

Volume 28 • Number 2

March 2020

# SIM TALK

Linking SimGenetics to Commercial Cattle

## **In This Issue:**

Blending Family, Sustainability, and SimAngus™

Key Drivers of Cow Herd Profitability

Genomics for the Commercial Cattleman —  
It's Easier Than It Looks

Stayability EPD. Does it work?

Why Red Angus is Part of IGS

BeefCARE Sustainability Standard Launched



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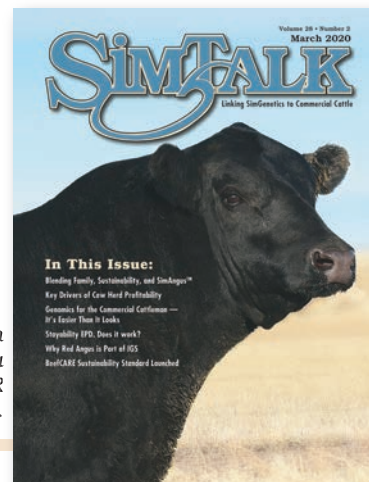
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A powerful bull, combined with a solid foundation and balanced EPDs, can make the difference in a cow-calf operation. Photographed: CCR BOULDER 1339A. Photo courtesy of ABS Global.



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CE: 10.5 BW: 0.5 WW: 89.3 YW: 136.8 Milk: 26.5 API: 128.2 TI: 88.6  
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**BROADWAY** • 7SM82 HOOK'S BROADWAY 11B // 2854437  
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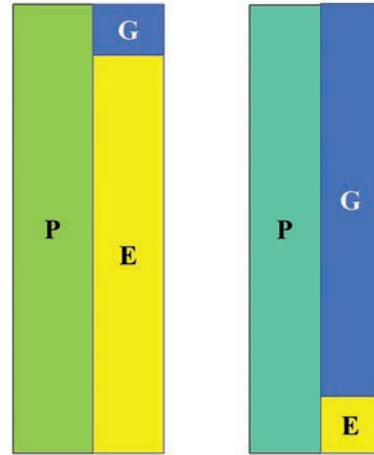
In this issue of *SimTalk*, Drs. Clay Mathis and Rick Machen's article summarizes profitable commercial herds using Standardized Performance Analysis (SPA) and gives real examples of how to decide if a management decision will return more profits to the operation. Mathis and Machen state the largest cost to commercial operations is depreciation which is heavily influenced by

the longevity of the cows and bulls in the herd.

To tie into the importance of longevity, Dr. Randie Culbertson and I wrote an article called "Stayability EPD. Does it work?" where we analyzed bulls with high-accuracy Stayability EPDs and how their daughters perform (the percentage who reach six years old and the number of calves produced in their lifetime). The results from this analysis found daughters sired by bulls in the top 25% for Stayability were over twice as likely to remain in the herd as six-year-old cows and averaged almost two more calves in their lifetime compared to daughters sired by bulls in the bottom 25% for Stayability.

Stayability is a lowly heritable trait meaning the phenotype we see (cows staying in the herd and producing calves each year up to six years of age) is highly influenced by the environment. In lowly heritable traits, it's even more important to use EPDs or indexes including an EPD for that trait to improve genetic merit of the trait. "Why?" you might ask. Lowly heritable traits are highly influenced by the environment, meaning the environment can mask the genetic

component for that trait in the phenotype. Because the environment plays such a big role in the phenotype of lowly heritable traits, using an EPD for these traits is the best way to remove the environmental influences and zero in on the heritable part of the trait (and therefore the only portion that can be easily masked by the environmental factors).



Lowly Heritable

Highly Heritable

Phenotype (P) is influenced by both the genotype (G) and the environment (E). Lowly heritable traits are more influenced by environment than genotype while highly heritable traits are more influenced by the genetic component than the environment. In lowly heritable traits, the genetic merit for that trait can be easily masked by the environmental factors. **ST**

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# Blending Family, Sustainability, and SimAngus™

By Emme Troendle

Steeped in history, Beaver Creek Ranch dates back to 1889 where Valentine Messer homesteaded along the Heart River, 17 miles southeast of Richardton, North Dakota. Four generations later, four Messer brothers manage the diversified 1,000-head commercial SimAngus™ cow herd, 999-capacity backgrounding feedlot, and farming operation. They work together, facing the challenges of the area to create a profitable enterprise for their children and grandchildren.

Located in the center of the Missouri Plateau, the ranch is characterized by rolling hills that vary from rich, loamy soil to lower-producing sandy or clayey locations. Beaver Creek, where the ranch derives its name, drains to Buffalo Creek, then to the Heart River, which flows to the Missouri River.

The family splits management of the operation, but collectively remain committed to creating quality beef for consumers by tracking data and selecting for profit.

## Adapting and Evolving

“My great-grandparents raised Hereford cattle,” says Mark Messer, explaining the evolution of the family operation. Out of the four brothers on the ranch, Mark manages the cow-calf enterprise, the oldest of the four brothers running the operation; Jerry takes care of haying, feeding, and farming; Greg oversees farming and machinery service; and Scott, the youngest, manages the haying and trucking duties. All four brothers share the responsibility of the feedlot.

Each generation of Messers has made adjustments to the family ranch. The 250-head dairy was started in 1951 and removed in 2007; but, the cow-calf operation, feedlot, and farming businesses have remained at the heart of the operation.

Over the years, the Hereford cow herd transitioned to Shorthorn, spotted Simmental, and then to today’s solid red and black SimAngus cattle. Throughout the transition, crossbreeding has always been the center. Messer shares, “We have been crossbreeding since the 1970s with Simmental. We have gotten thriftier calves, and we have better mothers than what we had. It really jumped our cattle herd forward.”

“We make sure that we have a good balance of Simmental and Angus to get as much hybrid vigor as we can. Our buyers look for our calves, and they call to ask if we have sold them. We never had that in years past, people are looking forward to our cattle.”

Beaver Creek Ranch maintains a 50-50 breed split between Red/Black Angus and Simmental. “We breed every other year either Simmental or Red and Black Angus bulls so there is always a combination of not too much Simmental or not too much Angus,” Messer explains that the clean-up bull battery selection is largely influenced by maintaining breed percentages.

*SimAngus cattle are developed utilizing AI from Black and Red Angus and Simmental Genetics.*

## The Messer family produces profitable SimAngus beef while maintaining a sustainable enterprise for the next generation.



“We focus on crossbreeding because the cows and calves can be put out on the range and do very well by themselves.”

### Hands-on Management

“One of the great things about the diversified family operation is that we help each other,” says Messer. “When calving is really busy, they come and help me, but then during my slow time in the summer, I can help them with harvest.”

Calving starts the middle of April at the calving headquarters, and it’s all hands on deck during the height of calving season. Each calf is tagged and weighed. At one or two days old, the cow-calf pair is moved out of the calving pasture and onto fresh grass along the Heart River.

In June, the family brands, vaccinates, and sorts pairs over a 10-day period with a low-stress management style. The sorting pens utilize an alley and four slam gates, allowing for five-way sorting that is almost completely hands-off, reducing shouting and stress on the cattle. They weigh each calf for a mid-weight between birth and weaning before putting the pairs out on summer pasture.



“We weigh the calves to get an idea of how these calves have gained since April, and it helps us get an idea of how they will gain throughout the year,” says Messer. “We also weigh them at weaning and right before we sell them.”

For Messer, getting a scale was a game changer. He laughs. “Well, when you get a scale, you get spoiled. You can track the performance of the calves, performance of the cows, what your cows are weighing year to year. We can look at the data and make adjustments.”

To better track data, Messer’s son-in-law designed a digital program to manage calf data from birth to sale. “We input the information on our phones, and when we come in at night to the calving headquarters, all the information is uploaded to the computer already.”



Mark Messer weighing and ear tagging a new-born calf.

“When we go to market or contract these calves, we aren’t off by more than 5 to 10 pounds than where we said these calves would weigh when we contracted them. It really is a good tool to have.”

This digital platform is also used to automatically match cow numbers with calves to efficiently reunite pairs and shift them into the correct pen when sorting. “We need to efficiently work and sort cattle into specific groups for different pastures in order to best utilize our grass resources. Our low-stress handling and digital tracking method works pretty darn good for that.”

Once sorted, cattle are dispersed into grazing areas from the middle of June through the middle of October. Each pasture ranges in size from 160 to 640 acres and maintains 30 to 100 cow-calf pairs. The grassland is surrounded by cropland, the latter of which is grazed after harvest. Mark says, “We are firm believers in the range cow. We need a moderate-framed cow that can sustain herself with a calf. These cattle have to thrive out here in our environment.”

CONTINUED ON PAGE 14

# WILDBERRY

## Annual Production Sale

60 BULLS AND 25 BRED HEIFERS SELL

# FARMS

March 28, 2020

1:00 pm • Hanover, IL



Due to calve 3/28/2020.

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

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



Due to calve 3/26/2020.

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

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



Due to calve 3/20/2020.

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

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



Due to calve 3/27/2020.

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

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



Due to calve 3/27/2020.

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

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



Due to calve 3/7/2020.

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

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

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Due to calve 3/25/2020.

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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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



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

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

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# Blending Family, Sustainability, and SimAngus™

CONTINUED FROM PAGE 11

All yearling heifers and cows 4-years-old and older are synchronized and AI bred prior to being put out with the clean up bulls. When selecting AI sires, Messer uses Red Angus, Simmental or Angus bulls. Clean-up sires are red or black SimAngus. "We use a lot of AI to capitalize on proven sires and more quickly advance our cowherd to the next level. We are developing calves that our buyers call for, and better replacement heifers."

To keep conception rates high and improve cow condition, Messer doesn't AI breed first-calf heifers to allow them to put on more weight and recover from their first calf. These females are pasture bred to decrease handling and number of times through the chute. He says, "When we AI, it can be a little too much on the first-calf heifers while recuperating from carrying and birthing their first calves. We want them to recover well and breed back earlier and easier. It has improved our conception rates quite a bit and their stayability in the herd."

Each year, 200 heifers are retained in the herd. The rest are marketed as commercial replacements carrying top-of-the-line genetics. "The cow is important to us because she is the one making us money for the next 10 years." Messer explains that quality, conception, calving ease, and carcass are the forefront attributes of cow selection.

"We have records on each cow. We want a heifer who comes from a good mother, breeds back and calves easy, and produces a calf that our buyers want. If she doesn't have a calf each year, she is gone. We track cow performance too, and we cull the ones that aren't doing their job."

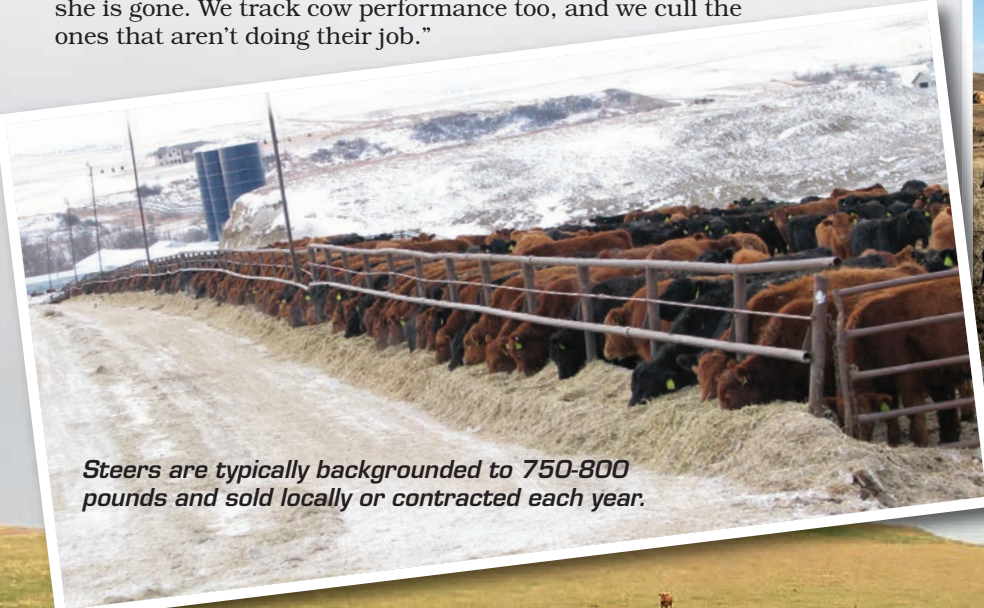
Calves are weaned mid-October. They are sorted into three groups by size on one side of the feedlot, and to reduce stress, they share a feed bunkline with the cows. "The calves are sorted by size, and don't get pushed around by larger calves. They gain well enough that the small calves will catch up with the medium calves and the medium calves catch up with the first group in no time at all."

Steers are typically backgrounded to 750-800 pounds and sold locally or contracted each year. "Depending on the year, we may contract a part of our calf crop to take advantage of a good market situation."

Messer enjoys the flexibility of owning a backgrounding feedlot with his commercial operation, "We can offer our customers to feed calves for a certain amount of days after weaning, or sell them right off the cow. If we were a custom feedlot we wouldn't be able to do that."



*The Beaver Creek Ranch dates back to 1889, where Mark Messer's great-great-grandfather homesteaded.*



**Steers are typically backgrounded to 750-800 pounds and sold locally or contracted each year.**





Cow-calf pairs are grouped by age and pasture size.

### Environmental and Sustainable

“It’s a great feeling to be able to calve on our great-great-grandfather’s homestead. We have been able to provide crops and protein from this land for over 100 years,” says Messer.

A few years ago, the feedlot was remodeled to ensure that drainage didn’t contaminate streams and rivers, and reduced muck. The environmentally-focused update benefited the cattle, wildlife, soil, and water. Mark comments, “There is no water contaminating, and we incorporate the manure back into the land to reduce fertilizing costs. It was a challenge to create a feedlot that covers this much ground where cattle would never be muddy and always have a clean place to lay, but we did.”

To promote sustainability on the farm side, Beaver Creek Ranch implemented no-till farming to prevent wind erosion and has been rotating crops for at least 20 years, including variable-rate seeding and fertilizing.

“Precision agriculture is a lot like cattle selection. With cattle, you use genomics, and in agriculture, you test the soil. You use the technology available to make the best decisions to sustain the cattle and agriculture on your land,” says Messer. Two of his nephews are agronomists who help on the farm in addition to working for local businesses.

Each year, 15,000 acres of owned and leased ground is cultivated for corn, soybeans, canola, lentils, peas, wheat, and barley. Cover crops such as oats, field peas, radishes, and turnips are used to improve the soil and graze cattle.

The Messers seed plots for wildlife in fenced-off places around the ranch to keep wildlife away from cattle and the feedyard. “Some of the land we have now, 25 years ago, there wasn’t a deer or pheasant on it, right now it’s gotten to the point to where there might be too many deer and pheasants. It really opens your eyes to a lot of things, and sustainability is a big thing.”

Messer concludes, “This land has to be here for our sons, daughters, and our grandchildren. Just like our great-great-grandfather in 1889, he was thinking the same thing. We want to be able to make this land sustainable and productive for generations after us. If that isn’t sustainability, we don’t know what is.”

**ST**

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*SimAngus™ CLRS Dakota son. ASA# 3566278*

**DAM: THR MS PRIMROSE 6707D PAP: 40**

MGGsire: IR CINCH Y588 **PAP: 38**

MGGDam: THR MISS PRIMROSE 4936 **PAP: 41**

MGGGSire: CLTN NEW DESIGN 930 **PAP: 36**

MGGGDam: THR MISS PRIMROSE 1615 **PAP: 38**

MGGGDam: MIDNIGHT JR EXTRA H6 **PAP: 35**



**PAP 40**

**9405G \$API 157 \$TI 86**

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**PAP 43**

**9244 \$API 152 \$TI 87**

*PB Simmental SFG Blueprint son. ASA# 3566322*

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9568G \$API 153 \$TI 82  
SimAngus™ GW Mountain Due son. ASA# 3592026



9447G \$API 143 \$TI 85  
SimAngus™ TJ Marlboro Man son. ASA# 3566109



9465G \$API 163 \$TI 85  
SimAngus™ Hook's Eagle son. ASA# 3566194



9473G \$API 137 \$TI 62  
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EPDs as of 12.6.19



Homo black  
Homo polled

## TKCC Classified 106C

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI  
6 2.4 79 119 .25 2 19 59 124 75

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  
10 .4 80 122 .26 4 18 58 142 82

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  
10 3.7 67 83 .10 4 19 52 117 68

ASA# 3045559

Sires more champions and high-sellers than any other sire!



