

# the Register

May/June 2020

Serving the Simmental  
and Simbrah Breeds



## Features

Adaptable, Well-Structured, and Index-Focused

Performance Advocate Revisions

Women of ASA

The Defining Decade

If Not Now, Then When?

2020 BIF Conference

Status Update

Saturday, April 4, 2020

Shoal Creek Sale Facility  
Excelsior Springs, MO



# THANK YOU

*To all the 2020 bidders & buyers at our big sale event!*



A&D Sulak Farms, TX • Nathan Alpers, MO • Richard Moody, NE • Zach Auff, OK • Bramlet Simmental, IL • Leo Britten, TX • Sarah Clark, MO  
Jacob Crawford, TX • Braydon Cull, MO • Tyler Doss, MO • Don Feighert, MO • Forgey Farms, MO • Rodney Hahn, MO • Mike Hall, MO  
HBE Simmentals, MO • Hilbrands Cattle Co., MN • Roger James, MO • Kaisand Cattle Farm, IA • Kevin Knapp, IA • Lacy's Red Angus, MO  
Keith Martin, MO • Owen Bros Cattle Co., MO • Paulsen Cattle Co., IA • Rockin A Ranch, TX • Ruby Cattle Company, IA • Austin Sackman, MO  
Schwartz Farms Beef, IL • Austin Sorensen, IA • VAB Farms, MO • Perry Vandiver, MO • Wesner Livestock Ent., IN

We would like to take this opportunity to say **THANK YOU** to everyone involved in making the Shoal Creek Gathering Sale a success. For a few hours, it was a much needed break from all that is going on in the world. We're very appreciative of all the hard work by Scott, JR, our daughter, Jennifer, and the numerous people that helped! Also, thank you to Val and Lori Eberspacher for the extremely professional job they do! Amazing things can be done when everyone pulls together!



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# Performance and Phenotype

## BOULDER

29SM0472

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



### THE WOW FACTOR

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



TRAIT	CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
EPD	+15.1	-1.7	+67.5	+105.8	+24	+8.5	+20.9	+54.6	+16.7	+15.8	+29.2	-.44	+65	-.070	+1.09	-.45	\$160	\$85
ACC	.82	.92	.90	.90	.90	.62	.69	.69	.38	.83	.76	.55	.71	.62	.69	.16		
%	15	15	35	35	35	20			35	5		15	4	30	2	10	2	2

DNA tested DLF, Homozygous Black, Homozygous Polled EPDs as of 3/31/2020 **TOP 35%**

## FRANCHISE

29SM0494

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



### MUST USE SIRE FOR 2020

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

TRAIT	CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
EPD	+17.0	+0.2	+78.7	+122.3	+27	+11.5	+19.5	+58.9	+19.2	+12.7	+38.7	-.07	+68	+0.006	+64	-.47	\$168	\$89
ACC	.64	.85	.80	.79	.79	.39	.54	.55	.31	.55	.60	.44	.55	.42	.56	.18		
%	10	10	10	10	15	2		25	10	30	20		3		5	1	1	1

DNA tested AMF, DDF, NHF, OSF, DLF, Homozygous Black, Homozygous Polled EPDs as of 3/31/2020 **TOP 35%**

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



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By Lilly Platts

## WE WANT TO SHOW YOU *their calves*

- All calves born from both bulls out of 1st calf heifers have been born unassisted
- Both bulls DNA tested homozygous polled
- Both bulls DNA tested as non-dilutors
- Both bulls from the Topanga/Debutante Cow Family
- You will definitely see their calves at Synergy XIII, Sept. 26



SMITH RFI **INCREDIBLE IAN** 116E  
Sired by Smith Nu Approach and out of RFI Miss Debutante.



SMITH RFI **CARDINAL RED ISAAC**  
Sired by Smith CRC Lubbock 36B and out of Smith RFI Dazzlin Deb, a daughter of RFI Miss Debutante.

OUR JOINT OWNERSHIP OF CATTLE CONTINUE TO ADD GENETIC VALUE TO THE BREED.

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**About the cover:** When making selection decisions, cattle producers must anticipate future biological and economic performance in their herd — impacting profitability for years to come. How does Simmental stand up to the whole beef industry? Read “Defining a Decade” on page 10. Photo by Terry Ellingson, Ellingson Simmental, Dahlen, ND.

◆ ◆ ◆ ◆  
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with Stanley Martins.

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

# the Register

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# COOL Additions!

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SAPI: 156  
STI: 77

### Erixon Bitten 203A

NCB Cobra 47Y x BMD Miss BLK Ice Dancer  
ASA# 2966135 • Hetero black • Homo polled  
Bitten offers a shortened gestation length and superior calf vigor. Tons of hair at birth with excellent growth, capacity and a genetic profile in the top 4% of the breed. His sire, NCB Cobra is the 2018 Canadian sire-of-the-year with 26 progeny averaging \$12,100.



SAPI: 140  
STI: 76

### RFG/K-LER Elevation 727E

RS Elevate x MCM Top Grade  
ASA# 3268058 • Homo black • Homo polled  
High-seller at 2018 NWSS "The One" Bull Sale. Awesome outcross and EPD profile with excellent outline!



SAPI: 114  
STI: 71

### B C R Perfect Vision F022

Mr CCF 20-20 x HSF Callie D613  
ASA# 3516009 • Black • Homo Polled  
Perfect Vision was the high-selling bull at the 2019 Cowtown Classic in Fort Worth at \$24,500 and went on to become the Reserve Champion % Bull! He has excellent structure and profile!



SAPI: 101  
STI: 67

### SC Pay the Price C11

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



SAPI: 129  
STI: 74

### KCC1 Exclusive 116E

Hammer x Entourage  
ASA# 3306064 • Homo black • Homo polled  
\$240,000 valuation high-seller Fort Worth!  
Lead bull in Kearns' 2018 NWSS Champion Pen!



SAPI: 113  
STI: 63

### TNGL Imprint D989

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



SAPI: 134  
STI: 75

### WRS Emergent E715

CCR Anchor x Remington Lock N Load 54U  
ASA# 3280609 • Hetero Black • Homo Polled  
3/4 Outcross to Dream On and Upgrade



SAPI: 120  
STI: 74

### GSC GCCO Dew North 102C

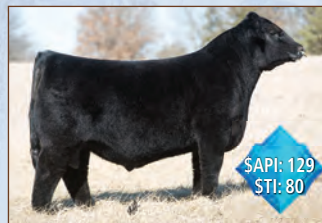
Duracell x Dew It Right  
ASA# 3141837 • Homo black • Homo polled  
Calving ease combined with tremendous structural soundness! 2018 Fort Worth Champion!



SAPI: 107  
STI: 74

### Longs Pay the Man E16

Pays to Believe x Shear Pleasure  
ASA# 3327014 • Homo black • Homo polled  
Great-built, stout, double-homozygous  
Pays to Believe son!



SAPI: 129  
STI: 80

### LLSF Vantage Point F398

CCR Anchor x Uprising x Quantum Leap's Dam  
ASA# 3492381 • Hetero Black • Homo Polled  
3/4 Lead-off Bull in the 2019 NWSS Champion % for Lee.



SAPI: 117  
STI: 71

### VCL Foresight 17F

Mr CCF 20-20 x Profit  
ASA# 3506652 • Black • Polled  
Full brother to Sinclair's multi-champion \$77,500 heifer in IN.



SAPI: 116  
STI: 73

### KWA Law Maker 59C

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



SAPI: 122  
STI: 66

### STF Crimson Tide DZ87

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



SAPI: 134  
STI: 75

### VOLK Backdraft CC F810

W/C Executive Order 8543B x JS Flatout Flirty  
ASA# 3528566 • Red • Polled



SAPI: 117  
STI: 70

### PBF Red Paint F88

W/C Executive Order x Built Right  
ASA# 3500551 • Red • Polled  
Hot, red, calving ease bull. 2019 Iowa State Fair Division Champion!



SAPI: 130  
STI: 62

### KSIG Steelin His Style 6D

Silveras Style x Steel Force x SS Babys Breath  
ASA# 3130639 • Homo black • Homo polled  
1/2 SimAngus™, calving ease from the 2012 American Royal Champion!



SAPI: 120  
STI: 64

### GEFF County O 736E

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



SAPI: 121  
STI: 72

### W/C Double Down 5014E

Executive Order X Yardley Utah  
ASA# 3336150 • Homo black • Homo polled  
Featured at the 2018 Werning Sale, selling to Steve Hicks, IN, owner of Relentless. Expect Double Down to transmit a bold rib with extension through his front 1/3.



SAPI: 124  
STI: 75

### Mr CCF 20-20 100B

Mr CCF Vision x HTP SVF Dew The Stroke  
ASA# 2964446 • Homo black • Homo polled  
20-20 has sired lots of high sellers for his owner group of Cooper, Hartman and Polzin. They are stout-made and growthy with loads of eye appeal!

# Adaptable, Well-Structured, and Index-Focused

Seedstock producers, Tim and Sandy Naasz, find Simmental and SimAngus™ cattle meet their customers' needs.

By Emme Troendle

Well-known for Mount Rushmore and the Black Hills, South Dakota is also commonly referred to by locals as “the blizzard state.” Ranchers face into the frost-biting wind and work through deadly snow storms to provide high-quality protein to consumers.

For Tim and Sandy Naasz, TSN Simmentals, home is 1,800 acres outside of the little town of Platte where they run their 300-head seedstock Simmental and SimAngus cows, providing high-quality genetics for America's cattle ranchers.

Located 15 miles east of the Missouri River, the operation is characterized by the flat terrain of the plains. It is here, standing the tests of Mother Nature, where SimAngus bulls are developed for their commercial buyers. By selecting for the top genetics of both Simmental and Angus, the Naasz family develops adaptable, well-structured cattle that perform long-term for their buyers.

“Buyers really like the Simmental-Angus cross, whether it's red or black Angus. SimAngus calves

perform really well in the feedlot, grade well, and grill well. The two breeds complement each other,” shares Tim Naasz.

Sandy continues, “We can select traits out of the other breeds that we want to bring into our herd. The two breeds add genetic diversity that we pass onto our customers.”



One of the more heavily used bulls, TSN Protege Z896, was sold to ABS Global in 2013.

## Simmental From the Beginning

In 1969, the first Simmental calf was born where TSN ranch operates today. Sandy's father, Joe Mika, had a close friend, a semen distributor for Curtiss, who talked him into using Simmental. Sandy shares, “The operation was Mika's Simmental back then. My dad really liked the breed and went all-in with Simmental after that. He tried Limousin and a few other breeds before choosing Simmental.”

Using the American Simmental Association's breed-up program, Joe gradually developed a purebred herd. When Tim and Sandy took

over the family operation, they worked with Leachman Cattle Company as cooperators and were introduced to SimAngus. Even after the partnership concluded, TSN Simmentals continued to develop SimAngus bulls. Sandy says, “Leachman's had us using Angus on our purebreds to get half-bloods. We've really liked the hybrid vigor and being able to target traits that we want from each breed.”

Being an early Simmental breeder, her father was one of the first members of the South Dakota Simmental Association — a group

that Sandy and Tim stay involved with today. Their two daughters, Rebecca, 29, and Sawyer, 20, have been involved in the South Dakota Junior Simmental Association and the American Junior Simmental Association (AJSA). Sandy smiles, “SDSA has always had great contests at the state level. Sawyer grew up with those and just loves them. Her first Regional Classic was in 2012, and we've tried to hit the close ones every chance we get. She's very competitive and just really interested in learning more about breeding and feeding.”



## Data Focused

When making breeding decisions, EPDs are heavily used. Tim says, “I believe EPDs are a really important tool. We really study them when we’re selecting which bulls to breed.”

Heifers calve in the middle of February, followed by cows in the middle of March. Data collection is a large focus for TSN Simmentals. At calving time, calves are tagged, weighed, and vaccinated. Their goal is to start collecting udder scores on all cows. As a part of ASA’s Cow Herd DNA Roundup project (CHR), all cows and replacement females were genomically DNA tested and parent verified. The family found, in addition to the data they were collecting, the genomics provided more EPD information but parent verification added more dependability to their herd and reputation.

Tim shares about his experience working on this project, “Our customers know we have high reliability in the genetics we are selling. We had four cows come back to a different sire we were using that year. We found out our favorite cow was half-Simmental, half-Angus, which just speaks to what a SimAngus cow can do for people.”

Last year, the breeding season was split between the heifers and cows to fit traveling to Fargo, for Sawyer to participate in the North Central Regional.

In between the calving heifers and cows, TSN Simmentals host an annual bull sale offering 45-60 Simmental and SimAngus yearling bulls. Around the first of the year, they sell a few bred heifers private treaty.

Depending on the weather and the grass, the cows get turned out between mid-May and June first. When the calves are turned out on pasture, they receive a round of shots. Tim explains, “Pneumonia is a problem here in the summer, and we have found that by being proactive, we have fewer complications.”

For the last ten years, TSN has been using CIDRs and AI to increase genetic progress. Heifers are the first group bred in May through two heat cycles before being put out with high-quality clean-up bulls. With the larger herd size, second-calf heifers and cows are bred in three groups of 100, ten days apart.

Going into summer, rotational grazing is used to better manage pasture health and to grow more native grasses. Each year, in addition to raising cattle, 500 acres of crop ground and then 300 acres of hay ground are farmed.

Naasz is a part of the South Dakota Grassland Coalition, “In the ’30s through the ’70s there was a lot of brome planted. It’s great in the spring, but it’s not like a native species grass. If you get a good mix of native species of grass and legumes both in the pasture, the pasture health is so much better. In combination with rotational grazing native species will come back but it’s a slow process.” (Continued on page 8)



*Left to Right: Sawyer, Tim, and Sandy Naasz; and Rebecca Christman.*

*As her Senior Capstone Experience, Sawyer learned to AI breed. Today, Tim and Sawyer share AI duties.*



*SimAngus cows on pasture.*

# Adaptable, Well-Structured, and Index-Focused

(Continued from page 7)

## Selecting for Profit

“We’ve been decreasing the size of our cows a little bit. We don’t want big cattle, but we want growth too,” Tim Naasz explains what they do to develop quality bulls for their buyers while still maintaining the desired female mature size. “There’s some pushback in the industry because there are people that don’t believe that you can get calving ease and growth at the same time. But I believe that you can.”

While making keep and cull decisions, Naasz goes through multiple culls before making final decisions on sale, replacement, and feeder animals. Bulls remain intact until weaning, when the first-round of culls are made. Tim explains, “We look at a couple of things when selecting bulls for the sale including structure, gains, but also the numbers.”



*Tim and Sawyer on the way to the showing.*

When making breeding and selecting decisions, indexes are used in conjunction with EPDs and phenotype. “One of the first numbers we look at is the \$API. Some breeders and commercial cattlemen select for birth weight, growth, maternal traits, and carcass — we like \$API because it ties everything in.”

The bottom heifers and steers are sold to the feed yard, and in January, another weight is taken on the bulls. The bottom five to ten percent of this group are culled.

When developing bulls for sale, Naasz points out that to meet the needs of his commercial customers he doesn’t push and feed his bulls as hard as others, “The bulls are more sound. If you get too much weight on a bull, it will affect their joints, feet, and legs. It’s just all-around better for a bull not to be pushed so hard.”

New buyers who are used to fat bulls might not understand the distinction in the numbers, Tim explains, “When we figure the gains for the bulls, we go from weaning to their latest weight. We see a three to four pounds-a-day gain. A few go above four pounds. When someone looks at the other sales and the bulls are all averaging four or better. Maybe not, but they’re not set as hard either. Their condition lasts longer, and they perform longer.”

Since TSN Simmentals started offering SimAngus bulls and bred heifers alongside their purebred Simmental, they have experienced the shift in perspective of what the breed can provide. Naasz explains, “When we first started cross breeding, we had people coming in and looking at our cattle that wouldn’t even look at a Simmental, but because they were half Angus, they’d come in and look at them and buy. Now the same people, the same ones who have Angus-based cows, want a purebred Simmental bull to maximum heterosis in their herd. It’s really swung the other way in the last 20 years.”

Sandy concludes, “SimAngus has given us and our customers more genetic diversity. Overall, we have more stayability in our herd and our buyers do too.” ♦



# Join us for the MSA 2020 field day!

June 7, 2020 - Pipestone, MN County Fairgrounds

Held in conjunction with the  
Pipestone Summer Spectacular Show (June 6)  
Two shows one great weekend!



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

**June 6, Educational event for juniors (approx 5pm)**  
Following the Summer Spectacular Show  
All juniors welcome to attend!  
Group sessions on selected AJSA  
Educational contests - get some great  
pointers to help improve and grow for the  
upcoming National Classic!

**June 7, Cattle Show - (approx 9:30am start)**  
Open to registered Simmental cattle  
Bring registration papers.  
Show order:  
Percentage heifers (1/2 to 3/4 blood)  
Purebred heifers  
Steers (must be 1/2 blood or greater)  
Entry fee - \$30/head - can sign up Sunday  
morning or Sat at the Pipestone Spectacular  
Jackpot style Showmanship to follow - \$5/entry

**June 7 - Meal & Industry Speaker (after cattle show)**  
Join us for a guest speaker and great free  
will donation meal hosted by the Pipestone  
Cattlemen's Association

Watch our Facebook page or contact Amanda Hilbrands  
or any of the board members for more information.

Minnesota



Simmental  
Association

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# THE DEFINING DECADE

## The Modern Simmental Success Story



By Chip Kemp, Director of ASA & IGS Commercial and Industry Operations

The *Harvard Business Review* (HBR) recently published their “Top 20 Business Transformations of the Last Decade”. The article highlights those organizations that have adapted and flourished in the last ten years to become dominant players in their respective fields, and in many

cases, these businesses have changed our lives. Netflix and Amazon were both in the top three. If we know anything about recent months, we know both groups have flourished. But there are lesser known names on the list like Ecolab (16th). You might know them for their wide array of cleaning products which built a long-established and successful business. But what placed them on this list was their awareness of a need to branch out. And branch out they did — into providing water efficiency solutions globally, tripling the value of an already multibillion-dollar company in just nine years.

### Three qualifications of “Top 20 Business Transformations of the Last Decade” according to *Harvard Business Review*.

**Reposition the core:** How effectively has the company adapted its traditional core business to changes in its markets, giving its legacy business new life?

