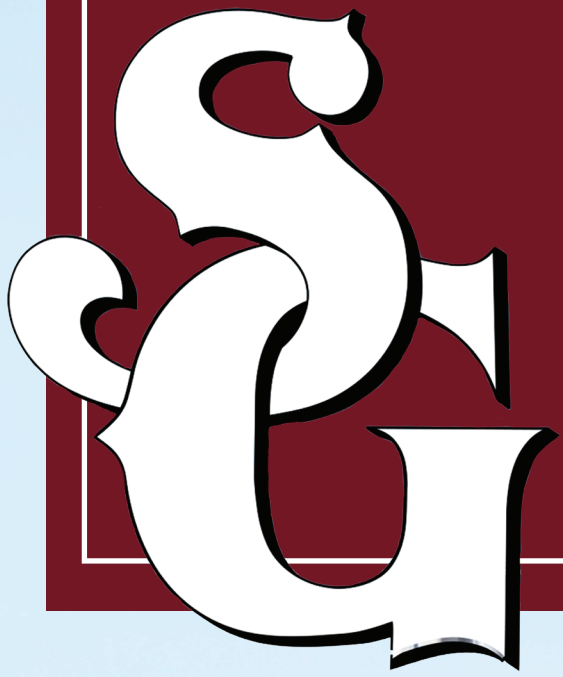




SANTA GERTRUDIS

===== **USA** =====

September 2026 | Volume 29 No 8



CALENDAR OF EVENTS

September and October

September

September 8	Reds To Die For Volume VIII <i>Steerbidding.com</i>
September 13	Four States Fair <i>Texarkana, Arkansas</i>
September 18-19	33rd Annual District 6 Show and Sale <i>Corydon, Indiana</i>
September 18-19	Reese Ranch Red Dirt Gert Sale <i>Salado, Texas</i>
September 19	Oklahoma State Fair <i>Oklahoma City, Oklahoma</i>
September 21	Southeast Empire Fair <i>Lawrenceville, Georgia</i>

October

October 3	Alabama Connection Sale <i>Cullman, Alabama</i>
October 4	Tulsa State Fair <i>Tulsa, Oklahoma</i>
October 11	State Fair of Texas <i>Dallas, Texas</i>
October 15	North Carolina State Fair <i>Raleigh, North Carolina</i>
October 16-17	Strait-Hefte Tried and True Sale <i>Streetman, Texas</i>
October 23	Briggs Tri Star Sale <i>Bloomington, Texas</i>
October 24	Briggs Bull and Commercial Females Sale <i>Bloomington, Texas</i>
October 25	Arkansas State Fair <i>Little Rock, Arkansas</i>



FROM THE FRONT OFFICE

Keaton Dodd, *SGBI Executive Director*

Membership,

As we close the books on August and head into September, I want to take a few minutes to update you on what has been a very productive month for Santa Gertrudis Breeders International and, more importantly, highlight some of the opportunities that continue to develop for our breed and our membership.

I want to extend my appreciation to Briggs Ranch and Harris Riverbend Ranch for inviting me to accompany them on their annual trip to South Central Florida. This was an excellent opportunity to promote the Santa Gertrudis breed and, perhaps more importantly, see firsthand the role our cattle are playing in commercial operations throughout the region. We had the opportunity to visit several large ranches implementing Santa Gertrudis genetics, as well as participate in commercial female sales in both Arcadia and Okeechobee.

The results at the Florida Elite Commercial Female Sale were particularly encouraging. A pen of five Santa Gertrudis-influenced open heifers from Harris Riverbend Ranch was the high-selling open-heifer lot, bringing \$4,500 per head. The second-high-selling open lot was a straight-bred set of five Santa Gertrudis females from Briggs Ranch, which brought \$3,800 per head. While there were no bred Santa Gertrudis females offered at the event, the open Santa Gertrudis cattle averaged just over \$4,000 per head, representing the highest average of any breed or class of open cattle offered.

Moving into the fall sale season, I want to personally invite our breeders, commercial cattlemen, and Santa Gertrudis enthusiasts to take advantage of what promises to be a tremendous offering of Santa Gertrudis genetics at multiple locations across the South. In late August and early September, we have already seen a great set of show cattle trade hands at premium prices, setting the tone for what should be an exciting fall. Now, we transition into our production sales, beginning with the impressive Reese Ranch Red Dirt Gert Sale in Salado, Texas, as well as the District 6 Show and Sale in Indiana.

