

# the Register

July/August 2020

Serving the Simmental  
and Simbrah Breeds



## Features

**Believing in the Breed**

**Women of ASA**

**Talking Cattle with Curran**

**Simmental Provides Membership  
Relief in Uncertain Times**

**CMP Class of 2017 Results**

**2020 BIF Meeting**

**The School of Hard Knocks**



# Welcome to the cutting edge

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

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

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

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



Neogen GeneSeek Operations  
4131 N. 48th Street • Lincoln, NE 68504  
402-435-0664 • [genomics.neogen.com](http://genomics.neogen.com)



# Performance and Phenotype

## BOULDER

29SM0472



CCR **BOULDER** 1339A ASA 2880390  
HOOVER DAM x TRIPLE C L. TAYLOR

### THE WOW FACTOR

- One of the highest used beef bulls at ABS across all breeds, due to his calving ease, maternal, end product and striking good looks
- Produces a beef bull look and ranks in the top 10% of the breed for docility, end product and both indexes
- Big time customer satisfaction sire
- Use to moderate frame, add flesh and muscle in one generation
- DNA tested homozygous black, homozygous polled, 1/2 SM, 1/2 AN



TRAIT	CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
EPD	+15.1	-1.8	+66.9	+104.8	+24	+8.8	+21.4	+54.8	+13.8	+16.3	+25.3	-.46	+65	-.065	+1.06	-.45	\$155	\$85
ACC	.83	.93	.91	.90	.90	.65	.72	.72	.44	.83	.78	.58	.76	.67	.73	.16		
%	15	15			35	15				4		4	4	20	2		4	2

DNA tested DLF, Homozygous Black, Homozygous Polled

EPD's as of 7/10/2020 **TOP 35%**

## FRANCHISE

29SM0494



TJ **FRANCHISE** 451D ASA 3148384  
CCR COWBOY CUT 5048Z x S A V NET WORTH 4200

### MUST USE SIRE FOR 2020

- As physically appealing as you can make a SimAngus™ bull and he is passing it on
- Will see heavy use in all aspects of the beef industry for phenotype along with performance
- He and his progeny were the highlights of the spring and fall sale season
- Unique blend of body, power and look makes him a game changer within the breed
- DNA tested homozygous black, homozygous polled, 1/2 SM, 1/2 AN

TRAIT	CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
EPD	+15	+1.0	+79.2	+121.7	+27	+10.5	+19.9	+59.9	+18.2	+14.6	+35.6	-.08	+66	+0.003	+62	-.47	\$162	\$88
ACC	.69	.88	.83	.81	.81	.46	.58	.58	.29	.62	.65	.48	.49	.49	.61	.18		
%	15		10	10	15	4		25	20	15	30		4		5	2	1	

DNA tested AMF, DDF, NHF, OSF, DLF, Homozygous Black, Homozygous Polled

EPD's as of 7/10/2020 **TOP 35%**

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



# TABLE OF CONTENTS

the Register ♦ July/August 2020  
Volume 33, Number 9

- 6** **Believing in the Breed**  
By *Lilly Platts*  
*Lancaster Black Simmental and the Cartledge family are a beef business staple in South Australia.*
- 12** **Right Man At the Right Time**  
By *Dan Rieder*  
*Earl B. Peterson, who served as ASA's CEO between 1978 and 1990, has passed away, leaving behind a legacy.*
- 16** **2020 Beef Improvement Federation Meeting**  
By *Emme Troendle*  
*Beef industry leaders and producers gathered virtually for the 52nd BIF meeting.*
- 18** **Simmental Provides Membership Relief in Uncertain Times**  
By *ASA and ASA Publication Staff*  
*The ASA offers a support package for members in fiscal year 2021.*
- 22** **CMP Class of 2017 Results**  
By *Lane Giess*  
*Progeny on the young sires nominated in 2017 contribute over 3,000 animals and 500 carcass records to the genetic evaluation.*
- 24** **The School of Hard Knocks**  
By *Luke Bowman*  
*Know as much as you can before breeding or marketing your cattle.*
- 26** **Calf Crop Genomics**  
By *Drs. Jackie Atkins and Rachel Endecott*  
*Empowering members with better selection tools.*
- Women of ASA**  
By *Emme Troendle*  
*Sarah Thorson, Glendive, MT, exemplifies modern leadership in the beef industry.*
- Talking Cattle with Curran**  
Coordinated by *Emme Troendle*  
*ASA Board Chairman Tim Curran remarks on ASA programs and key issues facing the Board of Trustees.*

## Also in this issue . . .

Recent News from ASA Board	20	48	Cutting Edge
Down to the Genes	28	50	Corporate Report
Most Prolific Donors	32	50	Menu Morsels
From The Headquarters	34	51	Back to Basics
Bulletins	36	52	International
Foundation Honor Roll	38	58	Fleckvieh Forum
AJSA Connection	40	59	Sale Results
Cow Sense	42	62	New Members
State Scene	42	64	ASA Fees
News Makers	44	66	Date Book
Beef Business	46	68	Rates & Policies
		70	Advertisers' Index

*About the cover: A young bull at Lancaster Black Simmental, Meningie, South Australia. To read more about this Simmental breeder, see page 6. Photo by Ben Simpson, OGA Creative Agency, Albury Australia.*

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

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



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

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

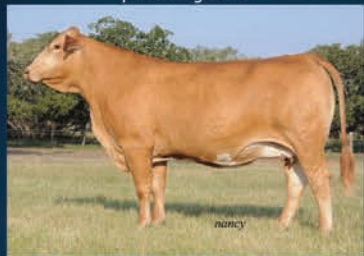
Printed in USA

# 9.26.20



4:00 PM • SMITH GENETICS, GIDDINGS, TX

An offering of 100+ head of Simmental, Simbrah and SimAngus™ cattle - purebred and percentage sell.



**JULIET COW FAMILY** This family has made their mark on the breed, producing two International champions and lots of high producing females. Members of this cow family sell. Pictured is Triple P Juliet, the matriarch.



**BELLA BELLA COW FAMILY** Pictured is Smith Ciao Bella the heir apparent to the most proven and profitable cow family in the breed, Bella Bella. You can be assured this family will be well represented in the sale and offer unprecedented breed opportunities for the buyers.



**TOPANGA/DEBUTANTE COW FAMILY** Already has two national champions in this lineage and this family has a lot of future ahead. Pictured is Lot 4 from last year's sale and a maternal sib sired by Smith Just Because sells in the 2020 Sale.

FOR MORE INFORMATION ON THE SYNERGY SALE,  
CONTACT TIM SMITH, 512-587-7896,  
smithgenetics1@gmail.com

FOLLOW US ON AND #synergy20  
OR VIEW THE SYNERGY TAB AT  
WWW.SMITHGENETICS.COM

# THE *Magnolia* Classic 2020

Hosted by  
Little Creek Cattle &  
Guest Consignors



PREGNANT & OPEN FEMALES, BULLS  
SEMEN, EMBRYO & FLUSH LOTS  
FOCUSED ON MATERNAL TRAITS

*Offering*

FLECKVIEH • FLECKVIEH INFLUENCED  
SIMBRAH & PUREBRED SIMMENTAL GENETICS



LITTLE CREEK CATTLE  
Dr. Jason & Nikki Gress  
301.331.1773 • 304.676.7382  
info@littlecreekcattle.com  
[www.LittleCreekCattle.com](http://www.LittleCreekCattle.com)

*Save The Date!*

10/10/2020

Saturday 12 Noon at the Farm • 2638 Turkey Creek Road, Starkville, Mississippi





Golden Dawn "No Doubt"

## STANLEY MARTINS FARMS

Please google  
stanleymartinsfarms  
for more information.

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

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

# the Register

Published By ASA Publication, Inc.

One Genetics Way, Bozeman, Montana 59718 USA

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

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

Canada Publications Agreement Number: 1875183

### CEO

Wade Shafer, Ph.D.

### Managing Editors

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

### Editors

Lilly Platts  
Emme Troendle

### Editorial Consultant

Dan Rieder

### Business Manager

Linda Kesler

### Art Director

Cynthia Conner

### Design/Production

Joel Coleman

### Media/ Website Administrator

Kathy Shafer

### General Manager

Jim Largess

### Sales Manager

Nancy Chesterfield

### Advertising/ Editorial Assistant

Rebecca Price

### Accounts Receivable

Carla Stephens

## ASA PUBLICATION, INC., BOARD

### Chairman

Randy Moody

Tim Curran

Steve Eichacker

### Vice-Chairman

JW Brune

Fred Schuetze

### Executive Secretary-Treasurer

Wade Shafer, Ph.D.

## American Simmental Association

One Genetics Way, Bozeman, Montana 59718 USA

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

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

## BOARD OF TRUSTEES

### Executive Committee:

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

Executive Vice President: Wade Shafer, Ph.D.

Immediate Past Chairman: Gordon Hodges

### North Central Area:

Tom Hook (2021)

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

JW Brune (2022)

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

Kent Brunner (2023)

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

Steve Eichacker (2023)

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

### Eastern Area:

Jim Ligon (2021)

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

Cliff Orley (2021)

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

Randy Moody (2023)

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

Barry Wesner (2023)

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

### Western Area:

Michael Forman (2021)

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

Tim Curran (2022)

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

Clay Lassel (2022)

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

Tom Nelson (2023)

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

### South Central Area:

John Griswold (2021)

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

Fred Schuetze (2021)

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

Greg Walthall (2022)

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

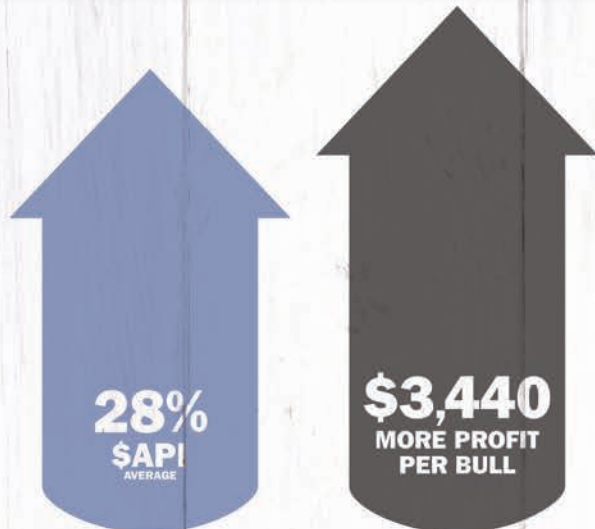
Dr. Gary W. Updyke (2023)

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

# ALL PURPOSE MORE PROFIT



 **SimGenetics**  
PROFIT THROUGH SCIENCE  
American Simmental Association



The American Simmental Association's **\$All Purpose Index (\$API)** predicts cow herd profitability while keeping pressure on terminal traits.

And data from the last two decades show it's working. Better genetics translate to increased profits for bulls used to sire replacement heifers and harvest remaining calves.

Build a herd that works as hard as you do.

**STAND STRONG  
SIMMENTAL**

406-587-4531 • [simmental.org](http://simmental.org)

# Believing in the Breed

by Lilly Platts

**Lancaster Simmental** uses data collection and the strengths of the breed to produce cattle that excel for their commercial and seedstock customers. Located in Meningie East, South Australia, Simmental was a part of the commercial cow-calf operation, and later became the focus of the seedstock business.

A timely opportunity to purchase semen and embryos from Gateway Simmental catapulted them into the seedstock business, and they have since tweaked their genetics to fit the Australian beef industry. The Cartledge family became a part of the American Simmental Association in the early 2000s, after searching for a more robust data system. They have since leveraged this data to create a consistent, reliable cow herd that produces bulls their industry can rely on.

*Lancaster Simmental sells bulls to both commercial and seedstock operations.*



## Settling on Simmental

Tim Cartledge, his wife Lise, their son Henry, his wife Prue, and their kids, Harry, Elizabeth, and Duncan, make up the Lancaster Simmental crew. Tim studied agriculture at Roseworthy Agricultural College, and in 1976 travelled to Minnesota on an agricultural exchange, where he met Lise, who grew up on her family's rose growing business in Finland.

The station, named Menalbyn, is located around 20 miles from the Southern Ocean. The property was purchased by Herbert Henry Cartledge in 1946, and his son, Ralph and his wife, Julie, moved there in 1949 to start developing it for agricultural use. This required clearing much of the brush, burning the waste, pulling up stumps, and eventually planting forage.

Due to the vicinity to the ocean, the groundwater at Menalbyn is quite salty, which made it unsuitable for cattle when Cartledge's father first added livestock. The family was able to run sheep until a freshwater pipeline was run through the area, allowing cattle to be brought back. Maintaining the property today requires supplementing the sandy soil with trace elements like phosphorus, zinc, copper, molybdenum, and cobalt, which helps ensure the Lucerne and Veldt grasses are able to grow.



**Lancaster Black Simmental is a family-run operation in South Australia. The Cartledge family has been in the beef business for decades, and for the last 15 years, has been a trusted provider of data-backed Simmental seedstock.**





The operation evolved over time from running a commercial cow herd to fattening steers on grass. Eventually, Cartledge transitioned back to cows, and into a more precise breeding system, using a three-way cross of Simmental, Angus, and Shorthorn. Due to the landscape of the beef industry in Australia however, he was unsure if he would be able to continue this program. “My preferred breed was always Simmental, and we got to a stage where in Australia we were finding it hard to find Simmental with any data,” Cartledge explained.

In the mid-90’s, another path presented itself that would completely change the business at Menalbyn. Cartledge recalls, “I was really close to dropping Simmental out, and then a consultant we worked with at the time, Dick Whale, had been doing a number of trips to the US, mainly looking at Angus cattle, but he dropped in to see Jim Butcher at Gateway. He came back and we were talking about trying to buy another Simmental bull.”

Whale encouraged them to look at genetics in the US, which led to the purchase of several hundred straws of GW Lucky Dice 187H, which were used in the commercial cow herd. Cartledge continues, “Then Dick (Whale) was working with some other people who flushed heifers of Jim Butcher’s, and one of the people involved was in drought and couldn’t get any recipients, so they asked if we would be interested in buying the embryos. We bought them, and set up a Simmental stud (seedstock business) in 2004, and we’ve been breeding black Simmental and percentages ever since.”

## Backing up the Data

The US Simmental genetics quickly fit into the Australian operation, with Cartledge making small adjustments each year to fit the country’s beef system. One large challenge, and a major reason Angus is the prominent breed there, is the small window for fattening cattle. Leaving cattle on feed for 150 days is considered long in Australia, whereas in the US, that time on feed can be over 200 days and still be normal. Cartledge explains, “We actually select for fat in our Simmental cattle and for easier finishing cattle. If we try and use some of the high yielding cattle, they just don’t have enough fat to finish in the time they’re in the feedlot.”

With the use of EPDs, Cartledge has been able to make Simmental work in this system and excel for his commercial customers. “We have always believed that crossbreeding is the most efficient way of producing beef, and we’ve done that a fair bit and I thought that eventually the commercial industry in Australia would head back toward crossbreeding,” he said. “Having this great big Angus herd, I thought Simmental sounded like a pretty smart idea. Plus, I like Simmental. I like their muscle, and efficiency in growth. They just cross really well with a lot of different breeds, so the opportunity came up and we just decided to have a crack at it.”

As they settled into the seedstock business, Cartledge was still looking for more data, and a better way to utilize all the information they were collecting. In 2005, they travelled to the US, visiting the National Western Stock Show, and the ASA Headquarters. Dr. Jerry Lipsey set up a lunch with current EVP, Dr. Wade Shafer, and together they discussed how to make the data work better for Lancaster Simmental. Cartledge recalls, “Our problem in Australia was that the breed was small so there was very little data.”

(Continued on page 8)



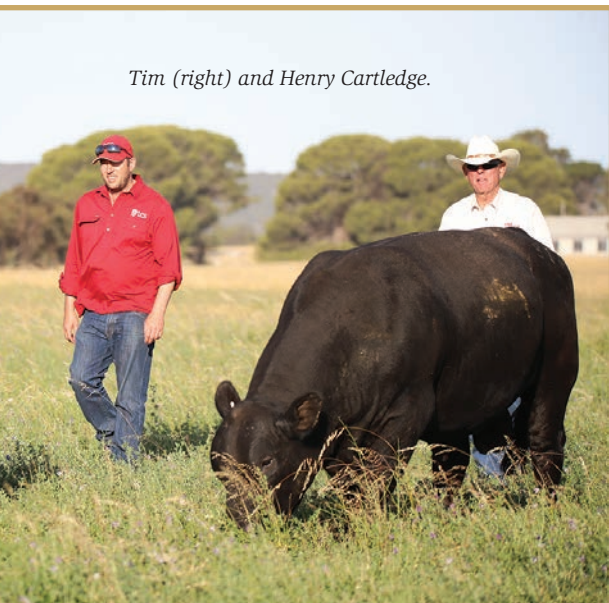
# Believing in the Breed

(Continued from page 7)



Lancaster Simmental is a family operation, with Henry and Prue raising their kids, Harry, Elizabeth, and Duncan, on the station.

**“We really had to educate our clients because it’s different from what everyone else is doing. We are trying to get them to use \$API, because we really live and die by \$API, and think it’s a fantastic index.”**



Tim (right) and Henry Cartledge.

The Cartledge family was submitting data to the Australian system but realized that this wasn’t returning the kind of data that their customers could rely on. At the time, their data submission was making up a large portion of the overall system, which meant that their cattle easily sorted to the top. While this looked good on paper, Cartledge knew that to really utilize their data, their cattle needed to be a part of a much larger system.

“We just made the decision then to put all of our cattle on the ASA database. It was fantastic, it had multi-breed data, it had a carcass program to back up the information, at that point it had 10 or 11 million cattle in it, and we only had a couple thousand back here, which was the difference. We decided to jump ship and go with the multi-breed database,” Cartledge recalls.

The development of International Genetics Solutions (IGS) was especially important for Lancaster Simmentals, in addition to genomic technology. Cartledge says, “Little did we know that they were going to set up IGS, or the way DNA would come in, and it’s just been fantastic for us because we have so much confidence in the figures. We know what they are backed by. We joined the CHR [Cow Herd Roundup] program so all our cows have been DNA tested, and we’re DNA testing our heifers. We DNA test all the bulls and parent-verify them back to dam and sire.”

Through the implementation of this change, their customers stayed with the business, but adopting a new system does require some time and education. “We really had to educate our clients because it’s different from what everyone else is doing. We are trying to get them to use \$API, because we really live and die by \$API, and think it’s a fantastic index. It’s one of the only indexes I know that really looks after the cow herd, feedlot, and processor, and we’ve seen examples in other

breeds where they focus too much on one area to the detriment of the others,” Cartledge explains. “We select for them ourselves, and really preach to our clients the economically-relevant traits, which would include calving ease, stayability, marbling, growth, and the kind of traits that you just have to be pushing all of the time, because that is where your real profit is.”





## A Balanced Approach

Data is the lifeblood of the Cartledge operation; however, their cattle are required to meet a number of other requirements. When selecting which bulls and females will move into production, the first step is to make sure they will hold up physically. Cartledge explains, “First, we work with a structural assessor. If we have 220 bull calves, we will select the best 120 of them, and that will be done entirely on structure. That is done around weaning.”

He continues, “We’ll go through them again four or five months later, and anything that has developed a problem or hasn’t grown like we would like is removed. Then they are DNA tested, and we will start looking at figures.”

In Australia, there is also a good market for true purebred Simmental cattle, so after the bulls and females are sorted for structure, Cartledge will ensure that a portion fits within this category. At their annual sale, held in February, around one-third of the bulls will be purebred, around a third will be three-quarter Simmental and one-quarter Angus, and the remaining third will be half-bloods.

This balance of phenotype and numbers has made Lancaster Simmental a trusted source for genetics for both seedstock and commercial producers in Australia. Dedicating their time and efforts to collecting this data simply makes sense to Cartledge. “It gives us confidence that when our bulls go to our clients, they are going to perform and are going to improve and give them a valuable calf crop. It’s knowing that our cattle are going to produce how we would like them to,” he says. (Continued on page 10)

*Australian Kelpie dogs are the Cartledge family's preferred way to move cattle.*



**The Australian rangeland is very productive, and the mild weather allows for year-round grazing.**





## Focused on the Future

“It’s a great industry to be in, and I think we’re very lucky at this stage with the new technologies that are available, and what science is allowing us to understand about the industry,” Cartledge says, “I think it’s pretty exciting.”

Embracing and implementing new technologies is at the core of the operation, and something that Cartledge looks forward to being a part of. “If you go back ten to fifteen years, there was nowhere near the amount of excitement about new technologies, new techniques, and understanding more about the genetics and things you can’t see. For many years people have been good at evaluating what is good about an animal from the outside, but now we have insight into what is good on the inside.”

He continues, “IGS is absolutely groundbreaking in their attitude of being all-inclusive, being open, and being focused on their own program, rather than the competition. They’re actually saying that if something is wrong we will fix it. I think that’s a magic attitude to have.”

Cartledge also sees a lot of promise and opportunity for young people in the industry. His son, Henry, is raising his family on the station, and his kids are starting to become involved with cattle. They are currently getting ready for some summer shows, and Cartledge is excited to see this interest fostered in his grandchildren. “For young people it’s a very interesting and exciting industry to get into.”

In addition to the family involvement, Cartledge also values the relationships he and his family have developed over the years. “It’s the people and clients we’ve met and worked with. That’s been a great motivation as well. The future in cattle breeding is wide open, with new technologies giving us more opportunities all the time. Creating a sustainable industry, breeding efficient cattle that make the most of their environment and give the customer a great eating experience, that’s our real goal.” ◆

Photos by Ben Simpson, OGA Creative Agency, Albury Australia.



# SAYING GOODBYE IS NEVER EASY.

After 60 years of service, we say goodbye to Stafix.

**Stafix has been a reliable brand in the electric fence industry for over 60 years, and your support has made this product line into the success it is today. After much deliberation, we have decided we can better serve our customers by consolidating our electric fence brands. At the conclusion of this spring fencing season, the Stafix brand will be retired in North America.**



**Our professional brand, Speedrite, will offer the same assortment of products found in the Stafix line. Speedrite may be a different color, but it boasts the same quality and features you love about Stafix. We also offer a full line of basic-featured, value-priced fencing products in our Patriot line.**

**Datamars values your business and will continue to provide the best animal management products for your livestock operation.**

Same high quality, different colors.

**Speedrite™**  
DATAMARS

Professional, full-featured fencing products



**Patriot™**  
DATAMARS

Value-priced, basic-featured fencing products

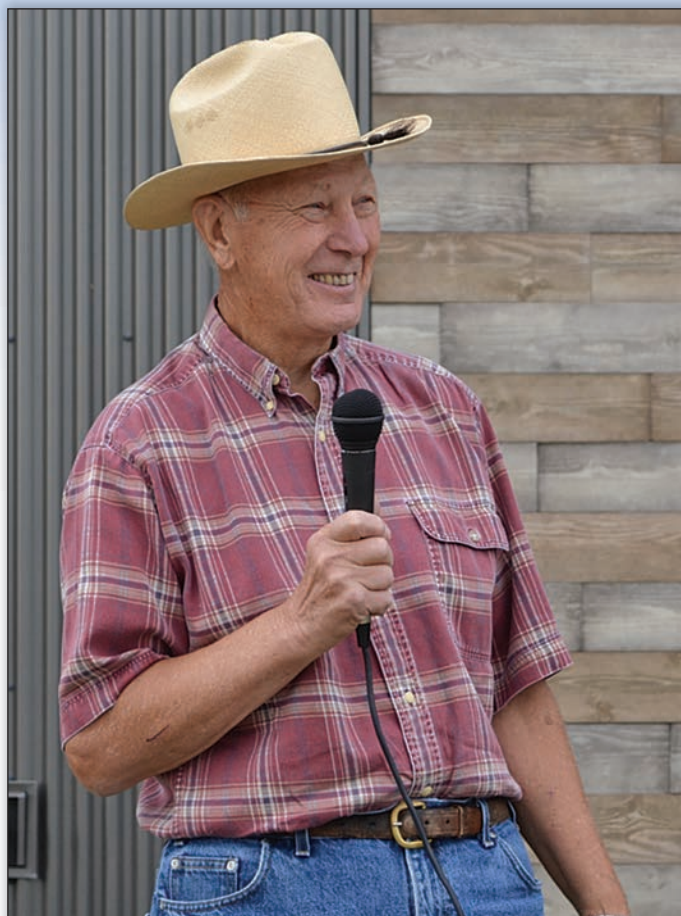


800.433.3112 | [customerservice@datamars.com](mailto:customerservice@datamars.com) | [datamarsna.com](http://datamarsna.com)

© 2020 Datamars, Stafix, Speedrite and Patriot are registered trademarks of Datamars. All rights reserved.

# Right Man at The Right Time

Earl B. Peterson, who served as ASA's CEO between 1978 and 1990, has passed away, leaving behind a legacy based on his skills as a money manager and practical administrator.



*Peterson, speaking at the dedication of ASA's new building in 2016.*

"I knew Earl casually before he joined the ASA staff, so I was unaware of his many talents. When he went to work for the Association, I realized that he was just what we needed to grow and mature into a full-fledged breeding registry," said Tom Risinger, the Crockett, Texas-based breeder who served two separate terms on the ASA Board. "He was definitely the right man at the right time!"

Risinger's astute observation was echoed by longtime staff member Steve McGuire. During Peterson's 15 years on the ASA staff, first as Executive Administrator and from his subsequent tenure as Executive Vice-President, McGuire grew to appreciate his work ethic. "I had been working part-time for Simmental and Earl put me on as a permanent employee. He gave me many opportunities and experiences — I learned a great deal during that time. He had a talented, smart, logical business mind, and as Bob Hough wrote in his 2017 book, 'Simmental has been very fortunate to have the right leaders come along at the right time.' Earl was one of those leaders," McGuire said.

Among many accomplishments, several groundbreaking programs were established on Peterson's watch, including:

- The entire data processing system was moved in-house. Previously, Boeing Computer Services had provided data processing services.
- Financial reserves were greatly increased, allowing the Association to survive internal problems that surfaced in the early 1990s.
- An industry-envied, education-based junior program was expanded and a scholarship program established.
- A 25-year relationship was developed with Cornell University for genetic evaluation.
- ASA's own magazine, *the Register*, was founded as a for-profit subsidiary.
- Professional staff was increased to include a geneticist, public relations director, youth director, and certified public accountant.

## A Rich Legacy

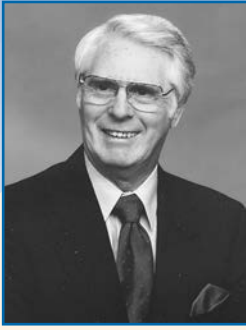
Peterson passed away May 4, at his retirement home in Chandler, Arizona, after a difficult battle with cancer. He was born May 18, 1934 in Albia, Iowa, the third child and first son of 13 children born to Joye Obert and Ruth Francis Peterson.

During World War II, the family migrated to Sandpoint, Idaho, where Earl began elementary school. Ultimately, he graduated from high school in Beach, North Dakota, and earned a B.S. degree in Agricultural Education from North Dakota State University. His M.S. and Ph.D. degrees in Ag Business were achieved at Montana State University. A portion of his college education was financed by the G.I. Bill — a direct result of a two-year hitch in the US Army in the 1950s.

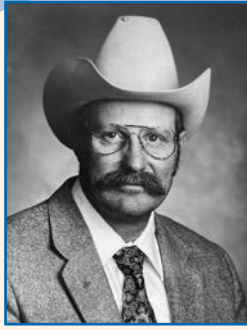
In addition to his decade-and-a-half at ASA, his multi-faceted career included stints as a teacher, country banker, and university finance and business officer. After concluding his work at ASA, he served several years on the headquarters staff of the National Cattlemen's Beef Association and concluded his working career as an industry consultant.

He married Jeannine Knotte in 1960 and became the father of two sons, Todd (Dana), Silverthorne, Colorado; and Tim (Sallee), Missoula, Montana. He was also the proud grandfather of Kyle, Grand Junction; and Jaimee, Denver. Sadly, Jeannine lost her own battle with breast cancer, passing away in 2005. Later, Peterson met and married his second wife, Rosella, of the family home in Chandler.

# ASA's Guiding Leadership



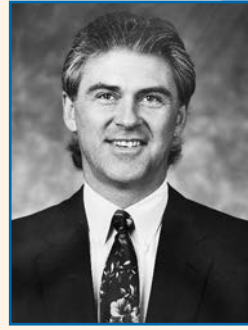
**Dale Lynch**



**Don Vaniman**



**Dr. Earl Peterson**



**Brian Kitchen**



**Dr. Jerry Lipsey**

ASA has enjoyed the leadership of six different men and each, in his own way brought a unique perspective and expertise to the job.

The first was **Dale Lynch (1968-69)**, who served for a brief time as the founding organization was created. Initially, the CEO carried the title of Executive Secretary, but the position title was changed in the late 1980s to Executive Vice President, while Peterson was CEO.

Lynch was followed by **Don Vaniman (1969-78)**, whose calling card was his devotion to and strong belief in performance principles assuring that the breed would be

forever based on sound science. Vaniman also possessed an innate sense for positive public relations.

As the organization moved forward, Peterson was hired in 1975 and spent his first three years installing a rigorous accounting and payroll system, plus an impressive employee benefit package. When Vaniman moved on to a career in real estate, Peterson took over as CEO.

EVP number four was Canadian **Brian Kitchen, hired in 1990**, who focused on international markets and insisted on bringing *the Register* in-house.

