

Volume 25 • Number 2

March 2017

SimTALK

Linking SimGenetics to Commercial Cattle

In This Issue:

SimAngus™ Fit This Multi-Tasking Ranch

Why All the Fat Bulls?

IGS Feeder Profit Calculator



Looking at Me?

It's ok. Everybody Is.



Trait	Simmental Rank vs. Major Continental Breeds*	Angus/Red Angus Rank vs. Major British Breeds
Marbling Score	First	Second
Carcass Weight	First	First
# Retail Product	Second	First
Weight Gain Feed Efficiency	First	Second
Weaning Weight	Second	First
Post Weaning Gain	Second	Second
Shear Force	First	First

2012 Across-Breed EPD Table, GPE Rep. 22, MARC, USDA

* Major Continental Breeds — Simmental, Gelbvieh, Limousin, Charolais

SimAngus™ The Obvious Choice.

"Crossbred steers with a **50:50 ratio of Continental European to British breed** inheritance are likely to produce a more **optimum** balance between carcass **quality grade** and **yield grade** than crossbred or straightbred steers that represent either 100% British breed, or 100% Continental European breeding."

— MARC GPE Progress Report No. 22, USDA

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at CATTLE Visions

Yardley Utah Y361



3/4

ASA#: 2641894
EPDs: CE: 8
\$API: 113
\$TI: 66



FHEN Halftime A127



1/2

ASA#: 2884737
EPDs: CE: 14
\$API: 139
\$TI: 74



Halls Confidence A30



1/2

ASA#: 2852652
EPDs: CE: 21
\$API: 167
\$TI: 71



W/C Lock Down 206Z



1/2

ASA#: 2658496
EPDs: CE: 21
\$API: 162
\$TI: 82



W/C United 956Y



1/2

ASA#: 2614725
EPDs: CE: 10
\$API: 140
\$TI: 92



W/C BF Innocent Man 174A



3/4

ASA#: 2785174
EPDs: CE: 12
\$API: 107
\$TI: 53



W/C No Remorse 763Y



1/2

ASA#: 2614801
EPDs: CE: 8
\$API: 95
\$TI: 51



STCC Womack 404Z



1/2

ASA#: 2886419
EPDs: CE: 5
\$API: 92
\$TI: 60



GLS/JRB Cash Flow 163C



3/4

ASA#: 3044489
EPDs: CE: 9 \$API: 122 \$TI: 70

CCR Anchor 9071B



3/4

ASA#: 2882759
EPDs: CE: 20 \$API: 156 \$TI: 81

Rousey Gold Strike 512C



5/8

ASA#: 3000381
EPDs: CE: 18 \$API: 160 \$TI: 85

WS Stepping Stone 844



3/4

ASA#: 2937803
EPDs: CE: 12 \$API: 121 \$TI: 73

Longs the Player C33



3/4

ASA#: 3030191
EPDs: CE: 7 \$API: 111 \$TI: 64

CCR Flint Hills 2092B



1/2

ASA#: 2882607
EPDs: CE: 10 \$API: 146 \$TI: 86

W/C Holy Smoke 060C



1/2

ASA#: 30471168
EPDs: CE: 9 \$API: 131 \$TI: 92

KLS Halfblood X217



1/2

ASA#: 2537824
EPDs: CE: 14 \$API: 147 \$TI: 73

GCC CM Stockbroker B005



1/2

ASA#: 2883938
EPDs: CE: 6 \$API: 96 \$TI: 62

STCC Jimmy John 028A



1/2

ASA#: 2768788
EPDs: CE: 6 \$API: 102 \$TI: 69

Flying B Mondo 430B



1/2

ASA#: 2939745
EPDs: CE: 6 \$API: 78 \$TI: 48

GCC Whizard 125W



1/2

ASA#: 2511023
EPDs: CE: 12 \$API: 94 \$TI: 51

Hara's Distinction 10C



3/4

ASA#: 3083878
EPDs: CE: 6 \$API: 96 \$TI: 70

CCR Masterlink 9054C



3/4

ASA#: 3026360
EPDs: CE: 7 \$API: 145 \$TI: 86

W/C Red Revolver 8443C



3/4

ASA#: 3041173
EPDs: CE: 12 \$API: 99 \$TI: 50

Simbrah HAVE YOU SEEN US LATELY?

**BEST OF THE TEST SALE
MARCH 11**

Genetic Development Center
Navasota, Texas • 12:00 NOON CT

A number of SimGenetic breeders, including Smith Genetics, will be selling bulls, who have completed the performance test in this sale.

Bulls sell with feed efficiency, average daily gain, carcass ultrasound, breeding soundness, docility and temperament data.

**SIMBRAH • SIMMENTAL • SIMANGUS™
BULLS SELL**



FOR MORE INFORMATION VISIT
www.GeneticDevelopmentCenter.com

Another test will be conducted this summer, with a sale in the fall of 2017 - Add high performing Simbrah bulls to your program from these two offerings.

For more information on Simbrah bulls, call us or visit our website.



Tim Smith, Joel Isgrig & Haley Smith
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SIMTALK

VOLUME 25 - NO. 2
Linking SimGenetics to
Commercial Cattle

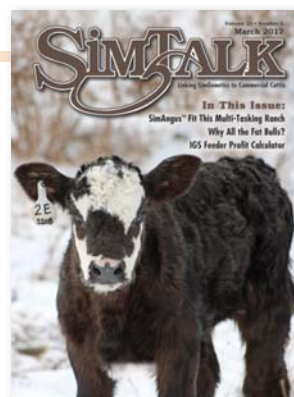
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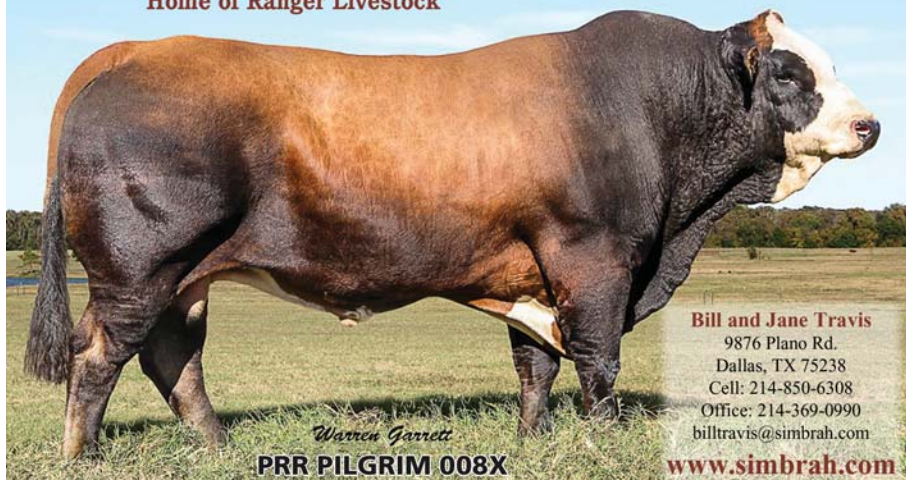
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About the cover:

A percentage Simmental-sired calf from the Budney herd, Lebanon, Connecticut. Photo by Skye Budney.

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29SM0472 BOULDER



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

Muscle and Maternal

- ✓ One of the best SimAngus® bulls to sell in 2015 combining great data with a super cool look
- ✓ Jaw dropping performance posting his own 130 BWR, 105 WWR, 109 YWR, 143 IMFR, and 110 REA
- ✓ Moderate framed, big ribbed, deep flanked stud with loads of muscle
- ✓ First progeny calved unassisted and display his good looks
- ✓ Their data moved BOULDER to +19.6 for CE with added performance and a top 1% API
- ✓ DNA tested homozygous black, homozygous polled, 1/2 SM, 1/2 AN

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
+19.6	-4.4	+52.8	+92.5	+25	+10.3	+27.1	+53.5	+8.9	+14.1	+19.3	-.35	+82	-.017	+1.08	-.43	\$184	\$85
.61	.74	.54	.51	.50	.29	.28	.35	.31	.16	.43	.29	.41	.26	.33	.18		

SPRING 2017 TOP 35%

29SM0475 REVENANT



TNT **REVENANT** C217 ASA 3044009
CONNELLY IN SURE 8524 x MCM TOP GRADE 018X

The Stuff of Legends

- ✓ A very rare EPD package, you can count on one hand the number of non-parent SimAngus® bull in the breed to offer his combination of CED, Carcass, API and TI
- ✓ Sure fire calving ease potential with exceptional growth and end product merit suggest he could be one of the most profitable young bulls to sell all spring
- ✓ REVENANT is phenotypically near flawless, he's super sound, smooth patterned and well balanced with a quiet disposition
- ✓ Homozygous black and homozygous polled by parentage (DNA confirmation pending), 1/2 SM, 1/2 AN

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
+20.1	-3.7	+53.9	+92.9	+24	+12.0	+30.8	+57.8	+8.4	+11.4	+20.4	-.20	+1.03	-.013	+85	-.29	\$188	\$86
.28	.44	.38	.42	.40	.24	.24	.29	.30	.13	.34	.27	.42	.26	.34	.18		

SPRING 2017 TOP 35%

29SM0474 THE ROCK



GIBBS 4091B **THE ROCK** ASA 2968152
J BAR J NIGHTRIDE 225Z x S D S GRADUATE 006X

Building on a Strong Foundation with The Rock

- ✓ Was the easy, number one pick of the Gibbs Fall 2015 offering
- ✓ Offers both great calving ease potential and mating flexibility
- ✓ His +19.3 CE and -4.0 BW EPDs both rank in the best 2% of the breed and he also ranks top 2% for API and top 10% for TI
- ✓ THE ROCK is an incredibly sound made bull with a world of rib and capacity - he is attractive from all angles
- ✓ DNA tested homozygous black and homozygous polled, 5/8 SM, 3/8 AN

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
+19.3	-4.0	+57.2	+97.5	+25	+12.6	+23.7	+52.3	+14.7	+11.6	+22.7	-.28	+60	-.031	+78	-.71	\$174	\$80
.28	.44	.31	.33	.30	.23	.23	.26	.30	.16	.28	.26	.41	.26	.33	.23		

SPRING 2017 TOP 35%

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THE MOST POWERFUL GROUP OF **PROVEN** SIMANGUS™ SIRES IN THE BUSINESS



7SM80 **WIDE RANGE** 2725666 // 3/4 SM 1/4 AN



Daughter, JS Simmental, Iowa and Wayward Hill Farms, Ky., Res. Sr. Calf Champion, 2016 NAILE Sr. Calf Champion, 2017 NWSS

Graduate x In Dew Time // homo black/homo polled

- > Combines depth, width and added shape as well as any
- > Explosive performance with an under-control birth weight
- > Backed by an incredible proven donor at Cow Camp
- > His pedigree offers exciting options for both purebreds and percentages

CE: 11.3 BW: -1.1 **BW ACC: .87** WW: 70.9 YW: 115.9 Milk: 27.2 API: 141.4 TI: 78.3

From Cow Camp Ranch, Kan.; Gibbs Farms, Ala., and Advanced Beef Genetics, Iowa



237SM1023 **UNITED** 2614725 // 1/2 SM 1/2 AN



Daughter, Hudson Pines Farm, N.Y.

Tuition x Bismarck // homo black/homo polled

- > Proven sire of high growth, UNITED is # 2 in the breed for registrations
- > Unmatched ability to transmit power and performance
- > Daughters are stunning high-volume females with strong maternal contributions
- > UNITED and his sons are in high demand — they add serious pounds to any calf crop

CE: 10.4 BW: 0.3 **BW ACC: .94** WW: 94 YW: 157.4 Milk: 9.3 API: 139.9 TI: 92.1

From Hook Farms, Minn.; NLC Simmental, Eichacker Simmentals, and Werning Simmental, S.D.



7SM72 **SUBSTANCE** 2605922 // 3/4 SM 1/4 AN



Son, Wildberry Farms, Ill

Premium Beef 021TS x Mr. Maternal 731L // homo black/homo polled

- > Need a Proven Sire to add Substance? — here he is!
- > Confirmed as a sire of elite balanced EPDs — improving ALL aspects of your herd
- > Adds depth, muscle and fleshing ability to sound, fast-growing offspring
- > His 3/4-blood 'No Legacy' pedigree fits both percentage and purebred programs

CE: 14.5 BW: 1.2 **BW ACC: .91** WW: 68.1 YW: 107.7 Milk: 23.1 API: 160.9 TI: 84.5

From Gateway Simmentals, Mont., and Wildberry Farms, Ill

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FROM THE DIRECTOR OF SCIENCE & EDUCATION

By Jackie Atkins, Ph.D.



Focus on Heritability

As I write this, I am 9+ months pregnant and anxiously awaiting the arrival of our third child. I wonder, will it look like our other children, what kind of personality will it have, how big will it be? Our oldest daughter weighed about six and a half pounds at birth and took her sweet time coming into the world (forceps were threatened). Our second daughter weighed 8 lbs. and came so quickly, she was nearly delivered in the car. Our oldest is not a morning person. It can take her a while to form coherent sentences and function in the morning. She would rather snuggle quietly for 30 minutes — I feel like offering her a cup of coffee but she's a little too young yet. Our second daughter is a female version of her father, she wakes up early, heads straight to her dresser drawers, comes downstairs dressed and ready for pre-school in about five minutes. She has very little desire to sit and cuddle with anyone — she has too many things to do. These two very different souls came from the same genetic pool. They were not in the same contemporary group as they were born three years apart. They also did not inherit the exact same DNA as

every egg and sperm cell carry their own unique combination of DNA even from the same individuals. Still, they likely share about 50% of their DNA and the same chance for the same genetic material was given to both. Yet they differ.

One aspect contributing to the differences we see in related individuals is the heritability of the observed trait. Heritability describes the proportion of the phenotypic differences for a trait explained by the differences in the breeding value for this trait. Highly heritable traits (for instance structural traits like mature weight or rib eye area) have a strong relationship between the observed performance and the animal's breeding value for the trait. Lowly heritable traits (like fertility) are traits where most of the observed outcome is due to environmental influences and the breeding value does not have a very strong relationship to the observed outcome. Even in highly heritable traits, a significant amount of the observed variation in the trait can be attributed to the environment. For instance, in a trait with a heritability of 0.5, half of the variation in a trait is due to environmental influences.

Understanding heritability can help explain instances where animals perform differently than the EPDs would predict. Rather than blaming the evaluation and discounting the validity of the EPDs, the differences in the observed performance may be due to environmental effects. This is one reason why contemporary groups are so important in genetic evaluation. Contemporary groups reduce the environmental noise in the observed phenotypes by comparing animals from the same location, sex, similar age, and management. Taking accurate measurements is another way to increase heritability. If a scale is faulty or producers eye-ball weights, the "observed" weights won't be as reliable and the heritability will decrease.

Improving beef cattle production requires attention to both the genetic and environmental influences. Using the most accurate genetic selection tools (EPDs and selection indexes) to select future breeding stock in combination with profitable management decision for an ideal environment will create value in the operation.

"If you always do what you've always done, you'll always get what you've always got." — Henry Ford.

ST

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operation's unique
needs and goals.*



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www.simmental.org/scienceblog

COVERING ALL THE BASES FOR YOUR SIMGENETIC NEEDS

HOOK'S BOZEMAN 8B

REG#: 2854480 | 014SM03090 | PUREBRED | HOMOZYGOUS POLLED/HOMOZYGOUS BLACK

- ▼ Bozeman is as deep, big footed, thick ended & stout as you can make one.
- ▼ He is imposing from the side with his tremendous depth of flank, masculinity & ideal joint angle.

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHEAR	API	TI
14.3	-.1	56.8	88.1	.20	11.4	23.0	51.4	13.0	16.2	22.5	-.31	.48	-.031	.88	-.59	152.1	76.2
.54	.76	.67	.59	.59	.30	.31	.40	.34	.27	.48	.30	.41	.26	.33	.24		



TJ'S COWBOY UP 529B

REG#: 2891389 | 014SM03085 | 75% SIMMENTAL | 25% ANGUS | HOMOZYGOUS POLLED/HOMOZYGOUS BLACK

- ▼ Cowboy Up is a powerfully constructed son of Cowboy Cut with incredible growth, performance, and docility.
- ▼ He offers the genetics that make the Grade -ranking at the top of the breed for MARB, CW, REA, and TI.

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHEAR	API	TI
13.9	.9	90.4	136.9	.29	13.3	26.0	71.2	12.6	13.6	52.0	-.10	.60	.013	.93	-.46	158.6	92.5
.35	.41	.38	.38	.38	.29	.30	.32	.32	.29	.32	.25	.40	.24	.31	.24		



LRS TOP TEN 104A

REG#: 2729707 | 014SM03082 | 50% SIMMENTAL | 50% ANGUS | HOMOZYGOUS POLLED/HOMOZYGOUS BLACK

- ▼ Offers breed leading calving ease, growth, carcass, & profitability in one package.
- ▼ He has a "no holes" EPD profile with powerhouse carcass value.

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHEAR	API	TI
19.0	-1.8	71.1	121.5	.31	10.8	24.2	59.7	15.1	12.9	40.0	-.36	.77	-.067	.97	-.32	180.2	91.0
.62	.82	.73	.70	.70	.29	.30	.40	.34	.15	.54	.36	.44	.42	.36	.17		



WS ZENITH Z55

REG#: 2675747 | 014SM03087 | PUREBRED | HOMOZYGOUS POLLED

- ▼ Offers the most storied, outcross pedigree available in Red Simmental genetics today!
- ▼ Will add performance while keeping calving ease & birth weight at a very sensible level.

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHEAR	API	TI
12.4	2.1	81.8	127.0	.28	13.6	8.4	49.3	15.6	11.6	48.4	-.33	.08	-.044	1.17	.16	139.6	77.3
.55	.70	.61	.59	.59	.36	.35	.42	.34	.37	.47	.32	.42	.37	.33	.29		



CONTACT YOUR LOCAL ACCELERATED GENETICS REPRESENTATIVE TODAY TO LEARN MORE!

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37th Annual Bull Sale

Tuesday, March 21, 2017

1:00 pm • Simms, MT

At Broken O Land and Livestock

100 Bulls Sell

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Yearling and Fall Born BEEF Bulls



DB615
3/4 SM
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Yellowstone



DB607
3/4 SM
SIRE: OLF Otis Y43



DB611 3/4 SM
SIRE: SVRW909



DZ462
7/8 SM
SIRE: HL Game
Plan R42X



DB630
15/16 SM
SIRE: GW Lucky
Man 644N

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The Next Generation of SimAngus™ Sires



1SM00152 HOOK'S BLUEPRINT 13B

BLUEPRINT

Homozygous Polled,
¾ Simmental, ¼ Angus

GW-WBF Substance 820Y x GW-WBF Substance 820Y | Reg#: 2854468

- The first Blueprint calves are stout-made and full of muscle, with a thick quarter and top in a moderate frame.
- Look for Blueprint to transmit a functional phenotype with some extra eye appeal.

CED	BW	WW	YW	ADG	MCE	MM	MWW	STAY	DOC	CW	YG	MB	BF	REA	SHR	API	TI
13.9	2.2	75.5	124.9	0.31	9.4	16.6	54.4	14.5	17.0	47.8	-0.15	0.78	-0.024	0.75	-0.66	166.4	86.5
.45	.56	.49	.48	.48	.29	.29	.34	.32	.26	.40	.28	.40	.26	.32	.21		
25%		10%	4%	3%				10%	1%	4%		3%			1%	3%	3%



1SM00157 IR FULLY LOADED B16

FULLY LOADED

Homozygous Black,
Homozygous Polled,
½ Simmental, ½ Angus

W/C United 956Y x GW Predestined 701T | Reg#: 2942929

- Calving reports on Fully Loaded progeny have birth weights averaging 70-80 lbs. It appears he will moderate birth weights compared to his sire.
- Expect Fully Loaded to inject muscle and softness into your next calf crop.

