

the Register



2021 Golden Book Recipients

Three former ASA Board Chairmen are honored with ASA's highest award.
Pages 22-24



Inside

Day by Day, Year by Year

Women of ASA - Sarah Jones

Picture Perfect

Maximum Carcass Knowledge

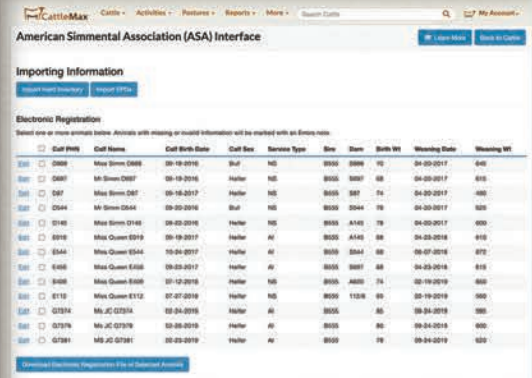
A Conversation with Cara Smith

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The screenshot shows the CattleMax interface for the American Simmental Association (ASA). It features a navigation bar with 'Cattle', 'Activities', 'Pastures', 'Reports', and 'More'. Below the navigation bar is a section for 'Importing Information' with buttons for 'Import Information' and 'Import Data'. A table titled 'Electronic Registration' lists cattle records with columns for Cull #, Cull Name, Cull Birth Date, Cull Sex, Service Type, Sire, Dam, Birth Wt, Weaning Date, and Weaning Wt. The table contains 15 rows of data.

Cull #	Cull Name	Cull Birth Date	Cull Sex	Service Type	Sire	Dam	Birth Wt	Weaning Date	Weaning Wt
588	Max Sires 5888	01-18-2016	Stu	NS	8000	8000	70	04-03-2017	610
587	Max Sires 5887	01-18-2016	Heifer	NS	8000	8007	68	04-03-2017	610
587	Max Sires 5887	01-18-2017	Heifer	NS	8000	5887	74	04-03-2017	600
584	Max Sires 5884	01-05-2016	Stu	NS	8000	5884	78	04-03-2017	620
5140	Max Sires 5140	01-03-2016	Heifer	NS	8000	5140	78	04-03-2017	600
5210	Max Queens 5210	01-19-2017	Heifer	AI	8000	5140	68	04-03-2018	610
5344	Max Queens 5344	10-24-2017	Heifer	AI	8000	5344	68	06-07-2018	670
5408	Max Queens 5408	01-03-2017	Heifer	AI	8000	5881	68	04-03-2018	610
5150	Max Queens 5150	07-12-2016	Heifer	NS	8000	4000	74	02-19-2019	600
5110	Max Queens 5110	07-27-2016	Heifer	NS	8000	1128	61	02-19-2019	500
5124	MS JC 5124	01-24-2016	Heifer	AI	8000	80	60	01-31-2018	500
5176	MS JC 5176	01-25-2016	Heifer	AI	8000	80	60	01-31-2018	500
5181	MS JC 5181	01-25-2016	Heifer	AI	8000	78	60	01-31-2018	520

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ASA Spotlight

Day by Day, Year by Year

By Lilly Platts

Justin and Jade Herl started Diamond H Ranch with 25 females, and through smart, steady management, have built a successful seedstock business.



22 Golden Book Award Recipients Named

By Dan Rieder

Three men, all of whom served as Board Chairman, are honored with ASA's highest award.



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By Lane Giess

Gordon Hodges and Tom Hook highlight the benefits of ASA's carcass programs for everyone in the Association.



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By Emme Demmendaal

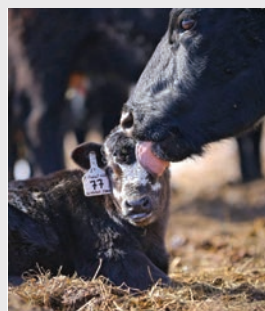
Sarah Jones, first-generation beef cattle producer and Simmental breeder, is a leader in the agriculture industry.



40 IGS Carcass EPD Updates

By Randie Culbertson, Ph.D.

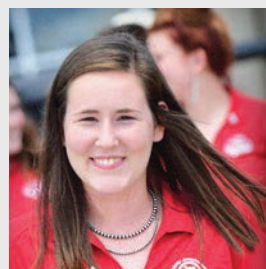
Updates to breed differences in the carcass trait genetic evaluation using USDA Meat Animal Research Center data.



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By Lilly Platts

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By Emme Demmendaal

2020 AJSA President Cara Smith answers questions during an interview.

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- ◆ Industry News and Events
- ◆ ASA Spotlight
- ◆ EPD FAQs
- ◆ Women of ASA
- ◆ Down to the Genes

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Former ASA Board Chairmen, Gordon Hodges, Steve Reimer, and Fred Schuetze, are honored with the Golden Book Award, ASA's highest honor.

About the Cover

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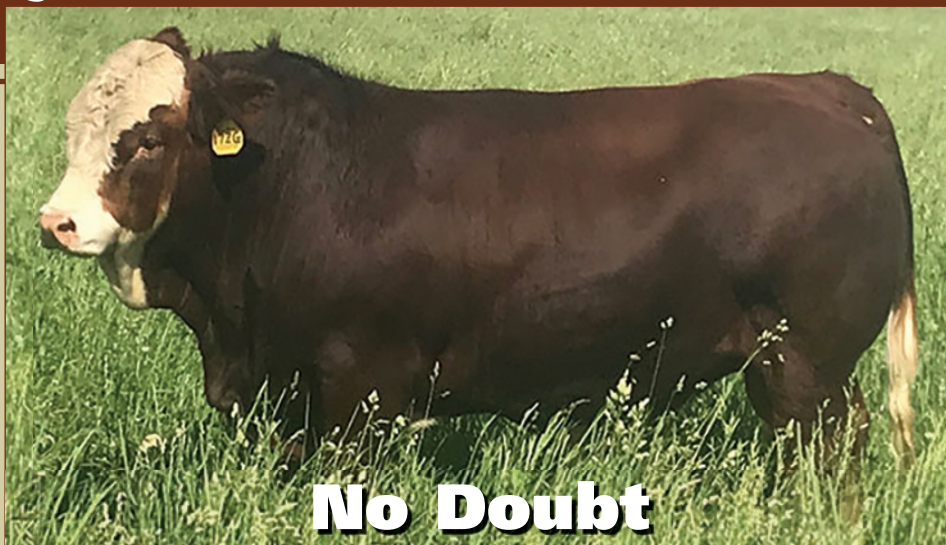
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2021 Annual ASA Fall Focus

Mark Your Calendar!

August 27-31, 2021
Roanoke, Virginia

Friday, August 27

Tours of local farms and Virginia Tech

Saturday, August 28

Educational Symposium

Sunday, August 29 - Tuesday, August 31

Board Meetings

Hotel Headquarters:

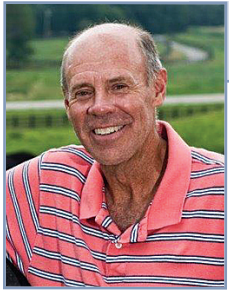
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*By Jim Ligon, Cookeville, TN
Eastern Region Trustee*

What a year! 2020 is definitely the year of eventful situations and cancelled events! Between the virus, the weather, the civil unrest, the cattle market and now the presidential election, this year will go down in history.

What really bothers me is that we are not going to have our Annual Meeting and Chairman's Reception like we normally do. This means we will not be able to honor our

Golden Book recipients at the reception, and that's a shame. Our honorees, Steve Reimer, Gordon Hodges, and Fred Schuetze, are very deserving of this honor. I had the pleasure to serve with all three on the Board of Trustees. Gordon was my mentor as I took his place on the board during my first term and served with him again during my third term. Steve was chairman when I came on the board in 1996 and did a great job under some very difficult times. I met Fred at a board meeting in Fort Worth and served with him in my second term and third term. All three became great friends and inspired me to do the best job that I could as a trustee, and each helped me to learn and perform my duties. We didn't always agree, but they taught me to speak my mind and let the chips fall where they may. That is what true leaders should do, and all three are great leaders for this breed!

Despite the many disappointments with this year, there were some big positives, like this year's National Classic. It was a huge success and many people put in a lot of effort in a short time frame to make it one of our best ever. AND, they did it in the face of the COVID-19 pandemic. Thanks to Darla Aegerter and her crew for the determination, will, and desire to make it happen.

The biggest disappointment for me was not being able to have our board meetings face-to-face. As I have said before, the beauty of the cattle business is the people you meet and get to know and we didn't get much

chance to visit and conduct business like we normally do. The staff did a great job of arranging and conducting our meetings virtually, but for a guy who is not on Facebook, doesn't email or text and carries a flip phone, these virtual meetings don't work for me! Which brings me to my last chapter as a trustee. My Trustee career, spread over 25 years, has seen the Association at one time almost broke and now is in great financial shape. I've witnessed lawsuits, personal threats and breeder turmoil. I saw a time when Simmental cattle weren't very good and now the quality is the best in the beef industry. There were times when we couldn't get anybody to run for the board, but the last two years we have had over 20 people each year apply for board positions. Again, as I've said before, it's the people you meet and the contacts you make that make this business work.

Change is coming. In the next 25 months, there will be at least 12 new trustees and most will be new to the board and a lot younger than us retirees. So, my last comments are unasked-for advice to the new trustees and the membership. It is an honor to serve, but it is a job. It involves work and time and some duties are not fun. You are speaking for and representing your fellow breeders, not your personal operation. It is okay to disagree with your fellow trustees, but don't take it personally. Speak your mind and as John Hewes said, "Never let a motion die for a lack of a second. Every motion needs to be discussed." You are probably not smarter than the membership, but you are provided more information about the subject than what the membership knows, so act and vote what you think, not what somebody tells you to do. Every trustee has a role to play. Some are very vocal leaders, others are very quiet, but like E. F. Hutton, when they speak, everyone listens. Some are unsure about new ideas until they have time to study and ask questions. Some like to play the devil's advocate and present the other side for ensuring complete discussion. There needs to be at least one "watchdog" who questions every move that is made. It takes all of these personalities to make the board work. Which one are you?

Remember, the staff reports to the board and the board reports to the membership. So get involved and stay involved. Run for the board and communicate with your trustees often. Remember, in this business, it's the people you meet and the friendships you make that are lasting. Hopefully you'll get to meet a "Steve" or a "Fred" or a "Gordon" like I did. ■

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\$API: 208
STI: 108

CLRS Guardian 317G

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ASA# 3563436 • Homo Black • Homo Polled
Guardian was the \$85,000 selection in the 2020 "Bred For Balance" Sale. He's the breed's #1 \$API Purebred and #2 Marbling Purebred!



\$API: 137
STI: 85

CCS/WHF OI Son 48F

CDI Innovator 325D x WHF Summer 365C
ASA# 3452997 Homo Black Homo Polled
OI Son is one of the newest and HOTTEST bulls on the market! Siring champs for JS Simmental in his first calf crop!



\$API: 118
STI: 72

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!



\$API: 108
STI: 72

SC Pay the Price C11

Pays to Dream x Trademark
ASA# 2988788 • Homo black • Hetero polled
Two-time NWSS Grand Champion Bull



\$API: 137
STI: 83

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!



\$API: 115
STI: 66

TNGL Imprint D989

TNGL Track On x JF Shock and Awe
ASA# 3173557 • Homo black • Homo polled
Division Champ at 2016 NAILE and 2017 NWSS!
Use his impeccable structure and great design with outcross pedigree!



\$API: 122
STI: 74

OBCC CMFM Deplorable D148

W/C Executive Order x LazyHI/Adkins Blkstr Z15
ASA# 3150188 • Homo Black • Homo Polled
Newly on the open market for 2021! Deplorable is the \$100,000 valued herd sire prospect that was the talk of Kansas City and Louisville in the fall of 2016. He was named Bull Calf Champion at both the American Royal and the NAILE.



\$API: 118
STI: 83

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!



\$API: 110
STI: 82

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!



\$API: 130
STI: 89

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.



\$API: 109
STI: 72

Felt Perseverance 302F

W/C Executive Order 8543B x Rubys Rhythm Z231
ASA# 3493800 • Hetero Black • Homo Polled
Perseverance is a new, exciting baldy Executive Order son with tremendous maternal genetics behind him. The first dozen calves out of him have been born light and easily out of first calf heifers.



\$API: 126
STI: 79

KWA Law Maker 59C

CDI Authority x KWA Red Rock
ASA# 3223767
Producing highly desirable, stout progeny!



\$API: 118
STI: 71

STF Crimson Tide DZ87

CDI Rimrock x STF Much More
ASA# 3274952
Exciting Red Genetics both phenotypically and genotypically!



\$API: 130
STI: 78

VOLK Backdraft CC F810

W/C Executive Order 8543B x JS Flatout Flirty
ASA# 3528566 • Red • Polled
Backdraft owns unrivaled maternal strength, combining infamous breed-leaders "Flatout Flirty" and "Miss Werning KP 8543U".



\$API: 114
STI: 73

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!



\$API: 123
STI: 72

KSIG Steelin His Style 6D

Silveiras 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!



\$API: 119
STI: 74

GEFF County O 736E

Loaded Up x RAJE/PB Montecito 63W
ASA# 3289219 • Hetero Black • Homo Polled
County O goes back to the Rhythm donor at Ruby's! He's a featured herdsire at Griswold Cattle Co, OK and is making the right kind!



\$API: 113
STI: 75

W/C Double Down 5014E

W/C Executive Order X Yardley Utah
ASA# 3336150 • Homo black • Homo polled
Double Down has now proven himself with scores of very nice calves, and as expected, has stretched the necks, yet provides the rib the industry is demanding in the show room and the pastures.



\$API: 106
STI: 69

JSUL Something About Mary 8421

W/C Relentless 32C x JBFS Proud Mary
ASA# 3565879 • Black • Polled
His pedigree, Relentless (Utah x 8543U) x JBFS Proud Mary (High Regard x Steel Magnolia), just solidifies the ability to transmit maternal, in fact it shouts it!



By Jackie Atkins, Ph.D.,
Director of Science and Education

Reflections on 2020

The year 2020 will be permanently branded in our minds as a year of adjusting and persevering. The list of norm-breaking disruptions include the COVID-19 global pandemic, economic strife, civil unrest, record-breaking fire season, hurricanes, flooding in some parts and drought in others, and the US presidential election. In response to these disrupters, we need to be nimble and inventive to continue to do the essential.

ASA did not merely survive 2020, but put in place new programs, new assistance for members, and found ways to continue to grow.

2020 Highlights

Move to Virtual Board Meetings

While the personal face-to-face time in the board meetings was certainly missed, the ASA Board of Trustees seamlessly switched to all-virtual meetings starting in April 2020. The silver lining in hosting virtual board meetings was a record engagement from the membership. Not only was there a great turn-out with members, many productive actions came from the virtual meetings — the results of which can be seen by the following highlights.

Membership Relief Package

Knowing economic hardships would hit ASA members, the board passed a membership relief package to give back over \$280,000 to the membership. Starting in July 2020, the ASA offered a 10% allotment for active ASA members based on their 2019 fiscal year (July 1, 2018, to June 30, 2019) animal registrations, transfers, and Total Herd Enrollments (THE).

Calf Crop Genomics Launched

The ASA in partnership with Neogen® launched a new genomic incentive program for members genotyping the entire calf crop. Calf Crop Genomics offers a 50% off genomic test including parentage (\$25 compared to \$50 equivalent test) to participating members who test their entire birth group. Similar to the Cow Herd DNA Roundup, members can receive a rebate with complete phenotype records on birth, weaning, and yearling weights with additional rebates available for carcass records.

National Classic Success

Despite the challenges of the COVID-19 pandemic, the AJSA had a very successful National Classic in Brookings, SD. This year's Classic had 729 head of cattle shown by 508 exhibitors, making 2020 one for the record books.

the Register Redesign

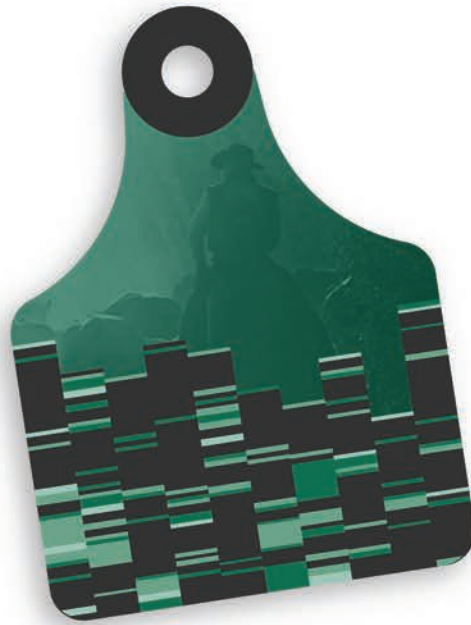
The November issue of *the Register* marked the 30-year anniversary for the in-house production of the magazine and was the official launch of a new look for *the Register*. From the cover and table of contents to the industry updates, the magazine received an overhaul of fonts, colors, and layout to modernize the look of this staple for our members.

Expansion of the IGS Multi-breed Genetic Evaluation

2020 brought in new associations to the genetic evaluation, bringing the total number of partners to 20 with over 20 million animals. The genetic evaluation launched a package of improvements to growth trait predictions in the summer as well as carcass trait updates in the fall. The IGS Science team made strides forward to fine-tune Stayability predictions and initiated a collaboration with Colorado State University to develop the first multi-breed prediction of heifer pregnancy.

IGS Feeder Profit Calculator™

2020 again saw a significant increase in the number of cattle receiving a FPC view of their terminal profit potential: 17,000 head of feeder calves received an analysis this year which was a 50% increase over 2019! The average lot size was well over 100 calves per certificate. ■



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Day by Day, Year by Year



Justin and Jade Herl started Diamond H Ranch with 25 females, and through smart, steady management, have built a successful seedstock business.

By Lilly Platts



Justin and Jade Herl have built a successful Red Angus and Simmental seedstock operation from the ground up and are dedicated to genetic improvement and customer satisfaction. The first-generation producers both became interested in agriculture at a young age and made the commitment to start Diamond H Ranch out of their passion for cattle and the beef industry. Their females are at the heart of the business and their red SimAngus™ bulls have gone into herds across the country. They have a dedicated customer base and are extremely focused on fostering relationships in the business.

Building From the Ground Up

Capital is the number one barrier for young people interested in the cattle business. For the Herls, getting started came down to pure determination and hands-on labor. Justin and Jade grew up in the Hays, Kansas, area. Both have large families and many relatives who own businesses; seeing hard work turn into success laid an important foundation for their future. The high-school sweethearts were married soon after college and following other endeavors working in the industry, decided to start a business of their own.

Justin, who studied Animal Science and Beef Production Management, worked at the Fort Hays State University Beef Unit, at RX Cattle Company, also located near Hays, and after graduation, took a job as a ranch hand. Through these experiences, he realized that he wanted to build his own operation, and that Red Angus females would be the base of their herd. Fourteen years ago, with the purchase of 25 registered Red Angus females, Diamond H ranch was started.

Justin recalls, “We bought our first quarter of ground with a house and a couple of run-down barns on it right before we got married. At the same time, RX Cattle Company was selling out and retiring. We had the opportunity to go in and purchase the select group of cows that we wanted.”

Initially, the ranch had very little infrastructure, and what was there required work. Fortunately, Justin’s father owns a contracting business, which he has helped with for many years, so building comes naturally. In addition, he was able to build fence, weld corrals, put up barns, and construct anything else that was required to get Diamond H

Ranch up and running. “Sweat equity is how we managed through the money to get to where we are now,” Justin says.

Shortly after, they met a neighbor who had 2,500 acres of ground available to graze. This opportunity allowed them to add to their herd. Justin recalls, “We built fence for the first several years of our business, but we were, and still are, very grateful for the opportunity to grow and expand our operation.”

Jade’s skillset has also been utilized and strengthened while building Diamond H Ranch. She studied Marketing at Fort Hays State University and soon after developed a passion for photography. Between the two, Jade designs advertisements, maintains the website, creates the sale catalog, keeps track of data, and takes photographs. Her eye for design and knowledge of cattle have allowed the Herls to put themselves on the scene with eye-catching ads and high-quality photographs.

(Continued on page 16)



Horses are an important part of the Diamond H Ranch operation



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*Mountain Pass x CCR Valedictorian
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*Proclamation x Top Grade
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*Proclamation x Pays to Believe
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*Eagle x Dameron Northern Light
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*Proclamation x Sydgen 1407 Corona
149.2 API, top 4% MARB EPD! AI safe to Leachman Approval, projected mating 164.3 API, top 1% Marbling. Worthy to be a donor in most any program!*



*Dividend x High Calibre
¾ Simmental from very productive cow family. AI safe to Proclamation, projected mating 150.7 API, top 5% DOC and 10% MARB...and representing beauty at its best!*



*Dividend x Lock n Load son
¾ Simmental descending to fabulous Pendleton Angus granddam. AI safe to Leachman Approval, projected mating 154.5 API. Remarkable cow power!!!*



*Longtime customer
Glenn Cantrell, OK (L)
with Dan Leo*

Glenn Cantrell, OK Longtime Repeat Customer

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Glenn is one of our many repeat customers, of both bulls and females, a former National Western Angus judge and general manager of the large Hitch Feedlots.

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15%	20%	1%	3%	5%	1%	1%	1%	2%	20%	2%	1%

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Proclamation x Mogck Sure Shot - 8 EPDs top 2-10%!

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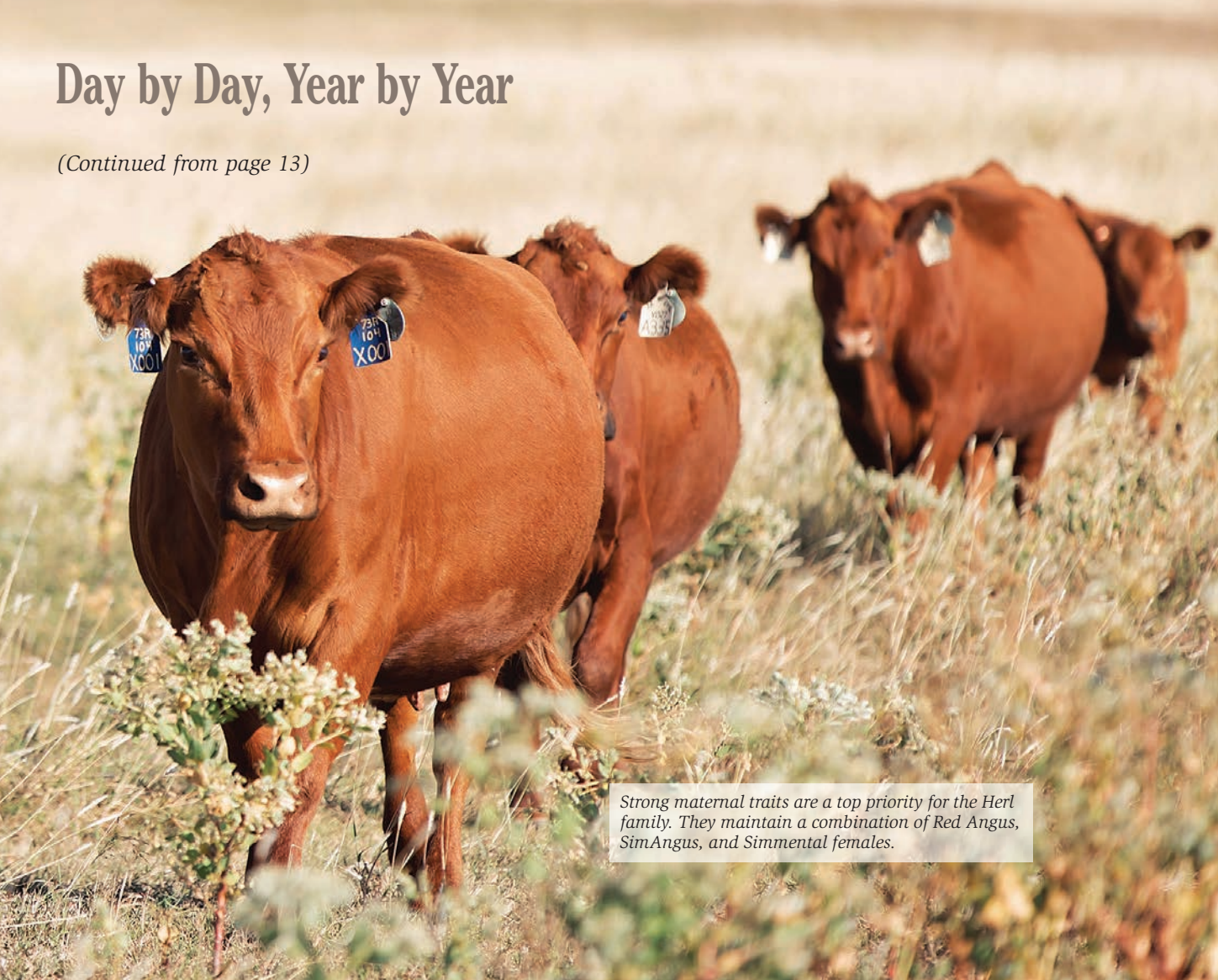
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HETEROSIS...DON'T BE IN BUSINESS WITHOUT IT!