From there, we roll full steam into the 38th Annual Alabama Connection Sale, where we are excited to welcome a great new set of consignors to this longstanding event. The Alabama Connection continues to be an important gathering for Santa Gertrudis breeders and buyers, and we are excited about the depth of cattle that will be represented this year.

From Alabama, we head back to Texas to wrap up the month of October with two stalwart events of the Santa Gertrudis breed: the Strait-Hefte Tried and True Sale, followed by the Briggs Ranch Tri-Star Event. Both events have long been important stops on the Santa Gertrudis calendar and consistently provide buyers with an opportunity to acquire quality genetics from some of the breed's most established programs.

As we move into November, we begin with our longest consecutively running affiliate sale, the Mountain Laurel Sale in Calhoun, Georgia. The following week, King Ranch will host its second consecutive live bull sale, where they will market approximately 250 Santa Gertrudis-influenced bulls. This is an incredible offering and another tremendous opportunity for commercial cattlemen to put Santa Gertrudis genetics to work in their herds.

We will finish our fall sale season in Gonzales, Texas, with the annual HOT Gert Show and Sale. We are also excited about a new event coming to us from the Carolinas called the Santa Celebration, brought to the breed by the Barlowe family and Bar M Livestock. They intend to market approximately 50 head representing all classes of Santa Gertrudis cattle, providing yet another opportunity for buyers to find the genetics that fit their individual operations.

So, with all of that said, to our current breeders, prospective new breeders, and commercial cattlemen here at home and around the world: this fall represents one of the best opportunities we have had in quite some time to acquire the depth and quantity of Santa Gertrudis genetics capable of impacting profitability at every stage of production.

Whether you are looking for replacement females, herd bulls, commercial cattle, or foundational genetics for a new program, there will be Santa Gertrudis cattle available this fall that can fit your operation. Come out, buy some cattle, and most importantly, enjoy the fellowship, camaraderie, and quality cattle that make this breed so special. If you have questions about any of these upcoming sales or need help finding cattle that fit your program, please do not hesitate to reach out to me, the individual breeders, or your designated SGBI directors. We are all here to help.

Sincerely,
Keaton Dodd
Executive Director
Santa Gertrudis Breeders International

PRESIDENT'S PERSPECTIVE

Arlin Taylor, SGBI President

Hello, fellow Santa Gertrudis breeders,

As we approach the fall sale season, breeders across the country are preparing to showcase the quality, performance, and value of Santa Gertrudis. By the time you read this there have already been a couple of very successful online sales. The demand for Santa-Gertrudis genetics is very strong all across the country. Every sale gives us an opportunity to build relationships, welcome new customers, and demonstrate what Santa Gertrudis genetics can contribute to today's beef industry.

A successful sale begins well before sale day. It takes careful breeding decisions, accurate performance records, strong herd health programs, thoughtful marketing, and cattle presented in a way that reflects the quality behind them. Buyers want cattle that can perform, and they also want dependable information that gives them confidence in their investment.

Whether you are hosting a production sale, consigning cattle, or attending as a buyer, your participation matters. Visit with prospective customers, and share the success of Santa Gertrudis genetics. A satisfied buyer can become a repeat customer and, more importantly, another advocate for Santa Gertrudis cattle.

I encourage every breeder to help promote the upcoming sales. Share sale information, invite fellow cattlemen and women to attend, and follow up with customers after the sale. We are not simply selling cattle; we are building lasting relationships and earning confidence in our breed.

Sales are also a great opportunity to study the cattle being offered and make investments that move our own programs forward. It may be a good time to ship out some older cattle and replace them with younger genetics. There will be outstanding genetics available, Take advantage of the opportunity to possibly improve your own herds.

Let us enter this sale season positive, and united in our efforts by supporting our fellow members and representing Santa Gertrudis cattle with confidence and integrity, we can keep strong demand for our cattle today while building an even stronger future for the breed.

