alternative feed

Jesus Is the Reason For the Season!

Wishing you and your family a blessed and joyful holiday season.

WF

WUNDERLICH FARMS

(979) 277-2838

Brenham, Texas 77833

wunderlichfarms@gmail.com

sources for cattle that include feeding Black Soldier Fly larvae as a substitute protein source and feeding hemp and the byproducts of hemp processing to enhance sustainability. Furthermore, we are in the process of developing artificial intelligence to measure cattle behavior to create predictive models for producers. As the Santa Gertrudis herd expands at TXST, the breed will be the research focal point.

In the upcoming months, the Freeman herd will participate in a series of groundbreaking trials focusing on defensins. This research aims to investigate their expression and function in cattle. Defensins are antimicrobial proteins produced during the body's first line of defense against illnesses. They are subclassified into α - and β -defensins; together they possess bactericidal and antiviral characteristics. Currently, their function in health, nutrition and reproduction is poorly defined. We believe that defensins, as under researched as they may be, play a pivotal role in immune responses against diseases, impact nutrition and feed efficiency, and influence reproductive success. Understanding their role in production could allow us to manipulate their expression and improve these areas in cattle production. Currently, very few defensins have been discovered in cattle, and those that have been identified are limited to mammary tissue. It is our goal to isolate major defensins and define their function in cattle.

The few β -defensins that have been defined in cattle are limited to *Bos taurus* breeds. We aim to isolate defensins

Our department takes great pride in being a Santa Gertrudis producer and looks forward to a promising future in agricultural education and research.

not only in both *Bos taurus* but *Bos indicus* and *Bos indicus*-influenced breeds, placing Santa Gertrudis at the forefront of our novel research concept. One of the many well-established characteristics of Santa Gertrudis cattle is their hardiness and resistance to parasites and disease, traits we aim to highlight through our research. We believe that defensins play a crucial role in their ability to resist certain diseases and suspect that Santa Gertrudis might have higher levels of defensins throughout their body, which may give them an advantage with feed efficiency and reproductive success.

Our novel research initiative will position TXST at the lead of genetic, reproductive and health research while using Santa Gertrudis cattle. We believe that identifying defensin burdens could be used as a biomarker to genetically select for cattle with improved immune systems and reproductive success.

Future research will focus on feed efficiency, meat quality and genetic influence of the breed. The research conducted at Utah State University by Mathew Garcia, Ph.D., is of particular interest to TXST. We aim to replicate their project here in South Texas, the breed's birthplace. We believe that utilizing

Continued on 16 »



Banners & Buckles Sale

FEBRUARY 7, 2025 - FRI 6PM

IN CONJUNCTION WITH THE NATIONAL SANTA GERTRUDIS SHOW AT THE DIXIE NATIONAL JACKSON, MS





SELLING 25 HALTER BROKE PUREBRED & STAR 5 OPEN HEIFERS & BULLS

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BAR M FARM	TOP SHELF CATTLE CO
FLYING C RANCH	JACKLETT FARM
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LAZY L SHOW CATTLE	B SQUARE RANCH
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ALL THESE CHAMPIONS WERE PURCHASED AT THE BUCKLES & BANNERS SALE

FOR CATALOG REQUESTS CONTACT
DARREN RICHMOND
423 364 9281 • DJRICHMD@GMAIL.COM





Measuring Hay Quality

I often get questions from students, friends, friends with cattle and nearby beef cattle producers. If I cannot answer the question immediately, there is a good chance you will read about it in the *Santa Gertrudis Source* the following month. Such is the case this month. After doing some research and investigating great Extension publications from Kansas State University, South Dakota State University, University of Missouri and Texas AgriLife Extension, I believe I can shed some light on relative feed value (RFV) and relative forage quality (RFQ) forage/hay values. Much hay has been harvested this summer, and many producers are sending samples to be analyzed. This month's article may be hard to follow but please continue to read.