Day by Day, Year by Year

(Continued from page 13)



Strong maternal traits are a top priority for the Herl family. They maintain a combination of Red Angus, SimAngus, and Simmental females.

Establishing a Business

To build a cow herd, they focused on creating a solid genetic base, utilizing both Red Angus and Simmental. Through a systematic crossbreeding program, they have been able to bridge the gap in their continual quest to create balanced animals that will fit multiple scenarios and environments.

Hybrid vigor plays a huge role in their operation. “Our first bull purchase was a SimAngus bull from Lynn Pelton, and that’s when we started raising crossbred bulls and females,” Justin explains. Lynn Pelton, Pelton Simmental and Red Angus, Burdett, Kansas, became an important supporter of their business throughout the years.

The Herls chose to jump head first into the seedstock business for a number of reasons. Practically, they knew they would have to do something with added value to set themselves apart from other operations. “We wouldn’t have been able to grow like we have if we focused strictly on a commercial herd,” Justin

explains. For the first 10 years, the Herls sold bulls exclusively by private treaty. “For the first seven or eight years, we didn’t sell a female off of our place. The bulls carried the load,” Justin remembers.

Beyond finances, Justin and Jade are both detailed, driven people, so the idea of being able to do more behind the scenes with genetics was appealing. “I have a real passion for matings and genetics,” Justin explains. “I love to see the outcomes. Jade and I are perfectionists, and when you’re geared that way you are always trying to do the best.



You're always trying to make the best product, and be as good as you can be. We're trying to be one of the best breeders out there."

Diamond H Ranch genetics are being put into other seedstock producers' herds with more frequency each year, and bulls have sold into states ranging from New Mexico to Maine.

Getting onto people's radar as a new producer was difficult at first, but some of the first Diamond H Ranch customers continue to attend their sales to this day. "Our first catalog went out and it wasn't much," Justin laughs. Jade adds, "It was more of a flyer than a catalog. It was four pages. But our customers stuck with us and kept coming back and for that we are extremely grateful."

Justin continues, "Our first phone call was from Lynn Pelton, and he was a big help. I know there were a couple years when we were first getting started, where he was having a large bull sale and moving numerous females too, and he would get done and send us customers because we were doing something similar. He helped us sell bulls, which was very gracious of him. He offered guidance and advised us with the genetic side of things too."

Four years ago, when Pelton decided to move away from a production sale, he gave the Herls the idea of holding a production sale of their own. Justin explains that their bulls did not sell as well as they hoped, "That year was a big wakeup call. We thought we had made a mistake but it was the worst year possible to start a production sale. Bulls hadn't sold well anywhere. We took our lumps and moved on. Since then it has gotten better."

Selling bulls truly has gotten better since that first sale. Today, they sell around 70 bulls annually, and a select group of females, both registered and commercial. Diamond H Ranch genetics are being put into other seedstock producers' herds with more frequency each year, and bulls have sold into states ranging from New Mexico to Maine.

The Kansas rangeland is ideal for running cows. Diamond H Ranch's location also allows the Herl family to market bulls across a wide region

Quality Cows Make Powerful Bulls

Before people knew Diamond H Ranch bulls, their females were gaining attention. Starting with high-quality Red Angus females was part of this successful equation. "I love the disposition of Red Angus and their mothering abilities," Justin explains. Jade adds, "Disposition is extremely important. We have four young kids who help us quite a bit and if they can be around them, then the cattle can be around anyone."

Simmental genetics were brought in for a number of reasons. Justin continues, "The two breeds meshed well together in every scenario I had seen them in. I loved the fact that when we started doing more hybrid work we were able to fix some of the problems I thought Red Angus had at the time, like structure. Simmental brought a really nice thickness of bone and a better foot to the Red Angus side."

Focusing on SimAngus was also an opportunity for the Herls to set themselves apart from the already established purebred Red Angus operations in their area.

"We have primarily built our cow herd from our own female base," Justin explains. "Females have been our focus since day one. I've always been big on maternal traits, and I think the best bulls come from the best cows. Today, more people know us because of our females." This strong female base has been producing the kind of bulls that the Herls are proud to put out into herds across the country. The top bull calves are selected each year to be developed on a high-fiber ration and sold in March at their annual sale.

(Continued on page 18)



Day by Day, Year by Year

(Continued from page 17)

Justin explains, “I want balance. I like to look at every bull and see if he has balance. EPDs and numbers are one thing — you want a bull that can do many things well — but I need to be able to look at that bull. Maternal traits are a big focus. I like to sit down and look at a set of EPDs first. I want to see around 10 EPDs where the bull is in the top 30% or higher, and then the rest is structure, depth, shape, depth of hip, rib, how they travel, and disposition. I don’t single trait select or try to move just one thing.”

The same general philosophy holds true for female selection. The Herls like to look back at cow families and find confidence in the past performance of each pedigree. “I base a lot on their mother’s and grandmothers’ production records,” Justin says. “We don’t flush a young female. We want to see what she can do out in the work force and how well she will hold up over time.”

An average of five donor cows are flushed each year, and the embryos are implanted in younger registered females. Justin explains that while they have tried purchasing commercial recipients, they want to know that if an embryo settles, the resulting calf will be

raised by a female that will milk and mother well. Additionally, if the embryo doesn’t settle, they will still have a registered calf by one of their herd bulls.

Data collection and utilization is a part of the daily management of Diamond H Ranch. Beyond standard measurements, the Herls pay close attention to fertility and conception rates, cow efficiency, and DNA testing is also utilized. They publish as much information as possible on their sale animals, and want each customer to be able to see the strengths and weaknesses of each animal. Jade explains, “That’s partially why we do register with Red Angus and ASA; we want to be completely transparent. We want our customers to have the information they need in order to make the purchasing decisions that work best for them and their operation.”

Building Relationships

Building new relationships, and making sure customers are taken care of is vital to the success of Diamond H Ranch. When they first had access to the 2,500 acres of leased ground, there was much more grass than they had cows, so Justin went back to a few of their first customers and purchased a selection of their commercial heifers. They then developed and bred the females, and sold them as bred replacements. While this decision was initially based on utilizing all of the grass, Justin soon found that this was also a great opportunity to support their customers. “I realized how much of a relationship we could build with our customers. They appreciate that I am willing to spend money with them, like they are spending money with me, and it does

Jade and Justin run Diamond H Ranch largely by themselves, but rely on help from family and friends on big days.



make it easier for me to market the females knowing that the genetics are at least half ours.” They will have around 150 open commercial heifers at their upcoming sale.

Justin makes it a point to attend sales, visit customers’ ranches, and have a presence at industry events. If he cannot be there, Diamond H Ranch is a member of Allied Genetic Resources (AGR), so they trust that if they cannot be at a sale in person, or be somewhere to market their bulls, the AGR team will take care of them. The Herls strongly encourage potential customers to visit their ranch as well. Building in-person relationships is a goal for Diamond H Ranch. Jade explains, “Technology is one thing that has changed the livestock industry. Having everything at the touch of a finger sometimes makes it hard to get people to your place. But if you can get them to come look at your cattle and be around them, I feel like it makes a big difference, and is a part of marketing.”

Diamond H Ranch now also works with Jade’s sister, Chelsea, and her husband, Trent Mauler. They run a cooperator herd for the Herls out of Great Bend, Kansas. “Trent and I have similar views and he’s been great to work with,” Justin says.

The families enjoy working together, moving cattle, branding, sorting, and preparing for the sale each year, most of which is done on horseback. Justin enjoys roping, and the whole family rides. “Our horses are family and they are just as much a part of this operation as we are. They even assist us when we photograph the cattle.” Jade explains.

As first-generation producers who have found success, the Herl’s story has piqued the interest of other young people wanting to get a start. Justin explains, “To get into this business, capital is a huge deal. You either need to have it or be willing to sacrifice a lot of sweat equity and time. It takes money management and hard work.”

He also explains that he had to keep his impatience in check, and advises that others do the same. “If I’ve learned anything in this business, it’s don’t try to do it all in one big shot. Don’t go out and leverage yourself by buying a huge bunch of registered cows right out the gate on a loan and expecting it to work. We’ve been able to sustain and grow because it’s been piece by piece, year by year.”

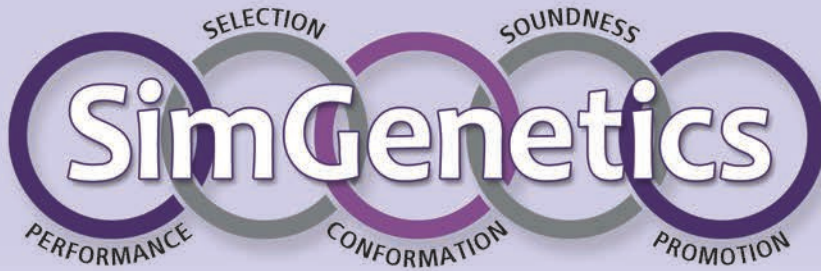


Raising their family in the beef industry is extremely important to Justin and Jade.

Jade and Justin take a lot of pride in what they have built, and are also raising their four kids, Aly, Graycee, Brynn, and Stockton, to be a part of the ranch. Justin says, “The most rewarding thing for myself personally is being able to build something from the ground up, I have a lot of pride in that and it is very satisfying to be able to share that with our kids. We are watching them learn and grow in this lifestyle, and they will always understand the value of a dollar and hard work.” They run the ranch largely by themselves, along with some help on the busier days. “We couldn’t do what we do without the support of our family and friends,” Jade explains, “Plus, a little faith helps too, even in the most trying of times. We don’t always understand the tests that come our way, but by staying faithful and pushing forward, we know that one day we will understand and we will be better for it.” ■



ASA RING OF CHAMPIONS 2020-2021



Only the four major shows involved in the national show rotation are eligible for the “ASA RING OF CHAMPIONS 2020-2021”.

Shows include: 2020 American Royal
2020 North American
2021 Cattlemen’s Congress
2021 Dixie National

Award Divisions:

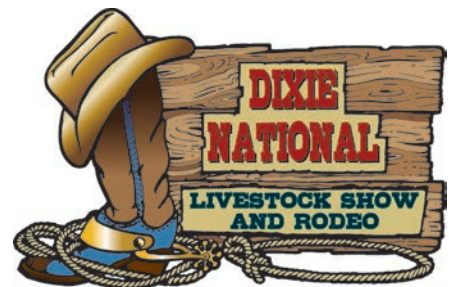
- Purebred Simmental Heifer of the Year
- Purebred Simmental Bull of the Year
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Qualifications:

- Exhibitor must be an active member in good standing with the American Simmental Association
- Purebred Simmental: 7/8 Simmental and up
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- Animals and their exhibitors must abide by the rules of the show(s) in which they participate
- All ASA Ring of Champions award winners must at a minimum complete an ultra-low density DNA test before awards are given

Additional information:

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Progress Through Performance Shows

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Show Dates - October 24 & 25, 2020

www.americanroyal.com

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www.livestockexpo.org

Cattlemen's Congress

Show Dates -

Pen Shows: January 10, 2021

Open Shows: January 12, 2021

www.cattlemenscongress.com

Note: This is the National Show for the 2020-2021 Show Season.

Dixie National

Show Dates -

February 14, 2021

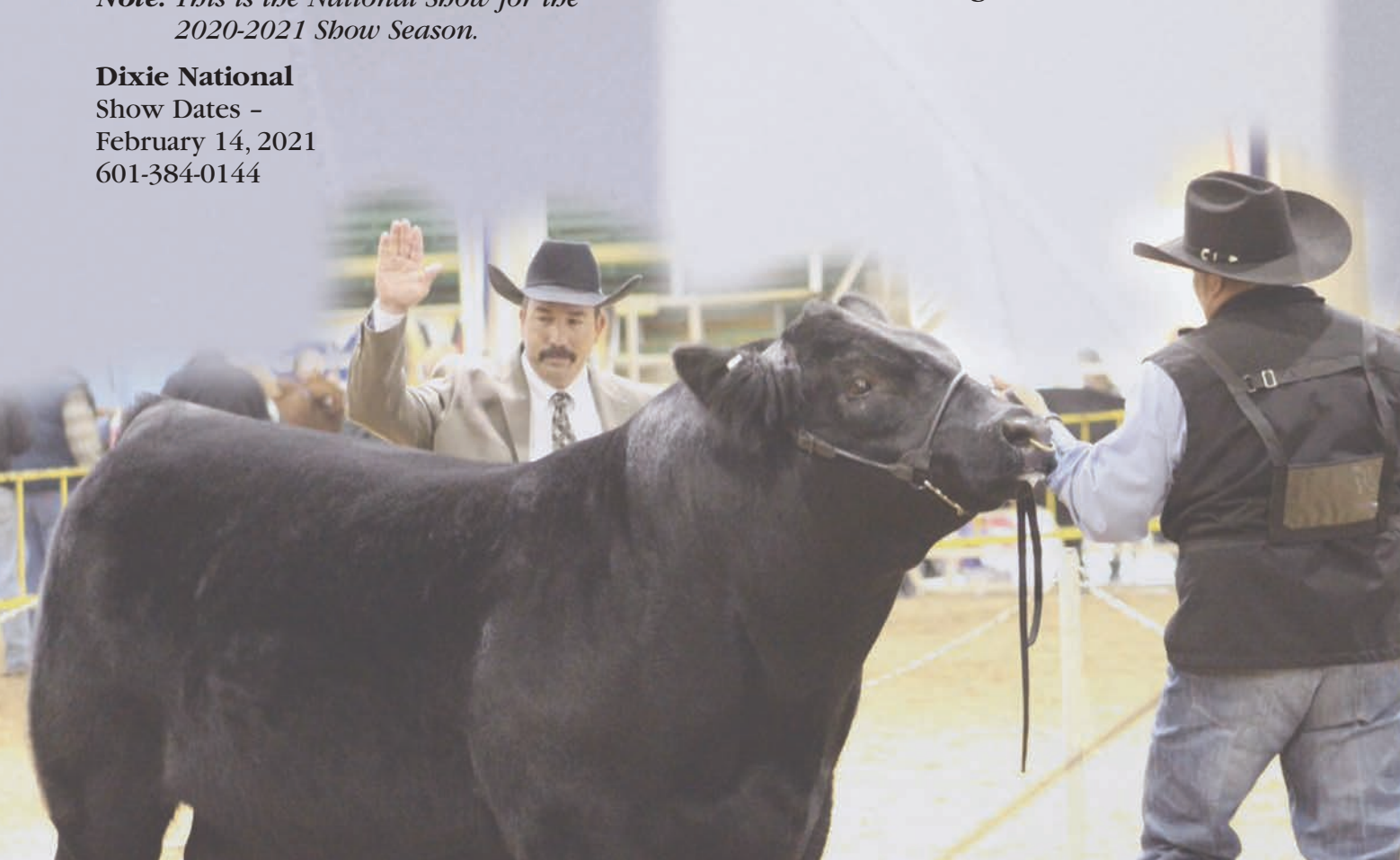
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PTP Judges

PTP approved judges have been deemed as respectable and knowledgeable cattle evaluators by the ASA Board of Trustees Activities and Events (A&E) Committee. Each year the A&E Committee inspects the list of approved judges and makes modifications when necessary. View the PTP approved judges list at: www.simmental.org



2021 Golden Book Winners Recognized

Three men, all of whom served on the ASA Board of Trustees including terms as Board Chairman, are honored with ASA's highest award.

By Dan Rieder

Gordon Hodges, Hamptonville, North Carolina

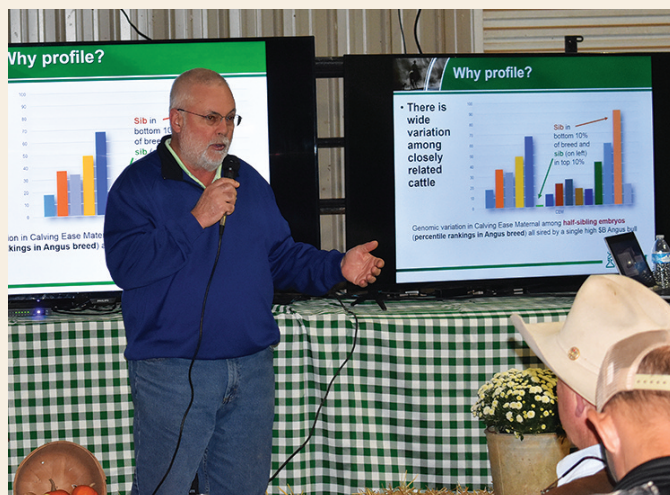
Science Advocate

Gordon Hodges is one of a small handful of ASA Trustees who served on the Board for a total of 13 years, first serving two three-year terms from 1990 to 1995, and more recently from 2014 to 2020. During his time on the Board, he has not only served as Board Chairman in 2019, he chaired the Breed Improvement Committee for a number of years and was a member of the steering committee of the 1992 impactful FOCUS 2000 long-range planning symposia that established the agenda for future direction of the Association.

His affiliation with Simmental genetics dates back to 1970 and he joined the Association four years later. During his first term on the Board, he was heavily involved in the creation of the revolutionary Multi-Breed database and evaluation. In his second term, Hodges has been a champion of the scientific improvement of beef cattle, supporting crucial new projects in genetic evaluation, the switch to single step genomic assessment and Cow Herd DNA Roundup, staunch supporter of collecting carcass phenotypes, and the creation of the revolutionary and highly successful International Genetics Solutions (IGS).

As a sales manager in the early years of his career, he operated Virginia-Carolina Livestock Service and served as an officer in the North Carolina Simmental Association as well as the North Carolina Angus Association. For years, his cattle were marketed through Pineview Farms, his operation at Hamptonville. From his earliest days as a breeder, Hodges has worked relentlessly on behalf of SimGenetic cattle and the beef business in general, advocating for scientific improvement and crucial new projects.

For 14 years, he has served as Genetic and Marketing Manager for Gibbs Farms, a SimAngus™ and Simmental operation now numbering 800 cows near Ranburne, Alabama. He has been instrumental in guiding Gibbs Farms toward becoming one of the breed's largest, most successful operations. For the past five years, his personal



Gordon Hodges

60-head SimAngus and Simmental herd has operated in a management partnership with Gibbs Farms.

A graduate of North Carolina State University, he holds a B.S. in Animal Science. It was at NCSU that he met his wife, Melissa, who has enjoyed her own 40-year career as a district loan supervisor for USDA's Farm Service Agency. They're the parents of a son, Spencer (Elizabeth) and a daughter, Juliana who is married to Christian Stackhouse. They also have a two-year-old granddaughter, Sloane.

Steve Reimer, Chamberlain, South Dakota

Steady Leadership

Voluntary service on behalf of his chosen breed has been a long-time hallmark of Steve Reimer. Not only did he spend six years on the ASA Board from 1991-1996, including a year as Board Chairman in 1995, but he also served 12 years on the South Dakota State Association over two separate six-year spans.

R&R Cattle Company, operated by Reimer and his father, Bill, is among the Simmental operations that date back to the early 1970s, holding membership number 3969. The multi-generation ranch was originally established around a set of Hereford cows, by Steve's great-grandfather.

A much-in-demand cattle judge, he has worked most of the major cattle shows in the US. As an exhibitor, R&R ranch dominated the champion pen of three bulls over the course of many years in the yards at the National Western Stock Show in Denver. The Black Hills Stock Show in Rapid City, was also the scene of considerable success by R&R Cattle. When Steve's children were old enough to compete in 4-H and junior shows, the Brule County contingent was tough to beat and always led by the Reimers.

As a board member, Reimer served during turbulent times for the Association, yet through it all, especially during his tenure as Board Chairman, he met the challenge



Steve Reimer

with integrity and courage when the Simmental membership was desperately seeking responsible leadership. His steady hand and unwavering resolve guided the ASA

Fred Schuetze, Granbury, Texas World Influencer

Fred Schuetze has been a beef industry leader at all levels – local, state, national and international. His presence and influence on SimGenetics has spanned multiple decades as he traveled the globe introducing and promoting his favorite cattle breed. His hands-on approach and commitment to the industry identifies him as a standout in the eyes of all who have crossed his path.

Among a rare few who have served a total of 13 years on the ASA Board (2000-2006 and 2015-2020), he has served as board chair, treasurer, publication board chair, Simbrah committee chair, foundation chair and nominating committee chair among many.

Schuetze grew up in the Texas Hill Country on a family farm that produced beef cattle, sheep, goats and chickens. After graduating from Comfort High School, he received a B.S. degree from Southwest Texas State University, and attended Texas A&M where he earned his Master's degree. He then went to work for the Texas Agricultural Extension Service, serving for nearly a decade as a county agent.

Between 1979 and 1990, he owned and operated a consulting company wherein he designed breeding programs for operations throughout Mexico, Central America, and the US. After working with Les Alberthal, whom he knew growing up in Comfort, they collaborated to develop the famed Buzzard Hollow Ranch at Granbury. They scoured the Globe to find the best fullblood Simmental and

through rough waters. In mid-1996, he had significant influence in the hiring of Jerry Lipsey to serve as the Association's fifth chief executive officer.

His involvement in the innovative FOCUS 2000 conference in 1992 was a key turning point in bringing the commercial cattle industry and market share to the Simmental breed. Reimer's breeding philosophy revolves around placing selection pressure on both phenotype and genotype. With that foundation for his thinking, he was instrumental in helping to create the Progress Thorough Performance (PTP) show format still being used 25 years later by the ASA.

The Reimer operation also includes significant cash crops from corn to soybeans to wheat and forage oats in a crop rotation with turnips, radishes and lentils, using an innovative no-till and cover crop mix. Reimer and his wife, Elaine, are the parents of two daughters, a son, and five grandchildren.



Fred Schuetze

Simbrah genetics, purchasing embryos and live cattle in Canada, Europe, South Africa and in the US.

He's been a long-time member of the TSSA, including a term as president, and a founding father of the American Simmental Fleckvieh Federation, serving as president for 15 consecutive years.

After being appointed to serve as ASA's official representative to the biannual World Simmental Fleckvieh Federation Congress, he traveled the world-over attending Congresses in South Africa, Brazil, Ireland, Canada, the United Kingdom, Australia, Germany, Columbia and Poland. In 2020, he completed a four-year obligation as WSFF President.

Presently the managing partner of SOT Simmentals, Schuetze and his wife, Judy, are the parents of two children: Fred, Jr. ("Bud") and JoAnna Keel, plus three grandchildren.

(continued on page 24)

Golden Book Award Recipients 1982 to Present:

The World Simmental-Fleckvieh Federation (WSFF) Golden Book Award recognizes individuals and organizations that have made significant contributions to the development of the Simmental/Simbrah breeds.

The ASA Board, which nominates and approves Golden Book Awards, authorizes up to three awards annually. Recipients of the award receive a plaque from the WSFF and a framed citation signed by the ASA Chairman of the Board.

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 WALT BROWARNY, '95, CALGARY, AB
 STEVE MCGUIRE, '96, BOZEMAN, MT
 H.W. FAUSSET, '96, WORLAND, WY
 HUGH KARSTETER, '97, CUSHING, OK
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 DON BURNHAM, '99, HELENA, MT

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 TOM RISINGER, '99, CROCKETT, TX
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Women of ASA

By Emme Demmendaal

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

Sarah Jones, first-generation beef cattle producer and Simmental breeder, is a leader in the agriculture industry.

Sarah Jones

Sarah Jones, co-owner and manager of Red Hill Farms, with her husband, Bart, is a firm believer in breeding cattle for the end product. “We need to be cognizant of what we’re really producing,” Jones says referring to the beef production chain. “It’s easy to believe as a seedstock producer that we’re selling calves, but really, we have to remember that we’re beef producers, regardless of the part of production that we fall into, ultimately the end consumer is going to dictate our future.”