CED	BW	WW	YW	ADG	MCE	MM	MWW	STAY	DOC	CW	YG	MB	BF	REA	SHR	API	TI
13.7	-2.2	75.8	122.7	0.29	8.7	18.7	56.7	10.7	10.7	39.7	-0.16	0.86	-0.002	0.84	-0.19	169.7	94
.28	.36	.31	.33	.33	.24	.25	.27	.29	.20	.28	.26	.41	.26	.33	.27		
25%	10%	10%	5%	10%			25%			15%		2%		25%		3%	1%



1SM00149 MSR TENACITY 3733A

TENACITY

Homozygous Black,
Homozygous Polled,
½ Simmental, ½ Angus

Connealy Confidence 0100 x Dikemans Sure Bet | Reg#: 2858864

- A sleep-all-night, SimAngus™ calving ease sire backed by the popular Connealy Confidence 0100.
- Tenacity calves are born easy with excellent vigor.

CED	BW	WW	YW	ADG	MCE	MM	MWW	STAY	DOC	CW	YG	MB	BF	REA	SHR	API	TI
22.9	-6.6	48.7	71.6	0.14	16.3	21.7	46.0	12.6	13.2	2.8	-0.35	0.49	0.032	1.24		186.7	75.1
.53	.73	.62	.61	.61	.29	.29	.37	.30	.25	.48	.34	.43	.40	.36			
1%	1%				1%			20%	15%		25%	25%		1%		1%	25%

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GENEX™

Part of Cooperative Resources International

SOMETIMES IT TAKES PATIENCE TO ASR LONGEVITY Y184 IS ONE OF THOSE



ASR LONGEVITY Y184

SPRING 2017 EPDS

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	AP	TI
6.8	1.8	74.3	104.1	0.19	12.0	15.5	52.7	17.1	12.4	33.9	-0.41	0.28	-0.042	1.24	141.9	77.4
% 80	50	10	20	40	15	90	50	5	20	25	10	20	75	1	15	10

Sire: ASR/GLS Pacesetter by Hooks Pacesetter Dam: ASR Primrose M231 by ASR Showcase by ER Black Cisco

- Homozygous polled, homozygous black, blaze faced
- A proven bull to use on cows, with a very sensible birthweight EPD
- Top 10% for weaning weight, curve bending growth over yearling weight (top 20%) indicating they have explosive early growth but are sensibly, mature sized
- His Maternal Calving Ease (MCE) has daughter data included and now ranks in the top 15% of the breed



SEMEN: \$25

**Volume Price \$20
for 100+ Straws**

ASR Primrose M231, dam of ASR Longevity,
leading the herd home from winter pasture.

USE A PROVEN, PROGENY TESTED SIRE. PROVEN SIRES THAT COMES ALONG VERY RARELY!



LON-GEV-I-TY (lon-jev' -i-te') 1. a. A Long duration of life. b. length of life
2. a. Continuous or duration of life.

Only 141 sires sort up in the Spring 2017 evaluation that meet the same API and TI percentile criteria as ASR Longevity.

The cattle are gentle and quiet, giving him a Docility score (DOC) ranking him in the top 20% of the breed and in the top 5% of the breed for Stayability (Stay). These traits influence heavily the All Purpose Index (API), where ASR Longevity ranks in the top 15% of the breed.

ASR Longevity was enrolled in the Carcass Merit Program (CMP) and with the recent 18 carcasses harvested, ASR Longevity ranks a very balanced top 25% tile for Carcass Weight (CW), top 10%tile for Yield Grade (YW), top 20%tile for Marbling (Marb) and top 1%tile for Rib Eye Area (REA). These carcass traits, plus the exceptional growth traits, allow ASR Longevity to be a top 10% ranking in the Terminal Index ranking. He is a perfect mating for Angus and Black Baldy cows!

The maternal story – ASR Longevity Y184 was named because of the cow family behind him. His grandam ASR Miss Fanfare G720, was sold as an old cow, still pregnant after she had raised 14 calves. His dam is still in the herd and will be 15 years old this spring and has raised 12 calves. She, like her dam, never missed a calving. ASR Miss Primrose M231 weaned Longevity off at 704 pounds with a 108 weaning ratio, ranking 14 of 76. She is pregnant again at 15, with an AI, LRS Unlimited 782 calf. This will probably be her last calf. But it is worth the story, the “longevity” of this cow family is second to none. Good feet, sound udders, fertility, all add up to the kind of cows we try to produce, and make us all money.

In 2012, Rains Black Simmental, Mike & Celeste Rains, Oakley, Kansas purchased ASR Longevity Y184 as the Altenburg Super Baldy Ranch top selling bull in the March bull sale. He was one of the top gaining bulls with a 4.22 ADG, a 1328 pound yearling weight (ratio of 111, ranking 6 of 73), he ultra-sounded a big ribeye of 17.5 inches/ratio of 116, and scanned 2.84 IMF/ratio of 102, as one of the good IMF bulls. He was a powerful individual, big footed, and a sound moving individual. He had an individual PAP score of 37. ASR Longevity Y184 was used AI, entered in the American Simmental Association Carcass Merit Program and the carcass data has proven the growth, and carcass merit of this great sire! The females in several herds are proving his maternal strength.

ASR Longevity Y184 has a very flexible pedigree for today's matings. He is ideal for use on Angus and Black Baldy cows. He will add ribeye area, without sacrificing marbling. And he will add maternal strength. Maternal calving ease, docility, stayability, which all adds to “longevity”, especially in a crossbreeding program. These are the same traits he will enhance in a seedstock, Simmental or SimAngus program. His pedigree has minimal Shear Force, or no Upgrade, Dream On, Power Stroke or Gambler in his pedigree. In fact, his EPD profile would enhance many of those matings.



Six years old, never been trimmed, perfect feet!

Contact owners or ABS Global for more information or semen...



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970.481.2570

Rains Black Simmental

Mike & Celeste Rains
Oakley, Kansas
785.672.7129

SimAngus™

Fit This Multi-Tasking Ranch

By Kindra Gordon



Photos by: Eldon Cole, University of Missouri

Like many people with a passion for agriculture, Gary Anderson has lived a life of double duty, successfully balancing the roles of business owner and farm/ranch owner for decades. But the dual theme doesn't end there.

Anderson's 750-acre operation, named G & J Anderson Ranch for he and his wife Jane's first initials, straddles two states — Missouri and Arkansas — and produces both poultry and beef. Anderson also likes to double-crop his pastures and has his herd split for two calving seasons — beginning in January and late August. It should come as no surprise then that Anderson also likes the double duty performance of SimAngus genetics.

Anderson has been using SimAngus sires on his mature Angus-based cowherd for the past five years. He calls the resulting calves "phenomenal," and expresses satisfaction with their gentle temperament, profitable average daily gains and moderate size.



Lindell Mitchell, ranch manager, with Gary Anderson, owner.

78-Acre Start

Anderson's path to the beef business began as a young boy. He grew up on a row crop farm in north-west Missouri, but says he always preferred cattle to crops. He began with three registered polled Herefords as a kid; their progeny helped pay his way through college at the University of Missouri. A career with Ralston Purina followed, but Anderson says, "I always wanted to get back to having a farm."

In 1978, he made that wish a reality by purchasing 78 acres near Seligman, MO. Anderson says it was a "junky place," but he was happy to balance his time between his business career while also cleaning up the ranch and building a turkey operation consisting of five barns. Shortly thereafter, he also made another wish reality a reality — with inexpensive fertilizer readily available (turkey litter) the grass grew and cattle were added to the ranch.

Over the next decade, Anderson was able to expand by purchasing acres that adjoined the property. A second turkey complex was also added in the mid-80s.

Today, G & J Anderson Ranch totals 750 acres, 66 of which are in neighboring Arkansas, with nearly 300 mama cows. One turkey complex remains and produces three flocks of heavy toms (45 lb./hd) per year totaling 60,000 head annually. In 2013, the first turkey complex was replaced with a state-of-the-art broiler facility raising 1.5 million chickens annually.

Anderson notes that the farm that was once 'junky,' is now "very clean and attractive." He adds, "We're proud of it." He notes that one of his favorite aspects is Big Sugar Creek which meanders through the middle of the operation.

As the farming entity was expanding, Anderson continued his role in the business world, relying on good employees to run the day-to-day beef and poultry operations. Lindell Mitchell has been the G & J Anderson farm manager for 23 years, and has part ownership in the operation — his son Ryan joined the operation four years ago and today manages the broiler facility.

Breed Transitions

In spite of his career commitments, Anderson, whose home is at Rogers, Arkansas, about 20 minutes from the ranch, has always remained active in management of his ranch. He notes, "The cattle are my love; the two poultry operations give us diversification and help with our economics." Anderson's wife Jane has contributed by doing the bookkeeping for the ag enterprises, a role she continues today. Over the years, Anderson admits to learning along the way and credits Eldon Cole from University of Missouri Extension for being a wealth of information.

Anderson's bred heifers take to the shade.

Anderson's experiences with cattle can be charted through the decades — and mirror the national trends. He initially began with Herefords, because that was what he'd been familiar with as a child. In the 80's he tried Simmental, but remarks, "They were so big." Next, the black trend was popular, so he began using Angus. He liked the Angus base in his cow herd, but by the late 90's was looking to crossbreed to gain hybrid vigor and performance. He used Gelbvieh for several years, but five years ago bought a SimAngus sire and was pleased with the resulting calf crop.

SimAngus bulls, selected from Nichols Farms in Iowa and Ernest Flucke in Missouri, have continued to be his choice for his mature cowherd; Angus bulls are used for calving ease on first-calf heifers. Anderson explains, "We run two types of bulls: heifer bulls and production bulls. With our production bulls I want all the weaning weight I can get."

Anderson acknowledges that one of the biggest benefits to his herd has been a focus on EPDs. In his SimAngus sire selections he specifically looks at the All-Purpose Index and aims to stay above 160. (The Simmental breed's All-Purpose Index (\$API), expressed in net dollars returned per cow exposed, evaluates Simmental sires being used on the entire cowherd (bred to both Angus first-calf heifers and mature cows) with a portion of the daughters retained for breeding and the steers and remaining heifers fed and sold on a carcass grade and yield basis. With the exception of tenderness, all EPDs are considered in this index.)

Anderson says, "First I look at the numbers, then I look at the bulls." He adds, "I try to buy bulls in the top 15% of the breed. There are a lot of good bulls out there, you just have to do your homework and the shopping."

Regarding marketing, Anderson likes to remain flexible depending on the market. If forages are available he will background calves. Steers are typically sold through Joplin Regional Stockyards.

CONTINUED ON PAGE 16



Home of the

Hottest Sires!

EPDs as of 1.9.17



W/C BF Innocent Man 174A

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
12 -6 39 56 .11 6 29 49 107 53

ASA# 2785174

Innocent Man is siring exciting type and function!

\$29,000 daughter at Head of the Class Sale.



TL Bottomline 38B

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
7 3.3 61 84 .14 8 17 47 119 63

ASA# 2905451

Semen available mid-January. 2016 American Royal and NAILE Grand Champion Bull. Pilgrim x "Fat Butt"



Dam: Miss Star Above



CARD Uproar 49Y

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
5 4.1 80 121.26 5 19 59 114 79

ASA# 2623651

First progeny are winners!



Supreme Champion Female World Beef Expo



Ruby SWC Battle Cry 431B

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
4 2 81 119.24 6 10 50 96 72

ASA# 2871257

Homozygous black and homozygous polled. Broker x Upgrade x Lucky Dice pedigree!

This Battle Cry daughter topped Ruby's 2016 Sale!



TLLC One Eyed Jack 15Z

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
5 1 52 72 .12 3 13 40 111 66

ASA# 2668223

One Eyed Jack's first calves are awesomely balanced with pizzazz!



One Eyed Jack



One Eyed Jack's first progeny are looking extra special across the country!



FBF1 Absolute A103

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
6 2.7 54 80 .17 8 18 45 103 59

ASA# 2841159

Dream On and Steel Force outcross pedigree with presence! Supreme Champion at 2015 World Beef Expo.



Leading outcross donor!



HTP Quantum Leap Z952

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
13 -.3 52 70 .11 13 21 46 123 64

ASA# 2649657

A multiple-time Champion producing great progeny with his first crop!



\$50,000 daughter at Circle M Sale, TX



STCC Jack Around 4031

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
5 2.4 65 93 .17 5 14 47 116 72

ASA# 2886364



STCC Jacked Up 4070

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
5 2.6 66 94 .18 5 14 47 112 70

ASA# 2886365

The exciting brothers by One Eyed Jack x HF Serena have the whole country talking!



FHEN Halftime A127

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
14 .9 63 101 .24 7 20 51 139 74
ASA# 2884737
2014 NAILE Champion % Bull!



WS Revival B26

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
7 2.4 76 109 .21 1 16 54 112 71
ASA# 2913874 • Spectacular \$160,000 top seller at 2015 "The One Denver" Sale



W/C Cash In 43B

ASA# 2911606

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
14 -.2 51 71 .13 10 24 49 125 62
Cash In, by JS Sure Bet out of the famous 8543U donor, has great calf reports for calving ease!



Mr. Hoc Broker X623

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
-.5 5 71 104 .21 -.3 6 41 63 53
ASA# 2531081
Grand Champion at the NAILE, Royal and Denver!



\$190,000 Broker Heifer



KLS Halfblood X217

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
14 -1.3 61 94 .21 14 26 56 147 73
ASA# 2537824
Awesome Calving Ease and profile!



Halfblood progeny are cool lookin'!



WC Lockdown 206Z

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
21 -2.8 72 121 .31 6 7 43 162 82
ASA# 2658496
Proven calving ease on heifers, yet produces incredibly sound, functional, good looking progeny!



\$17,000+ Lock Down at Plendl's



W/C Relentless 32C

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
12 .8 58 82 .15 8 18 47 130 71
ASA# 3045559
Werning's 2016 \$87,000+ high-seller by Utah! Ultracool look and function!



The famous 8543U dam by Dream Catcher has influenced the breed as much as any young female in the breed!



STF Royal Affair Z44M

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
6 4 51 85 .21 8 16 41 98 56
ASA# 2639758
The ultimate Dream On outcross!



Awesome Royal Affair son at Janssen Farms.



STF Shocking Dream SJ14

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
14 .2 59 81 .14 6 14 43 128 68
ASA# 2335795
Produces the best fronts in the business!



Jordan Simmentals \$15,000+ Shocking Dream daughter



Yardley High Regard W242

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
2 2 61 90 .18 .9 19 50 77 56
ASA# 2522822 • High Regard is stamping his progeny with outstanding quality, making him a must-use regardless of his "old-school" pedigree and EPD profile.



\$75,000 High Regard daughter at Jones Show Cattle, OH.



High Regard feature for Hara Farms, OH.



Hudson Pines/Circle M Farms sold for \$11,000.



Multiple-time Champion for Sara Sullivan



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Semen available on the best Angus and Clubbie sires too.

SimAngus™ Fit This Multi-Tasking Ranch

CONTINUED FROM PAGE 13



Lindell Mitchell, manager, explains the ranch's bull rotation system during a tour last September coordinated by the Southwest Missouri Cattlemen's Association.

Herd Management

Anderson explains they operate a closed herd, so they generate all their own replacement females from the herd and only bulls are purchased. As SimAngus genetics are becoming infused in the herd, Anderson says, "They are nice females, milk well and produce really good calves."

Replacement females are selected based on pelvic measurements, performance and genetics. Anderson keeps computer records to help with decision making. He strives to cull about 10% of the mature cowherd annually in order to keep progressing with the best genetic performance.

Anderson also adheres to a strict 60-day calving season. Cows are ultrasounded to determine pregnancy, and those bred outside the 60 day window are culled. He notes, "It hurts sometimes when a nice cow is outside the 60-days, but we've made that rule and it works for our labor and for uniform calves."

Extra replacement females are offered private treaty either as yearlings or bred heifers depending on the market. Anderson says marketing hasn't been difficult and notes, "People want our heifers."

G & J Anderson Ranch operates both a spring and fall calving herd. Anderson notes this is done to divide labor, give two calf crops to market, and also get double the mileage out of their bulls.

CONTINUED ON PAGE 20

Gary Anderson's Management Mantras

In addition to owning and operating a ranch, Gary Anderson's career included a seven-year career with Ralston Purina and 20 years as V.P. with Hudson Foods; then purchasing a small manufacturing company that made poultry heating equipment, which he eventually sold to a larger company that is today owned by Warren Buffett; and finally purchasing an electrical and plumbing supply business that is today owned and operated by his son and daughter. All total, it is proof that Anderson's business sense runs deep.

That said, he offers these management strategies to apply to farm and ranch business:

- **Do accounting by enterprise.** Anderson explains that in his diversified operation with turkeys, chickens and cattle, he tracks the profit centers separately for all three. "I track them so I know how they are all doing," he says.
- **Seek advisors.** Anderson attributes success to a willingness to have an open mind and learn. He points to Extension, cattlemen's organizations, veterinarians as valuable partners and sources of information.
- **Be flexible.** Particularly with regard to marketing, suggests Anderson. He chooses when to market steers and females based on available forage and market prices, sometimes backgrounding steers or breeding heifers and marketing them as breds can add value.
- **Invest.** Anderson has invested in better forages in his pastures, top performing bulls, and even a better chute — and he says those decisions have been beneficial. Regarding a new Silencer chute he added to the operation, he notes, "Oh my goodness is that awesome. It's good for the cattle and the people [doing the work]."



THE TALK OF THE SIMMENTAL BREED!

CLRS DIVIDEND 405D

ASA #3097854



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Purebred | Homozygous Black & Polled

The \$52,500 Bred for Balance Record Seller who excels in data rankings, genetic predictability and phenotypic expression. He is truly 'The One Sire' that will make an everlasting impact into the breed, and industry. He is a 'big time' purebred, calving ease bull backed by a dam and maternal grand dam with impeccable good udders and hooves. Breed your best females to him in 2017, shipped on 1st ordered basis!

HOOK'S YELLOWSTONE 97Y | GW PREMIUM BEEF 021TS
 CLRS AFTER SHOCK 604 A | CLRS BONNIA 405 B
 HOOKS SARITA 4S | CLRS ZINNIA 200 Z

**THE PRODUCT OF A PHENOMENAL
TWO YEAR OLD DAM!**

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC
17.5	-2.5	65.8	105.1	0.25	9.7	24.5	57.4	13.5	14.9
1	1	35	20	10	40	25	25	30	2
CW	YG	MARB	BF	REA	SHR	API	TI		
28.9	-0.23	0.53	-0.010	0.86	-0.51	168.3	86.2		
		1			10	1	1		

Act BW: 80
Adj WW: 734
Adj YW: 1342
Frame: 5.5
Docility: Excellent

**Call Dan at 308-750-0200 or email
sales@apexcattle.com**

Semen available through APEX Cattle only at this time.



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Miss Werning KP 8543U's finest son...
destined to make a huge breed impact!

Purebred | Black & Homozygous Polled

CE	BW	WW	YW	ADG	MCE
13.8	-0.5	52.7	84.4	0.20	8.5
10	10			30	
MILK	MWW	STAY	DOC	CW	YG
22.1	48.5	9.1	11.2	20.0	-0.44
					5
MARB	BF	REA	SHR	API	TI
0.10	-0.047	1.12	-0.33	123.1	65.4
		5		30	

Act BW: 81 | Adj WW: 837 | Adj YW: 1552

Frame: 5.7 | Docility: Excellent

By many, he is considered the greatest Lock N Load son ever who we recently purchased for \$56,000! Athletic, big bodied, good footed, attractive and with most impressive, BW to YW spread credentials. He is a full sib to W/C Bullseye, a National Champion Female and heifers selling at \$70K, \$48K, \$46K and \$40K, all from the matriarch Werning donor, 8543U. Thanks to Western Cattle Source who purchased a 1/3rd interest and fall possession at \$25,000 following our acquisition.

REMINGTON ON TARGET 2S | WAGR DREAM CATCHER 03R
 REMINGTON LOCK N LOAD 54U | MISS WERNING KP 8453U
 BAR15 MISS KNIGHT 78E-51G | MISS WERNING 534R

Only the greatest sires come from a truly high production mother and MISS WERNING KP 8543U is legendary! Use BOTH with confidence knowing you are breeding to her premier sons!

