

the Register

April 2020

Serving the Simmental
and Simbrah Breeds

Features

Making Her Way In Modern Ranching
CMP Provides Rare Data to Genetic Evaluation
Multi-breed PAP EPD Released
AJSA National Classic Preview
Women of ASA

HL/A2Z Sampson G904
Sire: Kappes Big Ticket C5211 • 3/4 SM



HEARTLAND SIMMENTALS PERFORMANCE WITH CLASS SALE 2020

Saturday, April 25 • 5:00 PM • Waverly Livestock Auction, Waverly, IA

SELLING 100 LOTS: 50 YEARLING BULLS,
15 STRONG AGE BULLS & 35 SPRING PAIRS



HL Integrate 20G

Sire: GLS Integrate Z3 • PB SM



HL Judge 9G

Sire: SFG The Judge D633 • PB SM



HL Judge F02

Sire: SFG The Judge D633 • PB SM
15 Strong Age Bulls like this sell!



KML TPL Firehouse F45

TR PZC Powerhouse 5770 • Red Angus



HL Judge 27G

Sire: SFG The Judge D633 • PB SM



BMR Miss Rhapsody F6

Sire: W/C Innocent Man • PB SM
35 Pairs sell April 25th!

HEARTLAND SIMMENTALS

Kirk & Mary Lynch • New Hampton, IA
Cell 563-379-1190

Tom & Cora Lynch • Nashua, IA
563-380-1098



Sale Managers: Eberspacher Ent.
507-532-6694 • 612-805-7405
sales@ebersale.com • Catalog
online at www.ebersale.com

Leading Edge Young Sires

GOLD

29SM0495



TJ **GOLD** 274G ASA 3582577
HOOKS EAGLE 6E x CCR SANTA FE 9349Z

SPREAD YOUR GENETIC WINGS

- Powerful Triangle J sale topper with incredible rib dimension
- Elite indexes with great spread, docility and marbling
- **Homo Blk, Homo Pld, Purebred
- +15 CED, +132 YW, +.30 ADG, +16.8 DOC and +.39 Marb

Granddam of GOLD - TJ Miss 38W



GREAT WESTERN

29SM0497



EGL **GREAT WESTERN** 87G ASA 3655938
T C A VISIONARY 158 x MR NLC UPGRADE U8676

WESTERN COWMAKER AND EFFICIENCY GENETICS

- Moderate framed, big bodied and easy fleshing
- Calving ease and performance combined with top 10% RFI
- **Homo Blk, Homo Pld, 1/2 SM, 1/2 AN
- +16 CED, +102 YW, +12.8 DOC, +.55 Marb and +1.07 RE

Dam of GREAT WESTERN - TJ 22X



COPPERHEAD

29SM0496



GW **COPPERHEAD** 919G ASA 3549340
GW MOVIN ON 183C x VGV DIRECT DRIVE 512

SURGE IN POWER AND PERFORMANCE

- 2020 Gateway High Seller
- Big spread genetics in a powerful package with added rib
- **Red, Homo Pld, 1/2 SM, 3/8 AR, 1/8 AN
- +16 CED, +127 YW, +12.4 DOC, +.40 Marb and +.79 REA

**Homozygous status by parentage (DNA confirmation pending)

RAPTOR

29SM0498



RAML **RAPTOR** 9693G ASA 3648745
HOOKS EAGLE 6E x W/C FRONT AND CENTER 825Y

SOARING TO A NEW LEVEL

- Big spread Eagle son with outstanding index values
- Perfect structure with added mass and a wide square hip
- **Homo Blk, Homo Pld, 5/8 SM, 3/8 AN
- +16 CED, +132 YW, +18.3 STAY, +.55 Marb and +.85 REA

Get on the list for these leading edge bulls this spring.
Contact your local ABS Representative or call **1.800.ABS.STUD**

TABLE OF CONTENTS

the Register ♦ April 2020
Volume 33, Number 7

8 Making Her Way In Modern Ranching

By Lilly Platts

Jaelyn Wilson's Flying Diamond Genetics offers a full-service embryo transfer service, doing business with top seedstock producers across the country.

16 Carcass Merit Program Provides Rare Data to Genetic Evaluation

By Lane Giess

CMP, a young-sire bull test, funnels vital carcass records into the genetic evaluation.

18 Multi-breed PAP EPD Released

By Lane Giess and Randie Culbertson, Ph.D.

Colorado State University (CSU) and International Genetic Solutions (IGS) partners provide a tool to identify cattle less susceptible to brisket disease.

22 AJSA National Classic Preview

Coordinated by Lilly Platts

A preview of the planning and behind-the-scenes work involved in preparing for the National Classic.

46 Women of ASA

By Emme Troendle

Former Washington Simmental Association President, Dr. Sandra Matheson is a leader, educator, and advocate for the agriculture community.

Also in this issue . . .

AJSA Hot Wire Newsletter	Insert	58	International
	Viewpoint	6	60 Corporate Report
Founding Trustee Passes	20	64	Back to Basics
AJSA Connection	32	66	Sale Results
Strong Presence at NCBA	34	86	Circuit
Fort Worth Stock Show	38	89	Menu Morsels
Down to the Genes	44	90	Fleckvieh Forum
From The Headquarters	48	94	New Members
Bulletins	50	96	ASA Fees
Beef Business	54	98	Date Book
Cow Sense	55	102	Rates & Policies
Cutting Edge	56	104	Advertisers' Index

*About the cover: We are Simmental strong. Through it all, we rise.
Photo taken at Ishee Bred Simmentals, Laurel, MS*

the Register (Issn: 0899-3572) is the official publication of the American Simmental Association, published monthly, except bimonthly, in December/January, May/June, and July/August by ASA Publication, Inc., One Genetics Way, Bozeman, Montana 59718, and is a wholly owned, for-profit subsidiary of the American Simmental Association.

Periodicals Postage paid at Bozeman, MT and at additional mailing offices.



Subscription Rates: \$50 (U.S.), \$100 (U.S.) First-Class, \$150 (U.S.) All International Subscriptions.

POSTMASTER: Send address changes to the Register,
One Genetics Way, Bozeman, Montana 59718.

Printed in USA

Continuing to produce... Champions



Smith R71 Lovely Leah 98F

This 2020 National Champion Intermediate Female is a product of Smith Just Because and our donor Topanga. She has a top 15% ranking for API and top 20% for TI.



Smith Emmitt 58G THE 2020 NATIONAL PERCENTAGE SIMBRAH GRAND CHAMPION BULL

Sired by W/C HOC HCC Red Answer and out of Smith Ciao Bella. He has a top 4% ranking for API and 1% for TI.

**OUR JOINT OWNERSHIP OF CATTLE
CONTINUES TO PRODUCE CHAMPIONS
AND MORE IMPORTANTLY CATTLE THAT
WILL ADD GENETIC VALUE.**

*Owned by Smith Genetics
and Reavis Farms.*

Smith Genetics, Tim Smith
512-587-7896 • smithgenetics1@gmail.com

Wayne Reavis, Reavis Farms
956-207-1447 • jwreavis@aol.com

FOLLOW OUR PROGRAMS ON FACEBOOK.



MARK YOUR CALENDAR FOR THE

SPRING TURN-OUT

MAY 2, 2020
1:00 PM

Bull Sale

ON THE RANCH
MERCER, ND

ANGUS | SIMMENTAL | RED ANGUS

SIMMENTAL SIRES REPRESENTED:

W/C DEPTH CHARGE 0266E, RUST BREAKTHROUGH 4043
BGS/BM CAPTAIN SCREAM 63D, WBF REST EASY U085
AND RUBY'S CURRENCY 7134E!

ANGUS SIRES REPRESENTED:

SAV RAINDANCE 6848, KR CASINO 6243
AND SAV REGISTRY 2831!

RED ANGUS SIRES REPRESENTED:

DAMAR TRUMP C512, RED U2 RENOWN 193C
AND RED U2 BLUE COLLAR 295E!



INNOVATION
AgMarketing, LLC
Graham Blagg: (530) 913-6418
INNOVATIONAGMARKETING.COM



Rust Mountain View Ranch
Josh Rust: 701-391-9769
rustmountainviewranch@hotmail.com
RUSTMOUNTAINVIEWRANCH.COM



BOHRSON
MARKETING SERVICES
Scott Bohrson: 403-370-3010
BOHRSON.COM

We are sometimes asked:
How will your Fleckvieh bulls work on my black cows?

Here's your answer!



Please google
 stanleymartinsfarms
 for more information.

**STANLEY
 MARTINS
 FARMS**

141 Hwy 18
 Postville, IA 52162
 563-419-2444 (c)
 563-864-7305 (h)

We sell bulls every
 month of the year.
 90% of our bulls sell
 from \$3,000-5,000.

**the
 Register**

Published By ASA Publication, Inc.

One Genetics Way, Bozeman, Montana 59718 USA

406-587-2778 Fax: 406-587-9301

www.simmental.org Email: register@simmgene.com

Canada Publications Agreement Number: 1875183

CEO

Wade Shafer, Ph.D.

Business Manager

Linda Kesler

General Manager

Jim Largess

Managing Editors

Jackie Atkins, Ph.D.
 Rachel Endecott, Ph.D.

Art Director

Cynthia Conner

Sales Manager

Nancy Chesterfield

Editors

Lilly Platts
 Emme Troendle

Design/Production

Joel Coleman

**Advertising/
 Editorial Assistant**

Rebecca Price

**Media/
 Website Administrator**

Kathy Shafer

Accounts Receivable

Carla Stephens

Editorial Consultant

Dan Rieder

ASA PUBLICATION, INC., BOARD

Chairman

Randy Moody

Tim Curran

Steve Eichacker

Vice-Chairman

JW Brune

Fred Schuetze

Executive Secretary-Treasurer

Wade Shafer, Ph.D.

American Simmental Association

One Genetics Way, Bozeman, Montana 59718 USA

406-587-4531 Fax: 406-587-9301

www.simmental.org Email: simmental@simmgene.com

BOARD OF TRUSTEES

Executive Committee:

Tim Curran, Chairman Randy Moody, Vice Chairman
 JW Brune, Treasurer Steve Eichacker Fred Schuetze

Executive Vice President: Wade Shafer, Ph.D.

Immediate Past Chairman: Gordon Hodges

North Central Area:

Tom Hook (2021)

11333 180th Street
 Tracy, MN 56175 / 507.829.5283
 hookfarms@mvtvwireless.com

JW Brune (2022)

414 E 700 Road
 Overbrook, KS 66524 / 785.865.6624
 jwbrune@embarqmail.com

Kent Brunner (2023)

3559 Upland Road
 Lost Springs KS 66859 / 785.466.6475
 kent@cowcampbeef.com

Steve Eichacker (2023)

25446 445th Ave
 Salem, SD 57058 / 605.421.1152
 es@triotel.net

Eastern Area:

Jim Ligon (2021)

1362 Dyer Creek Road
 Cookeville, TN 38501 / 931.510.3328
 gligon@tntech.edu

Cliff Orley (2021)

1486 Mount Wilson Road
 Lebanon, PA 17042 / 717.269.0128
 corley01@comcast.net

Randy Moody (2023)

811 Frank Hereford Road
 New Market, AL 35761 / 256.655.5255
 randymood@ardmore.net

Barry Wesner (2023)

1821 W 700 S
 Chalmers, IN 47929 / 219.863.4744
 wesnerlivestock@yahoo.com

Western Area:

Michael Forman (2021)

2451 Number 81 Road
 Ellensburg, WA 98926 / 509.929.0312
 mforman7777@gmail.com

Tim Curran (2022)

1000 Cook Road
 Ione, CA 95640 / 209.765.1815
 circleranch@volcano.net

Clay Lassel (2022)

42 Road 245
 Glendive, MT 59330 / 406.939.1348
 lrsbeef@midrivers.com

Tom Nelson (2023)

5831 Hwy 7
 Wibaux, MT 59353 / 406.939.1252
 nlcsim@midrivers.com

South Central Area:

John Griswold (2021)

5922 S Brush Creek Road
 Stillwater, OK 74074 / 405.780.3300
 john@griswoldcattle.com

Fred Schuetze (2021)

2649 Pear Orchard Road
 Granbury, TX 76048 / 817.894.0563
 fred.schuetze@yahoo.com

Greg Walthall (2022)

1051 NE 500
 Windsor, MO 65360 / 660.525.9921
 gregwalthall@gmail.com

Dr. Gary W. Updyke (2023)

107030 S. 4250 Road
 Checotah, OK 74426 / 918.843.3193
 garyupdyke38@gmail.com

OUR LATEST ADDITIONS OFFERING A SUPER BLEND OF PERFORMANCE AND PHENOTYPE

FRESH NEW GENETICS

take your pick!



7SM104 GIBBS 7382E BROAD RANGE

3404807 // WIDE RANGE x Midland // PB SM // Homo. Black // Homo. Polled

- Searching for a Calving Ease WIDE RANGE son with Marbling? Here he is!
- Early BROAD RANGE offspring mark him as one to be reckoned with – they are good!
- Displays one of the most competitive EPD profiles in the business
- Offers a balanced EPD profile from a phenomenal dam

From Gibbs Farms, AL; K Diamond Cattle and TNT Simmentals, ND; River Creek Ranch, KS and Trauernicht Simmentals, NE

	CE	BW	WW	YW	MCE	MILK	DOC	MARB	BF	REA	API	TI
EPD	16.7	-1.6	74.1	122.2	10	21.9	13.5	.30	-.060	1.23	160.8	85
Acc	.48	.57	.52	.53	.28	.44	.35	.49	.45	.47		
% Rank	2	3	25	10	2	50	15	5	99	1	1	2



14SM3100 TJ NITRO 420F

3459266 // Franchise x Cottonwood 231Y // 1/2 SM 1/2 AN // Homo. Black // Homo. Polled

- Right-sized, right look, right pedigree – at the right time!
- Incredible phenotype while being an outlier for growth, API and TI
- More than a pretty picture – there's a lot of bull here!
- Off-the-charts ultrasound data for both IMF and REA

From Triangle J Ranch, NE and C Diamond Ranch, ND

	CE	BW	WW	YW	MCE	MILK	DOC	MARB	BF	REA	API	TI
EPD	14.6	0.4	81.3	125.9	9.3	22.2	14.1	.69	-.025	.64	156	90.6
Acc	.42	.50	.47	.48	.21	.39	.45	.39	.33	.43		
% Rank	20	50	5	5	10	50	15	3	80	50	3	1



7SM105 WBF SUCCESS F153

3402630 // Madden D665 x SUBSTANCE // PB SM // Hetero. Black // Homo. Polled

- Strong performance, structure and an outcross to many pedigrees
- Production records of his dam and grandam indicate explosive performance potential
- Being a heterozygous black sire increases his mating flexibility
- A strong EPD and index profile with an impressive phenotype

From Wildberry Farms, IL

	CE	BW	WW	YW	MCE	MILK	DOC	MARB	BF	REA	API	TI
EPD	14.9	0.5	72.8	111.3	7.4	29.5	11.3	.43	-.108	.83	154.4	85.3
Acc	.40	.49	.47	.48	.22	.40	.34	.41	.34	.44		
% Rank	5	25	30	25	20	4	40	1	65	50	2	2

CONTACT YOUR LOCAL REPRESENTATIVE TO ORDER TODAY!



Conception. Calving Ease. Carcass. Cows.

YOUR SUCCESS *Our Passion.*

Phone: (614) 873-4683 ♦ www.selectsiresbeef.com

EPDs as of 3/20/20

VIEWPOINT

By J.W. Brune, Overbrook, KS



At the time of writing this Viewpoint, the coronavirus and politics dominate the 24-hour news cycle. With that said, I think of all the things we face each day as beef producers and most importantly as seedstock producers. Put some thought into the following — fake meat, animal rights activists, environmentalists, global warming, farmer suicides, commodity prices, agriculture-related bankruptcy, mental health, free trade, tariffs, and more things that you can put in the stew. I sometimes feel like that ol' country-western 70's hit, "Somebody Done Somebody Wrong Song". They say when you get to the end of your rope, tie a knot on the end, and hang on.

Well, when I get down and start pondering all the negative scenarios that face agriculture, I look at the wall in my office and read Paul Harvey's speech, "So God Made a Farmer." First delivered in 1978 during the 51st FFA Convention, it was again made famous as a Dodge Ram Truck commercial during the 2013 Super Bowl. Google it to get the full effect, and you will see, like me, this lowers the blood pressure and creates the feel-good emotions about the business we are in.

More good news is in *Beef* magazine's latest commercial. cow-calf survey. See the January 2020 beefmagazine.com for a snapshot of the breed composition of the bulls that respondents said they would likely purchase in the next three years. The top

nine breeds were Angus 58%, Hereford 20%, Red Angus 19%, SimAngus™ 17%, Simmental 14%, Charolais 9%, Balancer 7%, Brangus 5%, and Gelbvieh 5%. There were 11 more breeds cited in the responses. Put SimAngus and Simmental together at 31% and that puts the Simmental breed in a very strong position for the future.

Another bright spot is major breeders of other breeds are now introducing Simmental and SimAngus into their programs as a second or third breed of choice for their commercial bull customers. Plus there are many indicators from across the country that our SimGenetic market-share is expanding. All of this can't help but make Simmental enthusiasts feel good. A real credit to the ASA membership for staying the course. Improvement in each calf crop using all of the tools available makes for genetic progress. Put the things we can control like good management practices and nutrition with progressive genetics and it is a win-win.

One more shining light is the American Junior Simmental Association (AJSA). The AJSA continues to bring in future breeders, future leaders, and great young Americans with ties to our breed and agriculture. Plan to see them at one of their events and especially the AJSA National Classic, you will be impressed.

Pat yourself on the back, American Simmental Association membership, you are making it happen. Remember, however, the rungs of a ladder of success are not meant to be rested on, but to support you until you are ready to climb higher. The old slogan never gets outdated, "Breed 'em All Simmental!" ♦

KNOW the SCORE

SCORE

for higher pregnancy rates

Don't just detect cows for heat.

Using EstroTECT™ Breeding Indicators, identify when cows are ready to breed when the Breeding Bullseye™ or equivalent area rubs off.

Born from university research, the Breeding Bullseye supports a unique patch scoring system to determine estrus intensity.

Scores of 3, 4 and 5? Breed cows with up to 3x higher pregnancy rates. Scores of 1 and 2? Hold off on breeding.

Make easy yes or no breeding decisions with the EstroTECT Breeding Indicator.

ESTROTECT™

BREEDING INDICATOR

Score your Indicators:

1 2 < DON'T BREED

BREED > 3 4

AS GOOD AS A BULL™

ESTROTECT.com

©2020. ESTROTECT AND AS GOOD AS A BULL ARE TRADEMARKS OF ROCKWAY, INC. MAI ANIMAL HEALTH

SFG **Cowboy Logic** D627



- Purebred Simmental
- Homo Black
- Homo Polled
- ASA # 3208956



Triple C Singletary S3H
CCR Cowboy Cut 5048Z

CCR Ms 4045 Time 7322T

MCM Top Grade 018X
SFG Queen B01

SFG Queen Z11

EPDS as of 3/10/2020 **Top 20%**

Trait	Direct					Maternal				DOC	Carcass						\$ Index	
	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay		CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	18.8	0.3	102.8	153.3	0.32	11.1	20.4	71.7	17.7	16.6	63.3	-0.33	0.36	-0.08	1.06	-0.48	170.6	100
ACC	0.56	0.69	0.66	0.65	0.66	0.35	0.49	0.50	0.34	0.38	0.54	0.41	0.48	0.43	0.50	0.20		
%	1	20	1	1	1	1		1		2	1		2		10	3	1	1



Semen available through 605 Sires
605-925-7473

\$50/Unit
10 Unit Minimum

Hawkins Cattle

Ben Hawkins
Lowry, MN
701-866-4402

Johnson's Simmental Farm

Jeff Johnson
Alberta, MN
701-371-4141



Steve Gleason
Maple Hill, KS
785-640-8060

SUBSTANCE WITH STYLE. PROGENY WITH PERFORMANCE.

Making Her Way In Modern Ranching

Jaclyn Wilson's Flying Diamond Genetics offers a full-service embryo transfer service, doing business with top seedstock producers across the country. Additionally, Wilson is a forward-thinking, multi-generational rancher who is ready to take on the challenges of modern ranching.

By Lilly Platts, Editor

Jaclyn Wilson is a fifth-generation rancher, leader, and business-woman. Her family's Wilson Ranch, located in northwest Nebraska, was started in 1888, and currently focuses on Red Angus cattle with some Simmental and SimAngus™ influence. Wilson started her own enterprises in embryo transfer (ET) service after returning to the family ranch, and along with business partners, is launching a ranch to table beef service.

Flying Diamond Genetics specializes in providing an all-encompassing embryo transfer service for seedstock producers, in which Wilson utilizes her herd of recipient (recip) dams, has the embryos implanted, and raises the resulting calves until weaning. Wilson's focus on quality has garnered the business of a number of top Sim-Angus and Angus seedstock producers across the country. Wilson is also dedicated to the larger beef industry and has risen up as a leader in many circles. She has spoken across the country at agricultural events, writes a weekly column for the *Midwest Messenger* and *Tri State Neighbor*, and was recognized for the 2016 *Farm Journal Media 40* under 40 list, among a number of other accolades.



Jaclyn Wilson, Lakeside Nebraska, has been on her family ranch since 2002.

Flying Diamond Genetics

Wilson returned to her family ranch in 2002, and in 2011, started Flying Diamond Genetics. "Someone told me about a ranch that they had purchased that was just specifically for recip, and said I would be good at it and to give it a shot," Wilson recalls. "We were going through a really severe drought that year, and it seemed like it would be a good time to pick up some of our ranch cows. Even before the website was finished, I sent an email to around 20 people that I thought may be interested in ET's and within 48 hours over half had gotten back, and soon after I was booked for the first year."

Flying Diamond Genetics has grown substantially since then, and Wilson has been able to expand by taking advantage of leasing opportunities on pasture. In 2019, she was able to bring in a full-time business partner, Jamie Glantz, and on average, she will implant 200 to 250 embryos each year. Seedstock producers pay for the use of the recip cow for their embryo, the implantation process, and care and feeding of the calf until weaning. "We cover all expenses both on the cow and on the calf. The clients pay a fee to implant each embryo, a fee for a positive pregnancy

check, a fee at birth, and a fee upon delivery. We back load it just because conception with embryos is so tough. It's enough to cover our cost to get from stage to stage," Wilson explains.

Traditionally, the quality of a recip dam hasn't always been a top priority, as cows with genetic potential can offer more by raising their own calf. Wilson has a different take on the ET process, and makes the fertility, maintenance, milking, and mothering ability of each recip a top priority. The recip dams used in the Flying Diamond Genetics program, most of which were part of Wilson's original ranch herd she started when she was eight, would excel raising their own genetic calf. "You want a cow that is an easy keeper, has a good disposition, is a good milker, and has a calf that is weaning the same as other calves," Wilson says.

This emphasis on quality has drawn in some of the top seedstock producers in the country. The majority of the embryos Wilson receives are for SimAngus™ and Angus genetics. Data is tracked on each calf from birth to weaning, and is shared with the customer and utilized by Wilson to gauge her cow herd's performance.

Wilson Ranch

Wilson Ranch was started in 1888 by Anthony Wilson. He and his wife, Sarah, settled north of Lakeside Nebraska, and since that time, the Wilsons have lived in northwest Nebraska. The family transitioned through Shorthorn, Hereford, and a three way cross of South Devon, Red Angus and Hereford throughout the last 132 years. The Red Angus females stood out and have remained the focus. In the last decade, Simmentals were also brought into the program to use on the solid red herd. Wilson says, “We were looking for something with added growth, and Simmentals provided that opportunity”.

Returning to the ranch in 2002 after studying economics and business at the University of Nebraska, Wilson became a part of the day-to-day operation joining her father, Blaine, and uncle, Bryan. With succession occurring this last year, she was able to lease the majority of the commercial cow herd from Blaine, and they continue to work side by side. “My dad and uncle did a phenomenal job in ensuring that succession went smooth. Succession opened up new doors where we have been able to take on partnerships, and there are more opportunities for the commercial herd and the recip herd to integrate with each other. The greatest part for me personally, is working next to my idol



Wilson Ranch steer calves in the backgrounding lot.

and mentor. My mom, Charlie, calls me Blaine Junior at times and that makes my day.”

Land stewardship is a priority, and the Wilson family was awarded the Leopold Conservation award for Nebraska in 2006.

(Continued on page 12)



Jaclyn Wilson discusses recipient cow nutrition with Dr. Callan Ackerman.

ET calves raised by Flying Diamond Genetics, ready to be delivered.







MORE MEANS MORE

More carcass weight, live weight,
muscle, marbling and profit.

Simmental genetics offer all this and more
of the traits your herd needs to stay profitable.

Backed by the most comprehensive beef cattle
genetic database, the **American Simmental
Association** offers commercial producers
more selection and marketing tools than
any other breed association.

All to strengthen your bottom line.

STAND STRONG SIMMENTAL

406-587-4531 • simmental.org

Making Her Way In Modern Ranching

(Continued from page 9)

Focused on the Female

Fertility is a priority within the Flying Diamond, and the Wilson Ranch herds. Wilson explains, “What I have found out over the years in terms of finding recipis is I will use a number that are re-breeds from the commercial operation, which I am ok with, because they have not been bull exposed for more than 45 days. There’s a lot of factors for why a cow can be open in a short breeding season. We do have her vet checked out before she transfers into the ET program, but anything above 45 days I wouldn’t even consider.”



Flying Diamond Genetics recipient dams.

Since 2019, all commercial replacement females have been genomic tested through Neogen’s Igenity Beef. Wilson explains, “We signed a couple of partnership deals this last year. One was with Allflex and the other was with Neogen and their Igenity program. We will be utilizing the data that we receive on our heifer genomics to add to the 14 production parameters we already have in place along with phenotype to choose replacement females. Out of those heifers we have chosen for replacements, we do timed AI followed by a 28-day breeding window. We understand that there is the likelihood of more opens but our goal is uniformity and one of the quickest ways to reach herd uniformity is to shorten the breeding window.”

This means that a number of quality females won’t fit either program because they fall short on fertility. Wilson saw an opportunity to utilize genomic technology and capitalize on having these animals available. In partnership with Glantz, and close friend, Danna Schwenk, who is a feedlot and meat packing specialist, Wilson will be launching Flying Diamond Beef. The ranch to table business will select animals that show high carcass traits from a genomic test, including females removed for fertility, to be fed, finished, and processed at a regional facility. Currently, they plan to offer an online store, and are exploring the possibility of subscription services, retail opportunities, and added-value products like bones for pets.

Dedicated to Data

Flying Diamond Genetics and Wilson Ranch have continued to adopt new technology to increase efficiency and improve each cow herd. Wilson has formed partnerships with Neogen, Allflex, and the data program, Cow Sense, which the family has used for over a decade.

Flying Diamond Genetics and Wilson Ranch have given Neogen access to over 20,000 animal records for research and development on furthering their herd data.

Allflex’s SenseHub tags track minute-by-minute activity in cattle, and are used for fertility tracking as well as health monitoring. Wilson is one of a handful of beef producers in the country to try the new technology in the fall recip herd, with plans of utilizing it in the spring recip herd, and potentially in the ranch’s commercial herd. This technology allowed for improvement in the time-consuming and high-stakes process of implanting embryos. Fertility is especially critical in

getting embryos to settle, so having SenseHub data was a major plus. The tags can hold data for up to 23 hours before transferring it to a station, which then transfers the data to an app or laptop. The program creates graphs for each animal’s activity, alerts the user of each female’s cycle, and can tell the exact time that the female is most fertile.

After seeing an opportunity to improve the organization of this massive amount of data, Wilson approached Allflex and Cow Sense about making their programs compatible and able to transfer data from program to program. The companies happily agreed, and now data from Allflex can be transferred to Cow Sense, and vice versa. This made Flying Diamond Genetics the first US beef program to integrate the two technologies, and as Wilson explains, only having to enter information into one system cut data entry time in half.

Committed to the Community

In addition to being a passionate beef producer, Wilson is highly committed to serving the larger beef and agricultural communities. She writes editorials published weekly in the *Midwest Messenger* and *Tri State Neighbor*, which circulate to over 80,000 producers throughout the region. These articles are focused on her experiences as a rancher, and topics range from calving season to larger beef industry issues. Wilson enjoys sharing her experiences with the larger community, and explains that connecting with producers across the country is a special opportunity.

One of the most memorable articles she wrote focused on mental health in agriculture. After publishing the article, Wilson received a flood of feedback from agriculturalists across the country. At first the response was overwhelming, seeing first-hand the number of people who are struggling. She quickly turned the feedback into an opportunity to incite change, and the Nebraska Cattlemen's Association will be holding a webinar on stress management and mental health issues in the coming month. The article also allowed readers to connect to a real person, encouraged them to share their story, and created the kind of connectivity the community needs. Wilson says, "It [the column] lets a voice be heard, and lets farmers and ranchers know that they might be a minority, but that there are other people out there experiencing the same things."

Wilson has traveled across the world representing the US beef industry, and has served on boards and committees for a variety



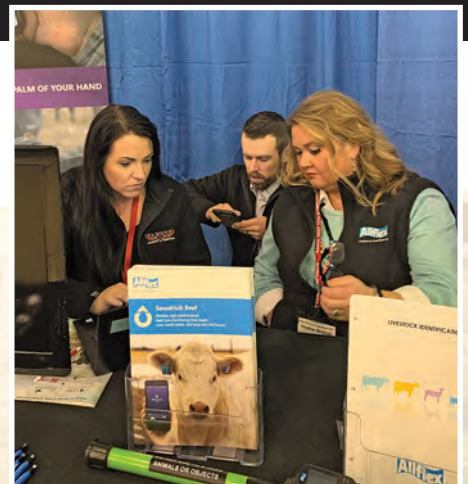
of organizations, including the NCBA, Nebraska Cattlemen's Association, and several state representatives. Wilson commits a significant amount of time to these organizations, in addition to operating two cattle businesses, but explains that service is a vital part of making sure the beef industry is viable in the future.

Wilson realizes in today's fast-paced, ever-changing beef industry, it is critical to be at the front of changes in order to survive. Her diversified business plan, utilization of technology, and ability to balance her family legacy with the challenges of modern ranching have allowed Wilson to stay relevant. She also has a great passion for what she does, and concludes, "I read an article a number of years ago that said 'ranching is the closest to God we will get while on this planet'. I truly believe that. Sure there's been sacrifices, but the legacy and continuing what my ancestors have built is the reason I get up every morning." ♦

With each of these tools, Wilson balances the new with the traditional. With the Neogen genomic tests, she explains that the data she receives on each animal allows her to validate the actual data and performance that she and Blaine see. "We still use a lot of visual appraisal, our gut feel, and our tradition and legacy, but technology really allows us to be a lot more efficient," Wilson explains. "Case in point, if an individual has a cow that they think is a good producer — she looks good, she's sound, she has a great disposition — it's the data that will show what her offspring is doing and if she's actually pulling her weight."



Allflex SenseHub tags track activity and can tell users when a female is most fertile.



Wilson's business partner, Jamie Glantz (left), works with Allflex staff. Flying Diamond Genetics has created unique partnerships to capitalize on data including coordinating data flow through Allflex's SenseHub and Cow Sense softwares.

Home of the

Hottest Sires!

EPDs as of 12.6.19



Homo black
Homo polled

TKCC Classified 106C

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
6 2.4 79 119 .25 2 19 59 124 75

ASA# 3028710

One of the most exciting sires with a new pedigree twist! He commanded \$70,000 at the legendary Hudson Pines dispersal. His first progeny are creating nation-wide buzz!



Daughter at
Lee Simmentals, MO



Homo black
Homo polled

CLRS Dividend 405D

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
10 .4 80 122 .26 4 18 58 142 82

ASA# 3097854

High-seller at \$52,000 for Clear Springs/Hook to APEX. Combines top % rank in every trait with great looks.



Dam: CLRS Bonnia 405B



Homo black
Homo polled

W/C Relentless 32C

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
10 3.7 67 83 .10 4 19 52 117 68

ASA# 3045559

Sires more champions and high-sellers than any other sire!



Hudson Pines Farms high-seller and Champion at Hoosier Beef Congress!



Homo black
Homo polled

W/C Night Watch 84E

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
19 -2.7 70 91 .13 10 25 60 163 81

ASA# 3336327

2018 Werning top selling at \$142,000! Here's a new calving ease twist that you can use on all those baldy heifers and cows! 125 IMF ratio, 104 REA ratio.



Miss Werning 8543U



Homo black
Homo polled

TLLC One Eyed Jack 15Z

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
10 1.6 54 79 .15 -.4 17 44 104 60

ASA# 2668223

One Eyed Jack's first calves are awesomely balanced with pizzazz!



One Eyed Jack



One Eyed Jack's first progeny are looking extra special across the country!



Black
Polled

FBF1 Absolute A103

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
12 0.0 46 72 .16 6 24 47 123 60

ASA# 2841159

Dream On and Steel Force outcross pedigree with presence! Supreme Champion at 2015 World Beef Expo.



Leading outcross
donor!



Hetero black
Homo polled

HPF Quantum Leap Z952

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
13 2 80 112 .20 6 18 58 126 77

ASA# 2649657

A multiple-time Champion producing great progeny with his first crop!



\$50,000 daughter
at Circle M Sale, TX



Homo black
Hetero polled

ASA#
2886364

STCC Jack Around 4031

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
7 2 62 88 .16 -1.6 17 48 112 66



Homo black
Hetero polled

ASA#
2886365

STCC Jacked Up 4070

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
6 2.6 65 95 .19 -.5 17 50 105 66

The exciting brothers by One Eyed Jack x HF Serena have the whole country talking!



Hetero black
Homo polled

GEFF County O 736E

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
10 .7 63 96 .20 6 24 55 123 63

ASA# 3289219

Loaded Up x Montecito x Ruby Rhythm donor

Bob May told Griswold that he had as good a Simmental as he's ever seen in the fall of 2017, 2019. Embryos on Snow feature sale lot!



Black
Polled

Mr. Hoc Broker X623

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
5 4 70 96 .16 2 12 47 84 56

ASA# 2531081

Grand Champion at the NAILE, Royal and Denver!



\$190,000 Broker Heifer



Homo black
Homo polled

SFG The Judge D633

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
11 1.5 93 137 .28 7 22 68 152 90

ASA# 3208952

Cowboy Cut x 3/4 Top Grade tracing back to BC Lookout's full sister. Elite phenotype combined with breed leading data!



Hetero black
Homo polled

W/C Bankroll 811D

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
15 .3 67 90 .14 8 23 57 138 70

ASA# 3187005 • Bankroll progeny are topping sales across North America!



Homo black
Homo polled

WS Jackson D20

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
6 2.2 79 121 .26 1 24 63 133 79

ASA# 3208343 • Walsh's 2017 high-seller.

A PB Stepping Stone x Built Right red charlie free!



Hetero Black
Homo Polled

JBS Logic 5E

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
7 3.5 64 85 .14 3 16 48 113 64

ASA# 3337441

HOT Relentless son and full sib to the Grand and Reserve Champion Females at 2019 AJSA National Classic.



Grand Champion 2019 AJSA National Classic for Guyer



Hetero black
Homo polled

GPG Focus 135F

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
9 2.3 65 96 .19 7 26 58 118 69

ASA# 3485396

Mr CCF 20-20 x Profit

Focus is the exciting Hartman 2019 NWSS Reserve Champion Pen member that sold to Gana, NE! Combines the hottest sires of today in a complete, stout, sound, great-looking package!



Focus dam was a \$35,000 HCC sale feature.



Werning's 2019 High-Selling Bull at \$180,000.



Double Bar D featured bull selling for \$56,000.



RJ's \$164,000 2018 high-seller.



Cardinal's 2018 \$84,000 heifer



3/4 SimAngus™
Homo black
Homo polled

CDI Innovator 325D

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
14 .3 95 148 .33 7 26 73 153 93

ASA# 3152448 • TJ Main Event 503B x CDI Miss Shear Force 49U • A CDI top seller to JS Simmental and Wayward Hill Farm. • 2018 NWSS Champion % Bull!



2019 Sweepstakes Res. Champ Jr. PB!



2019 AJSA Res B&O



Hetero black
Hetero polled

LAH Sixteen Step 628D

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
7 1.9 72 100 .17 3 14 50 120 71

ASA# 3123088 • An exciting son of deceased Two Step out of WLE Missy U409, the full sister to WLE Uno Mas. Sixteen Step was the Purebred Winter Calf Champion at the 2017 NWSS!



Dam: WLE Missy U409



Homo black
Homo polled

Mr CCF 20-20 100B

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
14 1.1 76 117 .25 6 20 58 127 75

ASA# 2964446 • Vision x Dew the Stroke donor 20-20 is one of the HOTTEST sires in the breed for combining calving ease, depth, soundness and eye-appeal! You'll be seeing more high-sellers around the country soon like the ones pictured here, plus champions like Buck Creek Perfect Vision, Reserve % Bull at Forth Worth and high-selling bull at the Cowtown Classic!



Featured high-sellers Hartman's 2018 Fall Sale!



CATTLE Visions

866-356-4565

Entire lineup online at:

www.cattlevisions.com

Semen available on the best Angus and Clubbie sires too.

Carcass Merit Program Provides Rare Data to Genetic Evaluation



By Lane Giess,
Director of Commercial
and Nontraditional
Data Program

Information drives progress. It could be said the responsibility of every seedstock breeder is to drive progress in their herds, and the way this can be achieved is through reliable genetic predictions calculated with the most sophisticated science in the IGS Multi-breed Genetic Evaluation powered by BOLT.

Data feeds the genetic evaluation, and some data are rarer than others, most notably actual carcass records.

The Carcass Merit Program (CMP) is one of the longest-running programs at the American Simmental Association (ASA). It addresses funneling those much-needed actual carcass records into the genetic evaluation.

Carcass records include carcass weight, ribeye area, fat thickness, marbling score, along with quality and yield grades. These metrics provide invaluable information regarding the genetics influencing the end product.

Marty Ropp, a long-time participant and previous coordinator of the CMP, has first-hand knowledge of the impact the program has on the industry.

The CMP operates like a traditional young sire bull test, where a nominated sire is placed in commercial herds and phenotypic data is furnished back to the ASA for inclusion in the genetic evaluation.

“We currently have 23 sires enrolled in the CMP because the data it generates is crucial to identifying the next generation of industry-improving sires we count on,” Ropp says.

Actual carcass records take time to collect. If a prospective young sire was collected at 12 months of age and bred cows at 14 months of age, it would be another two years before actual carcass records were collected and submitted for genetic evaluation at a minimum.

With the astonishing investment of time in collecting actual carcass records, ensuring the quality of the data coming in is a high priority.

“Creation of well-structured groups of cattle for carcass data collection and sire evaluation can be difficult outside of programs designed to deliver such information,” Ropp says. “Because the information, including the genomics, is best characterized in structured testing, the only way we can get the volume and quality of information we need is to use the CMP program.”

The commercial herds who work with the CMP are at the heart of its success. Each cooperator herd collects meticulous data from birth to harvest and ensures the data is of the highest quality.

Cooperator herds are given a list of possible sires ahead of breeding and are able to select the bulls they wish to place in their own herds. For statistical purposes, multiple sires are used in each herd, and most sires nominated to the CMP are used in multiple herds.

In the ASA genetic evaluation, less than 2% of the animals enrolled annually will eventually return actual carcass information, and while ultrasound data helps as an indicator trait, accurate predictions for carcass traits are largely dependent on actual carcass records submitted annually.

The CMP program accepts a limited number of sires each year. For questions about nominating a sire or becoming a commercial cooperator herd, please contact Lane Giess at lgiess@simmgene.com. ♦



“Every dollar that pays for commercial bulls and seedstock has its origins in gross consumer expenditures on beef products,” Ropp says “It is the responsibility of all genetics providers to help ensure the success of their customers and the greater beef chain by improving genetics for beef quality with each generation.”



Is Carcass Merit Vital to Your Business?

We would like to work with you on your sire-identified, terminal calves.



- ◆ Free semen on the nations top herd sire prospects
- ◆ Free genetic evaluation (EPDs and Selection Indexes) on your cowherd
- ◆ \$60 paid per CMP sired carcass record
- ◆ DNA tests performed on terminal calves

*This is a structured young sire test so please inquire about qualifications and expectations.



- ◆ Free 50K DNA test on all sire-identified terminal calves with carcass data
- ◆ DNA Parentage included
- ◆ Allflex Combo kits (Dangle tag, EID and TSU) provided at no cost

*This is an ongoing research project, participants are limited so please inquire about availability.



Contact lginess@simmgene.com for more information regarding both programs.



American Simmental Association

406-587-4531 • www.simmental.org

Multibreed PAP EPD Released

By Lane Giess and Randie Culbertson, Ph.D.



Lane Giess



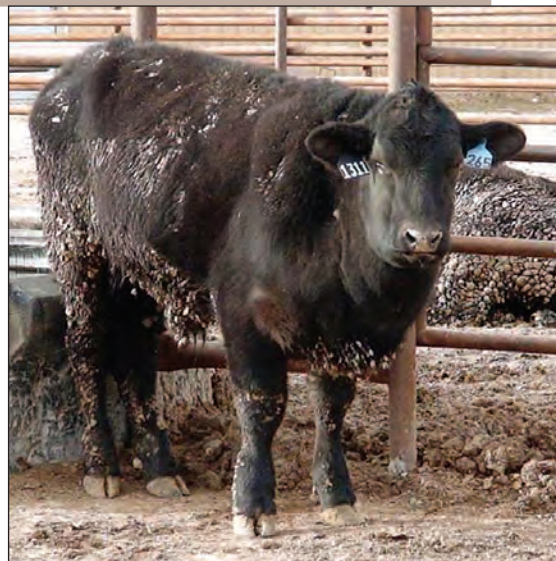
Randie Culbertson Ph.D.