Sarah Jones

Sarah was born and raised on a dairy farm in southcentral Kentucky and Bart came from several generations of purebred swine seedstock breeders, so the cattle enterprise was a new addition to the family operation. After studying business and agriculture at Western Kentucky University, Jones became a Certified Public Accountant and worked in Nashville, Tennessee before coming back to work on the farm full time.

She explains, “We were building our herd and trying to acquire some land because neither of our families were beef producers, we didn’t have many acres of pasture. We started acquiring land and we actually now run cattle in three counties in Kentucky and Tennessee.”

Today, Jones’ job title ranges from AI tech to financial manager to head hay baler. She credits her previous role in accounting for her love for tracking and reporting data to the breed associations.

Their 500-head seedstock Simmental, Red Angus, and Charolais operation straddles the state line between Tennessee and Kentucky. Focused on supplying commercial producers bulls through two annual sales and females through a sale in May, the Jones family splits their herd into a spring and fall calving season, keeping them busy all year round.

“I spend a majority of my day in the office on the computer, but I’m also the only one on the farm that is AI trained. Each year, I roll almost all of our hay, about 2,500 rolls a year. While we do have help on the farm, I find myself out feeding, weighing and tagging calves and preparing for a bull sale in February and March.”

Each year the American Simmental Association recognizes dedicated performance breeders through an annual article in the late fall issue of the *SimTalk* magazine. Red Hill Farms is often a part of this, as a data-focused seedstock business.

In addition to collecting birth, weaning, yearling and mature dam data, Red Hill Farms participates in University of Missouri Hair Shedding Project and Heifer Fertility Project. They are continually collecting additional data. Jones explains, “Our family is data oriented. That works well with me being an accountant. We believe in gathering lots of data and converting that to useful information so that we can make the best decisions and the best cow herd.”

“We believe in indexes, and we try to focus on profitability and the cow herd. We may not be producing the most output, the most pounds, but the profitability equation has two components. One of those is input. We breed based on economically-relevant traits and the input side of the equation. We want to help our customers focus on input efficiency as well. However, we intend to produce cattle that grow and grade.”

At the end of the day, Jones knows that she loves what she does, and building the legacy for the next generation keeps her

passionate day-in, day-out. “Also the love of the land,” she continues, “The love of the lifestyle and community — offering our customers animal protein. It’s the legacy that we hope to leave, but it’s a legacy in trying to create a superior product that we want to leave behind.”

“Our 13-year-old son, Ty knows most every cow here without even looking at a tag, and he knows their pedigree. He would rather spend the day looking at pedigrees and EPDs and mating for our donor program for this fall than working on his homework. If he wasn’t as interested or didn’t see a future on the farm, I probably wouldn’t be as excited about what we do.”

As a first-generation beef cattle producer, Jones stands behind ASA’s education, AJSA programs, and YCC initiatives to educate young cattle producers. While her son isn’t actively involved in Simmentals’s junior association, she has first-hand experience representing Simmental in the YCC. “It’s going to be harder and harder for first generation farmers. That is why I think the junior activities that Simmental provides are incredible opportunities and experiences. The junior activities allow young people to hone beef industry and communication skills. The young people are the future. I think it’s important to help in the growth and development of youth.”

In addition to her full-time work on the farm, Jones volunteers for many local boards and committees including as the



Left to right: Bart, Ty, and Sarah Jones.

4-H county livestock club leader, Kentucky Farm Bureau State Resolutions Committee, and the Red Angus Association Strategic Planning Committee. She says, “On many committees and groups, I stand out, both in age and gender. My background in business pushed me to be more active in events like trade shows, representing Red Hill Farms. I enjoy interacting with all kinds of people and clients.”

Making a positive impact on the consumer can be hard, but Jones believes that sharing your story with people outside the industry is a step toward better understanding. She

served on the Pork Producers Council as an Operation Main Street speaker, where she would go into the classroom in mostly urban areas or attend Chamber or Rotary meetings to talk about pork production. She says, “As beef producers, if we don’t tell our story, someone else will and it may not be the story that is truthful or what we really want the consumer hearing.”

While she feels comfortable speaking about animal agriculture, she understands that it’s not easy for everyone to get in front of a crowd and talk about their life. She encourages beef producers to share their story the way they feel most comfortable. Jones concludes, “I’m not the best blogger, I’m not the best on social media. I’m not a great writer. But, we all have ways to share our story, even if we don’t shout it from the rooftops or have a big blog or put grandiose posts on social media. We can all tell our story one-on-one, and I think it’s important that we’re positive about all the different facets of our industry.” ■

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Picture Perfect

How to make the most of photographs on your operation.

by Lilly Platts

Melissa Grimmel-Schaake photographs cattle and events across the country.

Good photographs and visuals are a critical part of making sure the work you put into your cattle is reflected when you present them in advertising or online. Social media has encouraged many producers to start taking their own photos to share, and in some cases, a family member or employee even takes photos for catalogs and advertisements. ASA also wants to use our members' photos whenever possible for covers and advertisements — Simmental cattle are being used across the country, and making sure we represent this variety is important to us.

Melissa Grimmel-Schaake is a photographer from Kansas, who turned her passion for photography and design into a bustling business. Schaake also comes from a Simmental family, and does business with a number of breeders. She shared some of her advice both for hiring professional photographers and taking your own photos.

Why is it important that producers be able to take quality photos of their cattle?

I think this question can go both ways — quality sale/donor/sire photos and quality scenic photos are both extremely important. During sale time, we strive to provide the highest quality, honest photos that serve as the best representation of our cattle. We understand that not everyone is able to visit our ranch and view our cattle in person, so we feel it is crucial to provide the best images possible to get current and potential customers interested in our offering. Cow families are extremely important to us, and we have focused on picturing a lot of our donor cows so producers can see for themselves the foundation of our program.

In addition, we enjoy building our stock photo inventory with scenic photos. Whether these are taken with a DSLR (digital single-lens reflex) camera or our cell phone, these are great to use in marketing and advertising including social media, print ads, and promotional items. These photos are not only nice to use for graphics, but they also show viewers what our cattle look like outside the picture pen — kicked out on grass nursing their calf and being a mama in the Flint Hills. I rarely carry my camera with me while checking cattle and doing chores, so the majority of the scenic photos we post are actually taken on our cell phones! You do not have to be a professional to take these, as a lot of the scenic photos we share are taken by all members of our family!



In your opinion, how important is social media/self promotion in today's cattle business? How do photos fit into this?

It amazes me how livestock marketing has changed over the years, and will continue to change in years to come. We are seeing less print advertising and more digital advertising, and less text in stories, and more photos and graphics. I think this has a lot to do with how fast-paced our society has become — and if you've ever met the Schaakes, we are pretty fast-paced people. A photo can tell a story much faster than reading a couple paragraphs.

It's important to be where your clients are and nine times out of 10, your clients are scrolling through a social media platform (Facebook, Instagram, Twitter, The Pulse, YouTube) during some point in the day. Having a face on social media is HUGE and the best part about it (which I know my father-in-law, Scott, loves) it's FREE! You can pay for additional advertising on social media, but it is free to sign up and create a business page. The majority of our marketing at Schaake Farms takes place on social media, but we also reach people through our website, print advertising, email blasts, postcards, show promotion, etc.

(Continued on page 30)

Picture Perfect

(Continued from page 29)

However, the mistake I see a lot of livestock businesses make is only posting on their page around sale time, and not posting again until their next sale. It's critical to post year-round and to keep your audience engaged as well as gaining new followers, so when sale season does come around, the hard work is done and you have already built that connection with your followers.

Outside of sale season, plan to take photos and post content about what's going on at the ranch — calving, weaning, halter breaking, preparing for a show, celebrating a birthday, graduation, holiday, plan an apparel giveaway, etc. We have found that sharing the personal, behind-the-scenes, and everyday tasks are what our page followers enjoy seeing. Your audience wants to learn about you! And in the end, this enables you to establish a relationship with them before you meet them face-to-face.



In addition to promotional photos, Schaake also makes it a priority to take candid, every-day photographs.

What are the best times of day to take photos?

We aim to start taking our sale cattle photos three hours after sunrise, and end the day three hours before sunset, so their shadows aren't extremely long. During the summer-time, we usually take a break between 11 am - 1 pm as the sun is at the highest point in the sky and casts undesirable shadows on the animal.

For scenic photos, we like taking them right around sunrise or sunset to capture the gorgeous golden light. This is also the time cattle are spread out and grazing, creating a gorgeous view.

How much does "good" lighting affect the final photo?

A great photo includes good lighting, and I will do just about anything for it to be sunny on picture day. When the sunlight directly hits the animal and their shadow is casted directly behind them, it helps capture muscle expression and details on livestock. In the summer months, I try to avoid brutally hot days or when the sun is high in the sky (about 11 am - 1 pm) because the shadows cast off from their topline, making the shadows distracting. Take this break time to let the picture help rest or grab a bite to eat.

Picture day is essentially sale day. Your sale photos are a marketing tool in itself — the way your cattle are presented, and the appearance of your picture pen set-up represents your operation.

What angles should people avoid?

Livestock photography is all about reading livestock and paying attention to detail. Whenever an animal walks into the picture pen, I immediately evaluate their strengths and weaknesses, and how to best position and set them up, all while keeping an eye on the sun's rotation and adjusting my camera settings throughout the day. It is my goal to shoot at an angle that exemplifies those strengths and makes the animal look their very best. Therefore, you will probably not shoot the same exact angle of every animal throughout the day, or have their feet placed in the same position. If one is a little plainer-fronted, I will take the photo off their hind quarter versus directly centered. If one is a little shallower bodied, I will shoot on top of them versus squatting down low. We work extremely hard in the picture pen and don't stop until we get the killer, dynamite shot. With this, a good ear getter and good picture pen help is key — is a true team effort to get the perfect shot.

What are some good go-to angles for taking photos of individual animals in the field?

I can be pretty old-fashioned and like to focus on capturing uniform profile shots, but don't be afraid to take a flattering three-quarter angle shot if the lighting is right and the animal is stout and heavy-muscled.

What apps are user-friendly and quality for quickly editing photos to be put on Facebook, Instagram, etc.?

To quickly edit photos, I like using Adobe Lightroom. Instagram has also really improved their filters and editing software, enabling me to use a photo that I edited on that platform to post on our other social media pages. Other popular apps are VSCO and Snapseed. There are many options available on the iPhone App Store and I suggest trying them all out to see which you like best.

If you had some "top tips" for amateur photographers, what would they be?

Practice, practice, and practice some more. The more photos you take, the more you learn and the better photographer you become. When I first started, I taught myself how to shoot in manual mode right off the bat. Learning how to properly adjust your f-stop (aperture), ISO (the camera's ability to capture light), and shutter speed enables you to have complete control over your images. Don't be afraid to research, ask others, or attend workshops for help to be the best that you can be! I've been taking photos for more than seven years and am still learning new ways to improve all the time. Now, I have trained the Schaake men to capture scenic photos on the ranch and they do a phenomenal job!

A photo can tell a story much faster than reading a couple paragraphs.

(Continued on page 34)

Cate Doubet is a photographer working throughout Montana, Wyoming, and Colorado.

Doubet started in livestock photography, which she still does today, and is also a wedding and lifestyle photographer. She grew up on seed-stock operation and offers some quick tips for making the most of picture day.



- **Take a deep breath.** Picture day is stressful! Do everything you can to make the day easier on you and the livestock. Plan ahead, stay calm, and be patient.
- **If picturing cattle loose, make sure to give them plenty of room.** It is hard to expect an animal to walk into the perfect pose when they don't have enough room.
- **Try to stay eye-level with the animal's spine.** Shooting from too low or too high can greatly distort the animal.
- **Picture pen buddy** — if available use another heifer/steer to keep the calf company and help move them across the pen.
- **Attention/ear getter** — Anything that will get their attention without scaring them or firing them up is perfect. Pom poms, flag, squeaky toys, etc. Chances are, if your methods aren't working you need to take several steps back and try something else.



Cate Doubet makes sure the picture pen has enough space, and uses whatever tools are necessary to get an animal to stand correctly for promotional photographs.

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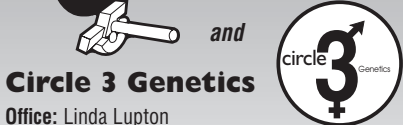
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(Continued on page 36)

Picture Perfect

(Continued from page 31)



ASA wants to use our members' photographs for covers and advertisements, and encourages everyone to submit their work.

To share a photo, please email editor@simmgene.com.

- **ASA pays \$100 for photos used on covers and \$50 for photos used in advertising.**
- **Vertical photos**, or horizontal photos that are strong enough to be cropped, are preferable for covers.
- **High-resolution photos** are preferred, and are necessary for cover photos.
- **Simmental and Simmental-cross cattle** of all colors and varieties are needed.
- **The following subjects are commonly covered in our magazines and we need photos frequently:**
 - people;
 - people working cattle (breeding, calving, tagging, branding, collecting records, collecting DNA, vaccinating, preg checking);
 - breeders working with their customers;
 - bull sales;
 - seasonal (winter/spring/summer/fall);
 - bulls, cows, calves, steers, heifers, cow/calf pairs, whole herds;
 - AI sires;
 - creative shots (semen tanks, trailers, fences, working facilities, DNA materials, carcass, beef in a freezer, catalogs, calving books).
- If a photograph is used, it becomes the property of ASA, and payment is rendered upon use.

If someone wanted to invest in an affordable, easy-to-use camera for daily use, what would you suggest?

There is a lot of equipment available for photographers including brands, camera bodies, and lenses. If you're wanting to get started, I suggest first establishing what you're wanting to spend. Then, talk with other photographers and get their opinion, as well as visit B&H Photo's website (www.bhphotovideo.com). You can search for equipment based on your budget, the brand, reviews, ratings, etc. to find what best fits your needs. Although both are important, I believe that your lens and having that high-quality glass is more important than your camera body. As for livestock photos, I love my 70-200 mm zoom lens, as it allows me to back off the cattle and give them some room while shooting.

Livestock photography is all about reading livestock and paying attention to detail.

Why is it important that producers use professional photographers for sales catalogs, ads, etc.? What extra value does this extra quality and professionalism bring to the table?

Picture day is essentially sale day. Your sale photos are a marketing tool in itself — the way your cattle are presented, and the appearance of your picture pen set-up represents your operation. When I look at sale photos, it's not appealing when the cattle aren't washed or clipped, they're pictured on a dirt lot and they have vehicles and eyesores in the background. I enjoy looking at clear, high-resolution photos where the animal is clipped to perfection, standing firmly on green grass, they're attentive with their head cocked off and ears forward. When looking at photos like this, it tells me that the particular operation takes pride in their cattle and their place, and they work hard. As a buyer, I want to spend my money with an elite operation that encompasses those characteristics.

A professional photographer has the equipment and experience to guide you in that direction. As I previously

mentioned, picture day is sale day, and the overall goal is to capture the best images and videos of your livestock possible. A professional has enough experience to effectively communicate with the picture pen help what exactly needs to happen with the animal when it walks through the gate and into the pen.

Unfortunately, you won't always get the shot you want right off the bat. Sometimes you will, and other times it can take up to 30 minutes. When working with clients, I take a laid back and relaxed approach, and focus on taking control of the overall morale and mood of the picture pen. On an already stressful day, I'm patient with the crew and livestock, and work together as a team until I get the shot I'm happy with and that the client will be happy with. I think it's important to be upbeat and compliment the crew when they do a good job, because that extra boost of confidence is sometimes just what they need to keep going — especially on a 100-degree day. When the crew is relaxed, I've learned they are way more easygoing with the livestock, which in turn, makes the livestock relax and respond better. ■

During sale time, we strive to provide the highest quality, honest photos that serve as the best representation of our cattle. We understand that not everyone is able to visit our ranch and view our cattle in person, so we feel it is crucial to provide the best images possible to get current and potential customers interested in our offering.



Schaake uses a variety of angles to capture each animal's best features

State Marketplace

(Continued from page 33)

Nebraska cont.



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(Continued on page 66)

Maximum Carcass Knowledge – Leverage CMP & CXP in Customers' Herds

By Lane Giess, Director of Commercial & Nontraditional Data Programs

We get it, your bull buyers are the reason for your success. They've bought into your breeding program and trust that your genetics are going to help make them more profitable cattle producers. But did you know those same customers can contribute more to your success than simply being a loyal customer? Robust data capture is the single most important way to improve the predictability of your genetics. The American Simmental Association (ASA) has multiple programs designed to do just that.

If you care about robust data capture, the ASA Carcass Merit Program (CMP) and Carcass Expansion Program (CXP) are two programs you should consider — or more specifically your customers should consider. But don't just hear it from us. Gordon Hodges from Gibbs Farms and Tom Hook from Hook Farms have been big supporters of both programs.

"The CMP has been one of the most genetically-influential ASA programs since the day it was first implemented and in my opinion, more valuable today than ever before," says Hodges. "We are now collecting DNA data on the CMP progeny which will greatly add to the accuracy and validation of genomically-enhanced carcass trait EPDs." Carcass data is rare in genetic evaluation, so the few records we do receive should go a long way right? We're doing that by ensuring every animal participating in CMP and CXP projects are genotyped. Hodges adds, "By collecting actual carcass records and DNA on all of the harvested CMP and CXP progeny, we are increasing the validation and accuracy of all genomically-enhanced EPDs."

"It is rare for a breed association program to literally be a win for everyone, but the CMP and CXP programs accomplish a big win for all,"

— Gordon Hodges



Gordon Hodges

"A win for the CMP herd by providing free semen, subsidized payments for each harvested carcass, complete birth to harvest processed data, and EPD's on their cow herd that allows for more accurate genetic improvement for generations into the future."

"A win for the enrolled bull owner by supplying non-biased, third party complete data from birth to harvest on your sires as well as maternal data well into the future."

"Possibly the biggest win is for the members who do not enroll sires but use genomically-enhanced EPDs."

"Yes, the CMP and CXP programs are a win for everyone."



Tom Hook

Tom Hook, Hook Farms in Tracy, MN agrees. "The ASA's innovative CMP and CXP lead the beef industry in providing data and resources for improving terminal value. We leverage the knowledge gained from CMP and CXP to improve terminal merit and provide genomically enhanced genetics to help our commercial customers be more profitable."

The ASA is looking to expand our young sire progeny testing herds participating in the Carcass Merit Program (CMP). Do you have a commercial customer that might be a fit? Does this customer have a background in retaining ownership? If yes, we'd like to visit about potentially getting both of you involved in ASA's carcass programs.

Carcass Merit Program (CMP): ASA's premier young sire testing program

Participants receive:

- Free Genetic Evaluation on their cow herd
- Free semen on industry-leading bulls
- Free genomic evaluation on all CMP-sired terminal animals
- A \$60 incentive for every CMP-sired animal with individual carcass data

Carcass Expansion Program (CXP): ASA's expansive project meant to rapidly improve genomic predictability of carcass traits

Participants receive:

- Free genomic evaluation of all terminal animals
- Parent verification of multi-sired calves
- Free genetic evaluation on all participating calves
- Animals must be preapproved to be committed to the program

Fortunately, for commercial cattlemen retaining ownership these programs may be used together. Maximum genetic knowledge for you, your customer, and the rest of the industry.

Contact Lane Giess for more information about ASA's carcass programs, lgieess@simmgene.com ■

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IGS Carcass EPD Updates

By Randie Culbertson, Ph.D.



Carcass records on terminal cattle remain rare and highly sought-after phenotypes for National Cattle Evaluation. As the number of carcass phenotypes are limited in the National Cattle Evaluation, IGS uses breed effects from the USDA Meat Animal Research Center to adjust genetic predictions for various breeds. Programs like the Carcass Merit Program and Carcass Expansion Program are adding valuable terminal records and genomic information to the genetic evaluation.

As with any trait under selection, breed effects will change over time. As a result, US-MARC updates their breed effects annually and the IGS Multi-breed Genetic Evaluation recently updated the breed effects in the published EPDs (as of 11/9/20). The implementation of these updated breed effects caused some changes in carcass EPDs. The adjustments are set to an Angus base and are applied depending on the breed percent of the animal. When comparing the rank of bulls with a high percent of a breed, breeders may see a shift in the EPD value but the bulls still have the same rank among other bulls with the same breed percentage. However, reranking occurred when comparing one breed to another as well as different percentage composites.

An ongoing challenge of estimating carcass EPDs is the lack of carcass phenotypes (see article by Lane Giess about Maximum Carcass Knowledge, page 38). This lack of phenotypes creates a real challenge for the genetic evaluation to appropriately account for breed differences. With traits that have limited records and breed

comparisons within contemporary groups, using field data (i.e. IGS data) can lead to unreliable estimation of breed effects. In those cases, breed effects from scientific literature are often used. The advantage of using breed effects from literature is that the effects are derived from “clean” data and often from herds with breeding systems designed specifically to obtain these breed effects. In the case of carcass trait breed differences, the IGS Multi-breed Genetic Evaluation uses the breed effects derived from US-MARC.

In addition to updating the US-MARC breed effects, an adjustment to the carcass weight and rib eye evaluation is being tested to allow the inclusion of carcass records previously excluded. This change will result in an increase of 65,000 carcass weight and rib eye records. The inclusion of these records will cause the EPDs for relatives of animals whose records are now included in the evaluation to change. The IGS genetic evaluation team are in the process of testing the inclusion of these records but at the time of writing this article, the implementation date is unknown. ■

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A Conversation with Cara Smith

A Little About Smith:

Fourth-generation cattle rancher Cara Smith grew up on her family's cattle operation, where she currently lives and works while attending the University of North Carolina Greensboro for a bachelor's degree in Nutrition and Wellness.

When she graduates in December 2021, Smith plans to work in nutrition as an advocate for animal agriculture. She says, "My plan after graduation is to get a job in the nutrition field educating people about the importance of nutrition and agriculture. Being an advocate for both the nutrition and agriculture industry is something that is extremely important to me."

Her family: Thomas (brother), Elaine (mom), Craig (dad), Pawpaw Jim, and she work together daily to run and operate Steeple Creek Farm in Pleasant Garden, North Carolina. The family runs 170 head of registered and commercial Simmental, Angus, and SimAngus™ genetics. Prior to 2012, the farm was completely commercial using either Simmental or Angus bulls. When Smith and her brother

started showing cattle, the family started to use embryo transfer and AI to improve herd genetics. Smith recalls, "I purchased my first registered purebred Simmental heifer in 2014. Since then we have continued to grow our Simmental herd and use Simmental genetics."

The family's herd goal is to raise SimAngus replacement heifers as well as percentage and purebred Simmental bulls. Each year, the family goes through cows and sires to make breeding choices together.

For Smith, she can't remember a day that she wasn't helping in some way on the farm, "Even as a toddler I remember standing in a five-gallon bucket that was tied to a gate so I could safely watch as my parents and grandparents worked cattle."

In addition to working cattle, Smith helps put up hay, feeds, keeps herd records up-to-date, and anything else that needs done on the farm. In her spare time she enjoys cooking, doing puzzles, hiking, riding bikes and spending time with family and friends.

2020 AJSA President Cara Smith answers questions during an interview with ASA Editor Emme Demmendaal.

Demmendaal: Share your involvement with your state association and ASA.

Smith: I have been a member of the North Carolina Junior Simmental Association since 2014. Our association is very small and since I have been a member, we have not had any official officers, but it is continuing to grow each year. I have helped serve lunch at our annual meeting and sale as well as encouraged participation from those showing Simmental cattle.

What were your thoughts as you became an AJSA member, Trustee, and AJSA President?

When I became an AJSA member I was excited to see what the association had to offer. I have shown heifers, a bull, cow-calf pairs, and bred and owned. I have enjoyed the competition of the shows and the growth I have achieved through the contests.

When I decided to run for the Board I was really nervous because I hadn't been involved with the AJSA very long. I was also very excited to run for Trustee because no one from North Carolina had ever served as a Trustee. Once I was elected, I was extremely excited to have the opportunity to serve and give back to our great association. I am so thankful and honored to have the opportunity to serve every AJSA member, my fellow Trustees, and the Simmental breed. I want to encourage juniors to believe in themselves and challenge themselves.

Smith bottle feeding a calf.



What would you like to see accomplished during your term as President?

This past year has been nothing close to normal, so I just try to stay positive and look for ways to learn and grow from these challenging times. I may not be able to accomplish everything I wanted to while President, but that's okay.