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



Homo black  
Homo polled

## W/C Night Watch 84E

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI  
19 -2.7 70 91 .13 10 25 60 163 81

ASA# 3336327

2018 Werning top selling at \$142,000! Here's a new calving ease twist that you can use on all those baldy heifers and cows! 125 IMF ratio, 104 REA ratio.



Miss Werning 8543U



Homo black  
Homo polled

## TLLC One Eyed Jack 15Z

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI  
10 1.6 54 79 .15 -.4 17 44 104 60

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  
12 0.0 46 72 .16 6 24 47 123 60

ASA# 2841159

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



Leading outcross  
donor!



Hetero black  
Homo polled

## HPF Quantum Leap Z952

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI  
13 2 80 112 .20 6 18 58 126 77

ASA# 2649657

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



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



Homo black  
Hetero polled

ASA#  
2886364

## STCC Jack Around 4031

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI  
7 2 62 88 .16 -1.6 17 48 112 66



Homo black  
Hetero polled

ASA#  
2886365

## STCC Jacked Up 4070

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI  
6 2.6 65 95 .19 -.5 17 50 105 66

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



Hetero black  
Homo polled

### GEFF County O 736E

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI  
10 .7 63 96 .20 6 24 55 123 63

ASA# 3289219

Loaded Up x Montecito x Ruby Rhythm donor

Bob May told Griswold that he had as good a Simmental as he's ever seen in the fall of 2017, 2019. Embryos on Snow feature sale lot!



Black  
Polled

### Mr. Hoc Broker X623

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI  
5 4 70 96 .16 2 12 47 84 56

ASA# 2531081

Grand Champion at the NAILE, Royal and Denver!



\$190,000 Broker Heifer



Homo black  
Homo polled

### SFG The Judge D633

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI  
11 1.5 93 137 .28 7 22 68 152 90

ASA# 3208952

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



Hetero black  
Homo polled

### W/C Bankroll 811D

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI  
15 .3 67 90 .14 8 23 57 138 70

ASA# 3187005 • Bankroll progeny are topping sales across North America!



Homo black  
Homo polled

### WS Jackson D20

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI  
6 2.2 79 121 .26 1 24 63 133 79

ASA# 3208343 • Walsh's 2017 high-seller.

A PB Stepping Stone x Built Right red charlie free!



Hetero Black  
Homo Polled

### JBS Logic 5E

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI  
7 3.5 64 85 .14 3 16 48 113 64

ASA# 3337441

HOT Relentless son and full sib to the Grand and Reserve Champion Females at 2019 AJSA National Classic.



Grand Champion 2019 AJSA National Classic for Guyer



Hetero black  
Homo polled

### GPG Focus 135F

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI  
9 2.3 65 96 .19 7 26 58 118 69

ASA# 3485396

Mr CCF 20-20 x Profit

Focus is the exciting Hartman 2019 NWSS Reserve Champion Pen member that sold to Gana, NE! Combines the hottest sires of today in a complete, stout, sound, great-looking package!



Focus dam was a \$35,000 HCC sale feature.



Werning's 2019 High-Selling Bull at \$180,000.



Double Bar D featured bull selling for \$56,000.



RJ's \$164,000 2018 high-seller.



Cardinal's 2018 \$84,000 heifer



3/4 SimAngus™  
Homo black  
Homo polled

### CDI Innovator 325D

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI  
14 .3 95 148 .33 7 26 73 153 93

ASA# 3152448 • TJ Main Event 503B x CDI Miss Shear Force 49U • A CDI top seller to JS Simmental and Wayward Hill Farm. • 2018 NWSS Champion % Bull!



2019 Sweepstakes Res. Champ Jr. PBI!



2019 AJSA Res B&O



Hetero black  
Hetero polled

### LAH Sixteen Step 628D

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI  
7 1.9 72 100 .17 3 14 50 120 71

ASA# 3123088 • An exciting son of deceased Two Step out of WLE Missy U409, the full sister to WLE Uno Mas. Sixteen Step was the Purebred Winter Calf Champion at the 2017 NWSS!



Dam: WLE Missy U409



Homo black  
Homo polled

### Mr CCF 20-20 100B

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI  
14 1.1 76 117 .25 6 20 58 127 75

ASA# 2964446 • Vision x Dew the Stroke donor 20-20 is one of the HOTTEST sires in the breed for combining calving ease, depth, soundness and eye-appeal! You'll be seeing more high-sellers around the country soon like the ones pictured here, plus champions like Buck Creek Perfect Vision, Reserve % Bull at Forth Worth and high-selling bull at the Cowtown Classic!



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# Key Drivers of Cow Herd Profitability

By C.P. Mathis and R.V. Machen, King Ranch® Institute for Ranch Management, Texas A&M University-Kingsville

**Editor's note:** This article is an abridged edition of a paper in the proceedings of the 2017 Range Beef Cow Symposium. Reprinted and abridged with permission.

Cow-calf producers are continually challenged to maintain profitability despite weather patterns, cattle markets, and the cost of inputs. Good managers make decisions to collectively keep costs low relative to the value of the weaned calves they produce. Those with a clear view of the financial position of the ranch and the drivers of net income and return on assets will be best prepared to make high leverage decisions with long-term benefit to the operation.

This article discusses the impact of key cow herd performance criteria on the net income of cow-calf enterprises and is intended to help managers prioritize the areas in their unique operation that will likely yield the largest improvement in profitability if altered.

## What is Driving Net Income?

Benchmark data from the Standardized Performance Analysis (SPA) database offers some historical insight into key performance and financial measures affecting profit of cow-calf enterprises. Current SPA benchmark information only offers regional information from the southwest (TX, OK, and NM). Table 1 shows a key measures summary for 32 herds representing more than 30,000 cow years from 2012 to 2016. Average weaned calf price at 557 pounds was \$197/cwt; and is much higher than current prices. This does not discount the information for those interested in maximizing profit because drivers of profit remain the same regardless of the actual price of calves. Average revenue during this period was almost \$80 above the \$878 average breakeven per cow exposed; however, not all herds in the dataset were profitable. In 2014 and 2015, the US cattle market was exceptional, significantly inflating the average net income per cow exposed during this benchmark time period. Nonetheless, there is a range in average profitability per cow exposed of several hundred dollars across the cow herds represented. The most profitable herds simply generate more net income because they receive more gross income from calf and cull sales, and they maintained lower production costs. Producers interested in being among the top net income quartile are encouraged to continuously ask themselves:

- 1) What are the most profitable herds doing that makes them different?
- 2) How can I improve profit the most in my operation?

## A Closer Look at Revenue

The two sources of revenue for cow-calf operations are calf sales and cull cow and bull sales, with calf sales being the most important. Calf income is a function of quantity (number and weight of calves sold), quality (genetics and condition), and marketing. The overall average weaning rate and weight were 84 percent and 557 pounds, respectively. Using these values as a foundation, and assuming that 557-pound calves are worth \$197/cwt (average SPA price from 2012-2016), the value of a single percentage unit change in weaning rate is about \$11/cow exposed (calculation:  $557 \text{ lb.} \times 1\% \times \$197/\text{cwt} = \$10.97$ ). If a more current 557-pound calf price of \$165/cwt is assumed, a single unit increase in weaning percentage raises profit by a little more than \$9/cow exposed. Simply put, a management change that costs less than \$9/cow exposed to implement and increases weaning rate by one percentage unit or more will increase net income if all other factors are constant.

## A Closer Look at Expenses

Total cost before non-calf revenue adjustment averaged \$952/cow exposed. The most profitable producers wean and market more pounds of calf/cow exposed at a much lower cost than the less profitable operations. Since 2003, the average total cost (breakeven) per cow exposed has increased substantially, as has the variation from year to year. A closer look at the expenses contributing to the breakeven reveals that over half of the expenses to a cow-calf enterprise can be categorized as depreciation, labor, or feed. In most cow-calf enterprises these three expense categories offer opportunity for high leverage change to the production system that can yield significant financial improvement. Other expenses like repairs and maintenance, fertilizer, fuel, leases, and veterinary services are important when taken together, but independently are generally not high leverage expenses.

Feed and labor expenses are typically well understood, but depreciation is an expense often more difficult to grasp. Managers should be aware of the effect depreciation of livestock, equipment, and infrastructure has on the long term equity of an operation. **The ways to decrease livestock depreciation are: reducing purchase price of breeding stock, increasing salvage values, or increasing longevity of cows and bulls.** Reducing equipment depreciation may be accomplished by sharing, renting, leasing, or contracting equipment. However, each of these options has some tradeoffs in convenience and control.

**Table 1. Cow-Calf SPA Key Measures Summary**

States: New Mexico, Oklahoma, Texas		Years: 2012 through 2016
Number of Herds: 32 herds		Total Cows: 30,023 head
		<b>Average</b>
<b><i>Herd Related Measures</i></b>		
Pregnancy percentage		89
Calving percentage		87
Calving death loss based on exposed females		3.0
Calf crop or weaning percentage*		84
Average weaning weight, lbs.		557
Pounds weaned per exposed female		468
Weaned calf pay weight price - weighted average, \$/cwt		197
<b><i>Financial Performance Measures</i></b>		
		--\$--
Raised/Purchased Feed Cost per cow		258
Grazing Cost per cow		124
Total Cost Before Non-calf Revenue Adjustment per cow		952
Total Cost Non-calf Revenue Adjusted per cow (BREAKEVEN)		878
Total Cost Non-calf Revenue Adjusted per cwt - Unit Cost		193
Net Income After Withdrawals per cow		77
Net Income After Withdrawals per cwt		15
Total Investment per Breeding Cow – cost basis		7,570

*\*Calculated as number calves weaned / number cows exposed to a bull*

## Putting the Performance and Financial Pieces Together

A cow-calf enterprise is a complex biological system where inputs and outputs are interconnected. Managers interested in maximizing profit are encouraged to focus on optimizing weaning rate and weaning weight, as well as feed, labor, and depreciation expenses. However, there is no silver bullet or prescription that is most effective at accomplishing the perfect balance because of the vast differences in resources and goals from one ranching operation to the next. The key is to evaluate potential changes based on unit cost of production, which is cost/cwt calf produced. This measure will merge inputs and outputs into a single value. In reality, only a small portion of cow-calf enterprises have an accounting and performance measurement system in place to accurately calculate unit cost of production. Implementation of a managerial accounting system should be the initial step to improving profit because a clear picture of the current financial status of the operation is needed to make the best business decisions for the future.

Also important to making management decisions that sustainably increase net income is the understanding of the relationship between variable cost, fixed cost, and producing cow numbers. Fixed costs, or overhead, are present regardless of the number of producing cows on the ranch. Variable costs change with the level of produc-

tion or number of cows. Fixed cost generally comprises 55 to 75% of total cost to a cow-calf enterprise. Generally the more producing cows in the operation, the lower the fixed cost per cow. Maximizing producing cow numbers within the confines of excellent natural resource stewardship typically yields the greatest net income.

## Conclusions

The most profitable cow-calf operations are efficient, generally weaning the most pounds of calf per cow exposed with the lowest breakeven. Most importantly, these operations yield the greatest return on assets. Success in the cattle industry does not happen by accident. Decision-makers at the most profitable operations have built production and marketing systems that, most importantly minimize labor, feed, and depreciation expenses relative to weaned calf value; and they keep a watchful eye on maintaining cow numbers over which fixed costs are spread. Producers interested in improving the profitability of their cow-calf operation are encouraged to utilize a managerial accounting system that maintains a clear picture of the operation financials and allows measurement of unit cost of production. Because of the wide variation in resources, environment, and goals from one ranch to the next, informed decision making is the best tool for increasing profit.



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Trait	Direct					Maternal				Carcass							\$ Index	
	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	DOC	CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	10.3	1.3	<b>81.1</b>	<b>126.8</b>	<b>.29</b>	6.6	22.9	<b>63.4</b>	12.6	5.7	35.0	-.11	.32	-.025	.47	-.10	126.6	<b>79.5</b>
ACC	.43	.48	.47	.46	.46	.27	.44	.44	.32	.38	.47	.37	.42	.38	.46	.20		
%			5	5	10			10										10

EPDs as of 2.12.20

■ Possesses performance with eye appeal, WW: 853, YW 1,392.

■ Great cow family behind him.

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

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16	-0.4	64	86	0.13	7	20	52	19	12	26.3	-0.56	0.04	-0.119	1.04	-0.25	137	70



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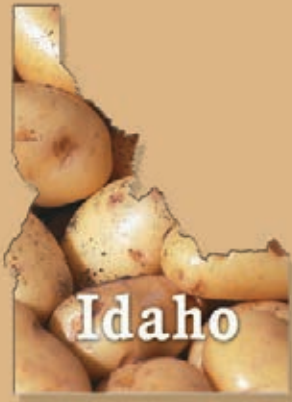
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# Building Blocks of Commercial Genetic Awareness



by Lane Geiss, Director of Commercial and Nontraditional Data Programs

The commercial programs offered by the American Simmental Association (ASA) are an effort to provide genetic tools to the largest sector of the beef industry— the cattle operations. These efforts are supported through multiple ASA programs and the world’s most comprehensive beef genetic database. The three pillars to ASA Commercial Programs are the: **Total Herd Enrollment — Commercial option (THE-CM)**, **Cow Herd DNA Roundup (CHR)**, and the **IGS Feeder Profit Calculator™ (FPC)**. These programs allow commercial producers to maximize the genetic awareness surrounding their program and to make better management and selection decisions.

Each of these programs are designed to offer assistance at three key management moments in commercial operations; **Breeding, Heifer Selection, and Weaning**. This article will briefly dive into how each program functions.

## Total Herd Enrollment — Commercial

The THE-CM is the foundation to these programs and allows participants to fully capitalize on the true genetic awareness of their cow herd. This is a whole-herd reporting program that helps isolate the known genetic potential of every female owned. The industry’s best metric for understanding genetic merit on individual animals is through an expected progeny difference (EPD). Simply put, an EPD describes the difference in production value for a given trait compared to other cattle. These are all calculated through pedigree relationships and performance records — and genomics if desired. Selection indexes take that one step further by combining multiple economically relevant EPDs along with industry costs and thresholds into a prediction model. Seedstock breeders undoubtedly use EPDs and selection indexes to make mating decisions. Why shouldn’t commercial producers have the same technology?

Follow this link to learn more about THE-CM: [www.simmental.org/commercial](http://www.simmental.org/commercial)

## Cow Herd DNA Roundup

The CHR is an opportunity to push the accelerator on female genetic awareness. Every cattleman knows which cow is his best producer, but do they know right away which replacement heifer will fill that role? The field of genomics allows us to gain a better understanding of a young heifer's genetic potential even before she starts producing. This technology uses known regions on the bovine genome that impact specific economically relevant traits. For example, longevity in cattle is known once they've been in production for almost a generation, but producers would hope to know that information before they invested time and money in replacements. Through genomics, we can use known genetic markers to give an indication of whether a female may last in the herd longer (or shorter) than others. The CHR will provide years of information before you have to invest years of time.