**Dr. Jerry Lipsey (1996-2013)**, who had been on the faculty at the

University of Missouri, was an animal scientist. He believed in hiring good people, allowing them to utilize their skills. His focus was on heterosis and ushered in the era of SimAngus™.

**Dr. Wade Shafer (2013 to present)**



had been on the staff as ASA's Director of Performance. Under his leadership, the Association created International Genetics Solutions (IGS), the world's

largest collection of cattle records, through a collaboration of 19 progressive beef organizations.

In addition to his wife, children, and grandchildren, Earl is survived by three brothers and four sisters, plus dozens of nephews, nieces, and cousins.

A memorial scholarship fund has been established in the name of "Earl and Jeannine Peterson" with the North Dakota State University Development Foundation to provide financial assistance to students from small North Dakota towns.

In addition to Risinger and McGuire, tributes also came in from Wade Shafer, ASA's current CEO, and two other former Trustees who had worked with Earl during his time at ASA.

"I wasn't around when Earl was our CEO, but before he retired to Arizona, he was a frequent visitor to the office, and I got to know him that way. You could tell that he cared deeply for our future and was very proud of our new headquarters building. Before Earl left Bozeman, he donated his treadmill to our office fitness room," Shafer said.

"I had a prior connection to him through his brother, Harvey, an animal scientist at the University of Minnesota-Crookston, who I knew growing up in Minnesota," Shafer added.

"I served as a Trustee in the late 1980s and early 90s, and he was CEO during a time when ASA was badly in need of strong financial leadership," said Willie Altenburg, Wellington, Colorado. "Earl put in long hours, traveled extensively, and provided strong leadership on behalf of the ASA and our cattle during very difficult times."

Jim Nickeson, Veblen, SD, who served six years as a Trustee including a term as Board Chairman, offered these reflections: "When I was elected treasurer, Earl came to me and told me that I had an opportunity that not many other treasurers would ever have. Because much of our investment principle had matured that year, he pointed out that we could lock up the principle at an interest rate of 15.5% for some years. That made me look good, but in reality, it was all Earl," he recalled.

"I often asked Earl's advice for years after I left the Board, and sometimes I can still feel him sitting next to me yet today," Nickeson concluded. "Rest in peace, old friend." ♦

# Livestock Services

## Auctioneers and Marketing



**Jon Leadbetter**  
Auctioneer


**JM**  
Leadbetter  
Auction Service  
Member of AMLAP

PO Box 184  
Wishek, ND 58495  
701-789-1738  
www.JMLAuctions.com  
jmlleadbetterauctions@gmail.com



**Tracy Harl**  
Auctioneer

402-469-3852  
505 E. CR 72 • Wellington, CO



**ROGER JACOBS**  
Auctioneer  
P.O. Box 270  
Shepherd, MT 59079  
406-373-6124 Home  
406-698-7686 Cell  
406-373-7387 Fax  
auctions@jacobslivestock.com



**AL CONOVER**  
Auctioneer & Sale Management  
Box 9 • Baxter, IA 50028  
(641) 227-3537 Office  
(515) 491-8078 Cell  
(641) 227-3686 Home  
conover@conoverauction.com



**Jered Shipman,**  
Auctioneer

806-983-7226  
6945 CR 206  
Grandview, TX 76050



**WILLIAMS**  
Land & Cattle Auction Co.

**MIKE WILLIAMS,** Auctioneer  
18130 Brush Creek Road  
Higginsville, MO 64037  
PH: 660-584-5210 • Cell: 816-797-5450  
Email: mwauctions@ctcis.net

**Accuracy Matters**



Carcass predictions take time and progeny, accelerate this process with the CMP.

carcdata@simmgene.com



**Ron Kreis**  
Auctioneer  
Commercial and  
Purebred Livestock  
740.683.3235  
rtkreis93@gmail.com



**Brian Bouchard**

**BOUCHARD LIVESTOCK INTERNATIONAL**  
Ph: 403-946-4999  
Cell: 403-813-7999 • Fax: 403-946-4919  
info@bouchardlivestock.com • www.bouchardlivestock.com  
#27 McCool Crescent — Bay 11  
Box 1409 • Crossfield, AB T0M 0S0

Export/Import Marketing & Consulting • Embryos • Live Cattle  
Semen • Domestic Sales Consulting/Management & Order Buying

## Genetics

**ORigen**  
Breeder to Breeder Genetic Services

10 West Arrow Creek Road  
Huntley, Montana 59037

1-866-867-4436  
www.ORigenbeef.org

AI Consulting & Sire Selection • AI & ET Equipment Sales • Professional Exporting  
Semen & Embryo Sales • Semen & Embryo Warehousing • AI/Palpation Clinics • TruTest Scales

**BOVINE ELITE, LLC**

WWW.BOVINE-ELITE.COM  
(979) 693-0388 • (800) 786-4066  
(979) 693-7994 (FAX)  
INFO@BOVINE-ELITE.COM  
3300 LONGMIRE DRIVE  
COLLEGE STATION, TX 77845



**CATTLE Visions**

**Semen Available on Today's Hottest AI Sires**

866-356-4565  
www.cattlevisions.com



**UltraInsights.**  
PROCESSING LAB INC.

Craig and Becky Hays  
42942 County Road 37  
Pierce, CO 80650  
660-562-2074  
www.ultrainsights.com

Data You Trust. Service You Deserve!

## Insurance



**Jame Secondino Krieger**  
812-208-0956  
www.livestockins.com  
Universal, Indiana

Livestock Mortality Insurance

Agent for...  
**AMERICAN LIVE STOCK**  
A Division of Market Service Incorporated



**James F Bessler Inc**  
LIVESTOCK MORTALITY INSURANCE

518 Brownstone Dr.  
St. Charles, IL 60174-2807  
630.945.3483 office • 815.762.2641 cell  
630.945.3584 fax  
jim@jamesfbessler.com  
www.jamesfbessler.com

## Internet/Communications

**Canadian SIMMENTAL Country**

**Randy Bollum**  
Simmental Country  
Sales Representative  
Tel: (403) 540-5949  
rbollum@simmental.com

#13, 4101 - 19th Street N.E., Calgary, Alberta T2E 7C4  
Tel: (403) 250-7979 • Fax: (403) 250-5121  
cansim@simmental.com

WWW.SIMMENTALCOUNTRY.COM





Canada

www.simmental.com

**BAR 5 Bar 5 Simmental Stock Farms Ltd.**



and



**Circle 3 Genetics**

Office: Linda Lupton  
#636077, Holland – Euphrasia Townline  
R.R. #3, Markdale, ON, Canada, N0G 1H0  
Phone: 519-986-1330 • Fax: 519-986-4736  
Email: bar5admin@explornet.com

Website: www.bar5.com

Ron Nolan  
905-330-5299

Andreas Buschbeck  
Cell: 519-270-3258

**Prove It.**

You know your calves are worth it.

Give buyers facts so they know it too.



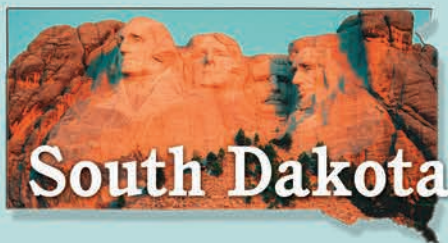
**Feeder Profit CALCULATOR™**

beef@internationalgeneticsolutions.com



**Sales Call**

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



**South Dakota**

www.southdakotasimmental.com



**Steve & Cathy Eichacker**

605-425-2391 or  
605-421-1152  
email: es@triotel.net  
25446 445th Ave  
Salem, SD 57058

Annual Bull Sale • March 5, 2021



**Dan Lehrman** 605-530-5903

605-523-2551 (Res) • lehrmanvd@triotel.net  
43058 245th Street • Spencer, SD 57374

**EKSTRUM**

Clay Ekstrum  
605-778-6185 (H)  
605-730-1511 (C)

John Ekstrum  
605-778-6414

36220 257th St., Kimball, SD 57355  
clayekstrum@midstatesd.net • ekstrumsimmentals.com



South Dakota's  
Source for Outcross  
Performance  
Simmentals!

& SimGenetics  
– Specializing in Hard to Find  
Red Breeding Stock –



**Thomas Ranch**

18441 Capri Place  
Harrold, SD 57536  
605-973-2448 (home) Harrold, SD 57536  
605-222-1258 (Troy cell) thomas@venturecomm.net  
605-222-1515 (Cally cell) www.thomasranchcattle.com

**R&R Cattle Company**

Steve & Elaine Reimer & Family

25657 345th Avenue  
Chamberlain, SD 57325  
Phone: 605-234-6111

Email: rrcattle@midstatesd.net



ANNUAL SALE  
FIRST THURSDAY  
IN FEBRUARY

STAVICK  
SIMMENTAL  
Veblen, SD  
605-237-4663 (Mike)  
605-551-9016 (Owen)  
www.stavicksimmental.com • stavick@tnics.com



**Bruce and Sandra Flittie**

11913 342nd Ave • Hosmer, SD 57448  
605-283-2662 • flittiesimm@valleytel.net



Harley – 605-680-0845  
Dawn – 605-680-4224  
Kari – 605-680-4386  
Home – 605-894-4464

**Simmental Cattle – Club Calves**

Harley, Dawn and Kari Cable  
2344 Rocky Road • Pukwana, SD  
hdcable@midstatesd.net

**TRAXINGER SIMMENTAL**



Reds, Blacks • Bulls and Females  
Private Treaty Sales

Mike and Terri Traxinger  
11176 – 406th Avenue  
Houghton, SD 57449  
Home: 605.885.6347  
Mike's cell: 605.294.7227  
mtrax@nvc.net  
www.traxinger.com



10904 387th Avenue  
Frederick, SD 57441

**Kerry, Justin,  
and Travis Hart**

605-252-2065 (Kerry)  
605-216-6469 (Justin)  
605-252-0894 (Travis)  
4hoooves@nvc.net  
www.hartsimmentals.com

**Christensen ★ Dunsmore**

**3C Christensen Ranch**

John Christensen, Cam & Tyler Fagerhaug  
37273 216th Street • Wessington, SD 57381  
605-458-2218 home • 605-458-2231 fax  
605-350-1278 cell  
458-350-2018 Cam

**Annual Production Sale**  
March 19, 2021 • Wessington, SD



**NLC Simmental Ranch**

Rick & Nalani L. Christensen  
Dunsmore & NaLea, Chase & Swayzee  
21830 372nd Ave • Wessington, SD 57381  
605-458-2425 • 605-354-7523 cell  
605-350-5216 cell

NLC

**WERNING CATTLE COMPANY**

Simmental – Angus – SimAngus™

27262 424th Ave. • Emery, SD 57332  
Dale: 605-825-4219  
Scott: 605-682-9610

www.werningcattle.com



Kipp Julson • 605-351-9088  
48672 252nd St  
Garretson, SD 57030  
doublejfarm@alliancecomm.net  
www.doublejsimmentals.com

Simmental Cattle  
est. 1974

Females by Private Treaty  
47th Annual Bull Sale – January 30, 2021

**Benda Simmentals**

Jim and Jay Benda

26106 366th Ave. Jim: 605-730-6703 (Cell)  
Kimball, SD 57355 Jay: 605-730-0215 (Cell)  
605-778-6703 bendaranch@midstatesd.net

Black and Red Breeding Stock



# 2020 Beef Improvement Federation Meeting

An unprecedented event, beef industry leaders and producers gathered virtually for the 52nd BIF meeting.

For the first time in Beef Improvement Federation (BIF) history, an engaged group of 1,200 attendees from all segments of the beef cattle industry gathered online for the 2020 BIF Annual Meeting and Research Symposium, June 8-12.

The conference was hosted on the Zoom webinar platform, and following the educational sessions, the presentations and PDF slides were archived on YouTube for later viewing.

Each day covered varying sessions such as applications of technology and utilization of big data. The depth and breadth of the industry was apparent throughout the meeting, as topics ranged from learning about low-pass sequence data in genetic evaluation to cow milk production compared to calf size.

On June 8, BIF announced new directors and officers. Joe Mushrush, Strong City, Kansas, was introduced as the 2020-2021 BIF president, and Matt Perrier, Eureka, Kansas, is the new vice president. New directors elected to serve on the BIF board were producers John Irvine, Manhattan, Kansas, former ASA Board of Trustees member; Troy Marshall, Burlington, Colorado; and Joy Reznicek, West Point, Mississippi. New association representatives elected were Shane Bedwell, American Hereford Association; Kelly Retallick, American Angus Association; and Matt Woolfolk, American Shorthorn Association.

Bob Weaber, Kansas State University professor and a former Director of Performance for the American Simmental Association, was announced as the new BIF Executive Director. Weaber will be taking the reins from Jane Parish, Mississippi State University, who served as executive director from 2015-2020.

Rounding out the group of Simmental representation on the BIF Board are Dr. Jackie Atkins, ASA Director of Science and Education; former ASA Board Chairman Gordon Hodges, Hamptonville, North Carolina; and Simmental breeder, Gordon Jones, Bowling Green, Kentucky.

## BIF Releases New Wiki-based Guidelines for Performance Evaluation

Since its establishment in 1968, the primary purpose of BIF has been to bring standardization to performance testing and evaluation. In keeping with this mission, BIF recently unveiled the latest version of its Guidelines for Uniform Beef Improvement Programs. After nine printed editions, the Guidelines have been reinvented in a web-based Wiki format, which can be found at <http://guidelines.beefimprovement.org>.

The new Wiki-based BIF Guidelines are divided into three principal sections: 1) Data Collection and Processing; 2) Genetic Evaluation; and 3) Selection and Marketing. In addition, there are sections about BIF and a "Useful Pages" section that contains an invaluable "Essential Reading" list for producers interested in delving deeper into all things related to the objective evaluation of beef cattle. There are also "hot links" in most sections of the Guidelines, which leads producers, industry personnel, and academics to explanations of related subjects.

The need for industry standardization is just as important as it was in 1968 when BIF was founded. The new online Wiki version of BIF Guidelines will allow for more rapid updates as the guidelines are improved.

BIF Guidelines are now available in an online format that allows for more rapid updates.

BIF GUIDELINES WIKI

Search BIF Guidelines Wiki

Anonymous

## Guidelines for Uniform Beef Improvement Programs

[Main page](#) [Discussion](#) [View](#) [View source](#) [History](#)

[About BIF](#) [Data Collection and Processing](#) [Genetic Evaluation](#) [Selection and Mating](#) [Useful Pages](#)

**Forward:**

Welcome to the Wiki version of the Beef Improvement Federation Guidelines for Uniform Beef Improvement Programs. The Guidelines is provided to aid producers in selecting and improving beef cattle. The Guidelines is divided into three principal sections: Data Collection and Processing, Genetic Evaluation, and Selection and Marketing. In addition, there are sections about the Beef Improvement Federation and a Useful Pages section that contains an invaluable Essential Reading list for those interested in delving deeper into all things related to beef cattle breeding.

As life-long breeders of beef seedstock, we find these guidelines to be critical to the success of our own operations, our breed associations, and our industry as a whole. Failure to accurately quantify and efficaciously improve our beef cattle will result in financial and well-being losses for ranching families and consumers across the globe.

As with all such efforts, the current contributors to this effort stand on the shoulders of industry greats who date back well over six decades. It would be impossible to thank all of those who have come before us, but to them we owe a debt of gratitude. On behalf of myself, the BIF Board of Directors, and the long line of contributors to these Guidelines, we hope that you find them useful, if not essential, to achieving your selection goals.

- Lee Leachman, BIF President 2018

## Donnell Brown Receives Continuing Service Award

The Beef Improvement Federation (BIF) presented Donnell Brown, Throckmorton, Texas, a BIF Continuing Service Award on June 10 during the group's annual meeting and symposium online. Continuing Service Award winners have made major contributions to the BIF organization. This includes serving on the board of directors, speaking at BIF conventions, working on BIF guidelines, and other behind-the-scenes activities. As BIF is a volunteer organization, it is this contribution of time and passion for the beef cattle industry that moves BIF forward.



Donnell Brown

Brown owns and manages the R.A. Brown Ranch seedstock division, along with Kelli, his wife. R.A. Brown Ranch consists of Angus, Red Angus, and SimAngus cattle and sells genetics across the country. Donnell and Kelli are fifth-generation ranchers, and work closely with their sons, Tucker and Lanham, to continue the tradition of raising and merchandising top quality seedstock.

### Save The Date for BIF 2021

The 53rd Annual Beef Improvement Federation Meeting and Research Symposium will be held June 22-25, 2021, in Des Moines, Iowa.

## Yon Family Farms named Seedstock Producer of the Year

The Beef Improvement Federation (BIF) recognized Yon Family Farms, Ridge Spring, South Carolina, as the BIF Seedstock Producer of the Year Award on June 10 during the group's annual meeting and symposium online. This national award is presented annually to a producer to recognize their dedication to improving the beef industry at the seedstock level.

Kevin and Lydia Yon are first-generation cattle producers who grew their business from 100-head operation to 1,500 cows and thousands of acres of crop, pasture, and timber land. They host two production sales a year, and each February, the family sells 200 registered bulls and 100 females, and market another 300 bulls and 100 females in an October sale. Listening to the needs of their customers, they have introduced Simmental and Brangus genetics to their Angus-based cow herd to provide a broader bull offering. ♦



The Yon Family

# RECORD KEEPING MADE EASY

## for Simmental Breeders

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



Instantly update your records from anywhere

**TRY IT FREE FOR 21 DAYS**

# M CattleMax



**NO NEED FOR DOUBLE ENTRIES**  
CattleMax works with your American  
Simmental Association data

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

Trusted by Simmental Breeders since 1999  
[www.CattleMax.com](http://www.CattleMax.com) 1-800-641-2343

# Simmental Provides Membership Relief in Uncertain Times

The American Simmental Association offers a support package for members in fiscal year 2021.

During this time of uncertainty and unprecedented challenge, the American Simmental Association (ASA) recognizes that members and their customers are working tirelessly to keep the cattle industry going strong despite broad-sweeping change. To give back, the ASA Board of Trustees recently passed a member support package for the fiscal year 2021 totaling over \$280,000.

“We all know the reality of current struggles,” says Tim Curran, Ione, CA, ASA Board of Trustees Chairman. “It is only appropriate that ASA does what it can to aid members and their families as they plow ahead with the task of building the best genetics they can for the beef business.”

Starting in July 2020, the ASA will offer 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). Members may view the dollar amount of their individual allotment through their Herdbook accounts beginning July 1. The allotment can be put toward the same services in fiscal year 2021. When members submit registrations, transfers, or THE transactions, from July 1, 2020, to June 30, 2021, the total fees will be reduced until the allotment has been depleted.

As members deal with the impacts of this pandemic, demand won't stop for raising quality genetics and providing better protein for consumers.

ASA's Executive Vice President Wade Shafer shares that now, more than ever, data and value-added programs provided by ASA make a difference for members and their customers.

“Due to the steadily increasing demand for our members' products, the American Simmental Association has experienced extraordinary financial success,” he says. “During this time of struggle in our world and our industry, our board and staff felt that extending a hand to those who created those products (our members) was simply the right thing to do.”

The COVID-19 pandemic has brought challenges to urban and rural settings across the entire globe.

“Remarkable demand for superior genetics and prudent fiscal management have uniquely positioned ASA. Our members' unyielding industry focus has brought this about. As such, it is better we leverage a portion of ASA's resources during this time than to ask our membership to exhaust theirs,” ASA Director of Commercial and Industry Operations Chip Kemp says. “We will get through this by coming together and helping each other out wherever we can.”



## Frequently Asked Questions:

### How does ASA calculate my allotment amount?

Based on fiscal year 2019 (transactions from July 1, 2018 through June 30, 2019), any billed transactions for registrations, transfers, and Total Herd Enrollments will be totaled for each member, and 10% of each member's total will be set up in an allotment for the member's use toward the same services in fiscal year 2021.

### My junior and I both have accounts, can we move their allotment to my account?

The allotment is not transferable to any other account, but you may use the allotment under the junior's account for registrations, transfers, and Total Herd Enrollments.

### How exactly will the allotment work?

When a member completes registrations, transfers, or enrollments, the total amount owed will be reduced by the monies allocated to that membership until their allotment is used up.

### I am a sales manager, and have paid for transfers and calf at side registrations in 2019, do I still get 10% back?

If a sales manager is an active member and has paid for registrations and transfers under their own member number, they will receive an allotment, but they cannot use another member's allotment.

### How long do I have to use the allotment?

The allotment must be used between July 1, 2020, and June 30, 2021.

### Can I get a credit back for this allotment?

No, the allotment is not a credit. It is a reduction in registration, transfer, and THE fees until the allotment is used up in fiscal year 2021.

### Where can I find my allotment?

Starting July 1, 2020, members' allotments will be viewable when they log into Herdbook Services. More details will be available in the July/August issue of *the Register*.

### Why is the allotment based off of fiscal year 2019 and not 2020?

The ASA Board of Trustees chose fiscal year 2019 to give members a larger dollar amount in their allotment because more registrations, transfers, and enrollments were completed in fiscal year 2019.

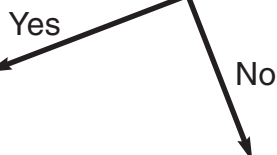
# Increase EPD Accuracy with Genomic Testing

Are you interested in knowing more about your young animals? Consider one of the three genomic panels we have available!



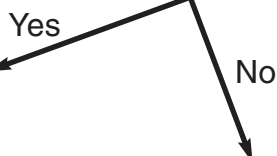
## Which genomic panel is the right choice?

Is the animal a current or potential AI Sire or Donor Dam?



**GGP-HD** \$90

Will the animal have a large impact in your herd?




**GGP-LD or higher**

Will additional trait or condition tests be ordered?



**GGP-LD** \$50

**GGP-uLD** \$33

Genotyping performed at Neogen® Genomics 

Adding a genomic test to your decision is like knowing:

- 25+ calving ease scores
- 25+ weaning weights
- 15 stayability records
- 8 marbling scores
- 6 ribeye area measurements

Call or email the American Simmental Association  
406-587-4531  
dna@simmgene.com

 **SimGenetics**  
PROFIT THROUGH SCIENCE  
American Simmental Association

# RECENT NEWS

## FROM THE ASA BOARD OF TRUSTEES

By *Tim Curran, ASA Board Chairman*



**Tim Curran**  
Chairman,  
ASA Board  
of Trustees

There have been an endless number of “firsts” in American life due to the COVID-19 outbreak earlier this spring and there have also been many changes at ASA. Unlike many other businesses, we have been extremely fortunate to keep all of our employees fully employed. Services have been provided at near-normal levels despite most employees working remotely most of the time. And because our Association has been so fortunate to keep our employees at

full time and the business running smoothly, the ASA Board made the decision to form a membership relief package to help lighten the load that many of our members are experiencing. The ASA Board of Trustees unanimously passed an aid package totaling over \$280,000 for fiscal year 2021. This package will offer a 10% allotment for active ASA members based on their 2019 fiscal year animal registrations, transfers, and Total Herd Enrollments.

Another “first” was the first remotely-held April Board meeting. Traditionally held in Bozeman, trustees and staff participated in all committee meetings and board meetings from their homes through the services of GoToWebinar. Well organized by staff, the first remote meetings were a huge success.

Unfortunately, Fall Focus which was to be held in Blacksburg Virginia had to be postponed because of COVID-19. At this time, plans are to hold 2021 Fall Focus in Virginia.

Our junior programs have also been hit hard with the cancellation of the Regional Classics along with most state shows and even county fairs. At the time of this writing, our National Classic has been rescheduled to Brookings, SD, and our Youth Activities Manager, Darla Aegerter, has been working to scale down the National Classic to still allow AJSA members to show their cattle this summer.

Good news from our April Board meetings included the extension of Executive Vice President Dr. Wade Shafer’s contract with ASA. The growth of SimGenetics during Shafer’s tenure with ASA is by far the best our association has experienced. Under Shafer’s leadership, the inception of International Genetic Solutions (IGS) has grown from our initial partner, Red Angus Association of America, to 19 partners including Neogen Genomics, and is the largest beef cattle genetic evaluation in the world.

On the science side, ASA continues to be the industry leader among all breed associations and the list of cutting-edge programs continues to grow. The most recent launch of a whole birth contemporary group genotyping project, dubbed Calf Crop Genomics, is again another DNA collection program like no other in the industry. Participating members will get a 50% reduction in a low density panel if DNA is submitted on the whole birth contemporary group. The ASA science team and the Breed Improvement Committee worked countless hours formulating the details of this program that was passed by the full board. Recent programs of note:

2017	Feeder Profit Calculator™ (FPC)
2017	Cow Herd DNA Roundup (CHR)
2018	IGS Multi-breed Genetic Evaluation powered by BOLT
2018	HOLSim, a partnership with the Holstein Association USA
2018	Carcass Expansion Project (CXP)
2020	Calf Crop Genomics

Thank you to the membership, staff, and fellow board members for your dedication, commitment, and hard work making the Simmental breed succeed during a difficult time in the beef industry.

### 2020-2021 ASA Board of Trustees



*Front row: Gary Updyke, JW Brune (Treasurer), Cliff Orley, Gordon Hodges, Tim Curran (Chairman), Randy Moody (Vice-Chair), Kent Brunner, and Tom Hook.*

*Back row: Wade Shafer (EVP), Mike Forman, Steve Eichacker, Barry Wesner, Greg Walthal, Tom Nelson, Fred Schuetze, John Griswold, Jim Ligon, and Clay Lassle.*

# INNOVATION



*Visual ID*



*Electronic ID*



*Tissue Sampling*



*Monitoring*



Livestock Intelligence<sup>®</sup>

# Bull Class of 2017 Results

Progeny on the young sires nominated in 2017 contribute over 3,000 animals and 500 carcass records to the genetic evaluation.

*By Lane Giess, Director of Commercial & Nontraditional Data Programs*

Of all the performance programs offered to the American Simmental Association (ASA) membership, the Carcass Merit Program (CMP) is the hallmark program for unbiased, commercial data collection. Certainly, its primary mission is to gather rare carcass data on the progeny of young bulls, but the CMP also brings in mature cow records and replacement female data as well as novel trait data such as feed intake. The test has seen notable improvements over the years such as new commercial herds signing on, partnering with feedlots to get feed intake data on some of the calves, and adding genotyping tests to all of the terminal progeny. These improvements provide enhanced value back to the owners of the CMP bulls and any breeder who uses those genetics in their breeding program.

At its core, the CMP is designed to work with and incentivize commercial herds to use Simmental genetics and provide a basis for data collection and research. Understandably, the cooperating herds direct their program and are given the driver's seat for breeding decisions. A list of nominated sires are compiled for each participant and they select the bulls they would like to use in their breeding program. Multiple bulls are placed to ensure proper statistical design.

The class of 2017 had 38 bulls sampled in 9 herds. A total of 3,342 calf records were reported and of those, 565 carcass records were reported.

This year, a couple of promising enhancements were made. All of the sires represented in this class of bulls will have a research Low-Pass Sequence panel performed. This test is the most robust research panel as it imputes to the full genome rather than relying on selected markers. Since the CMP bulls are high-use animals, this test is incredibly important for advancements in marker discovery.

The CMP continues to be a driving force for quality data collection and analysis of the industry's top young Simmental sires. Anyone interested in participating can learn more at [www.simmental.org](http://www.simmental.org) ♦



## 2017 CMP Bulls

Following is a list of 2017 Carcass Merit Program (CMP) bulls, with 2018 born calves.