**New growth:** How successful has the company been at creating new products, services, and new business models?

**Financials:** Has the company posted strong financial performance?

So, how would the “business of Simmental” fare relative to its competitors if HBR were to dig into transformations within the ag sector? Seems a worthwhile thing to consider. We often hear folks give opinions and thoughts about many businesses. Some perspectives are well founded in intimate knowledge and facts. All too frequently, some perspectives lack the details necessary to make an accurate judgement. ASA is no different. So, let’s dig into details using HBR’s own three-pronged approach.



## Reposition the Core

What is ASA's core? The ASA mission statement should suffice.

*"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."*

Fair enough. That means we must provide tools that allow members to generate cattle that work in the marketplace and that are in demand. To see if we've continued to position the business of Simmental to meet that directive, we will tackle this in two parts. First, we'll look at genetic indicators of whether SimGenetics are working in today's beef business. Secondly, we will look at how they fare relative to customer demand.

From a genetic standpoint, a very complicated and dynamic business can be boiled down to two areas of focus that directly impact the profitability of a commercial beef enterprise (our "members' customers" from the mission statement): **maternal traits** and **terminal calf value**.

**Maternal traits:** The plight of the short-lived cow has become all too recognized in the modern ranching community. It has been repeatedly highlighted over the last couple decades as commercial operators have bought too heavily into straightbred cow herds. Let's just look at SimGenetic trends to see if cow longevity (stayability) and other relevant maternal traits are working for or against today's cow-calf operator.

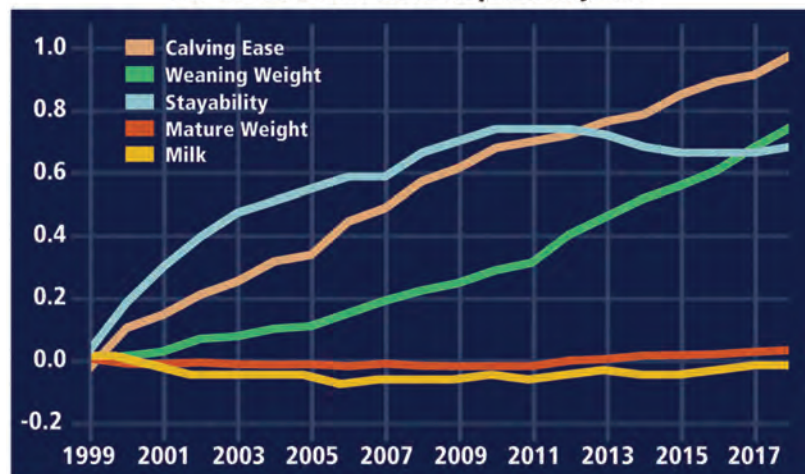
Clearly, over the same period that you've heard neighbors and pundits lament the concern with cows that can't last, members and their customers have experience and proof that SimGenetics are clearly a solution to that problem and more. Calving ease, maintenance costs (mature size and milk production), and weaning weights all favor balancing those straightbred British females with Simmental genetics. Simmental breeders continue to moderate mature cow size and milk production with no loss in performance, resulting in lower maintenance costs. What is more, it is recognized that the largest mature-size beef breed is now a prominent British breed, a fact acknowledged by their own association.

Of the two profit centers for a commercial outfit — cow herd value and terminal calf value — the SimGenetic influence on cow longevity is evident and proven. What about the other profit center — terminal calf value?

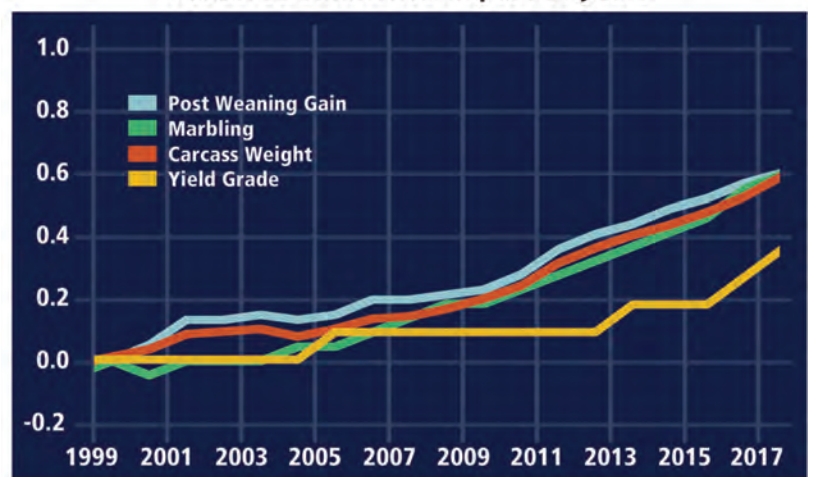
**Terminal calf value:** As more data is shared and utilized, it becomes abundantly clear what determines demand for a terminal beef calf: health and the ability to minimize/avoid the need for prophylactic health aides; efficient gain, marbling and in some cases, access to certain branded programs based on visual traits. If you can do those things, you have the potential for significant returns. If you can't, you are relegated to the edges.

Health and calf management continue to be a primary driver in the feedlot sector. Market sector data and scientific literature leaves no room for doubt. Dr. Ken Odde's (Kansas State University) work with the Superior Livestock Auction dataset highlights these facts. Simultaneously, the recognition that responsible crossbreeding and heterosis provide positive benefits in health are gaining more steam. A ten-year dairy industry crossbreeding study conducted by the University of Minnesota highlighted similar health benefits in the crossbred dairy female. Other animal agriculture sectors have known this for quite some time. The "business of Simmental" has consistently touted the appropriateness of responsible crossbreeding to solve a myriad of problems. That approach is more vital now than ever given feedlot health concerns associated with BRD and late-term congestive heart failure issues. While much is to be learned in the arena of heart health, research and anecdotal benefits of Continental-derived breeds suggest a great deal of promise in this area for SimGenetics.

### Maternal Trait Genetic Trends Purebred Simmental in past 20 years



### Terminal Trait Genetic Trends Purebred Simmental in past 20 years



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# THE DEFINING DECADE

(Continued from page 11)

The cattle feeder demands animals that can gain and gain efficiently. This is the core of the premise of a feedlot. Slow-growing or poor-doing cattle make it essentially impossible for profit in that sector. Simmental breeders have always acknowledged this and have continued to select for growth performance while still ratcheting down mature size and inefficiencies.

The packer has one essential duty: to deliver to the beef purchaser the caliber, consistency, and quality of product their customers demand. Period. It is no more complicated than that. And fortunately, Simmental-influenced cattle are flawlessly positioned (this comes from decades of work and sweat) to compete in the beef business of 2020 and well beyond. SimGenetics allow for efficient and responsible gain and flexibility in carcass weights, which gives marketing latitude, and high cutability carcasses with superior marbling ability. As a strong bonus, most Simmental-influenced calves come with a strong punch of hybrid vigor. The terminal trend chart proves the responsible selection for each of these important traits.

The genetic merit is proven. What does the market think of what we are doing together? Fortunately, this is easy to demonstrate. Two items to consider — 1) how has the demand changed for Simmental-influenced terminal calves? and 2) how has the demand changed for SimGenetic sires?

We could look at internal ASA info to get a glimpse, but it's likely more impactful if we look outside of our business to see what others think.

Let's consider number 1. We will use information from the largest marketer of feeder cattle in the United States. Their data will do nicely. Early in 2020 Dr. Bob Hough wrote an article for *Western Livestock Journal* that dug into the large Superior Livestock Auction dataset to analyze breed types represented in the data. The numbers showed a seven-fold increase (yes, seven times as many!) in the number of SimAngus™ calves highlighted in 2018 when compared to 2010. During that same time period, Angus-identified calves dropped 11% and Hereford-sired calves went up 0.6%.

When it comes to the demand for SimGenetic sires, we could look at the increase of Simmental and SimAngus bulls in any semen company catalog over the last decade. The pages allotted to SimGenetics have grown greatly. Just one example — Select Sires carries twice as many SimGenetics bulls today as it did in 2010. Or, we could view the open-access information provided by the National Association of Animal Breeders (NAAB). NAAB numbers show a combined look at semen sales and custom semen collection to indicate an increase in Simmental semen usage between 2013 and 2018 of 179%. Yes, 179%. Over the same time frame, Angus increased 56% and Hereford had no change.

Or, we can consider the bull sale reports posted on the websites of those three breeds from October 2019 to present. Using those results, Simmental and SimAngus bulls out-averaged the other two breeds by roughly \$200 per head.

Popular press is another manner to evaluate our success in highlighting SimGenetics to the commercial producer. In both 2014 and 2020, *BEEF* magazine conducted a large survey of producers regarding the breed composition of the bulls they owned or intended to purchase. The rate of increase for SimGenetic demand outpaced every other breed highlighted in the top seven responses, positioning SimGenetic sires in a very desirable spot of high customer demand and trending in an ever more positive direction.

Maybe we look at a different angle of SimGenetic demand. What about the demand for high-type females as evidenced by the desire for junior exhibitors to own and display at the AJSA National Classic? Any single year in the

last decade might underestimate or inflate this demand. If we average the number of head for years 2012 and 2013, years 2015 and 2016, and years 2018 and 2019, we get a less biased view of the changes across the decade. Steady increase in demand is evidenced by increased average attendance numbers of 389 head, 535 head, and 655 head, respectively. Even the youngsters get it!

Have we positioned and repositioned the core of our business for success? Clearly, SimGenetics are on an arc never before seen in the history of the Simmental business. So far, the *HBR* would be impressed.

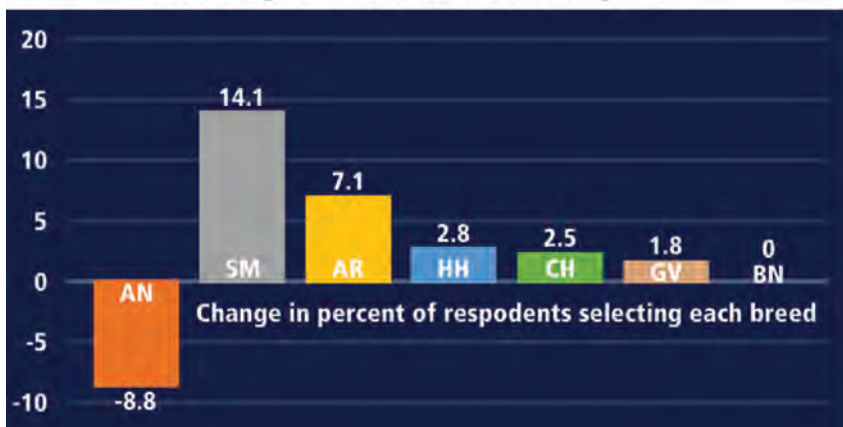
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**Percent of respondents who either recently purchased or intended to purchase bulls of various breeds based on a survey conducted by BEEF magazine.**

Breed	2014	2020
Angus (AN)	66.8	58
SimGenetics (SM)	16.9	31
Red Angus (AR)	11.9	19
Hereford (HH)	17.2	20
Charolais (CH)	6.5	9
Gelbvieh-influenced (GV)	10.2	12
Brangus (BN)	5	5

\*Respondents could select more than one breed.

**Difference between 2014 and 2020 Bull Breed Responses according to survey from BEEF magazine.**



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## New Growth

Creativity and ingenuity are crucial if we are to have new growth opportunities. But cool ideas without the ability to truly have a positive impact on the long-term success of the commercial beef business are hollow and destined to fail. The core of any breed association is credible genetic evaluation. It would make sense then, that novel approaches and new business endeavors would align with the skillset necessary to deliver elite-level genetic awareness.

Massive genotyping research projects have been implemented on two fronts in recent years. It's no coincidence that those efforts align with earlier-discussed issues of enhancing predictors of cow longevity and gaining more insight into the genetics of carcass parameters.

**The Cow Herd DNA Roundup (CHR)** was implemented to encourage submission of unique maternal metrics that are all too frequently lacking in a genetic evaluation. To label CHR as a success to this point would be an understatement. Between the inception of the program in 2017 through mid-2019, there have been **over 40,000 female genotypes, over 40,000 mature cow weights, and over 30,000 body condition scores** incorporated into the genetic evaluation because of CHR. This trend has continued since that time and has greatly improved the accuracy of prediction for all members, large and small, CHR users or not. This manifests itself every time you or I use a genomic panel. Even if I wasn't a CHR participant the knowledge gained by the project makes my selection and breeding decisions more valid and more impactful.



In a similar fashion, the **Carcass Expansion Program (CXP)** looks to glean more power from genomics by linking actual carcass data with pedigree knowledge and DNA. Much like the CHR, this multi-year research project benefits all members and has a tremendous advantage for members who are unable to directly participate by retaining ownership on their terminal calves. The genomic insight makes its way to the daily DNA tests we run on our own farm or ranch. We get more carcass awareness by the work of our peers in the Simmental business who are positioned to own their steers and heifers through the feedyard. The first year of this five-year effort brought in more than 4,000 carcass records with genomic information and pedigrees. **That more than doubles the number of carcasses normally entered in a given year!** The second year of the program has 4,600 head committed, and staff is presently communicating with producers regarding year three. Bold steps that only enhance the next chapter of the modern Simmental story.



By definition, new growth means bringing new folks to the party. As a result, ASA has provided a platform through **Total Herd Enrollment (THE)** that allows for seedstock producers of any breed composition or breed affiliation to receive EPDs and Indexes. They benefit from the services and multi-breed approach the organization provides. This broadens the reach of our business philosophy — specifically allowing breeders who are looking for new association attitudes and capabilities, or for those who've never found a genetic evaluation home — to get the breeding, selection, and marketing information they need. Their data makes for a more robust and accurate genetic evaluation for all parties involved. This novel approach provides for serious growth opportunities while generating superior knowledge for the more traditional ASA audience.



In the same vein, a subset of commercial operations is prepared to capture the genetic insight that comes with data collection. While this is a fairly small percentage of the commercial landscape, it is a crucial group that often has direct access to carcass records and long-term female metrics that are tied to pedigrees — and more and more frequently, to genomics. Inclusion of that information into the genetic evaluation makes all of our EPDs more meaningful, relevant, and accurate. As such, there is even a mechanism for those folks to work within the Total Herd Enrollment system. They receive female-only EPDs and Indexes — something never before available in the commercial space, and the rest of us benefit from the inclusion of hard-to-capture data. New growth is a win-win for both the core of the business and unique situations present outside the traditional association framework.

### Welcome collaboration. Welcome International Genetic Solutions.

Our friends at the HBR would undoubtedly see **International Genetic Solutions (IGS)** as one of the turning points and game-changers in the long-established beef business. For far too long, we've isolated our different breed types into silos, making it difficult and uncomfortable for commercial beef operators who were trying to make wise decisions for their family's future. Many other individuals and entities have tried through the years to piece together multi-breed genetic evaluation. Despite serious commitment and remarkable efforts, essentially all those failed, until the humble, thoughtful, collaborative effort that morphed into IGS.

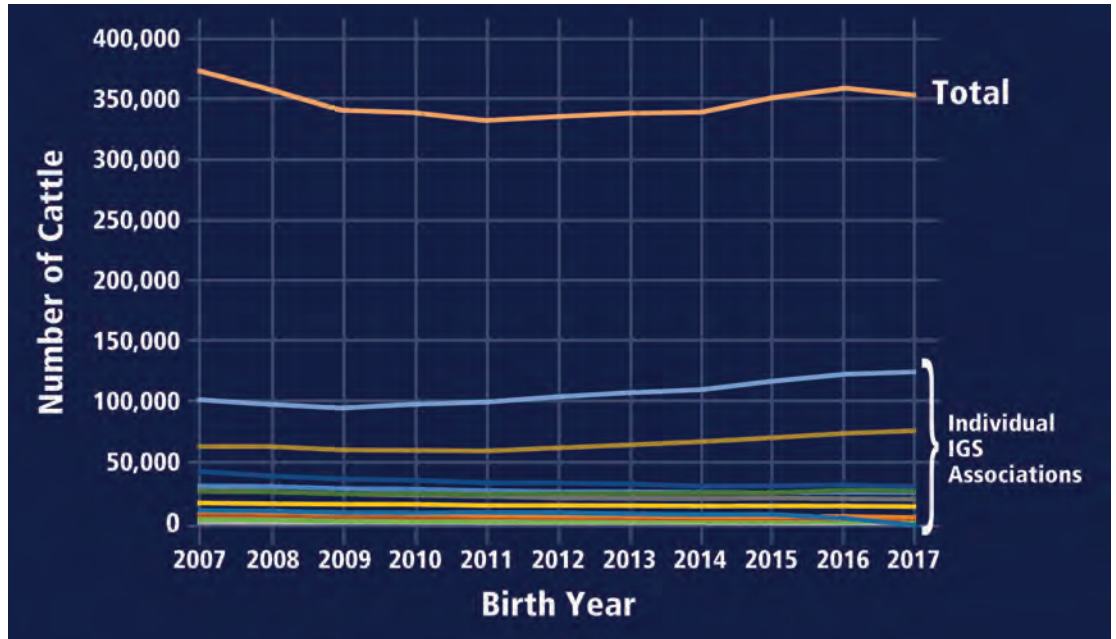
IGS presently has 16 different breed association partners, and the 17th partner of the group is Neogen Genomics, Inc. IGS leverages the strength of the science team at ASA to provide the most credible and trusted EPDs in the business to breed associations across the globe. IGS is the largest beef genetic evaluation on the planet with 20,000,000 animal records and nearly 400,000 added annually. Yes, ASA data is the largest group within IGS, but it isn't about the size of any group. It is about the connectedness across the various populations that make the genetic predictions more accurate and more thorough.





# The Power of Collaboration

**Volume of records by year of birth from each individual breed association compared to the pooled IGS Data**



The **IGS Feeder Profit Calculator™** (FPC) is a perfect example of what happens when we work together. The FPC gives commercial producers and feedlot buyers the ability to communicate about the profit potential within a set of calves. All while using a common language readily understandable by both sides — dollars and cents! This tool works across breed types and allows you to provide your customer with an awareness and marketing tool never before seen in the industry. And, by the way, at no cost to its users!



## Financials

Understanding the financials of a business is crucial to having a thorough understanding of where it's been and where it's going. In times of uncertainty, it is affirming to know that those businesses we rely upon are not only steady, but still thriving and striving ahead. That provides the stability to keep services flowing, while allowing the potential for new growth and new opportunities.