Follow this link to learn more about CHR:  
[www.simmental.org/chr](http://www.simmental.org/chr)

## IGS Feeder Profit Calculator™

While the other two programs are focused around the cow herd, the FPC is centered around where commercial producers make ends meet. They've invested a lot of time and money into not only their cow herd, but also their bull battery because they know the role genetics play in the end product. They've also invested in their management protocols to ensure the feeder calves they raise will stay healthy and perform in the feedlot. These investments help producers stay profitable and build a more valuable feeder calf, but are their buyers aware of their commitment? The FPC is a third-party view of the profit potential on a calf crop through the understanding of genetics, health, and management. Buyers want low-risk, high-potential calves with earning potential. Producers want to highlight that their calves fit potential buyer's needs. As opposed to traditional marketing slogans and empty statements let's provide true awareness. **We can Know or Guess. Choose Know.**

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# Genomics for the Commercial Cattleman

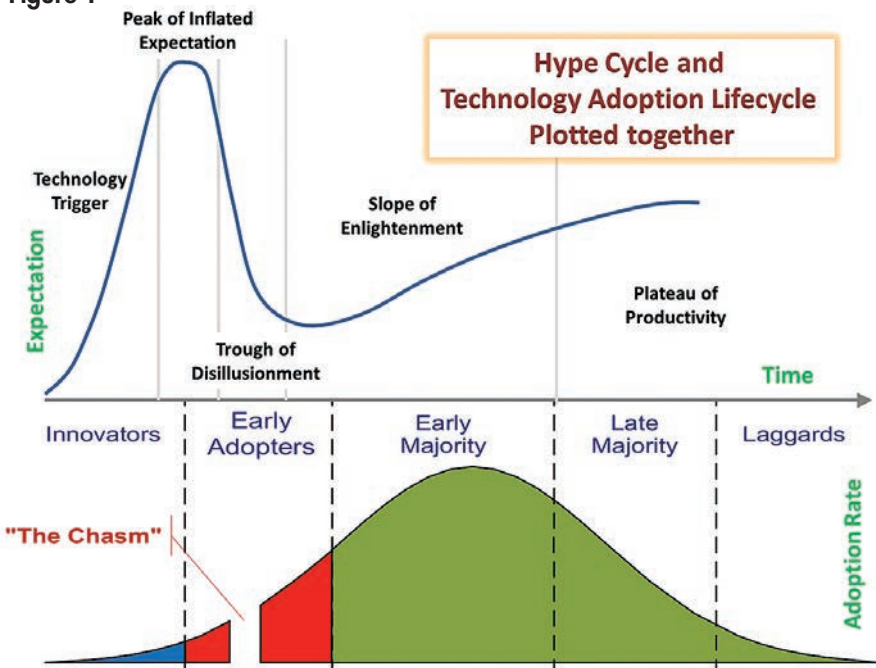
It's Easier Than It Looks

By Jamie T. Courter, Ph.D., Neogen Genomics Beef Product Manager

Geneticists have a way of making things complicated, using phrases like “single nucleotide polymorphism,” “estimated progeny difference,” and the scariest of all — “genomics”. Since its introduction into the seedstock industry, genomics has been a concept as abstract as the “cloud”. It’s something that must be believed, not seen. It can’t be physically touched or placed into a pretty package. Increasing weaning weights in calves by using bulls with high growth potential is very visible but takes time to truly appreciate. Regardless, no matter how complex the wording or idealistic a concept, I think it is easy to understand that genomics is here to stay.

New technology takes time to implement in the beef business, first by industry innovators and early adopters, then, based on proof of concept, it is picked up by the early majority (Figure 1). This is about where the use of genomics has reached in the seedstock industry. Some producers have seen so much benefit from testing their bulls that they are now testing females as well. But, just as desirable genetics trickle down from the seedstock to commercial industry, the same thing is happening with the use of genomics — and we are just getting started.

Figure 1



So how can it be done? Similar to the article, “Genetic Knowledge in Commercial Herds,” in the January issue of *SimTalk*, I believe there are three levels of investment in genomics in the commercial industry. While the first two are only lightly discussed here, for more information or even a light refresher, I highly recommend reviewing the article.

The first option, if you do nothing else, is to purchase bulls with genomically enhanced EPDs (GE-EPDs) from trusted seedstock providers — they have already removed a majority of the risk from your purchase. How frustrating is it to buy a bull only to have his numbers shift after progeny or relative’s records appear in the evaluation? This concept is referred to as possible change. Purchasing bulls with GE-EPDs decreases the movement you could see in their numbers as more information enters the database. On average, you will do a better job of choosing the bulls to bring into your herd and their daughters will better match your objectives. This is a great starting point into the use of genomics, especially for someone trying to get their feet wet; however, the introduction of new commercial possibilities poses the question — can you do more? The answer is yes.

If you are an all-in, data-driven producer, you may be surprised to know that through the American Simmental Association’s Total Herd Enrollment (THE) program, commercial producers have access to a structured genetic evaluation. Those who record phenotypes and pedigrees now have the same access to EPDs and indexes that purebred breeders do. Should you choose to invest in genomic testing, this information can also be included. This second option provides the most accurate prediction about a cow herd’s genetic merit and the best return on the investment taken to record such information. If you are a producer dedicated to data collection, this would be your best path forward.

Now, if you are a producer already buying great bulls, but a structured genetic evaluation isn’t the right fit, then using a commercial DNA test should be your next step. Recording phenotypes and pedigrees can be time and labor intensive. Another way to get “data” on an animal is through DNA. The concept is simple — take a sample at birth or preconditioning to help determine which calves inherited the “good” genes from their parents.

Believe it or not, this kind of genomic information has been available to commercial cattlemen for over 10 years, but adoption has been slow and is now starting to gain momentum. In August of 2018, NEOGEN® Genomics launched Igenity Beef. It came as an upgrade to Igenity Gold, now reporting an estimate of genetic merit for 16 maternal, growth, and carcass traits along with 3 indexes. Igenity Beef is based on the idea that although breeds of cattle are undoubtedly different in some ways, at a molecular level there are pieces of the DNA that have similar impact on many traits of interest. That is why Igenity is the only commercial DNA profile available for crossbred

beef cattle. This concept is also used in the genetic evaluation for breeds partnering with International Genetic Solutions (IGS), along with phenotype and pedigree information. In August of 2019, Maahdi Saatchi, Ph.D. and Dorian Garrick, Ph.D. published “MSRP: A Multi-Breed Selected Reduced Panel for Efficient Genomic Selection in Beef Cattle”, an Iowa State University Animal Industry Report which outlines the inclusion of the same genomic information used for the IGS evaluation into the Igenity product line. The report compares a crossbred product like Igenity Beef to a breed specific genomic prediction using 50,000 pieces of DNA (or SNPs) on 15,547 animals. Across ten traits in six breeds, the Mahdi Saatchi Reduced Panel (MSRP), used in the Igenity commercial tests) ranges from 80% to 92% as accurate as a breed specific prediction on the same animals.

But enough about data. As with anything, time allows for improvements in product offerings and research into how well the product works. NEOGEN is continually focused on providing the best tools to commercial cattlemen, a goal that is mirrored in the vision of IGS. This ideal is what brought our groups together to form a partnership, and as a benefit of that relationship Igenity Beef has been upgraded. Igenity Beef is now powered by the world’s largest multi-breed genetic evaluation to provide “real-time” estimates of genetic merit. Leveraging the millions of phenotypes and hundreds of thousands of genotypes included in the IGS database, Igenity Beef is a cattleman’s go-to commercial DNA test. Whether you

choose to use a commercial DNA test or genetic evaluation in addition to genomics — it is easy to say using this technology, commercial cattlemen now have unprecedented insight into how well cattle will perform.

With this information, cattlemen can:

1. Rank and select replacement heifers that meet their operation’s goals
2. Produce feeder cattle to fit their market
3. Obtain knowledge on the genetic merit of commercial bulls
4. Identify trait improvement needs for next year’s bull selection



Taking the next step towards incorporating genomics isn’t terribly difficult. It just takes patience, commitment, and time to fully reap the benefits of genetic change.

Jamie T. Courter, Ph.D.

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EPD	16.9	0.8	95.3	147.9	.33	11.2	29.7	77.3	17.1	18.0	67.4	-.35	.42	-.078	1.22	-.41	168.3	98.5
ACC	.62	.83	.80	.78	.78	.32	.49	.50	.31	.50	.51	.41	.49	.46	.47	.20		30
%	2	30	1	1	1	1	4	1		1	1	1		2	15	1	1	

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# Stayability EPD. Does it Work?

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



Dr. Randie Culbertson




Dr. Jackie Atkins

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

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

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


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



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

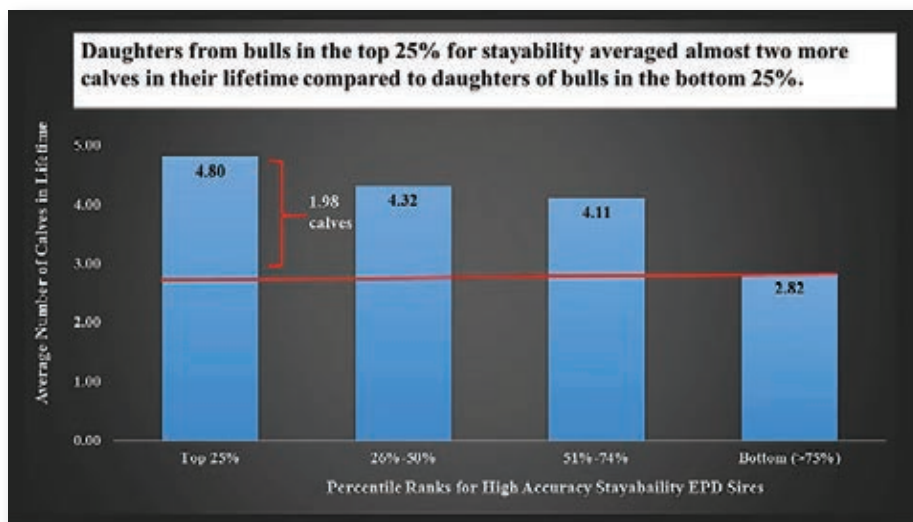
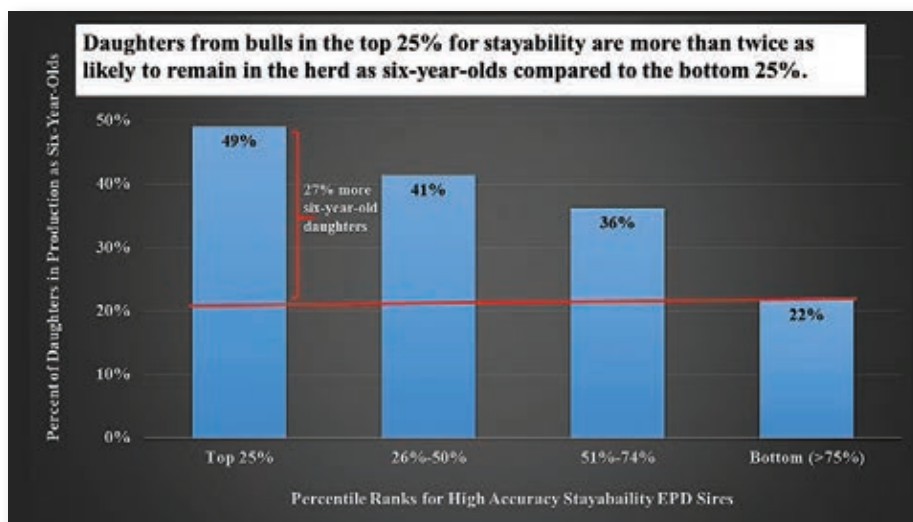
Since its development, the stayability EPD is currently being published by multiple breed associations but how reliable is this EPD for predicting cow longevity? To examine this question, over 140,000 daughters from high-accuracy bulls for stayability from the IGS database were analyzed. These sires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

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

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

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

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



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



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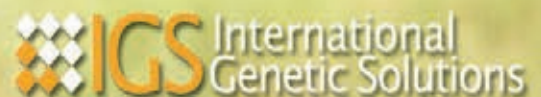
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# Why Red Angus is Part of International Genetic Solutions



by Tom Brink, CEO,  
Red Angus Association of America

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

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

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

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

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

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





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

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

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

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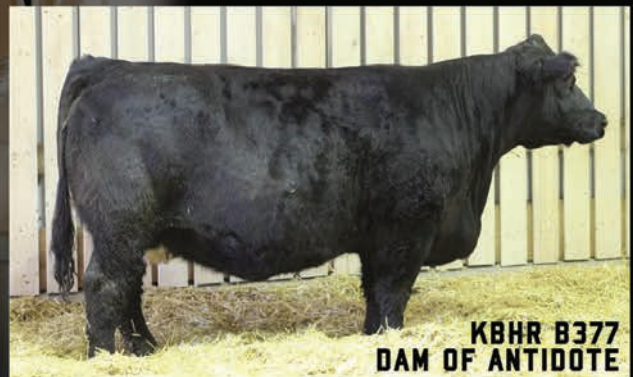
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Marbling Score	First	Second
Carcass Weight	First	First
Weight Gain Feed Efficiency	First	Second
Weaning Weight	Second	First
Post Weaning Gain	Second	Second

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

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# GAME CHANGER: WFCF LAUNCHES THE BEEFCARE SUSTAINABILITY STANDARD

*By Bob Welch, Editor of Where Food Comes From Magazine, John and Leann Saunders, CEO and President of IMI Global*

Among all the misconceptions levied at the beef industry, perhaps the most rankling to producers is the idea that they don't care for or about the animals and land under their stewardship. Anyone who has fought the elements — often putting their and their family members' lives at risk — for the sake of their animals knows otherwise. Anyone who has spent more money on vet bills than an animal will ever return knows otherwise. Anyone who has sold their entire herd for the sake of their land amid devastating drought knows otherwise.

Now, IMI Global and Where Food Comes From want to help producers set the record straight. With the launch of the BeefCARE Sustainability Standard, producers can create and continuously improve sustainable practices based on their particular circumstances as they relate to region, climate, natural resources, production style, workforce, and community interaction.

The "CARE" in BeefCARE stands for a Community of Agriculturalists who Respect the Earth. While that's a "buzzy" title, the folks at Where Food Comes From truly believe that ranchers are the best environmentalists, are underrepresented as such, and are missing out on adding value to their cattle by not promoting the simple things they do for their land, animals, and community every day.

"We believe BeefCARE certification will create value throughout the beef supply chain while at the same time authentically communicating the story of the invaluable role producers play in animal husbandry, the health of the land they work and live on, and people and communities," says Leann Saunders, president of IMI Global and Where Food Comes From, Inc.

In fact, more than 7,000 head of cattle from 11 states were enrolled in time for January's Superior Bellringer Sale, where 65 lots were BeefCARE Certified. And that was just in the first 10 days of announcing the program!

Fred Borman's Circle B Ranch near Big Horn, Montana, is one of the flagship programs to join the BeefCARE standard. And the Borman family knows a little about being on the cutting edge. Borman's father, Frank, was the commander of NASA's Apollo 8 mission, the first crew to fly around the moon.

But here at lower elevations, Fred Borman and his wife, Donna, are doing all they can to not only create value for the ranch's 3,200 cows, but he prefers the BeefCARE program because he's working with folks who understand his business.

"Our ranch has had several years of experience with producing calves without growth hormones and without antibiotics," Borman says. "We are excited about the experience we have begun with BeefCARE. The standards for handling and caring for our cattle are still high. But instead of feeling supervised and monitored, it feels more like we are in partnership with knowledgeable people who actually know the business and help us to meet the challenges."

Donna Laduke of 2GL Ranches in Olton, Texas, is driven by a desire to have her product recognized for what it truly is.

"I am excited to be part of a program that is engaging both the producer and the consumer in a practical way," says Laduke. "As a producer, I want the consumer to know that we care for our animals more than anyone — as well as our environment and our communities. The CARE program is working to help us find more ways to do this as well as create an open and honest conversation between the producer and consumer."

The BeefCARE Sustainability Standard launch comes on the heels of the approval of the program by the US Roundtable for Sustainable Beef, a multi-stakeholder initiative developed to advance and support continuous improvement in sustainability in the US beef value chain. Where Food Comes From is excited to launch additional CARE standards for various industries in 2020.

**To learn more, visit [www.wfcfcare.com](http://www.wfcfcare.com).**

**IMI Global is a division of  
Where Food Comes From, Inc.**





# CARE<sup>TM</sup>

## BEEF FROM THE HEART

The BeefCARE<sup>®</sup> Standard is a part of the Where Food Comes From suite of sustainability standards.

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EPDs:  
CE: 8 \$API: 110 \$TI: 72



Dam: URA Baby Doll



Granddam: Rockin Robin

## LLSF Pays To Believe ZU194

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

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



## WLE Big Deal A617

EPDs: CE: 11 \$API: 107 \$TI: 64  
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.



## DMCC/Wood Fully Loaded 39D

EPDs: CE: 11 \$API: 130 \$TI: 67  
ASA#: 3131823

Lock N Load x 3C Macho

Fully Loaded is a full brother to W/C Loaded Up. His first progeny have been extremely well received!