ASA Number	Name	Breeds	# of Progeny	# of Carcass Records	CE	Stay	CW	YG	Mrb	BF	REA	\$API	\$TI
2914314	3C BEAU NS 4332B BZ	PB SM	30	7	15.3 0.69	20.3 0.35	38.7 0.63	-0.52 0.47	0.23 0.58	-0.112 0.49	1.12 0.57	151.8	74.6
3164799	ASR WESTERN JUSTICE D616	PB SM	31	14	14.5 0.56	19.1 0.26	24.1 0.61	-0.47 0.47	0.05 0.54	-0.109 0.51	0.8 0.56	138.7	73.1
2912227	BAR CK NO EQUAL 4118B	1/2 SM 1/2 AN	9	6	20.8 0.69	16.4 0.34	3.9 0.71	-0.07 0.54	0.97 0.67	-0.013 0.6	0.06 0.68	183.5	89.8
3043241	BAR CK/TBEF BALANCE 5186C	1/2 SM 1/2 AN	33	17	15.8 0.62	17 0.31	49.6 0.73	-0.08 0.56	0.61 0.72	0.038 0.66	1.08 0.71	154.8	79.4
3112013	CCR PAY DIRT 2340C	1/2 SM 1/2 AN	44	22	10.1 0.62	9.6 0.29	47.0 0.71	-0.03 0.54	0.67 0.67	-0.017 0.61	0.46 0.67	140.1	89.2
3111909	CCR PAYDAY 0320C	1/2 SM 1/2 AN	39	13	10.4 0.67	14.0 0.33	55.2 0.65	0.07 0.48	0.39 0.55	0.005 0.49	0.42 0.6	128.5	78.2
3111910	CCR PAYWEIGHT 0327C	1/2 SM 1/2 AN	46	14	10.9 0.69	10.6 0.33	56.4 0.68	0.03 0.5	0.38 0.61	-0.017 0.54	0.37 0.63	123.4	79.0
3152346	CDI MAINLINE 265D	3/4 SM 1/4 AN	16	12	8.3 0.63	23.7 0.28	39.7 0.65	-0.41 0.48	0.13 0.62	-0.095 0.47	0.95 0.62	136.2	76.8
3178338	CDI PRIME EXAMPLE 310D	3/4SM 1/8AN 1/8AR	25	6	12.1 0.59	19.4 0.31	34.8 0.61	-0.49 0.45	0.06 0.56	-0.103 0.48	1.05 0.56	140.6	75.4



ASA Number	Name	Breeds	# of Progeny	# of Carcass Records	CE	Stay	CW	YG	Mrb	BF	REA	\$API	\$TI
2735675	CLRS AUSTIN 878 A	3/4 SM 1/4 AN	32	10	15.4 0.56	26.7 0.36	19.4 0.59	-0.38 0.45	0.4 0.56	-0.076 0.47	0.73 0.55	163.8	76.1
3097854	CLRS DIVIDEND 405D	PB SM	46	25	10.9 0.72	18.5 0.32	36.9 0.69	-0.26 0.52	0.13 0.63	-0.066 0.56	0.66 0.66	140.0	78.6
3080731	EAGLE PASS CONVERSION	3/8 SM 5/8 AN	33	15	18.7 0.67	17.2 0.33	45.0 0.65	-0.05 0.5	0.75 0.62	0.003 0.56	0.64 0.62	167.8	90.9
3025430	ES LOADOUT CA11-2 **	PB SM	12	7	8.6 0.56	15.3 0.33	64.7 0.56	-0.67 0.44	-0.19 0.53	-0.144 0.45	1.67 0.55	110.5	68.0
2912279	GAMBLER 5-3	5/8 SM 3/8 AN	33	12	20.7 0.64	18 0.3	9.2 0.68	-0.11 0.52	1.1 0.66	0.003 0.59	0.38 0.64	193.7	91.6
2676362	GIBBS 1084Y TUX & TAILS **	PB SM	23	5	6.5 0.58	15.5 0.31	24.5 0.57	-0.47 0.43	-0.11 0.51	-0.078 0.44	1.06 0.54	107.3	62.4
2722999	GIBBS 2698Z BIG JOHN *	PB SM	9	8	8.2 0.57	16.9 0.35	46.7 0.62	-0.46 0.46	0.13 0.55	-0.101 0.45	1.11 0.59	128.9	74.3
2722668	GIBBS 2905Z MR CLEAN	1/2 SM 1/2 AN	38	17	10.0 0.57	18.8 0.26	28.0 0.65	-0.12 0.49	0.64 0.62	-0.003 0.54	0.59 0.59	150.9	80.1
2968336	GIBBS 4340B NIGHTHAWK	5/8 SM 3/8 AN	44	25	9.3 0.6	15 0.24	47.5 0.68	-0.08 0.52	0.67 0.64	0.005 0.56	0.79 0.64	145.4	84.5
2968383	GIBBS 4478B RELEVANT **	PB SM	27	7	11.3 0.56	18.7 0.29	31.5 0.58	-0.48 0.44	0.12 0.54	-0.109 0.46	0.93 0.55	135.1	71.1
3104722	GIBBS 5063C HOME RUN	5/8 SM 3/8 AN	40	27	18.4 0.62	17.8 0.33	40.2 0.66	-0.15 0.51	0.11 0.66	-0.03 0.57	0.64 0.62	136.4	69.8
3104991	GIBBS 5121C MOUNTAIN MAN	1/2 SM 1/2 AN	22	14	7.7 0.52	15.2 0.28	26.2 0.6	-0.29 0.47	0.24 0.6	-0.074 0.51	0.54 0.58	121.3	74.1
3104364	GIBBS 5381C AJAX	5/8 SM 3/8 AN	22	9	5.5 0.56	16.6 0.25	33.5 0.6	-0.25 0.46	0.72 0.54	-0.059 0.46	0.64 0.58	142.9	81.2
2854180	HOOK'S BEACON 56B	PB SM	41	18	17.2 0.86	20.3 0.55	38.7 0.77	-0.54 0.58	0.7 0.78	-0.047 0.68	1.7 0.74	188.9	97.6
3132748	HOOK'S DROVER 13D	1/2 SM 1/2 AN	31	17	16.1 0.54	12.8 0.32	51.9 0.66	0.05 0.51	0.18 0.62	0.023 0.58	0.58 0.62	128.4	76.4
2942929	IR FULLY LOADED B16	1/2 SM 1/2 AN	31	20	17.3 0.65	13.4 0.32	16.9 0.66	-0.05 0.5	0.54 0.62	0.024 0.54	0.44 0.63	145.6	73.6
3169708	KBHR/TBEF DELUXE D001	1/2 SM 1/2 AN	37	14	8.6 0.59	13.4 0.31	58.0 0.69	-0.06 0.53	0.94 0.65	-0.022 0.61	0.66 0.65	162.4	101.0
3133113	KOCH BIG TIMBER 685D	PB SM	27	12	16.9 0.8	17.7 0.36	34.7 0.69	-0.19 0.52	0.34 0.64	-0.042 0.57	0.6 0.66	158.8	83.8
3036869	MCDF DUAL PREMIUM 571C	1/2 SM 1/2 AN	27	17	7.0 0.56	17.9 0.29	38.3 0.6	-0.05 0.46	0.85 0.58	-0.008 0.5	0.47 0.56	151.6	79.2
3191784	NIGHTVISION ADV D4371	5/8 SM 3/8 AN	48	33	16.3 0.61	17.9 0.32	18.9 0.69	-0.36 0.52	0.75 0.63	-0.043 0.56	0.93 0.65	168.9	88.0
2749844	OVAL F ALL TIME A322	PB SM	29	13	11.0 0.66	17.2 0.36	43.9 0.67	-0.43 0.5	0.14 0.62	-0.113 0.55	0.92 0.62	135.7	79.0
3163401	RC XCEED 063D	1/2 SM 1/2 AN	49	25	12.8 0.65	15.8 0.32	47.3 0.68	0.1 0.51	1.33 0.63	0.004 0.55	0.2 0.63	194.1	104.6
3164369	SCHIEFELBEIN GRIZZLY 7596 **	1/2 SM 1/2 AN	5	2	11.4 0.48	16.1 0.32	37.2 0.53	-0.22 0.42	0.08 0.5	-0.026 0.44	0.85 0.52	123.0	73.2
3191680	SPECIAL EVENT ADV D3022	3/4 SM 1/4 AN	32	24	13.1 0.54	15.1 0.29	36.9 0.63	-0.41 0.49	-0.06 0.61	-0.111 0.55	0.78 0.6	115.8	72.5
3022434	TJ DARKHORSE 452C *	1/2 SM 1/2 AN	17	3	17.1 0.68	19.6 0.34	31.8 0.62	-0.03 0.46	0.41 0.6	0.022 0.44	0.55 0.59	153.8	75.2
3148116	TJ DIPLOMAT 294D	1/2 SM 1/2 AN	73	30	12.0 0.74	19.2 0.28	42.7 0.7	-0.1 0.53	0.6 0.68	-0.006 0.58	0.69 0.66	156.2	84.8
2891336	TJ MAIN EVENT 503B	1/2 SM 1/2 AN	40	14	12.8 0.76	16.9 0.46	43.1 0.76	-0.38 0.56	0.18 0.7	-0.087 0.63	0.95 0.72	134.8	82.3
3041151	W/C RAPID FIRE 2101C	1/2 SM 1/2 AN	46	18	9.4 0.65	15.0 0.28	56.7 0.66	-0.08 0.48	0.66 0.6	0.001 0.52	0.86 0.59	143.6	77.5
3115609	WS RED MOON D76	PB SM	33	13	17.2 0.67	10.6 0.14	29.5 0.63	-0.45 0.47	0.21 0.52	-0.106 0.48	0.85 0.6	136.8	78.7

\* Used in previous CMP year

\*\* Used in following CMP year

# The School of Hard Knocks



*By Luke Bowman Director of Member Events and International Operations*

I want to share an important lesson I learned this past year — a lesson I learned the hard way.

It was grass time around the farm back in Indiana. The calves were a couple months old, the cows had one round of AI and the lush green growth was calling the herd.

My father wanted to cut back on cows before they went to pasture. Since I live so far away and can't help out too much on the farm, I volunteered to sell a small portion of the cows that I own.

The pairs were sold over the phone at an agreeable price. I didn't get rich by any stretch of the imagination; I priced each pair the same and I think I even gave a discount if he would take all five pairs I had sorted off. My friend had the cattle picked up and living in cow country in the central part of the US in a matter of days.

Around weaning time, I called to check in with my buddy on how the calves shaped up at the end of the season. Did they wean off heavy? Which one was his favorite? Did he think they would all make the bull sale in the spring?

My friend's reply brought all good news: the calves did awesome, no one got sick, they should all make the sale, and one of them was a "genetic freak," as he put it.

We'll refer to this calf as "Tag 5." I was glad things went well and before I got off the phone, I asked him what he meant by a genetic freak? He genomically tested the calves, and Tag 5's EPDs improved with his genomics; however, I was nowhere near prepared for

what my friend had to share. He further explained that Tag 5 kept his great calving ease figures (an extremely important trait; I ALWAYS consider CED and CEM when making mating decisions), shot up on growth into the Top 1% of the breed, and also ranked amongst the very best (lowest) in the breed for Mature Cow Weight (*editor's note: based on American Angus Association EPDs*).

Now this was ideal. Calving ease was in check, all the growth we can get in a moderate, not over-sized package. His carcass traits all landed above average too. But I didn't really put together how good this calf was until I did an EPD search myself.

If you sorted the breeds database for YW to MW there was no other animal in the entire population even close to him. GULP. I started to sweat.

I continued to stay in touch with my friend throughout the year and the set of bulls developed nicely. I heard there were ramblings about folks finding him on the EPD search tool with typing in parameters to get max growth with under-control size, quality carcass, etc.

Then came sale day in early March. The bull sold. He sold well. He brought more than \$50,000 and was sold to a major bull stud. Lots of money made, but none of it for me! This is what I get for cutting corners and trying to stay cheap, I guess. Had I genomically tested the bull, I would have retained an interest and reaped some of the dollars made not only for his purchase, but also semen sales in the future.

The school of hard knocks taught me that bottom line — TEST YOUR CATTLE. Know as much as you can before breeding or marketing them to someone else! ♦

**Know as much as you can before breeding or marketing your cattle.**





**RHF-SFORK**  
**672X 227 C33**  
**ASA# 3030090**  
**CMP Class of 2020**

# If Beef is Your Business

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

**CMP**  
**ASA**  
**CARCASS MERIT PROGRAM**

**SimGenetics**  
PROFIT THROUGH SCIENCE

**American Simmental Association**

To learn more about the CMP visit [www.simmental.org](http://www.simmental.org), then click Carcass Merit Program under the Commercial tab.

Questions, contact [lgiess@simmgene.com](mailto:lgiess@simmgene.com) for more information regarding this program.

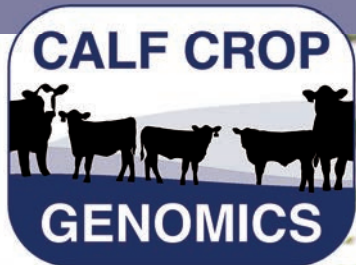
## Participants receive:

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

## Become a Carcass Merit Program test herd today

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

# New Research Program Offers Members Half-off Genomic Tests for Their Calf Crop



*By Drs. Jackie Atkins and Rachel Endecott*

## Background

Calf Crop Genomics, a recent program launched by the American Simmental Association in collaboration with Neogen®, 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. Genotyping entire birth 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.

### How can members benefit from participating in the Calf Crop Genomics?

**1.) Half-off testing and much more complete information to make selection decisions.** Genomic testing is most valuable in cattle with low-accuracy EPDs and

when used to make selection decisions. By testing the entire candidate pool of males, females, or both, breeders can make more informed selection decisions earlier in an animal's life, saving valuable resources spent developing bulls and heifers.

**2.) Additional money back with complete weight trait and carcass records.** Complete calf-crop phenotypic records also improve EPD predictions. The Calf Crop Genomics project offers a \$5 rebate if 90% of the birth group in a breeder's possession have birth, weaning, and yearling weights. Furthermore, if carcass records are submitted on the terminal calves, breeders can qualify for a \$15 rebate.

**3.) Parentage included.** The current error in parentage is estimated at 7%. Large scale testing will reveal and help correct pedigree errors, resulting in more accurate EPD predictions.

# Empowering members with better selection tools.

**4.) Easier future parentage testing.** For calves that are developed into seedstock, their parentage markers will already be on file making future parentage calls on their calves easier.

**5.) Additional trait testing optional.** Trait testing is considerably less expensive when coupled with genomic tests. These add-ons are available at the current GGP-LD prices.

## What are the results of the Calf Crop Genomics test?

Members will receive GE-EPDs and parentage on each calf they test plus any add-on tests they requested. The Beef Improvement Federation states that genomic testing is best used in conjunction with other predictors of genetic merit (phenotypic records, pedigree, etc.). The ASA does not return molecular breeding values alone (not incorporated into EPDs). In order to receive a GE-EPD, animals must first have an EPD. Total Herd Enrollment (THE) offers options that provide EPDs on the entire calf crop (Options A, C, and D [females only]). Members who are not in THE can receive EPDs by registering the calves.

## Do members have to genotype all their calves to qualify for the reduced rate?

In order to qualify for Calf Crop Genomics pricing, members must submit DNA on a complete birth group. Since heifer and bull calves are evaluated separately, you can submit all your heifers OR all your males OR both, born in the same season. There is a 10% cushion to give a little room for deceased animals, but the goal is to capture genomic information on the entire calf crop before selection decisions are made. For example: if you have 20 male calves born in the spring, then you will need to submit at least 18 male DNA samples to qualify.

## Can members order other tests (like coat color and horned/polled) in addition to the genomic and parentage tests?

Yes, the same add-on DNA test options available with GGP-LD will be available with the Calf Crop Genomics project. Members need to indicate additional traits to test on the order form submitted to the ASA.

## What do members need to participate in Calf Crop Genomics?

- Tissue Sampling Units (TSUs) collected for all calves
- An ASA number for each calf
- An electronically-submitted DNA order form
- A signed project agreement form

- Since the results of the test are genomically enhanced EPDs, calves will need to have EPDs in order to receive a GE-EPD. See page XX to see if EPDs are available on your calf crop.

## When will I have results for my herd?

If all goes smoothly, there will be a 6 to 8 week turnaround time from the time the samples are sent to receiving GE-EPDs. If samples are mislabelled or incomplete information is sent, this will increase the turnaround time.

## What types of DNA samples are accepted by the lab?

The only type of sample accepted for this research project is Tissue Sampling Units (TSUs). The TSUs are \$2 each for the sampling units and an applicator is \$40.00. The member is responsible for all shipping costs associated with sending kits.

## Is parentage included?

Yes, this test includes parentage markers. As long as the parents have SNP parentage markers on file with the ASA and the progeny has parents listed on their pedigree in Herdbook, the parents can be verified.

## How does the rebate work?

### \$5 Weight Trait Rebate

There is a weight trait rebate where members receive a \$5 rebate after they submit 90% of the birth group weights at birth, weaning, and yearling age on animals **in their possession** at those times. This will require a current inventory is maintained with the ASA (either updating disposal codes if members are in THE or sending a list of culled cattle to the ASA if members are not in THE)

\*If terminal calves are later harvested and carcass records are in Herdbook, they will count towards the 90% threshold for yearling phenotypes.

### \$15 Carcass Rebate

Calves that are later harvested can qualify for a \$15 rebate once the carcass record is entered into Herdbook. The potential number of terminal calves within the birth group must be pre-approved prior to testing or the member may not be guaranteed the \$15 rebate.

*\*Animals will only qualify for one phenotypic rebate.*

## Where can I find out more information?

[www.simmental.org/ccg](http://www.simmental.org/ccg)

## Who should I contact with more questions?

Email [researchdna@simmgene.com](mailto:researchdna@simmgene.com) or call 406-587-4531.



# Down to the Genes

## Focus on ASA Research Projects

By Jackie Atkins Ph.D., Rachel Endecott Ph.D., and Lilly Platts

With the recent launch of the Calf Crop Genomics project, the ASA has three research genotyping programs available to members. This month's Down to the Genes article highlights unique tips for DNA testing through Cow Herd DNA Roundup, Carcass Expansion Project, and Calf Crop Genomics.

Thanks to the partnership between IGS and Neogen Genomics, the ASA has access to research priced GGP-LD panel (recently increased to 100,000 DNA markers including parentage and several simple trait tests). These reduced-price genomic tests are tied to collecting genomics on sought-after animals with rare phenotypes or complete contemporary groups in order to continue to improve future genomic predictions.

### Tips to facilitate timely DNA test results

**Ensure proper sample collection and handling.** Follow the directions for TSUs in order to reduce sample fail rates or samples that don't even make it into testing due to rejection at the lab. If samples fail or are rejected, this adds several weeks to months to the testing timeline as a new sample is required for re-testing.

**Double-check your electronic order form is complete and correct.** If anything is questionable on the order form, the samples will be held aside until the ASA knows exactly what to test. Double-check that the ASA numbers match the barcodes and that the samples listed on the form match the physical samples being sent to the ASA.

**Consider priority handling or priority shipping.** Faster shipment of kits either from ASA to the member or from the member back to ASA can reduce the time it takes to get results. Both of these options come at a cost.

**There is no way to expedite the actual testing procedure at the lab.** The only way to speed up the DNA process is to reduce the time spent on kits or paperwork, ensure quick and appropriate sample collection, and reduce shipping transit times.

### Common Reasons Why Samples Fail DNA Testing

#### General Issues

#### Biological Contamination

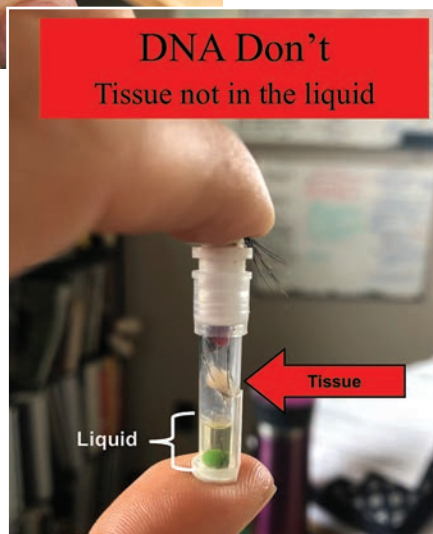
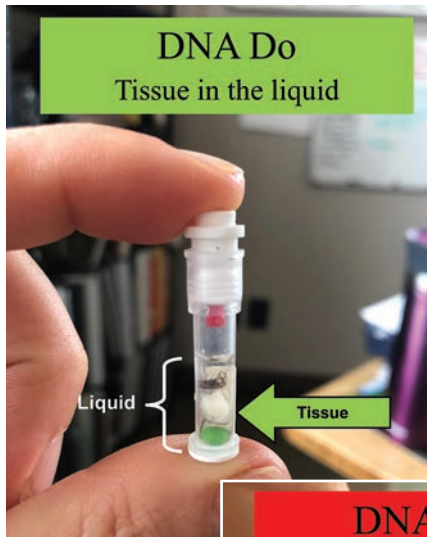
- Cross-contamination between samples/animals.
- Fecal matter and dirt in sample — any foreign material in the sample may interfere with genotyping.

#### Chemical Contamination

- Dye/pigment from animal markers.
- Insect repellent.
- Cleaning agents.



*A common example of when dye or pigment from animal tattoos are in the contaminated sample.*



#### Improper Storage

- Heat exposure including leaving samples in a vehicle or in the hot sun.
- Exposure to foreign material including mold.
- Improper frozen storage — the freeze/thaw cycle of a self-defrosting unit can degrade DNA.
- Extended sample storage — DNA degrades over time.

#### Insufficient sample

#### Improper shipping

#### Specific tips for TSUs

- Make sure there is a sample in the TSU.
- Seal the cap securely so no fluid leaks out.
- Make sure the sample is floating in the fluid (not trapped above the fluid).
- Short-term storage - keep at room temperature and out of direct sunlight to prevent DNA degradation.
- Long-term storage (longer than one year) — store in a freezer (-20° F) that does not get used often and does not automatically defrost.

## ASA Programs

### Cow Herd DNA Roundup (CHR)

Female genotypes are important to improve genomic predictions of maternal traits. The CHR provides a \$25 test to members who send in DNA samples on 90% of the cow herd. Members receive a \$5 rebate if they submit mature weight and body condition scores or hip heights on 90% of their calving age females. As of Jan 1, 2021, replacement heifers and heifer calves will no longer be accepted in the CHR program.



### Carcass Expansion Project (CXP)

The goal of the CXP is to genotype terminal calves. It is rare to collect carcass records and even more rare to have genotypes on calves with carcass records. Yet, having this valuable information is critical to genetic prediction of carcass traits. In the CXP, the ASA pays for the genomic test. Animals must be pre-approved by the ASA as there is a finite annual expenditure and the ASA tries to obtain these records on bloodlines with limited carcass information in the database.



### Calf Crop Genomics (CCG)

ASA's most recent research project was developed to capture genomics on the entire birth group. This can be either all of the females, all of the males, or both born in the same season and year. Members pay \$25 for each genomic test if they submit DNA on 90% of the birth group (by gender). Members receive a \$5 rebate for complete weight trait records (birth, weaning, and yearling) on 90% of the calves still owned at the time weights are collected. Members can receive a \$15 rebate on animals with carcass records. For more information about the Calf Crop Genomics see page 26.



Because these research projects are offered at a greatly reduced price, there are certain requirements to meet for the reduced cost:

- Samples must be collected using Tissue Sampling Units (TSUs).
- Samples are sent to the ASA after collection (please Do Not Send to Neogen directly).
- An electronic order form must be sent to ASA to identify what animal (ASA number) goes with what barcode

Contact the ASA today at 406-587-4531 or [DNA@simmgene.com](mailto:DNA@simmgene.com) for help with DNA testing.



## Start today with cow status in the palm of your hand.



- Detect estrus to improve conception rates in A.I. cows and heifers
- Monitor health and eating to catch early onset of sickness or stress
- Free up more time in your day

SenseHub™ Beef from Allflex is a new remote monitoring system that tracks and reports cow status to your operation's network of smart phones and office computers. See how it works at [SenseHubBeef.com](http://SenseHubBeef.com)

(608) 237-3170 • [www.allflex.global/us/](http://www.allflex.global/us/)

# Women of ASA

By Emme Troendle

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

*Sarah Thorson, GENEX™ Beef Marketing Manager, lifelong Simmental breeder and mother, exemplifies modern leadership in the beef industry.*

## Sarah Thorson

Born and raised on Lassle Ranch Simmentals in Glendive, Montana, Sarah (Lassle) Thorson grew up like many ranch kids, with plans to go to college and either become a vet or go back to the family operation. It wasn't until she was attending Montana



*The Thorson family left to right: Grace, Sarah, Harper, and Ryan.*

State University (MSU) for a degree in Animal Science that she discovered how many other beef industry opportunities are available.

**"I was working part time for the ASA, and I had a requirement to have an internship to fulfill my degree. I was hoping to get my internship credits while at ASA, but Jerry Lipsey, CEO at the time, refused to sign my paperwork. He told me that he wouldn't be doing me any favors allowing me to keep doing what I already knew. But he would help me find**

**something a little different. I was crushed at first, but he really pushed me. That's when I got my internship with GENEX and later met my husband. It was a true blessing."**

Thorson took a semester off from school to complete the internship with GENEX in Shawano, Wisconsin, working in the Multiple Ovulation Embryo Transfer (MOET) program. After graduation from MSU, she accepted a full-time position with GENEX in Shawano, receiving a promotion to training manager within six months.

**"It was also really challenging and exciting to be in this new leadership position. I was young and didn't know my own voice — it took a lot of growing. I was blessed that I had a lot of great mentors along the way who have supported me. I learned the hard way that you have to be you, embrace your strengths, and let your skills shine through."**

While in Wisconsin, she met her husband, Ryan, who also worked for GENEX. When the couple got the opportunity to



*Thorson and her two children observing a cow-calf pair.*

move back to Montana to be closer to her family's cattle operation, they jumped at the chance. From 2011 to 2017, Sarah, Ryan and their two children, Grace and Harper, lived in Billings commuting 400-miles round trip each weekend to help with the cattle operation.

**"It has always been our dream to be able to take over the ranch when my parents are ready to retire. Three years ago, my position with GENEX was able to give us the opportunity to move back to Glendive, and the ranch was at the place where it could support one more person full time."**

Today, Ryan works on the ranch with Sarah's father, Clay Lassle, while Sarah works remotely for GENEX. As Beef Marketing Manager, Thorson handles all things related to beef marketing from managing social media accounts, advertising campaigns, and industry relation partnerships. In addition to her work responsibilities, she helps as much as she can on the ranch, especially weekends and evenings.

There was no question, all along Thorson knew she would work in the cattle industry in one avenue or another. From leaving home for college, to working for ASA, GENEX, and now raising her children on the family operation, working in the cattle industry will always be the right spot for her.

Reflecting on the experiences leading up to her current situation, Thorson recalls a story her grandfather loves to share from when she was three years old, **"This was in the days before you were strapped into a car seat in the back-seat. My dad, grandpa, and I were out checking cows and I had fallen asleep in the pickup. My dad and grandpa got out to go do something and left me napping. When they came back, I wasn't there. They started looking around, worried what my mother would have to say about losing me, and spotted all the cows in a circle over in the corner of the pasture. They snuck up, and there I was, just sitting on the ground, playing in the dirt, surrounded by our cows. Every time I hear that story, I think that I am where I should be. I'm in the right spot."**

In the last few years since they moved back to Glendive, Thorson has watched her daughters become more comfortable with ranch life, **"Grace, our oldest, was always interested in the cows, but a little intimidated by them. In the last few years, it's been amazing seeing how much she has grown. She is dang-good at helping work cows. Even last summer, I would offer to take the day off of work and come out and help work cows, and I would get told 'Nope, Grace is here, she can handle it.'"**

**"It is our dream to give our children the same opportunities my parents gave us, and if neither Grace or Harper want to take over the ranch, then hopefully one of my nieces or nephews will want to come back. It's always been a family operation, and it's just what we do."**

**"Surround yourself with good people,"** shares Thorson while thinking about her own path to finding her place in the cattle industry. **"Having people to guide you and lift you up along the way and people who aren't afraid to tell you that you made a mistake, but don't let it keep you down — redirect — get back on your path. I've been really fortunate that I've had people, like Jerry Lipsey and many others at GENEX, who believed in me more than I believed in myself. Finding good people is important."** ♦



# Have You Checked Out Active Herd?

Digitally manage your herd records and import them directly into Herdbook when you're ready.

## Easy access:

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

## Stay current:

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

## Save time:

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

## Save money:

Active Herd is free with ASA membership.

## Track your management data:

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

## To access:

Log into [herdbook.org](http://herdbook.org), go to "Herd Mgmt", and select "Active Herd".

# Most Prolific Donor Cows

Cows listed must have had at least one calf born (ET or natural) since 6/30/2018. This list is sorted by total numbers of calves reported.