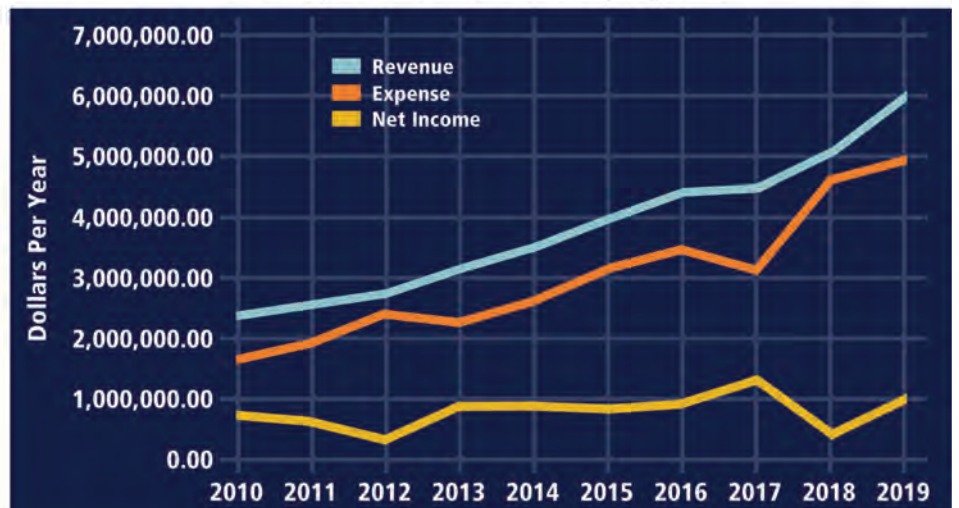
But more importantly, ASA financials reflect SimGenetic influence in the marketplace. Our numbers are a reaction to members' ability to sell seedstock. If the commercial producer demands SimGenetics, then our members benefit and grow and then, ultimately, grow their business relationship with us. At the same time, ASA works aggressively to keep costs in check. Our services are amongst the most inexpensive in the breed association space. Our goal isn't to grow our resources while exhausting yours. Our purpose, our "why", is to give you cost-effective tools that make your operation more profitable, so that you have more discretionary dollars for your family.

If you grow, we grow. And vice versa. Your success is our success. Forever linked.

The financial indicators highlight the responsible nature in which ASA uses your resources. And that prudent approach allows us to leverage any excess through programs like CHR, CXP, etc. to benefit the entire community and business of Simmental.

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## ASA's Net Income increased by 150% in the last decade paving the way for member-centric programs.



## The Bottom Line

**By any measure** — in this instance the measure of the *HBR* — the business of Simmental has never been stronger or more influential in the beef industry than today. Ever. ASA has never had a more impactful decade. Ever.

How did we get here? Well, first and foremost, this success is attributed to the wide swath of focused Simmental enthusiasts who have toiled and worked for generations to build, evolve, adjust, then rebuild and evolve again. Success comes one small, detail-oriented step at a time. More than 50 years ago, the Simmental forefathers took a step. And serious Simmental breeders have been methodically stepping ever since. This is no accident or luck, but rather the result of a persistent commitment to adaptability and industry relevance. Excellence creeps up slowly over time, seeking close proximity to the humble-hearted and determined.

It is also no accident that the last decade has seen numerous ASA trustees that donate mightily of their time and personal treasures to give guidance and wise counsel on a wide array of topics and decisions. The entire beef business owes a debt of gratitude to those genuine, honest, transparent individuals who step up to carry the burden of leadership.

The *HBR* would clearly remind us that no organization is worthy for consideration in the Top 20 without an efficient and effective organizational structure and a powerful staff. The senior leadership at ASA has taken a similar approach to that of those serious breeders — seeking success one small, detail-oriented step at a time. Often without hype, credit, or recognition, those individuals do their part to position the “business of Simmental” in a place most never allowed themselves to dream about: clearly positioned at the forefront of the beef business. In an era of unprecedented chaos, successful businesses look to tested leadership to navigate the path forward. Fortunately, there is a track record that gives us calm in the uncertainty of 2020.

This has been the defining decade of Simmental’s place in the beef business. And the starting point of many successful Simmental stories to come. ♦

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Legal disclaimer: The projections, values, and other calculations produced by the IGS Feeder Profit Calculator™ are based on user inputs. IGS does not independently verify the information provided by users. The mathematical models and assumptions related to market conditions utilized in the IGS Feeder Profit Calculator™ may change significantly. IGS makes no representation that any IGS Feeder Profit Calculator™ projection will be realized and actual results may vary significantly from IGS Feeder Profit Calculator™ projections. The relative market values produced by the IGS Feeder Profit Calculator™ represent a relative valuation for comparison purposes only and do not represent an actual market value.

 **IGS** International Genetic Solutions

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# New Performance Advocate Program Revisions

ASA Performance

The ASA Board recently approved a set of revisions to the Performance Advocate Program that will take effect starting with the 2018 fall and 2019 spring THE enrollment cycles.



There are three big changes to the Performance Advocate Program summarized here . . .



**1. Among the traits included, the Performance Advocate Program requires records submitted on 90% of the contemporary group.**

Requiring/encouraging 100% of the records is not realistic and could tempt breeders to submit measurements of a lower standard than ideal. Setting the threshold to be 90% of the contemporary group or birth group, allows for missed weights or other understandable instances where records weren't collected yet still capbulk of the whole herd's data.

**2. A two-tier system to qualify.**

Since additional traits are being added (see point 3) but some of these traits are difficult and/or expensive to collect, there will be a two-tier system for qualifying as a Performance Advocate. If THE herds submit 90% of the records on eight of the 13 traits, they qualify

for the first tier. THE herds with 90% of the records on ten out of the thirteen traits qualify for the higher tier system.

If an existing performance advocate herd added two more traits to their qualifying records (example, mature cow weights and mature cow BCS) they would qualify as a performance advocate in the new system.

**3. An additional seven traits have been added to the list of qualifying records in the program (see table).**

The list of important phenotypic and genomic data collected by breeders has grown extensively. The new Performance Advocate revisions can better acknowledge breeders focused on the growing list of economically important records. As ASA develops more traits (example, feet and leg scores), they may be added to the Performance Advocate Program.

## Existing and New Records Recognized in the Performance Advocate Program

Existing Records	New Records
Calving Ease Scores	Docility Scores
Birth Weights	Genomic test on birth group
Weaning Weight	Feed Intake
Yearling Weight	*Mature Cow Weight
Yearling Hip Height	*Mature Cow Body Condition Score or Hip Height
Ultrasound/Carcass	Cow Herd Genomics
	Udder and Teat Scores at Calving

*\* On mature cow traits, require one record as a two-year-old that expires once they are six years old. A performance Advocate report will pull a list of records that are "expiring" next season.*

The Performance Advocate Program has a long history of recognizing breeders who focus on quality data collection. The new revisions to the Performance Advocate Program sets the bar for continued high-quality data from breeders committed to genetic improvement. ♦



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



- ◆ Free 50K DNA test on all sire-identified terminal calves with carcass data
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Contact [lgiess@simmgene.com](mailto:lgiess@simmgene.com) for more information regarding both programs.



American Simmental Association

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# If not now, then when?



## In 2020, can you leave anything to chance when marketing your calves?

By *Chip Kemp, Director of ASA and IGS Commercial and Industry Operations*

The current climate breeds concern, fear, and uncertainty. But it also provides greater time and appreciation for our faith, our families, and our farms. Those are of much greater importance and will ultimately be the positives that move us forward to take advantage of new approaches and innovative ideas that make us and our businesses stronger!

As a recent post stated — “Look fear in the face and press on!” We must and we will. We have cows to tend to and calves to sell. And for many of us, we will use the major summer calf sales to garner premiums associated with high-knowledge feeder calves. And that single sale will be responsible for a major chunk of our annual revenue. In today’s marketplace, can you leave anything to chance? **This is your family’s paycheck for a year’s worth of work. It is time to pull out all the stops!** It is time to explore the IGS Feeder Profit Calculator™ (FPC).

The FPC is a powerful tool that highlights quality management and responsible breeding and crossbreeding decisions to feedlot buyers in a manner they admire — dollars and cents! You share knowledge with buyers they need and desire. Facts. Not hype. Not opinion. Not useless slogans. But facts. Those

that indicate long-term health and fitness, feedlot efficiency, and carcass merit. In return, you position yourself to potentially bring home a few more dollars as you provide your customer what he/she needs. Some truth in the midst of lots of empty promises. Allow price differentiation to do what it does — pay more for calves with higher potential.

Zero. There is zero cost for you to use the FPC. No charge. Never has been. Never will be. This is a no-cost service that allows serious, focused producers to do what they always do. To make thoughtful decisions and give themselves a leg up on the competition. This is more important now than ever.

Lots of folks want to “advise” you. Many want to tell you how things should or shouldn’t be. Some even want to suggest that you sell yourself short by avoiding using the best tools available.

### One simple question.

### In 2020, can you leave anything to chance?

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### **Herdbook Services offers hands-on registration capabilities.**

You enter the data, work through any errors, pay the fees; registration will be completed in minutes. No priority handling fee, no hold-ups (unless there are errors or payment is needed) and can be completed any time of the day or night.

#### **Interesting fact:**

90.8% of the animal data is already submitted electronically through Herdbook Services!

#### **Why the encouragement to go online and register the animal yourself?**

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

#### **Need more encouragement to register online?**

1. Normal processing (registration) on paper applications for SimGenetic animals (once received in the ASA office): 3-7 business days (error-free and payment received) depending on the time of year — holiday season could extend turnaround.
2. Mailing services: within three days of processing (registration) plus the length of time for the US Mail service.

#### **The Customer Service Specialists are just a phone call away to assist you.**

1. There are peak times and days where there are large volumes of calls (especially as it closes in on a deadline, you are not alone if you are one who waits until the last minute).
2. If you are unable to get through, feel comfortable leaving a voicemail. Our goal is to return calls as soon as possible, normally within 3-4 hours. If your question can be answered by email, send an email instead of a voice message to:

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

*for general questions  
or priority handling*

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

*for DNA questions or kit requests*

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

*for Total Herd Enrollment (THE)*

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

*to apply for membership or,  
account changes, or annual service  
fee questions*

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

*for Carcass Merit Program (CMP)  
and Carcass Expansion project.*

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

*for ultrasound and barn sheets*

### **To help you plan, here are some items which may hold up registration for a length of time:**

1. **DNA / Genetic Abnormalities / Parental Validation / AI Sire / ET Requirements:** DNA Testing is a standard process without any options to expedite this service.
  - a. Normal DNA Testing: 3-4 weeks for results. Sample failure and misidentified samples doubles this time.
  - b. DNA kit paperwork requests: 48-hour turnaround
2. **Non-Compliance:**  
Total Herd Enrollment breeders: there is a deadline each year where the previous year's calf data must be submitted. You'll be notified of the dams in your herd which need calf data or a reason the cow didn't calve when you go online to submit new registrations. Until this information is completed, no new data will be accepted.
3. **Foundation Registration:**  
Sires registered with other breed associations **MUST** be registered with ASA prior to registering progeny. Other breed dams may be registered with ASA as a Foundation, but it is optional, not mandatory. Normal processing is 10-12 business days (error-free, payment received, DNA requirements completed).
4. **Breeder Signature:**  
If the owner of the dam at the time of conception is different than the person applying for registration, ASA requires the breeder to sign off on the calf you are registering. Make sure the breeder signs the calf's registration application or breeding information is supplied on the transfer of the dam. If the dam was sold with the calf at side, make sure the seller has registered and transferred the calf to you.
5. **Non-payment:**  
Payment is required to complete registrations.



**FASTER**

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### **Priority Handling Processing Service:**

ASA offers priority handling services if you are unable to complete your registration online. If the data is error-free and payment is received, normal turn-

around time for registration is within two business days. There is a priority handling processing fee \$50 per animal. Regular US Mail service is at no charge; however, other mailing services (i.e. FedEx, UPS or Express Mail) will incur additional charges.

# 2020 BIF Conference Status Update

This year's BIF Research Symposium and Convention moves to a virtual event scheduled for the week of June 8.

## PRESS RELEASE

**The Beef Improvement Federation (BIF) Board of Directors along with the Florida 2020 BIF Research Symposium and Convention committee has been closely monitoring the COVID-19 situation, with particular consideration to its effect on this year's convention.**

"Due to increasing concerns around this evolving situation and standing by our commitment to keeping the safety of our participants, volunteers and partners as our top priority — we've made the decision to transition this year's conference to an online format," announces Tommy Clark, BIF president.

BIF leadership is in the process of planning an updated symposium online. At this time the virtual event will be hosted online the week of June 8.

"We realize beef producers still have cattle to breed and people to feed," Clark explains. "Our mission as an organization is intact during this challenging time and we will continue to provide educational programming focused on how the beef industry can enhance value through genetic improvement. We are committed to providing learning opportunities that will help producers continue to improve their bottom line focused on beef improvement."

The BIF Board sends well wishes to our beef industry family during this global pandemic. While details surrounding this transition are still taking shape, BIF is committed to providing an easily accessible, robust online conference experience that eliminates the health concerns which come with travel and face-to-face meetings at this time.

For details regarding the online conference as they develop, visit <http://www.beefimprovement.org>. Prior to and during this year's symposium, be sure to follow the event on social media channels using the hashtag #BIF2020.

Individuals who have registered for the event will be refunded their registration in the next couple of weeks. Please contact the hotel to cancel room reservations. For those who booked flights, please contact your airline to check their refund policy for cancellations due to COVID-19.

"By transforming this into an online event, we'll be doing our part to help promote the health of our country while also ensuring the members we serve are still able to have an engaging and meaningful conference experience," Clark summarizes. "As an organization this also gives us a chance to expand our reach across the US and world with our beef improvement message."

The Beef Improvement Federation (BIF) is an organization dedicated to coordinating all segments of the beef industry — from researchers and producers to retailers — in an effort to improve the efficiency, profitability and sustainability of beef production. The organization was initiated almost 70 years ago to encourage the use of objective measurements to evaluate beef cattle. Continuing the tradition, BIF is now the clearinghouse for developing standardized programs and methodologies for recording of performance data for all traits, from birth weights to carcass traits. Its three-leaf-clover logo symbolizes the link between industry, extension and research. ♦

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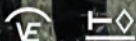
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# Women of ASA

By Lilly Platts

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

*NCSA Executive Secretary Jennie Rucker is one of many influential women in the Simmental community.*

## Jennie Rucker

Jennie Rucker has served as the North Carolina Simmental Association's (NCSA) Executive Secretary for 26 years, seeing the organization and group through decades of success and challenge. She is a lifelong advocate for the Simmental breed, and has helped facilitate numerous events, sales, and youth programs over the years.

The South Carolina native first became involved with the breed during her studies at Clemson University. "I majored in Animal Science and also met my future husband, Phil Rucker, there.



*Jennie and her family after winning the Premier Simmental Exhibitor at the Dixie Classic Fair. Left to right: Jennie, Rae, Christy, Phil and Erin.*

Phil came from a Charolais farm and with him I learned about exhibiting cattle and the purebred cattle business. I also worked for Dr. Carl Thompson at Clemson and through him I learned about the Simmental breed since he also raised them (and still does!). I was

on the Clemson Livestock Judging Team in 1983 and really enjoyed seeing good cattle operations as the team traveled and practiced at many places."

She and Phil moved throughout the south, working various jobs in agriculture before settling back in North Carolina on a Hereford operation. Here, they began a family, and Rucker was approached about leading the NCSA. "After my second child was born, a Simmental breeder asked if I would be interested in working for the North Carolina Simmental Association. This was a part time job that I could do at home without leaving my kids."

The family was also able to start their own herd of cows. "Phil and I were able to purchase our own Simmental cattle after he went to work for the North Carolina Cooperative Extension Service and raise our herd with the Rucker Family Farm (RFF) prefix. We have had some great times in the

breed with all four of our children showing Simmental cattle and even managed to have some grand champions at the State Fair, which was definitely a high point for us. Our oldest daughter, Erin, also had the third top purebred Simmental heifer at the 2007 AJSA Eastern Regional, which definitely is a great memory for us. Now since most of our children are grown, we don't show cattle anymore but have had success by sending our bulls to the state bull test stations where they have been some of the top gaining bulls."

Through the NCSA, Rucker has helped host and co-hosted two AJSA Regional Classics, been a part of one of the longest running state consignment sales, Fall Harvest, and much more. She has also seen the Association through some difficult times. "Our North Carolina Simmental Association has been through some very good times but also some very hard times as most organizations invariably do over time. We were once in bad shape financially but our fellow Simmental producer, Jim Hunt and his wife, Carolyn, stepped up to help our organization in a way that only he could. He just happened to be Governor at the time and came up with the idea that he would hold a fundraiser at the Governor's Mansion to raise money for our organization and establish a junior Simmental scholarship."

Rucker is also thankful for the community the Simmental breed has brought into her life. "In my job as Executive Secretary, I have been very lucky to come to know Dr. Jerry Lipsey, Paulette Cochenour, Nancy Chesterfield, Doug and Debbie Parke, Gordon Hodges, Jim and Carolyn Hunt, and so many other great Simmental producers from our state and also the surrounding states. In my job every year I also get to go to a producer's farm and interview them to write an article for our Simmental spotlight issue of *The Carolina Cattle Connection*. This is one of the favorite parts of my job as I love to visit cattle people and I also love to write! I would like to give a lot of credit to our sale manager, Doug Parke, and his family for really helping us to turn our sale into one that is well-respected and people really look forward to both consigning to our sale and to buying quality genetics from our sale."

Advocating for the larger beef industry is also important to Rucker. "We need to work together to promote that beef is a safe, healthy option and our cattle are very well cared for. One thing our children learned very quickly on the show road was that the cattle get fed and cared for before the family did. Our children grew up eating the cattle that we raised and knowing that was just a part of life. I am very proud to say that all four of my children, Erin, Rae, Jacob, and Christy, do their own part in talking with their peers about the beef industry and explaining the facts, since so many of their friends know nothing about farm life or how our food is raised and grown. I also teach second graders every year about beef cattle during the Farm Animal Days of Yadkin and Davie County."

She encourages those interested in updates on the NCSA like their Facebook page or call her at their office. "I am very blessed to be able to have my job as NCSA Executive Secretary and I hope to be able to continue this job as long as I am able." ♦



*Jennie Rucker manning the NCSA booth at the North Carolina Cattlemen's Conference.*



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# FROM THE HEADQUARTERS



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By Jannine Story, Director of Performance Data Programs

As we all know, there have been many things that have hit the US over the last couple of years: droughts, floods, declining markets, freezing storms, and now COVID-19. Everyone is feeling the effects.

Even with the COVID-19 pandemic, you're still working hard to keep the cattle industry going. As people are dealing with all the different repercussions of this virus, it may force many of us to become resourceful and diversi-

fied. Did your operation switch to an online sale? Are you trimming down your herd size? Planning to market your cattle differently?

