

Volume 25 • Number 4
Early Fall 2017

SIMTALK

Linking SimGenetics to Commercial Cattle



In This Issue:

Simmental Adds Stretch

**20 Years of the
Carcass Merit Program**

**ABC Advocates for
Brahman-Influenced Cattle**

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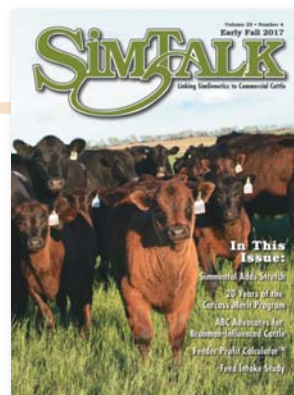
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About the cover:

SimAngus™ pairs from the commercial herd of Maude Hog and Cattle, Scenic, South Dakota. Photo by Heather Maude.



9.23.17

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SHOW PROSPECT A daughter of Smith BSF Watch Me that we think needs to be campaigned this fall. She is bred to our powerful young herd sire Smith Secret To Success, a Fireball son. Offered by Smith Genetics and Reavis Farms.

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- ✓ Very correct, sound made bull with added length of body and thickness
- ✓ DNA tested homozygous black, homozygous polled, PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	SAPI	\$TI
+13.7	-0.8	+69.8	+101.0	+20	+11.1	+27.7	+62.6	+15.6	+11.6	+28.4	-.37	+.45	-.039	+1.09	-.40	\$161	\$86
.47	.62	.51	.51	.51	.30	.30	.36	.34	.18	.42	.27	.40	.24	.31	.17		

DNA tested DDF, Homozygous Black, Homozygous Polled

FALL 2017 TOP 35%

29SM0462 AFTER SHOCK



CLRS **AFTER SHOCK** 604 A ASA 2735656
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- ✓ One of the most complete young purebred bulls in the breed
- ✓ Breed leading calving ease, growth, carcass and profitability in one purebred package
- ✓ Top 5% All Purpose Index with strong Marbling, Tenderness and terminal value.
- ✓ Is very correct, clean made with added muscle and volume - a great way to soften up purebred females without losing performance
- ✓ DNA tested homozygous black, homozygous polled, PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	SAPI	\$TI
+11.1	+0.5	+68.4	+109.3	+26	+11.0	+24.5	+58.7	+19.5	+12.9	+35.8	-.26	+.24	-.048	+.75	-.42	\$152	\$77
.60	.81	.75	.74	.74	.32	.32	.42	.36	.30	.55	.37	.25	.43	.38	.17		

DNA tested DDF, Homozygous Black, Homozygous Polled

FALL 2017 TOP 35%

29SM0471 ELEMENT



GIBBS 3009A **ELEMENT** ASA 2845573
GW-WBF SUBSTANCE 820Y x RCR STETSON T17

Essential Element for Success

- ✓ One of the most interesting purebred bulls to come down the pike in quite some time
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- ✓ Curve bending performance with lights out end product, ranks in the top 4% for MARB with a +.95 REA and top 4% values for API and TI
- ✓ His prolific donor dam consistently adds performance to progeny while ELEMENT posted his own 105 IMF and 110 REA ratios
- ✓ DNA tested homozygous black, homozygous polled, PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	SAPI	\$TI
+13.1	+1.7	+68.4	+105.1	+23	+8.3	+22.0	+56.3	+13.7	+13.6	+34.9	-.32	+.44	-.045	+.95	-.56	\$152	\$81
.51	.69	.62	.56	.56	.31	.31	.40	.30	.29	.46	.33	.42	.37	.35	.17		

DNA tested DDF, DLF, Homozygous Black, Homozygous Polled

FALL 2017 TOP 35%

Check out more breed leading sires on the new ABS Bull Search tool at absbeef.com.

Double Bar D *Treat* 188A



Full Fleckvieh. Treat was an easy standout in our replacement bred heifer pasture this summer. She is an attractive, smooth made, easy fleshing heifer with matron written all over her. We can't say enough about Treat's dam, 4T. Consistently producing great ones with Spitfire at the top of the list and last year with 10 sons in our bull sale from 4 different sires averaging \$9,850. Herdsire MFI Jeremiah 9022 (Juggernaut) is here at Double Bar D for the long haul as he keeps siring the right kind! Both Treasure and Treat are hard at work on our farm.

We would love to show them to you.



Dam - Virginia Ms Treasure 4T



Grand Dam - Virginias Ms West Patty



Great Grand Dam - Anchor T Barbie

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Published By ASA Publication, Inc.
One Genetics Way Bozeman, Montana 59718 USA
406-587-2778 Fax: 406-587-9301
register@simmgene.com

CEO Wade Shafer, Ph.D. *	Business Manager Linda Kesler *	General Manager Jim Largess
Editorial Jackie Atkins, Ph.D. * Lilly Brogger * Emme Troendle *	Art Director Cynthia Conner	Sales Manager Nancy Chesterfield *
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American Simmental Association

One Genetics Way, Bozeman, Montana 59718 USA
406-587-4531 FAX: 406-587-9301

Canada Publications Agreement Number: 1875191

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North Central Area:

Claye Kaelberer (2018)
4215 County Road 85
New Salem, ND 58563 701.220.3124
kaelbererranch@outlook.com

John G. Irvine (2019)
9089 Highway 13
Manhattan, KS 66502 785.313.7473
johngirvine@sbcglobal.net

Steve Eichacker (2020)
25446 445th Ave
Salem, SD 57058 605.421.1152
es@triotel.net

Erika Kenner (2020)
440 6th Avenue SE
Leeds, ND 58346 406.581.1188
erika.kenner@gmail.com

Western Area:

Michael Forman (2018)
2451 Number 81 Road
Ellensburg, WA 98926 509.929.0312
mforman7777@gmail.com

Tim Curran (2019)
1000 Cook Road
Ione, CA 95640 209.765.1815
circleranch@volcano.net

Clay Lassel (2019)
42 Road 245
Glendive, MT 59330 406.939.1348
irsbeef@midrivers.com

Tom Nelson (2020)
5831 Hwy 7
Wibaux, MT 59353 406.939.1252
nlesim@midrivers.com

Eastern Area:

Brian DeFreese (2018)
7643 St Rd 25 S
West Point, IN 47992 765.491.7421
bdefrees@purdue.edu

Barry Wesner (2018)
1821 W 700 S
Chalmers, IN 47929 219.863.4744
wesnerlivestock@yahoo.com

Gordon Hodges (2020)
1025 Pineview Farms Drive
Hamptonville, NC 27020 336.469.0489
pvfghodges@yadtel.net

Randy Moody (2020)
811 Frank Hereford
New Market, AL 35761 256.655.5255
randymoody@ardmore.net

South Central Area:

Fred Schuetze (2018)
PO Box 968
Granbury, TX 76048 817.894.0563
bhr@speednet.com

Jon Willis (2018)
2876 Simmental Lane
Marietta, OK 73448 580.276.4884
jonwillis99@yahoo.com

Tim Smith (2019)
PO Box 330
Giddings, TX 78942 512.587.7896
smithgenetics1@gmail.com

Dr. Gary W. Updyke (2020)
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 CE: 12.5 BW: -2.8 WW: 101.1 YW: 142.4 Milk: 24.9 API: 152.0 TI: 100.3
 From C Diamond Inc., ND and Triangle J Ranch, NE



7SM80 CCR WIDE RANGE 9005A 2725666 // 3/4 SM 1/4 AN
 Graduate x In Dew Time // Homo. Black / Homo. Polled
 ▶ Combines depth, width and added shape as well as any
 ▶ Backed by an incredible proven donor at Cow Camp Ranch
 ▶ His pedigree offers exciting options for both purebreds and percentages
 CE: 12.4 BW: -0.6 WW: 73.6 YW: 117.1 Milk: 22.5 API: 148.2 TI: 80.0
 From Cow Camp Ranch, KS; Gibbs Farms, AL and HRM Simmental, IA



7SM94 CCR PAYWEIGHT 0327C 3111910 // 1/2 SM 1/2 AN
 Payweight 1682 x In Dew Time // Homo. Black / Homo. Polled
 ▶ Massive Basin Payweight 1682 son out of the dam of CCR Cowboy Cut
 ▶ Incredible rib dimension with a big foot and loads of capacity
 ▶ Displays 'wow-factor' volume with superbly-balanced EPD projections
 CE: 15.6 BW: -1.2 WW: 70.7 YW: 106.4 Milk: 25.7 API: 156.6 TI: 83.8
 From Cow Camp Ranch and River Creek Farms, KS



7SM89 W/C RAPID FIRE 2101C 3041151 // 1/2 SM 1/2 AN
 Lock N Load x Predestined N5905 // Homo. Black / Homo. Polled
 ▶ Moderate-sized, blaze-faced Lock N Load son
 ▶ Massive, smooth, stout and flexible—balanced from nose to tail
 ▶ Blends good looks, exciting EPDs and a timely pedigree
 CE: 12.9 BW: -0.4 WW: 62.7 YW: 112.9 Milk: 20.0 API: 152.8 TI: 81.5
 From John Hill, FL and Scott Werning, SD

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FROM THE DIRECTOR OF SCIENCE & EDUCATION

By Jackie Atkins, Ph.D.



I find early fall a bittersweet time of year. At least in Montana, few are eager to see the summer fade. Yet, I welcome the crisp autumn air, the beauty of the season, and the upcoming football season. Fall marks the end of summer vacation for our kids and the start of a new school year — sad to see the freedom of summer months leave yet excited to see

our school friends again and anticipate all the activities during the school year.

For spring calving herds, fall marks a time they assess how their cows are producing. Was she successful at nurturing and weaning a healthy calf? Was she successful at becoming pregnant again, hopefully early in the breeding season? Did she do all this while maintaining herself in good condition on the forage available? For fall calving herds, early fall means preparing for the new calving season, welcoming the new calves, and anticipating the next breeding season. Again, pivotal times for the success of the cowherd.

This fall, the ASA and IGS launched ground-breaking innovative programs promising to help both seedstock breeders and commercial cow/calf producers make more informed future decisions and help their cow herd be

more successful. The IGS Feeder Profit Calculator™ (FPC) makes producers more aware of the profit potential of their calves. The FPC combines genetic information with management decisions to predict how calves will perform after weaning. The IGS Feeder Profit Calculator is free for producers and validates the challenging work of managing the calves for success and selecting the best genetics to optimize their profit. For more information about the FPC see the article 'Pathway to Profit' by Chip Kemp (page 36) or contact the ASA at 406-587-4531.

The second program offers a \$20 genomic test to breeders submitting DNA on their entire cowherd. Furthermore, if breeders submit mature cow weights and body condition score or hip height, they can get an additional \$5 off their test — making this a \$15 test for 50K genomics and parentage. Prices like these have never been seen at the ASA. This offer is only available from now until December 15th, 2018. For more information read article 'Cow Herd DNA Roundup' (page 46) or contact the ASA at 406-587-4531, extension 111.

I encourage all who read this to study up on these pioneering programs. From their conception, they were meant to help cow/calf producers and breeders be more successful with tools to make more informed decisions. Take the time to go back to school this fall to learn about the Feeder Profit Calculator and the cow herd DNA roundup project.

ST

NATIONAL WESTERN SIMMENTAL SCHEDULE JANUARY 6-21, 2018 • DENVER

SUNDAY, JANUARY 14

8:00 A.M. - Simmental Pen of Bulls Show

MONDAY, JANUARY 15

8:00 A.M. - Simmental Pen of Heifers Show

2:00 P.M. - Simmental Sale

TUESDAY, JANUARY 16

8:00 A.M. - Simmental Jr. Breeding Heifer Show & Simmental Bull Show

WEDNESDAY, JANUARY 17

8:00 A.M. - Simmental Female Show

HILL ARRIVAL: 6:00 A.M. ON 1/14 • YARDS ARRIVAL: 7:00 A.M. ON 1/7

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PRR Miss Light 012N

ASA# 3029585
3/4 SM 1/4 BR

Trait	Direct					Maternal				DOC	Carcass					\$ Index		
	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay		CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	6.4	2.8	54.8	78.5	.15	5.8	29.8	57.1	2.7	8.8	20.9	-.23	.00	-.065	.33	-	87.1	59.0
ACC	.22	.23	.23	.22	.22	.19	.20	.21	.24	.03	.19	.12	.13	.15	.11	-		
%	10						4	10										20

EPDs as of 7.31.17

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Hooks Shear Force 38K
Sire: WS Beef Maker R13
DCR Ms Ribeye N72

PRR Ranger 212F
Dam: PRR Miss Optima 46R
PRR Optima 677J

ASA# 2676077
3/4 SM 1/4 BR

Trait	Direct					Maternal				DOC	Carcass					\$ Index		
	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay		CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	9.1	4.5	77.2	106.9	.19	6.9	22.0	60.6	10.7	11.2	39.4	-.27	.40	-.046	.85	-.10	133.9	80.2
ACC	.56	.67	.58	.51	.51	.31	.30	.38	.34	.17	.43	.29	.30	.35	.27	.02		
%	1		4	3	2			2	10	5	3		1		1		1	1

EPDs as of 7.31.17

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- PRR Preview 973Z is homozygous polled, high capacity, highest carcass quality, 3/4 SM x 1/4 BR Simbrah bull.
- Preview has produced Prime beef and is one of the top production \$TI bulls.



PRR Miss Optima 46R - Dam

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PRR Powerful 22Z



RX Amarula R501
 Sire: PRR Ruler 447U
 PRR Doorn Right 604M

PRR Scout 002N
 Dam: PRR Bonnie 88W
 PRR Bonita 51N

ASA# 2658365
 5/8 SM 3/8 BR

Trait	Direct					Maternal					Carcass					\$ Index		
	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	DOC	CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	-1.3	5.3	68.0	91.6	.15	5.4	11.7	45.7	17.0	9.9	31.7	-.37	-.38	-.079	.79	-.21	76.2	46.2
ACC	.49	.71	.66	.55	.55	.28	.29	.38	.26	.16	.46	.28	.27	.35	.23	.01		
%	20					1					15	1	20	1	3			

EPDs as of 7.31.17

Simbrah

■ PRR Powerfull 22Z is a great polled/s, tender genes, very long, carcass quality Simbrah bull living up to his name.



