



# 26 *seconds*

*Uncover this magnificent sporting opportunity quietly residing  
in a northern province of Argentina still unknown to many.*

|  
By  
CHARLES JORDAN

*Photographs by*  
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DETAIL COMPANY ADVENTURES



## TRAVEL WITH YOUR GUNS

As we landed in SDE, Martin was waiting for us. Fluent in English, he welcomed us, ensured our guns were processed, and started driving us to the lodge just 35 minutes away. If you are like my Dad and me, you too prefer to shoot your own gun.

They diligently keep up with the ever-changing shotgun-travel regulations and the latest airline/flight requirements. If you choose not to bring your gun, you could rent one from the impressive line-up of well-oiled Beretta & Benelli shotguns they offer.



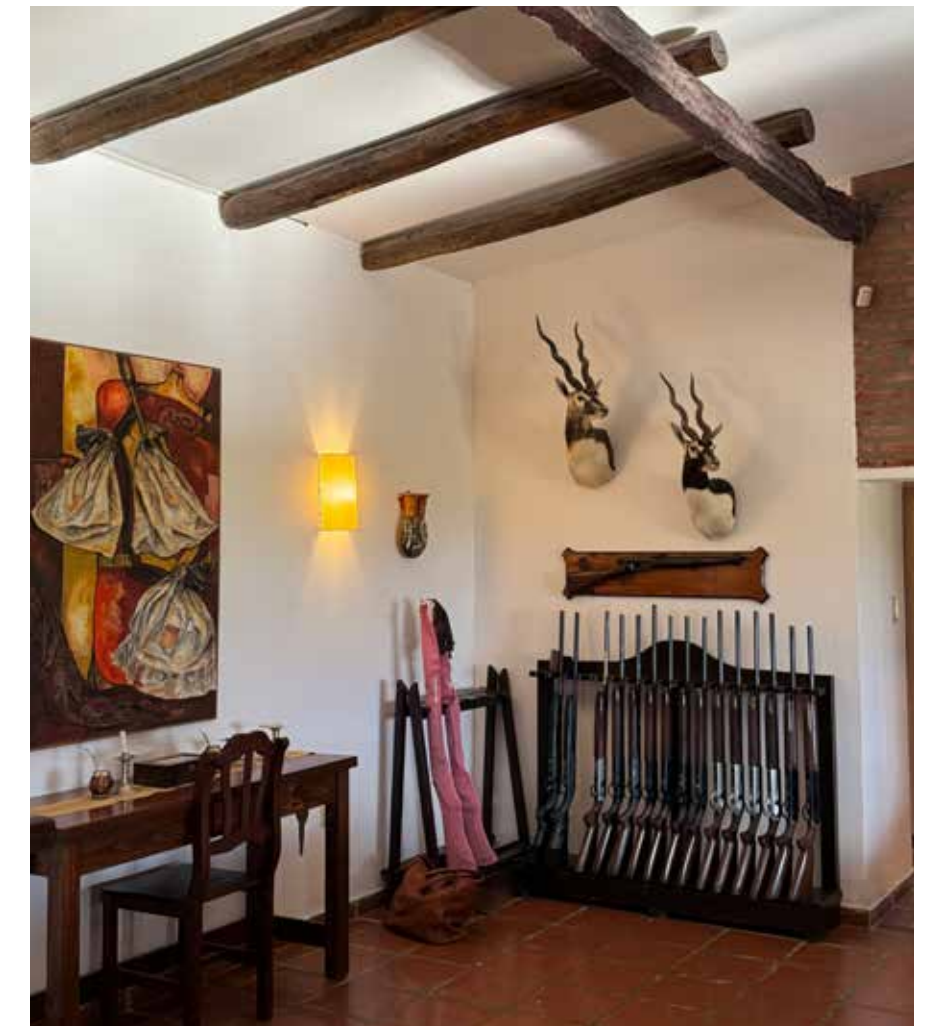
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*In nearly 20+ years of having Jeri and her team manage our gun transfers, we have never had a hiccup.*

Roughly a month ago, Jeri Booth, founder of The Detail Company Adventures, called me and shared the following:

**“I have a destination for you with unrivaled, world-class pigeon shooting”**

The fact that this statement was coming from her, a woman who has elevated and defined the sporting travel industry for almost 45 years, drove me to call my father and ask him about his schedule. At 84 years young, he replied, “What are we waiting for? Book it today!” So, I did.

We flew into Buenos Aires, landed in the morning and took the 90-minute flight to Santiago del Estero that afternoon. While we could have flown into B.A. the day before and enjoyed wonderful meals, shopping, and walks through a historic and vibrant city, we opted to do all our travel in one day.



## COCKTAILS & A VISION

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Arriving at the optimal cocktail hour, I poured my father a Negroni. We then met the owners, Ramon, Tony, and Roberto, and quickly learned of the passions driving each one.

*In a most genuine and heartfelt way, they shared that the minute their jobs became work and no fun, they would shut down their operation.*

I was moved by their dedication to enjoy every aspect of life to the fullest and not to waste time on senseless things. For them, it has never been about a margin-maximizing business, but rather an opportunity to be a part of what they've loved for so long. I was convinced this vision was responsible for their 55% repeat guests, their impressive list of testimonials, and the long-term friendships they've cultivated with guests over the years.