W/C GRANDSTAND 6B

ASA #2911603



SEMEN: \$30/UNIT

Purebred | Homozygous Black & Polled

3C W/C RIGHT TRACK W9462 | WAGR DREAM CATCHER 03R
 W/C WIDE TRACK 694Y | MISS WERNING KP 8543U
 MISS WERNING 694S | MISS WERNING 534R

#1 PB REA of the 2015 Werning sale, and maternal brother to sale toppers, a National Champion Female and scores of sisters heading donor programs. Dam has produced over 3 million dollars in progeny sales! He is impressive, a genetic outcross and considered by many to be on of the finest 8543U's sons produced!

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.1	1.8	63.4	95.5	0.20	2.4	24.3	56.0	14.8
			40	30		30	30	15
DOC	CW	YG	MARB	BF	REA	SHR	API	TI
10.9	29.5	-0.34	0.14	-0.028	1.08		130.9	69.1
	40	35			10		30	



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CCR FLINT HILLS 2097B ASA #2882607



SEMEN: \$30/UNIT

1/2 SimAngus™ | Homozygous Black & Polled

MCC DAYLITE 0005 | TRIPLE C SINGLETARY S3H

CCR FRONTIER 0053Z | CCR MS SINGLETARY 2092Z

CCR MS 4013 DURA 0053X | CCR MS R PRODUCT 8052

The premier son of CCR Frontier who paced the 2015 Cow Camp Ranch sale, and has since developed and proven to be an extraordinary sire. Tremendously expressive in his big top and rear quarter, while being big ribbed, easy fleshing and super sound structured. Proven calving ease!

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
9.9	1.9	75.3	120.4	0.28	8.9	22.1	59.7	8.9
		10	10	10	35		15	
DOC	CW	YG	MARB	BF	REA	SHR	API	TI
11.2	44.5	-0.11	0.77	0.024	0.94		146.0	85.8
	10		3		15		15	3

ROUSEY GOLD STRIKE 512C ASA #3000381



SEMEN: \$30/UNIT

5/8 SimAngus™ | Homozygous Black & Polled

HOOKS SHEAR FORCE 38K | O C C PAXTON 730P

HOOKS TRINITY 9T | ROUSEY ANTOINETTE 146Y

HOOKS PEARL 22-P | SVF/NJC EBONY W115

One of the most dynamic individuals the breed has seen! Amazing numbers and phenotype with a wealth of calving ease, performance, maternal and carcass trait, genetic predictability. We predict that he will be one of the most used calving ease sires in 2017! Use him with confidence!

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
18.4	-1.6	73.5	115.5	0.26	6.7	24.0	60.7	14.5
4	20	10	15	15		30	10	10
DOC	CW	YG	MARB	BF	REA	SHR	API	TI
8.4	36.2	-0.32	0.52	-0.022	1.14	-0.23	160.2	85.1
	20	30	20		2		5	4

TJ HIGH CALIBRE 556B ASA #2891465



50/50 FLUSHES

Purebred | Homozygous Black & Polled

MR NLC UPGRADE U8676 | WELSHS DEW IT RIGHT067T
MCM TOP GRADE 018X | PRS LADY DONE RIGHT W214
MCM 513R | SC SHOAL CREEK LADY T90

Recently sold to Herbster Angus Farms, Falls City, NE for \$400,000. Truly one of the breed's greatest PB bulls ever, with extraordinary phenotypic and genetic value. We are now contracting elite donor flushes on a 50/50 share basis to this breed changing, trailblazing sire!

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
9.6	0.4	65.4	101.0	0.22	10.1	23.8	56.5	6.7
	25	40	30	20	35	30	25	
DOC	CW	YG	MARB	BF	REA	SHR	API	TI
11.6	30.6	-0.47	0.32	-0.072	1.14	-0.31	128.1	77.0
35	35	2	15	15	4		40	10

SimAngus™ Fit This Multi-Tasking Ranch

CONTINUED FROM PAGE 16

Secrets to Success

When asked what has contributed most to his cattle herd success, Anderson points to several factors — good forage management, EPDs and good employees. Regarding forage management, he says, “Good forage is the key . . . Cattle are there to harvest the forage.”

He credits an investment in seeding warm season grasses, specifically Bermudagrass, decades ago on the property. “It holds up in dry weather months and keeps cattle in immaculate shape,” Anderson reports.

Today, about 60% of the pastures are warm season varieties, with the remaining 40% of pastures in fescue. Anderson is working to convert to novel endophyte varieties like MaxQ and BarOptima and says, “I consider regular fescue poison. It’s an expensive process to convert, but boy it’s worth it.”

To get double value from pastures, Anderson also double crops the pastures — no-tilling in triticale for fall and early spring grazing, and then returning to graze bermudagrass in the warm months.

On the animal side, Anderson credits EPDs with being a boon for their productivity and profit margins. “That has done well for us,” he says.

He concludes, “Good forage and EPDs and you end up with a superior herd,” and adds, “It’s been a lot of fun.” **ST**

Editor’s Note: Northwest Arkansas where a portion of the G & J Anderson Ranch is located is currently one of the most booming areas of the country. Within the region are the headquarters for Wal-Mart, Tyson Foods and JB Hunt Trucking, the country’s largest retailer, protein supplier and trucking line. Anderson says the entrepreneurial drive he’s seen emerge in the area over the years is “amazing,” and the growth continues. He reports that the population growth is averaging 28 people daily moving into the region.



SimAngus cows under the shade of trees.

SCHRADER ranch

15TH ANNUAL BULL SALE

Tuesday, March 21, 2017 | 1:00 pm at the Ranch
Offering 30 SimAngus™ & 20 Charolais Bulls

612D | SimAngus | Sire: SAV Resource 1441 646D | SimAngus | Sire: SDS Graduate 006X 6401D | SimAngus | Sire: CCR Cowboy Cut 5048Z

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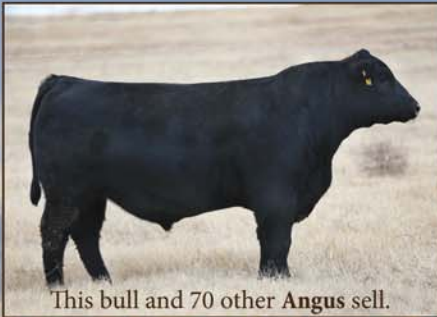
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 WW 61.4
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 Milk 27.1
 Doc 13.8
 CW 23.9
 YG -0.28
 Marb 0.6
 REA 0.91
 API 168.8
 TI 83.6



PAP 38

40D: Homo Black, Homo Polled 3/4 SM 1/4 AN
 TRPH RRR NIGHTFORCE B30 x RRR MS DOUBLE DOWN 13B (DIKEMANS DOUBLE DOWN 26W)

CE 9.9
 BW 0.6
 WW 80.2
 YW 134.6
 MCE 9.6
 Milk 16.5
 Doc 16.1
 CW 51.2
 YG -0.18
 Marb 0.67
 REA 0.91
 API 137.1
 TI 85.1



PAP 45

19D: Homo Black, Polled 1/2 SM 1/2 AN
 CONNEALY COMBINATION 0188 x RRR MS UPGRADE 103A (MR NLC UPGRADE U8676)

CE 9.8
 BW 1.9
 WW 92.8
 YW 141
 MCE 9.9
 Milk 18.2
 Doc 9.4
 CW 56
 YG 0
 Marb 0.55
 REA 0.53
 API 141.2
 TI 89.6



PAP 40

6426D: Black, Homo Polled 1/2 SM 1/2 AN
 TJ COWBOY'S CHOICE 420B x THR COUNTRY LADY 0713 (LRS BIG COUNTRY TIME 82U)

CE 13
 BW 1.6
 WW 69.6
 YW 105.1
 MCE 9.3
 Milk 18.8
 Doc 11.6
 CW 34.6
 YG -0.16
 Marb 0.62
 REA 0.52
 API 146.5
 TI 79.1



PAP 38

6422D: Black, Homo Polled 5/8 SM 3/8 AN
 GW BAR CK BREAKOUT 6672 x THR DEBRA 0704 (CNS DREAM ON L186)

CE 14.6
 BW 0.2
 WW 71.8
 YW 116.1
 MCE 10
 Milk 18.1
 Doc 12.8
 CW 39.5
 YG -0.14
 Marb 0.74
 REA 0.52
 API 161.1
 TI 85.5



PAP 37

6462D: Black, Homo Polled 5/8 SM 3/8 AN
 GW BAR CK BREAKOUT 6672 x THR MS ALYSSA 2785 (CNS DREAM ON L186)

CE 7.9
 BW 2.7
 WW 72.4
 YW 110
 MCE 5.5
 Milk 24.7
 Doc
 CW 39.2
 YG -0.26
 Marb 0.4
 REA 0.8
 API 105.7
 TI 71.2



PAP 38

6476D: Homo Black, Homo Polled 1/2 SM 1/2 AN
 HOOK'S BOZEMAN 8B x 8152 Purebred Angus Cow

CE 11.2
 BW -0.9
 WW 76.1
 YW 116.2
 MCE 5.3
 Milk 17.1
 Doc 11.2
 CW 37.4
 YG -0.1
 Marb 0.41
 REA 0.56
 API 132
 TI 80.1



PAP 37

6223D: Red, Polled 1/2 SM 1/4 AN 1/4 AR
 W/C LAST CALL 206A x RYMO SHEZE MAJOR A39A (LCC MAJOR LEAGUE A502M)

CE 17.8
 BW -2.9
 WW 57.8
 YW 94.5
 MCE 12.7
 Milk 22
 Doc 13.4
 CW 22.2
 YG -0.31
 Marb 0.35
 REA 0.83
 API 160.1
 TI 77.7



PAP 42

D668: Black, Homo Polled PB SM
 HOOK'S BLACK HAWK 50B x CAMP U818 (GW LUCKY TIME 220T5)



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WW 70.9
YW 114.2
MCE 12.2
Milk 17.7
Doc 11.9
CW 35.1
YG -0.03
Marb 0.62
REA 0.44
API 172.5
TI 84.6



6219D: Homo Black, Homo Polled 5/8 SM 3/8 AN
J BAR J NIGHTRIDE 225Z x NLC ZOLA 2223 (NLC PAYDIRT 39P)

CE 16.4
BW -1.3
WW 59.7
YW 90.4
MCE 11.4
Milk 19.8
Doc 10.6
CW 21.9
YG -0.23
Marb 0.68
REA 0.63
API 162.7
TI 83.8



6413D: Homo Black, Polled 3/4 SM 7/32 AN 1/32 CS
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.8	5.2	104	159	16	11	71	92	70



Hook's Yellowstone 97Y
ASA# 22612546

CE	BW	WW	YW	MCE	Milk	MWW	\$API	\$TI
16	-.5	69	101	9	26	60	155	80



TJ Final BlackJack 366B
ASA# 2891287

CE	BW	WW	YW	MCE	Milk	MWW	\$API	\$TI
18	-2.8	79	122	11	30	69	147	80



Kappes Northern Octane A632
ASA# 2709113

CE	BW	WW	YW	MCE	Milk	MWW	\$API	\$TI
3	3.9	71	106	6	25	60	81	61



PA Full Power 1208
ASA# 2839435

CE	BW	WW	YW	MCE	Milk	MWW	\$API	\$TI
11	-2.3	76	131	8	46	84	161	101



TJ Cowboy Nebraska 532B
ASA# 2891392

CE	BW	WW	YW	MCE	Milk	MWW	\$API	\$TI
14	.3	83	126	14	28	70	148	85

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EPDs: CE: 5 \$API: 114 \$TI: 79



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CAJS Blaze of Glory 42B

By WLE Uno Mas X549
EPDs: CE: 14 \$API: 121 \$TI: 69



WS A Step Up X27

By SS Ebony's Grandmaster
EPDs: CE: 7 \$API: 122 \$TI: 60



Mr. Hoc Broker C623

By Steel Force
EPDs: CE: -5 \$API: 63 \$TI: 53



SSC Shell Shocked 44B

By Remington Secret Weapon 185
EPDs: CE: 10 \$API: 106 \$TI: 59



AR, NAILE & NWSS Champ!

GCC CM Stockbroker B005

By Mr Hoc Broker - SimAngus™
EPDs: CE: 6 \$API: 96 \$TI: 62



Fitz POL Blazon B1203

By PRS Blazin Hot W192
EPDs: CE: 9 \$API: 114 \$TI: 73



S&S Sweet Dreams 507C

By CNS Dream On L186
EPDs: CE: 12 \$API: 123 \$TI: 63



CSCX Bandwagon 513A

By TJSC Optimus Prime
EPDs: CE: 5 \$API: 104 \$TI: 61



W/C Bullseye 3046A

By Lock N Load 54U
EPDs: CE: 16 \$API: 137 \$TI: 67



WC No Remorse 763Y

By Yardley High Regard W242
EPDs: CE: 8 \$API: 95 \$TI: 51



W/C Lock Down 206Z

By Lock N Load
EPDs: CE: 21 \$API: 162 \$TI: 82



GCC Whizard 125W

By SVF Steel Force S701
EPDs: CE: 12 \$API: 94 \$TI: 51



CCR Flint Hills 2092B

By CCR Frontier 0053Z
EPDs: CE: 10 \$API: 146 \$TI: 86



W/C United 956Y

By TNT Tuition
EPDs: CE: 10 \$API: 140 \$TI: 92



WLTR Renegade 40U ET

By 3C Macho M450 BZ
EPDs: CE: 6 \$API: 121 \$TI: 75



STF Rock Solid 033C

By CDI Rimrock 325Z
EPDs: CE: 12 \$API: 119 \$TI: 68



CNS Pays To Dream T759

By CNS Dream On L186
EPDs: CE: 11 \$API: 152 \$TI: 70



CLO Captain America 704Y

By CNS Pays to Dream T759
EPDs: CE: 13 \$API: 121 \$TI: 62



Circle M Tejas 107Z

By BC Lookout 7024
EPDs: CE: 18 \$API: 131 \$TI: 66



TJSC 152A "Vindication"

By Flying B Cut Above
EPDs: CE: 5 \$API: 110 \$TI: 61



3/4 SimAngus

WS Stepping Stone B44

By WC Lock Down
EPDs: CE: 12 \$API: 121 \$TI: 73



Angus

Silveiras Style 9303

By Gambles Hot Rod
EPDs: CE: 20 \$API: 126 \$TI: 64



Angus

SP The Answer 813

By SAV Final Answer 0035
EPDs: CE: 21 \$API: 130 \$TI: 70



Kappes Megatron A2
By WAGR Dream Catcher 03R
EPDs: CE: 13 \$API: 144 \$TI: 81



LLSF Pays To Believe ZU194
By CNS Pays To Dream T759
EPDs: CE: 7 \$API: 134 \$TI: 77



K-LER Make It Rain 696S
By Foundation 724N
EPDs: CE: -6 \$API: 88 \$TI: 54



STF Royal Affair Z44M
By Lock N Load
EPDs: CE: 6 \$API: 98 \$TI: 56



LLSF Addiction AY792
By Top Grade
EPDs: CE: 6 \$API: 113 \$TI: 63



Long's Damien A37
By Hooks Shear Force 38K
EPDs: CE: 10 \$API: 152 \$TI: 86



FBF1 Supremacy Y93
By STF Dominance T171
EPDs: CE: 9 \$API: 103 \$TI: 58



W/C BF Innocent Man 174A
By W/C No Remorse 763Y
EPDs: CE: 12 \$API: 107 \$TI: 53



FBF1 Combustible Y34
By Steel Force
EPDs: CE: 12 \$API: 101 \$TI: 62



LLSF Uprising Z925
By Heads Up 20X ET
EPDs: CE: 5 \$API: 106 \$TI: 76



CCR Anchor 9071B
By CCR Cowboy Cut 5048Z
EPDs: CE: 20 \$API: 156 \$TI: 81



SS/PRS Tail Gater 621Z
By HTP/SVF Duracell T52
EPDs: CE: 9 \$API: 111 \$TI: 75



W/C Grandstand 6B
By W/C Wide Track 694Y
EPDs: CE: 10 \$API: 131 \$TI: 69



W/C Catchin A Dream 27X
By Dream Catcher
EPDs: CE: 10 \$API: 126 \$TI: 68



HPF Rockstar B332
By JF Milestone 999W
EPDs: CE: 6 \$API: 111 \$TI: 74



WAGR Dream Catcher 03R
By Dream On
EPDs: CE: 13 \$API: 142 \$TI: 73



GLS/JRB Cash Flow 163C
By LLSF Pays to Believe ZU194
EPDs: CE: 9 \$API: 122 \$TI: 70



Long's Stand Alone B35
By Built Right
EPDs: CE: 9 \$API: 109 \$TI: 62



Yardley High Regard W242
By Yardley Impressive T371
EPDs: CE: 2 \$API: 77 \$TI: 56



HILB Maverick A43
By GLS New Direction X148
EPDs: CE: 4 \$API: 94 \$TI: 57



Rousey Gold Strike 512C
By Hooks Trinity 9T
EPDs: CE: 18 \$API: 160 \$TI: 85



WLTR Nashville 22A ET
By High Voltage
EPDs: CE: 10 \$API: 108 \$TI: 62



SAS Big Bruzer Y131
By King of the Yukon (outcross)
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WHY ALL THE FAT BULLS?

The cost of producing and selling environment.

By Marty Ropp, CEO, Business Development Strategist, Allied Genetic Resources.

When you ask producers, what condition they prefer to buy seedstock cattle in, they regularly reply, "I just don't want to buy over-fat bulls". In fact, for a variety of reasons, seedstock buyers rarely prioritize or purchase "lean" cattle partially because not enough producers offer them for sale in normal body condition. Service-age bulls for purchase with ultrasound measures of .15 to .25 inches of back fat are just not the norm (yearling bulls will generally increase .05 to .1 inches during the 30 days between ultrasound measures and sale). Females less than condition score six or seven too are regularly discriminated against at purchase time despite the production challenges that can come with that extra condition.

So why always the fat ones? I know that generalization isn't fair for everyone that buys and or sells seedstock, but it's often the case. When you consider the cost to everyone involved, all that extra environment creates an unrealistic ideal and is a purely, unnecessary expense to the cattle business.

As an industry, why do we offer overly fat seedstock cattle for sale, and then regularly reward those cattle with premium pricing? There is no doubt that seeing cattle that are in better condition than those we have at home is pleasing. Many of us have had experiences where having the cows a bit thin brought snide comments from neighbors at the coffee shop that sometimes even led to a grumpy family matriarch or patriarch.

Even external influences like buying based on photos or videos, your 4-H judging team coach's influence or watching the judge at Denver, often sends a terrible message to producers about what condition is desirable for cattle in order for them to be evaluated as ideal. It is absolutely part of our upbringing and psyche that we are the caretakers of the cattle. When they are in great condition at home for whatever reason, there is a sense of pride and comfort that goes with it. Unfortunately, when we purchase seedstock using those same criteria for condition and with dreams of pastures full of fat cows regardless of the situation, we are probably not being terribly realistic nor doing ourselves any favors economically.

There is no doubt at times, fat is a very good thing. Finished market cattle with appropriate external fatness (historically .35 to .6 inches of back fat) and highly-marbled, are the gold standard for the majority of the US beef business. Females that hold their condition during production tend to breed and settle better than those whose body is in a substantial energy deficit. Even in those two cases however, once an optimal level of fatness is achieved, the rest is just expensive and actually can be counterproductive both to fertility in females and when Yield Grade deductions and excessive trimming are needed for marketed carcasses. Sure, when all of the animals have been reared in the same environment, it stands to reason those with more condition probably adapted better, but when a group is fed to obesity, does the most obese one really offer any additional value?



Ropp

Biochemically, fat is an energy storage mechanism. This ability to store, then metabolize fat during times of energetic challenge like poor forage seasons or during lactation, is crucial for profitability, as it has always been. Fatty acids are also crucial for many life functions, including reproduction. Cattle performing at a high level with substantial supplemental feed and environment however may or may not prove to be adaptable when run on a budget, which is necessary for profit in the beef industry. For that and other good reasons, over-feeding cattle destined for breeding can have negative consequences, although the practice is traditional. The effects of excess energy intake on young breeding stock is also well documented and yet too often ignored. In a fed cattle situation with animals bound for harvest, keeping the rumen pH low with extra starch and energy can be positive because efficiency of gain can be maximized. For seedstock development however, an acidotic rumen environment is usually a terrible thing. The list of short and long-term problems caused by an acid damaged and extremely permeable rumen membrane is substantial, including feet and joint problems, organ damage and even increased lung pathogen issues. All of these work to shorten the productive lives of bulls and females alike and that absolutely reduces production profits.