PRR Ruler 447U — Powerful's Sire

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PRR Pilgrim 008X



PRR Pioneer 961M
 Sire: PRR Whata Dude 536P
 TMS Karlita F55

PRR Accolade 119K
 Dam: PRR Ms. Optima 11N
 PRR Optima 677J

ASA# 2586450
 5/8 SM 3/8 BR

Trait	Direct					Maternal					Carcass					\$ Index		
	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	DOC	CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	5.0	1.4	53.5	71.4	.11	10.8	23.7	50.5	11.0	10.5	14.3	-.29	-.39	-.058	.49	.03	72.9	44.3
ACC	.67	.77	.74	.68	.68	.54	.54	.59	.27	.08	.52	.34	.36	.41	.32	.01		
%	10					1					10	15	15					

EPDs as of 7.31.17

Simbrah

■ PRR Pilgrim 008X is a Homozygous Polled, quality carcass, multi-generational, proven Pine Ridge Ranch Simbrah bull.



PRR Whata Dude 536P — Pilgrim's Sire

Semen: \$35/straw

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Simmentals Add “Stretch” to North Dakota Operation

By Kindra Gordon



The Perhus branding crew, left to right: Chad, David, Christopher, Howard, Keith and Ryan, along with seven area youths who help on branding days.

Marshall, North Dakota rancher Keith Perhus says length is one of the reasons he and his brothers, son and nephew like using Simmental genetics in their commercial cow herd.

Of the previous breed sires they were using, Perhus says the calves “weren’t bad,” but he adds, “We felt they didn’t have the length of loin.”

Thus, in 2013 Simmental bulls purchased from Lassle Ranch Simmentals in Glendive, Montana were brought into the 950-cow Perhus Brothers operation, which includes five Perhus families and runs on rolling native rangeland in Western North Dakota. Perhus says, “We saw the Simmentals and just felt those calves had more stretch . . . and with more length you get more weight in your calves.”

Today, the Perhus family is pleased with the improved pounds and performance that Simmental has added to their calf crop. As a testament to the incredible gains, Perhus Brothers report that over the past three years they've had an increasing number of calves with over 700 lb. weaning weights — and even a few over 800 lbs.

Five Families Involved

The family ranch was homesteaded in 1906 by Keith's grandmother, Clara Breckon. She lost her husband at a young age and married Keith's grandfather Thomas Perhus in 1910. The family name Perhus means Peter's House in Norwegian.

In the 1930's their son — Keith's father and mother — took over the operation and in the 1960's and 70's the ranch transitioned to their three sons, which includes Keith and his older brother David and younger brother Howard.

From the beginning the ranch was focused on raising cattle and crops to feed those cattle. Today, five Perhus families are continuing the ranch legacy. This includes David and his wife Ruby, their son Ryan, his wife Coven and their young children; Keith and his wife Linda, their son Chad, his fiancé Wendy, and their young daughter; and Howard and his wife Ila — their daughters are currently not involved with the ranching operation.

Everyone helps with different aspects of the ranch; Howard and Ryan oversee small grain seeding and corn planting while David oversees Farm Service Agency (FSA) reporting. Keith and Chad manage the on-farm feedlot, bull purchasing and marketing. But Keith underscores that everyone gives input and contributes to the labor for the cattle and grain parts of the business.

The ranch was originally stocked with Hereford cows and remained that way until the trio of brothers made a switch to Gelbvieh and began crossbreeding in the 1980's. Of this, Keith says his dad was sad to see the Hereford tradition changed. He notes, "I don't know if he ever got over it."

The Perhus brothers also dabbled with Simmental in their crossbreeding efforts in the 80's, but Keith says the large frame and calving issues steered them away from the breed at that time.

But with today's more moderate Simmental genetics, Perhus happily reports, "Now, we've had no issues."

Herd Management

The 950-head Perhus cow herd is comprised mostly of Gelbvieh-Angus cross cows bred to Simmental bulls. Calving begins in early March with the heifers, cows begin calving around March 25. Fall vaccinations are given in October, with weaning in late October to early November.

Perhus says weaning weights is where he is seeing the most difference from the Simmental bulls. He reports that in 2014, their first Simmental-sired calf crop, of the more than 900 calves weaned at about 7 months of age, 42 steer calves weighed over 700 lbs.

In 2015, they had 64 steer calves wean at weights over 700 lbs. and one head over 800 pounds. In 2016, it was 86 calves weaning off over 700 lbs. and five head over 800 lbs.

Perhus says no creep feed is fed, calves are strictly raised on grass. Of their hefty weaning weights, he says, "You can see Simmental making a difference."

After weaning, steers are backgrounded at the ranch until early February, and fed with oats, corn, wheat and barley raised on the ranch. They are marketed direct to farmer-feeder Garry Bultje near Platte, SD.

Presently, the Perhus families do not get data back on the feedlot and carcass performance of their calves, but Keith says his son and nephew may look at that for the future.

Heifers are kept as herd replacements and to sell; about 180 will go into the herd with 250 replacement heifers marketed annually. With the transition to Simmental bulls, Perhus says their herd will eventually be made up of mostly SimAngus™ genetics.

He has noticed their replacement females becoming more uniform the last few years with the Simmental genetics and just feels that the SimAngus females offer better quality.

CONTINUED ON PAGE 12

Cattle being brought in from range.



Simmentals Add “Stretch” to North Dakota Operation

CONTINUED FROM PAGE 11



Many helping hands from neighbors and friends lighten the workload at branding.

Simmental Selection Focus

As he selects Simmental sires for his family’s commercial cow herd, North Dakota rancher Keith Perhus says he focuses on moderate frame size. “I try not to buy extremes,” he says.

As well, since the Perhus operation raises their own replacement females, Perhus says he doesn’t want cattle that get to big and leggy. He notes that in their rugged range country a mature cow that is over 1,300 to 1,400 pounds loses efficiency.

Regarding EPDs, Perhus utilizes the All-Purpose Index (\$API), and additionally watches birth weights closely, monitors milk, and also selects for ribeye and intermuscular fat. Average daily gain is also important to their operation, so he strives to select sires with a four or above.

He notes that he doesn’t always get bulls that fit every criteria, but that’s the checklist he uses to determine if he should consider a bull.

ST

Good, Calm Cattle

All total, Perhus says he, his brothers, son and nephew are happy with the Simmental performance they’ve seen in just a few short years. “The numbers speak for themselves,” he says.

Additionally, he says, “I think the demeanor of our cattle is improved with the transition to Simmental . . . The boys have commented that the cattle seem a lot more docile.” Perhus adds with a chuckle, “That’s important — especially when you get older.”



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DOB: 10-10-15
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20 Years of Collecting

Coordinated by Emme Troendle

The Carcass Merit Program celebrates 20 years of collecting data on young sires.

With the first matings at the Sheek's Ranch, Cabool, Missouri, in the spring of 1997, the ASA launched a young-sire evaluation project that changed the direction and collective futures of all producers and users of Simmental genetics. The Carcass Merit Program (CMP) randomly mated the top Simmental and Simbrah sires to commercial females with the intention of collecting progeny sire group, carcass information and when possible, tenderness data.

Each sire is tested in "real world" commercial situations, and data is collected from 41 different herds in 18 states with steers fed and harvested in nearly every cattle-feeding region in the US. In addition to information about carcass traits, the program annually contributes well over 1,000 birth, weaning and yearling weights.

As CMP moves into the 20th breeding season, the data that has been collected allows the ASA to produce performance and value expectations to current and potential customers of our members. This information builds significant accuracy for economically important EPDs, and assists in the early screening of bulls that possess unique levels of trait differential, and thus provide maximum selection leverage. Many of the industry's top sires of various breeds and breed combinations are CMP graduates.

"The importance of collecting actual carcass data cannot be overstated," explains Jackie Atkins, ASA's Director of Science and Education, and the overseer of the CMP. "We need to have carcass records in our database in order to

predict genetic merit for carcass traits accurately. The CMP has been an integral part of collecting carcass phenotypes and building accuracy in this vital trait for beef cattle. We have expanded the number of cooperator herds, and as a result, we test more bulls and have more contemporary groups per bull. We are seeing better and better sires enrolled in the program, we have added cooperator herds, we are collecting feed intake data, we are adding hundreds of carcass records to the database every year, and now due to a recent board decision to genotype the CMP calves, improving our genomic predictions for carcass and feed efficiency through this project. Thank you to all the breeders, cooperator herds, and feed yards that have made this program a success!"

The following are contributions provided by CMP breeders who have enrolled sires and cooperator herds who have used sires on their herd. Those breeders are: Nolan Brunner, Cow-Camp Ranch, Lost Springs, KS; Dr. John B. Hall, Extension beef specialist and superintendent of the Nancy M. Cummings Research, Carmen, ID; Gordon Hodges, Pineview Farms and Gibbs Farm, Hamptonville, NC; Bill McDonald, McDonald Farms, Blacksburg, VA; Lynda Stuart, Stuart Land and Cattle, Rosedale, VA; and Will Townsend, Townsend Ranch LLC, White Sulphur Springs, MT.



Jackie Atkins PhD, Director of Science and Education



Give us a short description of your operation.

Brunner:

Cow Camp Ranch is a ranching, farming and commercial feeding operation that has been family owned and operated by the Brunner family for five generations. We are located in central Kansas on the western edge of the Flint Hills, near the town of Lost Springs. We run registered

SimAngus™, Simmental and Angus cows and sell around 250 head of bulls annually with the majority of them being sold in our spring bull sale, held annually in February.

Contributing CMP Breeders



Nolan Brunner,
Cow-Camp Ranch,
Lost Springs, KS



Dr. John B. Hall,
Extension Beef Specialist
Carmen, ID



Gordon Hodges,
Pineview Farms and Gibbs Farm
Hamptonville, NC

Carcass Data



Hall:

The University of Idaho Nancy M. Cummings Research, Extension and Education Center is the primary beef cattle and forage research center for UI. The unit calves 350 predominately Angus-Hereford cross cows and maintains 140 replacement heifers. The center consists of 1,100 acres (850 irrigated acres)

and has access to over 20,000 acres of rangeland. The cow herd is split into a range herd and an intensive grazing herd. All steers and heifers are tested for feed efficiency in the center's GrowSafe system. Heifers are kept for research projects and are either retained in the herd or sold as bred heifers. Steers are fed at a commercial feedlot.

Hodges:

My personal operation consist of approximately 50 cows, all registered with the American Simmental Association, consisting primarily of SimAngus™ and I have been a member of the ASA since 1974. For the past 12

years, I have also worked for Gibbs Farms in the role as Genetic and Marketing manager, a herd that consist of approximately 800 cows, also registered with the ASA, consisting of about 75% SimAngus and 25% Simmental.

McDonald:

McDonald Farms is a diversified livestock operation that was started in 1763. Eight generations of McDonalds have called it home. What we have to sell in the rolling hills and Mountains of Virginia is grass. The way we harvest the grass is with cattle, sheep and horses. We started our seedstock program in 1983 with the

purchase of a purebred Simmental bull and utilizing an upgrading program. In 1993, we added purebred Angus with the purchase of four bred cows with heifer calves at side. We have our annual "Pick of the Pen" Bull Sale the first Saturday in April. We sell females private treaty off of the farm.

Stuart:

The Stuart Land & Cattle Company, the oldest cattle operation in the United States dating back to 1774, is still being operated by descendants of the original Smith

family. The Stuarts came in through the maternal side . . . and you all know the influence a female can make.

Townsend:

Townsend Ranch, LLC is a family-run operation with four generations on the ranch located in central Montana. We collect genetic data and carcass data on a

regular basis, and all animal breeding decisions are done with commercial cattle operation profitability as the primary focus.

CONTINUED ON PAGE 20



Bill McDonald,
McDonald Farms,
Blacksburg, VA

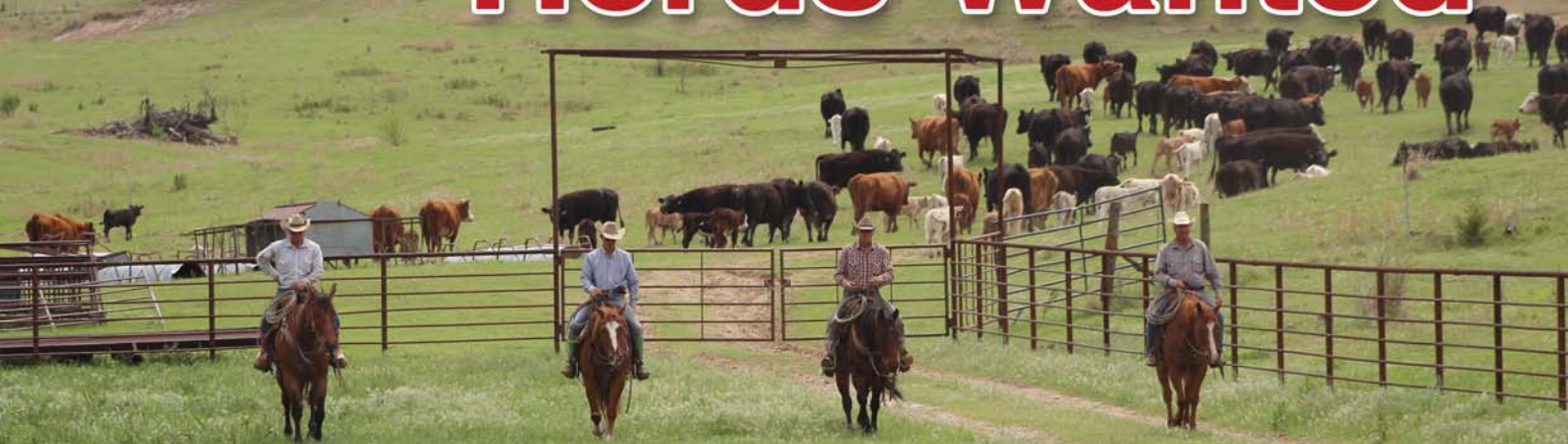


Lynda Stuart,
Stuart Land and Cattle,
Rosedale, VA



Will Townsend,
Townsend Ranch LLC
White Sulphur Springs, MT

Cooperator Herds Wanted



CMP
ASA
CARCASS MERIT PROGRAM

“Participating as a CMP cooperative herd for nine years has enabled us to get the hard facts on feeding efficiency and harvest value by traits on our calves. As a commercial cow/calf operation, interested in making genetic progress in the cowherd, we have used the data in replacement selection and are seeing a difference in our bottom line.”

*Lynda Stuart,
Stuart Land and Cattle Co.*

“We are glad to be part of the CMP program. It provided us with top quality calves while we get to participate in improving Simmental genetics.”

*John Hall, Ph.D.,
Professor and Extension Beef
Specialist and Superintendent
at University of Idaho Nancy
M. Cummings REEC.*

Would you like to get paid to use some of the most promising young bulls in the industry? Do you have accurate and consistent record keeping? Then we have the program for you!

The ASA is seeking additional cooperator herds for the Carcass Merit Program. Spring or Fall calving herds are welcome.