## 26 SECONDS

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The next morning, we went out for pigeons. We left the lodge at around 8:30 AM. None of their private fields required more than a 25-minute drive. This was a welcome surprise for we know of places that due to overshooting, pigeon and dove flight patterns/behaviors have changed, requiring over a 75-minute drive to the fields...each way.

I have titled this essay 26 Seconds for a reason.

*During our hunts, the longest I saw the skies without any pigeons was 26 seconds.*



Even after 40 years of wing shooting globally, I don't think I have ever seen this consistency and frequency before. My dad, with over 70 years of wing shooting experience, felt the same way. Simply put, the Spotted-Winged and Pica Zuro pigeons never stopped flying. The well-placed blinds, shaded shooting areas, and motion-activated decoys all but guaranteed ongoing shooting. Not even in South Africa, over the most extensive and vast sunflower fields, have I seen this numbers of pigeons.

## A CULINARY EXPERIENCE



*All family members at the lodge led every one of our experiences;*

from the culinary moments to the expert guiding and field support, to the airport drop-off and pick-up. As a result, the service was of the highest level. And while the culinary experience was exceptional, what caught my attention was not just the freshly made salads, legendary cuts of steak, and chimichurris, it

was also the wild game dishes presented. We tasted pigeon in different ways and styles. From pigeon tacos to pigeons braised in onions, to those in a fabulous blue cheese sauce, I was impressed with their efforts to always offer game in a myriad of ways. This was a succulent and delightful surprise.



## WALK OUT & SHOOT

The next day, we opted to shoot doves and just walked out the front door of the lodge. I had never been in a lodge where walking out the front door was the only travel needed to begin my hunt. Much like their pigeon cousins, they never stopped flying. Shooting 1500 shells at doves in a few hours was the norm.



## WHY IS DETAIL COMPANY'S DESTINATION IN SANTIAGO DEL ESTERO SUCH A UNIQUE PLACE?

*Here are just 3 aspects of their secret sauce*

### 1<sup>ST</sup> ASPECT

#### *A Region of Limited Outfitters*

The provincial officials of Santiago del Estero decided long ago to allow only a limited number of outfitters to operate in this northern region and have not allowed new operators since. I believe there are only 9 entities operating in this enormous region. Each outfitter has been given the exclusive right to manage, care for, and hunt in an area with a 50 km radius. Nowhere else in Argentina is this model enacted. In my humble opinion, this is a significant reason why 26 seconds is all I counted without seeing any pigeons in the air. And when it came specifically to doves, there was never one second when I couldn't see them flying above me.



### 2<sup>ND</sup> ASPECT

#### *Adaptability*

While we were there, two groups, including our own, changed their original itineraries. Such last-minute requests are usually frowned upon by outfitters, but this team adapted smoothly to all the changes requested; from adding additional sporting experiences, to changing locations, quarry, meals and departure dates. It was gratifying to see a destination not operate in a "blueprint bubble" or inflexible manner. To give you an idea, my father woke up one day and said,

*"I want to fish for Dorado today,"*

and in less than 2 hours, all arrangements had been made.

### 3<sup>RD</sup> ASPECT

#### *Bespoke Only*

As of this writing, my father has already contacted Jeri for his 2026 trip and asked for a new, 6-day, mixed-package, entirely designed by him. While this essay speaks largely about their dove and pigeon hunts, their Perdiz over English pointers and Dorado fishing is simply superb. Creating your own package has immense merits, especially when you can add game diversity while experiencing the highest standards throughout.



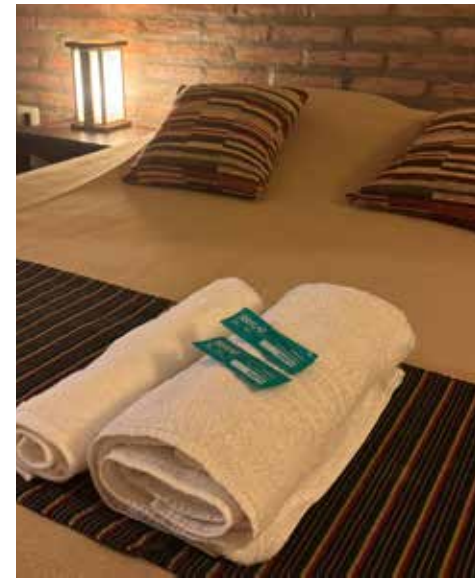
## CHANGING TO A SEPTEMBER - MARCH FRAME OF MIND



Ever since the explosion of Argentina as a wing shooting destination in the early 90's, we have come to expect May, June & July to be the best and only months for a visit. However, because of its location, the months of September to March in Santiago Del Estero present an even higher number of birds.



*Could reconsidering what we've all known  
for so long present us with new benefits?*



## FINAL THOUGHTS

There are still bird hunting and fishing destinations around the world offering voluminous shooting that don't just seek churning large numbers of visitors in praise of the almighty dollar. They manage to make all go smoothly and appear to do it effortlessly. They anticipate the unforeseen surprises and have backup plans for any situation, regardless of whether those unforeseen challenges ever arrive. These characteristics are foundational to experiencing the difference between being just a temporary visitor versus an actual guest.



Seeing true flexibility, warmth, and their love for their craft by all the family members will bring one closer to uncovering what that family originally envisioned for their guests. It wasn't just one thing that convinced me this destination was world-class. It was all elements, in every aspect of our hunts and accommodations, that came together and made me believe that authentic sporting destinations are driven by passion, discipline, courtesy, and manners. It is those things that make it difficult to ever consider another destination.





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