In other words, we are the primary problem and usually not the cattle. Even with all the reasons not to promote the overfeeding and over-fattening of breeding cattle, when it comes to sale time, buyers seem to salivate over an offering of smooth fat bulls or females. The lure associated with the distorted depth of side, smoothness and thickness created by over-fatness seems to be overwhelming. Pictures of absurdly over fat cattle grace the pages of nearly every livestock publication and cause folks to stop and admire them even though that individual may present little or no real genetic value and may not even offer the kind of fleshing ability represented in the photo because his or her appearance is often due to extreme feeding. When you consider that we over-feed seedstock largely for marketing purposes then watch at home as all of those dollars disappear with time and production. The extreme expense and futility should be obvious. I would assert that excess nutrition costs for the majority of bulls prepared for sale in the US could top \$50 to \$100 per head (may include creep feeding). That extra feed and expense absolutely does not add and probably reduces lifetime productivity. When you consider we market around 300,000 bulls per year in this nation and millions of females, the price we pay just for our tradition of excessive supplemental feed is astronomical. It is truly an unnecessary cost just to please the eye and potentially fool the shortsighted. Furthermore, this artificial environment often masks genetic and or physical shortcomings that can lead to reduced fertility and are proven to shorten an animal's productive life. Just ask anyone who has tried in vain to freeze semen on an obese yearling bull or breed females who are in the process of losing extra feed-enhanced condition during breeding.

I asked Dr. Dan Larson with Great Plains Consulting to give his views about appropriate bull development. Dr. Larson consults with a large number of seedstock

CONTINUED ON PAGE 32



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6118D // 3/4 SM 1/4 AN
W/C UNITED 956Y X "OLIE"



617D // 1/2 SM 1/2 AN
GIBBS 0689X CRIMSON TIDE X GAR PREDESTINED



6122D // 3/4 SM 1/4 AN
NLC BUDDY 4005B X TNT TANKER U263

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producers across the country regarding their development rations and is a tremendous asset to those breeders and ultimately their customers. Dr. Larson writes, ***“The goal of a bull development program is inherently simply: produce a bull that will breed cows for at least 4 years with minimal problems. The route to success is less simple and requires a development program that keeps repeat customers in mind. Not repeat customers due to sale credits from previous years but customers that have had mostly excellent experiences with your bulls. The good news is bull development programs need not be complicated nor include exotic or expensive ingredients. While specialty ingredients may contribute a minor benefit, they are not essential and don’t add anything a well-formulated ration cannot, except added cost. The most important aspects of formulation are balancing energy, protein and mineral/vitamins with your target gain. Balancing a ration can be inherently simple and that’s the problem. The net energy system for balancing rations is archaic, but is the basis of every ration-balancing program. Rather than simply asking someone to balance a ration, talk to a professional who can work with your ON FARM ingredients to design a development PROGRAM to produce those functionally sound bulls.*”**



Dan M. Larson, PhD.,
Ruminant Nutritionist

When designing a program, I typically target 2.75-3.25 pound per day ADG, which will produce a big enough, attractive bull at sale time, without depositing excess fat. These programs certainly vary by operation, but the ration system must contain enough roughage to ensure rumen health and prevent acidosis. Obviously higher performing cattle may exceed this gain and I constantly work with my clientele to adjust the ration program to create the type of bull we want to sell. The key factor in any system is a CONTROLLED provision of concentrate feedstuffs, and roughage if possible. If at all possible, always avoid a self-feeder situation with any replacement calf, be it a bull or heifer. This includes, and is perhaps more important, with self-limited ration systems. It seems that self-limited often equals self-managed, and that is the recipe for disaster. Occasionally, self-feeders are the only option, and in that case, be certain the ration contains adequate digestible fiber to reduce the risk for acidosis. In a controlled system, bunk management is of the utmost importance. Whether feeding a pen of steers or bulls, consistency and accuracy of feeding is the key to rumen health and efficiency. In my experience, acidosis and concurrent over conditioning, are the two biggest factors in customer dissatisfaction with bulls. It is not easy to produce high quality bulls, which is why only a select few do it. However, with an appropriate ration system and development program, you can use the feedstuffs you raise to develop bulls you are proud of in all environments.”

The bottom line is many of us are accustomed to buying over fat seedstock. It will probably take time and

faith-in-source to learn to buy animals more practically developed with the buyer’s best interest in mind. Some seedstock programs have moved to marketing older bulls to help alleviate buyer concerns with lighter weight yearling individuals and offer a leaner, more service ready product. The truth is, even in a yearling bull program, bulls that weigh 1,100-1,200 pounds and in reasonable flesh are just as capable of mating cows and coming back in satisfactory condition as those weighing 1,400-1,500 pounds. Some research shows these leaner bulls have a significant service capacity and longevity advantage. The difference is, we are well indoctrinated in the art of believing the heavier, faster gaining, fatter bulls are somehow genetically superior because they look more pleasing on sale day, and we even sometimes use this visual evaluation to choose between herds with hugely differing environments.

As an industry and for the sake of our businesses, we need to be better than that. The facts are, when we use third party verified genetic evaluation, EPDs, DNA and other cutting-edge, index tools to sort cattle for real genetic value, we can do a far superior job of sourcing genetics to help ensure our long term success. Actual weights were great back in the 60’s, 70’s and 80’s when weights were all we had. In those days, being awed by 800- or 900-pound actual weaning weights and 1,500 pound yearling weights was understandable. Since then, we have developed evaluation tools that crush the value of those rudimentary, promoted values and allow us to find superior genetics without having to sort through over fed and longevity compromised seedstock.

Don’t misunderstand, we still use weights in comparison with other herd mate contemporaries to bolster the value of our genetic evaluation. Comparing one herd’s offering to another’s based on raw weights and average daily gains is really just comparing the ability of one herd to manage nutrition and environment over another’s or maybe just a measure of who has the most feed or the biggest feed truck, given the fact much of the real profit in the beef business is created on the cost reduction side of the equation. Besides, so much of the real profit in the beef business is created on the cost reduction side of the equation that even the philosophy of overfeeding cattle to promote estimated genetic output value and thus enterprise profit has always been somewhat flawed. Obviously, efficient growth performance and weight is an important driver of income and profit for genetics customers up and down the beef chain. We just don’t have to make cattle obese through the impractical use of huge amounts of supplemental nutrition to find the best ones. EPDs compare animals across any environmental circumstance, allowing us to develop seedstock in a way that is good for their longevity and still find the ones that promise greater performance genetics at all levels.

There is a fine line between heavy enough and in good enough condition to market effectively, then breed an optimal number of cows in the first breeding season versus the kind of over fat bulls with reduced fertility and a shortened productive life because of fat testicles, ruined feet, joints, rumen and or other organ damage created by nutritional excess during the development process.

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49SM1904

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Sire: Heads Up 20X ET
MGS: SS Undreamabull R308

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LLSF CORNERSTONE CA282

3013921
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MGS: SS/PRS High Voltage 244X

Semen \$35



186SM1379

ABC INDEXER E538

2745271
Sire: Hicks 0B45 C720
MGS: CNS Dream On L186

Semen \$20



2375M1139

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2991171
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	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay		CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	12.7	.8	55.3	76.8	0.13	8.3	19.3	46.9	10.5	11.3	16.6	-.39	.19	-.042	.95	-.25	125.7	66.2
ACC	.32	.38	.34	.35	.35	.26	.27	.29	.31	.18	.29	.24	.39	.23	.29	.36		
%	20										15							

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If you are worried your seedstock provider is over feeding bulls, here is a list of telltale signs:

1. Bulls with group averages for back fat of more than a .15-.30 inches.
2. Stool consistency more common in feedlot steers and unusually loose, gray or watery.
3. Testicular measures unusually large with scrotal shapes wider at the top than the bottom and little testicular definition.
4. Bulls showing "fed cattle like" fat deposits in the brisket, flank or around the tail head.



5. Non-athletic bulls that struggle to easily fill their track and appear sore or even waddle.
6. As a group, feet are compromised: long toes, rolled over, not square and or asymmetrical. The white line at the hairline of the hoof is wide and very evident.
7. Feet show signs of being trimmed.
8. Bulls are unusually slow to get up and move very slowly to feed or water after rising, especially in the morning.
9. A sweet, acidic or unusually foul odor associated with the bulls.
10. High levels of bulls replaced or sale credits for unsatisfactory breeding or longevity performance.

Here's to the pioneers in this business who are working toward a more practical solution to the costs and functional shortcomings of making and selling obese seedstock. It will no doubt take a great deal of time, education and faith-in-source, to help break the paradigms of so many years of compromising nutrition programs, misinformation and letting our eyes do too much of our thinking for us. Surely in the future we will more often select seedstock based on genetic value inside and less often on what's fed on the outside.

ST

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

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

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

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



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Chip Kemp
ASA Director
of Membership
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There's a difference between feeding a steer and being a cattle feeder. Sometimes there is even a difference between raising cows and being in the profit-focused beef business. And in a young person's life, there comes a point when the animals they cared so much about start becoming a part of their future and their family's livelihood. Beef breed associations too often assume that their junior members

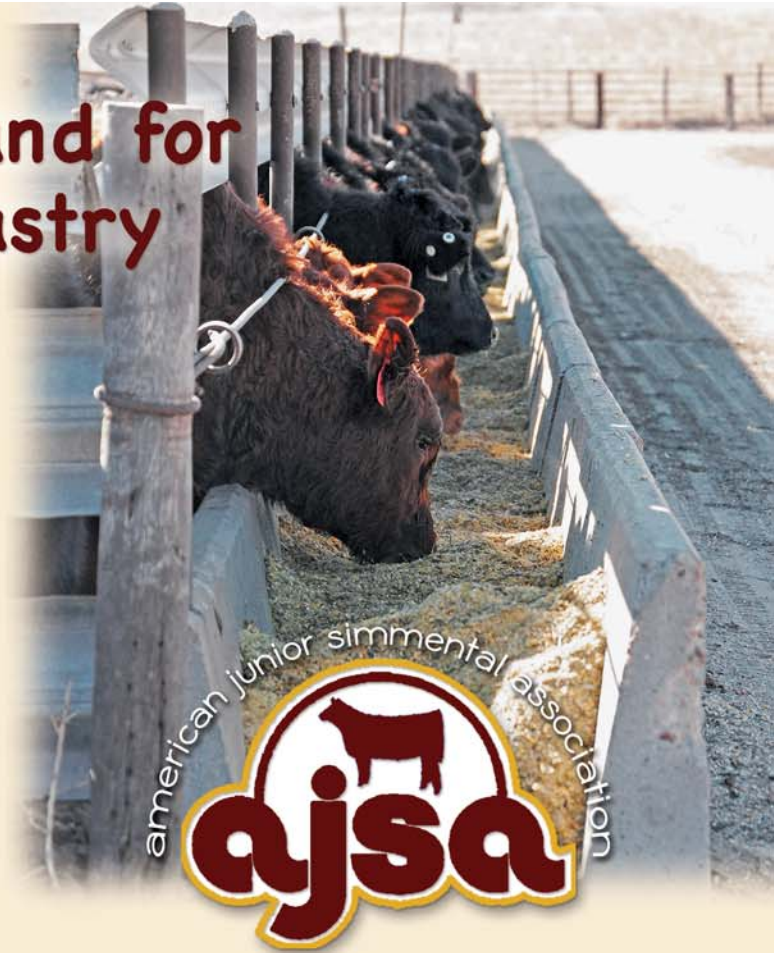
want the easy way. That they don't want to be pushed. The American Simmental Association (ASA) makes no such assumptions. Through a thorough strategic review of ASA junior programs it was clear that youth members wanted something more — the ability to learn more about the industry and meaningful ways to participate in that industry.

While calves were being born back in the spring, the ASA and American Junior Simmental Association (AJSA) were bringing to life the Steer Profitability Competition (SPC). The SPC is a fed steer contest held at Chappell Feedlot in western Nebraska. AJSA members can enter steers of any breed composition into the contest to view the overall profitability of their calves all the way through harvest at Cargill Meat Solutions in Fort Morgan, CO.

Any breed composition? Why would a breed association take this position? Simple. ASA members and their customers have to compete in the market place with any and all breed types. They recognize and embrace the chance to compare cattle across breeds based on their profit potential for the commercial beef producer. AJSA members are no different. They already embrace the scientific realities of heterosis and crossbreeding. They know to get better you have to put yourself on the line. If you are successful, great! However, if you fall short then you know it's time to get back to work and get better.

Another reason for the open armed approach — young producers who haven't found the right junior program can simply join the AJSA and then enter their calves into the SPC. It's pretty simple — a straight forward program geared to helping young beef producers learn more about the feedyard potential, carcass merit, and overall profitability of the calves they raise or purchase.

A unique component of the SPC is the mandatory monthly online meeting. Once a month, the participants join a nationally recognized expert online to discuss important topics facing our industry. Antibiotic usage, VFD, feedlot nutrition, carcass parameters, shipping slides, DNA and genomics are just some of the topics that will be covered.



Currently, the inaugural SPC class represents over 30 AJSA members, nearly 70 steers, and states from Colorado to Kentucky and from North Dakota to Texas. The steers have been on feed since early November and will be harvested early in the summer of 2017. The winners will be recognized at the AJSA's 2017 National Classic in Hattiesburg, MS.

Ethan Miller of Olean, MO, says that the SPC lets him see "how our cattle compete against others from across the country". He is also very excited to follow the dollars through the process. His sister, Abby, notes that "it gives me a way to showcase my animals outside of the show ring."

A long list of sponsors stepped up to help these young agriculturists through this process. Allflex®, Chappell Feedlot, GeneSeek®, Zoetis, and insurers Ideal A&M, Lloyds, and Wichert are just some of the groups who have put their support behind the youth of the beef industry.

2018 AJSA Steer Profitability Competition

The 2018 Steer Profitability steers will have a birth date range of January 15-April 15, 2017, with an entry deadline of September 15, 2017. To find out more about the AJSA and the Steer Profitability Competition or to consider entering steers next fall visit juniorsimmental.org.

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D654 || ASA 3137519
Homo Black,
Homo Polled
1/2 SM 1/2 AN

SIRE:
J BAR J NIGHTRIDE 225Z
MGS:
CRA BEXTOR 872 5205 608



CE	BW	WW	YW	MCE	MILK	MWW
20.4	-3.9	56.2	94.1	11.2	24.6	52.7
DOC	CW	YG	MARB	REA	API	TI
12.8	20.7	-0.19	0.64	0.66	167.7	77.2



D630 || ASA 3137473
Homo Black, Homo Polled 5/8 SM 3/8 AN
SIRE: J BAR J NIGHTRIDE 225Z
MGS: BAR CK TEBOW 1006X

CE	BW	WW	YW	MCE	MILK	MWW
23.4	-7.1	43.1	71.7	12.8	25.2	46.7
DOC	CW	YG	MARB	REA	API	TI
10.3	2.7	-0.13	0.82	0.56	199	80.4



D626 || ASA 3137522
Red, Polled 3/4 SM 1/8 AN 1/8 AR
SIRE: WS PRIME BEEF Z8
MGS: WS BEEF MAKER R13

CE	BW	WW	YW	MCE	MILK	MWW
13	1.6	81.7	123.2	11.9	20.1	61
DOC	CW	YG	MARB	REA	API	TI
6.2	45.2	-0.33	0.71	1.26	169.9	94.5



D694 || ASA 3137575
Homo Black, Homo Polled PB SM
SIRE: HOOK'S BOZEMAN 8B
MGS: SAND RANCH HAND

CE	BW	WW	YW	MCE	MILK	MWW
15.1	-1	57.5	87.3	12.5	24.6	53.3
DOC	CW	YG	MARB	REA	API	TI
13.9	20.6	-0.37	0.23	0.87	144.4	71.9



D622 || ASA 3137544
Homo Black, Polled PB SM
SIRE: HOOK'S YELLOWSTONE 97Y
MGS: MR NLC UPGRADE U8676

CE	BW	WW	YW	MCE	MILK	MWW
16	-1.6	68.9	108.1	9.4	24.1	58.5
DOC	CW	YG	MARB	REA	API	TI
12.6	31.9	-0.32	0.51	0.93	160.6	86.6



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International Genetic Solutions Feeder Profit Calculator

By Will Townsend and Chip Kemp

The Problem



Will Townsend

Imagine you had to find bulls for your operation but you didn't know any breeders, nobody used EPDs, or even shared actual data. It's obvious to anyone interested in building quality cattle and maximizing profit this would be a major blow to the bottom line. Yet, this is how the feeder calf business exists today. Frequently, when purchasing quality feeder calves, we can receive crucial information regarding environmental factors such as management and health protocols, weights, etc. However, when it comes to genetic awareness, color and polled status are often asked to substitute for true knowledge.



Chip Kemp,

Director of Membership
and Industry Operations

A common scenario, and at times the best-case scenario, is that the calf buyer has a previous relationship with the seller and has owned and experienced the performance of the seller's calves before. In more rare cases, we may have some information on the seller's bull purchases. Again, this is a powerful step forward. It provides at least some insight into a portion of the genetics within the program. However, **in a data-driven world, this level of genetic awareness is woefully inadequate.** Especially since the financial stakes for feeder calf procurement are even higher than the stakes for bull procurement. Understandably, most large cattle buyers have technology to estimate genetic and environmental performance on feeder cattle but that information is not public and, for obvious reasons, is kept to those companies. Therefore, price discovery as we know it today, most often does not take into account the actual performance potential of a producer's feeder cattle.

The Solution

Attempts to determine relative value of feeder cattle have been made for a long-time; however, certain issues have made it difficult. The foremost limitation has been accurately gauging the profit potential in the largest genetic group within the beef industry — the crossbred calf. It is a known scientific fact that commercial beef producers wishing to maximize cowherd fertility and longevity must crossbreed. This not only provides them a sustainable and profitable base, but fortunately generates an end product that is known to be the best combination of growth potential and carcass merit — the crossbred calf.

The history of the Feeder Profit Calculator (FPC) has its roots in ASA's Terminal Index (\$TI). The \$TI was developed over a decade ago by ASA in collaboration with Dr. Michael MacNeil, who was a USDA research geneticist at the time. The \$TI is an economic selection index designed for selecting terminal sires. Though \$TI could do a reasonable job valuing feeder calves, it was determined that evolving \$TI into a tool that could account for such things as a current accounting of prices/costs, heterosis, and non-genetic factors (e.g., vaccination status), would improve the accuracy of predicting feeder calf values. Dr. MacNeil, now with Delta G Genetics, was tapped to evolve \$TI into that tool — the FPC. Many of the FPC's non-genetic components were sourced by Dr. David Lalman of Oklahoma State University.

Providing the most robust genetic awareness of crossbred calves requires the most robust multi-breed genetic evaluation. Fortunately, International Genetic Solutions (IGS) provides the ideal platform to generate unparalleled information on crossbred and composite feeder calves. IGS, along with its' member associations, the science team at Theta Solutions, and scientific contributions by Dr. Matt Spangler of the University of Nebraska, is ideally suited to provide the industry's benchmark in gauging feeder calf value. **The IGS Feeder Profit Calculator empowers producers to market with confidence and allows feeders to maximize their purchasing dollars.**

CONTINUED ON PAGE 46





60 BULLS SELL!

25 Age Advantage Fall Borns
35 Spring yearlings

Over HALF the offering are
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Parker — — Cattle Co.



