

Corporron Acres
and
Dos Bros. Ranch
Santa Gertrudis and Star G Cattle



Understanding Markets

By Richard Hood, American Marketing Services

Santa Gertrudis cattle do not receive any more of a discount than any other of the recognized breeds. Purebred seedstock producers tend to build their breeding and cattle business plans to produce and market to fellow registered breeders of their chosen breeds and associations of cattle. This philosophy not only limits the size of their market, but it also stands as an acceptance barrier to the "real world" cattle business for their operation and chosen breed.



Crossbreeding of beef cattle is not a philosophy or an opinion, rather it is the scientific and economic proven single difference between profit or loss for most commercial cattle enterprises. The crossing of two different PURE breeds of cattle, if selected properly, allows commercial producers to increase production and efficiency levels in double digit percentages in profit relevant traits. Utilizing heterosis can enhance productivity in the areas of environmental adaptability, conception rates, weaning weights, feed efficiency, carcass quality and yield. For instance, it has been proven that when analyzing the entire production life of a market steer, the monetary difference between purebred and crossbred individuals can be over 20% in return in favor of the crossbred animal. That is a large difference when you are involved with a fine margin business. With that said, analyzing the production life of retained crossbred females pays exponentially in fertility and longevity, alone.

Purebred cattle for the most part receive "A DOCK" when sold in beef cattle markets as steers and heifers. **YES IT IS TRUE!** You read it here! Purebred Angus, purebred Charolais, purebred Red Angus, ALL receive a discount in price when sold in commercial markets every day. A great example of the difference is in the purebred Hereford who receives one of the heaviest discounts in the business as a market steer, but when crossed with an Angus, Red Angus, Santa Gertrudis, or Brangus the subsequent animal is the most desired in all steer markets. Understanding this, the real purpose a purebred operation is to produce a stabilized, measured and predictable animal that maximizes hybrid-vigor when crossed with another stabilized breed. Purebred producers that take all the weights and measures and use tools like EPDs and DNA to breed and select to stabilize genetics are recognized and accepted to the industry as a valued registered purebred breeder. They appreciate extreme demand and dividend for their work and programs.

In summary, purebred breeds of cattle are not discounted at sale barns because of their name or breed, but rather because of their purity, unpredictability and the time management. All other breeds see the same criticisms and discriminations when managed and marketed the same. With that said, it is the responsibility and determination of individual ranchers and farmers if they are going to do the work to be a recognized purebred breeder. Having just an animal that carries a name of a respected purebred breed and a paper that shows who mommy and daddy are will always receive discounts in both the purebred and commercial sectors alike.

So everyone can quit saying Santa Gertrudis receive a dock! Rather Santa Gertrudis breeders that choose to receive a dock do!

Snapshots...



Nathan Joseph Vacek is one of our young customers from Fayette County, as he and his family have purchased from our program. He is pictured with a calf from one of those females.

CA/DB Cochise 3328

- Sire for Corporron Acres and Dos Bros Ranch
- Carries Red Doc breeding
- Ranks in the top 1% of the breed for Weaning and Yearling Weight, Hot Carcass Weight and Ribeye Area
- Ranks in the top 10% of the breed for Marbling and Scrotal Circumference
- Has a growth index of \$34.95
- Polled
- SEMEN FOR SALE. CONTACT BRUSHY CREEK SIRES at 512/352-7444



Cochise daughter.



Cochise daughter.

Navidad

Navidad 8/5 is sired by the hottest herd sire in the breed, Pistol 28/0, who has averaged well over \$6,500 in his sons selling to purebred and commercial cattleman all over the country.

Navidad 8/5 was the high selling bull at the 2016, 13th Annual Briggs Ranches Bull Sale. Navidad's 11 year old dam, NR 607, originated from one of the premier multi-decade ranches Navidad Ranch, Tom and Elsie Farek. Navidad Ranch isolated and propagated some of the most predictable polled genetics by line breeding to stabilize and lock down pasture efficient and carcass traits. Today in the Santa Gertrudis breed many of the top carcass genetics trail back to the Navidad Ranch. NR 607 not only has proven herself by producing herd sires like 8/5, but has 20+ daughters and granddaughters in production.