I would like to see a team building activity at Regionals and National Classic. Personally, as I look back, I see the value and growth I gained through the contests, especially the Interview contest. I will continue to be an advocate for the great educational contests and programs offered through the AJSA and ASA.

What are your feelings with regards to the new IGS Youth Leadership Summit? How was it received among your peers?

The IGS Youth Leadership Summit is something I have never had the opportunity to attend. I have always wanted to attend, but due to conflicts and prior obligations, I have been unable to attend. I have heard great things about the activities and leadership opportunities at Summit and look forward to attending in 2021 and engaging with Simmental, Shorthorn, and Gelbvieh breeders from across the country.

Any particular AJSA events or experiences that are especially memorable to you?

The most memorable AJSA events for me personally are National Classics. Not just one, but all four that I have been to. I love everything about the National Classic. I have experienced everything from placing near the bottom of my class to winning Reserve Purebred Cow/Calf pair with my brother. Then of course the most unforgettable was being elected as a Trustee and then President. I have learned so much from each experience. I am grateful for the friendships and memories made over the years.



Cara Smith

What are the strengths of the AJSA program?

The AJSA programs and contests teach so many life skills that will be used long after members have aged out of the junior programs. The rule requiring juniors to participate in contests sets our Association apart from other associations. These contests are in place to push and educate the juniors to learn new things, get involved, and to be advocates for the Simmental breed and agriculture. At the same time each time we participate in public speaking, learn new facts for a test, interact with a potential buyer, or participate in an interview, we are also learning leadership skills. These important skills can be used in all areas and will help us be successful in and out of the show ring.

What advice would you offer to juniors who are reluctant, for whatever reason, to become involved in AJSA programs?

I know that the AJSA may seem intimidating because they require that you participate in contests at the Regionals and National Classic, but those contests are there to help you better understand our cattle, the Simmental breed, and educate others. These contests still make me nervous and intimidate me, but the important thing to do is continue to push yourself and learn something from every contest you participate in. It is not all about winning, but instead striving to do your best. You will not regret pushing yourself, but you will regret wondering what you could have accomplished.

(continued on page 44)

A Conversation with Cara Smith

(Continued from page 43)



The Smith family, left to right: Craig, Cara, Elaine, and Thomas.

Comment on the value of the following ASA programs:

Steer Profitability Program (SPC) — The SPC teaches real-world planning, perseverance, and provides networking.

American Simmental-Simbrah Foundation (ASF) — The American Simmental-Simbrah Foundation does an amazing job of supporting the AJSA through the Merit Awards. I have been fortunate to have received my Bronze, Silver, and Gold Merit Awards. My main goal when running to become a Trustee was to get more juniors involved in the Merit Awards.

the Register and SimTalk magazines — It is important to keep members up-to-date with the latest advances in science, events, and accomplishments. The Cow Sense helps the juniors by making them more knowledgeable of the beef industry and prepares them for contests at the Regionals and National Classic.

How significant is it for ASA to be recognized for leadership in the science of animal breeding?

Breeding is the foundation for future improvement. Through the diligence of the ASA members, our Association continues to lead in the improvement of the beef industry. To be recognized for the contributions of the ASA creates positive acknowledgement of our association which in turn encourages continued growth and improvement.

What should be the role of SimGenetics within the beef industry?

Our goal as beef producers is to provide safe nutritious beef that consumers can afford while producers make a profit. SimGenetics has contributed greatly to the beef industry and Simmental breeders are vital to this success. By maintaining focus on maternal and carcass traits, SimGenetics will continue to be a vital part of the success of beef producers. ■



Smith family working cattle and taking weights.

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The NebraskaN Livestock Show Cancelled



Earlier this year, the Grand Island Livestock Complex Authority (GILCA) began exploring the potential of hosting a one-time livestock show as an alternative to the cancelled National Western Stock Show, in Grand Island, Nebraska.

GILCA's stakeholders, representing Fonner Park, Nebraska State Fair, Grand Island Chamber of Commerce, and Grand Island Tourism, planned for The NebraskaN Livestock Show to be held at the Fonner Park/State Fair livestock complex for 16 days in January 2021.

Unfortunately, The NebraskaN Livestock Show will be cancelled due to the current pandemic. In a recent release, the National Western Stock Show shared their disappointment in cancelling despite the overwhelming support for the show from the national livestock community, the City of Grand Island, and the citizens and businesses of Nebraska.

The show prioritized protecting the health and safety of event attendees and Grand Island residents through guidelines and other safety measures. Despite best efforts, the rise of the pandemic nationally and recent guidelines that have been enacted in Nebraska and other states means that the logistics of putting on a quality event is no longer possible.

"It grieves us that we will not be able to host this event for the community of Grand Island, Nebraska," shares NebraskaN State Fair Executive Director Bill Ogg in the news release. "We genuinely wanted to support the national beef cattle industry and the commercial vendors in having an alternative to their traditional January event. All entry fees and vendor reservations that have been received will be returned. We want to thank all of those that have been involved in the planning and hard work to prepare for The NebraskaN Livestock Show."

Susan Russell, Colorado Simmental Association (CSA) Secretary and longtime organizer for the NWSS Simmental shows, shares, "CSA wishes to thank the Nebraska Simmental Association Board for their willingness to jointly host the 2021 Expo in Grand Island. The teamwork in the last couple months has been amazing. CSA also gives its thanks to American Simmental Association for support, to sponsors who have stepped forward, and the outstanding officials who were lined up to evaluate the entries." Despite planning being well underway and the disappointment of cancelling this event, for the safety of the community, exhibitors, and the attendees, organizers felt this was the right decision. ■

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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.

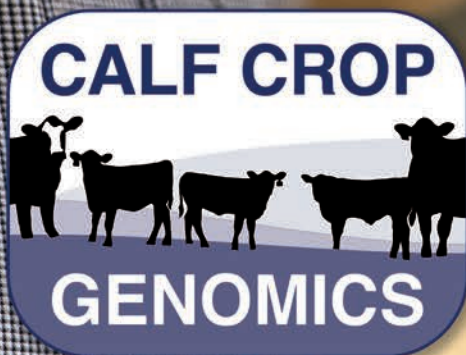


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**The decision you make
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By ASA's DNA Department

Heading into the new year and the start of bull sale preparation, one of the DNA Department's most frequently asked questions is why an animal doesn't have GE (genomically-enhanced) EPDs after completing a genomic test. This article explores the general process and common reasons why GE may not appear on an animal's record in Herdbook.

The Process

After an animal is tested on a genomic panel (either GGP-uLD or GGP-100K), the information from that test goes in two directions. The first piece is parentage, and any additional traits that were added to the panel. The parentage markers are visible to ASA in the lab's system, and the results are loaded by ASA staff to Herdbook. These will look like "PQB", signifying that the animal qualifies to both parents, for example. At this point, if there are parentage exclusions, ASA works with the member to figure out the correct parent(s). Because the parentage markers avail-

able in the lab's system, these comparisons happen quickly and do not require a new sample. In some cases, the member will be notified that a sample has failed. In this case, an entirely new sample is required.

The second piece of this process is the genomic results. When the animal completes testing, while parentage and trait results are shared with ASA, the genomic results are sent into the genomic pipeline. The genetic evaluation runs weekly. Any new data from the past week that is available by Monday afternoon/evening is added to the system, run, and by the weekend, new EPDs are available and the GE will appear. Generally, it takes a week from the time parentage results are available for the data to be run through the evaluation, and for GE to appear.

The takeaway is that parentage results and GE will never be available on the same day, and to meet catalog deadlines, members must add that week to ensure that the genomically-enhanced EPDs will be ready. An animal cannot be rushed through the evaluation process.

What Can Prevent GE?

There are a variety of reasons why an animal may be removed from the evaluation, and consequently not have GE-EPDs. While this can be frustrating, having strong, trustworthy data is critical, and the system's ability to catch these errors should be viewed as a strength. Identifying these animals allows ASA's team to investigate and solve the issue.

- A failed sample will always result in no GE, in addition to no parentage information.
- Parentage exclusions will put a hold on the GE. Once parentage is resolved, the data is released and run through the evaluation.
- Reporting the wrong sex can put a hold on GE. For example, if a member submits a request to run a 100K panel on an animal, and a week later, notices that the animal's sex is recorded

incorrectly, if the sex is also not changed in the lab's system the mismatch will cause the animal to be thrown out of the evaluation.

- If more than one sample enters the system for the same animal, and the genotypes do not match each other, this duplicate data will tell the system that we may not have results on the correct animal and will put a hold on GE.
- A low call rate can cause a genomic test to be excluded. On each test conducted, there is a "confidence level" in the returned results. If this is low, it basically means the results aren't strong enough to accept.
- An animal **MUST BE REGISTERED**, with the exception of THE options, to receive EPDs, and a genomic test will not generate EPDs on an unregistered animal.

These are some of the common reasons GE may not appear on an animal's record after a genomic test is completed. After parentage results are uploaded and members are notified, we suggest writing the date down, waiting a week, and checking to see if GE is on the record. If GE is missing on a group of animals, the group likely missed the weekly cutoff and will be run by the next. For example, if an animal's genomic data is available the day after data is

pulled to be run, it may take a few days longer. If some have GE and some don't, contact ASA with the numbers of the animals missing GE. ASA's team does watch the system to make sure it is working correctly, but if there is a deadline, it is best to bring our attention to any animals in question. The most efficient way to request that ASA look into missing GE is to email the registration number(s) to dna@simmgene.com. ■

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Naming an Animal

The processing team has noticed an increase in the frequency of questions on how to name your animals. Below are guidelines to help.

An Animal Name:

- May be up to 30 characters, including spaces, prefixes, dashes or slashes.
- In addition to letters or numbers, the following characters are eligible for use: & / - _ ` `.
- Only the applicant's approved prefix may be used.
- A name is optional. Once named you will incur a fee to change the name.
 - Often a prefix and tattoo are entered into the name field. This counts as a 'name'.
 - Leave the name field blank if you are unsure of naming the animal. The name may be added at a later time for free.

Fees For Name Changes

- Under 20 months of age \$5
- 20 months to 2 years of age . . \$50
- Over 2 years of age \$1,000

Frequently Asked Questions:

Can I change the name of the animal and add my account prefix?

No, you can change the "name portion" of a registered animal, but "the prefix portion" of an animal's name may not be changed.

For Example:

- From: SFF Black Beauty C01
- To: SFF Constantinople C01

Who Sets the Prefix?

The member who is the applicant for the animal at time of registration sets the prefix of the animal.

Example:

Smith Family Farms sends in an application for registration of "Black Beauty C01" and John Doe Simmentals was the breeder. Smith Family Farms can use their prefix on the registration of the animal, or not use a prefix:

- Option 1: Black Beauty C01
- Option 2: SFF Black Beauty C01

Note: Smith Family Farms can't use John Doe Simmental's prefix on the registration of the animal. ■



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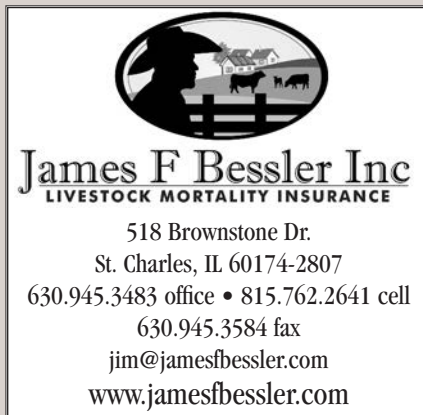
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By Kennedy Early, South Central Region Trustee, Leeton, MO

As we approach the end of an eventful year, I thought it was only appropriate to reflect back on 2020. When we rang in the year, I'm not sure many of us knew quite what God had in store. As other Trustees and I made our way out to Denver, a snowstorm decided to hit the Midwest. All planes going out of Kansas City were grounded. I was finally able to depart on my flight and land in Denver safely. As I was grabbing my bag off the carousel, my hang up bag handle proceeded to snap. It was just the start of the struggles that would come.

During the morning of the pen show at the National Western show, a pipe broke in the yards causing the pen show to start late. Fortunately, that was the end of the lesson that Denver taught us.

March came and that was when God really showed us who was in control of the situation. COVID-19 had hit the United

States full force and there was no empathy left behind. Many families were affected by the pandemic and still continue to be affected. Spring jackpot shows were cancelled, college students sent home, high schoolers did not get a graduation ceremony, but through the grace of God, we were able to host a phenomenal National Classic. Soon after the National Classic, state fairs started being cancelled but the livestock industry stepped up and held a show for their kids to exhibit animals.

Kids went back to school. New show calves were bought, and life is getting back to "semi-normal." We can thank God that the livestock industry came together when we most needed it this year. Although it wasn't the summer we had planned, we are thankful that we were still able to participate in the activities we love the most. So as we get ready to ring in the new year, let's embrace the season of life that we are in currently and give all glory to God for allowing us the opportunities we had this year and pray that he allows us to continue serving him and presenting us with new opportunities. ■

"Call to me and I will answer you, and will tell you great and hidden things that you have not known."

— Jeremiah 33:3



www.juniorsimmental.org



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308-675-1118 / \$149.95/night

Block: Simmental 2021 Junior National
book by May 28

Boarders Inn & Suites

308-384-5150 / \$99/night

Super 8

308-384-4380 / \$79/night

Best Western

308-381-8855 / \$89/night

Block: Simmental 2021 Junior National
book by June 11



Upcoming 2021 Fall Focus Event

The 2021 Fall Focus Board meeting and educational day will be held in Roanoke, VA, August 27–31. The conference headquarters are located at the Hotel Roanoke with a block of rooms available for August 26–31.

Want to help support 2021 Fall Focus? Contact ASA to ensure your sponsorship is highlighted. Call the office at 406-587-4531 or check out fallfocus.org for more information.

Tracked Shipping Recommended by ASA's DNA Department

As the busy season ramps up this fall, ASA's DNA Department strongly recommends that members send all DNA samples in a tracked package. This can be through any carrier, so long as a tracking number is available. We also strongly suggest that kits are sent to members in a tracked package, as the extra cost can eliminate delays in regular USPS shipping, and also limit the chance of the package being lost in transit.

Priority shipping is the only way to cut down on the time it takes to get a sample tested, as there are no priority options at the lab. Upon arrival at the lab, testing takes three to four weeks, and additional time is often necessary for genomic panels to run through the evaluation.

Board Updates AI Sire and Donor Dams Qualification Policy

Recently, Neogen updated their mid-level genomic panel from approximately 50,000 SNPs to approximately 100,000 SNPs. In Herdbook, animals with the former genomic panel are denoted with a 47K or C47K for Cow Herd DNA Roundup (CHR) samples. The current updated genomic panel is denoted with a 100K in Herdbook (C100K for CHR and A100K for Calf Crop Genomics samples).

The ASA Board of Trustees recently approved the updated 100K genomic panel to qualify AI sires and donor dams. Animals with a completed 100K, C100K, or A100K panel will automatically qualify as a donor dam or AI sire. Animals with a completed 47K panel will not qualify and must be re-tested at the 100K level in order to become an approved AI sire or donor dam.

The genomic panel is now \$50 to approve an AI sire or donor dam; add-on options and prices remain the same. The 100K genomic panel continues to be ASA's recommendation for animals that will make a large impact in herds and is the only genomic panel with add-on pricing for coat color, horned/polled, and genetic condition panel. Please contact ASA's DNA Department with questions.

Herdbook Update to Birth Weight Ratio and Collection Method

The Board recently passed a resolution to change the direction of the ratio for birth weights so that larger ratios will be assigned to animals with heavier birth weights in their contemporary group and vice versa. This resolution came about to try to standardize the direction of the ratios so that higher ratios uniformly mean more of that trait.

Additionally, breeders can now indicate if they use hoof tape to estimate birth weight in Herdbook. There is a column called "BwMethod" next to the column where birth weights are entered in the animal entry page. If the weights were estimated using hoof tape, then simply put a "T" in the "BwMethod" column. If birth weights were obtained using a scale, there is no need to enter anything.

ASA Launches Calf Crop Genomic Testing Project



Calf Crop Genomics is a recent program launched by the American Simmental Association in collaboration with Neogen®. Calf Crop Genomics offers a 50% off GGP-LD Genomic test including parentage (\$25 compared to \$50 equivalent test) to participating breeders who test their entire calf crop group. Genotyping entire contemporary groups is important to:

1. Use genomically-enhanced EPDs (GE-EPDs) for selection decisions,
2. Reduce selection bias in genomic predictions, and
3. Increase the volume of genotyped animals for future improvements to genetic predictions.

The latter two points make any singular genomic test in the future better for all members using genomics.

Cow Herd DNA Roundup Continues

The ASA Board of Trustees approved Phase II of the Cow Herd DNA Roundup at the 2019 Fall Focus meeting. The project will continue to accept new herds at \$25 per sample for a GGP-100K genomic test. Members must test 90% of their calving-age cows to qualify for the reduced price.



When members submit mature cow body weights and body condition scores or hip heights from 90% of their calving-age cows, they will receive a \$5 credit to their account for each cow reported. Cows must be 18 months of age or older when mature cow measurements are taken to qualify for the \$5 credit. The \$5 credit will only be applied once in an animal's life (if a member received a credit for the phenotypes in 2019 for that cow, they cannot receive another credit for the same cow with a new weight and BCS in 2020). Heifers may also be tested at the \$25 price point and may receive a \$5 credit if mature cow data is submitted after they reach 18 months of age. For members who have already participated in the CHR project, the same \$25 rate is available for heifers and new purchases as long as 90% of the member's calving-age cows have a genomic test.

With the advent of the Calf Crop Genomics Project, the ASA Board of Trustees has amended the CHR program for females younger than calving-age. **Heifer calves and replacement heifers will no longer be eligible for the CHR research rate as of January 1, 2021, but calving-age cows and new purchases of calving-age cows will remain eligible for the research rate.**



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**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.*



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By **Larry Maxey**,
 Founder and Superintendent,
 NAILE Fullblood Simmental Shows
larryhmaxey@gmail.com

Author's Note: *This is the seventh in a series for this column featuring some of the "Pioneers" so prominent in the introduction and rapid growth of Simmental cattle in North America. For this edition, we will begin with the first of several pieces revolving around Travers Smith and his associates. Travers is best known and remembered for the importation to North America of the first Simmental bull, a French bred bull Parisien, ASA and CSA number 1. This is a reprint from the blog of Susan Smith, Travers' daughter, titled The Early Years of Simmental in North America, dated May 14, 2010, and is published here with her permission.*

Our Pioneers – Travers Smith

For many years, Travers Smith of Mountain View, Alberta, Canada, had sought to improve the performance and profitability of his cattle. The Smith Ranch endeavor, since the days of Travers' grandfather, beginning in 1899, had focused on commercial and purebred Herefords. But like most ranches, the Smith one had suffered its share of down times. The Smith men always considered themselves cattlemen, but they had, in various times of financial crisis, turned to sheep and horses to keep afloat. Travers endured his own cycles through sheep and horses (Arabians, Miniature Shetlands, etc.) but always with a few beef cattle on the side, knowing that when things improved, the cattle would become the main focus again.

In the 1950s and early 60s, Travers continued his search for ways to improve his Hereford stock. He felt there had to be increased milk production by mother cows if the daily gain of calves was to be improved, but the divide between beef and milk producing animals had resulted in essentially single purpose animals — either beef or milk but not both.

Travers was open to innovations and tried crossbreeding and Artificial Insemination (AI) before they were generally accepted practices, but the results, though improved in performance, didn't always have the eye-appeal that the market demanded. Many times it seemed a losing battle.

Travers began looking at purebred animals, with high performance and progeny records to get the improvements he wanted, but the process seemed painfully slow. He believed in the value of record keeping and performance, so he joined the Performance Registry International (PRI) and began putting his own animals to the test. Some of his Hereford testing was still in process as Simmental began its North American explosion. In 1967-1968 and 1968-1969 Travers' Hereford sire produced the highest group of five at the Stanford Progeny Testing station at Stanford, Montana, and at Billings, Montana.

(continued on page 60)

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Tyson Becomes First in US to Verify Sustainable Cattle Production

Tyson Foods announced that it is working to verify sustainable beef production practices on more than five million acres of cattle grazing land in the US. If realized, this would be the largest beef transparency program in the US. The effort is part of Tyson's focus on sustainably feeding the world while taking care of people, the planet, and animals.

Working with Where Food Comes From, the largest provider of certification and verification services to the food industry, Tyson will source cattle from BeefCARE-verified beef producers who are committed to raising cattle using practices that have a positive impact on the land and animals and who also want to promote it.

BeefCARE is a third-party sustainability verification program for cattle ranchers. The program uses third-party audits to verify that farmers and ranchers are using best practices in caring for animals, the environment, and the people and communities who support them. BeefCARE standards include practices such as having a cattle grazing management plan to help promote vegetative growth and diversity, water availability and quality, prevent/reduce soil erosion, and support carbon sequestration. More than 200 ranches are currently enrolled in the program, and plans are to expand the program over the next several years. The program is recognized by the US Roundtable for Sustainable Beef.

To ensure improved management of grasslands and rangelands, Tyson will also work with The Nature Conservancy to evaluate and enhance the environmental components of the current BeefCARE program. Nature Conservancy experts will provide input to Where Foods Comes From based on scientific analyses and land and livestock management experience.

"We recognize the importance of sustainable beef production practices that take care of people, the planet and animals," said Steve Stouffer, group president of Tyson Fresh Meats. "Our goal is to work with ranchers to verify and, when possible, improve those practices so that we can be transparent with our customers and consumers about how cattle in our supply chain are raised."

Sasha Gennet, director of sustainable grazing lands for The Nature Conservancy in North America, said, "Sustainability is a business imperative in the US beef industry to ensure long-term food production, economic security for ranchers and their communities, and a healthy environment for us all. Tyson Foods is setting a great example of a company that is taking proactive

steps to achieve a sustainable beef system that supports farmers and ranchers while improving our critical natural resources, including soil, water, and wildlife."

This latest initiative builds on Tyson's goal for beef sustainability. In 2018, Tyson became the first US protein company to license Progressive Beef, a quality management system designed for cattle feeding operators who sell to companies like Tyson. Operators certified in the program follow best practices for animal welfare, food safety, responsible antibiotic use, and environmental sustainability, and these practices are verified twice per year through US Department of Agriculture-approved auditors. In 2020, Tyson will purchase more than three million Progressive Beef-certified cattle, which represents more than half of the cattle in the company's supply chain.

Sustainability throughout the food system is fundamental to Tyson's core values, which call on the company to "strive to serve as stewards of the resources entrusted to us." The company previously has set targets to improve land stewardship practices on two million acres of corn, partnered with the World Resources Institute to set science-based greenhouse gas reduction targets, and is collaborating with the World Resources Institute to establish contextual water targets, which take into consideration the entire watershed at 11 priority locations.

Let's go to Kohl's — for Steak?

The pandemic has turned retail of all types of goods upside-down, but even in 2020, the idea of going grocery shopping at Kohl's is . . . weird.

But that's what's happening, at least at one location (so far) in La Verne, CA, where Kohl's is remodeling to accommodate an Amazon brick-and-mortar grocery store. According to a report in Progressive Grocer, Kohl's would pull back to occupy about 50,900 square feet of the 88,000-square-foot space, with the Amazon grocery store set up in the remaining space.

Other Amazon grocery stores are slated to open in the area, north of Los Angeles, but this is the only location planned in conjunction with the soft goods department store. But Amazon and Kohl's have had a relationship since 2019, when Kohl's set up Amazon returns counters at more than 1,000 of its stores nationwide.

Kohl's has been sharing space in its smaller stores with other companies, such as Planet Fitness, for almost three years. At least one Kohl's, in Waukesha, WI., shares space with an ALDI. Amazon is the second-largest retailer of foodstuffs in North America. ■

FLECKVIEH FORUM

(continued from page 58)

In the meantime, Travers was always seeking new information wherever he could find it. In the spring of 1965, he received a two-page report (with letter dated March 29, 1965: reproduced hereafter) from Hobart F. Peters, geneticist with Canadian Department of Agriculture, Lethbridge Research Branch, detailing crossbreeding results for several breeds. Travers was impressed by the Hereford/Brown Swiss superior performance and determined to pursue that direction.

In addition, over the winter of 1965-1966, he witnessed firsthand in a home-ranch/government-supervised performance test, how a neighbor's ¾ Brown Swiss / ¼ Hereford bull included in

the test out-performed his (Travers') good Hereford calves: 878 pounds to 600 pounds at 245 days. Clearly, it was time to make some changes.

