

Santa GERTRUDIS

SPECIAL EDITION 2017





15162
SA Record price 2017



SA Record price 2014
SA Champion 21-24 months



SA Record price 2013



SA Phase C National Championship 2010
Landbouweekblad SA Herdsire 2015

One TEAM one GOAL

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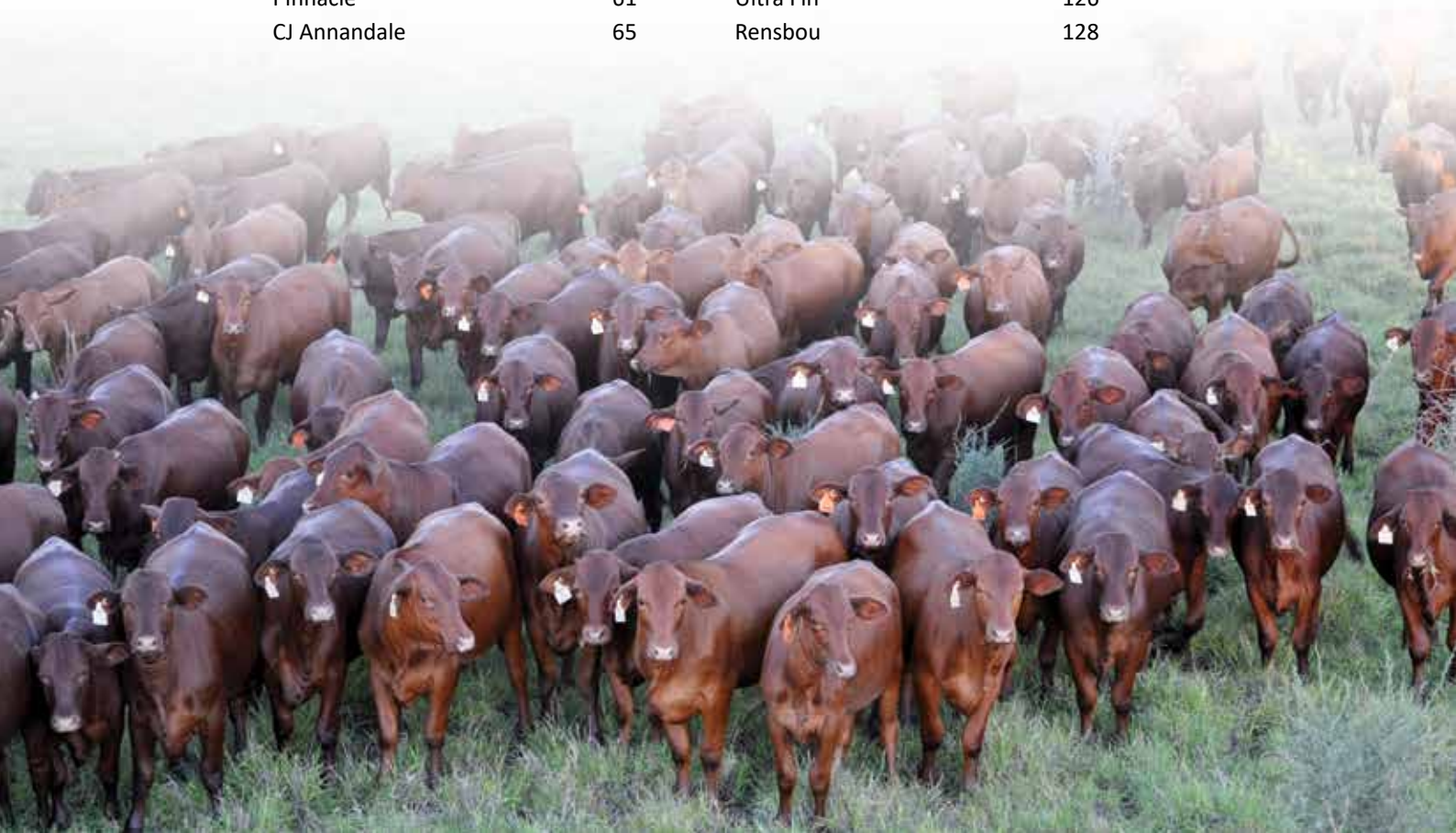
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PRESIDENT

A big welcome everybody to the 10th Santa Gertrudis World Congress in South Africa. It is a great privilege to hold the 10th World Congress in South Africa and to share the love we all have for the Santa Gertrudis. It seems as if we are going to have Santa Gertrudis people from Australia, Paraguay, Argentina, Brazil, United States of America, Zambia, Kenya, Zimbabwe, Botswana and Namibia. I hope you all will enjoy your time in SA. I know you are also going to visit some of our Game Parks and some of the most beautiful places in our beautiful country and I am sure you will enjoy it.

Every 3rd year we have National Championships but the Council decided to ask the other Santa Gertrudis Associations, at the last Santa Gertrudis World Congress in Paraguay, to hold a World congress in SA because the last one in SA was in 1990 and so we decided to have our National Championships a year later in 2017 with the World Congress.

We had two years of probably the worst drought ever in SA and at one stage we were considering to postpone the Congress but in the end we decided to go on with planning and since November 2016 we had very good rains over most of SA. At the moment cattle and beef prices are at the highest ever in SA and things are looking good for the Beef Cattle Industry.

I am glad to say that the Santa Gertrudis Breeders have responded very well and 29 Breeders have entered over 360 animals for the show. One of the judges is Martin Seyfferdt, the former Breed Director and he is well known to most overseas people. The other judges are Ziggi von Luttwitz and Hendrik Prinsloo of Namibia. I want to thank them for accepting to judge and I think they will have a tough job with good animals and I wish them all the best.

We had a tough year with lower prices during the previous year at our Santa Sales because of the drought, but we are pleased that about every bull on sale was sold. At the first sale of Santa Gertrudis Cattle in SA in 2017 record prices were paid for a Santa bull as well as cows and heifers and hopefully that is a sign for better things to come in 2017. Santa Gertrudis Cattle are doing very well in the feedlots in SA because of their good feed conversion rate and daily gain and therefore Santa weaners are in big demand. Some of our breeders are also doing very well in the National Carcass Championship and have won at some of the shows.

I want to thank all the people who were involved with Santa Gertrudis Farmers' days, exhibits and shows in 2016. A special thanks to the members who took animals to the Vryburg, Bloemfontein and Moorreesburg Shows during a very dry year. A big thank you to Herman Kleynhans for the animals he took to Nampo, Alfa and the Stockman School at the Aldam. A very big thank again to all the members who donated females to the Agricultural School in Kroonstad. Herman is helping and they are even going to participate at the National Show.

On the 11th February we lost our Breed Manager, Johan Malan in a motorcycle accident. It was a big shock for all of us. Johan was at the time busy arranging the World Congress. He was with the Santas for seven years and did a great job for us and also the Limousin and Wagyu Breeds. It is a very big loss and my condolences to his wife, Carlin, and their children. He definitely will be missed by the Beef Industry in South Africa.

I want to thank Susan, Ivonne, Melissa and Gladys for all the work they have done during 2016. I am very proud of them. Since the loss of Johan they have not only done their individual jobs but are also helping to organize the World Congress and are doing a great job. Thanks also for Charmaine and Caria for helping with this special edition. A special thanks to Norma for putting together this special edition in such a short period of time. I also want to thank all our sponsors for the Congress, because without them there would be no World Congress. A special thanks to my Council for the support throughout the year and all the work they are doing for the Santa Gertrudis. I know I can ask them any time for help.

We must remember that we can only do all these things through Christ who strengthens us.

VALLEY VENTURE

The Breeder's Choice!

Valley Venture Stud welcomes all delegates to the Santa Gertrudis World Congress 2017



VV 02 - 194 'Champ'

South African National Champion Bull 2007



VV 02 - 194

'Champ' at the age of 14 years and 3 months.



VV 02.194 - His legacy lives on through his superior progeny!

Willie & Tina de Jager Cell: 082 565 5445 \ 082 774 4777

P O Box 2266, Vryburg, 8600

Email: willie@srvalley.co.za / tina@vvstud.info



VALLEY VENTURE

The Breeder's Choice!

VV 08 - 106 - a 'Champ' son - the South African National Champion in 2013



VV 12 - 52



VV 12 - 52 - a 'Champ' son - sold in 2015 for the S.A. Record price of R 340 000 to Red Diamond Stud of Frnakfort.

Valley Venture Stud

welcomes all delegates to the Santa Gertrudis World Congress 2017

AUSTRALIA - BOTSWANA - USA - SOUTH AFRICA - BRAZIL - PARAGUAY
ARGENTINA - ZIMBABWE - NAMIBIA - ZAMBIA - TANZANIA



VALLEY VENTURE

The Breeder's Choice!

Valley Venture Stud welcomes all delegates to the Santa Gertrudis World Congress 2017



VV13 - 152 - a 'Champ' son - SOLD to Piet Niemandt - Breede Santas of Worcester for the new S.A. record price of R360 000 in 2017



'Champ' sires excellent females that are doing well in the show ring. More importantly the females have proven themselves by their calving records. Another son of 'Champ', VV11-75, was sold to Jacques Odendaal of Vryheid in 2014 at the previous record price of R 240 000. Indeed 'Champ's' legacy will live on for years to come through his progeny.

Congratulations to Jacques Odendaal for the purchase of 18 month old heifer VV15-162 at R75000 and Piet Niemandt for the purchase of VV11-123 and heifer calf at R165000, both new South African record prices at our first Valley Venture and Friends Game and Santa Auction in February 2017.

A big thank you to buyers of Valley Venture genetics in 2016 and 2017 namely Pieter Niemandt, Raymund de Villiers, Marius Freeman, Louwrens van Vuuren, Jacques Odendaal, Franco Koch, Koos Lock, Andy Fyvie and Sons, Johan Haveman, Pieter Vorster, Herman Kleynhans, Frikkie Oosthuizen, EJ Van Rensburg, CG Annandale, Red Diamond Santas, Kenneth Matswiri, Callie Lemcke, Kagiso Makgekenene, PM Fourie, Gefferd Pretorius, Johan Van Vuuren, Michael de Klerk.