Colorado State University (CSU) and International Genetic Solutions (IGS) partners provide a tool to identify cattle less susceptible to brisket disease.

Breeders in high elevation regions (greater than 5,000 feet) are distinctly aware of high altitude disease, more commonly known as brisket disease. High altitude disease is a condition resulting from pulmonary hypertension that often leads to heart failure and death.

High altitude disease accounts for a 3 to 5% calf death loss for herds managed at higher elevations. This death loss can be 20% or higher for cattle not adapted to high elevation. Estimates of deaths from high altitude disease suggest a \$60 million annual loss to the beef industry.

The importance of understanding the genetic impact of this health trait is paramount to seedstock and commercial cattlemen alike.



Example of an animal with high altitude disease, notice the swelling around the neck and brisket region.

What is PAP?

Pulmonary arterial pressure (PAP) testing is a veterinary procedure used to confirm the presence of pulmonary hypertension by measuring the pressure in the pulmonary artery. Simply put it gauges the amount of stress the heart is undergoing to ensure oxygen is distributed throughout the body.

Observations for PAP are expressed in millimeters of mercury (mmHg) by inserting a flexible catheter with a pressure gauge into the jugular vein and passing it into the pulmonary artery. These measurements are typically taken at > 5,000 feet of elevation in yearling cattle.

PAP is an indicator of high altitude disease and is used for the screening of animals who are susceptible to pulmonary hypertension. In this case, a lower PAP score indicates less pulmonary stress, reduced susceptibility, and a more desirable phenotype.

Historically, cattle producers have used phenotypic PAP measurements on yearling cattle for the survivability of animals in altitude. The introduction of new genetics into a herd maintained at high elevation can be problematic for breeders. The use of the wrong bull could lead to a high calf death loss from high altitude disease.

Research has shown that PAP is moderately heritable and like most traits, this

data can prove useful in genetic evaluation. PAP EPDs provide breeders at higher elevations a selection tool to decrease the incidence of high altitude disease.

PAP EPD Development

International Genetic Solutions (IGS) is excited to work in partnership with Colorado State University (CSU) on the development of a multi-breed PAP EPD. CSU is hailed as one of the worldwide leaders in PAP research and development.

Over the course of 2019, Simmental, Red Angus, and commercial producers contributed historical PAP records to a multi-breed database. The team at CSU was able to develop a prototype EPD in an evaluation including approximately 9,000 PAP phenotypes.

The research project provided valuable insight into the genetic parameters of PAP in a multi-breed database. The range of PAP EPD in the IGS database is -7.4 to 24.1 with an average accuracy value of 0.20. The heritability of the trait is 0.53.

How to use PAP EPD

Think of PAP in terms of getting your blood pressure taken, a lower measurement is more desirable. The PAP EPD is expressed in mmHg and predicts differences in the progeny PAP measurement at high elevation. For example, if Bull A has a PAP EPD of 0.7 and Bull B has a PAP EPD of -1.5, you can expect on aver-

age, Bull B will sire progeny with 2.1 mmHg lower PAP score than Bull A.

It's important to note, a PAP EPD does not replace the need for actual PAP measurements. PAP is unique because this is one of the few traits where both the phenotype and the EPD needs to be considered. For producers purchasing a bull to be used at elevation, a PAP measurement is still needed to determine the likelihood of the bull's survival at elevation. But when considering the survival of the bull's progeny, the PAP EPD will help serve producers at elevation by identifying animals as a herd improver for PAP.

If a producer located at high elevation is interested in using an AI sire, they would have little knowledge of how those progeny would perform for PAP in elevation without a PAP EPD. With the development of a PAP EPD, breeders can make informed decisions for breeding selection purposes.

"The development of a PAP EPD is a critical step towards addressing health concerns and providing a valuable tool for beef cattle producers located in high elevations," said Wade Shafer, EVP of the American Simmental Association.

Due to limited PAP records, the IGS evaluation will initially publish PAP EPDs on animals with PAP progeny records (in other words, not all animals in ASA will have a PAP EPD). To find the PAP EPD list, head to herdbook.org. For more information contact Lane Giess at lgiess@simmgene.com ◆

Top selling bull in the 2019 Wayward Hill Farms Sale...

WHF EXECUTIVE E39

Super stylish baldy Executive Order son

EASY FLESHING • EXTREMELY DOCILE • BIG SCROTAL • LONG BODIED • GREAT FEET & LEGS



Hatmaker

ASA#3411422 • BD 9.16.17
ADJ BW 90 • ADJ WW 784
HOMO BLACK/HOMO POLLED
PUREBRED SIMMENTAL

WC Executive Order 8543B



18124 Shore Farm Road
Albemarle, NC 28001
www.HighRidgeFarmsNC.com

**SEMEN PACKAGES
AVAILABLE!**

\$400/10 UNITS

(MINIMUM OF 10 UNITS)

SIRE: W/C EXECUTIVE ORDER 8543B
W/C United 956Y x Miss Werning KP 8543U
DAM: WHF ARIANA 39A
W/C Paleface 756X x WHF Siesta 39X

There has been a lot of interest in Executive from progressive breeders. He is recently deceased, only a limited amount of semen is available.

CONTACT BRUCE CUDDY 704.695.2390

Dale Cutler, Founding Trustee Dies at 93

January 8, 1926 – December 14, 2019



Dale Cutler, Claremont, South Dakota, one of the visionary leaders during the early days of Simmental cattle in the United States, died peacefully in nearby Aberdeen less than a month before his 94th birthday. The holder of American Simmental Association membership number 3, Cutler was on the original Board of Trustees and served as ASA's fourth president from 1973-74.

A lifelong resident of Brown County, Cutler's accomplishments were numerous, but his love for the beef industry led him to an adventure that stood out among all others. In the 1960s, along with a handful of other like-minded cattlemen, Cutler determined that the commercial beef herds of North America, primarily Angus and Hereford, needed some fresh genetics to bolster feedlot performance. After study, research, and travel abroad, they decided the Simmental cattle of Europe were the best option for improving cattle genetics at home. That group formed the American Simmental Association to promote the importation and use of these cattle. Cutler was elected to the founding Board of Trustees and traveled throughout cattle country promoting the breed and helping to organize state Simmental associations.

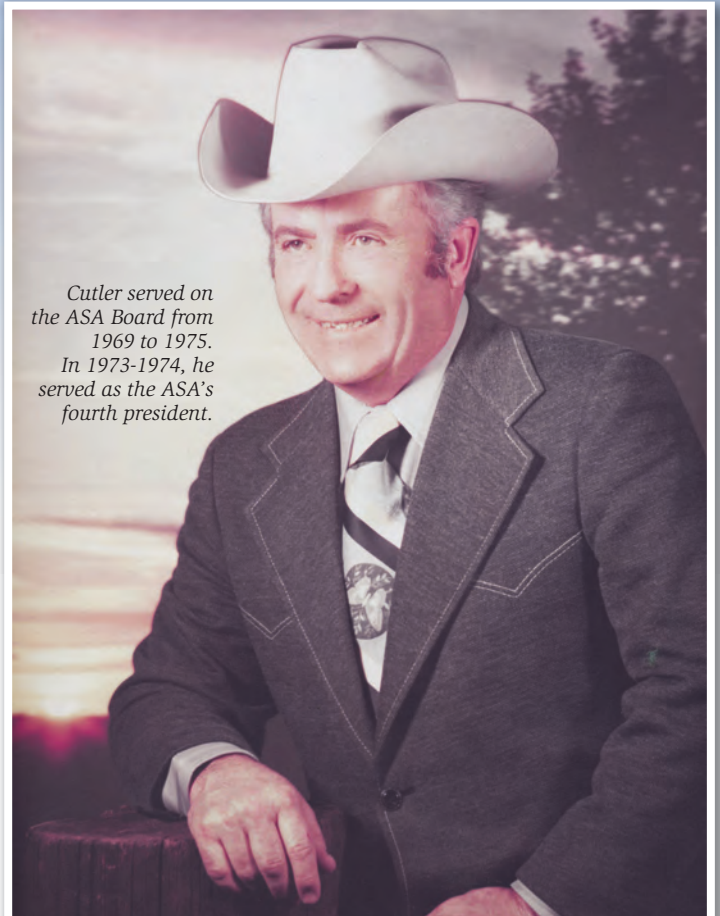
In addition, he was instrumental in the planning, fundraising, and construction of the Groton ethanol plant after local corn producers struggled with low prices in 2003.

Cutler was extremely sociable, gregarious, and warm. He had a wonderful memory for names and faces. At times, his family and friends were sure that he knew everyone in the state of South Dakota.

Cutler married his high school sweetheart, Cassie Gibbs, in 1944 and they enjoyed 55 years of farming, ranching, and child-rearing before she succumbed to ALS (Lou Gehrig's Disease) in 1999. Although neither had the opportunity to participate in higher education, they were proud that each of their six children earned a college degree.

He was preceded in death by his wife, Cassie and two brothers: Keith and Verl. Survivors include his six children: Dan (Diana), Linda (Bill) Richter, Bruce (Barb), Pam (Tim) Zoellner, Mark (Kristin), and Mike (Tracy); 18 grandchildren; 31 great grandchildren; a brother, Lyle; and two sisters: Ann Carver and Mary Lynn James.

Although only a few of those early Simmental pioneers are left, those who do remain recall Dale Cutler as a man who "loved his family, friends, land, church, and livestock." ♦



Cutler served on the ASA Board from 1969 to 1975. In 1973-1974, he served as the ASA's fourth president.



Cutler poses in front of 1974 ASA headquarter's sign with the groundbreaking shovel over his shoulder. From the left: Cutler; Board Member, Dr. Harry Furgeson, Anaconda, MT; Montana Congressman, Dick Shoup; Executive Secretary, Don Vaniman; and Three Forks rancher Jess Kilgore.

W/C Night Watch

84E



**Proven Calving Ease
with Style and Vigor**

CCR ANCHOR 9071B X MISS WERNING KP 8543U

PUREBRED SIMMENTAL • ASA #3336327 • HOMOZYGOUS BLACK • HOMOZYGOUS POLLED • D.O.B. 2-28-17

	CE	Brth	Wean	Year	ADG	MCE	Milk	MWW	Stay	Doc	CW	YG	Marb	BF	REA	Shr	API	TI
EPD	18.1	-2.9	70.0	92.0	0.14	9.3	22.9	57.9	20.6	14.8	22.6	-0.35	0.29	-0.058	0.81	-0.25	162.0	82.3
%	1	1	45	75	99	4	40	35	10	10	80	95	5	99	55	90	1	3

A rare find in any breed.

It is not often that pedigree, EPDs, Performance, and Phenotype are found in a calving ease bull~until now.

- \$142,500 high-seller from 2018 Werning Sale
- Calving-Ease Deluxe. CE score-top 1% of the breed
- Cow maker in the making-ranks in the top 5% of seven different traits in the breed



MISS WERNING KP 8543U



Cowan Cattle Company

Burlington, WI 53105

Jim Cowan Jordan Cowan
262.492.1220 262.757.3886

WWW.COWANCATTLECOMPANY.COM

**WERNING
CATTLE COMPANY**

27262 424TH AVE • EMERY, SD 57332
DALE: 605-825-4219 (H) • 605-661-3625 (C)
SCOTT: 605-825-4003 (H) • 605-682-9610 (C)
JARED: 605-933-1661
WERNINGCATTLECOMPANY@GMAIL.COM

SEMEN \$50/UNIT

Semen available through owners
and distributors below

CATTLE *Visions*



midwest
genetics



By Lilly Platts
with Classic Coordinator Diane Duren

The 2020 American Junior Simmental Association (AJSA) National Classic will mark the 40th year of bringing together young Simmental enthusiasts from across the country. This year's theme, "Grand Slam", is a nod to Grand Island, Nebraska, and the top-notch competition and education that will take place during the event.

The AJSA National Classic brings education to the forefront, with all participants being required to enter the educational contests. Additionally, the mentor-mentee program and other elements encouraging community and comradery have made the AJSA National Classic a one-of-a-kind event for young people in the beef industry. This year's competition will include educational contests, cattle shows, and showmanship.

The planning committee is headed by Diane Duren, who has coordinated two past AJSA National Classic events, in addition to two Regional Classics.

Duren explains, "The AJSA offers youth the opportunity to compete in educational contests that prepare them for life-long skills they need as they mature into adults."

Diane Duren, Event Coordinator

Diane Duren, Rising City, Nebraska, has been the executive director of the Nebraska Simmental Association for the past 26 years. She grew up on a farm, raising pigs and cattle in addition to farming many acres. Duren works for Foundation One Bank in Omaha as the IT Director and Information Security Officer, as well as the Director of Marketing and Communications. Her husband, Jeff, has been employed by the Union Pacific Railroad for 42 years. Diane and Jeff are the proud parents of three daughters, and have four grandchildren.



Duren takes on the unpaid but highly demanding job of coordinating the National Classic because she believes in supporting youth in the Simmental breed. She shares, "I have a passion for helping people, and love what I'm doing with the Nebraska Simmental Association, other-

National

wise I wouldn't have been around this long. I love seeing young kids at the age of eight years join the Nebraska Junior Simmental Association and AJSA and mature through the program. It's very rewarding to see them become contributing young adults in society. Most of these youth become very successful in life as a result of being involved. I've mentored kids through the program that are now returning with their own children here at the 2020 AJSA Classic, and it's so great to see second generation Simmental exhibitors."

Fundraising

On February 5, an online sale was held, marketing semen and embryo lots to raise money for the event. The lots were donated by breeders from across the country, and represented some of the most elite genetics available.

There will be additional opportunities to support the event. "We are selling premium parking spots, premium stalls in the barns, and premium tie-out areas," Duren shares. This will take place in early April, and those interested in buying a spot are encouraged to follow the AJSA Facebook page for more details.

Fundraising is at the crux of making the National Classic possible. Duren explains, "Fundraising is one of the most important components of this event as we wouldn't be able to afford the facilities or provide any meals for the families during the week-long event. Plus, we wouldn't be able to provide hospitality or added security, etc. All of these things cost money and the entry fees alone don't support these extra costs. We have had great participation from breeders across the US already, but more support is still needed."

Sponsorship Levels

Home Run Sponsor — \$5,000 and above

Reserved seating in the show ring, reserved parking, 4 x 8 ring-side banner, 10 tickets to the Grand Slam Club in the Five Points Loft, and name listed on sponsor banner.

Triple Hit Sponsor — \$2,500 - \$4,999

4 x 6 ring-side banner, reserved parking, five tickets to the Grand Slam Club in the Five Points Loft, and name listed on sponsor banner.

Double Hit Sponsor — \$1,000 - \$2,499

2 x 3 ring-side banner, two tickets to the Grand Slam Club in the Five Points Loft, and name listed on sponsor banner.

Single Hit Sponsor — \$501 - \$999

2 x 3 ring-side banner, name listed on sponsor banner.

RBI Sponsor — \$500

Twelve division sponsorships are available. Name listed on show program, and name listed on sponsor banner.

Up to \$499

Name listed on sponsor banner.

Classic Preview



Featured Sponsorships

Show Day Grand Slam — \$10,000

Two available. This sponsorship provides all of the awards for one show day: Thursday or Friday show. The show program will be labeled with their farm/ranch/business as the title day sponsor. Seating will be reserved for the sponsor inside the show ring, and they will have the opportunity to stand in the photo with the winners and have signage in each winner's photo. Two reserved parking spots, 4 x 8 ring-side banner, and 10 tickets to the Grand Slam Club in the Five Points Loft, name listed on sponsor banner.

Hospitality — \$500

Ten available. Sponsors of the hospitality area will receive signage in the hospitality area, and name will be listed on the sponsor banner.

The following sponsorships will receive recognition during the show and at the awards banquet. Their farm/ranch/business will be printed in the awards program and announced with each contest. Seating will be reserved for the sponsor at the banquet, and they will have an opportunity to stand in the photo with the winners.

Educational Contests — \$2,000

Five available. 4 x 8 ring side banner and name listed on sponsor banner:

- Sales Talk
- Livestock Judging
- Public Speaking
- Cattlemen's Quiz
- Genetic Evaluation

Photography — \$750

One available. 2 x 3 ring-side banner, and name listed on sponsor banner.

Herdsmen of the Year — \$500

One available. 2 x 3 ring-side banner, and name listed on sponsor banner.

To become a sponsor, please contact:

Diane Duren

402-367-2272

dianeduren60@gmail.com

Fonner Park, National Classic Headquarters

Duren shares, "Fonner Park in Grand Island has been in business since the early 1950's. Over the years it has grown into an impressive complex of facilities, and is often the hub of activity when multiple events are held simultaneously or as a part of multi-facility events. The Nebraska State Fair relocated to Grand Island in 2010, bringing with it a breathtaking array of new structures and facilities. The facilities serve the Nebraska State Fair during August and September each year, and are available for all types of livestock shows, trade shows, sales, auctions, dog shows, craft shows, new product and equipment launches, large banquets, competitions, and dozens of other activities the remainder of the year."

Tie-outs will be located in the Cattle Barn, attached to the Five Points Bank Arena. There is stall room for up to 1,350 head of cattle. An outdoor tie out area is located adjacent to the back side of this facility. The strategically-planned wide drive-through loading/unloading aisle provides for easy and quick load-in and load-out with cattle trailers. Duren explains, "The wash racks in this facility coupled with the ease of moving livestock to and from the show arena without having to expose them to the outdoors is every showman's vision. Grand Island's central location, easy accessibility, and midwestern hospitality continue to draw new and repeat groups to the arena and the attached barns and exhibition facilities each year."

The Sheep Barn will also be available for the event and also allows for competitors to move cattle between buildings without having to go outside.

The Fonner Park facility is one mile from the Boarders Inn and Suites, making it extremely convenient for families.

(Continued on page 24)



National Classic Preview



(Continued from page 23)

Hotel Information

The Boarders Inn and Suites will be the headquarters hotel for the National Classic. Located four miles north of I-80, the hotel is conveniently located for those coming to town from all directions.

Boarders Inn and Suites

Rate: \$99/night
Group Name: National Simmental Classic 2020
3333 Ramada Rd
Grand Island, NE 68801
Phone: (308) 384-5150

Ramada by Wyndham Midtown Grand Island

Rate: \$105.95
Group Name: National Simmental Classic 2020
2503 S Locust St
Grand Island, NE 68801
Phone: (308) 384-1330

Camping

Fonner Park
250 + available spots
(308) 382-4515

Educational Contests

Mike Roeber, Northeast Community College, will head up the livestock judging contest, with the assistance of University of Nebraska-Lincoln and Northeast Community College will assist with the judging contest. Volunteers across the state will be judging the educational contests.

Other Events and Activities

With the exception of show days, meals and other activities will be held throughout the event. There will be a concert by Caitlyn Ochsner in conjunction with the opening ceremony and dinner.

Recreation

Grand Island's Island Oasis Water Park is a great place for families to go during down time. Additionally, Duren shares, "You can learn about local pioneer history and view the railroad exhibit at Stuhr Museum, walk around historic downtown Grand Island for antique shopping, and stop by the Grand Theatre to watch movies and live performances." Grand Island is also home to the Indian-head Golf Club, has a bowling alley, and many other entertainment options.

Family and other attendees can participate in an ASA Foundation golf fundraiser on Wednesday. ♦



Fonner Park has been the headquarters for many cattle shows and youth events.

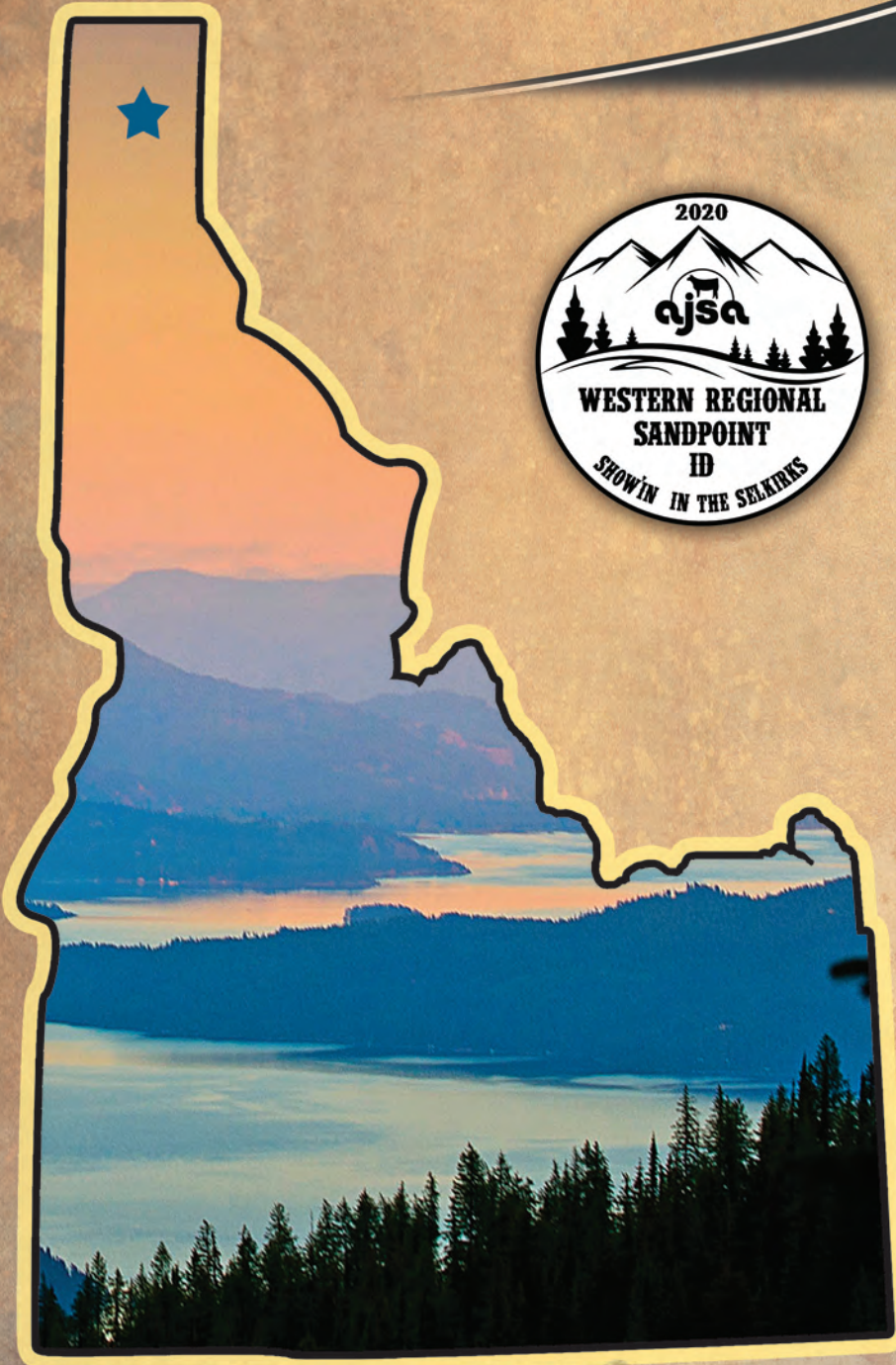
The Five Points Bank arena is attached to the cattle barn, allowing competitors to move between the facilities without going outside.

The cattle barn can house over 1,000 head of cattle.



sandpoint
idaho

the Worth Drive



Western Regional Hotels

Best Western Plus – Ponderay Mountain Lodge

477326 Hwy 95

Ponderay, ID 83852

208-255-4500

\$150/night 2 Queen or King

Hotel Ruby's

477255 Hwy 95 N

Ponderay, ID 83852

208-263-5383

\$104/night 2 Queens

Camping Available at the Fairgrounds

www.bonnercountyfair.com to reserve. \$25/night

Both under "Western Regional" Block name.

Block ends June 3

Fees

\$50/contestant

\$15/animal

\$10 Extra T-shirts

Schedule

Wednesday, June 17:

12:00 PM Barns available for set up

Thursday, June 18:

8-10:00 AM Check In

10:00 AM Opening Ceremony

11:00 AM Cattlemen's Quiz

12:00 PM Lunch

1:00 PM Calvin Drake Genetic Evaluation Quiz

3:00 PM Public Speaking

6:30 PM Dinner and activity

Friday, June 19:

9:00 AM Sales Talk

12:00 PM Lunch

1:00 PM Judging Contest

5:00 PM Dinner

6:00 PM Showmanship

Saturday, June 20:

9:00 AM Cattle Show

Lunch provided after 11:00 AM

Awards Ceremony following
cattle show and set up.



New Rules for 2020 Regional and National Classics

Celebrating the 40th Anniversary of the AJSA National Classic

Registration Fees and Deadlines

Fees are located within each Classic schedule. Regional Classic entry deadline will be 4:30 pm MDT on Friday, May 1, 2020. Final entry deadline will be 4:30 pm MDT on Friday, May 8, 2020. Registration fees will double from 4:31 pm MDT on Friday, May 1, 2020 until 4:30 pm MDT on Friday, May 8, 2020.

National Classic entry deadline will be 4:30 pm MDT on Friday, May 15, 2020. Final entry deadline will be 4:30 pm MDT on Friday, May 22, 2020. Registration fees will double from 4:31 pm MDT on Friday, May 15, 2020 until 4:30 pm MDT on Friday, May 22, 2020.

Showmanship Contest

At the National Classic, exhibitors will be given an official Showmanship T-shirt provided by Sullivan Supply.

Cattlemen's Quiz and Calvin Drake Genetic Evaluation Quiz

These are two separate quizzes. Each given an hour to take. The quizzes will each consist of 30 multiple choice, matching and true/false questions. Ties will be broken according to scores on five additional, clearly marked tie-breaker questions. IF a tie still remains, it will be broken by order of finish.

Exhibitors Will Compete in Four Out of Five Educational Contests

Exhibitors will enter a minimum of four out of the five educational contests when they submit entries for Regional and/or National Classics. Overall competition points will be determined by points won in five of seven events: Cattlemen's Quiz, Genetic Evaluation Quiz, Public Speaking, Livestock Judging, Sales Talk, Cattle Show and Showmanship.

Be On Time For Contests and Cattle Classes

If an exhibitor misses their scheduled time during an on-going contest; they may be added to the end of that scheduled contest and may count toward the exhibitor's educational requirements for the cattle show. A review by the AJSA Board of Trustees will determine the contest placing eligibility. In the cattle show, no further entries will be allowed to enter the ring once the first entry of a class has begun to circle. If an animal gets loose three times in the ring throughout the course of the show, they will be dismissed from that show and ineligible to receive awards. In showmanship, once the first animal has begun to circle, no further entries will be allowed to enter the ring; the exhibitor will not be allowed in another heat and will be disqualified from the contest.

Animal Registration and ET Calf Requirements

Every animal must be ASA registered prior to submitting entries to any Regional or National Classic. Registration ownership date must be on or before the day the exhibitor registers for the Regional or National Classic. If DNA requirements for an ET calf have not been completed prior to entering for any Regional or National Classic, the ET calf must be placed on file in the database, assigned a number in parentheses (pseudo-number), and DNA received and recorded at the lab (Neogen). Any DNA issues must be resolved and the ET calf registered with the certificate in-hand prior to check-in.

Bred and Owned Bull Show

1. All general rules and PTP Show Guidelines apply to the bull show.
2. There will only be a Bred and Owned Bull Show.
3. Bred and Owned bulls calved after September 1, 2018, and before March 15, 2020, are eligible. There will not be a class for two-year-old bulls.
4. Bred and Owned bulls must have been bred by the junior member/exhibitor, but may be owned jointly with an adult/farm, provided that the junior/exhibitor is the sole breeder, original owner of record, and is officially recorded as a current owner of that bull.
5. All bulls twelve (12) months of age and older must be shown with a nose lead or ring.
6. Bulls will not be allowed to show in showmanship.

Regional vs National Cattle Show Points

Top 10 exhibitors at the Regional Classic cattle show receive points. Simbrah, Fullblood, cow/calf and steer entries must equal 15% of the largest heifer division or the available points for those divisions will be reduced by 50%. If a division receives half points, only the top five animals will be placed in the ring.

Top 20 exhibitors at the National Classic cattle show receive points. All Bred and Owned shows, Simbrah, Fullblood, cow/calf, and steer divisions must equal 15% of the largest heifer division or the available points for those divisions will be reduced by 50%. If a division receives half points, only the top ten animals will be placed in the ring.

Novice Competitor Age

Novice competitors must be five years old on or prior to January 1, 2020, and have not reached eight years old on or prior to January 1, 2020. Must be a member of the AJSA.

Eligibility

1. All participants in the 2020 Regionals and National Classic must hold an individual junior membership with the American Simmental Association and have paid their annual service fee for the fiscal year.
2. Contestants must be eight-years-old on or prior to January 1, 2020, and have not reached 22-years-old on or prior to January 1, 2020.

NEW Junior Public Speaking Rules for Regional and National Classics

In the JUNIOR division, contestants at Regional and National Classics will give a prepared speech. You will be able to use two 3x5 notecards handwritten when giving your speech. All Regional and National Classic topics will be available as of March 1 at www.juniorsimmental.org. You will have two topics to choose from for Regionals and three topics for the National Classic. Speeches will be three to seven minutes in length. Time elapsed will be posted during the speech so that contestants are aware of timing. Speakers who finish before three minutes have elapsed or who run past seven minutes will be penalized one point for each second over or under.

Following the speech, time will be allowed for questions from the judges. Contestants will be judged on: subject knowledge (20%), organization (10%), presentation (40%), response to questions (20%) and general effectiveness (10%). Ties will be broken first on the individual's score of overall effectiveness, then presentation, subject knowledge, response to questions, and finally organization. If a tie still remains, the winner will be selected through "flipping a coin" for the award.

XIX Interview Competition New Rules

The Interview Competition gives participants the opportunity to prepare an effective resume and cover letter and enhance their interview skills in a mock in person interview.

- Contestants must be at least 17-years-old on January 1, 2020.
- AJSA will provide three job descriptions for the applicants from which they may select. Applicants may also submit a job/internship posting of their choice. All applicants will select one job/internship and center their resume and cover letter around said job. Resumes and cover letters (and position description if applicant chooses their own) will be due June 30, 2020 via email to ajsa@simmgene.com
- Interview times will be assigned and conducted during the National Classic.
- Judging will be based on interview (50%), resume (25%), and cover letter (25%).
- Only the judges, contestant, and ASA staff members will be allowed in during the interview.
- Score sheets and judges' comments will be required and returned to contestants in their packet following the awards ceremony at the National Classic.
- This competition will not count for any points in the overall competition.
- Top-placing individuals will be awarded at the National Classic.

Visit juniorsimmental.org for the full list of 2020 Regional and National Classic Rules.



www.fleckvieh.com

Mitchell Lake Ranch

Jim Ethridge and Donna Adams
9834 James Cemetery Road
Franklin, TX 77856-5838
979-828-5316 • 979-255-2882 cell
jim.ethridge@hughes.net
www.mitchellakeranch.com

Fullblood and Purebred Simmentals • Quality by Design

ELK COUNTY SIMMENTALS
FullBlood Fleckvieh Simmentals
the breed that will improve your herd
Butch & Denise Casillo
1316 Water St. Ext.
Johnsburg, PA 15845
814-965-5079 814-335-2434

BRINK FLECKVIEH
23098 Gunder Rd • Elkader, IA 52043
Jerry: 563-245-2048 • Preston: 563-880-2075
jbrink@alpinecom.net
Visit our website: www.brinkgenetics.com

S/M Fleckvieh Cattle

Jeff Sorenson
Garretson, SD
605-359-8728 cell
sorenson@augie.edu

LITTLE CREEK CATTLE
2638 Turkey Creek Road
Starkville, Mississippi
Dr. Jason & Nikki Gress
Jason 301.331.1773
Nikki 304.676.7382
info@littlecreekcattle.com
www.LittleCreekCattle.com
FULLBLOOD FLECKVIEH AND FLECK INFLUENCED CATTLE

JENSEN SIMMENTALS
Steven A. Jensen • 913-636-2540
24580 W. 319th Street
Paola, KS 66071
jensensimmentals@gmail.com
ART-JEN SIMMENTAL FARM
Arthur F. Jensen • 913-592-3047
18435 S. 169 Hwy • Olathe, KS 66062

In our 5th decade breeding
Simmental cattle.

www.jensensimmentals.com

SIMMENTALS OF S.O.T. TEXAS
Scott Riddle - Fred Schuetze
Fleckvieh & Fleckvieh-Based Simmentals
2649 Pear Orchard Road
Granbury, Texas 76048
Phone: 817-894-0563
Email: sosimmentals@yahoo.com
Website: simmentalsoftexas.com

Triple Z Simmental
7920 Pratt Lake Rd.
Alto, MI 49302
Tom & Linda Zook
Cell: 616-437-3427
Office: 616-868-6195
tomzook@zookfarmequipment.com
Full-Fleckvieh, Fullblood
Horned and Polled

General Information

Eastern Regional Classic, June 19-22

W. Clyde Hyder/Tommy Burks Ag Pavillion, Cookeville, TN

Hotel info:

Host Hotel: Country Inn and Suites

(50 rooms blocked – held until May 22)

115 S Jefferson Ave
Cookeville, TN 38506
931-525-6668

Rate: \$94 plus tax

Holiday Inn Express

(10 rooms blocked – held until May 19)

1228 Bunker Hill Road
Cookeville, TN 38506
931-881-2000

Rate: \$119 plus tax

Hampton Inn

(10 rooms blocked – held until May 19)

1025 Interstate Drive
Cookeville, TN 38506
931-651-1500

Rate: \$124

LaQuinta Inn & Suites

(no rooms blocked)

1131 S Jefferson Ave
Cookeville, TN 38506
931-520-3800

Rate: \$94 plus tax

*To request a block or special rate ask for
AJSA Eastern Regional.*



National Classic, July 21- 28

Fonner Park, Grand Island, NE

Hotel info:

Hotel headquarters for the 2020 AJSA National Classic will be:

Boarders Inn & Suites

3333 Ramada Road
Grand Island, NE 68801
308-384-5150

Group Rate: \$99.00 Plus tax

*To request a block or special rate ask
for the Simmental block.*

2nd Hotel – you can book online with this hotel

Ramada Midtown

(block held until June 7)

2503 South Locust St.
Grand Island, NE 68801

308-385-4587
Rate: \$101.95 + tax

*To request a block or special
rate ask for 2020 Junior
Simmental block*

3rd Hotel:

Holiday Inn Express & Suites

(block held until May 15)

3404 W Faidley Ave
Grand Island, NE 68803
308-675-1118

Group Rate: \$149.95 plus tax for two Queen Beds

To request a block or special rate ask for Simmental Classic

For camping call: 308-382-4515. Ask for Kathy.



South Central Regional Classic, June 14-17

Ozark Empire Fairgrounds, Springfield, MO

Hotel info:

Oasis Hotel & Convention Center

(block held until May 26)

2546 N. Glenstone Ave
Springfield, MO 65803

417-866-5253

Rate: \$99 plus tax

*To request a block or special rate ask for Simmental South
Central Regional*



Western Regional Classic, June 18-20

Bonner County Fairgrounds, Sand Point, ID

Hotel info:

Best Western Plus – Ponderay Mountain Lodge

477326 Hwy 95

Ponderay, ID 83852

208-255-4500

\$150/night 2 Queen or King

Under Western Regional Block name.

Block ends June 3

Hotel Ruby's

477255 Hwy 95 N

Ponderay, ID 83852

208-263-5383

\$104/night 2 Queens

Under Western Regional Block name.

Block ends June 3



Deadlines

- April 15 Hotel scholarship application deadline
- May 1 Regional Classic entry deadline, 4:30 pm MT
- May 1 Eileen DuJardin Memorial National Classic Travel Scholarship deadline.
- May 8 Regional Classic late entry deadline, 4:30 pm MT
- May 15 National Classic entry deadline, 4:30 pm MT
- May 22 National Classic late entry deadline, 4:30 pm MT
- June 1 Photography contest deadline
AJSA Trustee application deadline
Gold, Silver and Bronze Merit Award deadline
- June 30 Interview competition resumes and cover letters due



juniorsimmental.org



Simmental-Simbrah Foundation
BREEDERS CUP
GOLF TOURNAMENT



Wednesday, July 8, 2020
10:00 AM Shotgun Start
Indianhead Golf Club
Grand Island, Nebraska

ENTER ONLINE

\$75/golfer
\$300/team, includes
cart & lunch
Entries open
April 15 - July 1

EVENT CONTESTS

Four-person best shot
Closest to the pin, longest
drive & longest putt

QUESTIONS?

Contact for additional
tournament information
Carrie Horman, 319.551.7626
carrie.horman@gmail.com
Nate Horman, 515.291.7478

Held in conjunction with the 2020 AJSA National Classic. All proceeds are earmarked to support youth through Merit Scholarships and The Summit Leadership Conference.

REGISTER ONLINE BY JULY 1ST AT
www.juniorsimmental.org

2020 AJSA CLASSIC SCHEDULE

- CELEBRATING THE 40TH ANNIVERSARY OF THE AJSA NATIONAL CLASSIC -

**Schedule subject to change

SUN 5

7:00AM
2:00 - 7:00PM
4:00 - 8:00PM

Barns Open for Move In
Contestant Check-In
Cattle Check-In

FRI 10

8:00AM



AJSA National Classic Cattle Show
(B & O Simbrah Bulls, Cow/Calf Pairs and Females)
(B & O Purebred Bulls, Cow/Calf Pairs and Females)
(Owned Simbrah Cow/Calf Pairs and Females)
(Owned Purebred Cow/Calf Pairs and Females)

MON 6

9:00AM
11:00AM
11:30AM - 1:00PM
1:00PM
2:15PM
4:00PM
5:30PM

AJSA Trustee Interviews
First Timer Meet & Greet
Mentor Program
Lunch
Cattlemen's Quiz
Calvin Drake Genetic Evaluation Quiz
Sullivan's Stock Show U Clinic
Opening Ceremonies, Tailgate Festivities

SAT 11

8:00AM



Sullivan Supply/Stock Show U Showmanship Contest
(Juniors - Ring A, Intermediates - Ring B, Seniors - First Ring Available)

5:00PM
6:00PM

Buffet Begins
AJSA National Classic Awards Banquet

SUN 12

5:00PM

All cattle and tack must be removed

TUE 7

8:00AM
11:30AM - 1:00PM
1:00PM
2:00PM
6:00PM

Judging Contest
Lunch
Junior Public Speaking Contest
Intermediate and Senior Public Speaking Contest
Followed by Interview Contest- New This Year
Water Park Evening

Hotels:

Boards Inn & Suites
308-384-5150 (\$99/night)
Block: Simmental- book by June 19th

Ramada Midtown
308-385-4587 (\$101.95/night)
Block: 2020 Junior Simmental, book by June 7

Holiday Inn Express & Suites
308-675-1118 (\$149.95/night)
Block: Simmental Classic, book by May 15

WED 8

8:00AM
10:00AM

Sullivan Supply and Stock Show U Team Fitting
Trade Show Opens
Sales Talk
5th Annual American Simmental/Simbrah Foundation Golf Tournament (location to be announced)

National Classic Coordinator

Diane Duren
402-367-2272
dianeduren60@gmail.com



11:30AM - 1:00PM
4:00PM

Weaver's Leather Livestock Educational Clinic
AJSA Regional Meetings & Trustee Elections
ASA Foundation Evening

5:00PM
6:00PM

THU 9

8:00AM

AJSA National Classic Cattle Show
(B & O Steers, B & O Percentage Bulls, Percentage B & O Cow/Calf Pairs & Females)
(Owned Steers, Owned Percentage Cow/Calf Pairs & Females)
(B & O Fullblood Bulls, Cow/Calf Pairs and Females)
(Owned Fullblood Cow/Calf Pairs and Females)



NEBRASKA STATE FAIRGROUNDS

JULY

5-11, 2020

HOSTED BY NEBRASKA SIMMENTAL ASSOCIATION



ATTENTION

JUNIORS



Memberships are due by May 1

to complete entries for 2020 Regionals and National Classic.

Any memberships received after May 1 will be subject to an additional \$50 priority fee.*

**memberships received after 12 p.m. the same day as the entry deadline are not guaranteed prior to the deadline.*



Get a head start! Go to juniorsimmental.org to find the AJSA Membership Application form.





CONNECTION

Developing leaders through friendship, networking, and communication skills!

By Kennedy Early, Leeton, MO, South Central Region Trustee



The AJSA has provided me so much — including my friendship with Sammi Long

A question that I get asked quite often is “What has the AJSA provided you with?” Honestly, the list of what the AJSA hasn’t provided me with would be shorter. The AJSA has presented me with many opportunities and has bettered me through and

through as a person. One of the greatest things the AJSA provided me with was a lifelong best friend.

Growing up through “Big Dogs” there was always a girl by the name of Sammi Long that had just the most infectious personality. Fast forward to the Regional Classic in Austin, Minnesota, the friendship began to blossom. Over the next four years our friendship flourished into being inseparable. Most people you would talk to would say “where there was one of you the other wasn’t very far behind”. National Classic, Regional Classic, American Royal, National Western, Fort Worth, and many other events were times that we knew we could come together and be around the breed we both dearly

love. I never thought there would be a day that I would have to attend these events without her.

