

Volume 26 • Number 2

March 2018

SIMTALK

Linking SimGenetics to Commercial Cattle



Embrace the Past,
Imagine the Future

In This Issue:

Good Management Pays Off
The IGS Feeder Profit Calculator™

Breed Composition

Minerals And Vitamins
Affecting Bull Health

New Genetic Evaluation,
IGS Multi-breed Single-step
Powered by BOLT

Her Biological Clock is Ticking!



50K DNA Tests *as low as*
\$15/COW
Limited time only

Adding a DNA test to your decision is like knowing ...

15	Calving ease scores
20	Birth weights
22	Weaning weights
25	Stayability records



For more information:
simmental.org/chr
406-587-4531
cowdna@simmgene.com

 **SimGenetics**
PROFIT THROUGH SCIENCE
American Simmental Association

- Available to all seedstock and commercial members — regardless of breed type or breed makeup.
- \$15/sample requires both cow weights and body condition score (otherwise \$20/sample).
- Parentage included.
- Limited time only — samples must be submitted by 12/15/18. There is a capped budget for project, so don't delay!
- Collaborative research project with GeneSeek®.

KNOCK IT OUT OF THE PASTURE



CDI Prime Example 310D ASA #3178338

Possibly the best Red SimAngus™ bull to trade of his class and the best available today period! Outstanding cow family. Physically impressive from every angle.

	CE	BW	WW	YW	MCE	MILK	MWW	STAY
EPD	16.3	-1.0	83.2	127.3	11.0	16.3	57.9	13.5
Rank	15	25	3	5	10		25	20

	DOC	CW	YG	MARB	BF	REA	API	TI
EPD	9.9	43.7	-0.33	0.37	0.000	1.44	162.2	91.3
Rank		15	20			1	10	2



NLC Cow Boss 160C ASA #2978190

Will sire more calves at Southern Cattle Company than any other sire of any breed in 2018 and the calves look awesome! Calving ease and conservative frame score.

	CE	BW	WW	YW	MCE	MILK	MWW	STAY
EPD	18.8	-4.1	62.8	93.7	11.5	23.6	55.0	20.3
Rank	5	2			10			1

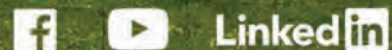
	DOC	CW	YG	MARB	BF	REA	API	TI
EPD	11.5	19.5	-0.26	0.57	-0.021	0.75	176.2	83.0
Rank				15		25	2	10

ORDER ONLINE
SEMEN & EMBRYO
SOUTHERNCATTLECOMPANY.COM



Southern Cattle Company
4226 North Highway 231
Marianna, FL 32446
850-352-2020

info@southerncattlecompany.com
www.southerncattlecompany.com



PERFORMANCE

Generation after Generation

Smith Nu Approach, Smith Evan and RFI Real Deal are strong examples of our programs' multiple generations of bred-in performance.



SMITH NU APPROACH Polled three-quarter sire with Big Mac breeding on the top side and his dam traces back to our Smith Trendsetter sire. He has proven to sire progeny that win in performance tests and excel in pastures.



SMITH EVAN Polled purebred Simbrah sired by Smith Nu Approach. His dam is Smith Bella Bella, one of the top cows ever in the Simbrah breed. Evan has many outstanding individuals to his credit, including Smith Charming Moves, the Houston Supreme Champion.



RFI REAL DEAL A polled purebred Simbrah and son of Smith Evan. Real Deal was the 2014 ASA National and 2014 National Champion and his calves have been in demand. One of Real Deal's first sons, Smith TMP Red Jewel was the 2015 International Grand Champion Bull.

Our cattle have proven performance, and we can show you that for multiple generations.

CONTACT US TO DISCUSS PROGENY FROM THESE GREAT BULLS.

Smith Genetics, Tim Smith
512-587-7896 • smithgenetics1@gmail.com

Wayne Reavis, Reavis Farms
956-207-1447 • jwreavis@aol.com

SIMTALK

VOLUME 26 - NO. 2
Linking SimGenetics to
Commercial Cattle

Table Of Contents

IN THIS ISSUE

10 Good Management Pays Off

By Emme Troendle

18 The IGS Feeder Profit Calculator™

Coordinated by Lilly Brogger and Emme Troendle

28 Minerals and Vitamins Affecting Development of Growing Yearling Bulls

By Robert Sager, DVM DABVP Ph.D.

34 Breed Composition: it's like chocolates, you can't tell what's inside just by looking . . .

By Tamar Crum

42 What to Expect with IGS Single-step

By IGS Genetic Evaluation Team

44 Are the New BOLT EPDs More Accurate Than our Previous Cornell EPDs?

By IGS Genetic Evaluation Team

46 The Value of DNA Information in IGS Multi-breed Single-step Powered by Bolt

By IGS Genetic Evaluation Team

DEPARTMENTS

6 From the Director of Education

76 Industry Update

102 Rates & Policies

104 Calendar of Events

108 Ad Index

Simmental and SimAngus yearling bulls primed for use in the nation's commercial cow herds. (Staff photo)



A brisk North Dakota day doesn't keep any cattlemen away!



Thank you to the bidders and buyers of the 2018 Kenner Simmental Sale for making it a huge success!

126 bulls averaged \$5,336
73 bred heifers averaged \$2,809

KENNER
SIMMENTALS

Roger, Jeanette & Erika Kenner
5606 57th St NE
Leeds, North Dakota 58346
Phone 701-466-2800

Erika 406-581-1188
erika.kenner@gmail.com
Herdsman: Bryan Leapaldt
701-466-2553 • 701-739-8764

Elite Calving Ease Sires

BOULDER

29SM0472

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



Muscle and Maternal

- ✓ Top of the breed for calving ease, marbling and maternal All Purpose Index
- ✓ Moderate framed, big ribbed, deep flanked stud with loads of muscle
- ✓ Progeny proven – they calve easy and display his good looks – you will love them at weaning
- ✓ Use to moderate frame, add flesh and muscle in one generation
- ✓ DNA tested homozygous black, homozygous polled, 1/2 SM, 1/2 AN

TRAIT	CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
EPD	+21	-3.4	+56.1	+96.6	+25	+9.7	+26.8	+54.9	+15.0	+14.1	+23.0	-.27	+.94	-.030	+.76	-.045	+188	+89
ACC	.73	.85	.79	.76	.70	.29	.31	.42	.30	.16	.56	.43	.55	.50	.49	0.16		

DNA tested DLF, Homozygous Black, Homozygous Polled

TOP 35%

ALL TIME

29SM0466

OVAL F ALL TIME A332 ASA 2749844
MCM TOP GRADE 018X x HOOKS SHEAR FORCE 38K



All Time - All Around Genetics

- ✓ Elite purebred sire with top 1% All Purpose and top 1% Terminal Index values with the beef bull look you demand
- ✓ Outstanding calving ease and maternal traits with even stronger carcass merit and end product value
- ✓ Very correct, sound made bull with added length of body and thickness
- ✓ His progeny are making their mark due to both their performance and phenotype
- ✓ His dam, a 14th generation female for the Fischer family, is a productive young cow rich in maternal history

TRAIT	CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
EPD	+15	-0.7	+74.2	+107.6	+21	+10.1	+29.1	+66.2	+16.5	+11.6	+32.5	-.31	+.42	-.034	+.97	-.040	+163	+87
ACC	.47	.62	.55	.54	.50	.30	.30	.37	.35	.18	.44	.28	.40	.25	.32	0.17		

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

TOP 35%

Contact your local ABS rep or call **1-800-ABS-STUD** to add these headline sires to your herd today!

ABSBEEF.COM | 1.800.ABS.STUD



Crossroad Radium has firmly proven himself to be one of the very best, if not the best sire in all of North America.



Feature bull in Maxwell's 2018 Sale in Alberta – a Radium Son!



Feature bull in LaBatte's 2018 Sale in Saskatchewan – a Radium Son!



We have a great selection of Radium sons, available now!

We sell bulls every month of the year. 90% of our bulls sell from \$3,500-5,000.

STANLEY MARTINS FARMS

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

Please google stanleymartinsfarms for more information.

SIMTALK
Linking SimGenetics to Commercial Cattle

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

CEO Wade Shafer, Ph.D.	Business Manager Linda Kesler	General Manager Jim Largess
Editorial Jackie Atkins, Ph.D. Lilly Brogger Emme Troendle	Art Director Cynthia Conner	Sales Manager Nancy Chesterfield
Editorial Consultant Dan Rieder	Design/Production Joel Coleman	Advertising & Editorial Assistant Rebecca Price
	Media/Website Administrator Kathy Shafer	Accounts Receivable Carla Stephens

ASA Publication, Inc., Board

Chairman Gordon Hodges	Fred Schuetze
Vice-Chairman Tim Smith	Tim Curran Mike Forman
Executive Secretary-Treasurer Wade Shafer, Ph.D.	

American Simmental Association

One Genetics Way, Bozeman, Montana 59718 USA
406-587-4531 FAX: 406-587-9301
Canada Publications Agreement Number: 1875191

BOARD OF TRUSTEES
Executive Committee

Tim Smith, Chairman **Gordon Hodges, Vice Chairman**
Fred Schuetze, Treasurer **Tim Curran** **Mike Forman**
Wade Shafer, Ph.D., Executive Vice President
Brian DeFreese: Immediate Past Chairman

North Central Area: John G. Irvine (2019) 9089 Highway 13 Manhattan, KS 66502 785.313.7473 johngirvine@sbcglobal.net	Western Area: Tim Curran (2019) 1000 Cook Road Ione, CA 95640 209.765.1815 circleranch@volcano.net
Steve Eichacker (2020) 25446 445th Ave Salem, SD 57058 605.421.1152 es@triotel.net	Clay Lassel (2019) 42 Road 245 Glendive, MT 59330 406.939.1348 Irsbeef@midrivers.com
Erika Kenner (2020) 440 6th Avenue SE Leeds, ND 58346 406.581.1188 erika.kenner@gmail.com	Tom Nelson (2020) 5831 Hwy 7 Wibaux, MT 59353 406.939.1252 nlcsim@midrivers.com
Tom Hook (2021) 11333 180th Street Tracy, MN 56175 507.829.5283 hookfarms@mvtwireless.com	Michael Forman (2021) 2451 Number 81 Road Ellensburg, WA 98926 509.929.0312 mforman7777@gmail.com
Eastern Area: Gordon Hodges (2020) 1025 Pineview Farms Drive Hamptonville, NC 27020 336.469.0489 pvfghodges@yadtel.net	South Central Area: Tim Smith (2019) PO Box 330 Giddings, TX 78942 512.587.7896 smithgenetics1@gmail.com
Randy Moody (2020) 811 Frank Hereford New Market, AL 35761 256.655.5255 randymood@ardmore.net	Dr. Gary W. Updyke (2020) 107030 S. 4250 Road Checotah, OK 74426 918.843.3193 garyupdyke38@gmail.com
Jim Ligon (2021) 1362 Dyer Creek Rd Cookeville, TN 38051 931.510.3328 gligon@tntech.edu	John Griswold (2021) 5922 S Brush Creek Rd Stillwater, OK 74074 405.780.3300 john@griswoldcattle.com
Cliff Orley (2021) 1486 Mount Wilson Rd Lebanon, PA 17042 717.269.0128 corley01@comcast.net	Fred Schuetze (2021) PO Box 968 Granbury, TX 76048 817.894.0563 bhr@speednet.com

THE BEST BREEDING DECISION YOU CAN MAKE IS TO
CALL YOUR SELECT SIRES REPRESENTATIVE!



MAIN EVENT

7SM91 | TJ Main Event 503B | 2891336

Upgrade x New Day 8005 | 1/2 SM 1/2 AN | Homo. Black | Homo. Polled

- > He will be a heavily used SimAngus™ bull this year.
- > Phenotype, performance and high-value progeny, he checks lots of boxes!

CE: 13.1 BW: -2.8 WW: 110.8 YW: 155.5 MILK: 25.5 API: 156.8 TI: 105.7

From C Diamond Ranch, ND and Triangle J Ranch, NE



WIDE RANGE

7SM80 | CCR Wide Range 9005A | 2725666

Graduate x In Dew Time | 3/4 SM 1/4 AN | Homo. Black | Homo. Polled

- > If you want your calves to be wider, thicker and deeper, use him!
- > 3/4 blood pedigree offers options for both purebred and percentage cattle

CE: 13.1 BW: -0.3 WW: 76.7 YW: 119.4 MILK: 16.8 API: 148.9 TI: 80.2

From Cow Camp Ranch, KS; Gibbs Farms, AL and Advanced Beef Genetics, IA



RAPID FIRE

7SM89 | W/C Rapid Fire 2101C | 3041151

Lock N Load x Predestined N5905 | 1/2 SM 1/2 AN | Homo. Black | Homo. Polled

- > Blaze-faced Lock N Load son with massive rib, width and eye-appeal
- > Balanced performance figures and high for both API and TI

CE: 14.5 BW: -0.1 WW: 66.6 YW: 117.9 MILK: 21.2 API: 153.4 TI: 84.2

From Scott Warning, SD; River Creek Farms, KS and Ruble Cattle Services, IA



SUBSTANCE

7SM72 | GW-WBF Substance 820Y | 2605922

Premium Beef 021TS x Mr. Maternal 731L | 3/4 SM 1/4 AN | Homo. Black | Homo. Polled

- > Proven source of genetics to deliver fast-growing calves and valuable females
- > Big-hipped and big-topped with bonuses for soundness and rib dimension

CE: 13.2 BW: 1.2 WW: 71.2 YW: 116.1 MILK: 21.7 API: 154.7 TI: 85.8

From Gateway Simmentals, MT and Wildberry Farms, IL

YOUR SUCCESS *Our Passion.*

Phone: (614) 873-4683 ♦ www.selectsiresbeef.com

SELECT SIRES



ASA Spring Sire Summary 2018

FROM THE DIRECTOR OF SCIENCE & EDUCATION

By Jackie Atkins, Ph.D.



Excitement. Anticipation. Jitters. Thrilling.

Just some of the words that come to mind with the approaching release of our over-hauled genetic evaluation, **IGS Single-step powered by BOLT**. BOLT which stands for Biometric Open Language Tools is software developed by Drs. Bruce Golden and Dorian Garrick of Theta Solutions

LLC. The BOLT software allows for improved statistics, methodology, and use of genomics that simply was not possible on our previous Cornell software. IGS Single-step is not only being ran with the revolutionary BOLT software with improved methodology and statistics, it also required building data pipelines to funnel all the pedigree, phenotypic records, and genotypes from all the IGS breed associations, and developing an automatic system that can pull all the new information and run the Single-step evaluation weekly. For more specifics on how the IGS Single-step evaluation will better use genomics, check out the article by Dr. Mahdi Saatchi and the IGS Genetic Evaluation Team and Consultants on page 42 and see how the new BOLT derived EPDs compare to Cornell EPDs on page 44.

This new genetic evaluation has been years in the making. The concept of renovating the IGS genetic evaluation began in 2014 with the partnership of Drs. Golden, Garrick and the ASA. The IGS evaluation team includes Dr. Lauren Hyde, Lead Geneticist, Dr. Mahdi Saatchi, Lead Genomicist, Steve McGuire, Database Manager, Dr. Wade Shafer, ASA's EVP and genetic consultant, Dr. Matt Spangler, Scientific Contributor. This team meets frequently with Golden, other IGS breed organization employees, and genetic evaluation consultants to move through the complexity of this genetic evaluation overhaul.

I can tell you with confidence, this team has exacting standards for delivering the best genetic evaluation possible to the beef industry. This team will continue to advance the methods used to evaluate the genetic potential of beef cattle. This team has the best intentions. This team has the highest standards for quality. This team genuinely wants to provide the best tools that science can deliver to improve the lives and operations of beef cattle seedstock suppliers and producers across the country and internationally. Maybe I need to get out more, but I am truly thrilled and count myself lucky to be a part of the IGS Single-step evaluation team.

ST

CK BAR RANCH // KAMMER LIVESTOCK

BULL SALE

FRIDAY, APRIL 6, 2018 | 1 PM MST
SAINT ONGE, SD

85 RANCH READY BULLS

35 Simmental and SimAngus™ & 50 Angus



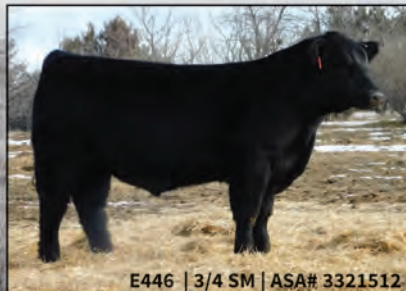
RAISING THE COWBOY KIND

OVER 35 YEARS IN THE BUSINESS WE KNOW THE TRAITS IMPORTANT TO REAL-WORLD CATTLEMEN.

EASY FLESHING. STRUCTURAL SOUNDNESS.
PERFORMANCE. BUY WITH CONFIDENCE!



E675 | 3/4 SM | ASA# 3321513



E446 | 3/4 SM | ASA# 3321512



E731 | 5/8 SM | ASA# 3321511

BULLS Sired BY: LRS TENX EXCELLANCE 352C, STF ROYAL AFFAIR Z44M, HOOKS BOZEMAN, DIAMOND J RESOURCE 4044, KBHR WIDE LOAD B178 WHEATLAND BULL 437B. All bulls will be tested for coat color and polled status. Free keep until May 1st!

CK BAR RANCH
Kelly Erickson | 701-898-1583
simbeef@rtc.coop

KAMMER LIVESTOCK
Matt Kammer | 605-923-6381
kammer.livestock@gmail.com



For Videos & Sale Updates...
Follow us on Facebook
facebook.com/ranchckbar

Special Sires

with Special Prices

Special ends May 31, 2018



1SM00153 CCR COWBOY CUT 5048Z

COWBOY CUT

Reg#: 2703910

Triple C Singletary S3H x HTP SVF In Dew Time

- › Cowboy Cut continues to cement his position among the breed's greats. He has quickly become the go-to sire for calves with a tremendous look and breed-leading numbers.
- › His sons continue to top sales all over the country and his daughters are admired for their feminine, yet broody appearance.
- › Cattlemen appreciate the added structural integrity, mass and muscle, and attractive package that Cowboy Cut stamps on his progeny.

Regular \$30 **Special \$25**

CED	BW	WW	YW	ADG	MCE	MM	MWW	STAY	DOC	CW	YG	MB	BF	REA	SHR	API	TI
17.5	1.8	85.9	117.2	0.20	13.5	36.9	79.9	8.8	15.2	41.1	-0.03	0.68	0.008	0.78	-0.56	162.5	96.9
.90	.94	.93	.92	.92	.87	.87	.89	.47	.63	.61	.43	.51	.49	.46	.17		
2%		1%	10%		10%	1%	1%		1%	15%		1%			1%	2%	1%



1SM00160 CCR 7322 PAYDAY 0320C

PAYDAY

Reg#: 3111909

Basin Payweight 1682 x HTP SVF In Dew Time

- › A maternal brother to Cowboy Cut, sired by the popular Payweight 1682, Payday blends two of the most popular pedigrees in the Angus and Simmental breeds into a powerful, phenotypic package.
- › Look to Payday to add depth of rib, body thickness and muscle shape all in a structurally correct package.

Regular \$25 **Special \$20**

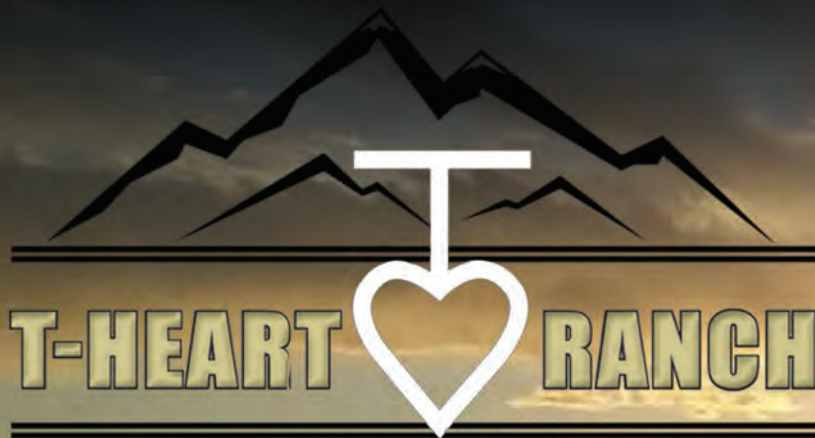
CED	BW	WW	YW	ADG	MCE	MM	MWW	STAY	DOC	CW	YG	MB	BF	REA	SHR	API	TI
14.4	-0.1	72.9	113.0	0.25	5.7	21.7	58.2	15.4	13.2	36.9	0.14	0.44	0.046	0.51		148.8	78.7
.32	.38	.34	.35	.35	.25	.27	.29	.30	.07	.29	.27	.41	.29	.34			
		20%	20%	25%			20%	10%	20%	25%						20%	20%

Contact your local GENEX representative.

888.333.1783 // www.crinet.com

GENEX[™]

Part of Cooperative Resources International



True High Altitude

HIGH ALTITUDE

200 SIMMENTAL & SIMANGUS™ HIGH ALTITUDE BULLS

bull sale

3.24.18

1:00 PM (MT)

Join us at the ranch in LaGarita, CO!

THE FACTS ABOUT PAP AT T-HEART

- WE DEVELOP AND PAP TEST OUR BULLS AT OUR LOWEST ELEVATION OF 7,680 FEET.
- WE PAP TEST OUR BULLS TWICE, ONCE AT WEANING AND ONCE AT YEARLING, TO ENSURE THE BEST ACCURACY. IF THEY PASS TWICE IN OUR ELEVATION AND ENVIRONMENT, WE FEEL MORE CONFIDENT THEY WILL WORK FOR YOU.
- WE ARE DEDICATED TO BEING YOUR TRUSTED SUPPLIER FOR HIGH ALTITUDE BULLS.

- MULTIPLE GENERATIONS OF PAP TESTING WITH DR. TIM HOLT
- TESTED NEGATIVE FOR TRICH & BVD-PI
- ULTRASOUND CARCASS RESULTS AVAILABLE SALE DAY
- GUARANTEED FOR FERTILITY, STRUCTURE & DISPOSITION
- VIDEOS & PHOTOS AVAILABLE ONLINE

71E - HOMO POLLED • REG # 3302904

SIRE: TRPH RRR NIGHTFORCE B30 • MGS: MCM TOP GRADE 018X
TOP 3% API TOP 2% TI • BALANCE EPD PROFILE • PAP = 35



BROADCASTED BY
DVAuction
Broadcasting Real-Time Auctions

ALLIED
GENETIC RESOURCES



7206E • REG # 3240353
SIRE: TRPH RRR NIGHTFORCE B30
MGS: PELTON IMPRESS 44Z
Top 10% API and TI
Outcross Red Genetics • PAP = 40



7455E • REG # 3239992
SIRE: HOOK'S BOZEMAN 8B
MGS: KMK ALLIANCE 6595 187
Homo Polled Half Blood with Style



7419E - REG # 3240035
SIRE: J BAR J NIGHTRIDE 225Z
MGS: GIBBS 0689X CRIMSON TIDE
Balanced performance figures
Incredible Phenotype backed
by a predictable pedigree



E756 - REG # 3318992
SIRE: J-J ZINSER 514C
MGS: ELLINGSON DOMINATOR W905
TOP 15% API
3/4 with plenty of Maternal
Calving Ease • PAP=38



E732 - REG # 3318972
SIRE: CW-WBF SUBSTANCE 820Y
MGS: TNT EVER READY R232
Top 1% DOC, Top 2% Marb, Top 15% CE
Purebred Heifer Bull • PAP=38



E72 - REG # 3306258
SIRE: HOOK'S BEACON 56B
MGS: TNT EVER READY R232
Calving Ease Purebred that
ranks in the top 2% API • PAP=40



7402E - REG # 3239956
SIRE: HOOK'S CONFIDENCE 26C
MGS: CCR SPARTAN 9124A
Top 1% WW and YW, Top 2% TI
Scale Crushing performance with
plenty of phenotype • PAP = 45



89E - HOMO POLLED - REG # 3302922
SIRE: TRPH RRR NIGHTFORCE B30
MGS: HOOK'S YUKON 80Y
Top 1% REA, Top 4% API
Calving Ease with Added
Growth at Weaning • PAP = 39

SALE MANAGED BY:

hi point
— sales + marketing

GARRETT R. THOMAS
936-714-4591
GARRETT.R.THOMAS@GMAIL.COM
CALL OR TEXT



T-HEART RANCH
SHANE & BETH TEMPLE
719-850-3082 • 719-850-3083
SHANE@T-HEARTRANCH.COM
WWW.T-HEARTRANCH.COM



Good Management Pays Off

A Georgia-based commercial operation combines an emphasis on heterosis with efficient management.

By Emme Troendle



The Highsmith family, left to right: Troy and Debbie; Kendall Morgan, Spencer's fiancé, and Spencer.

Troy Highsmith and his son, Spencer, owners and operators of Highsmith Simmental Farm, a ranching and farming operation that dates back to the late-1970s, realize that success goes hand-in-hand with good management. “You can buy the best genetics in the world,” Troy explains, “but if you don’t manage them right, give them the right feed or look after them, they won’t perform.”

The ranch, located near Pridgen, a small community in Coffee County, Georgia, has 300 acres dedicated to pasture and 60 acres of hay, split in four locations. Uncommon to the area, Highsmith’s main focus is their cattle operation, 150 head of commercial Simmental and SimAngus™ cows. To make their farm profitable, Highsmith focuses on crossbreeding, retaining heifers, and hands-on management. “The producers around home are mostly row crop farmers. Raising cattle is their secondary or tertiary source of income. Our cows are the forefront of what we do,” Spencer adds.

The ranch, which has been in the family for three generations, has maintained Simmental genetics since the late 90’s. Troy’s first experience in the cattle industry was with his father. When Troy was 26, his father rented land and purchased a few commercial cows. A year after acquiring the property and cattle, his father passed away, and Troy took over management of the cows. His affinity for cattle was the driving force behind growing the operation and advancing his herd genetics, “I really enjoy messing with cows, I reckon that I like to see them improve — the mama cows’ performance, and seeing the calves’ weaning weights improve.”

A few years after his father passed away, Highsmith moved to the property in Coffee County that he and his wife, Debbie, own today. Since the inception of the ranch, Highsmith has developed all of his own replacement heifers, and the only animals brought onto the ranch are herd sires.

“We were in the hog business for a few years, early on, and I learned then that bringing in outside animals opens up the herd to problems. I just decided I wasn’t going to run that risk,” he says explaining why they retain 100% of their own replacement heifers. “Another reason I like to use my own replacements is that I know their family lines, how much the heifer weighed at birth, and how the animal has been performing.”

Record-keeping is of utmost importance to the Highsmith’s, Spencer says, “We use CattleMax to handle our records so we can track calf birth weights, weaning weights, yearly weights, vaccination records, etc. We use the program to track our records, which is critical for our heifer replacements because we only add 10-20 each year.”

When Troy was just starting out, he utilized Barzona bulls, a composite of Africander, Hereford, and Santa Gertrudis, to use on his cow herd. Back in the 1940s, Barzona was developed to find a hearty, heat-tolerant animal that can handle the southern climate.

When his bull producer went out of business in 1997, Highsmith found two bulls at Driggers Simmental Farm, and never looked back, “Mr. Driggers has really worked with us over the years to maximize our hybrid vigor. We were breeding so much straight Simmental in the calves that Driggers suggested we get some Angus into the herd with SimAngus. I know our weaning weights have increased considerably with the Simmental and SimAngus influence.”

A calf nursing.



Highsmith also comments that temperament is one of the most noticeable changes in the herd with the addition of the Simmental and SimAngus bulls, “We can tag most of our Simmental calves on the ground with their dams,” Troy laughs, “but with the Barzona influence, they could be more temperamental. Sometimes it took one person driving the truck in circles and the other one in the bed of the truck tagging the calf. We are working the temperament out of the herd. I am sold on Simmental temperament.”

Hands-on, Joint Management

“I enjoy everything I do, but the primary reason I do this is for Spencer,” Troy expresses. While Troy handles the day-to-day management of the operation, Debbie helps as needed in the evenings, and weekend assistance comes from Spencer, who teaches 9th grade agriculture in Coffee County during the week.

After earning a bachelor’s degree in Diversified Agriculture with emphasis on animal science from Abraham Baldwin Agricultural College, Tifton, Spencer returned home to be closer to his father and the operation. He says, “I wanted to be able to help my father with the farm. Whenever I am not teaching, working with FFA, or helping with school trips, I am out helping dad with whatever needs done.”

The cows are split between four different locations. The heifers are kept at the home place, and the rest are divided between three different parcels. Troy believes that it comes with advantages and disadvantages, “During calving you have to stay on your toes a little more. But rainfall is so unpredictable during the summer, you have a better chance of hitting rain in one of the four places.”

With no easy way to irrigate, Highsmith raises all of the ranch’s hay dependent on the seasons’ rainfall. “We are always two weeks away from a drought,” Troy warns, “Our soil doesn’t retain moisture, and you can go two weeks without rain in the summertime, and it gets terrible dry here.”

Cows are allowed to graze the hay ground until the growth gets ahead of them, then they cut and bale. Weather permitting, Highsmith’s goal is to get a minimum of two round bales per acre per cutting at four to five cuttings per year. All the hay is protein tested by their county extension office.

CONTINUED ON PAGE 14

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, MWW and the Terminal 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
22.9	-6.9	115.2	177.4	13.0	18.4	7.8	13.2	64.0	0.03	0.31	0.50	147.6	100.3
1%	1%	1%	1%	3%	75%	75%	20%	1%	99%	55%	75%	20%	1%



TJ FRANCHISE 451D

3148384 1/2 SM 1/2 AN

Homozygous Black, Homozygous Polled

SIRE: CCR COWBOY CUT 5048Z

DAM: TJ MISS NET WORTH U11

MGS: S A V NET WORTH 4200

Ultrasound ratios of 109 for IMF and 106 for REA in a very large contemporary group. FIRST CALVES LOOK AWESOME! A great combination of phenotype and outstanding EPDs. Expect progeny to be born easily, grow rapidly and have extra eye appeal.

CE	BW	WW	YW	MCE	MILK	STAY	DOC	CW	YG	MARB	REA	API	TI
15.2	-0.1	82.8	126.4	9.3	32.9	6.4	12.6	44.5	0.00	0.64	0.62	147.6	91.7
25%	40%	3%	5%	25%	1%	85%	25%	10%	95%	10%	50%	20%	2%

Proven Elite Sires:



CCR Cowboy Cut 5048Z Destined to be the #1 purebred for semen sales.



TJ Cowboy Up 529B Many sons topped the 2018 Triangle J Ranch Bull Sale.



TJ Main Event 503B Reaching elite status with sale topping sons and daughters.

KOCH BIG TIMBER 685D

3133113 PB SM

Homozygous Black, Homozygous Polled

SIRE: HOOK'S YELLOWSTONE 97Y

DAM: KOCH MS HOOKS BOY

MGS: GW LUCKY BOY 252U

Big Timber has a unique calving ease pedigree and has proven himself at the ranch as a "go to" purebred heifer bull. Calves were born light with no assistance needed, and early growth looks outstanding. Even young babies have a great look with uniformity, shape and muscle. In a very large contemporary group, he did very well on ultrasound with a 137 for IMF and 110 for REA.



CE	BW	WW	YW	MCE	MILK	STAY	DOC	CW	YG	MARB	REA	API	TI
18.0	-1.1	72.4	104.7	11.2	21.8	18.6	12.8	30.0	-0.21	0.48	0.83	174.4	87.3
1%	10%	15%	20%	25%	45%	1%	15%	40%	95%	2%	45%	1%	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
PLACE YOUR ORDER.

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, and in this case, the prolific Jezebel 53J donor posts ratios on 10 natural calves of 114 @ weaning and 111 @ yearling. Makers Mark will sell out of semen this spring - with no more to be collected, get your order in early.

CE	BW	WW	YW	MCE	MILK	STAY	DOC	CW	YG	MARB	REA	API	TI
16.5	0.6	90.6	151.1	10.9	25.0	13.3	9.9	60.7	-0.03	0.41	0.81	154.9	90.0
15%	55%	1%	1%	10%	25%	20%	75%	1%	95%	40%	20%	10%	2%



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.

TRIANGLE J
Ranch

Darby and Annette Line
35355 Arrow Rd. Miller, NE 68858
Phone: 308-457-2505 Cell: 308-627-5085
www.trianglejranch.com

Good Management Pays Off

CONTINUED FROM PAGE 11

Highsmith explains that focusing on developing good hay provides his herd the right feed at the right time. “A lot of people are all about the tonnage — how many bales they can get per acre. We go after quality. We test all our hay so we know when to be feeding the best, high-protein hay to the replacement heifers or cows when it’s most critical for them to be getting the right feed.”

Cows are all bred pasture-exposed, and in the last few years, Highsmith has started breeding a few heifers in March and April while the others are bred January through March to see how the cows and calves perform. Heifers, bred between 16-18 months of age, are fed separately from the cows. Highsmith shares the farm’s philosophy of heavier management of first calf heifers, “Some people in the area say that they don’t make a profit on the first calf, but I don’t look at it that way. We have more into the heifers, but they breed back well and wean off a good looking calf. To me, it’s worth the extra time, effort, and money that you put into them to get a higher quality first calf.”

All animals are handled using low stress methods as a part of being certified for Beef Quality Assurance. “Good management is important to us,” Spencer states, “We make sure we administer shots correctly and use gentle handling.”

Mid-fall, calving starts, and all calves are weighed, given a shot of antibiotic, and all bull calves are banded immediately. Troy emphasizes vaccination as a key to their success, “We vaccinate regularly and we keep an eye on our cattle. If you don’t put much into them, you aren’t going to get much out of them.”

Fifteen to 20 replacement females are selected a few months prior to weaning. “I have found that we get to be very selective with our heifers. We culled down to the very best,” Highsmith says.

All bull and heifer selection decisions are made jointly, but Troy explains that Spencer has taken the lead in narrowing their selection criteria, “Spencer was in livestock judging when he was in college, and we have gotten to a point where he picks out the first round, and we agree on the final selection after that.”

Highsmith’s replacement female criteria focuses on the dam’s prior performance and pedigree, the animal’s growth and structure. Even after heifer selection, the Highsmith’s keep a close eye on how the heifer performs. “I want my cows to produce a calf every year. If the cow is having a calf every year, I give her two chances to produce a good calf or I get rid of her.”

On a normal year, Highsmith Simmental Farms wean calves at 550 to 600 pounds. At weaning, all steers and cull heifers are sold at Turner County Stockyard in Ashburn, Georgia. Highsmith has been doing business with the stockyard since the 80’s. Depending on the season’s rainfall and grass growth, weaning time fluctuates. He shares, “Most of the time we wean at about seven to eight months old. We try to have enough grass to feed them out, but we have had to wean at six months on occasion because the grass dries-up.”

As the ranch continues to grow, the Highsmith’s hope to focus more on backgrounding calves prior to sale. Spencer says, “Right now, we sell right off the cow and send them to the stockyard. A high weaning weight determines how much money we make at the end of the year. I would like to transition to where we background our calves prior to sale, and possibly see their carcass results.”

Troy concludes, “For an operation to be successful, you have to put the management into it. I don’t go by the book, but the main thing is that I do the best I can.”

ST



Spencer (left) getting a birth weight tape on a calf with the assistance of Troy.



Cow-calf pairs grazing in the evening.

SPRING FEMALE PRODUCTION SALE



OVER 85 EXCITING FEMALE LOTS

**APRIL
14TH
2018**

11:00 AM CST
Lunch

12:00 PM CST
Sale Begins

SALE MANAGEMENT



Southeast All Black Classic
Mike Jones
706-773-3612



Allied Genetic Resources
Marty Ropp
406-581-7835



RARE PRODUCTION GENETICS OPPORTUNITY

11th Annual Southeast All Black Classic and Southern Cattle Company are offering a sale of Angus, Simmental, and SimAngus™ production females on April 14th, 2018. Take advantage of this rare opportunity to infuse Southern Cattle Company production genetics into your herd.