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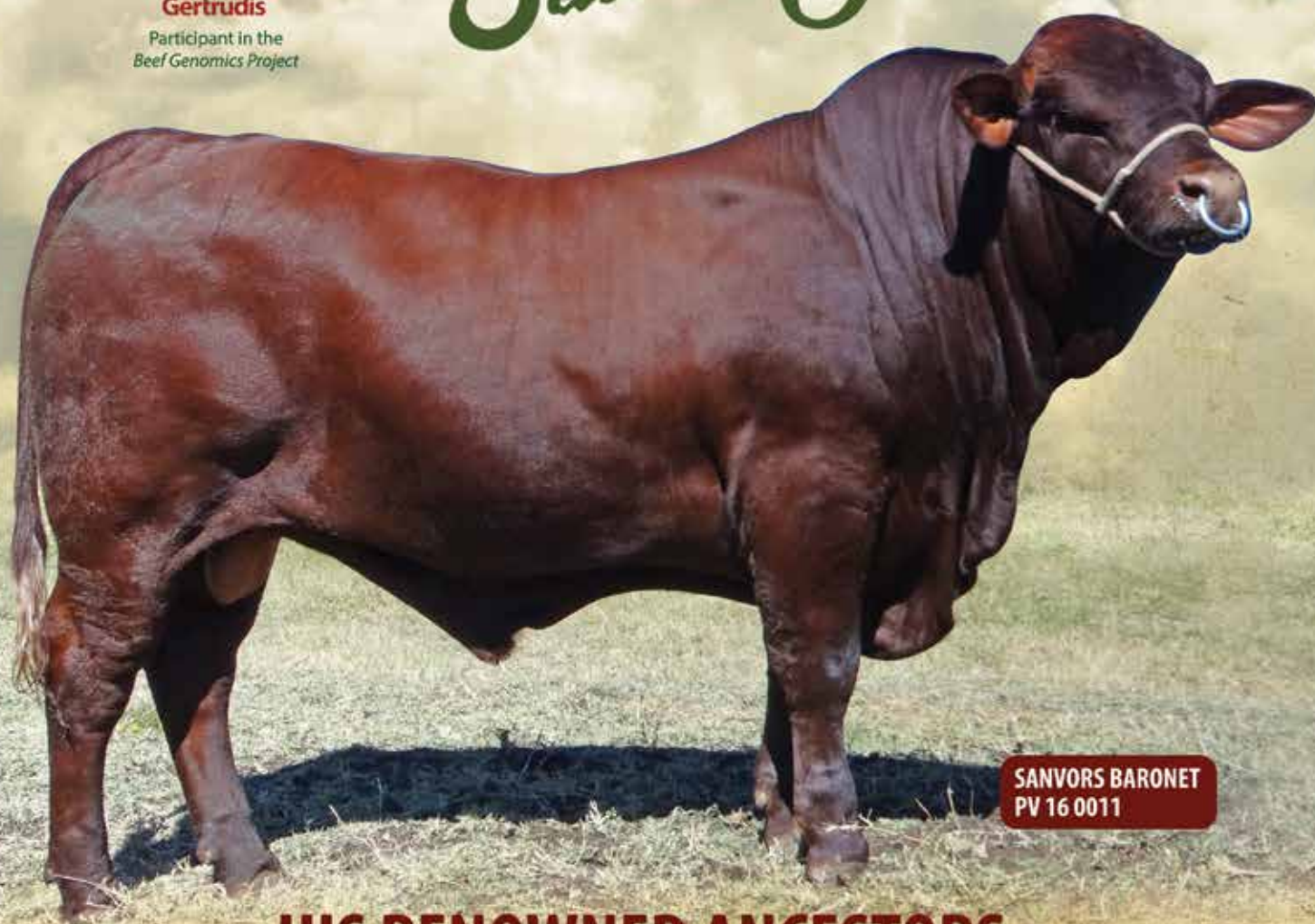
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SANVORS



Santa Gertrudis



SANVORS BARONET
PV 16 0011

HIS RENOWNED ANCESTORS ...



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>>> JOHAN MALAN

Life & times IN THE SANTA FAMILY

What a great day it was, seven years ago, when JOHAN MALAN became a member of the SANTA FAMILY - and therefore, what an utterly sad day when we lost him. The devastating news of his untimely death sent shockwaves through the Santa family as well as the beef industry at large, and a deep sense of sadness and loss overwhelmed us.

Johan Malan's relationship with the Santa Gertrudis breeders all started when the vacancy left by the retirement of the living legend, Martin Seyfferd, had to be filled. Council, at the time, had the presence of mind to realise that it would be impossible to find someone who could fill Martin's boots. Therefore the selection committee was briefed to find a person with a mixed bag of managerial, marketing and administrative skills. Given the budgetary constraints of the time, the committee realised that they were given a daunting task... until Johan Malan entered the arena of contenders.

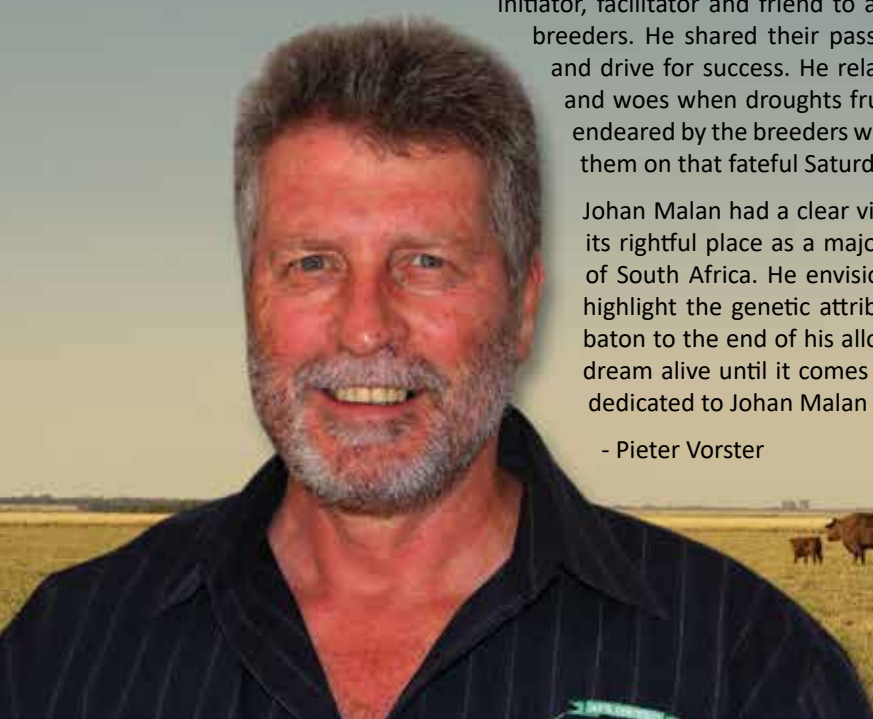
Right from the start he stood out from the crowd. From his CV it transpired that Johan Malan had experience, not only due to his comprehensive exposure in the corporate world, but also because of his zest for life and people. His fit and healthy appearance was underscored by the number of completed Cape Argus cycle races. During the interview it became apparent that this was a well-balanced man, with a real understanding of what his abilities and skills were, coupled by the willingness to master new fields of knowledge, skills and abilities. Above all, he was a Christian who practiced what he preached. Thus it was with a great sense of pride that the committee presented their recommendation to Council. The rest is history...

Johan Malan soon proved to be the whole package, and more. He understood the importance of "good corporate governance" and what it meant to act in the interest of the "collective". He appreciated the value of complementary relationships of which his relationship with his predecessor was a prime example. He did not shy away from performing menial tasks, but regarded small things and detail, as important pieces in the bigger picture. Who cannot recall a scene of Johan diligently carrying bags full of promotional material at the venue of a sale, farmer's day and expo, and then painstakingly set up the display? Not to mention the tireless and marathon shifts of relating and exchanging ideas with hundreds of visitors to the expo at Nampo.

The establishment and maintenance of relationships with a personal touch, was one of Johan's outstanding characteristics. No wonder he forged such a strong team at the office. Furthermore, that was what gave him the key to the hearts and minds of the breeders. He soon became assistant, tutor, confidant, mentor, advisor, supervisor, initiator, facilitator and friend to an ever growing group of appreciative Santa breeders. He shared their passion for breeding, their quest for excellence and drive for success. He related with love and empathy to their worries and woes when droughts frustrated their dreams. How much Johan was endeared by the breeders was proven by the flood of condolences sent by them on that fateful Saturday and following days.

Johan Malan had a clear vision that the Santa Gertrudis Breed will take its rightful place as a major breed and role-player in the beef industry of South Africa. He envisioned how the Beef Genomics Project would highlight the genetic attributes of this beautiful breed. He carried the baton to the end of his allotted shift. It is our responsibility to keep the dream alive until it comes true. This World Congress Special Edition is dedicated to Johan Malan and the Santa Dream.

- Pieter Vorster



SANTARIFIC

Santa Gertrudis

YOUNG GUANO



SANTARIFIC PRODUCT
SS 15-14



4 GENERATIONS
PROGENY OF MADAME X

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WE DO NOT COMPROMISE ...**



SANTARIFIC MIDNIGHT
SS 13 48



SANTARIFIC SIR
SS 11 24

SONS OF MADAME X



CHERRY RED
CR 14 44



SANTARIFIC LEGEND
SS 15 19

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and pole head bulls**

Santa Gertrudis
SANTARIFIC

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From:

1978



>>> JC JORDAAN

MONKEY

& HIS SUPERB OFFSPRING

The attractive cherry red Santa Gertrudis can presently be found in 48 of the USA's states, in Canada, Mexico, Central and South America, Australia, Europe, Africa, South East Asia, and Russia. This breed with its outstanding meat and growth qualities, has also gained tremendous ground in our country, South Africa.

The Santa Gertrudis breed was in fact established by hand by a small group of cowboys from South Texas who lived close to their cattle, and expertly picked out the best from the rest with a trained eye.

Towards the turn of the previous century, cattle farmers in the dry, demanding parts of the American state of Texas began realising the shortcomings of the long horned Spanish cattle breeds that they kept at the time.

The demand for more meat of a better quality increased sharply, and the slow conversion of the indigenous breeds became a stumbling block in the way of such developments.