\$API = All Purpose Index    \$TI = Terminal Index

Animal #	Name	Birth Date	Breed	# of Progeny	\$API	\$TI	Owner Name
2106820	SOSF Ebony's Joy L-123	2/3/01	PB SM	283	126.6	60.9	Walsh - Groves - Double S - Janssen
2446017	Miss Werning KP 8543U	2/17/08	PB SM	199	125.9	69.4	Dale Werning
2317687	LRS Ms Dakota 559R	3/21/05	PB SM	198	110.7	63.8	Taylor Farms
2184078	3C Melody M668 BZ	5/20/02	PB SM	187	113.6	65.8	Wager Cattle Co
2289443	Lazy H Burn Baby Burnr34	5/11/05	PB SM	187	97.5	57.5	Rocky Hill Farms
2527626	CCR Ms Apple 9332W	9/21/09	PB SM	185	114.7	69.4	Tom Brothers
2385520	Miss Knockout 74T	3/15/07	PB SM	183	92.8	55.2	Scott Hobbs - Jones Cattle - 102 Cattle Co
1862336	NJC Ebony Antoinette	8/9/95	PB SM	182	119.9	63.9	Joe Chowning
2154953	SVF NJC Magnetic Ldy M25	2/16/02	PB SM	180	110.5	59.2	Sloup Simmental
2584182	HF Serena	2/8/11	PB SM	179	115.6	73.2	Hicks Cattle Co - Trennepohl Family Farm
2291327	GCF Miss Caliente	1/1/05	PB SM	170	90.9	44	Dr. Josh Ervin
2304803	Miss Werning 534R	3/26/05	PB SM	169	83.6	53.7	Dale Werning
2387869	SS Magnificent Dreams	1/8/07	PB SM	169	126	65.3	Kasl Simmentals
2334127	Hooks Sarita 4S	2/12/06	3/4 SM 1/4 AN	166	139	74.7	Clear Springs Cattle Co
2235201	SS Babys Breath P035	2/12/04	PB SM	165	114.1	61.4	Hilbrands Cattle Co
2437282	HS Stop And Stare U118L	2/13/08	PB SM	165	120	65.7	Richard Jenkins
2711735	Hara's Hairietta Clone H4W	1/23/09	3/4 AN 1/4 MA	161	118.8	66.8	Hara Farms
2334099	Hooks Sonya 20S	2/21/06	3/4 SM 1/4 AN	158	178.2	84.1	Sonya Profit Partnership
2434417	RP/MP Right To Love 015U	3/8/08	3/4 SM 1/4 AN	150	109.8	67.3	Chad S. Ruda
2410956	EKHCC Red Jewel 760	4/25/07	PB SM	145	118.2	69.3	Hill Top Simmentals
2435038	LLSF Cayenne Up 401	4/1/08	PB SM	134	106.7	62.8	Jerry or Barb Lee
2481646	STF Onyx 451W	1/2/09	PB SM	134	92.5	46.1	Fenton Farms - Sloup Simmental
2409588	JF Ebony's Joy 709T	2/19/07	PB SM	133	122.6	59.6	Hoffman Ranch
2226478	JM Miss Dana N31	10/11/03	PB SM	129	96.8	54.6	Windy Ridge Simmentals
2247919	HSF Victoria P30	3/9/04	PB SM	127	121.1	58	Hecksel's Simmental Farm
2227847	HTP SVF Dew The Stroke	12/4/03	PB SM	124	115.4	62.9	S Cooper - Forest Brook - See Farms
2288113	HPF Ms Honey R007	1/18/05	PB SM	123	95.2	53.4	S&S Simmentals
2287240	SVF/HS Expecting A Dream	3/3/05	PB SM	122	111.2	62.3	PZC - TR - E&B - SF - DF
2435596	JS Flatout Flirty 46T	9/15/07	PB SM	119	110.6	60.5	Loschen Farms
2529932	TJ Ms 38W	1/26/09	PB SM	117	169.9	84.3	Bichler Simmentals - Lazy C Diamond Ranch
2341061	JF Ebony's Joy 612S	3/13/06	PB SM	116	140.7	67	Janssen - Silverstone - Hodgen - Carpenter
2374428	Kenco Miley Cottontail	10/13/06	PB SM	115	109.6	69.4	Fenton Farms - Sloup Simmental
2357410	KA TCF Independence S30L	7/4/06	PB SM	114	94.3	54.6	Windy Ridge - Gonsior Simmental
2281576	AJE Gabby R7	2/18/05	PB SM	113	126.4	70.4	Hilbrands Cattle Co
2427972	Miss CCF Sheza Babe U2	1/3/08	PB SM	112	101.9	56.5	Double J Ranch
2295057	Dmn Daisy Mae	3/3/05	5/8 SM 3/8 AN	109	79.9	56.2	HTP Simmentals
2385142	Double R Miss 29G T18	2/2/07	PB SM	109	112	70.7	Hailey Eads
2198685	SVF Sheza Fantasy N906	3/9/03	PB SM	101	86.8	53.5	C&C Farms
2623258	Miss Star Above	3/9/11	3/4 SM 1/4 AN	100	96.7	57.2	Kori McLaughlin - Tree Lane Farms
2387878	SVF NJC Jewel S306	9/17/06	PB SM	98	130.5	65.7	New Beginnings Cattle Co
2429851	MSR 7828 Of 2094 Matrix	9/15/07	1/2 SM 1/2 AN	98	134.8	62.6	J-Six Farms LLC
2584931	HPF/BORNE Knockout Y030	1/17/11	PB SM	97	106.2	65.9	Shoal Creek Simmental
2005039	LHT Ms Blackfoot 177G	10/15/97	PB SM	96	88	43	Trauernicht Simmentals
2427330	Miss CCF Sheza Looker	9/7/07	PB SM	96	104.7	56	Steven Cooper - Buddy Ogles
2482168	Hook'S Upper Limit 117U	3/18/08	1/2 SM 1/2 AN	96	118.7	69.2	Hook Farms
2301365	JBS Rockin Robin R194	5/5/05	1/2 SM 1/2 AN	94	110.3	65.3	Zach Lee
2478423	J&J Queen 414	1/29/04	PB AN	94	133.4	70.7	Fred Shultz
2384721	IR Ms Retail Prod S933	9/29/06	1/2 SM 1/2 AN	93	111.8	67.6	Irvine Ranch
2318873	Triple C Queens Supreme	11/6/05	PB SM	92	106.4	58.6	BF Black Simmentals
2151482	NJC Lexus	9/7/01	PB SM	91	111.5	57.5	Don Boysel
2155766	MSR 2094M Of J1018 Drive	3/6/02	PB SM	91	116.6	52.8	Moser - Mach - Gocke Simmentals
2190923	SS U-Nights Misti M706M	9/1/02	PB SM	91	107.7	57.2	Melby Simmentals - Lawrence Franzen
2300444	IC Cream Soda R56	10/2/05	PB SM	91	122.3	63.8	Hudson Pines Farm
2374139	TNT Miss S17	2/23/06	PB SM	91	99.6	62.5	TNT Simmentals
2337559	HPF Ms Beautiful S054	3/4/06	PB SM	90	91.7	53.6	Bramlet Simmentals
2631358	JAS Jestress 9015	10/22/09	PB AN	90	150.3	77.6	Cindy Cooper
2637396	WHF/PRS/HPF Alley 247Y	9/7/11	PB SM	90	120.5	69.3	Parks Show Cattle ♦

# Protect Your Profit, Submit Your Data

Need a more informative way to make selection decisions?

Do you collect performance records on your calves and mature cows?

Looking for a better overall understanding of how your herd is performing?

**We have the program for you.**



## Total Herd Enrollment A cow inventory program.

**Designed to gather production, longevity, and fertility data on the whole cow herd.**

### THE is tailored for any producer:

- Who needs EPDs on the whole calf crop to make informative selection decisions, **or**
- Who collects data on the whole calf crop but has minimal registrations, **or**
- Who only needs EPDs for replacement heifer selections, **or**
- Who runs cows that are registered, commercial or other breeds.

### Herds that participate in THE:

- Are included in the world's largest multi-breed genetic evaluation.
- Receive more informative EPDs.
- Improve cow records and develop pedigrees.
- Have access to free online data submission, reports, management software, and genetic trends.

For more information contact a THE specialist at  
406-587-4531 ext. 704 or by email [the@simmgene.com](mailto:the@simmgene.com).

---

# FROM THE HEADQUARTERS



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

## SUMMER! I love summer!

Summer lasts a few short weeks in Bozeman — so I feel compelled to capitalize on every available moment outdoors during the summer. Summer reminds me of my school years and the freedom of a few short months without homework, exams, and assigned reading.

Now as a parent, I see my children released from formal education during these months (and the nagging from their parents to get their homework done). Summer's long days end with spectacular golden sunsets, not the cold blue-hour that accompanies winter's sunsets, but warm orange light that spreads across the western facing slopes catching the last moments of daylight evening after evening. All summer long my house and kitchen are filled with fresh produce and cut flowers collected just steps from my door. For all these reasons, I truly love summer.

jatkins@simmgene.com

Summer 2020 will have a different flavor, much like the spring of 2020. Normally I would be traveling to several conferences during the summer — learning about a variety of topics, meeting new people, and seeing old friends. Normally, I would be planning and putting together the details for ASA's Fall Focus and Board Meeting but this too is postponed. Thankfully, technology can work its magic and provide a substitute that allows us to still gather and learn from others. The Beef Improvement Federation (BIF) summer meeting is a prime example of this technology in action. Record numbers of attendees joined the BIF meetings this year. Because people could join from their homes, there were many international guests as well as producers who normally can't get away to join the meetings. These talks are recorded and available on the BIF website if you are interested in watching them (<http://www.bifconference.com/>).

Another series of online webinars I highly encourage you to watch is called "The Intersection of the Cattle and Beef Industries Webinar Series". This is an in-depth dive into topics influencing the end product of our industry. Speakers thoroughly dig into subjects surrounding our beef trading, pricing, explanation of beef processing including videos inside a plant, talk about country of origin labeling (COOL), beef checkoff dollars, and other hot topics centered around the end product we are all a part of but at times are a few steps removed from. This series is hosted by North Dakota State University along with Texas A & M Agrilife Extension and West Virginia University. It can be found at <https://www.ag.ndsu.edu/livestockextension/intersectionwebinars>.

The International Genetic Solutions (IGS) partners came together to host educational webinars dubbed IGS Bull Session. The first webinar featured Dr. Wade Shafer and Tom Brink, CEOs of the ASA and Red Angus Association of America, to talk about the big picture philosophy behind IGS. Hear straight from Shafer and Brink why breed associations would want to work together. By the time you read this, we will have another webinar under our belt focused on what breeders can do to make their EPDs more accurate. This series will continue over the next few months highlighting topics surrounding genetic evaluation and improvement of beef cattle. You can register for the webinars and watch past recordings at [internationalgeneticsolutions.com](http://internationalgeneticsolutions.com).

Despite the challenges we are all facing, I hope you find time to enjoy these golden summer days. Whether you are driving a combine, checking cattle, fixing fence, or other summer activities, I hope you can take in a webinar or two during your summer "break". ♦

**Who collect records on complete contemporary groups.**

Let the numbers show that you are serious about performance . . . become a Performance Advocate.

**Go to [Herdbook.org](http://Herdbook.org) and check out the new dashboard for ease of tracking data.**

For more information:  
Call 406-587-4531



# Iowa

www.breedingcattlepage.com/  
Simmental/iasimmassoc/

**SPRINGER SIMMENTAL**  

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



# Alabama

www.alabamasimmental.com

## Timberland Cattle

Registered Simmental, SimAngus™ and Angus

**205-695-6314**

www.timberlandcattle.com  
timberlandcattle@centurytel.net

Bill Freeman, Owner



# Minnesota

www.mnsimmental.com

**Dr. Lynn Aggen** *Performance with Quality*  
 Office: 507-886-6321  
 Mobile: 507-421-3813  
 Home: 507-886-4016

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

**Oak Meadow Farms**  
*Simmentals*  
 Harmony, MN 55939  
 www.oakfarm.com





# Oklahoma

www.oklahomasimmental.com

**Willis Simmentals**  

 5759 Enville Road  
 Marietta OK 73448  
 willissimmentals@arbuckleonline.com  
**Quality Simmental Breeding Cattle**  
 10 miles east on Hwy. 32,  
 1/4 mile north on Enville Road.  
**Bobby** 580-276-2781 (ph. & fax) **Jon** 580-795-4601



# Colorado

www.coloradosimmental.com

**Updyke Simmentals**  
*Performance bred, registered Simmental cattle.*  
**Gary and Cindy Updyke**  
 Checotah, OK • 918-473-6831 (H) • 918-843-3193 (C)  
 garyupdyke38@gmail.com  
 www.facebook.com/UpdykeSimmentals

**Altenburg Baldy Super Ranch, LLC**  

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

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

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

**T-HEART RANCH**  
  
*True High Altitude Cattle*  
 Shane & Beth Temple  
 719-850-3082  
 www.t-heartranch.com  
**HIGH ALTITUDE BULL SALE • MARCH 27, 2021 • LA GARITA, CO**



# North Carolina

www.ncsimmental.com

REGISTERED SIMMENTAL  
 F-1 REPLACEMENTS  
 REGISTERED BRAHMAN

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



**Accuracy Matters**   
 Carcass predictions take time and progeny, accelerate this process with the CMP.  
 carcdata@simmgene.com

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

# BULLETINS

## 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](http://fallfocus.org) to find more information.

## AJSA Schedule and Deadlines for 2020

July 11-16 . . . . National Classic, Brookings, SD

October 2 . . . . 2021 Steer Profitability Competition Entry Deadline, entry forms available at [www.juniorsimmental.org](http://www.juniorsimmental.org)

## ASA Launches a New Program to Help Breeders Genotype the Entire Calf Crop

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 birth group. Genotyping entire birth 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. Read more about the Calf Crop Genomics project on page 26.



## 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 low-density 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 2018 for that cow, they cannot receive another credit for the same cow with a new weight and BCS in 2019). Heifer calf and replacement heifer testing available through December 31, 2020. Only calving age cows (bred heifers or older) will be accepted as of January 1, 2021.



## SimmApp Available Now

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



## Performance Advocate Program Update

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

1. Among the traits included, the program requires record submission on 90% of the contemporary group (rather than 100%) to gather records on nearly the whole herd while allowing for circumstances where records are missed.
2. Establish a two-tier system to qualify. Since additional traits are being added (see point 3) but some of these traits are difficult and/or expensive to collect, there will be a two-tier system for qualifying as a Performance Advocate. If THE herds submit 90% of the records on eight of the 13 traits, they qualify for the first tier. THE herds with 90% of the records on 10 out of the 13 traits qualify for the higher tier system.
3. An additional seven traits have been added to the list of qualifying records in the program As ASA develops more traits (example, feet/leg scores), they may be added to the Performance Advocate Program.

## Genetic Conditions Panel

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

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

## 2020 Year-Letter is "H"

The year-letter animal identification letter for 2020 is "H", and will be followed by J in 2021 and K in 2022. The letter G was the year-letter designated for use during 2019. ♦

# The ASA Customer Service Team is here to help you.

When your business grows, our business grows.

## Front-line Customer Service



*Katelyn Gould*



*Tiffany Paulson*



*Cindy Newell*



*Sarah Unruh*

ASA handles jobs of all sizes with care and timeliness.

## Accounts Receivable

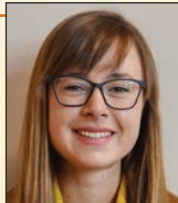


*Carla Stephens*

## DNA Department



*Rachel Endecott*



*Lilly Platts*



*Molly Diefenbach*



*Lauren Skoglund*

We work hard to give everyone the special attention needed.

## Total Herd Enrollment



*Jannine Story*



*Emme Troendle*

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

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

## Data Processing Support



*Marni Gaskill*



*Heidi Todd*

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

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



*Amber Coila*



*Bailey Abell*

For frequently asked questions and answers, check out [simmental.org/newmembers](http://simmental.org/newmembers).



406-587-4531



[simmental@simmgene.com](mailto:simmental@simmgene.com)

# Foundation Honor Roll



## Contributions From

July 1, 2019

to

June 30, 2020

## Trail Boss

\$7,500-\$9,999

Freking Cattle Co  
Circle M Farms  
Wildberry Farms  
King Cattle Co  
Weaver Leather LLC  
Vitaferm

## Scout

\$5,000-\$7,499

Red River Farms  
Hicks Cattle Company  
S3 Simmental  
National Cattlemen's  
Beef Association  
Boviteq Innovative IVF Solutions

## Wrangler

\$2,500-\$4,999

Hartman Cattle Co  
Double RD Farm  
Forrest Grove Farm  
Dale Werning  
Dwyer Cattle  
Neogen® Genomics  
Hicks Cattle Company  
Moore Land & Cattle  
Innovation Agmarketing LLC  
CK Cattle Company  
Al Swanson  
Hook Farms  
Roger A Kenner  
Trauernicht Simmentals  
Katie's Simmentals

## Cowpoke

\$1,000-\$2,499

Simmentals of Texas -1	Reck Brothers & Sons Simmental	Loonan Stock Farm
M&E Cattle Company	CTN Simmentals	Fred Smith Company
Graystone Graphics	Swain Select Simmental	Minnesota Junior
Little Mountain Farm	Cow Camp Ranch	Simmental Association
Larry Drake	Wesner Livestock Enterprises	Steve Mc Guire
Illinois Simmental Association	Eberspacher Enterprises	Canadian Simmental Association
Johnson Land & Cattle Co, PL	Massey Farms	White Wing Simmentals
Buck Creek Ranch	Rocking P Livestock	Shoal Creek Simmental
Hoffman Farms	J W Brune	Wager Cattle Co
Hill Top Simmentals	Independence Cattle Farms	John J Ferguson
Madluke Cattle Co	C-Mor Beef Farms	Jones Show Cattle
Kenneth Lisenby	Kent Jaecke	Lee Cattle Co.
Bar P Bar Cattle Co	Clear Springs Cattle Co	KD Simmentals
Eichacker Simmentals	Robert E Walton	
Ohio Simmental Association		

## Foundation Sustainer

\$500 - \$999

KenCo Cattle Company	Pineview Farms	Rocky Hollow Farm
Trennepohl Family Farm	DK Cattle Company	Jessica Nicole Smith-Roebuck
Tim Schaeffer	Lassle Simmentals	Haley Farms
JS Simmental	Gerdes Show Cattle	Lehrman Family Simmentals
John D Harker & Family	Moore Cattle Company	Matthew & Andrea Fischer
Double Image Cattle Co	Gateway Simmentals	Darrell Tunstill
Beth Jass	Miller Simmental	Lauterbach Farms
Holly Spring Simmental	Select Sires Inc	ST Genetics
Cattle Visions Genetics and Consulting	Jass Simmentals	Legacy Cattle Co
H-Two-O Cattle	TNT Simmentals	Abigail L Redalen
Trinity Farms	Gibbs Farms	Tyler Lannoye
HTP Simmentals	McDonald Farms	Chad & Amy Rieck
Nelson Livestock Co	GENEX Cooperative Inc	Pierre & Kade Allen
	Chris Gassmann	

## Foundation Associate

\$250 - \$499

Circle Ranch	Wishing Well Simmentals	Speas Farms Inc
Fenton Farms Llc	Western Cattle Source	Wise Show Cattle
Sycamore Creek	Scott Frederick	Clint Robertson
Schafer Ridge Ranch	Hagan Cattle Company LLC	Ferme Gagnon Inc
Madalyne Herr	Mackey Cattle Co	Ediger Simmental
Ligon Simmentals	Campbell Land and Cattle LLC	Double E Simmentals
St Vrain Simmentals	2 F Cattle Company	Silver Spur Cattle Company
Double Jr Simmentals	Udell Cattle Company	Ruby Cattle Company
RS & T Simmental	Southern Jewel Cattle Company	K&V Cattle
Kory Bigalk	Ben A Espenscheid	Rolling Hills Farm
Paulsen Cattle Company		Samuel Wallace
Hege Simmentals		



## Foundation Partner \$100 – \$249

Charles & Whitney Lee  
Cripple Creek Farms  
CNN Cattle Company  
CLO Simmentals  
Three Trees Farm  
One Penny Ranch  
Volk Livestock  
Nathan Geil  
Volz Farms  
Arkansas Junior  
Simmental-Simbrah  
Sigmon Simmentals  
Whitmore Farms  
Irish Acres Simmental  
Tony Drach

Wilson Farms  
Darla Aegerter  
Nodaway Valley  
Nelson Livestock  
Updyke Simmentals  
Barnell Simmental's  
Vestlane Farms  
Creek Bed Reds  
Robert Stevenson  
Creston Livestock Market  
Timothy & Julie Niemeier  
ABS Global Inc  
Minnesota Simmental  
Association  
Chan J Phillips

Golden Acres  
David Haines  
Specht Family Simmentals  
Vogt Simmentals  
Clear Water Simmentals  
Erika Jo Kenner  
Donald G Onstot  
Danner Farm  
Anderson Family Farm  
Cherokee Cattle Company  
Peach Creek Ranch  
Scott Cowger  
Robinson Farms  
Faith Anne Onstot  
Warin Farms  
Garrett Ross Stanfield

Wilkerson Farms  
Generation 6 Marketing  
Benjamin & Jalyne Schmalig  
Ted & Mary Greimam  
Southern Hills  
Veterinary Services  
HF Land & Cattle  
Varley Angus  
Akers Family Farm LLC  
Chloe Yoder  
Jeff & Darla Aegerter  
Debra & Michael Pettit  
Deron & Nicole Shawley  
Mark & Meri Ripley  
Elain Edge  
Christopher & Amy Nemitz

## Foundation Friend \$1 – \$99

Charmont Farm  
Hilbrands Simmentals  
TW Cattle Company –  
Keith & Todd Waugh  
Michael & Teresa Thompson  
Marcia Linhart  
Sunset Oaks Simmentals  
Anna Demko

South Dakota  
Simmental Association  
Simons Simmentals  
Bailey Simmental  
Missing Rail Simmentals  
Doc Tech Simmentals  
Jane & Julie Misch  
Jerald C Katzer

Todd Snider  
Toby Muller Family  
Lanny & Dana Hillyard  
Wendy Moody  
John & Sara Leonhard  
Tim & Shauna Hol  
Jass Simmental  
Joel Edge

Windy Vue Farms LLC  
Glen Waters  
Donald E & Barbara Ttee  
Louis Kit & Millie McDowall  
Connie Coen  
David K Newsom  
Ed & Connie Hansen  
Pierre Allen  
Bradford & Sarah Mueller ◆

# Kentucky

Simmental Association  
**FALL SALE**

Bluegrass Marketplace  
Lexington, KY

Saturday, September **12<sup>th</sup>**



Superior Simmental Genetics from the Bluegrass state.  
Featuring breds, opens, proven cows, & genetic lots.








**KENTUCKY**  
SIMMENTAL ASSOCIATION



**DOUG & DEBBIE PARKE | DREW & HOLLI HATMAKER**  
859.987.5758, office | 859.421.6100, doug  
859.707.5248, holti | 423.506.8844, drew  
office@dpsalesllc.com | WWW.DPSALESLLC.COM

By Grace Greiman, Goodell, IA



Hi AJSA Juniors and families! My name is Grace Greiman, and I have served on the AJSA Board of Trustees as a North Central Region Trustee for the past two years. This past spring, I finished my freshman year at Iowa State University majoring in Animal Science. I reside in northern Iowa on my family's cow-calf and feedlot operation, where I take an active role

in both operations as well as the show cattle. I have been an AJSA member for 10 years, from when I attended my first National Classic in 2011 in Sedalia, Missouri. The AJSA has given me many opportunities and experiences that have made me into the person I am today. As I only have two more years left as an AJSA member, I advise all the juniors to enjoy your time as a junior because it truly flies by. Step out of your comfort zone whether it is doing one of the contests you haven't done or interacting with

other fellow juniors. What you make of your time as an AJSA junior member is what you will get out of it. My last piece of advice is to always be the reason someone smiles each day. It has truly been a humbling experience to meet so many Simmental breeders and juniors from across the United States.

I hope you all had a great time at the National Classic and got to enjoy it even though the COVID-19 pandemic has affected us all. I encourage everyone to take the time if you haven't already, to thank all the staff that made it possible for us to have a National Classic this summer. Darla and her team put in long hours to make sure we could have the best National Classic possible and it is super important to let them know how thankful we all are. I hope you have all had a great summer and for those of you that get to show at your state fair, I wish you all the best of luck! I cannot wait to see you all again, which will hopefully be at the major shows this fall! ♦

**Thank you to all the sponsors, volunteers, and staff that made the National Classic possible.**

## 2019-2020 American Junior Simmental Association Board of Trustees

### President

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

### Vice-Presidents

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

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

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

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

### Trustees

#### North Central Region

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

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

Martha Moening, Hayfield, MN  
 504-923-1114  
 marthamoening@gmail.com

#### South Central Region

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

#### Eastern Region

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

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

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

[www.juniorsimmental.org](http://www.juniorsimmental.org)

#### Western Region

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

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

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



# California



**Red River Farms**  
13750 West 10th Avenue  
Blythe, CA 92225  
Office: 760-922-2617  
Bob Mullion: 760-861-8366  
Michael Mullion: 760-464-3906

Simmental – SimAngus™ – Angus

## More than a Carcass Test

The CMP collects birth-to-harvest data, genomics, and mature cow information.

carcdata@simmgene.com



# Illinois

www.illinoissimmental.com

## Commercially Targeted Seedstock

Owner:  
Jim Berry

Cattle Manager:  
Ben Lehman  
563-920-0315

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



www.wildberryfarms.net



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

Visitors always welcome! Sale info at: [www.rincker.com](http://www.rincker.com)



# Washington

www.washingtonsimmental.org



Generations of Excellence Sale...first Saturday in March  
Mike & Paulette Forman 509-968-4800  
Robb & Debbie Forman 509-201-0775  
2451 Number 81 Rd. Ellensburg, WA 98926  
www.trinityfarms.info • Email: trinity@fairpoint.net



Feeder Profit CALCULATOR™

You know your calves are worth it.

Give buyers facts so they know it too.

beef@internationalgeneticsolutions.com



# North Dakota

www.northdotasimmental.com

## Wilkinson Farms Simmentals

Terry and Cathy Schlenker Family  
7649 49th Street SE  
Montpelier, ND 58742  
701-489-3583 (home)  
701-320-2171 (cell)  
www.wilkinsonfarmssimmentals.com

## Kaelberer Simmentals

Claye and Michelle Kaelberer and Family  
4215 County Road 85 • New Salem, ND 58563  
701-220-3124 (cell) • 701-843-8342 (home)  
Edge of the West Bull and Female Production Sale each February

**KENNER** SIMMENTALS  
Roger, Jeanette, & Erika Kenner  
5606 57th St. NE  
Leeds, ND 58346  
Phone 701-466-2800  
Erika 406-581-1188  
erika.kenner@gmail.com  
www.kennersimmental.com Fax 701-466-2769

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

**Ellingson Simmentals**  
5065 125th Ave. NE • Dahlen, ND 58224  
tellings@polarcomm.com • www.ellingsonsimmentals.com  
Annual Production Sale, January 22, 2021

**BATA BROS.**  
SIMMENTAL CATTLE  
Adams, North Dakota 58210  
Joe: 701-944-2732 • Mark: 701-331-3055  
jpbata@polarcomm.com  
Annual Production Sale • February 12, 2021

**DAKOTA EXPRESS**  
Wade & Merri Staigle  
Center, ND 701-794-3351  
Kevin & Liz Hansen  
Ryder, ND 701-758-2571  
Annual bull & female sale  
February 19, 2021  
www.dakotapress.com

**Bichler Simmentals**  
Doug & Maria Bichler  
130 83rd St SE  
Linton, ND 58552  
701-254-4306  
dougichler@hotmail.com  
bichlersimmentals.com

**QBVJT** Power by Design  
Quandt Brothers  
701-710-0080

**VJT Ranch**  
701-710-0843  
Oakes, ND  
Sale Feb. 16, 2021

**JOSH & TRISTA RUST**  
759 7th Ave NW  
Mercer, ND 58559  
p: 701.447.2479  
f: 701.447.2478  
c: 701.391.9769  
rustmountainviewranch@hotmail.com  
www.rustmountainviewranch.com

**KELLER BROKEN HEART RANCH**  
Dwight & Susan Keller Family  
Luke, Jake & Tess Keller  
1573 55th St., Mandan, ND 58554  
701-445-7350 (home)  
701-471-5215 (Dwight cell)  
701-471-1142 (Luke cell)  
701-471-5065 (Jake cell)  
kbhr@westriv.com  
www.kbhrsimental.com  
"Simmental Beef on the Cutting Edge!"

## STATE SCENE

### OCA BEST Program Concludes Season and Recognizes Winners Online

The 2019-2020 Ohio Cattlemen's Association's (OCA) BEST program recently wrapped up this year's virtual awards celebration. This year's BEST program featured 10 sanctioned shows that wove their way across the state. Over 507 youth participants showed 663 head of market animals and heifers throughout the course of the 2019-2020 program.

In the Simmental breed division, winners included Kathy Lehman, Richland County, Purebred Simmental Heifer Champion; Collin Fedderke, Henry County, Purebred Simmental Heifer Reserve Champion; Emma McLaughlin, Monroe County, Percentage Simmental Heifer Champion; Jordan Johnson, Gallia County, Percentage Simmental Heifer Reserve Champion; Hayden Belleville, Wood County, Simmental Steer Champion; Madalynn Bruckelmyer, Muskingum County, Simmental Steer Reserve Champion.

In the overall best bred and owned, winners included Mason Love, Fairfield County, ranked fourth overall with a percentage Simmental, and Collin Fedderke, Henry County, ranked fifth overall with a purebred Simmental.

### Kansas Ranchers Burn Grasslands

Ranchers in Kansas Flint Hills have not reduced burning of grassland despite a plea from state officials to do so this spring to lower air pollution. The Kansas Department of Health and Environment asked land owners and range managers to voluntarily reduce the number of acres they plan to burn this spring. Instead of a noticeable cutback, however, officials say they are seeing a surge of pollution.

The controlled burns have produced smoke plumes that triggered alarms from Wichita, KS, to Lincoln, NE, because of surges in air pollution harmful to people with cardiovascular issues and other health conditions.

Despite the request, monitoring equipment detected six instances in which levels of ozone or particulate matter exceeded safety benchmarks. The volume of particulate matter surpassed safety margins in Wichita, Topeka, Chanute and Kansas City, KS, at various times earlier in April. Topeka's ozone level surpassed the limit.

By mid-April, increased grassland fires in eastern Kansas prompted officials at the Lincoln-Lancaster County, NE, health department to issue an advisory about widespread burning in the Flint Hills and northerly winds producing smoke concentrations "unhealthy for everyone." Children, older adults, and anyone with heart or lung diseases were asked to avoid outdoor activities that weekend.

More than two million acres of grassland is burned in the Flint Hills annually to reduce invasive species and improve forage for grazing.

### Tyson Sued Over Alabama Spill

The state of Alabama, in cooperation with several environmental groups, issuing Tyson Farms seeking damages and civil penalties related to a 2019 wastewater spill in the Mulberry Fork of the Black Warrior River. That spill killed an estimated 175,000 fish.

About 220,000 gallons of partially treated wastewater were released by Tyson, causing oxygen levels to drop, ultimately leading to the death of the fish. Tyson claims that the oxygen levels returned to normal after a "short" time.

### JBS Raises Wages in 12 States

The United Food and Commercial Workers International Union and JBS USA have reached an agreement to increase wages for workers by \$4 per hour and to further strengthen safety measures in all of the company's plants.

JBS employees in Arizona, Colorado, Illinois, Iowa, Kentucky, Michigan, Minnesota, Nebraska, Pennsylvania, Texas, Utah, and Wisconsin will all receive the raises. This wage increase is in addition to a previously announced \$600 one-time bonus. Employees will also have access to enhanced personal protection equipment such as masks, gloves, and face shields. ♦

## COW SENSE

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

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

1. What is the correlation between the size of a bull's testes and sperm production?
2. Which mineral is the so-called "Master Mineral?"
3. If bulls carry XY sex chromosomes, and females carry XX sex chromosomes, what will be the sex of a resulting calf produced by sperm cells carrying the Y chromosome?
4. As a bull matures and increases in size, what would you expect of his calves?
5. If a 1,100-pound steer has a dressing percentage of 62%, what is the carcass weight?
6. What is the common name for the congenital defect known as "syndactyly?"
7. With which sense is an animal's olfactory system associated?
8. A female injected with testosterone to act as a heat detector within a herd of cows is known by what term?
9. Animals, such as deer and elk, that have only one estrous cycle per year, are known by what term?
10. About what percentage of US-produced beef is consumed domestically?