SALE HOST

Southern Cattle Company
Ken Stewart, General Manager
601-528-4029

SALEBOOK REQUESTS

850-352-2020
info@southerncattlecompany.com



SOUTHERNCATTLECOMPANY.COM



Southern Cattle Company
4226 N. Highway 231
Marianna, Florida 32446



Card Upoar 49Y

By Mr. NLC Upgrade
EPDs: CE: 5 \$API: 113 \$TI: 80



NAILE Champ!

CAJS Blaze of Glory 42B

By WLE Uno Mas X549
EPDs: CE: 13 \$API: 120 \$TI: 73



WS A Step Up X27

By SS Ebony's Grandmaster
EPDs: CE: 7 \$API: 107 \$TI: 63



Mr. Hoc Broker C623

By Steel Force
EPDs: CE: -6 \$API: 64 \$TI: 53



SSC Shell Shocked 44B

By Remington Secret Weapon 185
EPDs: CE: 12 \$API: 115 \$TI: 61



AR, NAILE & NWSS Champ!

GCC CM Stockbroker B005

By Mr Hoc Broker - SimAngus™
EPDs: CE: 6 \$API: 102 \$TI: 61



Fitz POL Blazon B1203

By PRS Blazin Hot W192
EPDs: CE: 11 \$API: 113 \$TI: 75



S&S Sweet Dreams 507C

By CNS Dream On L186
EPDs: CE: 12 \$API: 116 \$TI: 64



CSCX Bandwagon 513A

By TJSC Optimus Prime
EPDs: CE: 6 \$API: 121 \$TI: 73



W/C Bullseye 3046A

By Lock N Load 54U
EPDs: CE: 17 \$API: 131 \$TI: 69



Kappes Big Ticket C521

By Lock N Load 54U
EPDs: CE: 9 \$API: 116 \$TI: 70



SimAngus™

W/C Lock Down 206Z

By Lock N Load
EPDs: CE: 19 \$API: 147 \$TI: 79



SimAngus™

GCC Whizard 125W

By SVF Steel Force S701
EPDs: CE: 10 \$API: 91 \$TI: 55



SimAngus™

CCR Flint Hills 2092B

By CCR Frontier 0053Z
EPDs: CE: 15 \$API: 146 \$TI: 87



SimAngus™

W/C United 956Y

By TNT Tuition
EPDs: CE: 11 \$API: 145 \$TI: 92



SimAngus™

WLTR Renegade 40U ET

By 3C Macho M450 BZ
EPDs: CE: 6 \$API: 118 \$TI: 74



STF Rock Solid 033C

By CDI Rimrock 325Z
EPDs: CE: 11 \$API: 109 \$TI: 69



Paral

CNS Pays To Dream T759

By CNS Dream On L186
EPDs: CE: 11 \$API: 135 \$TI: 70



Loke

CLO Captain America 704Y

By CNS Pays to Dream T759
EPDs: CE: 14 \$API: 107 \$TI: 64



Angus

Circle M Tejas 107Z

By BC Lookout 7024
EPDs: CE: 19 \$API: 112 \$TI: 58



TJSC 152A "Vindication"

By Flying B Cut Above
EPDs: CE: 4 \$API: 93 \$TI: 58



3/4 SimAngus

WS Stepping Stone B44

By W/C Lock Down
EPDs: CE: 11 \$API: 125 \$TI: 73



Angus

Silveiras Style 9303

By Gambles Hot Rod
EPDs: CE: 18 \$API: 134 \$TI: 65



Angus

SP The Answer 813

By SAV Final Answer 0035
EPDs: CE: 20 \$API: 126 \$TI: 69



W/C Tribute 84C

By Yardley Utah
EPDs: CE:6 \$API:130 \$TI:75



LLSF Pays To Believe ZU194

By CNS Pays To Dream T759
EPDs: CE:6 \$API:130 \$TI:75



K-LER Make It Rain 696S

By Foundation 724N
EPDs: CE:-8 \$API:89 \$TI:54



STF Royal Affair Z44M

By Lock N Load
EPDs: CE:7 \$API:107 \$TI:57



LLSF Addiction AY792

By Top Grade
EPDs: CE:7 \$API:111 \$TI:67



Long's Damien A37

By Hooks Shear Force 38K
EPDs: CE:9 \$API:145 \$TI:87



CDI Executive Power 280D

By W/C Executive Order
EPDs: CE:13 \$API:157 \$TI:86



HPF Tradecraft D010

By JF Milestone 999W
EPDs: CE:8 \$API:111 \$TI:73



FBF1 Combustible Y34

By Steel Force
EPDs: CE:10 \$API:98 \$TI:61



LLSF Uprising Z925

By Heads Up 20X ET
EPDs: CE:4 \$API:102 \$TI:78



CCR Anchor 9071B

By CCR Cowboy Cut 5048Z
EPDs: CE:21 \$API:164 \$TI:84



SS/PRS Tail Gater 621Z

By HTP/SVF Duracell T52
EPDs: CE:10 \$API:116 \$TI:75



W/C Grandstand 6B

By W/C Wide Track 694Y
EPDs: CE:11 \$API:125 \$TI:66



W/C Catchin A Dream 27X

By Dream Catcher
EPDs: CE:10 \$API:125 \$TI:68



HPF Rockstar B332

By JF Milestone 999W
EPDs: CE:6 \$API:112 \$TI:79



WAGR Dream Catcher 03R

By Dream On
EPDs: CE:13 \$API:132 \$TI:73



GLS/JRB Cash Flow 163C

By LLSF Pays to Believe ZU194
EPDs: CE:6 \$API:113 \$TI:69



Long's Stand Alone B35

By Built Right
EPDs: CE:9 \$API:107 \$TI:59



Yardley Top Notch C371

By Sandeen Upper Class 238E
EPDs: CE:9 \$API:125 \$TI:68



HILB Maverick A43

By GLS New Direction X148
EPDs: CE:4 \$API:101 \$TI:58



Rousey Gold Strike 512C

By Hooks Trinity 9T
EPDs: CE:20 \$API:152 \$TI:87



WLTR Nashville 22A ET

By High Voltage
EPDs: CE:11 \$API:116 \$TI:65



SAS Big Bruzer Y131

By King of the Yukon (outcross)
EPDs: CE:11 \$API:121 \$TI:63



Call for your
free book
866-356-4565

**CATTLE
Visions**

Entire lineup
online at:

www.cattlevisions.com

Semen available on the best
Angus and Clubbie sires too.

The IGS Feeder Profit Calculator™

Seedstock and commercial producers share their firsthand experience with ASA's new and innovative feeder calf value prediction.

By Emme Troendle and Lilly Brogger

What is it?

Historically, the primary limitation of valuing feeder calves has been accurately gauging the profit potential in the largest genetic group within the industry — the crossbred calf. International Genetic Solutions (IGS), a collaborative effort of numerous breed associations, has developed a tool to assist in determining feeder calf value, called the Feeder Profit Calculator™ (FPC).

“The FPC offers an objective way of describing the genetic merit on a set of calves,” comments John Irvine of Irvine Ranch, owner and manager of a 225-head operation of registered Simmental located outside of Manhattan, Kansas. “To date, there has not been a more accurate way to quantify calf value. Many producers try to do the right things in terms of management such as weaning, and using sound vaccination practices, to prepare calves for the challenges they will face in the feedlot. The FPC offers a common language to bridge communication between those selling and purchasing feeder cattle.”

The FPC incorporates genetic knowledge of mainstream sires, regardless of breed, preconditioning and vaccination information, and weaning management and responsible health programs to evaluate the value on a set of calves. “As this tool gains traction and becomes common place for cattle buyers to use, producers will be better rewarded for their efforts, in respect to their investments in better genetics as well as improved efforts in preconditioning calves to offer a better product for the next link in the industry chain,” says Mike Forman, owner and operator of Trinity Farms, a 700-head ranch of registered SimAngus™ cows in Ellensburg, WA.

The finished product is a certificate that highlights the genetic and management predictions on calves along with certain carcass and growth traits. All producer-provided information is highlighted on the official certificate, and an additional page is included, indicating all the genetic information provided. “Our hope is that with a certificate in hand, our customers who are already making investments in quality genetics, making further commitments to provide better health and management of their calves, will be rewarded,” Forman continues.

As seedstock producers, Irvine and Forman share their insight on the FPC:



Why is having this information valuable to those supplying feeder calves?

Forman:

FPC is a well-designed third party validation that helps to provide structured reasoning to establish value relative to the average feeder calf price dependent upon the producer inputs in regard to genetic selection, health and management. It helps to reinforce what our position has been for years — producers have three things to sell — genetics, health and the management the cattle are under.



Mike Forman,
Trinity Farms
Ellensburg, WA

Irvine:

The FPC provides a great metric to gauge value for producers that have routinely invested in quality genetics as well as practice good management. Additionally, by scoring their calves, FPC provides the cow-calf producer a benchmark to make measurable progress moving forward, whether it be on the management or genetics side.



John Irvine,
Irvine Ranch
Manhattan, KS



What would you say to someone hesitant about using the Feeder Profit Calculator?

Forman:

What do you have to lose? It is currently provided at no cost to the producer. I guess if the results happen to not be favorable, they can choose not to share them with their prospective buyers, but most importantly, this is a chance to find out specifically how your calves should be valued in relation to the average.

Information is power and what gets measured can get done — so even if you are not receiving the premium that you think you should, we feel this can be

an extremely informative tool to the producer to be sure that they are adding as much value as possible to their calves for the next owner in the process. Buyers are directed to get the cattle that have worked for the lot and/or processor — even if you are not seeing a direct premium today, avoiding reverse discrimination by not knowing if your calves are average or below, will pay dividends in the future as the new generation of buyers look for tools such as this to help them procure the more profitable cattle.

Irvine:

In talking with many producers about FPC, everyone I have encountered is excited about the FPC. There are clear, tangible benefits to both those selling

and buying calves. Considering the FPC is a free service provided by IGS, this tool provides a great opportunity for both cow-calf producers and feeders.



How can you, as a seedstock provider, use the FPC as a customer service tool?

Forman:

Last October, we offered a “Cattlemen’s Gathering.” Speakers from all across the country led active discussion on the most pertinent issues facing the commercial cattle industry today. Focused on the value of genetic selection, the latest advancements in herd health and pre-conditioning protocols, the use and benefits of low stress livestock handling, financial

planning through the use of Cowman Benchmarking Metrics, and the introduction of the IGS Feeder Profit Calculator.

We have seen this to be an educational opportunity for producers to show them the value of adding health and management component since many calves are weaned on a truck.

Irvine:

As a seedstock provider what is it we are really selling? First and foremost, a seedstock provider’s customers buy bulls with the expectation that they are investing in the genetic progress of their herd. The FPC offers a way for these producers to document the genetic value of the calves they produce, and to

hopefully realize a greater return on their investment in genetics. By helping customers get the calves scored, and promoting the FPC certificates to potential buyers, seedstock producers are endeavoring to enhance their customer’s success and profitability.

CONTINUED ON PAGE 22



**TOP 30%
LOW BW EPD
& HD API**

Owners

JS Simmentals, IA
C-MOR Beef Farms, IL
Blackford Show Cattle, IL
John Sandidge, Bar QH Farms, IL

Semen: \$100/unit

CATTLE *Visions*

866-356-4565

REVIVAL

Sire: Uprising MGS: Power Drive [tested homo black, homo polled] Reg. #: 2913874



SEXED SEMEN IS AVAILABLE & LIMITED

2 YEAR OLD PHOTO



Grand 2018
NWSS
Open & Junior
Jones/Reed



Rincker



Zack Gray



Schaeffer/Tice



Goehring



Reserve
Supreme
2017
KS Beef Expo
& NE AGR
Steck/Walker

Revival is the ultra-exciting, record selling purebred Simmental bull at "The One", commanding \$160,000! Cattlemen from all breeds admired his sleek design, soundness of structure, ample muscle shape, cleanness of joints, and "out of this world" neck extension.

YARDLEY Cattle Company

**ALL BULLS ARE PAP & FERTILITY TESTED
WITH ULTRASOUND DATA.**

**IF YOU WANT THE BEST WE HAVE THEM IN VOLUME. OUR CATTLE IN THIS YEAR'S FEMALE
SALE WENT TO 22 STATES, THE BULLS LAST YEAR SOLD TO 21 STATES & CANADA.**

BEAVER IS ONLY 200 MILES FROM SALT LAKE CITY OR LAS VEGAS.

WHY USE YARDLEY BULLS

1. Yardley bulls have eye appeal and conformation to sire calves that will top the market, and performance and growth to push down the scales. Feeders want Yardley sired calves because of their eye appeal and gainability. 2. Their heifer calves will be the best cows that you have ever owned. 3. These bulls are grown in big lots where they get plenty of exercise. Wintered mostly on hay so they can live on grass, many buyers tell us they like our bulls because they, "don't have to pamper them." Performance comes from their ability to convert forage, not from an excess of grain. 4. Our focus has always been on our maternal traits and cow families. We have AI'd for 50 years selecting the best bulls we can find. Selection emphasis is placed on fleshing ability and performance to excel on the range, in the pasture and feedlot, with eye appeal to be competitive in the show ring. 5. Our cattle have natural fleshing ability to stay fat on grass. Our cows take care of themselves wintering on desert winter range without any hay and calve unassisted on their own.



E397 5/8 SM 3/8 AN

Sandeen Upper Class x NLC Upgrade. BW: 96 WW: 652



E316 PB Simmental

High Regard x TJSC Knockout. BW: 83 WW: 663



E409 1/2 SM 1/2 AN

Yardley Wah Wah x Connealy Forefront. BW: 95 WW: 699



E324 3/4 SM 1/4 AN

Yardley Clear Vision x Pressure Point. BW: 84 WW: 776



E500 PB Simmental

THSF Loverboy x Yardley Pinion. BW: 76 WW: 719



E373 PB Angus

Schooley Canyon x Yardley Zion. BW: 84 WW: 705



E350 3/4 Simmental

Nickels n Dimes x High Regard BW: 72 WW: 698



E351 PB Angus

Musgrave Sky High x Yardley Royal Jet BW: 73 WW: 685



E392 3/4 SM 1/4 AN

GCC Nickels n Dimes x Pressure Point. BW: 77 WW: 700

45th Annual Bull Sale

SATURDAY, March 10, 2018

1:00 P.M. MST BEAVER, UT

**YARDLEY CATTLE ARE NOT ORDINARY CATTLE.
THEY HAVE MORE PERFORMANCE,
BUTT, DEPTH, AND THICKNESS.**

200 BULLS SELL!

BLACK SIMMENTALS, ANGUS, & MAINE ANJOUS

WE NEVER CREEP FEED OUR CALVES.

IF YOU WANT THE BEST WE HAVE THEM IN VOLUME!

Gib Yardley 435-310-0041 Steven Yardley 435-310-1725 Rodney Teichert 801-824-8851

www.yardleycattleco.com

The IGS Feeder Profit Calculator™



CONTINUED FROM PAGE 19

Commercial producers, who have used FPC, offered these remarks:

Kent Anderson, A3 Land & Cattle LLC

A3 Land & Cattle, LLC and Plus Bar Inc., is a partnership operation located in the northern edge of the Platte Valley of Central Nebraska. They run 700 cows, 300 are SimAngus seedstock and the remainder are predominantly commercial Angus. The ranch raises seedstock for bull and bred heifer customers, as well as fed cattle (and carcasses) through retained ownership. Darr Feedlot Inc. has partnered since 1990 to custom feed their cattle, with individual animal carcass data collected and submitted to ASA.

“I have long thought that authenticated genetic and health information should be more readily available to help inform feeder cattle price discovery. We were anxious to put the Feeder Profit Calculator to the test by comparing predicted-to-expressed performance of our retained ownership cattle. If performance and health risks associated with feeder cattle purchase price or decisions to retain ownership can be better mitigated through the Calculator, it’s a win-win for bull customers as well as feeder and fed cattle buyers.

“We experienced a very nice alignment between predicted and actual feedlot and carcass performance, providing first-hand confidence that the FPC effectively predicts pen-based performance. The Calculator also serves as an informative benchmarking tool to help cow-calf producers understand connections between bull purchase decisions and resulting relative impact across predicted feedlot and carcass traits. In cases where evaluated post-weaning genetic merit may have been neglected, the Calculator also helps inform areas of needed emphasis for future bull buying decisions.”

“The value to commercial bull customers is that the Calculator can be used to help them become better price-makers, as opposed to historically being price-takers at



A3 Land & Cattle, LLC and Plus Bar Inc cattle.

the mercy of the market. It also enables bull customers to more effectively get paid for investment they’ve made in superior genetics for post-weaning / carcass performance, without necessarily having to assume the risk of retained ownership.”

“Beyond genetics, the Calculator indirectly underscores the economic importance of continuously consulting with your veterinarian to execute the most bullet-proof overall health program possible for the cow and replacement heifer inventory, as well as feeder cattle mates. It’s free and results are confidential — all that’s needed are registration numbers for your current and historic bull battery. As the Spring bull sale season unfolds, ask your seedstock supplier to transfer ownership of bulls to help make it easy to use the Calculator.”

Dennis Ankeny, Ankeny Ranch, Arlington, Washington

Ankeny Ranch, located in western Washington, is a 38-head commercial operation that has been in business since the 1980s. In 2009, Dennis Ankeny, owner and manager purchased his first SimAngus bull.

“My objective with cattle, like any other business, is to meet or exceed my customers’ needs by producing the best quality product genetically as well as proper preconditioning.



The Ankeny family working cattle.

“I attended the Cattlemen’s Gathering at Trinity Farms in hope of getting an answer to a key question: How can you quantify genetic value — I can provide preconditioning data and treatment history, as well as specific feeder calf information. But how can genetic value be quantified so potential buyers can understand how they would benefit when purchasing my calves?

“My question was answered by Chip Kemp, Director of Member and Industry Relations for the ASA. The answer is the IGS Feeder Profit Calculator. Over the years I can see what adding great genetics has done for my calves, but I would get a sinking feeling at sale time when my calves sell for the same price or less than the average calf.



Ankeny SimAngus cows at feeding time.

“Now, Cattle producers can get a certificate for their calves that quantifies genetics, giving them a distinct advantage over the average calf at sale time. From my perspective, the FPC is the missing tool that gives feedlot owners a better understanding of how genetically superior calves perform in the feedlot, while giving the cattle rancher a feeling of reassurance that feedlot owners have a greater understanding and appreciation of genetics, contributing to the bottom line of both the buyer and seller.”

Enos Grauerholz, Beloit, Kansas

Enos Grauerholz and his sons run a 500-head commercial Simmental operation in north-central Kansas. “John Irvine introduced me to the Feeder Profit Calculator, and their Simmental composite bulls have proven themselves by delivering moderate birth weight and fast growth.

“The Calculator was easy to use and drew positive attention at our last auction. We sold calves after weaning at Farmers and Ranchers Livestock Commission Co, in Salina. The auction displayed our IGS FPC certificate on the video screens during the auction. When the certificate was displayed, it seemed very quiet. This was the first time many people had seen this. The bidding was rapid and at least 8 to 11 dollars/cwt premium — I was pleasantly surprised.

“I know we add value through improved genetics and backgrounding. The calculator is a simple tool to quantify and promote genetic awareness and our management. The Feeder Profit Calculator gives us another leg of credibility and helps prove our investment in genetics.”



Grauerholz examining cattle.



The Olma family, left to right Nadine, Austin, and baby Zane; Trent and Shelby Rogers; and Noreen and Derek Olma

Austin Olma, Olma Cattle Company, Tonasket, WA

Olma Cattle Company is a 1,200-head commercial Simmental ranch located in north-central Washington, 20 miles from the Canadian border. The operation weans and backgrounds calves between 700 and 900 pounds, and is focused on retaining moderate framed females that can handle the northern climate and terrain.

“I became familiar with the FPC this last fall. Curiosity was my main driver for using the FPC. I always wanted to know how our cattle stack up, and I wanted to know what our cattle are lacking so I can improve our herd.

“We don’t have the ability to utilize AI, so being able to see how my calves score by calculating all my bulls EPDs, helped me shift direction of my bull selection.

“The FPC provided more information, and confirmed our suspicions. We have really focused on growth, selecting bulls that rank in the top 25% for YW and WW. We didn’t pay a lot of attention to carcass EPDs, with the mindset of we don’t finish our own calves, and there hadn’t been any incentives from our buyers to really focus on carcass traits. We need cattle to perform for us in pounds gained.

“FPC gave me an idea of where my cattle stand as feeders compared to others across the nation. This year when buying bulls I am focusing a little more on carcass EPDs to help improve our future calf crops. FPC takes only a little time. It doesn’t cost you anything — it is great information that you can use. I’ll keep trying different bull groups I own, also run bulls that I am considering buying to see how they will impact my herd.

“I really enjoy seeing the American Simmental Association putting time and money into creating a tool for commercial ranchers. Technology is only going to become a bigger part of what we do. It’s great to have an association working to help us create the best products for our consumers.”



Olma steers in sorting corrals.

ST

Home of the

Hottest Sires!

EPDs as of 1.2.18



Homo black
Homo polled

TKCC Classified 106C

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
6 1.5 80 123 .26 6 16 56 126 80

ASA# 3028710

One of the most exciting sires with a new pedigree twist! He commanded \$70,000 at the legendary Hudson Pines dispersal. His first progeny are creating nation-wide buzz!



Daughter at
Lee Simmentals, MO



Homo black
Homo polled

CLRS Dividend 405D

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
18 -2.8 65 105 .25 10 24 56 174 86

ASA# 3097854

High-seller at \$52,000 for Clear Springs/Hook to APEX. Combines top % rank in every trait with great looks.



Dam: CLRS Bonnia 405B



Homo black
Homo polled

W/C Relentless 32C

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
9 3.3 56 75 .12 7 15 44 118 65

ASA# 3045559

Werning's 2016 \$87,000+ high-seller by Utah! Ultracool look and function!



Hudson Pines Farms high-seller and Champion at Hoosier Beef Congress!



Homo black
Homo polled

W/C Cash In 43B

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
15 .7 51 72 .13 10 26 51 122 62

ASA# 2911606

Cash In, by JS Sure Bet out of the famous 8543U donor, has great calf reports for calving ease!



Miss Werning 8543U



Homo black
Homo polled

TLLC One Eyed Jack 15Z

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
5 1.6 49 64 .09 -1 18 42 107 63

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!



Black
Polled

FBF1 Absolute A103

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
9 .8 53 79 .17 9 20 46 110 62

ASA# 2841159

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



Leading outcross
donor!



Hetero black
Hetero polled

HPF Quantum Leap Z952

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
14 .3 62 89 .17 12 19 50 128 70

ASA# 2649657

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



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



Homo black
Homo polled

ASA#
2886364

STCC Jack Around 4031

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
5 2.8 56 75 .12 1 17 45 106 66



Homo black
Hetero polled

ASA#
2886365

STCC Jacked Up 4070

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
6 3 63 89 .16 2 17 48 110 69

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



Hetero black
Homo polled

W/C Bankroll 811D

EPDs: CE BW WW YW ADG MCE Milk MWW SAPI \$TI
12 .6 56 74 .11 7 24 52 111 62

ASA# 3187005 • Werning's 2017 \$205,000 high-seller! Loaded Up x 8543U – hot, hot, hot!



Homo black
Homo polled

WS Jackson D20

EPDs: CE BW WW YW ADG MCE Milk MWW SAPI \$TI
11 1.5 65 97 .20 4 19 52 126 70

ASA# 3208343 • Walsh's 2017 high-seller. A PB Stepping Stone x Built Right red charlie free!



3/4 SimAngus™
Homo black
Homo polled

CDI Innovator 325D

EPDs: CE BW WW YW ADG MCE Milk MWW SAPI \$TI
11 1.5 100 151 .32 7 27 77 143 95

ASA# 3152448 • TJ Main Event 503B x CDI Miss Shear Force 49U • A CDI top seller to JS Simmental and Wayward Hill Farm.



Black
Polled

Mr. Hoc Broker X623

EPDs: CE BW WW YW ADG MCE Milk MWW SAPI \$TI
-6 4.8 69 102 .21 2 14 48 64 53

ASA# 2531081

Grand Champion at the NAILE, Royal and Denver!



\$190,000 Broker Heifer



Homo black
Homo polled

TNGL Track On B748

EPDs: CE BW WW YW ADG MCE Milk MWW SAPI \$TI
15 -.2 59 82 .15 4 21 50 126 66

ASA# 2911629

Transmitting great structure & profile!



Son of Track On, Tingle Farms, KY.



SimAngus™
Hetero black
Homo polled

W/C Lockdown 206Z

EPDs: CE BW WW YW ADG MCE Milk MWW SAPI \$TI
19 -2.3 69 108 .25 -.4 10 44 147 79

ASA# 2658496

Proven calving ease on heifers, yet produces incredibly sound, functional, good looking progeny!



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



Homo black
Homo polled

SFG The Judge D633

EPDs: CE BW WW YW ADG MCE Milk MWW SAPI \$TI
14 .9 75 112 .23 11 32 70 141 85

ASA# 3208952

Cowboy Cut x 3/4 Top Grade tracing back to BC Lookout's full sister. Elite phenotype combined with breed leading data!



Black
Polled

STF Royal Affair Z44M

EPDs: CE BW WW YW ADG MCE Milk MWW SAPI \$TI
7 3.8 53 84 .19 9 17 44 107 57

ASA# 2639758

The ultimate Dream On outcross!



Awesome Royal Affair son at Janssen Farms.



Hetero black
Hetero polled

LAH Sixteen Step 628D

EPDs: CE BW WW YW ADG MCE Milk MWW SAPI \$TI
11 1.4 58 76 .12 8 15 43 116 64

ASA# 3123088

An exciting son of deceased Two Step out of WLE Missy U409, the full sister to WLE Uno Mas. Purebred Winter Calf Champion at the 2017 NWSS!



Dam: WLE Missy U409



Black
Hetero polled

Yardley High Regard W242

EPDs: CE BW WW YW ADG MCE Milk MWW SAPI \$TI
1 2.4 63 92 .18 2 22 54 79 59

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



CATTLE VISIONS



866-356-4565

Entire lineup online at:

www.cattlevisions.com

Semen available on the best Angus and Clubbie sires too.

- More Pounds.
- More Muscle.
- More Marbling.
- More Profit.

Success. SimAngus™.

“To really see premium value at a good cost of gain, animal genetics need to have potential for both muscle and marbling. Simmental and Simmental-crossed cattle really fit the bill.”

Tracy Brunner
Cow Camp Feedyard

“A large percentage of the cattle we feed have Simmental influence. Simmental has what a lot of cows need — more carcass weight, more live weight, more ribeye area, and still keeps the marbling intact.”

Tom Williams
Chappell Feedlot

Trait	Simmental Rank vs. Major Continental Breeds	Angus/Red Angus Rank vs. Major British Breeds
Marbling Score	First	Second
Carcass Weight	First	First
Weight Gain Feed Efficiency	First	Second
Weaning Weight	Second	First
Post Weaning Gain	Second	Second

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

 **SimGenetics**
PROFIT THROUGH SCIENCE
American Simmental Association
www.simmental.org

 **IGS** International
Genetic Solutions
beef@internationalgeneticsolutions.com
www.internationalgeneticsolutions.com



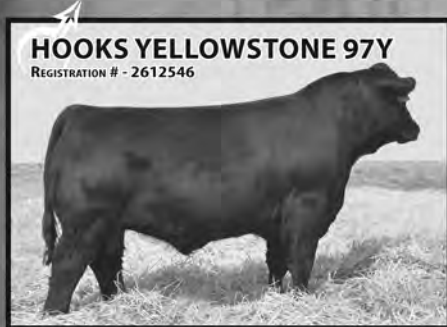
Triple C Singletary 53H x CCR MS 4045 Time 7322T
SEMEN: \$30



MCM Top Grade 018X x Oval F Yin Y26
SEMEN: \$20



Hook's Yellowstone 97Y x Koch Ms Hooks Boy
SEMEN: \$30



Hooks Taurus 24T x Hooks Sheyenne 77S
SEMEN: \$25



GW-WBF Substance 820Y x Gibbs 9128W Mabelle N241
SEMEN: \$22



TNT Tanker U263 x TNT Miss R77
SEMEN: \$25



WS Beef King W107 x HSF Miss Sky 87U
SEMEN: \$22



WS Beef King W107 x CDI MS Top Gun 5U
SEMEN: \$25



Connealy Consensus 7229 x S A V Bismarck 5682
SEMEN: \$30

NAME	CE	BW	WW	YW	ADG	MCE	MLK	MWW	STAY	DOC	CW	YG	MB	BF	REA	SF	API	TI
COWBOY	+17.5	+1.8	+85.9	+117.2	+20	+13.5	+36.9	+79.9	+8.8	+15.2	+41.1	-11	.68	+0.08	+78	-56	+163	+97.3
ALL TIME	+14.5	-.7	+74.2	+107.6	+21	+10.1	+29.1	+66.2	+16.5	+11.6	+32.5	-.31	+42	-.034	+97	-.40		
TIMBER	+18	-1.1	+72.4	+104.7	+20	+11.2	+21.8	+58	+18.6	+12.8	+30	-.21	+48	-.007	+83	-.47	+174.4	+87.3
YELLOWSTONE	+17	-.4	+70.6	+104.3	+21	+11.6	+19.9	+55.2	+18.3	+11.6	+31.1	-.24	+25	-.04	+7	-.44	+158.4	+79.6
ELEMENT	+13.5	+1.1	+73.8	+113.6	+25	+8.3	+21.7	+58.6	+12.9	+13.6	+39	-.32	+38	-.054	+93	-.56	+150.3	+83.5
PRIDE	+10.4	+.6	+78.9	+127	+30	+14.4	+21.9	+61.4	+19.4	+11.8	+46.3	-.38	+18	-.049	+1.24	-.34	+153	+82.5
PRIME BEEF	+18.8	-2.1	+71.4	+107.1	+22	+12.6	+16.9	+52.6	+17.9	+4	+30.2	-.32	+43	-.023	+1.07	-.32	+174	+87
RIMROCK	+17.5	-2.6	+64.7	+85.6	+13	+11.9	+12.7	+45.1	+14.4	+8.3	+16.3	-.43	+45	-.044	+1.08	-.31	+162.9	+83.2

NAME	CED	BW	WW	YW	RADG	DMI	YH	SC	DOC	HP	CEM	MILK	MkH	MW	MH	\$EN	CW	MARB	RE	FAT	CARC	USND	\$W	\$F	\$G	\$QG	\$YG	\$B
GRANITE	+14	+3	+59	+98	+24	-16	+2	+99	+28	+8.4	+13	+21	213	+10	+0.3	+9.08	+40	+38	+71	+017	28	1344	+69.84	+62.37	+30.25	+24.76	+5.49	+131.84



CALL TO ORDER CURRENT SIRE DIRECTORY

UNIVERSAL SEMEN SALES, INC.

2626 2nd Avenue South • Great Falls, Montana 59405 • 406-453-0374 • 1-800-227-8774
unisemen@universalsemensales.com

Complete Sire Directory On-Line at:
www.universalsemensales.com

MINERALS AND VITAMINS AFFECTING DEVELOPMENT OF GROWING YEARLING BULL HEALTH, HOOF HEALTH, AND SPERMATOGENESIS

By Robert Sager, DVM DABVP Ph.D.



The goal of any writer, educator, or consultant is to communicate in a way that the message is fully understood, remembered, and of value for the future. The following article is very detailed and scientific for those that wish to know and improve on the performance and health of the cattle herd. The take-home bullet points are important regardless of herd size, where you buy your mineral products, or what products you use for your cattle.

Take-Home Message for Understanding Minerals and Vitamins in Beef Cattle

1. Buy vitamins and minerals with a basic knowledge of what your cattle need. Educate yourself on your cattle requirements. This varies with geography, age of cattle, and forage and water supplies. You are not an expert so consult with your veterinarian, first, or animal health supplier, or an old-time rancher that has had success in your area. A good recommendation is to check with your neighbor — compare products and results from others in your area for the best results regardless of the product used. Consult with an independent nutritionist for best answers.
2. Intake is critical regardless of product or formulation. Read the label and check to see if the intake of your cattle is what is recommended by the product that you are using. There are many different products designed for different intake levels. Measure intake on a weekly basis and continue to monitor as this will fluctuate with season, rainfall, water supply, and forage species and quality.
3. Place a 3-4 day supply of mineral out and check twice weekly. Fill as required. The goal is to always have mineral available. Weather, sunlight, and oxidation is critical to the formulation especially the vitamins in the product.
4. Mineral feeders that are enclosed or shaded are recommended and work best for cattle.
5. Place mineral for grazing and pasture utilization away from water. Place and manage mineral to “rotate” grazing areas.
6. Have one person in charge (no matter the size of the operation) to log out date and product twice weekly. This is a sound way to measure intake levels.
7. Compare prices and products . . . you will notice a large variation.
8. Purchase and design minerals if possible on forage and water analysis.
9. Not all animals of the same size or age consume the same amounts during the same time.
10. Know that intake variations do often occur. Be patient for two weeks then evaluate.
11. Additives can be used in mineral formulations such as Monensin and other products.
12. Intake can be controlled with salt or dried molasses to regulate desired intake levels to fit the needs of your operation.
13. In most cases an investment in designing a custom product that fits your needs is cost effective after the purchase of only two tons of product. Use an independent nutritionist if available for a more detailed formulation. You can often share with other producers that have the same forage and water supplies for economic savings.

Remember feed costs are your largest expense and mineral and vitamins usually are about 15-18% of the total feed cost per year. This is a sizable investment for anyone involved in ranching.

One of the largest challenges for seedstock bull breeders is maximal growth while still maintaining rumen microbe health, minimizing rumen acidosis, improving hoof health, and producing optimum spermatogenesis. Can all of this be completed at the same time?

Most growing rations have close to maximum energy nutrients in the form of starch (usually in the form of corn, barley, and wheat products) which is metabolized in the rumen by microbes. There exists a balance between those microbes that

metabolize starch producing volatile fatty acids to be absorbed by the rumen wall and metabolized in the liver to form glucose and those microbes that produce lactic acid that is irritating to the rumen wall and causes rumen acidosis affecting rumen health, feed intake problems, potential liver abscesses and hoof problems.

1. Increased growth and performance almost always require grain or concentrates which may cause rumen acidosis and laminitis.

2. Rumen acidosis affects microbial health and overall host health.
3. Low-grade chronic acidosis during accelerated growth affects immunity, spermatogenesis, and hoof health.

Spermatogenesis: Is a complex development involving neurological, endocrine, and nutritional interactions within a specific period of time in the testicular tissues. Normal bull semen has 50 x 10⁶ total sperm per ejaculate which requires massive amounts of nutrients. Energy, protein, and micro-nutrients are critical in spermatogenesis. Energy is usually the most limiting nutrient in bull development.

Setting the stage for successful spermatogenesis begins while the bull calf is on the cow as pre-weaning nutrition affects pubertal development increases gonadotropin secretion, results in larger testis at one year of age, and earlier onset of spermatogenesis (Barth et. al., 2008). In bull calves, it has been reported that additional dietary energy enhanced onset of puberty primarily through enhanced testicular function (as measured by increased level of serum testosterone, testicular testosterone production, Leydig cell size) and total sperm production. Dietary energy up to a level accelerates pre-pubertal development in bull calves, but beyond a limit there are no positive effects recorded. Low energy can delay puberty and potentially impair sperm production (Smith, 2005). In addition, bulls that are undernourished at a young age may never develop appropriately when compared to bulls that are properly fed as calves post weaning.

Post-weaning nutrition: During the time period from weaning to first breeding season is when producers are determining rations for maximum growth and performance based on genetic potential.

It is recommended that in developing bulls moderate rates of gain instead of high rates of gain should be considered. Since bull selection is based on genetic information such as EPDs, more producers are using a moderate plane of nutrition to develop breeding bulls during the post-weaning phase. During the post-weaning period both under-nutrition and over-nutrition can have negative impacts.

