

the Register

March 2020

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Features

- SimAngus™ Stewards
- Stayability EPD. Does It Work?
- Why Red Angus is Part of IGS
- ASA's Annual Meeting
- A Successful NWSS
- Women of ASA

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TRAIT	CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	SAPI	\$TI
EPD	+15.1	-1.7	+86.6	+105.0	+24	+8.5	+22.0	+55.3	+16.4	+16.3	+28.5	-.43	+64	-.085	+1.07	-.45	\$160	\$85
ACC	.83	.92	.90	.90	.90	.64	.68	.68	.38	.82	.74	.56	.71	.64	.71	.16		
%	15	15			35	20				4		10	5	30	2	10	2	3

DNA tested DLF, Homozygous Black, Homozygous Polled

EPDs as of 1/21/2020 **TOP 35%**

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29SM0494



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TRAIT	CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	SAPI	\$TI
EPD	+16.8	+0.0	+78.6	+120.9	+26	+11.3	+20.1	+59.3	+20.1	+12.4	+35.7	-.11	+68	+0.001	+69	-.47	\$170	\$89
ACC	.82	.84	.80	.76	.76	.34	.51	.52	.34	.57	.60	.45	.46	.45	.56	.18		
%	10		10	10	20	2		25	5	35	25		3			5	1	1

EPDs as of 1/21/2020 **TOP 35%**

Get on the list for these breed changing bulls this spring.
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About the cover: The National Western Stock Show annually attracts cattlemen and cattlemen from across the US for a full slate of activities.



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	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay		CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	16.9	0.8	95.3	147.9	.33	11.2	29.7	77.3	17.1	18.0	67.4	-.35	.42	-.078	1.22	-.41	168.3	98.5
ACC	.62	.83	.80	.78	.78	.32	.49	.50	.31	.50	.51	.41	.49	.46	.47	.20		30
%	2	30	1	1	1	1	4	1		1	1	1		2	15	1	1	

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the Register

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VIEWPOINT

By Tim Curran, Ione, CA, Board of Trustees Chairman



The groundwork laid by previous ASA Boards and staff makes it easy to be a Trustee today. Twenty years ago, the question wasn't which projects to move forward, it was how do we make payroll. Those Trustees were saddled with the task of keeping a struggling breed Association afloat. But they were able to make the tough decisions, rebrand the American Simmental Association, and head it down the road to where we are

today, which is the best financial position the ASA has ever seen. Luckily for today's Board, when a new project is proposed, deciding if the project has merit is the only real decision. The financial side of the decision is very easy. Thank you to those past Boards and staff for getting us to where we are today.

But the current Board has a big responsibility, too. With the rapid change the beef business is experiencing, today's decisions are which new technologies to invest in that will most benefit our members. After the investment, we need to complete these projects with the speed of private business so we can wrap it up and go on to the next one because the world we live in today is not going to wait. The best example of this is how quickly the Cow Herd DNA Roundup (CHR) was implemented and then completed. A concept in April of 2017, approved in July of 2017, phase one completed in December of 2018. And right in the middle of CHR, the Carcass Expansion Project was launched and now is in full swing with

thousands of carcass records already in the pipeline. Both of these projects are examples of how ASA continues to lead the industry in cutting edge technology when the beef business demands it. These are just two examples of the many big-ticket projects ASA has tackled in the last few years while still growing financially.

ASA continues to add partners each year. Most recently Australian Shorthorn, American Salers Association, Salers Association of Canada, North American South Devon and Neogen Genomics Inc. have joined forces with International Genetic Solutions making the world's largest genetic evaluation even bigger. Another recent collaborative effort is working Holstein Association USA to provide clarity for their members that are involved in beef-on-dairy programs. They realize the value that the appropriate SimAngus™ bulls add when compared to other beef breeds. This relationship fostered the HOLSim™ program that uses an index to highlight appropriate SimAngus™ bulls to use on high percentage Holstein females. This program will aid progressive dairies in adding merit and value to their terminal calves while growing the demand and influence of Simmental-influenced genetics.

ASA continues to allocate significant funds for youth development and professional experiences for our juniors. The efforts and importance of the AJSA are regular points of discussion at board meetings. ASA has allocated significant funding increases in recent years for both direct AJSA activities (Classics, Steer Profitability Competition, Summit, etc.) and for staff members directly responsible for interaction and oversight of junior programming and events. ♦

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EPDs as of 2.3.2020

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MAIL BAG

Dear Editor,

Thank you ASA staff for taking the time to share your association, work in genetics and tour of the beautiful office building. We know your time is valuable and we appreciate it so much.

Thank you so much,
 Dr. JP Tanner, Feather River College,
 and the Fall 2019 Beef Production Management Class

Editor's note: For the last two years, JP Tanner, professor at Feather River College, Quincy, CA, brings a small group from the college to tour the ASA Headquarters. This year, the students heard from ASA Directors Jackie Atkins, Ph.D., Luke Bowman, and Rachel Endecott, Ph.D., on a wide range of topics. Pictured below with Jackie Atkins. ♦



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SimAngus™ Stewards

By Emme Troendle

Any rancher or farmer who has fought the elements — put their lives at risk for the sake of their livestock — understands the connection between themselves and the animals under their stewardship. Mike and Katrinka Bartush, Bar B Simmentals, situated along the Red River in Muenster, Texas, understand the hardship of losing their cattle to unpredictable weather, and like many in the agriculture community, they face the difficulty of battling Mother Nature by looking to their operation's future.

Located amidst the green, rolling hills of northern Texas, the Bartushes raise 75 head of Simmental, SimAngus™, and Angus cows. They focus on developing high-quality, versatile SimAngus seedstock bulls for commercial customers. Mike shares, "People are starting to wake up to the need of half-blood SimAngus bulls to put on their commercial herds to get heterosis and hybrid vigor that they have been missing."

To make the enterprise a profitable and growing operation, they track herd data, collect DNA, and implement a progressive breeding program.

Finding the Breed

Bartush's parents raised American Saddlebred horses. He was the first in the family to break into the cattle industry, but after his introduction to cattle at a young age, he never looked back. He says, "When I was nine years old, my parents gave me a bottle calf, a little Hereford heifer, for Christmas. The next year, they gave me a yearling heifer to match, and then my father said, 'You're on your own.' So that was my start to where I've come to — 30 years in the registered business."

When he started out, Bartush tried many breeds before he arrived at Simmental and SimAngus. He started with Hereford, and then switched to Limousin, but didn't like their disposition. Bartush laughs, "Well, I've been down the line on breeds. I've tried it all. I actually had some beefalo here in my younger days."

He remembers purchasing his first few registered Simmental heifers from old family friends, and later, purchasing registered Simbrah females. Bartush says, "We have always purchased registered cattle, but we really didn't start registering cattle ourselves until 1990."



Mike and Katrinka Bartush hold a deep connection to the cattle they raise for their customers.

For Bar B Simmentals, transitioning breeds helped them better serve the buyer and the cow herd. Katrinka says, “Mike is always thinking about what’s best for the herd and what’s best for the customer. He focuses on how each animal is performing. If it’s Simbrah, SimAngus, or purebred Simmental, he has always been conscientious about what animals are performing and what genetics will improve the herd.”

Searching for the breed that fit the herd and environment eventually changed the operation’s trajectory from selling cattle commercially to selling registered cattle. During the transition, Simbrah females were bred to Simmental bulls to develop three quarter, one quarters crosses. The red Simbrah cattle soon phased to black half-blood Simmental-Angus crosses. Mike explains, “My transition from Simbrah to the Simmental and SimAngus was heavily related to my customer’s demand for bulls. It got where I couldn’t sell a Simbrah bull — I was too far north.”

Many Brahman-related breeds started to fade-out in northern Texas and southern Oklahoma, Mike recalls, “Today, you don’t see as many eared cattle as we did 15 years ago in my area. We have more Continental and European breed demand with the bull market.”

SimAngus and black-hided cattle were novel, but the first time Bartush took his black Simmental and SimAngus animals to a sale he remembers having a difficult time trying to sell the half-blood females. “SimAngus cattle weren’t really popular in the area at first. Honestly, they laughed at me. I took those animals home and kept them for my base program. But today, they have really taken off.”

Bartush has recently noticed that red cattle are starting to gain popularity again, giving him more flexibility to offer red or black SimAngus bulls to his customers. “After developing my black SimAngus program to where I am today, in the last few years I have been going to the red SimAngus program. I can even see it in herds around here locally. Producers who had all black cattle, now have pastures full of red cattle.”

Developing Bulls that Work

Bar B Simmentals predominantly calve in the fall to sell their bulls at 16 to 18 months of age. Bartush shares, “At sale time, 16 to 18 month old bulls look so much better than yearling bulls. Many of my clientele are located in what I call ‘big country’ out west, and the bulls have to cover a lot of ground. The older, sounder bulls perform better with more age and condition than younger sires.”

Calving is a tight 45-day window starting mid-September and wrapping up at the end of October. Over the last five years, each cow is AI’d at least once before being put out with high-quality clean-up bulls. Heifers are only bred twice by AI. He says, “This past fall, in 18 days, we had 52 calves on the ground out of the 72 head that were expected to calve. The AI conception rate worked out really well.”

When calves are born, they are tagged and weighed. Bartush explains that despite the reputation Simmental has for throwing large calves, he hasn’t had problems in recent history. “I haven’t pulled a calf in five years. The first time I touch them, I tag and weigh them, and then they don’t get anything prior to weaning.

“Sometimes when people come by for a look at the calf-crop they say, ‘Man, those calves are big. How much are you creep-feeding them?’ and I tell them: ‘Four teats at a time, sometimes three,’” Bartush laughs.

(Continued on page 14)

In northern Texas, SimAngus cattle have become more popular than other Bos Indicus breeds.



Bartush starts bull development immediately after weaning.



Docility is one of the first questions Bartush’s customers look for, and one of the first things he culls for.

WILDBERRY

Annual Production Sale

60 BULLS AND 25 BRED HEIFERS SELL

FARMS

March 28, 2020

1:00 pm • Hanover, IL



Due to calve 3/28/2020.

F539 // ASA 3402592 // PB SM
BLACK, POLLED FC FHG TGRADE 005 COW.

CE	BW	WW	YW	MCE	MILK	MWW
7.2	2.5	59.8	88.5	4.4	29.6	59.4
DOC	CW	YG	MARB	REA	API	TI
7.2	27.8	-0.46	0.16	0.69	130.8	67



Due to calve 3/26/2020.

F440 // ASA 3402500 // 3/4 SM 1/4 AN
BLACK, POLLED FC FHG TGRADE 005 COW.

CE	BW	WW	YW	MCE	MILK	MWW
13.1	-0.5	52.9	80.4	6	29.5	55.9
DOC	CW	YG	MARB	REA	API	TI
5.9	13.3	-0.28	0.44	0.38	146.6	69.1



Due to calve 3/20/2020.

F428 // ASA 3402489 // 1/2 SM 1/2 AN
BLACK, POLLED RLWF PROPHET MARGIN 1393 COW.

CE	BW	WW	YW	MCE	MILK	MWW
12.7	-1.7	68.4	110.8	7.8	28.1	62.3
DOC	CW	YG	MARB	REA	API	TI
4.5	38	-0.04	0.63	0.44	146	82.7



Due to calve 3/27/2020.

F467 // ASA 3402524 // PB SM
BLACK, POLLED FC FHG TGRADE 005 COW.

CE	BW	WW	YW	MCE	MILK	MWW
9.5	0.6	53.9	77.7	3.9	28.3	55.2
DOC	CW	YG	MARB	REA	API	TI
8.9	16.9	-0.51	0.27	0.72	133.5	68.8



Due to calve 2/27/2020.

F513 // ASA 3402568 // PB SM
BLACK, POLLED WBF THUNDER B033 COW.

CE	BW	WW	YW	MCE	MILK	MWW
8.3	2.8	68.9	103.2	3.9	22.8	57.2
DOC	CW	YG	MARB	REA	API	TI
6.5	31.4	-0.37	0.19	0.76	134.0	72.1




Due to calve 3/7/2020.

F516 // ASA 3402571 // PB SM
HETERO BLACK, POLLED WBF PLAYMAKER A074 COW.

CE	BW	WW	YW	MCE	MILK	MWW
18.8	-3.4	48.2	65.1	10.4	29.9	53.9
DOC	CW	YG	MARB	REA	API	TI
-2.3	24.1	-0.49	0.24	0.82	153	70.3

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Due to calve 3/25/2020.

F549 // ASA 3402602 // 1/2 SM 1/2 AN
BLACK, POLLED WBF DOWNTOWN D054 COW.

CE	BW	WW	YW	MCE	MILK	MWW
10.8	0.7	64.8	100.7	8.1	21.6	53.9
DOC	CW	YG	MARB	REA	API	TI
8.4	30.7	-0.09	0.23	0.46	120.8	67.7



G122 // ASA 3592295 // 1/2 SM 1/2 AN
BLACK, POLLED WBF DEEP POCKETS D092 BULL.

CE	BW	WW	YW	MCE	MILK	MWW
9	1.1	64.1	100.8	4.8	22.2	54.2
DOC	CW	YG	MARB	REA	API	TI
22.3	38.4	-0.21	0.16	0.8	115.4	65.6



G014 // ASA 3592197 // 1/2 SM 1/2 AN
HOMO BLACK, HOMO POLLED BARSTOW BANKROLL B73 BULL.

CE	BW	WW	YW	MCE	MILK	MWW
11.7	-1.3	71.2	120.9	4.8	22.9	58.4
DOC	CW	YG	MARB	REA	API	TI
16.8	49	-0.13	0.26	0.64	133	76



G118 // ASA 3592292 // PB SM
BLACK, POLLED RUBY SWC MADDEN D665 BULL.

CE	BW	WW	YW	MCE	MILK	MWW
16	-1.1	67.2	101.8	9.6	26.3	59.9
DOC	CW	YG	MARB	REA	API	TI
5.4	26.9	-0.44	0.13	0.73	136.9	76.2



G044 // ASA 3592222 // 1/2 SM 7/16 AN 1/16 MX
HOMO BLACK, HOMO POLLED RLWF MAKERS SELECT C579 BULL.

CE	BW	WW	YW	MCE	MILK	MWW
13.7	1.2	74.6	108	9.2	19.2	56.4
DOC	CW	YG	MARB	REA	API	TI
10.7	37.4	-0.15	0.24	0.59	129.4	73.4



G112 // ASA 3592286 // 3/4 SM 1/4 AN
BLACK, POLLED WBF THUNDER B033 BULL.

CE	BW	WW	YW	MCE	MILK	MWW
3.9	4.3	76.3	117.4	1.5	22.4	60.5
DOC	CW	YG	MARB	REA	API	TI
8.1	45.2	-0.2	0.33	0.63	118.6	72.2



G042 // ASA 3592220 // PB SM
RED, HOMO POLLED HOOK S XPECTATION 36X BULL.

CE	BW	WW	YW	MCE	MILK	MWW
17.7	-1.7	66.8	99.8	8.9	37	70.4
DOC	CW	YG	MARB	REA	API	TI
14.5	31.2	-0.39	0.17	0.9	163.7	78.4



G061 // ASA 3592237 // PB SM
HOMO BLACK, HOMO POLLED CLRS DIVIDEND 40SD BULL.

CE	BW	WW	YW	MCE	MILK	MWW
9.4	1.9	76.9	117.3	3.5	26.4	64.8
DOC	CW	YG	MARB	REA	API	TI
17.6	31.1	-0.4	0.26	0.82	138.3	80.5



G127 // ASA 3592300 // 1/2 SM 1/2 AN
HOMO BLACK, HOMO POLLED WBF SIGNIFICANT B132 BULL.

CE	BW	WW	YW	MCE	MILK	MWW
7.3	2.2	73.3	115.9	3.6	26.7	63.3
DOC	CW	YG	MARB	REA	API	TI
9.8	45.3	-0.09	0.52	0.67	132.4	78.4



G126 // ASA 3592299 // PB SM
HOMO BLACK, HOMO POLLED RUBY SWC MADDEN D665 BULL.

CE	BW	WW	YW	MCE	MILK	MWW
12.8	0.1	61.7	92.5	5.7	26.9	57.7
DOC	CW	YG	MARB	REA	API	TI
4.5	23.3	-0.44	0.13	0.61	135.5	70.9

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(Continued from page 11)

A little before weaning, calves are run through the chute for pre-weaning vaccinations and weighed. At this time, cow-calf pairs are split into pasture by calf sex. Three weeks later, calves are given a second round of shots and fence-line weaned to reduce stress.

Replacement heifers are conditioned to 14-months-old and bred the first part of December with cows closely following. Ten years ago, culled heifers and steers would go to the feedyard with cull data collected at harvest. With the heavy focus of improved genetics through AI breeding, Bartush is culling fewer females and bulls. Many are sold private treaty.

“When you start Aling as much as we’ve done the last couple of years, your cow herd improves so much with that you don’t have a whole lot of culls. The cows that I cull, aren’t really feedlot culls. They are decent replacement females for other herds.”

Bulls are hand-fed from June to October, prior to going to the bull test for the sale in March. Bar B Simmental and two other consingers, Mallett Simmentals and Tex-Ann Cattle Company, sell 55 Simmental and SimAngus performance-tested bulls in their annual Cattlemen’s Kind Simmental Sale in San Saba, Texas.

The main criteria that Bar B Simmental focuses on for their customers are docility, birth weight, and moderate EPDs. “One of the first questions my bull customers ask me about my bulls is ‘is he gentle’, and the next thing is birth weight — that is always going to be there — but I get told all the time that my cattle are ‘too gentle,’” Bartush says. “I don’t think you can ever get them too gentle. Sure they can be more difficult to work when they are gentle, but it’s so much easier as I get older. I can’t get over the fence like I used to. If I had anything like that, they’re gone. I don’t want to retain them in the herd.”

With each calf-crop, Bar B Simmentals collect birth weights, calving ease scores, and weaning weights, in addition to the yearling weights and ultrasound data collected on the bulls in test. As a part of a recent research project with the American Simmental Association called Cow Herd DNA Roundup, each cow in the herd has been parent-verified through DNA and has genomically-enhanced EPDs.

This year marks five years collecting feed efficiency data on sale bulls with grow-safe systems. At first, Bartush was hesitant about tracking feed intake, but after seeing how the data can help with selection decisions, he has feed-efficiency tested his 2018 replacement heifers.

“The first couple of years I asked ‘why are we doing this?’ All I saw was another set of numbers, and I thought that my commercial customers were going to run from it. But when I started reading the data, a few bulls really stood out in feed efficiency. They average almost four pounds a day on their average daily gain but their RFI number was a negative four. This last year, we had a couple of people at the sale already paying attention to those numbers.”

Each year, Bartush and a friend go back and forth critiquing each other’s herd to help each other find areas of improvement. Katrinka smiles, “They really do go hard on each other.”

Recently, Bartush received feedback for moderating the size of his cows, but he’s pretty happy with the reduced size of his females, “The old saying is, the old farmers at the coffee shop, they like to brag about their bull they can see in the pasture . . . But I like to brag that you can’t find my bull when it’s in the pasture with my cows because it might be the same size or smaller than the cows. I like that frame score of five and a half to six.”

“I believe that the half-blood cow is the best cow walking.”



SimAngus, Pecans, and Family

When Mike was four years old, his family moved from Dallas, to where the 3,500-acre ranch is today. For 30 years, Mike managed the family ranch, alongside running his cattle operation. “When I was managing the family ranch, I ran the majority of my cattle on the family ranch, and as a part of my lease, I took care of the ranch with two full-time hands.”

Beginning in 2012, Mike transitioned to a consultant role on the family operation and focused full-time on his own cattle operation. Katrinka says, “At this point, it has transitioned to the next generation actively running the ranch. While Mike isn’t a part of daily operations for the family ranch (just his cattle operation), he has been a consultant for them over the last several years in many different aspects be it wildlife management or the cattle operation and so on.”

The ranch, situated with a part of its land on the riverbottom, has experienced five 100-year floods over the last 35 years. In 1994, Mike’s mother, Mary, wanted to plant a pecan tree for each grandchild. With 12 siblings, Mike had 42 nieces and nephews. He says, “I convinced her to plant the whole bottom with pecans trees instead. With the flooding we moved them back to a little higher ground, but the family harvests pecans every year.”

About 300 pecan trees were transplanted out of the river bottom onto highground. “We had a 70-acre bermuda grass river bottom with 250 mature pecan trees that we used to harvest all the time. There’s none of that land left now. Our land is all up against the bluffs.”

Even with the loss of land, the loss that hits home the most is the impact on the cow herd. “Mike knows every cow in our herd,” Katrinka shares, recounting the Red River flood in June of 2015, where they lost 12 calves from that year’s calf crop. “People outside the industry don’t realize that it’s more than the immediate financial loss — it’s personal. The next year, people in the panhandle were devastated by fires. It just hits you in your heart. The only thing you can do is rebuild and move forward.”

Mike says, “After what we had been through, I felt it in my heart. I bought \$2,500 of fencing materials, loaded my flatbed, and drove to the Pampa Relief Center. I just felt obliged.”

For the Bartushes, moving forward, they focus on breeding the Simmental and Sim-Angus genetics that meet the needs of their customer. Mike concludes, “Adding a little bit of Simmental helps our customers with cow herd longevity. I can see that in my own herd with the purebred versus the half-blood cattle. I believe that half-blood cow is the best cow walking.” ♦



Bartush has utilized AI breeding to make progressive and profitable adjustments in his herd.

Stayability EPD. Does it Work?

By Drs. Randie Culbertson, ASA and IGS Lead Geneticist and Jackie Atkins, Director of Science and Education



Dr. Randie Culbertson



Dr. Jackie Atkins

Daughters sired by bulls in the top 25 percent for stayability were over twice as likely to remain in the herd as six-year-old cows and averaged almost two more calves in their lifetime compared to daughters sired by bulls in the bottom 25 percent for stayability EPDs.

The financial success of cow-calf operations depend on a cow's ability to remain in the herd long enough to recoup the cost of heifer development and cow maintenance. In order to achieve this, a heifer needs to calve as a 2-year-old and produce a calf each subsequent year. Stayability EPD was developed to predict this reproductive success (or failure)

and is defined as a cow's ability to remain in the herd to a specific endpoint, with the assumption that open cows are culled. The typical endpoint is defined at six years of age. Stayability has an economic influence on a cow herd through female reproduction, increased calves per cow, and increased calf performance given mature cows on average wean heavier calves.