Basis

On the renowned King Ranch in Texas, where more than 6 000 cows and heifers are kept on approximately 400 000 hectares, the British beef breeds, the Hereford and the Shorthorn, were evaluated. These animals displayed satisfactory growth, but the strenuous conditions, walking distances, heat and diseases, prevented them from proper adaptation and the desired production.

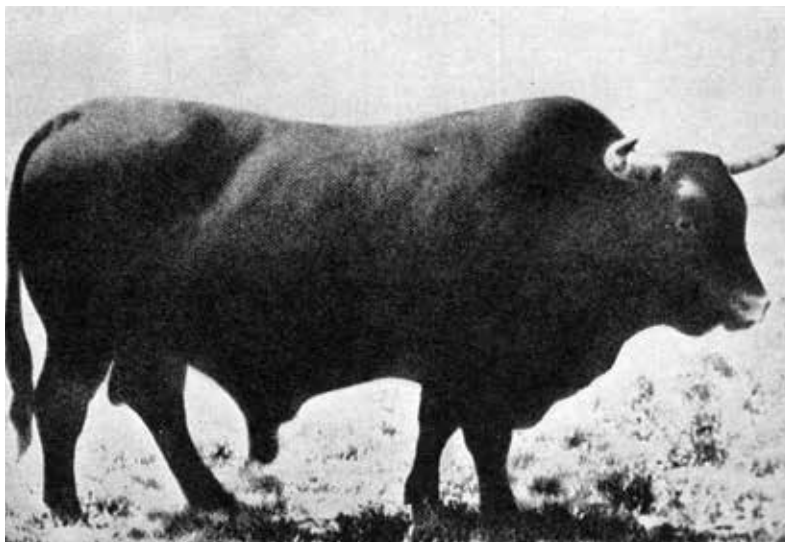
In 1910, the hardened Indian Brahman was interbred here with the Shorthorn. The offspring showed increased adaptability – thanks to the Zebu blood of the Brahman and the growth and meat qualities of the Shorthorn. The increased resistance of the crossbred offspring to climate extremes and the demands of the region was obvious.

From this cross the bull, Monkey, (three-eighths Brahman and five-eighths Shorthorn) was born and he laid the foundation for the present Santa Gertrudis.

Monkey was not simply spotted and picked by his owner, Robert Kleberg. On the contrary, a special system of bulk selection and a certain degree of line-breeding, Monkey's offspring pointed him out after a few breeding generations.



Mr Robert J Kleberg,
founder of the Santa Gertrudis breed



Monkey did not only lay the foundation for the present day Santa Gertrudis, but almost all Santa Gertrudis cattle all over the world are his descendants

Monkey himself weighed 500 kg at only 12 months – under far from favourable conditions. He was energetic and hardy, with an unparalleled growth capacity, a quality that he has passed down to his offspring. When Monkey died at the age of 14 years, he had already produced 150 sons suitable for stud breeding.

By 1940 Santa Gertrudis dominated particularly the southern arid parts of Texas, and shortly afterwards Santa Gertrudis was officially recognised as the first synthetic cattle breed in the USA.

As far as we know, the first Santa Gertrudis to be brought to South Africa were imported in the early sixties from Texas by Prof Jan Bonsma.

Prof Jan Bonsma obtained a number for the Mara Research Station in Northern Transvaal. From Mara, the herd went

to the Koopmansfontein Research Station in the Northern Cape, and from there to Omatjenne Research Farm in South West Africa (presently Namibia). Here, the red cattle performed extremely well under the management of Mr R Borstlap.

Mr Mike Rattray from Mkuzi imported mainly Santa Gertrudis bulls to improve his indigenous breeds. In 1965 Mr Don Hillhouse from Indwe went

to Texas to import 20 top heifers and a bull. In 1968 Mr Hennie le Roux from Kroonstad followed his example, and shortly afterwards Mr HR Schneider-Waterberg from South West Africa and Mr Tony Brink from Zeerust followed suit.

Since 1971, South African cattle farmers could be seen all over Texas. Large numbers of Santa Gertrudis cattle were imported by sea and by air, and competition became increasingly fierce.

Upgrading programme

A functionally efficient cow from any breed can be cross-bred with a Santa Gertrudis bull from the third generation (F3), and her offspring (if approved) can be registered as F1. The female offspring of an F1 cow or heifer can then be registered as F2. The upgrading programme looks as follows:



One of Monkey's 150 sons used as stud sires

- ▶ F1 Basis cow X F3, F4, F5, F6 registered Santa Gertrudis bull, individual or multiple sires
- ▶ F2 F1 cow X F3, F4, F5, F6 registered Santa Gertrudis bull, individual or multiple sires
- ▶ F3 F2 cow X F4, F5, F6 registered Santa Gertrudis bull
- ▶ F4 F3 cow X F4, F5, F6 registered Santa Gertrudis bull
- ▶ F5 F4 cow X F4, F5, and F6 registered Santa Gertrudis bull
- ▶ F6 Registered F5 cow X F5 and F6 registered Santa Gertrudis bull



Santarust

SANTAS

- Gehard
- Aanpasbaar
- Vrugbaar
- Groeivermoë
- Voeromset
- Uitslagpersentasie



Deelnemer aan die
Nasionale Genomika Projek
(Beef Genomics Project)

Prestasie van paar Santarust bulle te Armoedsvalkte 2015

Bul	GDT (Kg)	Voeromset verhouding
JH140078	2.306	4.52
JH140084	2.217	4.81
JH140099	2.016	4.66





RESULTAAT-GEDEWE TEKNOLOGIE GERIG OP PRESTASIE

Beesvet 33+ -konsentraat en Bees Afrondrantsoen-vetmingsmengsel sorg vir ekonomiese vleisbeesafronding. Dit beteken meer vleis teen laer koste per kilogram. Albei produkte is uiters geskik vir die uitgroei van jong bulle op die veld asook vir "backgrounding" en die aanpassing van kalwers vir die voerkraal.

Met Beesvet 33+ en Bees Afrond groei jou wins aansienlik en kan jy die verskil sien ... ook in jou beursie!

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RCL FOODS: www.rcfloods.com

Persons who acted as President »» before RECOGNITION BY THE DEPARTMENT OF AGRICULTURE

1969 – 1971

D Hillhouse

1972 – 1973

PA Brink

Mr CR Taylor acted as first Secretary and after him, Mr W de Vernon Murray.

When Don Hillhouse stepped down as Chairman in 1971, Mr Tony Brink took over from him. At this stage Mr Brink was the biggest Santa Gertrudis breeder in the country as he imported 63 cattle in 1970 and purchased a large number of cattle locally as well. He was an avid and recognised breeder at the time, and in December 1971, he sold his Afrikaner stud to focus all his efforts on the Santa Gertrudis.

Mr Rory Taylor stepped down as Secretary in the same year and Mr Vernon Murray took over from him. At this stage, four additional members were elected to the committee, namely Roly Taylor, Dr Kotzenberg, Don Hillhouse and Dr Nel.

These members decided that the subscription of R50 per member was too expensive and reduced it to R30 per year from 1972. The entrance fee remained R50 for new members. Their opinion was that this decision would make membership more inviting.

This meeting also decided that a General Meeting would be held in the Oklahoman Motel in Pretoria on May 31, 1972 to discuss the decision of the Stud Book Association regarding affiliation, and to take the necessary steps for registration and classification of the Santa Gertrudis cattle breed. From discussions with the Department of Agriculture and The Stud Book Association, it appeared that they would not have problems with establishing a registration system for this breed, and that it could possibly be in operation before the end of 1972.

At this time a ship was chartered to import cattle from the United States. The ship could carry 300 to 500 cattle and involved a freight cost of R300 a head - a small amount compared to the normal rate of R700 a head for shipping or the estimated air freight rate of R600 a head. This ship finally arrived with a total number of 200 animals.

On July 19, 1972 the General Meeting approved the constitution of the Society. This meeting was also held in the Oklahoman Motel in Pretoria.

The Stud Book Association accepted the principles contained in the draft constitution, but they did not agree with the wording. Mr Marshall undertook the task of amending the wording of the Constitution in such a way that it would satisfy the Stud Book Association. This amended Constitution was approved at the General Members' Meeting on June 11, 1973, and the first Santa Gertrudis cattle were registered. After this step, Mr Murray resigned as Secretary.

In March 1973, Mr A Pienaar of Derdepoort was appointed Secretary at a salary of R120,00 per month.

Since 1973, selectors from South Africa were allowed to select Santa Gertrudis, however cattle that were selected as F3 and F4 had to be screened again by SGBI selectors.

In June 1973, Messrs Dave Morley, Louis Serfontein Tony Brink and the Secretary, Mr A Pienaar, travelled to South-West Africa (now Namibia) to record the animals located in the region. Mr Tony Brink damaged the oil sump of his Jaguar XJ6 against a rock and this forced him to purchase a new Mercedes Benz in Otjiwarongo.

In July 1973, Messrs Tony Brink, Martin Seyfferdt and Dr Kiewiet Kotzenberg visited all the breeders in South Africa to select animals for submission to SA Studbook.

Most animals that were rejected on these visits were animals with wry mouths and undershot lower jaws. A few were turned down for post leggedness and navel ruptures. At this time, very few animals were rejected for sheath problems.

In 1973 there were eight Santa Gertrudis breeders in South-West Africa (now Namibia). We quote from a newsletter from Namibia dated April 1974: "We are pleased to report that there is a higher morale in our club than among the members in the Republic of South Africa. Members there seem to be ready to quarrel at any moment. It seems at this stage that members are more concerned about personal gain than the future of the breed." On 9 and 10 July 1974, the first course was presented at Omatjenne Research Station.

In 1974, it was decided that animals imported from The United States of America with disabilities such as wry mouths, would be rejected by SA Studbook selectors.

Henceforth no breeder would import more than 25 animals per year from America.

Herd sizes in 1973 were as follows:

Fewer than 25 animals	32%
Between 25 and 50 animals	24%
Between 50 and 100 animals	30%
Between 100 and 200 animals	7%
Between 200 and 300 animals	5%
300 and more animals	2%

The basis animals selected by breeders for upgrades, were as follows:

Afrikaner	73%
Bonsmara	10%
Sussex	8%
Brahman	3%
Other breeds	6%

In April 1973 there were 28 breeders and in July 1974 there were 108 members.

