

Volume 26 • Number 4
Early Fall 2018

SIM TALK

Linking SimGenetics to Commercial Cattle



Embrace the Past,
Imagine the Future

In This Issue:

- Diversified Family Tradition
- Cow Herd DNA Roundup
- Value Driven by Information
- BIF Summary
- Beef Cow Nutrition:
Interpreting Forage Analysis
- Genetic Predictions for Brisket Disease



**THIRD-PARTY VERIFICATION SERVICES AND VALUE-ADDED PROGRAMS
YOU CAN TRUST!**

**CHINA EV
EID TAG OPTIONS
SOURCE & AGE VERIFICATION
NON-HORMONE TREATED CATTLE (NHTC)
VERIFIED NATURAL BEEF
SAUDI ARABIA EV**

**BQA VERIFIED PROGRAM
GRASS-FED BEEF
GAP 5-STEP ANIMAL WELFARE RATING
USDA ORGANIC BEEF
NON-GMO PROJECT VERIFICATION
& SO MUCH MORE!**



**IMI GLOBAL NOW OFFERS THE
IGS FEEDER PROFIT CALCULATOR
TO ALL CUSTOMERS AT NO ADDED COST!**

**WE COLLABORATE.
YOU PROFIT.**

VISIT INTERNATIONALGENETICSOLUTIONS.COM TO LEARN MORE!

**CONTACT US TODAY!
866.395.5883 | INFO@IMIGLOBAL.COM | IMIGLOBAL.COM**

Greetings From
Southern Cattle
COMPANY

FLORIDA

Marianna

OUR 2018 SALE BULLS WILL BEAT THE HEAT JUST LIKE THESE 2017 SALE BULLS!



D304

ASA: 3107208 API: 157.7 TI: 82.2



5670

ASA: 3116966 API: 157.2 TI: 78.9



D337

ASA: 3107204 API: 144 TI: 75.4



D318

ASA: 3107263 API: 137.3 TI: 74.6



5460

ASA: 3093689 API: 136.1 TI: 71.9



D307

ASA: 3107266 API: 125.3 TI: 71.8



Ken Stewart, GM • 601-528-4029
4226 Highway 231
Marianna, Florida 32446
850-352-2020

DECEMBER 8TH • 2018

Lunch at 11AM CST

Auction at 12PM CST



175+ Age-Advantaged 18+ Month Old
• REGISTERED BULLS •
Angus • Brangus • SimAngus™ • Charolais and Hereford

150+ Heavy Bred Commercial Heifers • 150+ Heavy Bred Commercial 2nd Calf Heifers

Request a Catalog SouthernCattleCompany.com



Sale Management
Marty Ropp 406-581-7835

Sale Management
Corey Wilkins 256-590-2487

info@southerncattlecompany.com



SYNERGY SALE

9.22.18

4:00 PM • SMITH GENETICS, GIDDINGS, TX

An offering of close to 100 head of Simmental, Simbrah and SimAngus™ cattle - purebred and percentage. Sale lineup will give you the opportunity to acquire proven genetics, many built around established cow families and sires with generations of predictability.



LOT 15 A Smith Satisfies daughter stemming from the Smith Annie Lou Cow Family. This purebred Simbrah female ranks in the top 15% of the breed for TI. She sells safe in calf to RFI Real Deal, a National Champion bull.



LOT 14 This purebred Simbrah female is sired by Smith Nu Approach and she represents the fourth generation of the proven Juliet-Keepsake Cow Family. She sells with a May bull calf by our exciting young sire, Smith Born To Dare and she is bred back to Smith RFI Go-TO 708E, the 2018 International Reserve Grand Champion.



LOT 115 A polled three-quarter female sired by Smith Matt N Black and out of the donor, RFI Tinkerbell, owned by Reavis, Smith and McCrary. She ranks in the top 1% of the breed for TI and 4% for API.

FOR MORE INFORMATION ON THE SYNERGY SALE,
CONTACT TIM SMITH, 512-587-7896,
smithgenetics1@gmail.com

FOLLOW US ON AND #synergy18
OR VIEW THE SYNERGY TAB AT
WWW.SMITHGENETICS.COM

SIMTALK

VOLUME 26 - NO. 4
Linking SimGenetics to Commercial Cattle

Table Of Contents

IN THIS ISSUE

- 10 Diversified Family Tradition
By Emme Troendle
- 18 Cow Herd DNA Roundup
Coordinated by Lilly Platts and Emme Troendle
- 24 Value Driven By Information
By Wade Small
- 28 Beef Cow Nutrition: Interpreting Forage Analysis
By Rachel Endecott
- 30 Genetic Predictions for Brisket Disease A Priority
By Bob Hough
- 34 BIF Summary
By Bill Zimmerman

DEPARTMENTS

- 6 From the Director of Education
- 38 Industry Update
- 66 Rates & Policies
- 68 Calendar of Events
- 72 Ad Index



Simmental and SimAngus™ cows from the herd of Roth Farms, Sterling, KS, are moved to the next pasture in a rotational grazing system. Photo by Cari Roth.

- FOR SALE -



Thank you to John Miller of J-C Simmentals, Michigan, for his purchase of MCDF New River 499B at our 2015 sale. Semen is available through ORigen.

20+ SimAngus™, Simmental and Angus Bulls
18-20 Months Old Homo Black, Homo Polled,
Performance Tested
Pasture Developed, Semen Tested.
Ready to Go to Work
Breed-leading Genetics

Contact: McDonald Farms 
2070 Walnut Spring Rd.
Blacksburg, VA 24060
540-230-6225
540-552-2520
info@mcdonaldfarms.com
www.mcdonaldfarms.com

All Purpose & Terminal Leaders

BOULDER

29SM0472



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

Muscle and Maternal

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

| TRAIT | CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | DOC | CW | YG | MARB | BF | REA | SHR | \$API | \$TI |
|------------|-------|------|-------|-------|-----|------|-------|-------|-------|-------|-------|------|------|-------|-------|------|-------|------|
| EPD | +15.5 | -2.3 | +62.1 | +95.7 | +21 | +6.4 | +24.8 | +55.8 | +19.4 | +17.1 | +35.5 | -.40 | +.62 | -.069 | +1.03 | -.45 | \$163 | \$82 |
| ACC | .74 | .87 | .84 | .83 | .83 | .42 | .54 | .55 | .27 | .70 | .66 | .50 | .61 | .56 | .62 | .16 | | |

DNA tested DLF, Homozygous Black, Homozygous Polled EPDs as of 7/24/2018 **TOP 35%**

TSN PROTEGE

29SM0458



TSN **PROTEGE** Z896 ASA 2699504
GAR-EGL PROTEGE x HOOKS SHEAR FORCE 38K

Power, Performance and Profit

- ✓ Stacks two of the industry's great sires for total profit, led by PROTEGE, the former Circle A Sire Alliance winner
- ✓ His sire offers impactful pedigree diversity, and will more importantly improve your bottom line
- ✓ Defines high performance with the top 3% WW, YW, ADG, CW, and TI - and to top it off he's backed by a proven feed efficiency pedigree
- ✓ A sound made performance bull who should sire added size, rib, and payweight
- ✓ DNA tested homozygous black, homozygous polled, 1/2 SM, 1/2 AN

| TRAIT | CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | DOC | CW | YG | MARB | BF | REA | SHR | \$API | \$TI |
|------------|------|------|-------|--------|-----|------|-------|-------|-------|-------|-------|------|------|-------|------|------|-------|------|
| EPD | +9.2 | +1.2 | +89.6 | +138.7 | +31 | +4.9 | +15.4 | +60.1 | +20.8 | +17.6 | +51.4 | -.03 | +.51 | +.002 | +.65 | -.37 | \$154 | \$88 |
| ACC | .60 | .83 | .80 | .79 | .79 | .46 | .54 | .55 | .26 | .56 | .61 | .47 | .62 | .51 | .58 | .17 | | |

DNA tested AMF, CAF, DDF, NHF, OSF, Homozygous Black, Homozygous Polled EPDs as of 7/24/2018 **TOP 35%**

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

ABSGLOBAL.COM | 1.800.ABS.STUD



We have several sisters and daughters of 9022 in our herd that are great producers. Also 9022's brother, Oakview Titan, bred fifty cows naturally for us this spring.