Under-nutrition results in delayed puberty and over-nutrition can reduce semen production and quality. Limited data is often available in the area of bull nutrition. Diets should be balanced to meet the nutrient requirements for the desired animal performance and body condition score should be monitored to ensure that the bulls are not being under-or over nourished. Monitor BCS monthly and have another knowledgeable person BCS your bulls every two-three months. Consult experienced personnel or a nutritionist.

Protein: Protein is usually the second limiting nutrient in most rations. It has been determined that a ration having high protein (>12.5% CP) level had resulted in significantly larger scrotal circumference, greater body weight, higher average daily gains, higher body condition score, higher volume of semen, higher sperm motility, increased semen concentration and more total spermatozoa than the rations with low protein (8.51% CP) levels.

Minerals and Vitamins affecting Spermatogenesis: Minerals and vitamins play critical roles in spermatogenesis of the bull. Copper (Cu), Selenium (Se), and Zinc (Zn) have a major role on reproduction as they are the trace minerals most commonly deficient in the diet. This is critical with high iron, sulfates, and molybde-

num in the soil, water, feed supplements, or forages as these elements are antagonists and tie up the availability of the needed minerals for spermatogenesis.

Cu strengthens and supports immunity. A low Cu level reduces reproductive efficiency by inhibiting enzyme activities. Cu deficiency can result in reduced libido, infertility, and lower enzyme function important for spermatogenesis.

Selenium (Se): Se in association with thyroxin regulates metabolism and reproduction. Most of the Se found in the testes is associated with a phospholipid (hydro peroxide glutathione peroxidase) which is an antioxidant that protects the cells from oxidative stress (Boitani and Puglisi, 2008). Se deficiency results in reduced semen viability. Se deficiency results in an inhibition of spermatogenesis.

Zn regulates sperm motility with ATP (a form of energy to the cell). Zn helps in sperm contraction. Zn affects the production and secretion of testosterone, insulin and adrenal corticosteroids. As an integral component of over 300 enzymes, Zn is associated with numerous biological processes (Sager, 2014). Zn, as a critical element in catalyzing keratin synthesis in hoof health and is important for hoof growth. Zn deficiency reduces pituitary gonadotropin output and androgen production reflecting on less testosterone. Metabolic interactions occur between Zn and vitamin A metabolism uptake.

Macro-minerals Calcium (Ca): Ca promotes sperm capacitation which results with increased influx of Ca through the plasma membrane. This process assists fusion of the plasma membrane and the outer acrosomal (outer membrane of the spermatozoa head) and subsequent initiation of the acrosome reaction. This is necessary in fertilization of the ovum. Ca is important for sperm motility as sperm motility is dependent on energy transfer (correlated with cyclic AMP concentration). Ca, along with Mg, and Mn, is a potent stimulator of adenylate cyclase, an enzyme that converts adenosine triphosphate (ATP) to cAMP in the promotion of energy to the sperm cell. The ratio of Ca to phosphorus (P) should be maintained for optimum absorption from the intestine. Often this ratio is in non-balance and affects absorption from the intestine resulting in a deficiency.

Vitamins important to Spermatogenesis: Bulls fed diets deficient in Vitamin A have delayed puberty, reduced libido, and reduced spermatogenesis. Vitamin E deficiency has a negative effect on germ cell proliferation which directly or indirectly affects the regulation of intra-testicular factors which regulate specific steps of sperm cell development. Vitamin E deficiency causes a degeneration of the germinal epithelium where development takes place. Several studies conducted on animals, conclude that Vitamin E increases the quality and frequency of sperm. Antioxidants present in the vitamin also increase male fertility by decreasing free radical damage. Free radicals are the main cause of cell damage. Vitamin E reduces sperm damage while allowing the male reproductive system to produce more sperm. This process dramatically increases male fertility.

Hoof health concerning laminitis: Laminitis is caused by various vasoactive substances (endotoxins, lactate, and possibly histamine) released into the bloodstream in coincidence with the development of rumen acidosis and the subsequent death of rumen microbes.

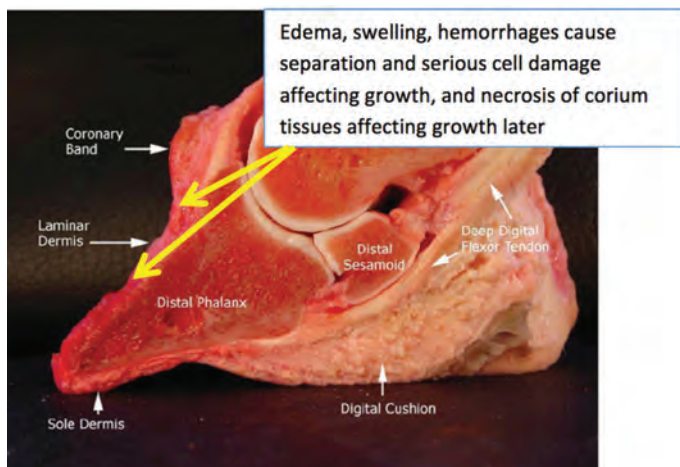
CONTINUED ON PAGE 30

MINERALS AND VITAMINS AFFECTING DEVELOPMENT OF GROWING YEARLING BULL HEALTH, HOOF HEALTH, AND SPERMATOGENESIS

CONTINUED FROM PAGE 29

These vasoactive substances initiate a cascade of events in the vasculature of the corium, including a decrease in blood flow caused by return venous capillary-constriction, thrombosis, ischemia, hypoxia, and arteriole-venous shunting. The end result is edema, hemorrhage, and necrosis of corium tissues, leading to functional disturbances including the activation of matrix-metalloproteinases (MMP) that degrade the collagen fiber bundles of the suspensory apparatus of the P3.

This is complicated still further by the activation of other abnormal growth and tissue necrosis with factors that result in structural alterations involving the basement membrane and capillary walls. This causes hoof structure abnormalities resulting abnormal hoof growth and in potential future lameness.



Cross section of a bovine hoof: Laminitis results from disrupted blood flow in the corium that leads to damage of the dermal-epidermal junction and the underlying connective tissue matrix of the corium. Inflammation predisposes to the activation of matrix metalloproteinases which break down the strong collagen fiber bundles of the suspensory apparatus of the third phalanx (P3).

Vitamin Biotin: Research suggested that cattle fed high-grain diets are subject to potential biotin deficiency since the rumen microbes responsible for biotin synthesis are sensitive to low rumen pH affecting absorption.

Biotin is essential for keratin-protein synthesis and the formation of long-chain fatty acids that make up the intercellular matrix of claw horn. The role of Cu in keratin synthesis is through the enzyme thiol oxidase, a key enzyme in the biochemical pathways necessary for the cross-linking of keratin filaments within the keratinocyte. Cross-linking of keratin filaments impart strength to the cell, making it more resistant to mechanical and physical forces.

It is important for the reader to understand these nutrients are not for treatment once a problem occurs but need to be fed for a continued period of time for prevention of hoof growth abnormalities and problems with laminitis and other hoof problems.

References:

- Barth, A.D. The effect of nutrition on sexual development of bulls. *Adv Exp Med Biol.* 2008; 636:65-73.
- Hodgson, J.F. 1963, *Chemistry of the Micronutrient Elements in Soils, Advances in Agronomy Volume 15*, 1963, Pages 119-159
- Sager, R.B., 2014 PhD Thesis, Cobalt Supplementation Affects Humoral Immune Response in Beef Calves
- Smith, B.P., 2005. *Large Animal Internal Medicine*. 2nd ed. Mosby Publishing, USA, pages 541-547.

ST

Bulls on pasture.



SAFETY ZONE™

C A L F C A T C H E R S

A Cowman's Best Friend at Calving Time!

Designed for Processing Safety...

- Enables quick and safe calf catching!
- Convenient, step in access of producer!
- Holder secures calf for easy processing!
- User-friendly inside release of calf to cow!
- Move calves easier with cow following!
- Less cow stress, mother can see and smell calf!
- Reduces danger while working new calves!
- Quick Mount/Dismount on both ATV & UTVs!



Easy and Safe Catching!



Fits ATV's and UTV's!



Now available with a digital scale!

Safe Processing!

ONE PERSON can now **SAFELY** and **EASILY** process calves without concern of the protective mother cow!



Safe Release!

Watch action video at

SafetyZoneCalfCatchers.com

For local dealers or to order, call 877-505-0914 today!

DEALER INQUIRY INVITED

Kenny Miller, MO

"We really enjoyed the Calf Catcher this spring. Definitely saved the old body!"

Laurel Gilbertson, NE

"There is not a piece of equipment on the place that can equal the value of my calf catcher. I could not and would not be in business without it!"

Gary Theurer, KS

"Everybody needs to own your calf catcher, if they own cows. I couldn't imagine going through a calving season without it. It works perfect!"

Joan Bullin

"This is my third year using the calf catcher and I love it! We don't have calm cows and I've never had a problem with any of them hitting it. I'm 62 and I tag 600 calves a year, no problem."



Welcome to the cutting edge

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

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

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

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



Neogen GeneSeek Operations
4131 N. 48th Street • Lincoln, NE 68504
402-435-0664 • genomics.neogen.com

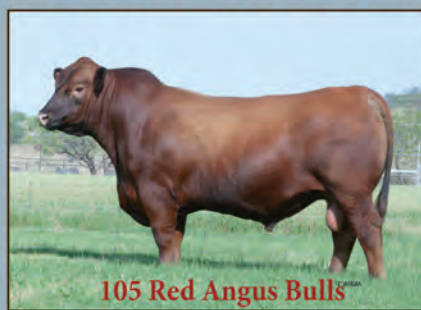


NEXT GENERATION SEEDSTOCK. FIFTH GENERATION SERVICE.

*Cattle designed to move the beef industry
on the road to sustained profitability.*

R.A. BROWN RANCH SPRING BULL SALE March 14, 2018 • 10 am • Putnam, OK

**SELLING 210 HEAD OF ANGUS, RED ANGUS AND SIMANGUS BULLS
260 HEAD OF "HAND-PICKED" COMMERCIAL BRED HEIFERS
17 HEAD OF REGISTERED RED ANGUS BRED HEIFERS**



CUSTOMER SERVICE • Intentional about adding value and promoting your calves
NO SHORTCUTS • Birth, growth, carcass & reproductive data on every bull
MAXIMUM RELIABILITY • All bulls DNA tested for utmost accuracy
BETTER BOTTOM LINES • Huge selection of elite \$Profit bulls
LOCALLY GROWN • Age Advantage bulls developed to last
GAIN EFFICIENCY • Feed conversion EPDs on every bull

Catalog & Videos
Available Online

Bid online with
DV Auction

DONNELL & KELLI BROWN
PHONE: 940-849-0611
THROCKMORTON, TX



RABROWN RANCH.COM



BREED COMPOSITION:

it's like chocolates, you can't tell what's inside just by looking at them.

By Tamar Crum

Editor's note: Also involved with creation of this article is Jared E. Decker, Robert D. Schnabel, and Jeremy F. Taylor.

"My mom always said life was like a box of chocolates. You never know what you're gonna get." — Forrest Gump

You may be wondering how in the world does a box of chocolates relate to breed composition of livestock? Or, if you are anything like me, it's where did I hide that Halloween chocolate, I need some! I think that there are two analogies between a box of chocolates and the breed composition of livestock.

First, we can pick out the white chocolates and may even be able to separate the milk chocolates from the dark chocolates. This is similar to our ability to visually evaluate breed characteristics and sort livestock into different breed or subspecies (*Bos taurus* or *Bos indicus* influenced) based on breed characteristics. However, such visual evaluation of breed composition is not terribly accurate. For example, biting into a piece of dark chocolate and finding a nut when you were expecting caramel. Crossbreeding is an important tool in the cattle industry, as it enables us to capitalize on breed complementarity and hybrid vigor. However, crossbreeding complicates our ability to accurately sort animals into breeds based on breed standard traits. Imagine a box of chocolates that contains a few chocolates that appear to be covered in both white and milk chocolate. Do we sort these chocolates into the milk chocolate group or the white chocolate group? Or, perhaps a new 'hybrid' group, since neither of these groups really reflects the correct composition.

Second, a box of chocolates includes a diverse assortment of "fillings". The "fillings" cannot typically be determined from just visual evaluation. The different "fillings" provide another challenge to our being able to sort the chocolates into groups. Without reading the decoder in the box (isn't that cheating?) or just taking a bite out of each of them (no judgment on my part if that is your routine!), we cannot accurately sort the chocolates. The "filling" of the chocolates is directly analogous to the DNA of an animal. If we keep breeding records on our animals, we can sort the animals based on their pedigree and breed registrations. For example, if we have offspring from a registered Angus sire and a purebred Simmental dam, we can assume that the progeny will be 50% Angus and 50% Simmental. But, what if we take this progeny and breed it to a registered Angus? Will the resulting grandprogeny be 75% Angus and 25% Simmental? Due to the random assortment of DNA (chromosomes) into the sex cells (sperm or egg), these proportions can vary. Not only can they differ from the 75/25 mark in an individual, but full-sibs produced from exactly the same mating can also be comprised of varying grandparental breed proportions. Who knew that sorting a "box of chocolates" could be so complicated?

Understanding the breed composition of animals is a challenge, especially for genetic researchers. Not all members of a breed are identical. Each breed was formed by an initial sampling of animals that were considered to be "characteristic" of a desired breed type. Later selection and breed development produced breeds that differed for carcass qualities, maternal ability, or even adaptability. These characteristics make the breeds valuable to the industry. In addition, each breed may have different mechanisms underlying variation in traits, such as feed efficiency or marbling. Differences in traits between breeds reward both the producer and the consumer when crossbreeding is used.

However, in certain genetic analyses we often need to understand the breed composition of animals to appropriately use the data. For example, when markers are used to generate estimates of genetic merit for traits such as feed efficiency, the resulting prediction equations will only be useful within the breeds that are represented in the training data set. So understanding the breed composition of the animals will guide us in understanding how broadly useful the resulting prediction equations will be. Because of the inaccuracies of breed identification of crossbred animals using visual measures, a method to determine breed composition based on sampling the "filling" will provide a more accurate measure. We have developed an analytical method to estimate the ancestry/breed composition of crossbred animals based on their DNA data.

You may have heard of or even participated in the "23andMe", Ancestry.com, and other genetic tests that are used to predict your ancestry. You know, you used to dance in your lederhosen until you found out that you were Scottish and so now you wear a kilt! Think of our method as the 23andMe analysis for cows.

So how does the analysis work? In ancestry analysis, the observed data are DNA genotypes for animals which may be fullblood, purebred, or crossbred and the inferred factors are the ancestral or "reference" breeds. To conduct the analysis, the first and most important step is to determine a set of reference population animals that genetically define the frequencies of genotypes at each tested variant among the members of each respective breed. As you might expect, this makes it extremely important that the breed definition for the "reference" samples is correct. In addition to being the most important step, determining the subset of samples that represents the diversity within each of the "reference" breeds is technically difficult.

The reason for this is that the concept of breed and breed makeup is man-made, and has not persisted in nature. The creation of species is a complex and lengthy process taking tens or even hundreds of thousands of years. On the other hand, the development of livestock breeds is a very recent concept, beginning with domestication of cattle about 10,000 years ago and leading to the formation of herd books approximately 200 years ago. Compared to the thousands of years cattle have roamed the earth happily mating at random, we should probably only expect that regions of the genome with large effects on traits that define breed characteristics

Denver is our WORK ZONE!



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: 6 \$API: 130 \$TI: 75



Dam: URA Baby Doll



Granddam: Rockin Robin



WLE Big Deal A617

EPDs: CE: 11 \$API: 105 \$TI: 65
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: 10 \$API: 108 \$TI: 63
ASA#: 2747228 • Homozygous Black,
Heterozygous Polled • Pays to Dream x Navigator.

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



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: 9 \$API: 125 \$TI: 68



Famous donor dam, Hope Floats



2014 NWSS Champion Bull



\$16,000 Grand Fortune daughter



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.

EPDs:
CE: 3 \$API: 97 \$TI: 54



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



New Direction bred at GLS, MN



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



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



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!

EPDs:
CE: 10 \$API: 103 \$TI: 60



Ignition's fantastic full sister



2016 NAILE Reserve Champion SimSolution Junior Show by Ignition



Mr. TR Hammer 308A ET

ASA#: 2759745 • Ellingson Legacy x CNS Dream On

EPDs:
CE: 2 \$API: 119 \$TI: 81

Black/Polled

1/3 revenue sharing \$200,000 top-seller of the 2013 HCC Sale, Hammer is a world class individual with a unique blend of pedigree, performance and phenotype. A rarity who combines performance, EPDs and phenotype; with Hammer you can compete on the tanbark and produce breed-leading bulls who will work for even the most discriminating commercial cattleman!

EPDs as of 1.2.18

download the **NEW** CATTLE Visions BREEDING APP

www.cattlevisions.com

available for...
Iroid, Apple and Blackberry smart phones

CATTLE Visions

866-356-4565

www.cattlevisions.com

Denver is our WORK ZONE!



EPDs:
CE: 18 \$API: 154 \$TI: 89



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: 107 \$TI: 63



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: 118 \$TI: 67



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 and American Royal, Res. Champion at 2017 NWSS!



EPDs:
CE: 11 \$API: 127 \$TI: 77



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

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!

EPDs as of 1.2.18

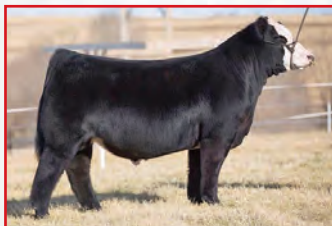


KRMS Primary Candidate B204

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

EPDs: CE: 9 \$API: 121 \$TI: 70

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: 8 \$API: 111 \$TI: 66

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: 3 \$API: 101 \$TI: 62

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: 8 \$API: 92 \$TI: 59

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



EPDs:
CE: 9 \$API: 114 \$TI: 61



Valentine is Legendary's legendary maternal granddam, 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: 5 \$API: 111 \$TI: 63

Homozygous Black,
Homozygous Polled



VCL LKC Dagger 605D

VCL LKC Dagger 605D

ASA#: 3173463 • Profit x BF Miss Crysteel Tango
Full brother to The Duke and Profit Maker



EPDs:
CE: 6 \$API: 102 \$TI: 62

Heterozygous Black,
Homozygous Polled.
The ultra stout, solid black anchor bull to the 2017 Purebred Pen for Vogler's. 1,350 lbs. at 10 months. The Duke is a stud!

VCL LKC The Duke 633D

ASA#: 3173461 • Profit x BF Miss Crysteel Tango

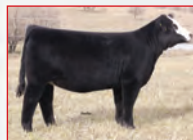


EPDs:
CE: 5 \$API: 111 \$TI: 63

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!



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



Sire: Profit



2017 NWSS Reserve Grand Champion Pen of Three



Sister to Firefly – 3rd Overall B&O at the National Classic, Kersten, NE.



EPDs:
CE: 7 \$API: 117 \$TI: 68

Homozygous Black,
Heterozygous Polled



Both Better Believe It and Charged Up share this donor dam: LLSF Cayenne

LLSF Better Believe It D64

ASA#: 3152728 • Pays To Believe x LLSF Cayenne



EPDs:
CE: 7 \$API: 114 \$TI: 66

Homozygous Black,
Heterozygous Polled

LLSF Charged Up D66

ASA#: 3152726 • Pays To Believe x LLSF Cayenne

These two full brothers, Better Believe It and Charged Up were members of the Lee Simmental Farms 2017 Champion Denver Pen of Five.



EPDs as of 1.2.18

CATTLE *Visions*

866-356-4565

www.cattlevisions.com

BREED COMPOSITION:

CONTINUED FROM PAGE 34

have been subject to human selection and resulted in breed differences. However, the phenomenon of drift in DNA variant frequencies over the last 200 years has caused enough differences in frequencies among breeds that we do in fact find signal for breed identification. Our software's output can be represented by a figure similar to Figure 1.

The software does not know which animals were chosen to represent each breed but simply clusters them together based upon genetic similarity. We then arrange the output according to the animals that were selected to represent each breed to produce Figure 1. Each block contains a dominant color that is representative of each breed. There also appears to be small levels of mixture represented by the colors in the top and bottom of each block for almost all the breeds. One interpretation of this is that there is a shortage of statistical power to completely predict breed ancestry. However, this does not seem to vary much as we increase the number of markers used in the analysis. So, this result could suggest that these samples do not represent purebred animals. But, this is not the case in the recent sense, as the animals sampled to represent each of the breeds were traced by pedigree to ensure that they were purebred. What appears to be more likely is that this represents breeding events that took place before the foundation animals for each breed were selected. Two simple examples of these events are the polled and coat color variants found in Hereford cattle. The polled mutation in Herefords is identical to the mutation found in Angus cattle (and other Celtic breeds) and the Hereford coat color variant is only found in white-

facied European cattle (e.g., Simmental). This indicates that these variants, and therefore breeds, have common, albeit, distant ancestries.

The current software version functions to provide estimates of the genome-wide ancestry of individuals.

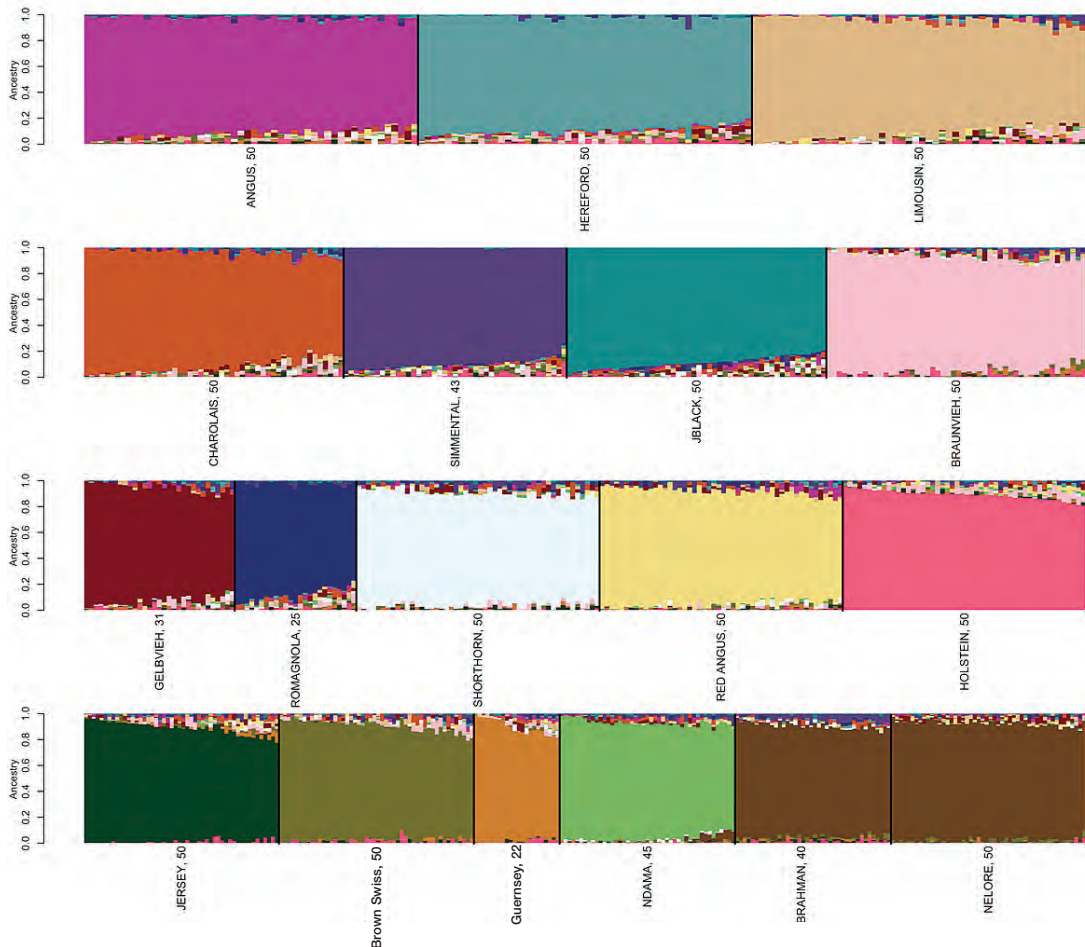
Future versions may allow ancestry estimates for specific regions of each chromosome. It provides a method for determining the breed composition of individuals with no pedigree information, and that were perhaps generated in a commercial environment employing various crossbreeding systems. Figure 2 illustrates how the genomes of crossbred animals can be separated into components originating from their ancestral breeds, with no pedigree information included in the analysis. By establishing the ancestry of these individuals, we can determine cohorts for use in association studies or other downstream analyses such as the genomic prediction of EPDs.

The goal of this research is to develop an analytical pipeline that will enable the detection of the breed composition of crossbred animals based on animals defined to be representative of specific breeds. We will then use this information to enhance the analysis of genetic and trait data. Opportunities for the use of this information are only limited by our imagination. It was once stated on 23andMe's website that, "Your DNA can tell you a lot about your family, your health, your relatives, your ancestry, your traits, and you."

(<https://www.23andme.com/dna-health-ancestry/>). We hope that this software can help us do just that for cattle.

Figure 1:

Genetic profiles for animals defined as representing 18 different breeds. Breed identification is shown below each colored block and each animal is represented as a vertical line within the figure.



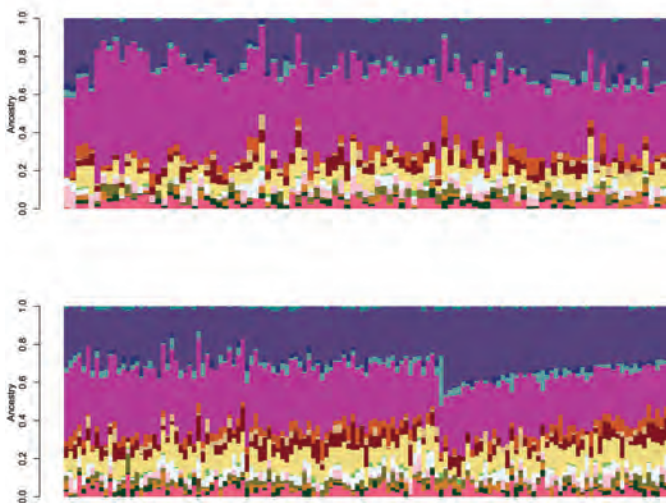
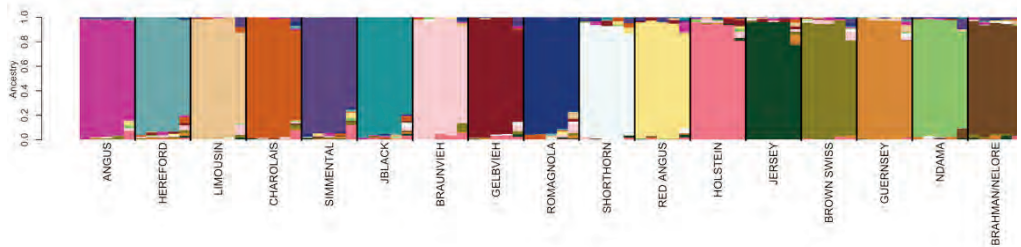


Figure 2:

Genetic profiles for 238 crossbred animals. Breed identification is shown by color and each animal is a vertical line within the figure. The key indicates which color corresponds to which ancestral breed. The animals shown are mostly Angus and Simmental.



About the Author:



Tamar Crum

Tamar Crum is a Ph.D. student at the University of Missouri. This research is part of a study entitled “Inference of Admixture for Cattle with Complex Ancestry”. This article was written as part of a Walton-Berry Award given to the Decker Genomics Group at the University of Missouri, which paid for four graduate students to attend the Beef Improvement Federation Conference held in Athens, GA, in June 2017.

ST

GW Premium Beef 021T5

GW Robust 605Z

Hooks Shear Force 38K

The Right Kind Sale

Tuesday Evening April 3, 2018, 6 PM EST

At the Gerber Land & Cattle Sale Facility
5324 State Road 227 S., Richmond, Indiana

Call, email, write, or text for a catalog.

Gerber Farms Inc

Gary Gerber
6328 Schurz Road
Middletown, OH 45042
513.200.5742
gerbercari@hotmail.com

35 Performance Tested Bulls

SimAngus™, Angus, and Polled Hereford
Registered Open heifers
Commercial young-aged pairs

All bulls are tested for breeding soundness, DNA profiled, negative for persistent BVD, and Ultrasounded for carcass traits.

Gard Beef Cattle

Dale and Amy Gard
4020 E. 1060 S.
Lynn, IN 47355
765.914.2965
gardde@aol.com

PROOF *in the* PROGENY



TLLC ONE EYED JACK

ASA# 2668223

Homo Black Homo Polled



Rockin' F Photography



M. R. Doud's



Semen available through Owners or Cattle Visions 866-356-4565



Sexed Semen Available

Long's Simmentals
Rob 641-344-3028
Tyler 641-344-5085

KA Cattle Co
Roger & Koty Allen
715-684-9222

Trennepohl Farms
Scott 765-620-1700
Jeff 765-620-0733

AKA
Andy & Katy Allen

Grand View Cattle Co
Jeff & Christa Wiarda

Jared Royer
573-489-2900

LARGE SELECTION. GUARANTEED. AFFORDABLE.

SIMMENTAL & SIMANGUS™ GENETICS

4TH ANNUAL BULL & HEIFER SALE

MARCH 16, 2018

AT THE RANCH, WESSINGTON, SD

-200 YEARLING BULLS

-SELECT GROUP OF REGISTERED OPEN HEIFERS



7135E // 5/8 SM 3/8 AN // ASA# 3362430
WINC LIVE AMMO 420B x SAV BISMARCK 5682



7171E // 5/8 SM 3/8 AN
ASA# 3362464
SIRE: NLC BUDDY 4005B
MGS: WAGR DREAM CATCHER



7023E // 3/4 SM 1/4 AN
ASA# 3362328
SIRE: J BAR J NIGHTRIDE 225Z
MGS: MR NLC AVENUE 3088A



7086E // PB SM // ASA# 3362383
WINC LIVE AMMO 420B x MR SUPERIOR X0002



7126E // 1/2 SM 1/2 AN
ASA# 3362422
SIRE: NLC BUDDY 4005B
MGS: ELLINGSON LEGACY M229



7150E // 1/2 SM 1/2 AN
ASA# 3362444
SIRE: YARDLEY TITANIUM C377
MGS: MR NLC POKER FACE Z27

3C BEAU NS 4332B BZ
ASA #2805089



LARGE SIRE GROUPS BY THESE EXCITING YOUNG SIRES SELL!

3C PASQUE 4331B B
ASA #2914313



NLC
SIMMENTAL RANCH

NLC Simmental Ranch
Rick, NaLani, NaLea, Chase, & Swayzee Dunsmore
21830 372nd Ave. • Wessington SD 57381
Home: 605-458-2425 • Rick cell: 605-354-7523
Nalani cell: 605-350-5216



3C Christensen Ranch
John & Carly Christensen
Tyler, Cam & Lawson Fagerhaug
37273 216th St • Wessington, SD 57381
Home: 605-458-2218 • John Cell: 605-350-1278
Cam Cell: 605-350-2018

www.nlcranch.com // 3C CHRISTENSEN RANCH

DVAuction Broadcasting Real-time Auctions

What to Expect with IGS Multi-breed Single-step Powered by BOLT

By IGS Genetic Evaluation Team and Consultants

Change can be a scary concept to some yet sought after by others. Many ASA members and International Genetic Solution (IGS) partners wonder about the changes on the horizon once the new evaluation, IGS Multi-breed Single-step powered by BOLT, is fully implemented. That change may be nerve-racking but in reality, things should change. Why invest in new and improved methods if you get the same answers? Here are key changes to expect with the new genetic evaluation:

- 1. Movement of EPDs and reranking.** EPDs will change especially in younger, lower accuracy cattle. Members should expect movement in lower accuracy cattle, as seen in the existing evaluations, because they may have new progeny data reported. Some cattle will move in a favorable direction while others will do the opposite. Keep in mind even if the EPDs get worse, the prediction of them is more accurate. With IGS Multi-breed Single-step, we will have more accurate EPDs earlier in an animal's life.
- 2. More accurate accuracy.** This idea takes a little time to sink in. The accuracy reported for each EPD will be more directly calculated and thus closer to the "real" accuracy. The methods to solve accuracy directly are extremely difficult and take a lot of computer power. With the previous Cornell software it was not possible to solve for accuracy directly so an approximation method was used to estimate accuracy for each EPD. There were inherent flaws with approximating the accuracy with the previous method. Now with BOLT software, the accuracy reported with the EPD will be more reliable.
- 3. Reported accuracies will tend to be lower.** One of the inherent flaws in the approximation methods used to find accuracy in the previous evaluation, and in all evaluations not produced through BOLT, was they frequently overestimated accuracy, especially for younger animals. This was known for a long time, but there was no way to calculate the accuracies directly. With BOLT, having accuracy more directly solved results in a more reliable accuracy but that accuracy will often be numerically lower than the previous evaluation would predict. However, the new reported accuracies with BOLT should better represent the possible changes for the EPDs.

4. DNA testing will have a larger impact. With the switch to BOLT software, IGS will use Single-step genomic evaluation on all EPDs (currently using Single Step for Stayability EPDs). Single-step uses the DNA markers, pedigree information, and phenotypic data simultaneously in the prediction of the EPDs. Previously molecular breeding values (MBVs) were calculated from the genomic information and those MBVs were blended separately into the EPD prediction. The Single-step method squeezes more information from the DNA markers than the previous approach allowed. Also, there are biases inherent in the blending process that aren't a problem with the Single-step approach. Additionally, with Single-step, the genomic information will not only enhance EPDs for the genotyped animal but also will be used in the EPD estimates of relatives.

5. Weekly genetic evaluation runs. With the horsepower behind BOLT, IGS can run genetic evaluations weekly. This has many benefits. It allows members to get more immediate feedback after submitting their records. If members miss a deadline, they can catch the next evaluation run the following week. It allows for more accurate EPDs throughout the year and faster incorporation of the genomics. This also means the EPDs put in print will quickly be outdated.

Genetic evaluation is not stagnant. There will always be improvements as new research in animal breeding, genomics, and statistics advance. BOLT software is revolutionary in the innate flexibility, the computational power, and the statistical methods made possible using this software. IGS Single-step powered by BOLT promises more accurate EPDs, accuracies, and better use of genomics all delivered to you on a weekly basis. ♦

GENGENBACH CATTLE COMPANY

Private Treaty Sale
Beginning on April 1, 2018
to be held at ranch, Grant, Nebraska
Simmental, SimAngus™ Bulls and Females

**Home of the 2017 Midland Bull Test, Montana,
#1 and #2 Top ADG bulls sired by BBS Top Cut**



**#1 ADG Simmental test bull
and also ranked in the top
1% overall breeds**

Bulls sired by:
LRS Elevate
CCR Cowboy Cut
Kappes Northern Octane
Hooks Broadway
CCR Wide Range
TJ Cowboy Nebraska
GAR Composure
Connealy Full Power
SAV Universal



LRS Elevate



CCR Cowboy Cut



Kappes Northern Octane A632

**Gengenbach Cattle Company —
Where Simmental are bred
for Growth, Disposition and
Maternal Traits**

X GENGEBACH X
→ CATTLE COMPANY →



Randy & Mary Jo Gengenbach
308-352-6185 cell
75490 Rd 330 • Grant, NE 69140
mjgengenbach@hotmail.com

IGS Multi-breed Single-step Powered by BOLT

Are the New BOLT-Derived EPDs More Accurate Than Previous Cornell EPDs?

By Mahdi Saatchi, Rohan L. Fernando, Lauren Hyde, Jackie Atkins, Steve McGuire, Wade Shafer, Matt L. Spangler, and Bruce Golden, IGS Genetic Evaluation Team and Consultants.

