



The NuGen Story

Developed over an extensive period of grading up on the King Ranch, Santa Gertrudis are truly an "American Original." The final mating resulting in the 3/8 Brahman 5/8 Shorthorn cross proved to be golden for King Ranch. Santa Gertrudis were the first breed of beef cattle developed and recognized in the United States as a distinct breed and so proclaimed by the USDA in 1940. So astute and visionary were the founding fathers of Santa Gertrudis and Santa Gertrudis Breeders International that within the Santa Gertrudis Breed Association Constitution there is inclusion of the mandate, "It shall be the policy of the association to keep open indefinitely its herd books and records so as to accord recognition to valuable blood lines which may be developed in the future."

On February 25, 1995, the SGBI Board of Directors approved a proposal to create a new Santa Gertrudis strain or gene pool by recreating the original 3/8 Brahman and 5/8 Shorthorn animal currently recognized as a purebred Santa Gertrudis. The proposal was entitled, the "NuGen" Project. The project was conceptualized not to alter the meticulous 3/8 Brahman and 5/8 Shorthorn combination that defines the Santa Gertrudis breed, but rather to "make the best combination better through the use of the much improved blood lines of both Brahman and Shorthorn genetics."

For use in the NuGen Project, the initial shorthorn genetics were determined under close scrutiny by the Executive Director of the American Shorthorn Association. The animals used in Phase 1 met the strict requirements of both the SGBI Breed Standards NuGen Committee and the American Shorthorn Association. The Red Brahman females selected to be flushed to the shorthorn bulls were selected with the help of numerous top Red Brahman breeders. Dr. Jim Sanders from Texas A&M was selected to be on the committee to assist in the academic side for genetic development.

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Mrs. Ann Upchurch of Grey Rocks Ranch, Selma, Alabama and Dr. Burton McDaniel of MC Ranch, Ringgold, Georgia provided initial funding for the long-range project. Sadly, Mrs. Upchurch passed away in March of 1996 just days after the first animals were inspected at MC Ranch. Prior to her death, Mrs. Upchurch gave her younger partner Dr. McDaniel the charge "to keep this project alive."

Dr. McDaniel provided the day-to-day intense management of the project, supported completely and throughout by members of the SGBI Nu-Gen committee. Dr. McDaniel forged ahead as he was charged, keeping the project free of impure shortcuts and moving forward under the guidelines of the SGBI Board mandate.

On May 12, 2007, NG 7A2 was born. Dr. McDaniel had successfully accomplished the goal of recreating a 3/8 Brahman and 5/8 Shorthorn animal meeting the Standard of Excellence of the Santa Gertrudis Association.

In 2008 Dr. McDaniel was joined in partnership by Dan and Jane Wendt of Wendt Ranch in Bay City, Texas. The Wendt's years of Santa Gertrudis knowledge and their extensive

numbers of cattle aided the projects progress. In appreciation of the Wendt's support, NG 7A2 was named "Ms. Jane."

The final step in the NuGen project was the mating of NuGen animals to registered, purebred Santa Gertrudis, keeping the genetic tracings back to Monkey intact. Should there be any questions, registration number 1 in the Santa Gertrudis herdbook belongs to the King Ranch bull known as Monkey. He became the foundation herd sire for the breed, with every purebred Santa Gertrudis animal in the world tracing back to that one superior individual.