EPDs:  
CE: 10 \$API: 140 \$TI: 73



Famous donor dam, Hope Floats



2014 NWSS Champion Bull

## 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!



\$16,000 Grand Fortune daughter



## OMF Epic E27

ASA#: 3317371

WS All Around Z35 x OMF Commander Y69

Homozygous Polled • Homozygous Black

EPDs: CE: 16 \$API: 150 \$TI: 82

Exciting calving ease outcross genetics  
who sold to Schooley, IA, and Sears, CA,  
from Oak Meadow's NWSS Pen!



## RFG/K-LER Elevation 727E

ASA#: 3268058

LRS Elevate 213B x MCM Top Grade 018X

Homozygous Polled • Homozygous Black

EPDs: CE: 12 \$API: 141 \$TI: 78

High-selling bull in 2018 "The One Sale",  
selling to Lee, CO. Tremendous EPDs  
combined with great design —  
an exciting purebred!



EPDs:  
CE: 8 \$API: 102 \$TI: 66

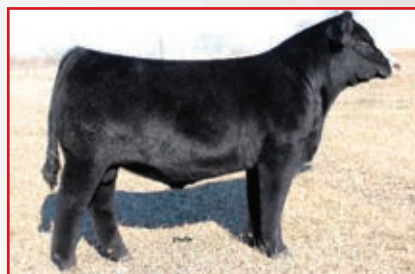


Fortune daughter that was  
a 2018 Sullivan Farms Sale  
feature and won several  
times for the Moores!

## ACLL Fortune 393D

ASA#: 3190116 • Homozygous Black/Homozygous Polled  
Mr TR Hammer 308A ET x WS Pilgrim H182U

Fortune is the exciting new sire that is a Hammer x Pilgrim cross that works so well! His dam is the great Firefly female that sold for \$100,000 in the fall 2013 sale and was a champion for the Efflings!



EPDs:  
CE: 9 \$API: 119 \$TI: 79

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  
cattlemen!

## Mr. TR Hammer 308A ET

ASA#: 2759745 • Upgrade x Dream On

EPDs as of 12.6.19

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# Denver is our WORK ZONE!



EPDs:  
CE: 11 \$API: 126 \$TI: 84



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!

KINGSMAN'S FULL SISTER PRODUCED WERNINGS 2019 \$180,000 BULL!



EPDs:  
CE: 13 \$API: 137 \$TI: 67



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: 10 \$API: 106 \$TI: 67



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

## TL Bottomline 38B

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

Bottomline will add power and PIAZZZ 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!



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!



EPDs:  
CE: 10 \$API: 123 \$TI: 73



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



## KRMS Primary Candidate B204

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

EPDs: CE: 7 \$API: 109 \$TI: 62

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: 12 \$API: 136 \$TI: 69

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: 7 \$API: 117 \$TI: 69

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!



## TJSC Hammer Time 35D

ASA# 3185062  
Mr TR Hammer 308A ET x TJSC So Sweet 104X

EPDs: CE: 14 \$API: 119 \$TI: 67

Hammer Time is siring excellent show-quality type progeny with the ability to generate profit for their owners! He is trending UP in popularity.





EPDs:  
CE: 7 \$API: 108 \$TI: 57

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: 8 \$API: 104 \$TI: 58

Heterozygous Black,  
Homozygous Polled.

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

### VCL LKC The Duke 633D

ASA#: 3173461 • Profit x BF Miss Crysteel Tango



EPDs:  
CE: 6 \$API: 109 \$TI: 62

Homozygous Black,  
Homozygous Polled

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

Rust Mountain, ND and Hartman, NE have sold high-sellers in their respective 2019 sales with his first calf crop!

### VCL LKC Profit Maker 604D

ASA#: 3173459 • Profit x BF Miss Crysteel Tango



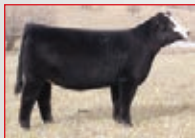
EPDs:  
CE: 11 \$API: 113 \$TI: 62

Homozygous Black,  
Homozygous Polled

A high-seller in the 2017 Hartman Sale to Gregg Schaefer, ND. Owners, Mike Moser and Chris Polzin. First progeny are looking great!

### VCL LKC Equity 608D

ASA#: 3188692 • Profit x 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! Their full sister brought over \$100,000 in Hartman's 2018 fall sale!

Dam: BF Miss Crysteel Tango



Sire: Profit



2017 NWSS Reserve Grand Champion Pen of Three



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



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



EPDs:  
CE: 9 \$API: 103 \$TI: 60



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



2018 NAILE Reserve Calf by Legendary.

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



EPDs:  
CE: 7 \$API: 108 \$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: 13 \$API: 121 \$TI: 68

Homozygous Black,  
Heterozygous Polled



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

### LLSF Charged Up D66

ASA#: 3152726  
Pays To Believe x LLSF Cayenne



EPDs:  
CE: 10 \$API: 114 \$TI: 65

Black,  
Polled

He continues the legendary Profit genetics out of the famous dam of Bottomline, Miss Star Above! Use him on your Dream On, Upgrade, Loaded Up and Steel Force pedigrees to add mass, depth and power!

Ledger is newly on the open market!

### TL Ledger 106D

ASA#: 3240219 • Profit x Flying B Cut Above

# INDUSTRY UPDATE

## Branding: The debate of the ages has some new science behind it

*Oregon State University Extension*

Every spring, and sometimes fall, ranchers gather around the fire to mark their ownership on their calves.

This is the time when calves are vaccinated, dehorned – their horn grow plates are cauterized to prevent further growth — and, if it's going to be a non-breeding bull, castrated.

Until recent years, ranchers rope calves to capture and restrain them while they were branded. But the advent of the squeeze chute and calf table drastically changed how livestock are handled, igniting a debate: which is better, the calf table or roping at branding time?

There hasn't been empirical evaluation of these practices to begin settling the debate. Until now.

A team of researchers — Sergio Arispe, Oregon State University assistant professor and Extension livestock specialist, Wade Black, and Jared Higby from Treasure Valley Community College, and Extension Agent Chris Schachtschneider — decided to shed some scientific light on the subject.

They evaluated cortisol levels in 48 calves across four of the most common restraint methods. They chose to test for cortisol because it's known as the “stress hormone” — its levels in the body indicate the discomfort of an individual animal. They took blood samples a week before branding and then sorted cow-calf pairs into four treatment groups.

In three of the groups, they separated the cows and calves with three capture-and-restraint methods: calf table, heel-only roping, and head-and-heel roping. In the fourth group, calves and cows were kept bunched together in the rodear. They roped the calves out of the rodear with head-and-heel roping, as was traditionally done before corrals were prominent.

It's important to note that the handling crew was the same throughout the study to minimize handler bias. They were all experts in the fields of stockmanship, horsemanship and ranch roping.

All of the calves in this study were captured, and properly restrained, before they were branded with a hot iron, vaccinated, castrated, and dehorned before researchers collected a second round of blood samples. The samples were processed at Texas A&M University.

CONTINUED ON PAGE 58

## 7<sup>th</sup> Annual ASA Fall Focus

*Mark Your Calendar!*

**August 28 - September 1, 2020 • Roanoke, Virginia**

**Friday, August 28**

Tours of local seedstock operations, Virginia Tech, and dinner hosted by Virginia Simmental Association

**Saturday, August 29**

Educational Symposium

**Sunday, August 30 - Tuesday, September 1**

Board Meetings

**Hotel Headquarters:**

Hotel Roanoke, Roanoke, VA

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F248 / 3/4

WHF Dealer x CCR Wide Range



F65 / PB

HPF Quantum Leap x Hook's Bounty x WHF Sierra



F712E / PB

HPF Quantum Leap x Dream On x HPF Ms Muffett  
Bred to Uno Mas (sexed heifer)



Jackson

F704 / PB

SVF Allegiance x Ebony's Trademark  
Bull calf at side by Hook's Beacon



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## INDUSTRY UPDATE

CONTINUED

What the study found was that the post-branding cortisol levels in calves almost doubled in the three groups in which they were separated from their mothers. The post-branding cortisol levels were lower in the calves in which they stayed together with their mothers.

The findings suggest that the physical act of branding, vaccinations, castration, or dehorning is not as stressful to calves as the separation from their mother. We know that livestock have evolved to tolerate pain in order to escape predators, even after being bitten, cut, or scratched. But the psychological stress of separation on calves of this size is not something that occurs in nature, and so the elevated cortisol levels occurred in all of the separated groups.

The crew used in this study were selected because they are able to work in the herd calmly and rope effectively. Handlers/ropers kept the animals calm and did not miss very often, so these factors need to be taken into consideration along with the results of this study.

In conclusion, this study featured two major findings. First, roping does not inherently cause more stress for cattle. Second, if calves need to be separated, the quicker they can be joined to their mother the better.

The study was funded with a \$12,500 grant from the Agricultural Research Foundation.

CONTINUED ON PAGE 60



# If Beef is Your Business

**CMP**  
**ASA**  
**CARCASS MERIT PROGRAM**

 **SimGenetics**  
PROFIT THROUGH SCIENCE

**American Simmental Association**

To learn more about the CMP visit [www.simmental.org](http://www.simmental.org), then click Carcass Merit Program under the Commercial tab.

Questions, contact [lgiess@simmgene.com](mailto:lgiess@simmgene.com) for more information regarding this program.

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

## **Participants receive:**

- ◆ \$60 for each AI-sired calf with carcass information
- ◆ Free semen on top young herd sires
- ◆ Free ASA Genetic Evaluation on your cowherd
- ◆ Free genotyping on terminal progeny
- ◆ Keep any or all replacement females

## **Become a Carcass Merit Program test herd today**

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

## Antibiotic Rules Continue to Evolve

By John Maday, reprinted with permission from Bovine Veterinarian

Beef and dairy producers have adapted to significant changes in antibiotic regulations over the past three years, and that trend will continue. Continued public pressure and regulatory actions will drive ongoing change, with more emphasis on preventive care and veterinarian oversight of antibiotic use.

In September 2019, FDA released draft guidance for industry (GFI) 263, outlining a process for bringing remaining animal drugs containing antimicrobials of medical importance under the oversight of licensed veterinarians. This includes injectable antibiotic products now available over the counter.

The action builds on the GFI 213 and the veterinary feed directive (VFD) rule, which, in January 2017, eliminated performance claims from labels for medically important antibiotics and brought purchase of most medicated feeds under veterinarian oversight.

Also, by September 2020, FDA plans to issue a draft strategy to ensure all medically important antimicrobial drugs used in the feed or drinking water of food-producing animals have a targeted duration of use.

While the industry has made progress in antibiotic stewardship, research shows opportunity for further improvement. The CDC's 2019 Antibiotic Resistance Threats Report for example, shows an 18% reduction in annual antibiotic-resistance (AR) associated deaths since 2013. Even so, the report notes AR bacteria and fungi cause more than 2.8 million infections and 35,000 deaths in the United States each year.

In December, the FDA's 2018 Summary Report on Antimicrobials Sold or Distributed for Use in Food-Producing Animals showed domestic sales and distribution increased 9% between 2017 and 2018. Without proper context, the year-over-year increase could generate disproportionate reactions. A year earlier, FDA's summary report showed sales and distribution of those same products declined 33% between 2016 and 2017, and 41% since 2015, which was the peak year for sales and distribution of those products.

CONTINUED ON PAGE 64

# HARRIMAN SANTA FE

**All bulls average**  
 Top 22% for API, TI & FPI,  
 Top 30% CE, 37% YW and 30% MB  
 95% Homo Polled, 85% Homo Black,  
 bred for fescue.

**"Top of the Breed", SimAngus™ & Balancer**  
 100 Forage bulls,  
 30 Fall bred heifer mates  
**"Herd Bull Producers"**  
 Windsor, Mo

**BHSF MAIN EVENT 705F ASA# 3663581**

CE	BW	WW	MK	YW	MB	REA	API	TI
12.4	0.4	89	30	136	0.45	0.83	148	90
45%	50%	1%	4%	2%	25%	15%	10%	1%

EPDS updated 2-4-20

**Over 60 AI Sired**  
**Including:**  
 Top Ten,  
 TJ Main Event 503B,  
 TJ Main Event 246D,  
 Cowboy Cut  
 B006, Y109, At Ease, Pedro

**35 Balancers,**  
**65 SimAngus & Simmental**  
**18 month bulls**  
**30 Fall Bred heifers**

**BHSF BEACON 520F ASA# 3663545**

CE	BW	WW	MK	YW	MB	REA	API	TI
16.7	-2	68	25	101	0.51	1.06	158	82
10%	10%	40%	25%	45%	15%	2%	3%	5%

*Their high indexes reflect years of balanced selection pressure for all segments of the beef industry*

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**Home of BHSF Prophet**  
**B006 # 1 Marbling sire**  
**MB EPD 1.09 FPI 101**

6

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904G



G91



G53



G323



G07H



G226



430F



57G



G3



141F



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# TRIANGLE J Ranch

# BULL POWER



## TJ HIGH PLAINS 986E

3288842 PB SM

Homozygous Black, Homozygous Polled

SIRE: CCR COWBOY CUT 5048Z

DAM: TJ MS 38W

MGS: DIKEMANS SURE BET

A perfect candidate to utilize on English base cows who will add payweight and value to your next set of calves.

CE	BW	WW	YW	MCE	MILK	STAY	DOC	CW	YG	MARB	REA	API	TI
14.2	0.6	77.2	113.5	6.3	34.3	18.9	15.2	45	-0.37	0.44	0.95	160.8	87.8
10%	25%	15%	20%	35%	1%	30%	5%	3%	95%	1%	25%	1%	1%

## TJ HEISMAN 388F

3459048 PB SM

Homozygous Black, Homozygous Polled

SIRE: KOCH BIG TIMBER 685D

DAM: TJ 67D

MGS: CCR COWBOY CUT 5048Z

A high valued Purebred that brings to the table exceptional CE coupled with breed leading growth.



CE	BW	WW	YW	MCE	MILK	STAY	DOC	CW	YG	MARB	REA	API	TI
14.4	-0.7	81.3	119.4	9.7	25.7	21.4	11.3	39.9	-0.23	0.46	0.72	170.5	90.9
10%	10%	10%	10%	3%	20%	4%	40%	10%	99%	1%	80%	1%	1%

Thank you to our customers for making our 2020 bull sale a success.



TJ 274G ASA# 3582577

Purchased by ABS Global, All Beef and River Creek.



TJ 259G ASA# 3582543

Purchased by J/C Simmental and Cow Camp Ranch.



TJ 460G ASA# 3611575

Purchased by Shannon Welsch and Greg Drebes.

2020 High Sellers



## TJ MAIN EVENT 503B

2891336 1/2 SM 1/2 AN

Homozygous Black, Homozygous Polled

SIRE: MR NLC UPGRADE U8676

DAM: TJ MISS NEW DAY U14

MGS: BOYD NEW DAY 8005

A leader in the beef business for siring progeny who obtain premiums. If you are in search for a time-tested power bull look no further.



CE	BW	WW	YW	MCE	MILK	STAY	DOC	CW	YG	MARB	REA	API	TI
13.5	0	86	128.9	5.7	31.6	14.1	14.9	42.5	-0.38	0.21	0.93	132.5	83.6
30%	40%	2%	3%	65%	2%	65%	10%	10%	15%	70%	10%	35%	4%



## TJ FROSTY 318E

3288449 1/2 SM 1/2 AN

Homozygous Black, Homozygous Polled

SIRE: ACW IRONHIDE 395Y

DAM: TJ 58B

MGS: 323Z

Our go to calving ease baldie bull. Frosty blends eye catching phenotype in a heifer safe package and his first sons were our high selling sire group in our 2020 sale.

CE	BW	WW	YW	MCE	MILK	STAY	DOC	CW	YG	MARB	REA	API	TI
16.4	-3.7	94.5	137.5	8.7	20.9	16.6	14.2	51.8	-0.15	0.27	0.68	152.1	92.4
10%	3%	1%	1%	15%	60%	40%	15%	2%	80%	55%	40%	5%	1%

## TJ FRANCHISE 451D

3148384 1/2 SM 1/2 AN

Homozygous Black, Homozygous Polled

SIRE: CCR COWBOY CUT 504RZ

DAM: TJ MISS NET WORTH U11

MGS: S A V NET WORTH 4200

A brute in terms of mass and dimension who sires offspring with first class phenotype and balance.