The ASA and International Genetic Solution (IGS) partners invested in a new and improved genetic evaluation software called BOLT to replace the Cornell EPD evaluation system. Among other benefits, this enables the use of Single-step methods for incorporating genomic information into the National Cattle Evaluation instead of the blending approach. In the Single-step process, the DNA marker genotypes are directly incorporated into the genetic evaluation along with the phenotypes (performance data) and the pedigree. As a result, the genomic data has an impact not only on the genotyped individual, but also on all the relatives of that genotyped individual. This allows for the genomic information to improve the accuracy of non-genotyped relatives.

The IGS Multi-breed Single-step powered by BOLT squeezes more information from the DNA markers by allowing for certain DNA markers to have a larger influence on predicting the genetic merit of an animal than other DNA markers while some DNA markers to have no effects on trait(s) of interest (for progeny equivalents of select traits, see page 46). This model is closer to what we expect based on biology where some parts of an animal's

genome (or genes) play more important roles than other parts of its genome (or genes). This is unique to the IGS Single-step method compared to other organizations where the DNA marker information is used to adjust relationships among the individuals.

Many ASA members and IGS partners wonder if the BOLT EPDs are more accurate than the Cornell derived EPDs in the real world? To answer this question, we performed a validation study where we ran a data set (pedigree, performance, genomics) through both genetic evaluation software (BOLT and Cornell) to compare the accuracies of the EPDs produced. To enable a fair comparison, we removed the performance records of animals born in 2015 and later from the evaluation in both systems to be used as progeny performance records for validation purposes. Table 1 shows the correlations between EPDs and progeny performance of non-genotyped sires evaluated in both systems that have progeny born in 2015 or later with recorded birth, weaning, and yearling weights. As shown, the BOLT EPDs are more accurate than Cornell EPDs as the correlations are higher for BOLT EPDs with sires' progeny performances.

Table 1 - The correlations between BOLT vs. Cornell EPDs with progeny performance of non-genotyped sires for birth, weaning and yearling weights.

Trait	N of Sires	BOLT	Cornell
Birth weight	29,154	0.34	0.27
Weaning weight	21,571	0.29	0.19
Yearling weight	10,849	0.26	0.20

To have a better sense of improvement in accuracies, we ranked sires based on either BOLT or Cornell EPDs for birth, weaning and yearling weights. Then, we compared the progeny performance of the top 1% vs bottom 1% ranked sires for each trait in each evaluation system. The results are shown in Table 2.

Table 2 – The average progeny performance of non-genotyped sires ranked based on either BOLT or Cornell EPDs.

Trait	N of sires	BOLT			Cornell			BOLT vs Cornell
		Top 1%	Bottom 1%	Difference	Top 1%	Bottom 1%	Difference	Top 1%
BW	29,151	74.2	95.9	+21.7	76.0	92.8	+16.8	+3.1
WW	21,571	655.3	546.2	+109.1	638.5	558.6	+79.9	+16.8
YW	10,849	1,151.5	915.8	+235.7	1,111.3	895.6	+215.7	+40.2

As you can see, the BOLT EPDs ranked sires more accurately than EPDs from the Cornell software, where progenies of top 1% ranked sires based on the BOLT EPDs are +3.1, +16.8 and +40.2 lb heavier at birth, weaning and yearling. These results are exciting, and show that our investment in new technology will lead to more accurate EPDs. ♦

Open Gate Ranch

38th Annual Bull Sale Tuesday, March 20, 2018

1:00 PM (MT) • Simms, MT • At Broken O Land and Livestock



EC952 5/8 SM SIRE: Hook's Trinity 9T



EB633 5/8 SM SIRE: Gibbs 0601X RaisinCain



EC862 PB SM SIRE: KNH Added Value 58W



EZ984 3/4 SM SIRE: Gibbs 0601X RaisinCain



EZ959 PB SM SIRE: WS Zenith Z55



EZ991 3/4 SM SIRE: Gibbs 0601X RaisinCain



EX275 PB SM SIRE: Hook's Baltic 17B



EC889 3/8 SM SIRE: RB Tour of Duty 177



EY306 3/4 SM SIRE: Hook's Baltic 17B

BLACK • RED • SIMMENTAL • SIMANGUS™
90 Yearling and Fall Born BEEF Bulls Sell

OPEN GATE RANCH

The Mike and Kim Richert Family
Rocky Mountain Front, Montana
406-467-2082
www.OpenGateRanch.com

ALLIED
GENETIC RESOURCES

Marty Ropp 406-581-7835
Rocky Forseth 406-590-7984
www.alliedgeneticresources.com

The Value of DNA Information in the IGS Multi-breed Single-step Powered by BOLT

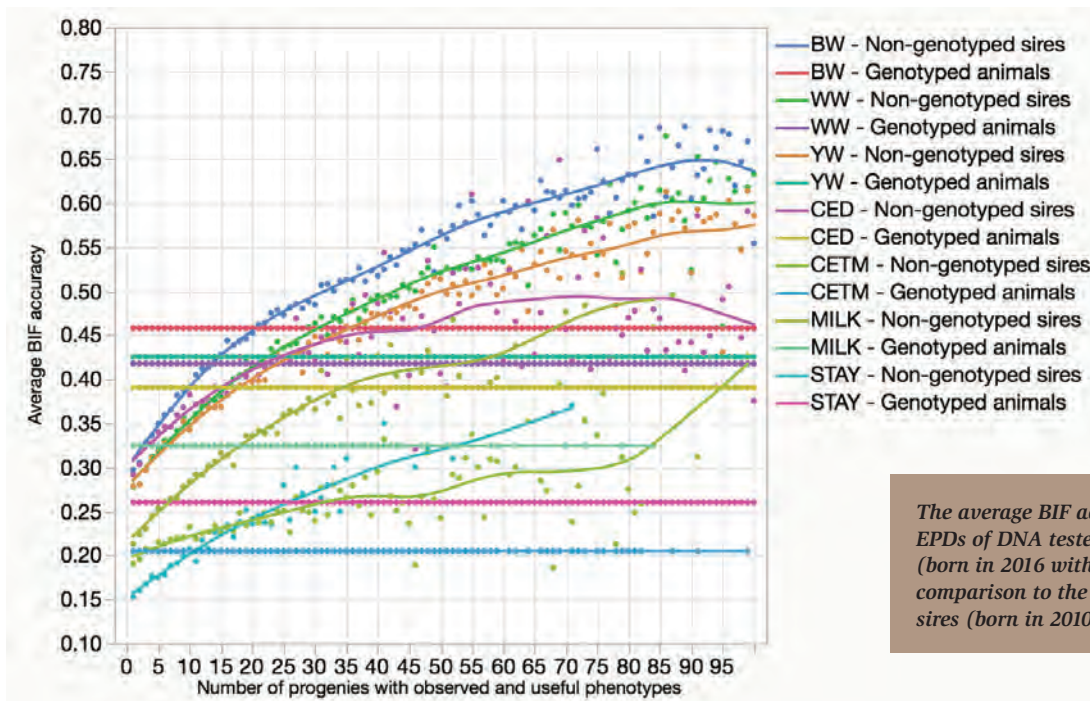
By Mahdi Saatchi, Rohan L. Fernando, Lauren Hyde, Jackie Atkins, Steve McGuire, Wade Shafer, Matt L. Spangler, and Bruce Golden, IGS Genetic Evaluation Team and Consultants.

DNA profiles provide additional information about the genetic merit of a DNA tested animal and increase the accuracy of EPDs, which are called Genomic Enhanced EPD or GE-EPDs. In the IGS Single-step process, the DNA marker genotypes are directly incorporated into the genetic evaluation along with the phenotypes (performance data) and the pedigree. As a result, the DNA information has an impact not only on the genotyped individual, but also on all the relatives of that genotyped individual. This allows for the DNA information to improve the accuracy of non-genotyped relatives.

To measure the impact of DNA information on accuracies of GE-EPDs in the IGS Single-step genetic evaluations, we compared the average BIF accuracies of GE-EPDs of DNA tested young animals (born in 2016 with no

progeny) to the average BIF accuracies of non-genotyped sires born in 2010-2014. Only sires with non-genotyped calves were used for this comparison. We found that the average BIF accuracy of GE-EPD for a DNA tested young animal is equivalent to the average BIF accuracy of a non-genotyped sire with 21, 22 and 24 calves with observed phenotypes for birth, weaning and yearling weights, respectively (Figure 1, where a horizontal line cross a curve for a specific trait (e.g. red line and blue curve cross each other at the data point correspond to $y(\text{accuracy}) = 0.46$ and $x(\text{progeny}) = 21$ for birth weight)). The progeny equivalent (PE) for direct calving ease was 15 and it was only 3 for total maternal calving ease due to limited genotypes on cows. The PE for milk and stayability were 18 and 25, respectively (Figure 1).

Figure 1



The average BIF accuracies of GE-EPDs of DNA tested young animals (born in 2016 with no progeny) in comparison to the non-genotyped sires (born in 2010-2014).

The IGS Multi-breed Single-step powered by BOLT is a breakthrough in GE-EPD accuracy improvement. Enabling technologies such as BOLT software allow for even faster genetic progress with more accurate EPDs earlier in an animal's life. We (IGS) are dedicated to using the best available technology to deliver more accurate GE-EPDs to our members so they have the best tools available for their selection decisions. ♦

McDonald Farms

15th Annual

'Pick of the Pen' Bull Sale Saturday April 7, 2018 • 1:00 PM

"Our cows work for us; so our bulls will work for you."



MCDF New River 499B



MCDF Dual Combo 262Z

**Selling: 75+ Bulls
Simmental, SimAngus™ and Angus.**

Volume and pick-up discounts



since 1763

McDonald Farms

2070 Walnut Springs Rd.
Blacksburg, VA 24060
info@mcdonaldfarms.com

www.McDonaldFarms.com
540-552-2520
540-230-6225 (C)

Member of AGR, CMP and Performance Advocate

ASA Performance



KNOW.

Or guess.



Choose KNOW.

IGS is ideally suited as the benchmark in gauging feeder calf value. The IGS Feeder Profit Calculator™ leverages the world's largest beef genetic evaluation to identify the Relative Value of your feeder calves and to provide a third-party certification to data-driven buyers. All at no cost to you!

Open to majority of breeds and breed compositions.

Market with confidence and maximize your purchasing dollars.

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

 **IGS** International Genetic Solutions

beef@internationalgeneticsolutions.com
www.internationalgeneticsolutions.com



ASA# 3028710 • PB SM

Mr NLC Upgrade U8676
Sire: Mr TR Hammer 308A ET
SVF/HS Expecting A Dream

WAGR Driver 706Y
Dam: Ford RJ Dolly Y83
Harkers Stars P117

Trait	Direct					Maternal				DOC	Carcass						\$ Index	
	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay		CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	6.4	1.5	80.4	122.8	.26	6.1	15.9	56.1	10.3	11.2	44.8	-.25	.17	-.043	.88	-.34	125.7	79.6
ACC	.46	.60	.45	.43	.43	.30	.29	.33	.31	.10	.37	.21	.34	.15	.24	.18		
%			3	2	10						5							10

EPDs as of 2.2.18

- One of the most exciting sires with a new pedigree twist!
He commanded \$70,000 at the legendary Hudson Pines Farm's dispersal.
- His first progeny are creating nation-wide buzz!



\$14,000 TKCC Classified daughter at Lee Simmentals, MO



TKCC Classified sister – Sold for \$26,000 at the 2017 Event Sale.



TKCC Classified daughter – sold for \$7,500 at the Shipwreck Cattle Company's Sale.

Semen: \$50/unit

Semen available through
Cattle Visions 866-356-4565

CATTLE Visions

www.cattlevisions.com

Brady Land & Cattle

Warrensburg, MO
660-624-2009



2018 NWSS Champion Purebred Pen of Five – exhibited by Lee Simmentals, MO. Four of these bulls were sired by TKCC Classified.



FACEBOOK IS MAKING BIG CHANGES TO WHAT YOU SEE IN YOUR NEWS FEED

Find out how to adjust your Facebook News Feed to see ASA's posts.

The American Simmental Association utilizes Facebook and other Social Media to distribute information about programs, events, industry news, and to deliver time-sensitive information to members.

In 2018, Facebook's goal is to have fewer posts from businesses, brands, and media and more from family and friends. This will affect the way businesses reach their "Friends and Fans".

There is a way that Facebook users can control what they see on their news feed. Follow these steps to include our ASA branded Facebook pages in what you see on your news feed. You must be "Following" our page(s) in-order-to add us to your News Feed.

To follow us go to

www.facebook.com/AmericanSimmentalAssociation and click on the "Follow" button located just under the header graphic at the top of the page. (Our other Facebook pages are listed below).

Steps to Add ASA FB Pages to Your News Feed:

Your News Feed preferences help you control what you see on your News Feed. To view your News Feed preferences:

Click the "Home" button that is located at the top of any Facebook page (ex: your homepage).

1. Select News Feed Preferences (located in the drop-down next to your newsfeed link at the top of the left side menu).

Click Edit Preferences.

2. Click "Prioritize who to see first" to make posts from people or Pages appear at the top of your News Feed.

3. Select the ASA pages that you would like to see first.

Our Facebook pages to add to your feed.

www.facebook.com/AmericanSimmentalAssociation

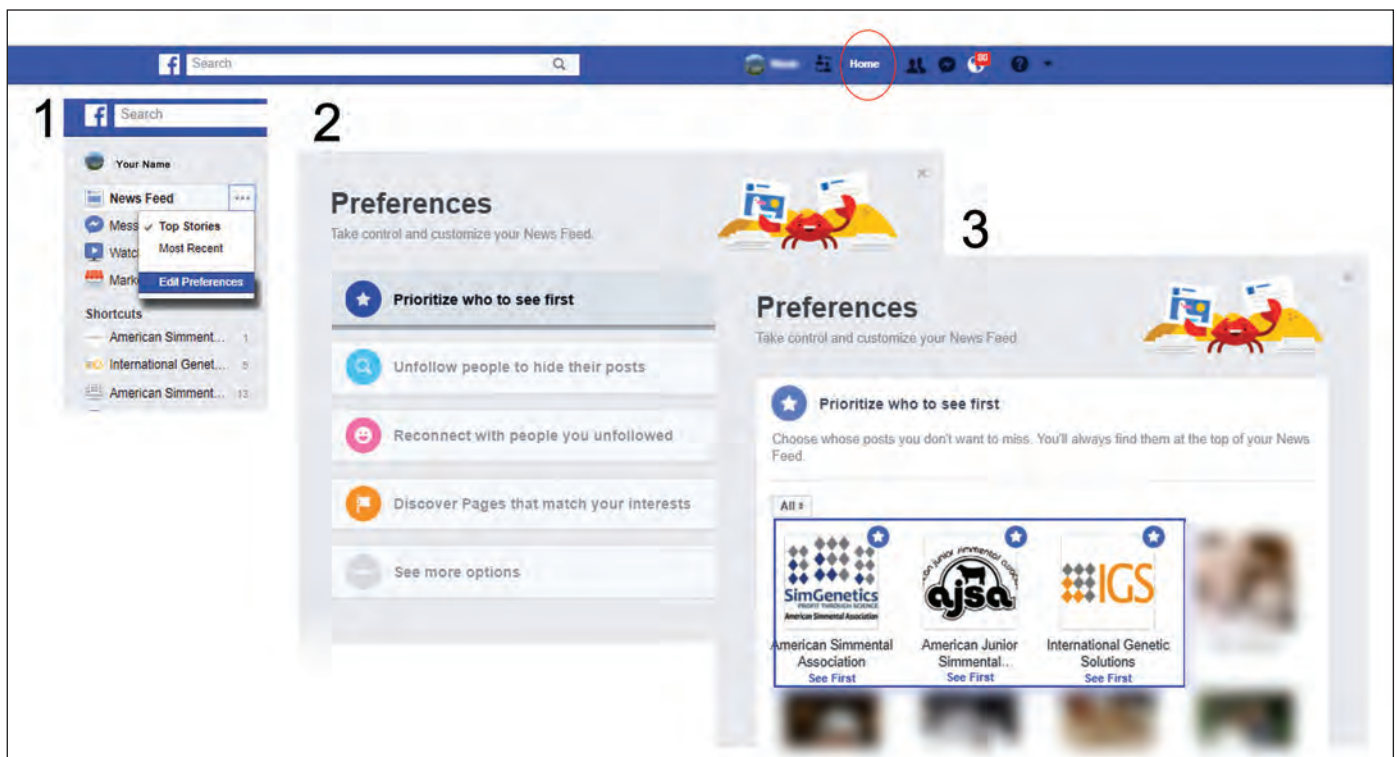
www.facebook.com/AmericanJuniorSimmental

www.facebook.com/InternaionalGeneticSolutions

www.facebook.com/AmericanSSF

You can add up to 30 personal profile pages and/or business pages to your "See first". **ST**

Steps to follow ASA on Facebook.





551SM09014 • REG: 2854458 • DOB: 2/23/2014

BOUNTY
 $\frac{3}{4}$ SM AND $\frac{1}{4}$ AN
 TOP GRADE X TITUS

CE	BW	WW	YW	MCE	Milk	MWW	Stay	DOC
9.2	1.0	86.7	139.9	6.5	25.8	69.1	13.8	12
CW	YG	Marb	BF	REA	Shear	API	TI	
74.3	-0.21	0.46	-0.06	1.01	-0.19	147.2	88.2	

EPD as of Spring 2018



551SM09010 • REG: 2854467 • DOB: 3/20/2014

BLACK HAWK
 $\frac{3}{4}$ SM AND $\frac{1}{4}$ AN
 XAVIER X QUEST

CE	BW	WW	YW	MCE	Milk	MWW	Stay	DOC
20.9	-4.0	67.9	101.0	8.4	21.9	55.9	23.9	12
CW	YG	Marb	BF	REA	Shear	API	TI	
43.6	-0.27	0.48	-0.02	1.12	-0.52	183.3	83.9	

EPD as of Spring 2018

SexedULTRA 4M™
 High Fertility Sex Sorted Semen

MAXIMIZE YOUR GENETIC PROGRESS



551SM09024 • REG: 3057267 • DOB: 2/21/2015

AUTHORITY
 PUREBRED
 AUTHORITY 77X X VOYAGER

CE	BW	WW	YW	MCE	Milk	MWW	Stay	DOC
13.9	1.0	59.7	94.9	5.4	24.8	54.6	11.4	11
CW	YG	Marb	BF	REA	Shear	API	TI	
48.0	-0.22	0.07	-0.03	0.92	-0.40	125.0	67.3	

EPD as of Spring 2018



203SM09001 • REG: 2984501 • DOB: 2/11/2015

CONQUEST
 $\frac{1}{2}$ SM AND $\frac{1}{2}$ AN
 ABSOLUTE X SHEAR FORCE

CE	BW	WW	YW	MCE	Milk	MWW	Stay	DOC
16.9	-2.4	69.2	115.4	7.0	24.6	59.2	17.3	11
CW	YG	Marb	BF	REA	Shear	API	TI	
55.1	-0.03	0.68	0.01	0.71	-0.42	174.4	87.2	

EPD as of Spring 2018

THE BEST WAY TO PREDICT
 THE FUTURE IS TO

Create It



866.589.1708

BEEF@STGEN.COM

WWW.STGEN.COM

XY* and Sexing Technologies* sex-selected sperm products are made using the proprietary technologies of XY LLC and Ingurán LLC, as partially represented by US patents 7208265, 6524860, 6357307, 6604435, and 8623657. Patents Pending worldwide. XY* sex-selected inseminates are packaged as single use artificial insemination doses for heifers not to be divided or used in MOET or IVF procedures. STgenetics is a division of Ingurán LLC. XY is a registered trademark of XY, LLC. The STgenetics logo/mark and SexedULTRA are trademarks of Ingurán LLC. Sexing Technologies and the STg logo/mark are a registered trademarks of Ingurán LLC. Product of the USA.

Hook's Black Hawk 50B



ASA# 2854467 • 3/4 SM 1/4 AN

MCC Daybreak
Sire: Hook's Xavier 14X
Hook's Patti 3P

Hook's Quest 86U
Dam: Hook's Yvette 100Y
Hook's Savannah 14S

Trait	Direct					Maternal					Carcass						\$ Index	
	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	DOC	CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	20.9	-4.0	67.9	101.0	.21	8.4	21.9	55.9	23.9	12.4	23.8	-.34	.48	-.015	1.12	-.52	183.7	84.2
ACC	.58	.76	.70	.65	.65	.30	.31	.40	.26	.24	.51	.34	.43	.38	.35	.17		
%	2	2							1			15			1	1	1	10

EPDs as of 2/9/18

- Blackhawk is the absolute ticket to use on purebred cows and heifers to make better purebred progeny.
- Top 15% or better for CE, BW, Stay, YG, \$API and \$TI, and among bulls that can sire purebred progeny.
- Jaw-dropping phenotype and structure with across-the-board genetic improvement for all traits.
- Young dam has 3 at 103 WW ratio and 3 at 117 IMF ratio. The first calves are flat good!
- Available in sexed semen.

Conventional Semen: \$25/straw

Sexed Semen: \$45/straw

Semen available through ST Genetics 866-589-1708.



Bridle Bit Simmentals

Erroll Cook and Sons
Walsh, CO

719-529-0087 • 719-529-0564



Hilltop Simmentals

Jaron Van Beek
Hudson, SD

605-929-3749



Southern Cattle Company

Ken Stewart
Marianna, FL

850-352-2020

kstewart@southerncattlecompany.com
www.southerncattlecompany.com

Campbell Simmental

Robert Campbell

5690 Co Rd 321 • Ignacio, CO 81137
970-563-9070 • 970-749-9708
campbellsimmentals@gmail.com



ST Genetics®

22575 Highway 6 South
Navasota, TX 77868
Stgen.com • 800-525-2953



T-Heart Ranch

Shane and Beth Temple
5527 CR 50 • Center, CO 81125
719-850-3082 • 719-850-3083
shane@t-heartranch.com



Hook Farms

Tom and Shannon Hook
11333 180th St. • Tracy, MN
Cell: 507-829-5283
Ed Schmidt, Herdsman: 507-530-2635
hookfarms@mvtwireless.com

2018 COOL Additions!

CATTLE *Visions*

866-356-4565

www.cattlevisions.com



Homo black
Hetero polled

SC Pay the Price C11

Pays to Dream x Trademark

EPDS: CE BW WW YW ADG MCE Milk MWW DOC SAPI \$TI
10 .8 54 81 .17 6 17 44 12 134 71

Two-time NWSS Grand Champion Bull

ASA#
2988788



Homo black
Homo polled

KCC1 Exclusive 116E

Hammer x Entourage

EPDS: CE BW WW YW ADG MCE Milk MWW DOC SAPI \$TI
9 1.3 75 116 .26 9 16 53 11 126 77

\$240,000 valuation high-seller at Fort Worth!
Lead bull in Kearns' 2018 NWSS Champion Pen!

ASA#
3306064



Homo black
Homo polled

TNGL Imprint D989

TNGL Track On x JF Shock and Awe

EPDS: CE BW WW YW ADG MCE Milk MWW DOC SAPI \$TI
13 1.3 60 83 .14 7 23 53 11 128 65

Division Champ at 2016 NAILE & 2017 NWSS! Use his impeccable structure and great design with outcross pedigree!

ASA#
3173557



Homo black
Homo polled

RFG/K-LER Elevation 727E

RS Elevate x MCM Top Grade

EPDS: CE BW WW YW ADG MCE Milk MWW DOC SAPI \$TI
17 -.8 63 98 .22 11 25 56 11 152 78

High-seller at 2018 NWSS "The One" Bull Sale. Awesome outcross and EPD profile with excellent outline!

ASA#
3268058



GSC GCCO Dew North 102C

Duracell x Dew It Right

EPDS: CE BW WW YW ADG MCE Milk MWW DOC SAPI \$TI
15 .3 61 81 .13 12 16 46 11 122 67

Calving ease combined with tremendous structural soundness! 2018 Fort Worth Champion!

ASA#
3141837



Homo black
Homo polled

Longs Pay the Man E16

Pays to Believe x Shear Pleasure

EPDS: CE BW WW YW ADG MCE Milk MWW DOC SAPI \$TI
5 4.5 89 132 .27 6 15 59 14 130 83

Great-built, stout, double-homozygous
Pays to Believe son!

ASA#
3327014



KWA Law Maker 59C

CDI Authority x KWA Red Rock

EPDS: CE BW WW YW ADG MCE Milk MWW DOC SAPI \$TI
14 2.3 70 103 .21 9 30 65 10 126 73

Producing highly desirable, stout progeny!

ASA#
3223767



STF Crimson Tide DZ87

CDI Rimrock x STF Much More

EPDS: CE BW WW YW ADG MCE Milk MWW DOC SAPI \$TI
14 0.0 50 65 .10 11 18 43 9 132 65

Exciting Red Genetics both phenotypically
and genotypically!

ASA#
3274952



Homo black
Homo polled

MR CCF 20-20 100B

MR CCF Vision x HTP SVF Dew The Stroke

EPDS: CE BW WW YW ADG MCE Milk MWW DOC SAPI \$TI
13 1.9 77 117 .25 10 19 58 12 125 76

20-20 has sired lots of high sellers for his owner group of Cooper, Hartman and Polzin. They are stout-made and growthy with loads of eye appeal!

ASA#
2964446



Homo black
Homo polled

KSIG Steelin His Style 6D

Silveiras Style x Steel Force x SS Babys Breath

EPDS: CE BW WW YW ADG MCE Milk MWW DOC SAPI \$TI
14 0.0 52 84 .20 8 17 43 6 138 69

1/2 SimAngus™, calving ease from the 2012 American Royal Champion!

ASA#
3130639



Hetero black
Homo polled

Rocking P Die Hard C060

Quantum Leap x Mo Magic

EPDS: CE BW WW YW ADG MCE Milk MWW DOC SAPI \$TI
8 2 59 95.8 .23 7 21 50 10 106 59

Die Hard is ultra sound and was the 2018 Fort Worth Champion % Bull as well as the Reserve Champion at the 2017 NAILE & American Royal! 3/4 blood.

ASA#
3102430



Homo black
Homo polled

WHF Dealer D365

PVF Insight x Broker

EPDS: CE BW WW YW ADG MCE Milk MWW DOC SAPI \$TI
9 1.2 80 128 .30 5 22 62 11 126 78

1/2 SimAngus™, Dealer is a maternal brother to the popular many-time 2017 champion female for Steenhoek/Wayward Hills Farm.

ASA#
3239595



Genetically Enhancing your assets

Sale Date: Saturday, April 14, 2018
 Lunch at 11 a.m. • Sale Starts at 1 p.m. • At the Ranch • Boswell, OK

- 70 • 18 month-old Angus and SimAngus™ bulls
- 10 • Yearlings bulls
- 35 • Registered Angus and SimAngus™ fall bred heifers
- 10 • Spring pairs



CED	BW	WW	YW	MILK	\$W	\$B
+5	+2.7	+77	+130	+20	+69.60	+150.06



CED	BW	WW	YW	MILK	\$W	\$B
+4	+2.0	+69	+117	+20	+62.51	+115.99



CED	BW	WW	YW	MILK	\$W	\$B
+1	+2.4	+69	+125	+19	+57.78	+131.65



CED	BW	WW	YW	MILK	\$W	\$B
+11	+4	+60	+104	+27	+72.24	+130.55

SimAngus



CED	BW	WW	YW	MILK	API	TI
16.2	0.7	76.0	125.7	27.4	154.2	88.8



CED	BW	WW	YW	MILK	API	TI
16.4	-0.2	64.4	94.0	29.0	141.6	79.6

EPDs as of 1/22/18

All bulls GGPLD tested

Lucas Reinhart
 Ranch Manager
 580-276-0070



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



Billy Hall,
 Consultant
 918-244-0154
 bkcattlecl@gmail.com

ALTENBURG

Super Baldy Ranch, LLC

Saturday, March 17th, 2018

Centennial Livestock Auction • Fort Collins, Colorado

Selling 120 Bulls with Nuts, Butts, and Guts!

ASR Rocky Mountain E793



Purebred • ASA# 3303717
Allegiance x TNT Tanker

ASR Black Nomad E7215



Purebred • ASA# 3303694
LRS Unlimited x ASR Top Shelf

ASR Most Wanted E7217



Purebred • ASA# 3303702
LRS Unlimited x ASR Top Shelf

ASR High County E766



Purebred • ASA# 3303657
CDI Perspective x ASR Pacesetter

ASR Super Baldy E7227B



1/2 SM 1/2 AN • ASA# 3307204
EF Commando x ASR Top Shelf

ASR Super Baldy E7230



1/2 SM 1/2 AN • ASA# 3303639
EF Commando x ASR Top Shelf

ASR Red Swagger E7320



Purebred • ASA# 3303649
Lock n Load x Shear Force

60 Black and Red Simmentals

60 Super Baldy SimAngus™ Bulls

Includes 25 Fall Age Advantage Bulls

Bulls are PAP Tested

For More Information and Sale Catalog, Contact...

Altenburg Super Baldy Ranch, LLC

Willie and Sharon Altenburg

970.481.2570 • Fort Collins, Colorado

Russ Princ, Manager • 256 254 9042

willie@rmi.net • www.altenburgsuperbaldy.com

Sale
available
on...



CATTLE USA.com

Dickinson Ranch 47th Production Sale

Saturday, March 17, 2018 • 1:00 p.m.
at the ranch • Gorham, Kansas

Selling: 100 Bulls 25 Reg. Yearling Heifers
Simmental • SimAngus™ • Angus • Red Angus



10-14 year old cows on native range in January, never fed hay always graze year around with limited supplement from Loomix.

- The sale bulls and females are out of cows like these, born unassisted and unattended on the range.
- Cattle that are required to calve unassisted and get up and suck with vigor.
- Cattle that will grade on the rail. Steer mates last 2 years have graded 97 and 96% choice.
- Females will hold their flesh on limited resources with no hay or processed grain.
- Genetics will keep you in business by allowing you to retain the heifers that will improve the efficiency of your herd in future years and lowering your feed bill, and by selling good looking cattle at weaning or by selling them on a grid on the rail as fat cattle.

For Sale 100 bulls starting March 19th



Check out more on our web site at
www.dickinsonranch.com

Simmental - Angus - Red Angus

Dickinson Ranch

2324 370th Avenue • Gorham, Kansas 67640
Kirk 785.735.4347, cell • 785.998.4401, phone/fax
1-888-603-BULL • dickinsonranch@hotmail.com



Nightride son • heifer bull



GIBBS 5121C Mountain Man



Homozygous Black
Homozygous Polled

Sire: S D S Alumni 115X
GIBBS 3133A Mountaineer
GIBBS 9024W Blakcap7067T

Dam: PVF-J 4P14 HYB Rookie
GIBBS 0644X Blkcap 8020U
GIBBS 8020U Blackcap 877

ASA# 3104991
1/2 SM 1/2 AN

Trait	Direct					Maternal				DOC	Carcass					\$ Index		
	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay		CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	11.9	-0.5	63.1	111.1	.30	10.4	31.4	62.9	13.3	11.9	36.1	-.08	.77	.005	.62	-.54	160.1	84.1
ACC	.27	.36	.31	.33	.33	.17	.19	.23	.26	.11	.27	.25	.41	.26	.33	.20		
%					10	15	2	10	20			3			1	10	10	

EPDs as of 1.17.18

SimAngus™

- Pedigree stacks top-producing cows from Gibbs Farms, a product of a planned mating that crosses the dam of MOUNTAINEER and the dam of STATEMENT, along with great cow making sires like ALUMNI, ROOKIE, GAMBLER, and TRAVELER 6807.
- Physically pleasing look due to his perfect hoof and leg structural soundness, extreme deep flank, great rib shape along with the disposition second to none.
- Great disposition, good-footed, deep-sided.
- Daughters should make excellent replacement females.

Semen: \$20/unit
Semen available through owners or:

ALLIED GENETIC RESOURCES www.alliedgeneticresources.com

ORigen www.origenbeef.org



Ranburne, AL
Wendell, Nan & Doug Gibbs
Gordon Hodges 336-469-0489
www.gibbsfarms.net



John, Barbara and Anna Maxwell
133 Skyline Drive
Carthage, TN 37030
615-418-7150
johnandbarbara90@gmail.com

GIBBS 6328D Impact



Homozygous Black
Homozygous Polled

Sire: GW Premium Beef 021TS
GW Wolfpack 712A
GW Miss GPRD 217X

Dam: GIBBS 7063T HY Broadband
GIBBS 0703X HY BRD 7291T
GIBBS 7291T HY Rev K717

ASA# 3256237
5/8 SM 3/8 AN

Trait	Direct					Maternal				DOC	Carcass					\$ Index		
	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay		CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	14.3	0.9	75.4	131.4	.35	8.1	27.3	65.0	15.3	10.8	50.1	-.08	.73	.005	.79	-.38	167.7	88.9
ACC	.27	.44	.38	.42	.42	.16	.18	.24	.11	.09	.34	.26	.40	.25	.31	.18		
%			15	3	1		10	4	10		4	4		20		4	3	

EPDs as of 1.17.18

SimAngus™

- Impact was our pick from the 2017 Gibbs Sale.
- He will add muscle and growth without excessive birth weight.
- Impact will also add some pounds and style to his calves.

Semen: \$20/unit
Semen available through owners or:

ALLIED GENETIC RESOURCES www.alliedgeneticresources.com

ORigen www.origenbeef.org



Ranburne, AL
Wendell, Nan & Doug Gibbs
Gordon Hodges 336-469-0489
www.gibbsfarms.net



John, Barbara and Anna Maxwell
133 Skyline Drive
Carthage, TN 37030
615-418-7150
johnandbarbara90@gmail.com

Breeding Cattle for the "Real" World

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

How does it work?

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

Qualifications

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

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

BULLS BUILT FOR THE BIG COUNTRY

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.

MONDAY

APRIL 9, 2018

AT THE RANCH NEAR WIBAUX, MONTANA

**50 Black and Red SimAngus™ Bulls
20 Black and Red Purebred Simmental Bulls
5 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.

NELSON

LIVESTOCK COMPANY

SIMMENTAL • SIMANGUS™ • ANGUS

5831 Hwy 7, Wibaux, Montana 59353
Tom & Renee Nelson 406-588-3371, SUPERIOR REP
Warren Nelson 406-588-3351
Brent Nelson 406-978-2697
www.nelsonlivestockco.com



**WHERE PERFORMANCE
IS BRED ON. NOT FED ON.**

ALLIED

GENETIC RESOURCES

Marty Ropp 406-581-7835
Corey Wilkins 256-590-2487
www.alliedgeneticresources.com

Diamond H Ranch

Sustainable cattle from our pasture to yours!

POWERFUL RED ANGUS AND RED SIMANGUS™ CATTLE

— PERFORMANCE TESTED PEDIGREES WITH A STRONG MATERNAL CORE —

*Annual Production Sale
March 28, 2018
LaCrosse Livestock Market
LaCrosse, KS*

This sale will be broadcast live on the internet.

DVAuction

Broadcasting Real-Time Auctions

Real time bidding & proxy bidding available.

Diamond H Ranch

JUSTIN & JADE HERL

(785) 623-8404

VICTORIA, KS 67671

REGISTERED HEIFERS - YEARLING BULLS - COMMERCIAL HEIFERS

www.diamondhcattle.org



Hot Sim Solutions

at
CATTLE Visions

K-Ler Kingsman 610D



5/8

ASA#: 3125337
EPDs: CE: 18 \$API: 154 \$TI: 89

W/C Executive 187D



3/4

ASA#: 3182363
EPDs: CE: 14 \$API: 136 \$TI: 79

Yardley Utah Y361



3/4

ASA#: 2641894
EPDs: CE: 8
\$API: 116
\$TI: 64



FHEN Halftime A127



1/2

ASA#: 2884737
EPDs: CE: 16
\$API: 146
\$TI: 77



Halls Confidence A30



1/2

ASA#: 2852652
EPDs: CE: 19
\$API: 137
\$TI: 72



W/C Lock Down 206Z



1/2

ASA#: 2658496
EPDs: CE: 19
\$API: 147
\$TI: 79



W/C United 956Y



1/2

ASA#: 2614725
EPDs: CE: 11
\$API: 145
\$TI: 92



W/C BF Innocent Man 174A



3/4

ASA#: 2785174
EPDs: CE: 7
\$API: 94
\$TI: 51



W/C No Remorse 763Y



1/2

ASA#: 2614801
EPDs: CE: 2
\$API: 66
\$TI: 49



TJ Franchise 451D



1/2

ASA#: 3148384
EPDs: CE: 15 \$API: 147 \$TI: 91
Triangle J's 2017 sale topper and
stoutest bull ever produced!