Whatever avenue you take to keep your operation alive and profitable, the one thing we can be sure of is raising beef is not going to stop, and the need for progress is going to continue. Whether it is from the DNA world with genomics, finding the correct sires to maximize your breeding program, or collecting phenotypes, all these avenues and others move us forward in developing the best beef possible to feed one and all.

While you may feel overwhelmed by the changes in the world recently, we are here to help you and your customers. ASA has many programs to help you retain the value of your genetics in this difficult time, and partnerships to help your customers show their buyers that their cattle retain value.

We face this time of challenge as those of us in the cattle industry have for centuries: together. Not only will we survive, we will thrive. ♦

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# BULLETINS

## Upcoming 2020 Fall Focus Event

The 2020 Fall Focus board meeting and educational day will be held in Roanoke, VA, August 28 – September 1. The conference headquarters are located at the Hotel Roanoke with a block of rooms available for August 27 – September 1. The special room rate will be available until August 1, 2020, or until the group block is sold-out, whichever comes first.

### Friday, August 27

Bus tours to see local farms, seedstock operations, and Virginia Tech. Buses will leave from the Hotel Roanoke at 12:30 p.m. (no lunch service). The dinner hosted by Virginia Simmental Association will be Friday evening at Virginia Tech's Kentland Farm (about 1-hour bus ride from the hotel).

### Saturday, August 29

Day-long Educational Symposium at the Hotel Roanoke, happy hour with appetizers to follow at the Hotel Roanoke, and dinner on your own.

### Sunday, August 30

Board Meeting begins with open committee meetings

### Monday, August 31

Board Meeting continues with staff and committee reports

### Tuesday, September 1

Board voting

Want to help support 2020 Fall Focus? Contact ASA before June 14 to ensure your sponsorship is highlighted in the July/August issue of *the Register*. Call the office at 406-587-4531 or check out [fallfocus.org](http://fallfocus.org) to find more information.

## AJSA Regional Classics Canceled

All 2020 Regional Classics have been canceled. It was a difficult decision to cancel the Regional Classics, but ASA realizes the safety and well-being of our community is most important. We hope this finds you and your family safe and healthy. We are committed to making 2021 Regional Classics the best yet and look forward to seeing you there.

## AJSA Schedule and Deadlines

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

## 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 WSFF Congress Canceled

The 2020 World Simmental Fleckvieh Federation Congress and National Exposition Program held in Vienna, Austria, has been canceled. For more information go to <http://www.fleckvieh.at/>.

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## Performance Advocate Program Update

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

1. Among the traits included, the program requires record submission on 90% of the contemporary group (rather than 100%) to gather records on nearly the whole herd while allowing for circumstances where records are missed.
2. Establish a two-tier system to qualify. Since additional traits are being added (see point 3) but some of these traits are difficult and/or expensive to collect, there will be a two-tier system for qualifying as a Performance Advocate. If THE herds submit 90% of the records on eight of the 13 traits, they qualify for the first tier. THE herds with 90% of the records on 10 out of the 13 traits qualify for the higher tier system.
3. An additional seven traits have been added to the list of qualifying records in the program (see page 18 for more details). As ASA develops more traits (example, feet/leg scores), they may be added to the Performance Advocate Program. ♦



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By Olivia Branum, Poplarville, MS, Eastern Region Trustee



## Coping With Covid

As I am sure everyone knows, the Covid-19 (coronavirus) is just about the only topic on all media platforms. It's constantly "wash your hands," "stay at home," "stock up and prepare for two weeks in quarantine." I know a lot of us are a little bummed out about our spring breaks turning out like this, but this is uncharted territory for a lot

of people. Even being stuck at home, there are ways to make the best of this situation.

Families all over the country have been forced to stay in their homes together for weeks at a time. A lot of the time this can end very badly with arguments, slamming doors, and teens not coming out of their rooms. However, some families are reconnecting during all this chaos. Some simple family reconnection activities you can try are things such as sitting down at a table together for dinner, playing card or board games, having a movie night, and baking or cooking as a family. Personally, I think my family has had more "at the table" dinners since this started than we have had in a long time. It gets difficult to have

real family dinners every night because there is so much to do. People have jobs, we have cattle to tend to, school work to do, etc. The other night I actually convinced my parents to play a card game that my father's side of the family plays at Thanksgiving every year . . . pretty sure I won. Basically all schools have converted to online classes by now. This means you will have your children captive in your homes and can turn them into your little minions . . . just kidding, please don't do that. Although, you can give them 2-3 small tasks per day to help out around the house. Also, if you consider yourself religious, there is no excuse for you not to go to church now. They're almost all online! Just like online classes, you can stay in the comfort of your own home and listen to or watch the sermon either through Zoom or Facebook Live.

On the other hand, if you are able or must leave your homes, please take social distancing and other health precautions seriously. Whether you have symptoms or not, you could still be a carrier of the virus. We all have loved ones who we would like to protect from this global pandemic. I hope everyone will try to reconnect and stay safe and healthy.

Have fun coping with Covid! ♦

**It was a difficult decision to cancel the 2020 Regional Classic events, but realize the safety and well-being of our community is most important; we hope this finds you and your family safe and healthy. We are committed to making the 2021 the best yet and look forward to seeing you there.**

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## CUTTING EDGE

### K-State Team Develops Faster Test for Shiga Toxin-Producing *E. coli*

Originally published by *Bovine Veterinarian*

Faculty members from the Kansas State University College of Veterinary Medicine have developed a faster, more efficient method of detecting Shiga toxin-producing *E. coli*, or STEC, in ground beef, which often causes recalls of ground beef and vegetables.

“The traditional gold standard STEC detection, which requires bacterial isolation and characterization, is not amenable to high-throughput settings and often requires a week to obtain a definitive result,” said Jianfa Bai, section head of molecular research and development in the Kansas State Veterinary Diagnostic Laboratory.

The new method developed by Bai and colleagues requires only a day to obtain confirmatory results using a Kansas State University-patented method with the partition-based multichannel digital polymerase chain reaction system.

“We believe the new digital polymerase chain reaction detection method developed in this study will be widely used in food safety and inspection services for the rapid detection and confirmation of STEC and other foodborne pathogens,” said Jamie Henningson, director of the Kansas State Veterinary Diagnostic Laboratory.

When ingested through foods such as ground beef and vegetables, STEC can cause illnesses with symptoms including abdominal pain and diarrhea. Some illnesses caused by STEC may lead to kidney failure and can be life-threatening.

“Some *E. coli* strains do not produce Shiga toxins and thus do not affect human health as much,” said Xuming Liu, research assistant professor. “Because cattle feces and ground beef can contain harmless or less pathogenic *E. coli* along with STEC, the most commonly used polymerase chain reaction cannot identify pathogenic *E. coli* strains in a complex sample matrix.”

The new digital polymerase chain reaction test was developed for research and food safety inspections that require shorter turnaround and high throughput, without sacrificing detection accuracy.

“While the current, commonly used testing method is considered to be the gold standard, it is tedious and requires many days to obtain results that adequately differentiate the bacteria,” said Gary Anderson, director of the International Animal Health and Food Safety Institute at the K-State Olathe campus.

### China Developed ASF Vaccine

Chinese scientists have developed a vaccine for African Swine Fever (ASF), blamed for nearly halving the country’s hog herds since breaking out in 2018. Overseen by the Chinese Academy of Agricultural Sciences, laboratory testing at China’s Harbin Veterinary Research Institute found the live vaccine to be safe and effective, the academy said.

ASF led to shortages of pork in China, the world’s largest producer and consumer of the meat, with pork production falling to a 16-year low in 2019, Beijing said in January. As a result, Beijing has made developing an effective vaccine a top priority. Scientists with USDA’s Agricultural Research Service (ARS) in December published research indicating a potential breakthrough vaccine for ASF to be in the works. An American vaccine is likely some years away from being an option for farmers, experts say. ♦



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# INTERNATIONAL

## New Canadian Antimicrobial Resistance Research

By Taryn Milton, originally published by Farms.com

Recent research from Alberta shows antibiotic use in cattle is not related to antimicrobial resistance in humans.

A recent study, published in the academic journal *Scientific Reports*, shows antimicrobial resistance (AMR) in beef cattle is not transmitted to humans.

Dr. Tim McAllister, a research scientist with Agriculture and Agri-Foods Canada, is one of many scientists who have worked on this research for the last four years.

“We call it a One Health study because it really covers all aspects of antimicrobial resistance starting on the farm. In this case, we were focusing on the beef cattle production farms intent for feedlot production. And we follow antimicrobial resistance through the environment directly into the urban area looking at waste coming out of sewage treatment plants out of the cities as well as collecting samples from people out of the hospitals,” he told Farms.com.

The researchers examined whether any linkages existed between antimicrobial resistance in humans and beef cattle. The scientists used indicator bacteria as a way of monitoring the AMR in all areas, said McAllister.

The researchers used two indicator bacteria called *Enterococcus phacelias* and *Enterococcus faecium*. These bacteria cause problems in humans, explained McAllister.

“The first thing we discovered was that the binary species of that bacteria that we find in the cattle is called *Enterococcus hirae*, so it’s actually a completely different species than we find in people or in the sewage coming out of the cities,” said McAllister.

And while the researchers found some presence of *Enterococcus phacelias* and *Enterococcus faecium* in cattle, differences still existed from those bacteria found in humans.

“It probably reflects that bacteria have different challenges depending upon the environment they’re trying to occupy. As a result, they evolve in a matter that enables them to survive within that environment. And because the cattle-production related environment is very different than the hospital environment or the environment associated with a sewage treatment plant, their genomes have evolved separately,” said McAllister.

Basically, AMR in cattle comes from antibiotics used in cattle and AMR in *Enterococcus* bacteria found in humans is the result of antibiotics used in humans.

“This makes a solid indication that that red-hot linkage that’s immediately a huge cause for concern is not there,” said McAllister.

However, researchers will continue to study the topic and McAllister has already started working on more research because bacteria always change.

“Bacteria are continually evolving; we’ve seen that with the coronavirus just recently that everybody is dealing with. Microorganisms can evolve and so that’s why you need to be monitoring these situations on an ongoing basis,” he said. ♦



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# CORPORATE REPORT

## JBS Enters Plant-based Protein Competition

JBS USA, through its start-up Planterra Foods, will launch its own line of plant-based protein products, a few months after deciding to develop meat alternative patties, ground product and flavored meatballs.

The plant-based products under the new OZO brand are made using a proprietary blend of pea and rice protein fermented by shiitake mushrooms. The line is designed to offer more food choices to the growing flexitarian market and is expected to be available to foodservice and retail clubs later this year.

Products contain up to 22 grams of protein per serving and have no cholesterol and less fat, calories, and saturated fat than 80% lean ground beef. JBS's move to enter the alternative protein arena follows the arrival of similar plant-based proteins from Cargill, Tyson Foods, and Marfrig Global Foods since mid-2019.

## Impossible Foods New Deals, Cuts Distributor Prices

Impossible Foods is using new "economies of scale" to establish a new deal involving Halal dishes, new foodservice products, and lower prices for its exclusive distributor. The alternative protein manufacturer announced a deal to provide its plant-based products to The Halal Shack, which offers Afghan-inspired dishes with a "classic American spin."

The company also cut prices it charges its primary distributor by about 15% in the wake of increased production that the company says allows for cost savings. The plant-based products are sold directly to DOT Foods, which operates warehouses across the country and sells the Impossible Foods products to other food distributors. Impossible Foods is asking those distributors to pass along the savings to its customers, adding that the discounts do not apply to its retail products that currently are found in about 150 stores.

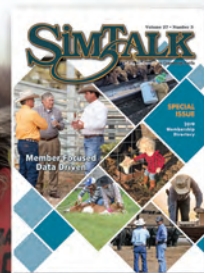
## Tyson Investigating Decapitation Accident

A worker employed by an outside contractor to clean equipment at Tyson Foods' plant in Eufaula, AL, died as the result of decapitation while on the job, a coroner shared in a news statement. While performing his job he was caught in what was described as a pinch point on the machinery.

The worker, Carlos Lynn, 39, was pronounced dead at the scene at about 5:50 p.m. The accident occurred just over an hour before that, Chapman said. According to the news release, the US Occupational Safety and Health Administration is investigating the accident. A Tyson spokesman said the company is also conducting an investigation. ♦

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Rebecca Price  
rprice@simmgene.com

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## MENU MORSELS

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

### Cajun Beef Burgers

#### Ingredients:

- 1 lb. ground beef
- ¼ tsp. ground black pepper
- tsp. ground red pepper
- 1 tsp. regular vegetable oil
- 4 crusty hamburger buns, split and lightly toasted
- 2 to 4 tbsp. chopped fresh parsley

#### Cajun sauce

- 2 tsp. garlic-flavored or regular vegetable oil
- 1 large yellow onion, thinly sliced
- ½ tsp. salt
- 1 can (12-14 ounces) Cajun-style stewed tomatoes, undrained
- ½ tsp dried thyme leaves, crushed

#### Directions:

1. For sauce, heat oil in a large saucepan over medium heat until hot. Add onion and salt; cook and stir over low heat 10 minutes or until onion is golden brown. Add tomatoes and thyme; bring to boil. Reduce heat; simmer 5 to 10 minutes or until sauce thickens slightly.
2. Meanwhile, lightly shape ground beef into four ½ inch thick patties. Sprinkle both sides of patties evenly with black and red peppers; brush lightly with 1 tsp oil.
3. Heat a large heavy nonstick skillet over medium heat for 5 minutes. Place patties in skillet; cook 10 to 12 minutes to medium (160(F) done-ness), until not pink in center and juices show no pink color, turning once.
4. Spoon ½ of sauce evenly onto bottom halves of buns, top with patties. Spoon remaining sauce evenly over patties; sprinkle with parsley. Close sandwiches. Serve immediately.

**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.

## 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. If two heterozygous-polled animals are mated, what percentage of their progeny would you expect to be horned?
2. How does overfeeding of young heifers affect subsequent milk production?
3. What is the term for animals with large, bulging muscles, particularly in the rear quarter and forearm?
4. What disease often results in young animals where there is weak or faulty bone formation because they have not received adequate vitamin D?
5. What is the effect of a bull's increased progeny numbers on the accuracy values for a trait?
6. What is the common name for an animal's condition whereby it has ingested some sharp metal object, which then penetrates the digestive tract?
7. What is the term used to describe the weight an animal gains at a higher-than-normal rate after having been deprived of adequate nutrition?
8. With regard to dressing percentage what would you expect of a bull carcass compared to that of a steer?
9. Give two common names for the cross between the American Bison and domestic cattle?
10. What is the terminology for a calf born tail-first?

#### Answers:

1. 25%; 2. Extra fat is deposited in the udder leading to decreased milk production; 3. Double-muscling; 4. Rickets; 5. Accuracy also increases; 6. Hardware disease; 7. Compensatory gain; 8. Bulls have a lower percentage; 9. Beefalo and Cattalo; 10. Breach birth

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# BEEF BUSINESS

## Reimagining Liver Health In Beef Cattle

By Miranda Reiman, *Certified Angus Beef, Feeding Quality Forum*

Undetectable diseases are hard to cure. You can't look at a pen of feedyard cattle and know which ones have liver abscesses. Even technologies like ultrasound or blood tests don't uncover it.

"It's just impossible to detect that in a live animal," said Scott Laudert, who studied the condition for years in his long-term role as a ruminant nutritionist with Elanco. "It's a silent disease."

He presented, "Liver abscesses: New thinking on an old topic," at the Feeding Quality Forum, in Amarillo, Texas, in 2019. Laudert, now retired, discussed the challenge, management practices and areas of needed research.

"It's estimated that the annual liver and visceral loss to the packer is in excess of \$60 million," he said. The livers themselves are only worth a few dollars, so the main cost is trimming adjacent tissue and the time and labor that takes.

The Elanco Liver Check Program data from 2014 to 2018 shows that 18% of fed steers experience abscesses. That's higher on Holsteins, at 49%, with 29% severe.

"Minor abscesses don't affect the performance," Laudert said. "The liver is a very resilient organ in the body. Those small abscesses, it can just work right around them, regenerate itself where they might be taking up space and the cattle will perform just normally."

Of the cattle affected, perhaps a third will fall into the "severe" category, he said. The data say that's when feed intake typically drops 5%, with daily gains and carcass weight falling by up to 10%.

The animals themselves might not even feel the disease at work in their bodies.

A recent Colorado study showed no difference in eye temperature, hair cortisol levels or mobility scores as cattle with abscesses exited the chute, compared to those without. Additional study is needed, but in this

case, the research suggests "liver abscesses are not causing any welfare or wellbeing issues with cattle in the feedlot," he said.

Yet, it's a shared concern for both cattlemen and consumers as antibiotics are used to prevent and treat the problem today.

"This is not something we can take lightly," commented John Stika, president of Certified Angus Beef LLC. "As we are committed to making sure human and livestock health concerns are addressed simultaneously, this is a place we need to look to make improvements as an industry. But it's not as easy as turning off the switch. If tylosin is not available tomorrow, cattlemen don't have another option."

The beef community can't compromise animal care, so the balance lies in finding new solutions, he said.

### How, why, and what to do

Grain-finished cattle often experience a buildup of lactic acid and volatile fatty acids (VFAs), lowering the rumen pH. The resulting acidosis keeps the good bacteria from growing while damaging cells in the rumen wall.

"Bacteria will begin to attack the inner portion of the rumen wall and gain access to the liver," Laudert said. Moreover, the rumen-wall abscesses open the bloodstream to those bacteria, which the liver then must filter out.

Two main, virulent bacterial culprits flourish in the lactic-acid-filled environment. "So we know which two bacteria we need to deal with," he said. "We just need to figure out how to deal with them."

Since 1973, that primary source of control has come through the antibiotic tylosin, marketed as Tylan.

If it were taken off the market tomorrow, liver abscesses in feedyard cattle would undoubtedly increase, Laudert said.

Tylan is effective, but as antibiotic-resistance concerns and conversations continue, its future is not assured, so research for different solutions is necessary.

"This is one of those problems we thought we'd solved, but in the era of

antimicrobial resistance, it's probably time to re-solve it," Stika said. "If you're only relying on tylosin today, I think you're on borrowed time."

Today, Elanco is working to keep herd health products available to cattle feeders, but looking to the future, half of its food animal research and development budget is allocated to finding alternatives to shared class antibiotics.

Other options may include everything from new products like "essential oils," to vaccinations and new feeding management strategies.