MFI Jeremiah 9022
(no grain)

**STANLEY
MARTINS FARMS**

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

Please google
stanleymartinsfarms
for more information.

SIMTALK
Linking SimGenetics to
Commercial Cattle

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

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

ASA Publication, Inc., Board

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

American Simmental Association

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

**BOARD OF TRUSTEES
Executive Committee**

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

North Central Area:

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

Steve Eichacker (2020)

25446 445th Ave
Salem, SD 57058 605.421.1152
es@triotel.net

Erika Kenner (2020)

440 6th Avenue SE
Leeds, ND 58346 406.581.1188
erika.kenner@gmail.com

Tom Hook (2021)

11333 180th Street
Tracy, MN 56175 507.829.5283
hookfarms@mvtwireless.com

Eastern Area:

Gordon Hodges (2020)

1025 Pineview Farms Drive
Hamptonville, NC 27020 336.469.0489
pvfghodges@yadtel.net

Randy Moody (2020)

811 Frank Hereford
New Market, AL 35761 256.655.5255
randymoody@ardmore.net

Jim Ligon (2021)

1362 Dyer Creek Rd
Cookeville, TN 38051 931.510.3328
gligon@tntech.edu

Cliff Orley (2021)

1486 Mount Wilson Rd
Lebanon, PA 17042 717.269.0128
corley01@comcast.net

Western Area:

Tim Curran (2019)

1000 Cook Road
Ione, CA 95640 209.765.1815
circleranch@volcano.net

Clay Lassel (2019)

42 Road 245
Glendive, MT 59330 406.939.1348
Irsbeef@midrivers.com

Tom Nelson (2020)

5831 Hwy 7
Wibaux, MT 59353 406.939.1252
nlcsim@midrivers.com

Michael Forman (2021)

2451 Number 81 Road
Ellensburg, WA 98926 509.929.0312
mforman7777@gmail.com

South Central Area:

Tim Smith (2019)

PO Box 330
Giddings, TX 78942 512.587.7896
smithgenetics1@gmail.com

Dr. Gary W. Updyke (2020)

107030 S. 4250 Road
Checotah, OK 74426 918.843.3193
garyupdyke38@gmail.com

John Griswold (2021)

5922 S Brush Creek Rd
Stillwater, OK 74074 405.780.3300
john@griswoldcattle.com

Fred Schuetze (2021)

PO Box 968
Granbury, TX 76048 817.894.0563
bhr@speednet.com

Follow these BREED LEADERS

Find the genetics that best fit your program right here!



Wide Range

7SM80 | CCR WIDE RANGE 9005A | 2725666 | Graduate x In Dew Time
3/4 SM 1/4 AN | Homo. Black / Homo. Polled

Quickly becoming a household name in the SimAngus™ world, WIDE RANGE have proven to make deep bodied, beautiful uddered females. Use him in Angus, black baldies, commercial or purebred operations!

| | CE | BW | WW | YW | MILK | STAY | DOC | CW | MARB | REA | API | TI |
|--------|------|-----|------|-------|------|------|------|------|------|------|-------|------|
| EPD | 12.9 | 0 | 78.9 | 123.7 | 15.6 | 16.5 | 12.3 | 39.2 | -.12 | 1.33 | 127.1 | 74.1 |
| Acc | .77 | .91 | .88 | .87 | .61 | .31 | .58 | .72 | .66 | .72 | | |
| % Rank | | | 10 | 10 | | | | 20 | | 1 | | 30 |



Unified

7SM83 | TNT BCR UNIFIED B203 | 2902092 | UNITED x Tanker
1/2 SM 1/2 AN | Homo. Black / Homo. Polled

Siring middle-sized, well balanced offspring who are born easy and grow fast, UNIFIED is stylish in his profile and generates strong sons and attractive daughters.

| | CE | BW | WW | YW | MILK | STAY | DOC | CW | MARB | REA | API | TI |
|--------|------|------|------|------|------|------|------|------|------|-----|-------|------|
| EPD | 17.7 | -3.1 | 47.2 | 72.5 | 32 | 20.8 | 13.1 | 29.1 | .65 | .49 | 156.1 | 71.5 |
| Acc | .26 | .35 | .31 | .32 | .22 | .12 | .22 | .30 | .27 | .29 | | |
| % Rank | 4 | 4 | | 2 | 3 | 25 | | 4 | | 3 | | |



Big Timber

7SM93 | KOCH BIG TIMBER 685D | 3133113 | Yellowstone x Lucky Boy
PB SM | Homo. Black / Homo. Polled

Backed by a powerful, young cow family, BIG TIMBER offers a unique calving ease pedigree that can be used on several popular bloodlines.

| | CE | BW | WW | YW | MILK | STAY | DOC | CW | MARB | REA | API | TI |
|--------|------|------|------|-----|------|------|-----|------|------|-----|-------|------|
| EPD | 15.1 | -0.3 | 75.6 | 114 | 22.6 | 20.9 | 9 | 25.4 | .22 | .80 | 155.9 | 81.7 |
| Acc | .45 | .54 | .50 | .51 | .45 | .28 | .27 | .48 | .42 | .46 | | |
| % Rank | 4 | 15 | 20 | 20 | | 10 | | 10 | | 2 | 4 | |



Red Moon

7SM92 | WS RED MOON D76 | 3115609 | Executive Order x Moonshine
PB SM | Red / Homo. Polled

Brought in for his calving ease potential, outcross pedigree and physical qualities, RED MOON is here to bring something new to your herd! His calving reports indicate they're born easy.

| | CE | BW | WW | YW | MILK | STAY | DOC | CW | MARB | REA | API | TI |
|--------|------|-----|------|-------|------|------|------|------|------|-----|-------|------|
| EPD | 12.7 | 0.9 | 76.9 | 118.1 | 23.1 | 15.2 | 10.8 | 32.6 | .28 | .89 | 143.7 | 82.5 |
| Acc | .27 | .40 | .30 | .30 | .21 | .12 | .23 | .42 | .24 | .42 | | |
| % Rank | 20 | 30 | 15 | 15 | | | | 30 | 10 | | 10 | 3 |



Conception. Calving Ease. Carcass. Cows.

YOUR SUCCESS *Our Passion.*
Phone: (614) 873-4683 ♦ www.selectsiresbeef.com

EPDs as of 7/31/2018

FROM THE DIRECTOR OF SCIENCE & EDUCATION

By Jackie Atkins, Ph.D.



Gut check — What is your commitment level?

We all get stuck from time-to-time. We typically know what we need to do but for various reasons (read, excuses) we delay action. The list of reasons for inaction can be long and sound reasonable. It could be that we have other higher priorities or not enough resources (money, time, or knowledge). If we are only half-hearted in our commitment to that thing we are stuck on, we stall out at the first sign of difficulty. Conversely, if we are truly committed, we find a way. I am convinced this is true. If you are 100% dedicated to something, you will keep pursuing, pursuing, pursuing until it becomes reality.

Are there things in life that don't require a 100% commitment? Definitely. My garden is not weed-free — I don't think it needs to be weed-free, and I have not made this a high priority. It is important to reflect on what does deserve your wholehearted commitment. You can't fake this. Okay, you can fake it for a little,

but at the first sign of difficulty your true commitment level will show.

What will you pursue no matter what difficulties face you? Maybe it's raising high-quality beef cattle, ag advocacy, environmental stewardship, training the next generation, your marriage, your family, your neighbors and friends. Be specific in your commitments. Don't just commit yourself to the beef industry. What specific aspects of the beef industry are your highest priority? Maybe all of the above — maybe a whole other laundry list. The point is not to judge the items you select. Determining your commitments is a personal choice and the only wrong answer is a dishonest answer.

The take-home lesson is to be aware of what is worth your wholehearted commitment. Once you know the things in your life worth 100% commitment, pursue them. Devote resources to them. If you get stuck, find a new path. If you don't know how, find someone who does and learn from them. Surround yourself with people who do these things well, who can hold you to a higher standard of excellence. Find your niche and commit to it. **ST**



Heart of Texas and East Texas Simmental/Simbrah Associations will join forces to present a quality offering of Simmentals, Fleckviehs, SimAngus and Simbrah cattle.

There will also be select group of commercial cattle offered.