As with most reproductive traits, the heritability of stayability is low (less than 0.20) indicating a large non-genetic influence on stayability. These non-genetic influences can range from ranch conditions to ranch management and are not inherited by future progeny. On the flip side, if you provide the optimal

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environment for your herd but lack the genetics for cow longevity, you will still find yourself with cows falling out of the herd prematurely. Although a low heritability for stayability illustrates the importance and significance of management, it also tells us that there is an underlying genetic aspect to a cow's ability to remain in the herd. Furthermore, since cow longevity is largely determined by the environment, making genetic selections to improve longevity is far more accurate with a stayability EPD compared to a phenotype heavily influenced by the environment. **In the context of genetic improvement, ignoring stayability EPDs will slow or reverse the genetic progress for this highly relevant trait.**

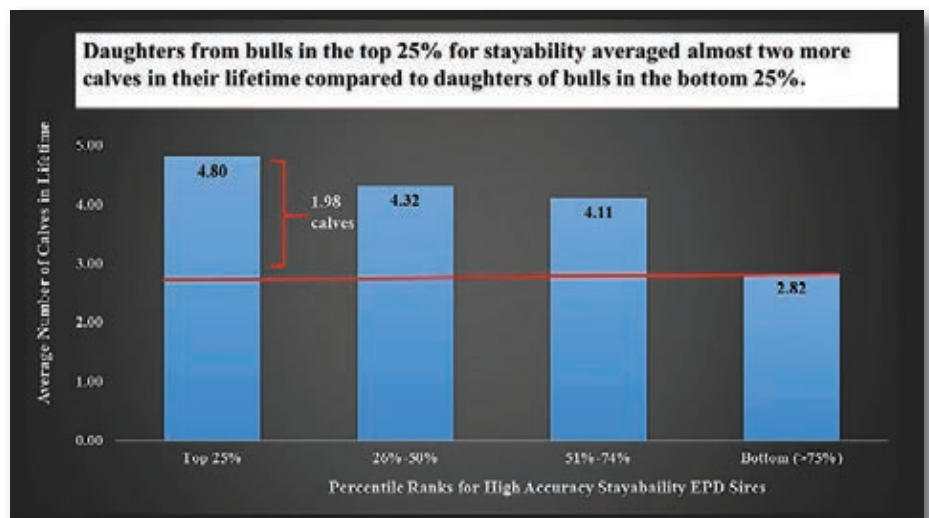
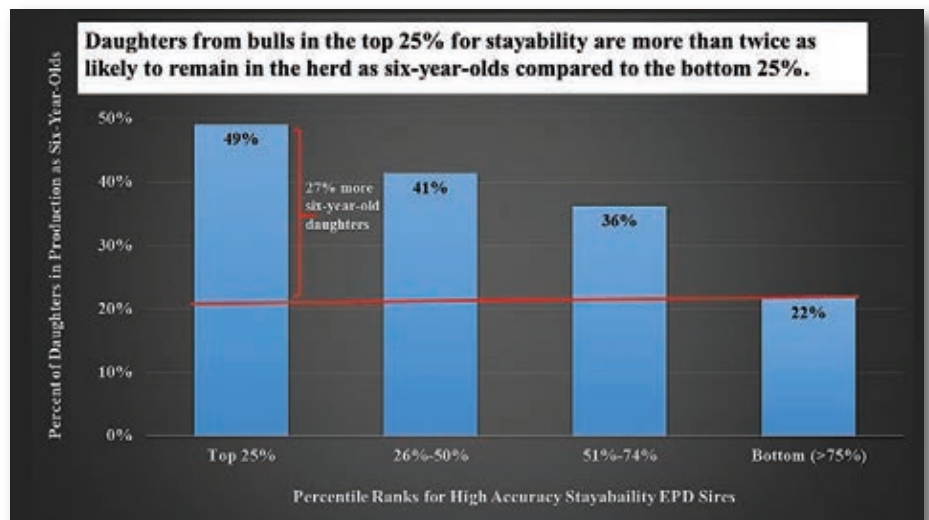
Since its development, the stayability EPD is currently being published by multiple breed associations but how reliable is this EPD for predicting cow longevity? To examine this question, over 140,000 daughters from high-accuracy bulls for stayability from the IGS database were analyzed. These sires were ranked by their stayability EPD and divided into four percentile groups (or quartiles; 1-25 [top or best], 26-50, 51-74, 75-99 [bottom or worst] percentile). Within each quartile, the percentage of daughters remaining in the herd to six years-of-age and the average number of calves from daughters in their lifetime was compared.

As you can see in the graph, as Stayability EPD increased, the percentage of daughters reaching the age of six also increased. When comparing the lowest quartile to the highest quartile, the percentage of daughters remaining in the herd to age six more than doubled.

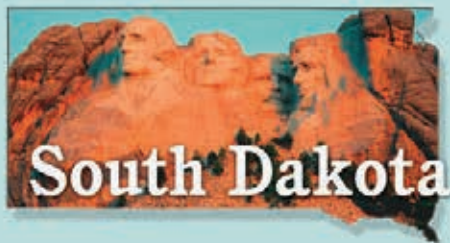
Only 22% of the daughters reached the age of six for the lowest quartile compared to 49% of daughters for sires in the highest quartile.

But how does this translate to calves on the ground? The second graph illustrates the average number of calves from daughters of sires within each Stayability EPD quartile group. There is a clear increase in the average number of calves per cow as we move towards the top percentile. Daughters from sires in the top Stayability quartile averaged nearly two more calves in their lifetime compared to daughters out of sires in the lowest Stayability quartile.

Female longevity is one of the most economically impactful traits to commercial cow-calf operations. When choosing genetics for replacement females, emphasizing stayability will optimize the genetic potential for longevity in the herd. ♦



Phenotypes related to cow longevity of daughters ($n = 140,000$) in the IGS database sired by bulls with high-accuracy Stayability EPDs (BIF accuracy of 0.75 or higher). Sires ($n = 132$) are separated by percentile rank. The top graph shows the percentage of daughters staying in production as six-year-olds and the bottom graph is the average number of calves produced in a lifetime from their daughters.



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Why Red Angus is Part of International Genetic Solutions



by Tom Brink, CEO,
Red Angus Association of America

Accomplishing more together than we could individually is the reason 16 beef breeds, including Red Angus, are part of the genetic evaluation partnership operated by International Genetic Solutions

(IGS). What started as a collaboration between Red Angus and Simmental in 2010, with the goal of creating the industry's first multi-breed EPDs, has now grown to become the world's largest genetic evaluation for beef cattle. Breed associations from the United States, Canada, Australia, and New Zealand are working together to create a huge database of cattle performance records and genotypic information, and to share the cost of using cutting-edge software and technology to calculate the most accurate EPDs possible. What IGS is doing today is so large and sophisticated, it was little more than a dream five years ago.

To offer just one example of how working with multiple breeds directly benefits Red Angus, Ryan Boldt, RAAA Director of Breed Improvement, recently calculated that available data on Red Angus-sired calving events (and their associated calving-ease scores) is 20% larger through IGS than if Red Angus was conducting its genetic evaluation as a single breed.

The overall IGS database currently contains pedigrees and performance records on more than 19 million animals. And even as impressive as that is, a more important feature is the continual addition of new data on younger animals that IGS-member breeds contribute on a weekly basis. Every genetic evaluation needs a constant flow of new phenotypic and genotypic data on the latest young sires, the latest calf crops and on new females coming into production (as well as on older animals). The IGS structure fulfills this need extremely well. During calendar year 2019, birth weight records grew by 382,000 head, while the number of weaning weight records increased by 369,000. These large volumes of new data illustrate how substantial the IGS collaboration has become, and since more data is better than less, our resulting EPDs become increasingly accurate as a result.

We can rightly view the IGS genetic evaluation as a system that is constantly learning and getting smarter as new data is provided from each of the participating breeds. If a Gelbvieh/Balancer breeder from Missouri uses Red Angus for making Red Balancers, Red Angus EPDs are incrementally made more accurate upon the submission of this breeder's data.

“Red Angus participates in IGS both because it is beneficial for our own breeders and for commercial cow-calf producers.”



Another benefit of multi-breed collaboration via IGS is that EPDs for all participating breeds are published on the same base, making them directly comparable across participating breeds. Commercial cow-calf producers who are crossbreeding Red Angus with one or more IGS breeds can select their desired EPD levels for various traits without needing to make any further adjustments. For example, suppose a rancher in Kansas crossbreeds Red Angus and Simmental and desires to maintain his Milk EPDs between 15 and 25, which he views as enough milk, but not too much. This same range can be used when selecting Red Angus, Simmental, and SimAngus™ bulls (again with no adjustment needed), and this rancher can be confident he is keeping his herd's milk genetics in the targeted zone.

What's ahead for IGS? During the next several years, there are at least two important ways we can expect the IGS genetic evaluation to advance further. First, EPDs will be calculated on more traits. Dry Matter Intake (DMI) is a trait that Red Angus currently publishes as a single-breed EPD (Colorado State University completes the evaluation for this trait). However, within the next 12-18 months, IGS will begin to calculate DMI EPDs on a multi-breed basis, which will greatly increase the volume of intake records this EPD is based upon.

The second likely development for IGS is the inclusion of more breeds, perhaps even some of considerable size. As more breeds decide to join IGS, the overall strength of the evaluation will continue to ratchet upward. RAAA expects IGS to maintain its position as the globe's largest genetic evaluation for beef cattle, and we will remain active in supporting its growth and technological advancements. Red Angus participates in IGS both because it is beneficial for our own breeders and for commercial cow-calf producers. It's a collaborative system that is working well and producing many benefits for all involved. ♦

AMERICAN SIMMENTAL-SIMBRAH FOUNDATION

YOUTH/MERIT AWARDS

Seller:

RS&T Simmentals and
Jordan Cowger, Savannah, MO

Designated Foundation Mission:

Youth/Merit Awards

Animal Name:

RS&T Foundation Lady G04

Animal Registration Number:

3634586

Sale Name:

The 27th Annual "The One"
National Western Simmental Sale,
Denver, CO

Sale Date: 1/20/2020

Thank You



The group of buyers along with AJSA Board of Trustees and the Eberspacher Enterprises sales staff.

Buyers: Brown, Megan, Mandy and Harold; Buck Creek Ranch; Circle M Farms; CK Cattle; Eberspacher Enterprises; Eichacker Simmentals; Ferguson Show Cattle; Freking Cattle Co; Hicks Cattle Co; Hilbrands Cattle Co; Innovation Ag Marketing; Jones Show Cattle; Lee Cattle; Moore Land & Cattle; Red River Farms; Rockin P Livestock; Shoal Creek Land & Cattle; Wager Cattle Co; and White Wing Simmental.

The group donated this heifer back and Triple C Farms, Jamestown, TN purchased.

52nd Annual Meeting and Convention Proceedings

January 18, 2020 — Denver, CO



Treasurer's Report

By Randy Moody, Treasurer

Committee Members: Tim Curran, Steve Eichacker, Gordon Hodges, and Tim Smith.

Staff: Linda Kesler and Wade Shafer.

Please allow me to start by thanking the committee members for their time and assistance throughout the year. Also, I would like to say thank you to Wade Shafer and a huge thank you to Linda Kesler for her dedication to our financial responsibilities. We have received end-of-month statements in a very timely manner this year, as well as Linda, Wade, and myself having conference calls each month to review all of these reports.

One thing to remember is that ASA's fiscal year is July 1 – June 30. Our budgeting process begins well before the April board meeting, with a goal of approving the next year's budget at the spring board meeting. Your budget is built based on history of income and expense items and knowing of new items that may be presented from other committees.

At the end of ASA's fiscal year June 30, 2019, we once again saw a positive growth trend over the prior year. A total operating income of \$5,660,471 with total operating expenses of \$5,049,017 for a net operating income of \$611,454. While the net income may not be as much as we have seen in recent years, I ask you to take a minute to review the other committee reports to gain a real appreciation for this board's commitment to further the Simmental efforts in the beef industry. ASA maintains a strong and sensible cash flow. This is done by closely monitoring cash on hand, savings, and accounts receivables. At year end, cash and savings totaled \$999,731 and accounts receivables were at \$832,038. These efforts of closely watching and knowing which months are high revenue months and which months are poor revenue producers allowed ASA to move \$500,000 from cash to the Vanguard investment account during this year.

(Continued on page 24)

Outgoing Board Chairman Gordon Hodges receives the symbolic gavel from incoming Chairman Tim Curran.



Retiring Trustee Tim Smith (right) receives his cowbell from Gordon Hodges.



Retiring Trustee Erika Kenner (right) receives her cowbell from Gordon Hodges.



Six newly elected Trustees with Immediate Past Chairman, Gordon Hodges, left to right: Gordon Hodges, Steve Eichacker, Gary Updyke, Tom Nelson, Kent Brunner, Randy Moody, and Barry Wesner.



SC Knockout G116

KCCI Exclusive x JF Milestone
PB SM September Show Prospect



SC Robins Kiss G110

W/C Executive Order x Pays to Dream
PB SM September Show Prospect



SC Robins Kiss G106

W/C Executive Order x Pays To Dream
PB SM September Show Prospect



SC Robins Kiss F4

W/C Executive Order x Pays To Dream • PB SM
Will sell with calf by CDI Innovator



SC Windsong 8002

H2R Profitbuilder x Detour • PB RA
AI bred to 3SCC Domain



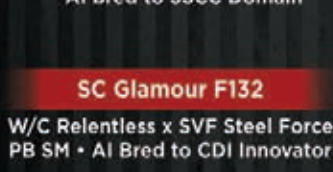
SC Hard To Believe C16

CNS Pays to Dream x
Trademark • PB SM
AI Bred to W/C Fort
Knox & full sister to
SC Pay The Price C11



SC Sheza Dandi F38

Colburn Primo x Lock n Load • 1/2 SM 1/2 AN
Will sell with calf by SC Pay The Price



SC Glamour F132

W/C Relentless x SVF Steel Force
PB SM • AI Bred to CDI Innovator



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Continued

Fiscal year 2019 ended with ASA's total assets of \$12,715,100, which is a gain of \$1,178,696 over FY 2018. One Simmental Way property is still under a purchase contract. We expect the closing to happen in May of this year if not before. This finance committee, taking the reins from previous committees is taking steps to have a solid plan in place when the sale of this property is completed.

The finance committee and staff take a conservative approach to managing the funds of your Association; however, as projects come forward that enhance and strengthen our position in the market place we will do everything we can to fund these needs.

Mr. Chairman and ASA members, I am proud to report to you the fiscal condition of your Association is excellent. This concludes the report from the Finance Committee. I move this report to be accepted into the minutes of the 52nd Annual Meeting.

Breed Improvement Committee

By Tom Hook, Chairman

Committee Members: Tim Curran, Tim Smith, Clay Lassle, Tom Nelson, Cliff Orley, Fred Schuetze, and J.W. Brunne.

Staff lead: Jackie Atkins

The Breed Improvement Committee and ASA staff continued the longstanding charge of applying practical science to maintain current services and create new initiatives which bring value to the ASA membership, its customers and the greater beef industry. The Breed Improvement Committee supports and enhances current programs while launching new, innovative projects to improve the genetic platform of the Simmental breed.

The IGS Multi-breed Genetic Evaluation powered by BOLT continues to be the model for beef breed collaboration. The IGS database now has 18.9 million animal records and over 230,000 genotypes from 17 different breed groups. This represents the largest beef cattle database in the world and allows for unique breed connectivity, resulting in the most accurate multi-breed model. The weekly runs improve the viability of the EPDs and expedite corrections when data errors are identified.

The Cow Herd DNA Roundup (CHR) has been a driving force in member collection of genotypes, mature cow weights and body condition scores (BCS). The Simmental members added over 43,000 CHR genotypes, 49,379 cow weight records, 38,151 BCS records and 19,039 hip heights since the fall of 2017 when the Board of Trustees unanimously approved this dynamic venture. Parent verification and correction, phenotypic training of the genomic data, and a robust data set to eventually generate a mature weight EPDs are just a few of the benefits from this visionary ASA program. Through continued board funding, the CHR is still available for the membership to participate in cow genotype and mature weight collection.

The ASA Carcass Merit Program (CMP), initiated in 1996, continues to be the gold standard for young sire

carcass progeny testing in the beef industry. In 2019, CMP sampled 30 sires in nine separate herds, with 1,993 units of semen used. Approximately 750 calves are expected to be harvested with carcass data submitted out of the CMP nominated bulls. Genotypes will be collected by the ASA with many progeny having individual feed intake data recorded and submitted as well.

A bold initiative to attain a more expansive volume of SimGenetic commercial carcass records was launched in the fall of 2018 named the Carcass Expansion Project (CXP). The response and industry participation was overwhelming as 1,900 progeny, with carcass and genomic data, were entered in the 2019 IGS evaluation with several thousand progeny carcass and genomic records pending for 2020. Due to the success of the carcass data procured, the ASA Board moved to continue funding of the CXP for an additional five years. The resulting information will serve to bolster the number of sires with actual carcass records, subsequently providing more accuracy and predictability on a broader section of the top-used Simmental sires.

The Performance Advocate Program has a long history of recognizing participating breeders for submitting high quality, whole-herd data. At the 2019 Fall Focus, the performance parameters were re-tooled with three main improvements. 1) The Performance Advocate Program now requires a more realistic goal of 90% record submission of the contemporary group. 2) Due to the extensive growth of phenotypic and genomic data collected by breeders, seven traits have been added to the list of qualifying records in the program. 3) Since more trait records are being added, but some of these traits are more expensive to collect, there will be a two-tier system for qualifying as a Performance Advocate. Breeders submitting complete contemporary records will help power the rapid genetic improvement for the future.

Due to membership and industry input, a directive was put forth to gather data and generate a Pulmonary Arterial Pressure (PAP) EPD for high-altitude survival. ASA members in high-altitude regions contributed PAP scores which have been sent to Colorado State University to be added to their existing database. Over 1,400 individual scores were submitted with an EPD production run anticipated in early 2020.

The ASA membership has expressed the need for a method to evaluate hoof quality, rear leg structure, and subsequent genetic components of these traits in Simmental progeny. ASA staff have released educational material and a scoring metric to begin evaluating Simmental herds for feet and leg structure. Concluding 2019, there were 3,264 feet/leg records in the IGS database, with several thousand additional scores collected and ready to submit in 2020. The three traits scored are 1) Claw shape 2) Heel depth and 3) Rear leg set when viewed from the side. The trait scores will be compiled and analyzed with the end goal of an EPD generated to help members make genetic improvement in their herds' hoof quality.

(Continued on page 26)

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Continued

Always looking forward, the ASA staff and Breed Improvement Committee continue to explore economically relevant traits (ERTs) that can be developed from the vast data gleaned from the aforementioned research projects as well as new initiatives as they progress. Days (or age) to finish, dry matter intake, heifer pregnancy, and genetic involvement in animal health are topics the ASA science team is researching and making recommendations to the committee.

I want to personally recognize and acknowledge the ASA staff for their professionalism, support, and dedication to the Breed Improvement Committee and especially their service to the ASA membership and breed. Finally, thank you to my fellow committee members for your vision, commitment, and perseverance in serving on the Breed Improvement Committee.

Mr. Chairman, this concludes my report for the Breed Improvement Committee and I move that it be accepted into the minutes of the 52nd Annual Meeting.

Activities and Events Committee

By Steve Eichacker, Chairman

Committee Members: Steve Eichacker, J.W. Brune, Cliff Orley, Jim Ligon, Tim Smith, John Griswold, Clay Lassle, and Tom Nelson.

Staff: Luke Bowman, Dr. Rachel Endecott and Darla Aegerter.

Along with our usual slate of approving judges and venues for the junior programs and judges for the major PTP shows, 2019 will go down as the year A&E resurrected and updated many old PTP rule and guideline documents.

I would like to thank the A&E sub-committee of Tim Smith, JW Brune, and John Griswold for their hours of work in getting these documents ready to present to the A&E committee at our April board meeting. Some of the documents that were updated were the major PTP show hosting responsibilities between the host state and ASA. One of our goals was for the ASA to have more of a presence with booth space in a central location as a congregation point for staff and ASA members.

We rearranged the PTP show programs to be more user friendly. The judges show program format was changed so the percentage division will contain EPDs, percentile ranks, and breed averages (no indexes).

The PTP Show Guidelines revisions were approved. This is the document that included adding 3/8 Simmental animals to show in the percentage show. After being approved at the April Board meeting there was a lot of discussion, input from membership, and more discussion at our board meeting at Fall Focus, which resulted in the board voting to change the minimum Simmental allowed to participate in the percentage show to 1/2 Simmental.

The sub-committee presented an updated PTP judge list to the A&E committee for approval, with the recommendation that the list be reviewed every three years, and if any new judge was approved within the previous three

years they automatically remained on the list unless there was a controversy.

There was also a proposal to update the check-in procedure, where only proof of registration is brought to the ASA booth to check-in. First and second place animals will then have their tattoos verified when leaving the ring, before they can enter the ring for division championship.

To show our appreciation for all the work and dedication of the host states at the four major PTP shows, we passed a resolution allocating \$10-per-head entered to go to the host states. We felt they do a tremendous job of creating excitement and promoting Simmental genetics that benefit the Simmental breed in general.

The A&E Committee also implemented an Exhibitors Choice Award to run parallel with the Ring of Champions. Exhibitors are given a ballot to vote for one bull and/or one female, no matter percentage or purebred at each of the four major shows. Points will be accumulated, and winners announced at the end of the show season (after Fort Worth).

To allow more Trustee participation at National events such as BIF, NCBA or the AJSA National Classic, a resolution was passed to pay for travel and lodging for a Trustee to attend up to two events annually. The Board felt that if a Trustee was willing to donate their time, the least we can do is cover expenses with the idea it will help expand knowledge base and industry presence.

On the AJSA side, the Merit Award Guidelines document needed updating. Hopefully this will increase awareness and participation in the Merit Award Program.

The Regional and National Classics were a highlight for many of our youth this past summer. The National Classic had 640 head of cattle and 364 exhibitors entered. It was a very well organized, high-class event, hosted by the Simmental Breeders Sweepstakes group, and coordinated by Holli and Drew Hatmaker. Hats off to your crew, you helped make many lasting memories for our youth and their families. We look forward to going to Grand Island, NE, for the 2020 National Classic. Another thank-you to our Regional Classic Hosts, North Dakota (North Central), Oklahoma, (South Central), West Virginia (East) and Utah (Western).

The rules for the AJSA National Classic have been reviewed by both the Junior and Senior Boards and are in place for the 2020 show season.

The Steer Profitability Contest (SPC) had 52 calves entered by 25 participants from nine states. The cattle were fed at The University of Missouri and harvested in late spring and early summer of 2019. It's a great educational program for our youth, unfortunately there were not enough head entered to run the program this year. It's on the agenda to resume the program in the fall of 2020.

It was well worth the trip to Manhattan, Kansas, to attend the Fall Focus. The hospitality, ranch tours, cattle displays, and educational seminars were spot-on. The multi-level dining experience in the museum which concluded on the roof-top with good fellowship and conversation under a starlit canopy is a memory we will

(Continued on page 28)

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Continued

cherish. We look forward to heading to Virginia for Fall Focus 2020.

I would like to thank the committee and especially the staff for all their help this past year.

Mr. Chairman, this concludes my report for the Activities and Events Committee, and I move that it be accepted into the minutes of the 52nd Annual Meeting.

Growth and Development Committee

By Mike Forman, Chairman

Committee Members: Tim Curran, Mike Forman, Tom Hook, Erika Kenner, Randy Moody, Fred Schuetze, Gary Updyke, and Greg Walthall.

ASA Staff Contact: Chip Kemp

The mantra around the ASA in 2019 was “What’s our Why?” Board members and staff have embraced this challenge to dig for the deeper meanings behind our overarching purpose, our processes, our vision, and how we serve the industry at large. The Association’s Mission Statement makes it clear that we are to aid our members in “making a significant genetic contribution to the beef industry.” And everything we do needs to aid our members in that pursuit. This committee has a wide purview which ranges from the incubation of new programs and approaches that stimulate growth in market share and influence to the monitoring of promotional activities in an ever-changing media climate. The members of the committee and the staff involved have been hard at work stretching member dollars to garner the greatest benefit for those back on the farm or ranch seeking tangible tools and products that can help them and their families be profitable in tomorrow’s beef business.

Promotion and Marketing

ASA’s promotion and educational marketing campaign took on a new level of excitement in 2019. We continue the targeted approach, especially in our own publications and editorial content, of highlighting specific programs that directly benefit different segments of the beef business. ASA provides a robust array of unique services that speak to a very diverse audience. The success of this approach is undeniable when using tangible metrics to measure impact. At the same time, ASA is a nimble organization that is constantly seeking opportunities that provide real return of investment for our membership. 2019 presented such an opportunity when the ASA contracted the Grant Company, LLC from St. Joseph, MO, to aid in promotional efforts. The Grant team has decades of unparalleled experience at using multimedia to tell the story of progressive beef producers. Eric Grant and Crystal Albers, along with their colleagues, understand the complexities and challenges of our business and thus are very effective at aiding the ASA team in telling your story.