"Cattle are generally predisposed to development of abscesses very early in the feeding period," Laudert said. "If you're going to control liver abscesses, you need to start day one or just as soon as possible or the train will have left the station and a lot of your efforts will be to no avail."

That could mean including tylosin in warmup rations, but tapering off and not feeding it the last few weeks before harvest, he said. Bunk management makes a difference, too: limit-feeding and slick-bunk management may contribute to the challenge.

"They need to be managed so they don't get too hungry, don't overeat and don't produce a lot of lactic acid in their rumen," Laudert said. "Anytime we have cattle that are backed up waiting for the feed truck to come along is another opportunity for acidosis to occur."

Different classes of cattle and spring-time finishing may also factor in.

Cattle bred for higher feed intake and capacity to gain tend to see higher incidences, as do those harvested in March through May.

"I call that the spring feeding frenzy," he said, when daylight and temperatures increase. "We see this in wild animals. We see it in beef cattle. Pretty much any kind of animals increase their intake during the spring, and I believe that's causing the abscess differences. So if some sort of control measure can be applied, that would be the time to do it."

Laudert said there's work going on at universities and in industry that could unlock solutions to this long-standing challenge.

“If we can come up with an option that will reduce lactic acid production and enhance lactic acid utilization in the rumen, then we can control those bacteria,” he said. “It’s going to take some outside-the-box thinking among feedyard managers and nutritionists and veterinarians.”

Undetectable diseases are hard to cure . . . but perhaps not impossible.

## Milk, It Does the Beef Industry Good

By Tom Johnston, originally published by *Meatingplace*

Advancing technology and breeding practices in dairies have produced more calves to the benefit of the beef industry in the form of more Prime and Choice grade product, a development that can be more mutually beneficial when beef and dairy pro-

ducers bridge the economic, business and cultural gaps between the two industries, according to the new RaboResearch report, “Dairy Calves Get a Beef Makeover.”

The development comes as dairies increasingly breed a share of their cows with beef-breed bulls to diversify their income streams. Using genetic selection enables dairies to be much more efficient in developing desired herd replacements. Moreover, the crossbred cattle are creating high-quality carcasses desired by meat processors.

“Careful management and experience are driving success, and performance is starting to explode, as the industry improves its understanding of the best genetic matches and how to manage and feed beef-on-dairy calves,” said report author, Don Close, senior animal protein analyst with Rabo AgriFinance, in a news release. “But, the relationships between buyers and sellers will be crucial.”

The report notes existing gaps between dairy producers and cattle feeders in their opinions on breeding goals and management, as well as on pricing.

“Success will require cattle feeders and dairy producers to form relationships and communicate expectations,” Close says. “I expect the supply of beef-on-dairy calves to increase significantly in 2020 and continue to climb over the next three to five years to a level where more than 10% of cattle in US feed yards will be beef-on-dairy crosses.”

The report also notes the sustainability benefits of the changes.

As Close explains, “Compared to conventional dairy calves, beef-on-dairy animals are more efficient feed converters, reach full weight three to four months earlier, and have a higher percentage of red meat yield. This system reduces greenhouse gas (GHG) emissions for the cattle industry.” ♦

**Fall Focus in Virginia is Postponed until 2021**

Due to the uncertainty of public health recommendations on gatherings in the face of the COVID-19 pandemic, Fall Focus hosted in Virginia will be postponed one year to 2021. The Fall Focus planning committee has a tremendous line up of attractions including organized local beef tours, mule rides, live music, and an educational session drawing on the local expertise at Virginia Tech. This will be an even better event with another year to allow for more certainty in travel and social distancing concerns. We look forward to seeing our Simmental family in person in Virginia in August of 2021.

Watch for details on the 2020 Fall board meeting in eNews, online, and in the July/August issue of *the Register*.

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# SALE RESULTS

## Double J Farms 46th Annual Bull Sale

January 25, 2020 • Garretson SD

No.	Category	Average
52	SM Bulls	\$4,747

**Sale Staff:** Colton Buus; Ted Souvignier, SFRL; Jared Sutton and Phil Eggers.

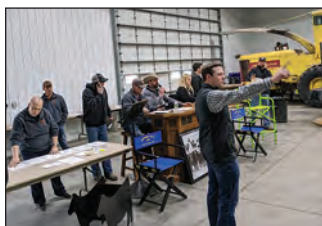
### High-Selling Lots:

- \$31,000** – PB SM, “KRJ Dakota Outlaw G974,” s. by Turnpike, sold to Beitelspacher Ranches, Bowdle.
- \$9,250** – PB SM, “DJF G9166,” s. by Turnpike, sold to Kappes Simmental, Long Lake.
- \$9,000** – PB SM, “KRJ Supreme G901,” s. by Black Hawk, sold to Begger’s Diamond V Ranch, Wibaux, MT.
- \$7,250** – PB SM, “KRJ G9162,” s. by Turnpike, sold to Steve Fallgater, Driscoll, ND.

**Comments:** Bulls sold into six states including: IA, ND, NE, MN, MT and SD.



(L-R): Kipp Julson, Ted Souvignier and Emily Souvignier.



Taking bids.



Inside the sale facility.

## Werning Cattle Company 39th Annual Production Sale

February 11, 2020 • Emery, SD

No.	Category	Average
10	SM and SimInfluenced Stud Bulls	\$44,000
93	SM and SimInfluenced Yearling Bulls	7,158
34	SM and SimInfluenced Strong-Aged Bulls	6,137
105 ½	SM and SimInfluenced Females	6,036
242 ½	SM and SimInfluenced Lots	\$8,046

**Auctioneers:** Dustin Carter, SD; and Jered Shipman, TX.

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

**Marketing Representatives:** Val Eberspacher (EE); Derek Vogt (EE) NE; Jim Scheel, *Cattle Business Weekly*, SD; Randy Rasby, *Livestock Plus*, NE; Matt Macfarlane, *CA Cattleman*, CA; Ryan Johnson, SD; Justin Dikoff, DV Auction, SD; Chris Beutler, *Midwest Messenger*, NE; Scott Dirk, *Tri-State Livestock News*, SD; Colby Taber, SC Online Sales, IA; Jered Shipman, TX; Kelly Schmidt, MN; Mitch Armitage, OK; Allen Hjertass, Canada; and Mike Marlow, OK.

### High-Selling Lots:

- \$120,000** – PB SM Bull, “W/C CEO 005G,” s. by CDI CEO 281D, sold to Harrell Cattle Company, Carthage, MO.
- \$95,000** – PB SM Bull, “W/C Turnpike 29G,” s. by Rubys Turnpike 771E, sold to Western Cattle Source, NE; Steve Knight, MO; Stanley McElroy, GA; Sandeen Genetics, IA; and Reimann Ranches, SD.
- \$70,000** – 1/2 interest in SimAngus™ Bull, “W/C Right Now 65G,” s. by Mr SR 71 Right Now E1538, sold to Windy Creek Cattle Company, Spencer.
- \$55,000** – 1/2 interest in Open Female, “W/C Miss Werning 899F,” s. by W/C Bankroll 811D, sold to Spud Gustin, West Union, OH.
- \$28,000** – PB SM Bull, “W/C Relentless 007G,” s. by W/C Relentless 32C, sold to Double Bar D Farms, Grenfell, SK.
- \$24,000** – PB SM Bull, “W/C Prime Example 4014F,” s. by CDI Prime Example 310D, sold to J Folsom, Rexburg, ID.
- \$23,000** – SimAngus Bull, “W/C Bankroll 002G,” s. by W/C Bankroll 811D, sold to Terry Acton, Holmesville, NE.
- \$22,500** – SimAngus Bull, “W/C Turnpike 672G,” s. by Rubys Turnpike 771E, sold to Gilliland Livestock, Davis, CA.

**Comments:** Also selling were seven Angus Bulls at an average of \$6,000; five Red Angus Bulls at an average of \$4,600; four Angus Females at an average of \$2,475; nine Embryo lots at an average of \$6,528 (\$794/egg); and one CEO Semen Lot for \$3,875 (\$129/straw).



Brandon and Lonny Reck, Reck Brothers-N-Sons made the trip north from Blakesburg, Iowa.



Dale Werning introduces his family.



Scott Trauernicht, Trauernicht Simmental evaluating the W/C offering.



Portable panels help with display of the offering.

## Lassle Ranch Simmentals Production Sale

February 13, 2020 • Glendive, MT

No.	Category	Average
29	PB Bulls	\$6,629
61	1/2 Blood Bulls	4,725
25	3/4 Blood Bulls	4,600
3	Low Percentage Bulls	3,500
118	Total Bulls	\$5,045
10	Registered Bred Females	\$4,900

**Auctioneer:** Roger Jacobs, MT

(Continued on page 44)



**KBHR Cimarron**  
**ASA# 3499731**  
**2020 CMP Sire**

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

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

# SALE RESULTS

continued

## Lassle Ranch Sale (Continued)

### High-Selling Lots:

- \$19,000 – PB Bull, “LRS 442G,” s. by Hook’s Eagle 6E, sold to Hansen Simmental, Ryder, ND.
- \$13,000 – PB Bull, “LRS 213G,” s. by Hook’s Baltic 17B, sold to Kenner Simmentals, Leeds, ND.
- \$9,500 – 1/2 Blood Bull, “LRS 790G,” s. by LD Capitalist 316, sold to Cal Davison, Miles City.
- \$9,000 – PB Bull, “LRS 3285G,” s. by Hook’s Baltic 17B, sold to Tom Tuhy, Dunn Center, ND.
- \$9,000 – 3/4 Blood Bull, “LRS 503G,” s. by LBR New Front 0211, sold to Perhus Brothers, Marshall, ND.
- \$7,500 – PB Bred Female, “LRS Ms. 3C Pasque 8035F,” s. by 3C Pasque 4331B, bred to WS Proclamation E202, sold to J/C Simmental Claire, MI.

**Volume Buyers:** Log Cabin Ranch, MT; Perhus Brothers, ND; and Larry Singleton, MT.

**Comments:** Cattle sold into seven states including: IN, MI, MN, MT, ND, WA and WI.



Looking over the offering.



Clay Lassle introducing the Lassle Family prior to the sale.

## 7P Ranch’s 26th Annual Spring Bull and Female Sale

February 15, 2020 • Tyler, TX

No.	Category	Average
3	Two-Year-Old SM and SimAngus Bulls	\$3,967
42	Yearling SM and SimAngus Bulls	2,686
5	SM and SimAngus 3-N-1s	2,800
14	SM and SimAngus Pairs	2,436
9	SM and SimAngus Bred Females	2,089
10	SM and SimAngus Open Heifers	1,390
1	F1 Simbrah Pair	1,300
13	F1 Simbrah Bred Heifers	1,723
27	F1 Simbrah Exposed Heifers	1,769
5	F1 Simbrah Open Heifers	1,780
129	Total Lots	\$2,216

**Auctioneer:** Mark Tillman, Junction  
**Sale Consultant:** Warren Garrett, Canton

### High-Selling Lots:

- \$6,000 – SimAngus Bull, “Mr 7P F195,” s. by TJ Omaha 378A, sold to WWW Ranch, Vidor.
- \$5,300 – SimAngus Bull, “Mr 7P E339,” s. by JBS Big Casino 336Y, sold to Ott Ranch LLC, Gladewater.
- \$4,200 – PB SM Pair, “Miss 7P E385,” s. by TJ Northward 573C, Heifer Calf s. by Mr. 7P D290, sold to Tracy Lirette, Conroe.
- \$3,500 – SimAngus 3-N-1 Pair, “Miss 7P D216,” s. by EF Complement 8088, Heifer Calf s. by Hook’s Beacon 56B, sold to Wesley Logsdon, Nancy, KY.
- \$1,900 – F1 Simbrah Open Heifer, “Miss 7P F460,” s. by Mr. Kallion 1352, sold to Cogswell Farms, Joaquin.

**Volume Buyers:** Wesley Logsdon, Nancy, KY; and Kenneth Tong, Atlanta.

## MidAmerica Simmental Sale

February 22, 2020 • Springfield, IL

No.	Category	Average
40	Total Lots	\$3,256

**Auctioneer:** Cody Lowderman, IL  
**Sale Manager:** DP Sales Management LLC, KY  
**Sale Staff:** Brett Sayre, Chris Smith and Roger Holstrum  
**Sale Chairman:** John Bauer

### High-Selling Lots:

- \$10,000 – Open Female, “CLAC Ms Honey 469G,” s. by SC Pay The Price, cons. by Campbell Land and Cattle and Jeff Paulson, sold to Wilson Farms, KY.
- \$8,600 – Open Female, “RS Antoinette 769G,” s. by CDI Innovator, cons. by Rincker Simmentals, sold to Ann Weber, IL.
- \$6,000 – Bull, “JLR Resolution 362G,” s. by W/C Relentless 32C, cons. by Russell Land and Cattle, sold to Wilson Farms, KY.
- \$5,300 – Bred Female, “Blaze Barbara CJK,” s. by CAJS Blaze of Glory, bred to W/C Nightwatch, cons. by Jim Kinsella, sold to George Lukach, IL.
- \$5,000 – Bred Female, “FC Annie K F892,” s. by Mr. TR Hammer 308A ET, bred to Rubys Battle Cry, cons. by Fox Creek Simmental, sold to Bar QH Simmental and Shipwreck Cattle, IL/TX.
- \$4,200 – Open Female, “MC14 Bebe 269G,” s. by PAL/CLAC Meant To Be, cons. by Malone Cattle Company, sold to Russell Emken, IL.
- \$4,000 – Open Female, “Bar QH Driver G627,” s. by WAGR Driver 706T, cons. by Bar QH Simmentals, sold to Moore Land and Cattle, IL.
- \$3,900 – Open Female, “RS/BR Hairetta 443G,” s. by KCC1 Exclusive, cons. by Rincker Simmentals, sold to Brent Peterson, IL.
- \$3,700 – Open Female, “Down F Tammy 902G,” s. by W/C Relentless, cons. by Aaron Down, sold to Joseph Richey, IL.



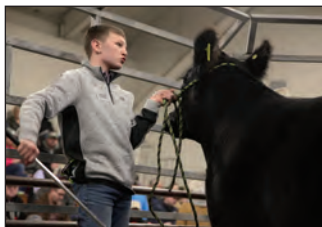
The sale aisle was bustling.



The seats were full once again for the MidAmerica Sale.



Longtime IL Breeder Jim Woods took in the sale.



Breeders from across the state offered up their best.

## 18th Annual Gold Bullion Sale

March 1, 2020 • Wamego, KS

No.	Category	Average
53	SM and SimAngus™ Bulls	\$4,292
12	SimInfluenced Female/Embryo Lots	3,258
65	Total SimInfluenced Lots	\$4,101

**Auctioneer:** Garren Walrod, KS  
**Sale Manager:** Gold Bullion Group, KS

### High-Selling Lots:

- \$11,250** – Bull, “SFI Summit,” s. by ACLL Fortune 393D, sold to David Newby, KS.
- \$9,000** – Bull, “SFI Reward G52D,” s. by SC Pay the Price C11, sold to Ron and Amy kahl, MO.
- \$8,750** – Bull, “SFI M4 High Rewards 953G,” s. by CLRS Dividend 405D, sold to Ron Gilliland, CA.
- \$7,500** – Bull, “M4 Predictable 956G,” s. by GAR Sure Fire, sold to Select Sires, OH.
- \$7,250** – Bull, “M4 Alum 957G,” s. by SDS Graduate 006X, sold to Doug Schmitt, KS.
- \$7,000** – Bull, “SFI M4 Unequaled 952G,” s. by W/C Executive Order 8543B, sold to Dan Seedorf, CO.
- \$6,750** – Female, “SFI miss Now You Found Me G7D,” s. by Hook’s Bounty 6B, sold to Chad Barker, MO.
- \$4,800** – Female, “HWGW Evey E9-909,” s. by TL Bottomline, sold to Myron Stroup, KS.

**Comments:** Consignors include: Brooks Simmentals, Marple Farms, McCracken Livestock, Mid-Am Genetics, Parsons Livestock and Schaake Farms. Cattle sold into six states including: CA, CO, KS, MO, NE, and TX.

## Doll Ranch 40th Production Sale

March 3, 2020 • Mandan, ND

No.	Category	Average
65	Yearling SM Bulls	\$4,492
3	Yearling Open SM Heifers	3,167
68	Total SM Lots	\$4,434

**Auctioneer:** Lynn Weishaar, SD  
**Marketing Representatives:** Colt Keffer, *Charolais Journal*; Donny Leddy, *Cattle Business Weekly*; Kirby Goettsch, *Farm and Ranch Guide*; and Scott Dirk, *Tri-State Livestock News*.  
**Representing ASA:** Perry Thomas

### High-Selling Simmental Lots:

- \$17,000** – Red Bull, “DCR Mr Gizmo Red G380,” s. by RFS Bulletproof B42, sold to Mandan Lake Ranch, Center.
- \$11,000** – Red Bull, “DCR Mr. Decided G160,” s. by WBF Decided D095, sold to Kathryn Henke, Hannover.
- \$9,000** – Red Bull, “DCR Mr. All Around G142,” s. by WS All Around B80, sold to Jim Smith, Eagle Rock, VA.

**\$3,500** – Black Open Heifer, “DCR Ms. Denial G87,” s. by Spring Creek Denali 21E, sold to Conner Kaelberer, New Salem.

**Comments:** Also selling were 100 Yearling Charolais Bulls at an average of \$5,388; and five Yearling Open Charolais Heifer at an average of \$5,100.



Doll Family being introduced prior to the sale.



Good crowd on hand.

## Keller Broken Heart Ranch’s Annual Production Sale

March 5, 2020 • Mandan, ND

No.	Category	Average
83	Bulls	\$5,017
53	Heifer Calves	1,854
2	Special Female Lots	26,500
1	Flush Lot	14,500
9	Embryo Lots	1,100
148	Total Lots	\$4,000

**Auctioneer:** Tracy Harl, Wellington, CO

**Marketing Representatives:** Scott Ressler, North Dakota Stockman’s Association; Dennis Ginkens, *Tri-State Livestock News*; Kris Peterson, Special Assignment; Kirby Goettsch, Lee AgriMedia; Logan Hoffmann, DVAuction; and Marty Ropp, Allied Genetic Resources.