RFV and RFQ are similar/related but not the same thing. Originally there was RFV, which was designed to be an index to compare forages relative to full bloom alfalfa, based on estimated consumption and digestion. Alfalfa? I thought that hay was only for horses and dairy cows! If the calculated value of RFV = 100 in a hay sample, this would indicate a forage/hay that is comparable in quality to alfalfa at full bloom, whereas pre-bloom and mid-blooming alfalfa would have an RFV much greater than 100 (>151 in the bud stage and 120-150 during blooming stages). The RFV index is valid when comparing different temperate species of forages since it was developed using alfalfa (a cool-season perennial legume) as the "standard" of comparison. Yes, we all know that "up north" they produce alfalfa hay all summer long, but "up north" summers are much cooler than Gulf-Coast summers. An RFV should not be directly applied to warm-season forages, even though it may appear on your own hay analysis.

The RFQ system is the newer evaluation that was developed to have the same average value and the same range of values. Are they similar values? Yes. Can RFQ be substituted for RFV when necessary? Yes. However, the exact calculations used to determine an RFV and an RFQ are somewhat different.

RFV is based upon acid detergent fiber (ADF) and neutral detergent fiber (NDF) content.

ADF evaluates the content on cellulose and lignin content in a forage and is closely related to digestibility. ADF is also used to calculate the energy content of a forage (NEm, NEI and NEg) – energy for maintenance, lactation and weight gain, respectively.

NDF is an evaluation of the total fiber content = cellulose + lignin + hemicellulose. Forage NDF content is related to forage intake because it evaluates the "bulkiness."

RFV is calculated from estimates of digestible dry matter (DDM) and dry matter intake (DMI).

RFQ is calculated based upon the forage crude protein (CP), NDF, ADF, fat and mineral content.

The calculated RFQ value of a forage/hay considers digestible fiber, which is more applicable to our southern, warm-season grasses. These grasses are higher in fiber than the cool-season forages. In warm-season grasses, the forage fiber is very digestible. Thus, if your hay analysis comes back with an RFV and an RFQ, use the RFQ value. The RFQ value will more accurately represent the forage/hay quality. If the forage/hay analysis only reports an RFV, it is still a valid estimate of overall quality (as compared to full-bloom alfalfa, RFV = 100) and can be used to indirectly estimate the warm-season forage/hay quality. 🐄

FORAGE RFQ GENERAL GUIDELINES

<i>RFQ Value</i>	<i>Beef Cattle Type</i>
100-120	Dry cows
115-130	Cow-calf pairs
125-150	Stockers, growing heifers
140-160	Early-lactating or heavy-bred cows

TEXAS STATE UNIVERSITY Continued from 15

Santa Gertrudis in a crossbreeding program for commercial cattlemen would be highly advantageous. The results from Utah State University would likely be even more evident in a climate where the breed thrives and others struggle.

Our overall research goal is to promote the Santa Gertrudis breed through a combination of undergraduate exposure and cutting-edge research. Our department is dedicated to producing alumni who, having gained hands-on experience with the Santa Gertrudis herd, will advocate for the breed throughout their careers. The expansion of the TXST herd will also serve as a powerful recruitment tool for prospective students at both the undergraduate and graduate levels. Our department takes great pride in being a Santa Gertrudis producer and looks forward to a promising future in agricultural education and research. 🐄

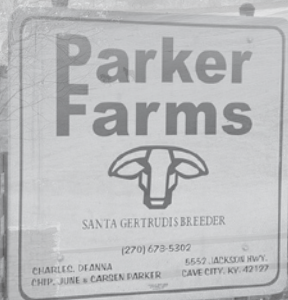
SANTA GERTRUDIS DISTRICT VI BREEDERS



With Sincere Appreciation



**We extend our thanks to
Flying Double A Farms, Gray,
Ga., for their purchase of our
two terrific young heifers at the
Kentucky National Sale in July.
We also wish to thank everyone
who has purchased our genetics
private treaty this year -
as well as in the past.**



*Merry Christmas and
a Happy and Prosperous
New Year to All!*



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Gertguys@NCTC.com
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Leitchfield, Ky. 42754 Herd No. 1431



Host Hotel:

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May 1-3, 2025
San Marcos, Texas

The 2025 Santa Gertrudis Breeders International (SGBI) Annual Meeting is shaping up to be a great event May 1-3 in San Marcos, Texas. In addition to committee meetings and the annual membership meeting, the event will feature a tour of Texas State University's Freeman Ranch.