Fall Fest '18

September 15, 2018

Selling Approximately 80 Lots

1 p.m.

***Sale will be held at Buzzard Hollow Ranch, Granbury, Texas.
Join us the day before for viewing of cattle and a social at 5:30 p.m.***

View videos of cattle at DVAuction.com and sale will broadcast on DV also.

Join us at the sale or online for set of cattle from the herds of Heart of Texas and East Texas Simmental/Simbrah breeders.

Auctioneer: Doak Lambert

For more information contact:

**Jim Carter 254/697-1078 • Jim Ethridge 979/255-2882
Robert Piper 830/305-4550 • Russell Moser 903/948-7524**

SEPTEMBER 27

SIMANGUS™ & ANGUS IN VOLUME

SELLING A POWERFUL SET OF SIMANGUS™ AND ANGUS BULLS IN LARGE SIRE GROUPS!
 TIM 209.765.1815 • JOE 530.392.0154

These SimAngus™ bull sell!

We are offering many full, 3/4, and half siblings with consistency and quality in mind!



Circle Old School D384 • 12/20/16 • Reg 3366600 • 3/4 SA



Circle Resource D81 • 7/29/17 • Reg 3414240 • 1/2 SM



Circle Pasque E138 • 8/5/17 • Reg 3414247 • PB SM

A sale highlight - all three SimAngus bulls on this ad are maternal brothers!

One of the best yearlings in the sale! Easy doing and free moving!

A purebred Sim that will have a lot of friends sale day. Herd bull prospect!

These Angus bull sell!

Offering outcross Angus genetics with a focus on functional traits - feet, body, longevity, and pounds!



Bruin 418 Kozi 6326 • 11/15/16 • Reg *18943817



Bruin Envy 7248 • 7/26/17 • Reg *19140354



Bruin 5213 Enterprise 7251 • 7/28/17 • Reg *19140356

A low birth, high growth bull with depth, power, substance, and shape!

A Recharge son out of a young cow who's quickly becoming one of our best!

Balance and eye appeal go with this bull's power and design!

California's largest source of Angus and SimAngus™ genetics!



BRUIN RANCH

OFFICE: SACRAMENTO, CA • RANCH: AUBURN, CA
 Lloyd Harvego, Owner • www.BRUINRANCH.com
 Joe Fischer, Ranch Manager/Cowherd Partner • 530-392-0154



Circle Ranch

Tim and Jill Curran • 209-765-1815 • 209-765-0450
 1000 Cook Rd. • Ione, CA 95640
 circleranch@volcano.net • www.CIRCLERANCH.NET

200 BULLS
110 SIMANGUS™ • 90 ANGUS
THURSDAY, SEPTEMBER 27
 At the Circle Ranch Headquarters, Ione, CA
 Prime Rib Lunch at Noon • Sale at 1 pm
 Auctioneers: Rick Machado and John Rodgers

Simbrah

PRR Powerfull 22Z



Red
Polled/S

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

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

ASA# 2658365
5/8 SM 3/8 BR

| Trait | Direct | | | | | Maternal | | | | | Carcass | | | | | \$ Index | | |
|-------|--------|-----|------|------|-----|----------|------|------|------|-----|---------|------|-------|-------|-----|----------|------|------|
| | CE | BW | WW | YW | ADG | MCE | Milk | MWW | Stay | DOC | CW | YG | Marb | Fat | REA | Shr | API | TI |
| EPD | 4.9 | 4.5 | 58.7 | 84.6 | .16 | 3.9 | 15.5 | 44.8 | 19.0 | 2.2 | 13.3 | -.71 | -.052 | -.166 | .96 | -.21 | 72.8 | 41.8 |
| ACC | .48 | .73 | .66 | .64 | .64 | .26 | .44 | .46 | .20 | .31 | .47 | .33 | .35 | .23 | .46 | .01 | | |
| % | | | | | | | | | 1 | | 1 | | 1 | 2 | 10 | | | |

EPDs as of 7.18.18

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



PRR Ruler 447U — Powerfull's Sire

Semen: \$35/straw

Contact Bill Travis for purchase.
Domestic and International
CSS semen is available.

Pine Ridge Ranch 
LLC

Bill and Jane Travis
9876 Plano Rd. • Dallas, TX 75238
Cell: 214-850-6308 • Office: 214-369-0990
billtravis@simbrah.com

www.simbrah.com

PRR Rito 545W



Polled

RPP Prairie King 97N
Sire: PRR Perfection 82S
PRR High Hopes 242H

PRR Pioneer 961M
Dam: PRR Clarita 522P
TMS Karlita F55

ASA# 2513491
5/8 SM 3/8 BR

| Trait | Direct | | | | | Maternal | | | | | Carcass | | | | | \$ Index | | |
|-------|--------|-----|------|------|-----|----------|------|------|------|------|---------|------|------|-------|-----|----------|------|------|
| | CE | BW | WW | YW | ADG | MCE | Milk | MWW | Stay | DOC | CW | YG | Marb | Fat | REA | Shr | API | TI |
| EPD | 1.9 | 5.9 | 56.2 | 88.9 | .20 | 2.3 | 25.0 | 53.1 | 11.2 | -3.0 | 45.4 | -.45 | -.28 | -.146 | .72 | - | 62.8 | 44.1 |
| ACC | .43 | .73 | .66 | .64 | .64 | .36 | .46 | .48 | .25 | .32 | .48 | .34 | .40 | .29 | .43 | - | | |
| % | | | | 15 | | 5 | 15 | | | 1 | | | 10 | 20 | | | | |

EPDs as of 7.18.18

PRR Rito 545W is a powerful, polled, high quality Simbrah bull with efficient growth and muscularity.



PRR Perfection 82S — Rito's Sire

Semen: \$35/straw

Contact Bill Travis for purchase.
Domestic and International
CSS semen is available.

Pine Ridge Ranch 
LLC

Bill and Jane Travis
9876 Plano Rd. • Dallas, TX 75238
Cell: 214-850-6308 • Office: 214-369-0990
billtravis@simbrah.com

www.simbrah.com

Simbrah

PRR Preview 973Z



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

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

ASA# 2676077
3/4 SM 1/4 BR



PRR Miss Optima 46R - Dam

Semen: \$35/straw

Contact Bill Travis for purchase.
Domestic and International
CSS semen is available.

Pine Ridge Ranch 
LLC

Bill and Jane Travis
9876 Plano Rd. • Dallas, TX 75238
Cell: 214-850-6308 • Office: 214-369-0990
billtravis@simbrah.com

www.simbrah.com

EPDs as of 7.18.18

| Trait | Direct | | | | | Maternal | | | | | Carcass | | | | | \$ Index | | |
|-------|--------|-----|------|-------|-----|----------|------|------|------|------|---------|-------|------|-------|------|----------|-------|------|
| | CE | BW | WW | YW | ADG | MCE | Milk | MWW | Stay | DOC | CW | YG | Marb | Fat | REA | Shr | API | TI |
| EPD | 6.9 | 2.9 | 82.9 | 118.7 | .22 | 3.5 | 20.4 | 61.7 | 15.0 | 14.9 | 23.2 | -0.58 | .00 | -.128 | 1.00 | -.10 | 118.3 | 75.7 |
| ACC | .53 | .71 | .64 | .62 | .62 | .31 | .48 | .48 | .25 | .35 | .49 | .38 | .45 | .35 | .50 | .02 | | |
| % | | | 1 | 1 | 4 | | | 1 | 15 | 1 | 10 | 10 | 3 | | 1 | | 1 | 1 |

PRR Alamo 690Y



PRR Pacesetter 205C
Sire: PRR Palisade 813T
PRR Optima 6771

PRR Scout 002N
Dam: PRR Etta 2S
PRR Bingoette 261P

ASA# 2636889
5/8 SM 3/8 BR

Simbrah

- PRR Alamo 690Y is a high-volumed, long, well muscled, purebred Simbrah bull . . . an exceptional BEEF bull shown in his working clothes.
- The dam of Alamo, PRR Etta 2S, was a very high capacity purebred Simbrah.

Semen: \$35/straw

Contact Bill Travis for purchase.
Domestic and International
CSS semen is available.