**Representing ASA:** Russ Danielson

### High-Selling Lots:

- \$38,000** – Pick of the KBHR High Road x Bar CK 106Z Daughters, sold to Nickeson Simmentals, Astoria, SD; and Irvine Ranch, Manhattan, KS.
- \$29,000** – PB SM Bull, “KBHR G104,” s. by WS All Aboard, sold to Jared Dalling, Hammer ID; and All Beef LLC, Normal, IL.
- \$15,000** – Bred Female, “KBHR Matron of Honor F202,” s. by Hook’s Beacon, bred to TJ Heisman, sold to Iron Creek Cattle Company, Dubuque, IA.
- \$14,500** – Flush out of, “WS Miss Sugar C4,” sold to Clear Water Simmentals, Milan, IN; and Hilltop Simmentals, Worthing, SD.
- \$13,000** – 3/4 SM Bull, “KBHR G136,” s. by KBHR Wentz, sold to Werning Cattle Company, Emery, SD.
- \$12,000** – PB SM Bull, “KBHR G087,” s. by KBHR High Road, sold to Wildberry Farms, Hanover, IL.
- \$12,000** – PB SM Bull, “KBHR G227,” s. by KBHR Sniper, sold to Steffan Simmentals, Killdeer.
- \$11,000** – PB SM Bull, “KBHR G014,” s. by KBHR High Road, sold to Iron Creek Cattle Company, Dubuque, IA.
- \$10,000** – PB SM Bull, “KBHR G137,” s. by KBHR High Road, sold to 3C Christensen Simmentals, Wessington, SD.

(Continued on page 48)

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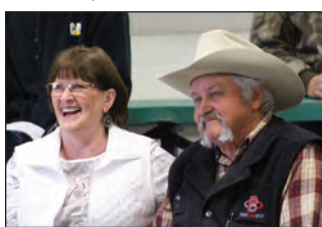
# SALE RESULTS

continued

## Keller Broken Heart Sale (Continued)



Tom Hook (left) and Neil Nicholson viewing the offering.



Jim Nickeson, former ASA Board President, purchased a high-selling heifer.



Marty Ropp, Allied Genetic Resources.



Sale offering on display.



Steve Eichacker visits with long-time sale partner Jeff Kapperman.



Tracy Harl, (left) with volume-buyer, Jason Hoffman, Thedford, NE.



Ron Demers is a long-time customer of the ES program.



Capacity-crowd fills the barn.

## Eichacker Simmental Bull and Female Sale

March 6, 2020 • Salem, SD

No.	Category	Average
90	SM and SimInfluenced Bulls	\$5,026
35	SM and SimInfluenced Breds	3,846
125	SM and SimInfluenced Lots	\$4,696

**Auctioneer:** Tracy Harl, NE

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

**Marketing Representatives:** Val Eberspacher (EE); Jim Scheel, *Cattle Business Weekly*, SD; Randy Rasby, *Livestock Plus*, NE; Jeff Kapperman, *Tri-State Neighbor*, SD; Dustin Carter, SD; Chris Effling, SD; Marty Ropp, Allied Genetic Resources, IL; Rocky Forseth, Allied Genetic Resources, MT; and Justin Dikoff, DVAuction, SD.

**Representing ASA:** Colton Buus

### High-Selling SimInfluenced Lots:

- \$19,000** – PB SM Bull, “ES GZ33,” s. by WS Proclamation E202, sold to Windy Creek Cattle Company, Spencer.
- \$11,500** – 3/4 SM 1/4 AN Bred Female, “ES F47,” s. by CDI Innovator 325D, bred to TJ High Plains 986E, sold to Cody Lafrentz, Thedford, NE.
- \$10,500** – 1/2 SM 1/2 AN Bull, “ES GX46,” s. by TJ Main Event 503B, sold to Hall Stock Farm, Berhtold, ND.
- \$10,000** – 3/4 SM 1/4 AR Bull, “ES GB44,” s. by WS All Aboard B80, sold to Hale Ranch, Perrytown, TX.
- \$9,500** – 1/2 SM 1/2 AN Bull, “ES GE28,” s. by TJ Frosty 381E, sold to Cable C-Cross Ranch, Pukwana.
- \$9,500** – 1/2 SM 1/2 AN Bull, “ES GZ26,” s. by TJ Frosty 318E, sold to Milton and Marion Limes, Marison, ND.
- \$9,000** – 5/8 SM 3/8 AN Bull, “ES GB 101-1,” s. by Hook’s Eagle 6E, sold to Jeff Miller, Mt. Vernon.
- \$8,750** – 3/4 SM 1/4 AR Bull, “ES GE55,” s. by CDI Perspective 238A, sold to Eagle Pass Ranch, Highmore.

**Comments:** Guest consignor was JK Angus. Also selling were five Red Angus Bulls at an average of \$3,700; five Angus Bulls at an average of \$4,050; and four Red Angus Breds at an average of \$2,900.

## Cason’s Pride and Joy Simmentals Performance Bull Sale

March 7, 202 • Russell, IA

No.	Category	Average
58	SM and SimInfluenced Bulls	\$4,000

**Auctioneer:** Dustin Carter, SD

**Sale Manager:** Eberspacher Enterprises Inc., Marshall, MN

**Marketing Representatives:** Val Eberspacher (EE); Kent Jaecke, OK; Austin Brandt, *Midwest Marketer*, IA; Joel Edge, *Midwest Marketer*, IA; Curt Peterson, IA; Tony Ballender, IA; Dr. Dewy Nibe, IA; Dr. Ryan Howard, IA; Seth Houston, IA; and Mariah Miller, LiveAuctions.TV, IA.

### High-Selling Lots:

- \$6,000** – “Cason’s Mr. Bronco G78Z,” s. by CCR Cowboy Cut 5048Z, sold to Stuart Debruin, Albia.
- \$6,000** – “Cason’s Mr. Burr Oak G99A,” s. by TJ Main Event 503B, sold to Mike Ellis, Ottumwa.
- \$5,750** – “Cason’s Mr. Rutland G438,” s. by TJ Main Event 503B, sold to Jim Motis, Davis City.
- \$5,600** – “Cason’s Mr. Declaration G383,” s. by GLS Declaration D611, sold to Chris Iverson, Malcom.
- \$5,500** – “Cason’s Mr. Fillmore F8C,” s. by Hook’s Yellowstone 97Y, sold to Donnie Miller, Bloomfield.
- \$5,500** – “Cason’s Mr. Dallas G95A,” s. by GLS Declaration D611, sold to Justin Moore, Keswick.
- \$5,500** – “Cason’s Mr. Stanley G404,” s. by Koch Big Timber 685D, sold to Scott Blomgren, Lovilia.
- \$5,500** – “Cason’s Mr. Gifford G7U,” s. by W/C Rapid Fire 2101C, sold to Scott Blomgren, Lovilia.



Host Denny Cason visits prior to the sale with Daniel Datwieller and his son, Perkins Land and Cattle.



Steve and Mike Kingery are repeat customers of the Cason program.



Mike Baldwin studied the catalog prior to the sale.



Bryan Reed and daughter Ashlyn pictured with Denny Cason.

## Kentucky Beef Expo Sale

March 7, 2020 • Louisville, KY

No.	Category	Average
45	Total Lots	\$2,725

**Auctioneer:** Bruce Miller, GA  
**Sale Manager:** DP Sales Management, LLC, KY  
**Sale Staff:** Tommy Carper, Jacob Schwab and Gene Steiner

### High-Selling Lots:

- \$6,250 – Bred Female, “Rocking P Erica F102,” s. by Rocking P Legendary, bred to Stevenson Turning Point, cons. by Rocking P Livestock, sold to Adam Andrews and Darryl Freeman, GA.
- \$5,750 – Open Female, “SBC Just Cruisin 730G,” s. by WLE Uno Mas, cons. by Stephens Beef Cattle, sold to Triple C Farm, TN.
- \$5,650 – Open Female, “Sycamore Barbie Doll G49,” s. by HPF Quantum Leap, cons. by Sycamore Genetics, sold to Stanfield Farms, OH.
- \$5,500 – Open Female, “B&K Alice 41G,” s. by HPF Right To Love 365D, cons. by B&K Farms, sold to Bowman Brothers, KY.
- \$5,000 – Open Female, “B&K/IVS Turn to Love 337G,” s. by Rubys Turnpike, cons. by B&K Farms and Ivie and Sons Simmentals, sold to David King, IN.
- \$4,200 – Open Female, “CHCS Roxanne,” s. by K-Ler Kingsman 610D, cons. by Colton Hudgins, Donn Powers, TN.
- \$4,150 – Bull, “NXT Crossroad G910,” s. by OBCC Pays 2 Believe 930B, cons. by Next Generation Farms, sold to Chris Martin, KY.
- \$4,000 – Bull, “HLVW Better Baby 1919,” s. by LLSF Better Believe It D64, cons. by Hillview Farm, sold to Steven King, KY.

## Trinity Farms’ 18th Annual Bull Sale

March 7, 2020 • Ellensburg, WA

No.	Category	Average
106	Yearling SimAngus™ Bulls	\$6,875
16	Fall Bulls	6,750
122	Total SimInfluenced Bulls	\$6,859
30	SimAngus Open Heifers	\$1,720

### High-Selling SimInfluenced Lots:

- \$14,500 – “TFS Eagle 9662G,” sold to Dan Whitley, Brewster.
- \$13,000 – “DD/TFS Main Event 8723F,” sold to 4S Ranch, Yamhill, OR.
- \$12,750 – “TFS Eagle 9646G,” sold to Stingley Ranch, Ellensburg.
- \$12,000 – “SHEL Eagle 9712G,” sold to C&C Farms, Ephrata.

**Comments:** Also selling were 24 Yearling Angus Bulls at an average of \$5,470; and two Angus Open Heifers at an average of \$1,700. The annual donation heifer sold for \$2,500.

## Tennessee Beef Agribition

March 14, 2020 • Lebanon, TN

No.	Category	Average
39	Total Lots	\$2,833

**Auctioneer:** Tommy Barnes, AL  
**Sale Manager:** DP Sales Management LLC, KY  
**Sale Staff:** Chuck Groves and Jack Hedrick  
**Sale Consultant:** Dalton Lundy

### High-Selling Lots:

- \$6,000 – Bred Female, “B&K Joys Undeniable,” s. by HPF Quantum Leap, bred to W/C Relentless, cons. by B&K Farms, sold to Sunset Oak Simmentals, TN.
- \$6,000 – Open Female, “Tylertown 24G,” s. by OBCC CMFM Deplorabull, cons. by Tylertown Simmentals, sold to Eggersman Brothers, IN.
- \$5,900 – Bred Female, “Tylertown S7E,” s. by Mr. CCF 20-20, bred to Deplorabull, cons. by Tylertown Simmentals, sold to Circle T Farms, TN.
- \$5,500 – Open Female, “Miss PVF Gwenevere,” s. by LLSF Pays To Believe, cons. by Peaceful Valley Farm, sold to Nickle N Dime Farm, SC.
- \$5,250 – Open Female, “B&K Mrs. Red Jewel 192G,” s. by W/C Bankroll 811D, cons. by B&K Farms, sold to Brady Klatt, WI.
- \$5,000 – Open Female, “VS Glinda 418 G,” s. by STCC Womack, cons. by Samantha Roberts, sold to Gibson Priest and 3J Farms, GA.
- \$5,000 – Open Female, “B&K Dash of Fame 137G,” s. by CDI Innovator, cos. by B&K Farms, sold to Thompson Biggar, TN.

## Gonsior Simmentals In The Heartland Sale

March 15, 2020 • Fullerton, NE

No.	Category	Average
44	SM, SimInfluenced, Angus and Red Angus Bulls	\$3,394
8	SM and SimInfluenced Bred Heifers	2,506
21	SM and SimInfluenced Pairs	2,654
20 1/2	SM and SimInfluenced Opens	2,563
93 1/2	Total Lots	\$3,000

**Auctioneer:** Tracy Harl, NE  
**Sale Manager:** Eberspacher Enterprises (EE) Inc., Marshall, MN  
**Marketing Representatives:** Val Eberspacher (EE); Derek Vogt (EE), NE; Chris Beutler, AgriMedia, NE; Ronnie Miller, NE; Randy Rasby, Livestock Plus, NE; Rick Buehler, NE; Tom Sonderup, NE; Buddy Robertson, OK; Nate Jelinek, NE; Myron Benes, NE; and Amanda Eberspacher-Hilbrands, LiveAuctions.TV, MN

(Continued on page 50)

# SALE RESULTS

continued

## Gonsior Simmentals Sale (Continued)

### High-Selling Lots:

- \$5,900 – Open Female, “Gonsior Gypsy Rose G2,” s. by W/C Executive Order 8543B, sold to Tree Line Simmentals, Janesville, WI.
- \$5,700 – Bull, “Gonsior Full Metal Jacket F398,” s. by Kappes Mile High B11, sold to Fouts Simmentals, Hildreth.
- \$4,800 – Bull, “Gonsior Go Pro G199,” s. by Elm-Mound/GS LD D340, sold to Aaron Micek, Shelby.
- \$4,500 – Bull, “Gonsior Milo F380,” s. by Kappes Mile High B11, sold to Fouts Simmentals, Hildreth.
- \$4,500 – Bull, “Gonsior Glorius G192,” s. by Brant Jazzy Steakout, sold to Aaron Micek, Shelby.
- \$4,500 – Open Female, “Gonsior In4a Long Haul F305,” s. by STCC Long Haul 033X, sold to Lane Converse, Hawkeye, IA.
- \$4,300 – Bull, “Gonsior Blackice G95,” s. by JF Back in Black 406B, sold to Luke Martin, Clay Center, KS.
- \$4,250 – Bull, “Gonsior Valentino G89,” s. by Elm-Mound/GS LD D340, sold to Nicholas Wissing, St. Libory.



Monty Dial, Square D Simmentals was a guest breeder.



Matt Mottl and Nate Jelinek enjoyed the Gonsior hospitality.



Generations from the Franzen Simmental firm were in attendance – Lawrence, Caleb and Craig.



Chris Beutler, Lee-Agri Media.

## Wilkinson Farms Simmentals' 22nd Annual Production Sale

March 16, 2020 • Montpelier, ND

No.	Category	Average
37	SM Yearling Bulls	\$4,103

**Auctioneer:** Tracy Harl, Wellington, CO

**Sale Representatives:** Tony Heins, *Cattle Business Weekly*; Andrew Swanson, *Farm & Ranch Guide*; Marty Ropp, Allied Genetic Resources; and Justin Dikoff, DVAAuction.

**Representing ASA:** Russ Danielson

### High-Selling Lots:

- \$15,500 – Red PB Yearling Bull, “WS 40G,” s. by KBHR Sniper E036, sold to Rydeen Farms, Clearbook, MN.
- \$8,500 – Red Purebred Yearling Bull, “WS 26G,” s. by RFS Bulletproof B42, sold to Keller Broken Heart Ranch, Mandan.
- \$7,000 – Red Purebred Yearling Bull, “WS 79G,” s. by WS All Aboard B80, sold to Ben Stroh, Tappen.
- \$6,600 – Red Purebred Yearling Bull, “WS100G,” s. by IR Imperial D948, sold to Mary Jane Westerhausen, Montpelier.

\$6,500 – Black Purebred Yearling Bull, “WS 61G,” s. by WS Proclamation E202, sold to Dan Bartholomay, Sheldon.

\$6,500 – Red Purebred Yearling Bull, “WS 74G,” s. by WS All Aboard B80, sold to Gary Ulmer, Fullerton.



Paul Rydeen looks over the sale catalog.



Gary Ulmer purchased a high-selling bull.



Display of sale offering.

## Altenburg Super Baldy Ranch 28th Annual Production Sale

March 21, 2020 • Fort Collins, CO

No.	Category	Average
122	SM and SimAngus™ Bulls	\$4,338

**Auctioneer:** Tom Frey, CO

**Marketing Representatives:** Ryan Large, DVAAuction; and Cattle USA online

**Representing ASA:** Susan Russell

### High-Selling Lots:

- \$9,700 – 1/2 SM, “ASR Super Baldy G9110,” s. by Werner Flat Top, sold to Dr. Brent and Lori Kaufman, Torrington, WY.
- \$9,600 – PB SM, “ASR Black Hawk F8210,” s. by Hook’s Black Hawk, sold to McConkie Ranch, Alamount, UT.
- \$9,000 – PB SM, “ASR Big Timber G929,” s. by Koch Big Timber, sold to Darrell Showcroft, La Jara.
- \$7,300 – PB SM, “ASR Bulletproof G9257,” s. by RFT Bulletproof, sold to Larry Steyeart, Brush.

**Volume Buyers:** TRK Enterprises, WY; Toby Kimzey, WY; Moncrief Ranch, Gunnison; Byrd Family, WY; and McConkie Ranch, UT.

**Comments:** Bulls sold into five states including: CO, KS, NE, UT and WY.



Willie Altenburg visits with Larry Steyeart, Brush.



Long-time Altenburg Super Baldy Ranch buyer Duke Duzik, Craig, successfully bid on bulls.



Jason Klinzman and Jessica Swanson, Sterling, purchased Altenburg's lot 1 bull.



Toby and Tyler Kimzey, Horsecreek, WY; were volume buyers.

## Eastern Spring Simmental Sale

March 21, 2020 • Columbus, OH

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

**Sale Chairwomen:** Pam Haley and Christina Fisher

**Sale Consultants:** Dalton Lundy and Austin Sorensen

### High-Selling Lots:

- \$8,700** – Bred Female, “E&D Sazzy,” s. by W/C Loaded Up, bred to WLE Uno Mas, cons. by Erv-N-Del Farm, sold to John Sachau, IA.
- \$8,300** – Bull, “Longs Capitalist,” s. by W/C Night Watch, cons. by Long’s Simmentals, sold to Duane McVey, WV.
- \$7,000** – Cow/Calf Pair, “Haleys Light It Up E428,” s. by Yardley High Regard, bred to W/C Bankroll, Heifer Calf s. by W/C Bullseye, cons. by Haley Farms, sold to Darrell Grimwood, OH.
- \$6,500** – Bred Female, “RHFS Sheeza Blazin B62H,” s. by Mr. HOC Broker, bred to HILB/JRA Farmhand, cons. by Lazy H Farm, sold to William Franklin, OH.
- \$5,050** – Open Female, “SVF High Profile G97,” s. by HILB/SHER Data Breach, cons. by SVJ Farm, sold to John Crum, OH.
- \$5,000** – Bull, “PPCC Saint Mark,” s. by JASS On the Mark, cons. by Prospect Cattle Co., sold to Joseph Sremba, FL.
- \$4,950** – Bred Female, “SVJ Victoria Secret F636,” s. by Mr. CCF 20-20, bred to Deplorabull, cons. by SVJ Farm, sold to William Woodside, IA.