Incentives for Cooperators

- ◆ Free semen from the industry's top herd sire prospects
- ◆ All cows in herd will be put in ASA's database which will provide EPDs for every female. This allows you to make selection and culling decisions within the cowherd based on EPDs.
- ◆ You have the option to retain all or some of the females produced from the program
- ◆ ASA will pay \$60/AI sired carcass that is harvested
- ◆ Cooperators will get carcass data back on all the calves harvested through the program.
- ◆ A portion of the CMP calves have feed intake collected and records shared with the cooperators.

How does it work?

- ◆ ASA assigns all matings in a random fashion so that the test produces unbiased, accurate results.
- ◆ ASA will work to provide bulls that fit the general criteria of your herd. However ASA must use only bulls that are enrolled in the program.
- ◆ At least two sires will be used per contemporary group and ASA likely will use several sires per contemporary group to provide better more accurate test results.
- ◆ Only bulls with high calving ease EPDs are used on heifers.

Qualifications

1. All cows will be individually identified along with birth year and approximate breed makeup
2. Collect birth weights, calving ease scores, and weaning weights on CMP sired calves
3. Beneficial but not required — have a current AI program established
4. Must commit to collecting carcass data

Contact Jackie Atkins, Jannine Story or Luke Bowman for more information at 406-587-4531.

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Important dates:

Wild Wild West Sale – January 16th, 2018, Brighton, CO

Altenburg Super Baldy Ranch Bull Sale

– March 17th, 2018, Fort Collins, CO



20 Years of Collecting Carcass Data

CONTINUED FROM PAGE 17



What prompted you to become involved in the CMP?

Brunner:

Being in the commercial cattle feeding business as well, we know firsthand the value of a high carcass merit animal. We've been collecting our own data on our genetics for many years, but the CMP has allowed us to take it a step further. To be able to compare our sires to other progressive and elite genetics, within and even outside our breed, has helped give us some direction as to where we actually are in terms of our own genetics, and what we need to improve on to make ourselves better.

Hall:

In 2011, Dr. Benton Glaze and I started discussions with Dr. Jerry Lipsey from ASA about conducting a demonstration project on the value of crossbred bulls, specifically SimAngus bulls, in commercial beef herds. ASA and their producer members were very supportive of the concept and helped support the demonstration, and so an active relationship was developed between ASA and the University of Idaho (UI).

When ASA staff offered the opportunity for UI to participate in the CMP, we jumped at the chance. Not only did it fit with our long-term demonstration on the value of crossbred bulls, but it fit very well with our desire to gain better information on the carcass merit of calves from our herd as well as the impact of management decisions on carcass quality. This year's breeding season marked our 4th year in the CMP.

Hodges:

The CMP is an unbiased, random selection, third party breeding program, measuring and reporting all data to the ASA Genetic Evaluation. Good carcass data is very hard to achieve as an individual small breeder.

McDonald:

We started using the CMP when we sold half interest in two bulls to Sunshine Farms. Tommy Brown encouraged us to share enrolling them in the program. Since we are very commercially oriented, we agreed it was good thing to do.

Stuart:

In the 1960's, with the advent of record keeping and the use of Artificial Insemination, breeds like Simmental were used on Horned Hereford, Shorthorn, and Red Angus cows. The first Simmentals were red and added needed heterosis. In the 1980s the Simmental genetics available produced a cow too large for our limited feed resources and rugged terrain so Gelbvieh were used.

When the Japanese export market got hot, the demand for red cattle diminished we began using black bulls in a hurry. With the fabulous performance data base the American Simmental Association had set up and the establishment of the Carcass Merit Program, we looked again at Simmental and were able to get in on the ground floor as a cooperating herd.



What is the value of receiving carcass data on the bull's progeny over ultrasound data?

Brunner:

The old saying, "The proof is in the pudding" pretty well sums it up. As long as all measures have been taken to uphold the accuracy and integrity of the data, this is the best measuring tool that we could possibly use. Ultrasound has proven to be an invaluable tool in the seed stock industry at measuring carcass merit, but unfortunately does have its limitations.

Hall:

Ultrasound data is accurate and is a good tool, but it has its limitations especially for carcass quality (marbling). We have found it difficult to obtain ultrasound carcass data if cattle are not fed at our facility, and due to high feed costs our facility is not the ideal finishing

Hodges:

Carcass measurements are the actual data used for our Genetic Evaluation & ultrasound data is simply an indicator trait. To make that more meaningful in simple terms, it literally takes thousands of ultrasound data to equal the accuracy of a small number of actual carcass measurements and no amount of ultrasound data will ever result in a very high accuracy EPD. The only way to ever achieve accuracy measurements in the range of 0.60 or higher is to have adequate actual carcass measurements in properly constructed contemporary groups.

location. For our research, carcass information gives us a more accurate data to share with producers and to make decisions in our herd. The CMP gives us better data and a larger data set to work with.

McDonald:

Carcass data is very important. Someone's going to eat what we produce. If we expect them to pay good money for our product, then we better produce as good a product as we can. Actual carcass data is different than ultrasound. You need a carcass to determine shear force and other traits. Even with DNA we need the phenotypes to support the findings.

Townsend:

The value of receiving carcass data over ultrasound data is that carcass data is the economically relevant trait that gets a producer paid (or at least the packer). Ultrasound data is an indicator trait for carcass data but what we really want to know is how the cattle will perform on the rail, not how things look on ultrasound. In order for ultrasound to be effective we have to have carcass data. This leaves you with two observations in regards to carcass data vs. ultrasound:

1. Carcass data is better than ultrasound because it is the economically relevant trait and ultrasound data is just the indicator trait for carcass performance.
2. Ultrasound data is useless without carcass data.



How has the CMP added value to your bulls?

Brunner:

I think more than anything, the CMP has fast tracked being able to prove genetics. Whether good or bad, we can say with more confidence that we need to use more of this bull, or this bull on this type of cow or this bull not at all and that has helped us to keep our genetics "cutting edge". I would also say

that the CMP has developed a great reputation throughout the beef industry and anytime you can say a bull has been enrolled in or gone through the CMP, that can definitely add value to the animal or even your program as a whole.

Hodges:

The CMP adds validity to all data on our sires, not just carcass data, and it adds significant accuracy to the carcass EPDs. This is very valuable to us in our personal operation and adds great value to the marketability of semen and progeny of the bulls who prove to be superior.

McDonald:

The CMP has added value to our bulls because the information that it generates is unbiased, accurate and gives our customers the confidence that their offspring will perform accordingly.



How has the CMP added value to your herd?

Hall:

Certainly the CMP has allowed us to access high quality genetics. The ASA database and evaluation system has allowed us to generate EPDs on our cows which we use for assigning cows to research projects and making selection of females to produce heifers.

Besides getting access to excellent young Simmental and SimAngus bulls, we have documented increased weaning weights in our calves. Calves from CMP bulls have been profitable in the feedlot and graded extremely well over the last several years.

Stuart:

Our focus on record keeping from Zan Stuart's famous index cards to a sophisticated computer program made a good fit. Since the mid-1980s we had sampled young sires for the Select Sires program, and found the young bulls, albeit one in five are the bell ringers, made steady genetic improvement in our strictly commercial cowherd.

The only thing I would change is I should have bitten the bullet early when we started as a CMP herd and switched to their system for all of our record keeping.

CONTINUED ON PAGE 22

20 Years of Collecting Carcass Data

CONTINUED FROM PAGE 21



What benefits have you found in retaining females by CMP sires?

Hall:

Because we made the decision some years ago to maintain an Angus x Hereford crossbred cow herd to allow us to conduct research on a relatively uniform cow base, we don't retain heifers from CMP sires at UI. However, we sell CMP bull sired heifers in our bred heifer sale. These heifers sell very well and we have repeat buyers year after year.

Stuart:

We have no outside income to sustain the operation and are forced to keep to the budget to survive. By being a cooperator herd, providing accurate record on calving and calf performance, and owning to harvest has been the only way for us to afford the good genetics. With a 1,400 cow herd and using cross-breeding we hold back our own female and male replacements. They are acclimated to our tough conditions.



What are the benefits of using your bulls in a variety of environments?

Brunner:

In the big picture, the marketplace for genetics has become worldwide and you never know where that next opportunity may come from. You have to be ready for anything and keep a genetic balance in your herd that will allow them to perform in any environment, whatever it may be. Even in the smaller picture, our commercial bulls sold within a few hundred miles may be challenged with different environmental factors such as fescue grass, hot humid climates, higher elevations and/or cold harsh winters. Therefore, a genetic diversity is extremely important for our herd for them to be valuable for use in many different areas at the same time.

McDonald

This great nation is very diverse. It is extremely important to know if certain lines of cattle work in your environment. The CMP has herds all across the country so we can find out if our bulls do work in a variety of situations. I believe that the ability of Simmental cattle to work well in a variety of climates is one of our best strengths.

Hodges:

Our genetic evaluation is supposed to accomplish the removal of environmental differences and I have confidence that it does to some extent, but I do feel more comfortable with data (EPDs) when I know it comes from multiple contemporary groups in varying environments.

Townsend:

Using your bulls in a variety of environments can be useful if you sell or plan on selling your genetics into a variety of environments. Most people would at least like the opportunity to tap into different geographical markets at some point so this would apply to most people. In a rare situation where somebody says I'm just going to sell bulls into fescue country in eastern Missouri then you may be better off spending your money to test your cattle in just that area. However, with that being said, that situation applies to almost nobody. Also, many of the conditions across the country are more similar than people tend to think. In other words, good cattle will often perform in a lot of environments and markets and bad cattle won't.



What advice would you have for someone thinking about enrolling in the CMP?

Brunner:

Don't wait too long to start your planning. Make sure you get your name on the list so that you can get the bull enrolled as soon as possible. There are a limited number of cows so be sure you're not always the last one to make the call. Also, be sure you have the semen available.

Collecting semen is never a given, so give yourself plenty of time to get the best quality and quantity of semen you'll need in order to take full advantage of the program.

Hodges:

If you value accurate and honest data, then it is a “no-brainer”, enroll your herd sires in the CMP as yearlings in an effort to prove them as early in life as possible. Yes, the new tool of genomic enhanced EPDs can give a very good estimate of the genetic prediction at birth, but without continued validation of large amounts of phenotype data, eventually the genomic data will lose accuracy. Phenotype data alone is a good prediction of genetics. Genomic data alone has very little value. Using phenotype data along with genomics, essentially as a team, provides extremely good data with high accuracy.

McDonald:

My advise to other breeders who want to get started using the CMP is “Just Do It”. You will build your reputation as a true performance breeder and have the data to back it up. A lot of daughters are kept in the CMP herds so by default you will even keep getting valuable information.

Townsend:

I would have two pieces of advice: One: if you are in the genetics business for the long-term, it would be beneficial to invest in research and development. Collecting carcass data is a great place to start and from personal experience it is hard to find a better means of doing that than the Carcass Merit Program, both in terms of cost and quality of data collected.

Two: data is only as good as how you plan on leveraging that data. If you don't plan on responding to how the data affects the EPDs and Indexes than I would save your money. Sometimes you will like how the bulls perform and continue using them but sometimes you won't like what you see. If you continue to use the bulls with poor EPDs and indexes than you should have just saved your money in the first place.



What advice would you have for someone thinking about becoming a cooperator herd for the CMP?

Hall:

One: make sure you have an excellent AI program and your herd's breeding season is restricted to 60-90 days. That way you will maximize the number of CMP sired calves and uniformity of calf crop. Two: you should be excited about participating in this program. The bulls available have excellent genetics and perform well. The UI herd has a very low rate of calving difficulty and we have not seen any increase

with the use of CMP sires. Three: if you have retained ownership on calves before, you will be pleased with the performance you get from CMP sires. If you have not retained ownership on calves through the feeding period do your homework and understand what you are getting into and how you will use this information in your herd. Four: the ASA staff is great to work with on this program.



If someone is hesitant about enrolling in the CMP because there is no control over what the records will do to the bull's numbers, what would you tell them?

Brunner:

I would say, whether the data is good or bad it is going to help you as a breeder make better decisions. If it's really good, then you've got something to build on and if it's bad then maybe it can save you a generation or two of putting genetics back into your herd that you may not really want.

McDonald:

You do give up some control of how the data comes out, but the true worth of a bull comes out sooner or later. I would rather know it sooner and have the confidence that it was accurate.

Hodges:

I would have to say they do not want to know the truth and do not want the industry to know the truth about their bulls. It is a fact that the CMP will yield accurate, unbiased data on sires. Sometimes that proves to be good, sometimes bad, but it is the truth. Personally, I want to know the truth about the genetic value of my sires so I can make accurate breeding decisions in my own operation.

Townsend:

If you are worried about enrolling in the program because you are worried about a bull's numbers dropping, you are playing the short game and the CMP (and maybe even the bull business) is not for you. The CMP is about the long game. You are building a program, you are not building a bull. If you are building a program, it is just as important, if not more so, to weed out the bad bulls as to identify the good ones. The data you collect will impact the whole industry through your bulls genetic ties to other cattle. It is important to look at the big picture and not just one bull.

CONTINUED ON PAGE 24

20 Years of Collecting Carcass Data

CONTINUED FROM PAGE 23



How do you select bulls that you enroll into CMP?

Brunner:

If we foresee a bull, whether it is one we've raised or bought, making a big impact on our herd's genetics, we will always try and get him enrolled in the CMP. We don't necessarily put any parameters on EPDs in order for him to "qualify". For whatever reason we've decided to use the bull, his carcass traits will always be important to us too. It may not be the deciding factor on whether or not we use the bull but it will still greatly affect how we will use him.

Hodges:

Very simple and easy decision, every herd sire in our program that freezes and markets semen is tested through the CMP.

McDonald:

We select our CMP candidates through studying performance records, DNA, and disposition. Only the best get nominated. We nominate all the bulls we plan to use for several years.

ST



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

- ASA Members will receive one 50% off price discount for Low Density DNA testing for each carcass or feed intake record submitted.
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- Applies to animals born after August 31, 2015.
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NAVIGATING PATHWAYS to SUCCESS

Since 1991, the beef checkoff-funded National Beef Quality Audit (NBQA) has delivered a set of guideposts and measurements for cattle producers and others to help determine quality conformance of the U.S. beef supply. Early NBQAs focused on the physical attributes of beef and beef by-products – marbling, external fat, carcass weight and carcass blemishes. These cattle industry concerns have evolved to include food safety, sustainability, animal well-being, transportation and the growing disconnect between producers and consumers.

As a result, over the past 25 years, NBQA researchers have made significant changes to the research, leading to an increasingly meaningful set of results. In fact, data from the 2016 National Beef Quality Audit add tremendously to the core knowledge from preceding audits. Following is a summary of the research, as well as its implications for the industry.