CE	BW	WW	YW	MCE	MILK	STAY	DOC	CW	YG	MARB	REA	API	TI
17	0	78.8	121.1	11.4	19.6	19.3	12.4	38.1	-0.1	0.74	0.67	172.6	90.4
10%	40%	10%	10%	2%	75%	10%	35%	20%	90%	2%	45%	1%	1%

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Phone: 308-457-2505 Cell: 308-627-5085 [www.trianglejranch.com](http://www.trianglejranch.com)

While the report does not evaluate reasons behind the year-to-year increase, it seems plausible that 2018 brought a readjustment following a major disruption. Implementation of the VFD rule could have reduced sales below the natural demand level, because of unfamiliarity with the rule and VFD process. Also, sales during 2016 likely reflected effects of some stockpiling ahead of the new rules, making the 2017 decline more dramatic.

FDA notes that although sales data do not necessarily reflect actual antimicrobial use, sales volume observed over time is a valuable indicator of market changes. However, when evaluating progress, we need to consider actual use data, animal demographics, animal health data, and data on resistance.

Several recent reports have shown the livestock industry has made progress toward continuous improvement in antimicrobial stewardship. Nevertheless, activists and consumers will continue to apply pressure for more regulations, and for retail-driven standards beyond those imposed by government. Looking ahead, we'll need to practice and publicize efforts to improve antibiotic stewardship while protecting animal health, welfare, food safety and producer profitability.

## Seeking Solutions for Feedlot Heart Disease

*By John Maday, reprinted with permission from Bovine Veterinarian*

Over one hundred years ago, researchers at what is now Colorado State University began investigating a disease affecting cattle on the state's high-mountain ranches. The disease, which caused significant death loss, particularly in calves, was called "brisket disease" due to its association with swelling in the brisket area of affected cattle.

Aware of a genetic component, seedstock and cow-calf producers screen bulls and replacement heifers using pulmonary arterial pressure (PAP) tests prior to moving them to high-mountain ranches. Cattle with PAP scores above 49 mm Hg are considered at high risk for brisket disease at elevations higher than 7,000 feet.

In recent years though, researchers and veterinarians have noted increasing incidence of feedlot cattle dying from bovine congestive heart failure (BCHF) at moderate elevations across the western High Plains. BCHF involves pulmonary hypertension that culminates in right ventricular failure and eventually death.

CONTINUED ON PAGE 74



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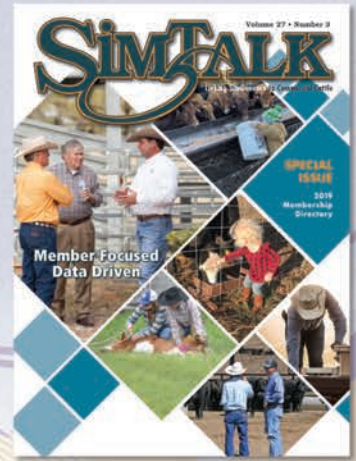
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	Sales Close	Ad Materials	Camera Ready	Mail Date
Breeder Directory 2020	May 1	May 10	May 23	June 15
Early Fall 2020	July 23	July 31	Aug 12	Aug 26
Late Fall 2020	Sept 21	Sept 25	Oct 8	Oct 23
January 2021	Dec 4	Dec 11	Dec 18	Jan 11
March 2021	Jan 20	Jan 30	Feb 8	Mar 2

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CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
6.7	3.8	75.3	112.8	0.23	7.7	27.0	66.7	15.0
DOC	CW	YG	MARB	BF	REA	SHR	API	TI
13.0	36.8	-0.35	0.07	-0.86	0.79	-0.16	105.9	67.1

EPDs as of 1/20/20

MGD: Springcreek Mistress 1212



TESLA SON



SIRE: LFE MCDAVID 413C

DAM: SPRINGCREEK MISTRESS 17B

**WW: 1110**

MGS: JL UPWARD 2250

**YW: 1712**

ASA # 3676428 3/4 SM 1/4 AN

Homo Black & Homo Polled

- *The bull that the Simmental Breed has been looking for! He commanded \$30,000 as a yearling, coming out of one of the best Simmental programs in North America.*
- *Tesla 6E is a perfect fit for most breeders. His mating to many popular bloodlines would be an absolute dream. His combination of muscle shape, rib, length and generations of maternal excellence make him an extremely rare individual. Take into account the fact that he is Homo Black, and he truly sets himself apart! He is the real deal performance bull that is built to work on all modern Simmental and Angus genetics. We predict him to be a high customer satisfaction sire!*
- *His progeny have surpassed all expectations in both the Springcreek and Rocky Meadow programs. His first calf crop report birth weights in the 80s and 90s in Canada, with good calving ease.*
- *He is backed by a Dam with excellent structure, foot quality and udder quality. She was the high selling bred heifer in 2015 at the Springcreek Female Sale commanding \$17,000. Mistress 17B still resides at Springcreek and offspring are sold on a shared basis. Tesla's grand dam Mistress 1212 is a full sib to the popular sire Springcreek Lotto 52Y.*
- *Semen collected and stored at Origen near Billings, MT*

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*20 Simmental & Sim-Influenced Pairs & Bred Females*



G509 - PB  
WS All Around x W/C Executive Order

*Hatmaker*



G627 - PB  
CDI AUTHORITY X SFG COWBOY LOGIC



F5105Y - 3/4  
JF EBONYS JOY 5105R X W/C RELENTLESS



F457A - 3/4  
HILB ORACLE X MISS BF BASIC LOOK 457W



G54 - PB  
- TRIPLE C SINGLETARY X CDI INNOVATOR



G5105F - PB  
CLRWTR LADY LUCK X HPF QUANTUM LEAP



F302A - PB  
SVF STAR POWER X W/C RELENTLESS



G69A - PB  
SS MAGNIFICENT DREAMS X CDI INNOVATOR



G5105K - 3/4  
CLRWTR LADY LUCK X W/C RELENTLESS



F52 - PB  
GCF MISS ELSA X JS REVOLVER



G71A - PB  
HPF MISS KNOCKOUT X HPF/HILL UPRISING



Jewels' Innovator - PB  
RED JEWEL X CDI INNOVATOR



G902A - PB  
SVF SHEZAR N902 X WLE UNO MAS



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**Reference Sires**



**SFG COWBOY LOGIC | PB SM**  
 ASA# 3208956 - CE 18 - API 169 - TI 100



**SFG THE JUDGE | PB SM**  
 ASA# 3208952 - CE 10 - API 155 - TI 92



**SFG MCLINTOCK | PB SM**  
 ASA# 3263187 - CE 12 - API 150 - TI 89



**CCR SPARTAN | 1/2 SM**  
 ASA# 2725682 - CE 11 - API 139 - TI 81



**W/C EXECUTIVE ORDER | 3/4 SM**  
 ASA# 2900283 - CE 15 - API 121 - TI 80

*\*EPDs as of 2/10/2020*

Selling 3 maternal sibs & 1 full sib

# KANSAS Bull Test

**Wednesday,  
April 1, 2020 Noon**

at the Mitchell County Fairgrounds in Beloit, Kansas

79<sup>th</sup> Annual Kansas Bull Test

EPDs as of 2/10/20



**G015** | 3/16/19 | Offered by Arrow H Cattle

SIMANGUS™ | BASIN PAYWEIGHT 1682 x CNS DREAM ON L186

CED	BW	WW	YW	MILK	REA	MARB	TI	API
13	0.0	69	104	28	0.32	0.43	77	129



**G001** | 2/11/19 | Offered by Arrow H Cattle

SIMANGUS™ | BASIN PAYWEIGHT 1682 x CNS DREAM ON L186

CED	BW	WW	YW	MILK	REA	MARB	TI	API
13	0.0	69	104	28	0.32	0.43	77	129



**G004** | 2/14/19 | Offered by Arrow H Cattle

SIMANGUS™ | BASIN PAYWEIGHT 1682 x CNS DREAM ON L186

CED	BW	WW	YW	MILK	REA	MARB	TI	API
13	0.0	69	104	28	0.32	0.43	77	129



**909G** | 3/4/19 | Offered by Willow Creek Farm

5/8 SM | CCR ABILENE 6018C x CCR DIRECT FOCUS 7021Y

CED	BW	WW	YW	MILK	REA	MARB	TI	API
15	0.3	69	105	21	0.86	0.51	79	142



**G049** | 3/29/19 | Offered by Arrow H Cattle

PB SM | CCR COWBOY CUT 5048Z x 3C MACHO M450 BZ

CED	BW	WW	YW	MILK	REA	MARB	TI	API
10	3.1	81	112	22	0.82	0.28	81	144



**247** | 2/13/19 | Offered by Koser Brothers

PB SM | KS RENO A962 x WINCHESTER HR P8315

CED	BW	WW	YW	MILK	REA	MARB	TI	API
11	2.7	73	109	31	0.93	-0.02	71	124

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APRIL  
**11**  
2020  
12:00 PM

EPDs as of 2/6/20

at the Ranch, Worthing, SD



ASA# 3532075  
API: 134 TI: 79  
904G | W/C EXECUTIVE ORDER x W/C LOCK DOWN  
POLLED 3/4 BLOOD

CE	BW	WW	YW	MCE	MILK	MARB	REA
12	0.4	77	121	6	28	0.27	0.83



ASA# 3398156  
API: 102 TI: 66  
E799 | SVS CAPTAIN MORGAN x RED JEWEL  
HOMOZYGOUS POLLED PUREBRED

CE	BW	WW	YW	MCE	MILK	MARB	REA
7	4.2	76	116	3	20	-0.14	0.87



ASA# 3555521  
API: 141 TI: 75  
F306 | KOCH BIG TIMER x WIDE TRACK x MISS JOSIE  
HOMO BLACK & HOMO POLLED PUREBRED

CE	BW	WW	YW	MCE	MILK	MARB	REA
15	-1.6	66	97	10	26	0.09	0.83



ASA# 3555479  
API: 133 TI: 78  
F817 | CCR ANCHOR x W/C UNITED x EBONY  
POLLED 3/4 BLOOD

CE	BW	WW	YW	MCE	MILK	MARB	REA
13	0.2	73	107	8	24	0.36	0.74



ASA# 3555532  
API: 115 TI: 67  
F825 | CDI MAINLINE x IN DEW TIME x DOUBLE DIP  
HOMOZYGOUS BLACK 3/4 BLOOD

CE	BW	WW	YW	MCE	MILK	MARB	REA
8	1.6	68	96	3	18	0.18	0.70



ASA# 3555389  
API: 112 TI: 67  
F852 | W/C RELENTLESS x ASR NEW POSSE  
POLLED 3/4 BLOOD

CE	BW	WW	YW	MCE	MILK	MARB	REA
7	4.4	70	98	2	24	0.22	0.61



ASA# 6116  
API: 111 TI: 65  
G116 | SVS BADLANDS x RED CAESAR x PREDESTINED  
POLLED 5/8 BLOOD

CE	BW	WW	YW	MCE	MILK	MARB	REA
8	1.6	61	99	6	32	0.19	0.54

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B25 • PB SM



**Rockin H Iron Hide G89**  
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3/4 SM



**Rockin H Declaration G34**  
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PB SM



**Rockin H Cowboy Cut G167**  
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PB SM



**Rockin H Ms Eldorado**  
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3/4 SM



**Nemz Miss Legacy's Glory G17**  
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3/4 SM



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CCR Cowboy Cut x Rockin H Ms Dakota  
3/4 SM

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The feedlot cases tend to occur in older, heavier animals, in contrast to cases on mountain ranches, which tend to occur in pre-weaned calves. Researchers suspect that a combination of factors, including genetics and management for rapid growth and heavy finished weights could contribute to the incidence of BPH in cattle at lower elevations.

Recently, a team of researchers from the USDA's Meat Animal Research Center in Clay Center, Nebraska (USMARC) and University of Nebraska-Lincoln (UNL) have identified two major genes associated with bovine congestive heart failure (BCHF) in beef feedlot cattle. This study is the first to confirm genetic risk factors associated with BCHF.

In this study, research led by Brian Vander Ley, DVM, Ph.D., with UNL's Great Plains Veterinary Education Center, and Michael Heaton, Ph.D., a research microbiologist at USMARC, collected samples of 102 cases of BCHF that developed in feedlots in western Nebraska and eastern Wyoming. Each case was matched with a pen mate of the same sex and coat color. DNA samples from the match pairs were used in a for genome-wide association study. The study revealed 21 genomic regions highly associated with BCHF. Cattle with the top two risk factors together were 15 times more likely to become BCHF cases compared to cattle that did not have either of the top two risk factors.

Ultimately, genomic testing for risk-related markers could allow breeders and breed associations to select against susceptibility. Vander Ley points out; however, that in addition to the two key risk-associated genes, the study identified 19 others associated with at least a three-fold increase in BCHF risk. Provided future research validates these additional genetic risk factors, genetic selection against all of them will be a complicated, long-term effort.

Development of genetic risk assessments will also help researchers identify other, non-genetic risk factors associated with BCHF. Vander Ley hypothesizes that management and environmental factors will push cattle with genetic risk into clinical disease. Now that a tool to assess the genetic risk of cattle has been developed, identifying the differences that exist between individuals with genetic risk that become cases compared to the individuals that remain healthy will be possible. By first identifying cattle with genetic factors associated with high risk of BCHF, Vander Ley says researchers will be better able to measure the effects of non-genetic variables.

CONTINUED ON PAGE 76


# DRAKE

Bull & Female

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Sired by TJ Platte River 370D • PB SM  
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DRAKE BULL A33F

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EPDS  
2/8/2020



**SC Loaded Up F114**

W/C Loaded Up x SVF Steel Force  
3/4 SM Homo Polled



**SC Carver F117**

TKCC Carver x Pays To Believe  
PB SM Homo Black Homo Polled



**SC Carver F128**

TKCC Carver x FBFS Wheelman  
PB SM Homo Polled

**SC Glamour F132**

W/C Relentless x SVF Steel Force  
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**SC Hard To Believe C16**

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**SC Carver F129**

TKCC Carver x Pays To Believe  
PB SM Homo Black Homo Polled



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Quantifying these factors could lead to better overall management and reduce risk for BCHF and potentially lead to management protocols tailored to animals based on their risk level. If manageable risk factors are identified, it may be possible to group cattle with high genetic risk and implement management strategies to limit development of clinical disease.

The researchers collaborated with scientists from MatMaCorp, a developer of diagnostic systems, enabling rapid development of a genetic test for use in selective breeding and animal health management. Sample collection and analysis took nearly two years, but with the genomic information in hand, the group moved quickly. "Working closely with MatMaCorp scientists, we developed our first targeted genetic test for BCHF in one week," notes Heaton in a news release. "Soon after, we began validating our results in newly identified BCHF cases, and subsequently we identified high- and low-risk calves in a crop of more than a thousand from a severely affected herd."

## First Milk important to Successful Calving Experience

*Kansas State University Extension*

Once the calves are born into a beef cattle herd, there is no better sight than watching them get up and begin to nurse their mamas.

However, experts in Kansas State University's Beef Cattle Institute (BCI) say that difficult deliveries, inexperienced dams, and calves born without vigor sometimes keep that connection from happening. It is at those times when a beef producer may have to intervene.

Trying to determine when to offer assistance to the cow-calf pair was a discussion topic among BCI experts during a recent podcast, available online. The chief concern is getting the colostrum into the calf within the first few hours after it is born.

"Colostrum is the first milk that the calf gets from its mother that contains a lot of immunity to set it up for the first four to five months of life," said Brad White, veterinarian and BCI Director. "As soon as the calf starts drinking, it has 12-24 hours to absorb the colostrum before his gut closes."

As to when to intervene, the experts had a difference of opinion. "If I don't observe a first calf heifer allowing her calf to nurse in the first two to four hours, I will get involved by helping," said Bob Weaber, beef cattle extension specialist and BCI expert.

He added: "My goal is to get at least one quart of colostrum into the calf. After milking out the cow, I offer it to the calf through a bottle and if that doesn't work, I use an esophageal tube feeder to deliver it."

White prefers to follow a less aggressive approach by observing calf behavior over the course of 24-48 hours. "I am not going to intervene until the calf tells me it is not thriving, by walking with its head down or trying to nurse off of other cows," he said.