On December 23, my best friend went to live the rest of her life with our Lord in heaven. The impact that Sammi had on my life and the many others she surrounded herself with was huge. Sammi invested herself completely in the AJSA, from exhibiting the Grand Champion Purebred Bred and Owned heifer this past year at the National Classic to winning multiple contests throughout her junior years.

In remembrance of Sammi, the Long family has decided to set up a memorial fund through the American Simmental-Simbrah Foundation. Funds from this memorial will be used in the future to support the AJSA National Classic. As you prepare for National and Regional Classics, remember all the great opportunities you have already taken part of through this organization. But most of all, remember the wonderful friendships that the AJSA has provided you with because one day those friendships will mean more than the banners and trophies.

For information on how you can donate to the Sammi Long Memorial contact Darla Aegerter at daegerter@simmgene.com .

2020 Classic Schedule		
Event	Dates	Location
Eastern Regional	June 9-13, 2020	Cookeville, TN
South Central Regional	June 14-17, 2020	Springfield, MO
Western Regional	June 18-20, 2020	Sandpoint, ID
National Classic	July 5-11, 2020	Grand Island, NE

2019-2020 American Junior Simmental Association Board of Trustees

President

Clay Sundberg, Arlington, IL
815-878-6758
sundberg.clay@gmail.com

Vice-Presidents

Membership Communications
Kara Cloud, Carthage, MO
417-793-1414
kara.cloud0820@gmail.com

Finance
Cody Smith, Lindsay, OK
405-756-6905
codys7022@gmail.com

Marketing
Rachel Dickson,
Saint Louisville, OH
740-915-1160
dicksonfarms21@gmail.com

Leadership
Teegan Mackey, Brenham, TX
512-718-3165
tteeegan@gmail.com

Trustees

North Central Region

Hunter Aggen, Harmony, MN
507-923-0815
hma2017@hotmail.com

Grace Greiman, Goodell, IA
641-512-1662
grace.greiman@gmail.com

Martha Moenning, Hayfield, MN
504-923-1114
marthamoenning@gmail.com

South Central Region

Kennedy Early, Leeton, MO
660-525-2583
earlykennedy@gmail.com

Eastern Region

Olivia Branum, Poplarville, MS
601-466-3733
oliviabranum25@gmail.com

Luke Harker, Hope, IN
812-371-7976
lukeharker2252@gmail.com

Cara Smith, Pleasant Garden, NC
336-601-2681
carasmith142@gmail.com

Western Region

Bentley McCullough, Geraldine, MT
406-788-1669
bentley3383@yahoo.com

Sydney Schwenk, Sandy, OR
503-847-6828
sydney.schwenk55@gmail.com

Keanna Smith, Ignacio, CO
970-769-0357
keannasmith2@gmail.com

www.juniorsimmental.org

Sale Chairman, Fred Swain wants to personally thank all of the advisors, purchasers and donors for their support of our youth.

A special thank you also to our Auctioneer for the last several years, Mr. Tommy Carper!!!

The 10th Annual Fun Auction to benefit future ASJA Eastern Junior Regional Classics was held in conjunction with the 2019 NAILE event.

According to organizers about \$13,700 was raised in the Auction effort and plans call for the total proceeds to be allocated to future AJSA Eastern Regional Classics and the Eastern Regional Scholarship Fund. Lunch was furnished by Kenco C.C. Ken Butner.



A total of about \$150,000 has been raised in the 10 years of this event to fund our Eastern Regional Classics and scholarship fund.

Donors:

Rockin P Cattle Co.
Buck Creek Ranch
Multigen Reproductive Solutions
Dr. Stan Carnes
Gibbs Farms & Gordon Hodges
Cattle Visions
Copacetic Group
Purdue University/Brian DeFreese
Select Sires
Wesner Livestock
Scott Ison
SNESA
Ron & Rhonda Dziembowski
Hicks Cattle Company
Randy Moody
Stock Vets LLC and Jordan Eggersman
ASA Eastern Trustees
(Randy Moody, Brian Defreese,
Gordon Hodges, Jim Ligon, Cliff Orley)
Bill Kaiser Simmentals
Three Trees Farm – Brian & Heather Swain & Family
ClearWater Simmentals – Leah and Jeff Meinders
Sullivan Supply Inc.
B&K Farms
Wayward Hill Farm
CJ Brown Studios
Lock Jaw Fencing

Wade Simon and Nick Hiner
Charmont Farms
Houser's One Stop Shop
Madluke Cattle Company
Mississippi Simmental/Simbrah Association
Kentucky Simmental Association
Kentucky Junior Simmental Association
Ohio Simmental
Long Ridge Farm
Michelle and Rob Canning
Sunset Oaks Simmental
Dr. John and Barbara Harker
Sweet Shoppe Fudge
Lubrisyn Products
Misty Meadows Farms
Rondal Dawson
HTP Simmentals – Drew and Holli Hatmaker

Purchasers

KenCo Cattle Company – Ken Butner
Scott Ison
Hoffman Farms
Jonathan Massey
Anthony Lankford
Maddie Herr
Holly Spring Simmentals
Swain Select Simmental
Wise Show Cattle
Sam Allen

Fenton Farms
Brian Swain – Three Tree Farm
Barry Ostrom
Cripple Creek
Keith Phillips, Rockin P Livestock
Randy Moody
Madluke Cattle Co. – Jim Herr
Ron & Rhonda Dziembowski
HTP Simmentals – Drew and Holli Hatmaker
Ferme Gagnon
Brian & Jennifer Cowdrey
Gordon Hodges
James Housley
ClearWater Simmental
Rondal Dawson
Laura Jackson
Barry Wesner
Marcia and Katie Linhart
Cliff Orley
Jim Ligon
Randy Moody
Scott Ison
Darla Aegerter
Jane Misch
Tom Gilbert
Anna Demko
CW and Whitney Lee
Peaceful Valley Farm

Individuals or groups interested in participating as donors, purchasers or hosts for the ASJA Eastern Regional Classics may obtain additional information by contacting Dr. Fred Swain 502 599-4560 or at frederickswain@bellsouth.net. You may also contact Holli Hatmaker at 859-707-5248 or hollihatmaker@aol.com.

These funds are available by request for the ASJA Eastern Region Classic host states and hopefully will encourage the Eastern region to see themselves as a group working for the Eastern Juniors.

Holli and Drew Hatmaker have been very supportive of this event in the past and have accepted the leadership for this position. They will develop and expand it to new heights for our youth.

Phyllis and I have gained so much from this event and all of you, but it is time for new energy. We are not going away but just stepping aside. Thank you for all of your support over the years.

Tennessee is inviting us to put this all to work at the Eastern Regional Classic in Cookeville, June 10-13, 2020!!

Let's all be there!!

Thanks again!!

IGS STAND TOGETHER



One of the largest annual beef industry gatherings, the **Cattle Industry Convention and NCBA Trade Show**, highlighted many informational and educational programs during the 2020 three-day session, February 4-7, including a strong Simmental and IGS presence.

The convention delivered an impressive speaker lineup with names like USDA Secretary Sonny Perdue; and Astronaut and retired US Navy Captain Scott Kelly who discussed his record-breaking year in space aboard the International Space Station.

Educational opportunities included the structured Cattlemen's College, which presented cutting-edge curriculum to ranchers to help improve returns for cattle operations. Over 1,000 people attended a day filled with live IVF demonstrations, a lecture on estate and succession planning, a talk on keeping beef on consumer's plates, and a session on practical nutrition management, including busting nutritional myths.

Convention-goers also visited the seven-acre trade show floor that contained an educational learning lounge, policy roundtables, and live cattle handling demonstrations.

On the trade show floor, ASA staff and IGS partners interacted directly with crowds of cattle producers curious about the IGS Feeder Profit Calculator™, IGS's new feet and leg structure guidelines, Pulmonary

Arterial Pressure (PAP) EPD, and general information about indexes and the IGS Multi-breed Genetic Evaluation.

Large crowds listened as Lane Giess, ASA's Director of Commercial Operations and Nontraditional Data Programs, gave updates surrounding the feet and leg trait complex and Dr. Milt Thomas discussed advancements in PAP research and predictions.

Dr. Wade Shafer, ASA's Executive Vice President, addressed a crowd about using indexes in herd selection decisions. Chip Kemp, ASA and IGS Director of Commercial and Industry Operations, and IMI Global's Vice President of Sales and Customer Development, Doug Stanton, gave a lively discussion on the IGS Feeder Profit Calculator. Following the educational sessions, Kemp and Giess guest-starred on the Working Ranch Radio Show podcast, hosted by Jeff "Tigger" Erhardt.

Strong Simmental and IGS Presence at NCBA



Kemp and Giess guest-starred on the Working Ranch Radio Show podcast, hosted by Jeff "Tigger" Erhardt.



Dr. Wade Shafer addressed the importance of indexes in selection decisions. ♦



RECORD KEEPING MADE EASY

for Simmental Breeders

**ORGANIZE ALL YOUR CATTLE AND RANCH
RECORDS TOGETHER IN ONE PLACE**



Instantly update your records from anywhere

TRY IT FREE FOR 21 DAYS



NO NEED FOR DOUBLE ENTRIES

CattleMax works with your American Simmental Association data

- Import your ASA herd inventory
- Import updated performance data
- Electronically register cattle



Trusted by Simmental Breeders since 1999
www.CattleMax.com 1-800-641-2343



www.washingtonsimmental.org

Trinity Farms Angus SimAngus™ Simmental

Generations of Excellence Sale...first Saturday in March

Mike & Paulette Forman 509-968-4800 Robb & Debbie Forman 509-201-0775

2451 Number 81 Rd. Ellensburg, WA 98926
www.trinityfarms.info • Email: trinity@fairpoint.net



redriver FARM Red River Farms

13750 West 10th Avenue Blythe, CA 92225

Office: 760-922-2617
Bob Mullion: 760-861-8366
Michael Mullion: 760-464-3906

Simmental – SimAngus™ – Angus



www.illinoissimmental.com

Owner: Jim Berry
Cattle Manager: Ben Lehman

WILD BERRY FARMS Commercially Targeted Seedstock
Simmental Cattle

6502 Rt. 84 South Hanover, IL 61041
815-297-5562
www.wildberryfarms.net



www.northdakotasimmental.com

KENNER SIMMENTALS Roger, Jeanette, & Erika Kenner

5606 57th St. NE Leeds, ND 58346

Phone 701-466-2800
Erika 406-581-1188
erika.kenner@gmail.com

www.kennersimmental.com Fax 701-466-2769

RINCKER SIMMENTALS

997 N 2050 East Road • Shelbyville, IL 62565

Curt and Pam Rincker Cell: 217-871-5741
Brent Rincker 217-246-3550
Cari Rincker 217-531-2179
crincker@lakelandcollege.edu rincker@gmail.com rinckercattle@gmail.com

Visitors always welcome! Sale info at: www.rincker.com

Terry Ellingson & Family Phone: 701-384-6225 Cell: 701-741-3045

Ellingson Simmentals

5065 125th Ave. NE • Dahlen, ND 58224
tellings@polarcomm.com • www.ellingsonsimmentals.com

Annual Production Sale, January 22, 2021

KELLER BROKEN HEART RANCH Dwight & Susan Keller Family Luke, Jake & Tess Keller

1573 55th St., Mandan, ND 58554
701-445-7350 (home)
701-471-5215 (Dwight cell)
701-471-1142 (Luke cell)
701-471-5065 (Jake cell)
kbhr@westriv.com
www.kbhersimmental.com

Annual Production Sale March 4, 2021
"Simmental Beef on the Cutting Edge!"

DAKOTA EXPRESS Wade & Merri Staigle

Center, ND 701-794-3351

Kevin & Liz Hansen
Ryder, ND 701-758-2571

Annual bull & female sale February 19, 2021
www.dakotapress.com

JOSH & TRISTA RUST

759 7th Ave NW
Mercer, ND 58559
p: 701.447.2479
f: 701.447.2478
c: 701.391.9769

RUST MOUNTAIN VIEW RANCH
Simmental • Red Angus • Mercer North Dakota

rustmountainviewranch@hotmail.com
www.rustmountainviewranch.com

KAELEBERER SIMMENTALS

Claye and Michelle Kaelberer and Family

4215 County Road 85 • New Salem, ND 58563
701-220-3124 (cell) • 701-843-8342 (home)

Edge of the West Bull and Female Production Sale each February

Wilkinson Farms Simmentals

Terry and Cathy Schlenker Family

7649 49th Street SE
Montpelier, ND 58742
701-489-3583 (home)
701-320-2171 (cell)

www.wilkinsonfarmssimmentals.com

QBVJT VJT Ranch

Power by Design 701-710-0843
Quandt Brothers Oakes, ND
701-710-0080 Sale Feb. 16, 2021

Bichler Simmentals

Doug & Maria Bichler

130 83rd St SE
Linton, ND 58552
701-254-4306
doug.bichler@hotmail.com
bichlersimmentals.com

BATA BROS.

"BBS" THE MARK OF QUALITY

SIMMENTAL CATTLE
Adams, North Dakota 58210
Joe: 701-944-2732 • Mark: 701-331-3055
jpbata@polarcomm.com

Annual Production Sale • February 12, 2021

Prove It.

You know your calves are worth it.

Give buyers facts so they know it too.

Feeder Profit CALCULATOR™
beef@internationalgeneticsolutions.com



Minnesota

www.mnsimmental.com

Dr. Lynn Aggen
Office: 507-886-6321
Mobile: 507-421-3813
Home: 507-886-4016

Performance with Quality

Oak Meadow Farms
Simmentals

Matt Aggen
Mobile: 701-866-3544
Home: 507-772-4522
Email: mattaggen@hotmail.com

Harmony, MN 55939
www.oakmfarm.com



Iowa

www.breedingcattlepage.com/Simmental/iasimmassoc/

SPRINGER SIMMENTAL
Jeff & Lynda Springer
Michelle & Todd Christianson
Steve & Bri Springer
 3119 310th St - Cresco, IA 52136
 641-330-6654
 sprinsim@iowatelecom.net
 WWW.SPRINGERSIMMENTAL.COM



Alabama

www.alabamasimmental.com

Timberland Cattle

Registered Simmental, SimAngus™ and Angus

Spring Female Sale, 1st Saturday in May
Fall Bull Sale, 3rd Saturday in November

205-695-6314 or 205-712-0359

www.timberlandcattle.com • timberlandcattle@centurytel.net
Bill Freeman, Owner • Thomas Pennington, Mgr.



North Carolina

www.ncsimmental.com

REGISTERED SIMMENTAL
F-1 REPLACEMENTS
REGISTERED BRAHMAN

MYRA NEAL MORRISON

8800 Row-Cab Line Rd. • Rockwell, NC 28138
704-279-3128 • 704-202-6171 Cell
E-mail: myram@morrisonfarm.com
www.morrisonfarm.com



Oklahoma

www.oklahomasimmental.com

Updyke Simmentals

Performance bred, registered Simmental cattle.

Gary and Cindy Updyke

Chcotah, OK • 918-473-6831 (H) • 918-843-3193 (C)
garyupdyke38@gmail.com
www.facebook.com/UpdykeSimmentals



Colorado

www.coloradosimmental.com

BRIDLE BIT SIMMENTALS
ERROLL COOK & SONS
 PO Box 507, Walsh, CO 81090
 Chad Cook 719-529-0564
 bridlebitsimm@gmail.com
 www.bridlebitsimmentals.com
 Annual Bull Sale third Monday in March.

T-HEART RANCH
 True High Altitude Cattle
 Shane & Beth Temple
 719-850-3082
 www.t-heartranch.com
 HIGH ALTITUDE BULL SALE • MARCH 2021 • LA GARITA, CO

Altenburg Super Baldy Ranch, LLC
 Willie & Sharon Altenburg
 570 East Co Rd 64 • Fort Collins, CO 80524
 970-568-7792 (H) • 970-481-2570 (C)
 willie@rmi.net • altenburgsuperbaldy.com



Clint Berry

"The FPC is a simple and easy tool that commercial cattlemen can utilize to differentiate their cattle in the marketplace. Works in breeding programs using various breeds and has no cost to the producer."



Feeder Profit CALCULATOR™

beef@internationalgeneticsolutions.com

WHITE FARMS
 SIMMENTAL
Jeff & Dawn Ann White
 922 South Grand
 Cherokee, OK 73728
 HOME: 580.596.3245
 MOBILE: 580.829.1337 • 405.612.4814
 whiteda@aol.com
 www.whitefarmsllc.com

Willis Simmentals



5759 Enville Road
Marietta OK 73448
willissimmentals@arbuckleonline.com

Quality Simmental Breeding Cattle

10 miles east on Hwy. 32,
1/4 mile north on Enville Road.

Bobby 580-276-2781 (ph. & fax)

Jon 580-795-4601

Fort Worth Stock Show

Junior Show

Date: January 26, 2020
Location: Fort Worth, TX
Judge: Matt Leo, Snelling, CA

Simmental Females

Calf Champion
"Brooks Miss Bonafide 49G,"
exh. by Lauren Thomas, Gatesville, TX.

Reserve Calf Champion
MLCC/WLE Queen G13,"
exh. by Cash Dale, Point, TX.



Grand Champion and Junior Champion
"SWC Ruby Wicked Fran,"
exh. by Bodie Shipman, Grandview, TX.



Reserve Grand Champion and Reserve Junior Champion
"FBFS Francesca 305F,"
exh. by Kaylee McInvale, Lockney, TX.

Senior Champion
"MPJ Dakota 823F," exh. by Aubree Heinrich, Abernathy, TX.

Reserve Senior Champion
"Rubys Cinda 8127F," exh. by Madison Culpepper, Gonzales, TX.

Simbrah Females

Calf Champion
"Hagan Shelly May 21G,"
exh. by Camryn Skaggs, Bryan, TX.

Reserve Calf Champion
"LMC BBS Jennie Love 5G/20,"
exh. by Carlos Guerra III, Linn, TX.



Grand Champion and Junior Champion
"Hagan Split Up 6F,"
exh. by Miranda Skaggs, Bryan, TX.

Reserve Junior Champion
"5W Mindy," exh. by Taylor Groce, Snook, TX.



Reserve Grand Champion and Senior Champion
"Smith Believe N Me 60F,"
exh. by Gavin Hinckley, Lockhart, TX.

Reserve Senior Champion
"LMC BBS FAO Riley 5F/17,"
exh. by Cooper Mau, Columbus, TX.



Showmanship Winners
1st – Taylor Groce; 2nd – Carlos Guerra III;
3rd – Cooper Mau.

Open Show

Date: February 2, 2020
Judge: Shane Bedwell, Kansas City, MO

Editor's Note: PTP data for the Open Show is listed in the following order: Calving Ease EPD, Weaning Weight EPD, Yearling Weight EPD, Maternal Calving Ease EPD, Maternal Weaning Weight EPD, Stayability EPD, Yield Grade EPD, Marbling EPD, \$API and \$TI.
EPDs as of 1.29.20

Percentage Females



Grand Champion and Calf Champion
"RP/BCR Built To Love G303,"
s. by PVF Insight 0129,
exh. by Josie Phillips, Maysville, KY.
10.9/66/102/4.9/53/10.4/- .20/.21/113/69



Reserve Grand Champion and Reserve Calf Champion
"RRF Rita 215G,"
s. by OBCC CMFM Deplorabull D148,
exh. by Morgan Jackson, Kaufman, TX.
13.5/66/101/7.1/58/12.3/- .29/.26/124/72

Intermediate Champion
"APL Foxy Attack 820F,"
s. by DMCC Counter Attack 8C,
exh. by Sarah Armitage, McCloud, OK.
12.7/60/84/7/49/13.3/- .27/.23/118/65

Reserve Intermediate Champion
 “Helm Farms 2 Broke Girls 23F,”
 s. by Mr. HOC Broker,
 exh. by Tylee Elmore, Waukomis, OK.
 7.7/71/105/4.1/51/9.2/- .18/.04/94/63



Junior Champion
 “K&A Eve 075F,”
 s. by FBFS 011D,
 exh. by Avery McInvale, Lockney, TX.
 10.4/59/85/4/47/8.2/- .38/ .02/92/58



Reserve Junior Champion
 “Wood Emulation 8032F,”
 s. by DMCC/Wood Fully Loaded 39D,
 exh. by Addison Blue, Weatherford, TX.
 14.7/61/97/8.2/55/13.3/- .23/.36/133/72



Senior Champion
 “Heims Lightning Strike,”
 s. by WAGR Mr. Lightning 5901C,
 exh. by Hunter Norman, Seminole, OK.
 9/59/84/4.8/48/9.7/- .33/ .19/101/62

Percentage Bulls



Reserve Grand Champion and Calf Champion
 “HG Double Take G2,”
 s. by W/C Double Down 5014E, exh. by Heaven’s Gate Livestock, Carthage, MO.
 11.3/71/105/4.4/58/12.4/- .34/ .10/112/69

Reserve Calf Champion
 “Quantum’s Innocent 26G,”
 s. by HPF Quantum Leap Z952,
 exh. by H&H Simmentals, Reeds, MO.
 11.9/64/92/5.6/54/12.2/- .41/ .09/108/64



Intermediate Champion
 “Mr. BHB Cowboy 734F,”
 s. by HPF Quantum Leap Z952,
 exh. by Brooklyn Burden, El Reno, OK.
 12.1/68/97/6/55/14.9/- .33/ .19/120/68



Grand Champion and Reserve Junior Champion
 “B C R Perfect Vision,”
 s. by Mr. CCF 20-20, exh. by Hicks Cattle Company and Buck Creek Ranch, Covington, IN.
 8.3/73/109/3.6/53/12.7/- .45/ .21/115/71

Purebred Females



Calf Champion
 “B C R Time To Shine 012G,”
 s. by HPF Quantum Leap Z952,
 exh. by Josie Phillips and Circle M Farms, Maysville, KY.
 13.3/69/96/6.2/54/12.4/- .44/ .15/127/74



Reserve Calf Champion
 “B C R Time To Shine 085G,”
 s. by HPF Quantum Leap Z952,
 exh. by Morgan Jackson, Kaufman, TX.
 13.3/69/96/6.2/54/12.4/- .44/ .15/127/74

Intermediate Champion
 “WHF Andie 369F,”
 s. by CDI Innovator 325D,
 exh. by Grady Grass, Prairie City, IA.
 11.8/81/118/6.2/65/16.4/- .41/ .05/132/78

Reserve Intermediate Champion
 “WHF Gucci 366F,”
 s. by CCR Wide Range 9005A,
 exh. by Chesney Steenhoek, Maxwell, IA.
 11.4/74/112/5.9/55/15.7/- .46/- .16/117/69

(Continued on page 40)

(Continued from page 39)

Purebred Females (Continued)



Grand Champion and Junior Champion
 “SFI Im A Flirt F16,”
 s. by LLSF Pays To Believe ZU194,
 exh. by Bryce Leefers, Edgerton, MO.
 11.4/66/98/5.4/52/8.4/- .33/.17/115/71



Reserve Calf Champion
 “E4L Maceys Relentless Heart,”
 s. by W/C Relentless 32C,
 exh. by Hayden Erickson, Gilmer, TX.
 9.5/65/87/4.7/50/13.9/- .51/.19/122/70



Reserve Junior Champion
 “FITZ Gideon 802F,”
 s. by Profit,
 exh. by Buck Creek Ranch, Pawnee, OK.
 7.7/57/80/5/49/15.5/- .36/.20/121/65



Reserve Grand Champion and Reserve Junior Champion
 “Conley Sheza Star F912,”
 s. by TL Ledger,
 exh. by Madilyn Norvell, Tuttle, OK.
 9.8/67/98/4.3/53/15.4/- .39/.16/126/71



Intermediate Champion
 “McFerrans Bandit 8015F,”
 s. by WLE Uno Mas X549,
 exh. by Elmore Cattle Services
 and Hunter Norman, Waukomis, OK.
 12.2/66/89/4.8/50/11/- .46/.28/128/75



Grand Champion and Senior Champion
 “JT Volk Premonition 113E,”
 s. by BF Special Consensus,
 exh. by Elmore Cattle Services
 and Volk Livestock, Waukomis, OK.
 13.8/71/103/7.8/58/14.3/- .52/- .09/120/70

Bulls



Calf Champion
 “RRF Outlander 218G,”
 s. by SC Pay The Price C11,
 exh. by Red River Farms, Blythe, CA.
 8.4/65/95/3.3/50/12.8/- .48/- .06/104/62



Reserve Grand Champion and Junior Champion
 “KMJ Husker 814,”
 s. by Profit, exh. by P. Gross/Jorgensen
 Farms/Griswold Cattle, Stillwater, OK.
 6.3/65/89/2.7/51/13.8/- .43/.02/103/62

Simbrah Females



Grand Champion
 “TK/FCC Thyme,”
 s. by TK/FCC Hard Body,
 exh. by Fields Cattle, Mt. Pleasant, TX.
 6.3/59/86/3.8/51/10/- .48/- .17/79/53

(Continued on page 42)

The ASA Customer Service Team is here to help you.

When your business grows, our business grows.

Front-line Customer Service



Katelyn Gould



Tiffany Paulson



Cindy Newell



Sarah Unruh

ASA handles jobs of all sizes with care and timeliness.

Accounts Receivable

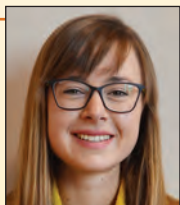


Carla Stephens

DNA Department



Rachel Endecott



Lilly Platts



Molly Diefenbach



Lauren Skoglund

We work hard to give everyone the special attention needed.

Total Herd Enrollment



Jannine Story



Emme Troendle

To help with your planning, here are the turnaround times you can generally expect:

- ▶ Voicemails returned within 1 business day
- ▶ Emails responded to within 2 business days
- ▶ Registrations completed within 7 business days
- ▶ Foundation registrations completed within 2-3 weeks

Data Processing Support



Marni Gaskill



Heidi Todd

Please include the following information in your communication with the ASA:

- ▶ Membership number
- ▶ Job or invoice number
- ▶ Registration number or tattoo of animal(s) in question



Amber Coila



Bailey Abell

For frequently asked questions and answers, check out simmental.org/newmembers.



406-587-4531



simmental@simmgene.com



(Continued from page 40)

Simbrah Females (Continued)



Reserve Grand Champion
 “Golden Genesis,”
 s. by LMC 6G Golden Boy D611,
 exh. by Madilyn Patterson, Fouke, AR.
 7.2/59/87/5.6/48/7.1/-47/-25/69/50

Simbrah Bulls



Grand Champion
 “SGC’s Sweet Dallas,”
 s. by KFLS Ackerly 3A51,
 exh. by Emmalyn Gutierrez, Bremond, TX.
 6.4/67/97/3.9/50/9.9/-42/-15/92/61



Reserve Grand Champion
 “Madilyn’s Prince Charming,”
 s. by PRR Provide 01C,
 exh. by Madilyn Patterson, Fouke, AR.
 6.4/60/84/5/48/13.6/-49/-21/93/56 ♦

2019-2020 PTP RING OF CHAMPIONS



Final Standings

Updated through 2020 Fort Worth Stock Show

Purebred Heifers

- 1st Place**
 WHF Andie 369F
 Exh. by Grady Grass & JS Simmental
- 2nd Place**
 B C R Time To Shine 012G
 Exh. by Josie Phillips & Circle M Farms
- 3rd Place**
 WHF Gucci 366F
 Exh. by Chesney Steenhoek & JS Simmental

Percentage Heifers

- 1st Place**
 RRF Rita 215G
 Exh. by Morgan Jackson & Red River Farms
- 2nd Place**
 RP/BCR Built To Love G303
 Exh. by Josie Phillips & Buck Creek Ranch
- 3rd Place**
 JSUL Glamour Profit 8408F
 Exh. by Makenzie Hickman & Clint Main

Purebred Bulls

- 1st Place**
 FITZ Gideon 802F
 Exh. by Buck Creek Ranch & Fitz Genetics
- 2nd Place - Tie**
 JT Volk Premonition 113E
 Exh. by Elmore Cattle & Volk Livestock
- 2nd Place - Tie**
 KMJ Husker 814
 Exh. by Gross, Jorgensen & Griswold

Percentage Bulls

- 1st Place**
 B C R Perfect Vision
 Exh. by Hicks Cattle Co & Buck Creek Ranch
- 2nd Place**
 Reckoning 711F
 Exh. by Elmore, Bertowitz & Forgry
- 3rd Place**
 HG Double Take G2
 Exh. by Heaven’s Gate Livestock

Exhibitors' Choice Female

- 1st Place**
 B C R Time To Shine 012G
 Exh. by Josie Phillips & Circle M Farms
- 2nd Place**
 GCC Rios of Mercedes 8243F
 Exh. by Sydney Baty
- 3rd Place**
 Multiple Entries Tied

Exhibitors' Choice Bull

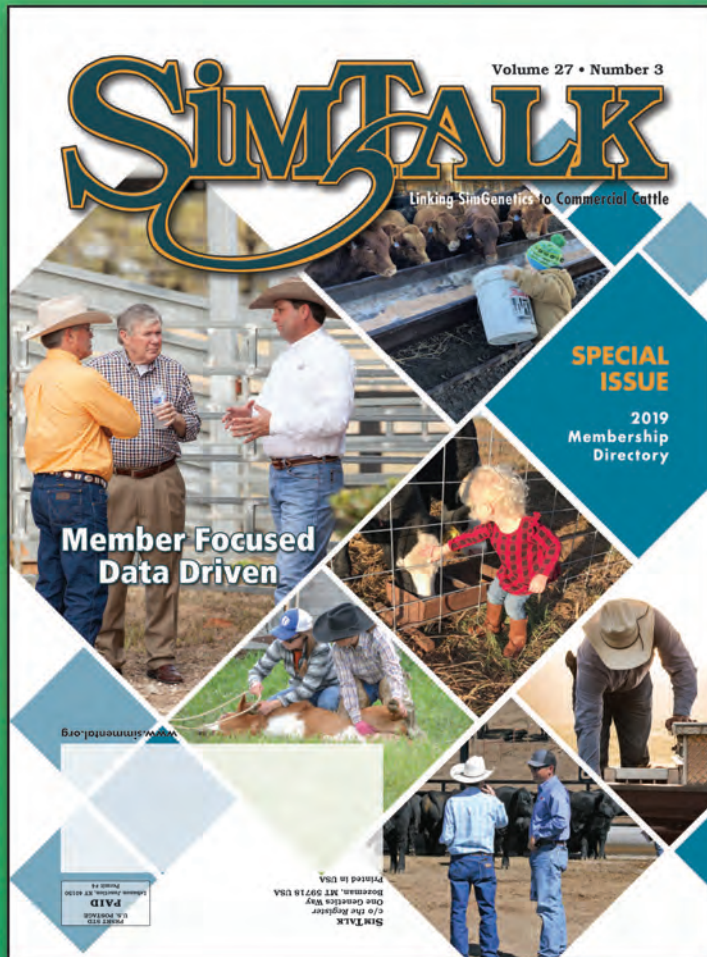
- 1st Place**
 B C R Perfect Vision
 Exh. by Hicks Cattle Co & Buck Creek Ranch
- 2nd Place**
 FITZ Gideon 802F
 Exh. by Buck Creek Ranch & Fitz Genetics
- 3rd Place**
 JT Volk Premonition 113E
 Exh. by Elmore Cattle & Volk Livestock



SimGenetics
 PROFIT THROUGH SCIENCE
 American Simmental Association

Points and votes accumulated at American Royal, NAILE, National Western Stock Show, and Fort Worth Stock Show
 Winners to be announced after the conclusion of the 2019-2020 show season

It's That Time of Year!



The Special Edition of the *SimTalk* Membership Directory is coming in June

Reserve your space now!

Sizes available:

Full page	\$1,100
Half Page	\$610
Third Page	\$425
Quarter Page	\$305
Eighth Page	\$200
Premium Listing	\$100 \$75 Early

*Price includes color

Turn your business card ad into a premium listing
Get in on our Early Bird Special Rate - \$75
After May 1, 2020 - \$100.

The Membership Directory is distributed at all trade shows and NCBA.

Call or email Nancy or Rebecca to reserve your ad space: 406.587.2778
nchesterfield@simmgene.com
rprice@simmgene.com



Down to the Genes

Everything the AJSA Needs to Know About DNA Testing

By Lilly Platts and Rachel Endecott Ph.D.

With the upcoming AJSA Regional and National Classics, and summer show season, it is very important to be up to date on DNA requirements for registration. The deadlines in this article are specifically for the AJSA Regional and National Classics, but the general registration requirements serve as a good guide for all who will register animals

for show season. Please pay close attention to the DNA timeline provided below. Remember registrations not completed by the member on Herdbook.org can take 3 - 5 days for ASA to process even after DNA results are uploaded. Registration applications can be mailed, faxed, or emailed to the ASA, but remember that registration process is independent

of the DNA testing. Time spent in transit can be shortened by using FedEx and members can opt to pay a priority handling fee for registrations, however this extra expense is not necessary. There is no way to expedite the time it takes for DNA test results once the sample is at the lab. **For more information about registrations, go to page 64.**

- All animals resulting from the purchase of an embryo MUST be parent verified. There are no exceptions to this rule.

WARNING: *If an animal is purchased with the guarantee of registration/transfer by the seller, make sure the seller is aware of this requirement.*

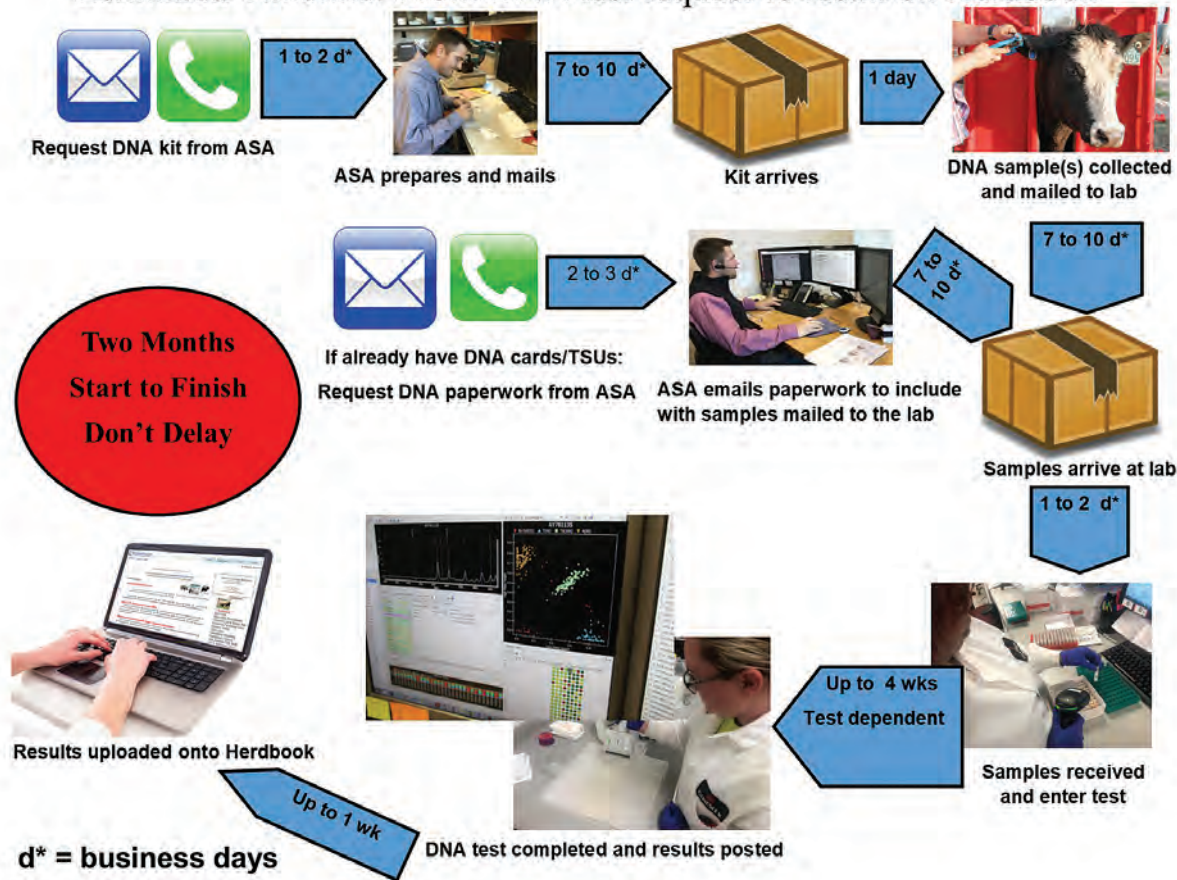
- ALL donor dams and AI sires are required to have an GGPHD profile complete before their progeny can be registered. Ideally, ensure this requirement has been met prior to breeding cows, purchasing semen, flushing embryos, or purchasing animals to show.

If the sire or dam is of another breed, please request the breed association forward all DNA information to ASA's DNA department.

- If DNA testing is required, put the animal on file before requesting the testing. This step helps track the animal through the DNA process by providing a unique ID that will remain the animal's registration number. Also, by putting an animal on file with pedigree, Herdbook will show all trait and defect risk information so the member may know earlier possible trait or genetic condition risks. To learn how to put an animal on file, visit simmental.org/newmembers and follow the link to instructions.

- Make sure animals won't be put on genetic hold. AI sires, pasture sires, and donor dams can cause progeny to be put on genetic hold. If an animal is at risk for a defect, please call ASA immediately to discuss testing options. ♦

Estimated Timeline: From DNA test request to result on Herdbook



HIGH SELLING BULL AT THE 2020 RUBY CATTLE CO. BULL SALE!

RUBYS Outer Limits

935G

ASA#3594860 BD 1/5/19
Sired by Rubys Turnpike 771E



- Ranks in top 1% of breed in 6 traits!
- Ranks in the top 3 bulls in Simmental breed for WW & YW

Outer Limits was a crowd favorite with exhibitors and visitors this year in Denver. This incredible son of Rubys Turnpike has a massive natural thickness on a perfect frame and leg structure. If you want to add power along with phenotype and disposition to your herd, THIS IS THE BULL TO DO IT!

SEMEN \$1,000 / 10 UNITS

Minimum order of 10 units. No semen will be sold after 6/30/2020.

ORDER TODAY! CONTACT OWNERS:

Bruce Cuddy 704-695-2390

OR RUBY CATTLE COMPANY

Nate Ruby 515-450-0112

LIMITED SEMEN IN 2020. ORDER BY JUNE 30.

Women of ASA

By Emme Troendle

Editor's Note: *The Women of ASA is a series of articles highlighting significant contributions of women in the Simmental community.*

Former Washington Simmental Association President, Dr. Sandra Matheson is a leader, educator, and advocate for the agriculture community.

Sandra Matheson

“My earliest memories included spending time in the barn, exploring nearby woods, playing with my pets, and being out with the cattle . . . As a farmer, I feel it is both a great responsibility and an honor to take care of the animals, feed the people, and heal the land. These experiences are the core of my being. They have shaped who I am today, I have always been a farmer, and I expect I always will be.”

shares Dr. Sanda Matheson in an excerpt from a book she co-authored called *“The Art and Science of Success.”*



Matheson

Matheson grew up in Bellingham, Washington, ten miles below the US-Canada border, situated in the corner of the state near the Salish Sea. When she began her career as a veterinarian, the cattle operation was a side-endeavor, originally started by her father, but passed on to her. When

Matheson's health forced her into early retirement from veterinary practice, she turned her focus to the family farm where four generations live today.

“I knew a woman veterinarian growing up. I took it for granted that if she can do it, I can do it, too. It wasn't easy. There was a lot of resistance against women veterinarians at first. Luckily, I watched barriers break down and now it has become much easier for women to practice. I was in a mixed practice, and ended up at a feline practice where I worked until I got sick from the disinfectants and had to quit practice all together.”

Accredited field professional in holistic management, Matheson says, **“It was definitely a rude awakening when I didn't have my career or my normal paycheck. At that time, the farm was like a very large hobby. It wasn't making money. One of the first things I did was go through Holistic Management training. I hired a business coach, made a marketing and herd management plan — that really turned everything around. The farm became profitable.”**

Matheson moving yearlings and two year olds.



Registered Simmental heifers and bulls are sold to local producers as replacement stock or show prospects. In addition, grass fed beef, yak, and farm-fresh eggs are sold from a retail stand every Saturday on the farm. When she was president for the Washington Simmental Association, Matheson helped state association members organize more field days and learning opportunities for juniors.

“It was really a great group of people, I wanted to be involved, and I wanted to help the junior program to grow. I was president for a few years, and it was a rewarding group to be a part of. But with most things, you have your own time and season. I was just starting my transition into the cattle operation full time and handling the business on my own.”

After leaving the WSA Board and growing her farm, Matheson started educating on sustainable, holistic agriculture through an organization called Roots of Resilience. **“We are a team of certified Holistic Management educators. As a part of the group, we started an intensive 6-day girl camp to teach animal husbandry, animal care, low stress animal handling, planned grazing, biological monitoring, how to monitor your land, and plan infrastructure. We pack a lot into a week. I've heard from participants that it's life-changing, and they feel empowered.”**

“We've developed this community of like-minded women who want to get involved in farming and ranching. It's been really exciting to see where it started and where it's going.”

In addition to farmwork and teaching, Matheson continues to actively write books and screenplays. This March, her second book, *“Thrive After Forty”* was published. She summarizes, **“It's a book for people over 40 who, no matter where they are today, can find their purpose, embrace their maturity, seize life, fulfill their bucket list, and live their best possible outcomes.”**

Each year, Matheson hires an intern to help her with the daily responsibilities of the farm. In the end, she hopes to help younger generations of farmers and ranchers through internship and mentorship opportunities.