On June 11, 1973, the first Santa Gertrudis in their records were registered at SA Stud Book and HONORARY MEMBERSHIP of the Society was awarded to Mr Abe Marshall. Mr Brink was re-elected as Chairman with Dr W Kotzenberg as Vice-Chairman. The Council consisted of: Mr G de Jong, Mr JL Botha, Mr RC Taylor and Mr D

Hillhouse. At the time membership numbers stood at 61, showing a growth of 43% in a period of two months.

In February 1974, the Council decided that:

1. Blood typing of all stud bulls would be mandatory, after which the Society would conduct parentage control testing.
2. In future, selectors will accept no animals with wry mouths, and if an animal with such a disability would be imported from the USA, it would not be eligible for registration.
3. Import permits for animals would henceforth be limited to 25 animals per breeder per year.

Mr Louis Serfontein was appointed full-time Secretary of the Society as from July 15, 1974.

In July 1974, it was decided that a breeder may import 60 animals per year, one bull for every 10 females. If a breeder should sell any of the imported animals within three years, a penalty of R250 per animal would have to be paid to the Society.

On April 30, 1974, the Santa Gertrudis Cattle Breeders' Society was recognised as an associated Society in terms of the Registration of Pedigree Livestock Act, (Act 28 of 1957) by the Minister of Agriculture.

An extract from a Newsletter of 1974

COW SENSE

IMPORTANT TO BEEF HERD ANALYSIS

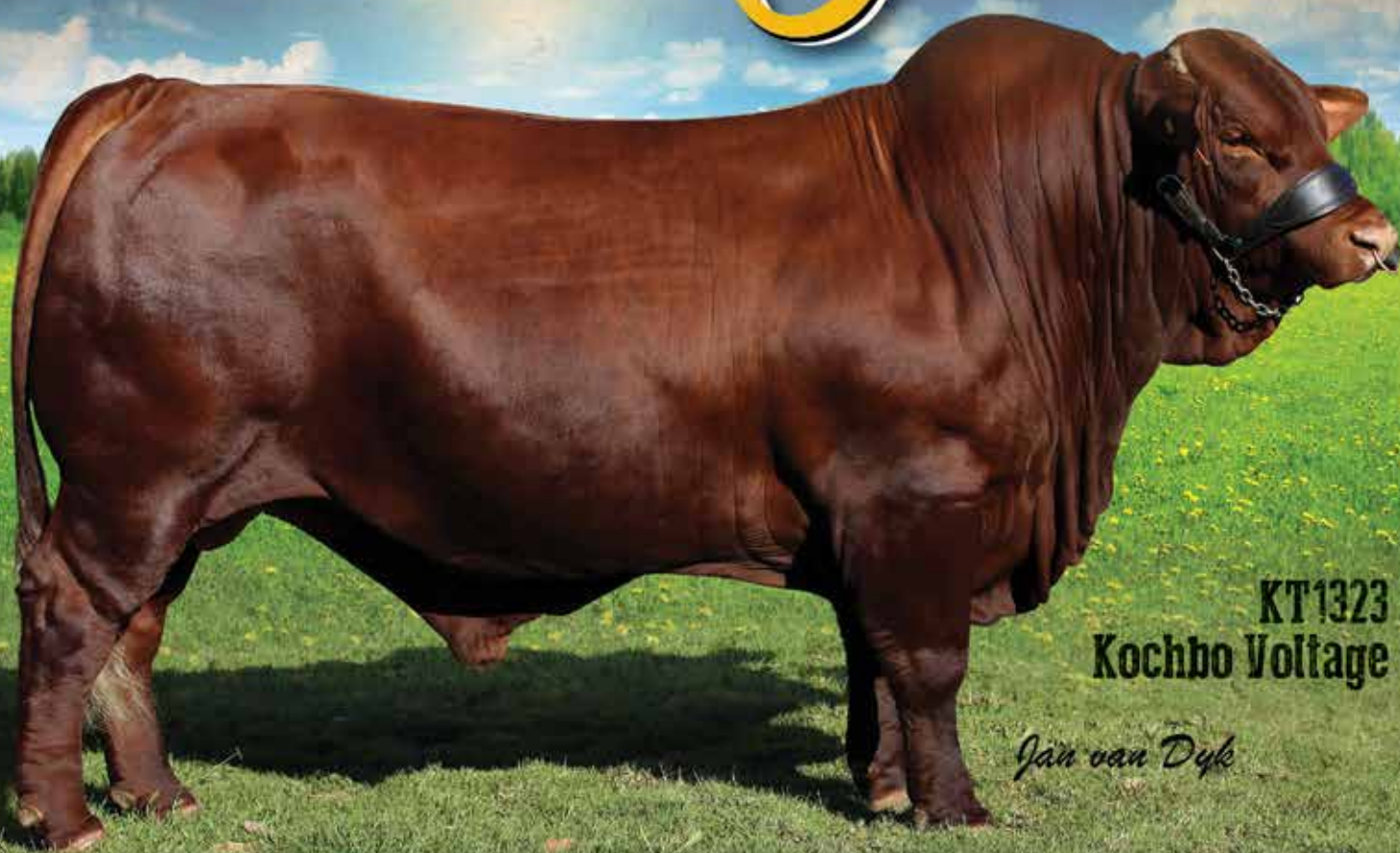
You don't need a computer and a lot of complicated procedures to analyse your beef cow herd, says a University of Tennessee Extension livestock specialist. A little cow sense and a few simple records can give you the basis for a pretty good analysis, "says Fred C Powell, assistant professor. Set some realistic goals and plan some guidelines to reach them. It will make your beef herd more productive and more profitable."

Your first question should be: "Did every mature cow produce and wean a calf during the past 12 months? If not, why not?" Was the cow at fault or was the fault yours? If the cow was well fed and you had plenty of "bull power," maybe the cow needs culling. If this was not the case, maybe you should adjust your feeding program or take a look at your bull-cow ratio.

Another question: "Did each calf sold, weigh at least half as much as its mother, if not, why?" Was the cow a poor milker, or was the calf born late in the season, or does the cow produce slow-gaining calves? Any of these are good reasons for culling, if nutrition and management were adequate.

Individual beef cow production records are an excellent guide when it is time to select replacement heifers, advises Powell. Consider only heifers from cows with better than average growth rate, fertility, easy calving, good disposition and long life. When you select heifers on this basis and mate them to genetically superior bulls that have been performance and progeny tested, you can expect an increase in the percentage calf crop marketed.

KOCHBO *Santas*



KT1323
Kochbo Voltage

Jan van Dyk

KT 1523 Chocolate

KT 1128 Kochbo TienKi



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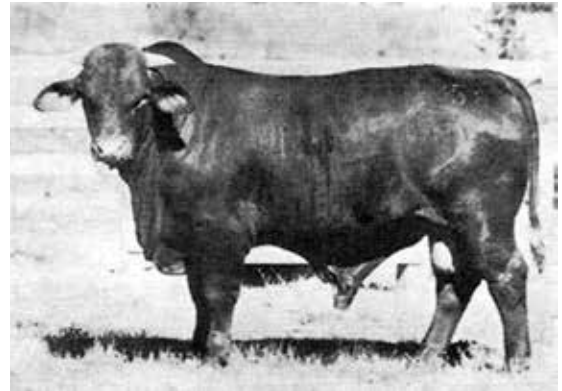


SANTA GERTRUDIS

the superior yielding cattle,

add profits to your beef cattle operation

**5.5
POUNDS
AVERAGE
DAILY GAIN**



Meet the new champ. This purebred Santa Gertrudis bull gained 5.5 lbs per day for a total of 770 lbs during an official 140 day test in 1972 at Lykes Bros Feedlot, Texas. This is the highest gain on record for any Santa Gertrudis under 12 months of age, entering a test. We believe it is the highest for any breed.

The animal was bred on the King Ranch, Kingsville, Texas and was born in the late summer of 1971. He went on test weighing 610 lbs and his final weight was 1380 lbs.

➤➤➤ In 1974 the President of SA Stud Book Society, Mr T.M. Murray, said the following:

In every respect the clarion call today is for higher efficiency. Agriculture today is being challenged to produce as has never been done before; challenged to produce for an ever increasing population. To meet this challenge is indeed important to every man, woman and child in our country and for that matter in the whole world. Food is the key to peace and prosperity and in order for the average person to obtain the required animal protein, it becomes more and more important for livestock farmers to improve production through breeding. Although the provision of animal products is mainly brought about by the commercial livestock farmers, it is axiomatically the responsibility of the pedigree breeder as seed stock supplier to improve livestock for economically important traits. We, as seed stock suppliers of the livestock industry, should therefore realize the importance of our task and appreciate that we are living in an age which makes it imperative that a more objective and realistic approach to livestock improvement has become essential.

Owing to the vital urgency of our task, we should be united in our efforts and should not squander our resources on internal competition nor should we adopt progeny testing, sire performance testing schemes for the sake of "a status symbol". Such actions would then indeed become a waste of time. Participation in performance testing schemes would be utilized to guide our breeding programmes and scientific knowledge employed in our efforts to fulfill our most important task. It is therefore necessary that we as practical breeders should work in close co-operation with our geneticists in order to achieve what is required from our industry. As stud breeders we will require more and more assistance from our scientists, especially in regard to research and we fully realize that it will be essential for us to join forces with the scientists in an effort to meet our challenges. I therefore appeal today to all stud breeders and to our animal breeding scientists to realize and respect each other's importance and to co-operate and work together in order to enable the livestock industry to fulfill its duty

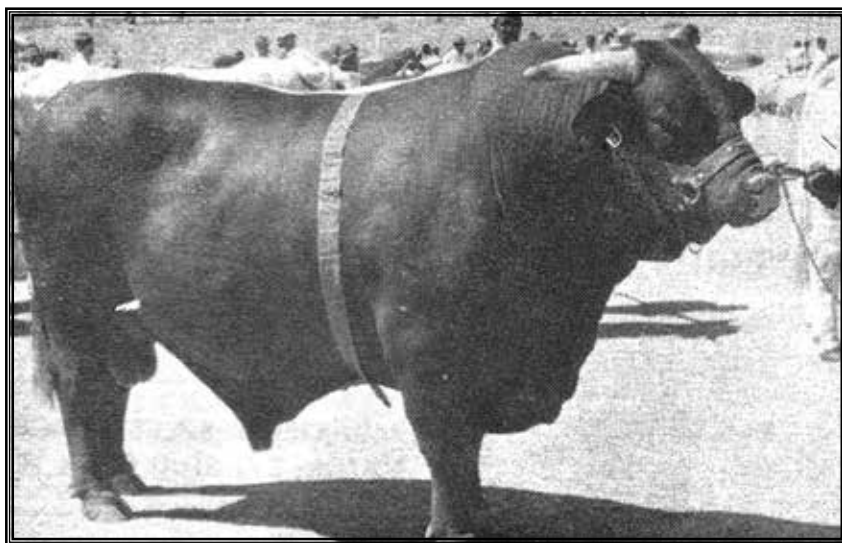
to our country and our people. We as livestock breeders are fully aware that development is essential, as mass production of food is a necessary accompaniment to the mass production of mechanized mankind. It is appreciated that such development might involve many new problems as far as nutrition and veterinary control are concerned but we must be prepared to face all this and I am confident that our scientists will assist us in overcoming all our difficulties.