LOT 44 // 5/8 SM 3/8 AN
API: 115 TI: 68
SIRE: MR NLC AVENUE 3088A



3 Full Et Brothers Sell!

LOT 18 // PB SM // API: 152 TI: 83
SIRE: CCR COWBOY CUT 5048Z
W951 // DAM TO LOT 18 &
SEVERAL OTHER BULLS IN THE
OFFERING!>>



AGE ADVANTAGE 18 MONTH OLD!
LOT 2 // 1/2 SM 1/2 AN
API: 121 TI: 69
SIRE: MR NLC AVENUE 3088A



AGE ADVANTAGE 18 MONTH OLD!
LOT 15 // PB SM
API: 139 TI: 76
SIRE: GIBBS 2654Z BULLET PROOF



5 FULL ET BROTHERS SELL!
LOT 25 // PB SM
API: 151 TI: 76
SIRE: HOOKS BOULEVARD 41B

MARCH 16, 2017, 1PM (MT)

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IGS Feeder Profit Calculator

CONTINUED FROM PAGE 44

The Future

Capitalizing on novel technology usually requires a tremendous learning curve and a major outlay of dollars. Not this time! The IGS Feeder Profit Calculator is unique. It will offer a level of genetic awareness of crossbred feeder calves that has not been previously possible in the beef business. The IGS science team, the IGS partner associations, and the world's largest beef genetic evaluation database allows the IGS FPC to be delivered at no cost to producers. **That is correct. No Cost!** Beef producers looking for a transparent and straightforward assessment of their calves will har-

ness the power of IGS by simply making a call, sending an email, or visiting the IGS website.

IGS and/or breed association personnel will request information on herd health, basic management protocols, the bull battery used in previous years, and insight into the makeup of the cowherd. The more thorough the inputs from the producer, the better the predictive ability of the FPC. While individual sire identification isn't required, identification used in the operation is required. Producers will be asked to share pre-conditioning information and the health program in place.

The IGS FPC will be demonstrated at the 2017 NCBA Convention in Nashville, TN, and be made available to the public shortly thereafter. Three short demos will be held at the IGS booth each day of the convention. For producers who have interest in having their calves evaluated through the IGS FPC please contact one of the IGS breed partners or contact beef@internationalgeneticsolutions.com. Cattle feeders who are interested in integrating the capabilities of the IGS FPC into their purchasing decisions please use the same email. Additional information and highlights will be provided in the coming months. **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.
- Records must be valid for use in ASA's genetic evaluation.
- All breeds and composites eligible if sire is registered in ASA multibreed database.
- Applies to animals born after August 31, 2015.
- Carcass Merit Program calves do not qualify.

Contact Jackie Atkins today for more details.
406-587-4531 or jatkins@simmgene.com



GENETICALLY ENHANCING YOUR ASSETS

Sale Date: Saturday, April 8, 2017
 Lunch at 11 a.m. • Sale Starts at 1 p.m. • At the Ranch • Boswell, OK

80 Angus & Sim-Angus Bulls Selling
 70 • 18 month olds (Grow Safe Feed efficiency test.)
 10 • Yearlings

35 Registered Angus and Sim/Angus Spring pairs



CCLC Effective 5495

CED	BW	WW	YW	MILK	\$W	\$B
+9	-4	+54	+98	+26	+62.04	+132.50



CCLC Effective 5483

CED	BW	WW	YW	MILK	\$W	\$B
+12	-.3	+53	+89	+31	+68.38	+89.23



CCLC Ten X 5403

CED	BW	WW	YW	MILK	\$W	\$B
+9	+6	+64	+109	+24	+65.75	+145.91



CCLC Resource 5518

CED	BW	WW	YW	MILK	\$W	\$B
+3	+1.3	+54	+103	+19	+58.58	+134.14



CCLC Effective C5401

CED	BW	WW	YW	API	TI
14.7	-0.8	61.9	110.0	152.0	80.5



CCLC Upgrade C5547

CED	BW	WW	YW	API	TI
8.8	1.3	78.6	132.7	134.7	86.5

Angus i50k tested
 Sim-Ang GGPLD tested



Sale book request
 Cindy Wayman 918-244-8430 rwayman@cablone.net
 251 East 1995 Road | Boswell, OK 74727

Jim Dill,
 Ranch Manager
 580-317-6674



Billy Hall,
 Consultant
 918-244-0154

EPDs as of 1/17/17

NELSON LIVESTOCK COMPANY

ANNUAL BULL SALE



NLC Cow Boss 160C. Sold in the 2016 sale, owned by Southern Cattle Co., T Heart Ranch and Nelson Livestock Co.

NLC 40C. Sold in the 2016 sale to Kenner Simmentals.



**No creep.
No pampering.
No hard feed.
No problems.**

When you buy bulls from Nelson Livestock Co., you expect maintenance free genetics. Our rugged, forage based operation is designed to be as close to the conditions of our primary customers' as we can make them. Environmentally tested black and red SimAngus™ and Simmental genetics for no-miss crossbreeding solutions.

Selected for generations to thrive without extra inputs, and then produce high value feeder cattle that generate efficiency, beef value and profits all down the beef chain.

APRIL 15, 2017

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25 Black and Red Purebred Simmental Bulls
4 Purebred Angus Bulls

Pictures and data on sale bulls available on our website early March. Contact us or visit our website to be added to the mailing list.

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HARRIMAN SANTA FE

Saturday, March 25 1:00 pm

Top of the Breed Bull & Bred Heifer Sale

Selling 67 head all 18 mon forage tested bulls

36 head AI Sired, 45 SimAngus™ & 22 Balancers

10 Spring calving bred heifers and 20 Fall calving



BHSF PREMIUM BEEF 623C								ASA# 3169240	
CE	BW	WW	YW	MILK	MARB	REA	API	TI	
17.1	-2.5	62	110	22	0.54	0.69	159.1	79.4	
10%	10%	45%	20%	50%	20%	50%	10%	15%	



BHSF UPGRADE 621C								ASA# 3169261	
CE	BW	WW	YW	MILK	MARB	REA	API	TI	
9.7	0.8	74	124	23	0.51	1.21	129.4	81.5	
65%	55%	10%	5%	35%	25%	1%	40%	10%	



BHSF ALL IN 551C								AGA# 1364880	
CE	BW	WW	YW	MILK	MARB	REA	FPI		
14	-0.4	67	105	30	0.31	0.68	79.48		
25%	40%	50%	40%	25%	45%	15%	35%		



BHSF ARNOLD 570C								AGA# 1364900	
CE	BW	WW	YW	MILK	MARB	REA	FPI		
13	-0.6	72	111	36	0.33	0.48	79.5		
35%	35%	35%	30%	4%	40%	45%	35%		



BHSF PREMIUM BEEF 503C								ASA# 3169253	
CE	BW	WW	YW	MILK	MARB	REA	API	TI	
15.6	-0.5	63	114	17	0.70	0.65	157.7	80.9	
15%	35%	40%	15%	85%	10%	55%	10%	10%	



BHSF TOP HAND 060A 651C								AGA# 1364894	
CE	BW	WW	YW	MILK	MARB	REA	FPI		
14	0.3	70	108	24	0.47	0.96	83.2		
15%	45%	40%	30%	75%	15%	2%	15%		

20 SimAngus™ heifers and 10 Balancer heifers from the heart of the herd. Spring calving in March & April,

SimAngus™ Sires Include: GW Premium Beef, GW Robust, ShearForce 38K, GAR Prophet, Substance & Upgrade **Balancer Sires Include:** Jackpot, Arnold, & Deer Valley All in

All Bulls will have horn poll, color, and defect status sale day

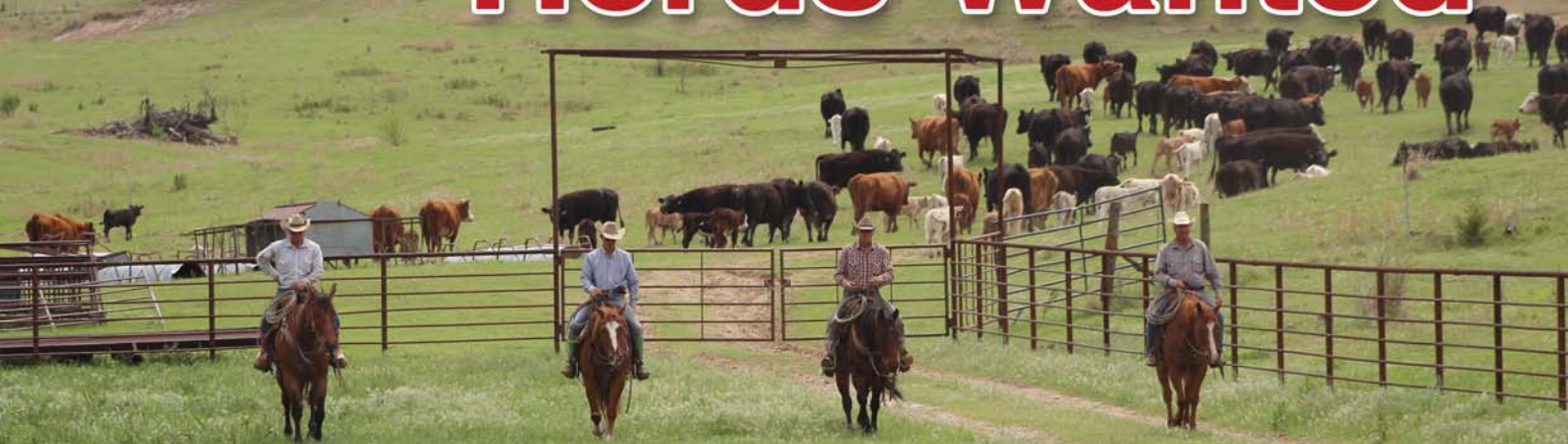
BHSF

30 Bulls qualify for Show-Me Select

SimAngus™ Bulls Avg API	Top 15%
SimAngus™ Bulls Avg TI	Top 27%
Balancer Bulls Avg FPI	Top 14%
SimAngus™ Heifers Avg API	Top 28%
Balancer Heifers Avg FPI	Top 16%

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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 or Jannine Story for more information at 406-587-4531.



C400



D435



D66



D91



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Osceola, Missouri Wheeler & Sons Livestock Auction

Wednesday, April 12th - Selling 20 Bulls
Harrison, Arkansas Cattlemen's Livestock Auction


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CROSSBREEDING: IT WORKS FOR FERAL PIGS

By Kris Ringwall, North Dakota State University Extension

Crossbreeding, bringing together parents that are distantly related but capable of producing viable offspring, has increased hybrid vigor within domestically raised livestock.

Extensive research has shown positive improvement for several production traits, particularly survival traits that are lowly heritable. Interestingly, sometimes if one looks at what others are intentionally or not intentionally doing, one can learn a lot. The same is true about crossbreeding.

The concept of domesticated livestock mating with their wild relatives is not new and generally not encouraged. The reason comes back to the increased hybrid vigor of the offspring and their tendency to out-compete the parents.

In native environments, hybrid offspring can be very detrimental, particularly when reproductive capacity increases. For example, feral pigs are a very real, current and major problem. They are aggressive, productive and reproduce copiously.

The domestic pig (*Sus scrofa*) is capable of producing viable offspring when mated to several subspecies. The vigor of the offspring borders on aggressive and environmentally destructive, so laws have been enacted to control feral and/or hybrid pigs.

In fact, several species of wildlife are protected from hybridization with closely related subspecies because the hybrids will, at times, outperform both parents and actually lower the population of the original parents. This hybrid vigor is real and not something to be taken lightly.

In the canine world, dogs, coyotes and wolves can produce a hybrid that may have a selective advantage over the original parents. Florida is fearful of the potential hybridization of pythons. Although one may not think of snakes as domesticated, they are, some more so than others.

Two snakes — the African rock python (*Python sebae*) and the Burmese python (*Python molurus bivittatus*) — keep making the news, primarily because of the fear they may crossbreed. When confined to their normal habitat, one in Sub-Saharan Africa and the other in southern and Southeast Asia, they do not cross. They fit their environment.

Like beef producers who traveled the mountain passes and waterways, who also comingled different breeds and subspecies of cattle, those who appreciate raising snakes worry the same may occur. Imagine a snake the size of a Burmese python with the aggressive nature of the African rock python. Not a good thing.

Fortunately, the actual crossing of these and most subspecies that result in viable, reproductively sound offspring is very rare. But the point is made: Hybrid vigor is real. Much effort was made in crossing American bison with domestic cattle. Although not all the offspring are viable, enough viability existed to create the Beefalo breed, or cattle with bison and cattle DNA.

I could continue, but the concept of hybrid vigor is accepted as real. And if not, then go try to herd some feral pigs. So, the discussion of hybrid vigor certainly has a place for beef producers. The beef industry can tone down the extremes of hybrid vigor and keep the

good points: increased calf vigor that improves livability, increased reproductive potential and associated decreased costs.

The premise of a good beef crossbreeding program was to keep the production unit, the cow, smaller and refine costs to make the cow practical but productive. The advantage came with a terminal sire, or one that would maintain all the pluses achieved with heterosis (the crossing of unrelated breeds), plus add unique traits associated with the selected breed of terminal sire. This was good. And the beef cattle breeding systems were expanded to handle more breeds.



**The concept
of hybrid vigor
is accepted
as real.**



Chenault Agricultural Center
Mount Sterling, Kentucky

Saturday, April 1, 2017

1:00 pm EST

Joint Select
Simmental
SimAngus™
Bull Sale



Dynasty x Setting the Pace



Dynasty x Trucker



Lutton x Hummer



Top Ten x Sierra



Upscale x Amazing Grace



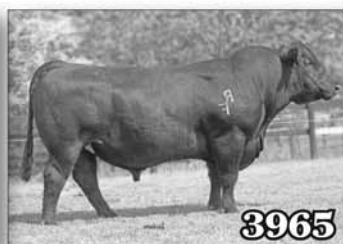
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CROSSBREEDING: IT WORKS FOR FERAL PIGS

CONTINUED FROM PAGE 54

Programs maximized production through terminal sires or more sophisticated rotational breeding programs and allowed for the inclusion of new breeds on the maternal side. Cross-breeding works.

Seedstock producers have improved their genetics through selection for increased production attained through selection for growth and other traits. The lowly heritable traits, however, still maintain the advantages attained though heterosis.

So why the point? In the genetic world, remember that measureable and non-measurable advantages are evident as diverse genetics are crossed. That is simply fact, but the concept of developing crossbreeding systems has taken second seat to selection, potentially shrinking the tool chest.

As new, cost-efficient beef systems are explored, a large tool chest is needed. Those early black baldy concepts were real as producers look to manage the right cows, cows that are reproductively superior, biologically efficient and wean calves that exceed the cows' ability to grow.

Now is a good time to think about terminal beef cattle systems.

May you find all your ear tags. **ST**



ASA Fall Focus 2017

September 17-20, 2017 • Bismarck, ND

Co-hosted by the North Dakota Simmental and American Simmental Associations

Hotel Information:
Ramkota Hotel (Headquarters)
800 South 3rd Street • Bismarck, ND 58504
701-258-7700 • bismarck.bwramkota.com

Dickinson Ranch 45th Production Sale

Saturday, March 25, 2017 • 1:00 PM

At the ranch, Gorham, Kansas

Selling: 90 Bulls

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Optimize your Resources!**

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- Genetics from a cowherd that is required to calve on the open range, even first-calf heifers.
- Genetics from a cowherd where there are no "free passes". She must calve and rebreed on grass with no human help. No excuses. No Pets!
- Genetics from low-input females that are also proven for carcass traits and value.

- Genetics from a cowherd that stresses longevity. 13-15 year-old cows still raising calves on minimal inputs. These are genetics from proven females not from over-pampered flush cows that may have only had one or two natural calves.
- Big ribeye bulls with above average marbling and tenderness.
- Genetics from a herd that has for 40 years, selected for feedlot gain and feed conversion.

These were the bottom-end of the 2015 bull calves. They netted 71.54 over the base-price and were fed at the ranch on a high-roughage ration.

Sex	Grade	YLD	Weight	Head	Weight
STR	Prime	2.0	2,000	7	5,475
STR	Prime	3.0	2,000	5	3,828
STR	Choice	1.0	2,000	5	3,657
STR	Choice	2.0	2,000	18	14,038
STR	Choice	3.0	2,000	6	4,869
STR	Select	1.0	2,000	2	1,607
				43	33,474



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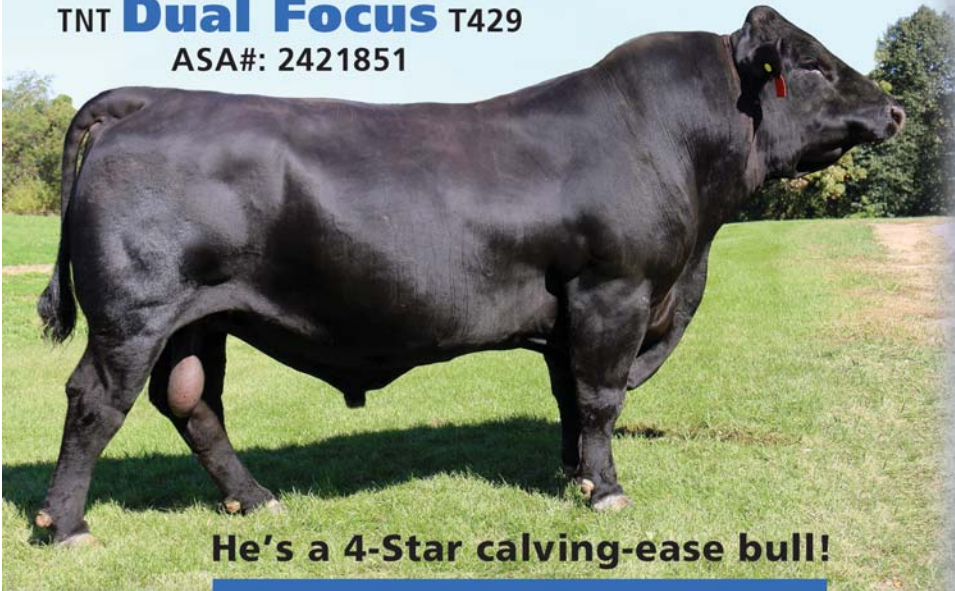
CANADAY



39th Annual "Pride in Performance" Sale Friday, April 7, 2017 – 1:00 PM

Stockman's Auction Market – Yankton, SD (1 mile east on Highway 50)

TNT **Dual Focus** T429
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12:30 PM Beloit, KS
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TI - 69
API - 116
Sire-Santa Fe Dam-Power Drive

SFG D627 • PB SM • ASA#3208956



TI - 89
API - 155
Sire-Cowboy Cut Dam-Top Grade

SFG D666 • SimAngus™ • ASA#3208948



TI - 71
API - 139
Sire-Frontier Dam-Upgrade

SFG D27 • SimAngus™ • ASA#3209059



TI - 85
API - 149
Sire-United Dam-MtnMeadow Midland



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LRS Turning Point x KS Sierra R992



ASA# 3162021 | PB Simmental
Son of LRS Turning Point



ASA# 3140964 | 3/4 SimAngus™
Son of WCS Husker



ASA# 3140938 | 1/2 SimAngus™
Son of SAV International



ASA# 3140881 | 5/8 SimAngus™
Son of WCS Deadwood



ASA# 3162005 | PB Simmental
LRS Turning Point x 5002



ASA# 3162002 | 1/2 SimAngus™
Son of SAV International

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203AR01503

TAKEOVER X PARAMOUNT

3493807

000 **SIR LOIN** 5122

AS OF SPRING 2017

	HB	GM	CED	BW	WW	YW	MILK	STAY	MARB	YG	REA
EPD	159	54	12	-5.2	64	101	18	13	1.04	.10	.07
ACC			.27	.30	.26	.25	.21	.04	.23	.19	.21
% RANK	3%	1%	5%	4%	25%	25%		10%	1%		

- Sir Loin is the result of a unique mating of Takeover to a full sister to LSF Exclusive which resulted in flawless phenotype and EPDs that rival the breed's best.
- Study his full script of genetic predictions which propel his Herdbuilder and Gridmaster indexes into the top 1% of the Red Angus population.
- Use Sir Loin as a "sleep all night" calving ease specialist that can add body mass, fleshing ability and incredible cow power.



551AR01510

NEW DIRECTION X SAGA

3503354

PIE **UP FRONT** 508

AS OF SPRING 2017

	HB	GM	CED	BW	WW	YW	MILK	STAY	MARB	YG	REA
EPD	98	51	3	.3	76	123	23	9	.47	.13	.30
ACC			.29	.34	.29	.31	.19	.39	.26	.19	.20
% RANK		20%			5%	3%					20%

- Up Front was the phenotypic standout Lot 1 of the 2016 Pieper sale with a masculine build and a herd bull presence.
- Up Front is dark cherry red, demonstrates outstanding disposition and was a prolific pasture breeder.
- Up Front has the ability to influence the breed with classy daughters that have a durable, power cow look with flawless udders.