GLS/JRB Cash Flow 163C



3/4

ASA#: 3044489
EPDs: CE: 6 \$API: 113 \$TI: 69

CCR Anchor 9071B



3/4

ASA#: 2882759
EPDs: CE: 21 \$API: 164 \$TI: 84

Rousey Gold Strike 512C



5/8

ASA#: 3000381
EPDs: CE: 20 \$API: 152 \$TI: 87

WS Stepping Stone 844



3/4

ASA#: 2937803
EPDs: CE: 11 \$API: 125 \$TI: 73

Longs the Player C33



3/4

ASA#: 3030191
EPDs: CE: 9 \$API: 115 \$TI: 61

CCR Flint Hills 2092B



1/2

ASA#: 2882607
EPDs: CE: 15 \$API: 146 \$TI: 87

W/C Holy Smoke 060C



1/2

ASA#: 3041168
EPDs: CE: 9 \$API: 148 \$TI: 92

WHF Tenfold C38



3/4

ASA#: 3118596
EPDs: CE: 16 \$API: 153 \$TI: 69

GCC CM Stockbroker B005



1/2

ASA#: 2883938
EPDs: CE: 6 \$API: 102 \$TI: 61

W/C Last Call 206A



1/2

ASA#: 2785178
EPDs: CE: 12 \$API: 130 \$TI: 74

Flying B Mondo 430B



1/2

ASA#: 2939745
EPDs: CE: 6 \$API: 97 \$TI: 50

GCC Whizard 125W



1/2

ASA#: 2511023
EPDs: CE: 10 \$API: 91 \$TI: 55

Hara's Distinction 10C



3/4

ASA#: 3083878
EPDs: CE: 5 \$API: 90 \$TI: 71

CCR Masterlink 9054C



3/4

ASA#: 3026360
EPDs: CE: 7 \$API: 157 \$TI: 84

W/C Red Revolver 8443C



3/4

ASA#: 3041173
EPDs: CE: 13 \$API: 101 \$TI: 52

Walton – Berry Graduate Student Support Grant

Purpose:

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

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

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

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

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

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

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

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

To apply for this award:

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

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



Applications may be submitted electronically or in hard copy to the American Simmental Association

One Genetics Way
Bozeman, MT 59718

or
simmental@simmgene.com

Entry Deadline: April 15



K-LER Kingsman 610D ASA 3125337
W/C EXECUTIVE ORDER X GW MISS GPRD 028X
Homo Black / Homo Polled / 5/8 SimAngus™

- Top selling bull at the NWSS 2017 "The One" Sale
- A nearly perfect combination of EPD profile, genetic merit, unique pedigree power, structural soundness and real-world functionality.
- Dam is a full sib to Select Sires GW Paramount, calving ease king!
- 5 maternal sibs have been high-selling lots in Denver

Owned with Lee's Cattle Company, Brush CO.

Semen available at **CATTLE Visions**

	CE	Brth	Wean	Year	ADG	MCE	Milk	MWW	Stay	Doc	CW	YG	Marb	BF	REA	Shr	API	TI
EPD	17.6	-3.2	72.8	122.6	0.31	8.9	24	60.4	6.6	12.3	38.5	-0.24	0.61	-0.011	1.02	-0.28	154.5	89.8
ACC	0.28	0.36	0.31	0.33	0.33	0.17	0.18	0.22	0.25	0.11	0.27	0.21	0.37	0.17	0.27	0.2		
%	10	4	20	10	4	25	30	15	85	30	20	40	15	75	2	65	15	2



RFG/K-LER ELEVATION 727E ASA 3268058
LRS ELEVATE 213B X RFG FOREVER LADY C231
Homo Black / Homo Polled / PB SM

- Top selling bull at the NWSS 2018 "The One" Sale
- A purebred Simmental power bull with extreme numbers. Calving ease, eye appeal with real growth and performance!
- RFG/K-LER Elevation is the herd sire that will take you to new heights.

Owned with Lee's Cattle Company, Brush CO
 Rossman Farms, Oronoco MN

Semen available at **CATTLE Visions**

	CE	Brth	Wean	Year	ADG	MCE	Milk	MWW	Stay	Doc	CW	YG	Marb	BF	REA	Shr	API	TI
EPD	17.3	-0.8	63.1	98.1	0.22	10.6	24.7	56.3	13.4	11.1	27.2	-0.31	0.31	-0.031	0.93	-0.29	151.5	78.2
ACC	0.27	0.43	0.38	0.31	0.31	0.16	0.16	0.23	0.13	0.08	0.28	0.2	0.36	0.16	0.26	0.18		
%	1	10	50	35	10	30	25	25	25	45	50	55	20	90	25	65	4	10

K-LER

CATTLE COMPANY

*Visitors always welcome!
 Breeding stock & show prospects always available.*

SETH KAEHLER
 (507) 272-5403

RALPH KAEHLER
 (507) 269-5721

JOHN LEE
 (602) 541-8826

TONY ROSSMAN
 (507) 259-2174

23913 COUNTY RD. 39, ST. CHARLES, MN 55972 (5 MI N of I90 -ext 233)



K-LER CATTLE COMPANY

WWW.KAEHLERCATTLE.COM
 KAEHLERCATTLECO@GMAIL.COM

2018 Sire Source

Call Nancy for a discount on multiple listings 406.587.2778



2018 Sire Source Pricing Includes:

- Online listing *(included with options 1 and 2)*
- Hard copy booklet mailed to breeders *(included with options 1 and 2)*
- One full page ad in *the Register* or *SimTalk*, your choice *(included with option 1)*
- Deeper discounts for 10 bulls or more

Option 1 – \$900

Option 2 – \$450

For more information contact:

Nancy at nchesterfield@simmgene.com or Rebecca at rprice@simmgene.com

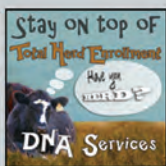
SIMTALK

Linking SimGenetics to Commercial Cattle



To receive a free subscription of *SimTalk*:

- Subscribe online — www.simmental.org
- Complete and fax — 406.587.9301
- Drop in the mail



Check out these blogs at simmental.org

Stay informed.

Subscribe for free to receive the *SimTalk* Magazine.

Name _____

Company Name _____

Address _____

City _____

State _____ Zip _____

Phone _____

Email _____

I am a member of the American Simmental Association Yes No

If you are already receiving the *SimTalk* do not return this card.

Profit Through Science

We do the science, you make the profit.

SIMTALK

Linking SimGenetics to Commercial Cattle

Published four times annually with a special edition Breeder Directory, *SimTalk* is a glossy, full-color publication with a circulation of 40,000+ targeting commercial users of SimGenetics. Advertising in *SimTalk* provides a unique opportunity to brand and trademark your program to thousands of potential customers. If you are serious about communicating with the commercial beef business, consider an advertising presence in every one of our four annual issues.

ASA Publication's *SimTalk* Production Schedule Deadlines

	Sales Close	Ad Materials	Camera Ready	Mail Date
Breeder Directory 2018	May 1	May 10	May 23	June 12
Early Fall 2018	July 23	Aug 1	Aug 10	Aug 24
Late Fall 2018	Sept 21	Sept 28	Oct 9	Oct 22
January 2019	Dec 5	Dec 14	Dec 21	Jan 9
March 2019	Jan 23	Jan 30	Feb 9	Feb 24



First-Class
Postage
Required

Post Office will
not deliver without
proper postage.

SIMTALK

c/o the Register
One Genetics Way
Bozeman, MT 59718 USA

Return today to receive your free subscription.

ALL TERRAIN BULLS

MARCH 19, 2018

Walsh, Colorado

70 Simmental and SimAngus™ Bulls

Rough terrain ready bulls backed by years of performance testing. All bulls are ultrasounded and DNA tested.

NEW THIS YEAR... bulls will be developed at a GrowSafe facility. Feed conversion data available on all bulls selling. Bred to be profitable no matter what the environment, and now, more value added.

*Profit Driven.
Backed by Data.*



BRIDLE BIT SIMMENTALS
ERROL COOK & SONS
PO Box 507, Walsh, CO 81090
Chad Cook 719-529-0564 cell
bridlebitsimm@gmail.com

ALLIED
GENETIC RESOURCES

Marty Ropp 406-581-7835
Corey Wilkins 256-590-2487
www.alliedgeneticresources.com

BULLS LIKE THESE SELL
MARCH 19



GUEST CONSIGNOR - FAR OUT CATTLE RANCH
Jerrid & Katie Brisendine, Walsh, CO 719-688-0838

DVAuction
Broadcasting Real-Time Auctions

Opportunities Expand for Youth of Beef Industry



Chip Kemp

Director of
Membership and
Industry Operations
406-587-4531 ext. 508
ckemp@simmgene.com

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. These are fundamental truths that impact all parts of American Simmental Association (ASA), even junior programming and youth development. Beef breed associations too often assume that their junior members want the easy way — that they don't want to be pushed. ASA makes no such assumptions. Through a 2016 strategic review of American Junior Simmental Association (AJSA) programs it was clear that youth members want and expect more than just the historical approach by breed associations.

Young producers want to learn more about the industry and demand meaningful ways to participate in that industry.

Case-in-point, the second year of the AJSA Steer Profitability Competition (SPC) is well underway. The 2018 SPC is taking place at the University of Missouri Beef Research & Teaching Farm. This facility offers Average Daily Gain (ADG) and feed intake information throughout the entirety of the project. Steers went on test at the beginning of November and are tentatively scheduled for harvest in late May. AJSA members from a number of states entered both individual steers and pens of three into this real-world profit contest. Members could enter steers of any breed composition into the contest to view the overall profitability of their calves all the way through harvest. The winners will be recognized at the AJSA's 2018 National Classic in St. Paul, MN.

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 straightforward 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 quick view of the genetic merit of this year's steers produces some promising numbers. The average ADG EPD of the group is in the top 20% of our population. The average Marbling EPD is in the top 10% of the genetic evaluation, as are the group averages for both \$API and \$TI. That is genetic promise!

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 of the day facing our industry. Animal health, feedlot nutrition, carcass parameters, shipping slides, DNA and genomics are just some of the topics that will be covered.



ASA and AJSA are always searching for approaches that bolster the youth development of AJSA members. Forever looking for ways to improve, this year's SPC participants will be able to be full participants at the 2018 National Classic. SPC steers will count as an official cattle division of the National Classic. So SPC entrants who attend the event and participate in the mandatory four of five educational competitions are fully eligible for overall awards. Read National Classic rules for full details.

From the high elevations of Center, CO, sisters Shelby and Lindsey Temple state, "Through the SPC program we hope to learn more about why we use the genetics we use as producers and seedstock breeders, and how our EPD selection process carries through feeding, finishing, and marketing to the consumer."

A long list of sponsors are stepping up to help these young agriculturists through this process. Allflex®, Chappell Feedlot, GeneSeek®, the University of Missouri, 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.

To find out more about the AJSA and the Steer Profitability Competition or to consider entering steers next fall visit juniorsimmental.org.





SIMMENTAL | ANGUS | SIMANGUS™

Perfect Blend of Genetics Designed for **Profits**

22ND ANNUAL PRODUCTION SALE

Friday - March 16 - 2018

1 PM | AT THE RANCH | MAPLE HILL, KS

CALVING EASE...PERFORMANCE...REAL WORLD

*EPDs as of 2/13/18



E743
5/8 SM
Reg# 3361920, API - 122 TI - 79



E725
PB SM
Reg# 3361786, API - 141 TI - 79



E744
PB SM
Reg# 3361873, API - 150 TI - 88



E715
1/2 SM
Reg# 3361918, API - 175 TI - 93

100
Performance Bulls
4 year guarantee

50
Yearling Heifers
Exclusive bred heifer option

Free Delivery
for KS, OR
MO, NE & OK



Pb Sm Bull
18 Month Old

**Ranks in the TOP 10% of the breed for
CE, WW, YW, ADG, Milk, MWW, CW, Marb, API & TI**

D6101 | Reg# 3263187 | PB SM

Mother of D6101 pictured above



SFG Andrea Z06 - PB SM
ASA# 2674304

ALLIED
GENETIC RESOURCES

f YouTube

LIVE ON THE INTERNET LIVE AUDIO, VIDEO BIDDING
LiveAuctions.TV



Oregon

www.oregonsimmentalassociation.com

Bar CK
Cattle Company
Profitable SimAngus Genetics

Mike, Margo, Crystal, & Katelyn Alley
8925 SW Green • Culver, Oregon 97734
Home: 541-546-8171 • Cell: 541-948-3521
E-mail: mike@barckcattle.com • Fax: 541-546-6420
www.barckcattle.com



AMERICAN Simbrah Breeders



Pine Ridge Ranch Pine Ridge Ranch Pine Ridge Ranch LLC



Jane and Bill Travis
billtravis@simbrah.com
www.simbrah.com

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



Washington

www.washingtonsimmental.org

Trinity Farms
Angus
SimAngus™
Simmental

Generations of Excellence Sale...first Saturday in March

Mike & Paulette Forman
509-968-4800

Robb & Debbie Forman
509-201-0775

2451 Number 81 Rd. Ellensburg, WA 98926
www.trinityfarms.info • Email: trinity@fairpoint.net



Missouri

www.missourisimmental.com

HARRIMAN SANTA FE
Top of the Breed Sales (every day)
SimAngus & Balancer
Bulls & Females
Bob Harriman (660) 492-2504
Private Treaty Listing www.bhsf.us
bharriman39@hotmail.com

www.gerloffcattle.com

GERLOFF FARMS

3162 Hwy A • Bland, MO 65014
573.437.3751 • 573.437.2507
573.680.9117 cell • khuebler@fidnet.com

LUCAS CATTLE CO.
Registered Simmentals, SimAngus™ & Angus Cattle

Cleo Fields
417-399-7124

Forrest & Charlotte Lucas, Owners
RT 91 Box 1200
Cross Timbers, MO 65634

Brandn Atkins
417-399-7142

Office 417-998-6878

Jeff Read
417-399-1241

Fax 417-998-6408

www.lucascattlecompany.com Visitors Always Welcome

Unprecedented awareness
of your calves.

NO COST!

**Feeder Profit
CALCULATOR™**

- Identifies the relative value of your feeder calves.
- Open to the majority of breeds and breed compositions.

beef@internationalgeneticsolutions.com



Colorado

www.coloradosimmental.com

Lechleiter Simmentals

30th Annual
Bull Sale
March 17, 2018
Loma, Colorado

857011 Ida Road
Montrose, CO 81403
970-209-8008 (days)
970-249-5938 (evenings)

**Altenburg Baldy
Super Ranch, LLC**

Simmental
SimAngus™
Angus
Black & Red

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

Russ Princ, Manager • 256-254-9042 • Russell.Princ@gmail.com

T-HEART RANCH

Shane & Beth Temple
719-850-3082
www.t-heartranch.com

True High Altitude Cattle

ANNUAL FEMALE SALE • DECEMBER 2018 • LA GARITA, CO



Georgia

www.georgiasimmental.com

**PHILLIPS FARMS
Simmentals**

Roy L. Phillips
770-547-9584
Home: 770-745-7331
Fax: 770-773-9657
phillipsfarmsga@bellsouth.net
104 Manning Mill Rd. • Adairsville, GA 30103

RPF



Montana

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

BULLS OF THE BIG SKY
 Bulls of the Big Sky
 February 19, 2018
 Billings, MT

NELSON
 LIVESTOCK COMPANY
 Simmental • Sim-Angus • Angus

5831 Highway 7, Wibaux, MT
 406-588-3371
 nlcsim@midrivers.com
 www.nelsonlivestockco.com

Watch for our Annual Bull Sale April 9, 2018.

HILL'S RANCH
 Simmentals

Hill's Ranch Simmentals
 Box 186
 Stanford, MT 59479
 406-566-2479

Bull Sale • February 26, 2019
 hillssimmentalmt@yahoo.com • www.hillsimmental.com

Peck Simmentals

Offers Registered SimAngus™

sons of PS Pioneer A05

William & Marianne Peck
 129 Yellowstone Trail • Whitehall, MT 59759
 406-287-5669 • pecksimm@gmail.com
 www.pcksimm.8m.net

Beyond the Bounds of Print

tReg

www.simmgene.com/tReg



North Dakota

DAKOTA EXPRESS
 Wade & Merri Staigle
 Center, ND 701-794-3351

Kevin & Liz Hansen
 Ryder, ND 701-758-2571

Annual bull & female sale
 February 15, 2019
 www.dakotapress.com

SYS SIMMENTALS

Gary Sys
 9400 205th Ave. SW
 Douglas, ND 58735
 701-722-3244

KENNER
 SIMMENTALS

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

www.kennersimmental.com

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

Ellingson Simmentals

5065 125th Ave. NE • Dahlen, ND 58224
 tellings@polarcomm.com • www.ellingsonsimmentals.com
 Annual Production Sale, January 25, 2019



Oklahoma

www.oklahomasimmental.com

Lazy U Ranch
 Dave & Debbie Umfleet
 20858 West 10th St N • Haskell, OK 74436
 918-693-9420 • davelazyu@aol.com
 Simmental & SimAngus™ Bulls & Females

www.northdakotasimmental.com

SRF Simmentals
 Roger and Susan Finke family
 35500 114th Ave. NW • Berthold, ND 58718
 701-453-3157 Roger • 701-453-3105 Todd
 email: srf@srt.com

Edge of the West Bull & Female Sale
 February 11, 2019

BATA BROS.
 SIMMENTAL CATTLE

6322 Highway 35
 Adams, North Dakota 58210
 Joe: 701-331-0344 • Mark: 701-331-3055
 jpbata@polarcomm.com

"BBS" THE MARK OF QUALITY

KELLER BROKEN HEART RANCH

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

Annual Production Sale
 March 1, 2018

TNT SIMMENTALS
 Kevin & Lynette Thompson

5125 53rd St. • Almont, ND 58520
 Kevin's Cell 701-391-1631
 Home 701-843-8454
 www.tntsimmentals.com

Visitors always welcome.
 Only 15 miles off I-94

Annual Bull Sale • Friday, February 8, 2019

JOSH & TRISTA RUST

759 7th Ave NW
 Mercer, ND 58559
 p: 701.447.2479
 f: 701.447.2478
 c: 701.391.9769

RUST MOUNTAIN VIEW RANCH
 Simmental • Red Angus • Marais North Dakota

e: rustmountainviewranch@hotmail.com
 w: www.rustmountainviewranch.com

Willis Simmentals

5759 Enville Road
 Marietta OK 73448
 willissimmentals@arbuckleonline.com

Quality Simmental Breeding Cattle
 10 miles east on Hwy. 32,
 1/4 mile north on Enville Road.

Bobby 580-276-2781 (ph. & fax) **Jon** 580-795-4601

WHITE FARMS
 SIMMENTAL

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



www.illinoisimmental.com

Hopewell Views Simmentals

Rick Wambles 217-242-7551
Mary Boehm 217-242-3573

16168 St Hwy 96 • Rockport, IL 62370
 217-734-9234 • hopewellviews@irtc.net

Owner: Jim Berry
 Cattle Manager: Ben Lehman
 563-920-0315
 6502 Rt. 84 South Hanover, IL 61041
 815-297-5562

Commercially Targeted Seedstock

WILDBERRY FARMS
 Simmental Cattle

www.wildberrymfarms.net

217-854-5200
 Angus Simmental/Angus

Rhodes Angus

LARRY RHODES
 217-473-5868 cell
 217-854-5200 office
 rhodesangus@royell.org
 9350 Rte 108
 Carlinville, IL 62626
 www.RhodesAngus.com



www.breedingcattlepage.com/
 TNSimmAssoc/

Slate Farms & CATTLE COMPANY

Female Select Sale/Herd Bull Select Sale
 Visitors Always Welcome

Steve Slate
 4437 Highway 49 W
 Vanleer, TN 37181
 931-206-5026
 slatefarms@att.net
 www.slatefarms.com



www.nesimmental.com

FELT FARMS

James, Merlin, and Delores Felt, Matt Schulte

57977 857 Road • Wakefield, NE 68784
 402-287-2488 home • 402-369-1069 cell
 delores@feltfarms.com • www.feltfarms.com
Herdsman, James Felt
 402-369-0513 cell • jamesfelt02@gmail.com

Foxy Ladies Bred Heifer Sale
 November 24, 2018 • West Point, NE

Bulls of Excellence Sale • February 21, 2019
 West Point Livestock Auction, West Point, NE

Bull Sale - Feb. 15, 2019
 SPECIALIZING IN BLACK & RED POLLED SIMMENTAL,
 SOME FLECK INFLUENCE

SANDY ACRES SIMMENTAL

Melanie Miller 402-841-1450
 Leonard Miller 402-640-8875
 Neligh NE
 www.SandyAcresSimmental.com

X GENGENBACH X
 → CATTLE COMPANY →

Registered Black Simmental, SimAngus™ and Angus
 Performance with Maternal Trait Cattle

Randy & Mary Jo Gengenbach
 75190 Rd 330 • Grant, NE 69140
 308-352-1975 www.gengenbachcattle.com
 308-352-6185 (C) mjgengenbach@hotmail.com

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

The PERFORMANCE RECORDS

FORSTER FARMS
 Verlouis Forster Family
 74096 Road 434
 Smithfield, NE 68976-1039
 308-472-3086 Verlouis
 308-991-2208 Alan Cell
 www.forsterfarms.com

Just 20 minutes off I-80

"Red and Black, Polled, Pigmented Simmentals"

Triangle J Ranch
 Darby & Annette Line
 35355 Arrow Road • Miller, NE 68858
 308-627-5085 Darby Cell
 Just 30 minutes of I-80
 www.trianglejranch.com

Annual Production Sale
 last Sunday in January

Berger's HerdMasters
 Angus x Simmental Hybrids
 Both Red and Black

Loren & Peggy Berger
 9339 E. Autogate Rd.
 Stapleton, NE 96163
 www.bergersherdmasters.com

308-532-0939
 308-520-3836
 berger@nque.com

Like us on **f**

J & C SIMMENTALS

Black Simmental Bulls & Females
 Purebred to Percentage

Jay & Kim Volk • 402-720-7596
 Clark & Leslie Volk • 402-720-3323
 Bob & Jeanette Volk • 402-720-0469

20604 US Hwy 30 • Arlington, NE 68002
 volkjk@aol.com • www.jandcsimmentals.com

Consigns to Ladies of the Valley –
 October 14, 2018

J&C Annual Bull Sale – January 26, 2019

SLOUP SIMMENTALS
 402-641-2936 Cell

Nick and Andrea
 303 Northern Heights Drive • Seward, NE 68434
 a.sloup@juno.com • www.sloupsimmentals.com

Join us at the Farm, October 13, 2018
 for our 23rd Annual Production Sale.

www.simmental.org/scienceblog

ASA Science Blog

Join Dr. Jackie Atkins on the ASA Science Blog to discuss the latest issues, industry hot topics, or respond with comments and questions of your own.

Red Hill Farms
 Bart, Sarah & Gordon Jones
 466 Red Hill Road • Lafayette, TN 37083
 615-666-3098 • mail@redhillfarms.net
 www.redhillfarms.net

More Than a Bull XII, Bull and Female Sale
 March 17, 2018

MARTIN FARMS
 Homozygous Black & Polled Simmental & SimAngus

Neil Martin
 931-623-2634 c
 931-670-3646 h

Christopher Martin
 931-580-6821 c
 martin.farms@yahoo.com

9387 S Lick Creek Rd
 Lyles, TN 37098
 MartinFarmsBeef.com



www.kansas-simmental.com

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

Black and Red Purebreds
 Angus
 SimAngus™ Halfbloods

Spring Bull Sale - Friday, February 15, 2019.

THE MOSER RANCH M
 SimAngus • Simmental • Angus

Harry & Lisa Moser & Family
 Wheaton, KS 66521
 Phone 785.396.4328
www.moserranch.com

BROOKS SIMMENTAL RANCH

Ralph Brooks Cassidy Brooks
 7440 Lake Elbo Rd.
 Manhattan, KS 66502
 C: 785-556-0385

ralphbrooks13@gmail.com

River Creek Farms
 Simmentals Since 1970

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

www.rivercreekfarms.com

**28th Annual Production Sale
 February 13, 2019**

Annual Production Sale
 March 16, 2018

Sunflower genetics

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

Simmental
 Angus
 SimAngus™

Stay ON TOP OF
Total Herd Enrollment

Have you
 HERD?

DNA Services

simmental.org/haveyouherd

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

"Proof - Performance - Profit"

Kaser Brothers Simmental
 Stephen Kaser
 H 785-346-5181 • C 785-346-6077
 629 County 388 Drive
 Osborne, KS 67473

Dixon Farms, Inc.
 Carol Dixon, Kevin Dixon,
 & Lyle Dixon, D.V.M.
 13703 Beaver Creek Rd • Atwood, KS 67730
 785-626-3744 • drlyle@live.com
www.dixonfarms.com

DX



LCF Dr. Mikell & Mary Cheek Davis
 662.418.0686

Dr. Jason & Nikki Gress
 301.331.1773

2638 Turkey Creek Road
 Starkville, MS 39759
 662.324.7721

Little Creek Farm, LLC

Red Angus and Fullblood Fleckvieh Simmental Cattle
www.littlecreekcattle.com | info@littlecreekcattle.com

Rockhill Ranch

Rickey Nicholas
 601.818.1456
 rnickolas@huges.net
 1152 Rockhill to Brooklyn Road
 Purvis, MS 39475

Simmental, Angus, SimAngus™ & Simbrah Cattle

Minnesota

www.mnsimmental.com

Sargeant Farms
 Simmental Cattle

**BULLS AND FEMALES AVAILABLE
 BY PRIVATE TREATY**

Owner • Howard E. Sargeant
 Box 400, Forest Lake, MN 55025
 651-464-3345 • 651-464-2662

Farm Manager: Adam Trest
 52309 Fleming Logging Road
 Sandstone, MN 55072
 320-245-2830 • 320-630-3608

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

Oak Meadow Farms
 Simmentals

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

Harmony, MN 55939
www.oakmfarm.com

RYDEEN FARMS
 Est. 1897

Polled Red & Black Simmental Cattle

218.280.1916 (Paul cell) • 218.776.3338 (Farm)
rydeen@gvtel.com • www.rydeenfarms.com

Annual Vision Production Sale in February

ASA Science Blog

www.simmental.org/scienceblog

Join Dr. Jackie Atkins on the ASA Science Blog to discuss the latest issues, industry hot topics, or respond with comments and questions of your own.

Carcass Merit Sire Evaluation Program

- Average 74% Choice, YG 2.8
- Complete tenderness data
- 10,000 carcass records collected
- Over 35,000 commercial cows mated

CMP
 ASA
 CANADIAN MEAT PROGRAM



Kentucky

<http://www.kysimmental.com>



Joe & Venedia Tingle
502.682.8637
Derek & Chelsey Tingle
502.682.0806
722 Drennon Rd.
New Castle, KY 40050
www.tinglefarms.com



Iowa

www.breedingcattlepage.com/Simmental/iasimmassoc/



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



South Dakota

www.southdakotasimmental.com

ANNUAL SALE
FIRST THURSDAY
IN FEBRUARY



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

WERNING CATTLE COMPANY

Simmental - Angus - SimAngus
27262 424th Ave. • Emery, SD 57332
Date: 605-825-4219
Scott: 605-682-9610
www.werningcattle.com



EKSTRUM

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

John Ekstrum
605-778-6414

South Dakota's Source for Outcross Performance Simmentals!

EX SIMMENTALS & SimGenetics
- Specializing in Hard to Find Red Breeding Stock -
36220 257th St., Kimball, SD 57355
clayekstrum@midstatesd.net • ekstrumsimmentals.com

Benda Simmentals

Jim and Jay Benda

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




Texas

www.texassimmentalsimbrah.com

R SIMBRAH

Ana Hudson
8330 West Farm 6092
Miles, TX 76861
325-212-1117
ana@rxsimbrah.com
www.rxsimbrah.com

Heat Adapted Cattle
Simbrah
SimAngus™
SimAngus™ HT
Simmental

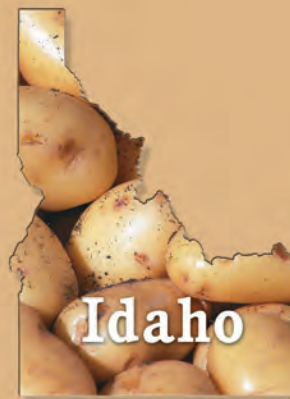



Red Angus, Red Simmental & Red SimAngus™ Cattle

BULLS & FEMALES FOR SALE

BOIS d'ARC
LAND & CATTLE, CO.

Mike and Jan White
903/450-1221 Office • 903/450-6236 Cell
104 Oak Lane, Ladonia, TX 75449
www.boisdarclandandcattle.com



Idaho

LANTING ENTERPRISES LLC

Registered SimAngus™ Cattle

2181-B North 2300 East Twin Falls, Idaho 83301
www.lantingentl.com LantingEntLLC@hotmail.com
JIM 208.731.4423 **JOHN 208.731.2697**
TODD 208.358.0188 **CHASE 208.539.4371**



Promise Land Ranch

Mike & Cathy Stoltey Family
374 Promise Lane • Plummer, ID 83851
208-686-1515 (H) • 208-699-2335 (M)
plrlivestock@gmail.com

Unprecedented awareness of your calves.

NO COST!

Identifies the relative value of your feeder calves.
Open to the majority of breeds and breed compositions.

Feeder Profit CALCULATOR™ beef@internationalgeneticsolutions.com



Double J Farms

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

Simmental Cattle est. 1974

Females by Private Treaty in the Fall
Private Treaty Bull Sale January 27, 2018



TRAXINGER SIMMENTAL

Reds, Blacks • Bulls and Females
Private Treaty Sales


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



Steve & Cathy Eichacker

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

Annual Bull Sale • March 2, 2018





HALF PRICE SALE!

50% off

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

Livestock Services



**Jered Shipman,
Auctioneer**
806-983-7226
6945 CR 206
Grandview, TX 76050

Col. Luke Mobley



Auctioneer
Livestock Marketing



205.270.0999 | www.LukeMobley.com

ORIGen
Breeder to Breeder Genetic Services

10 West Arrow Creek Road
Huntley, Montana 59037

1-866-867-4436

www.ORIGenbeef.org

ALLIED
GENETIC RESOURCES

ALLIED BY REPUTATION.
FOCUSED ON SERVICE.

MARTY ROPP 406-581-7835
CLINT BERRY 417-844-1009
JULIE MURNIN 325-370-3103
ROCKY FORSETH 406-590-7984
ANDREW CONLEY 706-781-8656

WWW.ALLIEDGENETICRESOURCES.COM



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

866-356-4565
www.cattlevisions.com



**UNIVERSAL SEMEN
SALES, INC.**

2626 Second Avenue South
Great Falls, MT 59405
800-227-8774
406-453-0374
406-452-5153 Evenings
406-453-0510 Fax



unisemen@universalsemensales.com
www.universalsemensales.com

Unprecedented awareness
of your calves.

NO COST!

- Identifies the relative value of your feeder calves.
- Open to the majority of breeds and breed compositions.

**Feeder Profit
CALCULATOR™**

beef@internationalgeneticsolutions.com

A.I. Products, Semen & Service

Custom Collection
Billings, MT
406.656.9034
Strafford, MO
417.736.2125

Customer Service
888.333.1783

GENEX™

INDUSTRY UPDATE

“Toolbox” to Better Study Alfalfa

Known as the “Queen of Forages,” alfalfa can be grown alone or in mixtures with other plants. Its high protein content and nutritional quality make it an excellent food source for livestock, such as dairy and beef cattle, whether it is grazed or cut for hay. Alfalfa hay alone is valued at more than \$8 billion annually in the US. Agricultural researchers want to better understand and enhance the many positive attributes of alfalfa.

To help accelerate alfalfa research and cultivate development, scientists at the Noble Research Institute have developed the Alfalfa Breeder’s Toolbox. This comprehensive, web-based portal serves as a community resource that will allow alfalfa breeders and the research community to share, access and visualize data about alfalfa. The Toolbox website includes the alfalfa genome sequence generated through collaborations between the Noble Research Institute, the National Center for Genomic Resources, The University of Minnesota, The J. Craig Venter Institute and The University of California.

“The Alfalfa Breeder’s Toolbox will provide more opportunities to solve practical challenges for alfalfa production and include more efficient ways to organize, store, manage, integrate and analyze all of the complex, large-scale datasets being generated for

this crop,” said Maria Monteros, Ph.D., Noble Research Institute associate professor in legume breeding and project coordinator. “Ultimately, the Alfalfa Breeder’s Toolbox will enhance efficiencies and result in shorter timelines to develop new cultivars that address current and future agricultural production challenges.”

With the Toolbox, plant breeders can visualize gene sequences, determine which genes are activated during stress conditions such as drought, and identify specific DNA sequences referred to as molecular markers to highlight and tag those genes of interest. The Toolbox also includes information on the best strategies for field site preparation, planting, managing and harvesting alfalfa as well as approaches to identify the best varieties for planting based on the target environment.

As a legume, alfalfa supplies its own nitrogen through mutually beneficial relationships with naturally occurring bacteria in the soil. This reduces the use of nitrogen fertilizers and can increase the yields of other crops grown in rotation with alfalfa. Alfalfa also improves the soil structure and can increase the soil’s water-holding capacity.

To learn more about the Alfalfa Breeder’s Toolbox, please visit www.alfalfatoolbox.org.

CONTINUED ON PAGE 78

• 16TH ANNUAL BULL SALE •

SCHRADER

ranch

TUESDAY, MARCH 20, 2018 | 1:00 PM AT THE RANCH
Top End Bid Off | 80 Charolais & SimAngus™ Bulls on Test

Charolais Sires: Ledger, Venture, Wrangler
Angus & Simmental Sires: Final Answer, Broadway,
Cowboy Cut, Graduate, Spartan

Suther Feeds, Inc
Opportunity • Solution • Success
SUTHER FEEDS - DIRECT LINK
Dan Suderman, 620-381-1014

SCHRADER RANCH
Spencer, Laci, Weston & Josi Schrader
Home. 785-488-2135 | Spencer. 785-488-7204
2118 Oxbow Road Wells, Kansas 67467
email: schrader@twinvalley.net

For more sale information,
videos & the sale catalog visit our website
www.schraderranch.com

ORIGen YOUR COMPLETE GENETIC SOURCE



137SM4883

SFG THE JUDGE D633 Semen **\$40**

3208952

Sire: CCR Cowboy Cut 5048Z

MGS: MCM Top Grade 018X



237SM1120

MJ BORDER PATROL Semen **\$20**

3034019

Sire: Blacksand Ibull 49Z

MGS: S A V Final Answer 0035



237SM1181

BROKER 509C Semen **\$25**

3232445

Sire: MR Hoc Broker

MGS: S A V Net Worth 4200



365SM204

YON HOOVER DAM Semen **\$20**

2867483

Sire: Hoover Dam

MGS: Ellingson Legacy M229



237SM1139

CMG PROFIT C533 Semen **\$20**

2991171

Sire: S A V Brilliance 8077

MGS: Golden Dreams

ALLIED
GENETIC RESOURCES

Spring special applies to select ALLIED bulls.

NEW GENETICS • FRESH IDEAS • PROFIT DRIVEN FOCUS
www.alliedgeneticresources.com

2018 Spring Special March 1 - April 30, 2018

Enter promo code **ORIGENSP18** at checkout
when you order online at

www.ORIGenbeef.org

10% DISCOUNT on 30 units or more
Discount applies to any combination Allied and ORIGen
Simmental and SimAngus™ bulls.