ASA and Grant Company have collaborated on a variety of fronts. Those specifically surround three primary areas:

- 1) National Print Ad Campaign development. No doubt, if you keep up with *SimTalk*, *the Register* or some of our other national and regional advertising partners you’ve seen some of this work in print. The campaign focuses on some of the core strengths of SimGenetics in a manner that is approachable by commercial producers. The motto “Stand Strong Simmental” is the anchor point as each ad highlights a different element that is crucial to profitability in our business. At the same time, there is a sister campaign that highlights the philosophy and collaborative effort of International Genetic Solutions. The concept of “Stand Together” is the constant within those ads.
- 2) Video News Releases. One of the primary reasons for working with Grant is their experience and success in using video across different mediums. Their team has produced numerous news clips highlighting ASA programs, milestones in ASA or IGS, and approaches that are used by folks within our membership. The clips are utilized in multiple ways, the most recognizable is the presence on RFD-TV news programming. But, the audio from these clips is made available and used aggressively by regional radio farm broadcasters across the country. In fact, the amount of free airtime that these clips have received on TV and radio news segments amounts to nearly \$700,000 of free promotion and advertising for ASA and its membership — in 2019 alone! That is return on investment!
- 3) Feature Stories. The third area of heavy Grant involvement is the production of feature stories on different faces in our membership. These are high-value glimpses at different ranches and operations within the Simmental business. Once captured and assembled, the videos are released seasonally in the fall/winter. The 2019 series highlighted on the ASA website and through our various social media platforms were among the most highly viewed content ASA has ever distributed.

In addition to this new relationship, existing relationships have also been strengthened to benefit ASA membership. Working Ranch has been a long-time, serious advertising sponsor. And continues to be. However, in 2019 we doubled down our efforts with *Working Ranch’s* nationwide weekly radio program and podcast. This format gives greater interaction than ever before.

Added State Association flexibility and ASA Specialist presence

2019 also brought more nimbleness to how state associations can leverage dollars and how members can use the services of the ASA Regional Education Specialists. It was brought to the attention of the G&D committee that some states were seeking a bit more flexibility with cost share dollars. Specifically, they sought the ability to

(Continued on page 30)

Walton – Berry Graduate Student Support Grant

Purpose:

To aid in the professional development, success, and experiences of young animal scientists at the regional and national level, by providing support for graduate study.

The recipient shall mentor a Masters or Ph.D. student in Animal Science.

The recipient mentor and student shall provide a report for publication in both *SimTalk* and *the Register*.

The Committee requests that faculty mentors apply for the grant to assist in planning and conducting research, as well as graduate student recruitment and travel.

The Committee will award funds to the top two qualifying programs:

\$5,000 to the top pick and \$3,000 to the second choice.

This grant is available to all agriculture disciplines; however, focus will be on the genetic improvement of livestock.

Entry Deadline: April 15, with announcement by May 15.

To apply for this award:

Faculty members must submit an application explaining the particular area of study and how these funds will be used. The application will include a description of the research, along with supporting documentation from the Department Administration.

This grant will be made payable as a gift to the research account of the selected faculty member.



Applications may be submitted electronically or in hard copy to the
American Simmental Association
One Genetics Way
Bozeman, MT 59718
or
simmental@simmgene.com

Entry Deadline: April 15

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Continued

expand beyond simple, traditional advertising and desired to use cost share dollars to aid with paid editorial content and magazine inserts. The board agreed and now state associations have a bit more latitude in how they spend those promotional dollars.

In 2018, the ASA board revamped the former ASA Representative program and offered a more robust manner to get ASA presence at qualifying events. The criteria can be found on the website, but 2019 has seen a strong usage of the new format to get greater ASA messaging and presence at impactful events across the country.

Building Stronger Ties with Feeder Calf Marketers

The ASA Board and staff took two tangible steps to continue building bridges to those responsible for marketing genetically known and value-added feeder cattle.

- 1) SLA/IGS Feeder Profit Calculator™ Rewards Program. We have established an incentive program for progressive minded Superior Livestock Auctions (SLA) representatives who use the IGS Feeder Profit Calculator (FPC) to highlight the terminal value of their customer cattle through SLA auctions. This program rewards the heaviest users of the FPC on an annual basis.
- 2) *SimTalk* Sale Barn Distribution. ASA distributed *SimTalks* to approximately 100 of the most influential regional sale facilities in the country in an effort to highlight Simmental influenced genetics and ASA programs to their audiences

Convenient and Practical Technology Advances

In 2019 ASA released two new phone apps that are meant to add convenience for members and nonmembers alike.

- 1) SimmApp. The new SimmApp provides a communication portal where folks can interact with ASA, receive timely updates, submit photos, etc.
- 2) FPCApp. The FPCApp allows folks to submit data to the IGS Feeder Profit Calculator and ultimately receive a third-party verification of the terminal merit of their feeder calves. Even more importantly, it provides an easily accessible manner for buyers and marketers to view the certificate associated with a lot of calves on sale day.

I want to thank my fellow committee members for the time that they put into this committee. Also, a big thank you to the ASA staff for their help and support to the Growth and Development Committee.

I move this Annual Report to be accepted into the minutes of the 52nd Annual Meeting.

Policy & Procedure

By Randy Moody, Chairman

Committee members: Steve Eichacker, Mike Foreman, John Griswold, Erika Kenner, and Jim Ligon, Gary Updyke, and Greg Walthall.

Staff: Linda Kesler and Sheldon Ross

Legal Counsel: Gene Summerlin

This committee is charged with the responsibility of the aspects of the Association life that require an interpretation of policy or procedural questions or the formulation of proposals that will have a bearing on the membership of this Association. Recommendations will be made to the Board of Trustees unless an interpretation of the Rules and Bylaws is involved in which event it shall be deferred to the Executive Committee and to the Board of Trustees.

Your Policy and Procedure Committee continues to work on electronic voting. Voting through Herdbook Services for Bylaw and Rule changes seems to be working without many glitches. This spring the Board of Trustees adopted a resolution keeping electronic voting for Trustee elections with an outside entity. We recognize there are still some issues with this process and are working diligently to come up with a solution that is user-friendly.

There is a Rule Amendment to be voted on by our membership which came from this committee. Rule II.M.5. This rule states “All sires used in an embryo transfer program or where semen is frozen for the first time or any donor dam placed in embryo transfer for the first time must be DNA typed at the owner’s expense. The results must be filed with the Association prior to the distribution of semen or the performing of any embryo transfer procedure.” This amendment would change the second sentence to read as: “The results must be filed with the Association prior to registration of the resulting calf.”

During the course of this year this committee has taken a good look at the current Bylaws and Rules to ensure they are relative and current. With the exception of the one amendment change we are voting on it was concluded after much discussion no further action is required.

The ASA Mission Statement and Core Policies are the results of prior P&P committees. We think it is always a good thing to review these. Please take time to read our Mission Statement and Core Policies.

Mr. Chairman, this concludes the report from Policy and Procedure Committee and I move this report to be accepted into the minutes of the 52nd Annual Meeting.

ASA Mission Statement

The success of the American Simmental Association is dependent on our members’ cattle making a significant genetic contribution to the beef industry. By utilizing the most advanced science, the highest priority is to maintain services and products which bring value to ASA members’ customers.

(Continued on page 32)



Thank
you

Sammi Long MEMORIAL

Through the love and passion of great cattle, this is a gift that keeps giving. The Sammi Long Memorial will benefit the AJSA National Classic for many years to come because of many generous donations.

To continue to show support through the American Simmental Simbrah Foundation, in the memo area of your check note Sammi Long Memorial. Your kindness is appreciated.

AMERICAN SIMMENTAL SIMBRAH
FOUNDATION

ASF



52nd Annual Meeting and Convention Proceedings

Continued

Core Policies

Science — Commitment to science and development of the most effective selection tools. Advance ASA in the industry.

Membership — Development, registration, and promotion of SimGenetics.

Youth — Support Junior programs. Guide the junior membership and their programs to learn life skills, science and use the technology, and financial responsibilities. Involve the Foundation.

Collaboration — Commitment to partnerships with industry leaders and universities to advance research and science. Advancing selection tools, DNA-enhanced EPDs, and monitoring genetic defects.

Promotion — Promotion and marketing to enhance our members' market share. Ensure that SimGenetics continues to appeal to the commercial industry.

Data Growth — Offer the most advanced genetic evaluation services with the largest database regardless of breed.

Financial Stability — ASA will maintain sufficient financial reserves to assure leadership in the beef industry, funds for continued research and development, and a thriving breed association.

Services — Offer programs relating to all beef production segments. Be leaders. Step outside traditional practices and offer opportunities for our members to grow in the industry.

Education — For advancement and profit of our members and their customers.

Mr. Chairman, this concludes my report for the Policy and Procedures Committee and I move that this be accepted into the minutes of the 51st Annual Meeting.



Curren addresses the meeting attendees.

Simbrah Committee Report

By Jim Ligon, Chairman

Committee Members: Tim Smith, Fred Schuetze, Gary Updyke, John Griswold, Greg Walthall, Randy Moody and Tim Curran.

Staff: Luke Bowman

The highlight of our committee report is to report about the success of our second annual Simbrah-SimGenetic Summit held on October 18, 2019, at Graham Feedyard in Gonzales, Texas. A large crowd of Simmental/Simbrah breeders representing four states was on hand to hear speakers on several topics and to take a tour of Graham Feedyard.

It was also the day to bring cattle to Graham's for the next ASA Simbrah-SimGenetic Carcass Expansion Project (CXP). This will be the second CXP involving mainly Simbrah cattle. The purpose is to collect carcass data and DNA on sire-identified calves in order to tie their genomic data to their actual carcass data. This project and data, now in its second year, will be included in the carcass data collection project put forward by the Breed Improvement Committee in August 2018. So far we have been able to include data from over 200 steers from these breeders with more to be harvested later this year.

Also, on the program that day was Keith Hedeman, area Zoetis representative, discussing vaccinations and health protocols as well as Dr. Joe Paschal, Texas A&M University Beef Specialist, who evaluated the carcasses and discussed the results from the 2018-2019 test group.

Following lunch, provided by Graham Feedyard and Zoetis, a tour of Graham Feedyard was given to the group by Jay Gray, General Manager of Graham Feedyard, and Maurice Janda, Feedyard Manager. While touring the feedyard, Jay and Maurice explained how they feed the cattle, formulate rations and the reasoning behind the decisions they make while the cattle are on feed.

This Summit would not have been possible without the hard work of Luke Bowman, ASA's Director of Member Events and International Operations and a "jack of all trades".

I want to thank Luke, the Simbrah Committee, and the rest of the ASA Board for their support in this endeavor this year and for more years to come. However, I really want to thank the Simbrah breeders for their interest, energy and support in this project. I also would like to report that Simbrah registrations have increased significantly while other areas of our breed registration have been flat. Again, thanks to the Simbrah breeders for their support.

Mr. Chairman, this concludes my report for the Simbrah Committee, and I move that this be accepted into the minutes of the 52nd Annual Meeting.

Chairman Report

By Gordon Hodges, Chairman

I encourage everyone to read the article by Dr. Jackie Atkins in the December/January *Register*, “What Do Google, Amazon, Facebook, and IGS All Have in Common? . . . Data is their lifeblood!”

No one can argue that data drives making businesses successful, and ASA is no different. As a matter of fact, I can add one more thing the aforementioned companies have in common . . . They have all experienced enormous growth and prosperity over the past decade. The ASA closed the books on 2019 with a record total annual revenue of \$6,003,398, almost a triple-increase from \$2,252,316 in 2009. Indeed, ASA experienced a decade of profitable years immediately following a decade of unprofitable years, a transition from the worst financial decade in the history of ASA to the best financial decade. During this decade of record profits, we have seen the ASA advertising/promotion annual budget increase from \$259,861 to \$556,184 and since establishing our long term investment account with Vanguard in May 2013, we have seen our portfolio grow from \$4,677,693 to a whopping \$7,752,362 in less than seven years. Also during this time period, we built and completely paid for a new, modern office building and have our previous property under contract for a little over \$4 million.

During this record-setting decade, we have also seen registrations increase from 49,721 to 73,259 along with

an increase in animals reporting data from 88,725 to an all-time record of 130,213, and Total Herd Enrollment increases from 85,292 cows in 1,820 herds to a new record of 123,360 cows in 2,075 herds. We have watched IGS grow from a couple breed associations to now servicing 13 breed associations in three countries with three additional breed associations in their beta testing stage to join IGS soon.

We have watched old programs like the Carcass Merit Program (CMP) expand by adding genomics on all carcass data and newly launched programs like the Cow Herd DNA Roundup (CHR) increase female genomics in our genetic evaluation by over 300% in just two short years. The new Carcass Expansion Program (CXP) already shows promise of growing genomics on steers with carcass data similar to the success of CHR.

Why did SimGenetics improve so much over the past decade? Data has given us the tools to measure the value of our genetics. Once you have the proper tools to measure, you then have the ability to improve. Along with improved genetics, we have experienced progressive leadership and without question, the best staff in the industry. Yes, it takes great cattle to achieve this kind of success, but it also takes an experienced and technically advanced team working together. I would like to thank the many current and past ASA staff who have built the five-decade foundation to help us have such a prosperous past 10 years. ♦

Doug Parke (right) accepts the 2020 Golden Book Award from Trustee Randy Moody.



Tim Smith (far right) presents the Guerra family the 2020 ASA Lifetime Promoter Award.



J.W. Brune (left) presents the family of Bob Volk the 2020 Golden Book Award citation.

Lori Eberspacher accepts a plaque recognizing her dedication and support of the ASF.



2020 Foundation Auction

Auction Results

Item	Donor	Amount	Buyer Name
125th Anniversary Gun (Choice of Liquor)	Eichacker Simmentals	Won From Draw	Circle M Farms
Montana Getaway Experience	Wade & Kathy Shafer; Bulls of The Big Sky, & Allied Genetic Resources	3,800	Forrest Grove Farm
Portable Handcrafted Bar	Nebraska Sm Association	2,200	GB Cattle Co
ASA Membership Directory-Back Cover, Full Page Ad	ASA	2,100	Hook Farms
ASA Sire Source- Back Cover, Full Page Ad	ASA	2,100	Hook Farms & Clear Springs Cattle Co
50th ASA Anniversary Metal Artwork	Wade & Kathy Shafer; Bulls of The Big Sky, & Allied Genetic Resources	2,000	Roger Kenner
Laird Family Estate Wine Trip	Cowger Family, & Chris & Rebecca Harnois	1,800	Little Mountain Farm
5 Units Ft Knox Conventional Semen	Eichacker Simmental	1,750	Hill Top Simmentals
5 Units Ft Knox Conventional Semen	Eichacker Simmental	1,750	Kenneth Lisenby
Crown Royal (2)	Mike Stoltey	1,400	Circle M Farms
Reserva De La Familia – Tequila	Fred Schuetz	1,300	Simmentals of Texas
Knob Creek Kentucky Bourbon	Holli Hatmaker	1,250	Circle M Farms
Caribou Crossing Canadian Whisky	Aaron Owen	1,200	Red River Farms
Official Kentucky Derby Vodka	Holli Hatmaker	1,100	Martin-Trudeau Insurance
Whispers In The Yards “Pencil Print By CJ Brown”	CJ Brown	1,100	GB Cattle Co
Texas Bourbon Whisky (2)	Bob Mullion	1,050	Circle M Farms
Midwinter Nights Dram Whisky	Lori Eberspacher	1,000	Smith Genetics
Buyers Choice: Alligator Or Turkey Hunt In Texas	Tom Brothers Ranch	1,000	Jessica Smith-Roebuck
1 Unit Sexed Heifer Semen	La Muñeca Cattle Co	1,000	Simmentals Of Texas
Sexed Wle Copacetic E02 Semen (3 Units)	Red River & Bob Mullion	900	Red River Farms
Caymus Vineyards Cabernet	Darla Aegerter	800	Independence Cattle Farms
Authentic Custom Made Knife	Eichacker Simmentals	800	Chan J Phillips
Yeti Vet Bucket	Val & Lori Eberspacher	800	Cow Camp Ranch
Nth Degree Red Wine — Syrah Wente Vineyards	Lori Eberspacher	700	Buck Creek Ranch
Mississippi Bass Fishing Trip	FFS Simmentals/Tofdd Fenton	700	Wesner Livestock Enterprises
Kids Stock Show Starter Set	Amanda Radke	700	Wesner Livestock Enterprises
Lula Rum	Brandi Karisch	600	Red River Farms
Custom Branded Elk Antler Candelabra	Chris & Kristy Effling	600	Nelson Livestock Co
Handmade Western Couch Pillows	Kathy & Mike Stoltey	600	Triple B Farms
ASA Register Magazine — Half Page- Full Color Ad	ASA	500	Htp Simmentals
Reserva De La Familia – Tequila	Fred Schuetze	425	Sycamore Creek
Montana Silversmith Jewelry	Promise Land Ranch	400	Schafer Ridge Ranch
Heifer Cut-Out With Quote	Showtimes Magazine	400	Lassle Simmentals
John Deere Tricycle	Rickin’ P Livestock	350	Griswold Cattle
Wooden Frame Handcrafted Steel Force Clock	Dr. John Harker & Family	350	Kent Jaecke

Auction Results

Item	Donor	Amount	Buyer Name
"Rise And Shine" Print By Carrie French	Carrie French	325	Circle Ranch
Kansas City BBQ Box	Cowger Family	300	Pineview Farms
Carved Sycamore Wood Bowl	Mark & Debbie Smith	260	Dr. John Harker & Family
Metal Shoe Rack	North Dakota Simmental Association	250	Kent Jaecke
Creole Cuisine Basket	Mark & Debbie Smith	250	Ruble Cattle Services
Cattle Print On Metal	Generation 6 Marketing & Emily Brinkman	200	Neogen
16" Simmental Etched Stools	Dr. John Harker & Family	150	Samuel Wallace
Amish Made Childs Rocking Horse	Eichacker Family	150	Buck Creek Ranch

Foundation Auction

By Darla Aegerter, ASA Foundation Manager

On January 19, 2020, at the DoubleTree Hotel in Denver, CO, we set the stage for our Annual Foundation Gala Auction. Several awards were presented to distinguished Simmental breeders who have made an impact in the breed over the past years.

The first award was the World Simmental Fleckvieh Federation Golden Book Award. This award was presented to two outstanding individuals who have made significant contributions to the development of the Simmental-Simbrah breed. This year we honored Doug Parke and Bob Volk.

The second award was the presentation of the Lifetime Promotor Award. This award recognizes a life-long member of the Simmental-Simbrah Association who has promoted the advancement of the breed in many aspects. Carlos and Sister Guerra were the recipients of this year's award.

We would also like to recognize Lori Eberspacher of Marshall, MN. She has served on the American Simmental-Simbrah Foundation Board for over 20 years, most recently in 2019 where she held the position of Chairperson. Lori, we thank you for your countless years of dedication and service to our Association.

We had the opportunity to auction off 43 lots this year to raise money for the Foundation. To have a fundraiser auction of this caliber, it took round-the-clock work done by our Foundation Board, from gathering donated items, to setting up the Grand Ballroom. To all those who helped set up the auction and to everyone who donated items, we could not be more thankful. With a record crowd in attendance, we were able to set a sale record, grossing \$40,410.

The night included a wonderful performance by Caitlyn Oschner of Kersey, CO. Thank you again to all bidders and buyers for your continued support of our breed and Association. A special thank you to our auctioneer Jered Shipman, and guest auctioneer Cookie Lockhart. At the end of an exciting and uplifting evening, it was hard not to look ahead at the year to come.

The final piece to our fundraising efforts during the NWSS was selling our annual Foundation female. "The One Sale" is sanctioned by the Colorado Simmental Association and works hand-in-hand with the American Simmental-Simbrah Foundation in raising funds for the AJSA Merit scholarship program since 1997. This year, RS&T Simmental and Jordan Cowger donated the Foundation heifer ASA# 3634586 RS&T Foundation Lady. A daughter of HPF Quantum Leap and TNGL Hope'n and Dream'n. This April, open female was purchased by a consortium of 19 breeders for \$42,500 (See page XX for a list of buyers). The group donated this heifer back, and Triple C Farms, Jamestown, TN, purchased G04 for \$3,750 with the record setting total to be \$46,250 for the Junior programs. To date, there has been \$456,350 raised through this sale for the Foundation.

A highlight each year is the donation from Trans Ova Genetics with a certificate of services going to the American Simmental-Simbrah Foundation earmarked for AJSA events and was purchased by Werning Cattle Company, SD for \$3,750.

All of the events at the National Western Stock Show brought in a total of \$90,410. Thank you again to all our past and present supporters. It is your continued support that sustains our mission and makes all the difference. ♦

NATIONAL WESTERN

SimMagic On Ice Sale

January 18, 2020 • Denver, CO

No.	Category	Average
5	Flushes	\$6,630
2	Pregnancies	5,750
261	Embryos	1,000
400	Semen Units	358
62	Cataloged Lots	\$7,238

Auctioneer: Jered Shipman, TX

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

Marketing Representatives: Val Eberspacher (EE); Derek Vogt (EE) NE; Chance Ujazzowski (EE) WI; Jered Shipman, TX; Matt Macfarlane, CA; Kent Jaecke, OK; Jeremie Ruble, IA; Doug Parke, KY; Buddy Robertson, OK; Austin Brandt, IA; Mike Sorenson, IA; Mitch Armitage, OK; and Kelly Schmidt, MN.

Representing ASA: Susan Russell

High-Selling Lots:

\$82,500 – 200 Units of Sexed Heifer Semen, cons. by 609F Group.

\$60,750 – 200 Units of Conventional Semen, cons. by 609F Group.

\$8,500 – Flush of, “ML/RJ/STCC Serena D74,” cons. by Trennepohl Farms, Phelps Farms and Circle T Simmentals, sold to Red River Farms, Blythe, CA.

\$7,500 – IVF Flush of, “LLSF Ura Baby Doll U194,” cons. by Lee Simmental Farms, sold to Gilliland Livestock, Davis, CA.

\$7,500 – IVF Flush of, “K-LER’s Baby Dolly’s Queen 609D,” cons. by Werning Cattle Company, sold to Ferguson Show Cattle, Chardon, OH.

\$7,500 – Heifer Embryos, s. by Sandeen Donna 5120 x W/C Fort Knox 609D, cons. by Sandeen Genetics and Kenny and Tammy Scott, sold to Art Millikin, Hedrick, IA.

\$6,900 – IVF Non-Sexed Embryos, s. by WS Miss Sugar C4 x EGL Firesteel 103F, cons. by Lazy C Diamond Ranch, sold to Werning Cattle Company, Emery, SD.

\$6,500 – Heifer Pregnancy, s. by SVJ She’s the Dream B796 x Silveiras Style 9303, cons. by Lee Simmental Farms, sold to Hadden Simmental, Casana, IA.

Comments: The 11th Annual SimMagic Sale was held Saturday evening on January 18th in the grand ballroom of the Double Tree Denver Central Hotel. The evening each year starts off with a donation from Trans Ova Genetics for a certificate of service with the dollars generated going to the American Simmental-Simbrah Foundation ear marked for the Silver and Gold Merit Awards. This year the certificate was purchased by Werning Cattle Company, Emery, SD.



Trans Ova donation purchased by Werning Cattle Company for AJSA Merit Awards. (Pictured: AJSA Board Members, Foundation Board Members, Trans Ova Representatives and Buyers).

27th Annual “The One” National Western Simmental Sale

January 20, 2020 • Denver, CO

No.	Category	Average
7	SM and SimInfluenced Bulls	\$8,471
11	SM and SimInfluenced Breds	9,409
4	SM and SimInfluenced Fall Breds	6,500
23	SM and SimInfluenced Opens	6,026
2 1/2	SM and SimInfluenced Donors	24,000
6	Pregnancies and Flushes	4,675
53 1/2	Total Lots	\$7,774

Auctioneer: Jered Shipman, TX

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

Marketing Representatives: Val Eberspacher (EE); Derek Vogt (EE) NE; Chance Ujazzowski (EE) WI; Jered Shipman, TX; Matt Macfarlane, CA; Kent Jaecke, OK; Jeremie Ruble, IA; Doug Parke, KY; Buddy Robertson, OK; and Mitch Armitage, OK.

Representing ASA: Susan Russell

High-Selling Lots:

\$28,000 – Bred Female, “CNS/HFS/JW Alley F221,” s. by Hara’s Distinction 10C, bred to Mr. CCF Clarified E3, cons. by Schick, Haefner and Walston, sold to Weibel Farms, Farmington, IL; Todd Farms, Athens, IL; and Mike Gleason, Middleton, IL.

\$22,000 – 1/2 interest in Donor, “WHF Andie 365A,” s. by Mr. HOC Broker, cons. by Wayward Hill Farms, sold to Beshears Simmentals, Winchester, IN.