“I encourage people to find a mentor. Study. Go to conferences. Learn as much as you can. Make connections. Sometimes that's not easy for everybody. I started out being pretty shy, but as I grew in my confidence, I got involved in presentations. I found I love teaching and training. I'm not

that shy anymore, but I know it is hard for some people. Just try to go and make those connections at events and to try to stay involved as much as possible in the communities and learn what's new.”

Ultimately, Matheson's biggest dream is to create a sustainable living education center on the farm. She concludes, **“To me, one of the most rewarding exciting things I've done is to get new people started in ranching — being able to develop new skills, tools, and confidence. In the end, I want to know that I've made a difference in the world. Whether in many small ways or in a few big ways, that is the legacy I wish to leave.”** ♦

INNOVATION



Visual ID



Electronic ID



Tissue Sampling



Monitoring



Livestock Intelligence[®]

FROM THE HEADQUARTERS



By Lane Giess, Director of Commercial & Nontraditional Data Programs

lgiess@simmgene.com

Like most of you, I've experienced a spring sale season with a whirlwind of activity, deadlines, catching up with old friends and meeting new ones. This time of year is one of the most exciting when you're in the business of beef. Confidence is high and the investment seedstock breeders put into their annual offering is only dwarfed by the investment of time and trust their commercial buyers put into selecting their new herd sires and cow replacements.

I always admire the level of research and thought that goes into these purchases. I also suspect the level and magnitude of research going into these decisions has increased compared to 10 years ago. In my young career, I find it incredible the number of tools we have at our disposal to make smarter decisions and improve the cattle we raise.

It's important to note, the tools available are only becoming more robust while new tools are constantly being developed. The need for new, better, and more accurate tools give this organization purpose. This also gives me purpose in identifying novel ways to address the specific needs of our members. Projects I've had the pleasure to work on include a comprehensive analysis of feet and leg structure in genetic evaluation, helping build a metric for our high altitude membership to identify animals less susceptible to brisket disease, collecting rare and valuable carcass

phenotypes and genotypes and helping commercial cattlemen gain access to the same genetic tools as their seedstock suppliers. I'm proud to say we've been able to make considerable progress in all of these areas ever since the release of IGS Multibreed Genetic Evaluation powered by BOLT.

The consistent theme across all of these projects? Data is the lifeblood of this business. I spend a lot of time trying to tell the story of data: What is data, why is it important, and how can members use data to make better decisions. In conversations with members and commercial cattlemen, I think back to an article that was required reading in the Principles of Marketing class I took in college, the article stated: "Data without purpose is just noise."

At the time, this was just an intriguing article but as I thought on this sentiment, it's more than just marketing, the simple message "Data without purpose is just noise" really defines this business. We use data in every decision we make. We can take raw information (i.e. actual birth weights, weaning weights) and refine these to really capture the true genetic merit of an individual through the power of big data. We can use sale analytics to determine what our customer base desires in their breeding stock and use that information to make selection decisions to better cater to those desires. We can use sale prices and seasonal information to better predict when and where to sell our calves. I challenge you to think of a decision you make regarding your business or daily activity that doesn't in some way use data.

Data with context provides us the opportunity to become . . . better. Without it, data on the shelf or not refined is just noise. ♦

Reserve Your Space Now



May/June Register

SimTalk Membership Directory




Contact:

Nancy Chesterfield
nchesterfield@simmgene.com

Rebecca Price
rprice@simmgene.com

or call 406-587-2778

SimmApp Available Now!

Get the latest beef industry and ASA news, *SimTalk* and *the Register* magazines, Sire Source, upcoming sales, industry events, deadlines, educational articles and the ASA's Youtube channel — all in one place.



Sign-up to receive notifications tailored to your needs!

Find it today on Google Play, Apple Store, or Amazon App.

BULLETINS

Walton-Berry Graduate Student Support Grant

ASA is accepting applications for the Walton-Berry Graduate Student Support Grant, a grant that supports graduate education with an emphasis on genetic improvement of livestock. All applications must be submitted by April 15, 2020, and will be announced by May 15, 2020. Send all applications and questions to Jackie Atkins at jatkins@simmgene.com.

The fund originally started by Jim Berry of Wildberry Farms, honors Dr. Bob Walton's lifelong efforts in animal breeding and raising Simmental cattle. Walton-Berry Graduate Student Support Grant funds graduate education in research programs to directly improve applied livestock genetics and help build future experts in animal breeding. There are two awards - one for \$5,000 and a second for \$3,000 for graduate education programs; each recipient contributes to ASA Publication regarding their research in both *SimTalk* and *the Register*.

AJSA Schedule and Deadlines

- April 15 . . . Classic entry forms available at www.juniorsimmental.org
- April 15 . . . Steers born January 15 - April 15 eligible for 2021 Steer Profitability Competition
- May 1 . . . Regional Classic entry deadline 4:30 p.m. Mountain
- May 8 . . . Regional Classic final entry deadline (registration fees double) 4:30 p.m. Mountain
- May 15 . . . National Classic entry deadline 4:30 p.m. Mountain
- May 22 . . . National Classic final entry deadline (registration fees double) 4:30 p.m. Mountain
- June 1 . . . Photography Contest, Trustee Application, Silver and Gold Merit Award application deadline
- June 9-13 . . Eastern Regional Classic, Cookeville, TN
- June 14-17 . . South Central Regional Classic, Springfield, MO
- June 18-20 . . Western Regional Classic, Sandpoint, ID
- June 30 . . . Interview Competition resumes and cover letters due
- July 5-11 . . . National Classic, Grand Island, NE
- October 2 . . . 2021 Steer Profitability Competition Entry Deadline, forms available at www.juniorsimmental.org

2020 WSFF Congress in Austria

The 2020 World Simmental Fleckvieh Federation Congress and National Exposition Program will be held in Vienna, Austria, from September 1-6, with an agriculture tour after the Congress. September 7-10. For more information go to <http://www.fleckvieh.at/>.

SimmApp Available Now

Receive the latest beef industry news, ASA alerts, *SimTalk* and *the Register* magazines, *Sire Source*, press releases, industry events, deadlines, educational articles, and the ASA's Youtube channel all in one place. Sign-up to receive push notifications and get immediate announcements tailored to your needs. SimmApp can be found on Google Play, Apple Store, or Amazon apps.



Performance Advocate Program Update

At the Fall Focus Board Meeting in Manhattan, KS, the Board passed a resolution to revise the Performance Advocate Program including three major changes.

1. Among the traits included, the program requires record submission on 90% of the contemporary group (rather than 100%) to gather records on nearly the whole herd while allowing for circumstances where records are missed.

2. Establish a two-tier system to qualify. Since additional traits are being added (see point 3) but some of these traits are difficult and/or expensive to collect, there will be a two-tier system for qualifying as a Performance Advocate. If THE herds submit 90% of the records on eight of the thirteen traits, they qualify for the first tier. THE herds with 90% of the records on 10 out of the 13 traits qualify for the higher tier system.
3. An additional seven traits have been added to the list of qualifying records in the program (see page 28 for more details). As ASA develops more traits (example, feet/leg scores), they may be added to the Performance Advocate Program.

Genetic Conditions Panel

The Genetic Conditions Panel includes seven genetic defects tracked by the American Simmental Association. These defects are: AM, NH, CA, DD, OS, PHA, and TH.

The Genetic Conditions Panel is available with GGP-LD or GGP-HD testing, and the add-on price for the panel is \$25. If a member orders any one of the genetic conditions on the panel with a GGP-LD or GGP-HD test, the entire panel will automatically be tested. If the animal is not undergoing a GGP-LD or GGP-HD test, the price is \$25 per defect tested. If requesting the genetic conditions panel after a GGP-LD or GGP-HD test is complete, the testing will be billed at single defect rates, which is \$25 per defect.

ASA Publication Accepting Photos

ASA Publications, Inc. is looking for cover, editorial, and advertising photos. Categories to consider: cattle in different seasons and environments (pasture, feedlot, etc.); people working cattle; and general farm photos. Cattle should strongly represent the focus and principles of ASA: Simmental, SimAngus™, Simbrah, SimAngus™HT.

Vertical or horizontal format is acceptable. Photos used for covers will pay \$100, and those used for advertisement or editorial will pay \$50. Photos received by ASA Publication are assumed to be released by the photographer and permission given for ASA and ASA Publication use. Send hi-resolution photos to editor@simmgene.com. ♦

Have You Checked Out Active Herd?

A FREE and EASY cattle management software.

Keep up-to-date informal records that can be directly imported into ASA's database.

Easy access:

Import existing active animal groups or create new pasture groups and animal records.

Stay current:

Add updated performance data: actual birth, weaning, and yearling weights; calving ease scores; and import information directly into Herdbook for the most accurate EPD updates.

Save time:

Directly register cattle by moving informal pasture groups and records into an ASA job for data submission.

Save money:

Active Herd's goal is similar to other cattle management software but free with ASA membership.

Track Your Management Data:

- Herd health treatments
- Breeding, pregnancy, calving
- Weaning and yearling weights and measurements
- Inventory and active pastures

To access:

Log into herdbook.org, go to "Herd Mgmt", and select "Active Herd".

STARS & STRIPES



MAY 2, 2020

12:30 PM EST WAGNER SALE FACILITY HERSHEY, PA



HE5



HF25



HG15



74C



PE36



16



621



F9



F21



HC20



F6



632



226

DVAuction

Broadcasting
Real-time Auctions
www.dvauction.com



Doug & Debbie Parke
859.421.6100
Drew & Holli Hatmaker
423.506.8844
office@dpsalesllc.com
www.dpsalesllc.com

In case of enforcements by our government regarding Covid 19 please watch our DP Sales Facebook page and website.





Welcome to the cutting edge

Our new GGP lineup delivers amazing power to genomically enhance your EPDs.

Today, you can plan, select and manage young seedstock with the prediction accuracy of older bulls siring several calf crops. You can save years on your herd goals – for less than it costs to fill up with gas.

We not only make DNA testing easy. We make it profitable. From fast sampling of calf DNA to quick turn-around with new products that work in powerful synergy. From time-saving conveniences to a full range of innovations designed to help you take full advantage of beef genomics.

There are exciting new ways for us to work together to attain your goals with Simmental, SimAngus™, Simbrah and SimAngus HT cattle. And we would love to be your partner as you brand your legacy in the 21st Century. To learn more, contact ASA at (406) 587-4531 or visit www.simmental.org



Neogen GeneSeek Operations
4131 N. 48th Street • Lincoln, NE 68504
402-435-0664 • genomics.neogen.com



BEEF BUSINESS

USFS Announces 2020 Grazing Fee

The US Forest Service (USFS) has determined the 2020 federal grazing fee will remain the same as 2019 at \$1.35 per animal unit months. The fee applies to about 6,250 permits administered by the USFS.

The grazing fee is calculated based on the average annual change in beef cattle prices, leasing rates for grazing on private land, and the costs of livestock production. The fee applies to 17 western states.

Union Unhappy with USDA Request

The American Federation of Government Employees, which represents some 4,000 inspectors employed by USDA's Food Safety and Inspection Service, said an agency inquiry to the Federal Labor Relations Authority (FLRA) regarding rule changes and negotiated contracts is "not consistent with the law or the facts."

USDA said it is seeking clarification of an apparent conflict in the way regulations are written regarding work rule changes for union employees: when they can and cannot be made and enforced when the employees affected are covered by a contract that is being renegotiated.

Farmers for a Sustainable Future Launched

Twenty-one farm and ranch groups, including the National Pork Producers Council and National Cattlemen's Beef Association, are launching Farmers for a Sustainable Future (FSF), a coalition supporting environmental and economic sustainability that will serve as a resource for lawmakers and policymakers as they consider climate policies.

FSF's principles call for policies that support science-based research, voluntary incentive-based conservation programs, investment in infrastructure, and solutions that ensure vibrant rural communities and a healthy planet.

Bill Would Limit Alt-protein Called "Meat"

Food products generated in labs from the cells of animal tissues or those created using plants or insects would not be allowed to use the word "meat" on their labels if legislators in Maryland approve a recently proposed bill.

Maryland Senate Bill 188 is being co-sponsored by 12-state senators who contend that labeling such products as "meat" circumvents truth-in-advertising efforts. Opponents of the labeling restrictions have sued in Arkansas, Missouri, and Mississippi where the laws have been passed, on the grounds that the restrictions violate the First Amendment.

PR5 Spring Velvet X126
- Fresh matings from this powerhouse -

SS/PR5 Cotton Puff 042A
- Offering Genetics -

Kane Perfection 58F
- Offering a flush on this exciting female -

LLSF Vantage Point F398
- Service and progeny sell -

Cinnamon Kisses F27
- Sells with Fully Loaded calf at side -

MBK Tupelo Honey 129E
- Selling this champion show prospect -

BANNERS & BEYOND

May 9, 2020 / 1:00 PM EDT
C&C Farm / Jefferson, GA

Offering 60 Simmental & SimAngus Opens, Breds & Pairs

Consignors. Woodlawn Farms, Rocky Hill Farms, Freeman Cattle Company, MBK Cattle, Cooks Cattle Service, Southern Cattle Company, Pigeon Mountain Simmentals, Select Cattle, AK/NDS Simmentals, Millstone Farm

WOODLAWN FARMS
EST. 1954
Rick & Sharon Wood
706.499.2325 / Clarkesville, GA
www.woodlawn54.com

DP
Sales Management
859-421-6100 / dpsalesllc.com

COW SENSE

Listed below are ten questions designed to test your knowledge of the beef industry.

Elite: 9-10 correct; **Superior:** 7-8; **Excellent:** 5-6; **Fair:** 3-4; **Poor:** 1-2.

1. What would be the average income per cow in the herd if 90% of the cows wean a calf, the calves average 550 pounds when sold at weaning, and sell for \$1.05 per pound?
2. "Parisien," the Simmental bull that holds ASA herd book number 1, was born in what country?
3. In Europe, Simmental cattle are described as "triple purpose." What are those three uses?
4. To determine ruggedness of bone, what specific area of a calf is evaluated?
5. What is the cause of warts?
6. Name the disease caused when cattle eat moldy hay or clover.
7. Which hormone is responsible for follicle development in a beef cow?
8. Chemical messengers which aid in communication between animals are known by what term?
9. What type of cattle feed is most commonly high in vitamin A?
10. What agents in the rumen enable cattle to synthesize proteins?

Answers:

1. \$519.75 (90% x 550 pounds x \$1.05);
2. France; 3. Milk, meat and work (or draft); 4. Cannon bone (between knees and hocks); 5. Virus; 6. Sweet clover disease; 7. FSH (or Follicle Stimulating Hormone); 8. Pheromones; 9. Green, leafy legumes; 10. Microorganisms (bacteria, protozoa, and fungi).

Strong Demand, Prices Forecast

With US cattle numbers plateauing, beef prices are likely to be stronger in the year ahead amid continued robust demand from consumers both at home and abroad, according to CattleFax.

US beef production is projected to reach a record high 27.7 billion pounds. Increases in beef exports and decreases in beef imports will result in per-capita beef supplies of 58.4 pounds, a gain of just 0.4 pounds over 2019 levels.

Lower Pork, Turkey Production Offsets Beef

The 2019 total red meat and poultry production estimate is reduced from last month as lower pork and turkey production more than offset higher beef production, USDA said in its latest report.

The beef production estimate was raised on the rate of late-year slaughter, while the pork production estimate was reduced on the slower pace of slaughter in late 2019.

IFT Calls for More Funding

Calling the area of food research "chronically underfunded," the Institute of Food Technologies (IFT) has published a paper that makes the case for stepped-up investment in the area.

By shortchanging research into food opics, IFT said, "there is potential to perpetuate risk in public health, food safety, and food security while eroding the US talent pipeline and global competitiveness. With these risks in mind, IFT proposes prioritizing federal and private research funding efforts for food with a focus on food science."

Checkoff Programs Win in Court

A magistrate judge has given USDA and state-level checkoff programs a boost with his ruling granting the agency summary judgement in a case brought by Ranchers-Cattlemen Action Legal Fund, United Stockgrowers of America (R-CALF USA) arguing that the state level checkoff programs were unconstitutional.

The federal agency was joined in the defense by qualified state beef councils. The decision of the magistrate judge will now be forwarded to the federal district court for a final ruling.

Almost 25% of Americans Cutting Back on Meat

Nearly one in four Americans, or 23%, report eating less meat in the past year than before. The vast majority, or 72%, of respondents said they had not changed their meat-eating habits, while 5% said they were eating more meat this year.

Asked how often they eat meat — such as beef, chicken, or pork — two in three US adults replied "frequently" while 23% answered "occasionally." Another 7% said "rarely," and 3% said "never."

Coronavirus Impacts Pacific Protein Supply

Efforts to contain the global spread of the coronavirus has affected US protein producers who are encountering bottlenecks in moving their food products into China just as trade regulations were improving.

US meat trade associations note that domestic restrictions on the movement of workers from terminals to freight lines across the nation mean that shipments from US companies and others are stacked up at the port.

Food Union President Pleads Guilty

The former president of a union representing 3,600 Smithfield Foods plant workers in North Carolina is facing up to 10 years in prison and a \$10,000 fine after pleading guilty to embezzlement charges.

Keith Ludlum was indicted in April 2019 for allegedly using a union debit card and union funds to pay for a variety of unauthorized personal expenses, including trips, vehicles, and other services.

Rancher Pleads Guilty in Eagle Poisoning

A South Dakota rancher has pleaded guilty to federal charges in the deaths of six protected bald eagles who were poisoned by some misapplied pesticides on his property. Prosecutors said the rancher supervised the 39,000 pounds of the pesticide Rozol on 5,400 acres of land on the Standing Rock Indian Reservation in 2016.

Documents say that more than a dozen workers told investigators they were supposed to put the poison into prairie dog holes but got sloppy and put it near the holes. Federal officials say six bald eagles died after ingesting the poison. ♦

CUTTING EDGE

Research Finds Small Meat Heart Disease Link

A new study says the consumption of unprocessed meat could slightly increase the risk of cardiovascular disease (CVD), although at a lower risk rate linking CVD to the consumption of processed meat.

Researchers looked at the dietary patterns of nearly 30,000 US adults over a 19-year period and found that higher intake of unprocessed red meat (or poultry) or processed meat was associated with a small increased risk of CVD.

Portable Device Detects *E. coli* Better

Researchers at Purdue University developed a bioluminescence-based assay coupled with a portable device that works with smartphones and laptops to do on-site testing for harmful *E. coli* in food samples. The device uses low light from the bioluminescent assay to detect the presence of bacteria that cause foodborne illness in food samples.

To show proof of concept, the Purdue team tested the device with artificially contaminated samples of ground beef from a local grocery store. They injected *E. coli* into the beef samples and then used their device to analyze the sample within 10 hours of inoculation. The USDA Agricultural Research Service and Center for Food Safety Engineering provided funding for the technology research in addition to Hatch Funds, which support agricultural research at land-grant institutions across the US.

Chitosan Coating, Effective Beef Preservative

The antimicrobial and antioxidant properties of chitosan make it an effective biopreservative in the meat industry, especially when combined with vacuum packaging, according to a recent study.

Investigators analyzed beef samples taken from local markets and tested them for total mesophilic aerobic bacteria (TMAB), *Staphylococcus aureus*, lactic acid bacteria (LAB) counts, thiobarbituric acid (TBA) values, and total volatile basic nitrogen (TVB-N) content. The researchers found that a chitosan coating combined with vacuum packaging was significantly more effective in reducing the TBA value and was more effective on TVB-N content.

Eating 'Local' Isn't More Sustainable?

A recently released study from the University of Oxford's 'Our World in Data' program poked holes in the notion that locally-sourced meat products are more sustainable, from a carbon footprint point of view, than those transported from greater distances.

The analysis found that the environmental effects of transporting food is a small part of the equation. According to the data from 38,000 farms in 119 nations, transportation accounts for less than 10% of the environmental impact for most food products. For beef from herds raised for human consumption, transport makes up an average of 0.5% of emissions. ♦

Sponsorship Packages
ASA Fall Focus 2020
 August 28 - September 1
 Roanoke, VA

Contributions may be made to the American Simmental-Simbrah Foundation designated to the Fall Focus.

For more information about sponsoring Fall Focus 2020, please contact Bill McDonald at 540.230.6225 or by email at mcdonaldfarms.bulls@gmail.com

Become a sponsor of ASA's Fall Focus 2020 and enjoy the following:

Bronze (Under \$500):

- Name listed in Fall Focus 2020 program (*must commit by June 10*).
- Name included on sponsor poster.
- Name on fallfocus.org.
- Group photo at the event.

Silver (\$500-\$999):

In addition to the above perks, donors will also receive the following:

- Banner ad on fallfocus.org.
- Your business brochure included in the registration packets (*Design and printing fees will apply*).
- Designed poster — 20 x 30 inches.
- eNews recognition.
- Tabletop space by registration desk for business promotion.
- Slide show promotion during breaks.

Gold (\$1,000-\$3,499):

In addition to the above perks, donors will also receive the following:

- An article about the donors in *the Register* and online.

Platinum (\$3,500 and above):

In addition to the above perks, donors will also receive:

- Ten minutes to address attendees.

W/C ROLEX 0135E

Full Brother to Relentless



YARDLEY UTAH Y361 x MISS WERNING KP 8543U

D.O.B. 2-28-17 • ASA #3336320 • PUREBRED SIMMENTAL
HOMOZYGOUS BLACK • HOMOZYGOUS POLLED

CE	Brth	Wean	Year	ADG	MCE	Milk	MWW	Stay	Doc	CW	YG	Marb	BF	REA	API	TI
15.8	0.1	62.7	77.3	0.09	5.9	15.7	47.0	17.7	15.2	8.0	-0.57	0.05	0.112	0.88	132.5	68.2

The look and pedigree to stand the test of time.
A more moderate version of his full-brother Relentless.
Massive, smooth, stout, balanced, and smooth on the move.

**Sexed
Semen
Available!**



Cowan Cattle Company

Burlington, WI 53105

Jim Cowan: 262.492.1220

Jordan Cowan: 262.757.3886

WWW.COWANCATTLECOMPANY.COM

SEMEN \$50/UNIT

Semen available through owners
and distributors below

CATTLE *Visions*

genetics



**WERNING
CATTLE COMPANY**

27262 424TH AVE • EMERY, SD 57332

DALE: 605-825-4219 (H) • 605-661-3625 (C)

SCOTT: 605-825-4003 (H) • 605-682-9610 (C)

JARED: 605-933-1661

WERNINGCATTLECOMPANY@GMAIL.COM

INTERNATIONAL

Brazil's JBS and BRF Investigated

Brazil's competition watchdog CADE opened a probe to investigate BRF SA and JBS SA over an alleged intention to increase pork and poultry prices in Brazil, according to a decision published on CADE's website.

The decision was motivated by a report by an article in a Brazilian newspaper saying that the CEOs of both companies have signaled intentions to raise prices in Brazil to pass on the recent increase in corn prices. Addressing the allegations, JBS said that it hadn't been notified of the CADE investigation, and that it "rejects any allegations of cartel practices," and BRF said separately that it acts ethically and with integrity in its business practices, in accordance with competition rules in the country.

Chinese Hoarding Food Amid Coronavirus Outbreak

Families across China are hoarding provisions as the coronavirus tests the country's ability to feed its 1.4 billion people, the *New York Times* reported this week. With roads closed to traffic in many locations, food shipments are being delayed, complicating efforts to keep fresh items in stock.

Poultry farmers also have warned that because of the transportation restrictions, low supplies of chicken feed are jeopardizing the lives of millions of birds, the report said. With rising grocery prices already an issue due to the African Swine Fever epidemic, China's Ministry of Agriculture has ordered the food industry to ramp up production as it recalls the inflation that played a role in protests leading to the 1989 Tiananmen Square massacre.

Isreal-based Aleph Farms Opens Visitor Center

Aleph Farms, based in Rehovot, Israel, which is working to cultivate beef steaks directly from bovine cells, announced the launch of its Visitor Center. The educational complex is intended to provide the public with an up-close view of how Aleph Farms produces meat, with full traceability, no harm to animals and less impact on the environment, the company said in a news release.

Delegations of up to 15-20 members can tour the visitor center, with priority given to student delegations, academy, non-governmental, and nonprofit organizations. Visitor tours are fully booked through April 2020. ♦

7th Annual ASA Fall Focus

Mark Your Calendar!

August 28 - September 1, 2020 • Roanoke, Virginia

Friday, August 28
NEW THIS YEAR! An organized bus tour to see local farms, seedstock operations, and Virginia Tech campus and research farms. Buses will leave from the Hotel Roanoke at 12:30 p.m. (lunch on your own). The dinner hosted by the Virginia Simmental Association will be Friday evening at Virginia Tech's Kentland Farm (one-hour drive from the hotel) with music, cattle feet and leg scoring demonstration, and wagon rides.

Saturday, August 29
 Day-long Educational Symposium at the Hotel Roanoke followed by a happy hour with appetizers and drinks. Dinner on your own.

Sunday, August 30 - Tuesday, September 1
 Interactive Committee and Board Meetings

Hotel Headquarters
 A block of rooms is available at the Hotel Roanoke, Roanoke, VA. Link to the room block and Fall Focus registration at fallfocus.org. Watch for more details in May/June issue of the Register.

Co-hosted by

Virginia Simmental Association

www.virginiasilmental.com

SimGenetics
 PROFIT THROUGH SCIENCE
 American Simmental Association
www.simmental.org

THEY DON'T MAKE DEWORMERS LIKE WE STILL DO.



Cydectin® (moxidectin): The cattle dewormer in a class of its own.

Cydectin is different. While all other pour-on and injectable cattle dewormers are part of the same avermectin chemical class, Cydectin continues to be the only cattle dewormer in the milbemycin chemical class. Choose Cydectin, and trust the only cattle dewormer in a class of its own.

Visit your retailer or BayerLivestock.com to learn more.

Keep Cydectin out of reach of children.



CYDECTIN®
(moxidectin)

CORPORATE REPORT

Tyson Near Top of Diversity Index

Tyson Foods tied for second place, with Intel, in a new ranking of Fortune 100 companies that measures the inclusion of faith and religion as part of corporate diversity initiatives.

The company was singled out for welcoming what they call “the whole person” when it comes to matters of faith, even fully including those who don’t identify as religious. The company has 98 dedicated chaplains provide pastoral care to employees and their families no matter what their religious affiliation of beliefs.

Cargill Starts Retail Beef Brand

Cargill announced the launch of a premium beef brand called Salt & Sear. Sourced from the Upper 2/3 of USDA Choice, with certain cuts qualifying for the Certified Very Tender USDA designation, the brand is being positioned as restaurant-quality beef that consumers can prepare at home, the company said.

The products are supported by a money-back guarantee. Cargill said its research shows a significant portion of beef consumers view the following attributes are either important or extremely important: USDA Inspected (74% of consumers), USDA Choice (67%), Certified Tender (46%) and Superior Marbling (42%).

Burger King Never Called Impossible Whopper ‘Vegan’

Miami-based Burger King has asked a federal judge to dismiss a lawsuit that claims the chain misled customers who bought its plant-based Impossible Whopper, saying it never called the meat-free item a “vegan” product.

The lawsuit accuses Burger King of misleading customers, because it did not disclose that the Impossible Burger is cooked on the same grills as its beef burgers, possibly adding beef by-products to the plant-based patties; and the promotion of the Impossible Burger implied that the menu item was “meat-free and a vegan meat alternative.” Burger King denied that it ever called the Impossible Burger “vegan” or specified how it would be prepared for sale.

Plant-based Meat Denigrated During Super Bowl

A group that advocates for fast food and other industries is targeting plant-based meat producers Beyond Meat and Impossible Foods. The Center for Consumer Freedom (CCF) took on plant-based meat in a Super Bowl advertisement.

Beyond Meat dismissed the ad, telling Reuters its products are made with “simple plant-based ingredients.” In response, Impossible Food posted a parody of the ad on YouTube showing a contestant given a much simpler word “poop,” which was then linked to ground beef from cows.

Lawsuits Accuse Packers of Misleading Consumers

Two class-action lawsuits filed in New Mexico say the nation’s four largest beef packers are misleading consumers with their “Produced in the USA” labels because the products included imported beef.

Current federal regulations allow beef packers to label their products as US produced so long as the animal is processed in the US. That means that beef from animals born, raised, and slaughtered in another country can qualify as a “Product of the US.” Tyson Foods, Cargill, JBS, and National Beef Packing Company are the involved companies.

Breakfast Wars Poised to Start

With the launch of a revamped breakfast menu, supported by a digital marketing campaign on Twitter, the Dublin, Ohio-based Wendy’s is poised to start a breakfast war with other breakfast fast-casual chains.

Wendy’s plans to include hand-cracked eggs on all of its breakfast sandwiches, from the Breakfast Baconator to the Honey Butter Chicken Biscuit. ♦

WANTED
PERFORMANCE BREEDERS

Who are enrolled in Total Herd Enrollment (THE) and collect records on complete contemporary groups.

ASA Performance

Advocate

Prove to the world that you are serious about performance . . . become a Performance Advocate.

For more information: Call 406-587-4531



Kate Roberts

**LRS Badlands 401F
ASA# 3405714
2019 CMP Sire**

If Beef is Your Business

The American Simmental Association Carcass Merit Program (CMP) is the beef industry's most demanding and informative young sire test. The program is a hallmark of ASA breed improvement for economically relevant carcass traits. Commercial producers play an integral part in this project.

CMP
ASA
CARCASS MERIT PROGRAM

SimGenetics
PROFIT THROUGH SCIENCE

American Simmental Association

To learn more about the CMP visit www.simmental.org, then click Carcass Merit Program under the Commercial tab.

Questions, contact lgiess@simmgene.com for more information regarding this program.

Participants receive:

- ◆ \$60 for each AI-sired calf with carcass information
- ◆ Free semen on top young herd sires
- ◆ Free ASA Genetic Evaluation on your cowherd
- ◆ Free genotyping on terminal progeny
- ◆ Keep any or all replacement females

Become a Carcass Merit Program test herd today

**The CMP is a structured young sire progeny test. Participating cooperator herds will random sample their cowherd with CMP semen, and the resulting male (or female) progeny will be harvested with individual carcass data gathered. ASA Staff will work with cooperator herds to provide bulls that fit the general criteria of your management program, however only bulls nominated into the CMP program may be used. Producers are encouraged to be somewhat proficient in Microsoft excel for accurate and consistent record keeping.*



www.nesimmental.com



Triangle J Ranch

Darby & Annette Line
35355 Arrow Road • Miller, NE 68858
308-627-5085 Darby Cell
www.trianglejranch.com

**Bull Sale last Sunday in January
and Female Sale first Sunday
in November.**

J & C SIMMENTALS

**Black Simmental Bulls & Females
Purebred to Percentage**

Jay & Kim Volk
Clark & Leslie Volk
Bob & Jeanette Volk

Jay 402-720-7596 • Clark 402-720-3323

20604 US Hwy 30 • Arlington, NE 68002
volkjk@aol.com • www.jandcsimmentals.com

**J&C Annual Bull Sale –
January 30, 2021**

Western Cattle Source

Jock & Brenda Beeson
100 Wohlers Drive
Crawford, NE 69339
308-665-1111 (home)
308-430-2117 (mobile)
308-430-0668 (mobile)
Email: wcsbeeson@bbc.net



Bull Sale - Feb. 19, 2021

SPECIALIZING IN BLACK & RED POLLED SIMMENTAL,
SOME FLECK INFLUENCE



Melanie Miller 402-841-1450
Leonard Miller 402-640-8875
Neligh NE

www.SandyAcresSimmental.com



FORSTER FARMS

Verlouis Forster Family
74096 Road 434
Smithfield, NE 68976-1039
Ph 308-472-5036 Verlouis
308-991-2208 Alan Cell
Email: alan_forster@hotmail.com

"Red and Black, Polled, Pigmented Simmentals"



JD Anderson

Arapahoe, NE
308-962-6146

powerlinegenetics.com



powerlinegenetics@gmail.com



SIMMENTAL ANGUS SIMANGUST™
A DIVISION OF VOLK FARMS INCORPORATED

Dean Volk Phone: (402) 992-9997
84184 545th Ave. Email: volk.livestock@hotmail.com
Battle Creek, NE 68715 Website: www.volklivestock.com

Ediger Simmental



Lowell & Jennifer Ediger

2204 E 13 Rd • Hampton, NE 68843
402-725-3453 (H) • 402-694-1929 (M)
402-631-9094 (M) • dediger@hamilton.net

Private Treaty Sales  I-80 Exit 338. 4 miles north, 1/4 mile east.



402-641-2936 Cell

Nick and Andrea

303 Northern Heights Drive • Seward, NE 68434
a.sloup@juno.com • www.sloupsimmentals.com

**Join us at the Farm, October 10, 2020
for our 24th Annual Production Sale.**



www.missourisimmental.com



Ed and Kathi Rule Lucy, Olivia and Luke

Excelsior Springs, MO • 816-336-4200 Office

Cattle Manager:

J.R. Riechburg
386-717-1827

Farm Manager:

Scott Akey
816-835-5332

shoalcreekcattle@aol.com

www.shoalcreeklandandcattle.com

LUCAS CATTLE CO.

Registered Simmentals, SimAngus™ & Angus Cattle

Cleo Fields

417-399-7124

Brandt Atkins

417-399-7142

Jeff Reed

417-399-1241

www.lucasattlecompany.com

Forrest & Charlotte Lucas, Owners

RT 91 Box 1200

Cross Timbers, MO 65634

Office 417-998-6878

Fax 417-998-6408

Visitors Always Welcome



John & Jeanne Scorse

P.O. BOX 3832 • Joplin, MO 64803

Phone: 417-437-0911 • Fax: 417-625-1574

scoresej@steaksalive.com

www.steaksalive.com

FOUR STARR SIMMENTALS



Greg Starr, DVM – Owner

26441 West 109th Terrace

Olathe, KS 66061

913-634-3494

dvmfleckvieh@me.com

www.fourstarrgenetics.com

Find us on Facebook



www.breedingcattlepage.com/
TNSimmAssoc/

MARTIN FARMS

Homogeneous Black & Polled Simmental & SimAngus



Neil Martin

931-623-2634 c

931-670-3646 h

Christopher Martin

931-580-6821 c

martin.farms@yahoo.com

9387 S Lick Creek Rd

Lyles, TN 37098

MartinFarmsBeef.com



Sales Call

A bi-monthly
electronic announcement
of upcoming sales for
ASA Publication advertisers.



Feeder Profit
CALCULATOR™

Prove It.

beef@internationalgeneticsolutions.com

You know your
calves are worth it.

Give buyers facts
so they know it too.



www.kansas-simmental.com

Annual Production Sale
March 19, 2021

Simmental Angus SimAngus™

Steve & Mary Gleason • Jake, Becky, Ben, Joe & Sam
12410 Blazingstar Rd • Maple Hill, KS 66507
Phone: 785-256-6461 • Steve: 785-640-8060 • Jake: 785-640-8062
www.Sunflowergenetics.com

BROOKS SIMMENTAL RANCH

Ralph Brooks Cassidy Brooks
7440 Lake Elbo Rd.
Manhattan, KS 66502
C: 785-556-0385
1400 Gold Bullion
ralphbrooks13@gmail.com

THE PERFORMANCE IS BRED IN – BEFORE THE BRAND GOES ON!

DICKINSON SIMMENTAL AND ANGUS RANCH

Kirk • 785-998-4401 (phone & fax)
2324 370th Ave.
Gorham, Kansas 67640
www.dickinsonranch.com

March 2021
49th Annual
Production Sale
At the Ranch

Dixon Farms, Inc.

Carol Dixon, Kevin Dixon,
& Lyle Dixon, D.V.M.

13703 Beaver Creek Rd • Atwood, KS 67730
785-626-3744 • drlyle@live.com
www.dixonfarms.com
DX

Joe Mertz 785-456-9650
Bob Mertz 785-456-9201
Harold Mertz 785-456-9605
7160 Zeandale Road
Manhattan, KS 66502
www.rivercreekfarms.com
29th Annual Production Sale
February 10, 2021

"Sustainable cattle from our pasture to yours"

JUSTIN & JADE HERL
410 370TH AVENUE - VICTORIA, KS 67671
(785) 623-8404
diamondh@ruraltel.net

ANNUAL BULL AND HEIFER SALE - LAST WEDNESDAY OF MARCH
www.diamondhcattle.org

HOFMAN N SIMMENTAL FARMS

Rodney & Kim Hofmann
2244 19th Rd
Clay Center, KS 67432
785-944-3674
www.honestbulls.com

"Proof • Performance • Profit"

Cow Camp Ranch

Kent, Mark and Nolan Brunner
3553 Upland Rd.
Lost Springs, KS 66859-9652
785-466-6475 Kent
785-466-1129 Nolan
785-258-0173 Mark
nolan@cowcampbeef.com

Spring Bull Sale - Friday, February 5, 2021.

HIGH-BRED SIMMENTAL HAL LUTHI

RT 1, BOX 70 • MADISON, KS 66860
620-437-2211

Quality Homozygous Black • Seedstock Available



www.ohiosimmental.com

Missing Rail SIMMENTALS

Tim, Peg, Emily & Kyle Brinkman
D860 County Road 15 Holgate, OH 43527
Tim: 419.966.5587 | Home: 419.264.3312
www.missingrailcattle.com

Breeding Cattle at its best!

FSC FERGUSON SHOW CATTLE

John Ferguson
440-478-0782
Herdsmen:
Lindsey Ferguson
440-478-0503
www.fergusonshowcattle.com

HF Haley Farms

11203 Mullinix Road
West Salem, Ohio 44287
Pam: 330-353-6072
Mike: 330-350-0405
www.haley-farms.com
Purebred Simmental Cattle

ROLLING HILLS FARMS Simmentals LLC

Bob and Marcia Hoover

3437 St. Rt. 67 Belle Center, Ohio 43310
Bob's Cell: 937-538-1329 • Marcia's Cell: 937-538-1537
rollinghillfarmssimmentals@hotmail.com
www.rollinghillfarmssimmentals.com
Annual Production Sale 1st Saturday in October, Buckeye's Finest Sale

JSC Show Cattle The Jones Family

PO Box 127
Harrod, OH 45850
419-648-9196 (home)
419-648-9967 (office)
419-230-8675 (cell)

Troy Jones & Randy Jones
jonesshowcattle@hotmail.com • jonesshowcattle.com

Sales Call

A bi-monthly electronic announcement of upcoming sales for ASA Publication advertisers.

Clint Berry

"The FPC is a simple and easy tool that commercial cattlemen can utilize to differentiate their cattle in the marketplace. Works in breeding programs using various breeds and has no cost to the producer."

Feeder Profit CALCULATOR™

beef@internationalgeneticsolutions.com



Calling All AJSA Members Start Your Registrations!



Entries open soon for the National and Regional Classics. Are you ready?
Here is a checklist to make sure you're off to the right start:

AJSA Membership: Before you start your registration (entry) for a Classic you need to be an active junior member. Keep in mind: simply joining your state association is not enough!

✓ Are you an AJSA Member?

No? Go to juniorsimmental.org to find the AJSA Membership Application form. Become a Junior member before **May 1 to avoid a priority processing fee**. Keep in mind: memberships received after 12 p.m. MT the same day as the entry deadline are not guaranteed to be completed prior to the deadline.

Yes? Is your Annual Service (ASF) paid for this year? Log into your Herdbook account. Select your Account tab, you will see Current if you have paid your ASF. If it says Not Current, call the ASA office to pay your ASF to bring your account to Current status.

✓ Will you participate in the Cattle Show?

Are the animals registered?

Yes: You'll need to know the ASA registration number to complete your entry.

If you need to find your animal: go to "Data Search", select "Animal Search", type the tattoo of your calf in the "Tattoo" field, check the box above the search button that says "Search only my animals", and click the "Search" button.

No: Registration must be completed.

- An unregistered animal that is on file with ASA will allow you to register for a Classic; however, registration must be completed before check-in at the event.
- If there is no animal record or registration — this must be completed before you can begin to register for a Classic event.
- If this is an ET calf, plan ahead. There may be DNA testing requirements to complete before the ET calf can be registered.

✓ Do the animal records (registrations) show your AJSA membership as current owner?

Yes: Good to go with one exception: Bred and Owned Shows — see below.

No: The registration must be transferred into your AJSA membership or you must be listed as an authorized representative on the current owner of record's membership account.

If you have the above taken care of, you should be ready to go online and register for the Regional and National Classic events.

Have ready:

1. Your membership number and password.
2. Registration numbers of all animals (up to 9 animals).

Deadlines: Register for the Regional and National Classics events as soon as possible to avoid late entry fees and priority handling fees.

May 1 —

New members must have joined AJSA before May 1 to avoid a priority handling fee.

May 1, 4:30 pm MDT —

Regional Classics deadline (early fee)

May 8, 4:30 pm MDT —

Regional Classics late entry deadline (fees double, may have priority handling fees also).

