



Message

from the
EDITOR

■ YOLANDA VENTER,
Santa Gertrudis Breed Manager

2024 was a runaway year for many of us. There were highs and lows, while many of us experienced it in one way or another, as one of our most difficult years ever. However, we look forward to what 2025 has to offer regarding to our breed. The question I often ask, is what is our priorities, where are we heading and of course, are we on the right track? And every time I can answer myself.....we are on the right track. We do not stand back from science; we use the advantages that the breed offers, and we put this on the table for fellow breeders and commercial farmers to join around the table. For 50 plus years, our breeders have worked hard, to bring the breed to where it is today. Mistakes were made, but pitfalls have been avoided in the process. This is an ongoing process of keeping up with what the market requires, applying your breeding goal and striving to make the best product available in the market. During this process, we must take responsibility for accurate data recording and always remember what stud breeding is all about.

Communication is a key-factor in every breeder's farming business, speak positively about our breed and encourage each other in difficult times. Negativity can so easily be destructive, but with everyone's co-operation, our breed can only go from strength to strength, because together we can make a success. Remember there is a reason why you farm with Santa Gertrudis cattle.

Many thanks to every breeder and company that advertise in this Journal. Without you we cannot publish this special magazine to make breeders and interested parties, part of this breed. Each article is handpicked and was written by an expert in their field. We are privileged to make these excellent authors of the articles part of our Journal.

With this Journal, we hope that you will be inspired, stay focused on the strengths of the Santa Gertrudis.

"Life is like riding a bicycle. To keep your balance, you must keep moving." – Albert Einstein