Stay tuned for a full SGBI Annual Meeting schedule of events in future issues of *Santa Gertrudis Source* and on SGBI's website.

The host hotel will be Courtyard New Braunfels River Village. You can find a booking link at <https://santagertrudis.com/events/annual-meeting>. **Hotel reservations will remain open until April 1.**

Contact the SGBI office with any questions. 📞

2025 NATIONAL SANTA GERTRUDIS SHOW TO BE HELD IN CONJUNCTION WITH THE Dixie National Livestock Show JACKSON, MISS. SATURDAY, FEB. 8, 2025



JUDGE: Jason Heath
ENTRY DEADLINE: Jan. 26
FOR ENTRIES VISIT:
WWW.DIXIENATIONAL.ORG

TENTATIVE SCHEDULE

FEB. 7 6 p.m. Banners & Buckles Sale
FEB. 8 8 a.m. National Santa Gertrudis Show
Donations are always welcome and are needed to put on a great show like this. We appreciate donations of any amount. We are also looking for award sponsors.

If you have any questions about the National Open Santa Gertrudis Show or to donate, contact Shows & Exhibits Chair Patti Manak at (361) 522-7336 or pattimanak@gmail.com.

From the Front Office Continued from 6

Building that demand also requires a commitment on the part of our members. It is a commitment to invest in seeing that cattle feeders see the value of our cattle. It may mean that more of you feed cattle yourselves. For smaller breeders, it will require cooperation with other small breeders to assemble groups of sufficient size to obtain feeding space or to attract the attention of feeder cattle buyers. That means a minimum of a truckload of cattle in most cases. A truckload is 48,000 pounds. If they weigh 600 pounds each, it requires 80 animals to fill a truck. They need to be uniform in size and all the same gender if possible. They should have been properly weaned, vaccinated and pre-conditioned. To meet that requirement, we may have to purchase additional animals of similar size.

An additional benefit of feeding the cattle is the data that can be collected. Being able to connect the data collected from a carcass at harvest and tying it to the sire and dam is invaluable in helping to identify those breeding animals that make the greatest impact. Very few breeds collect a significant amount of such data. We can become the industry leader in this area. Just think – if we could tie every animal “on the rail” back to the sire and dam that produced it and collect all of the performance data along the way, how much could we improve our breed by focusing in on the factors that do the most to add profitability to those animals? 📊

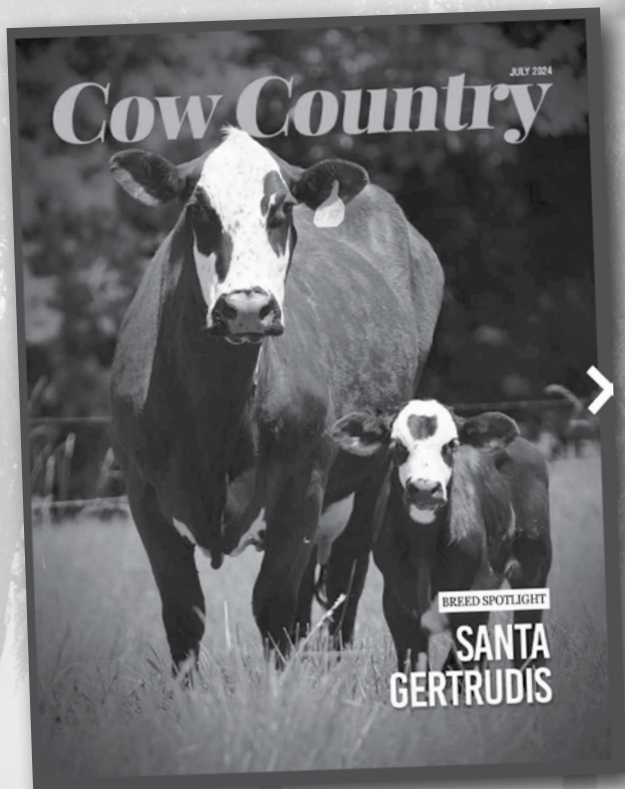
SANTA GERTRUDIS DISTRICT VI BREEDERS



WindCrest Farm

HERD # 1431

Leitchfield, Kentucky



We were proud to have our STAR 5 cattle featured on the cover of Cow Country this summer.