\$20,000 – Donor, “CAJS Sweet Emotion 42Z,” s. by HTP/SVF Duracell T52, bred to Jass On The Mark 69D, cons. by Windy Ridge Simmental and Ferguson Show Cattle, sold to Lindsey Ferguson, Chardon, OH.

\$18,000 – Bred Female, “SFI Miss Sizzle F03B,” s. by CCLT Alliance 91C, bred to SWSN Cash Flow 81E, cons. by Schaake Farms, Inc., sold to Glen Oaks Farms, Fredericksburg, TX.

\$16,250 – Open Female, “IVS/B&K Hallelujah Alley 305G,” s. by Mr. CCF 20-20, cons. by B&K Farms and Ivie and Sons, sold to Wendell Wilson, Crossville, TN.

\$12,000 – Bull, “KLER/JLL Curtain Call 973G,” s. by TJ Main Event 503B, cons. by K-Ler Cattle Company, Hill Brothers and Brendtro Land and Cattle, sold to Gilliland Livestock, Davis, CA.

\$12,000 – Open Female, “Ester G44,” s. by W/C Loaded Up 1119Y, cons. by Premier Cattle, sold to Circle 6 Farms, Meade, KS.

\$11,000 – Bred Female, “WHF Sierra 81F,” s. by CDI Innovator 325D, bred to W/C Double Down 5014E, cons. by Wayward Hill Farm, sold to Hadden Simmental, Casana, IA.

Comments: During the annual Simmental Pen Show, the Power Simmental Event takes place where breeders nominate a bull or female as a Power Simmental candidate. Individuals buy judging ballots to evaluate the nominees. Before “The One”, the ballot is selected, and the participant who completed the ballot chooses and wins the Power Simmental nominee of his or her choice. This year’s winner was Chet Purvine, Purvine Farms, Fay, OK, and the animal selected was HILB/Sher Knock Knock from Hilbrands Cattle Co. Hilbrands Cattle Co. received \$10,000 for having their animal selected.

Another highlight of The One is the animal donated to the American Simmental-Simbrah Foundation, with proceeds going to the AJSA Silver and Gold Merit Awards. This year's animal was "RS&T Foundation Lady G4," donated by RS&T Simmentals, the Cowger family (MO).

"The One Sale" sanctioned by the Colorado Simmental Association has worked hand in hand with the American Simmental/Simbrah Foundation in raising funds for the AJSA members since 1997. This year's donation came from RS&T Simmental and Jordan Cowger. An own daughter of HPF Quantum Leap and TNGL Hope'n and Dream'n, this April open female was purchased by a consortium of breeders including: Megan, Mandy and Harold Brown; Buck Creek Ranch - Jacob Moore & Family; Circle M Farms - Craig McCullum; CK Cattle - Chris and Kristy Effling; Eberspacher Enterprises - Val and Lori; Eichacker Simmentals - Steve and Cathy; Ferguson Show Cattle - John and Lindsey; Freking Cattle Co. - Brad & Meg Freking; Hicks Cattle Co - Steve, Kristen and Family; Hilbrands Cattle Co - Mark & Amanda; Innovation Ag Marketing; Jones Show Cattle; Lee Cattle - John Lee; Moore Land & Cattle - Dennis Moore; Red River Farms - Bob & Michael Mullion; Rockin P Livestock - The Phillips Family; Shoal Creek Land & Cattle - Ed & Kathi Rule; Wager Cattle Co; and White Wing Simmental - Nick & Karen Impagliazzo, for \$42,500.



The group donated this heifer back and Triple C Farms, Jamestown, TN, purchased G04 for \$3,750 with the total to \$46,250 for the Junior programs. To date, there has been \$456,350 raised through this sale for the Foundation. Teamwork is the key! Foundation sponsors in the future are 2021-Red River Farms, 2022-Buck Creek Ranch, 2023-Clear Water Simmental, 2024-Hart Farms, 2025- Hicks Cattle Co, 2026-Trennepohl Farms.



People's Choice Power Simmental. The winning ticket was purchased by Chet Purvine of Purvine Farms, Fay, OK. Purvine saw the quality of the animals participating, including the new bred female pen class at NWSS. Cute little Knox Hatmaker, grandson of Golden Book recipient Doug Parke, drew the winning ballot, but Purvine had already left Denver. Purvine quickly texted auctioneer Jered Shipman back with the words "Unbelievable. I want the bred, tag 39."

His text selected HILB/Sher Knock Knock from Hilbrands Cattle Co., as the 2020 winner. The breeder of the People's Choice Power Simmental receives \$10,000. This was the 16th year of the fun judging event. Perhaps Purvine will consider naming Knock Knock's offspring "Don't Knock a Text."

2020 Power Simmental Finalists: Pictured (l-r): Mitchell Jergensen & Willie Altenburg of Colorado Simmental; Scott Schaake, Schaake Farms; Amanda Hilbrands, Hilbrands Cattle Co; Tony Drach, Next Generation Farms; Eric Gerdes, Gerdes Show Cattle; Steve Hicks, Hicks Cattle Co.; Susan Russell, Colorado Simmental; Paul Hill, Lee's Cattle Co and sponsor Purina; and Val and Lori Eberspacher, sponsor Eberspacher Enterprises.

The 2020 Power Simmental finalists received special coats after the People's Choice judging.



(Continued on page 38)

NATIONAL WESTERN

(Continued from page 37)

Class Standings, Purebred Bulls, Pen of Five

Class 221
Genetics Plus Group, Tecumseh, NE
Hilbrands Cattle Company, Clara City, MN
Ruby Cattle Company, Murray, IA

Class Standings, Purebred Bulls, Pen of Three

Class 222 A
Hicks Cattle Company, Covington, IN
Jackpot Cattle Company, St. Lawrence, SD
Dickinson Ranch, Gorham, KS

Class 222 B
Lee Simmental Farms, Columbia, MO
Vestlane Farms, Bollivar, MO
Big J Cattle Company, Pilger, NE

Class 222 C
Kearns Cattle Company, Rushville, NE
Gerdes Show Cattle, West Point, IA

Class 222 D
Rust Mountain View Ranch, Mercer, ND
Springer Simmental, Cresco, IA

Class 222 E
Genetics Plus Group, Tecumseh, NE
Harker Simmentals, Hope, IN
Ruby Cattle Company, Murray, IA

Class Standings, Percentage Bulls, Pen of Five

Class 321
K-LER Cattle Company, St. Charles, MN
Schaae Farms, Inc., Westmoreland, KS
Oak Meadow Farms, Harmony, MN
Western Cattle Source, Crawford, NE

Class Standings, Percentage Bulls, Pen of Three

Class 322 A
Wayne and Barb Ohlrichs, Norfolk, NE
Lee Simmental Farms, Columbia, MO
Next Generation Farms, Pontiac, IL
Dickinson Ranch, Gorham, KS

Class 322 B
Lee's Cattle Company, Brush, CO
Ruby Cattle Company, Murray, IA

Bull Pen Show

Date: January 19, 2020
Location: Denver, CO
Judge: Chris Mullinix, Manhattan, KS
Associate: Randy Mullinix, Toulon, IL

Editor's Note: PTP data for the Purebred and Percentage Bull and Female Pen Shows are in this order: Calving Ease EPD, Weaning Weight EPD, Yearling Weight EPD, Maternal Calving Ease EPD, Maternal Weaning Weight EPD, Stayability EPD, Yield Grade EPD, Marbling EPD, \$API and \$TI

Purebred Pen of Five



Grand Champion, exh. by Genetics Plus Group, Tecumseh, NE.

Birth	Animal's Name	Sire	WDA	Frame	SC
3/11/19	Surplus	Profit	3.88	6.4	48.5
3/18/19	Ignition	Profit	3.90	6.2	41
3/15/19	Excess	Profit	3.80	5.7	42.5
3/2/19	Foresight	MR CCF 20-20	3.75	4.9	39
3/12/19	Perception	MR CCF 20-20	3.76	5	41.5
Pen Average			3.82	5.6	42.5
EPD Average			8.2/65/92/3.9/53/14/- .44/.10/116/67		



Reserve Grand Champion, Hilbrands Cattle Company, Clara City MN.

Birth	Animal's Name	Sire	WDA	Frame	SC
2/20/19	HILB Maximum Security G218	HILB/SHER Data Breach	3.63	5.1	36.5
3/13/19	HILB/MB Tycoon G469	W/C Executive Order 8543B	3.47	5.0	34
3/8/19	HILB Screenplay G5128	W/C Executive Order 8543B	3.39	5.0	33
2/24/19	AWSC/HILB Git Up G2	SFG Cowboy Logic D627	3.72	5.6	35.5
2/26/19	HILB Main Drag G416	Rubys Turnpike 771E	3.48	5.8	35
Pen Average			3.54	5.3	34.8
EPD Average			13/75/111/6.3/61/12.1/- .46/.05/125/77		

All EPDs and indexes printed here are current as of a 1/13/20 data pull.
All actual and ultrasound measurements were taken and recorded at the time of check-in on 1/17/20

Editor's Note: PTP data for the National Western Simmental Purebred and Percentage Junior and Open Shows are in the following order Calving Ease EPD, Weaning Weight EPD, Yearling Weight EPD, Maternal Calving Ease EPD, Maternal Weaning Weight EPD, Yield Grade EPD, Marbling EPD, \$API and \$TI.

Purebred Pen of Three



Grand Champion, exh. by Genetics Plus Group, Tecumseh, NE. (Class 222 E)

Birth	Animal's Name	Sire	WDA	Frame	SC
1/24/19	Chuckwagon	Profit	3.67	5.5	40
1/23/19	Outcast	Outlaw	3.68	5.6	46.5
1/20/19	Payweight	ACLL Fortune 393D	3.66	5	43
Pen Average			3.67	5.4	43.2
EPD Average			7.3/65/90/3.1/52/12.6/-41/.09/110/66		



Reserve Grand Champion, exh. by Hicks Cattle Company, Covington, IN. (Class 222 A)

Birth	Animal's Name	Sire	WDA	Frame	SC
3/30/19	H/C - W/C Fast Lane 9085G	Rubys Turnpike 771E	3.92	5.2	38
3/25/19	H/C Turnpike 9080G	Rubys Turnpike 771E	3.34	4.7	37
3/25/19	H/C Turnpike 316G	CDI Innovator 325D	3.47	4.8	39
Pen Average			3.58	4.9	38
EPD Average			10.4/77/109/4.7/56/16/-49/.01/124/73		

Junior Show

Date: January 21, 2020
Location: Denver, CO
Judge: Jon DeClerck, Lubbock, TX

Purebred Females

Spring Calf Champion

"America," s. by W/C Bankroll 811D,
exh. by Sara Sullivan, Dunlap, IA.
10.8/67/97/4/55/14.9/-52/.11/126/72



Reserve Spring Calf Champion

"Flitsch Ms. Relentless 4F,"
s. by W/C Relentless 32C,
exh. by Wyatt DeBerry, Olton, TX.
9.3/63/83/4.2/49/14.9/-38/.14/119/66



Junior Calf Champion

"TJSC So Sweet 56G," s. by W/C Relentless
32C, exh. by Samantha Vanvorhis, Bowling
Green, OH.
10.1/62/81/4.8/47/12.2/-46/.08/113/65

(Continued on page 40)

NATIONAL WESTERN

Percentage Pen of Five

(Continued from page 39)

Junior Purebred Females (cont.)



Reserve Junior Calf Champion
 "CLAC Black Satin 179G,"
 s. by LLSF Pays To Believe ZU194,
 exh. by Tyler Drach, Pontiac, IL.
 7.2/67/96/3.2/51/8.9/-46/-02/98/64



Fall Calf Champion
 "W/C Angel 81F," s. by W/C Relentless 32C,
 exh. by Tanner Curtin, Oxford, IA.
 12.6/64/87/4.9/52/14.7/-53/.07/123/68



Reserve Fall Calf Champion
 "WHF Andie 369F," s. by CDI Innovator 325D,
 exh. by Grady Grass, Prairie City, IA.
 12.1/81/119/6.3/65/16.4/-38/.11/136/80



Grand Champion, exh. K-LER Cattle Company, St. Charles, MN.

Birth	Animal's Name	Sire	WDA	Frame	SC
4/9/19	KLER Promoter G15	Rubys Turnpike 771E	4.03	5.1	36
3/10/19	KLER Tollway G7	Rubys Turnpike 771E	3.42	5.4	36
3/11/19	KLER Platinum G8	Rubys Turnpike 771E	3.33	5	37
3/2/19	KLER Linebacker 05G	K-LER Statesman 738E	4.08	5.6	38
1/19/19	KLER/LL Curtain Call 973G	TJ Main Event 503B	3.71	5.3	37
Pen Average			3.71	5.3	36.8
EPD Average			10.3/79/120/5.7/60/15.9/-39/.12/127/76		



Reserve Grand Champion, exh. by Schaake Farms, inc., Westmoreland, KS.

Birth	Animal's Name	Sire	WDA	Frame	SC
3/15/19	SFI Signature G138*	ACLL Fortune 393D	3.99	5.4	37
2/19/19	SFI Tribute G15*	CCLT Alliance 91C	3.93	5.7	38
1/10/19	SFI High Rewards 953G	CLRS Dividend 405D	3.86	6.0	41
3/23/19	SFI Reward G52D*	SC Pay The Price C11	3.92	5.7	37
1/29/19	SFI Unequaled 952G*	W/C Executive Order 8543B	3.80	4.9	39
Pen Average			3.90	5.5	38.4
EPD Average			11.6/66/98/5.3/56/15/-38/.16/128/72		

Percentage Pen of Five (*indicates animal is a purebred)

Percentage Pen of Three



Grand Champion, exh. by Lee's Cattle Company, Brush, CO. (Class 322 B)

Birth	Animal's Name	Sire	WDA	Frame	SC
2/9/19	Lees Kingsman 9030	K-LER Kingsman 610D	3.79	5.1	39
2/12/19	Lees Kingsman 9063	K-LER Kingsman 610D	3.49	4.7	39
2/11/19	Lees Kingsman 9050	K-LER Kingsman 610D	3.81	4.8	39
Pen Average			3.70	4.9	39
EPD Average			10.3/74/117/4.4/55/12.4/- .25/.21/118/73		



Reserve Grand Champion, exh. by Wayne and Barb Ohlrichs, Norfolk, NE. (Class 322 A)

Birth	Animal's Name	Sire	WDA	Frame	SC
3/4/19	OHL God Father 4168-1G	Ruby's Currency 7134E	3.87	6.1	40
3/21/19	OHL Good Times 6192G	FHEN Halftime A127	4.19	5.6	38
3/4/19	OHL Game Plan 7140G	W/C Night Watch 84E	3.70	5.0	37.5
Pen Average			3.92	5.6	38.5
EPD Average			12.5/71/103/6.9/57/12.3/- .28/.25/121/72		



Grand Champion and Yearling Champion
"EC Countess 286F," s. by Profit,
exh. by Miranda Raitchel, Falls City, NE.
5.9/68/95/2.5/53/11.9/- .41/- .01/103/65



Reserve Grand Champion
and Reserve Yearling Champion
"J6C Weis Miss Coco 16F,"
s. by W/C Relentless 32C,
exh. by Tucker Bayer, Ringle, WI.
9.7/61/79/4/50/13.4/- .40/.09/113/64

Junior Percentage Females

Spring Calf Champion
"JSUL Glamour Girl 970G,"
s. by Profit, exh. by Sara Sullivan, Dunlap, IA.
8.4/54/77/4.3/46/11.6/- .19/.28/107/60



Reserve Spring Calf Champion
"BTYL Nocona 215G,"
s. by GSC GCCO Dew North 102C,
exh. by Sydney Baty, Loveland, CO.
12.9/71/101/7.5/52/11.5/- .31/.00/106/66

(Continued on page 42)

NATIONAL WESTERN

(Continued from page 41)

Junior Percentage Females (continued)

Junior Calf Champion

"Hara's Sull Princess 9238G,"
s. by FHEN Halftime A127,
exh. by Will Adcock, Bartlesville, OK.
11.6/62/92/6/49/9.2/-18/.22/107/64



Reserve Junior Calf Champion

"RP/BCR Built To Love G303,"
s. by PVF Insight 0129,
exh. by Josie Phillips, Maysville, KY.
11.2/66/102/5.1/53/10.4/-20/.20/113/69

Fall Calf Champion

"JSUL Glamour Profit 8408F," s. by Profit,
exh. by Clint Main, Seymour, IN.
8.2/54/77/4.3/46/11.6/-19/.28/106/60

Class Standings, Purebred Female, Pen of Three

Class 225 A

Hicks Cattle Company, Covington, IN
RS&T Simmentals, Savannah, MO

Class 225 B

Schaake Farms, Inc., Westmoreland, KS
Hilbrands Cattle Company, Clara City, MN

Class 225C

Lee Simmental Farms, Columbia, MO

Class Standings, Percentage Female, Pen of Three

Class 325 A

Holt Cattle Company, Mina, SD

Class 325 B

Kersten Cattle, Gretna, NE
Rust Mountain View Ranch, Mercer, ND

Class 325C

Ferguson Show Cattle, Chardon, OH

Class 327

Hilbrands Cattle Company, Clara City, MN

Female Pen Show

Date: January 19, 2020
Location: Denver, CO
Judge: Chris Mullinix, Manhattan, KS
Associate: Randy Mullinix, Toulon, IL

Editor's Note: PTP data for the Purebred and Percentage Bull and Female Pen Shows are in this order: Calving Ease EPD, Weaning Weight EPD, Yearling Weight EPD, Maternal Calving Ease EPD, Maternal Weaning Weight EPD, Stayability EPD, Yield Grade EPD, Marbling EPD, \$API and \$TI.

Purebred Pen of Three



Grand Champion, exh. by Schaake Farms, Inc., Westmoreland, KS. (Class 225 B)

Birth	Animal's Name	Sire	WDA	Frame
4/12/19	SFI Miss Notice Me G125	ACLL Fortune 393D	3.18	5.4
3/7/19	SFI Miss Crowd Favorite G7	SC Pay The Price C11	2.97	5.0
3/7/19	SFI Miss Allure G9	SC Pay The Price C11	2.77	4.9
Pen Average			2.97	5.1
EPD Average			10.7/62/90/4.8/48/11.2/-50/.06/114/67	



Reserve Grand Champion, exh. by Hicks Cattle Company, Covington, IN. (Class 225 A)

Birth	Animal's Name	Sire	WDA	Frame
4/22/19	H/C Miss Victoria 396G	W/C Double Down 5014E	3.17	5.7
5/20/19	H/C Miss Serena 789G	CDI Innovator 325D	3.26	5.4
5/2/19	H/C Miss Victoria 9226G	W/C Double Down 5014E	2.97	5.1
Pen Average			3.13	5.4
EPD Average			11.1/78/109/4.3/60/13.3/-48/.15/127/78	

Percentage Pen of Three



Grand Champion, exh. by Hilbrands Cattle Company, Clara City, MN. (Class 327)

Birth	Animal's Name	Sire	WDA	Frame
1/6/18	HILB/SUH Sweet Peek	HILB Oracle C033R	2.08	5.4
2/19/18	HILB/SHER Knock Knock	Chestnut Knock Out 204	2.43	6.0
2/24/18	HILB Sarita Gabrielle	Silveiras Style 9303	2.36	6.3
Pen Average			2.29	5.9
EPD Average			9/66/100/5.6/54/12.2/- .29/.27/117/70	



Reserve Grand Champion, exh. by Kersten Cattle, Gretna, NE. (Class 325 B)

Birth	Animal's Name	Sire	WDA	Frame
2/16/19	LKCC Miss Genesis 78G	Profit	2.66	5.1
3/5/19	LKCC Miss Genesis 72G	Profit	2.75	5.6
2/21/19	LKCC Miss Genesis 81G	Profit	2.61	4.6
Pen Average			2.67	5.1
EPD Average			7.9/61/84/3.9/52/12.2/- .36/.17/114/69	

Junior Percentage Females (continued)



Reserve Fall Calf Champion

"Miss Bankroll 50F," s. by W/C Bankroll 811D, exh. by Blake Wilkins, Bennett, IA.
14.1/60/87/7.4/52/10.8/- .20/.30/120/68



Intermediate Champion

"UDE Princess 153F," s. by TLLC One Eyed Jack, exh. by Millie Lashmett, Winchester, IL.
9.5/53/74/1.8/38/8.9/- .33/.06/92/55



Reserve Intermediate Champion

"3BCC Lucy," s. by Mr. HOC Broker, exh. by Megan Brown, Roanoke, AL.
8.6/60/90/3.9/51/10.4/- .16/- .06/89/56



Grand Champion and Yearling Champion

"JSUL Dream Big 8992F," s. by Silveiras Style 9303, exh. by Sara Sullivan, Dunlap, IA.
11.5/56/82/6.4/44/12.2/- .14/.32/117/64

NATIONAL WESTERN

(Continued from page 43)

Junior Percentage Females (continued)



Reserve Grand Champion and Reserve Yearling Champion
"JBOY Tammy 843," s. by Mr. HOC Broker, exh. by Kathy Lehman, Shelby, OH.
8.2/56/80/4.4/46/8.2/-12/.23/99/61

Open Bull Show

Date: January 21, 2020
Location: Denver, CO
Judge: Charlie Boyd, Jr., Mayslick, KY
Associate: Joe Myers, Harrodsburg, KY

Purebreds

Spring Calf Champion
"Amazon G901," s. by HPF Tradecraft D010, exh. by Garrett Bromenshenk, Billings, MT.
6.9/73/108/4/55/14.9/-40/.18/122/73



Reserve Spring Calf Champion
"STCC/PFK/DOSL Bear Clas 9022," s. by TJSC Hammer Time 35D, exh. by Trennepohl Farms, Phelps Farms, Wolf and Welshans, Middletown, IN.
7.6/64/95/2.5/49/12.2/-40/-13/100/61



Grand Champion and Junior Calf Champion
"BTYL Doc Holliday 202G," s. by W/C Loaded Up 1119Y, exh. by Sydney Baty, Loveland, CO.
9.7/63/91/5.1/53/15.2/-.55/-07/111/63



Reserve Junior Calf Champion
"PSCS Pays To Win 103G ET," s. by LLSF Pays To Believe ZU194, exh. by Meyer Genetics, Onarga, IL.
6.7/71/100/2.7/50/9.3/-43/.02/102/68

Yearling Champion
"FITZ Gideon 802F," s. by Profit, exh. by Buck Creek Ranch and Fitz Genetics, Pawnee, OK.
8.2/57/80/5.5/49/15.7/-.36/.18/121/65

Reserve Yearling Champion
"TJSC Cinderella Man 221F," s. by LLSF Pays to Believe ZU194, exh. by Jones Show Cattle, Harrod, OH.
8.5/61/86/3/52/10.4/-40/.04/106/65



Reserve Grand Champion and Senior Champion
"JT Volk Premonition 113E," s. by BF Special Consensus, exh. by Elmore Cattle Services and Volk Livestock, Waukomis, OK.
13.8/63/92/7.9/59/14/-52/-06/120/68

Reserve Senior Champion
"TJSC King of Diamonds," s. by LLSF Pays to Believe ZU194, exh. by Jones Show Cattle, Harrod, OH.
10.4/69/97/5.2/52/9.9/-38/.11/114/71

Percentage



Spring Calf Champion
"KLER Promoter G15," s. by Rubys Turnpike 771E, exh. by K-LER Cattle Company, St. Charles, MN.
9.5/79/125/5.1/61/19.3/-41/.26/137/78



Reserve Spring Calf Champion
"BPG G.W. McLintock," s. by TJ Roosevelt 366E, exh. by Gittlein Cattle, Wauneta, NE.
10.4/77/113/5.7/62/13.8/-28/.33/127/77



Junior Calf Champion
"WCS/GSC Supremacy G331," s. by MG/GSC Authority W14C, exh. by Gerdes Show Cattle, West Point, IA.
11.5/64/96/4.4/55/15.4/-29/.06/114/64

(Continued on page 46)



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NATIONAL WESTERN

(Continued from page 44)

Open Percentage Bulls (cont.)