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INDUSTRY UPDATE

Meat Supplies Hit Record High

Total red meat supplies have hit a record-high since the data was first recorded in 1946. According to USDA, total beef, pork, and poultry supplies in refrigerated warehouses are 1.6% higher than earlier this year, and 11% higher than the five-year average.

Total pounds of beef in freezers are at a record-high since the data was first recorded in 1932. Inventories are up 9% from earlier this year, and up 4% from last year.

Retail Meat Prices Fall

Lower cattle prices have begun to spill over into the retail meat market, according to USDA's latest Live-stock, Dairy and Poultry Outlook Report. Retail prices usually show a delayed response to changes in cattle and wholesale beef prices.

The retail choice beef price was \$5.87 per pound, about 6% lower than 2015. Weekly average fed cattle prices declined, averaging about \$100 per hundred-weight compared to \$131 in 2015. Given higher projected beef production in 2017 and the large volume of beef currently in storage, prices are likely to remain under pressure, according to the USDA.

Century High US Beef Supplies

US beef supplies rose to the highest on record dating back to 1915. The USDA reported that beef in cold storage rose to 532.3 million pounds, up 4.6% from a year ago. Total frozen red meat stocks increased by 1% to 1.17 billion pounds.

Total turkey supplies rose 396.3 million pounds, up 12.6% from last year, while total pork in cold storage dipped 0.9% to 598 million pounds.

NAMI Supports Carcass Grading Changes

The North American Meat Institute (NAMI) has submitted comments to USDA's Agricultural Marketing Services (AMS) on the agency's proposal to include documentation of age as an additional determination of maturity grouping for official quality grading of beef carcasses.

The standards now only include skeletal and muscular evidence as a determination of maturity grouping for the purposes of official quality grading. Official quality grading is used as an indication of meat palatability and is a major determining factor in live cattle and beef value.

CONTINUED ON PAGE 64

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Industry Input on Dietary Guidelines Dismissed

A federal court has dismissed a lawsuit filed by a non-profit animal activist group that alleged too much food industry influence on the Dietary Guidelines Advisory Committee (DGAC). In a complaint, the Physicians Committee for Responsible Medicine claimed that USDA and Department of Health allowed the food industry to dictate the DGAC recommendations on cholesterol.

The court ruled that there were no guidelines for determining how much industry influence is too much. As a result, the complaint was deemed “non-justiciable” and dismissed.

Restaurant Business Hits Brakes

The US restaurant industry traffic growth declined in the first two quarters of 2016, and into the negatives in the third quarter, according to a report by the NPD (National Purchase Diary) group, a market research company. Total foodservice visits declined by 1% in the third quarter compared to the same quarter last year, and quick service restaurant traffic — which represents 80% of total industry visits — dropped for the first time in five years.

The cost of the average restaurant meal has risen 21% over the last decade. With lower grocery prices, the price gap between eating at home and dining out is widening — 82% of all meals are now consumed at home.

Labeling Aimed at Waste

The USDA’s Food Safety and Inspection Service (FSIS) has issued updated information on food product labeling, including new guidance aimed at reducing food waste by encouraging food manufacturers and retailers that apply product dating to use a “Best if Used by” label.

Except for infant formula, product dating is not required by federal regulations. Food manufacturers use a variety of phrases to describe quality date on a voluntary basis, which has confused consumers and prompted them to toss food that is otherwise perfectly good. FSIS moves to change its guidance to recommend use of “Best if Used By” because research shows consumers easily understand this phrase.

Labeling Unlikely to Encourage Healthy Eating

Researchers from New York University (NYU) have shown fast-food calorie counts don’t help consumers make healthy choices. Researchers found that only 8% of fast food eaters are likely to make healthy choices as a result of calorie labeling nationwide.

In the beginning of 2017, the Food and Drug Administration (FDA) will require all chain restaurants, with at least 20 outlets, to post calorie information. Despite the rapid and widespread adoption of policies to require calorie counts at restaurants, most studies have little evidence that fast-food consumers are changing their behaviors in response to the labels.

Restaurant, Grocery Price Gap Grows

The gap between the cost of buying groceries and going out to eat has continued to widen, according to USDA’s Food Price Index. Leading the decline in prices are cheaper beef, pork, poultry and eggs.

The Consumer Price Index (CPI) for all foods rose 0.1%, and food prices were 0.3% lower compared to last year. The food-away-from-home purchases CPI was up 0.2% and was 2.4% higher than last year, while the food-at-home (grocery store or supermarket food items) CPI was 2.2% lower than last year.

CONTINUED ON PAGE 68

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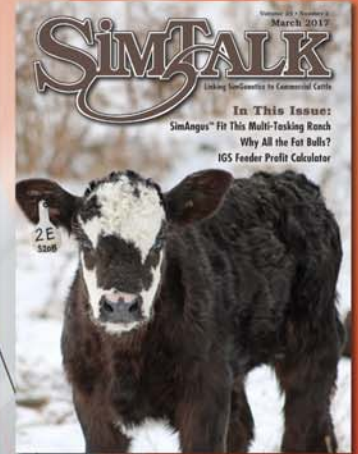
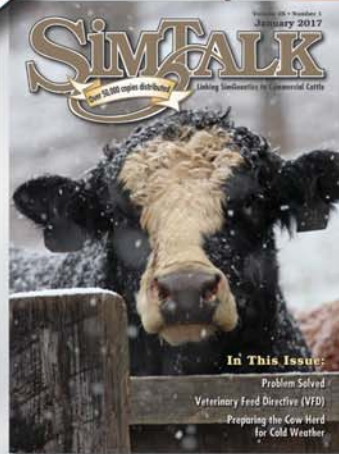
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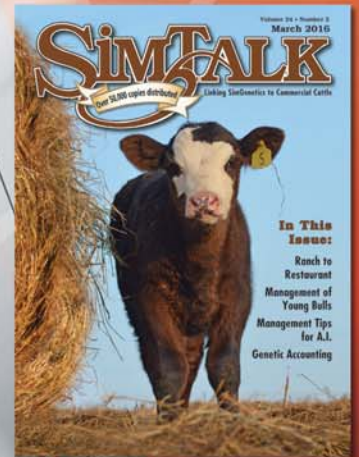
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Growing Interest In Restaurant Delivery

Research from Mintel, a consumer market research company, has revealed that third-party food delivery services are catching on. The report stated 87% of Americans who use the services say that it makes their lives easier, and of that 87%, 31% use these services at least twice a week.

In total, only 12% of Americans have used a third-party delivery service in the past three months. Among those who do not use these services: 30% would rather order delivery directly from the restaurant, 27% believe that delivery fees are too high, 23% live in an area outside of where companies operate, and 28% say they would rather eat in a restaurant.

FSIS Holds Livestock Haulers Accountable

USDA's Food Safety and Inspection Services (FSIS) has announced that the agency intends to hold livestock handlers accountable for humane handling of the animals prior to slaughter when on the premises of an official plant.

Civil or criminal action may be placed against people not employed by an official establishment if they handle livestock inhumanly in connection with slaughter while on-site. Previously, the slaughterhouse was held accountable for handling of animals while on the premises.

Farms Turn to Precision Ag

Precision Agriculture requires a significant investment of capital and time but may offer cost savings and higher yields through more precise management of inputs. According to an economic research report, yield mapping is used on about 40% of US corn and soybean acres, GPS soil mapping on about 30%, guidance systems on more than 50%, and variable-rate technology (VRT) on 28-34% of acres.

Yield mapping grew faster for corn and soybeans than for other crops, while adoption of soil mapping varied substantially across crops. Tractor guidance systems have grown faster than VRT input applications for all major field crops over the last 10 years.

CONTINUED ON PAGE 72



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ASA#: 2854180
PB SM

Trait	Direct					Maternal					Carcass					\$ Index		
	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	DOC	CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	20.8	-2.8	74.3	115.1	.25	12.3	32.4	69.5	20.2	14.5	34.1	-.42	.78	-.009	1.54	-.46	204.5	99.9
ACC	.43	.53	.41	.43	.43	.28	.27	.31	.43	.33	.36	.28	.42	.27	.34	.20		
%	1	1	10	10	10	15	1	1	1	2	10	1	1	1	15	1	1	

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Hurricane Damages Carolina Ag

Reports show that North Carolina's agriculture industry sustained significant damage from Hurricane Matthew. State agriculture officials do not have damage estimates, but the 48 counties affected by the storm are North Carolina's largest agricultural counties, accounting for more than \$9.6 billion of the \$13.5 billion in farm cash receipts in 2014.

According to the state's agricultural commissioner, the eastern counties represent 71% of the state's total farm receipts. "While many crops were harvested before the storm, many crops such as soybeans, sweet potatoes, peanuts and cotton, were in the early stages of harvest." Additionally, the extensive flooding from the hurricane has reportedly killed five million chickens.

New Budget Spreadsheet Available

The University of Wisconsin has released a new Excel-based cow-calf budgeting tool which can be downloaded from the university's website. The tool can be used to establish benchmark data, which provides information that can be used to identify strengths and opportunities within the herd.

It can also be used for doing projections and is designed to calculate profit or loss on a whole herd, per cow, and a hundredweight basis for feeder calves.

Nuns Want Antibiotics Shunned

The Congregation of Benedictine Sisters of Boerne, Texas, a shareholder in the Oak Brook, IL, based burger giant, are pushing for McDonald's Corporation to expand its policy to prohibit the use of medically important antibiotics in its US poultry supply chain and all other meats that it serves around the world.

Not only do the Sisters want McDonald's to expand its current policy to its global poultry supply chain, but also to establish timelines for global shifts to pork and beef raised without medically important antibiotics.

Brucellosis Found in MT Herd

Two bulls on a Beaverhead County ranch within Montana's Designated Surveillance Area (DSA) have tested positive for Brucellosis. The infected bulls were identified during a voluntary whole-herd test. The animals were euthanized, and the infections were subsequently confirmed through tissue cultures.

CONTINUED ON PAGE 75

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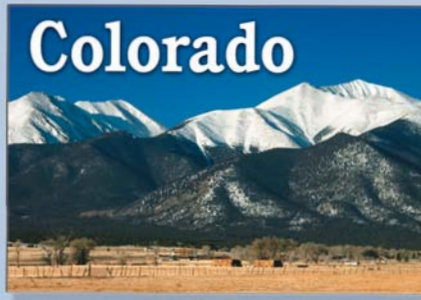
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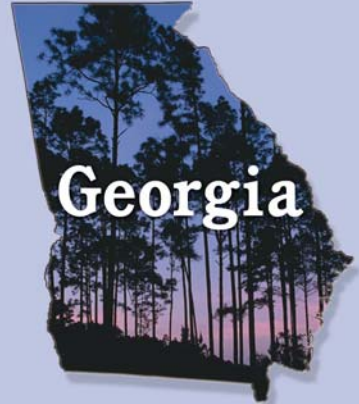
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INDUSTRY UPDATE CONTINUED

The ranch has been placed under quarantine, and an epidemiological investigation is underway. All other animals on the ranch tested negative for the disease. This is the eighth brucellosis-affected herd found since the creation of the DSA in 2010.

Cattle to be Killed After TB Outbreak

Federal officials say at least 10,000 cattle are going to be disposed of after a bovine tuberculosis outbreak in western Canada. The Canadian Food Inspection Agency (CFIA) says the animals are considered high-risk for contracting or transmitting the infectious disease, even though only six cattle have tested positive for bovine TB since the first case was confirmed.

The quarantine orders have been issued for more than 40 cattle operations in southeast Alberta and southwest Saskatchewan, affecting more than 22,000 animals. Producers losing their animals as a part of the slaughter are being compensated for their losses under CFIA guidelines.

Salmonella Resistance Linked to WI Calves

Federal and state health officials say that a multi-state outbreak of Salmonella bacteria that is resistant to several drugs has been linked to infected bull calves purchased in Wisconsin. The Center for Disease Control and Prevention (CDC) says 21 people have been infected in eight states. Eight of the 21 people sickened were hospitalized, but no deaths have been reported.

The CDC investigation identified the bull calves from livestock markets in Wisconsin as the likely source of infections. Wisconsin had 12 cases, while Minnesota, South Dakota, California, Iowa, Idaho, Missouri, and Oklahoma each had at least one.

Wash Your Hands

Kansas State University researchers have discovered the secret ingredient to improving kitchen food safety: include hand-washing reminders and meat thermometer instructions in published recipes. They found that only 25% of people use a meat thermometer when they are cooking at home, but when a recipe includes a reminder, 85% of people use a thermometer.

The researchers saw similar results for washing hands: only 40 to 50% of people wash their hands when cooking, but 70 to 80% of people will wash their hands when a recipe reminds them.

CONTINUED ON PAGE 77

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INDUSTRY UPDATE CONTINUED

Beef Does the Body Good

Beef contains many antioxidants, not found in plant food, that are vital for human health and child development, concludes new research out of Texas A&M. The study, funded by the Beef Checkoff, notes that beef consumption in the US has declined by about 14% over the past decade "due to a variety of factors, including insufficient knowledge of animal protein".

The study examined the composition of amino acids in the beef chuck, round, and loin, finding that all are excellent sources of proteinogenic and antioxidant amino acids and peptides to improve human growth, development and health.

Untold Risk of Undercooked Restaurant Meat.

A recent study has found that restaurants don't do an effective job of communicating the risks associated with eating undercooked meat to consumers — specifically hamburgers. All 50 states have adopted a version of the FDA's Model Food Code, which requires restaurants to inform customers about dangers associated with undercooked meat and poultry products.

The study found 25% of restaurants wouldn't sell undercooked hamburgers; however, of the businesses that sell medium-rare hamburgers, 77% gave customers unreliable information about food safety.

Vaccine Reduces Antibiotic Use

Kansas State University (KSU) researchers have patented a vaccine that provides an antibiotic-free prevention and treatment of *Fusobacterium necrophorum* infection. The bacterium causes liver abscesses, calf diphtheria, foot rot or abscesses in sheep and cattle.

The vaccine is designed as an alternative to antibiotics currently used to control the infection. It works by immunizing the animal against leukotoxins, and by preventing the bacterium from attaching to organs. The vaccine is currently in testing for cattle, and may eventually be available for sheep and people.

Immune Restorative Decreases Food Waste

Elanco Animal Health has developed Imrester, an immune restorative, to reduce the chance of mastitis in cattle. Imrester is not an antibiotic, vaccine, or hormone but, is similar to a cow's immune system so the cow may function normally. Clinical tests of the immune restorative have shown a reduced incidence of mastitis in calving cows by 28% in the US, 30 days post-calving.

CONTINUED ON PAGE 81

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INDUSTRY UPDATE CONTINUED

Health regulations prohibit the sale of milk with antibiotic residue, so 1.2 billion servings of milk are lost each year from the dairy chain. The new development decreases the need for antibiotics and other treatments, along with reducing the amount of milk discarded during the treatment cycle.

Drought Resistant Crops Developed

Research led by the Australian National University (ANU) has helped develop food crops with higher yields and a greater ability to cope with drought conditions when compared with today's plants.

The researchers explained that by studying the role of a key enzyme in crops such as sorghum and millet, they were able to determine that these crops have a much greater yield and are better at resisting drought and other extreme conditions when compared to crops like wheat and rice.

Police Raid Horse Slaughter Facility

A 70-year-old Florida man has been arrested in connection with illegal horse slaughtering in an unlicensed rural slaughterhouse in Miami-Dade County. Police raided the facility after the man allegedly sold horsemeat to undercover agents.

In Florida, selling horsemeat is a felony punishable by at least one year in prison. The sale of horsemeat for human consumption is banned in the US, but the prohibition is subject to annual congressional review. There is no federal law prohibiting the transport of horses across US borders for slaughter in Canada and Mexico.

"Honor System" Grocery Store

A small Iowa grocery store reportedly has used the honor system for the payment of goods since the store opened in 2007. The shed-like store sells products made and raised by the owner's family-run farm. A money slot, a video surveillance system, and trust are used to monitor transactions.

The family-operation has only experienced two thefts over the years. In one instance, the thief made the motions of paying but didn't drop any cash in the slot, and in the other incident, the person only put \$1 in the slot for \$30 worth of goods. Both customers later paid the store back.

Battery Kills 86 Head of Cattle

Eighty-six head of cattle have died on a farm in Iowa after eating from a feed wagon that contained a ground-up battery. The owner was out of town, and a neighbor was feeding when the poisoning occurred. Only 16 cattle have survived the incident: 10 steers — three are blind, two cows, and four calves.

CONTINUED ON PAGE 83

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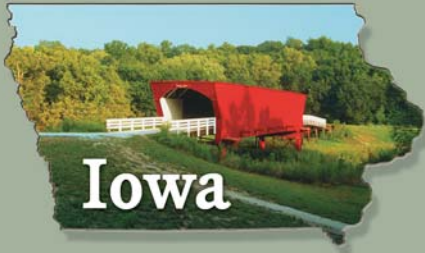
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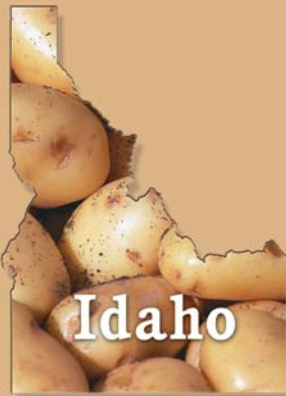
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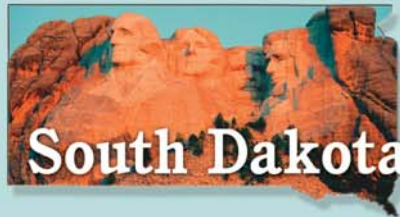
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INDUSTRY UPDATE CONTINUED

Blood and tissue samples were sent to Iowa State University (ISU), and the toxicology report showed extremely high levels of lead poisoning. Officials have indicated that only one farm has been affected by the incident, and how the battery was ground up and entered the cattle feed has yet to be determined.

ND Livestock Missing, Injured, Killed

In four separate incidences, livestock were reported missing, killed, or butchered in Sioux County, ND. The first incident included one dead horse, four dead cows, and 30 head of cows missing. Later the same day, three bison were found dead and butchered in the same area.

Three days later, the owner of the dead horse and cows reported two cows had been shot: one with with a small-caliber firearm, and the other was shot with multiple arrows. Both have been treated by a veterinarian and may survive. The next day, the same individual who reported the first incident reported another dead horse.

CDC Suggests Behavior Change

The Centers for Disease Control and Prevention (CDC) has concluded an investigation into multistate outbreaks of salmonella infections tied to backyard poultry flocks. Many people affected were engaging in behaviors including cuddling, kissing, and letting their chickens roam in their house.

In eight outbreaks, 209 people were hospitalized, 3 deaths were reported, and 28% of ill people were children five years old or younger. "Although the outbreaks are over, people can still get salmonella from live poultry, including those in backyard flocks."

Pro Rodeo Conflict Causing Rifts

The recent founding of the Elite Rodeo Association (ERA) has caused friction with the Professional Rodeo Cowboy's Association (PRCA). The PRCA has been considered the governing umbrella of pro rodeo for decades. It has 7,000 members and sanctions 600 rodeo events across the nation.

The ERA was initiated in 2014 after several pro rodeo competitors were unhappy with some elements of the PRCA. A horde of contestants did not compete in the PRCA-NFR in Las Vegas. Lawsuits between the two organizations have bounced around like an "unseasoned rookie on a rank bull."

CONTINUED ON PAGE 91

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75 Performance Tested Bulls with Complete Ultrasound Data & 40 Registered Spring Calving Pairs


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Kenny Lee | Fairview Angus Ranch | Melville, MT

"FairView Angus Ranch has used Standing Heat estrus detection patches for the last couple of years with great success. We use around 1000 patches a year and have minimal if any loss, the patch adhesive is so sticky they can actually be difficult to get off the cow. We feel we are catching more true heats, in turn getting more cattle bred. We've tried other brands of heat detection patches, but once you use the Standing Heat system you won't want to use anything else."