Pine Ridge Ranch 
LLC

Bill and Jane Travis
9876 Plano Rd. • Dallas, TX 75238
Cell: 214-850-6308 • Office: 214-369-0990
billtravis@simbrah.com

www.simbrah.com

EPDs as of 7.18.18

| Trait | Direct | | | | | Maternal | | | | | Carcass | | | | | \$ Index | | |
|-------|--------|-----|------|------|-----|----------|------|------|------|-----|---------|------|------|-------|-----|----------|------|------|
| | CE | BW | WW | YW | ADG | MCE | Milk | MWW | Stay | DOC | CW | YG | Marb | Fat | REA | Shr | API | TI |
| EPD | 10.1 | .7 | 65.8 | 93.3 | .17 | 4.3 | 11.5 | 44.3 | 12.5 | 7.5 | 20.6 | -.45 | -.25 | -.115 | .65 | .06 | 88.8 | 56.4 |
| ACC | .52 | .72 | .66 | .65 | .65 | .32 | .47 | .48 | .22 | .24 | .51 | .38 | .45 | .36 | .47 | .02 | | |
| % | | | 15 | 10 | 20 | | | | | | 15 | | | | | | | 20 |

Diversified Family Tradition

A family-owned ranching and farming operation continually looks to improve and expand their enterprise.

By Emme Troendle

Carson Guenzi, (pronounced gwen-zee), a fifth-generation sugar beet farmer and fourth-generation cattle rancher, maintains and manages, with the help of his family, an intricately woven diversified farming and ranching operation that dates back to the end of the silver mining rush in Colorado. Located 15 miles outside of Sterling, the Guenzi's commercial 330-head SimAngus™ cow-calf operation butts up to the Ogallala Aquifer, straddling the line between productive farmland and wild Colorado grassland.

When the Guenzi family originally settled in the valley, they started growing and hauling sugar beets, corn, and alfalfa. Over the years, the farm expanded to include grass cattle for the Chimney Canyon Grazing Association and

a handful of mixed-breed cows from the local sale barn. In 1991, Ken Guenzi's grandfather expanded the herd and started focusing on improving genetics. "Our first few years, we had some put-together cows from the sale," Guenzi laughs. "We had a little bit of everything, but in 1994, we started AIng and developing a more consistent herd."

Unlike many cow-calf operations in the area, Guenzi's end product isn't the weaned calf sold to the feedlot; it is the animal being shipped to the packing plant. To meet the demands of a fast-paced industry, Guenzi tracks herd data, collects DNA, and implements a progressive breeding program to make the family operation a profitable and growing enterprise.

*The Guenzi men, left to right:
Scott, Brayden, John, Dave, Carson, and Logan.*



The Irons in the Fire

Focusing on the bottom line, Guenzi Farm has a strict 30-day calving window that must be maintained for a cow to stay in the herd. In the first part of February, the heifers begin calving, and the cows follow shortly behind the first of March. If any cow or heifer falls outside the allotted 30-day window, they are sold.

"We are constantly culling, mainly because we want to keep our calving period short, so we can get to farming on time. Late-calving cows and heifers are sold to producers whose program the cows will fit better," Guenzi explains. "As a result, we are retaining cows that reproduce quickly, and throw more uniform calves. It's not that they are bad cows, but they just don't fit our program."

Throughout the year, Guenzi and his brother, Logan, run the cattle, while his two cousins, Brayden and Scott, manage the farming side. But, during the busiest times of the year — harvest and calving — it's all hands on deck for each side. He continues, "We want to make this operation run like a well-oiled machine, and with all four grandsons coming back home and wanting to be involved, we want to focus on diversifying and expanding the operation."

Throughout the year, 1,000 stocker calves are purchased to feed out alongside the calves born and raised on the operation. By the first of April, all calves are branded, and the planting has started.

Shortly after planting has concluded, heifers are synchronized and AI bred. Twenty-one days later, around Memorial Day weekend, the cows are AI bred and any heifers that might come back into heat are bred again before being turned out with the cleanup bulls. "Stayability is huge for us. We give all of our heifers a chance to breed, but if they don't, we will cull them from our herd and turn them into feeder heifers, which is really easy for us to do," Guenzi shares.

When Guenzi Farms initially started Aling the cow herd, they bred primarily to Angus sires and, through heifer retention, developed a more consistent cow herd. When the herd became mainly Angus in composition, the lack of heterosis started affecting their bottom line.

"The herd flatlined when we were straight Angus," Guenzi states. "We weren't losing any ground, but we weren't gaining any either. We knew it was time to make a change."

To incorporate heterosis back into the herd, Guenzi started utilizing Simmental and SimAngus bulls to increase performance. He commends the Simmental breed on their ability to satisfy maternal and terminal traits. "I really enjoyed watching the herd improve with the Simmental influence. We are always looking for good mothers and calves that perform in the feedlot. Simmental was the answer to that."

Adding a level of diversity to their operation, Guenzi recently built additional pens to background and finish cattle. In years past, steers were always retained and backgrounded to 1,000 pounds before being sent to a local feedlot. Guenzi explains, "We sold our calves on a live basis previously, but with a growing operation and good genetics, we thought we could capitalize on grid marketing system, and give the corporation more depth."

This October the first cattle Guenzi developed will be sent directly to the packing plant. He plans to collect carcass data on them. "When we sold the cattle on a live basis, we never

really knew how they performed, but now that we are shipping directly to the packers, we can capture the premiums and data to better improve our herd and our bottom line."

The expansion in the operation has not changed the direction of how herd decisions are made. Guenzi says, "Even with the direction that we are moving now, we still are looking for heifers with good stayability in the herd that are easy feeders and produce calves that will perform through weaning and yearling in the feedlot. We ask our cattle to do a lot, but they do."

Guenzi Farms recently enrolled their cattle in ASA's commercial herd option and the Cow Herd DNA Roundup research project with the hopes that by collecting more phenotypic data, carcass data, and DNA genomics, they will be able to make selection and cull decisions in their herd a little easier.

Guenzi explains, "I knew that if we start DNA testing the cows and replacement heifers, we can hone in and select for traits that will give us good mothers and stayability while also selecting for traits that will work well in a feedlot."

Roots in Agriculture

While the Guenzi family has been in the cattle industry for the last 27 years, the family has been in the sugar beet industry even longer. Since his immigrant great-great-grandfather moved to Colorado and settled in Logan County around 1909, the Guenzis have been farming sugar beets.



Harvesting sugar beets on the Guenzi Farm.

Carson's great-grandfather, Chuck, his grandfather, Ken, father, David and uncle, John — and now his two cousins, Brayden and Scott, and brother, Logan — have all been integral parts of growing and sustaining the farming and cattle operation. Evie, Carson's grandmother, holds the most difficult position in the operation. Carson chuckles, "Throughout the years, Grandma Evie keeps the books and keeps us all in line."

CONTINUED ON PAGE 14

FSC *Join us for our 1st...* RARE VINTAGE

SEPTEMBER 29

SALE

Selling 70 head on the farm at Jefferson, Ohio

40 Bred Heifers

SIMMENTAL & SIM-SOLUTION

Heavy bred to bulls like Bankroll,
Imprint, Anchor and Executive Order



Ask us about **FREE DELIVERY** to Texas
and points along the way!



Purebred by Pays to Believe

25 Fall & Spring Heifer Calves

SIMMENTAL & SIM-SOLUTION

ET daughters of our influential and
proven donor lineup



Purebred by Loaded Up

2018 Ohio State Fair
RESERVE CHAMPION
JUNIOR CALF
SHE SELLS!



2018 Ohio State Fair
CHAMPION SENIOR CALF
SHE SELLS!



2018 Ohio State Fair
RESERVE CHAMPION SENIOR CALF
SHE SELLS!

**BACK 2 BACK AT THE
OHIO STATE FAIR!**



2017 Premier Breeder and Exhibitor
2018 Premier Breeder and Exhibitor
The largest breed show at the fair!

FSC
FERGUSON
SHOW CATTLE

CHARDON & JEFFERSON, OHIO

John Ferguson: 440.478.0782

john@fergusonshowcattle.com

Lindsey Ferguson, Manager: 440.478.0503

Learn more at FERGUSONSHOWCATTLE.COM



Reserve your catalog with the auction
managers at primetime.marketing or call
1.877.800.9230

Diversified Family Tradition

CONTINUED FROM PAGE 11

Three young SimAngus calves on pasture.