THE 2016 NATIONAL BEEF QUALITY AUDIT

Major elements include:

The **Face-to-Face Interviews** provided understanding of what quality means to the various industry sectors, and the quality challenge priorities (Table 1). This research will help the industry make modifications necessary to increase the value of its products. Among the findings...

- ▶ As it did in the previous audit, food safety surfaced as a key quality factor. In fact, to many respondents, food safety was believed to be implied as part of doing business;
- ▶ The prevalence of branded beef items increased in the marketplace, which matched concerns about size inconsistencies in beef boxes. While size consistency was more important than size increase, large carcasses are making it harder for many further processors to meet customer specifications for thickness and weight;
- ▶ Many companies were willing to pay a premium for guaranteed quality attributes. However, the average premiums companies were willing to pay were lower than in 2011. Tenderness and flavor continue to be the two beef quality factors that drive customer satisfaction;
- ▶ BQA is not currently a recognized leader in consumer-facing channels, which is consistent with 2011 findings. Educating packers, retailers, foodservice, and further processing entities about the BQA program could improve marketing weaknesses and negative public perceptions;
- ▶ Product quality was the most cited strength of the steer and heifer sector of the beef industry. Retailers and foodservice companies identified marketing and lack of progression toward process transparency as the greatest industry weakness.

Table 1. Quality Challenges - Ranked according to priority

1991	2005	2016
External Fat	Traceability	Food Safety
Seam Fat	Overall Uniformity	Eating Satisfaction
Overall Palatability	Instrument Grading	Lean, Fat and Bone
Tenderness	Market Signals	Weight and Size
Overall Cutability	Segmentation	How and Where Cattle were Raised
Marbling	Carcass Weights	Visual Characteristics

Figure 1.

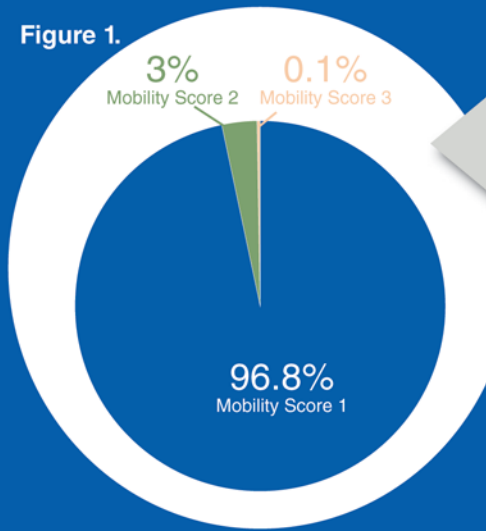


Figure 1. Mobility score of fed cattle entering the packing plants¹

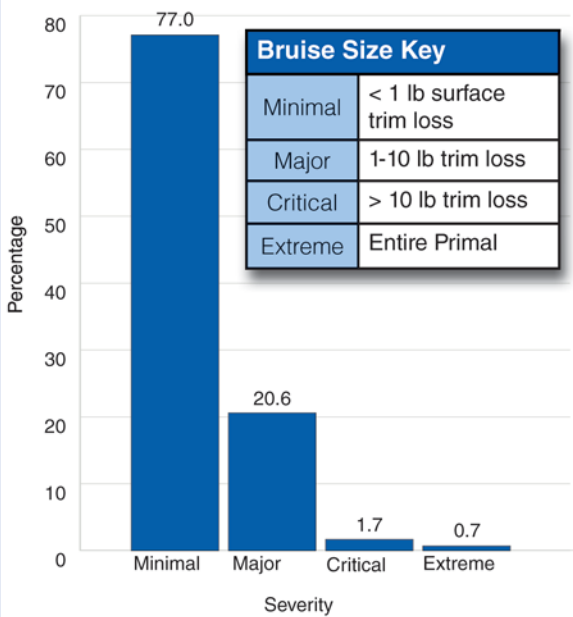
Mobility Score	Description
1	Normal, walks easily, no apparent lameness
2	Exhibits minor stiffness, shortness of stride, slight limp, keeps up with normal cattle
3	Exhibits obvious stiffness, difficulty taking steps, obvious limp, obvious discomfort, lags behind normal cattle
4	Extremely reluctant to move - even when encouraged, statue-like

Source: North American Meat Institute (2015)

¹ Because of rounding, percentages do not total 100.

The **Transportation, Mobility and Harvest Floor Assessments** evaluated various characteristics that determine quality and value, including the number of blemishes, condemnations and other attributes that may impact animal value. The transportation and mobility assessments represented about 10 percent of a day's production at each plant. The harvest floor assessment represented 50 percent of a day's production – about 25,000 cattle. Research showed:

Figure 2. Bruise severity (% of bruises observed)



- Nearly 97 percent of cattle received a mobility score of 1, with the animal walking easily and normally, with no apparent lameness (Figure 1);
- There was a decrease in black-hided cattle and an increase in Holstein-type cattle compared to the NBQA 2011, 57.8 percent vs. 61.1 percent and 20.4 percent vs. 5.5 percent, respectively;
- There were more cattle without a brand, more cattle with no horns, fewer cattle with identification, more carcasses with bruises, although bruising was generally less severe (Figure 2);
- The number of blemishes, condemnations and other attributes that impact animal value remain small; however, of livers harvested, more than 30 percent did not pass inspection and were condemned. Industry efforts to address these issues since 1995 have been generally encouraging.

The **Cooler Assessments** captured data on quality and yield grade attributes and carcass defects (Table 2). It also provides a benchmark for future beef industry educational and research efforts. The 2016 research showed:

- While the industry is improving the quality of beef being produced, that quality is being accompanied by an increase in size and fatness;
- Since 1995 there has been a continued increase in carcass weight. In 2016, 44.1% of carcasses weighed 900 lb or greater (Figure 3), which is 20.7 percentage points higher than in 2011. While total cattle slaughtered is the lowest in years, total beef production has increased. This suggests a positive sustainability outcome, producing more beef with the same amount of resources;
- Heavier carcasses could result in an increased ribeye area which, in turn, could lead to a steak with an undesirable surface area. Consumers generally prefer thicker steaks with a smaller surface area.
- There was a dramatic increase in the frequency of Prime and Choice (Figure 4), and a decrease in the frequency of Select. One of the reasons for this is the increase in dairy-type carcasses. While the greatest proportion of carcasses were within the lowest third of the grade for both Choice and Prime, the majority of carcasses qualifying for Select were in the top half of the grade.

Table 2. Percentage distribution¹ of carcasses stratified by USDA quality and yield grades

USDA Yield Grade	USDA Quality Grade, %			
	Prime	Choice	Select	Other ²
1	0.07	4.06	4.79	0.55
2	0.94	23.61	10.90	1.05
3	1.78	29.94	6.20	1.49
4	0.97	9.31	1.40	0.40
5	0.22	1.86	0.33	0.12

¹ Carcasses with missing values for USDA quality or yield grades are not included.

² Other includes: Standard, Commercial, Utility, dark cutter, blood splash, hard bone, and calloused ribeye.

Instrument Grading Evaluation reviewed data that represented more than 4.5 million carcasses over a one-year period, and provided results that were similar to those observed through in-plant research, giving confidence to the increasingly prevalent assessments provided by instrument grading throughout the industry. The trends echoed those observed in 2011.

In a December 2016 **Strategy Session**, more than 70 individuals representing every sector of the beef industry met to review results of the research and discuss industry implications. Outcomes from that meeting provide quality guidance to the industry for the next five years.

One essential need identified was for greater education and communication of BQA to the supply chain and consumers, and how increased certification of BQA followers could enhance respect for the program.

Participants identified three categories for focused improvement:

Food Safety and Animal Health

- ▶ Implement information-sharing systems, based on modern animal identification and record-keeping technologies, to improve global market access;
- ▶ Improve uptake of preventive health strategies and good cattle husbandry techniques to ensure future effectiveness of antimicrobials;
- ▶ Continue efforts to improve supply chain safety interventions.

Eating Quality and Reduction of Variety

- ▶ Develop more measurable information systems to increase supply chain coordination;
- ▶ Utilize advancements in genetic technologies to breed for carcasses with increased eating satisfaction, uniformity, and desirable end-product specifications;
- ▶ Implement or refine sorting strategies to maximize uniformity of cattle, carcasses and end product. Systems to enable rewarding of increased uniformity should be developed.

Optimizing Value and Eliminating Waste

- ▶ Implement information-sharing systems, based on modern animal identification and record-keeping technologies, to assist in sending informed market signals to producers for greater (or lesser) valued carcasses and improve system efficiency;
- ▶ Increase industry-wide uptake of proven genomic technologies and invest in the development, testing and acceptance of techniques to improve traits more quickly.

Figure 3. Frequency distribution by carcass weight group

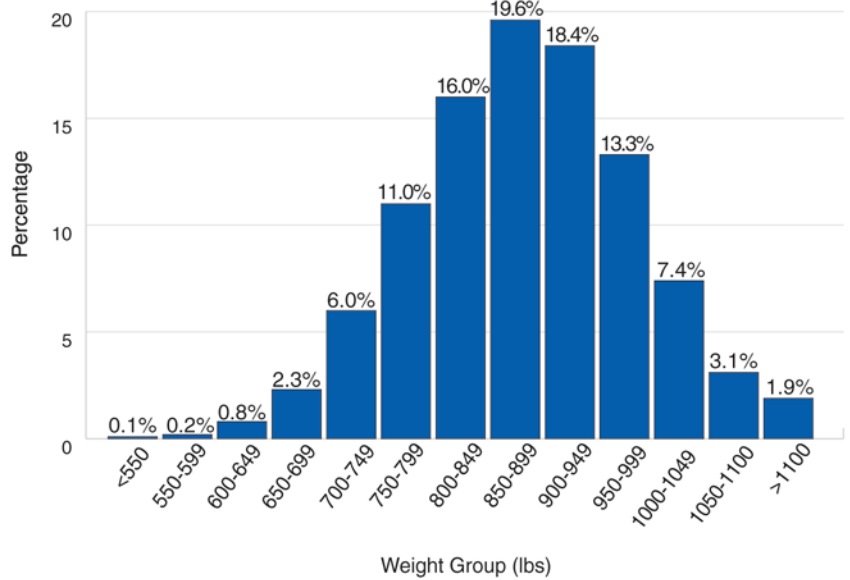


Figure 4. Changes in Prime and Choice combined over time

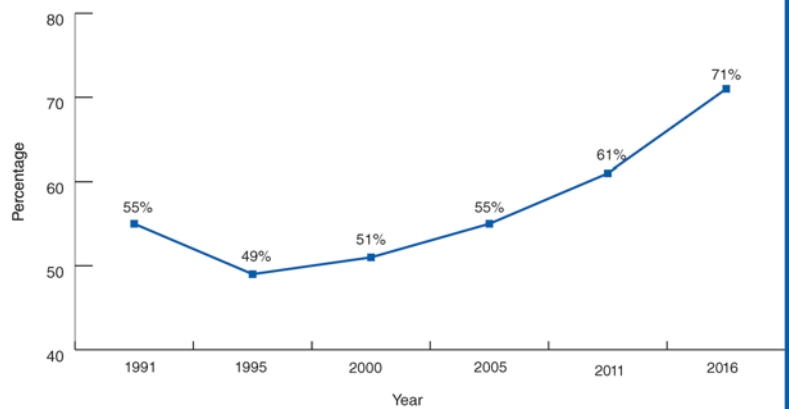


Table 3. Target Consensus for Quality Grade, Yield Grade and Carcass Weight

Quality Grade	
Grade	Target
Prime	5%
Upper 2/3 Choice	35%
Low Choice	35%
Select	25%
Standard/Ungraded	0%

Yield Grade	
Grade	Target
1	10%
2	45%
3	40%
4	5%
5	0

Carcass Weight	
Range	Target
<600 lb	0%
600-900 lb	20%
801-900 lb	30%
901-1000 lb	50%
>1000 lb	0%

LOST OPPORTUNITIES

Lost opportunities are calculated for each audit to give perspective to the value of industry losses for not producing cattle that meet industry targets. During the strategy workshop, participants set a target consensus for Quality Grade, Yield Grade and carcass weight. The target consensus is presented in Table 3. These goals, with the actual prevalence of each from the audit and summary prices for 2016, as reported by USDA, are used to calculate these values. Challenges arise each audit in this exercise as prices sometimes are not reported, or changes in data collection occur. New issues for 2016 include lack of yearly prices for lungs and tongues as well as no collection of tripe condemnations. The total lost opportunities for previous audits are adjusted to 2016 prices to give an accurate comparison between years (Table 4).

CONCLUSION

The beef industry has spent the last quarter century significantly improving the quality of its product. However, there's no denying room for continuous improvement. While the data show that those in the industry have a valuable story to tell, it's no help that many in the industry don't fully know the best way to tell it.

In conclusion, the 2016 National Beef Quality Audit observed a decrease in cattle with hide brands, presence of horns, and an increase in the frequency of Prime and Choice carcasses. However, it is evident further improvement is needed with liver condemnations and carcasses with bruising.

An important strategy for improved industry health and success was evident in the research: utilizing BQA and its principles to increase consumer confidence and enhance industry commitment would encourage greater beef demand, and improve industry harmonization. Carrying this BQA message throughout the industry all the way to consumers would benefit every audience.

Table 4. Lost opportunities in quality issues for NBQA-1991, 1995, 2000, 2005, 2011 and 2016 (using 2016 prices)

	2016	2011	2005	2000	1995	1991
Quality Grade	-\$15.75	-\$30.44	-\$26.62	-\$29.66	-\$33.23	-\$33.14
Yield Grade	-\$12.91	-\$5.93	-\$15.60	-\$15.53	-\$10.20	-\$22.19
Carcass Weight	-\$10.88	-\$6.41	-\$4.46	-\$3.44	-\$5.68	-\$4.52
Hide/Branding	-\$0.84	-\$1.95	-\$1.90	-\$2.39	-\$2.67	-\$2.43
Offal	-\$8.68	-\$2.57	-\$2.63	-\$2.82	-\$1.59	-\$0.99
Total	-\$49.06	-\$47.30	-\$51.21	-\$53.84	-\$53.37	-\$63.27



Funded by the Beef Checkoff.

The full Executive Summary and more information about the 2016 NBQA and previous audits can be found on the Beef Quality Assurance website at www.bqa.org.