May 15, 4:30 pm MDT —

National Classic deadline (early fees)

May 22, 4:30 pm MDT —

National Classic deadline (fees double, may incur priority handling fees also). ◆



Montana

Begger's *Diamond V*
Bill Begger
 482 Custer Trail Road
 Wibaux, MT 59353
 Bill: 406-796-2326
 John: 406-795-9914
 darbegger@yahoo.com
**180 Black Simmental, SimAngus™
 and Angus Bulls to Sell**
Big Sky Genetic Source Bull Sale
 Wednesday, February 3, 2021 • at the ranch, Wibaux, MT

LRS
LASSLE RANCH SIMMENTALS
Clay and Marianne Lassle
 42 Road 245
 Glendive, Montana
 Clay: 406.486.5584
 Ryan: 406.694.3722
 lrsbeef@midrivers.com

Miller
SIMMENTAL
Dale & Paula Miller
 Gildford, MT 59525 406-376-3109
 www.millersimmental.com
 70MO174@tfc-cmc.net

BULLS OF THE BIG SKY
 Bulls of the Big Sky
 February 15, 2021
 Billings, MT

Prickly Pear Simmental Ranch
Birthplace of the first Polled Black Simmental Bull
Made in Montana Sale • February 6, 2021
 Troy Wheeler, Cattle Manager: 406-949-1754
 Gary Burnham: 406-439-2360
 2515 Canyon Ferry Road • Helena, MT 59602
 ASA No. 174
 E-mail: ppsranch@gmail.com



Indiana

www.breedingcattlepage.com/
 INSimmAssoc/index.htm

TRENNEPOHL FARM
 6591 W County Road 625 N • Middletown, Indiana 47356
 765.620.1700 • Scott • 765.620.0733 • Jeff
 Thomas Lundy: 502.471.0354
 WWW.TRENNEPOHLFARMS.COM

HARKER
Simmentals
Quality Red & Black Simmental
John & Barbara 812-546-5578
 15633 E Jackson Rd. Hope, IN 47246
Dan, Jill, Luke & Chase 812-371-6881
Ben, Ashley, Gracie & Laynie 812-371-2926

CLEAR WATER SIMMENTALS
 Bulls, Females & Show Prospects Available
 Visitors always welcome
Jeff & Leah Meinders & Family
 3687 N. Co. Rd. 500 E • Milan, IN 47031
 812-498-2840 Home • chm.excavating@gmail.com
 Jeremy Smith, Herdsman 706-424-1744

CLOVER VALLEY SIMMENTALS

 RAMSEY, INDIANA
STEVE SIEG 812-736-4129
KEVIN SIEG 812-736-1277
 www.clovervalleysimmentals.com

HICKS CATTLE CO.
 ~ SINCE 1822 ~
Steve: 217-799-1105
 15957 N 200 E • Covington, IN 47932
 hickscattleco@gmail.com • www.thediamondh.com



Texas

www.texassimmentalsimbrah.com

Monte Christo Ranch & Investments
Jud and Margie Flowers
 12111 N. Bryan Road • Mission, TX 78573-7432
956-207-2087
 email: jud@lonestarcitrus.com
"No Nonsense" Simbrah Cattle



Pine Ridge Ranch
Pine Ridge Ranch
 LLC ATHENS, TX TX
Jane and Bill Travis
 billtravis@simbrah.com
 9876 PLANO RD. DALLAS, TX 75238
 Office: 214-369-0990
 Cell: 214-850-6308
www.simbrah.com

Simbrah, SimAngus™ HT, SimAngus™ & Simmental
FILEGONIA CATTLE COMPANY
Joe & Beth Mercer
 327 CR 459
 Lott, TX 76656
 Cell: 956-802-6995
 Home, Office: 254-984-2225
 bethmercer1974@gmail.com
 www.filegoniacattle.com

STgenetics
 www.STgen.com
 Beef@STgen.com

Sales Call
 A bi-monthly electronic announcement of upcoming sales for ASA Publication advertisers.

Prove It.
 You know your calves are worth it.
 Give buyers facts so they know it too.
Feeder Profit CALCULATOR™
 beef@internationalgeneticsolutions.com

SALE RESULTS

J & C Simmentals' 25th Anniversary Sale

January 25, 2020 • West Point, NE

No.	Category	Average
110	Bulls	\$3,616
19	Bred Heifers	2,366
23	Open Heifers	1,978
152	Total Lots	\$3,212

Auctioneer: Jon Schaben, Dunlap, IA

Marketing Representatives: Chris Beutler, AgriMedia, NE; and Tom Rooney, AgriMedia, IA

Sales Consultants: Kelvin Jorgensen, Ron Miller, and Buddy Robertson

Representing ASA: Bert Moore

High-Selling Lots:

- \$9,500** – Black Baldy PB Bull, “R/F Uptown F053,” s. by R/F Downtown B64, sold to Roger Seedorf, Yuma, CO.
- \$6,500** – Red PB Bull, “J&C Executive Order G227,” s. by W/C Executive Order 8543B, sold to Jay Lee, Madrid.
- \$6,000** – Black Baldy SimAngus™ Open Heifer, “JWS Minnie G6,” s. by Mr. CCF 20-20, sold to Trevor Cockburn, Anthon, IA.
- \$5,600** – Black PB Bull, “J&C Judge G521,” s. by SFG The Judge D633, sold to Rick Wetovick, Fullerton.
- \$5,500** – Red Baldy SimAngus Bull, “J&C Lockdown G882,” s. by W/C Lock Down 206Z, sold to Kyle Lewis, Hastings, OK.
- \$5,300** – Black SimAngus Bull, “SS Milestone FM25,” s. by SAV Bismarck 5682, sold to Stan Leiwer, Burke, SD.
- \$5,100** – Black Baldy SimAngus Bull, “J&C Lockdown G230,” s. by W/C Lock Down 206Z, sold to Marvin Ulrich, West Point.
- \$5,000** – Black SimAngus Bull, “J&C Lockdown G066,” s. by W/C Lock Down 206Z, sold to Joe Keiser, Gothenburg.
- \$5,000** – Black PB Open Heifer, “NPC Valorie G913,” s. by W/C Relentless 32C, sold to Trevor Cockburn, Anthon IA.

Volume Buyers: Kyle Lewis, Hastings, OK; Rick Wetovick, Fullerton; Ray Tegethoff, Platte, SD.

Comments: Cattle sold to eleven states including: AR, CO, IA, KS, KY, MO, NE, OK, SD, TX and WY.



A good crowd examining the cattle in outside pens.



Bob Volk in attendance, celebrating his recent Golden Book Award.



Chris Beutler and Tom Rooney working the ring.



West Point Livestock was packed to the rafters.

Red Bluff Bull Sale

January 25, 2020 • Red Bluff, CA

No.	Category	Average
19	SimInfluenced Bulls	\$4,789

Representing ASA: Dr. John Paterson

High-Selling SimInfluenced Bulls:

- \$6,750** – SimAngus™, “H4 Secret Service F836,” s. by W/C Bankroll 811D, cons. by Hinton Ranch Simmentals, Klamath Falls, OR; sold to Robbin Cattle Co., Davis, CA.
- \$5,750** – SimAngus, “Bullseye Broker 853,” s. by 4LS My Broker, cons. by Check X Livestock, Powell Butte, OR; sold to Jeremy Fulton, Eureka.
- \$4,750** – PB SM, “HR 841,” s. by CCR Cowboy Cut 5048Z, cons. by Hinton Ranch Simmentals, Klamath Falls, OR; sold to Nathan Owens, Red Bluff.
- \$4,500** – SimAngus, “LS World Class 593F,” s. by HILB/SHER World Class, cons. by Little Shasta Ranch, Montague; sold to Gary Silva, Herald.
- \$4,000** – PB SM, “HR 840,” s. by GW-WBF Substance 820Y, cons. by Hinton Ranch Simmentals, Klamath Falls, OR; sold to Virgle and Cheryl Anderson, Coarse Gold.
- \$4,000** – PB SM, “MIE Loaded Reflection,” s. by W/C Loaded Up 1119Y, cons. by Eberhardt Livestock, Wheatland.

Triangle J Ranch's 30th annual Bull Sale

January 26, 2020 • Miller, NE

No.	Category	Average
182	SimGenetics Yearling Bulls	\$6,291

Auctioneer: Tracy Harl, NE

Sale Manager: Allied Genetic Resources, IL

Marketing Representatives: Allied Genetic Resources, *Livestock Plus*, *Midwest Messenger*, *Kansas Stockman*, *Cattle Business Weekly* and *DVAuction*.

Representing ASA: Susan Russell

High-Selling SimGenetic Bulls:

- \$47,000** – PB SM “274G,” s. by Hook’s Eagle 6E sold to ABS Global, DeForest, WI; River Creek Farms, Manhattan, KS; and All Beef LLC, Normal, IL.
- \$32,000** – 1/2 SM 1/2 AN, “259G,” s. by Werner Flat top 4136, sold to J/C Simmentals, Clare, MI; and Cow Camp Ranch, Lost Springs, KS.
- \$26,000** – 1/2 SM 1/2 AN, “460G,” s. by TJ Frosty 318E, sold to Welsh Cattle Co., Blandinsville, IL; and Prairie View Farms, Monroe City, MO.
- \$25,000** – 1/2 SM 1/2 AN, “263G,” s. by KCF Bennett Homestead, sold to Scott Meyer, Superior; and Heath Willis, Alliance.

Comments: Also selling were 15 Angus Yearling Bulls at an average of \$3,267 and one Commercial Yearling Bull for \$3,250



Despite the mud, buyers tramped through the pens, marking down their top picks.



Three-year-old Cort Berg joined his parents in looking at bulls.

(Continued on page 68)



Hot Sim Solutions

at
CATTLE Visions

K-Ler Kingsman 610D



5/8

ASA#: 3125337
EPDs: CE: 11 \$API: 125 \$TI: 83

W/C Executive 187D



3/4

ASA#: 3182363
EPDs: CE: 17 \$API: 120 \$TI: 75

Yardley Utah Y361



3/4

ASA#: 2641894
EPDs: CE: 11
\$API: 103
\$TI: 59



FHEN Halftime A127



1/2

ASA#: 2884737
EPDs: CE: 14
\$API: 130
\$TI: 66



WLE Copacetic EO2



3/4

ASA#: 3299037
EPDs: CE: 13
\$API: 111
\$TI: 67



An awesome
Champion at American Royal & NAILE!

W/C Lock Down 206Z



1/2

ASA#: 2658496
EPDs: CE: 13
\$API: 152
\$TI: 85



W/C United 956Y



1/2

ASA#: 2614725
EPDs: CE: 11
\$API: 118
\$TI: 86



W/C BF Innocent Man 174A



3/4

ASA#: 2785174
EPDs: CE: 10
\$API: 105
\$TI: 57



Schooley Emmett C543



3/4

ASA#: 3268112
EPDs: CE: 8
\$API: 108
\$TI: 67



TJ Franchise 451D



1/2

ASA#: 3148384
EPDs: CE: 17
\$API: 165
\$TI: 88



High-selling
daughter at Walsh, NE.

GLS/JRB Cash Flow 163C



3/4

ASA#: 3044489
EPDs: CE: 5 \$API: 108 \$TI: 67

CCR Anchor 9071B



3/4

ASA#: 2882759
EPDs: CE: 15 \$API: 163 \$TI: 82

Rousey Gold Strike 512C



5/8

ASA#: 3000381
EPDs: CE: 16 \$API: 143 \$TI: 87

WS Stepping Stone 844



3/4

ASA#: 2937803
EPDs: CE: 11 \$API: 125 \$TI: 76

Longs the Player C33



3/4

ASA#: 3030191
EPDs: CE: 15 \$API: 117 \$TI: 60

LCRR THR Mtn Pass 6219D



5/8

ASA#: 3117102
EPDs: CE: 15 \$API: 166 \$TI: 88

Damar Duration D871



1/2

ASA#: 3222772
EPDs: CE: 11 \$API: 126 \$TI: 81

WHF Tenfold C38



3/4

ASA#: 3118596
EPDs: CE: 14 \$API: 126 \$TI: 70

DAF Cadillac Style C4



1/2

ASA#: 3066650
EPDs: CE: 9 \$API: 115 \$TI: 62

W/C Last Call 206A



1/2

ASA#: 2785178
EPDs: CE: 11 \$API: 149 \$TI: 82

W/C Son of a Biscuit 83E



1/2

ASA#: 3336314
EPDs: CE: 10 \$API: 127 \$TI: 64

Bridle Bit Rembrandt D630



5/8

ASA#: 3137473
EPDs: CE: 18 \$API: 167 \$TI: 79

Hara's Distinction 10C



3/4

ASA#: 3083878
EPDs: CE: 11 \$API: 88 \$TI: 59

CCR Masterlink 9054C



3/4

ASA#: 3026360
EPDs: CE: 15 \$API: 146 \$TI: 81

W/C Red Revolver 8443C



3/4

ASA#: 3041173
EPDs: CE: 18 \$API: 115 \$TI: 54

SALE RESULTS

continued

Triangle J Sale (Continued)



In addition to online bidding, an overflow crowd filled the bleachers, including buyers Greg and Jeff Ahlemeyer, Cambridge (foreground) and Heath Klein, Atwood, KS



Corey Wilkins and Marty Ropp, Allied Genetic Resources visit with buyers, Fred Smith, NC; and John Miller, MI.

38th Annual Blue River Gang Sale

February 1, 2020 • Rising City, NE

No.	Category	Average
21	SM and SimInfluenced Bulls	\$3,730
15	SM and SimInfluenced Breds	3,025
5	SM and SimInfluenced Pairs	3,470
17	SM and SimInfluenced Opens	2,026
58	Total SM and SimInfluenced Lots	\$3,026

Auctioneer: Russ Moravec, NE

Sale Manager: Eberspache Enterprises (EE), Inc., Marshall, MN

Marketing Representatives: Val Eberspacher (EE); Derek Vogt (EE) NE; Chris Beutler, AgriMedia, NE; Kelvin Jorgenson, NE; Troy Meysenberg, NE; Jake Hopwood, Valentine Livestock, NE; Matt Prinz, Angus Association, NE; Mariah Miller, and LiveAuctions.TV, IA.

High-Selling SimInfluenced Lots:

\$7,000 – PB SM Bull, “Ruth Executive Order F18,” s. by W/C Executive Order 8543B, cons. by Ruth Simmentals, sold to Billy Wilson, North Platte.

\$6,000 – PB SM Bull, “Ruth Executive Order F17,” s. by W/C Executive Order 8543B, cons. by Ruth Simmentals, sold to D&R Farms Inc., Ulysses.

\$6,000 – 3/4 SM Bull, “Ruth Judge G409,” s. by BF The Judge, cons. by Ruth Simmentals, sold to Jacob Standage, Eagle.

\$5,500 – PB SM Bred Female, “Deling Minnie F97,” s. by WLE Uno Mas X549, bred to W/C Night Watch 84E, cons. by Naber Farms, sold to Sloup Simmentals, Staplehurst.

\$5,250 – 1/2 SM Bull, “Ruth Mr. F643,” s. by W/C Lock Down 206Z, cons. by Ruth Simmentals, sold to Deb Hansen, Wisner.

\$5,000 – PB SM Bred Female, “Deling Oprah F819,” s. by HILB Oracle C003R, bred to W/C Night Watch 84E, cons. by Naber Farms, sold to Abby and David Nelson, Valparaiso.

Comments: Also selling were 10 Angus Bulls at an average of \$6,350; six Angus Breds at an average of \$2,393; and four Angus Opens at an average of \$3,700. The Blue River Gang consists of: BADJ Cattle Company, Mach Simmentals, Makovicka Angus, Naber Farms and Ruth Simmentals. Each year the breeders host a futurity show for juniors who are then recognized at the sale, this year’s top winners included: Lydia Fitzke, Taylor Harms, Jessica Blaser and Hayden Schwang.



Chris Beutler, Lee Agri Media, helped sell cattle and was a ring man.



A bright sunny day welcomed Blue River Gang customers who packed the pens for sale evaluation.



Russ Ruth (center) enjoyed visiting with customers.



Deon Goecke (right), a long-time customer of the Blue River Gang sale visited with host Russ Ruth.

Gateway’s 40th Annual Bull Sale

February 3, 2020 • Lewistown, MT

No.	Category	Average
236	Yearling SM/SimAngus Bulls	\$5,409

Auctioneer: Jim Birdwell, OK

Sale Manager: Allied Genetic Resources, Normal, IL

Marketing Representatives: Dan Diechmann; John Goggins, Western Ag Reporter; Devin Murnin, Western Livestock Journal; and Jeff Thomas, The Prairie Star.

Representing ASA: Dr. John Paterson

High-Selling Lots:

\$15,500 – “GW 919G,” s. by GW Movin On 183C, sold to ABS Global, Deforest, WI.

\$12,500 – “GW 387G,” s. by GW Quantum Leap 117B, sold to Stephens Farms, Troy, AL.



Sale host, Jimmy Butcher.



Taking bids during the sale.

Begger's Diamond V Ranch 45th Annual Big Sky Genetic Source Bull Sale

February 5, 2020 • Wibaux, MT

No.	Category	Average
89	Spring SimInfluenced Bulls	\$4,360
39	Fall SimInfluenced Bulls	4,910
128	SimInfluenced Bulls	\$4,528

Auctioneer: Roger Jacobs, MT
Representing ASA: Dr. John Paterson

High-Selling Lots:

- \$15,000 – “89G,” s. by CCR Pay Dirt 2340C, sold to Dan Miller, ND.
- \$13,000 – “196F,” s. by BDV Corner Stone 194B, sold to Dan Miller, ND.
- \$11,000 – “51G,” s. by CCR Pay Dirt 2340C, sold to Dan Miller, ND.
- \$11,000 – “102G,” s. by QB Blue Print D47, sold to C&N Mavencamp, MT.
- \$10,500 – “67G,” s. by QB Blue Print D47, C&N Mavencamp, MT.
- \$10,000 – “175F,” s. by QB Ignite D83, sold to JRC Cattle Co., MO.
- \$9,500 – “48G,” s. by CCR Flint Rock 010E, sold to Brock Fauth, MT.
- \$9,500 – “188E,” s. by BDV Corner Stone 194B, sold to Phil Verwolf, MT.

Comments: Also selling were 18 Angus bulls at an average of \$4,305.



The auction block.



Capacity crown on hand for the sale.



Viewing the offering prior to the sale.

Lazy C Diamond Ranch's Production Sale

February 5, 2020 • Kintyre, ND

No.	Category	Average
57	SM Yearling Bulls	\$4,855
7	Bred SM Heifers	1,929
7	Open SM Heifers	6,657
16	Embryo Lots	1,631
1	Flush Lot	8,000
1	Pick of the Cowherd	20,000
89	Total Lots	\$4,393

Auctioneer: Tracy Harl, CO
Marketing Representatives: Scott Ressler, ND Stockman; Kris Peterson,
Special Assignment: Marty Ropp, Allied Genetic Resources;
and Jodee Nohner, DV Auction.
Representing ASA: Russ Danielson

High-Selling Lots:

- \$25,000 – SimAngus™ Yearling Bull, “LCDR 123G,” s. by BGibbs 5381C Ajax, sold to GENEX™, Shawano, WI.
- \$21,000 – PB SM Yearling Heifer, “LCDR Ms Gwen 10G,” s. by CDI Innovator 325D, sold to Ronnie Smith, Denton, TX.
- \$15,000 – PB Yearling Bull, “LCDR 138G,” s. by CDI Innovator 325D, sold to Kipp Julson, Garretson, SD.
- \$13,000 – PB SM Yearling Heifer, “LCDR Ms Giselle 8G,” s. by CDI Innovator 325D, sold to Rydeen Farms, Clearbrook, MN.
- \$8,500 – SimAngus Yearling Bull, “LCDR 110G,” s. by GW Red Oak 295B, sold to Cory Bader, Lehr.
- \$8,500 – PB SM Yearling Bull, “LCDR 711E,” s. by CDI Innovator 325D, sold to Jeff & Leah Meinders, Milan, IN.
- \$8,000 – Flush of, “TJ Ms 38W,” sold to Jeff & Leah Meinders, Milan, IN.



Marty Ropp (left), Allied Genetic Resources and Tracy Harl.



Chris, Julia, Ivy and Flint Nicholson.



Viewing the offering prior to the sale.

Hart Simmentals' Power Bull Sale

February 6, 2020 • Frederick, SD

No.	Category	Average
87	PB SM Bulls	\$5,153

Auctioneer: Jered Shipman, TX
Sale Manager: Eberspache Enterprises (EE), Inc., Marshall, MN
Marketing Representatives: Val Eberspacher (EE); and Chris Effling, SD.
Representing ASA: Ben Spitzer

High-Selling Lots:

- \$19,000 – “Hart Most Wanted 083G,” s. by GLS Integrate Z3, sold to Chambers Cattle Company, Orchard, IA.
- \$18,500 – “Hart Turnout 127G,” s. by Rubys Turnpike 771E, sold to McDonald Ranch, Custer.
- \$13,000 – “Hart Neon Moon 04G,” s. by WHF Eclipse E35, sold to Dakota Simmentals, Colome.
- \$12,500 – “Hart Assault 058G,” s. by HSR Power Plus D206, sold to Quandt Brothers, Oakes, ND.
- \$12,500 – “Hart Gemini 093G,” s. by WCS El Dorado 5209C, sold to Dakota Simmentals, Colome.
- \$12,000 – “Hart Quantum 067G,” s. by WS Equalizer E1, sold to Justin Backer, Courtenay, ND.
- \$9,500 – “Hart On Point 104G,” s. by DKSR Hollow Point C66, sold to Steve Stoddard, Broadus, MT.
- \$8,000 – “Hart Powerhouse 074G,” s. by HSR Power Plus D206, sold to Shannon Brown, Bismarck, ND.

Comments: Each year a bull buyer is awarded a heifer as a drawing prize, this year's winner is Darwin Eichenburg, Reed City, MI.

(Continued on page 70)

SALE RESULTS

continued

Hart Simmentals' Sale (Continued)



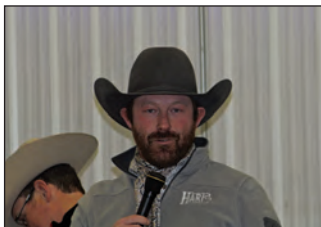
The lovely ladies of Hart Simmental (l-r) Shelby, Jamie and Jes.



David Chambers and Family, Chambers Cattle Co.



Wade Staigle, Mandan Lake Simmentals, braved the snow to view the Hart offering and visit with Justin Hart.



Travis Hart represented the Hart crew and greeted many repeat and new customers.

Rust Mountain View Ranch's 9th Annual Sale

February 6, 2020 • Mercer, ND

No.	Category	Average
49	SM, SimAngus, and Angus Bulls	\$6,500

Auctioneer: Ryan Dorran, AB

Marketing Representatives: Tony Heins, *Cattle Business Weekly*; Garrett Thomas, HiPoint Sales Marketing; Keith Kisse, K.K. Seedstock; Kiley McKinna, MC Marketing Management; Christy Collins, CCI Live; and Kris Peterson, Special Assignment.

Representing ASA: Perry Thomas

High-Selling Lots:

- \$65,000 – PB SM, “Rust Dark Angel 5076,” s. by W/C Night Watch 84E, sold to Double Bar D Ranch, Grenfell, SK.
- \$16,500 – PB SM, “RF/Rust Black Draft 981G,” s. by TJSC Boone Pickens 46L, sold to Chris Polzine, Darwin, MN.
- \$14,000 – SimAngus™, “Rust Master Designed 236,” s. by NGDB Structure 34D, sold to Ron Gilliland, Davis, CA.
- \$14,000 – PB SM, “Rust Night Watch 56,” s. by W/C Night Watch 84E, sold to Western Cattle Source, Crawford, NE.



The auction block.

Stavick Simmental's Annual Bull Sale

February 6, 2020 • Aberdeen, SD

No.	Category	Average
87	Yearling Bulls	\$4,575
28	Yearling Heifers	1,445
115	Total Lots	\$3,813

Auctioneer: Tracy Harl, CO

Marketing Representatives: Jeff Thomas, *The Prairie Star*; Jeff Kapperman, *Tri State Neighbor*; Jim Scheel, *Cattle Business Weekly*; and Justin Dikoff, DV Auction.

Representing ASA: Russ Danielson

High-Selling Lots:

- \$16,000 – PB SM Yearling Bull, “STAV Certified 13G,” s. by WS Certified E151, sold to TCM Simmentals, Kodoka, SD.
- \$8,500 – PB SM Yearling Bull, “STAV Pride 107G,” s. by TNT Pride C232, sold to Mark Nesemeier, Leonard.
- \$7,750 – PB SM Yearling Bull, “Stav Crossfit 99G,” s. by TJ Crossfit 570C, sold to Nevin Sorenson, Williston.
- \$7,750 – SimAngus Yearling Bull, “STAV Crossfit 73G,” s. by TJ Crossfit 570C, sold to Nevin Sorenson, Williston.
- \$2,500 – SimAngus Open Yearling Heifer, “STAV Miss Hoss 919G,” SimAngus™ s. by WINC Hoss 562C, sold to Tracy Burgod, Ipswich, SD.



Looking over the offering



Capacity crowd on hand.



Tracy Harl (left) and Mike Stavick addressing the crowd.



Cow Camp Ranch Annual Spring Bull Sale

February 7, 2020 • Lost Springs, KS

No.	Category	Average
150	SM and SimAngus™ 18-month-old Bulls	\$4,813
18	SM and SimAngus 2-year-old Bulls	4,150
168	SM and SimAngus Bulls	\$4,742

Auctioneer: Jered Shipman, TX

Sale Staff: Marty Ropp, Allied Genetic Resources; Corey Wilkins, Allied Genetic Resources; Stephen Russell, *Kansas Stockman*; Chisolm Kinder, *Oklahoma Cowman*; Guy Peverley, *The Stock Exchange*; J.W. Brune, *Iowa Farmer Today*; Charly Cummings, *Superior Livestock*; Tim Lackey, *Missouri Cattleman*; and Jeff Nemecek, *High Plains Journal*.

Representing ASA: Dr. Michael Dikeman

High-Selling Bulls:

- \$14,500** – “CCR Cowboy Cut 5115F,” s. by CCR Cowboy Cut 5048Z, sold to Moriondo Farms, MO.
- \$9,500** – “CCR 6028 All Abrid 0043F,” s. by WS All Aboard B80, sold to Premium Heifer Development, KS.
- \$8,500** – “CCR 4069 Abilene,” s. by CCR Abilene 6018C, sold to Select Sires, OH.
- \$7,500** – “CCR 6028 All Abrid 3143F,” s. by WS All Aboard B80, sold to Hansen Simmental Ranch, ND.

Comments: Bulls sold into 11 states including: CO, IA, IL, KS, MO, NE, OH, OK, OR, ND and WI. CAB steak dinner courtesy of Animal Health International, Boehringer Ingelheim, Elanco, Merck Animal Health, Temple Tags & Zoetis



Enjoying the pre-sale lunch.



Capacity crowd.



Sale hosts (l-r): Tracy, Kent, Mark, and Nolan Brunner.

Dixie National Sale

February 8, 2020 • Jackson, MS

No.	Category	Average
53	Total Lots	\$2,157

Auctioneer: Tommy Carper, VA
Sale Manager: DP Sales Management, LLC, KY
Sale Staff: Jacob Scwab, Mark Sims and Will Gibson
Sale Chairman: Matt Karish

High-Selling Lots:

- \$6,250** – Open Female, “ALL Royal Blackbird 905,” s. by Colburn Primo, cons. by Bar QH Simmental, sold to Morgan Angus and Songbird Angus, IL.
- \$4,600** – Bull, “RHF Double Tap 365G,” s. by HPF Quantum Leap, cons. by Rocky Hollow Farm, sold to Doug Davis, TN.
- \$4,400** – Open Female, “Bar QH Drive G606,” s. by WAGR Driver 706T, cons. by Bar QH Farms, sold to Fenton Farms Simmentals, MS.
- \$3,800** – Bred Female, “JM CB Mary Sue 102F,” s. by Mr. HOC Broker, bred to JM CB Justify, cons. by Beckett Cattle Company, sold to Adam Andrews, GA.
- \$3,600** – Open Female, “PMCC Georgina 9093,” s. by PVF Surveillance, cons. by PMCC, Inc., sold to Anthony Franks, MS.
- \$3,400** – Open Female, “LC4 Pansy G907,” s. by W/C Night Watch, cons. by Jared Collier, sold to Triple C Farms, TN.
- \$3,200** – Open Female, “STCC Serena’s DPL 9153,” s. by OBCC CMFM Deplorabull, cons. by Trennepohl Family Farm, sold to Ryan Clanton, MS.



Dr. Brandi Karisch visits with a buyer before the sale.



The seats were packed in the Dixie Sales Arena.



Stephanie and James Housley made the trip from TN.



The Brown family from Alabama were active bidders.

Kenner Simmental Ranch 24th Annual Sale

February 8, 2020 • Leeds, ND

No.	Category	Average
24	Red PB SM Bulls	\$4,990
31	Black PB SM Bulls	4,782
29	Red SimAngus™ Bulls	4,836
23	Black SimAngus Bulls	4,913
107	SimInfluenced Bulls	\$4,871
65	SimInfluenced Bred Heifers	\$2,346

Auctioneer: Roger Jacobs, Billings, MT
Sale Consultants: Marty Ropp, Allied Genetic Resources; and Brian Bouchard, Bouchard Livestock.
Sale Representatives: Jeff Thomas, *the Prairie Star*; Scott Ressler ND Stockman’s Association; and Very Frey, Special Assignment.
Representing ASA: Perry Thomas

High-Selling SimInfluenced Bulls:

- \$27,000** – Red 3/4 SimAngus Bull, “KS Vanderbilt G220,” s. by RFS Bulletproof B42, sold to Crosshair Simmental Ranch, Dawson; and Dol Simmental Ranch, New Salem.
- \$14,000** – Red PB SM Bull, “KS Baylor G119,” s. by RFS Bulletproof B42, sold to Ben Stroh, Tappen.
- \$10,000** – Black PB SM Bull, “KS Wofford G157,” s. by Colorado Bridle Bit E752, sold to Traxinger Simmentals, Houghton, SD.
- \$8,500** – Red 3/4 SimAngus Bull, “KS Gustavus G60,” s. by GW Major Move 590E, sold to Traxinger Simmentals, Houghton, SD.
- \$8,500** – Black PB SM Bull, “KS Clemson G132,” s. by Hook’s Bozeman 8B, sold to Joe Wagner, Brandon, MN.
- \$8,000** – Red PB SM Bull, “KS Cornell G107,” s. by RFS Bulletproof B42, sold to Oscar and Gloria K Ieven, Maddock.
- \$8,000** – Black PB SM Bull, “KS Rutgers G13,” s. by Colorado Bridle Bit E752, sold to Cole Fetting, Tappen.
- \$8,000** – Black 3/4 SimAngus Bull, “KS Nicholls G339,” s. by LRS Evolution 328E, sold to Steve Fallgatter, Driscoll.

Volume buyers: T-T Ranch, Grace City; Paul Van Beek, Pollock, SD; Sven & Andrea Carlson, Sheyenne; Mark Peterson, Velva; Jeff Lemer, Drake; Cobb Cattle Company, Savery, WY; and Rockin R Ranch, Reedsburg, WI.

(Continued on page 72)

SALE RESULTS

continued

Kenner Simmental Sale (Continued)

Comments: Also selling were three Red PB Angus Bulls at an average of \$3,833. Cattle sold into nine states including: CO, MO, MN, MT, ND, SD, WA, WI and WY.



Erika Kenner addressing the crowd.



Gerald Jaeger (left) Esmond; visits with Jeff Thomas prior to the sale.



Capacity crowd enjoying the sale.

RL Fleckvieh Limerock Ranch 37th Annual Bull & Bred Female Sale

February 8, 2020 • Brandon, IA

No.	Category	Average
32	Bulls	\$4,020
33	Bred Heifers	1,965
65	Total Lots	\$2,977

Auctioneer: Dick Lehman, IA

Marketing Representatives: Randy Lehman, Ben Lehman, Bryce Lehman, Justin Steward, Steward Auction Service

Representing ASA: Bert Moore

High-Selling Lots:

\$6,500 – Black SimAngus™ Bull, “9126G,” s. by NCL/RL Ranger 122B, sold to Lange & Tinker, Elkader.

\$6,000 – Black Baldy ½ Blood Bull, “918G,” s. by Silveiras Mission Nexus 1378, sold to Ron Cota, Harpers Ferry.

\$5,750 – Black Baldy SimAngus Bull, “9148G,” s. by 3C Complete 7339E B, sold to Al Steger, Elkport.

Volume Bull Buyer: Miekley Farms, Exeter, MO.

Volume Female Buyer: John Deppe, Maquoketa.



Bert Moore (left) checks out a sale lot; Randy Lehman, Dick Lehman, and sale clerks on the auction block.



A good crowd in chilly temperatures gather around the outside sale ring.

Rousey SimAngus™ 1st Annual Sale

February 8, 2020 • North Platte, NE

No.	Category	Average
138	SimGenetic Yearling Bulls	\$4,800

Auctioneer: Kyle Schow, Paxton

Marketing Representatives: *The Fence Post*, *Western Ag Reporter*, *Livestock Plus*, and *DVAuction*.

Representing ASA: Susan Russell

High-Selling Lots:

\$8,750 – “Rousey 9080G,” s. by KG Justified 3023, sold to Blaket Thompson, Dunning.

\$8,500 – “Rousey 9387G,” s. by WS All Aboard B80, sold to Donald Coudeyras, Burchard.

\$8,500 – “Rousey 9175G,” s. by W/C Night Watch 84E, sold to Steve Kopf, Lexington.

Comments: The sale was a transition from the Berger’s Herdmaster program to the leadership of Tyrell and Deandra Rousey, becoming Rousey SimAngus™.



Andy Applegarth, Whitman, looks over the offering.



C.R. Jewell, and his 5-year-old son Tripp, Whitman, check their lists prior to the auction.



Tony and Krista Eggleston, Arnold, bought bulls for 1 Lilly Ranch.



A large crowd gathered for the first Annual sale.

Rydeen Farms 22nd Annual Genetics with Vision Production Sale

February 8, 2020 • Clearbrook, MN

No.	Category	Average
75	SM Yearling Bulls	\$3,870
30	SM Bred Heifers	2,523
12	SM Yearling Heifers	1,263
117	Total Lots	\$3,257

Auctioneer: Tracy Harl, Wellington, CO

Sale Representatives: Andrew Swanson, Lee Agri-Media; Alex Acheson, *Cattle Business Weekly*; Rocky Forseth, Allied Genetic Resources; and Jackie Oelke, DV Auction.

Representing ASA: Russ Danielson



2020 Fall Total Herd Enrollment

The American Simmental Association encourages all members to participate in our whole herd reporting system, called Total Herd Enrollment (THE).

THE Enrollment Codes	
0	Cow Bred to Calve During the Season
1	Heifer Bred to Calve During the Season
2	Not Exposed – Moved to Next Season
3	Exposed and Failed to Conceive – Moved to Next Season
4	Exposed and Failed to Conceive – Moved to Next Year
5	Donor Cow
6	Recipient Cow
44	Not Exposed – Moved to Next Year
THE Removal Codes	
60	Exposed and Failed to Conceive
61	Aborted
62	Age
63	Appearance
64	Calf Loss at Calving
65	Calf Loss Post Calving
66	Color
67	Died – Calving
68	Died – Other
69	Died – Sickness/Disease
70	Disposition
71	Herd Reduction
72	Hoof Condition
73	Horned
74	Injury
75	Production/Performance
76	Prolapse
77	Sickness/Disease
78	Sold, Breeding Purposes, Paper Not Transferred
79	Sold, Breeding Purposes, Paper Transferred
80	Structural Soundness
81	Udder Quality
82	Genetic Defect Status

Start with your Preliminary Inventory

by accessing it online (*see reverse for instructions*), or use paper packet received in mail/email.

Instructions (See Enrollment Template below)

- *Confirm all active cows are listed**
This should include any cow enrolled in previous year, first time heifers, and purchased cows.
- *Primary Code** – Enter an Enrollment or Removal Code for each cow (*codes are listed to the left*).
 - Any cow *remaining* in herd should be given an Enrollment Code.
 - Any cow being *removed* from the herd should be given a Removal Code.
- Additional Code** – use only if multiple reasons a cow is being removed (*Primary Code MUST already have a removal code*).
- *A/B/C/D/N** – Enter an enrollment option for each cow (*see pricing on reverse*).
 - All registered Simmental/SimGenetic must be enrolled in the same option.
 - Commercial or foundation cows may be in a different enrollment.
 - Enter “N” for any cow being removed.
- BillCode** – Enter “H” to pay half of the enrollment fee now and the second half will bill later in the year. If left blank, billing will default to full payment at time of submission.
- Remarks** – Optional field if you wish to add additional remarks on a cow. This column is for member use only. ASA will not adjust enrollment based on this column.
- To enter a new commercial cow fill in the following:**
 - “AnmTattoo” with the cow’s tattoo
 - “BirthDt” with the cow’s birth date
 - “BrdCds” with the cow’s breed composition

The cow will be assigned a permanent ID number to be used for all subsequent enrollments and calf reporting.

**All underlined fields are required*



Enrollment Template

AnmReg Nbr	AnmTatt	Primary Code	AddtnlCode	A/B/C/D/N	Season	Animal Name	BirthDt	BrdCds	EnrYear	BillCode	Remarks
<u>1</u>		<u>2</u>	<u>3</u>	<u>4</u>						<u>5</u>	<u>6</u>
	<u>7</u>					<u>7</u>	<u>7</u>				

Send Your 2020 Fall Inventory to ASA by June 15, 2020

- Online** – using Data Entry section of Herdbook Services – www.simmental.org
- Email** – THE@simmgene.com
- Mail** – One Genetics Way, Bozeman, MT 59718

Total Herd Enrollment Payment Options:

	Option A (TR) Total Registration	Option B (SR) Selective Registration	Option C (LR) Limited Registration	Option D (CM) Commercial
Enrollment Fees: Registration Fees:	\$15.00 \$0.00	\$0.00 \$30/\$40/\$50 ^a	\$7.50 \$30/\$40/\$50 ^a	\$390/herd \$42/\$52/\$62 ^a
Choosing the best options:		^a Depending on age of calf	^a Depending on age of calf	^a Depending on age of calf
If you register > 45% of your calf crop.	✓			
If you register < 45% of your calf crop and don't use EPDs for selection decisions.		✓		
If you register < 20% and use EPDs for selection decisions.			✓	
If you have a commercial herd.				✓
Benefits of Enrolling:				
EPDs to make informative selective decisions.	✓	Reg. Animals Only	✓	Females Only
Herd participates in genetic evaluation.	✓	✓	✓	✓
Reproductive record on every cow enrolled.	✓	✓	✓	✓
Commercial cows or cows of other breeds are eligible.	✓	✓	✓	✓
Requirements when enrolled:				
Every registered SM/SI dam must be enrolled.	✓	✓	✓	
Each dam enrolled must have calf or productivity reported/year.	✓	✓	✓	✓
Deadlines to be met for enrollment and calf data.	✓	✓	✓	✓



Instructions for Online Enrollment

www.simmental.org



- Go to www.simmental.org and select **Herdbook**
- Log In** by entering
 - 6-digit member number (*zero filled example: 000317*)
 - Password
- Under **Data Entry** select **Online**
- Select the **Inventory** tab
 - Click **Fall**
 - Make sure year shows **2020**
- Select **Update 2020 Fall THE Cow Inventory**
- Update THE inventory (*see instructions on front*)
- If there are **Errors** and/or **Warnings**
 - Errors** (*indicated by red triangle at left side of line*)
 - At top of spreadsheet select the **Errors** tab
 - Each error will be listed and **MUST** be resolved before submitting enrollment to ASA
 - Warnings** (*indicated by a purple triangle at left side of line*)
 - At top of spreadsheet select the **Warnings** tab
 - Review each warning listed, correct if needed
 - Job may be submitted without resolving all warnings
- For herds in Option A, B, or C: once all cows have been given an enrollment or removal code and there are no errors, select **Submit Data**
 - A new page will display; if there are no errors, select **Proceed to Billing** to display the billing summary. If you are enrolling in Option A or C you will see a balance due. (*After June 15, 2020, all options will have a balance due reflecting the \$1.00 non-refundable late fee per animal*)
 - Click **Add Payment**. Enter credit card information. Select **Confirm**.
 - To complete job you **MUST** click **FINAL SUBMIT**.
 - The **Invoice Status** will change to **Complete**, print and store for your records.
- PLEASE NOTE:** for herds enrolling in Option D the job must be submitted by ASA. Please email job number to THE@simmgene.com with a request to submit.
- To save job and return later, click **Save and Exit**. The job will remain in an incomplete status under your account. **Please be aware that billing is based on the submission date, not the date it was started. Job must be submitted prior to June 15, 2020, to avoid late fees.**

Job must be submitted prior to June 15, 2020, to avoid late fees.

High Selling Lots:

- \$10,000** – PB Yearling Bull, “RFS Grizzly G65,” Purebred Yearling Bull, s. by Ellingson Load Up B4022, sold to Steve Fallgatter, ND.
- \$8,000** – SimAngus™ Yearling Bull, “RFS Gage G15,” s. by WS Proclamation E202, sold to Keller Broken Heart Ranch, Mandan, ND.
- \$6,000** – PB Yearling Bull, “RFS Gentry G8,” s. by WS Proclamation E202, sold to Emmons Ranch, MT.
- \$4,000** – PB Bred Heifer, “RFS Miss Francie F57,” s. by Ellingson Load Up B4022, bred to Direct Impact, sold to Mark Nesemeier, ND.
- \$1,700** – PB Yearling Heifer, “RFS Miss Georgia G160,” s. by KBHR Kingsman E144, sold to Brant Farms, Hinkley.

Volume Buyers: Brant Farm, MN and Emmons Ranch, MT.



Looking over the offering.



Paul Rydeen and Tracy Harl with pre-sale remarks.



Capacity crowd on hand for the sale.