### Answers:

1. The larger the testes, the higher the sperm count; 2. Phosphorus; 3. Male; 4. No change; 5. 682 pounds; 6. Mule-foot; 7. Smell; 8. An androgenized cow; 9. Monoestrous; 10. 95%



www.nesimmental.com

**JD Anderson**  
**POWERLINE GENETICS**  
 Arapahoe, NE  
 308-962-6146  
 powerlinegenetics.com  
 powerlinegenetics@gmail.com

**FORSTER FARMS**  
 Verlois Forster Family  
 74096 Road 434  
 Smithfield, NE 68976-1039  
 Ph 308-472-5036 Verlois  
 308-991-2208 Alan Cell  
 Email: alan\_forster@hotmail.com  
 Just 20 minutes off I-80  
 "Red and Black, Polled, Pigmented Simmentals"

**Bull Sale - Feb. 19, 2021**  
 SPECIALIZING IN BLACK & RED POLLED SIMMENTAL,  
 SOME FLECK INFLUENCE  
**SANDY ACRES SIMMENTAL**  
 Melanie Miller 402-841-1450  
 Leonard Miller 402-640-8875  
 Neligh NE  
 www.SandyAcresSimmental.com

**Triangle J Ranch**  
 Darby & Annette Line  
 35355 Arrow Road • Miller, NE 68858  
 308-627-5085 Darby Cell  
 www.trianglejranch.com  
 Bull Sale last Sunday in January  
 and Female Sale first Sunday  
 in November.

**VOLK LIVESTOCK**  
 SIMMENTAL ANGUS SIMANGUS™  
 A DIVISION OF VOLK FARMS INCORPORATED  
 Dean Volk Phone: (402) 992-9997  
 84184 545th Ave. Email: volk.livestock@hotmail.com  
 Battle Creek, NE 68715 Website: www.volklivestock.com

**Ediger Simmental**  
**Lowell & Jennifer Ediger**  
 2204 E 13 Rd • Hampton, NE 68843  
 402-725-3453 (H) • 402-694-1929 (M)  
 402-631-9094 (M) • dediger@hamilton.net  
 Private Treaty Sales **The Performance** I-80 Exit 338, 4 miles north, 1/4 mile east.

**J & C SIMMENTALS**  
 Black Simmental Bulls & Females  
 Purebred to Percentage  
 Jay & Kim Volk  
 Clark & Leslie Volk  
 Bob & Jeanette Volk  
 Jay 402-720-7596 • Clark 402-720-3323  
 20604 US Hwy 30 • Arlington, NE 68002  
 volkjk@aol.com • www.jandcsimmentals.com  
**J&C Annual Bull Sale –**  
**January 30, 2021**

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

**SLOUP SIMMENTALS**  
 402-641-2936 Cell  
 Nick and Andrea  
 303 Northern Heights Drive • Seward, NE 68434  
 a.sloup@juno.com • www.sloupsimmentals.com  
 Join us at the Farm, October 10, 2020  
 for our 24th Annual Production Sale.



www.missourisimmental.com

**Steaks Alive**  
 John & Jeanne Scorse  
 P.O. BOX 3832 • Joplin, MO 64803  
 Phone: 417-437-0911 • Fax: 417-625-1574  
 scorsej@steaksalive.com  
 www.steaksalive.com

**FOUR STARR SIMMENTALS**  
 Greg Starr, DVM – Owner  
 26441 West 109th Terrace  
 Olathe, KS 66061  
 913-634-3494  
 dvmfleckvieh@me.com  
 www.fourstarrgenetics.com  
 Find us on Facebook

**SHOAL CREEK LAND & CATTLE**  
**Ed and Kathi Rule**  
 Lucy, Olivia and Luke  
 Excelsior Springs, MO • 816-336-4200 Office  
 Cattle Manager: J.R. Richburg 386-717-1827  
 Farm Manager: Scott Akey 816-835-5332  
 shoalcreekcattle@aol.com  
 www.shoalcreeklandandcattle.com

**LUCAS CATTLE CO.**  
 Registered Simmentals, SimAngus™ & Angus Cattle  
 Cleo Fields 417-399-7124  
 Brandon Atkins 417-399-7142  
 Jeff Reed 417-399-1241  
 www.lucascattlecompany.com  
 Forrest & Charlotte Lucas, Owners  
 RT 91 Box 1200  
 Cross Timbers, MO 65634  
 Office 417-998-6878  
 Fax 417-998-6408  
 Visitors Always Welcome



www.breedingcattlepage.com/  
 TNSimmAssoc/

**MARTIN FARMS**  
 Homozygous Black & Polled Simmental & SimAngus  
 Neil Martin 931-623-2634 c  
 931-670-3646 h  
 Christopher Martin 931-580-6821 c  
 martin.farms@yahoo.com  
 9387 S Lick Creek Rd  
 Lyles, TN 37098  
 MartinFarmsBeef.com

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

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

# NEWSMAKERS

## Former AJSA Trustee Recognized as K-State Outstanding Senior

Former AJSA Trustee and current senior at Kansas State University (K-State), Cole Liggett, Dennison, OH, recently received the Don and Jane Good Outstanding Senior Award. The award recognizes those who exceed



Liggett

expectations of involvement in the animal science department. Those eligible must have good moral character, scholarly achievement, leadership skills, participation on judging teams, foreign and domestic travel, potential

of contributing to humankind in the future, and written and oral communication skills.

While an undergraduate student, Liggett was a member of the 2017 Dairy Judging Team, 2018 Meat Judging Team, 2019 Reserve National Champion Meat Animal Evaluation Team, 2019 Reserve National Champion Livestock Judging Team, and a member of several campus organizations, AJSA, Ohio Junior Simmental Association, and American Meat Science Association.

## Seven AJSA Members Selected as Sure Champ® Leadership Team

Sure Champ® recently announced its first-ever Sure Champ Leadership Team. Out of the nine juniors recognized, two American Junior Simmental Association (AJSA) members were specifically selected by Sure Champ to represent the Simmental breed: Emerson Tarr, LeRoy, IL, and Hannah Tremaine, Oconomowoc, WI.

Five additional AJSA members were selected as a part of the leadership team to represent different breeds: Mattison Beattie, Sumner, NE; Raymond Beneker, Hamilton, OH; Skye Schumaker, Heyworth, IL; Shea Whaley, Eagle Grove, IA; and Chesney Efling, Highmore, SD.

Rounding out the leadership group are two other beef-industry youth: Jolene Ebersole, Kellerton, IA; and Lauren McMillan, Tiskilwa, IL.

Emerson Tarr is a junior in high school who is an active member of the Illinois and American Junior Simmental Associations. She is involved in leadership roles in her local FFA chapter, the Illinois Junior Simmental Association, is the team captain for her cross country and track teams, and is presently serving as a FCA huddle leader for her basketball team. She hopes to attend a junior college in Illinois to be on a livestock judging team; then attend an out-of-state university to major in agricultural communications and marketing. Ultimately, she would like to work in a career that allows her to travel and work with youth.

Hannah Tremaine is no stranger to the livestock industry, having grown up in the Angus business; however, she joined the AJSA three years ago, and said it “feels like family.” Although she has attended several Simmental shows, she is excited to meet more people, learn more about the breed, and expand her leadership skills. She attends the University of Wisconsin-Madison and majors in communication sciences disorders with the goal of becoming a speech and language pathologist.

## In Memoriam . . .

### Auctioneer Rodgers Dies

**Curt Rodgers**, 81, a well-known



Rodgers

cattle auctioneer who worked numerous Simmental sales over the years, died April 10 in Huntsville, MO. A graduate of Iowa State University, Rodgers enjoyed a 55-year career as an auctioneer of cattle and horses.

A member of the Livestock Marketers Hall of Fame, he was preceded by his wife, Linda, and a brother Clair. He is survived by six children and 15 grandchildren.

## Brand Named New USDA Rural Development Undersecretary

US Agriculture Secretary Sonny Perdue announced that Bette Brand will serve as deputy undersecretary of the US Department of Agriculture’s (USDA) Rural Development following the retirement of Donald “DJ” LaVoy.

Brand most recently served as administrator of Rural Development’s Rural Business Service agency. She came to USDA after 35 years with Farm Credit of the Virginias, where she served as chief advocate for the agriculture industry and rural businesses, supporting producers at the state and national levels, and educating policy-makers and consumers on agriculture. She has wide-ranging experience promoting rural communities, having served on the Virginia Agribusiness Council, the Virginia Horse Council, the Virginia Cooperative Council, and the Virginia Foundation for Agriculture in the Classroom. ♦

## The Proof is in the Progeny

A young sire test such as the Carcass Merit Program (CMP) serves two main purposes:

- Earliest progeny proof attainable on young sires.
- Commercial producers sample promising young bulls for free.
- Reward-based program for commercial producer involvement.

Look for the Logo!

CARCASS MERIT PROGRAM

PROFIT THROUGH SCIENCE  
American Simmental Association

Learn more by contacting [carcdata@simmgene.com](mailto:carcdata@simmgene.com)



# Montana

## Prickly Pear Simmental Ranch

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

**Miller SIMMENTAL**  
Dale & Paula Miller  
Gildford, MT 59525 406-376-3109  
www.millersimmental.com  
7DMO174@ttc-cmc.net

**BULLS OF THE BIG SKY**  
February 15, 2021  
Billings, MT



# Indiana

[www.breedingcattlepage.com/  
INSimmAssoc/index.htm](http://www.breedingcattlepage.com/INSimmAssoc/index.htm)

**LRS**  
LASSLE RANCH SIMMENTALS

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

**Begger's V**

Bill Begger  
482 Custer Trail Road  
Wibaux, MT 59353  
Bill: 406-796-2326  
John: 406-795-9914  
darbegger@yahoo.com

180 Black Simmental, SimAngus™  
and Angus Bulls to Sell

**Big Sky Genetic Source Bull Sale**  
Wednesday, February 3, 2021 • at the ranch, Wibaux, MT

**CLEAR WATER SIMMENTALS**

Bulls, Females & Show Prospects Available  
Visitors always welcome

Jeff & Leah Meinders & Family  
3687 N. Co. Rd. 500 E • Milan, IN 47031  
812-498-2840 Home • chm.excavating@gmail.com  
Jeremy Smith, Herdsman 706-424-1744

**Stay ahead with CMP**

"If we think our competition isn't getting better, we're simply not paying attention." - Marty Ropp

carcdata@simmgene.com

**DIAMOND BARS**  
Dennis & Nila Schenk & Sons  
350 County Line Rd  
Fairfield MT 59436  
406-467-3303/590-3377  
diamond@3rivers.net/diamondbars.net

**Bull Sale 3rd Friday In January**  
WESTERN LIVESTOCK GREAT FALLS MT

**CLOVER VALLEY SIMMENTALS**

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



# Texas

[www.texassimmentalsimbrah.com](http://www.texassimmentalsimbrah.com)

**Pine Ridge Ranch**  
Pine Ridge Ranch  
Pine Ridge Ranch  
LLC ATHENS, TX TX

Jane and Bill Travis  
billtravis@simbrah.com

9876 PLANO RD.  
DALLAS, TX 75238  
Office: 214-369-0990  
Cell: 214-850-6308

[www.simbrah.com](http://www.simbrah.com)

**HICKS CATTLE CO.**  
~ SINCE 1822 ~

Steve: 217-799-1105  
15957 N 200 E • Covington, IN 47932  
hickscattleco@gmail.com • www.thediemandh.com

**TRENNEPOHL FARMS**

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

Simbrah, SimAngus™ HT, SimAngus™ & Simmental

**FILEGONIA CATTLE COMPANY**

Joe & Beth Mercer  
327 CR 459  
Lott, TX 76656  
Cell: 956-802-6995  
Home, Office: 254-984-2225  
bethmercer1974@gmail.com  
www.filegoniacattle.com

*Monte Christo Ranch & Investments*

Jud and Margie Flowers  
12111 N. Bryan Road • Mission, TX 78573-7432  
**956-207-2087**

email: judf@lonestarcitrus.com  
"No Nonsense" Simbrah Cattle

**HARKER Simmentals**

John & Barbara 812-546-5578  
15633 E Jackson Rd.  
Hope, IN 47246

Dan, Jill, Luke & Chase 812-371-6881  
Ben, Ashley, Gracie & Laynie 812-371-2926

**STgenetics**  
www.STgen.com  
Beef@STgen.com

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

If you have recently advertised in *the Register* or *SimTalk*, you are automatically included in **Sales Call** for the month prior to your sale. **Sales Call** is broadcast to over 5,000 subscribers. **Sales Call** announces the date of your sale, location, provides a link to your sale catalog or website and a map.

# BEEF BUSINESS

## COVID Cattle Industry Losses Estimated at \$13.6 Billion

A study released estimates cattle industry losses as a result of the COVID-19 pandemic will reach \$13.6 billion. The study was commissioned by NCBA and conducted by a team of industry-leading agricultural economists, to assist USDA in determining how best to allocate CARES Act relief funds to cattle producers.

The study shows cow-calf producers will see the largest impact, with COVID-19-related losses totaling an estimated \$3.7 billion, or \$111.91 per head for each mature breeding animal in the United States. Without offsetting relief payments, those losses could increase by \$135.24 per mature breeding animal, for an additional impact totaling \$4.45 billion in the coming years.

Stocker/backgrounder segment losses were estimated at \$159.98 per head, for a total economic impact of \$2.5 billion in 2020, while feeding sector losses were estimated at \$3.0 billion or \$205.96 per head.

Relief funds that were meant to provide aid directly to cattle producers were divided among multiple commodities, many of which already have government programs in place to support production. However, cattle producers have always maintained their independence from government programs, and most operate today without the safety net others enjoy.

The study conducted by Oklahoma State University estimated total beef cattle industry damages of \$13.6 billion as of early April 2020. The current situation is very fluid and uncertain. Additional damages are likely.

## GAO Finds USDA Improperly Paid More Than \$930 Million In Farm Programs

*by Sonja Begemann, reprinted with permission of Farm Journal*

In its latest report, the US Government Accountability Office (GAO) found government agencies made about \$175 billion in improper payments. Of that total, USDA was responsible for \$6.7 billion in improper spending to food stamp or farm programs.

The improper payments boil down to payments that never should have been made in the first place or those made in the wrong amount, according to GAO. Improper payments increased year-over-year as 2018 only resulted in \$151 billion spent incorrectly.

“However, the federal government’s ability to understand the full scope of its improper payments is hindered by incomplete, unreliable, or understated agency estimates; risk assessments that may not accurately assess the risk of improper payment; and agencies not complying with reporting and other requirements in the Improper Payments Elimination and Recovery Act of 2010,” the report continues.

Of the \$6.7 billion USDA spent improperly, just under \$1 billion of it went directly to farmer-facing programs. These improper payments are as follows:

\$612 million paid through Agriculture Risk Coverage and Price Loss Coverage, improper payments were not reported in 2018.

\$282.5 million paid in crop insurance funding, compared to \$184.2 of improper payments in 2018.

\$42.5 million in crop disaster assistance programs—about 23% of the payments were improper, the highest percent by farm program and up from \$26.6 million in 2018.

“Improper payments . . . continue to be an area of fiscal concern in the federal government,” GAO reports. “Improper payments have been estimated to total almost \$1.7 trillion government-wide from fiscal years 2003 to 2019.”

## Ranchers Accuse Government of Burning \$9 Million in Property

In a recent news release, two ranches in Western Montana claim they’re owed nearly \$9 million because the federal government burned their rangeland while trying to control a wildfire.

McDonough Family Land and Ingersoll Ranch of Wolf Creek, Montana, have filed a lawsuit accusing the US Forest Service (FS) of intentionally igniting their property for “burnout and backfiring operations” to steer the spread of the 2017 Alice Creek Fire. Such techniques allow firefighters to burn fuels to alter the wildfire’s path and reduce its intensity along containment lines.

According to the lawsuit, the wildfire was started by a lightning storm in late July 2017 and the FS used these methods on the affected properties more than a month later, the complaint said.

If not for the agency’s activities, “the ranches would have suffered no material or substantial damage as a result of the naturally ignited Alice Creek Fire.”

Though the backfire and burnout operations were intended to affect the direction and rate of the wildfire’s spread, the plaintiffs claim the FS had “safe and effective alternatives” to suppress the fire.

“Instead it chose to manage the Alice Creek Fire with land management goals primarily in mind rather than fire suppression,” the complaint alleges. Specifically, the plaintiffs claim the federal agency wanted to reduce fuel loads while improving timber stand health, wildlife habitat and watershed quality in the 1.8 million-acre Helena-Lewis and Clark National Forest.

Damages from the loss of forage, timber, fences, water sources and other property came to \$7.5 million for McDonough Family Land and \$1.3 million for Ingersoll Ranch, but the lawsuit doesn’t specify how many acres of the ranches were burned in the fire. In a news release, the media group stated it was unable to reach an FS representative as of press time.

Brian Gregg, an attorney with the Mountain States Legal Foundation, which advocates for property rights, shared that while judges and lawyers have recently pushed for more government accountability, courts have traditionally given the government the benefit of the doubt—particularly in emergency situations, Gregg said. “Over the course of two centuries, the definition of taking has become narrow. Courts are often more deferential to the government.” ♦

**Prove It.**

You know your calves are worth it.

Give buyers facts so they know it too.

**Feeder Profit CALCULATOR™**

beef@internationalgeneticsolutions.com





www.kansas-simmental.com

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

**DICKINSON SIMMENTAL AND ANGUS RANCH**

Kirk • 785-998-4401 (phone & fax)  
2324 370th Ave.      March 20, 2021  
Gorham, Kansas 67640      49th Annual  
www.dickinsonranch.com      Production Sale  
At the Ranch

**Dixon Farms, Inc.**

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

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

**the river creek farms** **DX**

**River Creek Farms**

Joe Mertz 785-456-9650  
Bob Mertz 785-456-9201  
Harold Mertz 785-456-9605  
7160 Zeandale Road  
Manhattan, KS 66502  
www.rivercreekfarms.com

**29th Annual Production Sale**  
February 10, 2021

**Diamond H Ranch**

"sustainable cattle from our pasture to yours"

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

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

**HOFMAN N** Rodney & Kim Hofmann  
*Simmental* 2244 19th Rd  
**F A R M S** Clay Center, KS 67432  
785-944-3674  
www.honestbulls.com

"Proof • Performance • Profit"

**Cow Camp Ranch**

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

**Spring Bull Sale - Friday, February 5, 2021.**

Annual Production Sale  
March 19, 2021

**Sunflower genetics**

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

Simmental  
Angus  
SimAngus™

**BROOKS SIMMENTAL RANCH**

Ralph Brooks  
Cassidy Brooks

7440 Lake Elbo Rd.  
Manhattan, KS 66502  
C: 785-556-0385  
1GoldBull.com  
ralphbrooks13@gmail.com

**Accuracy Matters**

Carcass predictions take time and progeny, accelerate this process with the CMP.

carcdata@simmgene.com



www.ohiosimmental.com

**HF Haley Farms**

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

*Purebred Simmental Cattle*

**ROLLING HILLS FARMS Simmentals LLC**

Bob and Marcia Hoover

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

**JSC Show Cattle**  
The Jones Family

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

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

**Missing Rail SIMMENTALS**

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

Breeding Cattle at its best!

**FSC FERGUSON SHOW CATTLE**

John Ferguson  
440-478-0782

Herdsmen:  
Lindsey Ferguson  
440-478-0503

www.fergusonshowcattle.com

**Sales Call**

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

**Prove It.**

**You know your calves are worth it.**

**Give buyers facts so they know it too.**

**Feeder Profit CALCULATOR™**

beef@internationalgeneticsolutions.com

# CUTTING EDGE

## \$50,000 Grant to Address Texas Cattle Fever Tick Reinvasion

The Foundation for Food & Agricultural Research (FFAR) and the Lee & Ramona Bass Foundation recently awarded \$50,000 for the USDA Agricultural Research Service (ARS) Rapid Outcomes for Agriculture Research Grant. The grant will research and develop biological control technologies to prevent and contain the southern cattle fever tick, *Rhipicephalus microplus*.

This parasite can carry pathogens that cause bovine babesiosis, a tick-borne disease with no vaccine or treatment. When the tick is found on Texas cattle, ranches or even adjacent areas must be quarantined, which causes significant economic hardship.

Cattle fever ticks were eradicated in the US in 1943, with the exception of a permanent quarantine area along the border between southern Texas and Mexico. White-tailed deer facilitated the reintroduction of the tick outside the quarantine areas and into other areas of Texas. Cattle fever ticks are a threat if they carry cattle fever pathogens, which can kill 70-90% of infected cattle. While no ticks in the US have tested positive for the pathogens, they are present in Mexico.

Spraying pesticides to control the ticks in vast, rugged areas or on wildlife is not feasible, FFAR said in a news release. For that reason, ARS researchers are studying parasitoids — predatory insects that prey on the ticks — to identify a natural biological control that could be introduced in Texas. Since the southern cattle fever tick is native to parts of Asia, the researchers are identifying parasitoids from Vietnam and other parts of the native range to help control the spread.

The ARS work in Vietnam will test the cattle fever tick's susceptibility to a variety of parasitic Asian tick predators and determine if any can be imported to combat the spread of the tick in Texas.

Researchers are identifying a biological control agent that will prey only on cattle fever ticks and will not interfere with other species.

## New Gene Markers Hold Promise

Feed efficiency improvements through genetic selection could significantly reduce production costs and benefit sustainability of beef production. Scientists at the University of Alberta have identified 19 genes that could serve as key markers for feed efficiency in cattle.

For the past decade, researchers and cattle breeders have worked to capitalize on the genetic components in the ability of cattle to efficiently convert feed into lean beef, and have made significant progress. Genetic effects on feed efficiency are difficult to measure and quantify though, especially as non-genetic environmental factors also influence feed efficiency. Feed efficiency varies widely between individual cattle however, and improvements through genetic selection could significantly reduce production costs and benefit sustainability of beef production.

The Alberta researchers examined genome-wide gene expression of rumen, liver, muscle, and back fat tissues — key tissues involved in energy metabolism. Of about 20,000 genes expressed in those tissues, the researchers identified 19 that are common to all four tissues and appear to be associated with feed efficiency. "The 19 overlapped genes identified from the strongest module-trait relationships in four tissues are potential generic gene markers for feed efficiency," the researchers say.

Next, according to a U of A release, the researchers intend to validate the results in larger, industry-based experiments, hoping to confirm the 19 identified genes in animals known to display higher-than-average feed efficiency. They also hope to describe the molecular mechanics involved in turning each gene on or off. ♦

**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:**  
 Hotel Roanoke, Roanoke, VA

Co-hosted by  
*Virginia Simmental Association*  
[www.virginiasimmental.com](http://www.virginiasimmental.com)

**SimGenetics**  
 PROFIT THROUGH SCIENCE  
 American Simmental Association  
[www.simmental.org](http://www.simmental.org)

# A Foundation Lasting Generations



"The opportunity to use the very best young sires available each year through AI in these herds will leave a legacy of great females and more predictable and valuable feeder cattle."

- Marty Ropp, Allied Genetic Resources

## Commercial Herds Receive:

- Free Genetic Evaluation Enrollment
- Free Semen on elite AI sires
- \$60 paid for each calf with a carcass record
- Free genotyping



Look for the Logo!



Become a Cooperator Herd Today - [carcdata@simmgene.com](mailto:carcdata@simmgene.com)



Clint Berry



"The FPC is a simple and easy tool that commercial cattlemen can utilize to differentiate their cattle in the marketplace.

Works in breeding programs using various breeds and has no cost to the producer."



Feeder Profit  
CALCULATOR™

[beef@internationalgeneticsolutions.com](mailto:beef@internationalgeneticsolutions.com)

North American  
**Fullblood  
Simmental**

[www.fleckvieh.com](http://www.fleckvieh.com)

## S/M Fleckvieh Cattle



**Jeff Sorenson**  
Garretson, SD  
605-359-8728 cell  
[sorenson@augie.edu](mailto:sorenson@augie.edu)

### Triple Z Simmental

7920 Pratt Lake Rd.  
Alto, MI 49302

**Tom & Linda Zook**

Cell: 616-437-3427  
Office: 616-868-6195

Full-Fleckvieh Fullblood  
Horned and Polled

[tomzook@zookfarmequipment.com](mailto:tomzook@zookfarmequipment.com)

### ELK COUNTY SIMMENTALS

*Fullblood Fleckvieh Simmentals*  
- the breed that will improve your herd

**Butch & Denise Casilio**  
1316 Water St. Ext.  
Johnsonburg, PA 15845  
814-965-5079 814-335-2434

### Mitchell Lake Ranch

**Jim Ethridge and Donna Adams**  
9834 James Cemetery Road  
Franklin, TX 77856-5838  
979-828-5316 • 979-255-2882 cell  
[jim.ethridge@hughes.net](mailto:jim.ethridge@hughes.net)  
[www.mitchelllakeranch.com](http://www.mitchelllakeranch.com)

Fullblood and Purebred Simmentals • Quality by Design

### LITTLE CREEK CATTLE

2638 Turkey Creek Road  
Starkville, Mississippi

**Dr. Jason & Nikki Gress**  
Jason 301.331.1773  
Nikki 304.676.7382  
[info@littlecreekcattle.com](mailto:info@littlecreekcattle.com)  
[www.LittleCreekCattle.com](http://www.LittleCreekCattle.com)

FULLBLOOD FLECKVIEH AND FLECK INFLUENCED CATTLE

### JENSEN SIMMENTALS

Steven A. Jensen • 913-636-2540  
24580 W. 319th Street  
Paola, KS 66071  
[jensensimmentals@gmail.com](mailto:jensensimmentals@gmail.com)

### ART-JEN SIMMENTAL FARM

Arthur F. Jensen • 913-592-3047  
18435 S. 169 Hwy • Olathe, KS 66062

*In our 5th decade breeding  
Simmental cattle.*

[www.jensensimmentals.com](http://www.jensensimmentals.com)

### SIMMENTALS OF S.O.T. TEXAS

Scott Riddle - Fred Schuetze  
Fleckvieh & Fleckvieh-Based Simmentals  
2649 Pear Orchard Road  
Granbury, Texas 76048  
Phone: 817-894-0563  
Email: [sotsimmentals@yahoo.com](mailto:sotsimmentals@yahoo.com)  
Website: [simmentalsoftexas.com](http://simmentalsoftexas.com)

### BRINK FLECKVIEH

23098 Gunder Rd • Elkader, IA 52043  
Jerry: 563-245-2048 • Preston: 563-880-2075  
[jbrink@alpinecom.net](mailto:jbrink@alpinecom.net)

Visit our website: [www.brinkgenetics.com](http://www.brinkgenetics.com)

# CORPORATE REPORT

## Zoetis Acquires PLA

Zoetis announced the acquisition of Performance Livestock Analytics (PLA) to enhance its animal health solutions across the continuum of care for beef producers. The addition of PLA, a technology company that simplifies data and analytics for the livestock industry, will help Zoetis to accelerate progress in precision livestock farming and improve sustainability of producers' operations.

PLA was the first company to offer cloud-based data management to beef producers. Today, its innovative Performance Beef solution combines cloud-based technology with automated on-farm data collection to provide powerful analytics that help feedlot managers make better decisions across financials, nutrition, and animal health. Simplifying feeding to financials, Performance Beef makes it easy to change rations; create accurate invoices and closeout reports; and analyze trends in feed efficiencies, costs, and performance.

New animal health inputs can automatically be captured at the chute, providing insights into individual animal performance and health protocol compliance. Cattle Krush is a complementary tool to Performance Beef, using real-time market data to give producers instant breakeven, market analytics, and profit alerts to help in buying and selling cattle.

Precision livestock farming can help improve producers' decision-making, right down to the level of each individual animal, to maximize health and well-being, performance, and efficiency across livestock operations. Digital platforms and technology can help integrate information that a producer has available from multiple sources and turn that information into useful insights that inform health and management decisions. On-farm data also may be meaningful if shared throughout the supply chain in response to consumers' growing interest in how food-producing animals are raised.

Zoetis, a leading animal health company, is dedicated to supporting its customers and their businesses. Building on more than 65 years of experience in animal health, Zoetis discovers, develops, manufactures, and commercializes medicines, vaccines, and diagnostic products, which are complemented by biodevices, genetic tests, and precision livestock farming. Zoetis serves veterinarians, livestock producers, and people who raise and care for farm and companion animals with sales of its products in more than 100 countries. In 2019, the company generated annual revenue of \$6.3 billion with approximately 10,600 employees.

Performance Livestock Analytics was founded to provide a digital platform for the livestock industry. Using practical insights from livestock producers, technical expertise of data engineers, and their own livestock and Silicon Valley experience, the company's founders created the beef industry's first cloud-based platform. Performance Livestock Analytics aims to provide innovative solutions to connect the livestock industry and empower data-driven decisions through every step of the supply chain.

## University of Arkansas Receives Major French Endowment

Adisseo, a France-based animal nutrition company, has endowed a professorship and funded three animal science research projects for the University of Arkansas System Division of Agriculture, the school announced in a news release.