It is essential that the gap between research findings and practical application be narrowed and results made available to the practical breeder. For this reason it is

foreseen that properly co-ordinated extension services should become an integral part of the envisaged re-organisation scheme and that the necessary liaison should exist between research, extension services and the practical application.

I am proud to be able to state today that the Stud Breeding Industry is prepared to endeavour to meet the challenges and I appeal to our animal breeding scientists and all other groups or organizations concerned with livestock production for their co-operation, assistance and support.

IMPORTED ANIMALS WITH INDIVIDUAL PEDIGREES RECEIVE RECOGNITION



Supreme Beef Breed Champion in Otjiwarongo and Reserve Champion at Windhoek Show. Entered by Mr Sybrand Venter and sons

During the General Meeting held on August 27, 1974, Regulation 12 of the Constitution of the Society was amended so that imported "SP" animals would be eligible for entry in the F5 Development Register if proof of the registration of their individual sires and dams could be provided. Likewise, such imported animals would be eligible for entry in the F6 Register if proof of the registration of their parents as well as their grandparents could be provided. The requirement, however, was that said parents or grandparents must also have been "SP" animals. This amendment was approved by The SA Stud Book Association.

Kleynhans

VELDE **SANTAS**

SANTA GERTRUDIS / STOET

HERMAN KLEYNHANS | Sel: 082 451 3800 | E-mail: kvs@gcs.co.za

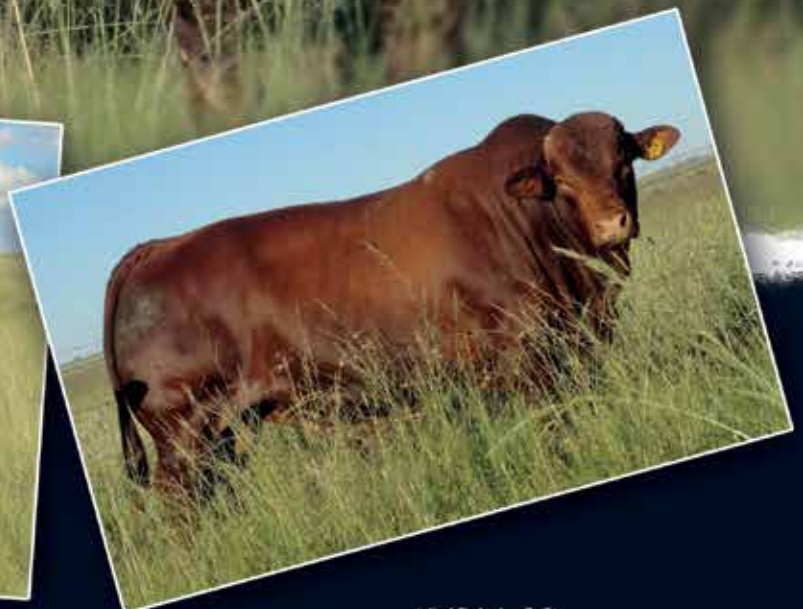
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KVS08-239

vader van KVS12-29



KVS14-32

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KVS13-164



KVS10-241

vader van KVS13-164



KTZ12-10

Poena bul

First Santa Gertrudis judges course

Kroonstad, 2-4 August 1977 - presented by The Central Santa Gertrudis Club



BACK f.l.t.r.: IP Nel, PN Hunter, JJ Erasmus, JM Bredenkamp, PJ Bredenkamp, P Hugo, A Kriel, P Keeve, GJ Koen, CPJ Strydom, SW Fourie, AP Savage, RE Searle, RJB Pistorius.

MIDDLE f.l.t.r.: JS Jacobs, L Borstlap, JS Brits, AJS Lock, BJ de Swardt, JP Cronje, J du Plessis, LR du Toit, MW van Niekerk, MJ le Roux, CJ Claasen, A Savage, JH Muller, HA Smit, MJ Brits, RJ van Niekerk.

FRONT f.l.t.r.: H Hugo, A Lock, J Webb, HM Seyfferd (Examiner), JL Serfontein (Secretary), JL Botha (Vice President), CWRZ Borstlap (Course leader/Council member), JA Steenkamp (Examiner/Council member), P Dros, (Council member), EJ Muller, ID Savage, J du Toit.

FRONT: JB Roode, F Roode, I Roode.



COMMON

Sense IN CATTLE FARMING

>>> GEOFF BOTHA, 1978

Profit is the basis of any sound business enterprise. Excellent growth potential of young cattle ensure the highest profit for the cattle farmer. A cattle farmer with common sense buys a bull whose performance data is known and that has shown a rapid growth rate at a young age, that is proven fertile, that descends from a fertile ancestry and is without physical disability. A further requirement is that the breed should be adaptable and able to withstand harsh climates and diseases. The Santa Gertrudis breed fully complies with these requirements, plus the added benefit of having a beautiful red skin colour. An adult Santa Gertrudis bull with the abovementioned superior characteristics will sire at least 25 calves every year, and they will weigh, under most circumstances, 50 kg more than the calves of inferior bulls.

Let us look at the calculations: $25 \times 50 \text{ kg} = 1\,250 \text{ kg}$ that can be sold nowadays for 42 c/kg = $1\,250 \times 42\text{c} = \text{R}525$ extra profit annually. If such a bull is only productive for 5 years, the profit will be R2 625.



DOUBLE DEE

Santa Gertrudis



DRIEFONTEIN • PETRUS STEYN

Dawie Gouws – Sel 083 635 6515

Diwan Gouws – Sel 084 247 8655



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- Convenient access to funding through online eAccount Services

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THE BREED

captures the imagination



>>> GERRIE DE JONG
(1977-1978)

Considering the current low beef prices and looking at the price increases of transport, fertiliser, feed and veterinary products on the other hand, it seems to be very difficult to eke out a reasonable profit from red meat production. Owners of Santa Gertrudis cattle can be grateful that they have chosen a breed that will, even under these circumstances, guarantee the producer the highest possible profit.

It seems as if the Santa Gertrudis breed was especially developed for the present economic conditions. It is clear South Africa needs cattle that can effortlessly and without supplementary feed produce heavy weaners. These weaners should be able to rapidly gain weight on natural grazing, or to be successfully rounded off in a feedlot in a short time.

Beef cattle bred for intensive production practices fared very well in the early seventies, when maintenance costs were much lower than today. However, we have to face the fact that this type of more “intensive” animal will find it increasingly difficult to compete with the “extensive” types such as the Santa Gertrudis.

The Santa Gertrudis’ ability to adapt to a variety of economic conditions has definitely been noticed by hundreds of South African beef producers, because never before in the country’s history of cattle breeding has any breed captured the imagination of the farming community as strongly as the Santa Gertrudis. The breed has grown from a few hundred animals in 1972 to approximately 13 000 in 1977!

We believe that the millions of rands invested in the Santa Gertrudis in recent years will have far-reaching and beneficial effects on the cattle industry of South Africa.

The future of the Santa Gertrudis in this country is secure and after a period of meticulous selection, the breed can now develop from strength to strength. I am convinced that the future of the Santa Gertrudis in this country is very promising.

384 kg IN 140 DAYS



In 1978, Mr J Louis Botha commented on the drastically increased performance of cattle, pointing out the inferiority of their performance half a century previously compared to the present. Here, one may well use as an example the Santa Gertrudis that gained 384 kg in 140 days in the feedlot; a weaner that attained 454 kg within 210 days on only his mother’s milk and the available natural grazing; and a 20 year old cow that had produced 18 calves.

As early as the beginning of the previous century, King Ranch of Texas started a quest to comply with the high demands of the developing world regarding beef production – they developed the Santa Gertrudis.

1981 *Inspections* & CLASSIFICATION

Progress of any breed or species is based on selection. Only through classification and selection can we promote progress in a specific direction in a short period. The mode of classification will determine the degree of success.

Today, as in the past, a conservative breeding programme has been adopted. The Breeders' Society decides on a specific policy ... in which the breed characteristics are emulated. A single Society representative is appointed to classify and enforce the breed policy. In this process a lot of genetic material is lost forever because it did not comply absolutely too the standard set. This results in a genetic pool that is minimised and confined.

The Breed Degenerates; should the breed policy prove to have been incorrect; the negative influence which had been forced on the breed will be irrevocable. Through a process of elimination the damage done to the breed will be to such an extent that the breed can degenerate. Suddenly we are confronted with the fact that we have a breed that no longer meets the demand of present day standards; and there is no genetic pool to fall back on.

Stabilizing of a Genetic Pool: on the other hand we have a breed which has been allowed to diversify and



Breed functionally efficient animals that are adapted to their environment

expand its genetic pool. This breed can never lose face; as there is always genetic material available for the breeder who finds himself in a cul de sac.

Breeding experts are in agreement that any breed should extend its genetic pool ... to ensure that which it strives after, does not reach a cul de sac.

Summary: Avoid a breeding policy which seems the answer at present but may prove to be redundant after 30 years.

Avoid a classification system where only one person classifies your herd. His influence is too large on any breed.