## Rockin H Simmentals' Annual Production Sale

March 21, 2020, Canby, MN

No.	Category	Average
35	SM and SimInfluenced Herd Bull Prospects	\$3,380
1	SM Pair	3,400
9	SM and SimInfluenced Bred Females	2,156
9	SM and SimInfluenced Open Replacement Females	1,889
54	Total Lots	\$2,928

**Auctioneer:** Dustin Carter, SD

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

**Marketing Representatives:** Val Eberspacher (EE); Chance Ujazzdowski (EE) WI; Kelly Schmidt, MN; Mark Streich, MN; Andrew Swanson, Agri-Media, MN; Amanda Eberspacher-Hilbrands, LiveAuctions.TV, MN.

### High-Selling Lots:

- \$10,000** – Bull, “Rockin H Mr Blackhawk G01,” s. by Hook’s Black Hawk 50B, sold to Hart Simmentals, Frederick, SD.
- \$7,000** – Bull, “Rockin H Mr. Ironsight G89,” s. by ACW Ironhide 395Y, sold to BDR Ranch, Yuma, CO.
- \$5,500** – Bull, “Rockin H Mr. Gamechanger G180,” s. by Rockin H Mr. Conley, sold to Randy Gronke, Waubay, SD.

**\$5,000** – Bull, “Rockin H Mr. Lawmaker G79,” s. by KWA Law Maker 59C, sold to Zach Friske, Castlewood, SD.

**\$4,000** – Bull, “Rockin H Mr. Declaration G34,” s. by GLS Declaration D611, sold to Dennis Smydra, Norfolk, NE.

**\$4,000** – Bull, “Rockin H Mr. Unified G26,” s. by TNT BCR Unified B203, sold to Sam Michaelson, Faith, SD.

**\$3,800** – Bull, “Rockin H Mr. Trailblazer G171,” s. by Kappes Trailblazer S516, sold to Randy Heitmann, Lake City, SD.

**\$3,600** – Bull, “Rockin H Mr. Declaration G77,” s. by GLS Declaration D611, sold to Mark and Daren Schmidt, Marietta.



Liveauction.tv representative Amanda Hilbrands visits with Matt Hoffman, owner of Rockin H Simmentals.



The Nemitz Family, Gabby, Chris and Amy are long-time customers of the Rockin H program.



Senior partners, Lori and Chuck Hoffman listen to their son's opening comments.



Matt Hoffman welcomes the crowd.

## All-Terrain Bull Sale

March 23, 2020 • Walsh, CO

No.	Category	Average
57	SM and SimAngus™ Bulls	\$5,124
10	SimGenetic Open Heifers	4,165
10	Commercial Open Heifers	1,575
1	Flush	7,000
78	Total Lots	\$4,570

**Auctioneer:** Tracy Harl, NE

**Sale Manager:** Allied Genetic Resources (AGR), IL

**Marketing Representatives:** Marty Ropp, (AGR); and Becky Rennert, DVAuction.

**Representing ASA:** Susan Russell

### High-Selling Lots:

- \$25,000** – 3/4 SM Bull, “Bridle Bit Mr G9124,” s. by WS All Aboard, sold to Traxinger Simmentals, Houghton, SD.
- \$17,000** – PB SM Bull, “Bridle Bit Mr G9117,” s. by Hook’s Encore, sold to Doll Simmental Ranch, New Salem, ND.
- \$12,000** – 5/8 SM Bull, “Bridle Bit Mr G934,” s. by Hook’s Eagle, sold to NLC Simmental Ranch, Wessington, SD.
- \$7,500** – PB SM Open Female, “Bridle Bit Miss G9107,” s. by Hooks’s Encore, sold to Klein Ranch, Atwood, KS.
- \$7,000** – PB SM Open Female, “Bridle Bit Miss G994,” s. Hook’s Encore, sold to J/C Simmentals, Clare, MI.
- \$7,000** – Six Embryos out of, “Bridle Bit Miss B452,” with bull of choice, sold to Rains Simmentals, Oakley, KS.

**Comments:** Consignors include: Bridle Bit Simmentals and Far Out Cattle Ranch.

(Continued on page 52)

# SALE RESULTS

continued

## All Terrain Bull Sale (Continued)



Dayton Cook (right) and cousin Dakota.



Terry and Jennifer Everett, Pritchett, successfully purchased several lots.



Bridle Bit Simmentals' Chad Cook greets the prospective buyers both in the seats and online.



Bridle Bit Herdsman Rachel Hughes visits with Jim and Joel Souder, Wiley.



Steve Lunning, Lunning Brothers, evaluated the bull offering.



Ed Bright, Bright Farms, added two heifers to his breeding program.



Drake Simmental donated half of the proceeds from a heifer to the Sammi Long Memorial. Representing the Long family were Tyler and father Rob.



(L-R) Senior partner Larry Drake watched the sale with long-time customers Scott Sandeen and Kenny Scott.

## Drake Bull and Female Sale

March 27, 2020 • Centerville, IA

No.	Category	Average
39	Herd Bull Prospects	\$3,565
5	Fancy Replacement Females	2,440
44	Total Lots	\$3,438

**Auctioneer:** Jon Schaben, IA

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

**Marketing Representatives:** Val Eberspacher (EE); Chris Smith, Livestock Plus, IL; Austin Brandt, AgriMedia, IA; Josh Spencer, IA; and Mariah Miller, LiveAuctions.TV, IA.

### High-Selling Lots:

- \$10,000** – Bull, “Iron Creek Free Flyer 180G,” s. by Hook’s Eagle 6E, cons. by Iron Creek Cattle Company, sold to Rex Harris, Moulton.
- \$7,250** – Bull, “Drake High River D178F,” s. by TJ Platte River 370D, cons. by Drake Simmental, sold to Nathan Vohs, Galva.
- \$6,800** – Bull, “Drake Bull A499G,” s. by CCR Wide Range 9005A, cons. by Drake Simmental, sold to Rex Harris, Moulton.
- \$5,300** – Bull, “Drake Bull E104G,” s. by TJ Platte River 370D, cons. by Drake Simmental, sold to AI Pearson, Earlam.
- \$5,200** – Bull, “Drake Bull ZD7G,” s. by TJ Platte River 370D, cons. by Drake Simmental, sold to Mike Roskamp, Sutter, IL.
- \$4,800** – Bull, “Drake Bull D02F,” s. by TJ Platte River 370D, cons. by Drake Simmental, sold to Two Post Farm, Avella, PA.
- \$4,700** – Bull, “Iron Creek Raptor D164G,” s. by Hook’s Eagle 6E, cons. by Iron Creek Cattle Company, sold to Rex Harris, Moulton.
- \$4,700** – Bull, “Iron Creek Old Glory D098G,” s. by Hook’s Eagle 6E, cons. by Iron Eagle Cattle Company, sold to Rex Harris, Moulton.
- \$4,700** – Bull, “Iron Creek Big Load D050G,” s. by Hook’s Eagle 6E, cons. by Iron Creek Cattle Company, sold to Rex Harris, Moulton.

**Comments:** Cattle sold into six states including: IA, IL, KY, MO, PA and WI.

## Clear Choice Bull Sale

March 28, 2020 • Milan, IN

No.	Category	Average
58	Total Lots	\$2,909

**Auctioneer:** Tommy Carper, IN

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

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

**DVAuction:** Cassie Carper

### High-Selling Lots:

- \$15,000** – Bull, “CLRWTR HTP Basic Mark G457,” s. by JASS on the Mark, cons. by Clear Water and HTP Simmentals, sold to KD Simmental, IA.
- \$5,600** – Bull, “CLRWTR HTP Innovator G69A,” s. by CDI Innovator, cons. by Clear Water and HTP Simmentals, sold to Shircliffe Farm, KY.
- \$5,200** – Bull, “CLRWTR Jewels Innovator,” s. by CDI Innovator, cons. by Clear Water Simmentals, sold to Triple C Farm, TN.
- \$5,000** – Bull, “Maplecrest Tonto 821F,” s. by CCR Cowboy Cut 5048Z, cons. by B&K Farms and 3B Cattle Company, sold to Thomas Gray, IN.
- \$4,900** – Bull, “CLRWTR Saban G71A,” s. by HPF/HILL Uprising C104, cons. by Clear Water Simmentals, sold to Ellen Davis, IN.
- \$4,500** – Cow/Calf Pair, “BESH/KDH Ms Diva E1B, s. by Silveiras Style, Heifer Calf s. by WLE Copacetic, cons. by Beshears Simmental, sold to TJ Sporleder, IN.
- \$4,300** – Bull, “CLRWTR Anchor G58B,” s. by CCR Anchor, cons. by Clear Water Simmentals, sold to Brad Blinn, IN.
- \$4,300** – Bull, “CLRWTR Smackdown G38,” s. by HILB Oracle, cons. by Clear Water Simmentals, Pine Lane Farms, MS.

## T-Heart Ranch High-Altitude Bull Sale

March 28, 20202 • La Garita, CO

No.	Category	Average
122	SM and SimAngus™ Yearling Bulls	\$4,597

**Auctioneer:** Charly Cummings, Yates Center, KS

**Sale Manager:** Allied Genetic Resources, Normal, IL

**Marketing Representatives:** Marty Ropp & Corey Wilkins, Allied Genetic Resources; Josh Staudt & Justin Warren, Superior Livestock; and DVauction online.

**Representing ASA:** Susan Russell

### High-Selling Lots:

**\$15,000** – PB SM Bull, “CAMP G902,” s. by WS Proclamation, sold to Derell Shawcroft, La Jara.

**\$12,000** – 5/8 SM Bull, “THR 9485G,” s. by GW Mountain Due, sold to Nelson Livestock Company, Wibaux, MT.

**\$11,000** – 5/8 SM Bull, “THR 9429G,” s. by CLRS Dakota, sold to ABS, DeForest, WI.

**\$10,000** – 5/8 SM Bull, “THR 9492G,” s. by CLRS Dakota, sold to Adam Shirley, Conifer.

**\$9,000** – 3/5 SM Bull, “THR 9323G,” s. by CLRS Dakota, sold to Adam Shirley, Conifer.

**\$9,000** – 3/8 SM Bull, “THR 9586G,” s. by KBHR High Road, sold to Bielenberg Simmentals, Ames, IA.

**Comments:** Consignors to the sale included: T-Heart Ranch and L-Cross Ranch (both owned by Shane Temple Family) and Campbell Simmentals.



Many customers viewed cattle at T-Heart Ranch ahead of sale day.



AGR's Corey Wilkins discusses a lot during the High-Altitude Bull Sale. Ringmen and the auction block fielded heavy bidding online.



Long-time buyer Adam Shirley again bought T-Heart bulls. ♦

# The Proof is in the Progeny

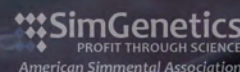
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# FLECKVIEH FORUM

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

**Author's Note:** *This is the third in a series of articles for this column featuring some of the "Pioneers" so prominent in the introduction of Simmental cattle to North America. Any effort to attempt to cover the remarkable story of Bar 5 in a single piece would not do service to the history and contributions they made in that introduction as well as a very lengthy record of achievements over the past 50 years. Therefore, additional pieces will follow. Much of the information in this first article came from the Forward in the Bar 5 1974 Bull Sale Catalog.*

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



In January 1969, Bar 5 was incorporated by well-known Manitoba, Canada cattlemen. The group consisted of Ross and Donn Mitchell, the Draper brothers (John and Mac), the Gordon brothers (Bob and Wayne), and Ross Thomas. Its purpose was to establish a herd of Simmental cattle to be operated separately from the sizable operations owned by individuals.

That same year, Bar 5 contracted to AI 650 cows and a trip to Europe was made to study the Simmental breed and pre-select cattle in anticipation of receiving import permits. Donn Mitchell, Wilf Davis (previously profiled in this column), and Donn's friend, Earl Farley, made the trip which became a twice per year event over the following years. On that first trip, Bar 5's original imports were made with the selection of Held, Chlaus, Julia, Marbotte, and Baron.

In the very early years, existing beef cattle breeds were improved and upgraded through AI breeding. Many of the herds participating were performance-oriented and many of the cows in the Bar 5 percentage herd originated from a number of these performance-driven programs.

In 1971, the first calves bred at Bar 5 arrived. In November of that year, Bar 5 sold their first fullblood Simmental at the Canadian Simmental Sale for \$18,000

to Wes Alms of Claresholm, Alberta. At that same sale, Bar 5 teamed up with Clements Bar C Ranch and Chester Martin to purchase Lacombe Achilles whose acceptance and contributions to the industry is a story in and of itself.



*larryhmaxey@gmail.com*

Bar 5 had been operating on two sections at Hartney, Manitoba, leased from Ross Thomas starting in 1970. By 1972, Bar 5 was concentrated in Douglas, Manitoba, with the original unit there consisting of 11 quarter sections. In 1973, an additional 30 quarter sections were purchased, providing adequate land for both the purebred as well as the percentage cattle. That year, Bar 5 purchased cattle in 21 sales across 10 states and three provinces with the cream of those purchases added to the growing Bar 5 program.

In '73 and '74, commercial calves were \$0.30 to \$0.40 per pound, and commercial cows could be bought for \$150 to \$200. However, the interest in the new Simmental cattle genetics exploded. The 1973 Agribition Sale of 115 lots grossed \$1,241,725 to average \$10,797. Buyers came from Mexico, Canada, and the US, with spectators from Europe and Australia. These were incredibly exciting times for the breed.

On March 4, 1974, Bar 5 held its first production sale. Ninety-three lots grossed \$1,185,950 to average \$12,752. Four fullblood Simmental bulls averaged \$49,625 with the top bull, Achilles Golden Jet, selling for \$68,000. And, the high-selling female, Bar 5 Julia, one of the original Bar 5 imports with her heifer calf at side, brought \$95,000. Nine fullblood Simmental heifers, many not old enough to be weaned, averaged \$38,922.

In the mid '70's many factors came into play that saw a significant drop in prices for cattle in all segments. Although prices were reduced, the lower prices allowed cattle producers previously unable to afford the new breeds to participate and experience the increased production they offered. Bar 5 participated in the commercial cattle show at Agribition to demonstrate to the commercial cattle producers the advantages of using Simmental bulls in their herds. Bar 5 showed the Champion Pen of Feeder Steers in '76, '77, '79, '81, '83, and '85.

In the next piece in this series highlighting the contributions Bar 5 made to the beef cattle industry in North America, I will focus on the ownership changes at Bar 5 in the '80's as well as the origins of some of the most prominent herd sires and foundation females for the Simmental breed all emanating from this historically important Simmental breeding program, a true "Pioneer". ♦



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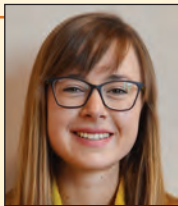


*Carla Stephens*

## DNA Department



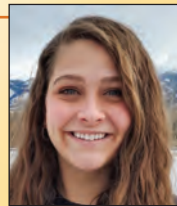
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## Data Processing Support



*Marni Gaskill*



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

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



*Amber Coila*



*Bailey Abell*

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



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**David Wier**  
5148 Mt Hebron Rd  
Boaz, AL 35957

**Cody Hill**  
9201 Country Rd 30  
Woodville, AL 35776

## ARIZONA

**Marty or Julie Pearson**  
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Chandler, AZ 85225

## ARKANSAS

**Eagle Ridge Gateway**  
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Rogers, AR 72756

## CALIFORNIA

**Split Creek Ranch**  
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## COLORADO

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Golden, CO 80403

**Francis & Sons Inc**  
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Alamosa, CO 81101

## GEORGIA

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Bonaire, GA 31005

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**Keely Egelhoff**  
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Ipava, IL 61441

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**Reck Cattle**  
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**Benge Cattle**  
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**Eric & Melinda Reeves**  
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**White Lawn Farms**  
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Kimball, SD 57355

**Joel & Vicki Stuart**  
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**Tschetter Cattle Co**  
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**Nagel Enterprises LLC**  
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Ardmore, SD 57735

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**CCC**  
PO Box 920  
Pine Ridge, SD 57770

**Jason Biel**  
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Wilmot, SD 57279

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**Colleen Johnson**  
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**Bar RM Cattle**  
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**D & L Simmental**  
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*GGP-LD . . . . .	\$50
GGP-uLD . . . . .	\$33

\*Add-on tests available

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

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

\*\*\*Prices are subject to change

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

## THE Enrollment

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

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

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

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

## American Simmental Association Fees

### First Time Membership Fee:

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

### Annual Service Fee (ASF)\*:

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

### Registration Fees:

#### Registration Fees enrolled in THE

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

### Transfer Fees:

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

### Additional Transactions:

Priority Processing	
<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

# Before you load that new bull . . .

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Responsible Crossbreeding  
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Highlight the health and genetic value of your Simmental influenced calves through the **IGS Feeder Profit Calculator™**.