SimAngus cows and calf on late summer pasture.



“We are always trying to improve. If you’re standing still then everyone is going to pass you,”

Guenzi Farms is a part of the Western Sugar Cooperative, which operates the sugar beet processing plant in Fort Morgan, the only plant left in the state.

“Sugar beets are pretty integral to our family background. They are what kept us in agriculture and gave us the boost to start the cattle operation,” he says. Recalling the farming and ranching growth over the years, Carson credits his grandfather, Ken, for acquiring ground and building the business.

“When we were starting out, Grandpa Kenny knew it was more important to acquire land and grow the operation than it was to brag about having the best crop. He spent the money on growing the farm ground and the herd. It has allowed us to transition to improve other ways.”

In May, Carson and his wife, Erin, had their first son, Cason, the sixth-generation sugar beet farmer and fifth-generation cattle rancher to live on the ranch.

“We are always trying to improve. If you’re standing still then everyone is going to pass you,” Carson concludes. “We see every year that farmers and ranchers have to give it up. It’s pretty unique that all four grandsons came back to the operation and want to see it grow.”

ST





THERE IS MORE TO LIFE THAN RAISING CATTLE

Since 1970, every breeding decision we've made has been to ensure you raise profitable cattle, while spending as much time with your family as possible. No chasing fads - just convenient, predictable cattle. Built to work in the real world.

They work for me, I guarantee they'll work for you.

Joe Meets

OWNER // RIVER CREEK FARMS



29TH ANNUAL BULL SALE, FEBRUARY 13, 2019

BUILT TO WORK // GUARANTEED TO LAST

REQUEST A CATALOG AT RIVERCREEKFARMS.COM



Welcome to the cutting edge

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

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

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

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



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



A MUST USE SIRE THIS FALL!

WS PROCLAMATION E202

#3254156 | Purebred | Homozygous Black & Polled

Owned with Wilkinson Farms
Montpelier, ND | 701-489-3583



SEMEN: \$30/UNIT

SIRE: CCR COWBOY CUT 5048Z

DAM: WS MISS SUGAR C4

MGS: CLRS GRADE-A 875 A

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|------|------|-------|-------|--------|------|-------|-------|------|
| 16.9 | 0.3 | 80.9 | 118.4 | 0.23 | 11.2 | 33.2 | 73.6 | 13.6 |
| 2 | 20 | 10 | 15 | 35 | 1 | 1 | 1 | |
| DOC | CW | YG | MARB | BF | REA | SHR | API | TI |
| 16.2 | 43.4 | -0.39 | 0.42 | -0.082 | 1.02 | -0.41 | 155.3 | 90.4 |
| 2 | 4 | | 1 | | 15 | 15 | 2 | 1 |

EPDs as of August 8, 2018

- Undeniably, Cowboy Cut's finest son, certain to be a trailblazing herd sire who will impact programs worldwide.
- Selected as the top-selling bull at 2018 Wilkinson sale, where he realized serious appreciation for his impressive structure, wealth of natural muscle, eye appeal, large scrotal size and excellent feet.
- Incredibly powerful, square hiped, super sound and with exceptional performance data and EPDS.
- Marty Ropp, Allied Genetic Resources, stated that "his dam is, without question, destined to be one of the breed's greatest young donors." She also produced Keller's 2018 top seller!
- His predictability is most certain to be 'right on target' with 13 genetic EPD traits in the top 15%!!!
- Order his semen early to ensure you are not on a waiting list!
- Export qualified for Canada and Australia.

FOR SALE
A select group of females safe to this destined legend!

SEMEN
NOW AVAILABLE



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

DANNEBROG, NEBRASKA

Special volume, multi-sire and shipping discounts through APEX!

2018 SEMEN DIRECTORY AVAILABLE AT APEXCATTLE.COM!

Cow Herd DNA Roundup

Seedstock and commercial producers share their firsthand experience with ASA's latest DNA research project.

Coordinated by Lilly Platts & Emme Troendle

What is it?

The Cow Herd DNA Roundup (CHR) is a recent program launched by the ASA in collaboration with GeneSeek® DNA testing laboratory. The CHR project offers 60% off a 50K genomic panel including parentage to participating breeders who test their entire cow herd. If breeders also submit cow weights with either Body Condition

Scores (BCS) or hip heights they receive additional discounts.

The project is in full-swing, and breeders are now receiving genomic data back on their entire cow herd. Some of the first breeders to submit samples on their herd provide their comments and vision for the project:

Tom Hook, Hook Farms, Tracy, MN

“Hook Farms is a fourth generation diversified livestock and crop operation in southwest Minnesota. We have been focused on raising predictable and profitable Simmental and SimAngus™ seedstock for the last 44 years.

“The biggest advantage of CHR will be the breed improvement and accuracy of the genetic predictors. We're on the front end of what is possible with genomics, so I think it's going to give phenotypic validation to the genomics, and provide a baseline for those genomics.

“An unforeseen benefit of CHR is it will verify the parentage of a lot of animals. It's going to clean up many pedigrees where an animal's parents were not recorded correctly, which happens for a variety of reasons. It will give more accuracy to the pedigrees as well as improve the accuracy of our genetic predictors.

“The poultry industry is out in front, showing the genetic progress that they have been able to make using genomics. I understand there are environmental constraints we won't be able to get around in the beef industry, but we can still make phenomenal genetic progress using these tools. CHR validates both sides — you get an actual phenotype, and now through modeling, the sire summary, and incorporating single-step genomic predictors, we're getting real validated information that to me has great merit.

“For commercial producers buying bulls, there will be better genetic predictors they can select from. I think that the more DNA data we can collect across breeds in IGS, the more we can add value and validate the strengths and weaknesses of each breed to know how to crossbreed. To me, that would be the great advantage to the commercial sector. In IGS, the more information we can gather the more we can build the multi-breed aspect. Because we're a science-based breed, we believe in crossbreeding.”



Tom Hook and his crew working cattle.

Bruce Mershon, Mershon Cattle LLC, Lee's Summit, MO

“We run 1,500 commercial cows in west central Missouri. We used timed AI on 85% of cows and all replacement heifers, and retain ownership on most steers from birth to harvest. Our bred heifers are sold at Sydgen Influence and Show Me Select.

“We heard about the CHR Project through Chip Kemp. He called to let us know the price had been reduced to \$15 per sample. At the reduced price, we decided it was time to get a baseline of data on our females. Earlier in 2017, we joined ASA and started entering our females in Herdbook with the goal to create EPDs on our commercial cows. All of our cows are crossbreds.

“We expect the genotyping will accelerate decisions on replacement females. First, help with culling decisions on replacement heifers and second, direct cows to our maternal herd versus terminal herd.



(Mershon continued)

“Information is king. It takes so long to fix a mistake in a commercial cow-calf operation and equally, finding the best cows can take four-plus years. What if we can cut the time in half or less? How much is it worth? We don’t have a hard dollar cost, but \$15 a head seems like a small price of admission to improve our herd in half the time.”

Bruce and Tracey Mershon.



Joe Mertz, River Creek Farms, Manhattan, KS



Joe Mertz

“We run 330 registered SimAngus and Simmental pairs in the Kansas Flint Hills. In addition, over 100 embryos are placed in cooperator herds. We market around 150 bulls every year. Calves not making the cut are fed out and carcass data collected. Our objective is to offer cattle that make our customers more profit and reduce their stress. We do this by focusing on these traits — Calving Ease, Performance, Marbling, and Docility.

“We had been running the low density genomic test on all our sale bulls and replacement heifers the last several years, so we were familiar with DNA testing and the CHR. When you offer a 4-year breeding season guarantee like we do, you don’t have much wiggle room as far as a bull’s actual versus expected performance goes. The more information we can get with DNA, the more powerful our selection tools become. That helps us stand behind our bulls and our customers have more faith in them as well.

“I feel DNA-enhanced EPDs will make our EPDs more accurate and predictable as more data is collected and fed into the system.

Like having another tool in your toolbox.

“Going back to our four-year breeding season guarantee, if we can use DNA and the insights it will provide about our cow herd to better help differentiate bulls that will and won’t work for our customers, it will save us and them time and money.