Michael Kidd, professor of animal nutrition, was named to the Adisseo Endowed Professorship in Global Sustainable Poultry Nutrition. The endowed position is a research professorship in the Arkansas Agricultural Experiment Station, the school's Division of Agriculture's research arm.

## McDonalds – Canada Importing Beef

The effects of the COVID-19 pandemic have caused McDonalds – Canada to change its supply chain, a temporary change in its sourcing policy to incorporate beef from outside Canada.

The company, which has had a long-standing commitment to serving 100% Canadian beef, reports that the move is directly related to current processing limitations.

The company also indicated that it will remove Angus burgers from their menu nationally, effective immediately, as part of a simplification of that menu, although their stores may continue to sell the product while its supply lasts. ♦

# MENU MORSELS

*Spicing up your dinner table with tasty, beef-based dishes.*

## Sweet and Sour Steak

### Ingredients:

- 1 lb top sirloin cut into bite size strips
- ½ tsp cornstarch
- 1 tbs soy sauce
- 2 green bell peppers
- 1 large clove garlic
- 1 – 8 oz can pineapple tidbits (drained)

### Sauce:

- ½ cup ketchup
- 4 tbs sugar
- 2 tbs soy sauce
- 2 tsp Worcestershire sauce

### Directions:

Dissolve cornstarch in 1 tbs soy sauce. Add beef. Toss to coat. Set aside. Mix sauce. Set aside. Put garlic and peppers in a skillet with 1/4 cup water. Cook on medium until water is gone. Peppers will not be fully cooked. Set aside. Heat 2 tbs oil. Brown beef. Add peppers, sauce, and pineapple. Serve over rice.

**Editor's Note:** Each month a favorite beef recipe is presented in this space. The Register encourages and welcomes contributions to this column. Email your recipe to [editor@simmgene.com](mailto:editor@simmgene.com).



## Office Holiday Schedule

The ASA office will be closed for the following 2020 holidays.

### Labor Day

Monday, September 7

### Thanksgiving

Thursday and Friday,  
November 26 and 27

### Christmas

Thursday and Friday,  
December 24 and 25 ♦

## “How do I get EPDs on my animal(s)?”

### A look at how to select what data you want returned on your calf crop.

In a day and age where members are regularly putting in hard work to collect weights, measurements, and DNA samples on their calf crop, ensuring they are getting the data they're after is top priority. Members use EPDs and Indexes as a tool, especially when marketing and selecting herd replacements, but frequently get confused on how to get the EPDs on the calves in their herd.

There are five different cost-saving options that vary depending on the EPDs being delivered on the yearly calf crop. ASA offers a program called Total Herd Enrollment (THE) for members who are dedicated to collecting and reporting whole cow-herd calf data annually. Specific THE options provide EPDs on the entire calf crop such as Options A, C, or D (females only). Members who are in Option B or not in THE can receive EPDs by registering individual calves or the entire calf crop.

### A quick look on how to receive EPDs on an animal:

1. **Register the calf** — EPDs are released on any registered Simmental, SimGenetic, or Foundation animal in the ASA database.
2. **Enroll the cow herd in THE Option A or C** — Any calf whose dam was enrolled in THE option A or C will receive EPDs when placed on file or registered.
3. **Enroll the cow herd in THE Option D** — Any heifer calf whose dam was enrolled in THE option D will receive EPDs when placed on file.

Depending on what (and how much) data members are looking to have returned, ASA has an option that will fit their herd needs. See the chart below for a quick guide on data and price:

Reporting Options:	Enrollment Fees:	Registration Fees:	EPDs:	Fits Herds Who:
Non-THE	n/a	\$42/\$52/\$62 <sup>a</sup>	Reg. Animals Only	don't participate in THE
THE—Total Registration (Option A)	\$15.00/dam	\$0.00	All Calves	register > 45% of your calf crop.
THE—Selective Registration (Option B)	\$0.00/dam	\$30/\$40/\$50 <sup>a</sup>	Reg. Animals Only	register < 45% of your calf crop and don't use EPDs
THE—Limited Registration (Option C)	\$7.50/dam	\$30/\$40/\$50 <sup>a</sup>	All Calves	register < 20% and use EPDs for selection decisions.
THE—Commercial (Option D)	\$390/herd	\$42/\$52/\$62 <sup>a</sup>	Females Only	have a commercial herd

<sup>a</sup>=depending on the age of animal

### Additional reasons you might not see EPDs, but think you should:

- You're enrolled in THE, but not seeing EPDs on the calf.
  - The dam may have accidentally been culled or moved seasons. (View **Cow Summary** on the animal's pedigree page.)
- The calf is registered, but not showing EPDs
  - The calf may be flagged for genetic defects. Next to the EPDs it will say "HeldGenetic". (View **TraitTrac** on the animal's pedigree page.)
  - The calf may be suspended because parentage results came back, and it may not have qualified to the sire or dam. (View **DNA details** on the animal's pedigree page.)

### As a reminder:

*If you're looking to participate in research projects like Cow Herd DNA Roundup or Calf Crop Genomics, ensure you're already receiving EPDs on the animals you're testing. The ASA does not return molecular breeding values alone (not incorporated into EPDs). In order to receive a GE-EPD, animals must first have EPDs. ♦*



## INTERNATIONAL

### \$5M Donation for Agricultural Research at the University of Calgary

The University of Calgary recently received a major donation for the development of a new research center to help tackle issues facing western-Canadian farmers.

The \$5 million donation came from John Simpson, the owner, CEO, and chairman of the CANA Group. Simpson recognized that the contributions of the agriculture industry to the Canadian economy are undervalued. According to a news release, he hopes that the new center will help inform and shape government policy to support agricultural and livestock businesses.

The “Simpson Centre for Agricultural and Food Innovation and Public Education” will focus on the most pressing concerns for the Canadian agricultural industry. The center will research issues that affect Canadian agri-food and agri-business. Over the past decade, the school earned a reputation for independence and fact-based analysis. It plans to bring this same approach to policies that impact the agricultural sector.

The new research center is to be built at the University of Calgary’s School of Public Policy. It is the leading policy school in Canada. Founded in 2009, the school was created to improve public policy in the country using a practical approach that brings a global perspective.

The goal of the school is to drive policy discourse through a combination of outreach, research, and teaching. The faculty includes scholars with experience in government, business, and the nonprofit sector.

### First African Nation Exports Beef to US

Namibia, a country in southwestern Africa about the size of Texas, recently became the first African country to export beef to the US. Namibia’s state-owned Meatco sent 25 tons of beef to Philadelphia, after nearly two decades of arguments over safety regulations and logistics.

“In 2002 and again in 2005, the government of Namibia initiated negotiations on the export of meat [beef] products to the US, with the intention to exporting boneless raw beef products such as primal cuts, chuck, blade, and beef trimming,” said Namibia’s Deputy Prime Minister and Minister of International Relations and Cooperation Netumbo Nandi-Ndaitwah. “Today, 18-years later, we are able to finally export meat to the lucrative and big US market.”

Namibia is preparing to export 860 tons of beef to the US this year, then increase the deliveries to 5,000 tons by 2025.

Nandi-Ndaitwah also said Namibia’s beef exports will target the huge fast food industry in the US. “The significance of exports of Namibian beef is more than just adding yet another high-quality ingredient to the American people’s plate; it marks the success of two countries in the realization of win-win cooperation,” said Namibian Agriculture Minister Alpheus Naruseb.

In 2019, Namibia exported about 12,400 metric tons of meat to Norway, Britain, the European Union, and China. While agriculture only contributes about 5% to Namibia’s entire economy, farming — including the raising of cattle — accounts for almost two-thirds of the population’s income.

### EU Commission’s Farm to Fork Strategy Receives Mixed Responses

With the unveiling of the Farm to Fork and Biodiversity strategies, the agriculture and food part of the Green Deal, the EU’s flagship initiative for an ecological transformation of Europe’s economy, the EU Commission presented a coherent set of policies to tackle the food, farming, and environmental sectors.

The strategy sets concrete targets to transform the EU’s food system, including a reduction of the use and risk of pesticides by 50%, a reduction of fertilisers by at least 20%, a reduction in sales of antimicrobials used for farmed animals and aquaculture by 50%, and increasing agricultural land under organic farming to 25%. It also proposes measures for improved food labelling. Stella Kyriakides, EU Commissioner for Health and Food Safety, said, “We must move forward and make the EU’s food system a driving force for sustainability.”

The Dutch official added, “At the heart of the Green Deal the Biodiversity and Farm to Fork strategies point to a new and better balance of nature, food systems, and biodiversity; to protect our people’s health and well-being, and at the same time to increase the EU’s competitiveness and resilience. These strategies are a crucial part of the great transition we are embarking upon.”

Reaction from non-government organizations (NGOs) was mixed, however, with (FoE) saying the Farm to Fork strategy contains a number of “positive measures but stops short of stimulating the systemic change needed”.

FoE says the strategy includes a target to cut pesticide use in half by 2030 but notes that NGOs and over 300,000 citizens had called on the Commission for an 80% reduction target and a full phase-out by 2035.

The NGO says the strategy does not include a dedicated action plan to reduce the production and consumption of industrial meat and other animal products.

FoE says it also “presents a new generation of GMOs as an option to ‘improve sustainability along the food supply chain’ following lobbying from the biotech industry.”

A Friends of the Earth Europe statement said it considers the “lack of coherent and specific legislation to reduce meat, dairy, and eggs, the promotion of a new wave of GMOs, and inadequate pesticide reduction targets to undermine the strategy’s commitment to fair, healthy and environmentally-friendly food systems.”

Elsewhere, Jasmijn de Boo, Vice President of ProVeg International called the new EU food policy a “major missed opportunity”.

### WTO Skips US Involvement

The European Union and 15 other members of the World Trade Organization (WTO) have reached an agreement that allows them to bring appeals and solve trade disputes among them.

The arrangement is designed to provide a forum for resolving international trade disputes, despite internal conflicts. The agency has been unable to operate for months because all but one of the arbitrators’ terms have expired and the US Administration refuses to approve new members of the Board. ♦

# Reserve Your Space Now

September Register • Late Fall SimTalk



**Contact:**

Nancy Chesterfield  
nchesterfield@simmgene.com

Rebecca Price  
rprice@simmgene.com

or call 406-587-2778



Low Density DNA testing through the American Simmental Association (ASA) in exchange for feed intake data.

- ASA Members will receive a \$25 rebate after low density DNA test and feed intake record on the same animal are submitted.
- Records must be valid for use in ASA's genetic evaluation.
- All breeds and composites eligible if sire is registered in ASA multibreed database.
- Applies to animals born after August 31, 2015.
- Carcass Merit Program calves do not qualify.

Contact Jannine Story today for more details.  
406-587-4531 or [jstory@simmgene.com](mailto:jstory@simmgene.com)

# Talking Cattle with Curran



Curran family left to right:  
Austin, Jill, Tim, and Taylor.



By Emme Troendle

## ASA Board Chairman Tim Curran remarks on ASA programs and key issues facing the Board of Trustees.

**Troendle:** Tell us about your background, cattle, and family.

**Curran:** My wife, Jill, and our two sons, Taylor and Austin, operate Circle Ranch in Ione, CA, located 45 miles southeast of Sacramento. In addition to our home ranch, we have other grazing leases in the area and own a summer ranch in the town of Sattley, CA, about 40 miles north of Lake Tahoe.

My first exposure to Simmental cattle was in 1974 when a neighbor purchased a Simmental bull to run on his purebred Hereford cows. The results were incredible. I was able to buy a few of those first half blood females and have owned Simmental cattle ever since.

In 2007 we held our first annual bull sale with Bruin Ranch, Auburn, CA, and this year will mark our 14th bull sale. We market 250 bulls annually with Bruin Ranch. We develop SimAngus™ composites, while Bruin markets Angus.

I'm a past president of our county cattlemen's association and have been a director for 25 years. At our county fair, Jill and I help manage the commercial cattlemen's pen show and formed the Junior Bred Female Sale.





A SimAngus™ cow grazing summer pasture.

**Troendle:** *What were your thoughts as you assumed this leadership post?*

**Curran:** My thoughts were to keep this momentum going. The growth and success of ASA has been incredible over the last decade, and my vision was don't do anything to slow it down. In fact just the opposite, keep our foot on the gas. Twenty years ago, ASA was just starting to gain footing from some very difficult times financially and from an industry acceptance standpoint. Today, we are finally here. Domestic SimGenetic semen sales have increased every year for a decade, Sim-influenced feeder cattle numbers have soared, and bull sale averages are on par with any other breed.

**Troendle:** *During your term as Board Chairman, are there any major actions you would like to see accomplished?*

**Curran:** The ASA science team is working on a number of new projects right now, and it's hard to predict what is right around the corner. What I would most like to see is a number of the current projects wrapped up to make time available for the new ones as they come in. The foot and leg project is one that I would like to see an EPD developed for soon.

**Troendle:** *How important is it to have diversity on the Board?*

**Curran:** Board diversity is very important. It's the obligation of each board member to make us aware of issues facing members in their region that the rest of the board is not aware of. In my home state of California, PAP scoring and hair shedding is not an issue we have to deal with, but in other states across the country both are of major concern. That's why ASA has put forth so much effort on both of these issues. Simbrah cattle are another good example, virtually nonexistent in the northern regions, but Simbrah cattle are a vital part of our business in the southern regions.

**Troendle:** *How do you as Board Chairman encourage all Trustees, including newly elected ones, to become active participants in the decision-making process?*

**Curran:** Getting new board members actively involved in the decision making process starts from day one. Each new member is assigned to at least two committees and immediately information relevant to that committee is sent to the new member to get them up to speed on all the issues they are working on.

When I was first a Trustee, if I wasn't clear on an issue that we would be discussing, I would routinely call existing board members or staff to make sure I fully understood before discussion. I feel any new trustee after serving his or her first year on the board is fully capable of chairing most any committee.

**Troendle:** *As a member and board member, you have seen International Genetics Solutions (IGS) take root. How would you assess the effectiveness and scope of that entity?*

**Curran:** In just a few short years, IGS has evolved from a concept to the largest beef cattle genetic evaluation in the world. How was this possible? Nineteen partners and 9 breeds with one common goal, all committed to improving the whole beef business, not just individual breeds. Of course each breed has a commitment to its own members, but beyond that all are in lock step with the commitment to making all of our commercial customers more profitable.

By far the biggest breakthrough was the unveiling of the IGS Multibreed Genetic Evaluation powered by BOLT in 2018. This new single step approach in incorporating an animal's DNA into the evaluation has made even young, unproven animals more predictable. IGS launched the Feeder Profit Calculator™ (FPC), which again benefits all breeds, not just Simmental, as a way to establish the profitability of different groups of feeder cattle.

Just as the FPC was beginning to help commercial cattlemen better market their feeder cattle, ASA announced a partnership with the Holstein Association USA to identify high-quality SimAngus and Simmental bulls to be used on their fast growing beef-on-dairy program. After experimenting with numerous beef breeds, Holstein came to ASA to form their new beef-on dairy-program called HolSim™ to identify high carcass-value SimGenetic bulls to use in their program.

*(Continued on page 56)*

# Talking Cattle with Curran

(continued from page 55)



**Troendle:** *What has been the effect of Total Herd Enrollment (THE)?*

**Curran:** Whole herd reporting is an absolutely essential part of any breed association's genetic evaluation and unfortunately not all breed associations offer a whole herd reporting program. Just the power of the STAY EPD alone is reason enough to implement whole herd reporting. ASA has shown time and time again the vital importance of whole herd contemporary groups. The Cow Herd DNA Roundup and the recently launched Calf Crop Genomics projects are great examples, with huge discounts if a breeder participates but only if submitting samples and data on the whole cow herd or calf contemporary groups.

**Troendle:** *What do you think the impact will be of updating the Performance Advocate criteria?*

**Curran:** The new guidelines in the Performance Advocate Program will encourage submission of even more data to our genetic evaluation. The original system of 100% reporting on six traits was somewhat unrealistic. The new two-tiered system requiring 90% reporting on eight of 13 traits will qualify more breeders for the program and also bring in more data for the genetic evaluation.

**Troendle:** *In your opinion, how impactful has ASA's Carcass Merit Program (CMP) been in changing the perception of SimGenetics? How has it changed our breed?*

**Curran:** As the longest running carcass merit program in the industry, CMP has helped move SimGenetics to the top of the industry. Not long ago ASA had a program called 70:70:0; the goal being 70% Choice, 70% yield grade (YG) 1s and 2s with 0 outs (zero YG 4s, YG5s, no heavy carcasses). Today, Simmental cattle routinely shatter those standards. A recent group of Sim-sired steers recorded 100% Choice, 43% CAB and 65% YG 1s and 2s. Those kinds of numbers are becoming common today that were unheard of just a few years ago and much of the credit to this improvement comes from our Carcass Merit Program.

Although ultrasound data has correlated value, real carcass data improves the accuracy quicker because it's the ultimate phenotype we are measuring. For example, if we collect carcass data on 10 calves, it would give us an accuracy boost of .2. If we have

the same number of calves that we collect ultrasound data on, it would only improve accuracy by .1.

In 2018, the ASA board voted to supercharge its carcass collection efforts with the Carcass Expansion Project which committed an additional \$100,000 per year for five years to large amounts of carcass data on commercial herds across the country. This commitment to carcass collection is unmatched by any other breed association.

**Troendle:** *How has ASA's Progress Through Performance (PTP) program contributed to breed improvement?*

**Curran:** PTP has continued to couple the importance of traits that have traditionally been measured most effectively through visual appraisal (udder structure, skeletal soundness, and fleshing ability to name a few) with greater awareness and selection for those traits that are better measured using scientific approaches such as growth traits, carcass merit, and cow longevity. Most importantly, the PTP approach has allowed junior exhibitors, adult members, judges, and potential SimGenetic clientele who are in attendance to have open discussions about how to balance the selection for these traits within their own programs. PTP exposes both our younger attendees and those new to our breed to tools that speak to their interests now and the beef business' demands in the future.

**Troendle:** *How has the implementation of DNA markers changed the beef industry? Cow Herd DNA Roundup?*

**Curran:** Cow Herd DNA Roundup (CHR) is to-date the most complete project for collecting DNA on whole cow herds in the US. Other breeds may have more actual mature cow DNA on file, but by putting emphasis on the value of the collection of whole herd data, the information is much more meaningful and accurate.

To me, one of the best parts of the project was now we have all the DNA on file. Sure, it immediately increased the accuracy of all the EPDs in the cow's pedigree, but the important part is now as any new need comes along, we may already have genotypes on file for a large swath of the database. Any new EPDs waiting in the wings from PAP to Foot and Leg or Hair Shedding, the DNA is already on file and ready to go.

**Troendle:** *Genetic defects are a major issue of discussion in the beef industry. How would you assess ASA's approach to this subject?*

**Curran:** ASA's approach is expensive but very good. Any high-frequency animals with suspect in their lineage must be tested and cleared before registration numbers are returned on progeny. A higher cost upfront but over time will not only save members money but starts us down the road toward clean pedigrees faster.

**Troendle:** *What benefits do the all-purpose index (\$API) and terminal index (\$TI) provide?*

**Curran:** Simplicity. A quick glance at an animal's \$API, and you will know if you are in the ballpark for a certain sire being considered depending on the percentile rank number you will accept. But as with all EPDs, your work in sire selection is not over. This bull is going to impact your cowherd for a couple of decades, so now you need to go to work contacting breeders that may have daughters in production and get their input on the maternal value of this sire. Selecting for \$TI is a completely different process. As long as the sire considered is acceptable for BW and CE for your program go with a \$TI number you like.

**Troendle:** *What is the impact of the Educational Promotion of ASA's Services and Programs?*

**Curran:** Any member can find answers to most any question by going to the ASA website and searching on the Learning Library or going to Herdbook Services to guide you through your data submission questions. It's all there.

**Troendle:** *What is your assessment of ASA's youth program?*

**Curran:** Our youth program combines a balanced understanding of the beef industry while building networks, and developing leadership and communication skills. From the Regional and National Classic competitions to the IGS Leadership Summit and the Steer Profitability Competition, youth programs provide meaningful exposure to all segments of the beef industry.

We are thankful for the monetary contributions, along with the widespread support of staff, parents, and industry stakeholders, ensuring our youth get a well-rounded, educational, and memorable experience each year.

**Troendle:** *Comment on the importance of the American Simmental Simbrah Foundation (ASF).*

**Curran:** The Foundation plays a crucial support role for a wide array of programs. These programs run the gamut from very youth-focused to heavily science-oriented. And this is appropriate. It allows members to leverage their personal contributions to benefit programs that have a specific importance to them and their families. The ASF board members serve as the front line for the vital role of fundraising. It is a pleasure to follow the work of the Foundation as there has been a resurgence of energy that is evident both by visiting with board members and membership at large.

**Troendle:** *How important is it for ASA members to be involved in the decision-making process, through voting and attendance at local, state, regional, and national meetings?*

**Curran:** Members need to remember that even though they might not be able to attend the Board of Trustees meetings held throughout the year you have a strong voice. Many a time, I have sat in board meetings and discussed emails or calls we have received from a member. It's not often a member takes the time to write a board member about a particular issue so when they do, we take it seriously, trust me. And in this new era of meetings held over the internet, members are encouraged to attend any board meetings they wish and can have their voices heard even if they are unable to physically attend.

**Troendle:** *During this time where people are relying more and more on the Internet and electronic communication, what do you perceive as the future for ASA's Publication?*

**Curran:** In the short term, I don't see any major changes in how our publications are distributed but as members from my generation slowly get out of the business and the younger generation takes over a larger percentage of the membership, electronic copies of all publications will be the norm.

**Troendle:** *How has COVID-19 affected the ASA day to day operations?*

**Curran:** ASA is very fortunate that the COVID-19 pandemic has had very little effect on customer services. With the structure of our business, it has been relatively easy for our employees to work from home. As of writing this, our Junior National Show has been moved from Nebraska to South Dakota and is still on schedule. Our April board meetings were held online. One positive to come out of this is that we had the most member participation in years. Our annual Fall Focus that was to be held in Virginia has been postponed to next year, but our board meeting will be held in Bozeman. ♦

**On sale day, buyers explore the bull offering.**



# FLECKVIEH FORUM

By Larry Maxey, Founder and Superintendent, NAILE Fullblood Simmental Shows

**Author's Note:** *This is the fourth article featuring some of the "Pioneers" prominent in the introduction of Simmental cattle to North America. Continuing with the coverage of the storied history of Bar 5, this piece will focus primarily on the middle years of this program. Some of the information came from the Forward of the Bar 5 1974 Bull Sale Catalog but most was provided by Wilf Davis.*

*In an attempt to segment the history of Bar 5 into periods, the previous column covered the era from their beginning in the late 1960's to the early 1980's. But before we get into those middle years, let me digress to a development that occurred in 1975 that set the stage for a whirlwind of genetic improvement perhaps unparalleled in the annals of the Simmental story in North America.*

## Our Pioneers – Bar 5 Simmental Breeders, LTD – The Middle Years



In 1975, Bar 5 was fortunate, to say the least, in purchasing a potential herd sire by the name of CET Galant Best 10F from Gordon Brothers of Chauvin, Alberta, as the high selling bull at Agribition. His sire was Galant and his dam was the import cow Tinda 1B. Once his calves hit the ground, it became clear that Galant Best was a bull to build a program around. In 1978, his progeny dominated the show held in conjunction with the World Simmental Congress in Alberta. They won Grand Champion Bull, Junior Champion and Reserve Female, Get of Sire and were a big part of Bar 5 winning Breeder's Herd and Premier Breeder. But his story doesn't end there and was just the beginning. As of 2017, Galant Best had an amazing 552 progeny registered in the CSA. He certainly can claim the title to "Foundation" herd sire!!

From "Foundation" sire to "Foundation" female, a heifer imported from France, Tosca, rose to the forefront. With embryo transplant becoming a more useful tool, Bar 5 took advantage. In 1978, Tosca was flushed to Galant Best with incredible results. That one flush alone produced Bar 5



*larryhmaxey@gmail.com*

General 406L, Bar 5 Ms Best 407L, and Bar 5 Ms Best 408L. Bar 5 General 406L went on to have 978 progeny registered in the CSA. His best known son was Bar 5 Accelerator 372Y with exceptional performance. His actual weight on September 25, 1989 was 1,206 pounds and his actual sale day weight was 1,860 pounds. He topped the 1990 Bar 5 Bull Sale at \$150,000 selling to Doug Nimmo of Ritzland Farms, LaBelle, Quebec. He has 945 progeny registered in the CSA.

CET Extra Best 87K, sired by Extra and the dam CET Tinda 1B, made him a half-brother to Galant Best. The combination of Extra, Galant, and Tinda proved to be a winning combination. The Extra Best progeny out of Galant Best and General daughters produced many of the best groups of bulls in Bar 5's history. Extra Best bred to 407L produced Bar 5 Crown Royal 419W who sold in 1988 to a Canadian syndicate for \$93,000. Crown Royal has 1,417 progeny registered in the CSA.

Space limits me in recognizing the superior bulls and females produced by Bar 5 over the years but the list is long and illustrious. Allow me to finish this "Middle Years" segment with some brief information on ownership changes that transpired during that time.

In January 1981, Bar 5 was sold to 3MC Stock Farms, Drumheller, Alberta, owned by Elson McDougald and business partners from Calgary. From 1981 to 1985, when 3MC owned Bar 5, a major expansion took place for both infrastructure and cattle. The Fullblood herd grew from 300 to 700 head. By 1984, the purebreds were phased out and Bar 5 had their first bull sale with 100 Fullbloods in the offering.

In July 1985, 3MC sold Bar 5 to Emil Stange of Springfield, Missouri. Emil was a successful businessman with an interest in agriculture as well. He had developed his James River Simmental herd at his home farm with many of his foundation Simmentals purchased in Canada. Early after his purchase, Emil decided to build a sale barn at Bar 5. On October 22, 1986, the first all-Fullblood Simmental female sale was held in the new barn which proved all important when a major snowstorm hit. During Emil's ownership, Bar 5 experienced some record sale prices highlighted by the sale of Accelerator and Crown Royal as mentioned above. By the fall of 1989, Emil decided it was time to slow down and dispersed his James River herd. When the opportunity to sell Bar 5 came along in the summer of 1990, Emil made the decision to retire and subsequently sold Bar 5. That set the stage for my next piece, the "Latter Years", beginning with that new ownership from 1990 that continues to this day. ♦

## The Gathering at Shoal Creek

April 4, 2020 • Excelsior Springs, MO

No.	Category	Average
7	SM and SimInfluenced Bulls	\$3,243
14	SM and SimInfluenced Pairs	3,982
9	SM and SimInfluenced Fall Breds	2,672
3	SM and SimInfluenced Spring Breds	2,767
11	SM and SimInfluenced Fall Opens	5,255
44	Total SM and SimInfluenced Lots	\$3,832

**Auctioneer:** Jered Shipman, TX

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

**Marketing Representatives:** Val Eberspacher (EE); Austin Brandt, Lee AgriMedia, IA; Kent Jaecke, Livestock Plus, OK; Buddy Robertson, OK; Jeremie Ruble, IA; Tom Rooney, IA; and Amanda Eberspacher-Hilbrands, LiveAuctions.TV, MN.

### High-Selling Lots:

- \$10,300** – Cow/Calf Pair, “SC Robins Kiss F4,” s. by W/C Executive Order 8543B, Heifer Calf s. by CDI Innovator 325D, cons. by Shoal Creek Land and Cattle, sold to A&D Sulak Farms, Itasca, TX.
- \$7,500** – Bred Female, “SC Windsong 8002,” s. by H2R Profitbuilder B403, bred to 3SCC Doman A163, cons. by Shoal Creek Land and Cattle, sold to Lacy’s Red Angus, Drexel.
- \$7,200** – Open Female, “SC Robins Kiss G105,” s. by W/C Executive Order 8543B, cons. by Shoal Creek Land and Cattle, sold to Hilbrands Cattle Company, Clara City, MN.
- \$7,000** – Cow/Calf Pair, “SC Knockout F31,” s. by WLE Uno Mas X549, Heifer Calf s. by CDI Innovator 325D, cons. by Shoal Creek Land and Cattle, sold to Bo Bramlet, Harrisburg, IL.
- \$6,750** – Open Female, “RS&T G016,” s. by HPF Quantum Leap Z952, cons. by RS&T Simmental, sold to Paulsen Cattle Company, Preston, IA.
- \$6,700** – Bull, “SC Loaded Up F114,” s. by W/C Loaded Up 1119Y, cons. by Shoal Creek Land and Cattle, sold to Richard Moody, Auburn, NE.
- \$5,500** – Cow/Calf Pair, “SC Sheza Dandi F38,” s. by Colburn Primo 5153, Bull Calf s. by SC Pay The Price C11, cons. by Shoal Creek Land and Cattle, sold to Ruby Cattle Company, Murray, IA.
- \$5,250** – Open Female, “SC Knockout G122,” s. by KCCI Exclusive 116E, cons. by Shoal Creek Land and Cattle, sold to Jacob Crawford, Forney, TX.

**Comments:** Also selling were four Red Angus Bulls at an average of \$2,950; and three Red Angus Breds at an average of \$4,000.



Annual photo of Kent Jaecke and Miss Olivia, granddaughter of Ed & Kathi Rule.



Shoal Creek Cattle Manager JR Richburg and his wife make sure the cattle always look the part.



Jacob Crawford brought his family to The Gathering Sale to purchase his next show heifer.



Ed & Kathi Rule owners of Shoal Creek Land and Cattle.