Fall Calf Champion

"H/C Southbound 35," s. by W/C Relentless 32C, exh. by Hicks Cattle Company, Covington, IN. 11.2/56/75/5.2/46/8.9/- .19/.37/110/64



Grand Champion and Yearling Champion

"Reckoning 711F," s. by W/C Relentless 32C, exh. by Elmore Cattle Services/Berlowitz Cattle/Forge Cattle, Cushing, OK. 12.3/60/82/5.6/48/16/- .33/.13/115/61



Reserve Grand Champion and Reserve Yearling Champion

"Wheatland Ringleader 834F," s. by Profit, exh. by Hoffman Ranch, Thedford, NE. 6.8/61/86/1.6/58/12.6/- .33/.08/97/59

Open Female Show

Date: January 22 2020
Location: Denver, CO
Judge: Charlie Boyd, Jr., Mayslick, KY
Associate: Joe Myers, Harrodsburg, KY

Purebreds



Reserve Grand Champion and Spring Calf Champion

"America," s. by W/C Bankroll 811D, exh. by Sara Sullivan, Dunlap, IA. 10.8/67/97/4/55/14.9/- .52/.11/126/72



Reserve Spring Calf Champion

"BTYL Prada 204G," s. by W/C Loaded Up 1119Y, exh. by Sydney Baty, Loveland, CO. 9.7/63/91/5.1/53/15.2/- .55/- .07/111/63



Junior Calf Champion

"B C R Time To Shine 012G," s. by HPF Quantum Leap Z952, exh. by Josie Phillips and Circle M Farms, Maysville, KY. 13.3/69/95/6.4/54/12.5/- .44/.14/126/73



Reserve Junior Calf Champion

"TJSC So Sweet 56G," s. by W/C Relentless 32C, exh. by Samantha Vanvorhis, Bowling Green, OH. 10.1/62/81/4.8/47/12.2/- .46/.08/113/65



Fall Calf Champion

"WHF Andie 369F," s. by CDI Innovator 325D, exh. by JS Simmental, Maxwell, IA. 12.1/81/119/6.3/65/16.4/- .38/.11/136/80

Reserve Fall Calf Champion

"S/P True Love F789," s. by W/C Executive Order 8543B, exh. by Sara Sullivan, Dunlap, IA. 11.5/74/113/3.7/60/9.8/- .39/.12/122/77



Grand Champion and Yearling Champion

"JPV Miss Rose 34F ET," s. by W/C Relentless 32C, exh. by Hoffman Ranch, Thedford, NE. 13.8/62/79/6/56/16.7/- .43/.06/123/65



Reserve Yearling Champion
 “DMCC Francesca 58F,” s. by LLSF Pays To Believe ZU194, exh. by Heffner Cattle and Chael Roberts, Absarokee, MT.
 7.4/70/102/3.6/53/9.5/- .34/.10/108/69



Reserve Junior Calf Champion
 “TJSC Lilly 19G,” s. by Silveiras Style 9303, exh. by Hannah Topmiller, Pleasant Plain, OH.
 11.6/58/86/6.4/43/13.7/- .19/.19/114/62



Grand Champion and Yearling Champion
 “Rocking P Valentine F014,” s. by CNS Pays To Dream T759, exh. by Josie Phillips, Maysville, KY.
 11/59/92/7.2/49/10.1/- .34/.11/114/66

Percentage

Spring Calf Champion

“S&S American Honey 973G,” s. by Silveiras Style 9303, exh. by Reed Hanes, Celina, OH.
 7.3/53/80/3.5/42/14.5/- .17/.29/112/60



Reserve Spring Calf Champion
 “S&S My Girl Taylor 990G,” s. by Silveiras Style 9303, exh. by Aubrey Neal, Osgood, IN.
 7.3/53/80/3.5/42/14.5/- .17/.29/112/60



Reserve Grand Champion and Fall Calf Champion
 “JSUL Reba’s Fancy 8375F,” s. by FHEN Half-time A127, exh. by Sara Sullivan, Dunlap, IA.
 12.7/54/81/7.7/48/13.3/- .16/.33/123/65



Reserve Yearling Champion
 “CLAC Whisper 688F,” s. by Colburn Primo 5153, exh. by Justin Pfannebecker, LaSalle, CO.
 11.8/60/86/8/49/11.5/- .14/.33/112/65



Junior Calf Champion
 “RRF Rita 215G,” s. by OBCC CMFM Deplorabull D148, exh. by Morgan Jackson and Red River Farms, Kaufman, TX.
 14.2/66/102/7.9/58/12.2/- .29/.28/126/72



Reserve Fall Calf Champion
 “S&S She’s So Classy 8802F,” s. by EXAR Classen 1422B, exh. by Will Neal, Osgood, IN.
 4.6/68/100/2.7/51/11.3/- .17/.36/109/68

Groups



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Intermediate Champion
 “3BCC Lucy,” s. by Mr. HOC Broker, exh. by Megan Brown, Roanoke, AL.
 8.6/60/90/3.9/51/10.4/- .16/- .06/89/56

Reserve Intermediate Champion
 “PEINE/GS Beth 829F,” s. by W/C Relentless 32C, exh. by Paige Peine, Hastings, MN.
 10.6/81/114/5.4/60/14.1/- .31/.20/119/74

ASA'S Leading Breeders Listed By Registrations

The following list including ASA's leading breeders, on the basis of Simmental (including fullblood, purebred, percentage and Simbrah) reported during the calendar year 2019. Within each state, province or country, the top five breeders are shown

in descending order beginning with the breeder who registered the most animals.

The minimum requirement for inclusion on this list was reporting of five animals during the year.

ALBERTA CANADA

Dakota Townsend – Lacombe County

SASKATCHEWAN CANADA

Double Bar D Ranch – Grenfell

MEXICO

Rancho Buenavista – Centro, Merida

ALABAMA

Gibbs Farms – Ranburne
Black Rock Farm – Luverne
Boyd Farm – New Brockton
Wells Farm – Selma
J & W Simmental Farm – Headland

ARKANSAS

OK Ranch – Nashville
Groves Simmental Ranch – Lewisville
Lovaas Ranch – Yellville
Nice Breeze Farm – Floral
Jerry Reid Farm – Gentry

ARIZONA

Lee Cattle Company – Chandler

CALIFORNIA

Circle Ranch – Ione
Red River Farms – Blythe
Consalves Ranch – Modesto
Hinton Ranch Simmentals – Montague
Elizabeth Vietheer – Wilton

COLORADO

Altenburg Super Baldy Ranch LLC
– Fort Collins
T-Heart Ranch LLC – Center
Lechleiter Simmentals – Montrose
Danny & Monita Todd – Crawford
Bridle Bit Simmentals – Walsh

CONNECTICUT

Fenton River Farm – Willington

FLORIDA

Southern Cattle Company – Marianna
Sewell Farms – Chipley
Philip J Currid II – De Funiak
CS Acres – Fort Pierce
E & E – Chipley

GEORGIA

Pigeon Mountain Simmental – La Fayette
Callaway Cattle Co – Hogansville
Rocky Hill Farms – Dawsonville
Woodlawn Simmentals – Clarkesville
Ed Wasdin – Norman Park

IDAHO

Rymo Cattle Co – Bonners Ferry
Ruel Barker – Elba
Dirk E Johnson – Bancroft
Lanting Enterprises – Twin Falls
H D Dunn & Son Ranch – Tetonia

ILLINOIS

Wildberry Farms – Scales Mound
Hillstown Farms – Marissa
Jesse Range – Greenfield
Diamond A Farms – Altamont
University of Illinois – Baylis

INDIANA

Purdue Animal Science-Beef Cattle
– West Lafayette
Trennepohl Family Farm – Middletown
Clover Valley Simmentals – Ramsey
John D Harker & Family – Hope
James W Koch Jr & Family – Rosedale

IOWA

Nichols Farms – Bridgewater
Bruhn Farms Joint Venture – Mapleton
Heartland Simmentals – New Hampton
Ruby Cattle Company – Murray
Advanced Beef Genetics – Wiota

KANSAS

River Creek Farms Inc – Manhattan
Robert L Dickinson – Gorham
Cow Camp Ranch – Lost Springs
Irvine Ranch – Manhattan
Steve or Mary Gleason – Maple Hill

KENTUCKY

Henry E Allen DVM – Versailles
Bushs North Severnecreek Simmentals
– Owenton
Nolan & Bagby Performance Cattle
– Russellville
White Farm 4 – Lexington
Pleasant Hill Farms – Rockfield

LOUISIANA

Rugged R Cattle Co – Wisner
Hensgens Brothers Cattle – Berwick
Dennis & Paula Courtright – Colfax
Robinson Cattle Co – Wisner
Kirk E Martin – Carencro

MAINE

Gross Hardship Acres – Bucksport
McGee Farm Simmentals – West Gardiner
Four Star Farm – Shapleigh
Pine Creek Show Cattle – Rumford
G R Thurston's Farm Simmental CTL
– Rumford

MARYLAND

Winter Springs Farm LLC – Frederick
Ady Acres – Street
Michael Kinna – Middletown
BK Cattle Enterprises – Frederick
Anvil Acres – Boonsboro

MASSACHUSETTS

Hillcrest Farm – Auburn

MICHIGAN

J Bar J Ranch – Clare
J-C Simmentals – Clare
Hartong Farm – Centreville
Salinas Farms – Marion
Freedom Run Farm – Manchester

MINNESOTA

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Brant Farms – Hinckley
Hilbrands Cattle Co – Clara City
Raatz Farms Inc – Jasper
Redalen Cattle Company – Fountain



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Leading Breeders Listed By Registrations

(Continued from page 48)

MISSISSIPPI

Little Creek Farm LLC – Starkville
Fenton Farms LLC – Laurel
Sleepy Creek Farms LLC – Summit
Charles T Holland – Magee
Double C Farms – Poplarville

MISSOURI

Lucas Cattle Company – Cross Timbers
Harriman Santa Fe – Montrose
Superior Beef Genetics – Lamar
Owen Bros Cattle Company – Bois d'Arc
Mark Moriondo – Mount Vernon

MONTANA

Gateway Simmentals – Lewistown
Lassle Simmentals – Glendive
Begger's Diamond V Ranch Inc – Wibaux
O'Tiwahe Ranch LLC – Boyes
Cracker Box Livestock – Glendive

NORTH CAROLINA

Fred Smith Company – Clayton
High Ridge Farms – Albemarle
Massey Farms – Burlington
Broadway Cattle Farm – Monroe
Chase Cole Livestock – Clinton

NORTH DAKOTA

Roger A Kenner – Leeds
Keller Broken Heart Ranch – Mandan
Mandan Lake Creek Simmental Ranch
– Center
TNT Simmentals – Almont
Klain Simmental Ranch – Ruso

NEBRASKA

Triangle J Ranch – Miller
Apex Cattle Co – Dannebrog
Forster Farms – Smithfield
J & C Simmental – Arlington
Western Cattle Source – Crawford

NEW JERSEY

Duke Farms Foundation – Hillsborough
Katelyn Wall – Newton
Double RD Farm – Hillsborough
Virginia Ochs Pierce – Neshanic Station

NEW MEXICO

Clayton Moore – Roy
Leonard & Mary Morrow – Winston

NEW YORK

Simme Valley Ranch – Groton
Ladybug Farm – Middleport
Elm-Side Farm – Walton
Back Road Ranch – Sherman
Rugenstein Family Farm – Canandaigua

OHIO

Jones Show Cattle – Harrod
John J Ferguson – Mentor
Dickson Simmentals – St Louisville
Maplecrest Farms – Hillsboro
Haley Farms – West Salem

OKLAHOMA

Griswold Cattle – Stillwater
Willis Simmentals – Marietta
Buck Creek Ranch – Pawnee
Updyke Simmentals – Checotah
Choctaw City Land & Cattle LLC – Tulsa

OREGON

Bar CK Cattle Company – Culver
Baker Angus – Vale
44 Cattle – Richland
Price Cattle Company – Baker City
Allen Brothers Cattle – Haines

PENNSYLVANIA

SVJ Farm – Amity
Campbell Land and Cattle LLC – Sycamore
Powell's Valley Simmentals – Halifax
Long Meadows Simmentals
– Spartansburg
Maple Cove Breeders – Manns Choice

SOUTH CAROLINA

Yon Family Farms – Ridge Spring
Baxley Farms – Georgetown
Nickle N Dime Farms – Six Mile
Wayne Garber – Laurens
Longview Farm – Anderson

SOUTH DAKOTA

Schnabel Ranch – Eureka
Dale Werning – Emery
Eichacker Simmentals – Salem
Hart Simmentals – Frederick
Jim Benda Simmentals – Kimball

TENNESSEE

Red Hill Farms – Lafayette
KenCo Cattle Company – Nashville
Triple A Farms – Bethpage
Tennessee Tech University – Cookeville
Ivie & Sons Simmentals – Lawrenceburg

TEXAS

7P Ranch – Tyler
Pine Ridge Ranch LLC – Dallas
Lester M Alberthal Jr – Granbury
Timothy J Smith – Giddings
Tom Brothers – Campbellton

UTAH

Yardley Cattle Co – Beaver
Lyman Livestock – Salem
Mineral Mountain Cattle Company LLC
– Milford
Double JR Simmentals – Paradise
Top Hat Farms LLC – Deweyville

VERMONT

Mary Beth Fischer – Springfield
Brushwood Simmental – Bradford

VIRGINIA

Shenandoah Valley Simmentals
– Quicksburg
McDonald Farms – Blacksburg
Edgewood Angus – Williamsburg
Smith Reasor – Rural Retreat
Deer Creek Farm – Roseland

WASHINGTON

Trinity Farms – Ellensburg
9 Mile Ranch – Walla Walla
Matheson Farms Simmental – Bellingham
Jake Smith – Sequim
Burnt Ridge Ranch – Onalaska

WEST VIRGINIA

Teter Farms – Beverly
Classic Simmental Farm – Fairmont
Buena Vista Simmentals – Old Fields
Cook Farm WV – Point Pleasant
Carter Brown – Fairmont

WISCONSIN

Timberland Simmentals – Argonne
Double A Simmentals – Janesville
Trails End Cattle – Owen
Wishing Well Simmentals – Hortonville
Reiny Way Acres – Merrill

WYOMING

X/L Ranch – Cody
Vearl W & Patsy Bird – Fort Bridger
Silver Spur Land and Cattle LLC
– Encampment
Smiths Basic Blacks – Douglas
Wayne R Wilson – Alva ♦

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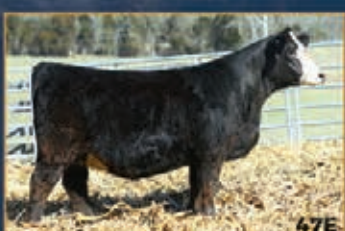
045F

PB SM | Homo Polled | Bred to CDI Innovator
W/C Relentless x LRS Turning Point x WHF Sierra



32F

PB SM | Homo Polled | Bred to CDI Innovator
HPF Quantum Leap x Hook's Broadway



47E

PB SM | Homo Polled | Bred to ES Epic
ES Blackstone X SS Grandmaster



237F

PB SM | Homo Polled | Bred to HPF Quantum Leap
CDI Innovator x Hook's Black Hawk



719E

PB SM | Homo Polled | Selling a Flush!
HPF Quantum Leap x WLE Uno Mas



907C

PB SM | Homo Polled | Homo Black
Spring Open
Mr CCF 20-20 x Mr. NLC Upgrade



813F

PB SM | Homo Polled | Homo Black
Bred to Hooks Blackhawk
WLE Uno Mas x Sandeen Upper Class



F901

PB SM | Bred to TJSC Hamvertime
HPF Optimizer x W/C BF Innocent Man



046F

PB SM | Homo Polled | Bred to KCC1 Exclusive
CDI Innovator x TNT Dynasty

Sale Partners: Wayward Hill Farm, Swain Select Simmental,
Three Trees Farm, Misty Meadows Farm, Kaiser Simmentals



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Most Used Bulls

Following is a list of the most used Simmental bulls,
ranked in order of progeny reported during the calendar year 2018.

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

Reg. No.	Name	Progeny Count	Breeds	\$API	\$TI	CE	BW	WW	YW	MCE	MWW	Stay	DOC	YG	MB
2703910	CCR COWBOY CUT 5048Z	2,474	PB SM	164.6	91.5	12.2	2.6	92	127.7	8	69.7	22.9	18	-0.41	0.39
2854180	HOOK'S BEACON 56B	1,347	PB SM	184.2	96.5	17.4	-2.6	78	116.7	13.1	60.3	19.9	12.5	-0.52	0.62
2891336	TJ MAIN EVENT 503B	1,075	1/2 SM 1/2 AN	133.3	84	13.6	0	86.3	129.2	5.7	76.3	14.1	14.9	-0.38	0.22
3045559	W/C RELENTLESS 32C	964	PB SM	116.5	67	9.6	3.6	66.7	83.1	3.1	49.4	14.3	13	-0.49	0.12
2725666	CCR WIDE RANGE 9005A	943	3/4 SM 1/4 AN	132	77.1	13.4	0.1	81	127.1	7	49	15.9	11.8	-0.47	-0.04
2900283	W/C EXECUTIVE ORDER 8543B	916	3/4 SM 1/4 AN	121.5	79.3	15.2	-2.4	77.2	122.1	5	67.6	8.9	10.9	-0.41	0.12
2532016	WLE UNO MAS X549	824	PB SM	132.9	75	13.6	-0.9	58.5	74.7	5.1	45.7	9.8	13.8	-0.48	0.39
2654155	W/C LOADED UP 1119Y	818	PB SM	133.2	67.6	12.9	1.3	63.7	91.1	7.6	54	20.5	10.3	-0.56	0.02
2531081	MR HOC BROKER	739	PB SM	84.6	56	5.5	3.8	68.6	94.8	2.3	46.3	12.2	-3.4	-0.41	-0.31
2880390	CCR BOULDER 1339A	739	1/2 SM 1/2 AN	160.1	84.6	15.2	-1.7	66.9	104.8	8.9	54.8	16.5	16.5	-0.43	0.64
2659897	LLSF PAYS TO BELIEVE ZU194	641	PB SM	107.4	71.2	8	2.2	69.6	100.3	3.6	49.6	7.1	10.5	-0.37	0.16
2614725	W/C UNITED 956Y	626	1/2 SM 1/2 AN	121.5	84.5	11.4	1.2	94.1	153.9	7.6	62.8	9	5.6	-0.08	0.21
2658496	W/C LOCK DOWN 206Z	585	1/2 SM 1/2 AN	149.8	84	13.5	-1.7	76.3	120.8	8.5	65	16.8	13.2	-0.02	0.45
2612546	HOOK'S YELLOWSTONE 97Y	578	PB SM	142.1	81.3	12.4	0.4	78.2	116.9	6.8	65.5	17.3	11.6	-0.39	0.18
2628568	J BAR J NIGHTRIDE 225Z	469	5/8 SM 3/8 AN	172.6	90.9	17.2	-2.4	69.2	111.9	7.7	41.4	13.8	14.6	-0.17	0.9
3133113	KOCH BIG TIMBER 685D	454	PB SM	165.8	85.1	17.4	-4.2	67.8	95.4	11	59.5	19.1	8.4	-0.2	0.4
2854437	HOOK'S BROADWAY 11B	449	PB SM	134.9	79.9	3.5	4	80.4	124.4	2.8	68	18.8	11.3	-0.43	0.29
2728015	HPF OPTIMIZER A512	416	3/4 SM 1/4 AN	109.1	69.2	10.9	2	87.2	144.5	5.9	55.5	16.7	14.3	-0.42	-0.25
2854467	HOOK'S BLACK HAWK 50B	408	3/4 SM 1/4 AN	154	85.4	16.9	-2.1	86	130.1	10.5	58.9	19.8	11.2	-0.28	0.25
2852207	WS ALL ABOARD B80	399	PB SM	157.9	97.6	15.5	-0.2	98.5	146.3	8.9	61.6	14.2	18	-0.54	0.32
2842534	LRS ELEVATE 213B	397	PB SM	145.7	81.3	15.2	-0.3	76	117.4	7.7	56.9	16.1	-0.2	-0.44	0.19
2911662	PROFIT	364	PB SM	101.9	60.2	4.9	4	60.4	82.8	1.4	54.1	13.8	3	-0.4	0.02
2939840	CAJS BLAZE OF GLORY	364	PB SM	115.5	72.1	11.7	1	69	90.4	5.1	43.3	8.4	6.2	-0.46	0.16
3148116	TJ DIPLOMAT 294D	353	1/2 SM 1/2 AN	152.9	86	12.6	-0.3	74.6	118.5	8.8	69.3	16	3.8	-0.09	0.61
2605922	GW-WBF SUBSTANCE 820Y	350	3/4 SM 1/4 AN	135.2	86.3	9.5	2.8	86.6	133.8	5.8	55.7	11.1	17.6	-0.38	0.53
2474338	MR NLC UPGRADE U8676	335	PB SM	126.2	82.9	11.2	2.6	88.7	133.4	4.1	63	11.9	11.9	-0.67	0.08
3152448	CDI INNOVATOR 325D	332	3/4 SM 1/4 AN	152.7	91.9	14.3	0.1	93.9	138.3	7.7	70.3	17.3	14.1	-0.38	0.39
3097854	CLRS DIVIDEND 405D	328	PB SM	141.8	80.4	10.2	0.5	79	122	3.6	56.3	17.9	14.1	-0.26	0.2
2729707	LRS TOP TEN 104A	307	1/2 SM 1/2 AN	136.3	79.2	14.2	-0.7	79.4	123.5	9	51.7	14.7	12.4	-0.15	0.27
2790164	W/C BULLSEYE 3046A	307	PB SM	134.5	67.9	15.7	-2.7	57.7	87	3.8	46	17.9	15.7	-0.65	-0.05
3187005	W/C BANKROLL 811D	303	PB SM	138.5	74.8	14.7	0.4	73.3	104.4	6.8	58.3	19.2	12.1	-0.54	0.03
2950871	RBS BOISE B63	301	PB SM	123.4	68.9	13.5	0.5	68.2	91.3	7.9	65.4	17.7	10.2	-0.61	-0.11
2735656	CLRS AFTER SHOCK 604 A	293	PB SM	139.8	80.2	13.3	1.5	85.9	125.9	4.5	47.8	17.4	15.5	-0.3	0.11
2548143	S D S GRADUATE 006X	289	5/8 SM 3/8 AN	126.9	72.5	17.1	-3.2	73.2	112.5	8.6	61.2	16.2	12.2	-0.47	-0.09
3045230	TKCC CARVER 65C	288	PB SM	121.8	72.9	8.9	0.7	73.1	88.7	2.6	49.6	14.7	13.8	-0.46	0.1
2964446	MR CCF 20-20	282	PB SM	123.9	75.2	14.5	1.2	78.1	119.5	6	55.8	13	7.9	-0.67	-0.06
2668223	TLLC ONE EYED JACK	280	PB SM	104.4	59.4	10.1	1.6	53.2	78	-0.3	43.4	10.7	8.3	-0.44	0.01
2760758	LEACHMAN CADILLAC L025A	278	3/8 SM 3/8 AR	122.3	76.2	13.9	-1.2	75.7	120.9	4.8	61.1	11.2	17.9	-0.06	0.25
2675740	WS ALL-AROUND Z35	277	PB SM	151.4	90.6	14.8	0.3	95.3	144.6	7.8	65.4	17.4	13.4	-0.36	0.15
3112013	CCR PAY DIRT 2340C	274	1/2 SM 1/2 AN	145.4	93.3	9.1	1.3	87.5	137.3	6.3	62.1	9.6	15.2	-0.06	0.76
2978190	NLC COW BOSS 160C	270	5/8 SM 3/8 AN	155.5	81.2	17.8	-1.3	76.8	102.5	10.4	47	19.4	12.1	-0.19	0.42
2602861	JBS BIG CASINO 336Y	268	PB SM	126.2	71.5	13.6	-0.6	77.1	114.8	5.5	51.9	18.6	16	-0.61	-0.23
2878160	BBS TRUE JUSTICE B10	254	PB SM	146.4	82.4	12.2	1	80.3	125.6	7.8	74.1	20.2	12.4	-0.58	0.12
3111909	CCR PAYDAY 0320C	254	1/2 SM 1/2 AN	130.4	76.3	10.1	2.2	78.7	115	6.1	56.4	15.7	14.8	0.07	0.38
3026655	CCR ABILENE 6018C	253	3/4 SM 1/4 AN	148.1	87.5	10.6	3	84.3	129.8	9.1	63	15.4	11.3	-0.35	0.62
2840163	COLEMAN CHARLO 0256	240	PB AN	129.9	71.1	17.8	-2.4	63.1	102.6	-2.8	56.6	10	11.2	0.12	0.71
2631021	TJ MAKERS MARK 215Y	234	1/2 SM 1/2 AN	134.5	78.3	11.9	0.8	83.1	128.6	9.2	60.7	17.6	14.6	-0.06	0.22
3043241	BAR CK/TBEF BALANCE 5186C	231	1/2 SM 1/2 AN	152.2	80	14.8	-0.8	61.9	98.4	9.2	61.5	15.2	13.7	-0.07	0.66
2624126	ACW IRONHIDE 395Y	226	1/2 SM 1/2 AN	135.5	72	14	-2.7	64.4	98.3	6.7	52.1	17.4	15.5	-0.23	0.21
3111910	CCR PAYWEIGHT 0327C	226	1/2 SM 1/2 AN	127.4	78.1	11.7	0.8	80	118.8	7	55	12.3	14.4	0.05	0.35
Averages				136.1	78.8	12.8	0.3	76.5	114.4	6.4	57.5	15.2	12.0	-0.3	0.2



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TOP 10 SALE

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Women of ASA

By Lilly Platts

Editor's Note: This is the fourteenth article in a series highlighting significant contributions of women in the Simmental industry.