“Our future management decisions will be based on economics, phenotype and EPDs. The more accurate our information can be, the better for our customer’s bottom line.”

Dean Wang, Baker, MT

“We run about 1,500 cows and 600 yearling heifers every year, owned and leased on 40,000 acres between two places in Baker and Broadus. We sell yearling bulls, Angus and SimAngus, and heifers to repeat customers. The steer calves are sold off the cow in the fall. We have an annual bull sale, and the bred heifers we sell to repeat customers, private treaty.

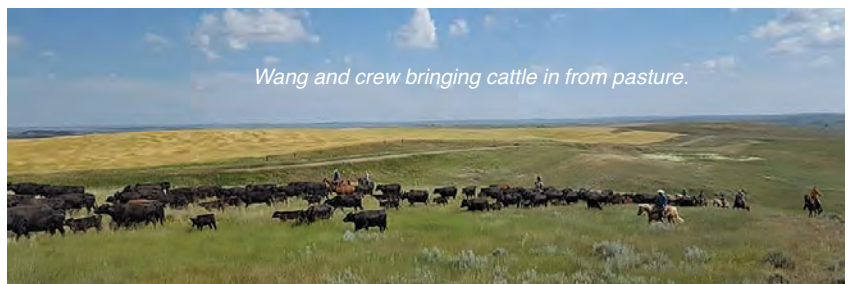
“We want to identify more pedigree on our bull calves, and identify sires. Also, we want to verify some of the cows that weren’t sire identified, and that in turn will make our heifer calves more eligible in the pool for pedigreed replacements and sale. We want to improve accuracy, verify existing pedigrees, and create more animals that were eligible for more pedigrees.

“Marty Ropp helped get the ranch involved in the young sire testing when he was involved with the ASA. We have since maintained a business relation with him over the years. I got involved for the accuracy of with CHR, to verify an existing pedigree, and then to have more animals that will be sire identified. I am working toward complete pedigrees.

“Hopefully, this project will be a marketing tool and a comfort to our customers. We will have gone through and DNA verified all the pedigrees to ensure accuracy and accordingly the pedigrees out of the bred heifers or the bull calves are more accurate as well.

“Accuracy is what we are after. Now that we have the DNA information, perhaps it will lead to selecting for certain characteristics. We are not that far yet, but at least we have the information available and to use with our replacements.”

ST



Are you a Progressive Commercial Producer?

Do you use AI, single sire pastures, parent verification?

Do you select replacement heifers?

Do you want to make better genetic decisions?

If the answer is **Yes!** Step into the future and become part of the world's largest genetic evaluation system.



"The ASA has advanced the simplification of data across breed lines and eliminated the information barrier to the commercial producer. They are pioneering a better beef business because of it"

Wes Tiemann
Manager of
Strategic Solutions



**We do the Science.
You Make the Profit.**

ASA's new Commercial Option is for you!

- EPDs and economic indexes on every female and herd sire in your herd . . . regardless of breed or breed composition.
- EPDs and economic indexes on steer groups.
- Online record keeping, herd management and report generation software.
- Access to a wide array of highly effective DNA technology.
- Best deal in the industry: call for pricing/quotes.

Be progressive and call today: 406-587-4531

 **SimGenetics**
PROFIT THROUGH SCIENCE

American Simmental Association

www.simmental.org

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



2018 ILLINI Elite

SUNDAY, SEPTEMBER 16, 2018 • 2:00 PM CENTRAL • SHELBYVILLE, IL



LOT 5 | ASA 3432414 | 1/9/18
3/4 Simm by Loaded Up



LOT 9 | ASA 3423666 | 1/16/18
Purebred by Relentless



LOT 11 | ASA 3432556 | 1/24/18
Purebred by HOC Broker



LOT 14 | ASA 3437573 | 2/2/2018
Purebred by TL Bottomline



LOT 22 | ASA 3437560 | 2/20/18
Purebred by TL Bottomline



LOT 25 | ASA 3435270 | 3/3/18
Purebred by LLSF Pays to Believe



LOT 26 | ASA 3437565 | 3/4/18
Purebred by TL Bottomline



LOT 28 | ASA 3426729 | 3/7/18
Purebred by Mr CCF Vision



LOT 38 | ASA 2365743 | Donor - Skittles
Purebred by CNS Dream On
Ready to Flush



LOT 45 | ASA 3267947 | 1/5/17
Halfblood by M W Confidence 56
Bred to CDI Mainline



LOT 46 | ASA 3342589 | 1/5/17
Halfblood by W/C LOCK DOWN 206Z
Bred to W/C Executive



LOT 50 | ASA 3266867 | 2/4/17
Purebred by Pays to Believe
Bred to W/C Executive



LOT 55 | ASA 3265119 | 2/19/17
Purebred by TL Bottomline
Bred to W/C Lockdown



LOT 56 | ASA 3370774 | 2/19/17
Halfblood by STCC Jacked Up
Bred to Cowboy Cut



LOT 57 | ASA 3239633 | 3/1/17
Purebred by TLCC One Eyed Jack
Bred to Conley GCC Shocker



LOT 68 | ASA 3372170 | 5/26/17
Purebred by One Eye Jack
Bred to Duration

SELLING HEIFERS, BRED FEMALES, ELITE DONORS AND EMBRYOS



CURT, PAM, CARI & BRENT

HOME: 217-774-5741 | CURT: 217-871-5741

BRENT: 217-246-3550 | CURT@RINCKER.COM

SALE DETAILS AT: RINCKER.COM | ILLINIELITESALE.COM

SALE CONSULTANTS:

Roger Allen 715.684.9222
David Guyer 812.243.1676
Larry Martin 217.433.0242
Greg Miller 608.778.8785
Doug Parke 859.421.6100
Ryan Haefner 815.499.0522
Adam Swigart 309.826.3809

AUCTIONEER:

Duane Stephens 812.887.1523

GUEST CONSIGNORS

Fox Creek Cattle 217.473.7031
309.838.4138 (Stan)
Hillstown Farms 618.978.0531 (Joey)
Gold Buckle Cattle 812.887.1523
Wright-Way Simmental 618.267.6521
Black Diamond Genetics 217.433.0242
Russell Land and Cattle 618.262.6509 (Jim)
JR Simmentals 217.248.8447 (Jess)

Jackson Lashmett 217.473.7031
Bauer Simmentals 618.339.8613 (Blake)
618.292.9585 (John)
Jeff and Justin Lewis 217.251.2400
Peaceful Valley Farm 865.254.2998 (Emily)
Six Bar R 715.684.9222 (Roger)
715.977.1059 (Kade)

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

Success. SimAngus™.

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

Tracy Brunner
Cow Camp Feedyard

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

Tom Williams
Chappell Feedlot

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

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

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

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

Special Bulls

At Special Prices



1SM00166 HOOK'S BALTIC 17B

BALTIC

Reg#: 2854454

GW-WBF Substance 820Y x Dikemans Sure Bet

Homozygous Black, Homozygous Polled

- › Moderate birth weight and substantial growth coupled with breed-leading ADG, MARB and SHR make BALTIC a profitable choice no matter whether you're selling calves by the pound or retaining ownership.
- › You will love the BALTIC females. His breed-leading STAY and DOC, backed by proven sires Substance and Sure Bet, mean his docile daughters will be in your herd for years to come.

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

| CED | BW | WW | YW | ADG | MCE | MM | MWW | STAY | DOC | CW | YG | MB | BF | REA | SHR | API | TI |
|------|-----|------|-------|------|-----|------|------|------|------|------|-------|------|--------|------|-------|-------|------|
| 10.6 | 1.9 | 76.9 | 125.6 | 0.30 | 5.3 | 22.1 | 60.5 | 20.3 | 14.8 | 32.2 | -0.40 | 0.22 | -0.080 | 0.92 | -0.62 | 147.2 | 79.9 |
| .60 | .81 | .77 | .75 | .75 | .35 | .51 | .51 | .28 | .47 | .57 | .42 | .50 | .39 | .53 | .17 | 5% | 10% |
| | | 15% | 5% | 2% | | | 25% | 10% | 10% | | | 10% | | | | | |



1SM00167 HOOK'S EAGLE 6E

EAGLE

Reg#: 3253742

Hook's Black Hawk 50B x GW-WBF Substance 820Y

¾ Simmental, ¼ Angus

- › Arguably the most exciting Simmental bull of the spring 2018 bull sale season, EAGLE comes from Hook Farms!
- › With stellar phenotype and an impeccable genetic profile, EAGLE is backed by a sound-footed, prolific cow family with great fertility and consistency.