## Passion for Perfection Volume 3

April 11, 2020 • Clara City, MN

No.	Category	Average
8	SM and SimInfluenced Herd Bull Prospects	\$3,100
35 ½	SM and SimInfluenced Cow/Calf Pairs	5,527
4	SM SimInfluenced Fall Opens	6,688
3	Lots of Pick/Flush	5,666
53 ½	Total Lots	\$5,061
13	Embryo Lots	\$3,323

**Auctioneer:** Jered Shipman, TX

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

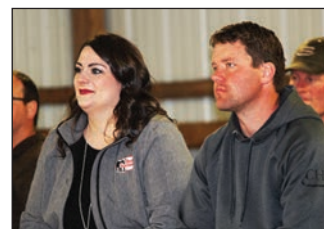
**Marketing Representatives:** Val Eberspacher (EE); Kelly Schmidt, MN; Mitchell Armitage, OK; Austin Brandt, IA; Dustin Carter, SD; Chris Beutler, NE; Kelvin Jorgensen, NE; and Amanda Eberspacher-Hilbrands, LiveAuctions.TV, MN.

### High-Selling Lots:

- \$14,500** – Open Female, “HILB/Jass Much Love 111G,” s. by HPF Quantum Leap Z952, sold to Nate Tice, Dunlap, IA.
- \$11,000** – Cow/Calf Pair, “HILB Pretty Little Stare F200B,” s. by W/C Executive Order 8543B, Bull Calf s. by THSF Lover Boy B33, sold to White Wing Simmentals, Huntington, AR.
- \$11,000** – Cow/Calf Pair, “HILB Lost N Love E44G,” s. by Mr HOC Broker, Heifer Calf s. by HILB/SHER Data Breach, sold to Shoal Creek Land and Cattle, Excelsior Springs, MO.
- \$10,250** – Cow/Calf Pair, “HILB Stare Aware Sweetheart E7100,” s. by W/C Executive Order 8543B, Bull Calf s. by SC Pay The Price C11, sold to Sunset Oaks, Dayton, TN.
- \$10,250** – Cow/Calf Pair, “HILB Believe My Stare E121B,” s. by LLSF Pays To Believe ZU194, Heifer Calf s. by W/C Executive Order 8543B, sold to Osborn Cattle Company, Edmond, OK.
- \$9,000** – Cow/Calf Pair, “HILB Stare In Shock F120B,” s. by W/C Executive Order 8543B, Heifer Calf s. by HILB Oracle C033R, sold to Ryan Belgum, Roca, NE.
- \$8,000** – Cow/Calf Pair, “HILB Oh Baby F495D,” s. by W/C Executive Order 8543B, Heifer Calf s. by GSC GCCO Dew North 102C, sold to Erickson Family, Bolivar, MO.



Mark Hilbrands began the sale with a prayer of thanks.



Repeat-customer Brandon and Rachel Orsten, Orsten Simmentals, added a herd bull to their program.



Grace Schlueter and Leighton Hackett were among the buying crowd.



Cute welcoming team, Kinslee Hilbrands and Kasey Thesing.

(Continued on page 60)

# SALE RESULTS

continued

## The Spring Turn Out Sale

April 11, 2020 • Worthing SD

No.	Category	Average
102	Total Lots	\$2,510

**Auctioneer:** Tracy Harl, NE

**Sale Manager:** DP Sales Management, LLC, KY

**Sale Consultants:** Austin Sorenson and Chris Beutler

### High-Selling Lots:

- \$7,000** – Open Female, “HLTS Ms. Jewel G919,” s. by W/C Bankroll, cons. by Hilltop Simmentals, sold to Sloup and Crusader Simmentals, NE.
- \$5,000** – Cow/Calf Pair, “HLTS Emma E720,” s. by W/C Lockdown 206Z, Bull Calf s. by Koch Big Timber, cons. by Hilltop Simmentals, sold to Louwse Cattle Company, IA.
- \$4,200** – Open Female, “HLTS Ms. Jewel G902,” s. by W/C Executive Order 8543B, cons. by Hilltop Simmentals, sold to Wade Humphries, IA.
- \$4,000** – Pregnancy out of, “STF Onyx 451W,” s. by W/C Relentless, cons. by Sloup Simmentals, sold to KD Simmental, IA.
- \$3,900** – Bull, “LEFS Dealer 929G,” s. by Hook’s Dealer, cons. by Louwse Cattle and Hilltop Simmentals, sold to Josh LeBrun, SD.
- \$3,800** – Bred Female, “HLTS Ms. Fantasy C145,” s. by SVF/NJC Built Right, bred to TJ Main Event, cons. by Hilltop Simmentals, sold to Evergreen Valley Farm, PA.

## Belles and Bulls of the Bluegrass

April 14, 2020 • Lexington, KY

No.	Category	Average
79	Total Lots	\$3,791

**Auctioneer:** Tommy Carper, IN

**Sale Manager:** DP Sales Management, LLC, KY

**Sale Staff:** William McIntosh and Jacob Schwab

### High-Selling Lots:

- \$22,000** – Open Female, “WHF Gisele 361G,” s. by CDI innovator, cons. by Wayward Hill Farm, sold to XTB Cattle, TX.
- \$14,000** – Bull, “CCS/WHF Ol’ Son 48F,” s. by CDI Innovator, cons. by Wayward Hill Wayward Hill Farm, sold to XTB Cattle, TX.
- \$8,250** – Open Female, “WHF Godiva 351G,” s. by CDI Innovator, cons. by Wayward Hill Farm, sold to Foster Brothers Farm, TX.
- \$6,500** – Bull, “WHF Innovator F141,” s. by CDI Innovator, cons. by Wayward Hill Farm, sold to Clear Water Simmental, IN.
- \$6,100** – Bull, “WHF Innovator F40,” s. by CDI Innovator, cons. by Wayward Hill Farm, sold to Paul Henrich, TX.
- \$5,750** – Bull, “WHF Quantum G100,” s. by HPF Quantum Leap, cons. by Wayward Hill Farm, sold to Bennett and Garrett Walther, IN.
- \$5,500** – Bull, “Swain Vaquero C905G,” s. by SFG Cowboy Logic, cons. by Swain Select Simmentals, sold to Scottie Smith, KY.
- \$5,500** – Bull, “WHF Innovator F315,” s. by CDI Innovator, cons. by Wayward Hill Farm, sold to B-Bar-H Cattle, MO.

## Virginia Simmental SimSensation Online Sale

April 17, 2020

No.	Category	Average
66	Total Lots	\$1,827

**Hosted by:** DP Online Sales LLC

### High-Selling Lots:

- \$3,700** – Cow/Calf Pair, “Lazy H/Desi Blk Star C3,” s. by SVF NJC Built Right, Heifer Calf s. by WLE Copacetic, cons. by Lazy H Farm, sold to Slop Simmentals, NE.
- \$3,050** – Bred Female, “Edenhurst Reba,” s. by WS All In, bred to WLE Uno Mas, cons. by Edenhurst Farm, sold to Silver Springs Angus, NC.
- \$3,050** – Bred Female, “TX Melania,” s. by W/C Executive Order 8543B, bred to HILB Oracle, cons. by TX Enterprises, sold to Millstone Farms, GA.
- \$2,750** – Cow/Calf Pair, “CTF Megan F110,” s. by SVF Allegiance, bull calf s. by WHF Executive E39, cons. by High Ridge Farms, sold to Hilltop Simmentals, SD.
- \$2,750** – Bred Female, “HRF Brittany D1,” s. by CLRS After Shock, bred to WHF Executive, cons. by High Ridge Farm, sold to Hilltop Simmentals, SD.
- \$2,750** – Cow/Calf Pair, “STCC Ms. Seductive,” s. by TLLC One Eyed Jack, bull calf s. by Dream Sequence, cons. by Rolling Rock Farm, sold to John Raiford, VA.
- \$2,750** – Cow/Calf Pair, “SFI Miss Notice Me,” s. by TL Bottomline, Heifer Calf s. by WHF Executive, cons. by High Ridge Farm, sold to Spring Hollow Farms, KY.

## The Clear Choice Customer Sale

April 25, 2020 • Milan, IN

No.	Category	Average
49	Total Lots	\$2,605

**Auctioneer:** Tommy Carper, IN

**Sale Manager:** DP Sales Management, LLC, KY

**Sale Staff:** Dalton Lundy and Jacob Schwab

### High-Selling Lots:

- \$9,250** – Bull, “JMCB Justify 521F,” s. by HPF Quantum Leap, cons. by Beckett Cattle, sold to Millstone Farms, GA.
- \$5,800** – Bull, “H/C Southbound 35,” s. by W/C Relentless, cons. by Hicks Cattle Co., sold to Hadden Simmentals, IA.
- \$5,700** – Bred Female, “CLRWTR Serena F074H,” s. by JASS On the Mark, bred to SFG Cowboy Logic, cons. by Clear Water Simmentals, sold to Green Ridge Simmentals, PA.
- \$5,500** – Open Female, “HPF Daisy Mae A008,” s. by JF Milestone, cons. by Long Ridge Farm, sold to Double J Ranch, WI.
- \$4,500** – Pregnancy out of, “GCF Miss Caliente,” s. by STF Dominance, cons. by Double J Ranch, sold to Sloup and Crusader Simmentals, NE.
- \$4,300** – Open Female, “LRF Advent F142,” s. by CDI Innovator, cons. by Long Ridge Farm, sold to Brookland Farms, KY.
- \$3,750** – Embryos out of, “HPF Lotsa Love,” s. by W/C Bankroll, cons. by KD Simmentals and Shy 5 Simmentals, sold to Ellen Davis, IN.
- \$3,200** – Open Female, “Miss CCF Sheza Babe,” s. by WLE Copacetic, cons. by Double J Ranch, sold to Bill Sloup, NE.

## Stars and Stripes Online Sale

May 1, 2020

No.	Category	Average
66	Total Lots	\$3,090

Hosted by: DP Online Sales, LLC

### High-Selling Lots:

- \$9,550** – Cow/Calf Pair, “SSC Sheza Bombshell 44F,” s. by SSC Shell Shocked, bred to DMCC WOOD Fully Loaded; Heifer Cal s. by JASS On the Mark, cons. by Stewart’s Simmental Cattle, sold to Sloup and Fenton Simmentals, NE.
- \$8,750** – Cow/Calf Pair, “SSC Miss Secret 45B,” s. by Remington Secret Weapon, Heifer Calf s. by W/C Executive Order, cons. by Green Ridge Farm, sold to Chris Beacy, MD.
- \$7,752** – Cow/Calf Pair, “SSC Sweet’n Me Up 217F,” s. by W/C Loaded Up 1119Y, Heifer Calf s. by LLSF Pays To Believe, cons. by Stewart’s Simmental Cattle, sold to Penley Farms, VA.
- \$7,450** – Flush out of, “HPF/CLO Sheza Dandi 6D,” s. by CLO Simmentals, sold to Brad Tucker, NE.
- \$7,000** – Cow/Calf Pair, “Simme Valley Clinicque,” s. by JF Milestone, bred to Mr SR 71 Right Now, Heifer Calf s. by Mr CCF 20-20, cons. by Simme Valley, sold to Southern Roots Cattle Company, GA.
- \$6,500** – Cow/Calf Pair, “ESS Farrah F21,” s. by Remington Secret Weapon, bred to W/C Executive Order, Heifer Calf s. by W/C Executive Order, cons. by Elmside Farm, sold to Circle T Farms, TN.
- \$5,750** – Bred Female, “GRTF Miss Mark 1G,” s. by JASS On the Mark, bred to W/C Bullseye, cons. by Pine Creek Show Cattle, sold to George Sinon, NY.
- \$4,300** – Open Female, “PCSC Showlook 18G,” s. by IRCC All Right, cons. by Pine Creek Show Cattle, sold to John McMillen, PA.

## Southern Blend at Fenton Farms Simmentals Online Sale

May 4, 2020

Hosted by: DP Online Sales, LLC

### High-Selling Lots:

- \$6,250** – Open Female, “FFS Gum Drop G101,” s. by SC Pay the Price, sold to Brad Woods, MS.
- \$6,000** – Open Female, “3MS Giana G110,” s. by Mr. CCF 20-20, cons. by 3M Simmentals, sold to Joe Robertson, MS.
- \$5,000** – Bull, “FFS Good Hearted Man G103,” s. by KCC1 Exclusive, sold to Kimberly Hancock, MS.
- \$5,000** – Open Female, “FFS Gal G119,” s. by Colburn Primo, sold to Southern Roots Cattle Co., GA.
- \$4,500** – Choice of Females, s. by WS Pilgrim, sold to Brett Robinson, MS.
- \$4,000** – Open Female, “FFS Gabbana G3347,” s. by Colburn Primo, sold to Clayton Buse, MS.
- \$3,960** – Open Female, “FFS Goldilocks G54,” s. by Remington Lock N Load, sold to Glenn Madden, MS.
- \$3,900** – Open Female, “FFS Georgia G111,” s. by W/C Relentless, sold to JS Simmentals, IA.

## Banners and Beyond Online Sale

May 9, 2020

No.	Category	Average
57	Total Lots	\$2,448

Hosted by: DP Online Sales, LLC

### High-Selling Lots:

- \$12,500** – Cow/Calf Pair, “B3C/BECK Cinnamon Kisses,” s. by B3C Just Jackin D3, Heifer Calf s. by W/C Fully Loaded, cons. by Freeman Cattle, sold to Superior Simmentals, UT.
- \$7,250** – Bull, “Mr RHF Built to Burn, s. by SVF/NJC Built Right, cons. by Rocky Hill Farms, sold to Stephanie Goode, MS.
- \$5,250** – Cow/Calf Pair, “AK/NDS Christal,” s. by W/C Lock Down 206Z, Heifer Calf s. by W/C Bankroll, cons. by Nickel N Dime Farms, sold to Green Ridge Simmentals, PA.
- \$4,600** – Open Female, “SS/PRS Cotton Candy 139Z,” s. by CNS Pays To Dream, cons. by Woodlawn Simmentals, sold to Pigeon Mountain and Anderson Simmentals, GA.
- \$4,200** – Bred Female, “AK/NDS Girl on Fire,” s. by Remington Lock N Load, bred to LLSF Vantage Point, cons. by Nickel N Dime Farms, Bangma Farm, NC.
- \$4,000** – Bred Female, “AK/NDS Firefly,” s. by LLSF Pays To Believe, bred to LLSF Vantage Point, cons. by Nickel N Dime Farms, sold to Circle T Farms, TN.
- \$3,900** – Bred Female, “PPCC/CLPP 1st Class 4039,” s. by Dameron First Class, bred to Jass on the Mark, cons. by Freeman Cattle, sold to Superior Simmentals, UT.

## 1st Annual Spring Fever Sale

May 16, 2020 • Waynesburg, PA

No.	Category	Average
61	Total Lots	\$2,555

Auctioneer: John Spiker, WV

### High-Selling Lots:

- \$20,000** – Open Female, “SVJ Miss Victoria G49,” s. by Mr CCF 20-20, cons. by SVJ Farm, Amity; sold to Scherich Simmentals, Windridge.
- \$9,200** – Cow/Calf Pair, “SSC Miss Indy 42C,” s. by W/C BF Innocent Man, cons. by Full Circle Farm, Dayton; sold to Mary Ann Miller, Dry Run.
- \$6,700** – Bull, “Charmont Big Easy F60W,” s. by WS Stepping Stone, consigned by Charmont Farms, Ripley, OH; sold to Young Cattle Co, Belmont, OH.
- \$4,200** – Cow/Calf Pair, “Charmont Diva F109,” s. by Yardley Top Notch, cons. by Charmont Farms, Ripley, sold to Tybenal Farm, Caldwell, OH.
- \$3,900** – Cow/Calf Pair, “BF Miss I Man C77,” s. by W/C BF Innocent Man, cons. by Buena Vista Simmentals, Old Fields, WV; sold to Heritage Hills Farm, Waynesburg.
- \$3,300** – Open Female, “Classic Cleo G26,” s. by Colburn Primo, cons. by Classic Farms, Fairmont, WV; sold to Clover Leaf Farm, Clarksburg, WV.
- \$3,100** – Open Female, “Classic Cami G2,” s. by W/C Lock Down, cons. by Classic Farms, Waynesburg; sold to William Crayne, Waynesburg.
- \$3,100** – Cow/Calf Pair, “PCSC Miss Shock PC1F,” s. by PCSC Heat Shocker, cons. by Pine Creek Show Cattle, Rumford, ME; sold to Jamie Vandruff, Waynesburg. ♦

# NEW MEMBERS

## ARKANSAS

**Kylee Sigmon**  
1418 CR 708  
Berryville, AR 72616

**Wynn Farms**  
625 Deerfield Dr  
Harrison, AR 72601

**Rockin S Cattle Co**  
22844 Floyd Moore Rd  
Gentry, AR 72734

## COLORADO

**Liberty Land & Cattle LLC**  
PO Box 406  
Hugo, CO 80821

## FLORIDA

**Sunny Hill Cattle**  
8280 Se 126th Pl  
Belleview, FL 34420

**Silent Star Farms**  
2011 N CR 426  
Oviedo, FL 32765

**L Bar 7 Ranch**  
2011 N CR 426  
Oviedo, FL 32765

## GEORGIA

**Phoenix Farm**  
320 Wards Chapel Rd  
Eatonton, GA 31024

## IOWA

**Thill Cattle Company**  
1169 30th Pl  
Pleasantville, IA 50225

**Megan Zwiefel**  
713 6th St NE  
Clarion, IA 50525

**Pinchey Creek Cattle Company**  
615 Erbe St  
Pleasantville, IA 50225

**Nathanael Dohlman**  
13524 50th St  
Lime Springs, IA 2155

## IDAHO

**Sunset Ranch**  
7070 Merrill Rd  
Emmett, ID 83617

## ILLINOIS

**Matthew Paddick**  
2438 E 100th Ave  
Sumner, IL 62466

**Matthew Paddick**  
2438 E 100th Ave  
Sumner, IL 62466

**Trent Anthony Koester**  
84 County Rd 700 N  
Neoga, IL 62447

**Wankel Brothers**  
PO Box 172  
Petersburg, IL 2675

## INDIANA

**Shelby Stephenson**  
1016 E 700 N  
Fortville, IN 46040

**Shelby Stephenson**  
1016 E 700 N  
Fortville, IN 46040

**Peter Family Farms**  
5075 Acorn Rd  
Tell City, IN 47586

**Chad Shepherd**  
3285 Cinnamon Trace  
Kokomo, IN 46901

## KANSAS

**Hoffman Cattle Service**  
608 1st St  
Effingham, KS 66023

**Louis & Marcellin Betzen**  
3435 N 183rd W  
Colwich, KS 67030

**Cliff & Cody Hutchinson**  
2206 Vane Rd  
Chapman, KS 67431

## KENTUCKY

**Thomas Bolton**  
352 J Moody Rd  
Brownsville, KY 42210

**Michael Joering**  
1893 Haubner Rd  
California, KY 41007

## LOUISIANA

**Hollis L Keene**  
21109 Turkey Crk Dr  
Baton Rouge, LA 70817

**Russell Kahl**  
81502 F Jenkins Rd  
Bush, LA 70431

**Stermer Cattle**  
18274 Gene Williams Rd  
Franklinton, LA 70438

**C-C Farm**  
22444 Sharp Chapel Road  
Bush, LA 70431

## MARYLAND

**Katie Burroughs**  
9155 5th St  
Bel Alton, MD 20611

## MINNESOTA

**Mason Latzke**  
459 Kar Mil Place  
Gaylord, MN 55334

**DNA Livestock**  
57793 232nd St  
Deer Creek, MN 56527

## MISSISSIPPI

**Odom Farms**  
413 Salem Church Rd  
Collins, MS 39428

## MISSOURI

**Twin T Cattle Company**  
13267 State Rte H  
Arbela, MO 63432

## NEBRASKA

**O'Brien Simmentals**  
3619 Curran Ave I  
Grand Island, NE 68803

**Bryce & Lisa Andrew**  
73049 640 Ave  
Auburn, NE 68305

## OHIO

**Michaela Graham**  
6870 Licking Valley Rd  
Frazeyburg, OH 43822

**Josh Shaw**  
3393 Bluemont Park  
Hilliard, OH 43026

## OKLAHOMA

**Jones Brothers Cattle Co**  
3432 Springdale Rd  
Ardmore, OK 73401

**Gordon Beef**  
PO Box 413  
Fletcher, OK 73541

**Justin Kliever**  
23847 East 855 Rd  
Thomas, OK 73669

## OREGON

**Creek Side Cattle Co**  
196 Willow Springs Dr  
Talent, OR 97540

## PENNSYLVANIA

**Donald Baron**  
18469 Price Rd  
Saegertown, PA 16433

## TENNESSEE

**Brigham Branch Cattle Co**  
1635 Brigham Branch Rd  
Erin, TN 37061

## TEXAS

**Jim-Bob A Trant**  
3449 CR 404  
Anderson, TX 77830

**P & W Cattle Co**  
964 VZ CR 2141  
Canton, TX 75103

**Madi Howell Show Cattle**  
236 PR 5133  
Mount Calm, TX 76673

**Horseshoe Oaks Ranch**  
7677 CR 310  
Terrell, TX 75161

**Melanie Moreno**  
81 Old Cincinnati Rd  
Huntsville, TX 77320

**Roger & Brenda Nicholson**  
479 Brisco Rd  
Marion, TX 78124

**Lindsey Farms**  
PO Box 754  
Bullard, TX 75757

**Urban Cattle Company**  
1605 Belgrade Dr  
Plano, TX 75023

**Centex Genetics**  
2142 CR 3640  
Copperas Cove, TX 76522

**Tom Edd Johnson**  
11093 Cr 440  
Cross Plains, TX 76443

**Lirette Farms**  
5798 Crockett Martin Rd  
Conroe, TX 77306

**4-B Farms**  
1209 Bill Jones Rd  
Groveton, TX 75845

**Gilbert Esparza**  
12637 Goyo Garcia Rd  
Raymondville, TX 78580

## VIRGINIA

**Trainwreck Cattle Company**  
15003 Nash Rd  
Dewitt, VA 23840

## WISCONSIN

**Crist Farms**  
**Tye Talan Kinlee Crist**  
16395 Meylor Ln  
Darlington, WI 53530

**Lakeshore Land & Livestock**  
1023 Cleveland Ave  
Algoma, WI 54201

**Tristan Jenkins**  
N2929 N Kearley Rd  
Markesan, WI 53946 ◆



# SimmApp Available Now!

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



Sign-up to receive notifications tailored to your needs!

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

# ASA FEE SCHEDULE

## DNA Services (Contact ASA For Testing Kits)

### Genomic Tests:

*GGP-HD (Required for AI sires/donor dams)	.....	\$90
*GGP-LD	.....	\$50
GGP-uLD	.....	\$33

*\*Add-on tests available*

	Stand Alone ↓	Add-on ↓
**Parental Verification (PV)	..... \$18	..... Free
Coat Color	..... \$20	..... \$9
Red Charlie	..... \$15	..... NA
Horned/Polled	..... \$33	..... \$19
PMel (Diluter)	..... \$20	..... Free
Oculocutaneous Hypopigmentation (OH)	..... \$25	
BVD PI	..... \$5	

### Genetic Conditions Panel ..... \$25

*(Must run with LD or HD)*

- Arthrogryposis Multiplex (AM)
- Neuropathic Hydrocephalus (NH)
- Developmental Duplication (DD)
- Tibial Hemimelia (TH)
- Pulmonary Hypoplasia with Anasarca (PHA)
- Osteopetrosis (OS)
- Contractural Arachnodactyly (CA)

*(Individual defect tests can be ordered for \$25.)*

*\*\*Research Fee charged at \$1.00/min – Includes but is not limited to: DNA re-checks to more than 2 additional parents, multi-sire pastures, excess time spent to confirm parentage, mis-identified samples, and samples arriving at lab without proper ASA paperwork.*

*\*\*\*Prices are subject to change*

*DNA Collector Fees: Allflex TSU - \$20.00 (box of 10) Allflex Applicator - \$40.00 Blood Cards - \$1.00 ea. (processing fee)  
Hair Cards - \$5.00 ea. (processing fee) Sample Pull Fee - \$2.00 ea.*

## THE Enrollment

**Fall 2020 THE Enrollment** (dams calve July 1-December 31) — Early enrollment open April 15 through **June 15, 2020**.  
Late enrollment available until August 15, 2020.

**Spring 2021 THE Enrollment** (dams calve January 1-June 30) — Early enrollment open October 15 through **December 15, 2020**.  
Late enrollment available until February 15, 2021.

	Option A (TR)	Option B (SR)	Option C	Option D (CM)
Early Enrollment	\$15.00	FREE	\$7.50	\$500/herd
*Late Enrollment	\$16.00	\$1.00	\$8.50	\$500/herd
*Late enrollment fees				

A re-enrollment fee of \$35.00 applies to any dam that is removed from inventory and re-enters the herd at a later date. A member who has dropped out of THE and wishes to return, may do so for the next enrollment season. Re-enrollment fee is \$35 per animal (maximum of \$350) plus enrollment fees. Non-THE registration fees will apply to the calendar year when a member did not participate in THE.

## American Simmental Association Fees

### First Time Membership Fee:

Adult First Time Membership Fee*	.....	\$160
<i>(Includes: \$50 set-up fee and \$110 ASF)</i>		
Junior First Time Membership Fee*	.....	\$40
Prefix Registration	.....	\$10
*After January 1: \$105 for Adults and \$40 for Juniors		

### Annual Service Fee (ASF)\*:

Adult Membership	.....	\$110
Junior Membership	.....	\$40
Fiscal year runs from July 1 – June 30		

### Registration Fees:

#### Registration Fees enrolled in THE

Enrolled in <b>Option A</b>	.....	No Charge
Enrolled in <b>Opt B or C</b> <10 months	.....	\$30
Enrolled in <b>Opt B or C</b> ≥10 months <15 months	..	\$40
Enrolled in <b>Opt B or C</b> ≥15 months	.....	\$50

### Transfer Fees:

First Transfer	.....	No Charge
<i>Subsequent Transfers</i>		
Within 60 calendar days of sale	.....	\$10
Over 60 calendar days after sale	.....	\$30

### Additional Transactions:

Priority Processing	.....	\$50
<i>(not including shipping or mailing)</i>		
Corrections	.....	\$5

### Registration Foreign/Foundation Fees:

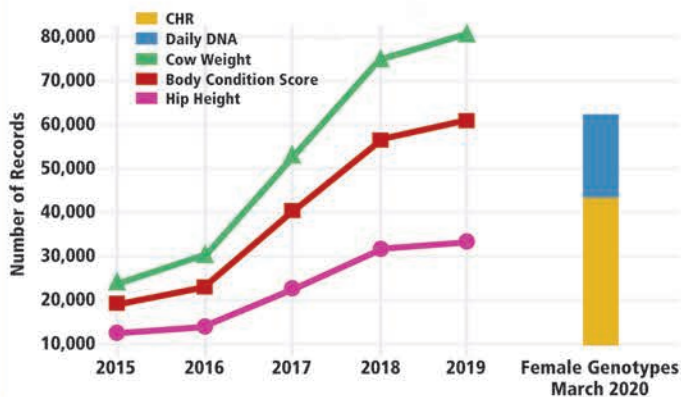
Register Foundation Cow	.....	\$17
Register Foundation Bull	.....	\$25

### Registration Fees not enrolled in THE:

Non-THE <10 months	.....	\$42
Non-THE ≥10 months <15 months	.....	\$52
Non-THE ≥15 months	.....	\$62

# Her Biological Clock is Ticking!

## Cumulative Mature Cow Phenotypes and Female Genotypes in ASA Database



50K DNA Tests *as low as*  
**\$20/COW**

Adding a DNA test to your decision is like knowing ...

25	Calving ease scores
22	Birth weights
25	Weaning weights
15	Stayability records

- Available to all seedstock and commercial members — regardless of breed type or breed makeup.
- \$20/sample requires both cow weights and body condition score (otherwise \$25/sample).
- Parentage included.
- Collaborative research project with Neogen Genomics.
- Heifer calf and replacement heifer testing available through December 31, 2020. Only calving age cows (bred heifers or older) will be accepted as of January 1, 2021.