As you can see from the above remarks by Susan Smith, her father had a natural inclination for continuous improvement. That constant drive to make his cattle better eventually led him down the path to Simmentals. Of course that story is legendary and it is my hope, with the assistance of Susan, to adequately do justice in covering the exploits and achievements of her remarkable father, certainly a true "pioneer" of the Simmental breed. More stories to follow in upcoming issues. ■

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These profiles aim to personalize ASA's staff and connect faces with names and responsibilities.



Darla Aegerter and family

Darla Aegerter

Darla Aegerter is the AJSA Director of Youth Activities and ASA Foundation Manager. Day-to-day, she is involved with building programs, organizing events, mentoring AJSA members, and guiding the AJSA Board of Trustees. She has been with ASA for close to two years, and had been patiently waiting for an opportunity like this to come up. “Leading youth and promoting the livestock industry has always been something that I have wanted to do for a long time — I’ve waited many years for this opportunity. When I saw the job opening posted online I knew that I wanted to take the opportunity to apply. I had lots of

encouragement from industry leaders and family to follow this passion of mine to work within the ag community in some capacity,” she says.

Aegerter works from her home in Seward, Nebraska. She says that one of the highlights of working for ASA was organizing the 2020 AJSA National Classic amid COVID-19. Aegerter is married to Jeff, and they have a son, Kane. She enjoys working in the show barn with Kane, taking him to cattle shows, and playing golf. The family runs a Shorthorn cow-calf operation, as well as Aegerter Marketing Services, and AMS Online Sales.



Molly Diefenbach

Molly Diefenbach

Molly Diefenbach has worked for ASA since August of 2019, and is a member of the DNA Department. She is originally from Pennsylvania, and attended college at the University of Wyoming, attaining a B.S. in animal science. After graduation, she moved a little ways south to Colorado, and worked as a bartender to pay off her student loans. Diefenbach traveled to Montana to see if she liked the Bozeman area. “I have several friends who work for various breed associations and when I saw that Simmental was headquartered in Bozeman, I dropped off

a resume. The whole thing was sort of on a whim, but it all worked out and I couldn’t be happier,” Diefenbach says.

She grew up around cattle working on university farms and helping friends on their family ranches. In her role with ASA’s DNA Department, Diefenbach handles tasks ranging from parentage rechecks to helping members decide which testing to order. When she isn’t at work, Diefenbach has been teaching herself to play the guitar and working on her roping skills. She and her two-year-old Australian Shepherd, Denver, also go on regular adventures.



Lauren Skoglund (far right) and family.

Lauren Skoglund

Lauren Skoglund started working for ASA in January of 2020. Originally from Wisconsin, she came to Bozeman five years ago to study biology at Montana State University. During her last semester, she saw Dr. Jackie Atkins give a presentation at the university about her work at ASA, which piqued Skoglund’s interest. She met with Atkins, and took a tour of the ASA office and met several employees. She asked about employment opportunities, and at the time, ASA was looking for an additional DNA team

member. “The highlight of working at ASA is getting to interact with individuals from all across the country, and to continually learn new things about the world of genetics,” Skoglund says.

Outside of work, she enjoys hiking and camping in the mountains, and spending time with friends and family. Skoglund recently picked up fly fishing and is enjoying learning a new skill. Her family lives in Wisconsin, but she gets back home to see them whenever she can, and they also travel to Montana. ■

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 - 2021 NAILE Junior Show - 2022 National Western Pen Show
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CONTACT

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State Marketplace

(Continued from page 37)

FOUNDATION HONOR ROLL

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Livestock and Sportsmen Groups Enter Conservation Partnership

The National Cattlemen’s Beef Association (NCBA) and the Public Lands Council (PLC) signed a Memorandum of Understanding (MOU) with Ducks Unlimited (DU) and Safari Club International (SCI) to outline the groups’ shared commitment to conservation of natural resources through sustainable multiple use. The MOU outlines these groups’ efforts to cultivate healthier ecosystems, wildlife populations, and economies through active management. Hunting, fishing, and livestock grazing are all key components of successful, comprehensive management plans for our nation’s public lands and resources.

The MOU highlights decades of successful voluntary conservation programs and formalizes a partnership to allow these groups to coordinate multi-sector projects in the future. Cattle and beef producers, hunters, and conservationists often engage in conservation partnerships that maintain open space, honor the cultural and historical value of landscapes, and empower local communities and rural economies. Signatories of the MOU are proud of the meaningful conservation achieved, and today reaffirmed their commitment to voluntary conservation.

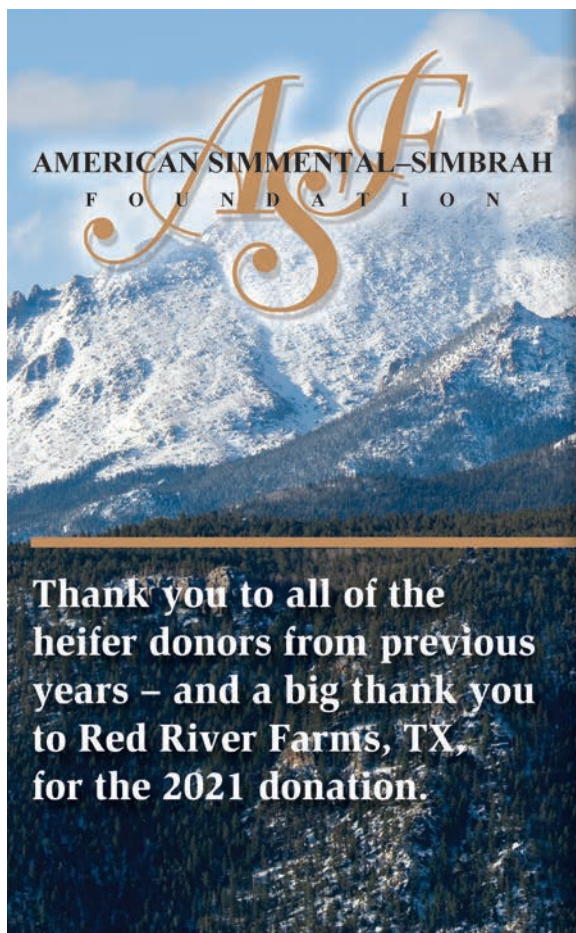
“One thing cattle producers and the sportsmen communities have in common is a shared commitment to being good stewards

of the land. Combining efforts under this memorandum will boost conservation efforts and management of wildlife habitat,” said NCBA President Marty Smith. “We want to thank everyone who has made this partnership possible.”

“This MOU is a great step in putting the hard work from long-standing partnerships on paper,” said PLC President Bob Skinner. “Ranchers are true conservationists, and I am proud to partner with groups whose members also work to protect open spaces and manage our country’s natural resources for a better future.”

“As sportsmen and cattle producers both know, land that is used, is land that is loved,” said SCI CEO W. Laird Hamberlin. “We are committed to prioritizing partnerships that help deliver results for conservation and cementing that with the signing of this MOU. SCI and its members look forward to working together in the future to ensure sportsmen, cattle producers, and the American public can enjoy these lands for generations to come.”

“DU members and ranching families alike know protecting wildlife habitat and working lands go hand in hand,” said Ducks Unlimited CEO Adam Putnam. “The signing of this agreement solidifies the strong bond between sportsmen and ranchers. America’s farmers and ranchers both feed the world and host a wide range of wildlife on their working lands and have done so for generations. Together, we are ensuring our natural resources and our food security are provided for.” ■



ASAF
AMERICAN SIMMENTAL-SIMBRAH
FOUNDATION

Thank you to all of the heifer donors from previous years – and a big thank you to Red River Farms, TX, for the 2021 donation.

The 2021 event marks the 25th consecutive year that donated genetics have been auctioned on behalf of the ASA Foundation. Previous donors were:

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- 1998 Triple C Farms, Maple Plain, MN
- 1999 Breinig Simmentals, Arapahoe, NE
- 2000 Dave Nichols, Bridgewater, IA/
Barry Wesner, Chamberlain, IN
- 2001 Sue Ann Fletcher Nichols, Sioux City, IA
- 2002 LeighBert Farms, Lancaster, WI
- 2003 Double S Simmentals, Fountain Run, KY
- 2004 Hudson Pines Farm, Tarrytown, NY
- 2005 Buzzard Hollow Ranch, Granbury, TX
- 2006 JDJ Ranch, Ewart, MI
- 2007 Gateway Simmental Ranch, Lewistown, MT
- 2008 Triple C Farms, Maple Plain, MN
- 2009 Hart Farms, Frederick, SD
- 2010 Grindstone Creek, Sturgeon, MO
- 2011 Sanders Ranch, Louisburg, KS — bull lot
- 2012 HTP Simmentals, Paris, KY
- 2013 Lazy H Farm Randy and Karen Henthorn and Family, Fleming, OH
- 2014 Owen Brothers, Springfield, MO
- 2015 Werning Cattle Company, Emery, SD
- 2016 Shoal Creek Land & Cattle, Excelsior, MO
- 2017 Long’s Simmentals, Creston, IA
- 2018 Circle M Farms, Rockwall, TX
- 2019 Rocking P Livestock, Maysville, KY
- 2020 RS&T Simmentals and Jordan Cowger, Savannah, MO

Coronavirus Not Spread by Food

A scientific review of literature finds that SARS-CoV-2 cannot be spread by foodborne routes. The American Frozen Food Institute (AFFI), in partnership with North Carolina State University (NCSU) researchers, has conducted a scientific literature review to understand the nature of survival and persistence of SARS-CoV-2, the virus that causes COVID-19, in foods and on food contact surfaces and food packaging materials and the potential for foodborne transmission.

Their work confirms that, although there is a slight chance for virus contamination, there is no evidence for the spread of SARS-CoV-2 through consumption of food or in association with food packaging, and there have been no known cases of foodborne COVID-19. This conclusion substantiates similar statements made by the US Centers for Disease Control & Prevention, the US Food & Drug Administration, the US Department of Agriculture, and the World Health Organization.

New testing requirements follow a reported positive COVID-19 test on the surface of a chicken wing sample imported by China from Brazil during the previous week. That test prompted Chinese health authorities to issue official warnings that consumers should be cautious when buying imported frozen food due to the risk of exposure to COVID-19.

The scientific literature confirms that surface contamination can occur and that SARS-CoV-2 is unlikely to be inactivated by freezing. The virus can persist at refrigeration and ambient temperatures for a matter of hours to days, depending upon a variety of environmental conditions and the state of the virus (aerosol versus surface deposited), among other factors.

However, it is highly unlikely that the virus could be transmitted from consumption of, or contact with, frozen foods. For that to happen, a person would need to consume food contaminated with viral particles, then the virus would have to reach the respiratory tract and infection would result only if an amount equal to the infective dose happened to come into contact with the right cells to initiate virus infection. Alternatively, a person would have to

handle contaminated food with their hands, then transfer the virus by touching the nasal region or eyes and, again, infection would result only if a sufficient amount of virus gained entry to the individual's respiratory tract.

Relative to recent reports of SARS-CoV-2 detection in some high-protein foods or on food packaging materials, it is important to note that there are not yet any scientifically vetted protocols available for detection of SARS-CoV-2 in these sample types. This is especially important since the methods used are unlikely to be able to discriminate between viruses that can cause infection versus remnants of infectious virus.

Genetics Related to Cattle Temperament

A strong association between the genes influencing cattle temperament and autism in people has been discovered by researchers with the University of Queensland (UQ) in Australia. UQ genomic professor Ben Hayes said the research by his interdisciplinary team, headed by Dr. Roy Costilla, could lead to improved animal welfare and meat quality.

"The research doesn't mean that cattle have autism, [but] rather, that cattle share an overlap of genes with humans that are critical in brain function and response to fear stimuli," Hayes said.

Temperament is an important trait for day-to-day management of cattle.

"We knew that genetic factors were likely to influence temperament in cattle, and we thought that genes involved in behavioral traits in humans could also influence temperament in cattle," he said. "We found that genes known to contribute to autism spectrum disorders also influence temperament in cattle."

Hayes said the outcome was important because it opened the way for research conducted on behavioral traits in humans to shed further light on temperament in cattle.

"It can be distressing having an animal that has a poor temperament in the herd and stirs up all the other cattle, putting them into a state of stress," Hayes said. "If we can identify those animals early or breed to eliminate them, we can potentially reduce the stress of the whole mob."

"That has great implications for welfare — not only of the cattle but also the people handling the cattle who are less likely to be charged or kicked."

Hayes said there was an association between a calmer temperament in cattle and better meat quality. "The cattle industry's standard for measuring temperament is 'flight time' — the speed in which cattle move after release from an enclosure. What a producer wants is cattle that move calmly and slowly from the enclosure, rather than an animal that charges out in an aggressive or stressed state."

"Our study found flight time is about 35% heritable, which is very significant," he said. "It means you can make a lot of progress by breeding for better temperament; it's about the same as milk production in dairy cattle, and we've made big breeding gains there." The same genes were identified in other genomic research conducted on domestication of foxes.

"The same genes just come up again and again," he said. "Some DNA variants in those genes are more common in people with autism; and in cattle, some DNA variants in those same genes are found to make the cattle more fearful in new situations and have a reactive temperament."

UQ noted that the study is the first time whole-genome sequencing has been used to analyze temperament in beef cattle. The researchers looked at 28-million data points per animal for the 9,000 cattle with temperament records in the initial study and then validated the results in more than 80,000 cattle from Ireland.

The team will incorporate the temperament data into a panel of markers available for producers that would also provide breeding values for fertility.

"It means a producer will be able to use a sample of tail hair that contains DNA to quickly get information on the genetic value of their animals for temperament and fertility. The temperament analysis was conducted primarily in northern cattle *Bos indicus* breeds and was validated in *Bos taurus* cattle," he said.

The study was a result of cooperation among Australian researchers, the beef industry, and international collaborators from Ireland and Brazil. ■



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1. Support the Annual Foundation fundraising efforts being held during the National Cattlemen's Congress January 10-12, 2021 and the Nebraskan January 15-16, 2021
2. Support the Annual sale of the Foundation Female during The One Sale, January 17, 2021, during the Nebraskan in Grand Island, NE.
3. Fall Focus Symposium
4. ASF Breeders Cup Golf Tournament. Held each year during the National Classic.
5. Making a Memorial contribution.
6. Support the new Foundation Legacy Lot Program. All breeders that host an annual production sale, consignment sale, bull sale, or an online sale can commit to donating the proceeds of either an animal or a genetic lot sold in their annual sale.

Foundation is a 501(c)(3) corporation.



Breeders Cup Golf



Fall Focus Symposium



Gala Fundraiser

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UK Beef on its Way to US for First Time in 20 Years

The UK will be shipping beef to the US for the first time in 20 years following the approval of three UK processors this week, according to a report by Farming UK. Shipments are expected to arrive in the US, the first exchange in a deal valued at \$85 million over the next five years.

Washington granted market access for UK beef in March, lifting a ban imposed in the wake of an outbreak of bovine spongiform encephalopathy (BSE) in the UK in 1996.

Turkey May Be Off the Table for Brits

The traditional turkey dinner may not be an option for Brits this Christmas if quarantine rules are not relaxed for the 1,000 EU workers needed to process the birds, an industry trade group warns.

The British Poultry Council is calling for an urgent exemption for non-UK seasonal poultry workers from quarantine restrictions to ensure holiday supply “does not collapse,” it said in a statement.

Workers won’t come to Britain if made to quarantine for 14 days before starting work, the council stated in arguing that an exception be made to the government’s immigration rules.

“There is a shortage of UK-based workers with the necessary training and qualifications to slaughter and process Christmas turkeys,” Richard Griffiths, chief executive of the BPC, said in the release. “Turkey producers are heavily reliant on licensed and trained EU workers with specific farming, processing and butchery skills.”

Around nine million British turkeys are raised for Christmas each year and there is not enough time to train UK workers on the skills needed to slaughter and process them before the holiday, the group argues.

The proposed exemption would cover at least 1,000 seasonal workers from Poland, Romania, Hungary, Bulgaria, Czech Republic, Slovakia and Slovenia at the end of October 2020, according to the council.

The government sought to downplay concerns of a holiday without turkey, with a spokesperson telling the BBC that it’s working with the industry “to ensure a steady supply of British turkeys as we approach Christmas.” ■



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Merry Christmas

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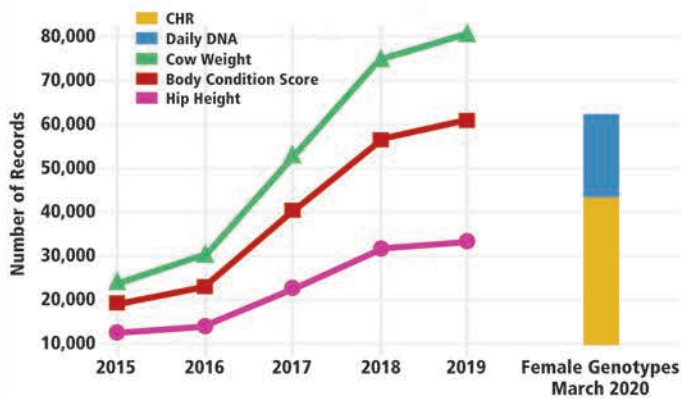
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North Carolina Fall Harvest State Sale

September 5, 2020 • Union Grove, NC

No.	Category	Average
57	Total Lots	\$2,101

Auctioneer: Tommy Carper, IN

Sale Manager: DP Sales Management LLC, KY

Sale Staff: Smith Reasor and Neil Bowman

High-Selling Lots:

- \$4,900** – Bred Female, “ST Red Rita’s BK,” s. by WS Beef King, bred to IR Imperial, cons. by Shade Tree Simmentals, sold to Marty Perry, NC.
- \$4,000** – Pregnancy out of, “SSSC Sweet’n Me Up,” s. by JSUL Something About Mary, cons. by Penley Farm Simmentals, sold to Martha Sharitz, VA.
- \$3,500** – Bred Female, “BF Victoria 90C,” s. by SVF/NJC Built Right N48, bred to W/C Executive Order, cons. by Rocky Hollow Farm, sold to Steve Fields, NC.
- \$3,200** – Bred Female, “BFD Easy Go F3,” s. by KRMS Primary Candidate, bred to CVLS Full Throttle, cons. by Bangma Farms, sold to Silver Springs Angus, NC.
- \$3,200** – Bred Female, “FFS Double Cotton D271,” s. by Mr. CCF 20-20, bred to SVF NJC Mo Better, cons. by Silver Springs Angus, sold to Janice Marshall, NC.
- \$3,000** – Bred Female, “ST Roar High,” s. by Yardley High Regard, bred to GLS Declaration, cons. by Shade Tree Simmentals, sold to Todd Williams, VA.
- \$3,000** – “VPI On the Mark G973 ET,” s. by JASS On the Mark, cons. by Virginia Tech Beef Center, sold to K&G Farm, NC.
- \$3,000** – Bred Female, “VPI Savannah D685,” s. by Hook’s Broadway, bred to LLSF Vantage Point, cons. by Virginia Tech Beef Center, sold to Janice Marshall, NC.



Donald Bangma and Tommy Cline stroll through the sale offering.



The Penley Family are avid Simmental supporters.



Long-time breeders Kenny and Susie Mohler visit with Chad Joines, VA Tech University.



Roy and Teresa Fogglesong were consignors to the sale.

Kentucky Simmental Association Sale

September 12, 2020 • Lexington, KY

No.	Category	Average
58	Total Lots	\$2,140

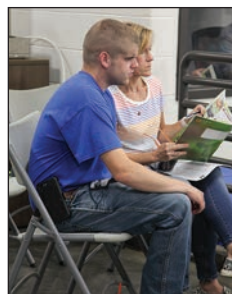
Auctioneer: Tommy Carper, IN

Sale Manager: DP Sales Management LLC, KY

Sale Staff: Chris Smith and Mike Berger

High-Selling Lots:

- \$4,600** – Bred Female, “HLVW/BKB Class Love 1849,” s. by TKCC Classified, cons. by Hillview Farm, sold to Silver Springs Angus, NC.
- \$3,500** – Bred Female, “HLVC Classy Shine 1889,” s. by TKCC Classified, cons. by Hillview Farm, sold to Pleasant Hill Farms, KY.
- \$3,300** – Herd Sire Prospect, “3TRS Pay Grade 62F,” s. by LLSF Pays To Believe, cons. by Three Trees Farm, sold to Scott Dishman, KY.
- \$3,200** – Bred Female, “Swain Cinema 828F,” s. by TJ Main Even, cons. by Swain Select Simmentals, sold to Gary Whaley, KY.
- \$3,200** – Cow/Calf Pair, “Swain Eve 726E,” s. by Hook’s Broadway, Heifer Calf s. by Swain King Showcase, cons. by Swain Select Simmental, sold to William Bollinger, KY.
- \$3,200** – Cow/Calf Pair, “Swain Eva 727E,” s. by Hook’s Broadway, Heifer Calf s. by Swain King Showcase, cons. by Swain Select Simmental, sold to William Bollinger, KY.
- \$3,100** – Bred Female, “HPF Daisy Mae D013,” s. by HPF/CMFM Heart Breaker, cons. by Brookland Farms, sold to Silver Springs Angus, NC.



Cramer and Paige Schneider, Happy 6 Simmentals took in the sale.



A very strong crowd was on hand for the 2nd Annual event.

KenCo Family Matters Production Sale

September 19, 2020 • Auburn, KY

No.	Category	Average
49	Total Lots	\$2,978

Auctioneer: Jered Shipman, TX

Sale Manager: DP Sales Management LLC, KY

Sale Staff: Jack Hedrick and Tommy Carper

High-Selling Lots:

- \$10,000** – Bred Female, “HLTS Dakota Black D665,” s. by Remington Secret Weapon, bred to KCC1 Execute 109E, cons. by KenCo Cattle Company, Joe Lapp, PA.
- \$5,000** – Pregnancy out of, “WLE Missy X407,” s. by Mr. CCF Vision, cons. Tylertown Simmentals, sold to Sloup Simmentals, NE.
- \$4,500** – Bred Female, “CVLS Spring Velvet 836F,” s. by WC Executive Order 8543B, bred to CDI Innovator, cons. by Clover Valley Simmentals, sold to Pleasant Hill Farms, KY.
- \$4,000** – Bred Female, “CVLS Full of Dreams 842F,” s. by CVLS Full Throttle, bred to W/C Executive Order, cons. by Clover Valley Simmentals, sold to Paul Cook, TN.

(Continued on page 76)

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(Continued from page 74)

\$4,000 – Bred Female, “CVLS Lady-N-Red 866F,” s. by WS Stepping Stone, bred to W/C Executive Order, cons. by Clover Valley Simmentals, sold to Paul Cook, TN.

\$3,900 – Bred Female, “CVLS Miss Jackson 862F,” s. by WS Jackson, bred to Mr. CCF 20/20, cons. by Clover Valley Simmentals, sold to Copper King, KY.

\$3,750 – Flush out of, “HPF/B&K/AF Alley 355C,” s. by RGRS SRG Two Step, cons. by Tylertown Simmentals, sold to Brian Linton, WV.

\$3,300 – Bred Female, “CVLS What A 853F,” s. by CVLS Full Throttle, bred to W/C Night Watch, cons. by Clover Valley Simmentals, sold to Stanfield Farms, OH.



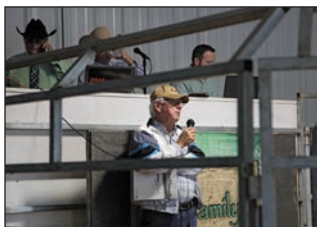
Steve Seig, Clover Valley Simmentals, visits with a customer.



Susan Creek, Sunset View Farm, visits with Jame Krieger.



Tyler and Sloane Kreger visit with long-time sale support Dr. Jim Root.



Ken Buter, KenCo Cattle Company, welcomes the crowd.

Head of the Class Sale

September 26, 2020 • Louisburg, KS

No.	Category	Average
48	Total Lots	\$3,726

Auctioneer: Jered Shipman, TX

Sale Manager: DP Sales Management LLC, KY

Sale Staff: Shane Ryan and Darrin Barbour

High-Selling Lots:

\$20,000 – Open Female, “Bramlets/CLC Empriss H010,” s. by Mr. CCF Clarified, cons. by Bramlet Simmentals, sold to Circle M Farms, TX.

\$9,500 – Open Female, “Bramlets/DBLG Emmy H028,” s. by Colburn Primo, cons. by Bramlet Simmentals, sold to Alex Belcher, IL.