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

| CED | BW | WW | YW | ADG | MCE | MM | MWW | STAY | DOC | CW | YG | MB | BF | REA | SHR | API | TI |
|------|------|------|-------|------|------|------|------|------|------|------|-------|------|--------|------|-------|-------|------|
| 16.3 | -0.5 | 78.9 | 122.7 | 0.27 | 10.4 | 19.3 | 58.7 | 18.7 | 18.1 | 48.0 | -0.38 | 0.28 | -0.065 | 1.16 | -0.53 | 147.8 | 81.3 |
| .42 | .50 | .48 | .49 | .49 | .22 | .39 | .41 | .20 | .33 | .46 | .35 | .38 | .34 | .42 | .21 | 10% | 10% |
| 10% | | 10% | 10% | 15% | 4% | | 25% | 15% | 1% | 4% | 15% | | | 1% | 1% | 10% | 10% |

Special ends Dec. 31, 2018. Subject to availability.
Special prices can be combined with volume special.
Utilize with John Deere Financial beef deferral program
offering 180 days with no interest and no payments.

Contact your local GENEX representative.

888.333.1783 // www.genex.coop



Value Driven by Information

By Wade Small, President, Livestock Division, Agri Beef Co.

Editor's Note: This article was originally published in the 2018 Beef Improvement Federation proceedings.

Agri Beef Co. is a vertically integrated branded beef company

that has utilized information and technology to drive its production system and improve the quality of beef produced. The progress that has been made in the company related to the quality of beef produced is apparent in the increased volume of sales of upper Choice and Prime product. This trend is not unique to Agri Beef.

As an industry, we have added value to the industry at an accelerated rate over the last ten years. We have seen an increase in total pounds, as well as an increase in Choice + pounds per head across the industry. This is very apparent when you look at genetic trends across multiple breed associations, as well as feedlot and packing plant benchmark data.



Small addressing the gathering at the Beef Improvement Federation Conference.

This is true value that has been created in the industry. With the historically segmented nature of the business, identifying where the value is captured is often difficult to do, and depending on market conditions, the segment gaining the greatest benefit may shift from year to year. The longer the

ownership resides with one party throughout the production system, the greater the opportunity to capture a larger percentage of the value.

As an industry, we spend a lot of time and money to capture a tremendous amount of data in all segments. How we analyze and utilize the data is what creates value in the production system.

Value over the last ten years has been driven by improvements in daily gain

and marbling. These have been the two factors that have also been the focus of the industry. Daily gain and carcass weight are the main drivers behind profitability, and marbling is the main factor increasing carcass value and improving beef demand. It is also phenotypic data that is easy to capture, analyze, and ratio.

Identifying the areas in the industry where we need to focus to continue to meet consumer demand and improve profitability will require innovative ways to capture and analyze economically important traits that have been historically hard to track. Capturing this data requires increased cooperation across segments of the industry that has historically been difficult to track.

With the importance of animal welfare, increased scrutiny of antibiotic use, and the increased growth of antibiotic-free programs, animal health has an increasing impact on profitability as time goes on. This is an example of data that is difficult to capture due to the lack of a standardized data collection platform and management practices.

As topics like these move more to the forefront of the cattle feeding and packing industry and begin to have a greater financial impact, there will be more collaboration on identifying ways to capture animal health data and make selection decisions that increase value throughout the industry.

We have proved as an industry that we can make dramatic improvements in traits that we can measure and select for. Identifying ways for the industry to collaborate to collect data on traits that will add the greatest value over the next ten years will be the greatest challenge to continue to build upon the progress made in the last ten years.

ST

7P RANCH

43rd Annual PRODUCTION SALE

**Saturday,
October 27, 2018**

**1:00 PM – Bulls Sell First
Lunch at 12:00 Noon**

At the Ranch, Tyler, Texas

Located one mile south of I-20 on FM 757
Midway between Tyler and Longview

Selling

60 Simmental and SimAngus™ Bulls
• Yearlings to Two-Year-Olds

70 Simmental and SimAngus™ Females
• Breds and Pairs
• Guest consignments from TAG Simmental
Ranch, Pittsburg, Texas and Alfred Bayer
& Sons, Muenster, Texas

22 Simbrah Heifers

• Select group of F1 Simbrah open heifers

18 Commercial Heifers

• True F1 Brahman x Hereford bred heifers
• All AI'd to calving-ease Angus bulls
and cleaned up with low-birthweight
Angus bulls

Auctioneer:

Mark Tillman • 210-216-6754
TX LIC# 9642

Sale Consultants:

Warren Garrett • 903-316-2889
Marty Ropp • 406-581-7835
Bruce Van Meter • 770-547-1433



**Catalogs Available
on Request**

Click on our website for more
and updated information:

www.7PRanch.com



Go to

www.CattleInMotion.com

to view online catalog and videos of our
sale AND for live broadcast with internet
bidding available on sale day.



DOB: 1-10-17 • SimAngus™ Bull
LD Emblazon 999 x L382 (Blk Destiny son)



DOB: 11-5-16 • Purebred Simmental Bred Heifer
Hook's Bounty 6B x GW Lucky Break 047G
Will calve in December to NLC Break Free.



DOB: 12-5-16 • SimAngus™ Bull
A385 (Connealy Counselor son) x Destination



DOB: 9-30-16 • 3/4 Simmental Bred Heifer
CDI Maverick 335B x TRAXS Rushmore X103
Will calve in December to WS Prime Beef.



DOB: 12-21-16 • Purebred Simmental Bull
Hook's Yellowstone 97Y x Sand Ranch Hand



DOB: 1-18-17 • Purebred Simmental Bred Heifer
Hook's Yellowstone 97Y x Dikeman's Sure Bet
Will calve in January to Hook's Beacon.



DOB: 3-9-17 • SimAngus™ Bull
MCK Estate 4162 (Ten X son) x L382 (Blk Destiny son)



DOB: 10-10-16 • Purebred Simmental Bred Heifer
CCR Cowboy Cut 5048Z x Koch LC Monte 803U
Will Calve in December to CCR Boulder.

Visit us on Facebook



**Black and Red
Purebred Simmental,
SimAngus™ and Simbrah**



**Joe Prud'homme and
Family, owners**
130 Surrey Trail, Tyler, Texas 75705
903-597-1607 home (nights)
903-592-8301 business (days)
903-597-3458 fax
903-530-2371 Joe's cell • joe@7pranch.com
903-235-9112 Tom Barker, manager
tom@7pranch.com

SEVEN P RANCH

You Are What You Eat



I'm Fescue

Beef producers who rely on fescue-based pastures know the blessings and the curse. Your cows experience one of the harshest and most relentless environmental impacts in the U.S. Beef Industry. As such, you need cows that shed early and face the heat.

The American Simmental Association offers the Beef Industry's most varied and robust lineup of heat tolerant, fescue tolerant, disease resistant cattle. As you battle through the environmental challenges that face your cow herd, take the time to check out SimAngus™ HT, Simbrah, and slick-haired Simmental and SimAngus™ options.



Chip Kemp

Director of Member &
Industry Relations
American Simmental Association
ckemp@simmgene.com
406-587-4531

 **SimGenetics**
PROFIT THROUGH SCIENCE

American Simmental Association

www.simmental.org



PROVEN CALVING EASE WITH LOTS MORE!

ALL ARE HOMOZYGOUS BLACK AND HOMOZYGOUS POLLED!

SEMEN AVAILABLE

ON ALL BULLS FROM



DIVIDEND IS ALSO AVAILABLE FROM



2018 Semen Directory available at **APEXCATTLE.COM!**

CLRS DIVIDEND 405D

ASA #3097854

Purebred | Homozygous Black & Polled



SEMEN: \$30/UNIT

SIRE: CLRS AFTER SHOCK 604A | MGS: GW PREMIUM BEEF 021TS

| CE | BW | WW | YW | MILK | MARB | RE | API | TI |
|------|------|------|-------|------|------|------|-------|------|
| 13.3 | -1.5 | 68.5 | 107.2 | 26.0 | 0.40 | 0.72 | 161.5 | 83.4 |
| 15 | 4 | | 35 | 15 | 2 | | 1 | 2 |

A PROVEN calving ease sire that has jumped through all the hoops! Impressive phenotype, structure, genetics and data. His first calves are PHENOMENAL!