WindCrest Farm

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1238 Claggett Rd.

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(270) 734-1670

Herd No. 1431

SALE REPORTS

DISTRICT 6 SANTA GERTRUDIS SALE

Sept. 14, 2024 • Corydon, Ind.

• SALE AVERAGES •

9 Lots: \$3,000

It was another successful D6 weekend! Big thanks to all involved – the Osborne family, Ron and Barb Moeller, Craig Lopossa, Mattingly family, Jewett Borden and many others. The high-selling STAR 5 open heifer was consigned by Hurricane Cattle Co., Weatherford, Texas, and was sold to Rockin 3T Ranch, Ennis, Texas, for \$5,000. The high-selling purebred open heifer was consigned by DP Cattle Co., Eustace, Texas, and was sold to Levi Tuell, Brandenburg, Ky., for \$5,000. 🐾

ALABAMA CONNECTION SALE

Oct. 5, 2024 • Cullman, Ala.

• SALE AVERAGES •

64 Registered Lots: \$4,332

The 36th Alabama Connection Sale was sponsored by Grandview Farms and Tinney Farms. The auctioneer was Tommy Barnes and the sale manager was Darren Richmond. The high-selling lot, the fall 2024 calf crop pick, was consigned by Grandview Farms, Hamilton, Ala., and was sold to Strait Ranch, Streetman, Texas, and Hefte Ranch, Hondo, Texas, for \$9,000. The high-selling pair was consigned by Graves Creek Ranch, Columbia, Miss., and was sold to Jeremy Reed, Springville, Ala., and Lou Al Tuck Farm, Great Falls, S.C., for \$8,750. The high-selling bred heifer was consigned by Bar M Farm, Lenior, N.C., and Lou Al Tuck Farm and was sold to Grandview Farms for \$7,250. The high-selling open heifer was consigned by Zajic Farms, Ennis, Texas, and was sold to Grandview Farms for \$7,000. 🐾

STRAIT-HEFTE TRIED & TRUE PRODUCTION SALE

Oct. 18-19, 2024 • Streetman, Texas

• SALE AVERAGES •

52 Bulls: \$7,164 • 46 Bred Heifers: \$6,997

12 Open Heifers: \$9,083 • 6 Pairs: \$10,250

1 Bred Cow: \$5,000 • 2 Embryo Packages: \$1,163

Seventy-three buyers from 12 states purchased 119 lots. The high-selling lot, Hefte Ranch L50, was sold to MC Ranch, Alpharetta, Ga., Creech Farms, Zebulon, N.C., and Five J's Cattle, Clayton, N.C., for \$22,000. The high-selling lot, SR Big Casino 155/L2, was sold to ARB Cattle Company, Damon, Texas, for \$20,000. The high-selling lot, Hefte Ranch L128, was sold to ARB Cattle Company for \$20,000. The high-selling lot, SR Guns Up 94/K2, was sold to Reese Ranch, Encinal, Texas, for \$18,000.

The high-selling lot, Hefte Ranch L44, was sold to Diamond T Land & Cattle, Ephraim, Utah, for \$20,000. The high-selling lot, NTR Glamorous 69/4, consigned by In The Red Ranch, Eustace, Texas, was sold to Diamond T →

Land & Cattle and Passion Farms, Luling, Texas. The high-selling lots, SR Ms Savage 23/K11 ET and SR Ms Wickham 249/L, sold to O/X Ranch, Las Vegas, N.M., for \$18,000 and \$16,000, respectively.