A breeder should be allowed to decide which leading authority he wants to consult to help him in his selection and classification. This

breeder can use various specialists to help him in this breeding program to improve the breed as a whole.

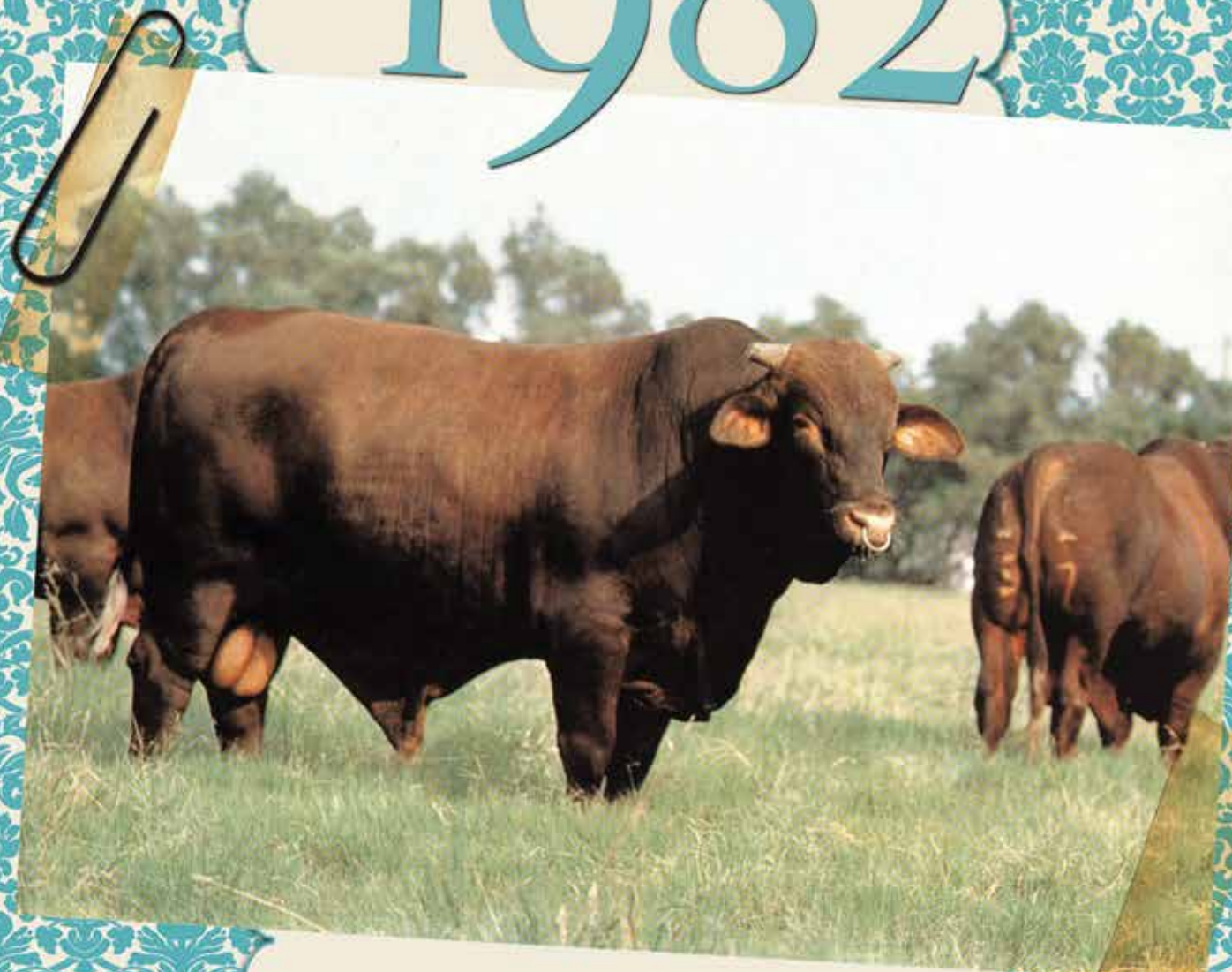
Use various methods, e.g. performance testing, in your selection program.

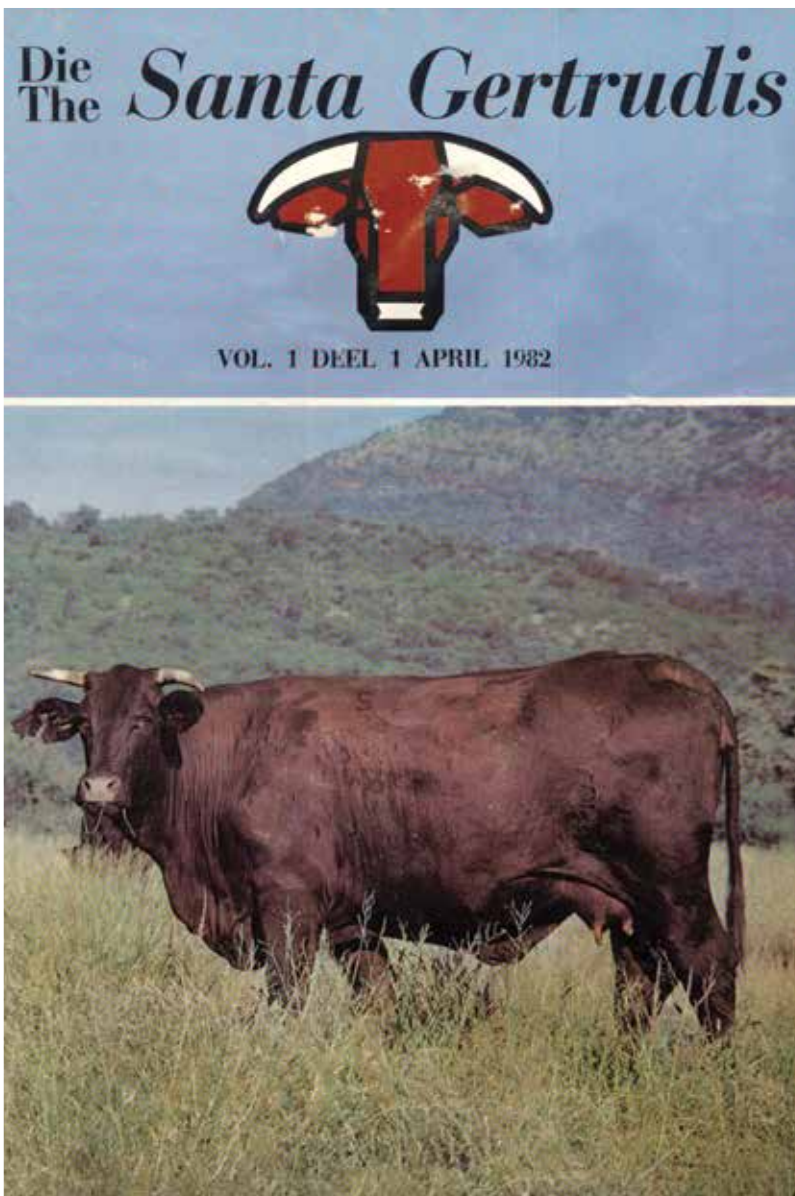
Never allow any one characteristic to be used to outclass any other characteristics. Extend your genetic pool to ensure that you always have sufficient breeding material to fall back on, should it appear that you are heading for a cul de sac.

To achieve all this: keep our breeding policy democratic. Let each breeder make his own decisions. Do not interfere unnecessarily with a breeding program of a breeder ... this can do more damage than good.

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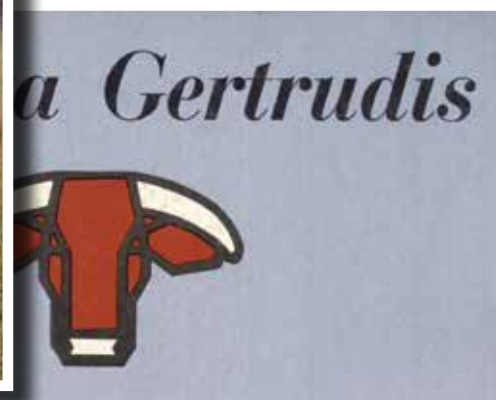
1982





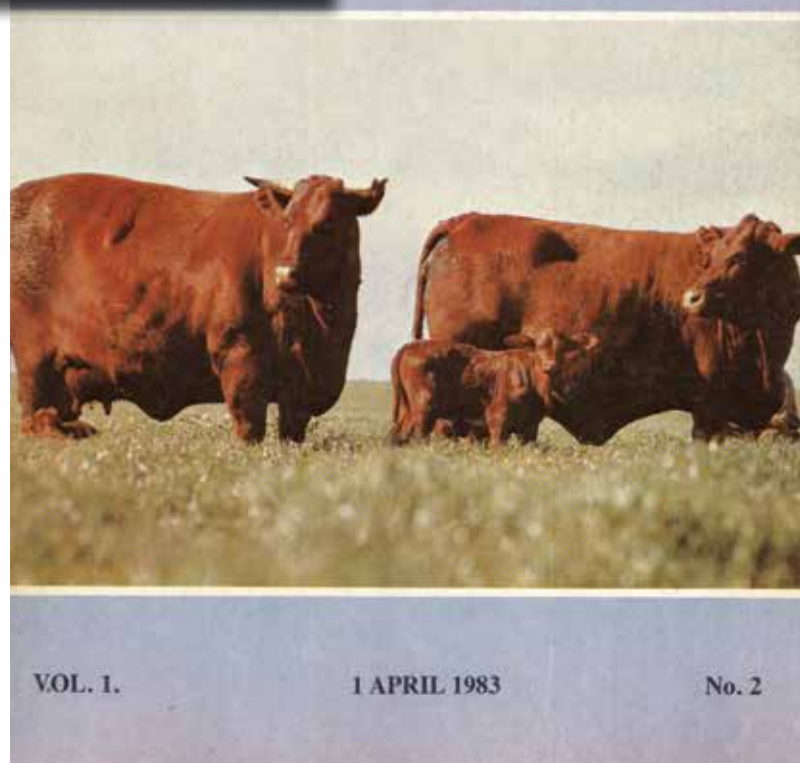
>>> FRONT COVER 1982

The **first Santa Gertrudis journals** was published in **1982 and 1983** by Dr Paul Smit



>>> FRONT COVER 1983

Magnificent Santa Gertrudis cows with their fourth calving, weighing a tonne each on pastures



From the OFFICE IN 1982



>>> HM SEYFFERDT

The year 1982 was a great year for the Santa Gertrudis breed in South Africa. Our membership increased every month and at the end of the year, we stood at 252 members.