Maureen Mai owns and operates Rymo Cattle Company in Northern Idaho, alongside her husband and son, and has been a leader, organizer, and advocate for the Simmental breed for the majority of her life.

Maureen Mai

Maureen Mai is a rancher, leader, and lifelong member of the Simmental community. She grew up with the breed, with her parents first AI'ing some of their commercial cows to Simmental sires. Alongside her husband, Ryan, she now runs a registered Simmental and SimAngus cow herd, sells bulls and females, helps youth in the AJSA, manages a bull sale, and helps with three state Simmental associations, among many other tasks.



Ryan, Maureen, and Dillon Mai.

Mai's parents, Merle and Kathy, ranched on the family place near Bonners Ferry, Idaho, in the north Idaho panhandle. Her parents purchased 10 bred Simmental cows from Lou Chestnut, who was a former ASA President from the Spokane area. A few years later, they were able to lease the rest of Chestnut's herd, and since then, Mai has been fully immersed in the breed. She was an active member of 4-H and attended her first

AJSA Classic in 1992 when a friend convinced her to get a heifer and make the trip to Bozeman.

Her cow herd helped pay for her studies in animal science, ag business, and public relations at the University of Idaho, and later became the foundation for what is now Rymo Cattle Company. She met Ryan in college, and together they jumped into the cattle business full-time at her parents' place. They have since been able to purchase the ranch and more ground. **"I met my husband and he was game for attempting to start our endeavor. I was lucky because I had a base place to come back to and work from. Then we built off of that."**

Sticking with the Simmental breed was an easy decision for Mai. She saw the breed through many changes, and believed in its ability to be versatile, profitable, and sustainable. "I've always liked what they had to offer, and I've always appreciated that they want to be moms and they're easy to be around."

Jerry Lipsey, ASA's former EVP, invited Mai to participate in Focus 2000, where she was able to be a part of many of the decisions that are responsible for the breed's success. **"The Simmental breeders who organized the event said, 'here are Simmental's problems, and here is how we can fix them,' and they said it out loud. It was essential to get some of the young industry people with older industry people, and figure out what to do."**

This forward-thinking philosophy is also a part of Rymo Cattle Company. Mai says, **"I think our biggest asset is the breeders who believe in science and the use of technology and measurements, EPDs, and turning in data, and Total Herd Enrollment, which helps get a true, accurate, and standardized picture to make the EPDs more efficient."**

Rymo Cattle Company markets the majority of their bulls through the Bulls of the Big Sky Sale, held each February in Billings, Montana. Mai explains that the number of bulls they sell, in addition to their female decisions, depend on the year. "This year we had a pretty strong bull crop so we sent most of them there. Then we sell 4-H steers, and we usually market heifers through the Montana Choice Sale."

The operation also includes a significant amount of farming, and Mai is involved with every step in that process, including putting up hay and running other equipment. She is also a part of every aspect of the cattle operation. **"I do anything from doctoring to vaccination selection, all of the computer work and what is associated with that, DNA selection and processes, replacement heifer selection, running equipment, feeding, and calving, and in the summertime we put up hay. The biggest project is that I am the contact person for the Bulls of the Big Sky sale group."**

Mai has also been involved with the Washington, Montana, and Idaho state Simmental associations in a number of capacities.

She is also passing her passion for cattle and agriculture onto the next generation. Her son, Dillon, went to his first AJSA Regional Classic at five, and now at 14, continues to be very active with Simmental and other youth beef activities. Mai has helped organize several Western Regional Classics, including the upcoming 2020 event, and has taken youth to past shows.

"It's been super rewarding to watch the kids I have taken into the junior program grow and participate, and become teachers and things they never thought possible. They get so much more out of the program than showing cattle. They become better people. The quality of the people in the Simmental Association is pretty elite and I enjoy working with all of them."

To read more about Rymo Cattle Company, go to the April 2013 issue of *the Register* magazine. ♦



Rymo Cattle Company calves on pasture in Montana in June.

Ellingson **Ultimate** F830



ASA# 3465913
PB SM

Heterozygous Black
Homozygous Polled

W/C United 956Y
Sire: W/C Executive Order 8543B
Miss Werning KP 8543U

SVS Captain Morgan 11Z
Dam: Ellingson CPTMORGAN C572
Ellingson 680S W903

Trait	Direct					Maternal				DOC	Carcass					\$ Index		
	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay		CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	7.0	2.4	92.1	149.3	.36	1.1	21.8	67.8	11.1	10.6	65.1	-.34	-.16	-.082	1.12	-.09	108	77.9
ACC	.44	.51	.48	.49	.49	.26	.43	.45	.27	.35	.48	.37	.38	.36	.45	.04		
%			1	1	1			3			1				5			10

EPDs as of 2.14.20

- Actual BW: 99 lbs.
- Adjusted WW: 908 lbs.
- Adjusted YW: 1,717 lbs.
- ADG: 5.08 lbs.
- WDA: 4.37
- Ultrasound REA: 17.31 – Ratio 110
- Scrotal: 42 cm
- Frame score: 6.3
- High-seller (\$20,000) at the 2019 Ellingson sale
- First calves are amazing with excellent vigor

Semen: \$25/straw

**Volume discounts 100 straws
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Contact Terry Ellingson 701-741-3045
or Ron Gilliland 916-612-1340



Terry Ellingson & Family

5065 125th Ave. NE
Dahlen, ND 58224
Phone: 701-384-6225
Cell: 701-741-3045

email: tellings@polarcomm.com

Ron Gilliland

8787 Mace Blvd
Davis, CA
916-612-1340

LDR Genetics

Davis, CA

FROM THE HEADQUARTERS



lbowman@simmgene.com

By Luke Bowman, Director of Member Events and International Operations

At your service...

The programs and projects showcased by the ASA for the membership are innovative and creative, making the American Simmental Association the most progressive breed association in the US today. The association's approach to research and education are second to none, given the successes of Cow Herd DNA

Roundup, Carcass Merit Program, Carcass Expansion Project, Progress Through Performance, the new Learning Library, and more.

Another program offered which brings to bear great opportunities for breeders to educate their customers and promote this great breed of cattle is the ASA Educational Specialists Program, or as it is so fondly referred to around the country, "SimSpecialists."

Your association encourages you to take the bull by the horns when developing customers for your herd or program, and these experts can help. Your association offers this positive imaging program nationwide, all year long, although most of the SimSpecialists days are used for production and bull sales in the spring months.

Our pool of SimSpecialists is steeped with talent. All are considered experts in beef cattle production in their given region of the country. Each one is familiar with programs and projects tackled by the ASA and can speak directly with the public on the benefits of Simmental cattle and the value of being an active ASA member.

So how can you arrange to have a SimSpecialist at your next Simmental event? It's simple. Pending personnel availability, your operation must meet at least one of the qualifiers listed below in order to have ASA representation at your venue.

1. Audience Qualifier

Must have a minimum of 25 individuals in attendance; highlighting ASA program(s); event must align with ASA goals and programs; ASA personnel must be the focus for at least 30 minutes or 50% of the event.

2. \$3,500 in Business with ASA

(within a fiscal year) per membership; must allow some form of education or program awareness.

3. \$2,000 in Advertising with ASA Publication

Must be a singular membership/account or a collaborative sale; must allow some form of education or program awareness.

4. \$500 "Buy-a-Day"

Must allow some form of education or program awareness.

5. State Associations

State associations receive two free days per year for ASA attendance; must allow some form of education or program awareness; one of the two days must be a commercially-oriented event. ♦

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."

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BULLETINS

AJSA Schedule and Deadlines

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

2020 WSFF Congress in Austria

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

SimmApp Available Now

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



Performance Advocate Program Update

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

1. Among the traits included, the program requires record submission on 90% of the contemporary group (rather than 100%) to gather records on nearly the whole herd while allowing for circumstances where records are missed.
2. Establish a two-tier system to qualify. Since additional traits are being added (see point 3) but some of these traits are difficult and/or expensive to collect, there will be a two-tier system for qualifying as a Performance Advocate. If THE herds submit 90% of the records on eight of the thirteen traits, they qualify for the first tier. THE herds with 90% of the records on 10 out of the 13 traits qualify for the higher tier system.
3. An additional seven traits have been added to the list of qualifying records in the program (see page 28 for more details). As ASA develops more traits (example, feet/leg scores), they may be added to the Performance Advocate Program.

Genetic Conditions Panel

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

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

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). Heifers may also be tested at the \$25 price point and may receive a \$5 credit if mature cow data is submitted after they reach 18 months of age. For members who have already participated in the CHR project, the same \$25 rate is available for heifers and new purchases as long as 90% of the member's calving age cows have a genomic test.

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. ♦

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Foundation Honor Roll

The most recent list of people who have made a donation to the ASA Foundation.

South Dakota Simmental Associaton

Salem, SD

Ohio Simmental Association

West Salem, OH

Robert E Walton

De Forest, WI

Trauernicht Simmentals

Wymore, NE

Eichacker Simmentals

Salem, SD

Loonan Stock Farm

Corning, IA

Nelson Livestock Co

Wibaux, MT

Lassle Simmentals

Glendive, MT

Roger Kenner

Leeds, ND

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C-Mor Beef Farms

Seymour, IL

Double E Simmentals

Slayton, MN

Bailey Simmental

Creston, IA

Jass Simmentals

Garner, IA

Volk Livestock

Battle Creek, NE

Vestlane Farms

Polk, MO

Trinity Farms

Ellensburg, WA

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Holloway, MN

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Carlisle, IA

Arkansas Junior Simmental-Simbrah

Berryville, AR

Danner Farm

Illinois City, IL

Ruby Cattle Company

Murray, IA

Western Cattle Source

Crawford, NE

Robinson Farms

Winterset, IA

Haley Farms

West Salem, OH

Faith Anne Onstot

Granger, TX

Kenneth Lisenby

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Double RD Farm

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Top Hat Farms LLC

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Metzger Cattle Co

Rockfield, KY

Doc Tech Simmentals

Willmar, MN

Ben A Espenscheid

Traer, IA

Matthew & Andrea Fischer

Saint Joseph, MO

Sycamore Creek

Columbia, MO

Wilkerson Farms

Linden, IA

Lauterbach Farms

Van Meter, IA

Cattle Visions Genetics and Consulting

Clark, MO

Buck Creek Ranch

Pawnee, OK

Kent Jaecke

Edmond, OK

Legacy Cattle Co

Le Roy, MN

Donald E & Barbara Ttee

Fontana, CA

Abigail L Redalen

Chatfield, MN

Jerald C Katzer

Creston, IA

Todd Snider

Atlanta, GA

Benjamin & Jalyne Schmaling

Prescott, IA

Ted & Mary Greimam

Garner, IA

Toby Muller Family

Adair, IA

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Des Moines, IA

Jeff & Darla Aegerter

Seward, NE

Creston Livestock Market

Creston, IA

Tim & Shauna Hol

Oskaloosa, IA

Jass Simmental

Garner, IA

Peach Creek Ranch

Granger, TX ♦

**We Invite You to Add
Your Name to The List.**

AJSA SUMMER DEADLINES

Mid-April

Entries open for Regional Classics and National Classic. Available on your herdbook.org account.

April 15

Hotel scholarship deadline. Scholarship will cover lodging expenses for one room at 2020 National Classic. Application available at juniorsimmental.org.

May 1

Eileen DuJardin Memorial Scholarship – Funds will help sponsor an AJSA member to attend the 2020 National Classic. Application available at juniorsimmental.org.

May 1

Regional Classic entry deadline, 4:30 pm. Fees double for late registration.

May 8

Regional Classic final entry deadline, 4:30 pm.

May 15

National Classic entry deadline, 4:30 pm. Fees double for late registration.

May 22

National Classic final entry deadline, 4:30 pm.

June 1

Photography contest entry deadline.

Mail 8 x 10 inch photos, mounted on 10 x 13 inch black foam core board, to: ASA Publication, Inc., One Genetics Way, Bozeman, MT 59718, ATTN: AJSA Photo Contest.

Four category options: Simmental cattle, people, landscape, general agriculture.

Best of Show winning entry gets their photo on the cover of the September Register.

June 1

Bronze, Silver and Gold Merit award deadline.

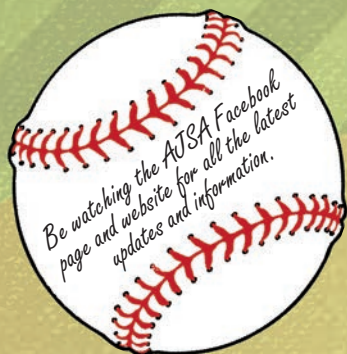
June 1

AJSA Trustee Application deadline

June 30th

Interview Competition – Resumes and Cover letters due by email to ajsa@simmgene.com. Interview times will be assigned and conducted during the National Classic.

*All deadlines are Mountain Daylight Time
Check out the new rules at juniorsimmental.org



Developing leaders through friendship, networking, and communication skills!

By Keanna Smith, Ignacio, CO, Western Region Trustee



They say that the biggest blessings in life come when you least expect them. I cannot say that I disagree or that does not remain to be true to this day in my life. If I were to talk about my biggest blessing in life right now aside from my family, it would be my time involved in the American Junior Simmental Association. I can honestly say that every decision in my life that was made that got me to this point was part of a plan and has accumulated

into my biggest blessing. At the age of eleven, being on a national junior board for a breed association or raising registered Simmental cattle was not on my to do list. Honestly, when I was eleven, I wanted to raise club calves and be a large animal veterinarian. However, a lot has changed from being eleven and being twenty-one, and having the support and guidance from so many people, (Robert and Chris Campbell, my parents, and Mark Smith and his family just to name a few), I have not only been involved in one of the greatest breed associations in the nation, but I have also served two consecutive terms on a national junior board.

As I write my last American Junior Simmental Association Connection article and get ready to pack my trailer for my last National Western Stock Show, I start to embrace the lifetime of memories and friendships that the AJSA has blessed me with. In 2011, I

embarked on an extraordinary journey with my family in starting in the Simmental business. This year is full of many lasts as I prepare to be a “has been” in the AJSA. For many of you, you know what that is like, closing one chapter in the book and starting a new one. However, for many of you, you are just like me nine years ago: just starting a new chapter in your book with no idea the places you will go, the people you will meet, or the lifetime of friendships you will build. I can honestly say one of the best memories I have as an AJSA member was getting to show a heifer out of a bull that I raised in the Bred and Owned show at the National Classic. My time on the board has given me the opportunity to participate on a new level in the Mentor/Mentee Program, along with helping implement a Bred and Owned bull show for our junior membership at Regional and National Classics.

Lastly, I would also like to take a minute and give a special thank you to the people who make this breed what it is, and to those of you who have stood behind me, encouraged me, picked me up, or pushed me to work harder toward my goal. I am going to leave you all with some advice, and a few of my favorite quotes. One, always try something new, whether it's a new bull, a new food, or a new show, nothing good ever came from comfort zones so always reach for the stars. Two, the only place that success comes before work is in the dictionary, and the last one which is also my favorite is, “A man's heart plans his way, but the Lord directs his steps” *Proverbs 16:9*. ♦

2020 Classic Schedule

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

2019–2020 American Junior Simmental Association Board of Trustees

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keannasmith2@gmail.com

www.juniorsimmental.org



ATTENTION

JUNIORS



Memberships are due by May 1

to complete entries for 2020 Regionals and National Classic.

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

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



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



SDSA Holds Annual Meeting, Banquet, and Sale

The 2019 South Dakota Simmental Association annual meeting, banquet and sale were held December 20-21 in Mitchell, with the SD Source Simmental Sale on December 21 by video. The cattle were held at the Rocky Creek Livestock Facility.

During the banquet, awards for the adult and junior association were presented. Breeder-of-the-Year was awarded to the Jim Benda Family; Promoter-of-the-Year was presented to Gayle Flipek. The South Dakota Scholarship winners were Tessa Peterson and Mitchell Schmidt; SDSA Heifer Grant Recipients were Dusty Rose, Austin Rose, Madison Dragt, Ryder Olsen, Brady Beitelspacher, Chesney Fuks, Emmalee Scott, Alyssa Scott, Charlie Cody and Bennett Talsma. In addition, a \$5,000 check was awarded to the junior association from Martin Trudeau Insurance.



Promoter of the Year, Gayle Flipek.



Breeder of the year, Jim Benda and family.



A donation to the SDJA from Martin Trudeau Insurance.



One of this year's scholarship winners, Tessa Pederson.

Haley Farms Awarded Ohio's Seedstock Producer of the Year

The Ohio Cattlemen's Association (OCA) awarded Haley Farms of West Salem, Ohio, the Seedstock Producer of the Year Award at the OCA awards banquet held January 11, 2020, at the Nationwide Hotel and Conference Center in Lewis Center.

Haley Farms is owned and operated by Mike and Pam Haley. Haley Farms was founded in 1907 in West Salem, Ohio. They emphasize protecting the environment and the environment's impact on their operation. Pasture management, financial soundness, and sustainability drive the focus of environment, business, and family to sustain the operation for the next generation. ♦



The Haley family accepting the Seedstock Producer of the Year award.

In Memoriam...

- Long-time farmer and Simmental breeder



Harold Williams

Harold Williams, Orient, IA, passed away on January 24. Williams, who held ASA membership number 8453, served two three-year terms on the American Simmental Association

Board of Trustees, including two years as Treasurer. Born in Adair County on August 2, 1940, he graduated from Zion High School, and attended Creston Junior College and Iowa State University.

In addition to his tenure on the ASA Board, he also served as executive secretary of the Iowa Simmental Association; supervised the Simmental Show at the Iowa State Fair; helped organize the Adair County Cattlemen's Association; and was a member of the local school board. Throughout his life, he was an avid of junior programs at the local, state and national levels.

He is survived by Joyce, his wife of 60 years; sons Rod (Linda) and Roger; daughter Gina (Rob) Long; and grandchildren Tyler (Abby) Long and Cody Long. He was preceded by a beloved granddaughter, Sammi Long, who died tragically in a car accident on December 23, 2019.

- Former North Dakota Simmental Association Secretary

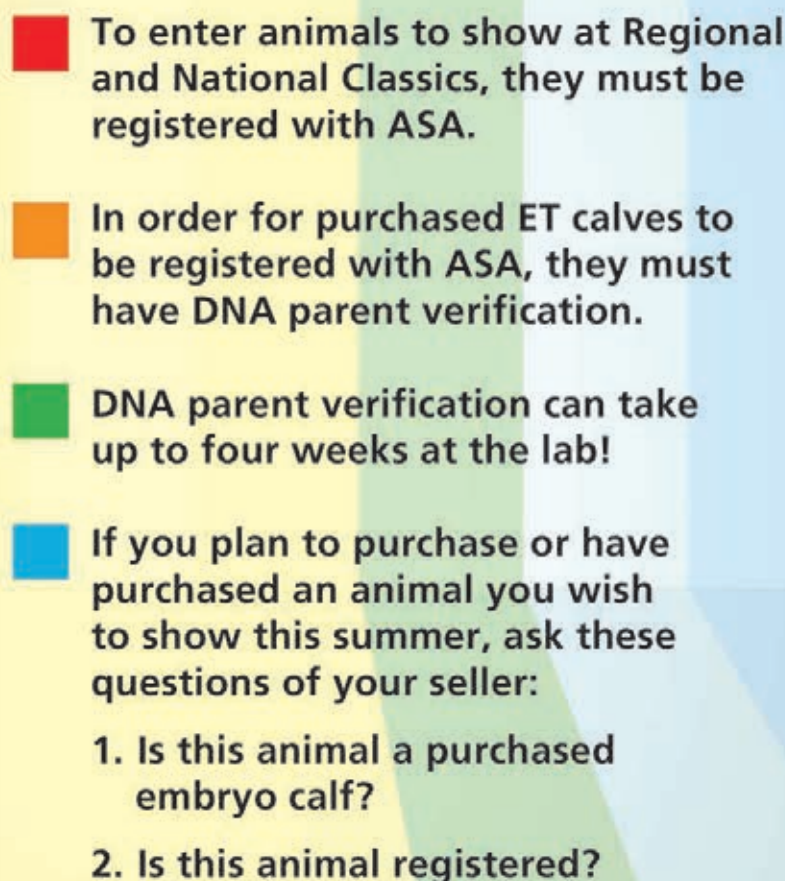


JoAnn Papka

JoAnn Papka, Hettinger, ND, recently passed away. JoAnn, with her husband Darrell, owned and operated Papka Ranch with the ASA member number, 000477. Papka is survived

by her husband of 65 years, Darrell Papka; daughter, Diane (Wayne) Henderson, Lodgepole, SD; sons Dalton Papka, Sturgeon Bay, WI; Brian (Trudy) Papka of Brandon, SD; Mark (Louise) Papka of Sioux Falls, SD, and many siblings, grandchildren, and extended family. ♦

Regional and National Classic Participants – Did You Know?

- 
- To enter animals to show at Regional and National Classics, they must be registered with ASA.
 - In order for purchased ET calves to be registered with ASA, they must have DNA parent verification.
 - DNA parent verification can take up to four weeks at the lab!
 - If you plan to purchase or have purchased an animal you wish to show this summer, ask these questions of your seller:
 1. Is this animal a purchased embryo calf?
 2. Is this animal registered?



April 1

To be on the safe side, DNA for purchased ET calves should be in test at the lab by April 1 at the latest for ease of entering cattle in Regional or National Classics.

BEEF BUSINESS

New Certification for Animal Care Standards

Protein producers have a new method to demonstrate to consumers that they follow responsible animal care principals.

The program administered by the National Institute of Antimicrobial Resistance Research and Education is called One Health Certified and establishes verified animal production practices in five areas. These include: disease prevention, veterinary care, responsible antibiotic use, animal welfare, and environmental impacts.

Bill to Overhaul Checkoff Programs

A bill introduced in Congress is designed to “add accountability and transparency to reform checkoff programs.” The Opportunities for Fairness in Farming (OFF) Act was written to address “lax oversight by the USDA of these programs, which has allowed harmful relationships between checkoff boards and lobbying organizations.”

Often the organizations collecting the checkoff funds are the same as those who lobby government representatives.

USDA Proposes Revised Rule

The USDA published a proposed rule outlining the criteria the agency will consider to determine if producers are being treated fairly by meatpackers and poultry integrators.