FOR MORE INFORMATION CONTACT:

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Purebred by WC Relentless



LOT 8 | ASA 3278065 | 1/18/17
Purebred by Hook's Broadway



LOT 20 | ASA 3278036 | 2/12/17
Purebred by WC Loaded Up



LOT 23 | ASA 3268157 | 2/21/17
3/4 by WAGR Catalyst



LOT 28 | ASA 3278087 | 3/2/17
Purebred by HOC Broker



LOT 29 | ASA 3267990 | 3/3/17
Purebred by Hook's Broadway



LOT 22 | ASA 3276760 | 2/20/17
Purebred by JF Milestone



LOT 63 | ASA 3116305
3/4 by WC Lockdown
Bred to WC Executive Order



LOT 46 | ASA 3131588
Purebred by HOC Broker
Bred to WC Silveiras Style



LOT 49 | ASA 3211110
3/4 by Montecito
Bred to WC Executive 187D



LOT 52 | ASA 3111779
Purebred by RS Salution
Bred to HPF Optimizer



LOT 59 | ASA 3130141
Purbred by FC Dean's Wonder
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American Breeds Coalition Advocates for Brahman-Influenced Cattle Breeds

By *Tori R. Perkins, Texas Tech University*



Tori R. Perkins

When you hear the term American-breed cattle, you often think about their distinctive ear and underline. In the early 1990s, when a producer heard “Brahman influence,” it often meant a 10 to 12 percent discount per pound at payday. At the time, the Certified Angus Beef Program was gaining national popularity, and cattlemen were being discouraged from using Brahman genetics in their production. The discount at payday and misrepresentation of Brahman and Brahman-influenced cattle put the idea in Jim Reeve’s mind that the American breeds needed to come together and advocate for the cattle they produce.

“Despite several nay-sayers, my fellow [breed] executives agreed to join together in the effort to better compete with the onslaught of British and Continental Breeds,” said Reeves, co-founder and honorary lifetime member of the American Breeds Coalition (ABC). “The rest was history.”

The ABC is an organization that is comprised of breed associations that look to promote American-breed cattle and further the interests of their producers. Reeves began the coalition in the early 1990s with the help of Dr. Charles Graham, Nolan Ryan, and Wendell Schronk. Over the years, ABC has continued to grow and effectively promote American breeds cattle.

The ABC began with four original association members and has grown to seven members. These members include the American Brahman Breeders Association, Beefmaster Breeders United, the International Brangus Breeders Association (IBBA), United Braford Breeders, Santa Gertrudis Breeders International, the American Red Brangus Association, and the American Simmental Association.

“Simbrah and now SimAngus™MHT (Sim-Angus with at least 1/8 Bos Indicus) feel right at home with the other Brahman influenced breeds in this cooperative effort to promote our cattle,” said Beth Mercer, member of ABC. “All of the breeds that make up ABC have their individual strengths but the common Brahman component with its heat tolerance and adaptability is the one that makes our cattle desirable and necessary in so many parts of the country and the world.”

The coalition also offers three different types of memberships. The first is an association membership, which costs \$250.00 per

year. The second is an affiliate membership, which is for those who are in the feeding, processing, marketing or promoting of Brahman-influenced cattle. The dues for an affiliate membership are \$250.00 per year. The third type of membership is an individual or producer membership. Individual memberships are for individuals, partnerships and corporations that are actively involved in the production of Brahman-influenced cattle. The dues for individuals are \$50.00 per year. Membership dues are invested in the education, promotion and marketing practices in which ABC is involved.

ABC’s activities include educational programs and events, research projects and presentations, promotional materials, marketing, and more. The coalition is a past sponsor of the Beef Improvement Federation Convention, where they provided a steak dinner featuring Nolan Ryan Tender Aged steaks. ABC, also sponsors the Famous Texas Aggie Prime Rib Dinner during the Texas A&M Beef Cattle Short Course, where it is represented by active participants in the conference’s trade show every year.

“We have a lot of good feedback, and we have some good booth locations down at the Beef Cattle [Short Course] conference,” said Charles Graham, DVM, founder and owner of Southwest Stallion Station and president of the ABC. “We get exposed to a lot people there, because that is the largest beef cattle conference in the United States.”

In the future, the ABC will continue to conduct research projects, put on educational events, and promote American cattle on various new platforms. They will continue to educate cattlemen about American-breed genetics and how utilizing a Brahman-influence can benefit production. Educating these cattlemen will take place during the many field days the American breed associations put on throughout the southern region of the United States.

“We have to stay up and be involved with the new technology and keep telling our story to the commercial cattlemen that our breeds can help them be more profitable and efficient,” said Publisher and Editor of Gulf Coast Cattleman and ABC Member E.C. Larkin. “We need to get more research and make it available to the beef industry to back up what we know to be true.”

CONTINUED ON PAGE 32

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American Breeds Coalition Advocates for Brahman-Influenced Cattle Breeds

CONTINUED FROM PAGE 30

The ABC is dedicated to promoting the extraordinary performance and genetics of American-breed cattle. By working together, Brahman-influenced breeds can prove that their cattle can compete with any other breed and prosper in any climate. If you are interested in becoming a member or learning more about the coalition, visit: www.americanbreedscoalition.com, or contact individual breed association leadership to become a member.

ABOUT THE AUTHOR: While growing up, Tori Perkins was an active member in both 4-H and FFA. In her 10-plus years in various youth programs, she exhibited market steers, beef breeding heifers, market lambs, market swine and poultry (Bantams). Her early show years occurred through the 4-H program while living in Springfield, Missouri. She continued showing as an FFA member in La Vernia, Texas, as well as participated on the junior chapter conducting team and the meats evaluation team. A recent graduate of South Plains College in Levelland, Texas, Tori is currently a senior agricultural communications major at Texas Tech University in Lubbock, Texas.

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CE	BW	WW	YW	ADG	MCE
14	0	52	81	.19	10
Milk	MWW	DOC	CW	YG	
23	49	12.5	18.8	-.25	
MB	BF	REA	\$API	\$TI	
.37	-.017	.76	149	71	

Hook's Beacon 56B

CE	BW	WW	YW	ADG	MCE
22	-3.7	57	94	.23	13
Milk	MWW	DOC	CW	YG	
35	64	15	20.7	-.48	
MB	BF	REA	\$API	\$TI	
.78	-.01	1.54	195	93	



Connealy Black Granite

CE	BW	WW	YW	ADG	MCE
21	-2.5	71	115	.28	15
Milk	MWW	DOC	CW	YG	
24	59	13	34.7	-.20	
MB	BF	REA	\$API	\$TI	
.70	.035	1.23	151	79	

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A226 | ASA# 2859619

1/2 SM 1/2 AN | SRS RIGHT-ON 22R



D803 | ASA# 3275734

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21	-2.4	55	89	12	26	53	11	-.33	.26	.99	169	75
.66	.80	.73	.72	.29	.30	.40	.14	.35	.43	.35		

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16	-1.2	71	106	13	26	61	13	.12	.63	.41	157	84
.31	.38	.33	.35	.24	.25	.28	.07	.25	.39	.32		

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Pathway to Profit

Step inside the IGS Feeder Profit Calculator™

By Chip Kemp



Chip Kemp,

Director of Membership and Industry Operations

In the March Issue of *SimTalk*, we introduced the revolutionary IGS Feeder Profit Calculator™ and its role in providing true awareness of feeder calf profit potential. In this article, we are going to walk through the simple and straightforward process of getting an IGS Feeder Profit Calculator certificate generated on a specific set of calves.

The first step is to get to the IGS website. You can either use the IGS link at the top of Simmental.org or you can go directly to InternationalGeneticSolutions.com. The IGS Feeder Profit Calculator link can be found in the upper right-hand corner.

The second step will take you to the input form. Complete the form and submit that information for certification. You will provide contact and location information, weaning and herd health specifics, marketing weights and timelines, and of course registration numbers on sires.

It is possible that staff will reach out seeking additional information, but roughly three business days following your submission you will receive an email providing you a digital copy of your IGS Feeder Profit Calculator certificate.

Now it is time to interpret the information on your certificate. On the left side of the certificate will be all information provided by the producer. This gives confidence and knowledge to a potential buyer, knowing you are hanging your credibility on the details you provided. The buyer is able to quickly gauge your management and health practices that built value into this set of calves.

The lower right hand-side of the certificate focuses in on five categories that are crucial to feedlot and carcass success. The star metrics reflect the ranking of your calf genetics versus the IGS database.

The upper right portion of the certificate is the true foundation and core of the IGS Feeder Profit Calculator. Using the largest genetic database in the industry and some of the elite minds in the business we have leveraged known genetics, herd health, current economic conditions, and basic accounting principles to provide the most robust indicator of feedlot profit potential to date. It breaks it down to a language we all understand — dollars and cents. Frankly, feedlot buyers want to know if a set of calves has a reasonable chance to turn a profit.

An example of a certificate.

IGS Homepage

Three measures are highlighted on the certificate:

Relative Genetic Value: Predicted difference in value due to genetics between the calves being evaluated and the average Angus calves of the same sex, starting weight and management conditions.

Relative Management Value: Predicted difference in value due to management between the calves being evaluated and those same calves under the assumption of an industry average of 60% of calves being vaccinated against BRD and 60% of calves being weaned for 30 days or more.

Total Relative Value: A combination of Relative Genetic Value and Relative Management Value.

CONTINUED ON PAGE 38

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CE	BW	WW	YW	ADG	MCE	MM	MWW	Stay	Doc	CW	YG	Marb	BF	REA	Str	API	TI
16	-1.8	88	146	0.37	9	32	76	9	10	54	-0.06	1.08	0.03	0.94		179	106

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Pathway to Profit — IGS Feeder Profit Calculator™

CONTINUED FROM PAGE 36

When evaluating each of the relative value categories it is important to be aware that the average in each category is zero. A \$0.00/cwt means these calves reflect the breakeven potential of the average calf. There is no artificial adjustment to the base just for marketing advantage or to provide a feel-good effect. You expect the truth and the facts. So do your customers and your buyers.

On the example certificate provided, we predict a breakeven price (at the time they are sold as feeder calves) based on their predicted feedlot performance of an additional \$9.84/cwt. In laymen's terms, that means the buyer at your local auction market or through your online platform could afford to pay an extra \$9.84/cwt over the average animal on that day and still come out breaking even. To be clear, the buyer isn't looking at these calves to break even. Like you, the buyer has an eye on profit. But in this example the buyer has true awareness, through IGS,

that leads him to believe these calves are a safer bet. So is he looking to pay an additional \$9.84/cwt? No. Is he willing to give \$2, \$3 or \$4 more on a safe bet rather than risking everything? We think he is.

Additionally, a second page highlighting all registration numbers and known genetics accompanies each certificate.

It is really that simple. And you won't pay a thing. Roughly 20 minutes of work will provide you with the most credible and trusted information available on the potential feedlot performance of your calves. Trust is the Gold Standard.

Your success is wrapped up in the value of each year's calf crop. You've invested years, significant dollars, and countless hours of sweat to get the calves to this point. Why leave calf knowledge to chance?

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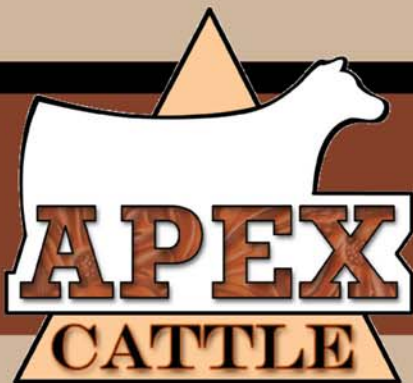
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2	1	40	25	10	35	30	25	10	2
CW	YG	MARB	BF	REA	SHR	API	TI		
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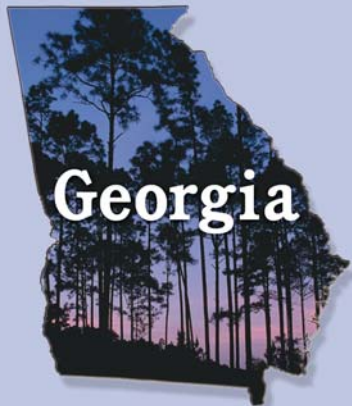
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FEED INTAKE STUDY IN BEEF CATTLE COULD LEAD TO MORE EFFICIENT BREEDS

By Lauren Quinn PhD, University of Illinois

A change is coming to the cattle seedstock industry. Breed associations have long been interested in finding the genetic basis for feed efficiency, with the aim of breeding more efficient animals. But the first step – accurately measuring how much cattle eat across different life stages and diet types — has been a missing piece. A new study from the University of Illinois helps fill the gap.



Lauren Quinn

“Grain intake in the feedlot is relatively easy to measure and the industry now has a substantial number of feed intake records. But forage intake while a cow is grazing is extremely difficult to measure. We need to get a handle on that to really capture feed efficiency for the entire beef production system,” says Dan Shike, associate professor of beef cattle nutrition in the Department of Animal Sciences at University of Illinois.

The concern relates to the fact that intake regulation varies depending on diet type. In other words, a cow can fill up on forages before meeting her basic nutritional requirements. The same cow being fed grain in a controlled setting like a feedlot will likely meet those requirements on less feed. However, feed intake evaluations are typically done in the feedlot, potentially misrepresenting the efficiency of the animal over her lifespan.

“Prior to our study, there were limited data evaluating the relationship of intake on a grain diet with intake on a forage diet. If they are related, we may be able to use the intake data we have from the feedlot to extrapolate throughout the cow’s life,” Shike explains.

Shike and a large team of collaborators from 11 institutions set out to determine if there was a relationship between feed efficiency in forage-fed cattle and in grain-fed cattle. Both heifers and steers were fed out of a GrowSafe system, which precisely tracks intake to individual animals. Heifers were fed forage during a growing period of 70 days, then switched to grain for a 70-day finishing period. Steers were fed grain for both periods. The team looked for relationships between dry matter intake and average daily gain in the two periods, and found a strong correlation for both heifers and steers for dry matter intake.

“The study suggests that dry matter intake is repeatable across varying stages of maturity and diet types in cattle, and accurate feed efficiency measures can be obtained in either the growing or finishing period,” Shike says. “And our results show that measures of dry matter intake and feed intake in heifers are relevant, no matter what they were fed.”

The team also analyzed the data by breaking the intake evaluation period into smaller chunks. “We found that intake evaluation periods can be shortened from the

standard 70 days. We’re not suggesting going clear down to 7 or 14 days, but I think you could go from 70 to 42,” he says. Some breed associations are already adopting a shorter feed intake evaluation period as a result of this and other work.

Having more information about feed intake can lead to a more economical operation. Raising more efficient animals can reduce feed waste and potentially increase profits.

“We, as a cattle industry, have gotten very good at tracking our outputs,” Shike says. “We know how they grow, what their carcass characteristics are, and we can predict those very well in the next generation. But we don’t have a good handle on the input; really just a handful of feed intake records existed prior to this project. Some breeds had no feed intake records.”

Dan Shike, University of Illinois,
Beef Cattle Nutrition Specialist.