# DATE BOOK

## MAY

- 2 Gettysburg Stars and Stripes Sale — [www.dpponlinesales.com](http://www.dpponlinesales.com)
- 2 Rust Mountain View Ranch's 1st Annual "Turn Out" Bull Sale — Mercer, ND
- 7 Nelson Simmental and SimAngus™ Bull Sale — Glasgow, MT
- 7 Powerline Genetics/Seward Cattle Co's. PAP Tested Bull Sale — Lonetree, WY
- 9 1st Annual "Get Back to Grass" Production Sale — Henderson, TX
- 9 Banners and Beyond Simmental Sale — Jefferson, GA
- 16 Alabama/Mississippi Simmental Association Sale — Cullman, AL
- 16 Classic Farms Spring Fever Sale — Waynesburg, PA

## JUNE

- 27-30 LMC GenePLUS Online Sale XXXIII — [www.lamuneca.com](http://www.lamuneca.com)

## JULY

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

## AUGUST

- 22-25 LMC GenePLUS Online Sale XXXIV — [www.lamuneca.com](http://www.lamuneca.com)

## SEPTEMBER

- 5 North Carolina Fall Harvest Sale — Union Grove, NC
- 12 Kentucky Simmental Fall Sale — Lexington, KY
- 16 Gonsalves Ranch Bulls Eye Breeders Angus and SimAngus Bull Sale — Modesto, CA
- 18-19 Keith Franck Fleckvieh Dispersal — Waverly, IA
- 19 ETSSA and HOTSSA Fall Fest Sale — Henderson, TX
- 19 Family Matters Sale — Auburn, KY
- 20 Illini Elite Sale — Shelbyville, IL
- 25-27 Synergy XIII — Giddings, TX (pg. 2)
- 26 Head of the Class Sale — Louisburg, KS

## OCTOBER

- 3 Buckeye's Finest Sale — Zanesville, OH (pg. 29)
- 3 Factory Direct Sale — Lafayette, IN
- 4 WSA Midwest Fall Round-Up Sale — Lancaster, WI
- 9 Ladies of the Lone Star Sale — Grand Saline, TX
- 10 Magnolia Classic — Starkville, MS
- 10 New Direction Sale — Seward, NE (pg. 27)
- 17 Fred Smith Company Extra Effort Sale — Clayton, NC
- 17 Indiana Performance Tested Bull Sale — Springville, IN
- 17 MN Beef Expo - White Satin On Ice and All Breeds Sale — Minneapolis, MN
- 24 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. 27)
- 2 Harriman Santa Fe Annual Bull Sale — Montrose, MO
- 6 High Ridge Farms' Genetic Opportunity Sale — Albemarle, NC
- 7 Irvine Ranch 16th Annual Production Sale — Manhattan, KS
- 14 Gibbs Farms' Bull and Replacement Female Sale — Ranburne, AL
- 16 Bichler Simmentals' Production Sale — Linton, ND
- 20 Heartland Simmental Performance with Class Sale — Waverly, IA
- 21 8th Annual AffordaBULL Sale — Carrollton, GA
- 21 9th Annual Strickland-Driggers Bull Sale — Glennville, GA
- 21-24 LMC and Friends GivingTHANKS Online Sale VI — [www.lamuneca.com](http://www.lamuneca.com)
- 21 Southern Cattle Company Bull Sale — Marianne, FL
- 21 Timberland Cattle's Fall Bull Sale — Vernon, AL
- 27 Chestnut Angus Female Sale — Pipestone, MN
- 28 Felt Farms' Foxy Ladies Sale — West Point, NE
- 28 Right By Design Sale — Middletown, IN

(Continued on page 62)



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

## DECEMBER

- 5 Jewels of the Northland — Clara City, MN
- 12 NDSA Annual Showcase/Sale — Mandan, ND
- 13 Trauernicht Simmental Nebraska Platinum Standard Sale — Beatrice, NE
- 19 South Dakota Source Sale — Mitchell, SD

## JANUARY 2021

- 18 National Western "The One - Volume XXVII" Sale — Denver, CO
- 22 Ellingson Simmentals' Annual Production Sale — Dahlen, ND (pg. 25)
- 23 Forster Farms 42nd Annual Production Sale — Smithfield, NE
- 30 Double J Farms' 47th Annual Private Treaty Bull Sale — Garretson, SD
- 30 J&C Simmentals' Annual Bull Sale — West Point, NE (pg. 27)
- 31 Triangle J Ranch's Bull Sale — Miller, NE (pg. 27)

## FEBRUARY

- 3 Begger's Big Sky Genetic Source Bull Sale — Wibaux, MT (pg. 31)
- 4 Stavick Simmental's Annual Sale — Veblen, SD
- 5 Cow Camp Ranch's Annual Sale — Lost Springs, KS (pg. 29)
- 6 Prickly Pear Simmental Ranch's Bull Sale — Helena, MT (pg. 31)
- 9 Edge of the West Production Sale — Mandan, ND
- 10 Jackpot Cattle Company's Bull Sale — Wessington, SD
- 10 River Creek Farms' Spring Bull Sale — Manhattan, KS (pg. 29)
- 12 Bata Brothers/Bell Family 23rd Annual Bull Sale — Rugby, ND (pg. 25)
- 13 Rydeen Farms' 23rd Annual "Vision" Sale — Clearbrook, MN
- 15 Bulls of the Big Sky — Billings, MT (pg. 31)
- 16 QBVJT Power By Design Sale — Oakes, ND (pg. 25)
- 19 Dakota Xpress Annual Bull and Female Sale — Mandan, ND (pg. 25)
- 19 Sandy Acres' Bull Sale — Neligh, NE (pg. 27)
- 20 Yon Family Farms Spring Sale — Ridge Spring, SC
- 21 Bred For Balance Annual Sale — Starbuck, MN
- 25 Illinois Performance Tested Bull Sale — Springfield, IL
- 26 Mid-America Simmental Sale — Springfield, IL

## MARCH

- 4 Keller Broken Heart Ranch's Annual Sale — Mandan, ND (pg. 25)
- 5 Eichacker Simmentals' Annual Bull and Female Sale — Salem, SD
- 6 Trinity Farms' Generations of Excellence Sale — Ellensburg, WA (pg. 25)
- 11 17th Annual Cattleman's Kind Bull Sale — San Saba, TX
- 15 All Terrain Bull Sale — Wash, CO (pg. 37)
- 19 3C Christensen Ranch and NLC Simmental Ranch Annual Production Sale — Wessington, SD
- 19 Sunflower Genetics' Annual Production Sale — Maple Hill, KS (pg. 29)
- 31 Diamond H Ranch's Annual Bull and Heifer Sale — LaCrosse, KS (pg. 29)

## APRIL

- 1 Midland Bull Test Sale — Columbus, MT
- 3 Belles and Bulls of the Bluegrass — Lexington, KY
- 3 Big Country Genetics Bull Sale — Powell, WY

## MAY

- 1-2 Stars and Stripes Sale — Hershey, PA

## OCTOBER

- 30 Yon Family Farms Spring Sale — Ridge Spring, SC ◆





## Yardley Standard G269



ASA# 3621534

5/8 SM 3/8 AN

**Homozygous Black**  
**Homozygous Polled**

THSF Lover Boy B33

**Sire: Yardley Standout E270**

Miss Yardley C136

WS Stepping Stone B44

**Dam: Miss Yardley E220**

Miss Yardley B130

Trait	Direct					Maternal				DOC	Carcass						\$ Index	
	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay		CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	15.8	-1.2	63.6	98.1	0.22	9.0	28.5	60.2	13.3	11.5	19.2	-.33	.37	-.023	.99	-	135.9	75.4
ACC	.37	.46	.41	.42	.42	.15	.34	.36	.21	.12	.39	.31	0.37	.30	.38	-		
%	15	20				15	10	20							4			

EPDs as of 4/9/20



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Sire of Standard

**Semen: \$35/unit**

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Issue	Sales Close	Ad Materials	Camera Ready	Mail Date
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September '20	August 3	August 10	August 17	Sept 4
October '20	August 30	Sept 10	Sept 20	Oct 4
November '20	Oct 1	Oct 10	Oct 21	Nov 5
Dec '20/Jan '21	Nov 13	Nov 20	Dec 4	Dec 18
February '21	Dec 28	Jan 4	Jan 18	Feb 4
March '21	Jan 29	Feb 10	Feb 17	March 8
April '21	March 1	March 10	March 19	April 5

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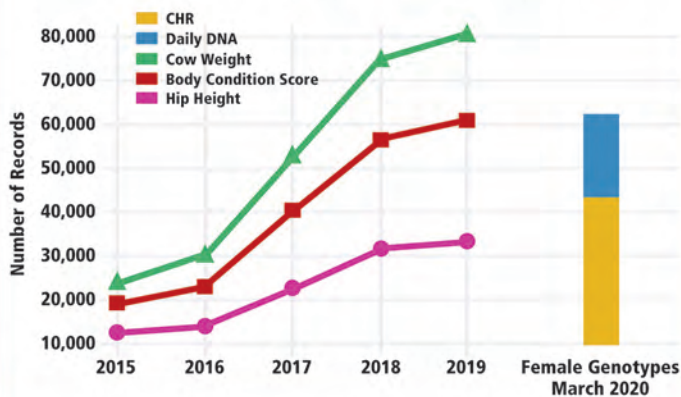
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# AMERICA'S COW

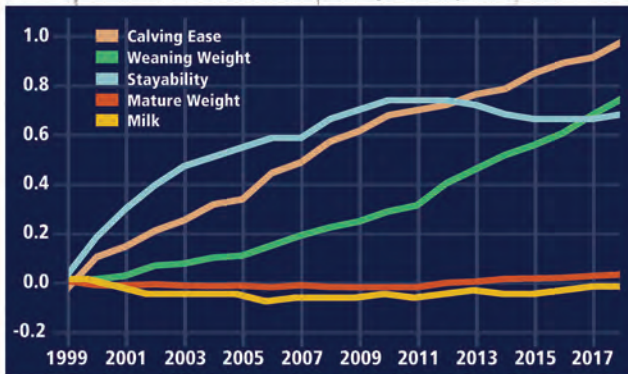
## Simmental, SimAngus™, SimAngus HT, and Simbrah.

Meet America's all-purpose cow – gentle and consistent, with calves that give the heterosis boost commercial cattlemen need to stay **profitable**.

Simmental cows set the bar for fertility, weaning weights and exceptional calving ease suited to a variety of environments.

Simmental cows are **adaptable**, built to last in heat, fescue or high altitudes.

### Maternal Trait Genetic Trends Purebred Simmental in past 20 years



Simmental genetics bring calving ease, early growth, and cow longevity while keeping feed costs at a minimum.

Breed	Mature Cow Wt.
Hereford	1,419
Angus	1,410
Red Angus	1,409
Simmental	1,404

Source: USDA MARC

### \$All Purpose Index (\$API)

predicts cow herd profitability using valuable traits like cow longevity (STAY) and calving ease while keeping pressure on terminal traits.

Compare the profit potential of two Simmental bulls using \$API

- 1 Bull A's \$API = \$120 and Bull B's \$API = \$180
- 2 Breeding 25 females/year
- 3 Used for 5 years

Bull	1 \$API	X	2 # Females per year	X	3 # years using the bull	=	Profit Potential	
A	\$120	X	25	X	5	=	\$15,000	
B	\$180	X	25	X	5	=	\$22,500	
Difference							=	\$7,500

Just like an EPD, compare two bulls to see the expected difference in profit. Bull B is likely to result in direct revenue and expense savings of an additional \$7,500 over the course of five years. Plug in your numbers for **1**, **2**, and **3** to compare your potential earnings.

# MORE MEANS MORE

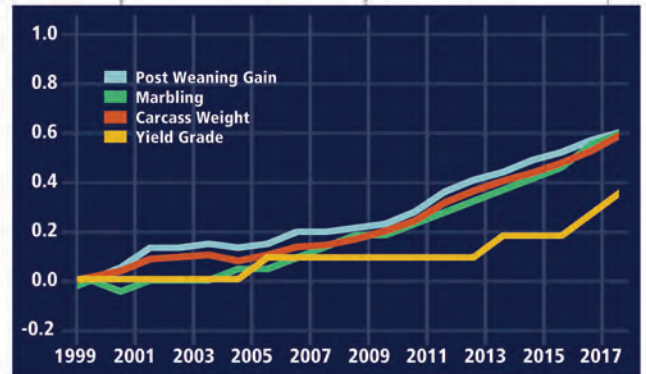
More carcass weight, live weight, muscle and marbling. More **profit**.

Simmental calves reliably perform in the feedyard – with better growth, better structure and fewer health problems. Simmental cattle add pounds without sacrificing marbling.

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

All to strengthen your bottom line.

### Terminal Trait Genetic Trends Purebred Simmental in past 20 years



### \$Terminal Index (\$TI)

predicts profitability when all calves are harvested.

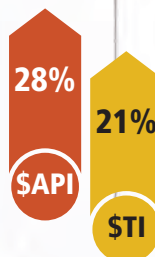
Trait	Simmental rank compared to other Continental breeds
Marbling	First
Carcass Weight	Second
Back Fat	Second
Post Weaning Gain	First

Source: USDA MARC

Simmental cattle bring marbling and growth without too much fat. Simmental genetics perfectly complement British strengths and weaknesses for an ideal carcass.

### Did you know?

According to the National Association of Animal Breeders, Simmental ranks second for semen sales compared to all other beef breeds and in recent years, the percentage of semen sold in the US from Simmental bulls has grown by 33%.



\$API increased 28% and \$TI increased 21% in the last 20 years. This translates to an average **increased profit of \$3,440 per bull** when used to sire replacement heifers and harvesting remaining calves or **\$1,498** when all calves are harvested.



NEW

**WS Proclamation E202**  
By CCR Cowboy Cut 5048Z  
EPDs: CE: 17 \$API: 168 \$TI: 98



Full brother to W/C Bankroll

**W/C Pinnacle E80**  
By W/C Loaded Up 1119Y  
EPDs: CE: 15 \$API: 132 \$TI: 69



NEW

**W/C Night Watch 84E**  
By CCR Anchor 9071B  
EPDs: CE: 18 \$API: 162 \$TI: 83



**Mr. Hoc Broker C623**  
By Steel Force  
EPDs: CE: 13 \$API: 126 \$TI: 77



**SSC Shell Shocked 44B**  
By Remington Secret Weapon 185  
EPDs: CE: 18 \$API: 123 \$TI: 61



**THSF Lover Boy B33**  
By HTP/SVF Duracell T52  
EPDs: CE: 19 \$API: 155 \$TI: 80



NEW

**Longs Capitalist G523**  
By W/C Night Watch 84E  
EPDs: CE: 16 \$API: 149 \$TI: 81



**HPF Quantum Leap Z952**  
By HTP/SVF Duracell T52  
EPDs: CE: 8 \$API: 109 \$TI: 59



NEW

**ACLL Fortune 393D**  
By MR TR Hammer 308A ET  
EPDs: CE: 8 \$API: 101 \$TI: 66



**W/C Bullseye 3046A**  
By Lock N Load 54U  
EPDs: CE: 16 \$API: 135 \$TI: 68



**Ruby SWC Battle Cry 431B**  
By MR HOC Broker  
EPDs: CE: 13 \$API: 108 \$TI: 72



NEW

**Mr SR 71 Right Now E1538**  
By Hook's Bozeman 8B  
EPDs: CE: 17 \$API: 149 \$TI: 85



NEW

**GSC GCCO Dew North 102C**  
By HTP/SVF Duracell T52  
EPDs: CE: 15 \$API: 118 \$TI: 74



**PAL/CLAC Meant To Be 823E**  
By Mr HOC Broker  
EPDs: CE: 12 \$API: 109 \$TI: 63



3/4 NAILE and NWSS Champ

**Reckoning 711F**  
By W/C Relentless 32C  
EPDs: CE: 11 \$API: 112 \$TI: 62



NEW

**TJS King of Diamonds 165E**  
By LLSF Pays To Believe ZU194  
EPDs: CE: 10 \$API: 111 \$TI: 68



NEW

**PBF Red Paint F88**  
By W/C Executive Order 8543B  
EPDs: CE: 14 \$API: 117 \$TI: 70



NEW

**OMF Epic E27**  
By WS All-Around Z35  
EPDs: CE: 14 \$API: 154 \$TI: 90



NEW

**JASS On The Mark 69D**  
By W/C Loaded Up 1119Y  
EPDs: CE: 11 \$API: 134 \$TI: 71



**W/C Relentless 32C**  
By Yardley Utah Y361  
EPDs: CE: 9 \$API: 115 \$TI: 69



NEW

3/4 SimAngus™

**WLE Copacetic E02**  
By HPF Quantum Leap Z952  
EPDs: CE: 12 \$API: 113 \$TI: 68



3/4 SimAngus™

**WS Stepping Stone B44**  
By W/C Lock Down  
EPDs: CE: 11 \$API: 124 \$TI: 76



NEW

**B C R Perfect Vision F022**  
By MR CCF 20-20 3/4 SimAngus™  
EPDs: CE: 9 \$API: 115 \$TI: 71



NEW

3/4 SimAngus™

**LLSF Vantage Point F398**  
By CCR Anchor 9071B  
EPDs: CE: 11 \$API: 130 \$TI: 80



**WS Revival B26**

By LLSF Uprising Z925  
EPDs: CE: 11 \$API: 119 \$TI: 67



**LLSF Pays To Believe ZU194**

By CNS Pays To Dream T759  
EPDs: CE: 8 \$API: 109 \$TI: 72



**W/C Bankroll 811D**

By W/C Loaded Up 1119Y  
EPDs: CE: 14 \$API: 136 \$TI: 74



**CLRS Guardian 317G**

By Hook's Beacon 56B  
EPDs: CE: 20 \$API: 199 \$TI: 98



**KSU Bald Eagle 53G**

By Hook's Eagle 6E  
EPDs: CE: 15 \$API: 172 \$TI: 96



**W/C Rolex 0135E**

By Yardley Utah Y361  
EPDs: CE: 15 \$API: 132 \$TI: 68

Relentless brother - sexed semen available.



**FELT Perseverance 302F**

By W/C Executive Order 8543B  
EPDs: CE: 13 \$API: 108 \$TI: 68



**HPF Tradecraft D010**

By JF Milestone 999W  
EPDs: CE: 6 \$API: 110 \$TI: 72



**MR CCF The Duke G42**

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



**Erixon Bitten 203A**

By NCB Cobra 47Y  
EPDs: CE: 18 \$API: 157 \$TI: 77



**CCR Anchor 9071B**

By CCR Cowboy Cut 5048Z  
EPDs: CE: 14 \$API: 157 \$TI: 82



**SFG The Judge D633**

By CCR Cowboy Cut 5048Z  
EPDs: CE: 11 \$API: 153 \$TI: 92



**TL Ledger 106D**

BBy Profit  
EPDs: CE: 11 \$API: 113 \$TI: 63



**GPG Focus 135F**

By Mr CCF 20-20  
EPDs: CE: 9 \$API: 116 \$TI: 69



**HPF Rockstar B332**

By JF Milestone 999W  
EPDs: CE: 7 \$API: 124 \$TI: 75



**LHT Viper 65E**

By W/C Loaded Up 1119Y  
EPDs: CE: 17 \$API: 132 \$TI: 67



**JBSF Logic 5E**

By W/C Relentless 32C  
EPDs: CE: 6 \$API: 110 \$TI: 63



**Long's Stand Alone B35**

By Built Right  
EPDs: CE: 15 \$API: 127 \$TI: 65



**Yardley Top Notch C371**

By Sandeen Upper Class 2386  
EPDs: CE: 15 \$API: 127 \$TI: 65



**Perfect Vision 26D**

By MR CCF Vision  
EPDs: CE: 14 \$API: 115 \$TI: 70



**Rousey Gold Strike 512C**

By Hooks Trinity 9T  
EPDs: CE: 17 \$API: 148 \$TI: 89



**JSUL Something About Mary 8421**

By Yardley Utah Y361  
EPDs: CE: 9 \$API: 104 \$TI: 63



**CDI Innovator 325D**

By TJ Main Event 503B  
EPDs: CE: 15 \$TI: 150 \$TI: 90

EPDs as of 4.17.20

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