He added that if he does intervene, his goal is to gather the milk from the calf's dam rather than using colostrum supplementation. White said the immunity in the colostrum comes from the proteins in the dam's milk and that milk from beef cows is more nutrient dense than that of dairy cows (which is what most colostrum supplements consist of). So, with supplementation of dairy colostrum, White said the supplementation goal is to provide two quarts.

Both experts agree that the quantity and quality of the colostrum produced by the cow has a direct correlation to the dam's body condition score.

"A cow in good body condition will have the nutrition she needs to make the proteins to pass on the immunity to her calf," White said.

He also stressed the importance of calving in a dry, clean environment. "The immunity is only as effective as the challenges we put it under, so if the calf is born in a mud lot, the cow's udder may be covered in mud and that will give the calf a high pathogen challenge when it tries to nurse," White said.

If supplementation is ultimately necessary, White and Weaber agreed that getting the milk delivered to the calf at the correct temperature is critical.

The goal is feeding it at a temperature of 100 degrees, Weaber said. White adds: "It is best to warm up the milk in a hot water bath. If you microwave it, you will destroy a lot of those proteins."

White and Weaber offer these five tips: Maintain cows in good body condition to maximize the quality and quantity of the colostrum they produce; Develop herd immunity by following a vaccination schedule; Ensure cows have a dry location in which to calve; Have an intervention plan in place for colostrum supplementation; and Keep intervention equipment such as a bottle or esophageal tube feeder on hand.

CONTINUED ON PAGE 78

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# INDUSTRY UPDATE

## Balancing Calving Ease Priorities in Heifer Matings

Kansas State University Extension

One of the most exciting times of the year on cow-calf operations is when the calves are born and producers can see the results of their breeding decisions.

Experts from the Beef Cattle Institute at Kansas State University say it can also be stressful and costly if those mating decisions lead to calving difficulties, which is why much care needs to be taken when planning those matings.

As bull buying season approaches, selecting the right bull to match with the heifers was a discussion topic during a recent podcast with the team at the Beef Cattle Institute.

Beef Extension Specialist Bob Weaber advised producers begin by evaluating the type of breeding system they need to be successful. "Think about what types of bulls you are going to turn out on what groups of females to define what the calving ease need really is."

"Calving ease is one of the first things to think about when selecting the types of bulls to breed heifers."

One evaluation tool that producers can use in making that decision are expected progeny differences, or EPDs, which are the estimates of the genetic value of the parents to project the calf's performance. EPDs are estimated on a variety of traits among the beef breeds. The direct (CE or CED) and maternal calving ease (CEM or MCE) EPDs are often a consideration in heifer matings. The greater the number, the lower the risk for calving difficulty, Weaber said.

Calving ease EPDs are expressed in percentage units of unassisted births. For example, a bull with a calving ease EPD of 12 is expected to have 7 percent more unassisted births from first-calf heifers than a bull with a CE EPD of 5.

"Calving ease is one of the first things to think about when selecting the types of bulls to breed heifers," said veterinarian Bob Larson. However, he cautioned that producers shouldn't just isolate their decision to that one criterion.

"Selecting for very high levels of calving ease will lead to lighter calf birth weights over time, and could lead to calf survival issues if taken to the extreme," Weaber said.



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He cited an example: “A bull with a calving ease EPD of 20 will typically sire calves with a shorter gestation and lighter birthweight than a bull with a calving ease EPD of 7. But there are potentially other problems to think about such as a light birthweight calf born in a snowstorm. The hypothermia issue is a much greater concern than the two assists a producer might have with a less extreme EPD.”

“Calves born in the summer or fall tend to be lighter calves than calves born in the winter due to the seasonality effect.”

Speaking about Angus sires, Weaber said that bulls in the 7-9 range for calving ease EPD (breed average) matched with heifers will have an expected dystocia rate in the single digits. In other words, the risk for calving difficulty is low.

The experts agreed it is important for producers to find a balance in the traits. “A small breeder who is going to use the same bull on the heifers and mature cows shouldn’t base the breeding decision solely on calving ease or they’ll be disappointed in the performance of the offspring from those matings,” Weaber said, noting that when speaking about performance, he is referring to the growth traits in the calves.

If females born to first-calf heifers bred to calving-ease sires will be retained in the herd, Larson and Weaber advised that cow-calf producers include the maternal calving ease EPD in their decision.

Weaber encouraged producers to use all their mating evaluation tools when planning for the optimum herd performance.

He said, “There has been enough advancement with genomics and selection that we can have really acceptable levels of calving ease with outstanding levels of performance. Don’t immediately discount when buying a calving-ease bull the performance of the calves coming from that mating. We can have both pieces today.”

## **Pace of Beef Slaughter Up Sharply**

Beef cow slaughter has risen sharply since the third quarter, as an increase in nonfed cattle slaughter more than offset an expected decline in fed cattle slaughter in December, USDA said in its recent Livestock, Dairy and Poultry Outlook from the agency’s Economic Research Service (ERS).

Recently, the volume of slaughter cows hit a five-year high, according to a recent edition of the Daily Livestock Report (DLR), published by Steiner Consulting Group. Total cow slaughter was 138,600, the highest weekly number since January 2013, the DLR said.

ERS said in its report released earlier in January that federally inspected slaughter of beef cows jumped 13% to 25% year-over-year, based on weekly Agricultural Marketing Service reports for December. And the pace of beef cow slaughter was considerably above year-earlier levels based on the National Agricultural Statistics Service’s November Livestock Slaughter report.

Firm prices for live cutter cows and tight forage supplies for some producers have likely encouraged higher culling rates, USDA said. Prices for live cutter cows have remained more than 10% above year-ago levels since the week ending November 15.

Wholesale beef prices are below year-ago levels, but packers continue to pay slightly higher prices than a year ago to bid cattle out of the feedlots despite weaker margins, the ERS report noted.

The DLR said the recent cattle on feed report was mostly in line with pre-report estimates, with placements slightly higher while marketings were slightly lower.

## **Imports and exports**

There were sizable increases in beef imports from Canada in November, (+7.8 million pounds), Mexico (+4.9 million pounds), Brazil (+4.9 million pounds), Uruguay (+3.1 million pounds), and Australia (+1.9 million pounds), according to ERS. The largest volume increase in beef imports came from Nicaragua (+8.2 million pounds). New Zealand was the only major beef supplier shipping less beef (-7.5 million pounds) during the month.

US beef exports fell in November, with shipments to Japan 9.9 million pounds lower than a year ago. Mexico was down 6.3 million pounds, South Korea down 2.5 million pounds, Canada down 3.7 million pounds, Vietnam down 1.8 million pounds, and the Philippines down 1.5 million pounds. Moderate increases were seen in shipments to Hong Kong and Taiwan.

## **Wyoming Funds College Meat Program, Mobile Slaughter**

The state of Wyoming has awarded a \$777,809 grant to Central Wyoming College to develop a meat processing program that will include a mobile slaughtering unit, the school announced.

The funding, through the Wyoming Works initiative, will support an agriculture faculty position and meat sciences lab equipment, as well as the mobile unit, and is based on a four-year budget. The program will also serve Eastern Wyoming

CONTINUED ON PAGE 80

College and the Northern Wyoming Community College District in a consortium.

Central Wyoming College President Brad Tyndall said the program will provide for the workforce needs of the area, which is due to gain a new USDA-inspected meat slaughter and processing facility, Wyoming Genuine Meats, this spring. In addition, a local state-inspected facility is considering changing to a USDA-inspected plant, he said.

“Fremont, Hot Springs, and Teton counties are really tourism corridors with many thousands of people driving through wanting to experience local food and meats. Our Rocky Mountain Complex, which should break ground in 2021, intends to help meet that agro-tourism need locally and elsewhere by “beefing up main street,” as I like to say. More and more people are contacting us to be a part of this vision,” Tyndall said in a press release.

Central Wyoming College’s Wyoming Works agriculture-related programs will serve 60 students annually in a two-year program, or 120 students across the four years of the grant period. The consortium will add an additional 76 students annually in a two-year program, or 152 across the four years of this grant period.

The college said it created its animal sciences and meat sciences curricula in consultation with local ag producers and meat processors. Once the school received approval for the meat sciences curriculum, it was then approved as a Wyoming Works program by the Wyoming Community College Commission.

## New Research Reveals Connection Between Drug Treatments and Antimicrobial Resistance in Cattle Disease

*Kansas State University Extension*

A new study from Kansas State University on the treatment of non-responding cases of bovine respiratory disease, known as BRD, conducted by Hans Coetzee, professor and head of the anatomy and physiology department at the College of Veterinary Medicine, and his collaborators from Iowa State University, sheds light on the relationship between drug treatments and the emergence of antimicrobial resistance.

The study, “Association between antimicrobial drug class for treatment and retreatment of bovine respiratory disease (BRD) and frequency of resistant BRD pathogen isolation from veterinary

CONTINUED ON PAGE 82



## 63<sup>rd</sup> Annual Performance Selected Bull Sale

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5/8

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EPDs: CE: 11 \$API: 125 \$TI: 83

**W/C Executive 187D**



3/4

ASA#: 3182363  
EPDs: CE: 17 \$API: 120 \$TI: 75

**Yardley Utah Y361**



3/4

ASA#: 2641894  
EPDs: CE: 11  
\$API: 103  
\$TI: 59



**FHEN Halftime A127**



1/2

ASA#: 2884737  
EPDs: CE: 14  
\$API: 130  
\$TI: 66



**WLE Copacetic EO2**



3/4

ASA#: 3299037  
EPDs: CE: 13  
\$API: 111  
\$TI: 67



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**W/C Lock Down 206Z**



1/2

ASA#: 2658496  
EPDs: CE: 13  
\$API: 152  
\$TI: 85



**W/C United 956Y**



1/2

ASA#: 2614725  
EPDs: CE: 11  
\$API: 118  
\$TI: 86



**W/C BF Innocent Man 174A**



3/4

ASA#: 2785174  
EPDs: CE: 10  
\$API: 105  
\$TI: 57



**Schooley Emmett C543**



3/4

ASA#: 3268112  
EPDs: CE: 8  
\$API: 108  
\$TI: 67



**TJ Franchise 451D**



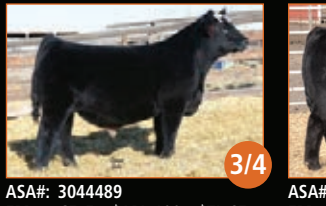
1/2

ASA#: 3148384  
EPDs: CE: 17  
\$API: 165  
\$TI: 88



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daughter at Walsh, NE.

**GLS/JRB Cash Flow 163C**



3/4

ASA#: 3044489  
EPDs: CE: 5 \$API: 108 \$TI: 67

**CCR Anchor 9071B**



3/4

ASA#: 2882759  
EPDs: CE: 15 \$API: 163 \$TI: 82

**Rousey Gold Strike 512C**



5/8

ASA#: 3000381  
EPDs: CE: 16 \$API: 143 \$TI: 87

**WS Stepping Stone 844**



3/4

ASA#: 2937803  
EPDs: CE: 11 \$API: 125 \$TI: 76

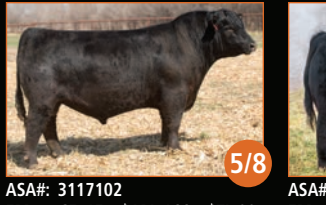
**Longs the Player C33**



3/4

ASA#: 3030191  
EPDs: CE: 15 \$API: 117 \$TI: 60

**LCRR THR Mtn Pass 6219D**



5/8

ASA#: 3117102  
EPDs: CE: 15 \$API: 166 \$TI: 88

**Damar Duration D871**



1/2

ASA#: 3222772  
EPDs: CE: 11 \$API: 126 \$TI: 81

**WHF Tenfold C38**



3/4

ASA#: 3118596  
EPDs: CE: 14 \$API: 126 \$TI: 70

**DAF Cadillac Style C4**



1/2

ASA#: 3066650  
EPDs: CE: 9 \$API: 115 \$TI: 62

**W/C Last Call 206A**



1/2

ASA#: 2785178  
EPDs: CE: 11 \$API: 149 \$TI: 82

**W/C Son of a Biscuit 83E**



1/2

ASA#: 3336314  
EPDs: CE: 10 \$API: 127 \$TI: 64

**Bridle Bit Rembrandt D630**



5/8

ASA#: 3137473  
EPDs: CE: 18 \$API: 167 \$TI: 79

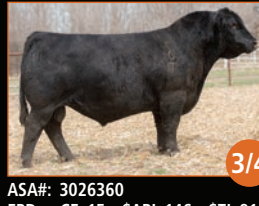
**Hara's Distinction 10C**



3/4

ASA#: 3083878  
EPDs: CE: 11 \$API: 88 \$TI: 59

**CCR Masterlink 9054C**



3/4

ASA#: 3026360  
EPDs: CE: 15 \$API: 146 \$TI: 81

**W/C Red Revolver 8443C**



3/4

ASA#: 3041173  
EPDs: CE: 18 \$API: 115 \$TI: 54

diagnostic laboratory samples,” was published in the December 2019 issue of the journal *PLOS ONE*.

“Bovine respiratory disease is one of the most important diseases facing beef cattle producers in the United States with economic losses estimated to approach \$1 billion a year,” Coetzee said. “Antibiotics are critical to minimize losses associated with BRD caused by bacterial infections.”

Antibiotics that are used to treat BRD are broadly classified into two groups: namely those that prevent growth of the bacteria — i.e., bacteriostatic — and those that kill the organism — i.e., bacteri-

dal. Although 90% of BRD relapses are reported to receive retreatment with a different class of antimicrobial, the impact of antibiotic selection — bactericidal or bacteriostatic — on disease outcomes and the emergence of antimicrobial resistance has not been investigated, according to Coetzee.

The focus of the study is determining the association between antimicrobial class selection for treatment and retreatment of BRD relapses and antimicrobial susceptibility of *Mannheimia haemolytica*, *Pasteurella multocida* and *Histophilus somni*.

Pathogens were isolated from samples submitted to the Iowa State University Veterinary Diagnostic Laboratory from January 2013 to December 2015. A total of 781 isolates with corresponding animal case histories, including treatment protocols, were included in the analysis.

“Our overall interpretation of the data suggests that there is direct association between the number of treatments to which an animal was exposed and the emergence of antibiotic resistance in samples submitted to a veterinary diagnostic laboratory for analysis,” Coetzee said. “In addition, these exploratory data suggest that BRD treatment protocols involving first-line treatment with a bacteriostatic antibiotic followed by second-line treatment with a bactericidal antibiotic may increase the probability of isolating BRD bacteria that are resistant to antibiotics.”

While this observation suggests that consideration should be given to the mechanism of action of the antibiotic when selecting drugs for retreatment of non-responding cases of BRD, Coetzee said further research is needed to determine the clinical relevance of this finding in livestock production systems.

CONTINUED ON PAGE 86

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**Dam: DDD Rashia By Elegance**  
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Trait	Direct					Maternal					Carcass					\$ Index		
	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	DOC	CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	2.7	4.7	66.7	91.5	.15	-.7	22.9	56.3	5.0	6.7	23.6	<b>-.65</b>	-.17	-.148	<b>1.06</b>	-	73.8	59.2
ACC	.33	.40	.37	.37	.37	.14	.35	.35	.17	.33	.38	.29	.32	.28	.35	-		
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## New Certification Program Will Verify Animal Care Standards

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

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

Companies that meet program standards and pass a USDA audit will qualify for certification and will be able to label their products with a logo attesting to the certification. Millsboro, Delaware-based Mountaire Farms will become the first company to adopt the standards for chicken processing, having successfully completed audits in all of its facilities in November 2019, said NIAMRRE.

The nation's sixth-largest chicken processor is expected to add the One Health Certified seal on its products while program developers continue to set similar standards for other animal protein producers, including beef and pork processors.


## Checkoff Programs

Representative Dina Titus (D-Nevada) introduced a bill that she said would "add accountability and transparency to reform the USDA's checkoff programs," according to a news release.

The Opportunities for Fairness in Farming (OFF) Act was written to address "lax oversight by the USDA" of these programs, which "has allowed harmful relationships between checkoff boards and lobbying organizations to foster."