An animal’s feed intake is just one of many traits that make up its phenotype – or outward appearance and behavior. The study provides more data on this trait across the lifespans of both steers and heifers.

The article, “*Effects of timing and duration of test period and diet type on intake and feed efficiency of Charolais-sired cattle.*” is published in the *Journal of Animal Science*. The project was supported by a USDA NIFA grant, and the study’s authors include researchers from the National Program for Genetic Improvement of Feed Efficiency in Beef Cattle, as well as associated graduate students and staff.

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Land of Lincoln Sale - November 4, 2017 - Altamont, IL
Focus on Females - November 5, 2017 - Marysville, KS
Rhodes Red Angus Fall Female Fiesta Sale - November 10, 2017 - Emporia, KS
MM Cattle Co. & Moriondo Farms Inaugural Production Sale - November 11, 2017 - Mt. Vernon, MO
Tingle Farms "Pave the Way" Fall Vol. II - November 12, 2017 - New Castle, KY
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Female genotypes are rare and valuable, especially to predict maternal traits such as stayability and maternal calving ease. Furthermore, genotyping entire herds improves genomic evaluations by reducing bias created when only the best cattle are genotyped. Therefore, gathering massive amounts of genotypes on entire cow herds will significantly improve the genomic predictions and rate of genetic progress.

Considering these facts, the ASA Board of Trustees passed an innovative resolution to invest in the future of genomic technology for ASA members. In August, the Board of Trustees voted to offer a \$20 genomic profile (50K including parentage) to members who test their entire cow herd (a \$30 savings). Wait, there's more! Breeders who submit cow weights with either body conditions scores or hip heights receive an additional \$5 off per test — an amazing price of \$15/sample for something breeders currently pay \$50 per test for. This offer is for a limited time only — samples must be submitted to ASA by December 15, 2018. Don't wait until next December 2018 to join this movement, there is a capped budget for this project so breeders need to submit samples early to ensure these discounts.

Benefits to participating members:

1. Genomic testing is most valuable in cattle with low accuracy EPDs. Typically, all cows have low accuracy EPDs because they don't have enough calves in a lifetime to gain enough records to reach moderate or high accuracy EPDs. Therefore, adding genomic results to EPDs of the cow herd will markedly improve the accuracy of their EPDs allowing breeders to make better decisions.
2. At \$20, if someone has 100 cows, they can test the entire herd for \$2,000. Furthermore, if they submit cow weights, they would only pay \$1,500. Based upon ASA's current fee structure, the same allotment of funds would only be enough to GE-EPD 30-40 head and the whole herd would not benefit from the testing.
3. Parentage included — current error in parentage is estimated at 7%. Large scale testing will reveal and help correct errors in the pedigrees resulting in better EPD predictions.
4. Parentage markers will be in the database making future parentage testing easier.
5. In the future, maintaining a fully tested herd will only require testing yearling heifers.

Benefits to the ASA and all members:

1. Harnesses the membership's collective strength to bargain a better price with DNA companies.
2. Feeds large amounts of genotypes into BOLT and single step genetic evaluation, which improves the predictive power of our genetic evaluation.
3. Continues development of new and better DNA markers for even more accurate future tests.

Rules and restrictions:

- \$20/test for ASA members who submit DNA on their entire cow herd (with a 10% window).
- \$15/test if members also electronically submit mature cow weights and either body condition scores or hip heights on the herd. There is a finite budget for the reduced price so act fast.
- The above prices are a one-time opportunity. Samples must be received at the ASA by December 15, 2018 to qualify.
- Cows must be recorded in the ASA database.
- As this is part of research and development, the timeline for results is uncertain. Breeders enrolled in this program acknowledge there is not a definite timeline for reporting results.
- Breeders will be billed after results are completed.
- Donor cows and bulls do not qualify for this project.
- There will be no additional DNA tests available (no traits or genetic conditions). If breeders want these additional DNA tests, they need to collect a second sample and use the normal DNA services for these tests.
- Breeders may submit DNA on heifers but they must recognize the uncertain timeline for results.

If you are working your cattle this fall, consider joining the Cow Herd DNA Roundup. Jump on board and be a part of this maternal revolution.

Contact Leoma Wells or Jackie Atkins for more information: 406-587-4531 or cowdna@simmgene.com



*Leoma Wells,
DNA and THE Specialist*



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

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Full sisters will sell!

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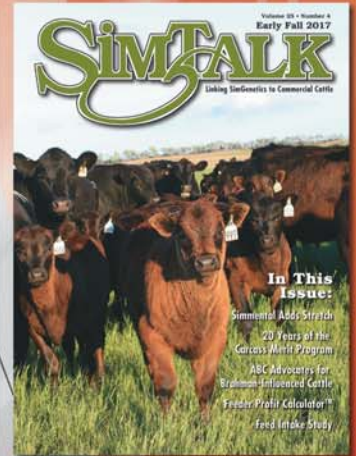
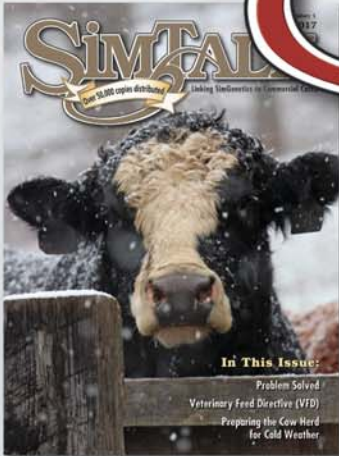
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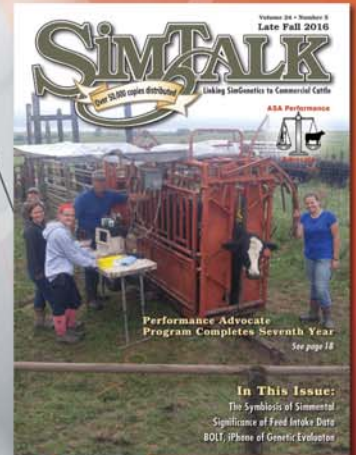
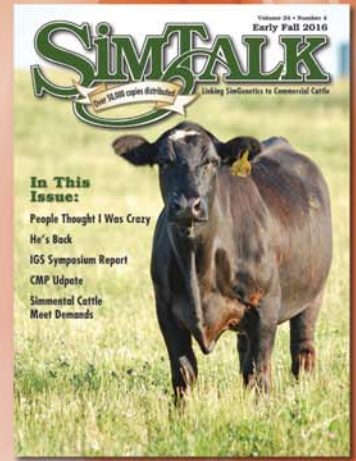
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ASA Publication's *SimTalk* Production Schedule Deadlines

	Sales Close	Ad Materials	Camera Ready	Mail Date
Late Fall 2017	Sept 21	Sept 28	Oct 10	Oct 20
January 2018	Dec 5	Dec 14	Dec 21	Jan 9
March 2018	Jan 23	Jan 30	Feb 9	Feb 24
Breeder Directory 2018	May 1	May 10	May 23	June 12
Early Fall 2018	July 23	Aug 1	Aug 10	Aug 24



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Brock Hanel 785.275.1060

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INDUSTRY UPDATE

Organic Handling Rule Goes into Effect

New rules regarding humane handling of organic livestock went into effect earlier this year. The final rule, which amends the Organic Food Production Act of 1990, was cleared by the federal Office of Management and Budget, where it had languished since summer.

The imminent implementation of the Organic Livestock and Poultry Practices Rule drew praise from animal protection and rights groups, and it was met with criticism from the meat industry. The Humane Society of the United States (HSUS) called the rule a “game-changer for the \$40-billion organic market.” The National Pork Producers Council called the measure “another ‘midnight’ regulation” and a “poke in the eye to agriculture.”

Iowa Beef Checkoff Referendum Passes

Iowa cattle producers voted to reinstate a 50-cent-per-head beef checkoff program following a petition driven by the Iowa Cattlemen’s Association. The vote was 56% to 44% in favor of reinstating the assessment.

The IA checkoff is expected to generate up to \$1.6 million annually from the state’s 27,000 cattle producers. The program is mandatory, but refunds will be available to interested producers. The federal beef checkoff of \$1 per head remains in place and was not affected by the Iowa plan.

Claims against MARC refuted

Following a New York Times article accusing the US Meat Animal Research Center (MARC) of inhumane animal handling, a USDA Office of Inspector General (OIG) report notes no issues with the facility.

The front page New York Times article titled “US Research Lab Lets Livestock Suffer in Quest for Profit,” took aim at how animals are treated at the facility, which is exempt from federal animal welfare regulations. OIG examined 33 specific assertions to determine their veracity and discovered that only seven were materially accurate.

CONTINUED ON PAGE 54



EA83 - PB SM JANUARY OPEN HEIFER



EBP5 - PB SM JANUARY OPEN HEIFER



E260 - PB SM FEBRUARY OPEN HEIFER



D764 - PB SM BRED HEIFER



EC70 - PB SM JANUARY BULL



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9.9.17



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6526B | Dual Focus x Double Down
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5231C | Milestone x Glamourous 430W
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Bred to IR Fully Loaded



6524C | Upper Class x Frog
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INDUSTRY UPDATE

CONTINUED

Group Sues USDA

The Animal Welfare Institute (AWI) has filed a lawsuit against the USDA for its "unreasonable delay" in responding to an AWI petition, filed May, 2013, to amend the Humane Methods of Slaughter Act (HMSA). Its intent is to prevent incidents of inhumane handling and needless suffering of animals at slaughter.

USDA has not amended the HMSA regulations for the purpose of improving animal handling at slaughter in nearly 40 years, since the original regulations were adopted. AWI's petition requests that the USDA amend the HMSA regulations to address the lack of identified causes of inhumane slaughter.

HSUS Wins Twice

The Humane Society of the United States (HSUS) scored two big victories over agriculture in the elections. An animal rights ballot initiative in Massachusetts, which was backed by HSUS, passed overwhelmingly, with 78% of the vote.

The new law prohibits Massachusetts's farmers from confining egg laying hens, breeding pigs and calves raised for veal in small spaces. The other big victory for HSUS was the defeat of a Right to Farm ballot initiative in Oklahoma. It was intended to allow farmers to defend themselves in the face of unjust laws.

College Helps Tribe Build Meat Plant

The University of Arkansas Dale Bumpers College of Agricultural, Food and Life Sciences, and School of Law is helping the Quapaw Tribe design and build a meat processing plant near Miami, OK, to produce and maintain a sustainable local food supply. The \$1 million facility, that began operation in May, also provides the school's students opportunities for training.

CONTINUED ON PAGE 56

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INDUSTRY UPDATE

The plant is designed to process up to 50 animals per week, and will include a classroom, laboratory, and test kitchen. Bumpers' schools will help with the business structure and regulatory process, while the animal science department will help guide design of the plant.

Heart Added to Ground Beef

USDA's Food Safety and Inspection Service (FSIS) now allows heart as an ingredient in ground beef, overturning a policy of nearly 40 years. A spokesman for regulatory affairs for the North American Meat Institute (NAMI) said an existing FSIS regulation that defines what can be called ground beef already included heart.

The new decision aligns with that regulation. In practice, the agency has followed "Policy Memo 27" since 1981, which prohibits heart and tongue meat as ingredients. FSIS does not require heart to be identified as an ingredient on the package labels.

Online Shopping Gaining Momentum

Online shopping is on the rise, and many retailers are expanding their offerings, according to new retail food research. Multichannel supermarkets are generating larger online orders than retailers that only sell groceries, with average online orders between \$120 and \$180.

The study also found that the average dollar amount of lost sales, which are items that were ordered but out of stock, was about 3% of the total bill. Analysts say online grocery ordering helps consumers avoid lines at the store, and promotes healthy food choices by reducing impulse purchases.

Quick-service Traffic Stalls

US quick service restaurants (QSRs) generated no traffic growth in 2016, hurt by a slump in lunch visits. Lunch visits declined by 2% at QSRs — which represents 80% of total commercial food-service visits — and at all other foodservice outlets. Visits to full-service restaurants dipped slightly.

Lower labor force participation, more individuals working from home, and more consumers shopping online and not grabbing a meal while out, are among the factors that pulled down lunch traffic.



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Consumers Pay Less for Meat

Consumer prices for meats, poultry, fish and eggs fell 0.4%, dragging the US food at-home index to its eighth consecutive decrease on a seasonally adjusted basis. Beef prices fell 0.8%, and the index for eggs decreased 3.9%.

The cost of all food consumed at home fell 0.2%, while the price for food away from home climbed 0.2%. Declines in beef were led by roast decreasing by 2.2%; ground beef by 1.7%; and steaks by 0.8%.

First Commercial-Scale Facility for HPP

Cornell University's College of Agriculture and Life Sciences has become the nation's first commercial-scale validation facility for high-pressure processing (HPP) with the installation of a new HPP machine.

The Hyperbaric 55 machine was installed at Cornell's New York State Agriculture Experiment Station (NYSAES) in Geneva, NY. The machine was first installed within a Biohazard Level 2 facility, so researchers will be able to introduce pathogens to foods and test how well the pressure system kills them, according to a news report.

US Exports of Leather Declines

The US hide, skin, and leather industry exported more than \$2.04 billion in cattle hides, pigskins, and semi processed leather products in 2016, according to the North American Meat Institute (NAMI). Total export value remained lower than the peak in 2014, but the pace of decline slowed when compared to 2015.

CONTINUED ON PAGE 58

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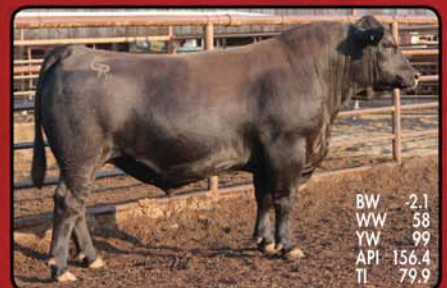
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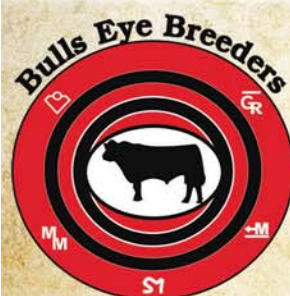


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According to the USDA, US exports of wet salted cattle hides dropped \$1.39 billion in value, a 5% decrease. Exports of semi-processed hides fell 19% to \$606 million. US hide and skins companies export 90% of total hide production and are one of the top raw material suppliers to the global leather manufacturing industry.

UConn Students Ask For Beef

The University of Connecticut Dining Service's decision to replace beef burgers with blended mushroom burgers raised complaints among students. A change.org account has been started to bring the all-beef patties back, at least as an option.

School officials said the change was made in response to a student survey to make food options on campus more healthful and more environmentally sustainable. Meat alternatives on campuses are a coast-to-coast trend.