ORIGen

Breeder to Breeder Genetic Services

INFO@ORIGEN-BEEF.COM • I-90 EXIT 469, SOUTHEAST OF BILLINGS, MT • 10 WEST ARROW CREEK ROAD, HUNTLEY, MT 59037

866-867-4436
www.ORIGenBEEF.org

USDA Investing in Wildfire Mitigation and Water Quality

The US Department of Agriculture (USDA) will invest nearly \$32 million this year to mitigate wildfire risk, improve water quality and restore healthy forest ecosystems in 24 states and Puerto Rico. Since 2014, USDA has invested \$176 million in Restoration Partnership Projects, which focus on areas where public forests and grasslands intersect with privately-owned lands.

This year the Joint Chiefs' partner USDA agencies are providing \$2.9 million to fund seven new projects and \$29 million to support 21 ongoing partnership projects. Federal, state, and local partners will bring an additional \$12 million through financial and in-kind contributions over three years to implement the newly added projects. These contribute to jobs and economic benefits that sustain rural communities.

Along with mitigating fire risk, the projects are designed to improve water quality by restoring healthy forests and grasslands. For example, one of the new 2018 projects, Sublette County Forest Collaborative: Working Together for Forest Health, specifically addresses protecting the sole drinking water source of Pinedale, Wyoming, near the Bridger Teton National Forest. The project area includes lands managed by the Forest Service, Bureau of Land Management, State of Wyoming and private landowners in Sublette County, Wyoming.

Cattle 'Ponzi Scheme'

Justin Tyler Greer, 36, was arrested on December 28 in Tarzan, Texas, with assistance from a Fugitive Task Force made up of officials from the Texas Rangers, Midland County Sheriff's Office, Martin County Sheriff's Office, US Marshals Service and the Texas & Southwestern Cattle Raisers Association Special Ranger Unit.

The California man was arrested after allegedly defrauding more than a million dollars from prospective cattle buyers in a scheme that spanned four states.

There are seven victims who are out \$1.5 million in losses. The investigation began in June 2017 when the victims claimed to be coming up hundreds of head short. Cattle owned by investors were illegally sold and moved to Colorado and Wyoming.

Greer was extradited back to Tulare County, California, on Dec. 31 where he is from. Tulare County Sheriff's Agricultural Crimes Unit tracked down Greer with the aid of Texas Rangers and US Marshals. Local authorities in Texas also helped with the arrest, along with assistance from the Texas & Southwestern Cattle Raisers Association Special Ranger Unit.

In addition to working as a cattle broker, Greer managed cattle owned by ranchers in California, Wyoming and Colorado. Authorities describe the cattle as being backgrounded and then run as stockers

CONTINUED ON PAGE 80

SOUTH DAKOTA STATE UNIVERSITY

Angus & SimAngus™ Bull Sale

Friday, April 6, 2018

1:00 p.m. at the SDSU Cow/Calf Education and Research Facility

• 2901 Western Ave, Brookings, SD •

Join us for lunch before the sale!

S D S United 7101E

W/C UNITED 956Y x HOOKS SHEAR FORCE 38K
50% SIMMENTAL

CE	BW	WW	YW	Marb	RE	API	TI
13.9	0.0	87.3	141	0.69	0.85	161	94.9
35%	40%	1%	1%	10%	15%	10%	1%

For more information or to request a sale book contact:
Kevin VanderWal: (605) 693-2253; kevin.vanderwal@sdstate.edu or Dr. Cody Wright: (605) 688-5448; cody.wright@sdstate.edu

<https://www.sdstate.edu/animal-science/sdsu-annual-bull-sale> | South Dakota State University, Box 2170, Brookings, SD 57007





W/C *Executive* 187D

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

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



Miss Werning KP 8543U



\$46,000 full sister to 187D

Trait	Direct					Maternal				DOC	Carcass					\$ Index		
	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay		CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	14.2	-0.5	72.3	113.2	0.26	7.6	24.7	60.9	9.2	10.2	36.5	-0.18	0.39	-0.016	0.77	-0.13	136.2	79.6
ACC	0.33	0.39	0.35	0.37	0.37	0.30	0.31	0.32	0.27	0.22	0.30	0.26	0.40	0.26	0.31	0.18		
%	30	35	20	20	20		25	15			25				25		35	20

EPDs as of 1/17/18

- First calves are arriving early and easy with strong vigor and early growth. He is proving to be a go-to sire to use on heifers.
- Striking presence and look with top-tier EPDs.
- Full brother to W/C Executive Order 8543B, the 2015 high selling bull at Wernings for \$71K.
- Dam 8543U is arguably the most versatile breeding piece in the breed, as she clicks with all matings, and is approaching 4 million in progeny sales.
- Ultimate breeding flexibility, use to enhance growth, improve phenotype, and add maternal strength while producing purebreds or percentages.
- ADG 4.21# ranked 7th out of 200 bulls, great scan data ratioing 114 for IMF and 112 for BF.



Jess, Amber, Jade & Jack Range
848 NE 850 Ave. • Greenfield, IL 62044
Jess: 217-248-8447
jess_range@hotmail.com

WERNING CATTLE COMPANY

Emery, SD

Dale: 605-825-4219 Scott: 605-682-9610 Jared: 605-933-1661
27262 424th Ave., Emery, SD 57332 • www.werningcattle.com

Semen: \$40/unit Available through owners and **CATTLE Visions** (866) 356-4565

before being sold when they reached a marketable weight. Greer allegedly failed to meet financial obligations in April and May, raising flags for his customers. Audits were issued by two victims to determine if cattle were stolen as they were coming up hundreds of head short.

The cattle in Wyoming were on government range illegally. The US Forest Service is investigating the case of the cattle in Wyoming in a parallel criminal investigation because cattle were being grazed without the proper permits. Greer also had partners who invested in cattle they thought were for sale, except Greer didn't own them or the cattle never existed.

Authorities say Greer was doing business at a number of financial institutions with multiple accounts. More than 25 search warrants were served to look at accounts, office locations, residences and electronic devices. Hundreds of documents were looked at to see what transactions had been made because so many cattle were changing hands.

Thirteen counts of grand theft have been alleged against Greer, with three separate counts for investment fraud. The state felonies could result in a maximum of 26 years in prison. The lack of grazing permits on US Forest Service land in Wyoming could have additional penalties or jail time.

USDA Cancels Organic Livestock Rule

The US Department of Agriculture (USDA) has announced its intent to withdraw the Organic Livestock & Poultry Practices (OLPP) final rule. The rule was finalized in January 2017 but placed on hold when the new Administration took office.

In mid-November, the agency suggested that it would re-evaluate the rule and was extending consideration of the rule until May 14, 2018. The latest action formally terminates the rule. The organic livestock rule, initially proposed in April 2016, adds new provisions for livestock handling and transport for slaughter and avian living conditions and expands and clarifies existing requirements covering livestock care and production practices.

In withdrawing the rule, USDA determined that the regulation exceeded the agency's authority and that it would have had a greater economic impact on farmers than originally estimated. The Organic Trade Association (OTA) has been a widespread supporter of the OLPP rule. After months of delay, it has even decided to sue USDA in order to require the agency to move forward on the rule, which was sought to help bring increased integrity to the voluntary organic label.

In a statement following Friday's announcement, OTA said it was "dismayed" at USDA's action.

CONTINUED ON PAGE 82



WISCONSIN BEEF IMPROVEMENT ASSOCIATION

61st Annual Performance Selected Bull Sale

SATURDAY, APRIL 7th, 2018 • STARTING AT 11:00 AM

AT THE UNIVERSITY OF
WISCONSIN PLATTEVILLE PIONEER FARM THREE MILES SOUTH
OF PLATTEVILLE ON HIGHWAY 80, THEN 3 MILES EAST
ON COLLEGE FARM ROAD.

SELLING 80 YEARLING PERFORMANCE TESTED BULLS
SELECTED FROM 132 BULLS ON TEST NOVEMBER 28 TO MARCH 9
ANGUS • COMPOSITE • RED ANGUS • SIMMENTAL • TARENDAISE • PINZGAUER



2016 TOP SELLING BULL GENEZ



2017 TOP SELLING BULL



BULLS ARE FED A FORAGE BASED RATION

Video/Data on line:
www.WISCONSINBEEF.COM

ALL BULLS ARE GENE TESTED FOR
PARENTAGE AND EPD'S



Broadcasting Real-Time Auctions

Never miss an auction again!
Watch & bid online for FREE!

Visit www.DVAuction.com
and Register Today!

For general questions please contact our office:
(800) 316-5400 or support@dvauction.com

COMPLIMENTARY LUNCH SERVED BY THE GRANT COUNTY LIVESTOCK & MEATS JUDGING TEAM

BUY A WBIA TESTED BULL FROM YOUR LIVING ROOM, OFFICE OR THE TEST STATION!
GO TO DV AUCTION.COM

GSC GCCO Dew North 102C



Lindsay Hanewich

**Black
Polled**

ASA# 3141837 • PB SM

CNS Dream On L186

Sire: HTP/SVF Duracell T52

HTP SVF Honeydew

Welshs Dew It Right 067T

Dam: Welsh's Scarlet 161Z

Welsh's Roxie 103W



Lindsay Hanewich

GSC GCCO Dew North 102C

Trait	Direct					Maternal				DOC	Carcass						\$ Index	
	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay		CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	14.8	.3	61.2	81.4	.13	11.8	15.6	46.2	10.3	10.7	18.2	-.35	.05	-.054	0.77	-.47	122.2	67.3
ACC	.21	.23	.21	.22	.22	.20	.20	.20	.18	.15	.18	.17	.23	.19	.20	.09		
%	10	20				20									3			

EPDs as of 2.2.18

- Calving ease and maternal calving ease
- Functional, sound-structured, square-built, great-footed
- Bold-ribbed, big volume
- Functional, problem-free daughters
- Great disposition
- Complete
- Versatile sire

Semen: \$50/unit

Semen available through Matt Claeys and Cattle Visions 866-356-4565

CATTLE Visions
www.cattlevisions.com



Glacier Cattle Company

Jason Neilitz
Crandon, WI

Matt Claeys

Otterbein, IN
765-427-9078
mclaeys@purdue.edu

Griswold Cattle

John Griswold
Stillwater, OK
405-780-3330

“This groundless step by USDA is being taken against a backdrop of nearly universal support among the organic businesses and consumers for the fully vetted rules that USDA has now rejected. By the department’s own count, out of the more than 47,000 comments the department received in the last public comment period for the regulation, 99% were in favor of the rule becoming effective without further delay on November 14. USDA noted that of those 47,000 comments, only 28 supported withdrawing the rule,” OTA chief executive officer Laura Batcha said.

Batcha noted that consumers trust that the organic seal stands for a meaningful difference in production practices. “Most striking is the Administration’s continued confusion that organic standards are mandatory rather than voluntary,” she added. “Farmers, ranchers and businesses choose to be in the organic marketplace, and Congress intended that industry and consumers work together to develop organic standards. This action undermines that goal.”

However, the rule has not been supported universally. Many commodity groups, such as the National Pork Producers Council (NPPC), National Cattlemen’s Beef Association and even larger organic businesses, voiced opposition to the rule’s stipulations and cost without providing further animal welfare benefits.

Shoppers Jump Between Stores

New research shows 76% of weekly shoppers visit more than one retailer each week for groceries and 67% of those shoppers are visiting approximately two to three retailers weekly. This from the sales and marketing firm Acosta’s latest research titled, “Hot Topic Report, Trip Drivers: Top Influencers Driving Shopper Traffic.”

“Shoppers appreciate having options, which is why we are seeing a rise in hopping from store to store for weekly grocery trips,” said Colin Stewart, Senior Vice President at Acosta. “People are motivated by not only good deals and fresh products, but also by brand loyalty, which can impact their decisions to either keep returning to a particular store, or hopping to another.”

Price is an important reason shoppers are traveling to multiple retailers, with 61% of shoppers reporting they shop at more than one retailer because “some products are priced lower at certain retailers. Only 45% of Millennials, however, cite price as a key driver of retail hopping. This generation is more prone than the average shopper to vary their shopping based on where they are and specific brands.

More shoppers are choosing which store to shop based on how much they like the store brand (53% of shoppers versus only 34% in 2011). Fresh foods continue to be another key driver with 37% of shoppers

CONTINUED ON PAGE 84

Boyle Ranch Fleckvieh Genetics



Private Treaty
Fullblood Fleckvieh and Fleckvieh influenced Black and Red Simmental bulls.

Coming 2 Year Old, Fall and Spring Yearlings Available

CALL FOR MORE INFORMATION

Bryan 712-870-8666
Paul 712-899-4736
Logan 712-870-8658
www.boylerranchfleckvieh.com
2610 Taylor Avenue
Danbury, IA 51019

Like us on Facebook

We love talking cattle, and we would like to hear about your operation's unique needs and goals.

KNOW.

Or guess.



Choose KNOW.



IGS is ideally suited as the benchmark in gauging feeder calf value. The IGS Feeder Profit Calculator™ leverages the world’s largest beef genetic evaluation to identify the Relative Value of your feeder calves and to provide a third-party certification to data-driven buyers. All at no cost to you!

Open to majority of breeds and breed

IGS International Genetic Solutions
beef@internationalgeneticsolutions.com
www.internationalgeneticsolutions.com



Hey Duke! How do you like my Mohawk?

Pilgrim, there's only one MO-HAWK that I think looks good!

WS MO-HAWK 44PYD



*Semen Available
\$20/unit
#3145498*

	CE	BW	WW	YW	ADG	Milk	MWW	DOC	CW	YG	REA	API	TI
EPD	9.5	2.6	87.3	129.1	0.26	22.6	66.3	14.3	49.9	-0.37	1.19	114.8	77.2
ACC	0.28	0.44	0.38	0.32	0.32	0.24	0.29	0.17	0.29	0.23	0.29		
%			1	1			2	3	2		2		

PUREBRED SIMMENTAL * HOMO BLACK * HOMO POLLED * DOB: 02-06-2016

SIRE: SVF ALLEGIANCE Y802 MATERNAL SIRE: ESMJ CONSERVATIVE MJ9365

Wolfe Simmentals
Bill & Jane Wolfe
13908 50th Ave.
Prole, IA 50229
515-681-5699
bjwolfe@netins.net
www.wolfesimmentals.com

SMITHSON FARMS
Danny & Erin Smithson
12397 Jasper Ave.
La Plata, MO 63549
660-651-5877
farmboysmithson@hotmail.com
www.smithsonfarms.com

Wolfe Simmentals
Matt & Emily Wolfe
15904 65th Ave.
St. Charles, IA 50240
515-202-4056
wolfetrucking@gmail.com
www.wolfesimmentals.com

Call Us Today to Have MO-HAWK Semen Shipped to Your Farm

making multiple trips weekly to ensure their food is fresh. According to Acosta, this behavior is trending for 65% of Millennials, 47% of GenXers, 25% of Boomers and 22% of Silents.

Fruit and deli-prepared foods drive 31% and 29% of dollar growth, respectively. In addition, 37% of shoppers report they don't have time to figure out what to have for dinner, saying it's typically a last-minute decision. Forty-one percent of shoppers reported shopping at more than one retailer because "some retailers carry better quality products in certain categories" while 33% of shoppers go to more than one retailer due to not finding all the products/brands they want at one store.

Brand preference drives traffic across all income brackets, including among 37% of shoppers with household incomes above \$199,000, and 28% of shoppers with household incomes below \$20,000. Forty-three percent of shoppers surveyed agree that brands simplify the selection process when shopping at multiple grocery stores.

Mislabeling of US Beef

In court documents filed Friday, ranch groups R-CALF USA and the Cattle Producers of Washington (CPoW) reinforced their allegation that the US Department of Agriculture is mislabeling hundreds

of millions of pounds of imported beef as "Products of the USA."

In their lawsuit filed in June against USDA and Agriculture Secretary Sonny Perdue, the groups claim that the Tariff Act of 1930 requires imported beef to bear a label denoting the foreign country of origin of the beef all the way to the consumer, unless the beef undergoes a substantial transformation in the US.

The secretary disagreed, arguing in his court documents filed earlier that imported beef is to be deemed and treated as domestic beef so long as the importing country's food safety standards are equivalent to US standards. Consequently, the secretary allows multinational meat packers to label imported beef as a "Product of the USA" even if the imported beef receives only minor processing, such as unwrapping and rewrapping the package.

Evidence submitted by the groups indicates that US cattle producers received higher prices for their cattle when the origins of foreign beef was distinguished in the marketplace. Evidence attached to Friday's filing supports the groups' contention that proper enforcement of the Tariff Act would require hundreds of millions of pounds of foreign beef that currently can be labeled as "Products of the USA" to bear country-of-origin labels. This, the groups argue, would turn market forces "in favor of true domestic producers."

CONTINUED ON PAGE 86

NORTHERN PLAINS
Simmentals' Bull Sale
 Selling 40 Simmental and SimAngus™ Bulls

LRS Ten Excellence 352C sons sell. *CCR Gravity 9064A sons sell.*

APRIL 16, 2018 1:00 PM (CT) • Rugby, ND - NEW SALE LOCATION

ALLIED
 GENETIC RESOURCES
 www.alliedgeneticresources.com

JR, MIRANDA, GAVIN, WYATT, & ISABELLA AUFFORTH
 6647 98th st NW, Bowbells, ND 58721 • npsimm@gmail.com
 701-377-2870 home • 701-339-1880 cell

Visit our website for more information.
www.npsimm.com



DOB: 03/24/2016 + HOMO BLACK + HOMO POLLED + 3/4 SM + 1/4 AN

TJ MAIN EVENT X CDI MISS SHEAR FORCE (HOOKS SHEAR FORCE)

CDI INNOVATOR 325D



GREAT EARLY REPORTS
ON CALVING EASE!

3152448 3/4 SIMMENTAL

2018 DENVER
GRAND CHAMPION % SIMMENTAL BULL



CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	API	TI
11.3	1.5	100.4	151.1	0.32	7.0	26.9	77.1	9.4	12.2	144.0	95.5

SEMEN: \$50/UNIT (10 UNIT MINIMUM) + AVAILABLE AT NICHOLS CRYO GENETICS



JAY STEENHOEK 515.238.5938
KEN STEENHOEK 515.979.9713
SCOTT GRASS 515.689.1012



CHRIS ALLEN 859.351.4486

Friday's filing also claims that Perdue's failure to enforce the Tariff Act is flooding the US market with mislabeled foreign beef that decreases the market leverage and income of US cattle producers.

R-CALF USA chief executive officer Bill Bullard said the secretary's refusal to enforce the Tariff Act's labeling requirements undermines the President's long-standing "Buy American" campaign and the more recent initiative to increase agricultural output that is "Made in America," as advertised in Perdue's recently unveiled rural task force report.

"It is disingenuous for the Administration to say it is encouraging consumers to buy American while it simultaneously directs its legal team to defend the multinational meat packers' fraudulent practice of putting a USA label on imported beef," Bullard said.

Steak Eaters See No Value in "Natural" Label

Consumers were willing to pay \$1.26 per pound more for steak with the USDA natural label when they didn't know the definition, but not when they knew it, a study from Arizona State University (ASU) found. Consumers unfamiliar with the definition were willing to pay even more when the natural label was combined with other positively perceived labels, as much as \$2.43 more per pound for natural and no growth hormones.

Those who were given the USDA definition were not willing to pay a premium for the natural label alone, but said they would pay \$3.07 per pound more for steak labeled natural and no growth hormones.

Consumers who considered themselves already familiar with the natural definition also did not place a premium on natural beef, but were willing to pay \$2.93 more per pound for the natural and no growth hormones label combination and \$3.80 per pound more for natural and grass fed. The findings support the hypothesis that consumers who are familiar with the natural definition do not value it as a standalone label, the researchers said. The ASU researchers asked 663 beef-eating consumers about their willingness to pay for steak labeled with different attributes: natural, grass fed or corn fed, fed without genetically modified feed and produced without growth hormones and antibiotics. Half of the participants were provided with the definition of natural, while half were not.

"Labeling food with claims that are not clearly defined can be costly for consumers and hold disadvantages for food manufacturers or producers who don't use such claims," said Carola Grebitus, assistant professor of food industry management at ASU, in a press statement. Several companies and consumer groups have voiced concerns that the natural label on food products is misleading and should be banned or redefined, the ASU researchers noted. The study was published in *Applied Economic Perspectives and Policy*.

CONTINUED ON PAGE 88

Unprecedented awareness of your calves.

NO COST!

- Identifies the relative value of your feeder calves.
- Open to the majority of breeds and breed compositions.
- Contact beef@internationalgeneticsolutions.com

Feeder Profit CALCULATOR™

Proud Partner
IGS International Genetic Solutions
www.internationalgeneticsolutions.com
We Collaborate. You Profit.



Hatmaker

WHF DEALER D365

1/2 SM 1/2 AN | ASA# 3239595 | Homo Black Homo Polled
PVF INSIGHT 0129 x WHF ANDIE 365A [MR HOC BROKER]

Maternal sib to WHF SUMMER 365C
Iowa State Fair 4-H Supreme Champion
Supreme Champion Junior Show American Royal
NAILE Grand Champion Purebred heifer



Doris @ Linda's
WHF SUMMER 365C - Maternal Sib

WAYWARD HILL FARM

1939 Huntertown Rd | Versailles, KY 40383
Cell: 859-351-4486 | callenuky@hotmail.com

www.waywardhillfarm.com

SEMEN \$30/UNIT
Available through
Cattle Visions and WHF

INDUSTRY UPDATE

CONTINUED

New Technology Micromanages Pigs and Cows

Using satellite images and 3-D cameras, researchers at USDA's Agricultural Research Service (ARS) are finding ways to help producers maximize cattle feeding behaviors and saving more piglets per litter.

Within sow barns, researchers were able to monitor an individual sow's behavior and modify stalls to help reduce piglet deaths.

ARS agricultural engineer Tami Brown-Brandl and a team of scientists from China, Iowa Select Farms and Iowa State University developed a system to automatically process and analyze 3-D images of sows. A camera mounted over birthing stalls captures images to determine a sow's behavior and posture: if she's eating, drinking, standing, sitting or lying down.

The system, which accurately classifies behavior, could potentially help prevent sows from crushing their piglets, according to Brown-Brandl, who works at ARS's Roman L. Hruska US Meat Animal Research Center in Clay Center, NE.

CONTINUED ON PAGE 90

CLASSIFIEDS

◆ Two long, yearling purebred Hooks Shear Force sons.

ASA# 3289771 top 2% CE/BE and ASA# 3289772 (red). For sale by private treaty. Both top 30% or higher in nine EPDs. Mykel Ridgway, mykridgway@gmail.com, 541-788-5004.

◆ It Pays to Advertise!

Cost: \$2.00 per word, \$24.00 minimum, must be pre-paid. Copy: **Must be submitted in writing, along with full payment.** Count as one word each: entire address number; entire street; entire phone number; entire name. Mail your classified ad copy and your payment to: *the SimTalk Classifieds, One Genetics Way, Bozeman, MT 59718.*

20th Annual



BULLS of the BLUEGRASS

Blue Grass Regional Market Place
Lexington, Ky

Saturday, April 7, 2018
1:00 pm EST



NEW SALE LOCATION!



E243

Blackstone x United



E246

Dynasty x Milestone x Sierra



D14

Beacon x Making Honey S216



22D

Wide Range x Singletary



D18

Sure Value x Gambler



10D

Consensus x Star Power

Select Simmental & SimAngus™ Bull Consignments From...

<p>Swain Select Simmental Louisville, KY 502.599.4560</p>	<p>Wayward Hill Farm Versailles, KY 859.351.4486</p>	<p>Welsh Simmentals Glasgow, KY 270.670.1487</p>
<p>Misty Meadows Farms Shelbyville, KY 502.593.5136</p>	<p>Reality Farms Campbellsburg, KY 502.667.0142</p>	<p>Ratliff Cattle Co. Salyersville, KY 606.496.6522</p>

Kaiser Simmentals
Shelbyville, KY
502.639.4337



Doug & Debbie Parke • 859.421.6100
Drew & Holli Hatmaker • 423.506.8844
153 Bourbon Hills • Paris, KY 40361
office@dpsalesllc.com • www.dpsalesllc.com

Rockin H Simmentals

2018 Annual Production Sale

Saturday, March 17, 2018 • 12:00 Noon

At the Farm, 2569 220th St., Canby, MN 56220

Selling 65 Head • Herd Bulls, Fancy Replacement Females & Embryos



Rockin H Mr End Zone E118
Hooks Baltic 17B x Ellingson Legacy M229
PB SM Herd Bull Prospect



Rockin H Mr Elway E07
JF Rancher 222Z x SAS/GGI New Design
PB SM Herd Bull Prospect



Rockin H Mr Iron Hide E99
ACW Ironhide 395Y x Dikeman Sure Bet
3/4 SM Herd Bull Prospect



Rockin H Mr Excalibur E27
Hooks Broadway 11B x RS60U
3/4 SM Herd Bull Prospect



Rockin H Mr Cowcut E121
CCR Cowboy Cut 5048Z x JBS Mr In Focus
826U • 3/4 SM Herd Bull Prospect



Rockin H Mr Endeavor E34
CDI Authority 77X x SVF/NJC Built Right
PB SM Herd Bull Prospect



Rockin H Ms Eva E12
JF Rancher 222Z x RHS Mack CCS Black
Joker • PB SM Fancy Open Heifer



Rockin H Ms Ellie E116
CCR Cowboy Cut 5048Z x R&R Chamberlain
X744 • PB SM Fancy Open Heifer



Rockin H Ms Elise E26
JF Rancher 222Z x Double J Mr P501
3/4 SM Fancy Open Heifer

Online Bidding Available at: **LiveAuctions.TV**

Rockin H Simmentals

Matt & Holly
Hoffman
Canby, MN
507-223-5425 or
Cell 507-530-2600

Chuck & Lorie
Hoffman
Porter, MN
507-296-4546 or
Cell 507-530-1814



Eberspacher
ENTERPRISES INC.

Sale Managers, Val & Lori Eberspacher
507-532-6694 or Val Cell 612-805-7405
Download the EE APP for sale info!

Catalog online at www.ebersale.com

In a pasture in Woodward, OK, cattle wear collars equipped with solar panel wings that relay a summary of each animal's movement to a satellite. Scientists at the Agricultural Research Service Southern Plains Range Research Station use the data to calculate how fast they are traveling and then assign various behaviors, such as whether an animal is resting, grazing or walking.

"So far, we've learned with GPS collar data analysis that relatively small changes in common beef herd management practices have measurable impacts on how animals use rangeland pastures," said ARS research leader Mark Petersen. "This is significant, because the environmental footprint of rangeland beef production is related to how animal impact is spread out across the landscape."

ARS scientists, along with New Mexico State University collaborators, furthered the research by developing vegetation maps from satellite images that show where cows are spending their time. Scientists believe the data will show that heifers prefer certain types of vegetation.

New Washington Rules Would Require RFID for Some Cattle

The Washington State Department of Agriculture

(WSDA) filed a notice of intent this week to update rules concerning livestock identification, specifically requiring Radio Frequency Identification, or RFID, in cases where cattle are currently required to be identified with metal tags.

The proposed rule amendments would require official US Department of Agriculture (USDA) RFID tags: When female cattle receive brucellosis vaccinations; when bulls are sampled for trichomoniasis; on all sexually intact cattle and bison over 18 months old presented for sale at a public livestock market.

Current rules already require official identification in these cases, but allow for the use of metal ID tags. The proposed amendments would swap metal tags for an RFID tag.

"Updating our rules to incorporate RFID devices is an important step in strengthening our state's animal disease traceability system," Washington state Veterinarian Dr. Brian Joseph said. "The livestock industry could be devastated by a disease outbreak if WSDA and the USDA were unable to contain it quickly, something that an effective animal disease traceability program can help us accomplish."

The paperwork WSDA filed today involves two CR 101 documents, the first step in making changes in the Washington Administrative Code. WSDA is proposing to amend WAC 16-86 Cattle and Bison Diseases and WAC 16-604 Public Livestock Markets

**Marshall & Fenner Farms
and
Murphy Cattle Co.**

Annual Performance-Tested Bull & Female Sale

Friday, March 16, 2018 • 6:00 p.m.

Mid-Mo Livestock Center • Marshall Junction, MO



MFSM LOCK N LOAD 6224D

This impressive Lock N Load son from an Emblazon daughter sells along with his flush brother – Two-year old ½ blood bulls with power and performance! Several more just like them sell!

Over 80 Bulls Sell!
Simmental and Angus
Two-Year Olds, Fall Yearlings
and Spring Yearlings

Over 110 Females Sell!
Spring and Fall Pairs, Fall
Bred heifers and
Open Replacements



MISS FATT BUTT 449B

A select set of fancy Simmental females will be selling, including this 1/2 blood daughter of Cut Above from a dam by OCC Great Plains - She will sell with a December born bull calf at side by The Outsider.

Sale Managed By
RANCE LONG
918.510.3464 cell
rlong@rancelong.com
www.rancelong.com



Marshall & Fenner Farms
22227 Saline 127 Hwy.
Malta Bend, MO 65359
Brian Marshall (660) 641-4522
bmarshall4522@gmail.com
www.marshallandfennerfarms.com

**Call to request
a sale book!**



Murphy Cattle Co.
Brent, DeEtta, Cole & Ty Murphy
10294 Saline K Hwy
Houstonia, MO 65333
(660) 287-7727 dmurphy@iland.net
www.murphycattlecompany.com

with the language requiring the RFID devices. USDA has set expectations for all states to show continued progress in implementing a robust animal disease traceability (ADT) program. An effective ADT program allows rapid tracking of an animal's movements during an animal disease outbreak and increases consumer confidence in cattle products. By incorporating the use of RFID, WSDA continues to move forward with its development of a statewide ADT system with the end goal being all cattle identified with RFID before leaving a Washington premise.

"USDA is very supportive of the efforts to improve animal disease traceability in Washington State," Dr. Leonard Eldridge, USDA Assistant Director for Alaska, Oregon and Washington said. "We have made great strides at a national ADT system. The rule changes WSDA is recommending help move Washington along the path to an effective statewide ADT system."

An animal disease outbreak can sicken or kill livestock, require animals to be quarantined or euthanized and, in some cases, pose a public health risk. They are also expensive to manage and costly to the livestock industry. A 2003 case of BSE, or bovine spongiform encephalopathy, in Washington closed some foreign markets to Washington beef products until only recently. Prior to market access closure, the US was China's largest supplier of imported beef, providing 70% of their total consumption. Beef exports to China must now meet specified requirements under the USDA Export Verification Program which includes traceability to the US birth farm using a unique identifier or, if imported, to the first place of residence or port of entry.

The next step in the rulemaking process is the filing of a CR 102, which also includes a public comment period. No date for this has yet been set, but it is not expected to occur prior to the end of the 2018 Legislative session.

Hamburger Chain Wendy's to Reduce Antibiotic Use in Beef Supply

Hamburger chain Wendy's laid out plans on Friday to trim the use of antibiotics that are important to human medicine from its beef supply, the latest step by a food company to fight concerns about resistance to the drugs in people. Starting in 2018, the company will buy about 15% of its beef from producers that have each pledged to reduce by 20% their use of Tylosin, the one medically important antibiotic they routinely feed to cattle, according to Wendy's.

Wendy's, which says it is the world's third-largest quick-service hamburger chain, plans to increase the amount of beef it purchases from these producers and others that raise cattle in similar ways.

The company also said it finished removing antibiotics important to human medicine from its chicken supply, after pledging to do so last year.

CONTINUED ON PAGE 92



BULL DRAKE SALE
Simmental & SimAngus

50 Performance Tested Bulls Will Sell!

PLAN TO ATTEND!
Friday, March 23rd, 2018
6:00 PM Sharp!
Appanoose Co. Livestock Inc • Centerville, IA

 <p>DRAKE BULL RELENTLESS Purebred SM W/C Relentless 32C x Drake In Command</p>	 <p>DRAKE BULL Z50E 1/2 SM ASA#3330435 TJ Diesel 350Z x GW Predestined 701T</p>
 <p>DRAKE BULL 3861E Purebred SM ASA#3330436 W/C Relentless 32C x SS/PRS High Voltage</p>	 <p>DRAKE BULL LOCK DOWN 2/3 SM W/C Lock Down 206Z x CNS Dream On L186</p>
 <p>DRAKE FULLY LOADED X33E 3/4 SM ASA#3328401 W/C Loaded Up 1119Y x SAV 8180 Traveler 004</p>	 <p>DRAKE BULL VC30E 3/4 SM ASA#3330438 CCR Cowboy Cut 5048Z x TJ Diesel 350Z</p>

VIEW FULL SALE OFFERING ONLINE AT WWW.EBERSALE.COM

Drake Simmental & Drake Cattle Co. *Eberspacher ENTERPRISES INC.*

Denny 641-658-2288 drakecattle@gmail.com
www.drakecattlecompany.com
Mason 641-895-5735 mharlan2990@gmail.com
Flint 563-580-1053
Larry 641-895-9422 or 641-658-2613

Sale Managed by Eberspacher Ent.
Val & Lori Eberspacher
507-532-6694
Val 612-805-7405
www.ebersale.com
sales@ebersale.com

INDUSTRY UPDATE

CONTINUED

“Moving away from routine antibiotic use in their beef production is certainly welcome, and we’d urge them to move quicker,” said Matt Wellington, antibiotics program director for advocacy group US PIRG. Scientists and public health experts for years have warned that the regular use of antibiotics to promote growth and prevent illness in healthy farm animals contributes to the development and spread of drug-resistant superbugs that can infect people.

Last month, the World Health Organization recommended that meat producers end such practices. There is “a growing public health concern about antibiotic resistance,” Wendy’s said, adding that the company believes it “could help by reducing or eliminating antibiotic use in our food supply.”

In the United States, the sale and distribution of antibiotics approved for use in food-producing animals fell by 10% from 2015 to 2016, in the first such decline since the Food and Drug Administration started tracking the data in 2009.

The drop came as restaurants such as McDonald’s Corp and meat suppliers including Tyson Foods Inc backed away from using antibiotics in US chicken supplies.

Removing antibiotics from cattle is more difficult, experts said, because the animals live longer than chickens and have more chances to fall ill. In August, Consumers Union, the policy division of Consumer Reports, said McDonald’s told the group that the company hoped to have a timeline soon for reducing medically important antibiotics from its beef supply. McDonald’s, the world’s largest restaurant chain by revenue, says on its website it prefers beef raised with a “responsible use of antibiotics.” Wendy’s plan is more concrete, Wellington said. “It’s starting to set the example of what the industry should be following,” he said.

CONTINUED ON PAGE 94

SHENANDOAH VALLEY SIMMENTALS

Shenandoah's Shining Stars

Join us for our Spring Event
SATURDAY

4.14.2018

at the farm in Quicksburg, VA

“Home of the Keepin’ Kind”

SELLING SIMMENTAL & SIMANGUS REGISTERED LOTS

COW-CALF PAIRS | BRED HEIFERS | 40 BULLS

& a select group of Commercial Females
influenced by Shenandoah Valley Simmental Genetics

SHENANDOAH VALLEY SIMMENTALS

Lisa Zirkle (540) 335-1885
3691 S. Middle Rd. | Quicksburg, VA 22847
www.shenandoahvalleysimmentals.com

Todd Alford (706) 207-9454 | CATTLEINDEMAND.COM



Friday, March 30, 2018 \ 5:30 PM Evening Event \ Clara City, Minnesota

Passion for Perfection

VOLUME 1



HILB MISS BEHATI D016S • PB SM
LLSF Uprising X SS Babys Breath P035 • Sells with Bush's Unbelievable bull calf



**HILB STEALING
KISSES**
SVF Steel Force x
AJE Gabby R7
PB SM
Bred to W/C
Executive Order



HILB/JASS ORDER OF LOVE
W/C Executive Order X
HILB Crazy N Love • PB SM
Sells with a baldy bull calf
by W/C Loaded Up

**HILB UPGRADED
BLAST D43**
NLC Upgrade X
AJE/HS/MBCC
Dynamite • PB SM
Sells with an
Executive Order
heifer calf



HILB LOCKING EMBRACE C47
3/4 SM • W/C Lockdown X
AJE Angel Embrace U47
Sells with an Executive
Order heifer calf



HILB/JASS PAY 2 PLAY
LLSF Pays to Believe x HILB
Crazy N Love • PB SM
2018 Denver Pen Member



HILB ROYAL RUMBLE E102W
W/C Executive Order x
Halls Black Star X03 • PB SM
2018 Denver Pen Member



HILBRANDS CATTLE COMPANY

11020 10th St NE, Clara City, MN 56222
Mark 320-894-5953 \ Amanda 507-828-7089

Sale Managed by: Eberspacher Enterprises • www.ebersale.com

SALE WILL BE LIVE ON WWW.LIVEAUCTIONS.TV

Guest Partners: Jass Simmentals, Sherwood Cattle Co, Anderson Cattle Co,
Pearson Cattle Co, Mel Boehland Cattle Co.