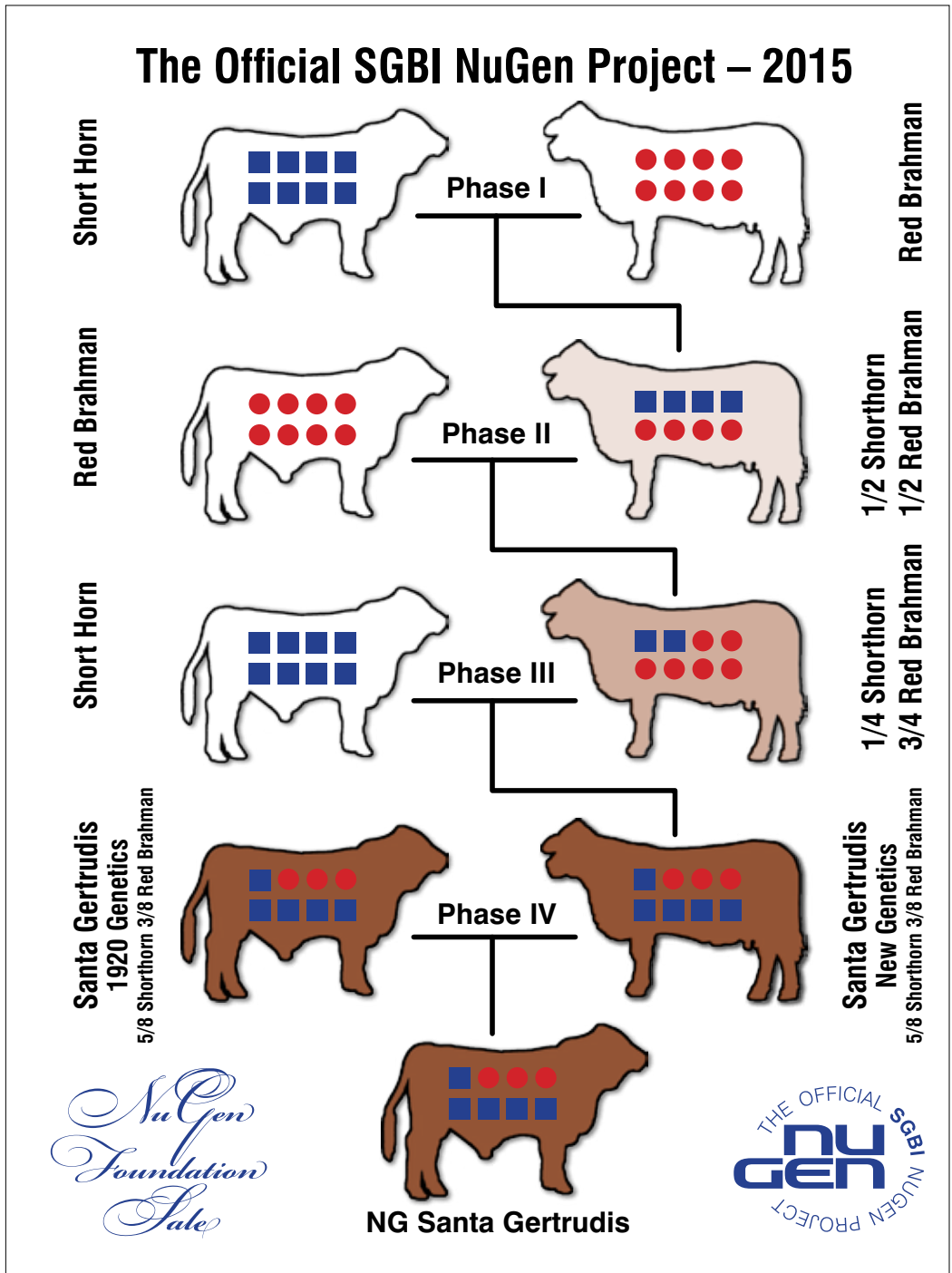
After a rigorous selection process, MC 423 "Earl,"

was chosen to breed to “Ms. Jane.” MC 423 was selected because of his calving ease, balanced performance and superior phenotype. The resulting offspring was NG Legend, with pedigree tracing back to Monkey and thus the first registered animal from the NuGen Project.

In 2011, while on a visit to MC Ranch, brothers Terry and Jerry Goodin viewed first hand the resulting offspring of the NuGen Project. They were impressed by the cattle and excited about the potential impact for both commercial and purebred breeders, they joined forces with the NuGen Partnership to help expand the infusion.

The vision of Santa Gertrudis Breeders International leadership and the prodigy of those entrusted to carry out the vision are proudly exhibited for all to see. It is with great pleasure and a humble heart the NuGen Partnership makes its initial public offering of NuGen genetics on April 18, 2015.

The Official SGBI NuGen Project – 2015



While the art of breeding requires intense application to details, endless study, observation, and application of a keen artistic sense, the rewards are great and I know of no task of such consuming and lasting interest.”
 ~Robert J Kleberg