The volume buyers were O/X Ranch, ARB Cattle Company and Dwayne Warren, Belton, Texas. 🐾

RED ROYALTY SALE

Oct. 8, 2024 • Online

• SALE AVERAGES •

9 Open Heifers: \$7,166

Excell Santa Gertrudis and B Square Ranch First Annual Red Royalty Sale was hosted by sconlinesales.com. Nine elite halter females were offered. The high-selling female, Lot 6 BSR Lady Venom, was sold to OX Ranch, Las Vegas, N.M., for \$19,500. The second high-selling female, BSR Maserati, was sold to In The Red Ranch, Eustace, Texas, for \$11,000. The third high-selling female, CL Freyja ET, was sold to the Crose family, Aquila, Texas, for \$7,000. 🐾

TRI STAR REGISTERED SANTA GERTRUDIS FEMALE SALE

Oct. 25, 2024 • Bloomington, Texas

• SALE AVERAGES •

61 Females: \$7,156

21ST ANNUAL BULL AND COMMERCIAL FEMALE SALE

Oct. 26, 2024 • Bloomington, Texas

• SALE AVERAGES •

27 Santa Gertrudis Bulls: \$5,574

53 Brangus Bulls: \$7,566

104 Santa Gertrudis Commercial Heifers: \$2,738

32 Santa Gertrudis X Brangus Females: \$2,987

31 Santa Gertrudis X Hereford Females: \$2,806

19 Santa Gertrudis X Red Angus: \$2,231

230 Commercial Heifers: \$2,760

What a weekend it was at the 47th Annual Tri Star Sale and the 21st Annual Bull and Commercial Female Sale, seeing a total of 98 buyers from eight states for the weekend. During the Tri Star Sale, the high-selling lot, Harris 117K2, was consigned by Harris Riverbend Farms, Cleburne, Texas, and was sold to Wiley Ranch, Effie, La., and Quail Valley Farms, Oneonta, Ala., for \$25,000. The second high-selling lot, a stout ET heifer calf at side, Harris 253M7, was consigned by Harris Riverbend Farms and was sold to San Jose Cattle Company, Kingsville, Texas, for \$15,000.

The 21st Annual Bull and Commercial Female Sale was another high-selling day. The high-selling bull, Lot 1, was sold to Grandview Farms, Hamilton, Ala., for \$11,500. The second high-selling lot, Lot 17, was sold to Double 10 Cattle Co., New Braunfels, Texas, for \$11,000.

Commercial females were a hot topic on Saturday as well. The high-selling lot, a group of Santa Gertrudis females with the option of registration papers bred to low-birthweight Brangus bulls, sold for \$3,350. The second high-selling lot, Santa Gertrudis X Brangus females bred to low-birthweight Brangus bulls, sold for \$3,300. 🐾

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Breed Standards Committee | Heather Blewett, Chair

The Breed Standards Committee met Aug. 22, 2024, via Zoom. The focus of this meeting was to find the best way to inform new breeders, juniors and those who may need a refresher on the Breeds Standards of Excellence. We are working on photo examples and hope to have those in the next year. Our next plan of action is to have a hands-on educational meeting of the Breed Standards of Excellence at Wendt Ranches.

Shows and Exhibits Committee | Patti Manak, Chair

The Santa Gertrudis Breeders International (SGBI) Shows and Exhibits Committee is currently working on fundraising for the 2025 National Open Show as well as the SGBI High Point Awards. The committee will once again have an online sale hosted through the SC Online Sales platform. That online sale will run Dec. 2-3, 2024. We are taking consignments of semen and/or embryo lots or other items of your choice for the online sale. Please contact Ashley Osborne for any sale donation lots. A sponsorship form was also distributed through eblast and posted to Facebook. Both these methods are being used to raise funds for the Shows and Exhibits Committee so they can provide awards for the national open show and the high point awards. So far our members have exhibited

Santa Gertrudis cattle at 13 of the 22 SGBI-approved open point shows.