\$7,500 – Open Female, “THSF her Turn G25,” s. by SJCC Volk Channing C020, cons. by Hadden Simmental, sold to Colby Weed, IA.

\$7,250 – Bull, “CNS/HFS/PCCC Oracle G879,” s. by HLB Oracle, cons. by Schick/Haefner/Pine Creek, sold to Bo Boyd, AL.

\$6,000 – Cow/Calf Pair, “Bramlets/ZNK Dakota F816,” s. by W/C Executive Order, Calf s by W/C Relentless, cons. by Bramlet Simmentals, sold to Chet Purvine, OK.

\$4,900 – Open Female, “Bramlets Mercedes H012,” s. by Mr. CCF Clarified, cons. by Bramlet Simmentals, sold to Chad Thompson, TN.

\$4,600 – Cow/Calf Pair, “TCCC Maira D830,” s. by JF Mileston, Calf s. by Mr. CCF Clarified, cons. by Bramlet Simmentals, sold to Bill Sloup, NE.

\$4,000 – Cow/Calf Pair, “RYAN Queen Valentine F485,” s. by CAJS Blaze of Glory, bred to SFI Brigade, Calf s. by Mr. CCF Clarified, cons. by Ryan Cattle Company, sold to Chet Purvine, OK.



Connie Barbour & Ashley Bramlet visit before the sale.



Dusty Hamilton & Bo Bramlet visit with Cowboy Scott about the offering.



Consignors Chris Schick and Shane Ryan visit presale.



Grandma Pam Bramlet holds Taylor Mae Bramlet after the sale.

13th Annual Synergy Sale

September 26, 2020 • Giddings, TX

No.	Category	Average
112	Total Lots	\$7,288

Auctioneer: Terry Reagan, TX

High-Selling Lots:

\$30,000 – Simbrah Female, “Smith Shining Bella 21G,” s. by Smith Dream Carson 77D, sold to Brian and Britni Sandifer, Hempstead.

\$27,500 – Simbrah Female, “Smith Live’s Plays N Plays 158H,” s. by Smith Just Becuase, sold to Lauren Lambert, Cleveland.

\$27,000 – 1/2 interest in Simbrah Cow Calf Pair, s. by Smith Satisfies, Heifer Calf s. by Smith Practical 42D, sold to Kathy Hutto and Ronnie Reeves, Dale.

\$26,000 – Bred Simbrah Female, “Smith Dreamer 952G,” s. by RFI Real Deal, bred to Smith Practical 42D, sold to Scott and Janessa King, Zaphyr.

\$21,000 – Bred Simmental Female, s. by GSC GCCO Dew North 102C, sold to Sam Hodges, Houston.

\$11,500 – 1/2 interest in Simmental Female, s. by W/C Executive Order 8543B, sold to Roheling Family, Hempstead.

\$11,500 – 1/2 interest in Simmental Female, s. by W/C Executive Order 8543B, sold to Roehling Family, Hempstead.

Volume Buyers: McCrary Farms, DeKalb; Danielle Nelson, New Ulm; and the Glueck Family, Cat Spring.

Comments: Participants in the sale included: 7N Ranch, Burch Cattle, Diamond RF Farms, Fralise Farm and Ranch, Hensgens Bros., McCrary Farms, Monte Christo Cattle Co., Reavis Farms, Smith Genetics, Strack Farms, Temperance Livestock and Triple J Ranch. The junior show held the following day included several heifers purchases in the ale and featured a \$15,000 payout between the show and showmanship.



Scott and Janessa King, Zephyr, were volume buyers and are new breeders.



Brian and Britni Sandifer and family, Hempstead; made volume purchases at the sale.



Floyd and Shauna Goodwin, Georgetown; added to their Simbrah program.



The Nelson Family made volume purchases and are new breeders.

Comments: Guest consignors included: Elmore Cattle Services, Rocking P Livestock, Turkey Creek Cattle Company and Wallace Cattle Company.



Jody Foster, Foster Brothers Farms, was among the buying crowd.



AK Phillips, manager of Red River Farms, welcomes the crowd.



Michael and Bob Mullion are the host firm for this sale.



Tommy Jackson, Diamond J Simmental, is a repeat-buyer.

Ladies of the Lone Star II Sale

October 9, 2020 • Grand Saline, TX

No.	Category	Average
39 1/2	Bred Heifers and Cows	\$3,939
1	Cow/Calf Pair	\$3,500
27 1/2	Open Heifers	\$6,113
68	Total Lots	\$4,812
2	Genetic Lots	\$3,000

Auctioneer: Jered Shipman, TX

Sale Manager: Eberspacher Enterprises (EE) Inc., MN

Marketing Representatives: Val Eberspacher (EE); Ralph Means, *Weekly Livestock*, TX; Mitch Armitage, Special Assignment, OK; Scott Farmer, Special Assignment, TX; Ryan Haefner, IL, Neal Thompson, OK; Jeremie Ruble, IA; and Ben Gleason, LiveAuctions.TV, KS.

High-Selling Lots:

- \$18,000** – 1/2 interest in Open Heifer, “MMM-RRF Gotta Love Me 211H,” s. by RRF Trading Up E777, cons. by Red River Farms, sold to Circle M Farms, Rockwall.
- \$16,000** – Open Heifer, “RRF Tiara 203H,” s. by WLE Copacetic E02, cons. by Red River Farms, sold to Kattie Melton, Cumby.
- \$15,000** – Bred Female, “RRF Rita 216G,” s. by OBCC CMFM Deplorabull D148, bred to CDI Innovator 325D, cons. by Red River Farms, sold to KenCo Cattle Company, Nashville, TN.
- \$10,500** – Open Heifer, “RRF Lola 208H,” s. by SC Pay the Price C11, cons. by Red River Farms, sold to Dakota Heidt, Ozark, MO.
- \$10,000** – Bred Female, “RRF Lola 012G,” s. by SC Pay the Price C11, bred to Reckoning 711F, cons. by Red River Farms, sold to C-4 Land & Cattle, Perkins, OK.
- \$9,750** – Open Heifer, “MLL-RRF Cerveza Steel 215H,” s. by WLE Copacetic E02, cons. by Red River Farms, sold to Morgan Jackson, Kauffman.
- \$8,500** – Open Heifer, “RRF Miss Red River 213H,” s. by RRF Trading Up E777, cons. by Red River Farms, sold to Morgan Jackson, Kauffman.
- \$7,750** – Open Heifer, “ECSS Hattie H012,” s. by SC Pay the Price C11, cons. by Elmore Cattle, sold to Lane Blankenship, Orlando, OK.

The New Direction Sale

October 10, 2020, Seward, NE

No.	Category	Average
88	Total Lots	\$3,346

Auctioneer: Tracy Harl, NE

Sale Manager: DP Sales Management LLC, KY

Sale Staff: Tom Rooney, Chris Beutler and Randy Rasby

High-Selling Lots:

- \$30,000** – Donor, “STF Onyx 451W,” s. by STF Dominance, cons. by Sloup Simmentals and Fenton Farms Simmentals, sold to Double Bar D Farms and Zach Henthorn, SK.
- \$9,500** – Open Female, “BWL Jessie’s Girl 718H,” s. by Colburn Primo, cons. by B&L Cattle Company, sold to Cody Wride, UT.
- \$8,250** – Open Female, “GKS Maui H295,” s. by W/C Bankroll, cons. by Kasl Simmentals, sold to Jay Check, NE.
- \$6,500** – Open Female, “NABE Chloe 901H,” s. by LLSF Pays to Believe, cons. by Naber Farms, sold to Bluff Creek Ranch, TX.
- \$5,300** – 1/2 interest in Open Female, “Woodlawn Marcella,” s. by JASS On the Mark, cons. by Sloup Simmentals, sold to Ron Buch, IA.
- \$5,000** – Open Female, “BWL Miss Katie 723H,” s. by Mr. CCF 20-20, cons. by B&L Cattle Company, sold to Superior Simmentals, UT.
- \$5,000** – Cow/Calf Pair, “Dillons Kandy Time,” s. by HTP SVF In Dew Time, Heifer Calf s by W/C Fort Knox, bred to Walsh Lock Down, cons. by Sloup Simmentals, sold to Pribyl Farms, NE.
- \$4,800** – Donor, “GKS Trelbi 49Z,” s. by JSSC White Body 090W, bred to TJ High Caliber, cons. by Kasl Simmentals, sold to Garrett Parson, KS.

(Continued on page 78)

(Continued from page 77)



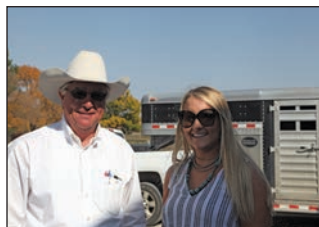
Doug Parke welcomes the crowd.



Barrett Billingsley made the trip from KY.



Avid Simmental enthusiast Jay Anderson is always in attendance for his favorite sale of the year.



Auctioneer Tracy Harl visits with Ally Jo Schneider, KY.

The Final Oktoberfest at Windy Ridge and Herd Dispersal

October 12, 2020 • Seward, NE

No.	Category	Average
35	Total Lots	\$5,746

Hosted on: DP Online Sales

High-Selling Lots:

- \$20,700** – Donor, “RJSC WRS Bella Donna 322B,” s. by Remington Lock N Load, sold to Matt Kocher, KS.
- \$19,001** – Bred Female, “WRS Contessa C523,” s. by LLSF Uprising, sold to Matt Kocher, KS.
- \$16,250** – Open Female, “WRS Heat’n Up H010,” s. by W/C Bankroll, sold to Craig Gana, NE.
- \$12,750** – Donor, “WAGR Precious 202Z,” s. by Mr. HOC Broker, sold to Chad Ruda, NE.
- \$11,500** – Donor, “Oleo Fern Lass 201Z,” s. by GCC Total Recall 806T, sold to Sullivan Ranch, TX.
- \$10,501** – Open Female, “WRS Hollywood H002,” s. by GEF County O, sold to Chris Beachy, MD.
- \$8,750** – Pregnancy out of, “TNGL A Gemstone A527,” s. by W/C Relentless, sold to Ryan Edwards, AB.
- \$7,950** – Open Female, “WRS Good Looking G970,” s. by WRS Emergent, sold to Hadden Simmentals, IA.

FSC Ranch’s 4th Extra Effort Sale

October 17, 2019 • Clayton, NC

No.	Category	Average
39	Aged Bulls	\$3,877
12	Yearling Bulls	\$4,425
19	Bred Heifers	\$2,639
15	Registered Open Heifers	\$1,630
85	Total Lots	\$3,281

Auctioneer: Dustin Rogers, NC
Sale Manager: Allied Genetic Resources (AGR), IL
Marketing Representatives: Rocky Forseth (AGR); Marty Ropp (AGR); Corey Wilkins (AGR) and Clint Berry (AGR); and Simple Auction Site facilitated online bidding.
Representing ASA: Gary Burns

High-Selling Lots:

- \$7,000** – “FSCR Capitalist G154,” s. by IR Capitalist E041, sold to Johnny Massey, Burlington.
- \$6,500** – “FSCR Mountaineer G-51,” s. by GIBBS 3133A Mountaineer, sold to KJ Fauth, Lavina, MT.
- \$6,500** – “FSCR All Aboard G143,” s. by WS All Aboard B80, sold to Haze Carmichael, Hemingway, SC.
- \$6,100** – “FSCR All Aboard G144,” s. by WS All Aboard B80, sold to Reid Smith, Clayton.
- \$5,400** – “FSCR Big Timber G013,” s. by Koch Big Timber 685D, sold to Tommy Sanders, Hamilton, MS.
- \$5,250** – “FSCR Mountaineer G018,” s. by GIBBS 3133A Mountaineer, sold to Zack McCullen, Clinton.
- \$5,250** – “FSCR United G160,” s. by FSCR B062 United, sold to H&H Cattle Company, Clayton.
- \$5,200** – “FSCR Diplomat F208,” s. by TJ Diplomat 294D, sold to Prestage of SC, Bethune, SC.

Comments: Also selling were 19 Commercial Heifers at an average of \$1,279. Cattle sold into nine states including: AL, FL, MO, MS, MT, NC, SC, VA and WV.

The Clear Choice Female Sale

October 24, 2020 • Milan, IN

No.	Category	Average
52	Total Lots	\$4,676

Auctioneer: Tommy Carper, IN
Sale Manager: DP Sales Management LLC, KY
Sale Staff: Jacob Schwab, Chris Smith and Mike Berger

High-Selling Lots:

- \$13,000** – Open Female, “CLRWTR Black Lady H364D,” s. by GEF County O, cons. by Clear Water Simmentals, sold to Hadden Simmentals, IA.
- \$8,500** – Open Female, “CLRWTR Beauty H317C,” s. by Colburn Primo, cons. by Clear Water Simmentals, sold to Drew Vehslage, IN.
- \$8,200** – Bred Female, “MMF Jade B906,” s. by GW Predestined 701T, cons. by Clear Water Simmentals, sold to Twin Oaks Simmental, NC.
- \$7,500** – Open Female, “CLRWTR Lady in Black H364A,” s. by GEF County O, cons. by Clear Water Simmentals, sold to Dr. Steven King, KY.
- \$7,200** – Open Female, “CLRWTR Lotsa Love H422B,” s. by KBHR Sniper, cons. by Clear Water Simmentals, sold to Misty Meadow Simmentals, KY.
- \$7,000** – Donor, “HF Cora 58C,” s. by LLSF Uprising Z925, cons. by Clear Water Simmentals, sold to Hilltop Simmentals, SD.
- \$7,000** – Open Female, “BESH Ms. Elamor,” s. by OBCC CMFM Deplorabull, cons. by Beshears Simmentals, sold to Paul Rumble, IN.
- \$5,600** – Open Female, “BESH Ms. Trish HA29,” s. by OBCC CMFM Deplorabull D148, cons. by Beshears Simmentals, sold to Chad Thomas, VA.



Kevin and Rachel Barron, KY, were in attendance.



The beautiful fall morning attracted a large crowd.



Chris Smith and Ryan Haefner visit after the sale.



Jaron Van Beek, Hilltop Simmentals, SD, poses with Laura, Bret and JJ Jackson, Ridgeland Cattle, KY.

PA Fall Classic Sale

October 24, 2020 • Waynesburg, PA

No.	Category	Average
81	Total Lots	\$2,915

Auctioneer: John Spiker, WV

Sale Manager: Chris Brown, Classic Sales, WV

Sale Staff: David Spiker, Charlie Strickler and Sadie Wright

Sale Consultant: Dalton Lundy

High-Selling Lots:

\$8,100 – Cow/Calf Pair, “SSC Starburst 313F,” s. by CAJS Blaze of Glory, cons. by Stewart’s Simmental Cattle, Halifax; sold to Triple Ridge Farm, Avella; and Adam Wise, Punxsutawney.

\$8,000 – Open Heifer, “GRTF County Splash 6H,” s. by GEFF County O, cons. by Pine Creek Show Cattle, Rumford, ME; sold to Jeff McCarthy, Houlton, ME.

\$6,700 – Open Heifer, “Winslow’s Golden Girl,” s. by Mr HOC Broker, cons. by Full Circle Farms, Dayton; sold to Cassyle Valley, Holbrook.

\$6,000 – Bred Heifer, “L/P Queen of Denial G109,” s. by W/C Executive Order, cons. by Layne Lassnick/William Palmer, Springboro; sold to Alexis Wright, Philippi, WV.

\$5,700 – Bull, “SVJ Perception G33,” s. by Mr CCF Vision, cons. by SVJ Farm, Amity; sold to Terry Banker, Lebanon, OH.

\$5,150 – Pregnancy out of, “Miss Pep X LLSF,” s. by Pays to Believe, cons. by Buena Vista Simmentals, Old Fields, WV; sold to Herman Schwantz, Lincoln, IL; and Jennifer Gehringer, Kutztown.

\$5,000 – Bred Heifer, “HFSC Felicia HF30G,” s. by WS Revival, cons. by Hillcrest Farm, Auburn, MA; sold to Alexis Wright, WV.

\$4,800 – Open Heifer, “H201 Trippys Bliss,” s. by W/C Relentless, cons. by Heritage Hills Farm, Waynesburg; sold to Chris Clark, Rushville, NY.

Volume Buyer: Alexis Wright, Philippi, WV

Comments: This is one of the longest-running consignment sales in the eastern US and after more than 40 years, we had a record-breaking number of lots sold, registered buyers, as well as sale average; and cattle were sold to 10 states.

Rust Mountain View Ranch’s Female Dispersal Sale

October 26, 2020 • Mercer, ND

No.	Category	Average
154	Bred Females	\$4,077
50	Open Females	\$4,438
20	Extra-Age Open Females	\$3,077
224	Total Lots	\$4,068

Auctioneer: Ryan Dorran, AB

Marketing and Sale Staff: Bohrner Marketing Services, Innovation AgMarketing, Craig Reiter, Ringman; Kris Petersen, Special Assignment; Christy Colins, CCI.Live; Tony Heins, *Cattle Business Weekly*; Garrett Thomas, Hi Point Sale and Marketing; Keith Kisse, KK Seedstock; Randy O Ratliff, R&R Marketing; Kiley Mckinna, MC Marketing Management; Chris Effling, Cobly Taber, Kent McCune, Chris Polzin, Jeremie Ruble, Doug Parke, DP Sales; Austin Sorenson, DP Sales; Buddy Robertson and Dalton Lundy.

Representing ASA: Perry Thomas

High-Selling SimInfluenced Lots:

\$42,000 – Black PB SM Bred Female, “RF Not Just A Flirt 404B,” bred to VCL LKC Profit Maker 604D, sold to KT Ranches, Kelowna, BC.

\$40,000 – Red PB SM Bred Female, “Bailey’s buck Cherry,” bred to VCL LKC Profit Maker 604D, sold to Polzin Cattle/Elk Mountain Ranch, Darwin, MN.

\$26,500 – Red PB SM Bred Female, “JCBB Missy E3856,” bred to SVS bond 973, sold to Bar S Cattle Company, Rigby, ID.

\$16,000 – 1/2 interest in Black ¾ SM Bred Female, “W/C Dolly 8609F,” bred to VCL LKC Profit Maker 604D, sold to Bailey Livestock, Towner, ND.



Looking over the offering.



Inside the sale facility.

High Ridge Farms’ Genetic Opportunity Sale

October 31, 2020 • Albemarle, NC

No.	Category	Average
16	SimAngus™ Bull	\$2,206
14	SM Females	\$2,979
30	SimInfluenced Lots	\$2,567

Auctioneer: Cody Lowderman, IL

Sale Manager: Eberspacher Enterprises (EE) Inc., MN

Marketing Representatives: Val Eberspacher (EE); Shane Ryan, Special Assignment, IL; Mark Murphy, Special Assignment, OH; Reece Tuckwiller, American Angus, WV; Doug Parke, DP Sales, KY; Smith Reasor, VA; Zach Moffit, NC; and Mariah Miller, LiveAuctions.TV, IA.

(Continued on page 80)

(Continued from page 79)

High-Selling SimInfluenced Lots:

- \$4,500** – Bred Female, “CTF Kate F47,” s. by Hook’s Broadway 11B, bred to Rubys Outer Limits 935G, sold to David Carpenter, Owensville, KY.
- \$4,000** – Bull, “HRF Firing Line G7,” s. by SWSN Deliverance, sold to Culp Land and Cattle, New London.
- \$4,000** – Bull, “HRF Witchita G11,” s. by Ruby SWC Battle Cry 431B, sold to Culp Land and Cattle, New London.
- \$3,500** – Bull, “HRF Far Right G13,” s. by SWSN Deliverance, sold to Triple S Farms, Oakboro.

Comments: Also selling were nine Angus Bulls at an average of \$2,856; and 22 Angus Females at an average of \$3,934.



A large crowd was on hand for the HRF sale.



Bruce Cuddy, owner of High Ridge Farms, enjoyed showing his cattle to buyers.



Sale management made opening comments. (L-R) Mariah Miller, Cody Lowderman, Val Eberspacher, and Anna Krieger (EE).



Bruce Cuddy, welcomed the crowd to beautiful Albemarle.

- \$5,000** – Open Heifer, “Cason’s Miss Beatrice H345,” s. by CCR Santa Fe 9349Z, cons. by Cason’s Pride and Joy Simmentals, sold to Kolton Kline, Grinnell.
- \$4,800** – Fall Heifer, “Cason’s Miss Shelby G87D,” s. by TJ Main Event 503B, cons. by Cason’s Pride and Joy Simmentals, sold to Dixon Cattle Company, Paola, KS.
- \$4,500** – Open Heifer, “Cason’s Miss Amelia H8D,” s. by TJ Main Event 503B, cons. by Cason’s Pride and Joy Simmentals, sold to Curt Peterson, Eddyville.
- \$4,000** – Bred Heifer, “Cason’s Miss Viola G393,” s. by Coleman Engage 5255, bred to W/C Night Watch 84E, cons. by Cason’s Pride and Joy Simmentals, sold to Cody Hindman, Albia.
- \$3,900** – Bred Heifer, “Cason’s Miss Hadley F67D,” s. by Coleman Regis 904, bred to Hook’s Beacon 56B, cons. by Cason’s Pride and Joy Simmentals, sold to Twin T Cattle, Arbela, MO.

Comments: Guest consignors included: Davis Farms, JLC Family Farm, K-C Cason’s Simmental and P.L. Johnson Land and Cattle.



Jim and Kim Etter, repeat customers were volume buyers.



Long-time customers, Curt Peterson and Dana Mathes.



Denny Cason, senior partner of Cason Pride and Joy Simmentals welcomed a large crowd.



Repeat buyers Dewayne Cason (left) Bloomfield, IA; and Ben Heckart, Danville, IA.

Cason’s Pride and Joy “Maternally Inspired” Sale

November 7, 2020 • Russell, IA

No.	Category	Average
44	Bred Heifers	\$2,674
6	Fall Cow/Calf Pairs	\$2,917
16	Open Heifers	\$4,547
16	Fall Heifers	\$2,506
82	Total Lots	\$3,024

Auctioneer: Dustin Carter, SD

Sale Manager: Eberspacher Enterprises (EE) Inc., MN

Marketing Representatives: Val Eberspacher (EE); Austin Brandt, Midwest Marketer, IA; Tom Rooney, Special Assignment, IA; Mike Sorenson, Livestock Plus, IA; Seth Houston, IA; Curt Peterson, IA; and Mariah Miller, LiveAuctions.TV, IA.

High-Selling Lots:

- \$11,500** – Open Heifer, “Cason’s Miss Lonna H89B,” s. by GLS Declaration D611, cons. by Cason’s Pride and Joy Simmentals, sold to Kaycee Hart, Greentop, MO.
- \$9,900** – Open Heifer, “Cason’s Miss Malonnia H383,” s. by TJ Main Event 503B, cons. by Cason’s Pride and Joy Simmentals, sold to Sierra Stamer, Hospers.
- \$5,100** – Bred Heifer, “Cason’s Miss Bayberry G50U,” s. by WBF All In C061, bred to Hook’s Beacon 56B, cons. by Cason’s Pride and Joy Simmentals, sold to Mike Ellis Ottumwa.

Dakota Ladies Sale

November 7, 2020 • Worthing, SD

No.	Category	Average
71	Total Lots	\$3,219

Auctioneer: Tracy Harl, NE

Sale Manager: DP Sales Management LLC, KY

Sale Staff: Randy Rasby and Chris Beutler

Sale Consultants: Chris Beutler and Austin Sorenson

Representing ASA: Daniel Weidenbach

High-Selling Lots:

- \$9,700** – Cow/Calf Pair, “WLE Missy Z493,” s. by SVF/NJC Built Right, Calf s. by WLE Big Iron, cons. by Hilltop and Tylertown Simmentals, sold to Barrett Billingsly, KY.
- \$8,500** – Bred Female, “HLTS Red Jewel F814,” s. by Remington Secret Weapon, bred to LCDR American Outlaw, cons. by Hilltop Simmentals, sold to Ronnie Smith, TX.
- \$8,400** – Bred Female, “B&K/IVS Rolling In Love 334G,” s. by W/C Bankroll, bred to SR Right Now, cons. by Hilltop Simmentals, sold to Clear Water Simmentals, IN.
- \$7,750** – Pregnancy out of, “HPF Orange Crush,” s. by W/C Fort Knox, cons. by Hilltop Simmentals, sold to NP Cattle Company, NE.