Thank you,

Arlin Taylor

SGBI President

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President Elect Daniel Kubecka

Secretary/Treasurer Patti Ermis

Long Range Planning John Justiss

Marketing/Promotion Daniel Kubecka

Breed Improvement Perry Bass

Youth Activities Callie Loden

Membership Mickey Bowman

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San Jose Cattle Company

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Osborne Livestock Company

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ALABAMA CONNECTION SALE

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Contact Darren Richmond for more information: (423) 364-9281 or djrichmd@gmail.com

BREEDER FEATURE

Black Hills Land and Cattle, *Muleshoe, Texas*

The environment in Muleshoe, Texas, calls for hardy, climate-tolerant cattle. For Cody and Aryn Black of Black Hills Land and Cattle, involvement in the Santa Gertrudis breed began with a simple observation: the cattle performed.

Their operation was initially centered around stocker cattle purchased to utilize wheat pasture. Black began purchasing steers and heifers that Santa Gertrudis operations were not retaining as breeding stock.

“Our introduction into the Santa Gertrudis was through wheat pasture cattle,” Cody Black said. “We knew they gained better than everything else, and with the hardiness of them in this environment, we just had better luck with them.”

Those results changed the direction of the operation. The Blacks began retaining females and purchasing additional Santa Gertrudis genetics to grow their cow herd.

Today, Black Hills Land and Cattle includes more than 80 registered Santa Gertrudis females and more than 200 commercial Santa Gertrudis and Santa Gertrudis-influenced females. The operation has largely transitioned away from the traditional stocker-yearling model, instead utilizing wheat pasture to develop replacement females.

Producing cattle near Muleshoe requires adaptability.

“We run 35 acres to a cow, so they’ve got to be able to travel and adapt to 105 degrees one day and 67 degrees that night,” Cody Black said. “The adaptability of these cattle is what we mainly focused on.”

Along with adaptability and functionality, the Blacks place significant selection pressure on maternal and carcass traits.

“We mainly breed for growth and carcass, and with a focus on maternal ability,” Cody said. “We want longevity in these cows. We want heifers that are going to breed and cows that are going to breed back quickly.”

The operation also includes two feed yards, giving Cody the opportunity to evaluate cattle beyond the pasture. At the time of the interview, he was conducting a gain test on 56 Santa Gertrudis and Santa Gertrudis-influenced bulls using a SmartFeed system to monitor individual performance.

“I look at conversion factors and average daily gain compared to the ribeye and IMF,” Cody Black said.

Black Hills Land and Cattle also encompasses approximately 3,000 acres of farmland that has increasingly been integrated into the cattle operation.

“We turned our farming from traditional farming of cotton and milo and wheat to basically just wheat, silage and hay,” Cody Black said. “And all of it goes to the feed yard.”

That integration continues all the way to the consumer. The Blacks market farm-to-table beef, an enterprise that has grown into nearly a full-time responsibility for Aryn Black. They sell individual cuts, whole and half custom beef and supply two local restaurants.

The diversified operation also includes pork and a small bison herd, with a limited amount of bison marketed annually through their meat business.

From registered and commercial cattle to feed testing, farming and direct-to-consumer beef, each enterprise at Black Hills Land and Cattle connects to the next. At its foundation is the characteristic that first drew Cody and Aryn to Santa Gertrudis cattle: performance.



Santa Gertrudis Breeders International STEER FEEDOUT PROGRAM

ELIGIBILITY REQUIREMENTS:

- Spring-born 2026 steers or heifers that are registered or performance registered with Santa Gertrudis Breeders International
- Minimum of 45 days weaned (60 days preferred)
- Completed two rounds of modified live vaccinations (final protocol to be determined and published)
- Minimum entry weight of 500 lbs.
- Must be 840 EID tagged and DNA verified for parentage
- Must be at least 50% Santa Gertrudis genetics

GROUP & ENROLLMENT DETAILS:

- Groups of five head per producer are preferred
- Enrollment deadline: November 1, 2026
- Delivery and purchase window: Mid-December 2026
- Regional drop-off locations will be available (locations to be announced)

With questions, please reach out to keaton@santagertrudis.com



Mountain Laurel Classic SANTA GERTRUDIS SALE

NOVEMBER 7, 2026 | 11:00 a.m.

At the University of Ga. Livestock Pavilion in Calhoun, Ga.

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JUNIOR FEATURE

Caleb Bram, Texas

For Caleb Bram, a high school senior from Texas, raising and showing Santa Gertrudis cattle is more than an activity; it is a family tradition that began generations before him.