Benda Simmentals Annual Sale

February 10, 2020 • Kimball, SD

No.	Category	Average
54	SM Yearling Bulls	\$4,995

Auctioneer: Justin Tupper, St. Onge, SD

High-Selling Lots:

- \$7,750** – SimAngus™ Bull, “JBS Mr Main Event 9G,” s. by TJ Main Event 503B, sold to Tom Gorzalka, Clearmont, WY.
- \$7,250** – SimAngus Bull, “JBS Mr Casino 645G,” s. by JBS Big Casino 336Y, sold to Terry Wicks, Carpenter.
- \$7,000** – SimAngus Bull, “JBS Mr Big Timber 625G,” s. by Koch Big Timber 685D, sold to Roger Foster, Valentine, NE.
- \$6,750** – PB SM Bull, “JBS Mr Bozeman 901G,” s. by Hook’s Bozeman 8B, sold to Joe Koch, Stickney.
- \$6,750** – PB SM Bull, “JBS Mr Final Sort 331G,” s. by Hart 094B, sold to Kordell DeHaan, Platte.
- \$6,750** – SimAngus Bull, “JBS Mr Nightride 741G,” s. by J Bar J Nightride 225Z, sold to Nepodal Land & Cattle, Platte.
- \$6,750** – SimAngus Bull, “JBS Mr Nightride 767G,” s. by J Bar J Nightride 225Z, sold to Dale and Darrell Miles, Montrose.
- \$6,500** – PB SM Bull, “JBS Mr Pace 759G,” s. by ASR/GLS Pacesetter U862, sold to Kordell DeHaan, Platte.
- \$6,500** – SimAngus Bull, “JBS Mr Casino 653G,” s. by JBS Big Casino 336Y, sold to Scott McManus, Fulton.



Good-sized crowd on hand to evaluate and bid on the offering.

Bichler Simmentals & Red Angus Production Sale

February 11, 2020 • Linton, ND

No.	Category	Average
44	SimInfluenced Yearling Bulls	\$5,912
32	SimInfluenced Bred Females	2,538
11	SimInfluenced Yearling Heifers	3,509
87	SimInfluenced Lots	\$4,367

Auctioneer: Tracy Harl, Wellington, CO

Sale Representatives: Tony Heins, *Cattle Business Weekly*; Scott Ressler, ND Stockman’s Association; Kris Peterson, Special Assignment; and Logan Hoffmann, DVAuction.

Representing ASA: Russ Danielson

High-Selling SimInfluenced Lots:

- \$62,500** – PB Yearling Bull, “BCLR Proclamation G352,” s. by WS Proclamation E202, sold to Lazy C Diamond Ranch, Kintyre.
- \$25,000** – PB Yearling Bull, “BCLR Proclamation G735,” s. by WS Proclamation E202, sold to Gana Farms, Martell, NE.
- \$12,000** – PB Yearling Heifer, “BCLR Miss Authority G910,” s. by CDI Authority 77X, sold to Martin Simmentals, Rock Lake and G&D Simmentals, Calvin.
- \$11,000** – Pick of the 2019 Yearling Heifers and sold to Chris Schmitz, Bruce, WI.
- \$9,000** – SimAngus™ Yearling Bull, “BCLR Maine Event G21-1,” s. by TJ Main Event 503B, sold to Mandan Lake Simmental Ranch, Center.
- \$8,500** – PB Yearling Bull, “BCLR Authority G38-4,” s. by CDI Authority 77X, sold to Larson XL Simmentals, Tappen.
- \$3,900** – PB Bred Heifer, “BCLR Miss Wide Load F888,” s. by BCLR Wide Load C21-3, sold to Jon Leadbetter, Wishek.

Comments: Also selling were three Red Angus Yearling Bulls at an average of \$2,717; and one Red Angus Yearling Heifer for \$1,700. The Bichler production sale will be moved from February to the third Monday of November 2020.



Maria Bichler, Tracy Harl and Doug Bichler welcome the crowd.



Chris Nicholson, Lazy C Diamond Ranch purchased a high-selling bull.

(Continued on page 76)

SALE RESULTS

continued

River Creek Farms' 30th Annual SimAngus™ Bull Sale

February 12, 2020 • Manhattan, KS

No.	Category	Average
70	18-month-old Fall Bulls	\$5,700
46	Yearling Spring Bulls	4,960
116	Total Lots	\$5,410

Auctioneer: Jim Birdwell, OK

Sales and Publication Representatives: Marty Ropp, Allied Genetic Resources; Jeremie Ruble, Ruble Cattle Services; Stephen Russell, *KS Stockman*; Guy Peverly, *The Stock Exchange*; Jeff Nemecek, *High Plains Journal*; and J.W. Brune.

Representing ASA: Michael Dikeman

High-Selling Lots:

\$10,000 – 1/2 SimAngus™ Bull, s. by G A R Momentum, sold to C&L Farm LLC, Gadsden, AL.

\$8,000 – 3/8 SimAngus Bull, s. by G A R Surefire, sold to Aaron and Ashley Kough, Russel Springs.

\$8,000 – 1/4 SimAngus Bull, s. by G A R Surefire, sold to R&R Cattle and Equipment, Lincoln.

\$8,000 – 1/2 SimAngus Bull, s. by Basin Payweight 1682, sold to R&R Cattle and Equipment, Lincoln.

\$8,000 – 3/8 SimAngus Bull, s. by G A R Surefire, sold to David Hevener, Franklin, WV.

\$7,750 – 1/2 SimAngus Bull, s. by Basin Payweight, sold to R&R Cattle and Equipment, Lincoln.

\$7,500 – 3/8 SimAngus Bull, s. by G A R Surefire, sold to R&R Cattle and Equipment, Lincoln.

\$7,500 – 1/2 SimAngus Bull, s. by Coleman Charlo 0256, sold to Luke Hanchet, Phillipsburg.

\$7,500 – 1/4 SimAngus Bull, s. by G A R Surefire, sold to Aaron and Ashley Kough, Russell Springs.

Volume Buyers: R&R Cattle and Equipment, Lincoln; Aaron and Ashley Kough, Russell Springs; Joel Miller, Scott City; Spencer Farms, Rantoul; Grass Valley Ranch LLC, Austin, NV; and Lazy Spade LLC, Red Bluff, CA.

Comments: Bulls sold into 10 states including: AL, CA, CO, KS, MT, MO, OK, NV, WI and WV; with 80% going to repeat customers.



Buyers looking at bulls.



Marty Ropp (right) and Ralph Brooks (center) visit with a potential buyer.



(L-R) Guy Peverley (ringman), Jim Birdwell and Jeff Nemecek (ringman).



A representative from Top Dollar Angus addresses the crowd.

Felt Farms Brand of Excellence Bull Sale

February 13, 2020 • West Point, NE

No.	Category	Average
56	SM and SimInfluenced Bulls	\$4,079

Auctioneer: Jon Schaben, IA

Sale Manager: Eberspacher Enterprises (EE) Inc., Marshall, MN

Marketing Representatives: Val Eberspacher (EE); Derek Vogt (EE) NE; Chris Beutler, AgriMedia, NE; Brian Brester, NE; Kent Jaecke, OK; Quentin Smola, NE; Jerry Walsh, NE; and Mariah Miller, LiveAuctions.TV, IA.

High-Selling Lots:

\$18,000 – “Felt Getcha Sum G113,” s. by W/C Lock Down 206Z, cons. by Felt Farms, sold to Forster Farms, Smithfield.

\$6,750 – “Felt Grand Event 149G,” s. by W/C Executive Order 8543B, cons. by Felt Farms, sold to LZ Farms, Unadilla.

\$5,500 – “Felt/Vas Oracle 621G,” s. by HILB Oracle C033R, cons. by Felt Farms, sold to Kevin Fenton, Poteau, OK.

\$5,500 – “Felt Prescott G176,” s. by HILB/Jass Top It Off, cons. by Felt Farms, sold to Kevin Fenton, Poteau, OK.

\$5,300 – “RS Lockdown 59G,” s. by W/C Lock Down 206Z, cons. by Roberts Simmentals, sold to Russ Longe, Wakefield.

\$5,250 – “RS Lockdown 13G,” s. by W/C Lock Down 206Z, cons. by Roberts Simmentals, sold to Kevin Koehler, Osmond.

\$5,000 – “Felt Grand Entrance 104G,” s. by W/C Executive Order 8543B, cons. by Felt Farms, sold to Heithold Family Farms, Coleridge.

Comments: Guest breeders included: Bellar Cattle Company, Big J Cattle Company, Eisenhauer Simmentals, Roberts Simmentals, T&B Livestock and Wiese Cattle.



Delores Felts visits with quest consignor Mike Vary.



Aaron and Cathy Baker, Baker's Black Simmental, purchased a new herd bull for their operation.



Jon Schaben and James Felt on the auction block.



Seth Johnson, Big J Cattle Co was a guest consignor.

(Continued on page 78)

COOL Additions!

CATTLE *Visions*

866-356-4565

www.cattlevisions.com



SAPI: 150
STI: 75

Erixon Bitten 203A

NCB Cobra 47Y x BMD Miss BLK Ice Dancer
ASA# 2966135 • Hetero black • Homo polled
Bitten offers a shortened gestation length and superior calf vigor. Tons of hair at birth with excellent growth, capacity and a genetic profile in the top 4% of the breed. His sire, NCB Cobra is the 2018 Canadian sire-of-the-year with 26 progeny averaging \$12,100.



SAPI: 142
STI: 79

RFG/K-LER Elevation 727E

RS Elevate x MCM Top Grade
ASA# 3268058 • Homo black • Homo polled
High-seller at 2018 NWSS "The One" Bull Sale. Awesome outcross and EPD profile with excellent outline!



SAPI: 113
STI: 70

B C R Perfect Vision F022

Mr CCF 20-20 x HSF Callie D613
ASA# 3516009 • Black • Homo Polled
Perfect Vision was the high-selling bull at the 2019 Cowtown Classic in Fort Worth at \$24,500 and went on to become the Reserve Champion % Bull! He has excellent structure and profile!



SAPI: 105
STI: 67

SC Pay the Price C11

Pays to Dream x Trademark
ASA# 2988788 • Homo black • Hetero polled
Two-time NWSS Grand Champion Bull



SAPI: 133
STI: 76

KCC1 Exclusive 116E

Hammer x Entourage
ASA# 3306064 • Homo black • Homo polled
\$240,000 valuation high-seller Fort Worth!
Lead bull in Kearns' 2018 NWSS Champion Pen!



SAPI: 110
STI: 61

TNGL Imprint D989

TNGL Track On x JF Shock and Awe
ASA# 3173557 • Homo black • Homo polled
Division Champ at 2016 NAILE & 2017 NWSS!
Use his impeccable structure and great design with outcross pedigree!



SAPI: 140
STI: 76

WRS Emergent E715

CCR Anchor x Remington Lock N Load 54U
ASA# 3280609 • Hetero Black • Homo Polled
3/4 Outcross to Dream On and Upgrade



SAPI: 120
STI: 74

GSC GCCO Dew North 102C

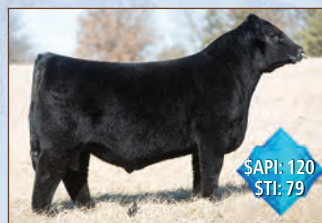
Duracell x Dew It Right
ASA# 3141837 • Homo black • Homo polled
Calving ease combined with tremendous structural soundness! 2018 Fort Worth Champion!



SAPI: 109
STI: 74

Longs Pay the Man E16

Pays to Believe x Shear Pleasure
ASA# 3327014 • Homo black • Homo polled
Great-built, stout, double-homozygous
Pays to Believe son!



SAPI: 120
STI: 79

LLSF Vantage Point F398

CCR Anchor x Uprising x Quantum Leap's Dam
ASA# 3492381 • Hetero Black • Homo Polled
3/4 Lead-off Bull in the 2019 NWSS Champion % for Lee.



SAPI: 121
STI: 72

VCL Foresight 17F

Mr CCF 20-20 x Profit
ASA# 3506652 • Black • Polled
Full brother to Sinclair's multi-champion
\$77,500 heifer in IN.



SAPI: 120
STI: 73

KWA Law Maker 59C

CDI Authority x KWA Red Rock
ASA# 3223767
Producing highly desirable, stout progeny!



SAPI: 117
STI: 65

STF Crimson Tide DZ87

CDI Rimrock x STF Much More
ASA# 3274952
Exciting Red Genetics both phenotypically and genotypically!



SAPI: 127
STI: 75

VOLK Backdraft CC F810

W/C Executive Order 8543B x JS Flatout Flirty
ASA# 3528566 • Red • Polled



SAPI: 118
STI: 71

PBF Red Paint F88

W/C Executive Order x Built Right
ASA# 3500551 • Red • Polled
Hot, red, calving ease bull. 2019 Iowa State Fair Division Champion!



SAPI: 120
STI: 59

KSIG Steelin His Style 6D

Silveras Style x Steel Force x SS Babys Breath
ASA# 3130639 • Homo black • Homo polled
1/2 SimAngus™, calving ease from the 2012 American Royal Champion!



SAPI: 114
STI: 68

Rocking P Die Hard C060

Quantum Leap x Mo Magic
ASA# 3102430 • Homo black • Homo polled
Die Hard is ultra sound and was the 2018 Fort Worth Champion % Bull as well as the Reserve Champion at the 2017 NAILE & American Royal! 3/4 blood.



SAPI: 118
STI: 75

W/C Double Down 5014E

Executive Order X Yardley Utah
ASA# 3336150 • Homo black • Homo polled
Featured at the 2018 Werning Sale, selling to Steve Hicks, IN, owner of Relentless. Expect Double Down to transmit a bold rib with extension through his front 1/3.



SAPI: 127
STI: 75

Mr CCF 20-20 100B

Mr CCF Vision x HTP SVF Dew The Stroke
ASA# 2964446 • Homo black • Homo polled
20-20 has sired lots of high sellers for his owner group of Cooper, Hartman and Polzin. They are stout-made and growthy with loads of eye appeal!

SALE RESULTS

continued

Lassle Ranch Simmentals 27th Annual Bull Sale

February 13, 2020 • Glendive, MT

No.	Category	Average
120	Yearling Bulls	\$5,045
11	Females	4,950
131	Total Lots	\$5,037

Auctioneer: Roger Jacobs, Billings

Sale Representatives: Jeff Thomas, *The Prairie Star*; John Goggins, *Western Ag Reporter*; Devin Murnin, *Western Livestock Journal*, Rocky Forseth, Allied Genetic Resources; and John Henry Beardsley, Superior Livestock.

Representing ASA: Russ Danielson

High-Selling Lots:

\$19,000 – PB Yearling Bull, “LRS 442G,” s. by Hook’s Eagle GE, sold to Hansen Simmental Ranch, Ryder, ND.

\$13,000 – PB Yearling Bull, “LRS 213G,” s. by Hook’s Baltic 17B, sold to Kenner Simmentals, Leeds, ND.

\$9,500 – SimAngus™ Yearling Bull, “LRS 790G,” s. by LD Capitalist 316, sold to Cal Davidson, Miles City.

\$9,000 – SimAngus Yearling Bull, “LRS 3285G,” s. by Hook’s Baltic 17B, sold to Tom Tuhy, Dunn Center, ND.

\$9,000 – SimAngus Yearling Bull, “LRS 503G,” s. by LBR New Front D211, sold to Perhus Brothers, Marshall, ND.

\$7,500 – PB Bred Heifer, “LRS Ms 3C Pasque 8035F,” s. by 3C Pasque 4331B, bred to WS Proclamation E202, sold to J/C Simmental, Clare City, MI.

\$6,750 – PB Bred Heifer, “LRS Ms 3C Pasque 8037F,” s. by 3C Pasque 4331B, bred to Basin Rainmaker 404, sold to Rydeen Simmental Farms, Clearbrook, MN.



Clay Lassle assisting his bull customers.



Always upbeat auctioneer Roger Jacobs.



Introduction of the Lassle Family.



Ringman Jeff Thomas assisting a portion of the large crowd.

TNT Simmentals’ 35th Annual Bull Sale

February 14, 2020 • Almont, ND

No.	Category	Average
18	PB Black Bulls	\$8,222
16	3/4 Black SM 1/4 AN Bulls	8,125
11	5/8 Black SM 3/8 AN Bulls	8,136
11	1/2 SM 1/2 AN Bulls	10,955
1	3/8 SM 5/8 AN Bull	5,000
2	1/4 SM 3/4 AN Bulls	8,593
19	PB Red SM Bulls	9,289
7	3/4 SM 1/4 Red AN Bulls	6,500
7	5/8 SM 3/8 Red AN Bulls	7,643
7	1/2 SM 1/2 Red AN Bulls	5,929
3	3/8 SM 5/8 Red AN Bulls	6,000
3	1/4 SM 3/4 Red AN Bulls	5,833
1	1/8 SM 7/8 Red AN Bull	7,500
106	SimInfluenced Bulls	\$8,209

Auctioneer: Seth Weishaar, SD

Sale Representatives: Rocky Forseth, Allied Genetic Resources; Kirby Goettsch, *Farm and Ranch Guide*; Scott Ressler, ND Stockmen’s Association; and Tony Heins, *Cattle Business Weekly*.

Representing ASA: Perry Thomas

High-Selling Lots:

\$27,000 – PB SM, “G366,” s. by TNT Pride C232, sold to Kenner Simmentals, Leeds.

\$18,000 – 1/2 SM 1/2 AN, “G383,” s. by TNT Union D385, sold to Joe Wagner, Brandon, MN.

\$18,000 – 1/2 SM 1/2 AN, “G362,” s. by TNT BCR Unified B203, sold to Scott Bradac, Marmarth.

\$17,000 – 3/4 SM 1/4 AN, “G384,” s. by TJ Roosevelt 366E, sold to Flick Brothers, Chaseley.

\$16,000 – 1/2 SM 1/2 AN, “G333,” s. by TNT Union D385, sold to Dan Miller, Raleigh.

\$14,000 – 1/2 SM 1/2 AN, “G517,” s. by TNT BCR Unified B203, sold to Joe Wagner, Brandon, MN.

\$14,000 – PB SM, “G414,” s. by IR Imperial D948, sold to Seth Leachman, Billings, MT.

\$13,500 – PB SM, “G435,” s. by IR Imperial D948, sold to Ken Adair, Brownfield, AB.

\$13,500 – PB SM, “G348,” s. by IR Imperial D948, sold to Larry Herd, College Station, TX.

Volume Buyers: Seth Leachman, Billings, MT; Mike and Mark Jochim, Flasher; Stuart Nielsen, New England; Kyle Mattingly, Toledo, IA; and Jeff and Elly Moe, Tioga.

Comments: Also selling were three Red Purebred Angus Bulls at an average of \$7,000. Bulls sold into 11 states and one province, over 85% went to repeat customers. The Thompsons would like to thank everyone for their support over the past 35 years!



The Thompson Family.



Looking over the offering.



Full house on sale day.



Loren Trauernicht watches the sale next to auctioneer, Tracy Harl.



2020 marks the 50th year that senior partner Loren Trauernicht has been breeding Simmentals.

Trauernicht Simmentals 45th Annual Production Sale

February 16, 2020 • Beatrice, NE

No.	Category	Average
76	SM and SimInfluenced Yearling Bulls	\$4,601
19	SM and SimInfluenced Strong-Aged Bulls	4,763
16	SM and SimInfluenced Fall Claving Heifers	2,278
6	SM and SimInfluenced Pairs	2,158
117	SM and SimInfluenced Lots	\$4,184

Auctioneer: Tracy Harl, NE

Sale Manager: Eberspacher Enterprises (EE) Inc., Marshall, MN

Marketing Representatives: Val Eberspacher (EE); Derek Vogt (EE) NE; Chris Beutler, AgriMedia, NE; Randy Rasby, *Livestock Plus*, NE; Dennis Henrichs, NE; and Mariah Miller, LiveAuctions.TV, IA.

High-Selling Lots:

- \$12,500** – Bull, “LHT Main Force 184G,” s. by TJ Main Event 503B, sold to Hart Simmentals, Frederick, SD.
- \$11,000** – Bull, “LHT Mr. All Aboard 118G,” s. by WS All Aboard B80, sold to Werning Cattle Company, Emery, SD.
- \$10,000** – Bull, “LHT Mr. Significant 70G,” s. by WBF Significant B132, sold to Terry and Bev Acton, Holmesville.
- \$8,500** – Bull, “LHT Mr. Admiral 105G,” s. by Hooks Admiral 33A, sold to Bob Hardin, Blue Springs.
- \$8,250** – Bull, “LHT Mr. Beef King 356F,” s. by WS Beef King W107, sold to James Russell, Nemo, TX.
- \$7,500** – Bull, “LHT Mr. Fortune 364F,” s. by ACLL Fortune 393D, sold to Mike Hossle, Emerson.
- \$7,500** – Bull, “LHT Mr. Main Event 109G,” s. by TJ Main Event 503B, sold to Pietzyk Farms, Burr.
- \$6,750** – Bull, “LHT Mr. Franchise 55G,” s. by TJ Franchise 451D, sold to Jeff Hines, Morse Bluff.



The sale crowd was wall-to-wall to help the LHT family celebrate their 50th anniversary of raising Simmental cattle.



The Trauernicht sale is an all video sale with eight large-screen TVs.

Bulls of the Big Sky 11th Annual Simmental Bull Sale

February 17, 2020 • Billings, MT

No.	Category	Average
148	Yearling Bulls	\$4,304

Auctioneer: Ty Thompson, MT

Representing ASA: Dr. John Paterson

High-Selling Lots:

- \$21,000** – PB, “LBRS Genesis G69,” s. by WS Proclamation E202, sold to GENEX™ Beef, Shawano, WI; All Beef, Normal IL; and Hook Farms, Tracy, MN.
- \$10,000** – 3/4 Blood, “Rymo United Eagle,” s. by Hook’s Eagle 6E, sold to Bielenberg Angus and Simmental, Ames, IA.
- \$10,000** – PB, “MFSR Element 211G,” s. by GIBBS 3009A Element, sold to Rick Sorenson, Williston, ND.
- \$9,500** – PB, “MFSR Eagle 573G,” s. by Hook’s Eagle, sold to Justin and Katy Heaton, Lacrosse, WA.
- \$8,750** – PB, “MFSR Element 676G,” s. by GIBBS 3009 Element, sold to Rick Sorenson, Williston, ND.
- \$8,750** – 1/2 Blood, “Rymo Money Admiral 242G,” s. by Hook’s Admiral 33A, sold to Scott Darlington, Big Sandy.

Comments: Consignors include: Fauth Ranch, Lavina; Little Bitterroot Ranch, Hot Springs; Miller Simmentals, Gildford; Promise Land Ranch, Plummer, ID; and Rymo Cattle Company, Bonners Ferry, ID.

Eagle Pass Ranch Spring Bull and Maternal Edge™ Female Sale

February 17, 2020 • Highmore, SD

No.	Category	Average
87	Black SM and SimAngus Bulls	\$5,445

Auctioneer: Seth Weishaar

High-Selling SimInfluenced Bulls:

- \$23,000** – SimAngus™, “EGL Granite City 220G,” s. by CCR Cowboy Cut 5048Z, sold to Krebs Ranch, Gordon, NE.
- \$22,000** – SimAngus, “EGL Great Western 87G,” s. by T C A Visionary 158, sold to All Beef and ABS Global, DeForest, WI.
- \$16,000** – SimAngus, “EGL Glacier 48G,” s. by G A R Drive, sold to Stan Sears, Montague, CA.
- \$12,500** – SimAngus, “EGL Goldeneye 78G,” s. by Basin Payweight 1682, sold to Farlee Ranch, Dupree.

(Continued on page 80)

SALE RESULTS

continued

Eagle Pass Ranch Sale (Continued)

Comments: Also selling were 87 Black Balancer® and Gelbvieh Bulls at an average of \$3,682; six Red Balancer Bulls at an average of \$5,708; 15 Red Angus Bulls at an average of \$8,667; six Angus Bulls at an average of \$6,708; seven Registered Bred Heifers at an average of \$2,371; and 146 Commercial Bred Heifers at an average of \$1,818.

QBVJT Power By Design Sale

February 18, 2020 • Oakes, ND

No.	Category	Average
59	SM Bulls	\$4,214

Auctioneer: Dustin Carter, Vermillion, SD

Sale Representatives: Donnie Leddy, Cattle Business Weekly; Jeff Thomas, *The Prairie Star*; Greg Myers, Special Assignment; Todd Finke, Special Assignment; Kacey Holm, Special Assignment; and Logan Hoffman, DV Auction.

Representing ASA: Russ Danielson

High-Selling Lots:

- \$10,750 – PB Yearling Bull, “GQ G33,” s. by QB Blueprint D47, sold to Zac Teter, Beverly, WV.
- \$8,000 – PB Yearling Bull, “GQ G1,” s. by Trax Red River E84, sold to Cole Fettig, Tappen.
- \$7,500 – PB Yearling Bull, “GQ G38,” s. by Trax Red River E84, sold to Larry Walford, Devils Lake.
- \$7,250 – PB Yearling Bull, “GQ G35,” s. by Trax Red River E84, sold to Ron Aberle, LaMoure.
- \$7,000 – PB Yearling Bull, “GQ G40,” s. by QB Blueprint D47, sold to G&D Simmentals, Calvin.
- \$7,000 – PB Yearling Bull, “GQ G8,” s. by QB Blueprint D47, sold to Scott Heyne, Roscoe, SD.



Viewing the offering.



Buyers evaluating performance data and phenotype.



Sale hosts, Jason Quandt and Travis Thompson.



Inside the large, comfortable sale barn.

Nebraska Cattlemen’s Classic Sale

February 20-21, 2020 • Kearney, NE

No.	Category	Average
10	SimGenetic Bulls	\$3,470
15	SimGenetic Females	3,497
25	Total SimGenetic Lots	\$3,486

Auctioneers: Matt Lowery, Burwell (Bulls); and Jim Birdwell, Marietta, OK (Females)

Sale Manager: Ronnett Heinrich

Marketing Representatives: LiveAuctions.TV; *Livestock Plus*; *Midwest Messenger*; and *Livestock Services*.

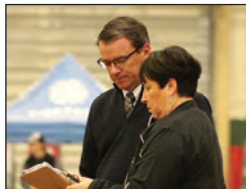
NCC Breed Representatives: Greg Sisco and Diane Duren

Representing ASA: Susan Russell

High-Selling SimGenetic Lots:

- \$9,000 – PB Female, “BRAC Cowboys Angel 953G,” cons. by Bracker Livestock, Underwood, IA (won \$2,500); sold to Wayne and Barb Ohlrichs, Norfolk (won \$1,000).
- \$8,000 – PB Female, “4 Miss Rising,” cons. by Slama Simmental, Dorchester, sold to Ed Tuttle, Dorchester.
- \$5,550 – SimAngus Bull, “Mr. SB LZ Flo Rite 838F,” cons. by Sisco Brothers, Syracuse and LZ Farms Unadilla (won \$2,500); sold to Michael Ford, Kansas City, MO (won \$1,000).
- \$5,000 – SimAngus Bull, “AHLB Goast 964G,” cons. by Ahlberg Cattle, Wayne, sold to Jeff Fouts, Hildreth.

Comments: The shows and sales, a “Best Beef” multi-breed social, and the Nebraska Simmental Association banquet, all coincided with the 29th annual Nebraska Cattlemen’s Classic held in Kearney. Simmental animals won both the multi-breed Supreme Champions in the week-long event. All exhibited cattle had to be sold at the event, according to Diane Duren, NSA Executive Director.



Diane Duren, Nebraska Simmental’s Executive Director, hands Judge Mare Core his data sheets for the combined Simmental and SimGenetic classes. All sale cattle were exhibited in the Kearney show, followed by two days of multi-breed auctions and a Supreme Grand Finale.



HyVee Market staff finishes her final food displays as Susan Russell and Diane Duren prepare to hand out Simmental literature and food during the Nebraska Cattlemen’s Classic multi-breed “Best Beef” social.



The stalls were a buzz with activities, getting cattle ready for show day, and then displaying them for the subsequent auction days.



Simmental breeders Don Hansen, Eric Alberts, Dave Zeis, Dean Volk and James Felt visit before the NSA awards banquet, held in conjunction with the Nebraska Cattlemen’s Classic.

Dakota Xpress SimGenetics Sale

February 21, 2020 • Mandan, ND

No.	Category	Average
117	PB and SimAngus™ Bulls	\$4,006
49	PB and SimAngus Bred Heifers	2,476
166	Total PB and SimAngus Lots	\$3,554

Auctioneer: Roger Jacobs, MT

Marketing Representatives: Matt Lachenmeier, Special Assignment; Scott Ressler, ND Stockman Association; Kirby Goettsch, *Farm & Ranch Guide*; Marty Ropp, Allied Genetic Resources; Tony Heins, *Cattle Business Weekly*; Rocky Forseth, Allied Genetic Resources; Will Bollum, *Western Ag Reporter*; and Vern Frey, Frey Sales & Marketing.

Representing ASA: Perry Thomas

High-Selling Lots:

- \$9,750 – PB Red Bull, “MLC Mr Roosevelt G0632,” s. by MRL Roosevelt 106D, sold to Richard Hoffert, Rugby.
- \$7,250 – PB Black Bull, “HRS Doc Holiday G603,” s. by BDV Doc Holiday 170B, sold to Brian Thompson, Upham.
- \$7,250 – 1/2 Blood Black Bull, “MLC Mr. Next Step G159,” s. by WCF Next Step 7106, sold to Dick Hach, McLaughlin, SD.
- \$6,500 – PB Red Bull, “MLC Mr. Sheriff G105,” s. by Knutz Sheriff 8A, sold to Marcus Christianson, Powers Lake.
- \$3,500 – PB Red Bred Heifer, “MLC Ms. Redskin F510, s. by IPU Redskin 105X, sold to Darrell Kemmentz, Cavalier.
- \$3,500 – PB Red Bred Heifer, “MLC Ms. Rushmore F411,” s. by TRAX Rushmore X013, sold to Darren Buerkle, Baker, MT.



Kevin Hansen, Wade Staigle and Roger Jacobs on the auction block.



Capacity-crowd on sale day.

Minnesota State Simmental Sale

February 22, 2020 • Cannon Falls, MN

No.	Category	Average
4	SM and Siminfluenced Bulls	\$2,475
21	SM and SimInfluenced Breds	2,526
12	SM and SimInfluenced Opens	2,375
37	SM and SimInfluenced Lots	\$2,472

Auctioneer: Jon Schaben, IA

Sale Manager: Eberspacher Enterprises (EE) Inc., MN

Marketing Representatives: Val Eberspacher (EE); Austin Brandt, AgriMedia, IA; Kelly Schmidt, MN; and Amanda Eberspacher-Hilbrands, LiveAuctions.TV, MN.

High-Selling Lots:

- \$6,750 – Open Female, “HILB Black Lace G108A,” s. by PVF Blacklist 7077, cons. by Hilbrands Cattle Company, sold to J&G Farms, Clara City.
- \$5,100 – Bull, “KLER Tollway G7,” s. by Rubys Turnpike 771E, cons. by K-LER Cattle Company, sold to Suhonen Farms, Wright.
- \$3,900 – Open Female, “RCC Gimme Somma Cookies,” s. by W/C Night Watch 84E, cons. by Redalen Cattle Company, sold to Pit-Stop Acres, Gibbon.
- \$3,500 – Bred Female, “HSF/Learns Emily F847,” s. by CDI Innovator 325D, bred to WLE Uno Mas X549, cons. by Hecksel Simmental Farm and Learn Simmental, sold to Joel Pederson, St. Bonifacius.
- \$3,100 – Bred Female, “HILB Jass Accidentally N Love F197B,” s. by Bushs Unbelievable 423, bred to Jass Elmer 13E, cons. by Hilbrands Cattle Co. and Jass Simmentals, sold to Shawn Pollard, Foley.
- \$3,100 – Bred Female, “ASF Fancy Daze F21,” s. by ASF/TRE Yukon, bred to Hook’s Xpectation 36X, cons. by Andersland Family, sold to Brian Christopher, Decorah, IA.
- \$3,100 – Bred Female, “RCC Full Confession F8151,” s. by CCR Abilene 6018C, bred to OMF Epic E27, cons. by Redalen Cattle Company, sold to Circl S Cattle Company, Dawson.
- \$3,000 – Bred Female, “HSF Alana F839,” s. by CAJS Blaze of Glory, bred to THSF Lover Boy B33, cons. by Hecksel Simmental Farm, sold to Wilmes Farms, Le Sueur.

Comments: Also selling were 12 Genetic Lots at an average of \$1,973.



Minnesota Simmental Association Senior Board – Tyler Johnson, Seth Kaehler, Amanda Hilbrands, Beth Andersland, Stacie Mueller, Matt Hoffman and Kory Bigalk.



MSA Board member visits the Junior members that were awarded jackets for their county fair wins.



Dave Lunning, Legacy Cattle Co. visited with ASA Trustee Tom Hook.



John and Rita Volz of Volz Farm are long-time MSA members and consignors to the state sale.

Lehrman Family Simmentals' Annual Production Sale

February 24, 2020 • Mitchell, SD

No.	Category	Average
29	SM and SimInfluenced Bulls	\$3,614
3	SM and SimInfluenced Aged Bulls	3,433
10	SM and SimInfluenced Cows	1,785
12	SM and SimInfluenced Pairs	3,442
3	SM and SimInfluenced Breds	2,200
57	SM and SimInfluenced Lots	\$3,173
1	Embryo Lot	\$2,400 (\$400/egg)

Auctioneer: Dustin Carter, SD

Sale Manager: Eberspacher Enterprises (EE), Inc., Marshall, MN

Marketing Representatives: Val Eberspacher (EE); Andrew Swanson, Tri-State Neighbor, MN; Kent Jaecke, OK; and Sarah Kucera, DVAuction, NE.

High-Selling Lots:

- \$6,700 – Bull, “LEFS Bullseye 912G,” s. by W/C Bullseye 3046A, sold to Chad Ruda, Fremont, NE.
- \$5,750 – Bull, “LEFT Tanker 958G,” s. by WINC Tanker 620D, sold to Robert Bosworth, Plankinton.
- \$5,500 – Bull, “LEFT Red Answer 961G,” s. by W/C HOC HCC Red Answer 33B, sold to Mark Palmquist, Canova.
- \$5,500 – Bull, “LEFS Red Answer 977G,” s. by W/C HOC HCC Red Answer 33B, sold to Mark Palmquist, Canova.
- \$5,500 – Bull, “LEFS. Authority 940G,” s. by CDI Authority 77X, sold to Jerry Eichacker, Salem.
- \$5,000 – Cow/Calf Pair, “LEFS Loaded Up 862F,” s. by W/C Loaded Up 102C, Heifer Bull Calf s. by GW Major Move 590E, sold to Sloup Simmentals, Staplehurst, NE.
- \$4,900 – Cow/Calf Pair, “LEFS Loaded Up 8106F,” s. by W/C Loaded Up 102, Bull Calf s. by GW Major Move 590E, sold to Sloup Simmentals, Staplehurst, NE.
- \$4,800 – Bull, “LEFS Load Limit 968G,” s. by DFS1 Load Limit, sold to Adam Palmquist, Winfred.

(Continued on page 82)

SALE RESULTS

continued

Lehrman Simmentals' Sale (Continued)



Clint Peck, guest consignor, visited about the offering with his parents Melvin and Vicky Peck.



Sale host, Vicky Lehrman.



Sarah Kucera, DVAuction Representative.



Dan Lehrman welcomes the crowd.

C Diamond Simmentals Production Sale

February 26, 2020 • Dawson, ND

No.	Category	Average
61	SM Yearling Bulls	\$3,404

Auctioneer: Tracy Harl, CO

Sale Representatives: Scott Ressler, ND Stockman's Association; Kris Peterson, Special Assignment, Rocky Forseth, Allied Genetic Resources; and Logan Hoffmann, DVAuction.

Representing ASA: Russ Danielson

High-Selling Lots:

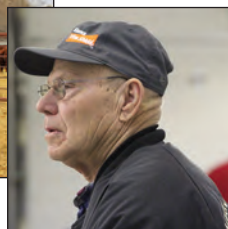
\$7,500 – PB, "CDI 341G," s. by LCDR/CDI Fierce 81E, sold to Cory Bader, Lehr.

\$6,000 – PB, "CDI 304G," s. by CDI Revival 370D, sold to Karen Mutschler, Eureka, SD.

\$5,500 – PB, "CDI 556G," s. by CDI 49ER 257D, sold to Doug Leonard, Holstein, IA.

\$5,500 – PB, "CDI 256G," s. by CDI 49ER 257D, sold to Jeremy Martin, Rock Lake.

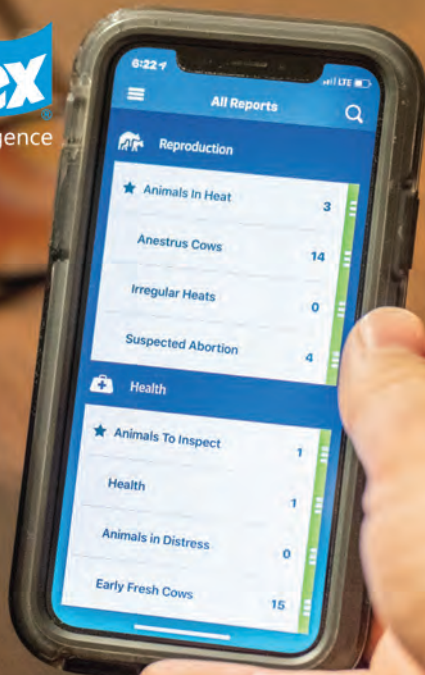
\$5,500 – PB, "CDI 371G," s. by CDI Legendary 364D, sold to Rob Fallgater, Steele.



Rob Fallgater, Steele, purchased a high-selling lot.



Auctioneer, Tracy Harl with Wes and Kelsey Nicholson. ♦



Start today with cow status in the palm of your hand.



- Detect estrus to improve conception rates in A.I. cows and heifers
- Monitor health and eating to catch early onset of sickness or stress
- Free up more time in your day

SenseHub™ Beef from Allflex is a new remote monitoring system that tracks and reports cow status to your operation's network of smart phones and office computers. See how it works at SenseHubBeef.com

(608) 237-3170 • www.allflex.global/us/

Need Registrations or Transfers in a Hurry?

Use Our Online Herdbook

Herdbook Services offers hands-on registration capabilities.

You enter the data, work through any errors, pay the fees; registration will be completed in minutes. No priority handling fee, no hold-ups (unless there are errors or payment is needed) and can be completed any time of the day or night.

Interesting fact:

90.8% of the animal data is already submitted electronically through Herdbook Services!

Why the encouragement to go online and register the animal yourself?

1. Registrations and transfers needed faster than the normal turnaround will be charged \$50 per animal. This \$50 fee can be avoided by going online and completing the registration or transfer yourself.
2. Complete the registration online and if you need it mailed by FedEx or UPS send a request via email (simmental@simmgene.com) for special shipping. **Note:** there is a charge for shipping unless mailed by regular US Mail. Plan ahead and avoid those charges.

Need more encouragement to register online?

1. Normal processing (registration) on paper applications for SimGenetic animals (once received in the ASA office): 3-7 business days (error-free and payment received) depending on the time of year — holiday season could extend turnaround.
2. Mailing services: within three days of processing (registration) plus the length of time for the US Mail service.

The Customer Service Specialists are just a phone call away to assist you.

1. There are peak times and days where there are large volumes of calls (especially as it closes in on a deadline, you are not alone if you are one who waits until the last minute).
2. If you are unable to get through, feel comfortable leaving a voicemail. Our goal is to return calls as soon as possible, normally within 3-4 hours. If your question can be answered by email, send an email instead of a voice message to:

simmental@simmgene.com

*for general questions
or priority handling*

dna@simmgene.com

for DNA questions or kit requests

the@simmgene.com

for Total Herd Enrollment (THE)

members@simmgene.com

*to apply for membership or,
account changes, or annual service
fee questions*

carcdata@simmgene.com

*for Carcass Merit Program (CMP)
and Carcass Expansion project.*

ultrasound@simmgene.com

for ultrasound and barn sheets

To help you plan, here are some items which may hold up registration for a length of time:

1. **DNA / Genetic Abnormalities / Parental Validation / AI Sire / ET Requirements:** DNA Testing is a standard process without any options to expedite this service.
 - a. Normal DNA Testing: 3-4 weeks for results. Sample failure and misidentified samples doubles this time.
 - b. DNA kit paperwork requests: 48-hour turnaround
2. **Non-Compliance:**
Total Herd Enrollment breeders: there is a deadline each year where the previous year's calf data must be submitted. You'll be notified of the dams in your herd which need calf data or a reason the cow didn't calve when you go online to submit new registrations. Until this information is completed, no new data will be accepted.
3. **Foundation Registration:**
Sires registered with other breed associations **MUST** be registered with ASA prior to registering progeny. Other breed dams may be registered with ASA as a Foundation, but it is optional, not mandatory. Normal processing is 10-12 business days (error-free, payment received, DNA requirements completed).
4. **Breeder Signature:**
If the owner of the dam at the time of conception is different than the person applying for registration, ASA requires the breeder to sign off on the calf you are registering. Make sure the breeder signs the calf's registration application or breeding information is supplied on the transfer of the dam. If the dam was sold with the calf at side, make sure the seller has registered and transferred the calf to you.
5. **Non-payment:**
Payment is required to complete registrations.



FASTER

◀ GET IT NOW ▶

Priority Handling Processing Service:

ASA offers priority handling services if you are unable to complete your registration online. If the data is error-free and payment is received, normal turn-

around time for registration is within two business days. There is a priority handling processing fee \$50 per animal. Regular US Mail service is at no charge; however, other mailing services (i.e. FedEx, UPS or Express Mail) will incur additional charges.