Students Work on Meat Substitutes

A California-Berkeley course is challenging its students to come up with new plant-based meat substitutes as a part of exploring the debate over meat production and its impact on the environment.

The four-credit "Challenge Lab" teams students against each other in competition to develop the best plant-based meat, with a \$5,000 prize for the eventual winner. The class is based on the ethical complexity of the subject of meat substitutes, and is designed for students to tackle in the Challenge Lab.

USDA Office Suffers Tornado Damage

The National Finance Center (NFC) of USDA's Office of Finance was severely damaged after a tornado hit the New Orleans based building. No one was seriously injured as a result of the storm.

NFC immediately implemented its continuity of operations plan, and within 12 hours, advanced teams were relocated to the alternate work site in Bossier City.

FSIS Label Proposal Mirrors FDA

Consistent with recent changes finalized by the USDA's Food and Drug Administration (FDA), the Food Safety and Inspection Service (FSIS) has published, in the Federal Register, proposed amendments to nutrition labeling requirements for meat and poultry products.

CONTINUED ON PAGE 62

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Bred to Mr HOC Broker 5/5/2017, safe with a heifer calf.



Sire: SVF/NJC Built Right N48 | **Dam:** KKK Lil Chyna P28
Bred to WS Beef King W107



Sire: MCM Top Grade | **Dam:** Drake Bahama Mama
September 2016 Open Heifer



Sire: STF High Dollar NH486
Dam: STF Desmarque SL57
(STF Desa Rae daughter)
Bred to CDI Rimrock 325Z



Sire: SVF Steel Force S701
Dam: RHFS Miss Legend Y78H
Bred to CCR Wide Range 9005A



Sire: STF High Dollar NH486
Dam: STF Miss WT79
(a Hooks Shear Force 38K daughter)
Bred to CDI Rimrock 325Z

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October 7th

1:00PM EST

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SALE CONTACTS:
Bob Hoovler (937) 538-1329
Marcia Hoovler (937) 538-1537



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FSIS recommends updating the list of nutrients that are required or permitted to be declared; provide updated Daily Reference Values (DRV's) and Reference Daily Intake (RDI) values that are based on current dietary recommendations; and amend the labeling requirements for children under the ages of four, pregnant and lactating women, and establish nutrient reference values specifically for these population subgroups.

Lawmakers Call for Checkoff Reform

Lawmakers have proposed bipartisan legislation in the Senate and House of Representatives calling for strengthening pork and beef checkoff program prohibitions against engaging in government policy advocacy, conflicts of interest or anticompetitive activities.

Senators Cory Brooker (D-NJ) and Mike Lee (R-UT) introduced the Opportunities for Fairness in Farming Act in the Senate, while Representatives Dave Brat (R-VA) and Dina Titus (D-NV) introduced similar legislation in the House. The bill takes aim specifically at the National Cattlemen's Beef Association and the National Pork Producer's Council, which receive checkoff funds to promote beef and pork products.

Top US Beef Herd Expansion

The US beef cowherd expanded 3.5% in 2016 to 31.2 million head, up 1.04% from a year ago. Among the top 10 beef cow states, Oklahoma reported the most cows with a 8.9% increase, leading the 2017 herd inventory of 2.095 million head. Texas was second at 4.46 million head with 4% increase.

In addition to Oklahoma and Texas, the other top 10 beef cow states with strong growth were Missouri (3), Nebraska (4), South Dakota (5), Kansas (6), Montana (7), Kentucky (8), Iowa (9), and North Dakota (10).

CONTINUED ON PAGE 64



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The Black Label Sale
Saturday, October 14, 2017, Grandview TX

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Burlap and Barbed Wire Female Sale - Genetic Gems, Black and Red
- OCTOBER 21** **Clinton, NC**
Extra Effort Sale - Aged SimAngus™ Bull and Registered Females
- OCTOBER 28** **Tyler, TX**
7P Ranch Production Sale - Range Ready Bulls and Females in Volume
- NOVEMBER 4** **Manhattan, KS - Professional Consulting**
Irvine Ranch Bull Sale - Performance Tested, Commercially Proven
- NOVEMBER 4** **Bozeman, MT**
T Beef Bull Sale - Selected for Profit, Bulls in Volume
- NOVEMBER 5** **Miller, NE**
Triangle J Female Sale - Complete Baldy Female Dispersal and MORE
- NOVEMBER 11** **Ranbure, AL**
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- NOVEMBER 14** **Napoleon, ND**
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- NOVEMBER 18** **Anita, IA**
Value By Design Female Sale - Unmatched EPDs and Phenotype
- DECEMBER 2** **Billings, MT**
Montana's Choice Female Sale - 200+ Females from Montana's Best
- DECEMBER 9** **Marianna, FL**
Southern Cattle Co. Bull Sale - Aged SimAngus™, Angus, Charolais and Hereford
- NOVEMBER/DECEMBER** **La Garita, CO**
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INDUSTRY UPDATE

Move to Clarify Expiration Dates

Grocery manufacturers and retailers have adopted standard wording on packaging in an effort to reduce consumer confusion about product date labels, according to the Food Marketing Institute and Grocery Manufacturers Association.

More than 10 different date labels are currently being used on packages, and consumers often discard a safe or usable product after the date on the package, contributing to the waste of 30-40% of the food bought for consumption in the US. The voluntary initiative streamlines the myriad of date labels on consumer products packaging down to two standard phrases: Best if Used By and Use By.


Lower Prices Spark Beef Promotions

The Consumer Price Index (CPI) for supermarket food prices continued to fall on an annual basis, while lower prices for beef are measurably increasing sales of protein.

The CPI for food prepared at home fell nearly 2% on a seasonally adjusted, year-over-year basis, in the 12 months ending in January. Much of the decline can be traced to the 4.9% decrease in the fruits and vegetable index over the year. The monthly CPI specifically for meats, poultry, fish and eggs, which had declined for 26 consecutive months, rose 0.7% due to a 14.3% increase in eggs during the month.

University Opens Purebred Unit

Kansas State University (KSU) has dedicated a new purebred beef unit at its Stanley Stout Center to expand the research capability of the department. The new \$6 million unit replaces an adjacent unit originally built in 1957.




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One building will host classes and serve as space for management and research. A processing facility will be used for hay storage; and a feed intake research facility will be used to research feed efficiency according to the article.

Eskimos Open Reindeer Slaughterhouse

A new \$1.8 million slaughterhouse in the City of Mekoryuk on Nunivak island, 40 miles off the mainland coast of Alaska in the Bering Sea, is expected to produce meat from its 2,500-head herd of reindeer. It is the largest source of reindeer meat sold commercially in the state.

The local government plans to reduce unemployment by producing cuts of reindeer, selling the product in urban areas, such as Anchorage, and ultimately the continental 48 states. The carcasses are sent in halves to Anchorage, where they are processed and packaged by Alaska Commercial Company.

Six Meat Buying Groups

Meat-eating consumers fall into one of six categories, according to new research, called "Segmentation". Voracious Carnivores are most likely to include meat in every meal. Wavering Budgeteers are likely to include meat in nearly all meals, and are baby boomer age. Premium Players eat less meat at home and stick to a smaller variety of options.

Aging Idealists shop around more for meat products that fit their global causes and believes eating healthy is a lifestyle. Selective Foodies shops for different types of meat and tend to be on a budget within a larger household. Urban Eclectics are more likely to stick to a narrow selection of meat options, or to switch to non-meat alternatives.

CONTINUED ON PAGE 68

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Daughters sell.

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Steakhouses Back, With a Twist

The steakhouse is back, according to market research, and chances are, the steak has been rebranded to come with a story. Today's steakhouse menus increasingly feature grass-fed cattle, locally raised animals, heritage varieties, meat butchered and dry aged in-house, and dishes that stem from the whole animal, not just premium cuts.

This new breed of steakhouse broadcasts its mission to support local ranchers, factors in sustainability and animal welfare, and creates a dining experience that showcases culinary flair, not just a grill master's skill at cooking steak to the requested doneness.

FMD Spread in South Korea

Three fresh foot-and-mouth disease (FMD) cases were confirmed in central South Korea recently, bringing the total to nine FMD cases since the initial outbreak was first reported. The government raised the watch level to the highest in the country's disease control system and closed all livestock trading markets across South Korea while instituting a ban.

In 2010, nearly 3.5 million FMD-infected cows and pigs were culled after an outbreak. FMD, which affects cloven-hooved animals such as cows, sheep, and pigs, does not affect humans.

Genome Sequencing Tracks Illness Sources

Regulatory agencies and public health authorities have established whole genome sequencing (WGS) as the newest technology for use in addressing threats to public health and enhancing the safety of the nation's food supply.

Compared to conventional methods, this new technology can more accurately determine whether the clinical isolate and the food isolate are the same. In doing so, sources of illness can be found sooner and the number of illnesses can be reduced.

Red Meat Has Neutral Cardiovascular Effect

A new review of clinical trials by researchers at Purdue University indicates that typical red meat consumption does not affect short-term cardiovascular disease risks factors such as blood pressure and cholesterol.

The report indicates that eating red meat can be incorporated into a healthy diet despite 20 years of recommendation to reduce red meat consumption. The analysis contends that earlier studies suggested that red meat consumption is associated with higher risks of cardiovascular disease, but were not designed to show that red meat consumption caused cardiovascular disease.

Wind Turbine Benefit Crops

A multiyear study led by Iowa State University (ISU) suggests that turbines commonly used to capture wind energy may have a positive effect on crops. Tall wind turbines disbursed throughout a field create air turbulence that may help plants by affecting variables such as temperature and carbon dioxide concentrates.

ISU data show that the wind turbines have a measurable impact on several key variables that affect growing conditions. It's more difficult to pin down whether those changes affect crop performance, but wind turbines may make the growing conditions favorable to corn and soybeans.

Technique May Hasten Outbreak Detection

A new testing methodology based on metagenomics may accelerate diagnosis of foodborne bacterial outbreaks allowing health officials to identify the microbial culprits in less than a day. Georgia Institute of Technology and the US Center for Disease Control and Prevention (CDC) research recently compared the new methodology against traditional culture-based methods with samples from two outbreaks of salmonella.

The metagenomics approach, which relies on DNA sequencing and analysis of the resulting sequencing data, not only correctly identified the bacterial culprit but also found a possible co-infection with a second important pathogen.

TB-resistant Cattle a Success

Researchers from the College of Veterinary Medicine at Northwest A&F University in China, claim they have successfully genetically modified cattle to resist bovine tuberculosis (TB). The researchers used an advanced technique called clustered regulatory interspaced short palindromic repeats, a genome editing tool.

Scientists inserted a gene linked to tuberculosis resistance into 20 cattle. Results showed that 11 of the genetically-modified cows lived beyond the age of three months and were more resistant to the disease compared to their non-genetically-modified counterparts. The researchers did not note any side effects in the animals as a consequence of the modification.

Real Meat, Without the Animal

According to the results of a study, scientists from the University of Missouri have documented a way to create meat in vitro. The researchers transformed adult livestock cells into a pluripotent state — porcine induced pluripotent stem cells (piPSC) — to create the product.

They were also able to grow new tissue without serum (which carries blood cells and platelets through the body) by using a synthetic serum.

WHO Lists Antibiotic-Resistant Pathogens

The World Health Organization (WHO) has published a list of antibiotic-resistant “priority-pathogens”, a catalog of 12 families of bacteria that pose the greatest threat to human health, in an effort to address growing global resistance to antimicrobial medicine.

The WHO list is divided into three categories according to the urgency of need for new antibiotics: critical, high, and medium-priority. The most critical group includes multidrug resistant bacteria that pose a particular threat in hospitals, nursing homes, and among patients whose care requires devices such as ventilators and blood catheters.

Screwworm Eradicated from Florida

The USDA’s Animal and Plant Health Inspection Service (APHIS) has announced the successful eradication of the New World screwworm (NWS) from Florida. This was the first infestation in the US in 30 years, and was originally discovered in the Florida National Key Deer Refuge in late 2016.

New World screwworms are fly larvae that can infest livestock and other warm-blooded animals, including people. At this time, the screwworm has been eradicated in the US, but reintroductions may occur, most commonly imported through dogs and horses.

FMD Crisis May Be Averted

Future foot and mouth disease (FMD) outbreaks can be controlled effectively and quickly with vaccinations, saving hundreds of thousands of livestock, according to research by the University of Warwick in the UK.

The 2001 FMD outbreak cost the UK an estimated £8 billion and led to the culling of approximately 7 million livestock. The researchers reported that an estimated 200,000 animals in the UK could be spared from culling in any future epidemic. Any outbreak could be eradicated almost a week sooner than previous outbreaks by using the new vaccination.

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An extended electronic version of the Register going beyond the bounds of print to delve deeper into the stories of Simmental and SimGenetics producers, programs, and happenings.