Caleb's great-grandfather was an agricultural education teacher in Louise, Texas, where he worked with students who showed Santa Gertrudis cattle. His great-aunt later began showing, followed by his mother and other members of the family. By the time Caleb came along, involvement in the breed was simply part of growing up.

"I got started in the breed when I was born," Caleb said.

After participating in peewee shows, Caleb exhibited at his first National Junior Santa Gertrudis Show as a junior in 2017. Since then, showing cattle has given him opportunities to compete, travel and, most importantly, build relationships.

"I have met so many people through the Santa Gertrudis breed," Caleb said. "My closest friends are kids that show, not even people from my hometown."

Caleb credits his mother and great-grandfather as two of the greatest influences on his involvement in the cattle industry. Although his great-grandfather died when Caleb was young, the legacy he established continues through the family.

"If it wasn't for my great-grandfather, I would not be showing cows right now," Caleb said.

His mother has continued that influence by teaching Caleb the work ethic required to be successful.

"My mom was always pushing me and telling me to go work with the cows every day whenever I was young," Caleb said. "She would say, 'If you really want to be good, you've got to go work with them.'"

That work has resulted in success in the show ring, including one of Caleb's favorite memories, winning grand champion purebred female at the National Junior Santa Gertrudis Show in 2020. However, the friendships surrounding those experiences have become just as memorable as the banners.

Caleb has developed friendships with juniors from across the breed, many of whom he sees primarily at major shows and NJSGS. His younger brothers, Cade and Cale, are also continuing the family's involvement in showing cattle.

As Caleb prepares to graduate high school, he is still considering his college major and future career. Regardless of the path he chooses, he sees agriculture and his family's operation remaining part of his life. Eventually, he hopes to return home and "continue on what has been started."

His advice to younger Santa Gertrudis juniors reflects what he values most from his own experience.

"Whenever you go to majors, just make sure you speak out and go make some friends that will last you a lifetime," Caleb said. "I think that's the biggest thing that matters to me at the end of the day, the friendships that I've made."