Tim Dolcini | Canyon Gem Livestock | Jerome, ID

"These patches are impressive. We often patch cattle at 18 days post breed to catch return heats. Patches on most cows that pass over are still firmly attached when we preg check at 50-plus days. Even 30 days later you still have to do some pulling to get them off."

Mark Nold | Nold Family Angus and Final Answer Consulting | Onaka, SD

"Our operation has been utilizing Standing Heat patches for the last 4 years, both in the corral and on pasture. Using primarily a natural standing heat A.I. program, this patch has helped us achieve and maintain a very successful conception rate. I believe this product, combined with a sound breeding plan, will enhance an operation's overall reproductive success."

Bryan Vay | Rimrock Production, Inc. | Giddings, TX

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ROCK SOLID GENETIC FOUNDATION
MULTI-TRAIT EXCELLENCE

EAGLE PASS CONVERSION

ASA 3080731 • Heterozygous Black • Homozygous Polled

A A R Ten X 7008 S A x Hook's Sonya 20S • SimAngus™ 3/8 SM 5/8 AN



Semen:
\$25/unit

ALLIED ORigen
GENETIC RESOURCES

CE	BW	WW	YW	MILK	MCE	CW	YG	MARB	REA	API	TI
18.9	-3.1	66.9	120.7	26.8	12.3	38.0	-0.36	1.03	1.16	187.9	94.1
Top 3%	Top 5%	Top 30%	Top 10%	Top 15%	Top 10%	Top 20%	Top 20%	Top 1%	Top 2%	Top 1%	Top 1%

- Commercial Cattlemen and Simmental breeders alike, take note of Conversion's elite, curve bending genetic profile
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 Salinas Farms, Marion MI • Eagle Pass Ranch, Highmore SD

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TRIANGLE J *Ranch* BULL POWER

TJ MAVERICK Z54

2874846 PB AN

Homozygous Black, Homozygous Polled

SIRE: S A V FINAL ANSWER 0035

DAM: TJ MISS BISMARCK X1

MGS: S A V BISMARCK 5682

Maverick is the most dynamic Angus bull in the ASA database. He adds value to his progeny at every level as he ranks in the top 1% for CED, BW, WW, YW, ADG, MCE, MWW, Terminal Index and the All Purpose Index. His reputation pedigree coupled with the over 100 progeny in the database make him a sure thing for use on heifers of any breed.



CE	BW	WW	YW	MCE	MILK	STAY	DOC	CW	YG	MARB	REA	API	TI
25.1	-8.7	115.6	181.2	17.5	16.5	8.3	13.2	63.7	-0.02	0.54	0.91	198.6	107.9
1%	1%	1%	1%	1%	85%	60%	15%	1%	95%	20%	15%	1%	1%



CCR COWBOY CUT 5048Z

2703910 PB SM

Homozygous Black, Homozygous Polled

SIRE: TRIPLE C SINGLETARY S3H

DAM: CCR MS 4045 TIME 7322T

MGS: HTP SVF IN DEW TIME

Cowboy Cut is the high accuracy purebred bull that is earned his spot among the breeds most proven sires. His ability to consistently stamp out sensibly framed cattle loaded with muscle and productivity has no doubt added to his popularity. Within our program, he has been our "go to" sire for producing high value progeny in volume.

CE	BW	WW	YW	MCE	MILK	STAY	DOC	CW	YG	MARB	REA	API	TI
14.5	1.5	89.1	125.3	12.4	24.1	12.2	15.2	45.6	-0.18	0.61	0.97	165.3	95.9
10%	45%	1%	2%	15%	30%	40%	1%	4%	95%	1%	20%	1%	1%

Semen available soon on these 2017 Bull Sale Highlights:



LOT 67 Thank you to Walsh Simmental, NE, for your \$30,000 purchase of this CCR Cowboy Cut son.



LOT 164 Thank you to Gibbs Farms, AL, Clear Springs Cattle Co., MN, Hook Farms, MN, and Advanced Beef Genetics, IA, for your \$16,000 purchase of this MAR Innovation son.



LOT 26 Thank you to Mike Bielenberg, IA, for your \$13,000 purchase of this Hook's Bozeman son.

TJ MAIN EVENT 503B

2891336 1/2 SM 1/2 AN

Homozygous Black, Homozygous Polled

SIRE: MR NLC UPGRADE U8676

DAM: TJ MISS NEW DAY U14

MGS: BOYD NEW DAY 8005

Main Event is easily one of the most exciting young sires to come out of Triangle J in recent times. Recently leased by Select Sires, he is the #1 SimAngus™ Bull in the database for Terminal Index and Yearling Weight EPD, the #2 SimAngus™ Bull for Weaning Weight EPD and still ranks in the top 5% for Birth Weight EPD. His first sons sold this year and were some of the most sought after for their blend of phenotype and genetic value.



CE	BW	WW	YW	MCE	MILK	STAY	DOC	CW	YG	MARB	REA	API	TI
13.1	-3.1	107.6	166	6.7	25.3	6.4	11.5	63.1	-0.1	0.7	0.88	168.2	110.3
30%	5%	1%	1%	60%	20%	80%	40%	1%	85%	10%	20%	3%	1%



TJ MAKERS MARK 215Y

2631021 1/2 SM 1/2 AN

Homozygous Black, Homozygous Polled

SIRE: S A V BISMARCK 5682

DAM: TJ JEZEBEL 53J

MGS: HARTS BLACK CASINO B408

LIMITED SEMEN AVAILABLE.
PLEASE CALL TRIANGLE J TO
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Makers Mark is a half blood bull who has consistently sired cattle with productivity and value year after year. Beyond his genetic advantages, his soft middle and flexible structure are consistently passed along to his progeny. Every great sire is backed by a great cow, in this case the prolific Jezebel 53J donor appears on the bottom side of the pedigree and her ratios on 10 natural calves are 114 @ weaning and 111 @ yearling.

CE	BW	WW	YW	MCE	MILK	STAY	DOC	CW	YG	MARB	REA	API	TI
15.5	0.4	94.3	155.7	14.5	35.2	12.9	9.9	63	-0.18	0.53	1	165.3	96.1
15%	50%	1%	1%	2%	1%	15%	75%	1%	70%	20%	10%	4%	1%



Contact Triangle J Ranch to order semen.

Triangle J Ranch is YOUR SOURCE for Simmental and SimAngus™ Bulls that excel, year after year, and Nebraska's Largest Source for Homozygous Black, Homozygous Polled SimAngus™ Genetics.

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SimTalk Deadlines for Publication:

	Sales Close	Ad Materials	Camera Ready	Mail Date
Early Fall 2017	July 24	Aug 1	Aug 11	Aug 25
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

ASA/*SimTalk* Membership Directory 2017 Deadlines for Publication:

May 2	May 9	May 23	June 12
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Send all ad materials to: register@simmgene.com or Fax: 406-587-9301

A non-refundable fee of \$50.00 will be assessed if a client does not meet deadlines or if the client commits to advertising and cancels after the deadline or if the ad must be dropped to ensure on time publication.

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ASA PUBLICATION, INC

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Denver is our WORK ZONE!



EPDs:
CE: 7 \$API: 134 \$TI: 77



Dam: URA Baby Doll



Granddam: Rockin Robin

LLSF Pays To Believe ZU194

ASA#: 2659897 • Pays To Dream x Trademark
Homozygous Black/Heterozygous Polled

Pays To Believe is the spectacular 2015 NWSS and 2014 NAILE Grand Champion Bull! His first calves are averaging 5 digits in public auctions and his full-sib sisters averaged \$16,000 in Lee's 2014 fall sale.



EPDs:
CE: 15 \$API: 134 \$TI: 68



Famous donor dam, Hope Floats



2014 NWSS Champion Bull



\$16,000 Grand Fortune daughter

TNGL Grand Fortune Z467

ASA#: 2654876 • Grandmaster x STF Montana Black
2014 NWSS Champion Bull!

Homozygous Black &
Homozygous Polled

Exciting, extra complete first
progeny with lots of extension!



EPDs:
CE: 10 \$API: 109 \$TI: 60



Ignition's fantastic full sister



2016 NAILE Reserve Champion
SimSolution Junior Show by Ignition

FBF1/SF Ignition A811

ASA#: 2749323 • Combustible x In Dew Time
Homozygous Black/Homozygous Polled

Ignition packs an unprecedented load of muscle shape and internal dimension together with excellent structure and profile. Ask Randy Daniels, Trent Templeton and Todd Alford about progeny!



WLE Big Deal A617

EPDs: CE: 9 \$API: 108 \$TI: 59
ASA#: 2743620 • Homozygous Polled
Steel Force x Shawnee Miss 770P

Big Deal is exciting at Mid Continent Farms & Wesner Livestock. Big Deal is calving easily and adding value to progeny! Maternal brother to Uno Mas.



CNS-HFS Payload A330

EPDs: CE: 11 \$API: 125 \$TI: 62
ASA#: 2747228 • Homozygous Black,
Heterozygous Polled • Pays to Dream x Navigator.

Extra sound structured, calving ease, solid black bull with added depth to use to make complete, sound progeny. He has no white on face to use on heifers or cows.



EPDs:
CE: 5 \$API: 95 \$TI: 56



Reserve Champion NWSS Pen of Three
Bulls for GLS, all sired by New Direction.

GLS New Direction X184

ASA#: 2536539 • Better Than Ever x Powerline

New Direction is the homozygous polled, Dream On free, outcross pedigree sire that you can use with

confidence to make sound, soggy, Sim-Influenced progeny! New Direction sired the "Power Simmy" selection at The One Sale a heifer brought in from Hilbrands Cattle Co. MN.



HILB Fashionista — \$10,000
New Direction daughter at
The One Sale.



New Direction bred at GLS, MN



HILB Maverick — \$50,000 New
Direction son at The One Sale



EPDs:
CE: 10 \$API: 152 \$TI: 86

Heterozygous Black
Homozygous Polled

Damien is a fantastic, calving ease prospect who'd we never imagine to own this much eye-appeal studying his pedigree. Genetic outliers with "look" are rare and we're wayyy excited about Damien! Solid black-use on baldy heifers and cows to remove white.

Calving Ease
Outcross

Long's Damien A37

ASA#: 2789551 • Shear Force x GW Lucky Man

EPDs as of 1.9.17

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EPDs:
CE: 18 \$API: 174 \$TI: 90



Kingsman's full sister was a Reserve Division Champion at the 2017 NWSS!



Kingsman's other full sister at the "The One" Sale brought \$25,000 to Werning, SD.

K-Ler Kingsman 610D 5/8 SimAngus™

ASA#: 3125337 • Homozygous Black/Homozygous Polled WC Executive Order x GW Predestined 701T

Kingsman was the high-selling bull in the 2017 "The One" Sale, selling to John Lee, CO. Kingsman puts together as nearly a perfect combination of EPD profile, genetic merit, unique pedigree power, structural soundness, and real-world functionality and phenotype as any sire available! Move your herd to a higher kingdom with Kingsman!



EPDs:
CE: 9 \$API: 101 \$TI: 60



Loaded Up's famous dam!



Loaded Up daughter – many-time champ for Skiles, TX.



Loaded Up son at Werning's.

W/C Loaded Up 1119Y

ASA#: 2654155 • Remington Lock N Load x 3C Macho Heterozygous Black/Homozygous Polled

Half-interest sold for \$240,000 at the 2017 Embryos on Snow sale to Griswold! Loaded Up is out of a great cow family, will moderate frame, improve front ends, and maintain soundness!



EPDs:
CE: 7 \$API: 119 \$TI: 63



Bottomline's paternal brother is out of a Broker dam...he's the \$400,000 Profit!



Bottomline's Dam.



Bottomline's Reserve Champion paternal sister out of a Broker dam speaks to the quality of this mating opportunity!



His full sister commanded \$25,000 at the 2017 "The One" sale!

TL Bottomline 38B

ASA#: 2905451
WS Pilgrim x Fat Butt Heterozygous Black/Homozygous Polled

Bottomline will add power and PIZAZZ to your next calf crop. He's going to especially work great on Steel Force, Uno Mas and Pays influenced females.

Grand Champion Bull at 2016 NAILE & American Royal, Res. Champion at 2017 NWSS!



EPDs:
CE: 11 \$API: 134 \$TI: 70



Carver's dam is the famous donor, Dolly.



Carver was the lead-bull in the Kearn's 2016 Champion Pen!



Carver's Maternal sister by GLS New Direction at Rains and Bird.

TKCC Carver 65C

ASA#: 3045230 • WS Pilgrim x Driver Homozygous Black/Homozygous Polled

Carver was the high-selling and lead-off bull in the Kearns 2016 Sale. His dam, Dolly, has produced some extremely well received and valuable progeny of both sexes! He's a real-world bull to use on anything with white on it... he'll add performance and great type!



KRMS Primary Candidate B204

ASA# 2994148
OMF Double Shot x Mo Better Heterozygous Black/Homozygous Polled

EPDs: CE: 9 \$API: 120 \$TI: 68

The 2016-2017 Triple Crown Champion Percentage Bull, winning NWSS, NAILE and American Royal!



Jass On The Mark 69D

ASA# 3210989
Loaded Up x In Dew Time Black/Polled

EPDs: CE: 10 \$API: 116 \$TI: 64

An exciting bull who should sire a bit more frame than his popular sire. His dam was 4th overall B&O at the AJSA National Classic! She's an In Dew Time x Macho.



K-Ler Cash Flow 528C

ASA# 3042933
Make It Rain x Miss Kansa

EPDs: CE: 5 \$API: 100 \$TI: 63

Cash Flow was a successful show bull and is a brother to the famous many-time champion heifer of Ritchey's a few years back!



JBSF Road Trip 213D

ASA# 3133021
RLYF Roll Tide x Macho

EPDs: CE: 7 \$API: 102 \$TI: 58

Road Trip is an eye-appealing 3/4 blood raised by Bloomberg's. His dam was the 2009 Illinois State Fair Supreme Champion Female.

Tyson Invests in Meat Alternative

Tyson Foods, America's largest meat processor, has purchased a 5% stake in Beyond Meat, a California-based company that makes plant-based protein from sources such as soy and peas.

A press release stated that the investment will provide additional capital to help the company expand its product portfolio and distribution. The meat-alternative company has received other high-profile investors: The Humane Society of the United States, Bill Gates, and the venture-capital arm of General Mills.

Cargill Moves to 100% Traceable Beef

Cargill Meat Solutions has announced the launch of its Pasture Crafted Beef program that claims 100% traceable beef. The company stated that the grass-fed, grain-finished product for sale in the US, will be traceable from birth to slaughter on sustainably operated ranches. The Pasture Crafted brand fills a niche market for beef that falls between organically and conventionally raised.

The company harvests more than 8 million cattle and produces nearly eight billion pounds of boxed beef and byproducts each year, and the traceability of this new system at scale is "unlike anything else in the industry" says Cargill.

Amazon to Open Grocery Stores

Amazon.com Inc. has made plans to build small brick-and-mortar grocery stores, some with curbside pick up, selling perishable items. The stores would stock only fresh foods such as produce, milk, and meat. Items with longer shelf lives can be ordered for same-day delivery.

The perishables-only stores are intended for customers of the company's Fresh subscription service, which sells food for same-day delivery. The service carries a \$15 monthly fee and is available for subscribers to Amazon's \$99-a-year Prime delivery service.

Wal-Mart Bets on Pickup Service

Wal-Mart has announced the expansion of its pickup service to compete with retailers that offer doorstep delivery, betting consumers would rather swing by a parking lot for a few minutes than wait at home for their food.

The grocery chain has expanded the program, which is free to customers, from five to 80 markets in the past year in efforts to compete with services such as AmazonFresh and Google Express that charge a membership pre-delivery fee. Wal-Mart executives say the service is attracting new customers as well as more affluent shoppers.

ST



EPDs:
CE: 9 \$API: 107 \$TI: 60



Valentine is Legendary's legendary maternal grand-dam, and foundation donor for many of the Rockin P success stories!

Rocking P Legendary C918

ASA#: 3070709 • Harkers Icon x SVF Steel Force
Homozygous Black/Homozygous Polled

Legendary is a direct son of deceased Icon, and is an ultra-sound, good-footed, soft-middled bull with tons of function and eye appeal. He was a successful show bull for Rocking P, being a division champion at NAILE, and winning Sweepstakes and the Kentucky State Fair. Bloomberg's added Legendary to their powerful herd battery, selecting him as the second high-selling bull at "The One".



EPDs:
CE: 7.3 \$API: 104 \$TI: 62

Heterozygous Black,
Homozygous Polled.

The ultra stout, solid black anchor bull to the 2017 Purebred Pen for Voglers. 1,350 lbs. at 10 months. The Duke is a stud!

VCL LKC The Duke 633D

ASA#: 3173461 • Profit x BF Miss Crysteel Tango



EPDs:
CE: 7 \$API: 105 \$TI: 63

Homozygous Black,
Homozygous Polled

This eye-appealing high selling bull for Vogler's was also the lead bull in their Reserve Champion Denver Pen!

VCL LKC Profit Maker 604D

ASA#: 3173459 • Profit x BF Miss Crysteel Tango



Dam: BF Miss Crysteel Tango

In just her short time in production, she's produced over \$500,000 in progeny sales. She's the dam of popular 2014 champion Firefly, who produced Hartmans high selling bull! Miss Crysteel Tango is a Steel Force out of a full sister to Pays To Believe's dam. Power in the blood here with Profit Maker and Duke!



Sire: Profit



Maternal sister: Firefly 311A. She was Grand Champion Female 2014 American Royal.