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VOL IV

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HSF 134C - Purebred - Aug '15
GW-WBF Substance x Shear Force
Due mid August to Hooks Xpectation



HSF 124C - 1/2 SM 1/2 AN - Aug '15
Hoover Dam x Ellingson Legacy (Olie)
Due mid August to Hooks Shear Force



BF D220 - 1/2 SM 1/2 AN - Jan '16
Net Worth x Majority x Fortune 500
Due early January to Bruin Uproar



HSF 107B - 1/4 SM 1/2 HP 1/4 AN - Aug '14
Victor 755T x SAV Bismarck x Majority
Due mid August to HSF High Roller 12T



HSF 192C - 1/2 SM 1/2 AN - Oct '15
Cedar Ridge x Hooks Pacesetter - Homo Polled
Due early April to Hooks Beacon

View the catalog & videos online at www.bandbsale.com

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HSF C394 - 1/2 SM 1/2 AR - Jan '15
HXC Conquest x Beef Maker x Red Fortunes Sis
33R (an ET daughter from our 2015 high seller)
Due early September to CDI Ace



HSF100B - Purebred - Aug '14
HSF High Roller x ER Big Sky x 600U - Homo Polled
Due early September to Brown JYJ Redemption



HSF 125C - 1/2 SM 1/2 AR - Aug '15
Feddes Big sky x Red Quorum x SS Goldrush
Due mid August to HSF Conquest 41X 29Z



HSF 136C - 1/2 SM 1/2 AR - Aug '15
HXC Conquest x BOZ Redcoat (traces back to the
Right Dream cow) Due mid Aug to WS Zenith



HSF 137C - 1/2 SM 1/2 AR - Aug '15
HSF Conquest 29Z x OLC Chief - outcross!
Due mid September to WS Zenith



HSF 82C - Purebred - Aug '15
WS Beef Maker x Hooks Red Quorum
Due late August to WS Outcross



HSF 188C - Purebred - Oct '15
Hoosier x ER Big Sky x 600U - Homo Polled
Due mid September to WS Outcross



HSF 36D - 1/2 SM 1/2 AR - Feb '16
Brown JYJ Redemption x Shear Force
Due mid February to WS All Aboard



KR D22 - Purebred - Feb '16 - ET
WS Beef King x Hooks Ultimatum 36U - Homo Polled
Due late February to CDI North Dakota



HSF 59D - 3/4 SM 1/4 AR - Feb '16
WS High Stakes x Lchman EBV 6703 - Homo Polled
Due early March to Hooks Xpectation



HSF C161 - 1/2 SM 1/2 AR - Dec '15
HXC Conquest x RFS Red Iron - Homo Polled
Due mid February to WS Outcross



BF 7729 - Angus - Jan '17 - ET
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BHSF UNITED 366D ASA# 3241014						
CE	BW	YW	REA	MB	API	TI
15	-1.4	121.5	0.8	0.52	150.7	84.7
15%	20%	10%	30%	20%	15%	5%

All Bulls average
(19% API) (23% TI) (10% FPI)
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Robust, Y6, Arnold, 03Z, United,
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MR BHSF Y6 159D AGA # 1383881						
CED	BW	YW	REA	MB	FPI	
14	-0.5	135	0.9	0.81	101.74	
25%	40%	4%	3%	2%	2%	

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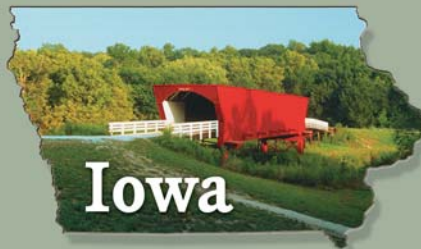
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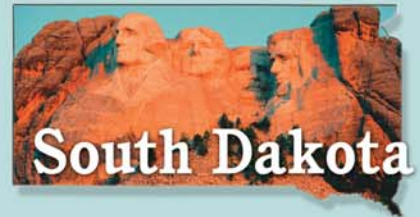


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- 26 Generations of Value — Colbert, GA
- 26-29 LMC GenePLUS Online Sale XIX — www.lamunecacattle@aol.com

SEPTEMBER

- 2 Burns Brand Female Sale — Almond, WI
- 2 NC Fall Harvest — Union Grove, NC
- 9 Silver Towne Farms' 31st Annual Production Sale — Winchester, IN (pg. 52)
- 10 Field of Dreams Production Sale — Hope, IN
- 15-16 Heart of Texas Fall Fest Online Sale — www.dvauction.com (pg. 38)
- 16 AL/MS State Association Sale — Uniontown, AL (pg. 33)
- 16 Family Matters Production Sale — Auburn, KY (pg. 53)
- 16 Heart of Texas Simmental/Simbrah Association Fall Fest Sale — Hearne, TX
- 17 Illini Elite Sale — Shelbyville, IL (pg. 29)
- 17 Wasinger Cattle Company's Online Sale — www.cwcattlesales.com
- 20 Gonsalves Ranch's Bulls-Eye Breeders Angus and SimAngus™ Bull Sale — Modesto, CA (pg. 57)
- 23 Head of the Class — Louisburg, KS
- 23 Simbrah Synergy X — Giddings, TX (pg. 2)
- 25 LRW Simmentals' Genetic Harvest Sale — Janesville, WI
- 28 Beef Solutions Fall Roundup Bull Sale — Ione, CA (pgs. 15, 63)
- 30 Martin Farms Open House at the Farm — Lyles, TN (pg. 83)

OCTOBER

- 1 Krieger Farms' Annual Sale — Universal, IN
- 1 WSA Midwest Fall Roundup Sale — Lancaster, WI (pg. 75)
- 6 Factory Direct Sale — West Lafayette, IN
- 7 Belles of the Bluegrass — Mt. Sterling, KY (pg. 56)
- 7 Buckeye's Finest — Belle Center, OH (pgs. 43, 59)
- 7 Route 66 Road to Success Sale — Springfield, MO (pg. 69)
- 8 WSA Midwest Fall Round-up — Lancaster, WI
- 9 Burlap and Barbed Wire Vol. IV Female Sale — Clay Center, KS (pgs. 63, 72-73)
- 9 K-Ler Online Genetic Sale — www.breedersworld.com
- 9 The Wrecking Crew Sale — www.breedersworld.com
- 11 R.A. Brown Ranch's 43rd Annual Sale — Throckmorton, TX (pg. 31)
- 12 Koz E Acres-Wilmes Farms Fall Harvest Online Sale — www.sconlinesales.com
- 13 43rd Annual R.A. Brown Ranch Bull and Female Sale — Throckmorton, TX
- 14 Legends of the Blue Ridge — Atkins, VA (pg. 48)
- 14 The Black Label Event, Vol. VIII — Grandview, TX (pgs. 43, 85)
- 14 The New Direction Sale — Seward, NE (pg. 66)
- 15 Ladies of the Valley — West Point, NE (pg. 66)
- 16-17 Oktoberfest @ Windy Ridge Simmentals — www.dponlinesales.com
- 16 Pickerel Farms' Online Sale — www.dponlinesales.com
- 20 Buckles and Banners — West Point, IA
- 21 Fred Smith Company Ranch's Extra Effort Sale — Clayton, NC (pgs. 55, 63)
- 21 Indiana Performance Bull Test Sale — Springfield, IN
- 21 Midwest Made Production Sale — Ames, IA
- 21 MN Beef Expo - White Satin On Ice Sale — Minneapolis, MN
- 21 MN Beef Expo - All Breeds Sale — Minneapolis, MN
- 21 Tennessee Fall Showcase — Lebanon, TN (pg. 41)
- 22 C-Bar Red Angus Elite Female Sale — Brownell, KS (pg. 43)
- 22-23 SVJ Farm's Online Female Sale — www.dponlinesales.com
- 27 23rd Annual Hokie Harvest Sale — Blacksburg, VA
- 27 Clear Water Simmentals' 1st Annual Production Sale — Milan, IN
- 28 7P Ranch's 42nd Annual Production Sale — Tyler TX (pgs. 13, 63)
- 28 Flat Water Gang Inaugural Female Sale — Broken Bow, NE (pg. 43)
- 28 Michigan Simmental Association's 4th Annual Fall Sale — St. Louis, MI
- 28 Pennsylvania Fall Classic — Waynesburg, PA
- 28 Red Hill Farms' Bulls of Fall III — Lafayette, TN (pg. 88)
- 28 Shenandoah Valley's "Stars of Fall" Bull and Female Sale — Quicksburg, VA (pg. 64)
- 28 The Magnolia Classic 2017 — Starkville, MS
- 28 Yon Family Farms' Fall Sale — Ridge Springs, SC
- 29 Lacy's Red Angus Annual Production Sale — Drexel, MO (pg. 43)
- 29-30 Southern Harvest by Fenton Farms — www.dponlinesales.com

NOVEMBER

- 1 Hanel Black Simmentals' The Female Sale — Courtland, KS (pgs. 43, 51)
- 1 Hudson Pines Farm's "Forever A Legacy" Complete Dispersal Sale — Sleepy Hollow, NY (pg. BC)

CONTINUED ON PAGE 82

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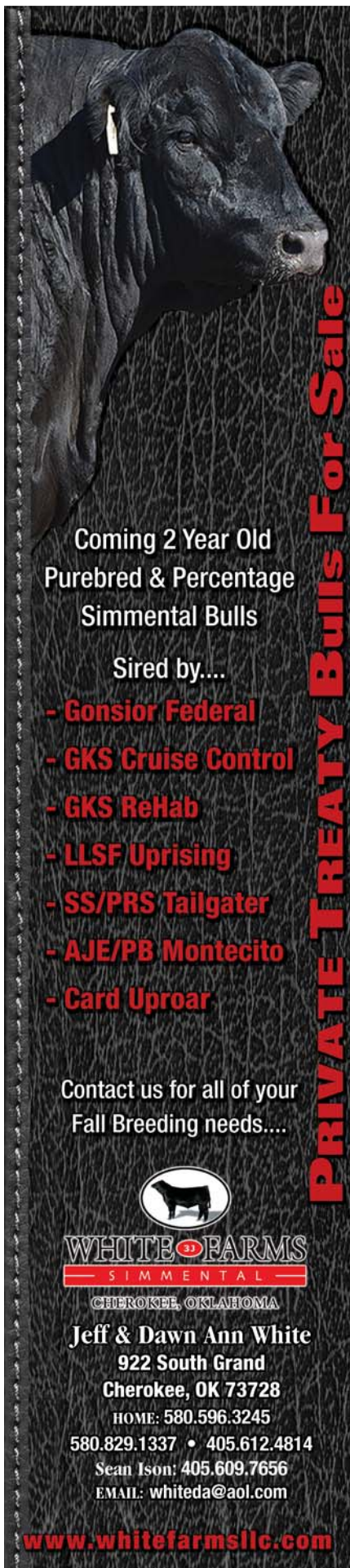
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NOVEMBER (Cont.)

- 1 New Day Genetics' Elite Bull and Female Fall Sale — Abingdon, VA (pg. 81)
- 2 RS&T Simmentals' Online Female Sale — http://www.breedingcattlepage.com/rs_t_simmentals/index.htm
- 4 Harriman Santa Fe Top of the Breed Sale — Montrose, MO (pgs. 40, 74)
- 4 Irvine Ranch's 13th Annual Production Sale — Manhattan, KS (pgs. 37, 63)
- 4 Land of Lincoln — Altamont, IL (pgs. 43, 47)
- 4 New Day Genetics' Elite Bull and Female Fall Sale — Osceola, MO (pg. 81)
- 4 Pigeon Mountain "Beef Builder" Fall Bull Test Sale — Armuchee, GA
- 4 Rincker Fall Online Sale — www.rincker.com
- 4 T Beef Bull Sale — Bozeman, MT (pg. 63)
- 5 Focus on Females — Marysville, KS (pg. 43)
- 5 Hawkeye Simmental Sale — Bloomfield, IA
- 5-6 Indiana Junior Simmental Selection Sale — www.dponlinesales.com
- 5 Triangle J Ranch's Harvest Select Female Sale — Miller, NE (pgs. 63, 67)
- 7 Woodside Land and Cattle Sale — Pleasantville, IA
- 8 New Day Genetics' Elite Bull and Female Fall Sale — Harrison, AR (pg. 81)
- 10 Rhodes Red Angus Fall Female Fiesta Sale — Emporia, KS (pg. 43)
- 11 Deer Creek Farm Production Sale — Roseland, VA
- 11 Gibbs Farms' 12th Annual Bull and Replacement Female Sale — Ranburne, AL (pgs. 63, 89)
- 11 Greenfield Livestock Auction Special Cow Sale — Greenfield, IL
- 11 MM Cattle and Moriondo Farms' Inaugural Production Sale — Mt. Vernon, MO (pg. 43)
- 11 Moser Ranch's 26th Annual Bull Sale — Wheaton, KS (pgs. 45, 70)
- 12 Tingle Farms' Pave the Way, Fall Vol. II Sale — New Castle, KY (pgs. 43, 61)
- 13 NAILE Select Sale — Louisville, KY
- 14 Wilkinson Farms/C Diamond Simmental's Building a Legacy Female Sale — Napoleon, ND (pgs. 63, 77)
- 17 Heartland Simmental Performance With Class Sale — Waverly, IA
- 18 Buckeye Best of Both Worlds Sale — Newark, OH
- 18-20 Hillstown Farms' Online Sale — www.dponlinesales.com
- 18-21 LMC & Friends "Giving THANKS" Online Donation Sale IV — www.lamuncacattle.com
- 18 Missouri Simmental Fall Harvest Sale — Springfield, MO
- 18 Timberland Cattle's Fall Bull Sale — Vernon, AL
- 18 Value by Design Female Sale — Anita, IA (pg. 63)
- 18 Whelan Farms Southern Excellence Bull Sale — Wadley, AL
- 19 North Central Simmental Fall Classic — Hubbard, IA
- 20-21 Greater Pacific Simmental Sale — www.dponlinesales.com
- 24 Ruby Cattle Co.'s "Livin' The Dream" Production Sale — Murray, IA
- 25 3C Christensen Ranch Female Sale — Wessington Springs, SD
- 25 Foxy Ladies Bred Heifer Sale — West Point, NE (pg. 66)
- 25 Right By Design 2017 — Middletown, IN
- 25 The Event — Tecumseh, NE (pg. 43)
- 26-27 Hadden Simmentals' Fall Genetic Sale — www.dponlinesales.com
- 26 "The Chosen Few" Female Sale — Gilmore City, IA

DECEMBER

- 2 Altenburg Super Baldy Ranch's "First Ever Female Production Sale" — Fort Collins, CO (pg. 19)
- 2 Jewels of the Northland Sale — Clara City, MN
- 2 Montana's Choice Simmental Sale — Billings, MT (pg. 63)
- 2 Next Step Cattle Company's 5th Annual Bull Sale — Livingston, AL
- 2 T-Heart Ranch's Annual Female Sale — LaGarita, CO (pg. 63)
- 4-5 BF Black Simmentals' Christmas Bonus Sale — www.dponlinesales.com
- 4 Dakota Made Production Sale — Salem, SD
- 4 Genetic Perfection Sale — Arlington, NE
- 9 Driggers 6th Annual Bull Sale — Glennville, GA
- 9 Hartman Cattle Company's Customer Appreciation Sale — Tecumseh, NE
- 9 North Alabama Bull Evaluation Sale — Cullman, AL
- 9 North Dakota Simmental Showcase/Classic Simmental Sale — Mandan, ND
- 9 Purdue Golden Girls Cow Sale — West Lafayette, IN
- 9 Southern Cattle Company's Bull Sale — Marianna, FL (pgs. 1, 63)
- 10-11 Ferguson Show Cattle Fall Sale — www.dponlinesales.com
- 10 Hicks Cattle Company's 1st Annual Production Sale — Covington, IN
- 10 Trauernicht Simmental Nebraska Platinum Standard Sale — Beatrice, NE
- 11 Gale Angus and Simmental Sale — Lewistown, MT
- 16 Pride of the Prairie Sale — Chandlerville, IL
- 16 South Dakota Source Sale — Mitchell, SD
- 27-28 St. Nicks Eggstravaganza 5 — www.dponlinesales.com




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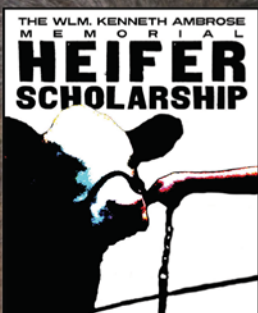


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