SHOW RESULTS

OHIO STATE FAIR

July 29, 2026 | Judge: Dakota Smith



GRAND CHAMPION PUREBRED FEMALE
XL'S AMERICAN HEIRESS 652 ET
OWNED BY: EXCELL SANTA GERTRUDIS



RESERVE CHAMPION PUREBRED FEMALE
TB LADY BADGER 1637N2
OWNED BY: TB CATTLE FARM



GRAND CHAMPION PUREBRED BULL
XL'S AMERICAN OASIS 550
OWNED BY: EXCELL SANTA GERTRUDIS



RESERVE CHAMPION PUREBRED BULL
777 HONEYBADGER 448N ET
OWNED BY: BAR M FARMS



GRAND CHAMPION STAR 5 FEMALE
DUBOIS 25/7 PRISSEY
OWNED BY: ANDI MCDANIEL



RESERVE CHAMPION STAR 5 FEMALE
BM N035
OWNED BY: BAR M FARMS

INDIANA STATE FAIR

August 7, 2026 | Judge: Scott Bayer



GRAND CHAMPION PUREBRED FEMALE
LC MISS 10 KAY
OWNED BY: LENNON CATTLE



RESERVE CHAMPION PUREBRED FEMALE
BV TATI'S VIVIANA
OWNED BY: BUENA VIDA CATTLE COMPANY



GRAND CHAMPION PUREBRED BULL
777 HONEYBADGER 448N ET
OWNED BY: BAR M FARMS



RESERVE CHAMPION PUREBRED BULL
LC MR PHIL
OWNED BY: LENNON CATTLE



GRAND CHAMPION STAR 5 FEMALE
BM N035
OWNED BY: BAR M FARMS



RESERVE CHAMPION STAR 5 FEMALE
MV KATHLEENS EMMY LOU
OWNED BY: KATHLEEN MORSE

SHOW RESULTS

OZARK EMPIRE FAIR

August 8, 2026 | Judge: Braden House



GRAND CHAMPION PUREBRED FEMALE
XL'S DREAMIN BOUT ME 440
OWNED BY: EXCELL SANTA GERTRUDIS



RESERVE CHAMPION PUREBRED FEMALE
XL'S RIVER HONOR 801
OWNED BY: EXCELL SANTA GERTRUDIS



GRAND CHAMPION PUREBRED BULL
XL'S AMERICAN OASIS 550
OWNED BY: EXCELL SANTA GERTRUDIS



RESERVE CHAMPION PUREBRED BULL
KJB TRIPLE THREAT ET
OWNED BY: KARLI BUGGS



GRAND CHAMPION STAR 5 FEMALE
KJB MISS FANCY
OWNED BY: KARLI BUGGS



RESERVE CHAMPION STAR 5 FEMALE
WF MISS ELIZABETH
OWNED BY: WILSON FARM

MISSOURI STATE FAIR

August 23, 2026 | Judge: Tucker Schilpf



GRAND CHAMPION PUREBRED FEMALE
LC MISS 10 KAY
OWNED BY: LENNON CATTLE



RESERVE CHAMPION PUREBRED FEMALE
XL'S DREAMIN OF FAME 510
OWNED BY: EXCELL SANTA GERTRUDIS



GRAND CHAMPION PUREBRED BULL
TOP SHELF STIFF DRINK
OWNED BY: TOP SHELF CATTLE COMPANY



RESERVE CHAMPION PUREBRED BULL
XL'S AMERICAN OASIS 550
OWNED BY: EXCELL SANTA GERTRUDIS



GRAND CHAMPION STAR 5 FEMALE
MV KATHLEENS EMMY LOU
OWNED BY: KATHLEEN MORSE



RESERVE CHAMPION STAR 5 FEMALE
WF MISS ELIZABETH
OWNED BY: WILSON FARM

SHOW RESULTS

KENTUCKY STATE FAIR

August 29, 2026 | Judge: Dan Harker



GRAND CHAMPION PUREBRED FEMALE
777 MOCKINGBIRD 732
OWNED BY KALLI KILLPATRICK



RESERVE CHAMPION PUREBRED FEMALE
RIDGE POINT 4113
OWNED BY: ANDI MCDANIEL



GRAND CHAMPION PUREBRED BULL
777 HONEYBADGER 448N ET
OWNED BY: BAR M FARMS



RESERVE CHAMPION PUREBRED BULL
LC MR PHIL
OWNED BY: LENNON CATTLE



GRAND CHAMPION STAR 5 FEMALE
BM N035
OWNED BY: BAR M FARMS



RESERVE CHAMPION STAR 5 FEMALE
DUBOIS 25/7
OWNED BY: ANDI MCDANIEL

SALE RESULTS

Wendt's 9th Edition Babydoll Sale

SC Online Sales | August 29, 2026

11 Purebred Open Female Lots Average	\$8,204.55
4 Star 5/ARB Open Female Lots Average	\$6,000
1 Purebred Bull Lot	\$7,500

INTERNATIONAL UPDATE

Santa Gertrudis Breeders International was proud to send a delegation to Filadelfia, Paraguay, for the annual Rodeo Trébol, one of the largest and most significant agricultural and livestock events in the country. The delegation included Gene Kubecka, John Justiss, Darrell Pitchford, and Keaton Dodd, representing SGBI and the Santa Gertrudis breed on an international stage.

Rodeo Trébol provided an incredible opportunity to experience the Paraguayan cattle industry firsthand and strengthen relationships with producers throughout the country. American genetics were in high demand, with strong representation not only at the show but throughout the Chaco region, where Santa Gertrudis and other American-influenced genetics are playing an important role in commercial cow herds.

During the trip, the SGBI delegation also had the opportunity to visit two of the region's large cooperative experiment stations and genetic providers. While touring their multiple-hundred-thousand-acre ranching operations, we were able to see firsthand the environmental conditions and production challenges facing Paraguayan cattlemen. The producers expressed tremendous satisfaction with the Santa Gertrudis breed and its ability to perform and fit within their production systems.

The trip proved successful not only as a trade mission and an opportunity for fellowship, but also as an extremely educational experience for our delegation. Seeing these operations firsthand gave us a much better understanding of the environmental pressures, management systems, and demands that influence the Paraguayan beef supply chain. These experiences will help us here in the United States better understand what our international customers need and, ultimately, how we can continue creating the foundational genetics that will thrive in their unique production environments.