INDUSTRY UPDATE

CONTINUED

Millennial Purchasing Decisions Vary

US consumers born between 1981 and the mid-2000s are demonstrating measurably different purchasing decisions than other generations in addition to differences within the millennial segment, according to a USDA report. Millennials now are a larger group than Baby Boomers and their purchasing behavior heavily influences the current retail landscape, the report from USDA's Economic Research Service (ERS) noted. They are more diverse, have generally higher education levels than previous generations and will be an important economic driver for years to come. Millennials also are demanding healthier and fresher food and spending less on food at home than older generations, the report noted.

This group makes the least number of visits to grocery stores to buy food for home compared with Traditionalists (born before 1946), Baby Boomers (born 1946-1965) and Gen Xers (born 1965-1980), the ERS report found. Millennials also spend the least on grains, white meat and red meat compared with other demographic segments and while they spend less on food at home in total, they allocate more proportionally to prepared foods, pasta and sugar/sweets than any other generation.

The report also found differences within the Millennial demographic: those who entered the job market before the 2007 recession with higher per-capita income were more likely to eat away from the home. Those who entered the job market after the recession purchased more food for the home even when they have similar incomes to the pre-recession millennials, the reports found. ERS used statistics from Information Resources Inc., the American Time Use Survey and the Healthy Eating Module in addition to data from the Current Population Survey to compile the report.



THE CLEAR CHOICE bull sale

SATURDAY, MARCH 31, 2018 • MILAN, IN



PB SM - E160

UNO MAS X CARD UPROAR



Austin Egloff PB SM - D74T

LOADED UP X SERENA



3/4 SM - D5105M

BROADWAY X LADY LUCK



1/2 SM - E364

BISMARCK X TWO STEP



PB SM - E61B

WARSAW X SHEZA BONNIE



PB SM - E74F

TWO STEP X SERENA



3/4 SM - D5105L

BROADWAY X LADY LUCK



PB SM - E74H

EXECUTIVE ORDER X SERENA

OFFERING 60 SIMMENTAL AND SIMANGUS™ BULLS,
AND A SELECT GROUP OF SIMMENTAL INFLUENCED FEMALES



JEFF & LEAH MEINDERS • 812-654-2030
AUSTIN EGLOFF, HERDSMAN • 812-309-4152
3687 N. CO. RD. 500 E • MILAN, IN 47031
WWW.CLEARWATERSIMMENTALS.COM

GUEST CONSIGNORS:
WESNER LIVESTOCK
LUCKY PENNY CATTLE CO.
PURDUE UNIVERSITY



DOUG & DEBBIE PARKE • DREW & HOLLI HATMAKER
OFFICE@DPSALESLLC.COM
OFFICE • 859-987-5758 • WWW.DPSALESLLC.COM

DVAuction
Broadcasting Real-Time Auctions



Complaint Filed Against HSUS

The Center for Consumer Freedom (CCF) has filed a complaint with the Federal Trade Commission against the Humane Society of the United States (HSUS) for “orchestrating a deceptive advertising campaign,” the organization said in a news release.

CCF, a watchdog group “devoted to promoting personal responsibility and protecting consumer choices,” and battling over-regulation and other factors that might limit product availability or increase prices, included in its complaint the concerns submitted by 77 HSUS donors to a CCF website set up to collect such feedback.

Specifically, CCF complains that in November, HSUS drove traffic to a web page on its Humane-Society.org domain that contained false information. On the web page in question, a graphic claimed that only 19% of HSUS donations are spent on fundraising. However, HSUS’ Form 990 tax return for 2016, its most recent filing, shows that the organization spends at least 29% of its budget on fundraising, the group said.

Also, CCF said, HSUS does not run a single pet shelter, despite suggesting otherwise in its solicitations to prospective donors.

The wording of the complaint that unhappy HSUS donors signed onto said, “I have given money to a charity called the Humane Society of the United States, which utilizes a number of for-profit fund-raisers to raise money. I believe that my donation was solicited under false, misleading, or deceptive pretenses. I would like the FTC to investigate and take any appropriate action.”

In 2014, the office of the Oklahoma Attorney General had issued a public “consumer alert” concerning questionable activities of HSUS.

CONTINUED ON PAGE 96

OFFERING OUR BEST

At our big sale event!



Saturday, April 7, 2018
12:00 PM

Shoal Creek Sale Facility
Excelsior Springs, MO

SELLING 90 ELITE LOTS

FANCY FALL SHOW HEIFER PROSPECTS • BRED FEMALES • COW/CALF PAIRS



LLSF Robins Kiss YS51

3/4 Sim 1/4 Angus Donor
Upgrade x JBS Rockin Robin
Open & ready to flush



SC Lola D4

3/4 Sim 1/4 Angus • Spring Bred
Heifer, W/C Bullseye x Limestone
Lola W232 • Bred to SC Pay the Price



SC Shasha D130

Fall Bred Purebred Heifer • LLSF/
VLF Reactor x Shasha W909
Bred to W/C Executive Order



SC Ruby D134

Fall 3/4 Sim 1/4 Angus Bred Heifer
LLSF Pays to Believe x SC Ruby X66
Bred to W/C Executive Order



SC Vienna D135

Fall 5/8 Sim 3/8 Angus Bred Heifer
Sandeen Upper Class x SC Vienna
A114 • Bred to SC Pay the Price



SC Lizzy Pearl Y66

Fall Bred Purebred • CNS Dream On
x AJE-RCC Lizzys Pearl P4
Bred to H1L Oracle

www.shoalcreeklolandandcattle.com

RS&T Simmentals, Double R Cattle Company, HBE Simmentals, Vest Lane Farms, and T Bar T



ED & KATHI RULE
Office 816.336.4200
9402 Cameron Road
Excelsior Springs, MO
shoalcreekcattle@aol.com
J.R. Richburg, Cattle Mgr.
386.717.1827
Scott Akey, Herdsman
816.835.5332

Sale Management:

Eberspacher
ENTERPRISES INC.

Val & Lori Eberspacher 507.532.6694
Val's Cell 612.805.7405
sales@ebersale.com • Marshall, MN

LiveAuctions.TV
VIEW/BID LIVE ON THE INTERNET!

View full sale offering online at www.ebersale.com

Consumers Want to Ban Slaughterhouses

While more than 90% of US consumers eat meat at least occasionally, nearly half (47%) of respondents in a recent survey agreed with the statement, “I support a ban on slaughterhouses.”

In the monthly Food Demand Survey (FooDS), conducted by Oklahoma State University, the survey asked those who agreed if they were aware that slaughterhouses are necessary to the consumption of meat; of those, nearly three-quarters (73%) said they were. This contradictory set of responses echoes a survey conducted late last year by the Sentience Institute, in which 42% of respondents agreed with the statement, “I support a ban on slaughterhouses”.

“The number frankly seemed outrageous, given that more than 90% of Americans eat meat regularly and it is rather difficult to do so without slaughtering houses,” said the FooDS authors, Prof. Bailey Norwood and Susan Murray. They set about to recreate the survey to see if they got the same results. The startling outcome “provides a teachable moment on the use of survey responses,” the FooDS authors said.

“However useful they are, people will state attitudes in surveys that run contrary to their behaviors in the real world. That said, surveys can sometimes tell us more about what consumers want in their social and political institutions than their individual behaviors.”

Elsewhere, consumer demand for various meat products seems to have returned to a more expected trend, after dropping across the board in November and then increasing across the board in December.

Compared with one month ago, consumers in January were willing to pay less for chicken breast and hamburger — and pasta — while willingness-to-pay for steak and pork chop remain essentially flat. Deli ham and chicken wings — and rice and beans — were the winners, with willingness-to-pay up nearly 14% for deli ham.

Cargill Moves Into Plant-based Protein

Cargill announced it has signed a joint venture agreement with Puris, the largest North American producer of pea protein, increasing the agricultural giant’s footprint in the growing market for plant-based protein sources.

“Puris is a game changer in terms of taste and vertical integration in pea protein,” said David Henstrom, vice president, Cargill Starches, Sweeteners and Texturizers. “It’s clear that Puris is in alignment with Cargill’s vision to meet the growing demand for protein globally and to help customers deliver label-friendly products without sacrificing taste.”

CONTINUED ON PAGE 98

DAMAR DAZZLE

W/C UNITED X DAMAR DAZZLE (NORTHERN IMPROVEMENT X KA SHAMOO) ASA: 3222772

CW	BW	WW	YW	ADG	CW	API	TI
11.3	0.9	73.4	121.9	0.3	44.1	142.2	80.4

ROGER ALLEN (715) 684-9222 \$40/UNIT
MARK WATSON (253) 820-4876
KADE ALLEN (715) 977-1059

Watson Simmentals AKC SIX-R CATTLE

BRANT FARMS

GENETIC BALANCE

Saturday **APRIL 14** at 12:00 Noon
At the Farm, 37093 Fish Tail Road, Hinckley, MN

SimGenetics Sale



BRANT EQUATOR E339Y
WS Pilgrim H182U x 3C Macho M450 BZ
PB SM Herd Bull Prospect



BRANT C453W

K-LER Make It Rain x PVF-BF BF26 Black Joker
AI Bred to Baldrige Bronc



BRANT CYNDER C9Y12

K-LER Young Money x B C Lookout 7024
CLRS Dividend 405D bull calf at side



BRANT EARLY BIRD E22C2

W/C Lock Down 206Z x WS Prime Beef Z8
3/4 SM Herd Bull Prospect



BRANT NIGHT RADIANT D4A

Brant Big Time Z103S x Dikemans Sure Bet
Baldrige Bronc heifer calf at side



BRANT DIXIE D479B

Mytty in Focus x Elm-Mound Upgrade Z4
Pasture Bred to LVS Detonator D377B



VON.JAZZY EASTWOOD E9SC

Connealy Thunder x LLSF Uprising Z925
1/2 SM Herd Bull Prospect



JAZZY.BRANT MI MEXICO D17Z

B C Lookout 7024 x Mr NLC Upgrade U8676
Pasture Bred to LVS Detonator D377B



JAZZY DHARMA D753A

TRPH Mr United A01 x Hooks Shear Force 38K
KNH Added Value 58W heifer calf at side

Full 75 Lot offering online at
www.ebersale.com

CONTACT BRANT FARMS OR SALE MANAGEMENT FOR A
CATALOG OR MORE INFORMATION TODAY!



LiveAuctions.TV

Ron Brant, Owner
612-390-3836
John Von Rueden Mgr.
612-490-1649

Eberspacher
ENTERPRISES INC.

Sale Management, Val & Lori Eberspacher
Office 507-532-6694 • Cell 612-805-7405
sales@ebersale.com • www.ebersale.com

Cargill's financial backing and market reach will drive significant expansion of Puris' operations globally, said Puris President Tyler Lorenzen.

"We will add substantial capacity, including a second plant, while maintaining our focus on US production," Lorenzen said. "Cargill is investing in everything PURIS stands for, from our vertically integrated non-GMO pea seed development to our proprietary technologies and our commitment to US Certified Organic pea farmers."

The announcement comes just months after Cargill invested an undisclosed sum in Memphis Meats, a company that has developed beef, chicken and duck protein from animal cells.

Cargill joins other large meat companies that are investing in alternative protein sources. Tyson Foods in 2016 acquired a 5% stake in plant-based meat alternative maker Beyond Meat and boosted its stake last month.

In September 2017, Nestle USA bought Sweet Earth, a manufacturer of plant-based burritos, burgers and other foods.

In February 2017, Canadian meat processor Maple Leaf Foods agreed to acquire Lightlife Foods, a manufacturer and brand of refrigerated plant-based protein foods in the United States, for \$140 million and related costs.

McDonald's Testing Fresh Beef in New Burger

McDonald's is testing fresh beef in a new sandwich called the Archburger. "We are conducting a limited test in Oklahoma and look forward to gaining valuable feedback from our customers and crew," a McDonald's spokeswoman said in an email. The spokeswoman did not provide further details, but an Oklahoma community newspaper, the Owasso Reporter, said a McDonald's restaurant in town was one of seven stores, including three in the Tulsa area, currently testing the item. The new sandwich features a 2.67-ounce patty, onion, pickles and Arch sauce in a potato bun and comes in three versions: the Archburger, the Bacon Archburger and one with lettuce and tomato called the Archburger L&T, according to the report.

The test of a second fresh beef burger follows McDonald's national rollout last year of fresh beef in its Quarter Pounder sandwiches, a major departure from the company's traditional reliance on frozen patties. The fresh-beef Quarter Pounder also initially was tested in Oklahoma. The company also recently announced the return of Buttermilk Crispy Tenders to menus nationwide after briefly pulling the item in November because demand had outstripped supply. The tenders come in four-, six- and 10-piece orders with a choice of dipping sauce.

ASA Fall Focus 2018

August 25-29, Bozeman, MT



**Embrace the Past,
Imagine the Future**

The 5th Annual Fall Focus and ASA's 50th Anniversary celebration will be in Bozeman, August 25-29, 2018.

This year will feature:

- Hands-on Herdbook tutorials (August 25)
- Golf tournament (August 25)
- 50th Celebration and barbeque at the ASA Headquarters (August 25)
- Educational day "Embrace the Past, Imagine the Future" followed by a social and dinner at the Best Western GranTree Courtyard (August 26)
- Interactive Committee and Board Meetings (August 27 - 28)

We hope you can join us for ASA's Golden Anniversary!

USMEF Raises Concerns About Mexico's Beef Grading Plan

The US Meat Export Federation (USMEF) has submitted comments to the Mexican government expressing its concerns about that country's proposed beef grading standards.

Mexico's proposed system closely resembles that of the USDA and borrows the grade names "Prime," "Choice," "Select" and "Standard," and its government, according to USMEF, is indicating that these names should be used interchangeably.

In its comments, USMEF contends that doing so would create confusion in the marketplace and diminish the value that the US beef industry derives from the USDA grading system.

The group notes that while Mexico's proposed system is similar to the US version, there are significant differences — including differences in marbling scores and in the procedures used to determine carcass grades — that make interchangeable use of English and Spanish grade names problematic.

"Beef carrying any of the Mexican grades will not be comparable to beef that has been given the parallel USDA grade," USMEF said. "This will pose a problem in the marketplace because today these grade names are uniquely associated with the USDA grading standards, are well-known in Mexico and around the world, and have been in use for many years. Moreover, as noted above, these names are backed up by the USDA grading system, which ensures uniformity and consistency for beef graded throughout the United States."

That Mexico appears to be making its grading system mandatory also raises questions about how, and whether, companies in Mexico that handle beef imported from the United States can comply, USMEF noted. Although the majority of beef produced in the United States is graded under the USDA program, that program is administered on a strictly voluntary basis.

USMEF is calling on Mexico to consider making the program voluntary and removing the English grade names from the program.

Americans to Eat More Meat in 2018

US consumers will eat more meat in 2018 than they ever have, according to recent USDA figures. The agency forecast in December that the average consumer will eat a record 222.2 pounds (100.8 kilos) of red meat and poultry this year. That's almost 10 ounces per day.

USDA's projections come as plant-based proteins and meat alternatives make many "what's-hot" lists for 2018. To be sure, it's a rapidly growing market, as the sizeable investments of Tyson Foods, Cargill and Maple Leaf Foods demonstrate. Be it from animals or plants, consumers want protein in their diets. And they'll have plenty of the former. USDA projects that domestic production of red meat and poultry will top 100 billion pounds in 2018, another record, as producers enjoy cheap feed prices and expand their herds.

CONTINUED ON PAGE 100

Join us on April 28!
PROUDLY OFFERING OUR BEST
SIMMENTAL, SIMANGUS™, RED & BLACK ANGUS

2018 BULL SALE
PERFORMANCE WITH CLASS

Heartland Simmentals

Saturday, April 28th at 5:00 pm
Waverly Livestock Auction
2212 5th Avenue NW, Waverly, IA


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

CCR COWBOY CUT
A large group of these performance bulls will sell April 28th!

Live Bidding Available Online!
LiveAuctionsTV


TKCC CARVER
Selling many sons by this outstanding herd sire!


KAPPES BIG TICKET
Selling baldy sons by this big ticket sire!


KLER GUTS & GLORY
Sons of this performance king will sell on sale day!

Heartland Simmental
Tom & Cora Lynch • 2530 Cheyenne Ave, Nashua, IA
Ph 641-435-4048 or Cell 563-380-1098 • tnclynch@myclearwave.net
Kirk & Mary Lynch • 1849 190th St., New Hampton, IA
Cell 563-379-1190 • kirklynch@gmail.com
Visit us at www.lynchbeef.com

Guest Breeders: Big M Ranch
Eberspacher ENTERPRISES INC.
VIEW SALE CATTLE AT WWW.EBERSALE.COM

Sale Managers: Val & Lori
Eberspacher 507-532-6694 or
Cell 612-805-7405
sales@ebersale.com

TGI Fridays Beyond Meat Burger

TGI Fridays patrons can now try the plant-based Beyond Burger at more than 450 locations nationwide following a test of the Beyond Meat product less than three months ago. The El Segundo, Calif.-based fast casual chain initially tested the Beyond Burger in a handful of restaurants in October and its leap to the TGI Fridays national menu represents the fastest test-to-table menu item in the company's history.

The TGI Friday's version of the burger is a six-ounce patty that is seasoned, grilled and topped with white cheddar, lettuce, tomato, red onion, pickles and Fridays sauce. The plant-based patty also can be substituted on any existing offering on the chain's Burger Bar menu, according to a news release. Beyond Burger's creator says the product looks, cooks and tastes like ground beef from cows but is made entirely from plants without GMOs, soy or gluten. The product is now available at more than 9,000 foodservice and retail outlets nationwide.

More Beef Cow, Slowing Beef Herd Expansion

The beef cow inventory has been in expansion mode since 2015, with inventories on Jan. 1, 2015, 2016 and 2017 increasing at rate of 0.7%, 2.9%, and 3.5% respectively.

However, the pace of beef cow and heifer slaughter suggests that the rate of expansion may have slowed in 2017, USDA predicted in its latest Livestock, Dairy and Poultry Outlook report.

Beef cow slaughter through October 2017 was 11% higher than the same period in 2016. Preliminary federally inspected beef cow slaughter in November has also been fairly strong and higher than November last year. Heifer slaughter has also seen a 12% increase through October 2017, while steer slaughter has only increased by about 3%.

ST



Unprecedented awareness of your calves.
NO COST!
beef@internationalgeneticsolutions.com

- Identifies the relative value of your feeder calves.
- Open to the majority of breeds and breed compositions.

HART SIMMENTALS wants to take this opportunity to humbly thank our 2018 buyers, bidders and visitors. Thanks for a terrific year!!

Congratulations to Heather Mehlhaff of Eureka, SD, the winner of the heifer giveaway.



Thank you to our high dollar customer Barry Emmons, Emmons Simmentals of Olive, MT.



Buyers: High-volume buyer Steve Stoddard, Emmons Black Simmental, Ashworth Farm & Ranch, Crossroads Farms And Semex, 6H Ranch, CK Cattle Co., Yardley Cattle Co., Steve Stoddard, Bucky & Wayne Kukla, Todd O'Bryan, Tracy & Keith Burgod, Heartland Simmentals, Gilliland Livestock, McDonald Angus, Lee Lira, Loren Duchsherer, Rohrbach Farms, Maurie Larsen, Pat Knecht, Bruley Farms LLC, Chad Jessen, Bohr Farms LLC, John Berdo, Scott Braun, Kervin Olson, Loren Johnson, Dale Pitzel, Jerry Barton, Larry Akkerman, Dave & Becca Melland, Mike Roesch, Taylor Jenner, Wes Moser, Dylan & Jerome Lapka, Dronen Simmental Ranch, Ronald Thoreson, Justin Bakeberg, Grant Gilchrist, Spurr Farms Inc., Jordan & Heather Mehlhaff, Rick & Lisa Rau, Don Guthmiller, Rodney West, Kenneth Loomer and Cody Kleeman.



The Hart Family
10904 387th Avenue • Frederick, SD. 57441
605-252-2065 • 4hooves@nvc.net

TSN SIMMENTALS



TSN Prophet E598

G A R Prophet x Combustible
1/2 SM 1/2 AN
\$API: 165 \$TI: 97



TSN Nightride E597

Nightride x G A R Prophet
5/6 SM 3/8 AN
\$API:187 \$TI:96

Annual Bull Sale March 20, 2018

Platte Livestock Market,
Platte, South Dakota

**Selling 50 Simmental
and SimAngus™ Bulls**



TSN Prophet E976

G A R Prophet x Dream On
1/2 SM 1/2 AN
\$API: 180 \$TI: 99



TSN Substance E250

Substance x 701T
3/4 SM 1/4 SM
\$API:160 \$TI:86

TSN SIMMENTALS

Tim, Sandy, & Sawyer Naasz
27005 3609th Ave.

Platte, SD 57369

605-337-3503

Tim's Cell 605-207-0229

www.tsnsimmentals.com



TSN Prophet E373

G A R Prophet x Singletary
1/2 SM 1/2 AN
\$API: 179 \$TI: 103



TSN Protege S E419

TSN Protege x Rito
1/2 SM 1/2 AN
\$API:158 \$TI:92



TSN Pilgrim E458

Pilgrim x Jessica
1/2 SM 1/2 AN
\$API:144 \$TI:74
Selling 4 ET brothers



TSN Prophet E412

G A R Prophet x Sure Bet
1/2 SM 1/2 AN
\$API: 189 \$TI: 104



TSN Protege S E073

TSN Protege x Predestined
1/2 SM 1/2 AN
\$API:165 \$TI:90



TSN All Around E374

WS All Around x Sure Bet
PB Simmental
\$API: 156 \$TI: 86

Rates and Policies

Ad Sales Staff

For All Your Advertising Needs



Nancy Chesterfield
406-587-2778

nchesterfield@simmgene.com



Rebecca Price
406-587-2778

rprice@simmgene.com

International Sales



Jeff Thomas

406-581-8859

Jeffthomas138@gmail.com

Subscriptions

- Domestic \$50/year
- First Class \$100/year
- All International \$100/year (US)

SimTalk is an 8 1/8 x 10 7/8 inch publication produced by *the Register*, the official publication of the American Simmental Association. Published four times annually, *SimTalk* is a glossy, full-color publication with a circulation that targets commercial users of SimGenetics. Advertising in *SimTalk* provides a unique opportunity to brand and trademark your program to thousands of potential customers. If you are serious about communicating with the commercial beef business, consider an advertising presence in every one of our four annual issues.

Space and four-color rates for *SimTalk*:

Space Rates	Non-Contract	2X Contract	4X Contract	Four Color
1 page	\$890	\$840	\$800	\$300
2/3 page	\$760	\$730	\$700	\$200
1/2 page	\$510	\$480	\$460	\$150
1/3 page	\$380	\$370	\$350	\$100
1/4 page	\$260	\$250	\$230	\$75
1/8 page	\$150			\$50
3-inch mini	\$115			\$30
2-inch mini	\$85			\$15
2-inch card	\$289/year, 4 insertion			\$60
1-inch card	\$220/year, 4 insertions			\$40
Classified Ads	\$2.00/word, \$24.00 minimum, must be prepaid			

SimTalk Deadlines for Publication:

	Sales Close	Ad Materials	Camera Ready	Mail Date
Early Fall 2018	July 23	Aug 1	Aug 10	Aug 24
Late Fall 2018	Sept 21	Sept 28	Oct 9	Oct 22
January 2019	Dec 5	Dec 14	Dec 21	Jan 9

ASA/*SimTalk* Membership Directory 2018 Deadlines for Publication:

May 1	May 10	May 23	June 12
-------	--------	--------	---------

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.

Advertising materials (including photos) must be in *SimTalk* office by the dates listed above. *SimTalk*, which mails by bulk rate, assumes no responsibility for actual receipt date.

Design Charges

Advertising rates are for camera-ready ads only. Additional design charges will apply to any ad that is designed by ASA Publication, Inc.

Layouts & Proofs

Although every effort will be made to provide proofs on all ads, proofs are guaranteed only if all ad material arrives in *SimTalk* office prior to deadline.

Terms

All accounts are due and payable as invoiced. Interest charges of 1.5 percent per month (18 percent APR) will be added to accounts 30 days past due. If an account becomes 60 days delinquent, all ASA Publication, Inc. work may be suspended until full payment is made. After review by the ASA Executive Committee, ASA privileges may be denied to those with accounts over 90 days delinquent.

Advertising Content

SimTalk and its staff assume no responsibility or obligation to verify the accuracy and truthfulness of advertising copy submitted to *SimTalk*. However, *SimTalk* reserves the right to reject any advertising copy or photo which *SimTalk* deems unsuitable for publication for any reason, including copy or photographs which are false or misleading. *SimTalk* assumes no responsibility for the accuracy and truthfulness of submitted print ready ads. Advertisers shall indemnify and hold harmless *SimTalk* for any claims concerning advertising content as submitted. Advertising containing pedigrees or statements regarding performance must conform to records kept by the American Simmental Association. Copy deviating from official records may be changed as necessary without advertiser consent.

Editorial Policy

Opinions expressed are the writers' and not necessarily those of *SimTalk*. Photographs are welcome, but no responsibility is assumed for material while in transit or while in the office.

ASA PUBLICATION, INC

One Genetics Way
Bozeman, Montana 59718
406-587-2778 • Fax 406-587-9301
register@simmgene.com

HHS Power House 801C



**Homozygous Black
Homozygous Polled**

ASA# 3051130 • 1/2 SM 1/2 AN
 C R A Bextor 872 5205 608 HC Hummer 12M
Sire: G A R Prophet **Dam: HHS Miss 829Z**
 G A R Objective 1885 HHS Miss 833R

- First calves born unassisted.
- Carcass scan data and GE Enhanced EPDs.
- Adj. BW: 77 lbs. • BW Ratio: 105
- Adj. WW: 869 lbs. • WW Ratio: 120
- Adj. YW: 1,435 lbs. • YW Ratio: 111
- Adj. IMF: 4.58 • IMF Ratio: 145
- Adj. REA: 16.05 • REA Ratio: 99

Semen: \$20/unit

Semen available from
 Bob Fitzpatrick 309-236-7330.

Semen stored and collected at Nichols
 Cryo-Genetics

Haven Hill Simmentals

Bob Fitzpatrick

*Black, Polled, Performance
 Quality Breeding Stock Available*
 1011 155 Ave West • Milan, IL 61264
 309-236-7330 • hhscows@gmail.com
 2 Corinthians 5:17-21

Terry Womack

Pleasant Plains, AR
 501-345-1002

EPDs as of 1.26.18

Trait	Direct					Maternal				DOC	Carcass					\$ Index		
	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay		CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	17.0	-0.1	85.5	136.2	.32	6.1	27.1	69.9	14.3	10.3	50.5	-.06	1.20	-.007	.64	-.60	198.9	107.5
ACC	.39	.47	.38	.41	.41	.28	.27	.30	.23	.18	.34	.27	.41	.27	.33	.61		
%	15		2	2	3		10	1	15		4		1		1		1	

Haven Hill Simmental Performance Bulls with Performance Data!



Sell at the New Day Genetics Sale,
April 14, 2018, Osceola, MO
 (See ad on page 105 of this issue).



HHS Mr. 847D



HHS Mr. 866D

Selling Five Purebred Bulls by HHS Entourage 867B

HHS Mr 847D ASA# 3172051

Trait	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	DOC	CW	YG	Marb	Fat	REA	Shr	\$API	\$TI
EPD	14	-.9	81	126	.28	8	21	62	19.5	12.5	43.6	-.03	.60	-.03	1.04	-.47	183	96
%	10	10	2	2	10	60	50	10	1	20	10	65	1	90	10	3	1	1

HHS Mr 866D ASA# 3172056

Trait	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	DOC	CW	YG	Marb	Fat	REA	Shr	\$API	\$TI
EPD	16	-.8	74	107	.21	7	22	59	25.2	15.7	31.9	-.29	.68	-.04	.88	-	197	93
%	3	10	10	15	10	70	45	15	1	1	30	65	1	9	35	-	1	1

HHS Mr 501D ASA# 3172064

Trait	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	DOC	CW	YG	Marb	Fat	REA	Shr	\$API	\$TI
EPD	14	.9	82	123	.25	6	14	55	20.7	11.4	43.6	-.27	.42	-.04	.94	-.46	171	89
%	15	30	2	2	10	85	95	35	1	40	10	75	5	90	25	4	1	1

HHS Mr 829D ASA# 3172065

Trait	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	DOC	CW	YG	Marb	Fat	REA	Shr	\$API	\$TI
EPD	14	1	82	122	.25	6	22	63	22.7	11.7	43.1	-.24	.47	-.04	.86	-.41	178	90
%	10	35	2	3	10	85	45	5	1	35	10	85	3	90	40	15	1	1

HHS Mr 870D ASA# 3172074

Trait	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	DOC	CW	YG	Marb	Fat	REA	Shr	\$API	\$TI
EPD	14	-.2	76	115	.24	9	22	60	19.3	13.3	37.7	-.27	.46	-.03	.99	-.60	171	88
%	10	15	10	10	10	50	50	15	1	10	15	75	3	95	20	1	1	1

Selling SimAngus™ Bulls – two by GAR Prophet and two by Hooks Xavier 14X

HHS Mr 887D ASA# 3172066

Trait	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	DOC	CW	YG	Marb	Fat	REA	Shr	\$API	\$TI
EPD	16	.2	82	134	.32	7	29	71	16	15.8	49.7	-.07	.89	.00	.73	-	183	98
%	20	45	3	3	3	50	4	1	10	2	4	90	1	90	30	-	1	1

HHS Mr 817D ASA# 3172069

Trait	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	DOC	CW	YG	Marb	Fat	REA	Shr	\$API	\$TI
EPD	20	-3.3	70	114	.28	7	31	66	21.1	12.4	32.9	-.10	.91	.01	.67	-	200	95
%	4	4	30	20	15	45	2	3	1	30	40	80	1	90	40	-	1	1

HHS Mr 839D ASA# 3172073

Trait	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	DOC	CW	YG	Marb	Fat	REA	Shr	\$API	\$TI
EPD	14	-.1	80	128	.30	7	22	62	16.3	12.6	45.9	-.20	.59	-.02	.95	-.45	164	89
%	35	40	10	5	10	50	45	10	5	25	10	55	15	75	5	10	5	3

HHS Mr 858D ASA# 3172075

Trait	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	DOC	CW	YG	Marb	Fat	REA	Shr	\$API	\$TI
EPD	17	-3.1	69	119	.31	6	23	57	18.6	11.6	36.4	-.17	.65	.01	.95	-	178	88
%	15	5	30	15	4	55	40	30	2	45	30	65	10	95	5	-	2	4



**Bulls bred
to meet
commercial
cattlemen's
needs!**



BULLS FOR SALE

**SIMMENTAL &
SimAngus™ BULLS**

**YEARLINGS
AVAILABLE!**

CALL FOR MORE INFORMATION

**Cross Timbers,
Missouri**

www.lucascattlecompany.com

**(417) 399-7124
(417) 998-6878**



**A brand you can trust
and cattle you can
count on!**

Forrest & Charlette Lucas

CALENDAR

MARCH

- 1 Brink Simmentals' Private Treaty Bull Sale — Elkader, IA
- 1 JMB Angus/Rains Simmental's Bull Sale — Sharon Springs, KS
- 1 Keller Broken Heart Ranch Sale — Mandan, ND (pg. 71)
- 2 60th Tifton Bull Test Sale — Irwinville, GA
- 2 Diamond Bar S Sale — Great Falls, MT
- 2 Eichacker Simmentals' Annual Bull Sale — Salem, SD (pg. 74)
- 2 KSU Annual Legacy Sale — Manhattan, KS
- 3 Cason's Pride & Joy Bull Sale — Russell, IA
- 3 Kentucky Beef Expo — Louisville, KY
- 3 Trinity Farms' Generation of Excellence Sale — Ellensburg, WA (pg. 70)
- 3 Walsh Simmental Bull Sale, Hubbard, NE
- 4 Gateway Genetics' Bull Sale — Pierce, NE
- 4 Gold Bullion Group's 16th Annual Sale, Manhattan, KS
- 5-6 March Madness @ Windy Ridge — www.dponlinesales.com
- 6 Dikeman and Huninghake Simmental and Angus Bull Sale — Wamego, KS
- 6 Doll Simmental Ranch's 38th Annual Production Sale — Mandan, ND
- 6 Open 8 Genetics Sale — Charlo, MT
- 7 Janssen Farms' Scalebuster Bull Sale — Dunlap, IA
- 7 Prime 360 Beef Bull Sale — Groton, SD
- 8 Cattleman's Kind Bull Sale — San Saba, TX
- 8 Kearns Cattle Company's 29th Annual Bull Sale — Rushville, NE
- 8 Schmig Simmental Ranch's 35th Annual Production Sale — Stockholm, SD
- 8 Volk Livestock's Genetic Option Event — West Point, NE
- 10 16th Annual Carcass Performance Partners Bull Sale — Lucedale, MS
- 10 Great Lakes Beef Connection Bull Sale — Clare, MI (pg. 107)
- 10 Tennessee Beef Agribition — Lebanon, TN
- 10 Yardley Cattle Company's 45th Annual Bull Sale — Beaver, UT (pg. 21)
- 11 Gonsior Simmental Production Sale — Fullerton, NE
- 12 Cline Cattle Co. Spring Bull Sale — Manhattan, KS
- 13 Clear Vision Online Sale — www.georgiasimmental.com
- 14 Mertens Power Plus — Milbank, SD
- 14 R.A. Brown Ranch's 3rd Annual Spring Bull Sale — Throckmorton, TX (pg. 33)
- 14 The Ultra Czech-Mate Bull Sale — Innisfail, SK
- 16 3C Christensen/NLC Simmental Ranch's Annual Production Sale — Wessington, SD (pg. 41)
- 16 Marshall and Fenner Farms and Murphy Cattle Company's Bull and Female Sale — Marshall Junction, MO (pg. 90)
- 16 Sunflower Genetics' Annual Production Sale — Maple Hill, KS (pgs. 69, 73)
- 17 Altenburg Super Baldy Ranch's Annual Bull Sale — Fort Collins, CO (pg. 55)
- 17 Dickinson Ranch's Annual Production Sale — Gorham, KS (pg. 56)
- 17 Eastern Spring Sale — Columbus, OH
- 17 Lechleiter Simmentals' 30th Annual Bull Sale — Loma, CO (pg. 70)
- 17 Red Hill Farms' "More Than a Bull XIII" Bull and Female Sale, Lafayette, TN (pgs. 72, 89)
- 17 Rockin H Simmental Production Sale — Canby, MN (pg. 89)
- 19 Bridle Bit Simmentals' 4th Annual All Terrain Bull Sale — Walsh, CO (pg. 67)
- 19-20 JS Simmentals Online Sale — www.dponlinesales.com
- 20 16th Annual Schrader Ranch Bull Sale — Wells, KS (pg. 76)
- 20-21 Family Matters Online Sale — www.dponlinesales.com
- 20 Open Gate Ranch Bull Sale — Simms, MT (pg. 45)
- 20 TSN Simmental's Bull Sale — Platte, SD (pg. 101)
- 23 Drake Cattle Co Bull Sale — Centerville, IA (pg. 91)
- 23 Vertical Edge Genetics' "Bulls in Bancroft" Production Sale, Bancroft, ID (pg. 110)
- 24 R&R Genetics Bull and Heifer Sale, Tremonton, UT
- 24 T-Heart Ranch's Annual Bull Sale — La Garita, CO (pgs. 8-9)
- 25 Campbell Simmental's Bull Sale — Ignacio, CO
- 25 Wisconsin Simmental Association's Spring Spectacular Sale — Lancaster, WI
- 28 Diamond H Ranch's Annual Production Sale — LaCrosse, KS (pg. 60)
- 28 Kansas Bull Test Sale — Beloit, KS
- 30 Hilbrands Cattle Co.'s Spring Production Sale — Clara City, MN (pg. 93)
- 30 Spring into Excellence Simmental Sale — Pennsylvania Furnace, PA
- 31 The Clear Choice Bull Sale — Milan, IN (pg. 94)
- 31 Wildberry Farms' Production Sale — Hanover, IL (pg. 111)

APRIL

- 1 Gengenbach Cattle Company's Private Treaty Sale — Grant, NE (pg. 43)
- 3 The Right Kind Sale — Richmond, IN (pg. 39)
- 5 Midland Bull Test Sale — Columbus, MT
- 6 CK Bar Ranch/Kammer Livestock Bull Sale — Saint Onge, SD (pg. 6)
- 6 Southeast Elite Female Sale — Perry, GA
- 6 South Dakota State University Bull Sale — Brookings, SD

KEEP IT SIMPLE.