We have also performed exceptionally well at auctions. Pretoria Show Auction was the only major auction where our average prices were the second highest; at all others, we have made a clean sweep. We are pleased with the high prices we achieved, but breeders must, especially now, avoid placing high reserve prices on all their bulls. You must remember that not all bulls born on your farm are stud bulls, therefore do not charge a stud bull's price for every bull on your farm.

You should also pay attention to the words written by Dr Larry Grimes in an Australian journal: "There is only one

good reason for breeding purebred seed stock, and that is to cross-breed. The choice for survival is to market a product that is required by the commercial industry".

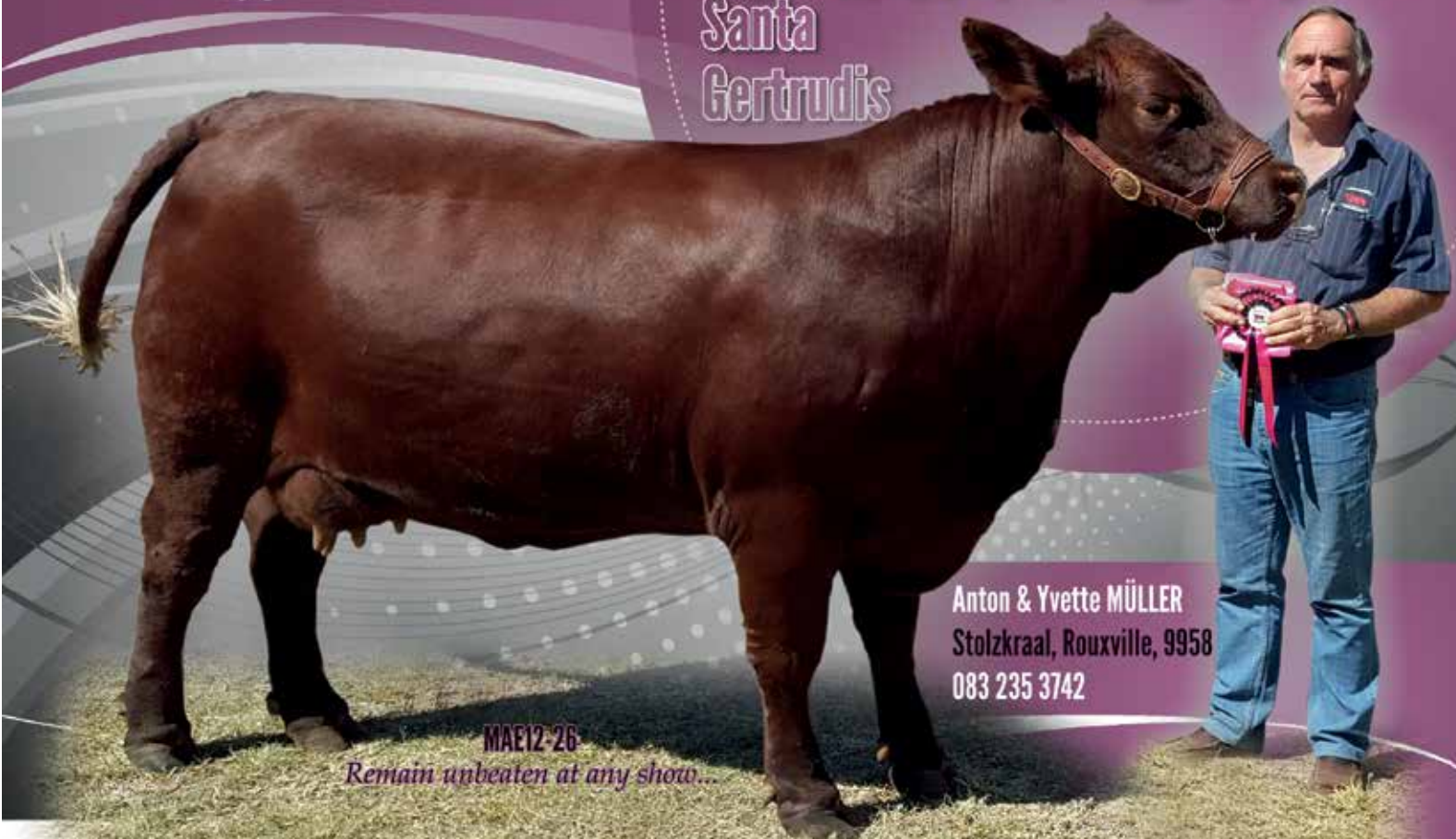
Our future therefore lies with the commercial breeder who buys our bulls. Once a commercial breeder has experienced the advantage of owning his first decent Santa Gertrudis bull, he will never use a bull of a different breed again, because the purer the Santa's descendants become, the more their weight gain will improve.

The most common complaints received against our breed are sheath problems. Therefore, we call on our breeders with young bulls to eliminate this problem by culling young bulls with sheath problems rather than selling them to commercial breeders. You must realise that stud breeding is a long-term industry. Satisfied buyers are a good advertisement for you. Dissatisfied buyers can do a lot of damage to your reputation.

*The home of polled
beefy Santas*

EVANTON

Santa
Gertrudis



Anton & Yvette MÜLLER
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MAE12-26

Remain unbeaten at any show...

Pros and Cons OF SHOWING

>>> REHUEL BORSTLAP, 1982

No matter what the pros or cons of showing are; this is one event that will never disappear from the scene. The urge to compete is always present, whether it is animal, speed, mass or industry.

This is also true when we come to cattle. Each breeder is convinced that he has the best and wishes to prove this by competing. Unfortunately it is not the animal that is at fault should he lose out but the judge who does not recognise a champion animal when he sees one.

Personally I am convinced that there are more advantages, than otherwise, to showing. The disadvantages are such, that they can easily be rectified. Our disposition towards shows must be right. We must learn to accept that we can lose; not to show our disgust but to realise why we have lost.

The Pros of showing are the following:

1. The Standard and Quality of your cattle can be compared to those of other breeders on the following important points:
 - a) Growth and Size: The importance of growth, a hereditary trait, speaks for itself. Never aim at the extremes. The nutrition a very large animal needs is definitely higher. In extensive conditions this can be a disadvantage. Strive to breed an animal of average size.
 - b) Quality: It is important to have a short, glossy coat, and thick hide will ensure that the animal is well adapted to resist hot climates. At Omatjenne Research Station we found that there was a definite correlation between hide thickness, breathing per second and longevity. The thicker the hide, the slower the breathing rate the longer these animals and breeds lived.
 - c) Conformations: Mass is correlated to muscling, length of carcass and roundness of the hind quarters. This eliminates stockiness. Here, the breeder must observe whether his animal is not too slender and has too little muscling. Is the bone structure correct and are the legs too fine or too coarse?

d) Type: This is a viable and well adapted animal. It is important for a bull to appear lively and wide awake; as those who lack this are usually less fertile. Our type entails an animal that shows growth, mass, length, depth and width, well placed legs with any easy walking ability; short hair and a thick hide. This animal has the mobility and characteristics that are typical of the Breed.

2. The Advertisement value of a show is very high. The breeder, who comes out tops at the show, usually has no problem in marketing his animals. The prospective buyer knows that this breeder must have more good animals on his ranch; if this is what he has shown. Well! Seeing is believing. Advertising promotes sales in the business world. Showing presents the breeder with the opportunity to advertise his animals.
3. Breeders learn to know each other: At the show breeders meet each other and discuss Santa Gertrudis cattle. They develop a feeling of belonging which can only benefit the Breed and Society.
4. Where ever possible you must have records available. Each class must be presented with age and mass. This enables the judge to form a valid opinion of the animal presented. In the case of females over the age of 2 years, the calf record and calf interval, verified by the Secretary of the Breeders' Society, should be available. Other breeds have used this system, with great success, for some years. Group classes should actually receive priority and be judged first not at the end, as the case is at present.
5. Educational value of shows:
 - a) It is common practice for the judge to explain his reasons for the placing of the animals. Even though you are not in the ring, you can try and judge the animals ... compare this to the judge's opinion and learn through experience.
 - b) Out of the ring the conversations amongst the breeders about the animals, farming conditions, the experience had in showing the animals; all helps to widen your scope. You now have the

SANBACH

Santa Gertrudis



X -Clusiwe veiling **22 Augustus 2017**

Freddie Rautenbach 082 775 2408 | jorina@webmail.co.za
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Radio



Online



Magazines

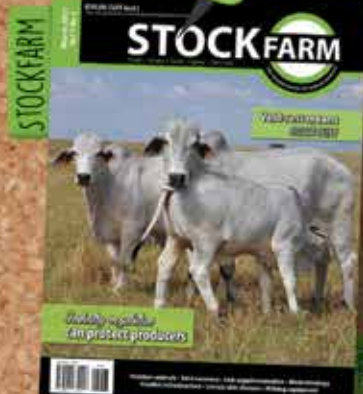


Television



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RSG Landbou
Grootplaas (kykNET 144)



opportunity of learning from those who all have a common interest, viz. Santa Gertrudis.

The Cons of showing:

1. The one aspect that we should pay special attention to is the fattening of the animal for the show. Too much fat will have a negative influence on fertility in both male and female. Too fat bulls tend to have a low fertility, less of a libido and have problems in walking.
2. Animals reared in these artificial circumstances cannot be judged fairly with herd animals ... especially as far as growth and adaptability are concerned.
3. Showing can become an expensive hobby, especially where animals of an inferior quality are used.

No-one should judge without having the records on growth, mass, calving and calf interval.

Animals that are not functionally efficient should not be placed ... especially those who are not true to the type emulated by the Breed.