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CORPORRON ACRES

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www.CORPORRONACRES-DOSBROS Ranches.com

Join us at these upcoming events

TEXAS A&M BEEF SHORT COURSE — AUG 6-8th
 MID-COAST SALE — SEPT 15TH
 TRI-STAR SALE — NOV 9-10th
 SAN ANTONIO COMMERCIAL HEIFER SALE — FEB 13th
 HOUSTON SALE — MAR 1st
 BLUEBONNET BREEDERS CLASSIC SALE — MAR 22nd

Corporron Acres/Dos Bros Ranch
 3148 CR 229 Schulenburg, Texas 78956



Ranch headquarters conveniently located 5 miles of I-10 on Hwy 77 at Schulenburg, Texas

Come see us. . . .



We will be in Aggieland for the Beef Cattle Short Course, Aug. 6-8th. We will have a booth in the trade show area and would love to discuss our cattle program with you, as well as the Santa Gertrudis breed and Star 5's.

Or come see us at the ranch—we are conveniently located off of Hwy 77 outside of Schulenburg, Texas and we would love to show our cattle, discuss our program and the philosophies and practices we use daily to produce our cattle.



Larry Brown, (l) our manager and Primo Manzano, (r) our herdsman.

Santa Gertrudis Are Data Driven And Profit Proven

By John Ford,
 Santa Gertrudis Breeders International Executive Director

Successful cattlemen recognize the foundation for sustained financial success is female fertility. Cattlemen also realize herd fertility depends on an operation's ability to match cattle genetics to the production environment and producers across Texas are well aware that fertility tends to decline when temperatures soar. Not only is fertility negatively impacted, heat stress reduces cattle weight gain and calf weaning weights.

There are a number of factors that result in cattle suffering through a hot summer day including humidity, wind speed, respiration rate, and sweat gland activity.

The hot and humid summer weather of Texas results in people looking for air conditioning and cattle searching for a stock tank or shade tree, especially cattle still carrying a winter coat.

Research indicates that cattle capable of shedding their winter coat early tend to breed back quicker.

Recently, a number of universities have been researching tools to evaluate an animal's ability to shed hair. In fact, a couple of universities, with breed association support, have established an evaluation system for cattle hair shedding. The system is designed to assist producers in assessing an animal's ability to shed in the spring. There is no doubt, shedding is an economically important trait and closely related to fertility. I suspect a tool to evaluate shedding is a welcome addition for some beef breeds, but not Santa Gertrudis. The breed's 3/8 Brahman, 5/8 Shorthorn genetic package is adaptable to the most challenging climates, environments, and terrains. Santa Gertrudis cattle thrive in the hot and humid weather conditions of the southern half of the U.S. Their short hair and presence of sweat glands in their loose hides help them dissipate heat making the Santa Gertrudis female and the half-blood (STAR 5) Santa Gertrudis female the perfect fit for southern commercial cow-calf operations. A hair shedding evaluation tool is not needed for the versatile Santa Gertrudis breed.

While some Bos taurus breeds are focused on a hair shedding tool for producer use, **Santa Gertrudis Breeders International recently announced the release of two EPDs designed to effectively measure reproductive traits – Heifer Pregnancy and Breed Back.** The EPDs were developed using pedigree information, member breeding records, pregnancy-check results and calving data. These newly published tools are designed to assist in the identification of animals with desirable reproductive ability. Improvements in fertility greatly contribute to an operation's bottom line in both immediate pregnancy rates and cow longevity since it has been proven that cows that breed back quickly will stay in the herd longer.

Infusing Santa Gertrudis or Santa Gertrudis influenced genetics into a cow-calf operation makes sense. Doing so provides an opportunity for tremendous profit, increased heterosis, and greater longevity. SGBI's fertility EPDs offer the added luxury of knowing that the breed and its association members are serious about profitable performance. Utilizing the Santa Gertrudis genetic package will result in more time to enjoy the lake, beach or a bar-b-que this summer and less time evaluating which cows have effectively shed their hair coat. **SANTA GERTRUDIS are DATA DRIVEN and PROFIT PROVEN.**



At the San Antonio All Breed Bull Sale we purchased the Champion High Grading Bull of the event, a Polled Hereford bull from B&C Cattle Company, Miami, Texas. He is being used on some of our Santa Gertrudis females to produce Star 5s. Also at the sale, we sold three pens of Star 5 females with Angus sired calves at side. They were purchased by Stephen Smith, Franklin, Tennessee and Fischer Farms, Stockdale, Texas.

The cattle of Corporron Acres and Dos Bros Ranch are known for their efficiency, fertility and the extra profits from their remarkable ability to excel in gain.

Visit our website and plan a visit to the ranch to see our cattle, our program and more importantly evaluate how our cattle could help you reach your goals.

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