Under the proposed rule, the USDA will evaluate complaints on a case-by-case basis to determine if a “packer contractor, or live poultry dealer has made or given any undue or unreasonable preferences or advantages to any person or locality” in violation of the Packers and Stockyard Act.

USDA to Loosen School Lunch Rules

In light of school districts telling the USDA that “there is still too much food waste,” and they are seeking “more common-sense flexibility” in their menus, USDA Secretary Sonny Perdue has proposed relaxing some school nutrition requirements further.

USDA proposes to allow local schools to offer vegetable variants, while keeping plenty of veggies in each meal and provide schools options to customize meal patterns to best serve children in different grades or smaller schools who eat together.

FSIS Updates GM Labeling Guidelines

USDA’s Food Safety and Inspection Service (FSIS) issued an updated version of the agency’s guidelines on how processors can make negative label claims related to genetically modified (GM) ingredients.

The update specifically addresses how processors can state on a label that bioengineered, GM ingredients or animal feed were not used in the production of meat, poultry, or egg products. Such claims are referred to as “negative claims”.

Economy in Rural Counties to Underperform

The US rural economy will face more difficulties in 2020 and is expected to underperform relative to the economy of urban America, according to a forecast from CoBank’s Knowledge Exchange Division.

Since 2014, gross domestic product growth in rural counties has averaged almost 1% less than in urban counties. That trend is likely to continue without a significant upswing in agriculture commodity prices, energy exploration, rural manufacturing, and other industries upon which rural economic growth depends.

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. In which direction do a calf’s knees bend if it is “buck-kneed?”
2. What do the letters in the acronym “WSFF” stand for?
3. In what country did the Polled Hereford originate?
4. What is the name of the Simmental bull which holds registration number 1 in both the ASA and Canadian herdbooks?
5. In the Animal Identification system utilized by the ASA, which four letters are not used because they might be confused with other letters or digits?
6. What would be the off-test weight of a bull that started a 200-day feed test at 700 pounds and gained three pounds per day?
7. What are the two most common methods of storing forage?
8. What is the best age for vaccinating heifer calves with Brucella abortus strain 19?
9. What is the second largest expense (after feed) in beef production?
10. The breakdown of feedstuffs by the body for its use is known by what common term?

Answers:

1. Forward; 2. World Simmental Fleckvieh Federation; 3. United States; 4. Parisien; 5. I, O, Q and V; 6. 1,300 pounds; 7. Hay and silage; 8. Five months; 9. Raising replacement heifers; 10. Digestion

CLASSIFIEDS

◆ **BULLET PROOF:** \$2,000,000 stud. Standouts to \$100,000. Black calves. Impeccable outcross (ASA#2930104). Sons, daughters, shippers, selection(s) available. Phone: 605-464-7451 or 507-722-6460.

◆ **IT PAYS TO ADVERTISE!** Cost: \$.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.**

MENU MORSELS

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

Balsamic Steak Salad

Ingredients

- 1/4 cup balsamic vinegar
- 1/4 cup olive oil
- 2 teaspoons lemon juice
- 1 teaspoon minced fresh thyme or 1/4 teaspoon dried thyme
- 1/4 teaspoon salt
- 1/8 teaspoon coarsely ground pepper
- 1 beef flat iron steak or top sirloin steak (3/4 pound)
- 1 package (9 ounces) ready-to-serve salad greens
- 8 cherry tomatoes, halved
- 4 radishes, sliced
- 1/2 medium ripe avocado, peeled and thinly sliced
- 1/4 cup dried cranberries
- Crumbled blue cheese and additional pepper, optional

Directions

- 1.) For dressing, whisk together first six ingredients. Place steak and 1/4 cup dressing in a resealable plastic bag; seal bag and turn to coat. Refrigerate 8 hours or overnight. Reserve remaining dressing; cover and refrigerate until serving.
- 2.) Drain beef, discarding marinade. Grill steak, covered, over medium heat or broil 4 in. from heat until meat reaches desired doneness (for medium-rare, a thermometer should read 135°; medium, 160°), 6-8 minutes per side. Let stand 5 minutes before slicing.
- 3.) To serve, divide salad greens among four plates. Top with steak, tomatoes, radishes and avocado; sprinkle with cranberries and, if desired, cheese and pepper. Serve with reserved dressing. ♦

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.

Office Holiday Schedule

The ASA office will be closed for the following upcoming holidays:

Spring Holiday
Friday, April 10

Memorial Day
Monday, May 25

FSIS Works to Fill Vacancies

USDA's Food Safety and Inspection Service (FSIS) is attempting to fill vacancies in its veterinarian and inspector ranks. In 2019, FSIS administration introduced new efforts to reverse the long struggle to recruit new employees for these positions.

The new programs might not be a cure, but the agency thinks they're finally addressing some of the causes of the "pain."

USDA Proposes Beef Board Changes

USDA's Agricultural Marketing Service is proposing to adjust membership on the Beef Promotion and Research Board to reflect shifts in cattle inventory levels since the last board appointment in 2017.

Under the proposal, total board membership would increase by two members, from 99 to 101. The revised representation would be effective with nominations in 2020 for appointments in early 2021.

Industry Welcomes WOTUS Definition

The Environmental Protection Agency (EPA) and the US Army finalized the Navigable Waters Protection Rule to define "waters of the United States," replacing the 2015 regulation that has broadened EPA jurisdiction over US waters.

The new rule regulates navigable waters and the core tributary systems that provide perennial or intermittent flow into them, EPA said. It defines four categories of jurisdictional waters and establishes exclusions for many water features that traditionally are not regulated.

Texas A&M and Harvard in Spat

Texas A&M wants Harvard officials to investigate and correct "outrageous actions" taken by researchers at the Ivy League institution which accuses Texas A&M scientists of "selling out to industry interest."

In a letter to Harvard, Texas A&M said Harvard scientists and the nonprofit True Health Initiative (THI), as described in a Journal of American Medical Association (JAMA) article, acted unethically in distorting and mischaracterizing the results of Texas A&M research.

EPA Accused of Allowing Outdated Plant Technology

A dozen organizations have sued the US Environmental Protection Agency (EPA) alleging a decision not to update national pollution standards allowing slaughterhouses to discharge an unhealthy level of pollution into waterways.

EPA announced a decision in the Federal Register not to revise federal water pollution standards for slaughterhouses that discharge processed wastewater directly into waterways or create standards for plants that send their wastewater to sewage plants before discharging into rivers or streams.

Millennials Favor Organics

Millennial consumers tend to be the biggest users of organic foods, including meat and produce, and agree that they seek out organic or natural foods when they shop.

When shopping 34% of the 25-39-year-old age group said they especially look for organic or natural foods, above 30.1% average for all adults. Young adults are more likely to have young children in the home, a key demographic for organic eating. In general, use of organics drops off at the 55-or-over age brackets.

Antitrust Suit vs. Beef Companies Continues

The nation's largest beef processing companies are seeking to have an antitrust class-action suit dismissed, sparking a new filing from the plaintiffs with arguments countering claims that their evidence was "unreliable hearsay."

The original lawsuit filed by the Ranchers Cattlemen Action Legal Fund (R-CALF) accused the companies of illegally colluding to suppress fed cattle prices. A federal judge in Minneapolis had ruled last July that the R-CALF suit will be consolidated with two others that make similar accusations against the same defendants. ♦

CUTTING EDGE

Branding Methods Affect Stress Level in Cattle

Oregon State University researchers studied stress levels of calves at branding time when using two different management techniques: calf table or roping. They tested cortisol levels, indicating discomfort of an individual animal, in 48 calves using the most common restraint methods. Blood samples were taken a week before branding and then sorted cow-calf pairs into treatment groups.

The findings suggest that the physical act of branding, vaccinations, castration, or dehorning at branding time is not as stressful to calves as separation from their mother. They also found that roping does not inherently cause more stress for cattle, and if calves need to be separated, the quicker they can rejoin their mothers the better.

Invasive Tick Carries Foreign Cattle Disease

An invasive tick carries a disease troubling to researchers because it slows animal growth while often going undetected. Its spread is only beginning to be understood. The Ikeda strain of *Theileria orientalis* is known to be carried by the Asian longhorned tick (*Haemaphysalis longicornis*) in Australia and New Zealand, producing symptoms of anemia and jaundice similar to *Anaplasma marginale*. The tick arrived in the US as early as 2010,

and outbreaks of *T. orientalis* in 13 Virginia counties are also counties where the tick has been found.

Asian longhorned ticks reproduce by parthenogenesis, enabling them to spread more quickly than typical tick species waiting on an opposite-sexed mate to also arrive in the area. Lahmers says the region east of the Mississippi River and as far north as Pennsylvania and Indiana is most at risk; however, the tick has also been identified in northwest Arkansas.

Drug Treatments and Antimicrobial Resistance Connection

A new study from Kansas State University on the treatment of non-responding cases of bovine respiratory disease, known as BRD, shed light on the relationship between drug treatments and the emergence of antimicrobial resistance.

The research found a direct association between the number of treatments to which an animal was exposed and the emergence of antibiotic resistance in samples submitted to a veterinary diagnostic laboratory for analysis. The findings suggest that BRD treatment protocols involving first-line treatment with a bacteriostatic antibiotic followed by second-line treatment with a bactericidal antibiotic may increase the probability of isolating BRD bacteria that are resistant to antibiotics. ♦

CORPORATE REPORT

Walmart Opens First Processing Plant

Walmart Inc. will hold a grand opening for its first meat processing plant, creating about 350 jobs in Thomasville, Georgia, when it becomes fully operational. The plant is part of the retailer's effort to promote transparency in the cutting and packaging of its Black Angus beef and is designed to improve consistent quality and value. About 200 employees already have been hired at the plant, which will process cattle that are slaughtered in another state according to local development officials quoted in the *Thomasville Times Enterprise*.

Walmart reportedly spent \$90 million to set up the 200,000-square-foot meat packing facility, which also will contribute to the local tax base through property taxes and taxes to support local schools, the report added.

McDonald's Sales Surge

McDonald's same-store sales picked up momentum in the fourth quarter, and executives hinted on the company's earnings call that "there will be news to come not only in chicken, but on the burger front as well this year."

McDonald's reported a 5.9% rise in global same-store sales in the fourth quarter, the biggest increase in more than a decade. US comparable-store sales were up 5.1%. Fourth-quarter net income was \$1.57 billion, or \$2.08 per share, up from \$1.42 billion, or \$1.82 per share, the year before; however, US traffic was negative, with sales growth driven by "product mix and strategic pricing," the report said.

Smithfield Powers Homes and Businesses

Smithfield Foods is using renewable natural gas (RNG) from its Tar Heel, NC, wastewater treatment system to help power more than 2,000 local homes and businesses.

The pork processor is working with Duke Energy and OptimaBio LLC to capture and distribute about 140,000 dekatherms of RNG annually to natural gas plants, where it can be used to generate electricity for consumers. The project enables the three partners and North Carolina to reduce their overall carbon footprint.

Beyond Meat's Ups-and-Downs

Beyond Meat is losing at least one potential customer but possibly gaining several more. KFC, Denny's, and Starbucks are trying out plant-based products made by Beyond Meat. KFC will be using plant-based nuggets made by Beyond Meat at 60 restaurants in two markets, with hopes to expand to roughly 4,000 US outlets, the company said. Denny's will offer a plant-based burger made by Beyond Meat at its more than 1,700 restaurants in the US and Canada. Starbucks told an investor that it would be offering a breakfast sandwich with a plant-based patty at its coffee shops in the US and Canada.

At the same time, a separate trial launch at Tim Hortons was less successful, with Bloomberg reporting the company has stopped selling the Beyond Burger and its imitation sausage across two of Canada's biggest provinces. ♦



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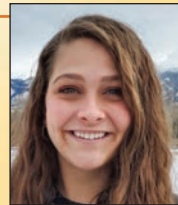
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For frequently asked questions and answers, check out simmental.org/newmembers.



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Researchers at McMaster University in Ontario, Canada, have developed a self-cleaning plastic surface that can prevent biofilm formation and the transfer of antibiotic-resistant superbugs and other bacteria in food production, hospitals, and kitchen settings.

The plastic surface is a treated form of conventional transparent wrap, and researchers report that it is ideal for use as food packaging because it could stop the accidental transfer of bacteria such as *E. coli*, salmonella, and listeria from raw chicken, meat, and other foods.

Meat Exporters Have Alternative Markets

The Asia Pacific market, with the established revenue of buyers like Japan and enormous potential of China, will continue to be prized for its growth opportunities for US meat exporters for years to come.

Amidst ongoing trade disputes and animal disease outbreaks, the time is now for them to seek out alternative buyers. Such destinations include Latin America, the former Soviet nations known as the Commonwealth of Independent States, and Africa. The growth of the middle class in these regions in recent years has boosted demand for high-quality meat products.

Australia's Bushfires Hit Beef Industry

For the cattle industry, the bushfires in Australia reflect the larger issue of historic drought that has forced a record level of liquidation and drop in production at a time of tremendous Chinese demand for beef imports.

Australian officials said they don't know the extent of the fires' impact on the Australian livestock sector, though some 80,000 registered farm properties reside in the main affected regions. Current estimates say 9% of the nation's cattle live in regions that have been impacted, and a further 11% in regions partially impacted.

JBS SA Signs Deal with China

JBS South America announced a partnership with China's WH Group aimed at increasing its supply of fresh beef, poultry, and pork products to the Chinese market by up to BRL3 billion (US \$713 million) annually, it said in a statement.

The companies signed a memorandum of understanding to offer JBS's Friboi and Seara branded products in China. The agreement will allow JBS to have direct access to Chinese consumers through WH Group's 60,000 points of sales across the country. WH Group is the parent of Smithfield Foods Inc. JBS's first shipments to China under this agreement will start in the first quarter of this year. ♦



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1. Registrations and transfers needed faster than the normal turnaround will be charged \$50 per animal. This \$50 fee can be avoided by going online and completing the registration or transfer yourself.
2. Complete the registration online and if you need it mailed by FedEx or UPS send a request via email (simmental@simmgene.com) for special shipping. **Note:** there is a charge for shipping unless mailed by regular US Mail. Plan ahead and avoid those charges.

Need more encouragement to register online?

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4. **Breeder Signature:**
If the owner of the dam at the time of conception is different than the person applying for registration, ASA requires the breeder to sign off on the calf you are registering. Make sure the breeder signs the calf's registration application or breeding information is supplied on the transfer of the dam. If the dam was sold with the calf at side, make sure the seller has registered and transferred the calf to you.
5. **Non-payment:**
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FLECKVIEH FORUM

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

Our Pioneers: Wilf Davis

This is the first in a series of articles for this column focusing on the history of Simmentals in North America dating from the 1960s to the present. These pieces will feature information about prominent people, places, and organizations, the “Pioneers” central to the establishment of the Simmental breed on the continent that paved the way for the successes we experience today.

Wilf Davis, a partner and manager of Bar 5 Simmentals in the 1970s, is a Canadian cattleman. Bar 5, another “Pioneer” in our breed, was one of the earliest and biggest Simmental operations in Canada with their first Simmental imports arriving in 1970. The information presented here was provided by Wilf and is being published with his permission.

Wilf certainly fits the profile of a “Pioneer” in the Simmental industry. He grew up in Whitewood, Saskatchewan, on a purebred Hereford farm. Today, many of our young folk don’t believe the often-told stories by our elders of the hardships they encountered travelling miles, usually on foot, in the most inclement weather, just to attend school and make fun of such “tales” as some are inclined to call them. Wilf, however, actually drove a horse to a one-room school and had to board in town to attend high school. Fortunately, he was able to get a uni-

versity education. After graduation, he was employed by the Manitoba Department of Agriculture starting in May 1959. For 11 years, he worked as a beef cattle field man covering large areas and all phases of the beef industry.

During his time there, he became involved with the Manitoba Bull Test Station (still in operation today, over 50 years later). In those days, any suggestion that beef cattle should be selected for anything other than appearance “could certainly stir up some excitement”. At that time, it was very difficult to produce bulls that gained over three pounds per day on test. When a Charolais bull became the first bull to gain over four pounds per day on test, it helped create attention among cattlemen interested in performance.

In 1966, a number of Department of Agriculture employees went to Selkirk, Manitoba, to see a group of imported Charolais bulls that were in quarantine. These bulls were so big and different from the domestic breeds that they had difficulty in appreciating what they were seeing. When he saw a picture of the Fullblood Simmental



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bull, Parisien, in the Western Producer being promoted by Travers Smith, another of our “Pioneers”, he remembers he was “not impressed”. At that time he could not imagine the influence that bull, and the new breed to Canada, would have on the rest of his life. Later, while attending the Northern International Livestock Exposition (NILE) in Billings, Montana, he travelled to a bull test station with Bob Gordon, one of the founding owners of Bar 5, where he saw his first Simmental-Hereford cross bull. Wilf stated, “Until we were told what he was, we thought we had found the next great Hereford bull”.

Events of the times, such as Charolais sales, industry talk, and importation of Simmental and Limousin cattle by the Canadian Agriculture Research Stations, created interest in the possibility of importing cattle of other European breeds as well. The Bar 5 story began when Donn Mitchell, a progressive farmer and Hereford breeder actively involved in performance testing, and Bob Gordon, a well-known Shorthorn breeder, and two other cattle operations decided to get involved. In March 1969, Wilf was asked to accompany Donn to Switzerland and France to select the first Bar 5 imports. Over the years, at least eight more trips were made to Europe with Germany and Austria added to the mix. He recalls how different the farming practices were there as compared to what he was accustomed to seeing in Canada.

A precise protocol was developed by the Canadian Government with very strict regulations required prior to importing cattle being imported from Europe to Canada. (Note: I will devote another article in a forthcoming piece to this series about this topic.) Because of Foot and Mouth Disease prevalent on the European continent, only non-vaccinated calves were eligible as prospects for importation. Usually, the calves being evaluated were pale-fed and about three months of age. Most of their sires were just a name in an AI stud with no performance records or even birth weights. Wilf stated “It is fortunate the breed was better than the calves looked when they were selected”.

In July 1970, Wilf and his family moved to Brandon, Manitoba, where he was manager of Bar 5 until 1978. There, he oversaw a rapid expansion of Bar 5 to two locations, lots of sales and shows in Canada and the US, coupled with two trips per year to Europe to continue the selection of Simmentals to add to the Bar 5 herd. In 1978, he formed Davis Livestock Service, a consulting company covering marketing and sales management and selecting cattle for various sales as well as block and order buying.

In January 1981, Elson McDougall of 3MC Stock Farms purchased Bar 5. Elson asked Wilf to once again become part of the Bar 5

management staff which he accepted. A new front opened for Wilf as he became involved with contacts in New Zealand and Australia, which led to considerable new business for Bar 5 and other Canadian operations. In addition, Wilf was involved with on-farm consulting in Australia and New Zealand and with a Swiss breeder with operations in the US and Ireland. The final twenty years Bar 5 operated in Manitoba, Wilf was involved in all aspects of the operation.

In addition to this very brief history of Wilf’s career, he is well known worldwide as an astute and knowledgeable cattleman and renowned judge. In 1995 he judged the bulls for the Perth Bull Sale in Scotland. In 2009, he was awarded the A.O. Henuset Memorial Award from the Manitoba Simmental Association. In 2006, he was the recipient of the Golden Book Award from the World Simmental Fleckvieh Federation in Calgary, Alberta. That same year, he was inducted into the Canadian Simmental Hall of Fame. Wilf cherishes these honors and is quick to point out that a lot of people helped him in his career along a long and fortuitous path. He is forever grateful to this long list of people he calls friends to this day. Many are “Pioneers” as well.

Time and space for this article limit me from expounding on Wilf’s illustrious career and the many contributions he has made to the Simmental breed in North America. As this series of articles continue, I will weave in additional aspects of Wilf’s amazing career relative to the subjects being covered as he was an integral part of those stories as well. We, as Simmental breeders, are indebted to his humble and selfless efforts over so many years to bring Simmentals to the forefront of the North American beef cattle industry. A true “Pioneer” for sure. From all of us, thank you Wilf! ♦



Davis receiving the 2006 Golden Book Award in Calgary, Canada. Left to right: Andreas Biggelaar (Switzerland) Secretary WSFF; Franz Stuzer (Germany) President WSFF; Wilf Davis; and Bruce Holmquist, Canadian Simmental Association President.

SALE RESULTS

Ellingson Simmentals 20th Anniversary Expect Excellence Annual Sale

January 24, 2020 • Dahlen, ND

No.	Category	Average
76	SM Yearling Bulls	\$4,914
28	SM Open Yearling Heifers	1,400
104	Total Lots	\$3,968

Auctioneer: Roger Jacobs, Shepard, MT

Sale Representatives: Jeff Thomas, The Prairie Star; Tony Heinz, *Cattle Business Weekly*; Will Bollum, *Western Ag Reporter* and Logan Hoffmann, DV Auction.

Representing ASA: Russ Danielson

High-Selling Bulls:

- \$14,000** – SimAngus™ Bull, “Ellingson Discover G924,” s. by VAR Discovery 2240, sold to Jim Neumiller, Sykeston.
- \$12,000** – PB SM Bull, “Ellingson Riddler G9023,” s. by LFE The Riddler 323B, sold to Rex Nelson, Batesland, SD.
- \$11,500** – PB SM Bull, “Ellingson Riddler G953,” s. by LFE The Riddler 323B, sold to Curt Plamp, Stickley, SD.
- \$11,000** – PB SM Bull, “Ellingson Riddler G969,” s. by LFE The Riddler 323B, sold to Rex Nelson, Batesland, SD.
- \$4,500** – PB Open Yearling Heifer, “Ellingson Ginger G901,” s. by W/C Executive Order 8543B, sold to Tyler Lyne, Snowflake, MB.



Sale consignment display area.



Auctioneer, Roger Jacobs, and ASA Specialist Russ Danielson with presale comments.



Jim Neumiller visiting with Terry Ellingson.

Marketing Representatives: Val Eberspacher (EE); Tom Rooney, IA; Mike Sorenson, *Livestock Plus*, IA; Kenny Bremer, IA; Kendall Bremer, IA; Willie Weis, IA; Austin Brandt, AgriMedia, IA; and Amanda Eberspacher-Hilbrands, LiveAuctions.TV, MN.

High-Selling Lots:

- \$10,500** – Bred Female, “RBS You’re Right F804,” s. by HTP/SVF Duracell T52, bred to Mr. SR Right Now E1358, sold to Werning Cattle Company, Emery, SD.
- \$10,000** – Bull, “RBS Cowboy Cut G230,” s. by CCR Cowboy Cut 5048Z, sold to Dakota Simmental, Colome, SD.
- \$9,400** – Bred Female, “RBS You’re Right F812,” s. by W/C Relentless 32C, bred to W/C Night Watch 84E, sold to Moody Farms, Maxwell.
- \$6,200** – Bred Female, “RBS You’re Right F818,” s. by W/C Loaded Up 1119Y, bred to Mr. SR Right Now E1358, sold to Fountain Cattle Company, Lawson, MO.
- \$5,900** – Bred Female, “RBS Lock Down F809,” s. by W/C Lock Down 206Z, bred to TJ Main Event 503B, sold to Eric Klyn, Blakesburg.
- \$5,500** – Bull, “RBS Loaded Up F871,” s. by W/C Loaded Up 1119Y, sold to Roger Morrow, Centerville.
- \$5,500** – Bull, “RBS Turnpike G554,” s. by Rubys Turnpike 771E, sold to Brandon Reed, Ottumwa.
- \$5,200** – Bull, “RBS Big Timber G711,” s. by Koch Big Timber 685D, sold to Reckrodty Farms, LLC, Unionville, MO.

Comments: Guest consignors was Lashmett Cattle. The Reck Family donated half of the proceeds of the sale of RBS Sammi F844 to the American Simmental-Simbrah Foundation in the memory of Sammi Long which will continue to support the AJSA.



Rodney Reck (left) and Dwayne Cason evaluate sale data.



The crew from Moore & Warren Livestock (Ashley, Bradley and L.E.) attended the sale.



John Boggess (left) and Tom Rooney discuss the sale offering.