Choosing your show animals: For those who know, it is an easy task. When you have the knowledge it enables you to be a better judge and breeder. It is the bearing, quality and conformation that catch the eye, not necessarily the size. First impressions are lasting, also in showing. It is the animal that first caught the eye to which you will return again and again. However, it is of no avail if your animal has not been well prepared, well handled and shown. Make sure the judge is aware of you ... enter the ring first, allow enough space in front of you, lead the animal so that he appears lively and wide awake even

when he is standing. To select animals for the show ... you should have the same qualities in mind as when you are selecting animals for your herd. Remember only the best is good enough. This animal will be representative of your entire herd. Only present animals of high quality even more than one in a class. Those animals which are in doubt should be left in the pasture. You are there to advertise not to please the Secretary with the number of entries.

Each animal must be true to sex; a bull should leave you in no doubt as to his sex ... equally so a heifer. Select for those characteristics that show the animal is capable of reproduction and breeding. A cow should display a well-developed udder, etc.; while in a heifer we want to see that there is a developing udder. All animals should show that nothing impairs their walking ability. Pay attention to any point that may disqualify according to the Standard of Excellence.

Now you can observe the different sections that make up the animal e.g. head, neck, shoulders, rump, etc. Make sure that together they form a pleasing, uniform animal. You can now make your final choice and start to get your animal into show condition. This takes 4-5 months, depending on the condition of the animal you start off with.

To me there should not be a great difference between your herd and show animals. The only difference should be that the show animal has experienced, for a short period only, a supplement to its normal nutrition.

The ideal Santa Gertrudis should be able to adapt itself to all South African conditions.



Heavy fertilization

of pastures causes temporary sterility in cows

>>> GEOFF BOTHER, 1982

A fertilizer company ranches dairy cattle near Johannesburg. Over a period of several years the conception rate amongst the cows gradually deteriorated until the herd seemed virtually sterile.

Eventually animal husbandry experts came to the conclusion that the cultivated pastures, which had been heavily fertilized with Nitrogen, causes a deficiency of Vitamin A in the cattle. It is a known fact that cows with a Vitamin A deficiency tend to have fertility problems. When this deficiency is rectified the fertility readily returns to normal.

Some years ago I experienced the same trouble in my Santa Gertrudis herd which had been grazing on heavily, nitrogen, fertilized pastures. I have adopted the routine of injecting my herd every 2 nd month with a Vitamin A, D & E combination, with the result that the problem has been eliminated. Previously very small calves, with a mass of approx. 20 kg, were born; but with the administration of the Vitamin A this has also been solved.



Heavily fertilized pastures can result in nitrate poisoning

I recently visited a farmer, near Zeerust, who successfully ranches 4000 brood cows. It is a regular practice to inject his whole herd, calves also, with Vitamin A every 3 months. This practice has led to a minimum of fertility, calving and eye problems in his herd.

Heavily fertilized pastures can also lead to nitrate poisoning and a magnesium deficiency with fatal results. Recently I lost 2 cows on the cultivated pastures. Onderstepoort was unable to give an exact diagnosis. Taking my pasture condition into consideration we reached the conclusion that a combination of nitrate poisoning and a magnesium deficiency had caused the death of the cows.

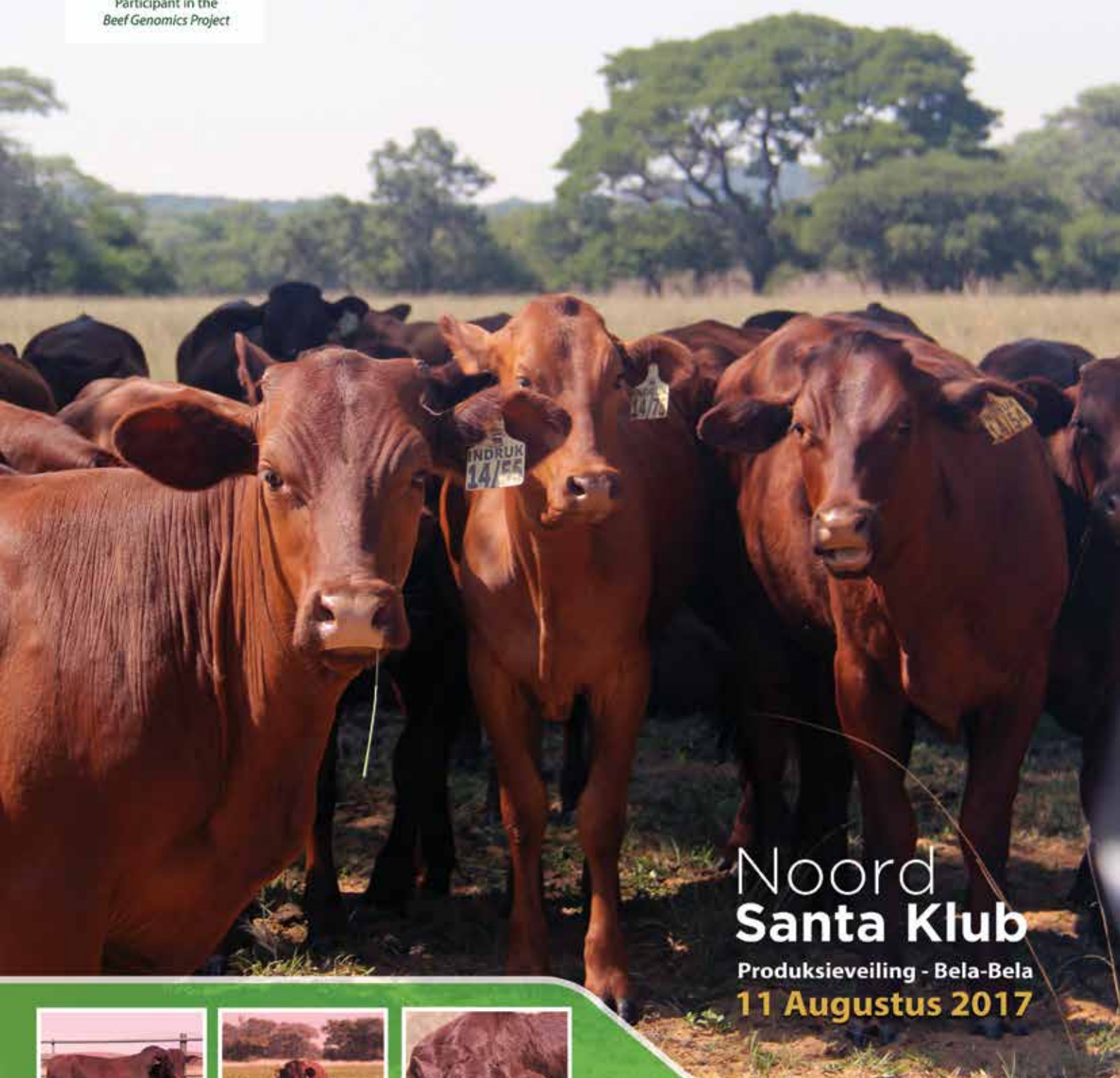
Literature received from the U.S.A. confirms that it is a good practice to give cattle, grazing on heavily fertilized pastures, a grain supplement and a further addition of 60 gram per animal per day of magnesium oxide to the lick.

Common symptoms of magnesium deficiency are accelerated breathing, muscle contraction and convulsions resulting in sudden death. Treatment constitutes a subcutaneous injection of 50 ml of a 10% magnesium sulphate (Epsom salts) water solution.

Nitrate poisoning also results in accelerated breathing and occasionally a slight brown discoloration of the mucous membranes. Treatment constitutes an injection of methylene blue at a dosage of 1 ml per 50 kg body mass.



Deelnemer aan die
Nasionale Genomika Projek
Participant in the
Beef Genomics Project



Noord Santa Klub

Produksieveiling - Bela-Bela
11 Augustus 2017



INDRUK

SANTA GERTRUDIS



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Extracts from notes 1982

>>> MRS. A. LOCK



"The following extracts from notes I made while attending the "School of Knowledge" at Valley Mills, Texas, held by Bill Barrett in 1974.

1. Dan Wendt

Director of Santa Gertrudis Breeders Association.

"I am farming with cattle since 1951. We now have better cattle to select from. Today we reap the benefits of our breeding.

- a) Santa Gertrudis as Individual and its place in Industry.

Breeders breed different types of Santa Gertrudis. Look for your type. We tend to grow longer cattle than the British with less fat. People begin to like it. We fetch \$1 for 1-lb live weight. Feedlot men are getting out on high price of grain. It is in our favour cows can produce 6-700 lb calves at weaning.

Santa Gertrudis are good on rough country. Export booming today. Let cows calve two months before best grazing time.

In selecting heifers look at their milking ability. Give weaners a three-way shot. My two daughters are the only help. Give shot ADE to get first-calf cow back to breed. Heifers not breeding — get their calves soon and try and breed her. Give a heifer with first calf some feed after calving. Control and drench parasites.

You can breed temperament out or in. Temperament affects fertility. Highheaded cattle are infertile."

2. Sid Taylor

For gain length is better than bone. Try different bulls on different cows. If a heifer has sticky hair on top of the neck get her to the bull as soon as possible. Breed her to a bull with small calves at one year old.

HEIFERS

Head

Delusion in head not advisable.

T-Bone

Some heifers could be wider in the T-Bones.

Colour

Lighter colour in Santa Gertrudis gives better weight in calves.

Pin bones

Thickness in pinbones a must.

Calving time

Heavy producers of milk must produce a calf two months before

pastures are green.

Tail

The higher the tail insertion the better.

BULLS

Length of head goes with a long body. Double muscle bulls breed low fertility offspring.

Hair

Slow producers — when you see a hair bunch in middle of back standing up then the cow is not bred.

Udder

Meaty kind of udder must be avoided. Bag of udder must be fixed high in legs. Small vulva area to be avoided. Narrow pin bones and the calf is lost.

Legs

Avoid straight back legs. Flatness in rump wrong. You get a dominant type in the breed. Mostly she is a slow producer who interferes all the time."

3. Norman Sells

Fertility

First the herd had 63% calves a year. By better management it improved 10% a year. Now it is 95,2% calving.

If you have a fertility problem since weaning it is mostly due to:

- a) Hormone imbalances.
- b) Nutrition.
- c) The Bull.

Test bulls for fertility. Then if he is tested he must be watched. Don't feed him too heavy. Creep feeding calves do not tend to get too fat.

Bring heifers 12-14 months to bull