Board of Directors | Chris McClure, Executive Director

The SGBI Board of Directors met on Oct. 24, 2024, in Kingsville, Texas, at the SGBI offices. The vice presidents updated the board on various activities among the committees. The financial reports showed a number of bright spots, including increasing interest in DNA testing, an increase in registrations and both renewing and new memberships. A motion was unanimously passed by the board to offer a special registration price for November and December of \$25 per registration, no matter the age of the animal. They felt it was important to get as many animals as possible on the books. This gives active members in good standing the opportunity to do so at a reduced cost. A number of other initiatives were discussed but referred to committee for further consideration. 🐄

EVENT CALENDAR

November

- 23 Hot Gert Show, Gonzales, Texas
- 23 South Texas Heritage Sale, Gonzales, Texas
- 23 Southern Partners in Performance Sale, Union Grove, N.C.

2025

January

- 20 Santa Gertrudis Point Show, Fort Worth, Texas

February

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

March

- 7 Mid-Coast International Super Sale, Houston, Texas
- 22 Purple Reign IV Sale, Magnolia, Ark.

NEW MEMBERS

Active Members

Dwayne Warren, Belton, Texas
LL Farms, Scroggins, Texas
Mckenzie Ann Lingefelt, Epps, La.
Butler Cattle Company, Republic, Mo.

Associate Members

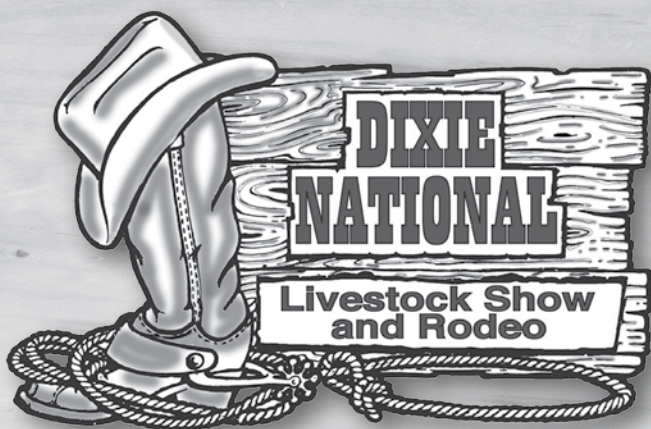
Deborah Robertson, Kyle, Texas
George Schneider, Highfields, Australia

Junior Members

Andrew Wind, Wharton, Texas
Brody Seay, Portland, Texas
Charli Rane Valdez, Rice, Texas
Hayes Poitevent, Uvalde, Texas
Izabella Morales, Sugar Land, Texas
Jaci Watson, Winnsboro, Texas
James Allen Moore, Plainview, Texas
Jaxson Smith, Ledbetter, Texas
Justin Pistor, Katy, Texas
Kaylee Bragg, Salado, Texas
Lillian Pipkin, Houston, Texas
Talon Weinert, Carmine, Texas
Hayden Norwood, Denham Springs, La.
Kallie Kilpatrick, Philadelphia, Miss.
Morgan Lingefelt, Epps, La.
Peyton Dearmond, Lady Lake, Fla.

NOW MAY THE *God of hope*
FILL YOU WITH ALL
joy & peace.
ROMANS 15:13
Merry Christmas!

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FEBRUARY 7-15, 2025

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Dixie National Livestock Show

Phone 601-961-4000

Greg Young 601-214-1344 | greg@mdac.ms.gov

www.dixienational.org

★ NATIONAL SANTA GERTRUDIS SHOW ★

Entries due | To enter:

January 26 | dixienational.org

Arrival day:

February 6 - 12:00 noon

Sale day:

February 7 - 6:00 p.m.

Show day:

February 8 - 8:00 a.m.

Judge: Jason Heath

Make plans to attend the PRCA Dixie National Rodeo February 7-9 & 12-15, 2025.

Mountain Laurel Classic



SANTA GERTRUDIS SALE

Hosted by the Georgia Santa Gertrudis Assoc.

The Mountain Laurel Classic Sale would like to say thank you to all our buyers and consignors for making the 2024 Sale one of our **BEST!**

Thank you also to all our online bidders and buyers.

MC Ranch, Ga.