(Continued on page 82)



Ellingson Ultimate F830 ASA# 3465913
 CE BW WW YW ADG MCE MM MWW \$API \$TI
 8 3.3 112 184 .45 2 29 84 108 88



Harvie Red Summit 54B ASA# 3232851
 CE BW WW YW ADG MCE MM MWW \$API \$TI
 11 1.4 93 149 .35 5 27 74 113 80



LFE The Riddler 323B ASA# 3173936
 CE BW WW YW ADG MCE MM MWW \$API \$TI
 5 3.6 106 168 .38 7 23 76 127 93



CDI Perception 254E ASA# 3287123
 CE BW WW YW ADG MCE MM MWW \$API \$TI
 13 -1.4 78 118 .25 7 25 64 150 83



SVS Captain Morgan 11Z ASA# 2709087
 CE BW WW YW ADG MCE MM MWW \$API \$TI
 7 5.5 90 143 .33 2 24 69 83 67

For catalogs and information:



Terry Ellingson & Family

Phone: 701-384-6225
 Cell: 701-741-3045

5065 125th Ave. NE • Dahlen, ND 58224
 email: tellings@polarcomm.com

Guest Consignor:

Strommen Simmentals, Arthur, ND • 701-967-8320

The catalog and updated information (homozygous polled test, ultrasound and scrotal measurements) will be available online.



Looking for Performance?

Ellingson Simmental Performance Bull & Female Sale

Friday, January 22, 2021 • 1:00 pm CST

Sale Location: At the farm, Dahlen, ND

21st Anniversary

Selling:

**75 Yearling Simmental and SimAngus™ Bulls
 30 Open Yearling Heifers**

Other sires include: Hooks Eagle 6E, CLRS Dividend 405D, CDI Perspective 238A, Connealy Blackhawk 6198, Deer Valley Growth Fund, TJ Roosevelt 366E, CNS Dream On L186, TNT Bootlegger Z268, CCR Cowboy Cut 5048Z, Wheatland Bull 6805, GLS Integrate Z3 and G A R Prophet.

Bulls will be SEMEN TESTED and GUARANTEED BREEDERS.



WS Proclamation E202 ASA# 3254156
 CE BW WW YW ADG MCE MM MWW \$API \$TI
 13 0.1 99 145 .29 9 31 80 162 103



W/C Bankroll ASA# 3187005
 CE BW WW YW ADG MCE MM MWW \$API \$TI
 14 1.6 80 113 .21 8 29 69 130 79



WFL Westcott 24C ASA# 3251335
 CE BW WW YW ADG MCE MM MWW \$API \$TI
 3 6.9 103 155 .32 -2 24 76 89 80



CDI Mainline 265D ASA# 3152346
 CE BW WW YW ADG MCE MM MWW \$API \$TI
 8 2.3 88 136 .30 2 22 66 135 80

www.ellingsonsimmentals.com or www.simmental.org

EPDs pulled 11.20.20

(Continued from page 80)

- \$7,500** – Pregnancy out of, “EKHCC Red Jewel,” s. by W/C Fort Knox, cons. by Hilltop Simmentals, sold to Jones Simmentals, TX.
- \$6,250** – Bred Female, “CLRWTR Lady Luck F5105M,” s. by Mr. HOC Broker, bred to Double R Annuity, cons. by Hilltop Simmentals, sold to DeNio Cattle Company, IA.
- \$4,750** – Bred Female, “HLTS Black Jewel F816,” s. by HC Power Drive, bred to WRS Emergent, cons. by Hilltop Simmentals, sold to Clover Valley Simmentals, IN.
- \$4,500** – Pregnancy out of, “EKHCC Red Jewel,” s. by Remington Secret Weapon, cons. by Hilltop Simmentals, sold to Clear Water Simmentals, IN.
- \$4,500** – Open Female, “RSSF Ms. Main Event H109,” s. by TJ Main Event, cons. by Riverside Simmentals, sold to Hadden Simmentals, IN.



Nick Sloup, Sloup Simmentals, was an active bidder and buyer.



The Nelson Family, NE, selected several top lots.



(L-R) Sydney Sorenson, Jaron Van Beek, Leah Meinders and Austin Sorenson. The sale hosts thank Leah Meinders, Clear Water Simmentals, for her purchase and for making the trip from IN.



Mike and Pam Haley, OH, along with Daniel Amick, Sloup Simmentals, made the trip.

Bichler Simmentals & Red Angus Production Sale

November 16, 2020 • Linton, ND

No.	Category	Average
37	SM Bulls	\$4,716
36	SM Bred Heifers	\$3,073
73	Total SimInfluenced Lots	\$3,906

Auctioneer: Tracy Harl, Wellington, CO

Sale Representatives: Tony Heins, *Cattle Business Weekly*; Scott Ressler, ND Stockman's Association; Kris Peterson, Special Assignment; and Justin Dikoff, DV Auction.

Representing ASA: Russ Danielson

High-Selling Sim-Influenced Lots:

- \$9,500** – PB SM Bull, “BCLR Imperial G101,” s. by IR Imperial D948, sold to Johnson Farms, Alberta, MN.
- \$8,500** – SimAngus™ Bull, “BCLR Trailblazer G531,” s. by CDI/LCDDR Trailblazer 217E, sold to Jim Neumiller, Sykeston.
- \$8,250** – PB Bred Heifer, “BCLR Miss Authority G932,” s. by CDI Authority 77X and sold to Kunkel Simmentals, New Salem.
- \$6,750** – SimAngus Bull, “BCLR Trailblazer G109,” s. by CDI/LCDDR Trailblazer 217E, sold to Lewis Opp, Eureka, SD.
- \$6,750** – SimAngus Bull, “BCLR Home Run G742,” s. by KS Home Run B23, sold to Beck Farms Inc., Artas, SD.
- \$6,500** – SimAngus Bull, “BCLR G511,” s. by LCDDR 125E, sold to Matthew Feist, Napoleon, ND.
- \$5,000** – PB Bred Heifer, “BCLR Miss Trailblazer G980,” s. by CDI/LCDDR Trailblazer 217E, sold to Mike Kegley, Casselton.
- \$4,500** – SimAngus Bred Heifer, “BCLR Miss G971” s. by BCLR Artillery E21-3, sold to Kenner Simmentals, Leeds.

Comments: Also selling were three Red Angus Yearling Bulls at an average of \$3,583; and three Red Angus Bred Heifers at an average of \$2,550.



Sale block with Maria Bichler, Tracy Harl and Doug Bichler.



Inside the sale facility. ■

COW SENSE

Register

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

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

1. Cattle with sweet clover poisoning also have the symptom of which vitamin deficiency?
2. Identify the term that describes the process of supplemental feeding of suckling calves.
3. What are the two primary functions of the inner ears?
4. A scrotal hernia is the result of a weakening at what body location?
5. What beef breed was developed by the King Ranch in Texas?
6. What year was the *Register* first published in-house?
7. The flap of skin on the throat of a cow is known by what term?
8. In the show ring, what do the letters “PTP” stand for?
9. Name the five basic nutrients?
10. At what location on an animal is backfat measured?

Answers:

1. K. 2. Creep feeding; 3. Hearting
4. Inguinal ring; 5. Santa Gertrudis; 6. 1990;
7. Dewlap; 8. Progress Through Performance; 9. Protein, energy, minerals, vitamins, water;
10. Between the 12th and 13th ribs

Peace on Earth

MCDONALD FARMS
Blacksburg, Virginia • www.mcdonaldfarms.com

Happy Holidays

NORTH DAKOTA
Simmental
ASSOCIATION

www.northdakotasimmental.com

Merry Christmas and Happy New Year

American Junior Simmental Association Board of Trustees

Merry Christmas and Happy New Year

www.georgiasimmental.com
For more information please contact:
GSSA Secretary-Treasurer
Donna Priest
770-655-8133
DONNALPRIEST@GMAIL.COM

Georgia
SIMMENTAL
SIMBRAH
ASSOCIATION

Merry Christmas

Christmas *Begins* with Christ!

Willis Simmentals

Bobby & Joan Willis and Family
Marietta, OK
Bobby 580-276-2781
Jon 580-795-4601

willissimmentals@arbuckleonline.com

Merry Christmas

Updyke Simmentals
Gary and Cindy Updyke
Checotah, Oklahoma

Simbrah Synergy Showcase XIII

Date: September 27, 2020
Location: Giddings, TX
Judges: Rusty Mertink, (Showmanship); Harrison Smith, (Cattle)

Purebred Simmental Females



Grand Champion
 Exh. by Braxton Butler, s. by CMFM Caught Looking D929, sponsored by Smith Genetics, Giddings.



Reserve Grand Champion
 Exh. by Pebbles Whitaker, s. by WLE Uno Mas X549, sponsored by Smith Genetics, Giddings.

Percentage Simmental Females



Grand Champion
 Exh. by Braden Roehling, s. by WLE/WSC Revolution A409, sponsored by Smith Genetics, Giddings.

Simbrah Females Purebreds

Calf Champion
 Exh. by Chase Glueck, s. by Smith Just Because, sponsored by Smith Genetics.

Reserve Calf Champion
 Exh. by Aiden Glueck, s. by Smith Made Solid, sponsored by Smith Genetics/7N Ranch, Giddings.

Junior Champion
 Exh. by Braxton Butler, s. by HR Mega Red, sponsored by Strack Farms, Marquez.

Reserve Junior Champion
 Exh. by Kayla Sansom, s. by Smith Shortstop, sponsored by Temperance Livestock and Smith Genetics, Giddings.



Grand Champion and Senior Champion
 Exh. by Kayla Sansom, s. by Smith Have No Fear, sponsored by Smith Genetics, Giddings.



Reserve Grand Champion and Reserve Senior Champion
 Exh. by Chase Glueck, s. by Smith Satisfies, sponsored by Smith Genetics, Giddings.

Percentage



Grand Champion
 Exh. by Cade Nelson, s. by Devil's Cut, sponsored by Temperance Livestock, Henderson.



Reserve Grand Champion
 Exh. by Kannin Hill, s. by Smith Satisfies, sponsored by Diamond RF Farms, Floresville.

Leadership and Development Contest

Junior Sales Talk

1. Pebble Whitaker
2. Kendall Clmpton
3. Avery Glueck

Sernior Sales Talk

1. Hallie Hackett
2. Jakob Sansom
3. Ryleigh Whitaker

Junior Skill-a-Thon

1. Pebble Whitaker
1. Kendall Compton
3. Gavin Hinckley

Senior Skill-a-Thon

1. Ryleigh Whitaker
2. Braedon Stork
3. Hallie Hackett

Showmanship Winners



9 and Under

(Winners L-R, 1st and 2nd): Zachary Ellis and Rylan Bell.



10-11 Year-Old Division

(Winners L-R, 1st-3rd): Pebbles Whitaker, Aiden Glueck and Travis Ellis.

Happy Holidays from the members of the Springer Simmental crew!!!

Springer Simmental
 Jeff & Lynda Springer
 Michelle, Todd, Elijah, Noah and Evelyn Rose Christianson
 Steve, Bri, Paisley Grace and Porter Springer 641-330-6654



12-13 Year-Old Division

(Winners L-R, 1st-10th): Charlee Bell, Madison Morgan, Rory Die, Callie Heaton, Avery Glueck, Gavin Hinckley, Kendall Compton, Jarrett Pool, Jess Pool and Aiden Andrejczak.



14-15 Year-Old Division

(Winners L-R, 1st-11th): Hallie Hackett, Grant Hinckley, Lane Guilbeaux, Braden Roehling, Ryleigh Whitaker, Lauren Maxwell, Jakob Sansom, Luke Bauer, Kaleb Morgan, Cade Nelson and Kaleb Morgan.



16 Years and Older

(Winners L-R, 1st-10th): Trever Jenkins, Kayla Sansom, Braxton Butler, David Williams, Mary Sanders, Justin Majewski, Joshua Andrejczak, Kaitlyn Bell, Braeden Stork and Haley Andrejczak.

The Simbrah Synergy Showcase was held for junior members with heifers from participating sponsors. The show featured \$15,000 in premiums and awards, with half of that money awarded in showmanship.

Synergy sponsors include Triple J Ranch, Strack Farms, Temperance Livestock, Smith Genetics, Reavis Farms, Monte Christo Cattle Co., McCrary Farms, Fralise Farm and Ranch, Hensgens Bros., Diamond RF Farms, Burch Cattle and 7N Ranch. ■

Merry Christmas

Steve & Cathy Eichacker
605-425-2391 or 605-421-1152
es@triotel.net • Salem, SD

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Merry Christmas

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www.RedHillFarms.net

Merry Christmas and Happy New Year

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RINCKER
Law PLLC



AMERICAN ROYAL

2020

American Royal Show 2020

Date: October 24-25, 2020
Location: Kansas City, MO
Judges: Eric Gerdes, IA
 (Open Show - Lead);
 Andy VanAernam, IA
 (Open Show - Associate);
 Chris Cassady, IA
 (Junior Show)

Open Show

Editor's Note: PTP Data for the American Royal Percentage Bull, Purebred Bull, Open Percentage Female and Open Purebred Female Show are in the following order: Calving Ease EPD, Weaning Weight EPD, Yearling Weight EPD, Maternal Calving Ease EPD, Maternal Weaning Weight EPD, STAY EPD, Yield Grade EPD, Marbling EPD, \$API and \$TI. EPDs as of 10/20/20.

Purebred Females

Spring Calf Champion

"JS Dairy Queen 29H,"
 s. by CCS/WHF Ol' Son 48F,
 exh. by JS Simmental, Prairie City, IA.
 13.1/83.119/5.9/62/18.2/- .39/.25/149/86



Reserve Spring Calf Champion

"HSC SSTF Tank 026H,"
 s. by Profit,
 exh. by Harper Hilmes, Fort Cobb, OK.
 6.6/78/114/4.2/59/14.5/- .42/- .03/113/71



Junior Calf Champion

"RRF Lola 208H,"
 s. by SC Pay The Price C11,
 exh. by Red River Farms, Blythe, CA.
 9.1/80/120/3.8/58/12.9/- .38/.05/119/77



Reserve Junior Calf Champion

"CCS/JS Summer 1H,"
 s. by W/C Relentless 32C,
 exh. by Chesney Steenhoek, Maxwell, IA.
 10/79/107/4.8/60/15.6/- .44/.00/121/75



Senior Calf Champion

"Rocking P Blackcap G085,"
 s. by LLSF Pays to Believe ZU194,
 exh. by Josie Phillips, Maysville, WI.
 9.2/89/135/4.3/65/9.3/- .37/.15/121/84

Reserve Senior Calf Champion

"JS Dairy Queen 56G," s. by Mr HOC Broker,
 exh. by Tucker Bayer, Ringle, WI.
 9.9/77/109/4.5/56/15.2/- .34/.01/121/74



Reserve Grand Champion and Junior Champion

"America,"
 s. by W/C Bankroll 811D,
 exh. by Sara Sullivan, Dunlap, IA.
 9.8/72/102/3.7/63/14.5/- .47/.15/129/78

Reserve Junior Champion

"BTYL Prada 204G,"
 s. by W/C Loaded Up 1119Y,
 exh. by Sydney Baty, Loveland, CO.
 9.7/71/105/5.4/58/15.9/- .56/- .11/114/68



Grand Champion and Senior Champion

"KDP Miss Hoya Hayleigh,"
 s. by LLSF Pays To Believe ZU194,
 exh. by Toby Noble and Jade Beeson,
 Lloydminster, SK.
 9.2/78/112/5.1/60/12.6/- .38/.15/123/78



Reserve Senior Champion

"TK Barbie Girl 10G,"
 s. by W/C Relentless 32C,
 exh. by TJ Goecke, State Center, IA.
 12.2/68/93/6/56/12.8/- .35/.08/121/72

Percentage Females



Spring Calf Champion
 "MMM-RRF Gotta Love Me 211H,"
 s. by RRF Trading Up E777,
 exh. by Madison Mullion, Blythe, CA.
 8.9/72/106/4.3/56/15.7-.24/.21/117/70



Reserve Spring Calf Champion
 "DPL Sandy 340H,"
 s. by W/C Relentless 32C,
 exh. by Pepper Elmore, Dal Porto Livestock
 and Elmore Cattle Services, Waukomis, OK.
 9.3/65/87/4.3/51/12.3-.14/.54/126/74

Junior Calf Champion
 "JSUL/TSSC Beth Dutton 0113H,"
 s. by HPF Quantum Leap Z952,
 exh. by Tim Schaeffer Show Cattle,
 Hagerstown, IN.
 13.5/68/103/6.8/52/12/- .26/.39/127/75



Reserve Junior Calf Champion
 "JS Dairy Queen 28H,"
 s. by Colburn Primo 5153,
 exh. by JS Simmental, Prairie City, IA.
 13.1/74/108/6.7/50/14.1/- .04/.46/129/76



Senior Calf Champion
 "HNRX Fancy 9103G,"
 s. by GEF County O,
 exh. by Braden Henricks, Anadarko, OK.
 7.1/69/112/4/55/13.2/- .24/.10/105/66



Reserve Senior Calf Champion
 "GCC Y1 Rita G238,"
 s. by Conley GCC Shocker C19,
 exh. by Maggie Griswold, Stillwater, OK.
 8.6/78/121/2.9/59/9.8/- .25/.16/106/73



Grand Champion and Junior Champion
 "Freedom,"
 s. by Mr HOC Broker,
 exh. by Kutter Prinz, West Point, NE.
 8.7/76/116/5.6/57/11.5/- .14/.33/118/76



**Reserve Grand Champion
 and Reserve Junior Champion**
 "Steck WSCC Lucy 920G,"
 s. by WS Revival,
 exh. by Whitney Walker, Prairie Grove, AR.
 10.9/61/89/6.8/48/12.8/- .35/.10/109/65



Senior Champion
 "Hara's SULL Princess 9238G,"
 s. by FHEN Halftime A127,
 exh. by Will Adcock, Bartlesville, OK.
 11.1/68/103/6/53/13.3/- .19/.19/114/68

Reserve Senior Champion
 "JBOY RJ Tammy 902G,"
 s. by W/C Relentless 32C,
 exh. by Joshua Darbyshire, Morning Sun, IA.
 9.8/73/112/4.7/61/9.4/- .14/.43/120/77

Purebred Bulls



Spring Calf Champion
 "FLE Brutus,"
 s. by SC Pay The Price C11,
 exh. by Finesse Livestock Enterprises, Geneva, IA.
 6.4/68/100/2.8/54/11.4/- .45/- .03/102/66

(Continued on page 88)



AMERICAN ROYAL

2020

(Continued from page 87)



Reserve Spring Calf Champion
 "LHT Count On Me 99H,"
 s. by GEF County O,
 exh. by Lauren Trauernicht, Wymore, NE.
 8/81/129/3.7/64/14.6/- .47/.06/125/79



Reserve Senior Bull Calf Champion
 "TWCC Hired Gun G22,"
 s. by TWCC Night Moves D88,
 exh. by TW Cattle Company, Paris, KY.
 9.7/67/96/4.4/53/13.6/- .43/.04/112/67



Senior Champion
 "Mid-Am Hind Sight 83F,"
 s. by Mr CCF 20-20,
 exh. by Mid-Am Genetics, Muscotah, KS.
 14.9/74/108/6.6/59/9/- .45/- .12/109/72



Junior Calf Champion
 "Rhode Mr Relentless 550H,"
 s. by W/C Relentless 32C,
 exh. by Garrett Rhode, Carlock, IL.
 9.9/79/108/4.7/62/10.9/- .46/.14/118/77



Grand Champion and Junior Champion
 "WLE Black Mamba G203,"
 s. by WLE Copacetic E02,
 exh. by XTB Cattle and Wesner Livestock.
 13.6/80/121/7.1/62/15.5/- .44/.02/134/80

Reserve Senior Champion

"Patnoel Ferdinand,"
 s. by CSCX Bandwagon 513A,
 exh. by TP Cattle Services, Seneca Falls, NY.
 12.9/64/92/7.4/51/14.6/- .42/.02/123/70

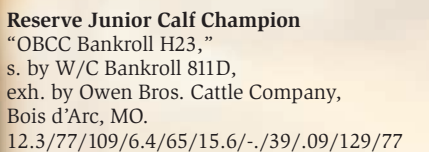
Percentage Bulls

Junior Calf Champion

"Seldom Rest Quantum Leap 0050H,"
 s. by HPF Quantum Leap Z952,
 exh. by Seldom Rest Farms and
 Bloomberg Cattle, Niles, MI.
 10.9/82/120/6.3/61/11.6/- .17/.43/129/82

Reserve Junior Calf Champion

"HNRX Skywalker 014H,"
 s. by W/C Relentless 32C,
 exh. by Braden Henricks and
 Griswold Cattle, Anadarko, OK.
 9/78/109/4/64/10.4/- .31/.18/106/73



Reserve Junior Calf Champion
 "OBCC Bankroll H23,"
 s. by W/C Bankroll 811D,
 exh. by Owen Bros. Cattle Company,
 Bois d'Arc, MO.
 12.3/77/109/6.4/65/15.6/- .39/.09/129/77



Reserve Grand Champion and Reserve Junior Champion
 "BTYL Doc Holiday 202G,"
 s. by W/C Loaded Up 1119Y,
 exh. by Baty Livestock, Loveland, CO.
 10.7/66/99/5.9/56/17.4/- .51/- .12/118/66



Senior Calf Champion
 "OBCC Designated Survivor 648G,"
 s. by W/C Style 69E,
 exh. by Owen Bros. Cattle Company,
 Bois d'Arc, MO.
 12.9/66/94/6.5/52/16.2/- .33/.27/127/71



Senior Calf Champion
 "OBCC Goose GB17,"
 s. by W/C Bankroll 811D,
 exh. by Owen Bros. Cattle Company,
 Bois d'Arc, MO.
 11.7/79/109/5.4/67/15/- .40/.03/124/77

(Continued on page 90)



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AMERICAN ROYAL

2020

(Continued from page 88)



Reserve Senior Calf Champion
 “Durham Bank Shot G87,”
 s. by W/C Bankroll 811D,
 exh. by Melanie Durham, Slater, MO.
 11.7/71/107/7.6/61/14.8/- .12/.20/121/72



Grand Champion and Senior Champion
 “GTWY-Foreman F241,”
 s. by SC Pay The Price C11,
 exh. by Gateway Genetics and
 Trennepohl Farms, Pierce, NE.
 9.177/114/3.9/57/10.4/- .27/.28/116/77



Junior Champion
 “RB2C Endowment 909G,”
 s. by W/C Bankroll 811D,
 exh. by River Bluff Cattle Co., Niantic, IL
 10.9/76/116/3.3/63/13.9/- .33/.18/119/75



Reserve Grand Champion and Reserve Senior Champion
 “PMTM ECS Emergency Management,”
 s. by CNS Pays To Dream T759,
 exh. by Elmore Cattle Services, Waukomis, OK.
 10.9/67/104/6.7/51/12.1/- .33/.16/124/74



Reserve Junior Champion
 “MR CCF Striker G5,”
 s. by TL Ledger,
 exh. by Christian Siegel, California, MO.
 9.7/78/112/5.3/58/12.3/- .27-.05/98/66



Premier Exhibitor and Premier Breeder
 JS Simmental, Prairie City, IA.

Junior Show

Purebred Females



Junior Calf Champion
 “JBSF In the Bank 008H,”
 s. by W/C Bankroll 811D,
 exh. by Micah Reimer, Loganville, WI.



Reserve Junior Calf Champion
 “LHT Ms Double Down 17H,”
 s. by W/C Double Down 5014E,
 exh. by Lauren Trauernicht, Wymore, NE.



Senior Calf Champion
 “Rocking P Blackcap G085,”
 s. by LLSF Pays To Believe ZU194,
 exh. by Josie Phillips, Maysville, KY.

Reserve Senior Calf Champion
 “JS Dairy Queen 56G,” s. by Mr HOC Broker,
 exh. by Tucker Bayer, Ringel, WI.



Grand Champion and Junior Champion
“America,”

s. by W/C Bankroll 811D,
exh. by Sara Sullivan, Dunlap, IA.



Reserve Junior Champion

“Bar O Gemma 916G,”
s. by CCLT Alliance 91C,
exh. by Kaden Camerlinck, Leonardville, KS.



Reserve Grand Champion and Senior Champion

“WGBC Beauty Secret 909G,”
s. by W/C Relentless 32C,
exh. by Tucker Bayer, Ringle, WI.