For more information:  
[simmental.org/chr](http://simmental.org/chr)  
 406-587-4531  
[researchdna@simmgene.com](mailto:researchdna@simmgene.com)

**SimGenetics**  
 PROFIT THROUGH SCIENCE  
 American Simmental Association



**Bulls bred  
to meet  
commercial  
cattlemen's  
needs!**



**BULLS FOR SALE**

**SIMMENTAL &  
SimAngus™ BULLS**

**YEARLINGS  
AVAILABLE!**

**CALL FOR MORE INFORMATION**

**Cross Timbers,  
Missouri**  
[www.lucascattlecompany.com](http://www.lucascattlecompany.com)

**(417) 399-7124  
(417) 998-6878**



**A brand you can trust  
and cattle you can  
count on!**

*Forrest & Charlotte Lucas*

## DATE BOOK

### AUGUST

- 15 24th Annual Southern Showcase Sale, Rome, GA
- 22-25 LMC GenePLUS Online Sale XXXIV — [www.lamuneca.com](http://www.lamuneca.com)

### SEPTEMBER

- 5 North Carolina Fall Harvest Sale — Union Grove, NC
- 5 Midwest Fleckvieh Event, Osawatomie, KS
- 12 Kentucky Simmental Fall Sale — Lexington, KY (pg. 39)
- 16 Gonsalves Ranch Bulls Eye Breeders Angus and SimAngus Bull Sale — Modesto, CA
- 18-19 Keith Franck Complete Fleckvieh Simmental Dispersal — Waverly, IA
- 19 ETSSA and HOTSSA Fall Fest Sale — Henderson, TX
- 19 Family Matters Sale — Auburn, KY
- 20 Illini Elite Sale — Shelbyville, IL
- 24 Circle Ranch Beef Solutions Bull Sale — Ione, CA
- 26 Head of the Class Sale — Louisburg, KS
- 26 Martin Farms' 13th Annual Production Sale — Lyles, TN
- 26 Mertens Cattle Company Dispersal Sale — Watertown, SD
- 26 Synergy XIII — Giddings, TX (pg. 2)

### OCTOBER

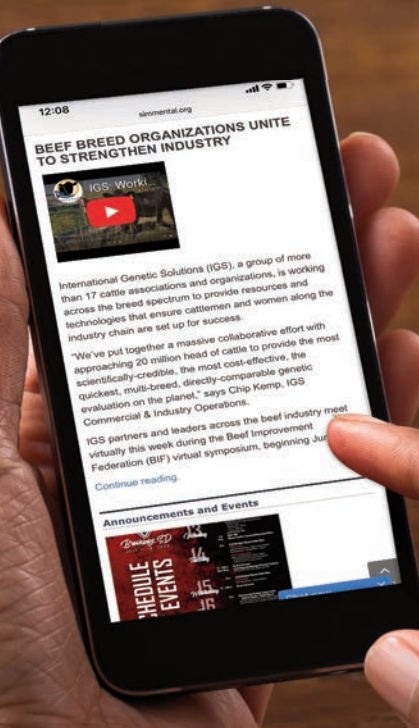
- 3 Buckeye's Finest Sale — Zanesville, OH (pg. 47)
- 3 Factory Direct Sale — Lafayette, IN
- 4 WSA Midwest Fall Round-Up Sale — Lancaster, WI
- 9 Ladies of the Lone Star Sale — Grand Saline, TX
- 10 Magnolia Classic — Starkville, MS (pg. 3)
- 10 New Direction Sale — Seward, NE (pg. 43)
- 16 Buckles and Banners Sale — West Point, IA
- 17 Fred Smith Company Extra Effort Sale — Clayton, NC
- 17 Indiana Performance Tested Bull Sale — Springville, IN
- 17 MN Beef Expo — White Satin On Ice and All Breeds Sale — Minneapolis, MN
- 24 Cattlemen's Preferred Sale — Ratcliff, AR
- 24 Clear Choice Female Sale — Milan, IN
- 24 Cason's Pride and Joy Elite Female Sale — Russell, IA
- 31 7P Ranch's 45th Annual Production Sale — Tyler, TX
- 31 Genetic Opportunity Sale — Albemarle, NC
- 31 Pennsylvania Fall Classic Sale — Waynesburg, PA
- 31 Red Hill Farms' "Bulls and Females of Fall VI" — Lafayette TN
- 31 Yon Family Farms Fall Sale — Ridge Spring, SC

### NOVEMBER

- 1 Hawkeye Simmental Sale — Bloomfield, IA
- 1 Triangle J Ranch's Annual Female Sale — Miller, NE (pg. 43)
- 2 Hanel's Black Simmentals' Female Sale — Courtland, KS
- 2 Harriman Santa Fe Annual Bull Sale — Montrose, MO
- 6 High Ridge Farms' Genetic Opportunity Sale — Albemarle, NC
- 7 Hilltop Simmentals' Dakota Ladies' Bred Heifer Sale — Worthing, SD
- 7 Irvine Ranch 16th Annual Production Sale — Manhattan, KS
- 14 Deer Creek Farm's Annual Bull Sale — Lowesville, VA
- 14 Gibbs Farms' Bull and Replacement Female Sale — Ranburne, AL
- 15 Houck Rock Creek Ranch's Fall Private Treaty Bull Sale — Allen, KS
- 16 Bichler Simmentals' Production Sale — Linton, ND
- 20 Heartland Simmental Performance with Class Sale — Waverly, IA
- 21 Best of Both Worlds Sale — Newark, OH
- 21 Callaway Cattle Company's 8th Annual AffordaBULL Sale — Carrollton, GA
- 21 9th Annual Strickland-Driggers Bull Sale — Glennville, GA
- 21-24 LMC and Friends Giving THANKS Online Sale VI — [www.lamuneca.com](http://www.lamuneca.com)
- 21 Southern Cattle Company Bull Sale — Marianne, FL
- 21 Timberland Cattle's Fall Bull Sale — Vernon, AL
- 27 Chestnut Angus Female Sale — Pipestone, MN
- 28 Felt Farms' Foxy Ladies Sale — West Point, NE
- 28 Right By Design Sale — Middletown, IN
- 30 WLB Livestock Complete Dispersal — Douglas, MB

### DECEMBER

- 5 Jewels of the Northland — Clara City, MN
- 5 Montana's Choice Simmental/SimAngus™ Sale — Billings, MT



[www.simmental.org](http://www.simmental.org)

**Have you visited [simmental.org](http://simmental.org) lately?**

The main page of the website has a new look highlighting ASA spotlight articles, industry news, and easy to navigate location for articles in a series.

**[simmental.org](http://simmental.org) makes it easy for you.**

**Sections include:**

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

- 5 Next Step Cattle Company's 8th Annual Bull Sale — Livingston, AL
- 5 T-Heart Ranch's Fall Female Sale — LaGarita, CO
- 12 Hartman Cattle Company's Customer Appreciation Sale — Tecumseh, NE
- 12 NDSA Annual Showcase/Sale — Mandan, ND
- 12 North Alabama Bull Evaluation Sale — Cullman, AL
- 13 Trauernicht Simmental Nebraska Platinum Standard Sale — Beatrice, NE
- 19 South Dakota Source Sale — Mitchell, SD

**JANUARY 2021**

- 15 Diamond Bar S Bull Sale — Great Falls, MT
- 18 National Western "The One - Volume XXVII" Sale — Denver, CO
- 22 Ellingson Simmentals' Annual Production Sale — Dahlen, ND (pg. 41)
- 23 Forster Farms 42nd Annual Production Sale — Smithfield, NE
- 30 Double J Farms' 47th Annual Private Treaty Bull Sale — Garretson, SD
- 30 J&C Simmentals' Annual Bull Sale — West Point, NE (pg. 43)
- 31 Triangle J Ranch's Bull Sale — Miller, NE (pg. 43)

**FEBRUARY**

- 1 Gateway Simmental 41st Annual "Breeding Value" Bull Sale — Lewistown, MT
- 3 Begger's Big Sky Genetic Source Bull Sale — Wibaux, MT (pg. 45)
- 3 Lazy C Diamond Ranch's Production Sale — Kintyre, ND
- 4 Hart Simmentals' Power Bull Sale — Frederick, SD
- 4 Stavick Simmental's Annual Sale — Veblen, SD
- 5 Cow Camp Ranch's Annual Sale — Lost Springs, KS (pg. 47)
- 5 Kunkel Simmentals' Annual Bull and Bred Female Sale — New Salem, ND
- 6 39th Annual Klain Simmental Ranch's Production Sale — Ruso, ND
- 6 Prickly Pear Simmental Ranch's Bull Sale — Helena, MT (pg. 45)
- 6 Value Based Genetics Sale — Decorah, IA
- 7 Hartman Cattle Company's Simmental Bull Sale — Tecumseh, NE
- 8 Dakota Power Bull Sale — Valley City, ND
- 9 Edge of the West Production Sale — Mandan, ND
- 10 Jackpot Cattle Company's Bull Sale — Wessington, SD
- 10 River Creek Farms' Spring Bull Sale — Manhattan, KS
- 11 Lassle Ranch Simmental's Annual Bull Sale — Glendive, MT
- 12 Bata Brothers/Bell Family 23rd Annual Bull Sale — Rugby, ND (pg. 41)
- 12 Bred For Balance Sale — Starbuck, MN
- 13 Kenner Simmentals' 25th Annual Production Sale — Leeds, ND
- 13 Mississippi/Dixie National Simmental Sale — Jackson, MS
- 13 Rydeen Farms' 23rd Annual "Vision" Sale — Clearbrook, MN
- 15 Bulls of the Big Sky — Billings, MT (pg. 45)
- 15 Houck Rock Creek Ranch's Spring Private Treaty Bull Sale — Allen, KS
- 15 Iowa Simmental "Mark of Excellence" Sale — Des Moines, IA
- 16 QBVJT Power By Design Sale — Oakes, ND (pg. 41)
- 19 32nd Annual Power Bull Sale — Carstairs, AB
- 19 Dakota Xpress Annual Bull and Female Sale — Mandan, ND (pg. 41)
- 19 R&R Cattle Company's Annual Production Sale — Chamberlain, SD
- 19 Sandy Acres' Bull Sale — Neligh, NE (pg. 43)
- 20 7P Ranch's 27th Annual Spring Bull and Female Sale — Tyler, TX
- 20 Dixon Farms, Inc., Private Treaty Sale — Atwood, KS
- 20 Nebraska Cattlemen's Classic Simmental Sale — Kearney, NE
- 20 Yon Family Farms Spring Sale — Ridge Spring, SC
- 21 Bred For Balance Annual Sale — Starbuck, MN
- 24 C Diamond Simmentals' Annual Production Sale — Dawson, ND
- 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

**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 Hill's Ranch's Bull Sale — Stanford, MT
- 3 Klein Ranch's Annual Production Sale — Atwood, KS
- 4 Keller Broken Heart Ranch's Annual Sale — Mandan, ND (pg. 41)
- 5 Eichacker Simmentals' Annual Bull and Female Sale — Salem, SD
- 5 KSU's Annual Legacy Sale — Manhattan, KS
- 6 Kentucky Beef Expo Sale — Louisville, KY
- 6 Trinity Farms' Generations of Excellence Sale — Ellensburg, WA ◆

# RATES & POLICIES

Serving as American Simmental Association's (ASA) official publication, *the Register* is mailed nine times annually, has a circulation of 5,500+, and is focused primarily on ASA's paid membership. *the Register* is an 8 1/8 x 10 7/8 inch glossy, full-color publication that provides a direct and consistent line of communication to the ASA membership.

## Ad Sales Staff

For All Your Advertising Needs



**Nancy Chesterfield**

406-587-2778

nchesterfield@simmgene.com



**Rebecca Price**

406-587-2778

rprice@simmgene.com

### Subscriptions

- Domestic \$50/year
- First Class \$100/year
- All International \$150/year (US)

### Space and four-color rates for *the Register*:

Space Rates	Non-Contract	5X Contract	9X Contract	Four Color
1 page	\$770	\$730	\$700	\$300
2/3 page	\$660	\$630	\$600	\$200
1/2 page	\$440	\$420	\$400	\$150
1/3 page	\$330	\$315	\$300	\$100
1/4 page	\$220	\$210	\$200	\$75
1/8 page	\$150			\$50
3-inch mini	\$100			\$30
2-inch mini	\$85			\$15
2-inch card	\$700/year, 9 insertion			\$135
1-inch card	\$390/year, 9 insertions			\$90
Classified Ads	\$.60/word, \$12.00 minimum, must be prepaid			

### Register Deadlines for Publication:

Issue	Sales Close	Ad Materials	Camera Ready	Mail Date
September '20	August 3	August 10	August 17	Sept 4
October '20	August 30	Sept 10	Sept 20	Oct 4
November '20	Oct 1	Oct 10	Oct 21	Nov 5
Dec '20/Jan '21	Nov 13	Nov 20	Dec 4	Dec 18
February '21	Dec 28	Jan 4	Jan 18	Feb 4
March '21	Jan 29	Feb 10	Feb 17	March 8
April '21	March 1	March 10	March 19	April 5
May/June '21	April 1	April 9	April 20	May 10

**Send all ad materials to: register@simmgene.com or Fax: 406-587-8853**

A non-refundable fee of \$50.00 will be assessed if a client does not meet deadlines or if the client commits to advertising and cancels after the deadline or if the ad must be dropped to ensure on time publication.

Advertising materials (including photos) must be in *the Register* office by the dates listed above. *the Register*, which mails by periodicals rate, assumes no responsibility for actual receipt date.

### Design Charges

Advertising rates are for camera-ready ads only. Additional design charges will apply to any ad that is designed by ASA Publication, Inc.

### Layouts & Proofs

Every effort will be made to provide proofs on all ads — if all ad material arrive in *the Register* office prior to the deadline and a correct email address or fax number is provided.

### Terms

All accounts are due and payable when invoiced. Interest charges of 1.5 percent per month (18 percent APR) will be added to accounts 30 days past due. If an account becomes 60 days delinquent, all ASA Publication, Inc. work may be suspended until full payment is made. After review by the ASA Executive Committee, ASA privileges may be denied to those with accounts over 90 days delinquent.

### Advertising Content

*the Register* and its staff assume no responsibility or obligation to verify the accuracy and truthfulness of advertising copy submitted to *the Register*. However, *the Register* reserves the right to reject any advertising copy or photo which *the Register* deems unsuitable for publication for any reason, including copy or photographs which are false or misleading. *the Register* assumes no responsibility for the accuracy and truthfulness of submitted print ready ads. Advertisers shall indemnify and hold harmless *the Register* for any claims concerning advertising content as submitted. Advertising containing pedigrees or statements regarding performance must conform to records kept by the American Simmental Association. Copy deviating from official records may be changed as necessary without advertiser consent.

### Editorial Policy

Opinions expressed are the writers' and not necessarily those of *the Register*. Photographs are welcome, but no responsibility is assumed for material while in transit or while in the office.

## ASA PUBLICATION, INC

One Genetics Way  
Bozeman, Montana 59718 USA  
406-587-2778 • Fax 406-587-8853  
register@simmgene.com

# OUR DOORS ARE OPEN



 **IGS** International  
Genetic Solutions

At **International Genetic Solutions**, your cattle and your data have a home.

That's why we offer the first and only free tool to reliably identify the value of feeder calves – regardless of breed.

The **IGS Feeder Profit Calculator™** combines genetic, management and health information to benchmark the best — giving buyers insight and giving you return on your investment.

**IGS STAND TOGETHER**

406.205.3033 • [internationalgeneticsolutions.com](http://internationalgeneticsolutions.com)

# AD INDEX

3C Christensen Ranch . . . . . 15	ClearWater Simmentals . . . . . 45	Illinois Simmental Breeders . . . . . 41	River Creek Farms . . . . . 15
ABS® Global, Inc. . . . . 1, 15	Clover Valley Simmentals . . . . . 45	Indiana Simmental Breeders . . . . . 45	Rolling Hills Farms Simmentals LLC . 15
Active Herd . . . . . 31	Colorado Simmental Breeders . . . 35	International Genetic Solutions (IGS) . . 15, 35, 41, 43, 46, 49, 69	Rust Mountain View Ranch . . . . . 41
Alabama Simmental Breeders . . . 35	Conover, Al, Auctioneer & Sale Management . . . . . 14	Iowa Simmental Breeders . . . . . 35	S/M Fleckvieh Cattle . . . . . 49
All Purpose Index (\$API) . . . . . 5	Cow Camp Ranch . . . . . 15	J & C Simmentals . . . . . 43	Sales Call . . . . . 15, 43, 45, 50
Allflex® Livestock Intelligence . 21, 29	Cow Herd DNA Roundup . . . . . 65	Jacobs, Roger, Auctioneer . . . . . 14	Sandy Acres Simmental . . . . . 43
Altenburg Super Baldy Ranch, LLC 35	Customer Service Team . . . . . 37	Jensen Simmentals . . . . . 49	Secondino, Krieger, Jame . . . . . 14
American Live Stock Inc. . . . . 14	Dakota Xpress . . . . . 41	Jones Show Cattle . . . . . 15	SenseHub Beef . . . . . 29
American Simmental Association . . . . . IFC, 5, 19, 25, 31, 34, 37, . . . . . 44, 48, 49, 53, 63, 65, 67, 71	Datamars . . . . . 11	Kaelberer Simmentals . . . . . 41	Sexcel™ . . . . . 1
ART-JEN Simmental Farm . . . . . 49	Diamond Bar S . . . . . 45	Kansas Simmental Breeders . . . . . 15	Shipman, Jered, Auctioneer . . . . . 15
ASA Performance Advocate . . . . . 15, 34, 45	Diamond H Ranch . . . . . 15	Keller Broken Heart Ranch . . . . . 41	Shoal Creek Land & Cattle, LLC . . 43
ASA Publication, Inc. . . . . 53	Dickinson Simmental and Angus Ranch . . . . . 15	Kenner Simmentals . . . . . 41	SimGenetics Profit Through Science . . . . . IFC, 5, 19, 25, 44, 48, 65
ASA SimmApp . . . . . 63	Dixson Farms, Inc. . . . . 15	Kentucky Simmental Association . 39	Simmentals of Texas . . . . . 49
Bar 5 Simmental Stock Farms Ltd. 15	Double J Farms . . . . . 15	Kreis, Ron, Auctioneer . . . . . 15	<i>SimTalk</i> . . . . . 53
Bata Bros. . . . . 41	DP Sales, LLC . . . . . 39	Lassle Ranch Simmentals . . . . . 45	Sloup Simmentals . . . . . 43
Begger's Diamond V . . . . . 45	Ediger Simmental . . . . . 43	Leadbetter, Jon, Auctioneer . . . . . 15	Smith Genetics . . . . . 2
Benda Simmentals, Jim . . . . . 15	Eichacker Simmentals . . . . . 15	Lehrman Family Simmentals . . . . . 15	South Dakota Simmental Breeders . . . . . 15
Bessler Inc., James F . . . . . 14	Ekstrum Simmentals . . . . . 15	Little Creek Cattle . . . . . 3, 49	Speedrite™ . . . . . 11
Bichler Simmentals . . . . . 41	Elk County Simmentals . . . . . 49	Livestock Services . . . . . 14	Springer Simmental . . . . . 35
Bouchard Livestock International . 14	Ellingson Simmentals . . . . . 41	Low Density DNA Testing . . . . . 53	Stanley Martins Farms . . . . . 4
Bridle Bit Simmentals . . . . . 35	Fall Focus . . . . . 48	Lucas Cattle Company . . . . . 43, 66	Stavick Simmental . . . . . 15
Brink Fleckvieh . . . . . 49	Feeder Profit Calculator™ . . . . . 15, 35, 41, 43, 46, 49, 69	Magnolia Classic . . . . . 3	Steaks Alive . . . . . 43
Brooks Simmental Ranch . . . . . 15	Ferguson Show Cattle . . . . . 15	Martin Farms . . . . . 43	STGenetics® . . . . . 45
Brush Country Bulls . . . . . 45	Filegonia Cattle Company . . . . . 45	Miller Simmentals . . . . . 45	Sunflower Genetics, LLC . . . . . 15
Bulls of the Big Sky . . . . . 45	Flittie Simmental . . . . . 15	Minnesota Simmental Association . . . . . BC	Synergy Sale . . . . . 2
Cable Ranch . . . . . 15	Forster Farms . . . . . 43	Minnesota Simmental Breeders . . 35	T-Heart Ranch . . . . . 35
Calf Crop Genomics . . . . . 71	Four Starr Simmentals . . . . . 43	Missing Rail Simmentals . . . . . 15	Tennessee Simmental Breeders . . 43
California Breeders . . . . . 41	GGP . . . . . IFC	Missouri Simmental Breeders . . . 43	Texas Simmental & Simbrah Breeders . . . . . 45
Canada Simmental Breeders . . . 15	GGP-HD . . . . . 19	Mitchell Lake Ranch . . . . . 49	<i>the Register</i> . . . . . 53
Canadian Simmental Country Magazine . . . . . 15	GGP-LD . . . . . 19	Montana Simmental Breeders . . . 45	Thomas Ranch . . . . . 15
Carcass Merit Program (CMP) . . . . . 14, 15, 25, 35, 41, 44, 45, 49	GGP-uLD . . . . . 19	Monte Christo Ranch & Investments . . . . . 45	Timberland Cattle . . . . . 35
Cattle Visions . . . . . 14, 72, IBC	Gold Bullion . . . . . 15	Morrison, Myra Neal . . . . . 35	Total Herd Enrollment (THE) . . . . . 15, 35, 43, 45
CattleMax Software . . . . . 17	Haley Farms . . . . . 15	Nebraska Simmental Breeders . . . 43	Traxinger Simmental . . . . . 15
Check Us Out Online . . . . . 67	Harker Simmentals . . . . . 45	Neogen® Genomics . . . . . IFC, 19, 65	Trennepohl Family Farm . . . . . 45
Circle 3 Genetics . . . . . 15	Harl, Tracy Auction Company . . . 14	NLC Simmental Ranch . . . . . 15	Triangle J Ranch . . . . . 43
Classifieds . . . . . 70	Hart Simmentals . . . . . 15	North American Fullblood Breeders . . . . . 49	Trinity Farms . . . . . 41
	Hicks Cattle Co. . . . . 45	North Carolina Simmental Breeders . . . . . 35	Triple Z Simmental . . . . . 49
	Hofmann Simmental Farms . . . . . 15	North Dakota Simmental Breeders . . . . . 41	Ultrainsights Processing Lab, Inc. . 14
		Oak Meadow Farms . . . . . 35	Updyke Simmentals . . . . . 35
		Ohio Simmental Breeders . . . . . 15	Virginia Simmental Association . . 48
		Oklahoma Simmental Breeders . . 35	VJT Ranch . . . . . 41
		ORlgen . . . . . 14	Volk Livestock . . . . . 43
		Patriot™ . . . . . 11	Washington Simmental Breeders . 41
		Pine Ridge Ranch, LLC . . . . . 45	Werning Cattle Cattle . . . . . 15
		Powerline Genetics . . . . . 43	Western Cattle Source . . . . . 43
		Prickly Pear Simmental Ranch . . . 45	White Farms Simmental . . . . . 35
		Quandt Brothers (QBVJT) . . . . . 41	Wildberry Farms . . . . . 41
		R&R Cattle Company . . . . . 15	Wilkinson Farms Simmentals . . . 41
		Red River Farms . . . . . 41	Williams Land & Cattle Auction Co. . . . . 14
		Rincker Simmental . . . . . 41	Willis Simmentals . . . . . 35
			Win Win Cattle . . . . . 70 ♦

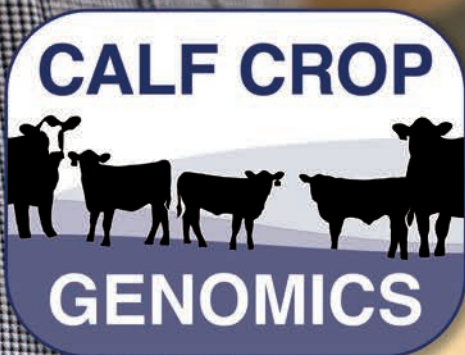
## CLASSIFIEDS

♦ **#1 Great Simmental Breed:**  
 Legendary Bulletproof bull guarantee. Bulletproof the herd sire (ASA 2930104). Calving ease, more pounds, more money, more food, moderate replacements. Available at winwincattle.com. Phone: 605-464-7451.

♦ **IT PAYS TO ADVERTISE!** Cost: \$0.60 per word. Minimum: 20 words per ad. Deadline: 25th of second month preceding publication. Copy: **Must be submitted in writing, along with full payment.** Count as one word each: entire address number; entire street; entire phone number; and entire name. Mail your classified ad copy and your payment to: *the Register Classifieds, One Genetics Way, Bozeman, MT 59718.*



**The decision you make  
today will influence  
the next 20 years.**



**Make it a  
good one.**



NEW

**WS Proclamation E202**

By CCR Cowboy Cut 5048Z  
EPDs: CE: 17 \$API: 168 \$TI: 98



Full brother to  
W/C Bankroll

**W/C Pinnacle E80**

By W/C Loaded Up 1119Y  
EPDs: CE: 15 \$API: 132 \$TI: 69



NEW

**W/C Night Watch 84E**

By CCR Anchor 9071B  
EPDs: CE: 18 \$API: 162 \$TI: 83



**Mr. Hoc Broker C623**

By Steel Force  
EPDs: CE: 13 \$API: 126 \$TI: 77



**SSC Shell Shocked 44B**

By Remington Secret Weapon 185  
EPDs: CE: 18 \$API: 123 \$TI: 61



**THSF Lover Boy B33**

By HTP/SVF Duracell T52  
EPDs: CE: 19 \$API: 155 \$TI: 80



NEW

**Longs Capitalist G523**

By W/C Night Watch 84E  
EPDs: CE: 16 \$API: 149 \$TI: 81



**Ruby NFF Up The Ante 9171G**

By Ruby's Currency 7134E  
EPDs: CE: 11 \$API: 122 \$TI: 67



NEW

**ACLL Fortune 393D**

By MR TR Hammer 308A ET  
EPDs: CE: 8 \$API: 101 \$TI: 66



**W/C Bullseye 3046A**

By Lock N Load 54U  
EPDs: CE: 16 \$API: 135 \$TI: 68



**Ruby SWC Battle Cry 431B**

By MR HOC Broker  
EPDs: CE: 13 \$API: 108 \$TI: 72



NEW

**Mr SR 71 Right Now E1538**

By Hook's Bozeman 8B  
EPDs: CE: 17 \$API: 149 \$TI: 85



NEW

**GSC GCCO Dew North 102C**

By HTP/SVF Duracell T52  
EPDs: CE: 15 \$API: 118 \$TI: 74



**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: 11 \$API: 112 \$TI: 62



NEW

**TJSC King of Diamonds 165E**

By LLSF Pays To Believe ZU194  
EPDs: CE: 10 \$API: 111 \$TI: 68



NEW

**PBF Red Paint F88**

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



NEW

**OMF Epic E27**

By WS All-Around Z35  
EPDs: CE: 14 \$API: 154 \$TI: 90



NEW

**JASS On The Mark 69D**

By W/C Loaded Up 1119Y  
EPDs: CE: 11 \$API: 134 \$TI: 71



**W/C Relentless 32C**

By Yardley Utah Y361  
EPDs: CE: 9 \$API: 115 \$TI: 69



NEW

**WLE Copacetic E02**

By HPF Quantum Leap Z952  
EPDs: CE: 12 \$API: 113 \$TI: 68



3/4 SimAngus™

**WS Stepping Stone B44**

By W/C Lock Down  
EPDs: CE: 11 \$API: 124 \$TI: 76



NEW

**B C R Perfect Vision F022**

By MR CCF 20-20 3/4 SimAngus™  
EPDs: CE: 9 \$API: 115 \$TI: 71



NEW

**LLSF Vantage Point F398**

By CCR Anchor 9071B  
EPDs: CE: 11 \$API: 130 \$TI: 80



**WS Revival B26**

By LLSF Uprising 2925  
EPDs: CE: 11 \$API: 119 \$TI: 67



**LLSF Pays To Believe ZU194**

By CNS Pays To Dream T759  
EPDs: CE: 8 \$API: 109 \$TI: 72



**W/C Bankroll 811D**

By W/C Loaded Up 1119Y  
EPDs: CE: 14 \$API: 136 \$TI: 74



**CLRS Guardian 317G**

By Hook's Beacon 56B  
EPDs: CE: 20 \$API: 199 \$TI: 98



**KSU Bald Eagle 53G**

By Hook's Eagle 6E  
EPDs: CE: 15 \$API: 172 \$TI: 96



**W/C Rolex 0135E**

By Yardley Utah Y361  
EPDs: CE: 15 \$API: 132 \$TI: 68

Relentless brother - sexed semen available.



**FELT Perseverance 302F**

By W/C Executive Order 8543B  
EPDs: CE: 13 \$API: 108 \$TI: 68



**HPF Tradecraft D010**

By JF Milestone 999W  
EPDs: CE: 6 \$API: 110 \$TI: 72



**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: 157 \$TI: 77



**CCR Anchor 9071B**

By CCR Cowboy Cut 5048Z  
EPDs: CE: 14 \$API: 157 \$TI: 82



**SFG The Judge D633**

By CCR Cowboy Cut 5048Z  
EPDs: CE: 11 \$API: 153 \$TI: 92



**TL Ledger 106D**

BBy Profit  
EPDs: CE: 11 \$API: 113 \$TI: 63



**GPG Focus 135F**

By Mr CCF 20-20  
EPDs: CE: 9 \$API: 116 \$TI: 69



**HPF Rockstar B332**

By JF Milestone 999W  
EPDs: CE: 7 \$API: 124 \$TI: 75



**LHT Viper 65E**

By W/C Loaded Up 1119Y  
EPDs: CE: 17 \$API: 132 \$TI: 67



**JBSF Logic 5E**

By W/C Relentless 32C  
EPDs: CE: 6 \$API: 110 \$TI: 63



**Long's Stand Alone B35**

By Built Right  
EPDs: CE: 15 \$API: 127 \$TI: 65



**Yardley Top Notch C371**

By Sandeen Upper Class 2386  
EPDs: CE: 15 \$API: 127 \$TI: 65



**Perfect Vision 26D**

By MR CCF Vision  
EPDs: CE: 14 \$API: 115 \$TI: 70



**Rousey Gold Strike 512C**

By Hooks Trinity 9T  
EPDs: CE: 17 \$API: 148 \$TI: 89



**JSUL Something About Mary 8421**

By W/C Relentless 32C  
EPDs: CE: 9 \$API: 104 \$TI: 63



**CDI Innovator 325D**

By TJ Main Event 503B  
EPDs: CE: 15 \$TI: 150 \$TI: 90

**CATTLE Visions**

Call for your free book  
866-356-4565

Entire lineup online at:  
[www.cattlevisions.com](http://www.cattlevisions.com)

Semen available on the best  
Angus and Clubbie sires too.



www.mnsimmental.com