Creech Farm, N.C.

Bull Gap Farm, Ga.

Hiss Family Farm, Ind.

Jacklett Farm, Ga.

Larlins Bar L Farm, Ga.

John & Amber Loughridge, Ga.

Old Agency Reserve, Ga.

Ward Farm, Ala.

Windcrest Farm, Ky.

Five J's Cattle Co., N.C.

Flying Double A Farm, Ga.

Minix Cattle Co., Texas

Matt Hiss, Ind.

Hefte Ranch, Texas

Michael & Shelly Cantrell, Ga.

Scott Jolly, Tenn.

T & S Farm, S.C.

Trey Peel, Ala.

Chris Martin, Ga.

Shelly Byrd, Ala.

Colby Turpin, Ga.

Ryan Gillian, Tenn.



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NOV. 1, 2025 • Calhoun, Ga.

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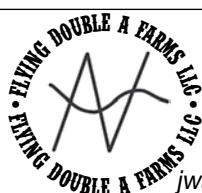
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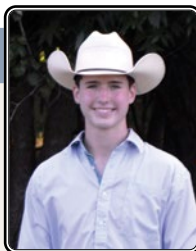
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Q: WHAT IS YOUR FAVORITE THING ABOUT THE SANTA GERTRUDIS BREED?

A: My favorite thing about the Santa Gertrudis breed is the people within the breed whom I have met and the memories I have made along the way. I have met many amazing families and have had numerous opportunities that I would not have been able to have without these red cattle. Whether it's going to Florida for the Gerts Ongoing Advanced Leadership Summit or going to my local Mid-Coast affiliate show, I know it will be an amazing time. I have met many new people and have made contacts from across the United States that will last a lifetime. Many of these people I met were through various breed programs, but notably the National Junior Santa Gertrudis Association (NJS GA) donated heifer program. I have met some of my favorite people through the donated heifer program. The kindness and generosity to donate some amazing show heifers has helped me build an elite group of breeding females. The NJS GA volunteers do an amazing job with the donated heifer program and have made this program possible, something I don't think some other breed programs could sustain. This program could not be what it is today without the support and dedication of our adult members and breeders. The families I have met, as well as the memories my family and I have made, will never be forgotten and we are forever grateful. 🐄



Q: WHAT'S THE BIGGEST LESSON YOU HAVE LEARNED AS A RESULT OF RAISING SANTA GERTRUDIS CATTLE?

A: I have learned so many lessons raising Santa Gertrudis cattle, but I feel like the biggest lesson I have learned is always lend a helping hand whenever possible. Helping others shows respect for fellow competitors and sets a standard of sportsmanship. The spirit of competition is about pushing each other to do better, not just about winning. Helping someone in need demonstrates a genuine respect for the show and everyone involved. When you lend a hand, especially to new or younger showmen, you teach by example. They learn that winning isn't everything and that helping others is equally rewarding. This inspires them to do the same for others in the future, creating a legacy of support and kindness. The people you help in the ring may be your competitors, but they're also future friends and colleagues. The Santa Gertrudis community is close-knit, and every positive interaction builds trust and bonds that last well beyond the show season. Helping others reminds everyone that the show ring is about growth, learning and celebrating achievements, no matter how big or small. Winning is exciting, but the skills and friendships built along the way last a lifetime. 🐄



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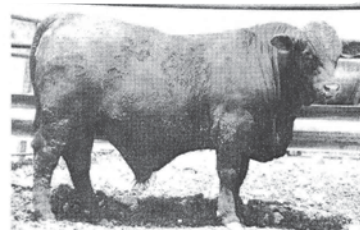
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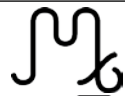
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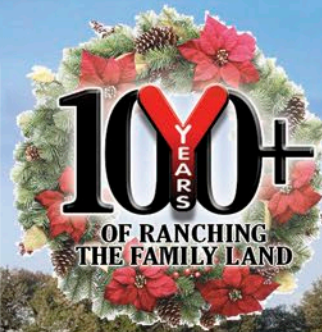
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