"We have had tremendous luck with the load of aged SimAngus bulls from New Day. We're weaning 625-pound-plus calves off the desert, and they're staying healthy throughout the pre-conditioning process. We haven't culled one bull yet and every one has semen tested well each year."

Ryan Fitzpatrick
California & Nevada Cattleman

"The main reason I want to work with the Team at New Day is I know that they'll take care of me. I have bought bulls all over the country, and these guys have been the best at helping make sure things are just right. If I have a bull issue or cattle question, they go out of their way to see that my needs are met. And they have the bull supply to accommodate my need for groups of half-brothers or related genetics."

Jay Payne
Latigo Cattle Co.

When EPDs, performance data, and pedigrees look the same page after page, keep searching until you find what you're really looking for. Value-added genetics start with...

- Ranch-Ready Conditioning
- Problem Free Cattle
- Longevity • Service • Education
- And then Genetic Improvement

Elite Bull & Female Sale Saturday, April 14, 2018

Osceola, Missouri | Wheeler & Sons Livestock Auction

SimAngus™ | Simmental | Angus

Blacks & Reds

**DISPOSITION
GUARANTEED**
MORE IMPORTANT THAN EVER!

Visit us on  and  for the latest news and updates.

**DON'T JUST BUY A BULL.
INVEST IN A PARTNERSHIP.**

For numerous customer testimonials and feeder calf reports, visit us at

NewDayGenetics.com

ND
Genetics

Jared Wareham
660-492-2777

beefsolutions@gmail.com

Chase Groves | John Campbell
903-748-7591 | 276-782-5595

WWW.
simbrah
.com



... Very Efficient High-Quality
Carcass Cattle That Prosper
In The Warm Weather
Grasslands Of The World ...

**Pine Ridge
Ranch** 
LLC Athens, Texas

Jane and Bill Travis
billtravis@simbrah.com
9876 PLANO RD.
DALLAS, TX 75238
Cell: 214-850-6308

APRIL (Cont.)

- 7 Bulls of the Bluegrass — Mt. Sterling, KY (pg. 88)
- 7 McDonald Farms' 15th Annual "Pick of the Pen" Bull Sale — Blacksburg, VA (pg. 47)
- 7 Southeast All Black Classic — Greenwood, FL (pg. 47)
- 7 The Gathering at Shoal Creek — Excelsior Springs, MO (pg. 95)
- 7 WBIA 61st Annual Performance Selected Bull Sale — Platteville, WI
- 9 Nelson Livestock Company's Production Sale — Wibaux, MT (pg. 59, 71)
- 13 Trennepohl Farms' "Back to the Farm" Bull Sale — Zanesville, OH
- 14 Brant Farms' Genetic Balance Sale — Hinckley, MN (pg. 97)
- 14 Choctaw County Land and Cattle Sale — Boswell, OK (pg. 54)
- 14 New Day Genetics Elite Bull and Female Sale — Osceola, MO (pgs. 103, 105)
- 14 Shenadoah's Shining Stars Spring Sale — Quicksburg, VA (pg. 92)
- 14 Southeast All Black Classic and Southern Cattle Company Angus Production Sale — Marianna, FL (pg. 1)
- 16 Northern Plains Simmentals' Bull Sale — Rugby, ND (pg. 84)
- 18 The TF Top 10 Sale — Middletown, IN
- 20 Cowboy Logic Female Sale — Talmo, GA
- 20 Virginia Beef Expo — Harrisonburg, VA
- 21 2nd Annual Southwest Showcase Sale — Crockett, TX
- 21 Owen Bros. Diamonds & Spurs SimGenetic Sale — Bois 'd Arc, MO
- 28 Heartland Performance with Class Bull Sale — Waverly, IA (pg. 99)

MAY

- 3 Nelson Simmental and SimAngus Bull Sale — Glasgow, MT
- 4 SNESA's 7th Annual All Breed Sale — Springfield, MA
- 5 Stars and Stripes Sale — Gettysburg, PA
- 5 Timberland Cattle's Black Angus and SimAngus™ Female Auction — Vernon, AL
- 19 4th Annual Spring Turnout Sale — Seward, NE

JUNE

- 12-16 North Central Regional Classic — Springfield, IL
- 13-16 South Central Regional Classic — Fayetteville, AR
- 20-23 Eastern Regional Classic — West Springfield, MA
- 20-23 Western Regional Classic — Yreka, CA

JULY

- 2-7 AJSA National Classic — St. Paul, MN

AUGUST

- 25 Generations of Value — Colbert, GA

SEPTEMBER

- 1 NC Fall Harvest Sale — Union Grove, NC
- 8 Silver Towne Farms' 32nd Annual Production Sale — Winchester, IN
- 9 Field of Dreams Production Sale — Hope, IN
- 15 Family Matters Sale — Auburn, KY
- 19 Gonsalves Ranch Bulls Eye Breeders Angus & Sim Angus™ Bull Sale — Modesto, CA
- 22 Head of the Class Sale, Louisburg, KS
- 24 LRW Simmental's Genetic Harvest Sale — Janesville, WI
- 27 Beef Solutions Bull Sale, Ione, CA

OCTOBER

- 6 Belles of the Bluegrass — Campbellsburg, KY
- 6 Buckeye's Finest Sale — Belle Center, OH
- 7 Krieger Farms' Annual Sale — Universal, IN,
- 7 Wisconsin Simmental's Midwest Fall Roundup — Lancaster, WI
- 13 New Direction Sale — Seward, NE (pg. 72)
- 14 Ladies of the Valley Sale — West Point, NE (pg. 72)
- 15 Houck Rock Creek Ranch Private Treaty Bull Sale — Allen, KS
- 15-16 Oktoberfest at Windy Ridge Simmentals — www.dponlinesales.com
- 19 Buckles and Banners — West Point, IA
- 20 Fred Smith Company's Extra Effort Sale — Clinton, NC
- 20 Midwest Made Sale — Ames, IA
- 20 MN Beef Expo- White Satin on Ice & All Breeds Sale — Minneapolis, MN
- 27 Clear Water Simmentals' 1st Annual Production Sale — Milan, IN
- 27 Red Hill Farms' "Bulls of Fall IV" Sale — Lafayette, TN

ST

8th Annual
Great Lakes
beef connection

March 10, 2018 || 1:00 PM ET
JC Simmentals Sale Facility, Clare, MI

**80 POWERHOUSE YEARLING
SIMANGUS™ & SIMMENTAL BULLS**



API \$165
TI \$88

117E 5/8 SM 3/8 AN SPARTAN SON



API \$155
TI \$80

155E 3/4 SM 1/4 AN MAKERS MARK SON



API \$168
TI \$87

711E 5/8 SM 3/8 AN SPARTAN SON



API \$149
TI \$81

5E 3/4 SM 1/4 AN MAIN EVENT SON



API \$173
TI \$85

610E 1/2 SM 1/2 AN NEW RIVER SON



API \$145
TI \$91

E718 5/8 SM 3/8 AN MAIN EVENT SON

breed leading genetics **AT SENSIBLE PRICES**

Among our group of breeders rank the
#6 and #7 API herds in the nation.

Nightride and Mr National both were produced at
Great Lakes and sold in previous sales.

QUALITY TOP TO BOTTOM, YEAR AFTER YEAR.

Attend our Open House
March 3, 2018 || 11:00 AM - 3:00 PM

For catalog requests and reasonable delivery
arrangements anywhere in the US,
contact John Miller, 989-429-2834 or
jlmiller@jdmatalworks.com

Great Lakes Beef Connection:

John Miller, JC Simmentals 989-429-2834
Andy Salinas, Salinas Farms 231-245-6750
Jim Zinser, J Bar J Ranch, Inc. 989-429-6777
Brian Harris, Green Valley Farm 517-749-4117

ALLIED
GENETIC RESOURCES
Marty Ropp 406-581-7835
www.alliedgeneticresources.com

AD INDEX

Alabama

Gibbs Farms 5, 57, 113
 Mobley, Col. Luke, Auctioneer 75

Arkansas

Womack, Terry 103

Colorado

Altenburg Super Baldy Ranch, LLC 55, 70
 Bridle Bit Simmentals 52, 67, 108
 Campbell Simmental 52
 Lechleiter Simmentals 70
 T-Heart Ranch 8, 9, 52, 59, 70

Florida

Southeast All Black Classic 15
 Southern Cattle Company 1, 15, 52, 59

Georgia

Cattle In Demand 92
 Phillips Farms Simmentals 70

Idaho

Lanting Enterprises, LLC 74
 Promise Land Ranch 74
 Vertical Edge Genetics 110

Illinois

AKA 40, 96
 Allied Genetic Resources 8, 12, 45, 47, 55, 57,
 59, 67, 69, 75, 77, 84, 107, 111, 112, 113, IBC
 Bar QH Simmentals 20
 Blackford Show Cattle 20
 C-MOR Beef Farms 20
 Haven Hill Simmentals 103
 Hopewell Views Simmentals 72
 JR Simmentals 79
 New Day Genetics 103, 105
 Rhodes Angus 72

Six-R Cattle 96
 Wildberry Farms 72, 111

Indiana

Claeys, Matt 81
 Clear Water Simmentals 94
 Gard Beef Cattle 39
 Lucky Penny Cattle Co. 94
 Purdue University 94
 The Clear Choice 94
 Trennepohl Farms 40
 Wesner Livestock 94

Iowa

Advanced Beef Genetics 5
 Big M Ranch 99
 Boyle Ranch 82
 Brink Fleckvieh 114
 Drake Cattle Co. 91
 Drake Simmental 91
 Grand View Cattle Co. 40
 Heartland Simmentals 99
 JS Simmentals 20, 85
 Long's Simmentals 40
 Nichols Cryo-Genetics 85, 103
 Ruble Cattle Services 5
 Springer Simmental 74
 Stanley Martins Farms 4
 Wolfe Simmentals 83

Kansas

ART-JEN Simmental Farm 114
 Brooks Simmental Ranch 73
 Cow Camp Ranch 5, 73
 Diamond H Ranch 60
 Dickinson Ranch 56
 Dixon Farms, Inc. 73
 Gold Bullion 73
 Hofmann Simmental Farms 73
 Jensen Simmentals 114

Kaser Brothers Simmental 73
 Moser Ranch, The 73
 River Creek Farms 5, 73
 Schrader Ranch 76
 Sunflower Genetics, LLC 69, 73
 Suther Feeds, Inc. 76

Kentucky

Bulls of the Bluegrass 88
 DP Sales Management, LLC 88, 94
 Kaiser Simmentals 88
 Misty Meadow Farms 88
 Ratliff Cattle Co. 88
 Reality Farms 88
 Swain Select Simmental 88
 Tingle Farms 74
 Wayward Hill Farm 85, 87, 88
 Welsh Simmentals 88

Louisiana

Rugged R Cattle 114

Michigan

Freedom Run Farm 114
 Great Lakes Beef Connection 107
 Green Valley Farm 107
 J Bar J Ranch, Inc 107
 JC Simmentals 107
 Salinas Farms 107
 Triple Z Simmental 114

Minnesota

Brant Farms 97
 Eberspacher Enterprises, Inc. 89, 91, 93, 95, 97, 99
 Hilbrands Cattle Company 93
 Hook Farms 52
 K-LER Cattle Company 63
 Oak Meadow Farms 73
 Rockin H Simmentals 89

CONTINUED ON PAGE 110

Thank You

HILLTOP SIMMENTALS

for purchasing the spring service rights on Hook's
 Blackhawk.



From left, Ken Stewart of Southern Cattle and Chad Cook of Bridle Bit Simmentals join new buyers Jaron & Kadee Van Beek of Hilltop Simmentals, and Doug Parke of DP Sales after Hilltop successfully secured the spring service rights of Hook's Black Hawk.

BLACKHAWK WILL BE FEATURED IN THE ST GENETICS LINEUP.
 For semen, please contact ST Genetics. Sexed and conventional. 866-589-1708



BRIDLE BIT SIMMENTALS
 ERROLL COOK & SONS
 PO Box 507, Walsh, CO 81090
 Chad Cook 719-529-0564
 bridlebitsimm@gmail.com
 www.bridlebitsimmentals.com

HPF QUANTUM LEAP 2952



QUANTUM LEAP

YOUR HERD IN THE DIRECTION OF PERFECTION!

	CE	BW	WW	YW	MCE	Milk	\$API	\$TI
EPD	14	.3	62	89	12	19	128	70
%	15	20			20		35	

EPDs as of 1.2.18

ASA#: 2649657 • Homozygous Polled • Heterozygous Black
Sire: HTP/SVF Duracell • Dam: RP/MP Right to Love 015U



Quantum Leap's famous dam at Hudson Pines Farm.



Quantum Leap's famous maternal granddam – Valentine.

Quantum Leap was a champion bull at nearly every major show in 2014 and 2015! Now, his first progeny are the result of the eye-appeal, body-capacity, and structural soundness that he is dominantly transmitting!

Owners: Circle M Farms and Rocking P

QUANTUM LEAP "LIT UP" THE 2017 AJSA NATIONAL CLASSIC!



Grand Champion Bred and Owned Percentage Cow Calf Pair – exhibited by Brooklyn Vurden.



Reserve Grand Champion Bred and Owned Percentage Female – exhibited by AK Phillips.



Grand Champion Bred and Owned Purebred Female – exhibited by AK Phillips.



3rd Overall Purebred Female – exhibited by Morgan Phillips.



11th Overall Purebred Female – exhibited by Kayden Tanner.



13th Overall Purebred Female – exhibited by Allie Jordan.



CMFM Time to Shine 99D, Champion at 2017 Simmental Sweepstakes Junior Show.

Semen - \$50
5 ml sexed female - \$200

CATTLE Visions

866-356-4565

Minnesota (continued)

Rydeen Farms	73
Sargeant Farms	73

Mississippi

Little Creek Farm, LLC	73, 114
Rockhill Ranch	73
Tanner Farms	73

Missouri

Brady Land and Cattle	49
Cattle Visions	16, 17, 20, 24, 25, 35, 36, 37, 40, 49, 53, 63, 75, 79, 81, 87, 109
Double R Cattle Company	95
GENEX Custom Collection	75

Gerloff Farms	70
Harriman Santa Fe (Bob)	70
HBE Simmentals	95
Lucas Cattle Company	70, 104
Marshall & Fenner Farms	90
Murphy Cattle Co.	90
New Day Genetics	103, 105
Royer, Jared	40
RS&T Simmentals	95
Shoal Creek Land & Cattle	95
Smithson Farms	83
Steaks Alive	BC
T Bar T	95
The Gathering	95
Vest Lane Farms	95

Montana

Bulls of the Big Sky	71
Gateway Simmental & Lucky Cross	5, IBC
GENEX Custom Collection	75
Hill's Ranch	71
Miller Simmentals	71
Nelson Livestock Company	59, 71
Open Gate Ranch	45
ORlgen	57, 75, 77
Peck Simmentals	71
Universal Semen Sales, Inc.	27, 75

Nebraska

Berger's HerdMasters	72
Felt Farms	72
Forster Farms	72
Gengenbach Cattle Company	43, 72
J&C Simmentals	72
Neogen® GeneSeek Operations	32
Sandy Acres Simmental	72
Sloup Simmentals	72
Triangle J Ranch	5, 12, 13, 72
Western Cattle Source	72

North Dakota

Bata Brothers	71
C Diamond Ranch	5
CK Bar Ranch	6
Dakota Xpress	71
Ellingson Simmentals	71
James Creek Simmental	114
Keller Broken Heart Ranch	71
Kenner Simmentals	2, 59, 71
Northern Plains Simmentals	84
Rust Mountain View Ranch	71
SRF Simmentals	71
SYS Simmentals	71
TNT Simmentals	71

Oklahoma

Choctaw County Land and Cattle	54
Griswold Cattle	81
Lazy U Ranch	71
Morris Farm	114
Rance Long	90
White Farms	71
Willis Simmentals	71

Ohio

Gerber Farms Inc.	39
Select Sires, Inc.	5, 12, 13, 113

Oregon

Bar CK Cattle Company	70
Ridgway, Mykel	88

Pennsylvania

Elk County Simmentals	114
-----------------------	-----

South Dakota

3C Christensen Ranch	41
Benda Simmentals	74
Double J Farms Simmental Cattle	74
Eichacker Simmentals	74
Ekstrum Simmentals	74
Hart Simmentals	100
Hilltop Simmentals	52, 108
Kammer Livestock	6
NLC Simmental Ranch	41
South Dakota State University	78
Stavick Simmental	74
Traxinger Simmental	74
TSN Simmentals	101
Werning Cattle Company	5, 74, 79


Tennessee

Martin Farms	72
Red Hill Farms	72, 112
Slate Farms & Cattle Company	72
Turner Farms	57


CONTINUED ON PAGE 112

ANGUS • SIMANGUS™ • FLECKVIEH

Annual Production Sale
FRIDAY, MARCH 23, 2018
1:00 P.M.
at the ranch in Bancroft, Idaho




HAR PINEBANK 443 202
 Angus reg. 17505028
 Pinebank Waigroup 41/97 x DDA Ally 69C
 Angus Sons Sell




CROSSROAD RADIUM 789U
 Fleckvieh reg. 2705810
 MF MR Evan x BHR Doorn
 Full Fleckvieh Sons Sell

Offering over
125 HEAD
 Angus, SimAngus™, & Fleckvieh




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




MEYER VE RED RAIDER 101B
 SimAngus™ reg. 3062018
 OCC Jetfleck x OCC Jet Stream
 SimAngus Sons Sell

50 REGISTERED BULLS
 Yearling & Coming Two's

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



OCC MITCHELL 831M
 Angus reg. 14456400
 OCC Hunter x OCC Emblazon
 Angus & SimAngus Sons Sell




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

60 COMMERCIAL HEIFERS
 Angus & SimAngus™

15 REGISTERED HEIFERS
 10 SimAngus™ and 5 Angus

DRAFT HORSE TEAM

*Also selling sons and daughters of
 VE JF Elation, VE BH Lindley, OCC Eurofleck,
 SDS Wide Range, OCC Jeffleck,
 ACW Ironhide, Golden Dawn Bedrock*



VERTICAL EDGE GENETICS

DIRK & MARNIE JOHNSON
 2055 Ivins Road • Bancroft, ID 83217
 Cell: (208)390-6619 • Home: (208)425-9169
 simroot57@yahoo.com • www.verticaledgegenetics.com

Call or email to join our mailing list.
 Stay tuned to website for pictures & videos.

WILDBERRY

FARMS

Annual Production Sale

March 31, 2018

1:00 pm • Hanover, IL

60 BULLS AND 25 BRED HEIFERS SELL



E105 // ASA 3255567 // PB SM
BLACK, POLLED WBF SIGNIFICANT B132 SON.

CE	BW	WW	YW	MCE	MILK	MWW
10.2	1.2	69.7	109.3	9.7	16.9	51.7
DOC	CW	YG	MARB	REA	API	TI
13.9	36.8	-0.2	0.32	0.78	142.8	77.8



E081 // ASA 3255543 // 3/4 SM 1/4 AN
BLACK, HOMO POLLED LMF REVENUE Z24 SON.

CE	BW	WW	YW	MCE	MILK	MWW
11.3	1.8	64.3	86.8	6.8	25	57.1
DOC	CW	YG	MARB	REA	API	TI
13.9	23.7	-0.26	0.41	0.49	133.8	71.6



E030 // ASA 3255500 // PB SM
BLACK, POLLED ASR AUGUSTUS Z2165 SON.

CE	BW	WW	YW	MCE	MILK	MWW
17.3	-1.5	58.5	91.2	6.8	18.3	47.5
DOC	CW	YG	MARB	REA	API	TI
16.5	22.2	-0.37	0.29	0.84	152.4	75.5



E072 // ASA 3255536 // 3/8 SM 5/8 AN
BLACK, HOMO POLLED GW-WBF SUBSTANCE 820Y SON.

CE	BW	WW	YW	MCE	MILK	MWW
12.7	1	73.9	123.5	7.3	25.9	62.8
DOC	CW	YG	MARB	REA	API	TI
16.1	45.3	0.03	0.76	0.29	144.3	84.3



E017 // ASA 3255491 // PB SM
BLACK, POLLED IR ZEUS A718 SON.

CE	BW	WW	YW	MCE	MILK	MWW
16	-0.6	78	115.5	9.9	24.6	63.6
DOC	CW	YG	MARB	REA	API	TI
15.7	37.2	-0.32	0.46	0.89	166.3	90.5



E013 // ASA 3255487 // PB SM
BLACK, POLLED IR ZEUS A718 SON.

CE	BW	WW	YW	MCE	MILK	MWW
18.7	-2.3	68	106.8	10.2	28.5	62.5
DOC	CW	YG	MARB	REA	API	TI
11.9	30.1	-0.34	0.33	0.9	166.7	84.5

THE WILDBERRY FARMS ADVANTAGE...

- Balanced trait bulls sorted for structural soundness, growth, calving ease, maternal values, carcass traits and disposition.
- Developed in large groups on a high roughage TMR to ensure longevity.
- Semen checked and carry a first breeding season guarantee.
- Volume discounts and free delivery within the first 200 miles on all bull purchases.
- Visit www.wildberryyfarms.net for updated information on the sale.



Sells due to calve February 9, 2018 to Musgrave Aviator.

D911 // ASA 3113376 // PB SM
BLACK, POLLED GW-WBF SUBSTANCE 820Y DAUGHTER.

CE	BW	WW	YW	MCE	MILK	MWW
15.4	-1.6	53.4	81.6	8.3	20.7	47.4
DOC	CW	YG	MARB	REA	API	TI
19.5	16.4	-0.31	0.38	0.71	149.3	74.3

Seedstock for both the commercial and purebred producer.

WILDBERRY

BEN LEHMAN, CATTLE MANAGER: 563-920-0315

DEAN ELDER, HERDSMAN: 712-269-1261

JIM BERRY, OWNER: 815-297-5562 evenings • simgene@msn.com

FARMS

6502 IL RT 84 South, Hanover, IL 61041

www.wildberryyfarms.net



Texas

Bois d'Arc Land & Cattle Co. 74
 Brush Country Bulls 74
 Circle M Farms 109
 Fullblood Simmental Fleckvieh Federation 114
 Hi Point Sales & Marketing 9
 Pine Ridge Ranch, LLC 70, 106
 R. A. Brown Ranch 33
 Reavis Farms 2
 Rocking P 109
 RX Simbrah 74
 Shipman, Jered, Auctioneer 75
 Smith Genetics 2
 STgenetics® 51, 52, 108

Utah

Yardley Cattle Company 21

Virginia

McDonald Farms 47
 Shenandoah Valley Simmentals 92

Washington

Trinity Farms 70
 Watson Simmentals 96

Wisconsin

ABS® Global, Inc. 3, 74, 113
 GENEX™ 7, 12, 113
 Glacier Cattle Company 81

KA Cattle Co. 40
 Wisconsin Beef Improvement Association 80

Canada

Circle 3 Genetics 114
 Double Bar D Farms 114

Associations

American Simmental Association IFC, 26, 32, 58, 62, 64, 65, 75, 98
 American Junior Simmental Association 68
 American Simmental-Simbrah Association 62
 Fullblood Simmental Fleckvieh Federation 114
 International Genetic Solutions (IGS) 26, 48, 82, 86
 Wisconsin Beef Improvement Association 80

Livestock Services

ABS® Global, Inc. 3, 74, 113
 Allied Genetic Resources 8, 12, 45, 47, 55, 57, 59, 67, 69, 75, 77, 84, 107, 111, 112, 113, IBC
 Cattle In Demand 92
 Cattle Visions 16, 17, 20, 24, 25, 35, 36, 37, 40, 49, 53, 63, 75, 79, 81, 87, 109
 Cow Herd DNA Roundup IFC
 DP Sales Management, LLC 88, 94
 DVAuction 33, 41, 54, 60, 67, 80, 88, 94
 Eberspacher Enterprises, Inc. 89, 91, 93, 95, 97, 99
 Feeder Profit Calculator™ 48, 70, 74, 75, 82, 86
 GENEX™ 7, 12, 113
 GGP 32
 Hi Point Sales & Marketing 9
 International Genetic Solutions (IGS) 26, 48, 82, 86
 LiveAuctions.TV 69, 89, 95, 97
 Mobley, Col. Luke, Auctioneer 75
 Neogen® GeneSeek Operations 32
 Nichols Cryo-Genetics 85, 103
 ORlgen 57, 77
 Rance Long 90
 Safety Zone™ Calf Catchers 31
 Select Sires, Inc. 5, 12, 13, 113
 Sexed Ultra 4M™ 51
 Shipman, Jered, Auctioneer 75
 STgenetics® 51, 52, 108
 Superior Livestock Auction 8, 59
 Superior Productions 55, IBC
 Suther Feeds, Inc. 76

Miscellaneous

ASA 50th Anniversary 98
 ASA DNA 49, 52, 57, 103
 ASA Performance Advocate 47, 71, 72, 73, 12
 ASA Publication, Inc. 65, 66
 ASA Science Blog 65, 72, 73
 Best of the Barns 25
 Carcass Merit Program (CMP) 47, 57, 58, 70, 72, 73, 112
 Classifieds 88
 Fall Focus 98
 Feeder Profit Calculator™ 48, 70, 74, 75, 82, 86
 Have you Herd? Blog 65, 73
 Low Density DNA 75
 Profit Through Data Blog 65
 SimAngus™ 26
 SimGenetics Profit Through Science IFC, 26, 32, 64
 SimTalk 64, 65, 66
 Sire Source 64
 Steer Profitability Competition 68
 Total Herd Enrollment (THE) 43, 70, 71, 72, 73, 74
 the Register 64
 tReg Blog 65, 71
 Walton-Berry Graduate Student Grant 62

ST

Fertility ... Longevity ... Profitability.



At Red Hill Farms, we are proud to offer consistent genetics that rank at the top of the breeds for economic indices. Maternal traits, such as calving ease, low maintenance energy requirements and high conception rates reinforce what we already know – profitability starts with the cow. Additionally, profitability is intensified when cattle grow and grade. Profitability truly is pasture to plate!



Visit www.RedHillFarms.net for information about our sale and breeding program.



MORE THAN A BULL XIII

13th Annual Sale

Saturday, March 17, 2018

1 p.m. CDT

Selling: 40 Red Angus Bulls
 40 Red & Black Simmental & SimAngus™ Bulls

Red Hill Farms

Swine Seedstock
 Tobacco Enterprises
 Red Angus and Simmental Cattle

Bart, Sarah & Ty Jones • (615) 666-3098
 466 Red Hill Road, Lafayette, TN 37083
 mail@redhillfarms.net
 Gordon & Susan Jones • (270) 991-2663



GIBBS FARMS

PRIVATE TREATY SALE

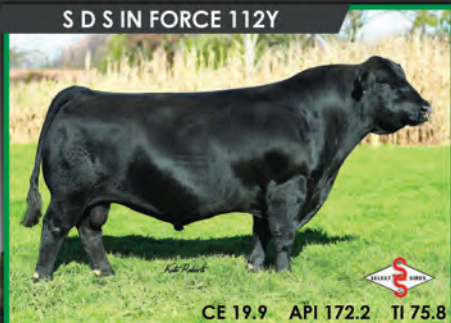
40 SIMANGUS™ & 10 SIMMENTAL
FALL YEARLING BULLS

BULLS AVAILABLE FROM \$2,900 - \$4,200

Group averages top 10% API & top 10% TI
Homozygous Black & Homozygous Polled
Volume Discounts & Delivery Available
First Breeding Season Warranty

**AGE ADVANTAGED, PASTURE DEVELOPED
NO CORN & NO FEEDLOT**

S D S IN FORCE 112Y



S D S GRADUATE 006X



CCR BOULDER 1339A



MANY BULLS SIRED BY THESE INDUSTRY LEADING CALVING EASE & HIGH CARCASS VALUE SIRES

GW PREMIER 734Y



RLWF PROPHET MARGIN 1393



J BAR J NIGHTRIDE 225Z



Please visit our website for
complete performance data & video of each sale bull.

www.gibbsfarms.net


**GIBBS
FARMS**

Wendell & Nan Gibbs, Owners
2118 County Road 23 Ranburne, AL 36273

Doug Gibbs, Operations Manager
404-717-2264 / gibbsfarms8@bellsouth.net

Gordon Hodges, Genetic & Marketing Manager
336-469-0489 / pvfghodges@yadtel.net

Bradley Gibbs, Herdsman
404-904-2914 / gibbsfarms6@gmail.com

facebook.com/gibbsfarmssimangus 

Fullblood Simmental Fleckvieh Federation



If you are looking to add value to your herd, you cannot afford to pass up the proven benefits of Fleckvieh Simmental genetics! Fleckvieh cattle are moderate framed with excellent muscling and exceptional milk production. They easily adapt to diverse environmental conditions; hot or cold, they will perform in your location! Fleckvieh Simmental cattle provide management advantages with their docile temperaments and favorable birth weights. You can even custom design your herd by choosing from polled, horned and diluter-free genetics. It doesn't stop there! Maternal power? Yes! Fleckvieh cows exhibit excellent fertility and milking abilities. All that milk makes for fat, happy calves resulting in higher weaning weights. Terminal power? Yes! Fleckvieh cattle excel in the feedlot and on the rail, consistently producing the desirable carcass traits consumers' demand. Still have your doubts? The purity and consistency of the Fleckvieh lineage offers significant heterosis when utilized in Purebred and Commercial herds! Invest in Fleckvieh Simmental genetics to take your program to the next level!

Contact these Fleckvieh breeders or the FSFF office for more information.

*Your Northern Source for
Fleckvieh Genetics*



**Heathe, Holly, Hanna
& Hailey Widicker**
4664 Main St.,
Heaton, ND 58418
H: 701-984-2697
C: 701-652-5530
Email: jcscows@daktel.com

www.jamescreeksimmental.com



MORRIS FARM
Polled Fullblood Fleckvieh
PHILLIP & ANN MORRIS
Alan Morris, Farm Manager
2109 Boren Blvd., Seminole, Oklahoma 74868
Ph: 405.382.0443 • Cell: 405.613.7371
Email: morrisfarm@juno.com

S/M Fleckvieh Cattle




Jeff Sorenson
Garretson, SD
605-359-8728 cell
sorenson@augie.edu
www.smfleckvieh.com

JENSEN SIMMENTALS
Steven A. Jensen • 913-636-2540
24580 W. 319th Street
Paola, KS 66071
jensensimmentals@gmail.com ★

ART-JEN SIMMENTAL FARM
Arthur F. Jensen
18435 S. 169 Hwy • Olathe, KS 66062

*In our 5th decade of breeding
Simmental Cattle.*

www.jensensimmentals.com

Circle 3 Genetics
Office:
#636077, Holland - Euphrasia Townline
R.R. #3, Markdale, ON Canada, NOC 1H0
bar5admin@xplornet.com
Phone: (519) 986-1330
Fax: (519) 986-4736
www.bar5.com



Triple Z Simmental



7920 Pratt Lake Rd.
Alto, MI 49302
Tom & Linda Zook
Cell: 616-437-3427
Office: 616-868-6195
Email: tomzook@zookfarmequipment.com
Full-Fleckvieh Fullblood • Horned and Polled

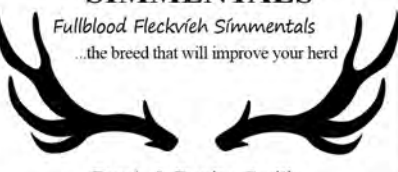
FULLBLOOD FLECKVIEH SIMMENTALS



RUGGED R CATTLE

Tony & Rebecca Roberts
145 Brangus Lane | Wisner, LA 71278
Tony Cell: 318-218-5426
Rebecca Cell: 318-267-6826
tonyatjd@yahoo.com or rdraneroberts@yahoo.com

**ELK COUNTY
SIMMENTALS**
Fullblood Fleckvieh Simmentals
...the breed that will improve your herd



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

BRINK FLECKVIEH
23098 GUNDER RD., ELKADER, IOWA
HOME (563) 245-2048 • CELL (563) 880-1470
Email: jbrink@alpinecom.net




Visit our website: www.brinkgenetics.com

Little Creek



LITTLE CREEK FARM, LLC
Fleckvieh Simmental & Red Angus Cattle
Mikell & Mary Cheek Davis, Owners
2638 Turkey Creek Rd. • Starkville, MS 39759
Home: 662-323-0744 • Cell: 662-418-0686
FAX: 662-324-7721
www.LittleCreekCattle.com

Double Bard farms



Richard Dimler and Sons
Box 580, Grenfell, SK S0G 2B0
Ken Dimler
Ph: 306-697-7204
Email: kenshau@yourlink.ca
www.doublebardfarms.com

Freedom Run Farm



BOB & ANNE-MARIE RASCH
9105 BETHEL CHURCH RD. • MANCHESTER, MI 48158
PH: 734-216-6834
EMAIL: INFO@FREEDOMRUNFARM.COM
WWW.FREEDOMRUNFARM.COM

BREEDERS OF FULL FLECKVIEH SIMMENTAL CATTLE
BREEDING & IMPORTING ANGUS-PEKE, GERMAN WITHELLOWS & JASHI THOROUGHBREDS

Jason & Brandy Jordan - Coordinators

P.O. Box 321, Cisco, TX 76437 USA • Phone: 855-353-2584 • Email: info@fleckvieh.com • www.Fleckvieh.com

BUY THE BEST

DON'T JUST BUY A BULL

Thank you...

to all of the buyers and bidders at the
38th Annual Gateway Bull Sale.
What a great day and a tremendous
show of support for our program.



Whichever direction you are going, they cross.

GATEWAY

SIMMENTAL & LUCKY CROSS

Jim and Tom Butcher

Jim 406-350-0467 • Tom 406-350-0979

butcher@3riversdbs.net • 2109 Joyland Road, Lewistown, MT 59457

www.gatewaysimmental.com

Chris Miller, Larry Hagenbuch, Logan Butcher

ALLIED
GENETIC RESOURCES

SUPERIOR
Productions

200+ Bred Heifers and 50 Bred Cows
Available private treaty this Fall.



SA Ya Gotta See



SA Attaboy

SA



**“Who’s
Your
Daddy”**



**“Meat,
Milk,
Moola”**



Steaks Alive

Fleckvieh genetics for the BEEF Business

John & Jeanne Scorse

P.O. BOX 3832

Joplin, MO 64803

Phone: 417-437-0911

Fax: 417-625-1574

scorsej@steaksalive.com

www.steaksalive.com