Several checkoff programs in the meat space have grappled with accusations of inappropriate use of funds; money collected for the mandatory checkoff programs are prohibited from use in lobbying efforts. Often the organizations collecting the checkoff funds are closely related, or the same as, those who lobby government representatives, making the accounting for those funds absolutely necessary.

CONTINUED ON PAGE 88



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March 7, 2020 || 11:00 AM - 3:00 PM

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John Miller, JC Simmentals 989-429-2834  
Andy Salinas, Salinas Farms 231-245-6750  
Brian Harris, Green Valley Farm 517-749-4117  
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EPDs current 2/3/2020.

JC Simmentals Sale Facility, Clare, MI || 1:00 PM ET





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**M4 Ms Desire 911G**

Hooks Delegate x GAR Momentum  
ASA #3619131 • 3/4 Simmental  
170 API • 90 TI • \$23,163 \$Profit  
Embryos sell by IR Imperial, CDI Secret Agent,  
and Leachman Decree



**KMJ Ms Prophet D303**

GAR Prophet x Triple C Singletary  
ASA #3096758 • 1/2 Simmental  
179 API • 99 TI • \$18,087 \$Profit  
Embryos sell by KBHR High Road



**Leachman Decree X936D**

CDI Verdict x Hooks Trinity  
ASA #3144373 • 5/8 Simmental  
183 API • 90 TI • \$25251 \$Profit  
Flush out of Decree's dam sells!



**MSF Magic GG014**

Byergo Black Magic x GAR 100X  
AAA #19425721 • Angus  
192 \$Beef • \$258 \$Feeder • \$25,229 \$Profit  
A flush sells as well as  
embryos by GAR Fail Safe!



**MSF2 Susie GM004**

Leachman MSF Hawkeye x Hooks Capitalist  
ASA #3671225 • 3/8 Simmental  
182 API • 84 TI • \$25,365 \$Profit  
Half Embryo Interest Sells as well as  
Embryos by Leachman Decree



**MSF2 3000A GM008**

GAR Wide Brim x Triple C Singletary  
ASA #3616693 • 1/2 Simmental  
1.01 Marb. • 173 API • 93 TI  
Embryos by Hooks Black Hawk and  
KBHR High Road sell!



**MSF Sonya GS059**

Leachman Boost x GAR Progress  
Multi-Breed Stabilizer  
104 \$Ranch • \$27,543 \$Profit  
Embryos by Leachman Docs Remedy sell!



**HSF Ms Xpect B151 157E**

Hooks Xpectation x Hooks Shear Force  
ASA #3471679 • Simmental  
159 API • 78 TI  
A Flush sells!



**Hooks Sonya 20S**

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**ROSSMAN FARMS GENETICS**  
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Titus's bill, H.R. 5563, would prevent USDA checkoff programs from paying organizations that lobby on agricultural issues, prohibit anti-competitive behavior, ban activity that involves a conflict of interest, and require audits to ensure compliance.

"The USDA's checkoff programs have operated without sufficient oversight for far too long, and this legislation will bring much-needed accountability and transparency," said Titus

## Invasive Tick Carries Foreign Cattle Disease

By Brittany Bowman, reprinted with permission from Bovine Veterinarian

An invasive tick carries a disease troubling to researchers because it slows animal growth while often going undetected. Its spread is only beginning to be understood.

The Ikeda strain of *Theileria orientalis* is known to be carried by the Asian longhorned tick (*Haemaphysalis longicornis*) in Australia and New Zealand, producing symptoms of anemia and jaundice similar to *Anaplasma marginale*, says Kevin Lahmers,

DVM, a veterinary pathologist at Virginia Tech. The tick arrived in the US as early as 2010, and outbreaks of *T. orientalis* in 13 Virginia counties are also counties where the tick has been found.

"It's not like some foreign animal diseases, which have a massive mortality and morbidity that is going to cripple the industry," Lahmers says. "It's more insidious. In addition to death loss, it's going to have potential impacts on growth rates and milk production that are going to cut into the bottom line and may not kill enough cows to reach national attention."

Symptoms of anemia appear one to eight weeks after exposure, and while cattle typically appear to recover within another week or two, they remain chronically infected. Parturition and stress bring risk for recrudescence, and Lahmers is especially concerned about long-term slowed growth.

"Historically, if you had something that looked like *Anaplasma*, that's what it was," Lahmers says. "Now, there's the potential it's something else. Further workup could potentially be helpful."

Asian longhorned ticks reproduce by parthenogenesis, enabling them to spread more quickly than typical tick species waiting on an opposite-sexed

CONTINUED ON PAGE 90



**ANNUAL PRODUCTION SALE / FRIDAY, MARCH 27, 2020**  
**1:00 PM / AT THE RANCH IN BANCROFT, IDAHO**


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PAP 36

VE-EDP CUT RIGHT 362E / ASA# 3379416  
 MFI Center Cut x Sim-Roc Stroller  
**FleckAngus Sons Sell**




PAP 38

JCS ABRAM Z121 / ASA #2756492  
 Crossroad Tuxedo x Double Bar D Exodus  
**Fullblood Fleckvieh Sons Sell**



PAP 38

GOLDEN DAWN DECKER 584B / ASA# 3042281  
 MFI Center Cut x HEMR Samurai  
**FleckAngus Sons Sell**




PAP 44

DREAM OF HAGUE 618 / AAA# 19076279  
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## annual Bull Sale



NLC Cow Boss 160C,  
ASA 2978190. Sold in  
the 2016 sale, owned by  
Stewart Family Genetics,  
T Heart Ranch and  
Nelson Livestock Co.



NLC Gen Ten 82E,  
ASA 3317984, high  
seller in 2018 sale, and  
son of NLC Progressive  
40C, high seller in 2016  
sale. Gen Ten boasts ten  
generations of Nelson  
breeding on the cow side.  
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Allied and ABS.

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mate to also arrive in the area. Lahmers says the region east of the Mississippi River and as far north as Pennsylvania and Indiana is most at risk. However, the tick has also been identified in northwest Arkansas.

“It’s here, and it’s here to stay,” Lahmers says.

Carolynn Bissett, DVM, works with the Virginia Department of Agriculture and Consumer Services (VDACS). She says the agency first received a report of *T. orientalis* from a private practitioner veterinarian concerned about a cattleman losing 10% of his herd. The Asian longhorned tick was later identified on the same property.

“Since then, we’ve been doing a lot of outreach with producers and with veterinarians,” Bissett says.

Lahmers says he encourages veterinarians suspecting *A. marginale* to also test for *T. orientalis*. The test he developed is available from the Virginia Tech Animal Laboratory Services (ViTALS).

Testing can alert state agencies to the disease’s spread while also giving insight on treatment, Lahmers says. While *A. marginale* may respond well to tetracycline, there is no approved treatment for *T. orientalis* in the US.

## Bill Would Overhaul EU Approved Increasing US Beef

The European Parliament has voted in favor of increasing the import quota for US beef shipments to the European Union. The plan gives US beef producers an initial 18,500 metric tons of the EU’s annual quota of 45,000 metric tons for hormone-free beef imports, rising to 35,000 after seven years.

US producers initially dominated the quota but eventually lost share to other countries, which benefited from World Trade Organization rules requiring the quota also be made available to them. With a rise in participation from Australia, Uruguay, and Argentina, the US share of the quota has fallen to about 30%.

## Walmart to Open Its First Meat Processing Plant

Walmart Inc. will hold a grand opening for its first meat processing plant on Friday, creating about 350 jobs in Thomasville, Georgia, when it becomes fully operational.

The plant is part of the retailer’s effort to promote transparency in the cutting and packaging of its Black Angus beef and is designed to improve consistent quality and value, Walmart said in a news release announcing the plant last spring. About 200 employees already have been hired at the plant, which will process cattle that are slaughtered in another state according to local development officials quoted in The Thomasville Times Enterprise.

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

## Costco to Offer ‘Beyond Burger’

Beyond Meat is preparing to make its Beyond Burger alternative protein patty in bulk form at Costco Wholesale Co., a retailer accustomed to offering jumbo-sized products.

Buyers of the company’s Beyond Burger will be able to purchase quarter-pound patties in packages of weight for the first time. The product is usually available in grocery stores in two-packs. Consumers will pay \$14.99 for the eight-patty package. The Costco deal is its first with a big-box wholesale chain, Beyond Meat noted on its website announcing the new program.

ST

## Boyle Ranch

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18-month-olds and Yearling Fleckvieh Bulls available.



Selling a group of replacement heifers and a few bred heifers this spring.

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to the bidders and buyers at our  
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We appreciate your interest and support!



Many of you got to meet our new herd sire, Impact. His calves will be arriving in early March and we can't wait to see them!

	CE	BW	WW	YW	ADG	MCE	Milk	MWW	STAY	DOC	CW	YG	MB	BF	REA	SHR	\$API	\$TI
EPD	12.3	1.8	94.4	146	.32	7.2	20.7	67.9	15.6	16.7	57.4	-.46	.38	-.103	1.25	-.38	154.9	94.5
%	25	55	1	1	1	20	60	3	80	2	1	55	2	65	1	25	2	1

EPDs as of 2.10.20

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*Hook's Flint 2F*



ASA 3403314 3/4 SM 1/4 AN

CE	BW	WW	YW	MARB	RE	SAP1	STI
18.8	-2.4	75.0	114.5	0.71	1.10	171.3	91.3

*GW Major Move 590E*



ASA 3242835 5/8 SM 1/4 AN 1/8 AR

CE	BW	WW	YW	MARB	RE	SAP1	STI
8.8	1.7	89.5	137.6	0.17	1.07	135.0	80.6

*TJ Heisman 388F*



ASA 3459048 PB SM

CE	BW	WW	YW	MARB	RE	SAP1	STI
14.4	-0.7	81.3	119.4	0.46	0.72	170.5	90.9

*KBHR Cimarron F151*



ASA 3409731 PB SM

CE	BW	WW	YW	MARB	RE	SAP1	STI
15.5	-1.6	73.3	111.2	0.79	1.10	186.6	96.2

*Bridle Bit Best Man F839*



ASA 3423917 PB SM

CE	BW	WW	YW	MARB	RE	SAP1	STI
17.9	-0.3	72.0	112.7	0.18	0.68	149.4	78.8

*GW Outback 485F*



ASA 3389831 3/4 SM 1/2 AN

CE	BW	WW	YW	MARB	RE	SAP1	STI
14.1	-0.9	69.6	106.0	0.54	0.80	153.7	83.0

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# Open Gate Ranch

40<sup>th</sup> Annual Bull Sale Tuesday, March 17, 2020

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



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\$TI +76.0  
WW +57.8

GC992 3/4 SM SIRE: Hook's Capitalist 37C



\$API +129.2  
\$TI +67.3  
WW +62.3

GD387 1/2 SM SIRE: Connealy Spur



\$API +142.1  
\$TI +79.1  
WW +74

GA590 3/4 SM SIRE: OLF Otis Y43



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GY012 3/4 SM SIRE: OGRDX203

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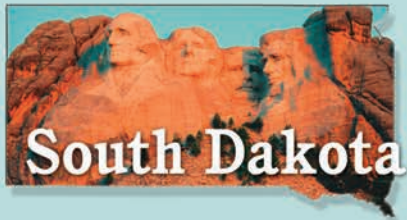
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PB SM  
ASA# 3484454  
Homozygous Black  
Homozygous Polled

## HHS Entourage 847F

CDI Entourage 156U  
Sire: HHS MR Entourage 867B  
HHS Miss 836Z  
MCM Top Grade 018X  
Dam: HHS Miss Lucky AVA 847A  
HHS Miss 870U

Trait	CE	BW	WW	YW	MCE	Milk	MWW	Stay	DOC	CW	YG	Marb	Fat	REA	API	TI
EPD	13.0	1.7	82.6	126.7	7.5	29.5	70.8	22.7	17.6	39.2	-.37	.44	-.089	-.40	170	90
ACC	.41	.49	.47	.47	.23	.40	.42	.26	.15	.46	.36	.38	.35	.45		
%	15		5	4	15	4	1	1	1	10		1			1	1

Big thank you to Mike Stavick M/S Simmentals for the purchase of the 847 bull.  
Contact Mike or us for semen and future progeny.



## Stavick Simmentals

Mike: 605-237-4663 Owen: 605-551-9016  
stavickx@tnics.com • stavicksimmental.com



PB SM  
ASA# 3484462  
Homozygous Black  
Homozygous Polled

## HHS Entourage 841F

CDI Entourage 156U  
Sire: HHS MR Entourage 867B  
HHS Miss 836Z  
MCM Top Grade 018X  
Dam: HHS Miss Allie 841A  
HHS Miss 870U

Trait	CE	BW	WW	YW	MCE	Milk	MWW	Stay	DOC	CW	YG	Marb	Fat	REA	API	TI
EPDs	17.6	-1.0	65.7	101.2	10.7	31.7	64.5	21.6	14.7	22.0	-.35	.51	-.083	.62	175	85
ACC	.41	.47	.45	.46	.46	.22	.40	.41	.25	.15	.44	.34	.36	.34	.41	.05
%	1	10			1	2	10	3	10			1			1	2

- This bull is for sale Private Treaty
- Purebred baldy with great EPD profile
- Moderate frame
- Calving ease and low birth weight
- Outcross with amazing good looks
- Semen is available



Full sister with picture-perfect udder



1/2 SM 1/2 AN  
ASA# 3051130  
Homozygous Black  
Homozygous Polled

## HHS Powerhouse 801C

C R A Bextor 872 5205 608  
Sire: G A R Prophet  
G A R Objective 1885  
HC Hummer 12M  
Dam: HHS Miss 829Z  
HHS Miss 833R

Trait	CE	BW	WW	YW	MCE	Milk	MWW	Stay	DOC	CW	YG	Marb	Fat	REA	API	TI
EPD	14.4	1.7	78.1	117.3	9.6	20.0	59.0	14.2	11.4	38.8	-.07	.83	-.022	.43	161	90
ACC	.54	.65	.60	.59	.32	.48	.49	.30	.46	.53	.41	.47	.39	.51		
%	20		10	15	10		25			20		1			2	1

- These measurable traits speak for themselves
- 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

Bull is deceased, limited amount of semen available



801C Son – High-selling bull at 2019 Illinois Beef Expo

We would welcome discussion and or visitors about our Simmental Genetics. Contact for updated pictures and videos.



Semen on all three bulls \$30/unit collected and stored at Nichols Cryo-Genetics

## Haven Hill Simmentals

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NEW

**Ruby's Turnpike 771E**

By WBF Significant  
EPDs: CE: 8 \$API: 126 \$TI: 83



NEW

Full brother to  
W/C Bankroll

**W/C Pinnacle E80**

By W/C Loaded Up 1119Y  
EPDs: CE: 16 \$API: 137 \$TI: 70



**WS A Step Up X27**

By SS Ebony's Grandmaster  
EPDs: CE: 10 \$API: 109 \$TI: 62



**Mr. Hoc Broker C623**

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



**SSC Shell Shocked 44B**

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



**THSF Lover Boy B33**

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



**Fitz POL Blazon B1203**

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



**S&S Sweet Dreams 507C**

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



**CSCX Bandwagon 513A**

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



**W/C Bullseye 3046A**

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



**Ruby SWC Battle Cry 431B**

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



NEW

**Mr SR 71 Right Now E1538**

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



NEW

**OBCC Ships Ahoy D150**

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



NEW

**PAL/CLAC Meant To Be 823E**

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



NEW

3/4 NAILE and  
NWSS Champ

**Reckoning 711F**

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



**TJSC 152A "Vindication"**

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



**STF Rock Solid 033C**

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



**CNS Pays To Dream T759**

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



NEW

**WS Proclamation E202**

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



Angus

**Circle M Tejas 107Z**

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



**W/C Relentless 32C**

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



3/4 SimAngus

**WS Stepping Stone B44**

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



Angus

**Silveiras Style 9303**

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



Angus

**SP The Answer 813**

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



**WS Revival B26**

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



**LLSF Pays To Believe ZU194**

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



**W/C Bankroll 811D**

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



**W/C Cash In 43B**

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



**LLSF Addiction AY792**

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



**W/C Rolex 0135E**

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

Relentless brother - sexed semen available.