Livestock Services



Internet/ Communications



Randy Bollum
Simmental Country
Sales Representative
Tel: (403) 540-5949
rbollum@simmental.com

#13, 4101 - 19th Street N.E., Calgary, Alberta T2E 7C4
Tel: (403) 250-7979 • Fax: (403) 250-5121
cansim@simmental.com

WWW.SIMMENTALCOUNTRY.COM




Insurance



Jame Secondino Krieger
812-208-0956
www.livestockins.com
Universal, Indiana

Livestock Mortality Insurance

Agent for...
 **AMERICAN LIVE STOCK**
A Division of Mutual Service International



James F Bessler Inc
LIVESTOCK MORTALITY INSURANCE

518 Brownstone Dr.
St. Charles, IL 60174-2807
630.945.3483 office • 815.762.2641 cell
630.945.3584 fax
jim@jamesfbessler.com
www.jamesfbessler.com



Genetics



**Semen Available on
Today's Hottest AI Sires**

866-356-4565
www.cattlevisions.com



Craig and Becky Hays
42942 County Road 37
Pierce, CO 80650
660-562-2074
www.ultrainsights.com

UltraInsights.
PROCESSING LAB INC.

Data You Trust, Service You Deserve!

ORIGen

Breeder to Breeder Genetic Services

10 West Arrow Creek Road
Huntley, Montana 59037

1-866-867-4436

www.ORIGenbeef.org

AI Consulting & Sire Selection • AI & ET Equipment Sales • Professional Exporting
Semen & Embryo Sales • Semen & Embryo Warehousing • AI/Palpation Clinics • TruTest Scales



BOVINE ELITE, LLC

WWW.BOVINE-ELITE.COM
(979) 693-0388 • (800) 786-4066
(979) 693-7994 (FAX)
INFO@BOVINE-ELITE.COM
3300 LONGMIRE DRIVE
COLLEGE STATION, TX 77845



Clint Berry

"The FPC is a simple and easy tool that commercial cattlemen can utilize to differentiate their cattle in the marketplace. Works in breeding programs using various breeds and has no cost to the producer."



Feeder Profit CALCULATOR™

beef@internationalgeneticsolutions.com




Auctioneers and Marketing



Brian Bouchard
BOUCHARD LIVESTOCK INTERNATIONAL
Ph: 403-946-4999
Cell: 403-813-7999 • Fax: 403-946-4919
info@bouchardlivestock.com • www.bouchardlivestock.com
#27 McCool Crescent — Bay 11
Box 1409 • Crossfield, AB T0M 0S0

Export/Import Marketing & Consulting • Embryos • Live Cattle Semen • Domestic Sales Consulting/Management & Order Buying



ROGER JACOBS
Auctioneer
P.O. Box 270
Shepherd, MT 59079
406-373-6124 Home
406-698-7686 Cell
406-373-7387 Fax
auctions@jacobslivestock.com



Steve Dorran
Auctioneer

Office: 970-472-0514
Cell: 760-972-7736
5703 Red Ridge Drive
Timnath, CO 80547



Tracy Harl
Auctioneer

Loup City, Nebraska
402-469-3852



AL CONOVER
Auctioneer & Sale Management
Box 9 • Baxter, IA 50028
(641) 227-3537 Office
(515) 491-8078 Cell
(641) 227-3686 Home
conover@conoverauction.com



WILLIAMS
Land & Cattle Auction Co.

MIKE WILLIAMS, Auctioneer
18130 Brush Creek Road
Higginsville, MO 64037
PH: 660-584-5210 • Cell: 816-797-5450
Email: mwauctions@ctcis.net



Sales Call

A bi-monthly electronic announcement of upcoming sales for ASA Publication advertisers.



Jon Leadbetter Auctioneer



PO Box 184
Wishek, ND 58495
701-789-1738
www.JMLAuctions.com
jmleadbetterauctions@gmail.com



Jered Shipman, Auctioneer

806-983-7226
6945 CR 206
Grandview, TX 76050



Ron Kreis Auctioneer

Commercial and
Purebred Livestock
740.683.3235
rtkreis93@gmail.com



www.southdakotasimmental.com

TRAXINGER SIMMENTAL



Reds, Blacks • Bulls and Females
Private Treaty Sales

Mike and Terri Traxinger
11176 - 406th Avenue
Houghton, SD 57449
Home: 605.885.6347
Mike's cell: 605.294.7227
mtrax@nvc.net
www.traxinger.com



Dan Lehrman 605-530-5903
605-523-2551 (Res) • lehrmanvd@triotel.net
43058 245th Street • Spencer, SD 57374

WERNING CATTLE COMPANY

Simmental - Angus - SimAngus™
27262 424th Ave. • Emery, SD 57332
Dale: 605-825-4219
Scott: 605-682-9610
www.werningcattle.com



R&R Cattle Company

Steve & Elaine Reimer & Family
25657 345th Avenue
Chamberlain, SD 57325
Phone: 605-234-6111
Email: rrcattle@midstatesd.net



Benda Simmentals

Jim and Jay Benda
26106 366th Ave. Jim: 605-730-6703 (Cell)
Kimball, SD 57355 Jay: 605-730-0215 (Cell)
605-778-6703 bendaranch@midstatesd.net
Black and Red Breeding Stock



EKSTRUM EX SIMMENTALS

South Dakota's
Source for Outcross
Performance
Simmentals!
John Ekstrum
605-778-6414
36220 257th St., Kimball, SD 57355
clayekstrum@midstatesd.net • ekstrumsimmentals.com

ANNUAL SALE FIRST THURSDAY IN FEBRUARY

STAVICK
SIMMENTAL
Veblen, SD
605-237-4663 (Mike)
605-551-9016 (Owen)
www.stavicksimmental.com • stavickx@tnics.com



10904 387th Avenue
Frederick, SD 57441

Kerry, Justin,
and Travis Hart
605-252-2065 (Kerry)
605-216-6469 (Justin)
605-252-0894 (Travis)
4hooves@nvc.net
www.hartsimmentals.com



Harley - 605-680-0845
Dawn - 605-680-4224
Kari - 605-680-4386
Home - 605-894-4464

Simmental Cattle - Club Calves
Harley, Dawn and Kari Cable
2344 Rocky Road • Pukwana, SD
hdcable@midstatesd.net

Christensen ★ Dunsmore

3C Christensen Ranch

John Christensen, Cam & Tyler Fagerhaug
37273 216th Street • Wessington, SD 57381
605-458-2218 home • 605-458-2231 fax
605-350-1278 cell
458-350-2018 Cam



Annual Production Sale March 19, 2021 • Wessington, SD



NLC Simmental Ranch

Rick & Nalani L. Christensen
Dunsmore & NaLea, Chase & Swayzee
21830 372nd Ave • Wessington, SD 57381
605-458-2425 • 605-354-7523 cell
605-350-5216 cell



Thomas Ranch

18441 Capri Place
Harrold, SD 57536
605-973-2448 (home)
605-222-1258 (Troy cell) thomas@venturecomm.net
605-222-1515 (Cally cell) www.thomasranchcattle.com



Bruce and Sandra Flittie

11913 342nd Ave • Hosmer, SD 57448
605-283-2662 • flittiesimm@valleytel.net



Kipp Julson • 605-351-9088
48672 252nd St
Garretson, SD 57030
doublejfarm@alliancecomm.net
www.doublejsimmentals.com

Females by Private Treaty
47th Annual Bull Sale - January 30, 2021



Steve & Cathy Eichacker

605-425-2391 or
605-421-1152
email: es@triotel.net
25446 445th Ave
Salem, SD 57058

Annual Bull Sale • March 5, 2021



Canada

www.simmental.com

BAR 5 Bar 5 Simmental Stock Farms Ltd.



Office: Linda Lupton
#636077, Holland - Euphrasia Townline
R.R. #3, Markdale, ON, Canada, N0C 1H0
Phone: 519-986-1330 • Fax: 519-986-4736
Email: bar5admin@explornet.com

Website: www.bar5.com

Ron Nolan
905-330-5299

Andreas Buschbeck
Cell: 519-270-3258

THE CIRCUIT

San Antonio Livestock Show National Simbrah Show

Date: February 7-10, 2020
Location: San Antonio, TX
Judges: Brad Bennett, Cookeville, TN (Percentage and Purebred Simbrah); Josh Taylor, Perkins, OK (Junior Show)

Purebred Females



Reserve Grand Champion and Calf Champion
 "LMCC BBS Jennie Love 56/2," s. by LN LMC 12th Man, ex. by Carlos Guerra III, Linn, TX.



Reserve Calf Champion
 "Smith Liv's Something Special," s. by Smith Practical, ex. by Paisley Lightfoot, Needville.



Intermediate Champion
 "Smith RFI Lovely Leah 98F," s. by Smith Just Because, ex. by Tim Smith, Giddings.



Reserve Intermediate Champion
 "BBS Rosa Mae Walker," s. by LMB BBS Long Shot, ex. by Harper Mau, Columbus.



Grand Champion and Junior Champion
 "LMC BBS FAO Riley," s. by LMC Gold Medal, ex. by Cole Mau, Columbus.



Reserve Junior Champion
 "McCrary Smith Stormy 21F," s. by McCrary Ol' Roy, ex. by Hallie Hackett, Texarkana.



Senior Champion
 "LMC ATZ Fantasia 5E/166," s. by 6G/LMC Rajin Cajun W908, ex. by Nic Vondenstein II, Branch, LA.

Purebred Bulls



Calf Champion
 "CK6 Triple Nickel," s. by HMO PPR Waylon, ex. by Cooper Mau, Columbus.



Reserve Calf Champion
 "Bubba," s. by LN Cornerstone, ex. by Denise Garcia, Edinburg.



Grand Champion and Intermediate Champion
 "BCC Hollywood," s. by BCC Maverick, ex. by Baring Cattle Company, Elmendorf.



Reserve Grand Champion and Reserve Intermediate Champion
 "Smith 7N Influential," s. by Smith CRC Lubbock, ex. by Smith Genetics, Giddings; and 7N Ranch, Falls City.



Junior Champion
 "LHH Ambush," s. by One-Eyed King, ex. by Salinas Cattle Company, Edinburg.

Groups

Best-3-Head
 Exh. by Smith Genetics, Giddings.

Get-of-Sire
 S. by Smith Just Because, ex. by Smith Genetics, Giddings.

Percentage Females



Grand Champion and Calf Champion
 "3CC Sophia," s. by LMC BBS 5C/157, ex. by Damian Rangel, Mission.

Reserve Calf Champion
 "RGV RFI Beauty Pays G897," s. by LLSF Pays To Believe, ex. by Ava Vela, Edinburg.

Intermediate Champion
 "BCC A Wheelin Delight," s. by FBFS Whelman, ex. by Baring Cattle Company, Elmendorf.

Reserve Intermediate Champion
 "BCC Lola," s. by BCC Maverick, ex. by Baring Cattle Company, Elmendorf.



Reserve Grand Champion and Junior Champion
 "Smith McCrary 843F," s. by Smith Matt N Black, ex. by Hallie Hackett, Texarkana.

Reserve Junior Champion
 "JLCS Black Betty F414," s. by Smith Stout N Black, ex. by Gracie Hensgens, Rayne, LA.

Percentage Bulls



Grand Champion and Calf Champion
 "Smith Emmitt 58G," s. by W/C HOC HCC Red Answer, ex. by Smith Genetics and Reavis Farms, Giddings.



Reserve Grand Champion and Intermediate Champion
“BCC Bullet,” s. by BCC Power Drive, exh. by Miranda Carrera, Rio Grande City.

Reserve Intermediate Champion
“BCC Power Train,” s. by BCC Power Drive, exh. by Baring Cattle Company, Elmendorf.

Junior Simbrah Show Females

Calf Champion
“Hagan Shelley May 21G,” exh. by Camryn Skaggs, Brazos County 4H.

Reserve Calf Champion
“Walters Trisha,” exh. by Ashlyn Koehl, Columbus FFA.



Grand Champion and Junior Champion
“Hagan Split 6F,” s. by Miranda Skaggs, Brazos County 4H.



Reserve Grand Champion and Reserve Junior Champion
“Smith Diva’s Dancing Queen,” exh. by Braxton Butler, Goliad FFA.

Senior Champion
“RFI Scarlett 761E,” exh. by Lorelai Hill, Sharyland Pioneer FFA.

Reserve Senior Champion
“Smith Pop Star 840F,” exh. by Trever Jenkins, Orangefield, FFA.

Simmental Show

Dates: February 7-14, 2020
Judge: Willie Weis, Stacyville, IA (Open Show); Tim Fitzgerald, West Grove, PA (Junior Show)

Open Show

Grand Champion and Calf Champion
“WLE Smith Beauty G16,” exh. by Braden Roehling, Hempstead.

Reserve Calf Champion
“MBK Miss E9G,” exh. by Karisch Cattle Company, Starkville, MS.

Reserve Grand Champion and Intermediate Champion
“SWC For Chanel 073F,” exh. by Tristan Breitenkamp, Sequin.

Reserve Intermediate Champion
“LSSC Bacardi 315F,” exh. by Jordan VanDevender, Buna.

Junior Champion
“LSSC Champagne 25F,” exh. by John VanDevender, Buna.

Senior Champion
“FBFS Elite 114E,” exh. by Tristan Breitenkamp, Sequin.

Reserve Senior Champion
“PMS Pattie,” exh. by Lucky Cattle Company, Bertram.

Junior Show Females

Grand Champion and Calf Champion
“Ratliff CZRC Grace 904G,” exh. by Lane Hagan, Lavaca County 4H.

Reserve Calf Champion
“SJCC Geisha G005,” exh. by Teagan Goble, Brazoria County 4H.

Junior Champion
TI Star 175,” exh. by Annie Reinke, Archer County 4H.

Reserve Junior Champion
“FBFS Francesa 305F,” exh. by Kaylee McInvalde, Floyd County 4H.

Reserve Grand Champion and Senior Champion
“Rubys Cinda 8127F,” exh. by Madison Culpepper, Gonzalez County 4H.

Reserve Senior Champion
“MPJ Dakota 823F,” exh. by Aubree Heinrich, Abernathy FFA.

Simmental/ Simbrah Superbowl XXVIII

Date: February 12, 2020
Location: San Antonio, TX
Judges: Brent and Makayla Cromwell, Giddings (Showmanship); Quest Newberry, George West (Cattle Show)

Simbrah Females Purebred

Junior Calf Champion
Exh. by Cassidy Fuchs, sponsored by Webb Fields, Bryan.

Reserve Junior Calf Champion
Exh. by Cameron Skaggs, sponsored by Hagan Cattle Company, Yoakum.

Senior Calf Champion
Exh. by Carlos Guerra III, sponsored by La Muñeca Cattle Company, Linn.

Reserve Senior Calf Champion
Exh. by Emily Denny, sponsored by La Hacienda Hinjosa, Edinsburg.

Intermediate Champion
Exh. by Taylor Groce, sponsored by Webb Fields, Bryan.

Reserve Intermediate Champion
Exh. by Kayla Sansom, sponsored by Smith Genetics, Giddings.



Grand Champion and Early Junior Champion
S. by Hagan Arapaho, exh. by Miranda Skaggs, sponsored by Hagan Cattle Company, Yoakum

Reserve Early Junior Champion
Exh. by Braxton Butler, sponsored by Smith Genetics, Giddings.



Reserve Grand Champion and Late Junior Champion
S. by LMC Gold Medal, exh. by Cooper Mau, sponsored by La Muñeca Cattle Company, Linn.

Reserve Late Junior Champion
Exh. by Gavin Hinckley, sponsored by Smith Genetics, Giddings.

Senior Champion
Exh. by Lorelai Hill, sponsored by Reavis, McAllen.

Reserve Senior Champion
Exh. by Rachel Lewis, sponsored by La Morra Ranch, Floresville.

Percentage Simbrah Females



Grand Champion Female
S. JSSC Red Steel, exh. by Bradley Meuth, sponsored by Hagan Cattle Company, Yoakum.



Reserve Grand Champion
S. by 3CC Steamboat, exh. by Kendall Compton, sponsored by HDZ Cattle Company, Chappell Hill.

Purebred Simmental Females



Reserve Grand Champion and Calf Champion
S. by HPF Quantum Leap Z952, exh. by Teagan Goble, sponsored by Southern Jewel Cattle Company, Victoria.

Reserve Calf Champion
Exh. by Roxton Stone, sponsored by Southern Jewel Cattle Company, Victoria.

(Continued on page 88)

THE CIRCUIT

(Continued from page 87)



Grand Champion and Junior Champion

S. by OBCC Blacklist, exh. by Kaylee McInvale, sponsored by Foster Bros Farms, Lockney.

Reserve Junior Champion

Exh. by Aubree Blissard, sponsored by Blissard Cattle Company, Big Springs.

Senior Champion

Exh. by Zoe Romanchuk, sponsored by Elmore Cattle Services, Waukomis, OK.

Reserve Senior Champion

Exh. by Grace Tullos, sponsored by Outback Ranch, Bryan.

Percentage Simmental Females



Grand Champion

S. by Mr. HOC Broker, exh. by Lane Alexander, sponsored by BKE Farms, Mongomery.



Reserve Grand Champion

S. by OBCC CMFM Deplorabull, exh. by Morgan Jackson, sponsored by Red River Farms, Blythe, CA.

Showmanship

8-9-Year-Old Division

Makenzie DeBerry (1st place)
Keeli Whitaker (2nd place)

10-11-Year-Old Division

Camryn Skaggs (1st place)
Grace Tulllos (2nd place)

12-Year-Old Division

Zoe Romanchuk (1st place)
Taylor Groce (2nd place)

13-Year-Old Division

Carlos Guerra III (1st place)
Aubree Blissard (2nd place)

14-Year-Old Division

Teagan Goble (1st place)
Lauren Boettcher (2nd place)

15-Year-Old Division

Miranda Skaggs (1st place)
Braxton Butler (2nd place)

16-Year-Old Division

Kayla Samson (1st place)
Jamie Salinas (2nd place)

17-Year-Old Division

Ashley Stoddard (1st place)
Kaylee McInvale (2nd place)

18-Year-Old Division

Morgan Jackson (1st place)
Annah Morris (2nd place)

Grand Champion Showmanship

Teagan Goble

Reserve Grand Champion Showmanship

Miranda Skaggs



Showmanship featured nine divisions with an overall grand and reserve champion. Division winners and reserve winners are (left to right): Makenzie DeBerry, Keeli Whitaker, Camryn Skaggs, Grace Tullos, Zoe Romanchuk, Taylor Groce, Carlos X. Guerra III, Aubree Blissard, Teagan Goble, Lauren Boettcher, Miranda Skaggs, Braxton Butler, Kayla Sansom, Jamie Salinas, Ashley Stoddard, Kaylee McInvale, Morgan Jackson and Annah Morris. They are pictured with founders Carlos Guerra and Tim Smith, as well judges in the front, Brent and MaKayla Cromwell.



At the conclusion of the 28th Annual Simbrah-Simmental Superbowl, 44 exhibitors were awarded \$250 scholarships each. They are pictured here with Tim Smith and Carlos Guerra, founders and coordinators of the event that has a 28-year history. Also pictured are San Antonio Livestock Show officials.

Sponsors

Sponsors, each of whom provided \$1,000 were: 6G Ranch, 7N Ranch, Bar P Bar Cattle, Baring Land & Cattle, BKE Farms, Blount Farms, Boening Bros, Burch Cattle Co., Circle M Farms, Double T Farms, Elmore Cattle Services, Foster Brothers Farms, Freasier Ranch, GB Cattle, A&D Sulak Farms, Bar CB Cattle, Buck Creek Ranch, GC Farm and Ranch, IGS Cattle Co., LPJ Ranch, Reavis Farms, Red River Farms, Smith Genetics, RGV Cattle Co., Southern Jewel Cattle Co., Blissard Cattle Co., Morris Cattle Co., Triple C Cattle, Hagan Cattle, Scott Wiley, La Morra Ranch, Outback Ranch, PSR Simbrah, Brolaco Cattle Co., La Muñeca Ranch, Pool Farms, Shallow Water Ranch, Temperance Livestock, JV Cattle Co., Johnson Cattle Company, Southwestern Farms, La Hacienda Hinojosa, DeBerry Land & Cattle, HDZ Cattle, McCrary Farms, Pine Ridge Ranch, and Webb Fields.

MENU MORSELS

Spicing up your dinner table with tasty, beef-based dishes

South Texas Carne Guisada

Ingredients:

- 3 lb sirloin
- 2 tbsp oil
- 1 clove garlic, mashed
- 1 tsp ground cumin
- 1/2 tsp ground cumin
- 1/2 tsp chili powder
- 4 tbsp flour
- 1 can beef broth
- 3/4 cup water
- Salt and pepper to taste

Directions:

1. Cut beef into 3/4 inch cubes. In a nonstick skillet, over medium heat,

- saute beef until brown. Add oil and flour and toss with beef until flour is brown. Add water and spices, stirring well.
- 2. Add beef broth and reduce heat to medium low. Simmer approximately 30 minutes until beef is tender. (If sauce seems too thin, add a bit more flour to desired consistency.)
- 3. Serve spooned onto flour tortillas (like tacos). Garnish with sour cream, cheese and pico de gallo.

Editor's note: The recipe above was found at the Texas Beef Council web page. This recipe and others can be found at: <http://www.txbeef.org>.

The Simbrah-Simmental Superbowl is a volunteer run organization, coordinated by founders, Tim Smith and Carlos Guerra. It annually awards over \$40,000 and is made possible by breeders who sponsor the event. This allows heifers from their programs that are purchased by junior exhibitors to be eligible for the competition.

Note: The grand champion in the Purebred Simbrah and Simmental Shows were each awarded \$1,500 and the reserve champions \$1,000. The grand champion in the Percentage Simbrah and Simmental Shows were each awarded \$500 and the reserve champions \$250. Division champions also received checks and trophy belt buckles were also awarded to each class winner as well as monetary awards deep in each class. The event awarded \$47,000 and in the 28 years the show has awarded the youth in SimGenetics more than \$950,000.

For more information on the event click on www.simmental-simbrah-superbowl.com. Also sponsorships for the 2021 event are now being accepted and posted to the website. Contact Tim Smith, 512-587-7896 or Carlos Guerra 956-383-7566 for details.

Nebraska Cattlemen's Show

Date: February 20-21, 2020
Location: Kearney, NE
Judges: Mark Core, Pleasantville, IA (Show); Ryan Rash, Amanda Schoor and Joe Epperly (Supreme Grand Finale)

SimInfluenced Bulls



Grand Champion
 "Mr. SB LZ F Flo right 828F," s. by BIZ Pilgrim 40B, exh. by Sisco Brothers, Syracuse; and LZ Farms, Unadilla.

Simmental Females



Supreme Champion and Grand Champion
 "BRAC Cowboys Angel 953G," s. by CCR Cowboy Cut 5048Z, exh. by Bracker Livestock, Underwood, IA.



Reserve Grand Champion
 "AHLB Ghost 964G," s. by TKCC Classified, exh. by Ahlberg Cattle, Wayne, NE.



Reserve Grand Champion
 "4 Miss Rising," s. by LLSF Uprising Z925, exh. by Slama Simmental, Dorchester.

Office Holiday Schedule

The ASA office will be closed for the following upcoming holidays:

Spring Holiday
 Friday, April 10

Labor Day
 Monday, September 7

Memorial Day
 Monday, May 25

Thanksgiving
 Thursday and Friday,
 November 26 and 27

4th of July
 Friday and Monday,
 July 3 and 6

Christmas
 Thursday and Friday,
 December 24 and 25

CLASSIFIEDS

◆ **BULLETPROOF:** \$2 Million outcross stud (ASA# 2930104). Impeccable \$25,000 calves nationwide. Moderates F1, F2, F3 maturity. Calving ease, 1,080 pound 205-day, beautiful udders. Cattle, semen, embryos, selections, shippers. Phone: 605-464-7451.

◆ **IT PAYS TO ADVERTISE!** Cost: \$0.60 per word. Minimum: 20 words per ad. Deadline: 25th of second month preceding publication. Copy: **Must be submitted in writing, along with full payment.** Count as one word each: entire address number; entire street; entire phone number; and entire name. Mail your classified ad copy and your payment to: **the Register Classifieds, One Genetics Way, Bozeman, MT 59718.**

FLECKVIEH FORUM

By Larry Maxey, Founder and Superintendent, NAILE Fullblood Simmental Shows

Our Pioneers — Government

This is the second in a series of articles featuring “Pioneers” involved in the introduction of Simmental cattle to North America. This piece will highlight the role “Governments” played in this process. Wilf Davis, profiled in my first article, graciously provided the background information used here to tell the history of how the new breeds got to North America from Europe. The following consists of excerpts from Wilf’s knowledge and firsthand account.

Because of the existence of foot and mouth disease on the European Continent, importation of cattle from Europe to North America was forbidden. North America was free of the disease due to a successful and lengthy eradication program, but Europe chose to vaccinate against it. There were two known outbreaks of the disease on the continent, one in Mexico in 1949 and one near Regina, Saskatchewan, in 1952. The Saskatchewan incident was traced to an immigrant who brought a sausage in his belongings which was discarded into a hog trough. Both cases were successfully eradicated but at great cost and cleanup as well as loss of trade with the US and other export markets due to border closures.

In 1962, Alvin Hamilton was the Canadian Minister of Agriculture. Pressure had built from Canadian cattle breeders for the government to find a way to bring in the European breeds. Mr. Hamilton directed Dr. Ken Wells, the Veterinary Director General of the Health of Animals Branch, to see if it was possible to design a health program that would allow for the importations without danger of

introducing foot and mouth disease to the continent. Dr. Wells had been involved in both of the prior outbreaks and subsequent cleanup and had a good idea of what it would take. In addition to his proposed health protocol, he would have to convince both the US and France to agree. The US was threatening to close the border with Canada. Following extensive negotiations, approval was received in 1964. That same year, the Honorable Harry Hayes, Canadian Minister of Agriculture, directed Dr. Wells to proceed.

As required by the agreed-upon protocol, a maximum quarantine station in Canada needed to be found that was totally isolated but reasonably accessible. The small island of Grosse Isle, 30 miles downstream from Quebec City in the St. Lawrence River, was selected.

An extensive quarantine procedure was also required in Europe that included on-farm testing plus a quarantine facility in Brest, France, was established. Importers were faced with the challenge of selecting from unvaccinated calves. After passing all tests at the farm and at the Brest facility, calves were shipped via boat across the Atlantic to Grosse Isle for further testing and a quarantine period of 90 days. Once cleared there, they were shipped to Quebec City where they could be shipped to the importers; however, before the cattle could be released into the Canadian cattle herd, they were required to complete another 90-day quarantine. Obviously, this was a very complex and lengthy health protocol.

With a successful system in place, demand for import permits was very high, so much so that capacity at Grosse Isle was doubled. However, continued unprecedented interest led to the Canadian Government negotiating with France to use their island of St. Pierre in the Gulf of St. Lawrence as a second quarantine facility. Eventually, the additional space and program success made it possible to import cattle of all breeds from not only France but Switzerland, Germany, and Austria as well. A total of 6,834 head of cattle were imported through the two stations in 27 importations with 2,590 of those being Simmentals. Thanks to the vision and creative problem solving of these “Governments” and so many other “Pioneers”, the North American beef cattle industry experienced a productivity revolution for which all of us in that industry are direct beneficiaries. Our many profound thanks are extended. ♦



larrymaxey@gmail.com



Left to right: Ruben Reyes, TX; Albert “Tito” West, TX; Jesse Malone, MT; and Travers Smith, AB, Canada; make history importing Amor into the US.

Editor’s Note: For more detailed information on this subject, please see the following books; “Simmental In Canada–1967-2005” available through the Canadian Simmental Association, and “Ramblin’ With Rodney” by F. Rodney James.

Denver is our WORK ZONE!



LLSF Pays To Believe ZU194

ASA#: 2659897 • Pays To Dream x Trademark
Homozygous Black/Heterozygous Polled

Pays To Believe is the spectacular 2015 NWSS and 2014 NAILE Grand Champion Bull! His first calves are averaging 5 digits in public auctions and his full-sib sisters averaged \$16,000 in Lee's 2014 fall sale.

EPDs:
CE: 8 \$API: 110 \$TI: 72



Dam: URA Baby Doll



Granddam: Rockin Robin



WLE Big Deal A617

EPDs: CE: 11 \$API: 107 \$TI: 64
ASA#: 2743620 • Homozygous Polled
Steel Force x Shawnee Miss 770P

Big Deal is exciting at Mid Continent Farms & Wesner Livestock. Big Deal is calving easily and adding value to progeny! Maternal brother to Uno Mas.



DMCC/Wood Fully Loaded 39D

EPDs: CE: 11 \$API: 130 \$TI: 67
ASA#: 3131823

Lock N Load x 3C Macho
Fully Loaded is a full brother to W/C Loaded Up. His first progeny have been extremely well received!



TNGL Grand Fortune Z467

ASA#: 2654876 • Grandmaster x STF Montana Black

2014 NWSS Champion Bull!

Homozygous Black &
Homozygous Polled

Exciting, extra complete first
progeny with lots of extension!

EPDs:
CE: 10 \$API: 140 \$TI: 73



Famous donor dam, Hope Floats



2014 NWSS Champion Bull

\$16,000 Grand Fortune daughter



OMF Epic E27

ASA#: 3317371

WS All Around Z35 x OMF Commander Y69

Homozygous Polled • Homozygous Black

EPDs: CE: 16 \$API: 150 \$TI: 82

Exciting calving ease outcross genetics
who sold to Schooley, IA, and Sears, CA,
from Oak Meadow's NWSS Pen!



RFG/K-LER Elevation 727E

ASA#: 3268058

LRS Elevate 213B x MCM Top Grade 018X

Homozygous Polled • Homozygous Black

EPDs: CE: 12 \$API: 141 \$TI: 78

High-selling bull in 2018 "The One Sale",
selling to Lee, CO. Tremendous EPDs
combined with great design —
an exciting purebred!



ACLL Fortune 393D

ASA#: 3190116 • Homozygous Black/Homozygous Polled
Mr TR Hammer 308A ET x WS Pilgrim H182U

Fortune is the exciting new sire that is a Hammer x Pilgrim cross that works so well! His dam is the great Firefly female that sold for \$100,000 in the fall 2013 sale and was a champion for the Efflings!

EPDs:
CE: 8 \$API: 102 \$TI: 66



Fortune daughter that was
a 2018 Sullivan Farms Sale
feature and won several
times for the Moores!



Mr. TR Hammer 308A ET

ASA#: 2759745 • Upgrade x Dream On

EPDs:
CE: 9 \$API: 119 \$TI: 79

Black/Polled

1/3 revenue sharing \$200,000
top-seller of the 2013 HCC Sale,
Hammer is a world class individual
with a unique blend of pedigree,
performance and phenotype. A
rarity who combines performance,
EPDs and phenotype. With
Hammer, you can compete on the
tanbark and produce breed-lead-
ing bulls who will work for even
the most discriminating commer-
cial cattleman!

EPDs as of 12.6.19

download the **NEW** CATTLE Visions BREEDING APP

www.cattlevisions.com

available for...
Iroid, Apple and Blackberry smart phones

CATTLE Visions

866-356-4565

www.cattlevisions.com

Denver is our WORK ZONE!



EPDs:
CE: 11 \$API: 126 \$TI: 84



Kingsman's full sister was a Reserve Division Champion at the 2017 NWSS!



Kingsman's other full sister at the "The One" Sale brought \$25,000 to Werning, SD.

K-Ler Kingsman 610D 5/8 SimAngus™

ASA#: 3125337 • Homozygous Black/Homozygous Polled
WC Executive Order x GW Predestined 701T

Kingsman was the high-selling bull in the 2017 "The One" Sale, selling to John Lee, CO. Kingsman puts together as nearly a perfect combination of EPD profile, genetic merit, unique pedigree power, structural soundness, and real-world functionality and phenotype as any sire available! Move your herd to a higher kingdom with Kingsman!

KINGSMAN'S FULL SISTER PRODUCED WERNINGS 2019 \$180,000 BULL!



EPDs:
CE: 13 \$API: 137 \$TI: 67



Loaded Up's famous dam!



Loaded Up daughter – many-time champ for Skiles, TX.



Loaded Up son at Werning's.

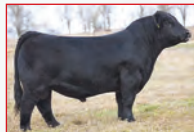
W/C Loaded Up 1119Y

ASA#: 2654155 • Remington Lock N Load x 3C Macho
Heterozygous Black/Homozygous Polled

Half-interest sold for \$240,000 at the 2017 Embryos on Snow sale to Griswold! Loaded Up is out of a great cow family, will moderate frame, improve front ends, and maintain soundness!



EPDs:
CE: 10 \$API: 106 \$TI: 67



Bottomline's paternal brother is out of a Broker dam...he's the \$400,000 Profit!

TL Bottomline 38B

ASA#: 2905451
WS Pilgrim x Fat Butt
Heterozygous Black/
Homozygous Polled

Bottomline will add power and PIZAZZ to your next calf crop. He's going to especially work great on Steel Force, Uno Mas and Pays influenced females.

Grand Champion Bull at 2016 NAILE and American Royal, Res. Champion at 2017 NWSS!



Bottomline's Dam.



Bottomline's Reserve Champion paternal sister out of a Broker dam speaks to the quality of this mating opportunity!



His full sister commanded \$25,000 at the 2017 "The One" sale!



EPDs:
CE: 10 \$API: 123 \$TI: 73



Carver's dam is the famous donor, Dolly.



Carver was the lead-bull in the Kearn's 2016 Champion Pen!



Carver's Maternal sister by GLS New Direction at Rains and Bird.



TKCC Carver 65C

TKCC Carver 65C

ASA#: 3045230 • WS Pilgrim x Driver
Homozygous Black/Homozygous Polled

Carver was the high-selling and lead-off bull in the Kearns 2016 Sale. His dam, Dolly, has produced some extremely well received and valuable progeny of both sexes! He's a real-world bull to use on anything with white on it...he'll add performance and great type!



KRMS Primary Candidate B204

ASA# 2994148
OMF Double Shot x Mo Better
Heterozygous Black/Homozygous Polled

EPDs: CE: 7 \$API: 109 \$TI: 62

The 2016-2017 Triple Crown Champion Percentage Bull, winning NWSS, NAILE, and American Royal!



Jass On The Mark 69D

ASA# 3210989
Loaded Up x In Dew Time
Black/Polled

EPDs: CE: 12 \$API: 136 \$TI: 69

An exciting bull who should sire a bit more frame than his popular sire. His dam was 4th overall B&O at the AJSA National Classic! She's an In Dew Time x Macho.



K-Ler Cash Flow 528C

ASA# 3042933
Make It Rain x Miss Kansa

EPDs: CE: 7 \$API: 117 \$TI: 69

Cash Flow was a successful show bull and is a brother to the famous many-time champion heifer of Ritchey's a few years back!



TJSC Hammer Time 35D

ASA# 3185062
Mr TR Hammer 308A ET x TJSC So Sweet 104X

EPDs: CE: 14 \$API: 119 \$TI: 67

Hammer Time is siring excellent show-quality type progeny with the ability to generate profit for their owners! He is trending UP in popularity.

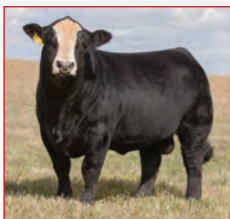


VCL LKC Dagger 605D

ASA#: 3173463 • Profit x BF Miss Crysteel Tango
Full brother to The Duke and Profit Maker

EPDs:
CE: 7 \$API: 108 \$TI: 57

Homozygous Black,
Homozygous Polled



VCL LKC Dagger 605D



VCL LKC The Duke 633D

ASA#: 3173461 • Profit x BF Miss Crysteel Tango

EPDs:
CE: 8 \$API: 104 \$TI: 58

Heterozygous Black,
Homozygous Polled.

The ultra stout, solid black anchor bull to the 2017 Purebred Pen for Voglers. 1,350 lbs. at 10 months. The Duke is a stud!



VCL LKC Profit Maker 604D

ASA#: 3173459 • Profit x BF Miss Crysteel Tango

EPDs:
CE: 6 \$API: 109 \$TI: 62

Homozygous Black,
Homozygous Polled

This eye-appealing high selling bull for Vogler's was also the lead bull in their Reserve Champion Denver Pen!

Rust Mountain, ND and Hartman, NE have sold high-sellers in their respective 2019 sales with his first calf crop!



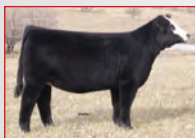
VCL LKC Equity 608D

ASA#: 3188692 • Profit x BF Miss Crysteel Tango

EPDs:
CE: 11 \$API: 113 \$TI: 62

Homozygous Black,
Homozygous Polled

A high-seller in the 2017 Hartman Sale to Gregg Schaefer, ND. Owners, Mike Moser and Chris Polzin. First progeny are looking great!



Dam: BF Miss Crysteel Tango

In just her short time in production, she's produced over \$500,000 in progeny sales. She's the dam of popular 2014 champion Firefly, who produced Hartman's high selling bull! Miss Crysteel Tango is a Steel Force out of a full sister to Pays To Believe's dam. Power in the blood here! Their full sister brought over \$100,000 in Hartman's 2018 fall sale!



Sire: Profit



2017 NWSS Reserve Grand Champion Pen of Three



Maternal sister: Firefly 311A. She was Grand Champion Female 2014 American Royal.



Sister to Firefly - 3rd Overall B&O at the National Classic, Kersten, NE.



Rocking P Legendary C918

ASA#: 3070709 • Harkers Icon x SVF Steel Force
Homozygous Black/Homozygous Polled

Legendary is a direct son of deceased Icon, and is an ultrasound, good-footed, soft-middled bull with tons of function and eye appeal. He was a successful show bull for Rocking P, being a division champion at NAILE, and winning Sweepstakes and the Kentucky State Fair. Bloomberg's added Legendary to their powerful herd battery, selecting him as the second high-selling bull at "The One".

EPDs:
CE: 9 \$API: 103 \$TI: 60



Valentine is Legendary's legendary maternal grand-dam, and foundation donor for many of the Rockin P success stories!



2018 NAILE Reserve Calf by Legendary.



LLSF Better Believe It D64

ASA#: 3152728 • Pays To Believe x LLSF Cayenne

EPDs:
CE: 7 \$API: 108 \$TI: 68

Homozygous Black,
Heterozygous Polled



Both Better Believe It and Charged Up share this donor dam: LLSF Cayenne



LLSF Charged Up D66

ASA#: 3152726
Pays To Believe x LLSF Cayenne

EPDs:
CE: 13 \$API: 121 \$TI: 68

Homozygous Black,
Heterozygous Polled



These two full brothers, Better Believe It and Charged Up were members of the Lee Simmental Farms 2017 Champion Denver Pen of Five.



TL Ledger 106D

ASA#: 3240219 • Profit x Flying B Cut Above

EPDs:
CE: 10 \$API: 114 \$TI: 65

Black,
Polled

He continues the legendary Profit genetics out of the famous dam of Bottomline, Miss Star Above! Use him on your Dream On, Upgrade, Loaded Up and Steel Force pedigrees to add mass, depth and power!

Ledger is newly on the open market!

NEW MEMBERS

ALABAMA

Paul Brown
209 March Ln
Gordo, AL 35466

COLORADO

Pratt Show Cattle
32800 South Rd
Pueblo, CO 81006

GEORGIA

The Misfit Farm GA
884 Vickery Rd
Meansville, GA 30256

ILLINOIS

Hickory Hills
2151 E St Rt 133
Oakland, IL 61943

Cross State Genetics
18 Clarke Dr
Jacksonville, IL 62650

IOWA

Larry K Stouder
66848 330th St
Malvern, IA 51551

Paige Nicholson
200 W Orchard Ave
Indianola, IA 50125

Steve Allen Simmentals
2381 Gard Ave
Early, IA 50535

Luke Eischeid
614 W 16th St
Carroll, IA 51401

MK Livestock
12405 330th St
Conrad, IA 50621

KANSAS

Craig Talkington
PO Box 1103
Hays, KS 67601

Ty Stewart
1865 20th Rd
Washington, KS 66968

KENTUCKY

Heritage Family Farm
1115 Pleasant Hill Rd
Franklin, KY 42134

Bouldin Farms
528 Franklin Rd
Russellville, KY 42276

Mudd Creek Farm
251 Siebert Creek Ln
Springfield, KY 40069

Maggie Vaughn
3773 N Jackson Hwy
Glasgow, KY 42141

LOUISIANA

Amen Ranch Llc
17190 Woodrow Rd
Covington, LA 70435

MICHIGAN

Travis Siddall
5380 N Baldwin Rd
Saint Louis, MI 48880

MINNESOTA

Riley Johnson
86481 550th Ave
Jackson, MN 56143

Viola Cattle Company LLC
10727 Silver Creek Rd NE
Eyota, MN 55934

Patrick K Hardt
335 200th Ave
Fairmont, MN 56031

Knutson Cattle
27704 State Hwy 13
Hartland, MN 56042

MISSOURI

Double K Cattle
25757 130th St
Winston, MO 64689

David & Matt Hyatt
4201 Southwest Patton Rd
Amity, MO 64422

Morrow Show Steers
16335 E Stockade Rd
Nevada, MO 64772

Flying H Livestock
11783 Robien Dr
Boonville, MO 65233

MONTANA

Darin Nicole Buerkle
PO Box 395
Baker, MT 59313

NEBRASKA

Nelson Cattle
2918 Co Rd C
Valparaiso, NE 68065

Arrow One Simmental
3453 Brown Rd
North Platte, NE 69101

Thompson Land and Cattle
6541 Jefferson Rd
Alliance, NE 69301

Hangin Lazy B Ranch
77344 Rd 444
Sumner, NE 68878

Sar Sims
78347 473rd Ave
Loup City, NE 68853

NEW YORK

Travis Ranney
7818 Lincoln Ave Ext
Lockport, NY 14094

Basinait Farms
14283 Maple St
Albion, NY 14411

OHIO

Anderson Cattle Company
8466 Conley Rd
Winchester, OH 45697

Allen Johns
1330 Paw Paw Crk Rd
Lower Salem, OH 45745

OKLAHOMA

SP Cross Cattle Co
790 Seedtick Crossing Rd
Valliant, OK 74764

OREGON

Tierra Kessler
132 Dehaven St
Milton Freewater, OR 97862

SOUTH DAKOTA

Beckett Ranch
21080 Beckett Ranch Rd
Miller, SD 57362

TEXAS

Rocking V Farms
11390 County Road 580
Blue Ridge, TX 75424

TAS Ranching
2901 E Corral
Kingsville, TX 78363

XTB Cattle Co.
PO Box 394
Burlleson, TX 76097

UTAH

Kunzler Livestock
3244 W 3000 N
Benson, UT 84335

VIRGINIA

Glenn Harrison Wheeler IV
175 Kiawana Rd
Atkins, VA 24311

Allison Sowers
27470 Old Valley Pike
Toms Brook, VA 22660

Colonial Fields Farm
2595 Airport Rd
Bridgewater, VA 22812

WASHINGTON

CNR Ranch
22510 Dubuque Rd
Snohomish, WA 98290

WEST VIRGINIA

Risen Son Simmental Cattle
25 Upper Vista View Ln
Maysville, WV 26833

WISCONSIN

Sarah Lillesand EJ Ranch
W 3272 Cty A North
Sheboygan Falls, WI 53085

Greg Leahy
2767 Mullen Rd
Shullsburg, WI 53586

WYOMING

Wayne Jordan
240 Mona Rd
Alva, WY 82711 ◆

Sales Call
A bi-monthly
electronic announcement
of upcoming sales for
ASA Publication advertisers.