Don Brittain was among the buying crowd. ♦

Reck Brothers-N-Sons Genetic Advantage Sale

January 26, 2020 • Blakesburg, IA

No.	Category	Average
27	SM and SimInfluenced Bulls	\$3,787
34	SM and SimInfluenced Breds	3,415
2	SM and SimInfluenced Opens	3,300
63	Total Lots	\$3,540

Auctioneer: Jon Schaben, IA

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



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ADG 5.28/118 REA 16.34/106 MARB 4.34/104
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Daughter raised by WCS



Daughter raised by WCS



Daughter raised by Loschen Farms



Daughter at Buck Creek Ranch



Son raised by Felt Farms



W/C Executive 187D

w/c United 956 x Miss Werning KP 8543U | ASA# 3182363

3/4 SM, 1/4 AN | Homozygous Polled | Heterozygous Black

Trait	Direct					Maternal				DOC	Carcass					\$ Index		
	CE	BW	WW	YW	ADG	MCE	MILK	MWW	Stay		CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	16.1	-0.7	75.3	112.6	0.23	8.2	27.1	64.6	12.3	8.0	37.2	-0.30	0.03	-0.070	0.74	-0.13	118.6	72.8
ACC	0.63	0.77	0.73	0.70	0.70	0.40	0.53	0.54	0.35	0.52	0.56	0.44	0.44	0.46	0.54	0.18		
%	10	25	15	20		20	15	10			25	35		30	30			35

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*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

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(Must run with LD or HD)

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- Pulmonary Hypoplasia with Anasarca (PHA)
- Osteopetrosis (OS)
- Contractural Arachnodactyly (CA)

(Individual defect tests can be ordered for \$25.)

**Research Fee charged at \$1.00/min – Includes but is not limited to: DNA re-checks to more than 2 additional parents, multi-sire pastures, excess time spent to confirm parentage, mis-identified samples, and samples arriving at lab without proper ASA paperwork.

***Prices are subject to change

DNA Collector Fees: Allflex TSU - \$20.00 (box of 10) Allflex Applicator - \$40.00 Blood Cards - \$1.00 ea. (processing fee)
Hair Cards - \$5.00 ea. (processing fee) Sample Pull Fee - \$2.00 ea.

THE Enrollment

Fall 2020 THE Enrollment (dams calve July 1-December 31) — Early enrollment open April 15 through **June 15, 2020**.
Late enrollment available until August 15, 2020.

Spring 2021 THE Enrollment (dams calve January 1-June 30) — Early enrollment open October 15 through **December 15, 2020**.
Late enrollment available until February 15, 2021.

	Option A (TR)	Option B (SR)	Option C	Option D (CM)
Early Enrollment	\$15.00	FREE	\$7.50	\$500/herd
*Late Enrollment	\$16.00	\$1.00	\$8.50	\$500/herd
*Late enrollment fees				

A re-enrollment fee of \$35.00 applies to any dam that is removed from inventory and re-enters the herd at a later date. A member who has dropped out of THE and wishes to return, may do so for the next enrollment season. Re-enrollment fee is \$35 per animal (maximum of \$350) plus enrollment fees. Non-THE registration fees will apply to the calendar year when a member did not participate in THE.

American Simmental Association Fees

First Time Membership Fee:

Adult First Time Membership Fee*	\$160
<i>(Includes: \$50 set-up fee and \$110 ASF)</i>		
Junior First Time Membership Fee*	\$40
Prefix Registration	\$10
*After January 1: \$105 for Adults and \$40 for Juniors		

Annual Service Fee (ASF)*:

Adult Membership	\$110
Junior Membership	\$40
Fiscal year runs from July 1 – June 30		

Registration Fees:

Registration Fees enrolled in THE

Enrolled in Option A	No Charge
Enrolled in Opt B or C <10 months	\$30
Enrolled in Opt B or C ≥10 months <15 months	..	\$40
Enrolled in Opt B or C ≥15 months	\$50

Transfer Fees:

First Transfer	No Charge
<i>Subsequent Transfers</i>		
Within 60 calendar days of sale	\$10
Over 60 calendar days after sale	\$30

Additional Transactions:

Priority Processing	\$50
<i>(not including shipping or mailing)</i>		
Corrections	\$5

Registration Foreign/Foundation Fees:

Register Foundation Cow	\$17
Register Foundation Bull	\$25

Registration Fees not enrolled in THE:

Non-THE <10 months	\$42
Non-THE ≥10 months <15 months	\$52
Non-THE ≥15 months	\$62



APRIL
11
 2020
 12:00 PM

EPDs as of 2/17/20



ASA# 3686734
 API: 128 TI: 72
 6919 I W/C BANKROLL X EKHCC RED JEWEL
 PB HOMO POLLED

CE	BW	WW	YW	MCE	MILK	MARB	REA
10	2.3	72	99	5	21	0.08	0.90



ASA# 3448866
 API: 125 TI: 68
 E85 I WELSHS DEW RIGHT X ES A85
 BRED TO SFG COWBOY LOGIC PB HOMO POLLED & BLACK

CE	BW	WW	YW	MCE	MILK	MARB	REA
10	0.6	65	92	3	17	0.02	0.78



ASA# 3270004
 API: 129 TI: 68
 E151 I LMF REVENUE X RC CLUB KING
 BRED TO HPF DURACELL D009 PB HOMO POLLED

CE	BW	WW	YW	MCE	MILK	MARB	REA
12	-0.4	59	80	8	24	0.13	0.68



ASA# 3398284
 API: 141 TI: 76
 E720 I W/C LOCKDOWN X SAV BISMARCK
 BRED TO KOCH BIG TIMBER SIMANGUS

CE	BW	WW	YW	MCE	MILK	MARB	REA
14	-0.9	70	108	9	27	0.33	0.58



ASA# 2868580
 API: 102 TI: 67
 2155B I TJ SHAPRER IMAGE X LLSF SHIMMER
 BRED TO TJ MAIN EVENT 3/4 BLOOD

CE	BW	WW	YW	MCE	MILK	MARB	REA
6	3.9	76	119	5	20	0.06	0.41



ASA# 3398197
 API: 122 TI: 71
 F143 I TNT 90 PROOF X THSF FREEDOM
 BRED TO WS ALL ABOARD PUREBRED

CE	BW	WW	YW	MCE	MILK	MARB	REA
11	0.2	71	107	8	25	-0.08	1.19



ASA# 2837100
 API: 112 TI: 62
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DATE BOOK

MARCH

- 1 Gold Bullion Group's 17th Sale — Manhattan, KS
- 2 Sweet 16 Bull and Female Online Sale — www.LotOne.com
- 3 Doll Simmental's 40th Annual Production Sale, Mandan, ND
- 3 Hill's Ranch Simmentals' Bull Sale — Stanford, MT
- 3 Houston Livestock Show Simbrah/Simmental Sale — Houston, TX
- 4 Klein Ranch's "Heart of the Herd" Sale — Atwood, KS
- 5 Brink Simmentals' Private Treaty Bull Sale — Elkader, IA
- 5 Kearns Cattle Company's 31st Annual Bull Sale — Rushville, NE
- 5 Keller Broken Heart Ranch's Sale — Mandan, ND
- 6 Eichacker Simmentals' Annual Bull Sale — Salem, SD (pg. 18)
- 6 KSU's Annual Legacy Sale — Manhattan, KS
- 7 Cason's Pride and Joy Bull Sale — Russell, IA
- 7 Kentucky Beef Expo — Louisville, KY
- 7 Mason Angus and SimAngus Bull Sale — Broken Bow, NE
- 7 Powerline Genetics' PAP Tested Bull Sale — Castle Dale, UT
- 7 Trinity Farms' Generations of Excellence Sale — Ellensburg, WA (pg. 19)
- 8 Gateway Genetics' Versatility + Bull Sale — Pierce, NE
- 9 Genetic Options Online Sale — www.sconlinesales.com
- 10 Bonchuk Farms' Bull Sale — Virden, AB
- 11 R.A. Brown Ranch's 5th Annual Spring Bull Sale — Throckmorton, TX
- 12 16th Annual Cattleman's Kind Sale — San Saba, TX
- 12 37th Annual Schmig Simmental Ranch Production Sale — Stockholm, SD
- 14 Carcass Performance Partners' Bull and Female Sale — Lucedale, MS
- 14 C&C Farms' Clear Vision Production Sale, Vol. II — Winder, GA
- 14 Dikeman and Huninghake Premium Genetics Bull Sale, Wamego, KS
- 14 Great Lakes Beef Connection Bull Sale — Clare, MI
- 14 Northwest Select Simmental Sale — Stanley, ND
- 14 Tennessee Beef Agribition — Lebanon, TN
- 15 Gonsior Simmental Production Sale — Fullerton, NE
- 16 Wilkinson Farms Simmentals' 22nd Annual Production Sale — Montpelier, ND
- 17 Open Gate Ranch Sale — Simms, MT
- 17 Powerline Genetics' Bull Sale — Arapahoe, NE
- 17 Schrader Ranch's 18th Annual SimAngus and Charolais Bull Sale — Wells, KS
- 20 3C Christensen Annual Production Sale — Wessington, SD (pg. 18)
- 20 Sunflower Genetics' Annual Production Sale — Maple Hill, KS (pg. 49)
- 21 Altenburg Super Baldy Ranch's 28th Annual Sale — Fort Collins, CO (pg. BC)
- 21 Dickinson Ranch's 49th Annual Production Sale — Gorham, KS
- 21 Eastern Spring Classic Sale — Columbus, OH
- 21 Lechleiter Simmentals' 32nd Annual Top Bull Sale — Loma, CO
- 21 R&R Genetics' Bull and Heifer Sale — Tremonton, UT
- 21 Red Hill Farms' "More Than a Bull XV" Sale — Lafayette, TN
- 21 Rockin H Simmental Production Sale — Canby, MN
- 23 Bridle Bit Simmentals' Annual Bull Sale — Walsh, CO (pg. 82)
- 25 Diamond H Simmental's Annual Production Sale — LaCrosse, KS (pg. 57)
- 26 Wardensville Bull Test 53rd Annual Sale — Wardensville, WV
- 27 Cattleman's Sort Bull Sale — Olpe, KS
- 27 Drake Cattle Company Bull Sale — Centerville, IA
- 27 Great Northern Bull Sale — Clear Lake, MN
- 27 Spring Into Excellence Simmental Sale — Pennsylvania Furnace, PA
- 27 Vertical Edge Genetics Production Sale — Bancroft, ID
- 27 Wilson SimAngus™ Ranch Bull Sale — St. Onge, SD
- 28 Arkansas Bull Sale — Heber Springs, AR
- 28 T-Heart Ranch's High Altitude Bull Sale — La Garita, CO (pg. 82)
- 28 Wildberry Farms Bull and Bred Heifer Sale — Hanover, IL (pgs. 12-13)
- 28 The Clear Choice Bull Sale — Milan, IN
- 29 Wisconsin Simmental Association's Spring Spectacular Sale — Lancaster, WI

APRIL

- 1 79th Annual Kansas Bull Test Sale — Beloit, KS
- 2 Midland Bull Test Sale — Columbus, MT
- 3 CK Bar Ranch Bull Sale — Saint Onge, SD
- 3 Royal Flush Online Sale — www.smartauctions.co
- 3 SDSU Annual Bull Sale — Brookings, SD
- 4 17th Annual "Pick of the Pen" Bull Sale — Blacksburg, VA
- 4 Belles and Bulls of the Bluegrass — Lexington, KY (pg. 51)

(Continued on page 90)



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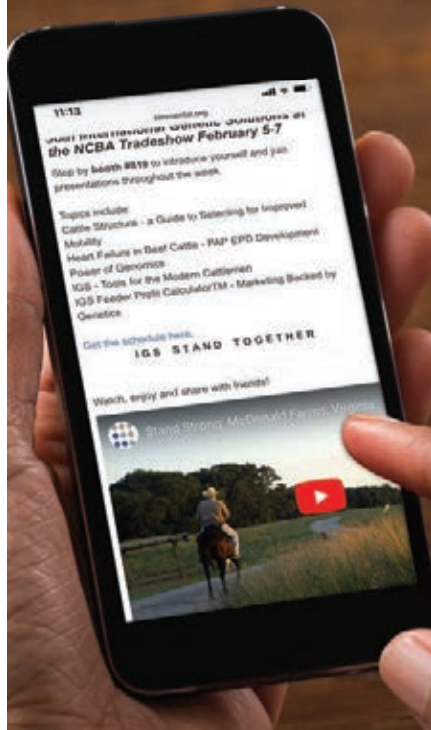
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- 4 Big Country Genetics Bull Sale — Powell, WY (pg. 7)
- 4 The Gathering at Shoal Creek — Excelsior Springs, MO (pg. 23)
- 4 WBIA's 63rd Annual Performance Selected Bull Sale — Platteville, WI
- 6 Nelson Livestock Company's Production Sale — Wibaux, MT
- 11 Brant Farms' Production Sale — Hinckley, MN
- 11 Hilbrands Cattle Co. Passion 4 Perfection Sale — Clara City, MN (pg. 1FC)
- 11 The Spring Turnout Bull and Female Sale — Worthing, SD (pg. 87)
- 14 Gerber Right Kind Sale — Richmond, IN
- 14 Pretty In Pink Online Sale — www.sconlinesales.com
- 17 The VSA Spring SimSensation Sale — Harrisonburg, VA
- 17 Trennepohl Farms' Back to the Farm Bull Sale — Zanesville, OH (pg. 53)
- 18 Classic Farms Spring Fever Sale — Waynesburg, PA
- 18 Diamonds and Spurs SimGenetics Sale — Bois d'Arc, MO (pg. 25)
- 18 New Day Genetics' Spring Sale — Vienna, MO
- 22 Trennepohl Farms' Top 10 Sale — Middletown, IN (pg. 53)
- 25 Heartland Simmental Performance With Class Bull Sale — Waverly, IA
- 25 The Clear Choice Customer Sale — Milan, IN

MAY

- 2 Gettysburg Stars and Stripes Sale — Hershey, PA
- 2 Rust Mountain View Ranch's 1st Annual "Turn Out" Bull Sale — Mercer, ND
- 4 Timberland Cattle's Spring Female Sale — Vernon, AL (pg. 82)
- 7 Nelson Simmental and SimAngus™ Bull Sale — Glasgow, MT
- 7 Powerline Genetics/Seward Cattle Co's. PAP Tested Bull Sale — Lonetree, WY
- 9 Banners and Beyond Simmental Sale — Jefferson, GA
- 16 1st Annual "Get Back to Grass" Production Sale — Henderson, TX

JUNE

- 9-13 AJSA Eastern Regional Classic — Cookeville, TN
- 14-17 AJSA South Central Regional Classic — Springfield, MO
- 18-20 AJSA Western Regional Classic — Sandpoint, ID

JULY

- 5-11 AJSA National Classic — Grand Island, NE

SEPTEMBER

- 5 North Carolina Fall Harvest Sale — Union Grove, NC
- 12 Kentucky Simmental Fall Sale — Lexington, KY
- 16 Gonsalves Ranch Bulls Eye Breeders Angus and SimAngus Bull Sale — Modesto, CA
- 19 Family Matters Sale — Auburn, KY
- 20 Illini Elite Sale — Shelbyville, IL
- 26 Head of the Class Sale — Louisburg, KS

OCTOBER

- 3 Buckeye's Finest Sale — Zanesville, OH
- 3 Field of Dreams Production Sale — Hope, IN
- 4 WSA Midwest Fall Round-Up Sale — Lancaster, WI
- 9 Ladies of the Lone Star Sale — Grand Saline, TX
- 10 New Direction Sale — Seward, NE (pg. 73)
- 17 Fred Smith Company Extra Effort Sale — Clayton, NC
- 17 MN Beef Expo - White Satin On Ice and All Breeds Sale — Minneapolis, MN
- 24 Clear Choice Female Sale — Milan, IN
- 24 Cason's Pride and Joy Elite Female Sale — Russell, IA
- 31 Yon Family Farms Fall Sale — Ridge Spring, SC

NOVEMBER

- 1 Hawkeye Simmental Sale — Bloomfield, IA
- 1 Triangle J Ranch's Annual Female Sale — Miller, NE (pg. 73)
- 2 Harriman Santa Fe Annual Bull Sale — Montrose, MO
- 6 High Ridge Farms' Genetic Opportunity Sale — Albemarle, NC
- 7 Irvine Ranch 16th Annual Production Sale — Manhattan, KS
- 14 Gibbs Farms' Bull and Replacement Female Sale — Ranburne, AL
- 16 Bichler Simmentals' Production Sale — Linton, ND ◆

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October '20	August 30	Sept 10	Sept 20	Oct 4
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15.9	-1.0	100.2	155.0	0.34	10.0	11.2	61.3	16.7	17.2	48.8	-0.33	0.43	-0.072	0.98	-0.53	161.2	97.3
.69	.86	.82	.77	.77	.32	.42	.44	.29	.52	.58	.43	.59	.41	.54	.21		
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8.6	2.1	85.6	127.2	0.26	3.2	19.4	62.1	23.1	18.6	36.3	-0.43	0.16	-0.100	0.91	-0.47	137.7	77.7
.60	.80	.77	.77	.77	.36	.48	.49	.24	.59	.61	.48	.57	.55	.57	.20		
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.60	.80	.77	.76	.76	.40	.52	.53	.32	.46	.56	.42	.49	.45	.51	.17		
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WS A Step Up X27

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EPDs: CE: 10 \$API: 109 \$TI: 62



Mr. Hoc Broker C623

By Steel Force
EPDs: CE: 5 \$API: 84 \$TI: 56



SSC Shell Shocked 44B

By Remington Secret Weapon 185
EPDs: CE: 19 \$API: 121 \$TI: 60



THSF Lover Boy B33

By HTP/SVF Duracell T52
EPDs: CE: 19 \$API: 155 \$TI: 80



Fitz POL Blazon B1203

By PRS Blazin Hot W192
EPDs: CE: 10 \$API: 122 \$TI: 70



S&S Sweet Dreams 507C

By CNS Dream On L186
EPDs: CE: 9 \$API: 112 \$TI: 60



CSCX Bandwagon 513A

By TJSC Optimus Prime
EPDs: CE: 10 \$API: 121 \$TI: 69



W/C Bullseye 3046A

By Lock N Load 54U
EPDs: CE: 15 \$API: 143 \$TI: 70



Ruby SWC Battle Cry 431B

By MR HOC Broker
EPDs: CE: 11 \$API: 103 \$TI: 69



NEW

Mr SR 71 Right Now E1538

By Hook's Bozeman 8B
EPDs: CE: 17 \$API: 153 \$TI: 86



NEW

OBCC Ships Ahoy D150

By CCR Anchor 9071B
EPDs: CE: 14 \$API: 149 \$TI: 76



NEW

PAL/CLAC Meant To Be 823E

By Mr HOC Broker
EPDs: CE: 11 \$API: 109 \$TI: 63



NEW

3/4 NAILE and
NWSS Champ

Reckoning 711F

By W/C Relentless 32C
EPDs: CE: 11 \$API: 114 \$TI: 62



TJSC 152A "Vindication"

By Flying B Cut Above
EPDs: CE: 4 \$API: 100 \$TI: 58



STF Rock Solid 033C

By CDI Rimrock 325Z
EPDs: CE: 9 \$API: 112 \$TI: 70



CNS Pays To Dream T759

By CNS Dream On L186
EPDs: CE: 12 \$API: 121 \$TI: 68



NEW

WS Proclamation E202

By CCR Cowboy Cut 5048Z
EPDs: CE: 17 \$API: 160 \$TI: 93



Angus

Circle M Tejas 107Z

By BC Lookout 7024
EPDs: CE: 14 \$API: 137 \$TI: 58



W/C Relentless 32C

By Yardley Utah Y361
EPDs: CE: 10 \$API: 117 \$TI: 68



3/4 SimAngus

WS Stepping Stone B44

By W/C Lock Down
EPDs: CE: 10 \$API: 125 \$TI: 76



Angus

Silveiras Style 9303

By Gambles Hot Rod
EPDs: CE: 12 \$API: 114 \$TI: 58



Angus

SP The Answer 813

By SAV Final Answer 0035
EPDs: CE: 17 \$API: 132 \$TI: 66



WS Revival B26

By LLSF Uprising Z925
EPDs: CE: 11 \$API: 113 \$TI: 65



LLSF Pays To Believe ZU194

By CNS Pays To Dream T759
EPDs: CE: 12 \$API: 121 \$TI: 68



W/C Bankroll 811D

By W/C Loaded Up 1119Y
EPDs: CE: 15 \$API: 138 \$TI: 70



W/C Cash In 43B

By JS Sure Bet 4T
EPDs: CE: 12 \$API: 114 \$TI: 59



LLSF Addiction AY792

By Top Grade
EPDs: CE: 7 \$API: 117 \$TI: 70



W/C Rolex 0135E

By Yardley Utah Y361
EPDs: CE: 17 \$API: 135 \$TI: 68

Relentless brother - sexed semen available.



CDI Executive Power 280D

By W/C Executive Order
EPDs: CE: 9 \$API: 132 \$TI: 84



HPF Tradecraft D010

By JF Milestone 999W
EPDs: CE: 6 \$API: 110 \$TI: 70



FBF1 Combustible Y34

By Steel Force
EPDs: CE: 13 \$API: 99 \$TI: 59



LLSF Uprising Z925

By Heads Up 20X ET
EPDs: CE: 8 \$API: 107 \$TI: 74

SimAngus™



CCR Anchor 9071B

By CCR Cowboy Cut 5048Z
EPDs: CE: 15 \$API: 162 \$TI: 82

SimAngus™



HILB Royal Rumble E102W

By W/C Executive Order 8543B
EPDs: CE: 11 \$API: 113 \$TI: 73

NEW



W/C Grandstand 6B

By W/C Wide Track 694Y
EPDs: CE: 13 \$API: 125 \$TI: 69



Ford's-WMCC Revolution 60E

By CCR Cowboy Cut 5048Z
EPDs: CE: 12 \$API: 139 \$TI: 76

NEW



HPF Rockstar B332

By JF Milestone 999W
EPDs: CE: 8 \$API: 123 \$TI: 74



LHT Viper 65E

By W/C Loaded Up 1119Y
EPDs: CE: 16 \$API: 136 \$TI: 67

NEW



JBSF Logic 5E

By W/C Relentless 32C
EPDs: CE: 7 \$API: 114 \$TI: 64

NEW



Long's Stand Alone B35

By Built Right
EPDs: CE: 7 \$API: 126 \$TI: 70



Yardley Top Notch C371

By Sandeen Upper Class 2386
EPDs: CE: 14 \$API: 125 \$TI: 64



Perfect Vision 26D

By MR CCF Vision
EPDs: CE: 14 \$API: 115 \$TI: 71

20-20's brother



Rousey Gold Strike 512C

By Hooks Trinity 9T
EPDs: CE: 16 \$API: 142 \$TI: 87

SimAngus™



WLTR Nashville 22A ET

By High Voltage
EPDs: CE: 12 \$API: 117 \$TI: 70

Warner



SAS Big Bruzer Y131

By King of the Yukon (outcross)
EPDs: CE: 10 \$API: 119 \$TI: 69

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Semen available on the best
Angus and Clubbie sires too.



Pictured as a yearling.

EPDS		%Rank
CE	15.8	3
BW	-0.5	10
WW	79.7	10
YW	122.8	10
MCE	10.6	1
Milk	19.8	70
MWW	59.6	25
DOC	13.3	15
Marb	0.35	3
BF	-0.074	99
REA	1.12	5
API	165.5	1
TI	87.8	1

EPDs as of 2/18/20

ASR **AMERICAN PATRIOT** F843

ASA# 3485821 Hook's Black Hawk 50B X BBS True Justice B10 X ASR Little Bear

Homozygous Black & Homozygous Polled

- 165.5 API Ranks #4 in all Black Hawk sons
- Frame Score 6.0 A bit larger frame score bull to use on females that have gotten a bit too small
- Outcross to so many of the popular pedigrees today
- Dam is ASR Miss Primrose D663 - Descends from the same cow family as ASR Longevity Y184 dam

SEMEN \$ **30**



Pictured coming off of cows this fall.

ALTENBURG ^{WA}

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Willie and Sharon Altenburg

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