**CDI Executive Power 280D**

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



**HPF Tradecraft D010**

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



**FBF1 Combustible Y34**

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



**LLSF Uprising Z925**

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

SimAngus™



**CCR Anchor 9071B**

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

SimAngus™



**HILB Royal Rumble E102W**

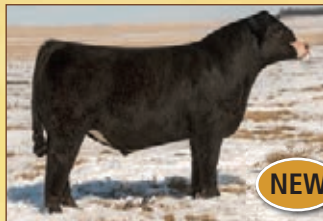
By W/C Executive Order 8543B  
EPDs: CE: 11 \$API: 113 \$TI: 73

NEW



**W/C Grandstand 6B**

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



**Ford's-WMCC Revolution 60E**

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

NEW



**HPF Rockstar B332**

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



**LHT Viper 65E**

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

NEW



**JBSF Logic 5E**

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

NEW



**Long's Stand Alone B35**

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



**Yardley Top Notch C371**

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



**Perfect Vision 26D**

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

20-20's brother



**Rousey Gold Strike 512C**

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

SimAngus™



**WLTR Nashville 22A ET**

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



**SAS Big Bruzer Y131**

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

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January 2021	Dec 4	Dec 11	Dec 18	Jan 11
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# CALENDAR

## MARCH

- 1 Gold Bullion Group's 17th Sale — Manhattan, KS
- 2 Sweet 16 Bull and Female Online Sale — [www.LotOne.com](http://www.LotOne.com)
- 3 Doll Simmental's 40th Annual Production Sale, Mandan, ND
- 3 Hill's Ranch Simmentals' Bull Sale — Stanford, MT (pg. 94)
- 3 Houston Livestock Show Simbrah/Simmental Sale — Houston, TX
- 4 Klein Ranch's "Heart of the Herd" Sale — Atwood, KS
- 5 Brink Simmentals' Private Treaty Bull Sale — Elkader, IA
- 5 Kearns Cattle Company's 31st Annual Bull Sale — Rushville, NE
- 5 Keller Broken Heart Ranch's Sale — Mandan, ND (pg. 40)
- 6 Eichacker Simmentals' Annual Bull Sale — Salem, SD (pg. 94)
- 6 KSU's Annual Legacy Sale — Manhattan, KS
- 7 Cason's Pride and Joy Bull Sale — Russell, IA
- 7 Kentucky Beef Expo — Louisville, KY
- 7 Mason Angus and SimAngus Bull Sale — Broken Bow, NE
- 7 Powerline Genetics' PAP Tested Bull Sale — Castle Dale, UT
- 7 Trinity Farms' Generations of Excellence Sale — Ellensburg, WA (pg. 40)
- 8 Gateway Genetics' Versatility + Bull Sale — Pierce, NE
- 9 Genetic Options Online Sale — [www.sconlinesales.com](http://www.sconlinesales.com)
- 10 Bonchuk Farms' Bull Sale — Virden, AB
- 11 R.A. Brown Ranch's 5th Annual Spring Bull Sale — Throckmorton, TX
- 12 16th Annual Cattleman's Kind Sale — San Saba, TX
- 12 37th Annual Schmig Simmental Ranch Production Sale — Stockholm, SD
- 14 Carcass Performance Partners' Bull and Female Sale — Lucedale, MS
- 14 C&C Farms' Clear Vision Production Sale, Vol. II — Winder, GA
- 14 Dikeman and Huninghake Premium Genetics Bull Sale, Wamego, KS
- 14 Great Lakes Beef Connection Bull Sale — Clare, MI (pg. 86)
- 14 Northwest Select Simmental Sale — Stanley, ND
- 14 Tennessee Beef Agribition — Lebanon, TN (pg. 33)
- 15 Gonsior Simmental Production Sale — Fullerton, NE
- 15 Rhodes Angus Farm Open House Bull and Female Sale — Carlinville, IL
- 16 Wilkinson Farms Simmentals' 22nd Annual Production Sale — Montpelier, ND
- 17 Open Gate Ranch Sale — Simms, MT (pg. 93)
- 17 Powerline Genetics' Bull Sale — Arapahoe, NE
- 17 Schrader Ranch's 18th Annual SimAngus and Charolais Bull Sale — Wells, KS (pg. 37)
- 20 3C Christensen Annual Production Sale — Wessington, SD (pgs. 39, 94)
- 20 Sunflower Genetics' Annual Production Sale — Maple Hill, KS (pgs. 69, 72)
- 21 Altenburg Super Baldy Ranch's 28th Annual Sale — Fort Collins, CO (pg. 101)
- 21 Dickinson Ranch's 49th Annual Production Sale — Gorham, KS (pg. 83)
- 21 Eastern Spring Classic Sale — Columbus, OH (pg. 61)
- 21 Lechleiter Simmentals' 32nd Annual Top Bull Sale — Loma, CO (pg. 32)
- 21 R&R Genetics' Bull and Heifer Sale — Tremont, UT
- 21 Red Hill Farms' "More Than a Bull XV" Sale — Lafayette, TN (pgs. 44, 108)
- 21 Rockin H Simmental Production Sale — Canby, MN (pg. 73)
- 23 Bridle Bit Simmentals' Annual Bull Sale — Walsh, CO (pgs. 32, 106)
- 25 Diamond H Simmental's Annual Production Sale — LaCrosse, KS (pg. 57)
- 26 Wardensville Bull Test 53rd Annual Sale — Wardensville, WV (pg. 104)
- 27 Cattleman's Sort Bull Sale — Olpe, KS (pg. 99)
- 27 Drake Cattle Company Bull Sale — Centerville, IA (pg. 74)
- 27 Great Northern Bull Sale — Clear Lake, MN
- 27 Spring Into Excellence Simmental Sale — Pennsylvania Furnace, PA
- 27 Vertical Edge Genetics Production Sale — Bancroft, ID (pg. 88)
- 27 Wilson SimAngus™ Ranch Bull Sale — St. Onge, SD
- 28 Arkansas Bull Sale — Heber Springs, AR
- 28 T-Heart Ranch's High Altitude Bull Sale — La Garita, CO (pgs. 16-17, 32)
- 28 Wildberry Farms Bull and Bred Heifer Sale — Hanover, IL (pgs. 12-13)
- 28 The Clear Choice Bull Sale — Milan, IN (pg. 68)
- 29 Wisconsin Simmental Association's Spring Spectacular Sale — Lancaster, WI

## APRIL

- 1 79th Annual Kansas Bull Test Sale — Beloit, KS (pg. 70)
- 2 Midland Bull Test Sale — Columbus, MT
- 3 CK Bar Ranch Bull Sale — Saint Onge, SD (pg. 47)
- 3 Royal Flush Online Sale — [www.smartauctions.co](http://www.smartauctions.co) (pg. 87)
- 3 SDSU Annual Bull Sale — Brookings, SD (pg. 42)
- 4 17th Annual "Pick of the Pen" Bull Sale — Blacksburg, VA (pg. 15)
- 4 Belles and Bulls of the Bluegrass — Lexington, KY (pg. 58)
- 4 Big Country Genetics Bull Sale — Powell, WY (pg. 1)
- 4 The Gathering at Shoal Creek — Excelsior Springs, MO (pg. 75)
- 4 WBI's 63rd Annual Performance Selected Bull Sale — Platteville, WI (pg. 80)
- 6 Nelson Livestock Company's Production Sale — Wibaux, MT (pg. 89)
- 11 Brant Farms' Production Sale — Hinckley, MN

CONTINUED ON PAGE 102



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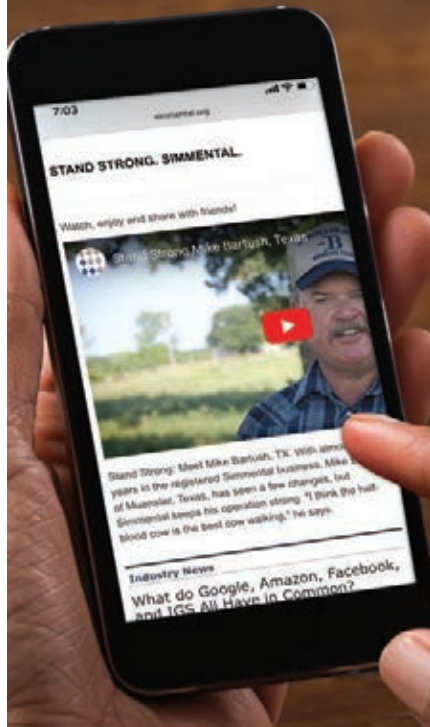
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# CALENDAR

CONTINUED

## APRIL (Cont.)

- 11 Hilbrands Cattle Co. Passion 4 Perfection Sale — Clara City, MN (pg. 77)
- 11 The Spring Turnout Bull and Female Sale — Worthing, SD (pg. 71)
- 14 Gerber Right Kind Sale — Richmond, IN (pg. 6)
- 14 Pretty In Pink Online Sale — [www.sconlinesales.com](http://www.sconlinesales.com)
- 17 The VSA Spring SimSensation Sale — Harrisonburg, VA
- 18 Classic Farms Spring Fever Sale — Waynesburg, PA
- 18 Diamonds and Spurs SimGenetics Sale — Bois d'Arc, MO
- 18 New Day Genetics' Spring Sale — Vienna, MO
- 25 Heartland Simmental Performance With Class Bull Sale — Waverly, IA (pg. 78)
- 25 The Clear Choice Customer Sale — Milan, IN

## MAY

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

## JUNE

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

## JULY

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

## SEPTEMBER

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

## OCTOBER

- 3 Buckeye's Finest Sale — Zanesville, OH
- 3 Field of Dreams Production Sale — Hope, IN
- 4 WSA Midwest Fall Round-Up Sale — Lancaster, WI
- 9 Ladies of the Lone Star Sale — Grand Saline, TX
- 10 New Direction Sale — Seward, NE (pg. 44)
- 17 Fred Smith Company Extra Effort Sale — Clayton, NC (pg. 72)
- 17 MN Beef Expo - White Satin On Ice and All Breeds Sale — Minneapolis, MN
- 24 Clear Choice Female Sale — Milan, IN
- 24 Cason's Pride and Joy Elite Female Sale — Russell, IA
- 31 Yon Family Farms Fall Sale — Ridge Spring, SC

## NOVEMBER

- 1 Hawkeye Simmental Sale — Bloomfield, IA
- 1 Triangle J Ranch's Annual Female Sale — Miller, NE
- 2 Harriman Santa Fe Annual Bull Sale — Montrose, MO (pg. 32)
- 6 High Ridge Farms' Genetic Opportunity Sale — Albemarle, NC
- 7 Irvine Ranch 16th Annual Production Sale — Manhattan, KS
- 14 Gibbs Farms' Bull and Replacement Female Sale — Ranburne, AL
- 20 Heartland Simmental Performance with Class Sale — Waverly, IA
- 21 Southern Cattle Company Bull Sale — Marianne, FL
- 21 Timberland Cattle's Fall Bull Sale — Vernon, AL
- 27 Chestnut Angus Female Sale — Pipestone, MN
- 28 Felt Farms' Foxy Ladies Sale — West Point, NE

## DECEMBER

- 5 Jewels of the Northland — Clara City, MN
- 13 Trauernicht Simmental Nebraska Platinum Standard Sale — Beatrice, NE
- 19 South Dakota Source Sale — Mitchell, SD

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- 1/3 or more sired by a reference sire

# Colorado



## BRIDLE BIT MR E752 "COLORADO" • ASA #: 3271382

SIRE: HOOK'S BOZEMAN 8B • MATERNAL GRANDSIRE: SAND RANCH HAND • HOMO POLLED • HOMO BLACK

Performance:	Adj. BW	Adj. WW	Adj. YW	Adj. IMF	Adj. BF	Adj. REA	Frame	ADG	Feed Conversion
Value	83	759	1294	5.33	0.33	16.97	5.7	4.87	4.91
Ratio	103	107	112	120	138	119	-	-	-

EPD's as of 2/12/20	CE	BW	WW	YW	MCE	Milk	MWW	Stay	Doc	CW	YG	MARB	BF	REA	API	TI
EPD's	18.2	-2.4	64.8	102	10.5	20.9	53.3	14.8	15.4	24.9	-0.44	0.32	-0.088	0.90	153.9	81.1
% Rank	1	2	65	50	1	60	70	85	4	70	65	4	90	35	2	5

### Colorado's Dam **MISS BRIDLE BIT B452** Performance

	BW	WW	YW	US Wt	US IMF	US BF	US REA
Adj.	74	694	992	1003	5.28	0.23	11.66
Ratio	108	110	109	110	131	92	118

### Colorado's Granddam **Bridle Bit Miss Y183** Performance

BWR	WWR	YWR	US WT	US IMF	US BF	US REA
5/100	5/103	4/105	4/105	4/125	4/118	4/102

### Colorado offers

- EPD Profile with Absolutely NO HOLES
- Individual Performance with ratios all above 100!
- Dam & Grand Dam with just as Impressive Ratios.
- A purebred bull with the most complete profile you'll find.

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Jeff Thomas • 406-581-8859  
E-mail: jeffthomas138@gmail.com

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BRIDLE BIT SIMMENTALS

# ALL TERRAIN

Walsh, Colorado



**HOOK'S ENCORE SON**

G+  
\$API 156  
\$TI 81

G9117 ASA# 3561070

March

23

**BULL SALE**



**HOOK'S ENCORE DAUGHTER**

G+  
\$API 156  
\$TI 82

G9107 ASA# 3561063



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ATM  
G+  
\$API 167  
\$TI 87

G906 ASA# 3560988

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EPDs current 2/10/2020.






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CE	BW	WW	YW	ADG	MCE	M	STAY	DOC	CW	YG	MA	BF	REA	API	TI
11.0	0.4	75.9	127.8	0.32	5.7	18.1	18.9	16.0	38.2	-0.46	0.86	-0.062	1.32	172.8	92.8
65%	50%	15%	4%	2%	65%	85%	15%	5%	20%	4%	1%	30%	1%	1%	1%

\*EPDs on 2-10-20



ASA Performance Advocate

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## MORE THAN A BULL SALE

# XV

15th Annual Sale

### Saturday, March 21, 2020

1 p.m. CDT • At the Farm, Lafayette, Tennessee

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**40 Simmental/SimAngus<sup>TM</sup> Bulls**  
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\$API: 150  
\$TI: 75

### Erixon Bitten 203A

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



\$API: 142  
\$TI: 79

### RFG/K-LER Elevation 727E

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



\$API: 113  
\$TI: 70

### B C R Perfect Vision F022

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



\$API: 105  
\$TI: 67

### SC Pay the Price C11

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



\$API: 133  
\$TI: 76

### KCC1 Exclusive 116E

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



\$API: 110  
\$TI: 61

### TNGL Imprint D989

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



\$API: 140  
\$TI: 76

### WRS Emergent E715

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



\$API: 120  
\$TI: 74

### GSC GCCO Dew North 102C

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



\$API: 109  
\$TI: 74

### Longs Pay the Man E16

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



\$API: 120  
\$TI: 79

### LLSF Vantage Point F398

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



\$API: 121  
\$TI: 72

### VCL Foresight 17F

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



\$API: 120  
\$TI: 73

### KWA Law Maker 59C

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



\$API: 117  
\$TI: 65

### STF Crimson Tide D287

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



\$API: 127  
\$TI: 75

### VOLK Backdraft CC F810

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



\$API: 118  
\$TI: 71

### PBF Red Paint F88

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



\$API: 120  
\$TI: 59

### KSIG Steelin His Style 6D

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



\$API: 114  
\$TI: 68

### Rocking P Die Hard C060

Quantum Leap x Mo Magic  
ASA# 3102430 • Homo black • Homo polled  
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.



\$API: 118  
\$TI: 75

### W/C Double Down 5014E

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



\$API: 127  
\$TI: 75

### Mr CCF 20-20 100B

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



# Thank You TO OUR CUSTOMERS AT THE 40<sup>TH</sup> ANNUAL GATEWAY BULL SALE.



What a great day and a tremendous show of support for our program.



Thank you to Kevin Steven, Troy, AL, for your purchase of Lot 1.



Top selling sire groups were TFS DUE NORTH, GW QUANTUM LEAP, GW MOVIN ON and GW BREAKTHRU. Look for many more of those sire groups in upcoming sales.

Thank you to ABS Global, DeForest, WI, for your purchase of Lot 16.

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