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CALENDAR

MARCH

- 1 59th Tifton Bull Test Sale — Irwinville, GA
- 1 "JF Scalebuster" Bull Sale — Dunlap, IA
- 2 Bieber Fever Bull Sale — Leola, SD
- 2 Brink Simmentals' Private Treaty Bull Sale
- 2 Ed Kaehler Family Annual Bull Sale — Mobridge, SD
- 2 JMB Angus/Rains Simmental's Bull Sale — Sharon Springs, KS
- 3 Diamond Bar S Bull Sale — Great Falls, MT
- 3 Eichacker Simmentals' Annual Bull Sale — Salem, SD (pg. 82)
- 3 Kentucky Beef Expo Simmental Sale — Louisville, KY
- 4 Cason's Pride and Joy Bull Sale — Russell, IA
- 4 Flying H Genetics' Roughage N Ready Sale — Arapahoe, NE
- 4 KSU Annual Legacy Sale — Manhattan, KS
- 4 RS&T Simmentals, LLC, Bull Sale — Savannah, MO
- 4 Trinity Farms' Generations of Excellence Sale — Ellensburg, WA (pg. 74)
- 4 Walsh Simmental Bull Sale — Hubbard, NE
- 5 Gateway Genetics' Versatility+ Bull Sale — Pierce, NE
- 5 Gold Bullion Group's 15th Annual Bull Sale — Wamego, KS
- 6-7 Hudson Pines Online Embryo Event — dponlinesales.com
- 7 Doll Simmental Ranch 37th Annual Production Sale — Mandan, ND
- 7 Houston International Simmental/Simbrah Sale — Houston, TX
- 7-8 MultiGen Made #2 — www.dponlinesales.com
- 7 Open 8 Genetics' 2nd Annual Bull Sale — Charlo, MT
- 7 The Event Online Bull Sale — www.cattleindemand.com
- 8 2nd Annual R.A. Brown Ranch Spring Bull Sale — Putnam, OK (pg. 21)
- 8 Houston Livestock Show and Rodeo Simbrah and Simmental Open Show — Houston, TX
- 8 Lechleiter 29th Annual Bull Sale — Loma, CO (pg. 74)
- 9 13th Annual Cattleman's Kind Bull Sale — San Saba, TX
- 9 Hall-Pokorny Red Angus Bull Sale — North Platte, NE
- 9 Mertens Power Plus — Milbank, SD
- 9 Schmig Simmental Ranch's 34th Annual Production Sale — Stockholm, SD
- 10 74-51 Cattle Company's Red Dirt Bull Sale — Marshall, OK
- 10 Dikeman and Huninghake's Premium Genetics Bull Sale — Wamego, KS
- 11 Best of the Test Sale — Navasota, TX (pg. 2)
- 11 Carcass Performance Partners 15th Annual Bull Sale, Lucedale, MS
- 11 Gonsior Simmental's Production Sale — Fullerton, NE
- 11 Great Lakes Beef Connection Bull Sale — Clare, MI (pg. 33)
- 11 Tennessee Beef Agribition — Lebanon, TN
- 12 WSA Spring Spectacular Sale — Lancaster, WI
- 13 Cline Cattle Co. Spring Bull Sale — Manhattan, KS
- 13-14 JS Simmentals' Spring Online Sale — www.dponlinesales.com
- 13 Keller Broken Heart Ranch's Annual Production Sale — Mandan, ND (pg. 76)
- 13 Rockin H Simmental's Production Sale — Canby, MN
- 14-15 Family Matters Online Sale — www.dponlinesales.com
- 14 Lee Simmental Farms' Online Sale — www.breedersworld.com (pg. 51)
- 15 Eagle Pass Ranch's Spring Bull Sale — Highmore, SD
- 16 Parker Cattle Co.'s Spring Bull Sale — Burlington, CO (pg. 45)
- 17 3C Christensen Ranch/NLC Ranch Annual Production Sale — Wessington, SD (pg. 31)
- 17 Gengenbach Cattle Co.'s 9th Annual Production Sale — Imperial, NE (pg. 24)
- 17 Sunflower Genetics' Annual Production Sale — Maple Hill, KS (pgs. 59, 80)
- 18 Altenburg Super Baldy Ranch's 25th Anniversary Annual Bull and Heifer Sale — Fort Collins, CO (pg. 93)
- 18 Flying H Genetics' Grown On Grass Bull Sale — Butler, MO
- 18 Ohio Beef Expo/Eastern Spring Classic Sale — Columbus, OH
- 18 Red Hill Farms' "More Than a Bull XII", Bull and Female Sale — Lafayette, TN (pgs. 78, 100)
- 18 Rockin H Simmentals' Annual Production Sale — Canby, MN (pg. 73)
- 20 Bridle Bit Simmentals 4th Annual All Terrain Bull Sale — Walsh, CO (pg. 41)
- 20 Fort Hays University's Round-Up — Hays, KS (pg. 42)
- 21 Open Gate Ranch Sale — Simms, MT (pg. 8)
- 21 Schrader Ranch's 15th Annual Bull Sale — Wells, KS (pg. 20)
- 22 Kansas Bull Test Sale — Beloit, KS (pg. 58)
- 24 Drake Cattle Co.'s Bull Sale — Centerville, IA
- 24 Spring into Excellence Simmental Sale — Pennsylvania Furnace, PA
- 25 Campbell Simmental's Bull Sale — Ignacio, CO
- 25 Dickinson Simmental and Angus Ranch 44th Annual Production Sale — Gorham, KS (pg. 57)
- 25 Harriman Santa Fe Top of the Breed Bull and Heifer Sale — Windsor, MO (pgs. 49, 74)
- 25 T-Heart Ranch's High Altitude Bull Sale — La Garita, CO (pgs. 22-23, 74)

CONTINUED ON PAGE 94

25th Anniversary Sale

ALTENBURG

Super Baldy Ranch, LLC

Saturday, March 18th, 2017 • Fort Collins, Colorado

Selling **120** Bulls with Nuts, Butts and Guts! **40** SimAngus™ Open Heifers

ASR Big Cat D670



Purebred • ASA# 3164845
ASR Longevity x In Dew Time

ASR Bell Ringer D6231



Purebred • ASA# 3164810
Lock N Load x Hummer

ASR Big Time D617



Purebred • ASA# 3164723
Broadway x RCR Augustus

ASR Grateful Nation D6148



Purebred • ASA# 3164892
Monte x Tanker

ASR Open Road D6257



Purebred • ASA# 3164730
Bullet Proof x Desperado

ASR Sharp Edge D6240



Purebred • ASA# 3164830
Cowboy Cut x RCT Augustus

ASR Super Baldy D682



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ASR Longevity x ND 878

ASR Super Baldy D6100



SimAngus™ • ASA# 3164712
ASR Longevity x New Day

ASR Super Baldy D646



SimAngus™ • ASA# 3206790
ASR Longevity x SimAngus™

ASR Red Mountain D625



Purebred • ASA# 3164805
90 Proof x ASR AP

ASR Snake Eyes D6246



Purebred • ASA# 3164693
Beef King x Snake Eyes

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Willie and Sharon Altenburg

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- Reds, blacks, white markings
- Cattle in different seasons and environments (pasture, feedlot, etc.)
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- 2) With your entry, please include your name, member number (if applicable), address, phone number, email address and any prior publications where the photo may have been published.

**Please submit photos to
Cynthia Conner at
cconner@simmgene.com.**



Cover photos submitted by members earning \$100.

CALENDAR

CONTINUED

- 25 Tingle Farms' Pave the Way, Spring Vol. 1 Sale — New Castle, KY (pg. 69)
- 25 Vertical Edge Genetics "Bulls In Bancroft" Production Sale — Bancroft, ID (pg. 99)
- 25 Wildberry Farms' Annual Production Sale — Hanover, IL (pg. 95)
- 26 WSA Spring Spectacular Sale — Lancaster, WI
- 28 Kearns Cattle Company's 28th Annual Bull Sale — Rushville, NE (pg. 97)
- 29 Diamond H Ranch's Annual Production Sale — LaCrosse, KS (pg. 52)
- 31 Southeast Elite Female Sale — Perry, GA

APRIL

- 1 Bulls of the Bluegrass — Mt. Sterling, KY (pg. 55)
- 1 McDonald Farms' 14th Annual "Pick of the Pen" Bull Sale — Blacksburg, VA (pg. 37)
- 1 The Gathering at Shoal Creek — Excelsior Springs, MO (pg. 77)
- 1 Wisconsin Beef Improvement Association's 60th Annual Performance Selected Bull Sale — Platteville, WI
- 7 Canaday 39th Annual "Pride in Performance" Sale — Yankton, SD (pg. 58)
- 7 South Dakota State University's 25th Annual Bull Sale — Brookings, SD (pg. 70)
- 8 Brant Farms Genetic Balance Sale — Hinckley, MN (pg. 79)
- 8 Cattlemen's Choice Sale — Hartwell, GA
- 8 Choctaw County Land and Cattle's Sale — Boswell, OK (pg. 47)
- 8 New Day Genetics' Elite Bull and Female Sale — Osceola, MO (pg. 53)
- 8 Southeast All Black Classic — Greenwood, FL
- 12 New Day Genetics' Elite Bull and Female Sale — Harrison, AR (pg. 53)
- 12 Northwest Bull Fest — Burlington, ND (pg. 36)
- 13 Virginia Beef Expo Simmental Sale — Harrisonburg, VA (pg. 62)
- 14 Trennepohl Farms' "Back to the Farm" Bull Sale — Zanesville, OH
- 15 1st Annual Southwest Showcase Sale — Crockett, TX (pg. 96)
- 15 Nelson Livestock Co. Production Sale, Wibaux, MT (pgs. 48, 76)
- 15 Owen Bros. Diamond and Spurs SimGenetic Sale — Bois d' Arc, MO (pg. 81)
- 15 Southwest Showcase Sale — Crockett, TX (pg. 96)
- 18 Hudson Pines Farm's "Heifers on the Hudson" Online Sale — www.breedersworld.com/wp/sales
- 19 Trennepohl Top 10 Sale — Middletown, IN and smartauctions.auction
- 22 Heartland Performance with Class Bull Sale — Waverly, IA (pg. 83)

MAY

- 4 Nelson Simmental/SimAngus Bull Sale — Glasgow, MT
- 5 Southern New England Simmental Association's 6th Annual All Breed Sale — Springfield, MA
- 6 Stars and Stripes Sale — Gettysburg, PA
- 6 Timberland Cattle's Black Angus and SimAngus™ Female Auction — Vernon, AL
- 13 Shenandoah's Shining Stars Female Sale — Quicksburg, VA
- 20 Buzzard Hollow Ranch Designer's Classic — Granbury, TX
- 20 Sloup and Hilltop Simmentals Spring Turn Out Sale — Seward, NE

JUNE

- 14-17 AJSA Eastern Regional Classic — London, OH
- 14-17 AJSA South Central Regional Classic — Springfield, MO
- 21-24 AJSA Western Regional Classic — Klamath Falls, OR
- 28-7/2 AJSA North Central Regional Classic — Huron, SD

JULY

- 9-15 AJSA National Classic — Hattiesburg, MS

AUGUST

- 19 21st Annual Southern Showcase Sale — Armuchee, GA
- 26 1st Annual Florida Simmental Association Elite Female Sale — Marianna, FL
- 26 Generations of Value — Colbert, GA

SEPTEMBER

- 2 NC Fall Harvest — Union Grove, NC
- 9 Silver Towne Farms' 31st Annual Production Sale — Winchester, IN
- 10 Field of Dreams Production Sale — Hope, IN
- 16 Family Matter Production Sale — Auburn, KY
- 20 Gonsalves Ranch's Bulls-Eye Breeders Angus and SimAngus™ Bull Sale — Modesto, CA
- 23 Head of the Class — Louisburg, KS
- 23 Simbrah Synergy X — Giddings, TX
- 25 LRW Simmentals' Genetic Harvest Sale — Janesville, WI
- 30 Buckeye's Finest — Belle Center, OH
- 30 White Star Cattle Company's Complete Dispersal and Retirement Sale — Overbrook, KS (pg. 98)

ST

WILDBERRY

Annual Production Sale

55 BULLS AND 35 FEMALES SELL

FARMS

March 25, 2017

1:00 pm • Hanover, IL



D076 // ASA 3113164 // PB SM BULL

HOMO BLACK, HOMO POLLED GW-WBF SUBSTANCE 820Y SON.

CE	BW	WW	YW	MCE	MILK	MWW
10.5	1.7	61.4	101.2	9.3	30.6	61.3
DOC	CW	YG	MARB	REA	API	TI
13.6	33.1	-0.31	0.62	0.81	153.7	81.1



D106 // ASA 3113193 // PB SM BULL

HOMO BLACK, HOMO POLLED LMF REVENUE Z24 SON.

CE	BW	WW	YW	MCE	MILK	MWW
14.2	0.2	59.4	83.3	12.9	24.5	54.2
DOC	CW	YG	MARB	REA	API	TI
13.6	19.5	-0.30	0.35	0.58	150.4	73.9



D060 // ASA 3113148 // PB SM BULL

HOMO BLACK, HOMO POLLED GW-WBF SUBSTANCE 820Y SON.

CE	BW	WW	YW	MCE	MILK	MWW
14.1	0.3	57.3	87.7	9.9	17.4	46
DOC	CW	YG	MARB	REA	API	TI
16.8	22.7	-0.25	0.47	0.62	152.1	75



D044 // ASA 3113133 // 1/2 SM 1/2 AN BULL

HOMO BLACK, HOMO POLLED GW-WBF SUBSTANCE 820Y SON.

CE	BW	WW	YW	MCE	MILK	MWW
15.6	-0.8	70.7	115.2	10.7	22.6	58.0
DOC	CW	YG	MARB	REA	API	TI
14.5	37.5	-0.13	0.75	0.57	167.5	87.2



D031 // ASA 3113124 // 1/2 SM 1/2 AN BULL

HOMO BLACK, HOMO POLLED CONNEALY ALL A 525A SON.

CE	BW	WW	YW	MCE	MILK	MWW
11.7	1.1	65.2	106.4	8.3	25.3	57.9
DOC	CW	YG	MARB	REA	API	TI
17.3	35.2	-0.17	0.78	0.61	140.4	79



D028 // ASA 3113121 // 1/2 SM 1/2 AN BULL

HOMO BLACK, HOMO POLLED CONNEALY ALL A 525A SON.

CE	BW	WW	YW	MCE	MILK	MWW
14.9	-1.5	62.3	104.2	10.2	26.5	57.7
DOC	CW	YG	MARB	REA	API	TI
17.1	30.2	-0.15	0.77	0.52	155.4	80.7

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28TH ANNUAL BULL SALE

Tuesday, March 28, 2017 at 1 pm MST at the Ranch in Rushville, NE



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Hammer x SAV Emblynette 3590 ASA: 3185422



KCC1 DREDD 4013D - PERCENTAGE - FEBRUARY
W/C No Remorse x TKCC Belle 4013B ASA: 3185420



KCC1 DOZER 4001D - PERCENTAGE - FEBRUARY
W/C Efficiency x TKCC Brylee 4001B ASA: 3185421



KCC1 DELTA 541D - PB - FEBRUARY
Hammer x Ebony ASA: 3223638



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Cell: (308) 763-1394

Zach, Brittney, Jaxon,
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Cell: (308) 360-1783

Sale Management by:
Graham Blagg: (530) 913-6418
Todd Alford: 706-207-9454
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CATTLE IN DEMAND

What can you expect to find sale day, September 30, 2017, at the White Star Cattle Company Complete Dispersal and Retirement Sale?

Selling approximately **400** head of Simmental, SimAngus™ and Angus females and bulls.



This herd has produced many herd sire prospects for usage in both Registered and Commercial operations! Many of these herd sire prospects have been marketed in cooperator systems over the last many years. Your next herd sire could be along side his dam on September 30, 2017!



If you want a show heifer, donor cow or a new addition herd replacement. September 30, 2017 will present the best in Simmental, SimAngus™ and Angus genetics.



BRED HEIFERS

Purebred, 3/4, 1/2, and 1/4 blood Simmental females, along with an Elite set of Angus females will SELL!!! All sired by breed leading AI sires and bred back to the newest calving ease specialists in the Simmental and Angus World!



SPRING CALVING FEMALES

from two to ten year olds. The heart of a herd that rarely comes up for sale. Simmental, SimAngus™ and Angus females sired by the Who's Who of herd sires. They all sell along with their 2017 heifer or bull calf. The list of sires is star studded. ALL these elite cows will be AI'd to the respected sires of the Simmental and Angus breed that are powerful and breed changers along with adding extra value and profit.



FALL CALVING FEMALES

These fall females are hard working money-makers year after year. Many will sell with AI sired calves from the breed's best sires. Most will have proof at side sale day and the balance will calve within 30 days after sale day. These Angus, SimAngus™ and Simmental cows have a track record of producing bull test winners, bull sale high sellers and show ring female champions.



FALL YEARLING HEIFERS

The 2016 Angus, Simmental and SimAngus™ sired female from the fall cows selling will be a new generation of genetics to sell. An amazing group with the pedigree, phenotype and performance for the most discriminating from Seedstock Breeders to Club Calf Producers maybe the best value on September 30, 2017.



HERD BULLS

Our ranch's bull battery represents the breeds genetics for phenotype, genotype, and performance to enhance every calf, that will be a new generation of exceptional value to the new owner.



OTHER HIGHLIGHTS SELLING SALE DAY

Semen, semen tanks, show equipment, Eby stock trailer, NEW Chevy with hydra bed and hydra feeder, NEW R Series John Deere tractors, NEW John Deere hay equipment, portable corrals, working chutes and scales, working alleys and tubs, creep feeders, corral panels, fence line bunks, hay processor, mineral feeders and many more cattle related items. Come early this sells at 9:30 AM, September 30, 2017.



SALE BOOK SENT ON REQUEST

Call, Text or Email for your copy today!

If you plan to attend a sale this fall - this is the one you won't want to miss.

THERE WILL BE SOMETHING FOR EVERYONE.



**WHITE STAR
CATTLE COMPANY**



Graham Blagg: 530.913.6418
Todd Alford: 706.207.9454
Jered Shipman: 806.983.7226

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VERTICAL EDGE GENETICS

BULLS IN BANCROFT PRODUCTION SALE

MARCH 25, 2017 · 1:00 P.M.

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OFFERING OVER 125 HEAD

ANGUS & SIMANGUS™



CO KILKELLY-DEFENDER-52A
 Angus reg. 17815507
 KilKelly Defender x KilKelly Duke
 Sons Sell

50
 Registered Bulls
 Yearling &
 Coming Two's

Negative BVD-PI Tested, Performance
 Tested, Fertility Tested and
PAP TESTED



JCS ABRAM-Z121
 Fleckvieh reg. 2756492
 Crossroad Tuxedo x Double Bar D Exodus
 PAP 39 • SimAngus™ Sons Sell



DUFF CARRY ON 252
 Angus reg. 17542203
 Rito F0203 x O C C Emblazon
 Sons Sell

75 Commercial
 SimAngus & Angus
 Yearling Heifers
5 Registered
 SimAngus Heifers



GOLDEN-DAWN-DECKER
 SimAngus™ reg. 3042281
 MFI Center Cut x HEMR Samurai
 PAP 38 • Sons Sell



O C C ZAMIR 412Z
 Angus reg. 17771569
 O C C Jet Stream x D D A Fahren 21X
 PAP 39 • Sons Sell

2 Draft Horse Teams

Also selling sons of VE JF Elation,
 OCC Eurofleck, OCC Jet Stream,
 Cole Creek Cedar Ridge,
 Soo Line Motive,
 Hyline Right Time 338



VE-BH LINDLEY 381A
 SimAngus™ reg. 2759783
 Brick Hill x Ranch Hand
 Homozygous Black, Homozygous Polled
 PAP 41, Sons Sell

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Sons Sell on March 18



REDHILL 672X X004 231A (ASA #2847534)

CE	BW	WW	YW	ADG
15.9	0.7	75.1	129.4	0.34
15%	55%	10%	3%	1%

MCE	MILK	MWW	STAY	DOC
9.8	18.1	55.7	10.8	13.8
25%	75%	30%	35%	10%

CW	YG	MA	BF	REA
48.4	-0.21	0.84	-0.017	1.00
3%	60%	2%	75%	10%

HB	GM
174	50
4%	40%

10+ Sons Sell on March 18



RED HILL B571 JULIAN 84S (RAAA #1147702)

CED	BW	WW	YW
14	-3.9	54	82
7%	20%	66%	65%

MILK	ME	HPG	CEM	STAY
21	-10	19	3	15
51%	16%	2%	67%	6%

MARB	YG	CW	REA	FAT
0.34	-0.12	14	0.45	0.00
63%	17%	71%	20%	55%

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CE	10.6
BW	0.0
WW	66.4
YW	107.9
API	144.9
TI	82.6



GENEX
 ASA 2723103 | Purebred Simmental

S D S GRADUATE 006X



CE	19.3
BW	-5.0
WW	59.2
YW	99.0
API	163.9
TI	76.1

GENEX
 Mark Sued
 ASA 2548143 | SimAngus™ (5/8 SM)

GIBBS 3133A MOUNTAINEER

CE	16.9
BW	-2.0
WW	63.7
YW	117.8
API	188.1
TI	93.4



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 gibbsfarms8@bellsouth.net

Genetic & Marketing Manager
 Gordon Hodges
 C: 336-469-0489
 pvfghodges@yadtel.net



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THANK YOU

To our customers
for making the
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Bull Sale a huge success.

214 BULLS AVERAGED \$4,424



Lot 15, son of GW Special Op sold for \$9,500 to Southern Cattle Company, Marianna, FL.



Lot 8, son of GW End Zone sold for \$9,000 to Bob Erickson, Merced, CA.



Lot 6, son of GW Country Boy sold for \$8,500 to Walking 5 Ranch, Broadview, MT.



Lot 2, son of TFS Due North sold for \$8,000 to Elliott Livestock, Clifford, ND.



Lot 5, son of GW Country Boy sold for \$8,000 to Kenner Ranch Simmentals, Leeds, ND.



Lot 9, son of GW Predominate sold for \$8,000 to Siroky Ranch, Roy, MT.

Lot 51, son of GW PTO sold for \$8,000 to Tim Clark, Turtle Lake, ND.



Lot 10, son of GW Bar CK Breakout sold for \$8,000 to Rick Sorenson, Williston, ND.



Lot 131, son of TFS Due North sold for \$8,000 to Ereth Land & Livestock, Outlook, MT.

Lot 75, son of TJ Marlboro Man sold for \$8,000 to Weeden Ranch, Lewistown, MT.



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