If you have
recently advertised
in *the Register*
or *SimTalk*, you are
automatically included in
Sales Call for the month prior to your sale. **Sales Call** is
broadcast to over 5,000 subscribers. **Sales Call** announces
the date of your sale, location, provides a link to your
sale catalog or website and a map.

The time is now...



GW-WBF Substance 820Y
Sire: Hook's Bozeman 8B
 Hook's Will Power 24W

Hook's Yellowstone 97Y
Dam: Miss SR C1538
 Miss FR A309

ASA: 3325668
 Purebred Simmental
 Homozygous Black
 Homozygous Polled

MR SR 71

RIGHT NOW E1538



Semen: \$50/unit
 Semen available through
 owners and Cattle Visions
 866-356-4565

CATTLE Visions

Trait	DIRECT					MATERNAL					CARCASS					INDEX		
	CE	BW	WW	YW	ADG	MCE	MILK	MWW	Stay	DOC	CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	16.6	-1.0	75.7	121.2	.28	9.9	22.3	60.1	14.2	13.8	38.2	-.54	.26	-.122	1.11	-.44	150.1	85.0
ACC	.56	.67	.63	.62	.62	.31	.45	.47	.28	.38	.51	.40	.43	.42	.48	.18		
%	2	10	20	10	10	2				15	15	15	10	20	5	10	4	2



Cowan Cattle Company

COWAN CATTLE COMPANY
 Jim Cowan 262-492-1220
 Jordan Cowan 262-757-3886
 Burlington, WI 53105
COWANCATTLECOMPANY.COM

Proven calving ease on heifers with style and vigor

Outcross to Simmental's most popular genetics.

Outstanding EPD's across the board

\$14,900 average on first set of Right Now calves
 (all out of heifers) -

Werning Cattle Company Production Sale

\$70,000 son of Right Now -
 Werning Cattle Company Production Sale

WERNING
CATTLE COMPANY

Dale: 605-825-4219
 Scott: 605-682-9610
 Jared: 605-933-1661
 27262 424th Ave
 Emery, SD 57332
WERNINGCATTLE.COM

ASA FEE SCHEDULE

DNA Services (Contact ASA For Testing Kits)

Genomic Tests:

*GGP-HD (Required for AI sires/donor dams)	\$90
*GGP-LD	\$50
GGP-uLD	\$33

*Add-on tests available

	Stand Alone ↓	Add-on ↓
**Parental Verification (PV)	\$18	Free
Coat Color	\$20	\$9
Red Charlie	\$15	NA
Horned/Polled	\$33	\$19
PMel (Diluter)	\$20	Free
Oculocutaneous Hypopigmentation (OH)	..	\$25
BVD PI\$5

Genetic Conditions Panel \$25

(Must run with LD or HD)

- Arthrogryposis Multiplex (AM)
- Neuropathic Hydrocephalus (NH)
- Developmental Duplication (DD)
- Tibial Hemimelia (TH)
- Pulmonary Hypoplasia with Anasarca (PHA)
- Osteopetrosis (OS)
- Contractural Arachnodactyly (CA)

(Individual defect tests can be ordered for \$25.)

**Research Fee charged at \$1.00/min – Includes but is not limited to: DNA re-checks to more than 2 additional parents, multi-sire pastures, excess time spent to confirm parentage, mis-identified samples, and samples arriving at lab without proper ASA paperwork.

***Prices are subject to change

DNA Collector Fees: Allflex TSU - \$20.00 (box of 10) Allflex Applicator - \$40.00 Blood Cards - \$1.00 ea. (processing fee)
Hair Cards - \$5.00 ea. (processing fee) Sample Pull Fee - \$2.00 ea.

THE Enrollment

Fall 2020 THE Enrollment (dams calve July 1-December 31) — Early enrollment open April 15 through **June 15, 2020**.
Late enrollment available until August 15, 2020.

Spring 2021 THE Enrollment (dams calve January 1-June 30) — Early enrollment open October 15 through **December 15, 2020**.
Late enrollment available until February 15, 2021.

	Option A (TR)	Option B (SR)	Option C	Option D (CM)
Early Enrollment	\$15.00	FREE	\$7.50	\$500/herd
*Late Enrollment	\$16.00	\$1.00	\$8.50	\$500/herd
*Late enrollment fees				

A re-enrollment fee of \$35.00 applies to any dam that is removed from inventory and re-enters the herd at a later date. A member who has dropped out of THE and wishes to return, may do so for the next enrollment season. Re-enrollment fee is \$35 per animal (maximum of \$350) plus enrollment fees. Non-THE registration fees will apply to the calendar year when a member did not participate in THE.

American Simmental Association Fees

First Time Membership Fee:

Adult First Time Membership Fee*	\$160
<i>(Includes: \$50 set-up fee and \$110 ASF)</i>		
Junior First Time Membership Fee*	\$40
Prefix Registration	\$10
*After January 1: \$105 for Adults and \$40 for Juniors		

Annual Service Fee (ASF)*:

Adult Membership	\$110
Junior Membership	\$40
Fiscal year runs from July 1 – June 30		

Registration Fees:

Registration Fees enrolled in THE

Enrolled in Option A	No Charge
Enrolled in Opt B or C <10 months	\$30
Enrolled in Opt B or C ≥10 months <15 months	..	\$40
Enrolled in Opt B or C ≥15 months	\$50

Transfer Fees:

First Transfer	No Charge
<i>Subsequent Transfers</i>		
Within 60 calendar days of sale	\$10
Over 60 calendar days after sale	\$30

Additional Transactions:

Priority Processing	\$50
<i>(not including shipping or mailing).</i>		
Corrections	\$5

Registration Foreign/Foundation Fees:

Register Foundation Cow	\$17
Register Foundation Bull	\$25

Registration Fees not enrolled in THE:

Non-THE <10 months	\$42
Non-THE ≥10 months <15 months	\$52
Non-THE ≥15 months	\$62

HEAD TO HEAD



Modern-day ranching requires more information to produce better animals. **International Genetic Solutions** works across breeds to provide more accurate head-to-head comparisons and maximum profitability.

IGS incorporates generations of data and the world's largest multi-breed database to enable more powerful breeding decisions than ever before.

Better cattle. Better profits.

IGS STAND TOGETHER

406.205.3033 • internationalgeneticsolutions.com

DATE BOOK



LUCAS CATTLE CO.

Bulls bred to meet commercial cattlemen's needs!



BULLS FOR SALE

SIMMENTAL & SimAngus™ BULLS

YEARLINGS AVAILABLE!

CALL FOR MORE INFORMATION

Cross Timbers, Missouri

www.lucascattlecompany.com

(417) 399-7124

(417) 998-6878



A brand you can trust and cattle you can count on!

Robert & Charlotte Lucas

APRIL

1	79th Annual Kansas Bull Test Sale — Beloit, KS
2	Midland Bull Test Sale — Columbus, MT
3	CK Bar Ranch Bull Sale — Saint Onge, SD
3	Royal Flush Online Sale — www.smartauctions.co
3	SDSU Annual Bull Sale — Brookings, SD
4	17th Annual "Pick of the Pen" Bull Sale — Blacksburg, VA
4	Belles and Bulls of the Bluegrass — Lexington, KY
4	Big Country Genetics Bull Sale — Powell, WY
4	The Gathering at Shoal Creek — Excelsior Springs, MO
4	WBA's 63rd Annual Performance Selected Bull Sale — Platteville, W
6	Nelson Livestock Company's Production Sale — Wibaux, MT
11	Brant Farms' Production Sale — Hinckley, MN
11	Hilbrands Cattle Co. Passion 4 Perfection Sale — Clara City, MN
11	The Spring Turnout Bull and Female Sale — Worthing, SD
14	Gerber Right Kind Sale — Richmond, IN
14	Pretty In Pink Online Sale — www.sconlinesales.com
17	The VSA Spring SimSensation Sale — Harrisonburg, VA
17	Trennepohl Farms' Back to the Farm Bull Sale — Zanesville, OH (pg. 103)
18	Diamonds and Spurs SimGenetics Sale — Bois d'Arc, MO
18	New Day Genetics' Spring Sale — Vienna, MO
22	Trennepohl Farms' Top 10 Sale — Middletown, IN (pg. 103)
25	Heartland Simmental Performance With Class Bull Sale — Waverly, IA (pg. 1FC)
25	The Clear Choice Customer Sale — Milan, IN (pg. 99)

MAY

2	Gettysburg Stars and Stripes Sale — Hershey, PA (pg. 52)
2	Rust Mountain View Ranch's 1st Annual "Turn Out" Bull Sale — Mercer, ND (pg. 3)
4	Timberland Cattle's Spring Female Sale — Vernon, AL (pg. 37)
7	Nelson Simmental and SimAngus™ Bull Sale — Glasgow, MT
7	Powerline Genetics/Seward Cattle Co's. PAP Tested Bull Sale — Lonetree, WY
9	1st Annual "Get Back to Grass" Production Sale — Henderson, TX
9	Banners and Beyond Simmental Sale — Jefferson, GA (pg. 54)
16	Alabama/Mississippi Simmental Association Sale — Cullman, AL
16	Classic Farms Spring Fever Sale — Waynesburg, PA (pg. 101)

JUNE

9-13	AJSA Eastern Regional Classic — Cookeville, TN
14-17	AJSA South Central Regional Classic — Springfield, MO
18-20	AJSA Western Regional Classic — Sandpoint, ID

JULY

5-11	AJSA National Classic — Grand Island, NE
------	--

SEPTEMBER

5	North Carolina Fall Harvest Sale — Union Grove, NC
12	Kentucky Simmental Fall Sale — Lexington, KY
16	Gonsalves Ranch Bulls Eye Breeders Angus and SimAngus Bull Sale — Modesto, CA
18-19	Keith Franck Fleckvieh Dispersal — Waverly, IA
19	Family Matters Sale — Auburn, KY
20	Illini Elite Sale — Shelbyville, IL
26	Head of the Class Sale — Louisburg, KS

OCTOBER

3	Buckeye's Finest Sale — Zanesville, OH
3	Field of Dreams Production Sale — Hope, IN
4	WSA Midwest Fall Round-Up Sale — Lancaster, WI
9	Ladies of the Lone Star Sale — Grand Saline, TX
10	New Direction Sale — Seward, NE (pg. 62)
17	Fred Smith Company Extra Effort Sale — Clayton, NC
17	MN Beef Expo — White Satin On Ice and All Breeds Sale — Minneapolis, MN
24	Clear Choice Female Sale — Milan, IN
24	Cason's Pride and Joy Elite Female Sale — Russell, IA
31	Yon Family Farms Fall Sale — Ridge Spring, SC

(Continued on page 100)

HPF *Daisy Mae* A008
SELLING THIS YOUNG DONOR & PROGENY



THE CLEAR
CHOICE
customer sale

SATURDAY, APRIL 25, 2020 • 1:00 PM EST • MILAN, IN
Simmental & SimAngus™ Seedstock from Clear Choice Customers



CDI INNOVATOR X HPF DAISY MAE



W/C RELENTLESS X HPF DAISY MAE



CDI INNOVATOR X HPF DAISY MAE



HPF QUANTUM LEAP X FBFS WHEELMAN



TLLC ONE EYED JACK X CLWTR MS KNOCKOUT



TLLC ONE EYED JACK X CLWTR MS KNOCKOUT



WLE UNO MAS X W/C EXECUTIVE ORDER



HPF LOTS OF LOVE B422
SELLING GENETICS BY THIS PROVEN DONOR



HPF RIGHT TO LOVE Z338
SELLING GENETICS BY THIS PROVEN DONOR



H/C SOUTHBOUND 35
THIS MANY TIME CHAMPION SELLS



JEFF & LEAH MEINDERS • 812-654-2030
3687 N. CO. RD. 500 E • MILAN, IN 47031
WWW.CLEARWATERSIMMENTALS.COM

Bid Online!



Sale facility has hard surface parking
and is handicap accessible.

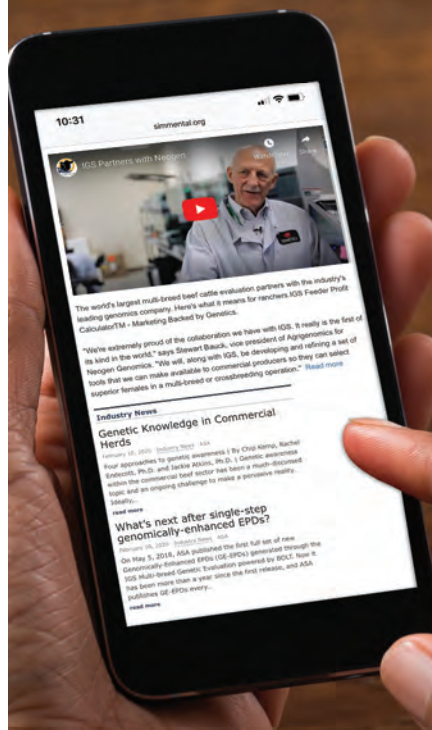


DOUG & DEBBIE PARKE • DREW & HOLLI HATMAKER
OFFICE@DPSALESLLC.COM • CELL • 859-421-6100
WWW.DPSALESLLC.COM

Watch our facebook page for updates and more details!

DATE BOOK continued

 **CHECK US OUT ONLINE**



www.simmental.org

Have you visited simmental.org lately?

The main page of the website has a new look highlighting ASA spotlight articles, industry news, and easy to navigate location for articles in a series.

simmental.org makes it easy for you.

Sections include:

- ◆ Industry News and Events
- ◆ ASA Spotlight
- ◆ EPD FAQs
- ◆ Women of ASA
- ◆ Down to the Genes

NOVEMBER

- 1 Hawkeye Simmental Sale — Bloomfield, IA
- 1 Triangle J Ranch's Annual Female Sale — Miller, NE (pg. 62)
- 2 Harriman Santa Fe Annual Bull Sale — Montrose, MO
- 6 High Ridge Farms' Genetic Opportunity Sale — Albemarle, NC
- 7 Irvine Ranch 16th Annual Production Sale — Manhattan, KS
- 14 Gibbs Farms' Bull and Replacement Female Sale — Ranburne, AL
- 16 Bichler Simmentals' Production Sale — Linton, ND
- 20 Heartland Simmental Performance with Class Sale — Waverly, IA
- 21 Southern Cattle Company Bull Sale — Marianne, FL
- 21 Timberland Cattle's Fall Bull Sale — Vernon, AL
- 27 Chestnut Angus Female Sale — Pipestone, MN
- 28 Felt Farms' Foxy Ladies Sale — West Point, NE

DECEMBER

- 5 Jewels of the Northland — Clara City, MN
- 13 Trauernicht Simmental Nebraska Platinum Standard Sale — Beatrice, NE
- 19 South Dakota Source Sale — Mitchell, SD

JANUARY 2021

- 22 Ellingson Simmentals' Annual Production Sale — Dahlen, ND (pg. 36)
- 23 Forster Farms 42nd Annual Production Sale — Smithfield, NE
- 30 Double J Farms' 47th Annual Private Treaty Bull Sale — Garretson, SD
- 30 J&C Simmentals' Annual Bull Sale — West Point, NE (pg. 62)
- 31 Triangle J Ranch's Bull Sale — Miller, NE (pg. 62)

FEBRUARY

- 3 Begger's Big Sky Genetic Source Bull Sale — Wibaux, MT (pg. 65)
- 4 Stavick Simmental's Annual Sale — Veblen, SD
- 5 Cow Camp Ranch's Annual Sale — Lost Springs, KS (pg. 63)
- 6 Prickly Pear Simmental Ranch's Bull Sale — Helena, MT (pg. 65)
- 9 Edge of the West Production Sale — Mandan, ND
- 10 Jackpot Cattle Company's Bull Sale — Wessington, SD
- 10 River Creek Farms' Spring Bull Sale — Manhattan, KS (pg. 63)
- 12 Bata Brothers/Bell Family 23rd Annual Bull Sale — Rugby, ND
- 13 Rydeen Farms' 23rd Annual "Vision" Sale — Clearbrook, MN
- 15 Bulls of the Big Sky — Billings, MT (pg. 65)
- 16 QBVJT Power By Design Sale — Oakes, ND (pg. 36)
- 19 Dakota Xpress Annual Bull and Female Sale — Mandan, ND (pg. 36)
- 19 Sandy Acres' Bull Sale — Neligh, NE (pg. 62)
- 20 Yon Family Farms Spring Sale — Ridge Spring, SC
- 21 Bred For Balance Annual Sale — Starbuck, MN

MARCH

- 4 Keller Broken Heart Ranch's Annual Sale — Mandan, ND (pg. 36)
- 5 Eichacker Simmentals' Annual Bull and Female Sale — Salem, SD
- 6 Trinity Farms' Generations of Excellence Sale — Ellensburg, WA (pg. 36)
- 19 3C Christensen Ranch and NLC Simmental Ranch Annual Production Sale — Wessington, SD
- 19 Sunflower Genetics' Annual Production Sale — Maple Hill, KS (pg. 63)
- 31 Diamond H Ranch's Annual Bull and Heifer Sale — LaCrosse, KS

OCTOBER

- 30 Yon Family Farms Spring Sale — Ridge Spring, SC ◆

FIRST ANNUAL
Spring Fever Sale
HOSTED BY CLASSIC FARMS

NEW DATE! 1 PM, May 16, 2020 in Waynesburg, PA

**70 lots of Simmental, Angus, and SimAngus™
30+ cow/calf pairs plus breds, opens, & bulls**



INNOCENT MAN COW WITH SEPT INNOVATOR HEIFER CALF



MAY OPEN HEIFER



REAL STEEL FALL '18 BRED TO WIDE RANGE



PB ANGUS BY SILVEIRAS STYLE WITH INSIGHT BULL CALF

Classic Farms 304-290-8383
Charmont Farms 937-515-0290
Full Circle Farms 304-904-1389
Buena Vista Simmentals 304-257-3093
Hillcrest Farm 774-272-1235
Pine Creek Show Cattle 207-357-8900
ERV Cattle 724-833-0462
Erv-N-Del Farm 330-904-9542
Cherokee Cattle Co 724-322-1813
SVJ Farm 724-263-1725
Frosty Springs Farm 724-986-8502

For details, contact:

Chris Brown, Classic Farms 304-290-8383
Tyler Brown, Classic Farms 304-290-9419
John Spiker, Auctioneer 304-884-7915
Dalton Lundy, Sale Consultant 502-727-6898

Bid online at **DVAuction.com**

For the most updated information, visit
Facebook.com/ClassicFarms

RATES & POLICIES

Serving as American Simmental Association's (ASA) official publication, *the Register* is mailed nine times annually, has a circulation of 5,500+, and is focused primarily on ASA's paid membership. *the Register* is an 8 1/8 x 10 7/8 inch glossy, full-color publication that provides a direct and consistent line of communication to the ASA membership.

Ad Sales Staff

For All Your Advertising Needs



Nancy Chesterfield

406-587-2778

nchesterfield@simmgene.com



Rebecca Price

406-587-2778

rprice@simmgene.com

Subscriptions

- Domestic \$50/year
- First Class \$100/year
- All International \$150/year (US)

Space and four-color rates for *the Register*:

Space Rates	Non-Contract	5X Contract	9X Contract	Four Color
1 page	\$770	\$730	\$700	\$300
2/3 page	\$660	\$630	\$600	\$200
1/2 page	\$440	\$420	\$400	\$150
1/3 page	\$330	\$315	\$300	\$100
1/4 page	\$220	\$210	\$200	\$75
1/8 page	\$150			\$50
3-inch mini	\$100			\$30
2-inch mini	\$85			\$15
2-inch card	\$700/year, 9 insertion			\$135
1-inch card	\$390/year, 9 insertions			\$90
Classified Ads	\$.60/word, \$12.00 minimum, must be prepaid			

Register Deadlines for Publication:

Issue	Sales Close	Ad Materials	Camera Ready	Mail Date
May/June '20	April 1	April 8	April 19	May 8
July/August '20	June 19	June 26	July 9	July 23
September '20	August 3	August 10	August 17	Sept 4
October '20	August 30	Sept 10	Sept 20	Oct 4
November '20	Oct 1	Oct 10	Oct 21	Nov 5
Dec '20/Jan '21	Nov 13	Nov 20	Dec 4	Dec 18
February '21	Dec 28	Jan 4	Jan 18	Feb 4
March '21	Jan 29	Feb 10	Feb 17	March 8

Send all ad materials to: register@simmgene.com or Fax: 406-587-8853

A non-refundable fee of \$50.00 will be assessed if a client does not meet deadlines or if the client commits to advertising and cancels after the deadline or if the ad must be dropped to ensure on time publication.

Advertising materials (including photos) must be in *the Register* office by the dates listed above. *the Register*, which mails by periodicals rate, assumes no responsibility for actual receipt date.

Design Charges

Advertising rates are for camera-ready ads only. Additional design charges will apply to any ad that is designed by ASA Publication, Inc.

Layouts & Proofs

Every effort will be made to provide proofs on all ads — if all ad material arrive in *the Register* office prior to the deadline and a correct email address or fax number is provided.

Terms

All accounts are due and payable when invoiced. Interest charges of 1.5 percent per month (18 percent APR) will be added to accounts 30 days past due. If an account becomes 60 days delinquent, all ASA Publication, Inc. work may be suspended until full payment is made. After review by the ASA Executive Committee, ASA privileges may be denied to those with accounts over 90 days delinquent.

Advertising Content

the Register and its staff assume no responsibility or obligation to verify the accuracy and truthfulness of advertising copy submitted to *the Register*. However, *the Register* reserves the right to reject any advertising copy or photo which *the Register* deems unsuitable for publication for any reason, including copy or photographs which are false or misleading. *the Register* assumes no responsibility for the accuracy and truthfulness of submitted print ready ads. Advertisers shall indemnify and hold harmless *the Register* for any claims concerning advertising content as submitted. Advertising containing pedigrees or statements regarding performance must conform to records kept by the American Simmental Association. Copy deviating from official records may be changed as necessary without advertiser consent.

Editorial Policy

Opinions expressed are the writers' and not necessarily those of *the Register*. Photographs are welcome, but no responsibility is assumed for material while in transit or while in the office.

ASA PUBLICATION, INC

One Genetics Way
Bozeman, Montana 59718 USA
406-587-2778 • Fax 406-587-8853
register@simmgene.com

APRIL 17

TF-BRAND BACK 2 THE FARM SALE

ZANESVILLE, OHIO

35 Bulls // 5 Opens

View full details and watch
for auction updates at
TRENNEPOHLFARMS.COM

Delivery Available
Volume Discounts



Purebred
HAMMER TIME X
PILGRIM X
SERENA 74Y



50% SimAngus
SILVEIRA'S STYLE X
BROKER

TRENNEPOHL FARMS

6591 W CR 625 N • MIDDLETOWN, IN

Scott Trennepohl: 765.620.1700 • Jeff Trennepohl: 765.620.0733

Joe Kliene: 219.306.0872 • Ty Barber: 352.665.5078

LIKE US ON FACEBOOK FOR UPDATES!



For more information contact
the marketing agent at
primetime.marketing or
1.877.800.9230

Purebred
BULLETPROOF X BROKER
X SERENA 74Y



75% Simm
HAMMER TIME X BROKER
*Her dam was a Denver and
Dixie Champion*

APRIL 22

THE TOP 10 SALE

ON THE FARM AND ONLINE AT
SMARTAUCTIONS.AUCTION

Our best fall open heifers
+ elite genetics

*A Proven Source of Winners
& Top Producers!*

75% Simm
BANKROLL X
BC LOOKOUT X
STOP AND STARE 118U
*Her dam was a Denver
Reserve Champion!*



AD INDEX

3C Christensen Ranch	85	Colorado Simmental Breeders	37	Johnson's Simmental Farm	7	S/M Fleckvieh Cattle	27
605 Sires	7	Conover, Al, Auctioneer		Jones Show Cattle	63	Sales Call	62, 63, 65, 84
ABS® Global Inc.	1, 85	& Sale Management	84	K Diamond Cattle	5	Sandy Acres Simmental	62
Accelerated Genetics	5	Cooks Cattle Service	54	Kaelberer Simmentals	36	Secondino, Krieger, Jame	84
Active Herd	51	Cow Camp Ranch	63	Kansas Simmental Breeders	63	Select Cattle	54
AJSA Hotwire	insert	Cowan Cattle Company	21, 57, 95	Keller Broken Heart Ranch	36	Select Sires, Inc.	5
AK/NDS Simmentals	54	Customer Service Team	41	Kenner Simmentals	36	SenseHub Beef	82
Alabama Simmental Breeders	37	Cydetin® (moxidectin)	59	Kreis, Ron, Auctioneer	85	Shipman, Jered, Auctioneer	85
Allflex® Livestock Intelligence	47, 82	Dakota Xpress	36	Lassle Ranch Simmentals	65	Shoal Creek Land & Cattle, LLC	62
Altenburg Super Baldy Ranch, LLC	37	Diamond H Ranch	63	Leadbetter, Jon, Auctioneer	85	SimGenetics Profit Through Science	10, 11, 17, 53, 58, 61
American Junior Simmental Association (AJSA)	25, 26, 27, 28, 30, 31, Insert	Dickinson Simmental and Angus Ranch	63	Lehrman Family Simmentals	85	SimmApp	49
American Live Stock Inc.	84	Dixon Farms, Inc.	63	Little Creek Cattle	27	Simmentals of Texas	27
American Simmental Association	10, 11, 17, 41, 49, 51, 53, 58, 60, 61, 73, 74, 83, 100	Dorran, Steve, Auctioneer	84	Livestock Services	84, 85	SimTalk Membership Directory	43
American Simmental-Simbrah Foundation (ASF)	29	Double J Farms	85	Lucas Cattle Company	62, 98	Slopp Simmentals	62
ART-JEN Simmental Farm	27	DP Sales Management, LLC	52, 54, 99	MAI Animal Health	6	Smith Genetics	2
ASA DNA	7	DVAuction	52, 99, 101	Martin Farms	62	South Dakota Simmental Breeders	85
ASA Performance Advocate	60, 63, 65	Eastern Regional	33	MBK Cattle	54	Southern Cattle Company	43, 54, BC
ASA Publication, Inc.	43	Eberspacher Enterprises, Inc.	IFC	Midway Genetics	21, 57	Springer Simmental	37
Banners & Beyond	54	Ediger Simmental	62	Miller Simmentals	65	Stanley Martins Farms	4
Bar 5 Simmental Stock Farms Ltd.	85	Eichacker Simmentals	85	Millstone Farm	54	Stars & Stripes	52
Bata Bros.	36	Ekstrum Simmentals	85	Minnesota Simmental Breeders	37	Stavick Simmental	85
Bayer	59	Elk County Simmentals	27	Missing Rail Simmentals	63	Steaks Alive	62, 65
Begger's Diamond V	65	Ellingson Simmentals	36	Missouri Simmental Breeders	62	STgenetics®	65
Benda Simmentals, Jim	85	ERV Cattle	101	Mitchell Lake Ranch	27	Sullivan Supply	30
Bessler Inc., James F	84	Erv-N-Del Farm	101	Montana Simmental Breeders	65	Sunflower Genetics, LLC	7, 63
Bichler Simmentals	36	Estructect™	6	Monte Christo Ranch & Investments	65	SVJ Farm	101
Birdwell, James M., Auctioneer	84	Fall Focus	56	Morrison, Myra Neal	37	T-Heart Ranch	37
Bohrson Marketing Services	3	Feeder Profit Calculator™	36, 37, 62, 63, 65, 84	National Classic	26, 27, 28, 29, 30, 31, Insert	Tennessee Simmental Breeders	62
Bouchard Livestock International	84	Ferguson Show Cattle	63	Nebraska Simmental Association	30	Texas Simmental & Simbrah Breeders	65
Breeders Cup Golf Tournament	29	Filegonia Cattle Company	65	Nebraska Simmental Breeders	62	<i>the Register</i>	45
Bridle Bit Simmentals	37	Flittie Simmental	85	Neogen® Genomics	53	Thomas Ranch	85
Brink Fleckvieh	27	Forster Farms	62	NLC Simmental Ranch	85	Timberland Cattle	37
Brooks Simmental Ranch	63	Four Starr Simmentals	62	North American Fullblood Breeders	27	TNT Simmentals	5
Brush Country Bulls	65	Freeman Cattle Company	54	North Carolina Simmental Breeders	37	Top Sires	21, 57
Buena Vista Simmentals	101	Freking Cattle Co.	30, Insert	North Dakota Simmental Breeders	36	Total Herd Enrollment (THE)	37, 62, 63, 65, 73, 74, 85
Bulls of the Big Sky	65	Frosty Springs Farm	101	Oak Meadow Farms	37	Trauernicht Simmentals	5
C Diamond Ranch	5	Full Circle Farms	101	Ohio Simmental Breeders	63	Traxinger Simmental	85
Cable Ranch	85	GGP	53	Oklahoma Simmental Breeders	37	Trennepohl Farms	65, 103
California Breeders	36	Gibbs Farms	5	ORlgen	84	Triangle J Ranch	5, 62
Canada Simmental Breeders	85	Gold Bullion	63	Pigeon Mountain Simmentals	54	Trinity Farms	36
Canadian Simmental Country Magazine	84	Haley Farms	63	Pine Creek Show Cattle	101	Triple Z Simmental	27
Carcass Expansion Program (CXP)	17	Harker Simmentals	65	Pine Ridge Ranch, LLC	65	Ultrainsights Processing Lab, Inc.	84
Carcass Merit Program (CMP)	17, 61	Harl, Tracy Auction Company	84	Powerline Genetics	62	Updyke Simmentals	37
Cassyle Valley	101	Hart Simmentals	85	Prickly Pear Simmental Ranch	65	Virginia Simmental Association	58
Cattle Visions	14, 15, 21, 57, 67, 77, 84, 91, 92, 93, 95, 106, IBC	Hawkins Cattle	7	Prime Time Agri Marketing Network	103	VJT Ranch	36
CattleMax Software	35	Heartland Simmentals	IFC	Priority Handling Processing Servies	83	Volk Livestock	62
CCI.Live	3	Hicks Cattle Co.	30, 65	Quand Brothers (QBVJT)	36	Washington Simmental Association	25
Charmont Farms	101	High Ridge Farms	19, 45, 105	R&R Cattle Company	85	Washington Simmental Breeders	36
Check Us Out Online	100	High-Bred Simmental	63	Reavis Farms	2	Weaver Leather Livestock	30
Cherokee Cattle Co.	101	Hillcrest Farm	101	Red River Farms	36	Werning Cattle Company	21, 57, 85, 95
Circle 3 Genetics	85	Hofmann Simmental Farms	63	Regional Classics	26, 27, 28, 31, Insert	Western Cattle Source	62
Classic Farm	101	Idaho Simmental Association	25	Rincker Simmental	36	Western Regional Classic	25
ClearWater Simmentals	65, 99	Illinois Simmental Breeders	36	River Creek Farms	5, 63	White Farms Simmental	37
Clover Valley Simmentals	65	Indiana Simmental Breeders	65	Rocky Hill Farms	54	Wildberry Farms	5, 36
		Innovation AgriMarketing, LLC	3	Rolling Hills Farms Simmentals LLC	63	Wilkinson Farms Simmentals	36
		International Genetic Solutions (IGS)	36, 37, 62, 63, 65, 84, 97	Rust Mountain View Ranch	3, 36	Williams Land & Cattle Auction Co.	84
		Iowa Simmental Breeders	37			Willis Simmentals	37
		J & C Simmentals	62			Woodlawn Farms	54
		Jacobs, Roger, Auctioneer	84				
		Jensen Simmentals	27				

DOUBLE BAR D ANNUIITY ^{635F}

Black Polled Purebred Simmental Bull
ASA 3542861 • BD 3/22/2018 • BW 84 • ADJ WW 932

W/C Bankroll 811 D x Double Bar D Payton 425B

- \$56,000 high selling bull at 2019 Double Bar D Sale.
- Annuity is a very fluid moving bull with excellent foot and leg structure.
- Super clean fronted and smooth shouldered with a perfect phenotype and disposition.
- Annuity possesses a level of presence that is hard to find.
- He was extremely popular on display in Denver.
- Use him to improve phenotype and performance.



W/C Bankroll, Sire



Double Bar D Payton, Dam

SEMEN AVAILABLE: \$500/10 UNITS



18124 Shore Farm Rd,
Albemarle, NC 28001

Contact Bruce Cuddy
for package pricing...

704.695.2390

www.HighRidgeFarmsNC.com





NEW

Ruby's Turnpike 771E

By WBF Significant
EPDs: CE: 8 \$API: 126 \$TI: 83



NEW

Full brother to
W/C Bankroll

W/C Pinnacle E80

By W/C Loaded Up 1119Y
EPDs: CE: 16 \$API: 137 \$TI: 70



WS A Step Up X27

By SS Ebony's Grandmaster
EPDs: CE: 10 \$API: 109 \$TI: 62



Mr. Hoc Broker C623

By Steel Force
EPDs: CE: 5 \$API: 84 \$TI: 56



SSC Shell Shocked 44B

By Remington Secret Weapon 185
EPDs: CE: 19 \$API: 121 \$TI: 60



THSF Lover Boy B33

By HTP/SVF Duracell T52
EPDs: CE: 19 \$API: 155 \$TI: 80



Fitz POL Blazon B1203

By PRS Blazin Hot W192
EPDs: CE: 10 \$API: 122 \$TI: 70



S&S Sweet Dreams 507C

By CNS Dream On L186
EPDs: CE: 9 \$API: 112 \$TI: 60



CSCX Bandwagon 513A

By TJSC Optimus Prime
EPDs: CE: 10 \$API: 121 \$TI: 69



W/C Bullseye 3046A

By Lock N Load 54U
EPDs: CE: 15 \$API: 143 \$TI: 70



Ruby SWC Battle Cry 431B

By MR HOC Broker
EPDs: CE: 11 \$API: 103 \$TI: 69



NEW

Mr SR 71 Right Now E1538

By Hook's Bozeman 8B
EPDs: CE: 17 \$API: 153 \$TI: 86



NEW

OBCC Ships Ahoy D150

By CCR Anchor 9071B
EPDs: CE: 14 \$API: 149 \$TI: 76



NEW

PAL/CLAC Meant To Be 823E

By Mr HOC Broker
EPDs: CE: 11 \$API: 109 \$TI: 63



NEW

3/4 NAILE and
NWSS Champ

Reckoning 711F

By W/C Relentless 32C
EPDs: CE: 11 \$API: 114 \$TI: 62



TJSC 152A "Vindication"

By Flying B Cut Above
EPDs: CE: 4 \$API: 100 \$TI: 58



STF Rock Solid 033C

By CDI Rimrock 325Z
EPDs: CE: 9 \$API: 112 \$TI: 70



CNS Pays To Dream T759

By CNS Dream On L186
EPDs: CE: 12 \$API: 121 \$TI: 68



NEW

WS Proclamation E202

By CCR Cowboy Cut 5048Z
EPDs: CE: 17 \$API: 160 \$TI: 93



Angus

Circle M Tejas 107Z

By BC Lookout 7024
EPDs: CE: 14 \$API: 137 \$TI: 58



W/C Relentless 32C

By Yardley Utah Y361
EPDs: CE: 10 \$API: 117 \$TI: 68



3/4 SimAngus

WS Stepping Stone B44

By W/C Lock Down
EPDs: CE: 10 \$API: 125 \$TI: 76



Angus

Silveiras Style 9303

By Gambles Hot Rod
EPDs: CE: 12 \$API: 114 \$TI: 58



Angus

SP The Answer 813

By SAV Final Answer 0035
EPDs: CE: 17 \$API: 132 \$TI: 66



WS Revival B26

By LLSF Uprising Z925
EPDs: CE: 11 \$API: 113 \$TI: 65



LLSF Pays To Believe ZU194

By CNS Pays To Dream T759
EPDs: CE: 12 \$API: 121 \$TI: 68



W/C Bankroll 811D

By W/C Loaded Up 1119Y
EPDs: CE: 15 \$API: 138 \$TI: 70



W/C Cash In 43B

By JS Sure Bet 4T
EPDs: CE: 12 \$API: 114 \$TI: 59



LLSF Addiction AY792

By Top Grade
EPDs: CE: 7 \$API: 117 \$TI: 70



W/C Rolex 0135E

By Yardley Utah Y361
EPDs: CE: 17 \$API: 135 \$TI: 68

Relentless brother - sexed semen available.



CDI Executive Power 280D

By W/C Executive Order
EPDs: CE: 9 \$API: 132 \$TI: 84



HPF Tradecraft D010

By JF Milestone 999W
EPDs: CE: 6 \$API: 110 \$TI: 70



FBF1 Combustible Y34

By Steel Force
EPDs: CE: 13 \$API: 99 \$TI: 59



LLSF Uprising Z925

By Heads Up 20X ET
EPDs: CE: 8 \$API: 107 \$TI: 74

SimAngus™



CCR Anchor 9071B

By CCR Cowboy Cut 5048Z
EPDs: CE: 15 \$API: 162 \$TI: 82

SimAngus™



NEW

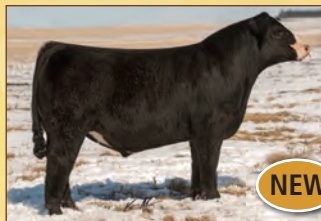
HILB Royal Rumble E102W

By W/C Executive Order 8543B
EPDs: CE: 11 \$API: 113 \$TI: 73



W/C Grandstand 6B

By W/C Wide Track 694Y
EPDs: CE: 13 \$API: 125 \$TI: 69



Ford's-WMCC Revolution 60E

By CCR Cowboy Cut 5048Z
EPDs: CE: 12 \$API: 139 \$TI: 76

NEW



HPF Rockstar B332

By JF Milestone 999W
EPDs: CE: 8 \$API: 123 \$TI: 74

Harbor



LHT Viper 65E

By W/C Loaded Up 1119Y
EPDs: CE: 16 \$API: 136 \$TI: 67

NEW



NEW

JBSF Logic 5E

By W/C Relentless 32C
EPDs: CE: 7 \$API: 114 \$TI: 64



Long's Stand Alone B35

By Built Right
EPDs: CE: 7 \$API: 126 \$TI: 70

Golden Vision



Yardley Top Notch C371

By Sandeen Upper Class 2386
EPDs: CE: 14 \$API: 125 \$TI: 64



20-20's brother

Perfect Vision 26D

By MR CCF Vision
EPDs: CE: 14 \$API: 115 \$TI: 71



SimAngus™

Rousey Gold Strike 512C

By Hooks Trinity 9T
EPDs: CE: 16 \$API: 142 \$TI: 87



WLTR Nashville 22A ET

By High Voltage
EPDs: CE: 12 \$API: 117 \$TI: 70

Waves



SAS Big Bruzer Y131

By King of the Yukon (outcross)
EPDs: CE: 10 \$API: 119 \$TI: 69

CATTLE Visions

Call for your free book
866-356-4565

Entire lineup online at:
www.cattlevisions.com

Semen available on the best
Angus and Clubbie sires too.

There's a reason why they call him
COW BOSS



Reg | 2978190

Photo

we knew you'd ask... and yes

He's Still the MAN



Photo
Lot 1 2019 BCG Sale
Reg | 3425278



SCC-XL TrailBoss 814E

Photo
Lot 1 2020 BCG Sale
Reg | 3630630



Photo
Lot 2 2020 BCG Sale
Reg | 3630619

Southern Cattle Company
850.352.2020



southerncattlecompany.com
info@southerncattlecompany.com