International relationships have always been an important part of the Santa Gertrudis story, and trips such as this reinforce the tremendous opportunity that exists for the breed around the world. The demand we witnessed for American genetics, coupled with the enthusiasm of Paraguayan producers for Santa Gertrudis cattle, gives us great confidence in the future of the breed throughout South America.



We greatly anticipate welcoming and hosting our Paraguayan friends and fellow breeders in the United States this spring as they travel here in hopes of adding fresh Santa Gertrudis genetics to their nation's cow herd. Building these relationships and facilitating the exchange of genetics, ideas, and knowledge is an important part of SGBI's international mission.

We cannot thank Egon Neufeld, the Paraguay Santa Gertrudis Association, and the Rodeo Trébol organization enough for the invitation and the incredible hospitality extended to our delegation. We are grateful for the opportunity to represent SGBI and the Santa Gertrudis breed in Paraguay, and we cannot wait for the opportunity to return.



COMMITTEE CORNER

RESEARCH AND EDUCATION

Chairman: Kevin Blewett

As its name suggest, the Education and Research Committee serves two important functions within SGBI: advancing research that benefits the Santa Gertrudis breed and providing practical educational resources that strengthen our members operations.

Committee efforts focus on two areas. We will support studies that document the superior characteristics and advantages of Santa Gertrudis cattle. Studies that provide tools to market your cattle. Second, research aimed at operational practices. Studies that make our operations more efficient and profitable.

The committee is developing a document outlining specific areas of interest, potential funding opportunities and application process.

Education efforts are directed toward providing useful information to SGBI members. Focus will be cattle production/management and cattle business practices. The committee is producing a series of videos featuring experts who can provide information members can use in their operations.

The first features Dr. Garrett Montgomery of Southern Wind Veterinary Services in Seguin, Texas. Dr. Montgomery discusses what ranchers should keep on hand, the potential threat of the screwworm, steps producers can take to prevent costly vet visits and other animal health topics.

The second features Lela Meeks, Soil Conservationist with USDA. Ms. Meeks discusses the importance of forage management, services available to cattle producers and how to access USDA programs.

Several additional videos are in development. These videos can be found on the SGBI YouTube channel. As new videos are released we will ask SGBI staff to notify members through the SGBI Facebook page.

The Education and Research Committee wants to provide information and resources that are relevant, practical and valuable. This committee exists to serve the SGBI membership and that means YOU. Please share your ideas and feedback to kevinblewett@yahoo.com. This only works with your input.

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MEMBERSHIP

Chairman: Mickey Bowman

The Santa Gertrudis Breeders International (SGBI) Membership Committee is focused on one primary long-term goal: growing and strengthening SGBI membership while creating opportunities for greater participation and engagement.

The committee, led by Vice President of Membership Mickey Bowman and including members Suzanne Fulton, Heather Blewett, Judy McDaniel, Craig Lopossa, and Scott Sherrill, is examining several key areas that can help build a stronger membership base for the future. This process is being conducted in collaboration with Robert Rhoads and the Long-Term Planning Committee to ensure membership initiatives align with SGBI's broader vision and goals for the future.

One major priority is improving the transition from junior to adult membership. While junior membership has grown from approximately 417 members in 2021 to 523 today, that growth has not consistently translated into adult membership. The committee is exploring reduced young-adult rates through age 30, incentives for continuous membership, and social events designed to reconnect former juniors and young adults with SGBI.

The committee is also reviewing membership fees and potential barriers, including registration and DNA requirements, pedigree requirements, administrative deadlines, and reinstatement costs. Working with the Finance Committee, the group will evaluate the overall fee structure and opportunities to make membership more accessible.

International membership is another area of opportunity, with interest developing in markets including Panama, Mexico, Paraguay, and others. The committee is also exploring ways to make SGBI's website more accessible to international members through additional language and translation options.

The committee is also working on plans for the 2027 Annual Meeting, which will be shortened and scheduled immediately before the Red Doc bull sale. The event will include committee meetings, association business, member social activities, the President's Dinner and awards, and an opportunity to attend the Red Doc sale, which is expected to feature approximately 200 bulls and active commercial buyers.

The Membership Committee welcomes input from SGBI members as we work together to build a stronger and more engaged future for the Santa Gertrudis breed.

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