Reserve Senior Champion

“BTYL Prada 204G,”
s. by W/C Loaded up 1119Y,
exh. by Sydney Baty, Loveland, CO.

Percentage Females

Junior Calf Champion

“TAY Hollis Kate 8H ET,”
s. by LLSF Pays To Believe ZU194,
exh. by Lucas Leefers, Edgerton, MO.

Reserve Junior Calf Champion

“GVC Miss Honey,”
s. by Silveiras Style 9303,
exh. by Brock Henderson, Wiota, IA.



Senior Calf Champion

“GCC Y1 Rita G238,”
s. by Conley GCC Shocker C19,
exh. by Maggie Griswold, Stillwater, OK.



Reserve Senior Calf Champion

“FBFS Gigi Goode 124G,”
s. by OBCC Blacklist 915B,
exh. by Avery McInvale, Lockney, TX.



Grand Champion and Junior Champion
“Freedom,”

s. by Mr HOC Broker,
exh. by Kutter Prinz, West Point, NE.



Reserve Junior Champion

“JBOY Tammy 999G,”
s. by SC Pay the Price C11,
exh. by Cody Kline, State Center, IA.



Reserve Grand Champion and Senior Champion

“JBOY RJ Tammy 902G,”
s. by W/C Relentless 32C,
exh. by Joshua Darbyshire, Morning Sun, IA.

Reserve Senior Champion

“BBRS Gucci 124G,”
s. by Mr HOC Broker,
exh. by Kelton Arthur, Stillwater, OK. ■

ALABAMA

Hayden Ham
9149 Co Rd 109
Bremen, AL 35033

Jeremy Lane
2415 Hwy 81
Phil Campbell, AL 35581

Roderick M Smith
58 Frederick Douglas Rd
Burkville, AL 36752

Stanley Farm
2952 Cahaba Rd
Greenville, AL 36037

Jason Lee Edmondson
1425 Clay Court
Auburn, AL 36830

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Faulkner Farms
1025 Catholic Point Rd
Center Ridge, AR 72027

Circle H Ranch
303 Union Ln
El Dorado, AR 71730

CALIFORNIA

James Clagg
2734 Rockville Rd
Fairfield, CA 94534

GEORGIA

Calvin A Winter Jr
340 Plantation Ln
Thomasville, GA 31757

Pine Hill Farms
60 George Cannon Rd
Box Springs, GA 31801

Rustic Oak Ranch
222 Margo Trail
Rome, GA 30161

IDAHO

Old Independence Ranch
1944 S 1125 E
Elba, ID 83342

Brackett Ranches LP
5331 Old Sullivan Lane
Homedale, ID 83628

ILLINOIS

Dewey L Goodrich
1931 N Old Rte 47
Monticello, IL 61856

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22296 N. 2050th St.
Chrisman, IL 61924

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MLB Acres
5655 Pleasant Bethel Rd
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High Noon Cattle Co
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Brookston, IN 47923

Kyle W Nelson
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Jonesboro, IN 46938

Nierman Cattle Co
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Brownstown, IN 47220

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46 Stonebridge Dr
Winchester, IN 47394

Tyler Gibson
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Goshen, IN 46526

Richard W Howe
13150 W CR 300 N
Yorktown, IN 47396

Galen Walters
5322 S 600 W
Williamsport, IN 47993

Collin Miller
14986 CR 48
Syracuse, IN 46567

Bowlin Show Cattle
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Star City, IN 46985

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Keith & Penelope Sweeting
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Riverside, IA 52327

Gabe Dewitt
24897 87th St
Blakesburg, IA 52536

Bisinger Farms
1513 72nd St
Monmouth, IA 52309

Keith Boersma
635 6th Street
Ashton, IA 51232

Linhart Limousin
24527 180th St
Leon, IA 50144

KANSAS

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Morrowville, KS 66958

Kevin Friess
871 N Milan Rd
Conway Springs, KS 67031

Kocher Land & Livestock
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Olathe, KS 66061

Dane Scheetz
3203 Ute
Oakley, KS 67748

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Springfield, KY 40069

Maple Wind Farms
5875 Paris Pk
Georgetown, KY 40324

Frontier Acres Inc
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Staffordsville, KY 41256

Stuarton Oaks
305 Hopkinsville Rd
Russellville, KY 42276

Carpenter Ridge Ranch
1506 Oakley Pebble Rd
Owingsville, KY 40360

LOUISIANA

KLN Cattle Company
801 KLN Pvt Dr
Mansfield, LA 71052

MASSACHUSETTS

Pinebrook Acres
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Cedar Springs, MI 49319

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Post Livestock
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Blake Jepson
43489 State Highway 87
Frazee, MN 56544

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Dexter, MO 63841

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Michael C Pruden
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Sarah, MS 38665

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Broken Bow, NE 68822

Gall Cattle Co
1009 Road T
Clarkson, NE 68629

Schaardt Land and Cattle
71687 622 Ave
Steinauer, NE 68441

Corey Vrbka
13256 S Rd
Shelby, NE 68662

JR Cattle Co
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Clatonia, NE 68328

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Shickley, NE 68436

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36641 Rd 728
Palisade, NE 69040

OHIO

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(Continued on page 94)


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(Continued from page 92)

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McKenzie Leigh Trahan
1950 Timber Dale Dr
Shawnee, OK 74804

Ann Bottoms
Rt 1 Box 175A
Delaware, OK 74027

Brian & Dena Nipper Farms
16905 Valley View
Earlsboro, OK 74840

Riley Bret & Kelly
8338 N 2160 Rd
Leedey, OK 73654

LK Krausz
340350 E 860 Rd
Chandler, OK 74834

OREGON

Kantoo Livestock
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Sandy, OR 97055

Bar N Livestock
47638 Hwy 197
Maupin, OR 97037

Cole Cattle Co
332 Burgdorf Rd
Bonanza, OR 97623

SOUTH CAROLINA

PB Squared
100 Sunset St
Saluda, SC 29138

SOUTH DAKOTA

NTM Cattle Co
1023 Onaka Trail Box 13
Brookings, SD 57006

Effling Cattle Company
PO Box 364
Clear Lake, SD 57226

Garret Bergeleen
23416 370th Ave
Wessington Springs, SD 57382

Uhrig Cattle Co.
23547 171 Ave
New Underwood, SD 57761

Miller Land & Cattle
26292 399th Ave
Mount Vernon, SD 57363

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Monroe, TN 38573

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Cattle Company LLC**
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Cookeville, TN 38503

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Kelso, TN 37348

Swift Cattle And Horses
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Franklin, TN 37064

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Edinburg, TX 78542

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Aledo, TX 76008

Raymond J Smith Jr
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Caldwell, TX 77836

Tony Steele
22 W. Broken Oak Ct
Spring, TX 77381

Cripple Creek Cattle Company
3797 CR 13200
Blossom, TX 75416

7N Butler
PO Box 697
Berclair, TX 78107

Steve Gandy Jr
6832 CR 312
Alvarado, TX 76009

Smith & Taylor
PO Box 330
Giddings, TX 78942

Smith & King
PO Box 330
Giddings, TX 78942

Smith & Sandifer
PO Box 330
Giddings, TX 78942

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Giddings, TX 78942

Smith & Baker
PO Box 330
Giddings, TX 78942

Smith & Goodwin
PO Box 330
Giddings, TX 78942

Pine Ridge Ranch
10021 Caribou Tr
Dallas, TX 75238

UTAH

Travis Oldroyd
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Vernal, UT 84078

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1026 Holland Creek Rd
Louisa, VA 23093

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Emmanuel SimGenetics
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Moses Lake, WA 98837

WISCONSIN

Alex Zdroik Cattle Co
3720 72nd St S
Wisconsin Rapids, WI 54494

Brett Rozek
6102 242nd Ave
Salem, WI 53168

Stockridge Farm
6729 Stuart Rd
Beloit, WI 53511

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1388 Swan Pond Rd
Martinsburg, WV 25404

Clover Dell Farm
426 Roby Rd
Maysville, WV 26833

Goldstrom Cattle Farms
1371 Indian Rock Rd
Reedsville, WV 26547

Kenneth Mullooly
1012 Crooked Fork Rd
Weston, WV 26452

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 EPDs 6 3.5 94 140 4 27 74 API 136 TI 86
 AI bred to KWA Future 3G



G404 - 3/4 SimAngus

CCR COWBOY CUT x KG HIGH REGARD
 EPDs 11 2.7 85 124 6 25 67 API 131 TI 79
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Red Charlie	\$15	NA
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THE Enrollment

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.

Fall 2021 THE Enrollment – (dams calve July 1-December 31) –
Early enrollment open April 15 through **June 15, 2021**.
Late enrollment available until August 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 <i>(not including shipping or mailing)</i>	\$50
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

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JANUARY 2021

- 9 Michigan Simmental Association's Online Sale – www.dponlinesales.com
- 10 SimMagic On Ice – Oklahoma City, OK (pg. BC)
- 11 Bricktown National Simmental Sale – Oklahoma City, OK
- 15 Diamond Bar S Bull Sale – Great Falls, MT (pg. 33)
- 18 Lazy C Diamond Simmental Ranch's Online Embryo Sale – www.sconlinesales.com (pg. 45)
- 19 Powerline Genetics' Bull Sale – Arapahoe, NE
- 22 Ellingson Simmentals' Annual Production Sale – Dahlen, ND (pgs. 36, 81)
- 29 Double J Farms 47th Annual Bull and Female Sale – Garretson, SD (pg. 37)
- 29 Drake's Bull and Female Sale – Centerville, IA
- 30 Forster Farms 42nd Annual Production Sale – Smithfield, NE (Jan. Cal.)
- 30 J&C Simmentals' Annual Bull Sale – West Point, NE (pgs. 27, 33)
- 31 Reck Brothers-N-Sons Genetic Advantage Production Sale – Blakesburg, IA (pg. 58)
- 31 Triangle J Ranch's Bull Sale – Miller, NE (pg. 36)

FEBRUARY

- 1 APEX Cattle "Heterosis Headquarters" Bull and Bred Heifer Sale – Dannebrog, NE (pgs. 14-15)
- 1 Gateway Simmental 41st Annual "Breeding Value" Bull Sale – Lewistown, MT
- 1 Long's Simmental Inaugural Production Sale – Creston, IA
- 1-2 Sloup Customer Appreciation Online Sale – www.dponlinesales.com
- 1 Wicks Cattle Simmental and SimAngus™ Bull Sale – Richardton, ND
- 2 Koeplin's Black Simmentals' Bull Sale – Mandan, ND
- 2 Begger's Big Sky Genetic Source Bull Sale – Wibaux, MT (Jan. Cal., 33)
- 3 Lazy C Diamond Ranch's Production Sale – Kintyre, ND (pg. 45)
- 4 Hart Simmentals' Power Bull Sale – Frederick, SD (pg. 59)
- 4 Stavick Simmental's Annual Sale – Veblen, SD (pg. 66)
- 5 Cow Camp Ranch's Annual Sale – Lost Springs, KS (pg. 32)
- 5 Kunkel Simmentals' Annual Bull and Bred Female Sale – New Salem, ND
- 6 39th Annual Klain Simmental Ranch's Production Sale – Ruso, ND
- 6 Blue River Gang's 36th Annual Production Sale – Rising City, NE
- 6 Northland Farms' Herdbuilder VII Production Sale – Arthur, IL (pg. 3)
- 6 Powerline Genetics' PAP Tested Bull Sale – Castle Dale, UT
- 6 Prickly Pear Simmental Ranch's Bull Sale – Helena, MT (pg. 33)
- 6 Springer Simmentals Sale of Value Based Genetics – Decorah, IA (pg. 47)
- 6 Stockmens' Source Beef Bulls Sale – Wellfleet, NE
- 7 Hartman Cattle Company's Simmental Bull Sale – Tecumseh, NE
- 7 Kline Simmental Ranch's 9th Annual Bull Sale – Hurdsfield, ND
- 8 Benda Ranch's Annual Production Sale – Kimball, SD
- 8 Dakota Power Bull Sale – Valley City, ND
- 8-9 Hilltop Simmentals' Online Sale – www.dponlinesales.com
- 9 Edge of the West Production Sale – Mandan, ND (Feb. Cal.)
- 9 Werning Cattle Company's Production Sale – Emery, SD (pg. 61)
- 10 Jackpot Cattle Company's Bull Sale – Wessington, SD
- 10 River Creek Farms' Spring Bull Sale – Manhattan, KS (Jan. Cal., 33)
- 10 Wilkinson Farms' Breeding for the Future Sale – C-B Sale Facility (Feb. Cal.)
- 11 Felt Farms' Brand of Excellence Bull Sale – West Point, NE
- 11 Lassel Ranch Simmental's Annual Bull Sale – Glendive, MT (Feb. Cal., 8)
- 11 Rust Mountain View Ranch's 10th Annual "Ace in the Hole" Bull Sale – Mercer, ND (pg. 5)
- 12 Bata Brothers/Bell Family 23rd Annual Bull Sale – Rugby, ND
- 12 Bred For Balance Sale – Starbuck, MN
- 12 TNT Simmental Ranch's Online "Genetic Explosion" Bull Sale – www.tntsimmentals.com (Feb. Cal., 39)
- 13 CK Cattle Company and Wager Cattle Company 4th Annual Production Sale – Highmore, SD
- 13 Kenner Simmentals' 25th Annual Production Sale – Leeds, ND (Feb. Cal., 95)
- 13 Mississippi/Dixie National Simmental Sale – Jackson, MS
- 13 Rousey SimAngus™ Bull Sale – North Platte, NE
- 13 Rydeen Farms' 23rd Annual "Vision" Sale – Clearbrook, MN
- 14 Oak Meadow Farms 3rd Annual Production Sale – Cresco, IA
- 15 Bulls of the Big Sky – Billings, MT (Feb. Cal., 33)
- 15 Eagle Pass Ranch's Annual Bull Sale – Highmore, SD
- 15 Houck Rock Creek Ranch's Spring Private Treaty Bull Sale – Allen, KS
- 15 Iowa Simmental "Mark of Excellence" Sale – Des Moines, IA
- 15-16 Windy Ridge Embryo Dispersal – www.dponlinesales.com
- 16 QBVJT Power By Design Sale – Oakes, ND (pg. 36)

- 19 32nd Annual Power Bull Sale — Carstairs, AB
- 19 Dakota Xpress Annual Bull and Female Sale — Mandan, ND (pg. 36)
- 19 R&R Cattle Company's Annual Production Sale — Chamberlain, SD (pg. 101)
- 19 Sandy Acres' Bull Sale — Neligh, NE (pg. 33)
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- 20 Dixon Farms, Inc., Private Treaty Sale — Atwood, KS
- 20 Genetic Blend Bull Sale — Joplin, MO
- 20 Nebraska Cattlemen's Classic Simmental Sale — Kearney, NE
- 20 Rhodes Angus Open House Bull Sale — Carlinville, IL
- 20 Yon Family Farms Spring Sale — Ridge Spring, SC
- 21 Trauernicht Simmental's Nebraska Platinum Standard Bull Sale — Beatrice, NE
- 22 Lehrman Family Farms' Production Sale — Mitchell, SD
- 23 Barker Cattle Company's Bull and Female, Sale — Burley, ID
- 24 C Diamond Simmentals' Annual Production Sale — Dawson, ND (Jan. Cal., 36)
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- 25 Illinois Performance Tested Bull Sale — Springfield, IL
- 26 Mid-America Simmental Sale — Springfield, IL
- 27-3/6 Hofmann Simmental's "Buy Your Way" Bull Sale — Clay Center, KS
- 28 48th Anniversary MN State Simmental Sale — Cannon Falls, MN
- 2 Hill's Ranch's Bull Sale — Stanford, MT
- 3 Klein Ranch's Annual Production Sale — Atwood, KS
- 4 17th Annual Cattleman's Kind Bull Sale — San Saba, TX
- 4 Brink Simmentals' Phone Auction — www.brinkgenetics.com
- 4 Kearns Cattle Company's 32nd Annual Bull Sale, Rushville, NE
- 4 Keller Broken Heart Ranch's Annual Sale — Mandan, ND (March Cal., 36)
- 5 Eichacker Simmentals' Annual Bull and Female Sale — Salem, SD (pg. 37)
- 5 KSU's Annual Legacy Sale — Manhattan, KS
- 6 Cason's Pride and Joy Bull Sale — Russell, IA
- 6 Kentucky Beef Expo Sale — Louisville, KY
- 6 Mason's Angus and SimAngus Production Sale — Broken Bow, NE
- 6 Powerline Genetics' PAP Tested Bull Sale — Castle Dale, UT
- 6 Trinity Farms' Generations of Excellence Sale — Ellensburg, WA (March Cal., 25, 66)
- 7 Gateway Genetics' Bull Sale — Pierce, NE
- 7 Gold Bullion Group's Annual Bull Sale — Wamego, KS
- 11 TF-Brand Genetics Sale — Middletown, IN (pg. 97)
- 13 Carcass Performance Partners Bull and Female Sale — Lucedale, MS
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- 16 Powerline Genetics' Bull Sale — Arapahoe, NE
- 16 Schrader Ranch's Bid Off Sale — Wells, KS
- 19 3C Christensen Ranch and NLC Simmental Ranch Annual Production Sale — Wessington, SD (pg. 37) ■

MARCH

- 1 Hanel's Black Simmentals' Black and White Bull Sale — Courtland, KS
- 1 Sweet 16 Online Bull and Female Sale — www.lot1.com
- 2 Doll Simmental Ranch's 41st Annual Production Sale — Mandan, ND

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By W/C Loaded Up 1119Y
EPDs: CE: 16 \$API: 134 \$TI: 69



W/C Night Watch 84E

By CCR Anchor 9071B
EPDs: CE: 18 \$API: 156 \$TI: 83



Mr. Hoc Broker C623

By Steel Force
EPDs: CE: 6 \$API: 85 \$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: 18 \$API: 150 \$TI: 81



NEW

Longs Capitalist G523

By W/C Night Watch 84E
EPDs: CE: 16 \$API: 142 \$TI: 77



NEW

Ruby NFF Up The Ante 9171G

By Ruby's Currency 7134E
EPDs: CE: 12 \$API: 121 \$TI: 67



NEW

ACL Fortune 393D

By MR TR Hammer 308A ET
EPDs: CE: 8 \$API: 98 \$TI: 67



NEW

W/C Double Down 5014E

By W/C Executive Order 8543B
EPDs: CE: 17 \$API: 119 \$TI: 75



Ruby SWC Battle Cry 431B

By MR HOC Broker
EPDs: CE: 13 \$API: 106 \$TI: 70



NEW

Mr SR 71 Right Now E1538

By Hook's Bozeman 8B
EPDs: CE: 16 \$API: 152 \$TI: 85



NEW

GSC GCCO Dew North 102C

By HTP/SVF Duracell T52
EPDs: CE: 16 \$API: 114 \$TI: 71



PAL/CLAC Meant To Be 823E

By Mr HOC Broker
EPDs: CE: 12 \$API: 109 \$TI: 63



3/4 NAILE and
NWSS Champ

Reckoning 711F

By W/C Relentless 32C
EPDs: CE: 12 \$API: 114 \$TI: 62



NEW

TJSC King of Diamonds 165E

By LLSF Pays To Believe ZU194
EPDs: CE: 10 \$API: 109 \$TI: 67



NEW

PBF Red Paint F88

By W/C Executive Order 8543B
EPDs: CE: 14 \$API: 117 \$TI: 70



NEW

SC Pay the Price C11

By CNS Pays to Dream T759
EPDs: CE: 8 \$API: 106 \$TI: 70



NEW

JASS On The Mark 69D

By W/C Loaded Up 1119Y
EPDs: CE: 12 \$API: 138 \$TI: 71



W/C Relentless 32C

By Yardley Utah Y361
EPDs: CE: 9 \$API: 112 \$TI: 68



NEW

WLE Copacetic E02

By HPF Quantum Leap Z952
EPDs: CE: 12 \$API: 115 \$TI: 68



3/4 SimAngus™

WS Stepping Stone B44

By W/C Lock Down
EPDs: CE: 12 \$API: 125 \$TI: 77



NEW

B C R Perfect Vision F022

By MR CCF 20-20 3/4 SimAngus™
EPDs: CE: 14 \$API: 112 \$TI: 70



NEW

LLSF Vantage Point F398

By CCR Anchor 9071B
EPDs: CE: 10 \$API: 123 \$TI: 80



WS Revival B26

By LLSF Uprising Z925
EPDs: CE: 11 \$API: 113 \$TI: 67



LLSF Pays To Believe ZU194

By CNS Pays To Dream T759
EPDs: CE: 8 \$API: 112 \$TI: 71



W/C Bankroll 811D

By W/C Loaded Up 1119Y
EPDs: CE: 14 \$API: 135 \$TI: 73



CLRS Guardian 317G

By Hook's Beacon 56B
EPDs: CE: 20 \$API: 202 \$TI: 98



KSU Bald Eagle 53G

By Hook's Eagle 6E
EPDs: CE: 14 \$API: 173 \$TI: 96



W/C Rolex 0135E

By Yardley Utah Y361
EPDs: CE: 16 \$API: 130 \$TI: 68

Relentless brother - sexed semen available.



FELT Perseverance 302F

By W/C Executive Order 8543B
EPDs: CE: 13 \$API: 106 \$TI: 67



HPF Tradecraft D010

By JF Milestone 999W
EPDs: CE: 6 \$API: 110 \$TI: 71



MR CCF The Duke G42

By Mr CCF Vision
EPDs: CE: 13 \$API: 112 \$TI: 70



Erixon Bitten 203A

By NCB Cobra 47Y
EPDs: CE: 18 \$API: 156 \$TI: 77



LCDR Favor 149F

By LCDR Witness 541C
EPDs: CE: 9 \$API: 157 \$TI: 97



SFG The Judge D633

By CCR Cowboy Cut 5048Z
EPDs: CE: 10 \$API: 152 \$TI: 92



TL Ledger 106D

By Profit
EPDs: CE: 10 \$API: 112 \$TI: 64



GPG Focus 135F

By Mr CCF 20-20
EPDs: CE: 9 \$API: 115 \$TI: 69



OBCC Kavanaugh F236

BBy OBCC Unfinished Business
EPDs: CE: 13 \$API: 138 \$TI: 79



LHT Viper 65E

By W/C Loaded Up 1119Y
EPDs: CE: 16 \$API: 134 \$TI: 67



JBSF Logic 5E

By W/C Relentless 32C
EPDs: CE: 7 \$API: 109 \$TI: 63



Long's Stand Alone B35

By Built Right
EPDs: CE: 7 \$API: 127 \$TI: 69



Mr CCF Vision Z60

By Mr NLC Upgrade U8676
EPDs: CE: 11 \$API: 107 \$TI: 80



Perfect Vision 26D

By MR CCF Vision
EPDs: CE: 14 \$API: 112 \$TI: 70

20-20's brother



Rousey Gold Strike 512C

By Hooks Trinity 9T
EPDs: CE: 16 \$API: 144 \$TI: 89



JSUL Something About Mary 8421

By W/C Relentless 32C
EPDs: CE: 9 \$API: 101 \$TI: 62



CDI Innovator 325D

By TJ Main Event 503B
EPDs: CE: 14 \$API: 149 \$TI: 91

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6:00 PM

SUPER BARN | OKLAHOMA CITY, OK

Held in conjunction with the Cattlemen's Congress

Featuring this beautiful heifer lot to benefit ASF Merit Scholarship Awards!

~ Proudly donated by Red River Farms ~



Laramie

RRF Lola 1206H

Black Dbl Polled Purebred Simmental Female
BD: 3-7-20 ASA#3787848

Tattoo: 1206H • Adj BW: 67

EPDs	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay
	9	2.7	80	120	.25	4	18	58	12
	DOC	CW	YG	Marb	BF	REA	API	TI	
	9.9	37.3	-.36	.09	-.075	.91	116	76	



Full sister to RRF Lola 208H
Owned by Dakota Heidt, MO
Division Champion American Royal
and NAILE

- CNS Pays To Dream T759
- SC Pay The Price C11
- LLSF Urababydoll U194
- JF Milestone 999W
- OBCC Lola 137Z
- Limestone Lola W232

We are truly honored to have this beautiful heifer selling in SimMagic On Ice to benefit the ASF Merit Scholarship Awards. Thank you to the Mullion Family of Red River Farms for so graciously adding your name to the elite breeders that support the Foundation through this program since 1997.

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Michael Mullion 760-464-3906
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