ROUSEY GOLD STRIKE 512C

ASA #3000381

SimAngus™ | Homozygous Black & Polled



SEMEN: \$30/UNIT

Dam is pat. sister to Charlo!

SIRE: HOOKS TRINITY 9T | MGS: OCC PAXTON 730P

| CE | BW | WW | YW | MILK | MARB | RE | API | TI |
|------|------|------|-------|------|------|------|-------|------|
| 18.0 | -1.8 | 80.5 | 123.8 | 19.0 | 0.37 | 0.83 | 156.7 | 85.4 |
| 3 | 15 | 5 | 10 | | 35 | 15 | 3 | 2 |

GREAT calving ease, siring progeny with eye appeal, performance and structural soundness. Destined to be a genetic legend, use him with confidence.

LCRR THR MTN PASS 6219D

ASA #3117102

SimAngus™ | Homozygous Black & Polled



SEMEN: \$30/UNIT

SIRE: J BAR J NIGHTRIDE 225Z | MGS: NLC PAYDAY 16P

| CE | BW | WW | YW | MILK | MARB | RE | API | TI |
|------|------|------|-------|------|------|------|-------|------|
| 15.9 | -1.5 | 76.8 | 126.1 | 14.8 | 0.58 | 0.58 | 160.1 | 87.2 |
| 10 | 15 | 15 | 5 | | 10 | | 2 | 1 |

An INCREDIBLE individual with great numbers everywhere. BW 77 lbs., 205 WW 818 lbs. (no creep) & 365 YW 1448 lbs. His calves are TREMENDOUS!

EPDs as of August 8, 2018.

BRIDLE BIT REMBRANDT D630

ASA #3137473

SimAngus™ | Homozygous Black & Polled



SEMEN: \$25/UNIT

SIRE: J BAR J NIGHTRIDE 225Z | MGS: BAR CK TEBOW 1006X

| CE | BW | WW | YW | MILK | MARB | RE | API | TI |
|------|------|------|------|------|------|------|-------|------|
| 19.1 | -5.9 | 49.6 | 78.8 | 21.7 | 0.70 | 0.50 | 172.4 | 80.0 |
| 2 | 1 | | | | 3 | | 1 | 10 |

DEPENDABLE calving ease predictability, top 1% BW and API EPD's! He is IMPRESSIVE phenotypically, and one to use on heifers for stress free, easy births.



Call Dan at 308-750-0200 or email sales@apexcattle.com
DANNEBROG, NEBRASKA

Special volume, multi-sire and shipping discounts through APEX!

2018 Annual 'Heterosis Headquarters' Bull and Heifer Sale, January 28, 2019!

BEEF COW NUTRITION: INTERPRETING FORAGE ANALYSIS

By Rachel Endecott, Ph.D., Director of Youth Development and Special Projects

As summer starts to come to an end, thoughts turn to fall management of the cow herd. Depending on your location, planning for winter feeding might be a critical piece of your fall management scheme. One of the first steps in planning for winter feeding should be collecting a representative sample of feedstuffs and sending them to a laboratory for a nutrient analysis. In this article, forage analyses will be the focus, although the chemistry of a nutrient analysis is fairly similar for all types of feeds. The saying, “It’s hard to manage if you don’t measure first,” is especially true when planning a feeding program. An understanding of forage quality is a critical first step in developing least-cost rations for wintering beef cattle.



Rachel Endecott Ph.D.

Sample Collection

For the most accurate prediction of how animals will perform on a particular forage, it is critical to obtain an accurate representative sample of the forage itself. Forages may be sampled in the pasture, after harvest and baling, or pre- and post-ensiling. Beef cattle producers often have questions about the best way to sample baled forages. Ideally, at least 10% of the bales in a lot of hay should be selected, and two core samples collected from each bale. Samples should be collected with a core sampler rather than grabbing a sample. Many local Extension offices and feed stores have core sampling probes that producers can borrow. To ensure the most representative sample, round bale samples should be collected from the curved side of the bale and square bale samples should be collected from the small end of the bale.

Nutrient Analysis Results

Below is a sample nutrient analysis for a grass hay, followed by definition of important forage analysis terms used to interpret the results from the laboratory.

| Component | As Received | Dry Wt |
|------------------------------------|-------------|--------|
| Moisture (%) | 12.58 | — |
| Dry Matter (%) | 87.42 | — |
| Crude Protein (%) | 6.92 | 7.92 |
| Acid Detergent Fiber (%) | 35.3 | 40.4 |
| Total Digestible Nutrients (%) | 49.4 | 56.5 |
| Net Energy – lactation (Mcal/lb) | 0.50 | 0.57 |
| Net Energy – maintenance (Mcal/lb) | 0.28 | 0.32 |
| Net Energy – gain (Mcal/lb) | 0.28 | 0.32 |

Moisture

As Fed — Values in the “As Fed” or “As Received” column include the moisture contained in the submitted sample. Because of the dilution effect of water, values in this column will be smaller than the Dry Matter column.

Dry Matter — Values in the “Dry Matter” column give nutrient information with the water removed. To accurately compare forages of differing water content, they must be compared on a dry matter basis.

Protein

Protein (or Crude Protein) — A measure of the amount of nitrogen in the feedstuff. Laboratories measure the nitrogen in a sample, then multiply by a factor of 6.25 to get the crude protein value.

Fiber

Acid Detergent Fiber (ADF) — Refers to the cellulose and lignin components of the forage cell wall and relates to the ability of an animal to digest the forage. As ADF increases, digestibility of a forage usually decreases.

Neutral Detergent Fiber (NDF) — Refers to the total cell wall — cellulose, hemicelluloses and lignin. NDF values reflect the amount of forage an animal can consume. As NDF increases, dry matter intake will generally decrease. Labs often analyze for ADF but may not include NDF values unless specifically requested.

Energy

Total Digestible Nutrients (TDN) — An estimate of the digestibility of the forage and one measure of the energy content of a feedstuff. The higher the TDN value of a forage, the more energy it contains.

Net Energy for Maintenance (NEm) — The net energy system is an alternative way to assign energy values to feedstuffs, based on how the energy is partitioned for different uses. NEm describes the ability of a forage to meet the maintenance energy requirements of an animal.

Net Energy for Growth (NEg) — NEg describes the amount of energy in a forage available for growth after the maintenance needs have been met.

Net Energy for Lactation (NEl) — NEl describes the ability of a forage to meet the energy requirements of lactation.

After nutrient analyses are obtained, the next step is to compare the nutrient composition to nutrient requirements for the classes of cattle consuming those feedstuffs. Sending in forage samples early in the fall allows for more time to make supplement purchasing decisions and fine-tune rations for the upcoming months.

ST

SAFETY ZONE™

CALF CATCHERS

A Cowman's Best Friend at Calving Time!



Easy and Safe Catching!



Fits ATVs and UTVs!



Safe Processing!



Safe Release!

Designed for Processing Safety...

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

Now available with digital scale!

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



Moving Pairs is Easy!

Jim Anderson DVM, MS – "I use my ATV version with scales almost every day to process newborn calves. It is as handy as a pocket on a shirt! Buying this product is a lot less painful than a trip to the hospital."

Cody Lee, MT - "We have concluded that purchasing the calf catchers was the best use of money that we have made in the last twenty years. It was a huge time and labor saver and just simply made calving a much easier task. The catcher is a very well-made piece of equipment, and it handled all of my concerns with rough terrain and ditches with flying colors."

Marvin Schultis, NE - "My calf catcher works great! I would not be without it! Thanks for the great workmanship."

Watch action video at
SafetyZoneCalfCatchers.com
For local dealers or to order, call 877-505-0914!

DEALER INQUIRY INVITED

GENETIC PREDICTIONS FOR BRISKET DISEASE A PRIORITY

Costs increasing due to death loss

By Dr. Bob Hough, former Executive Vice President of the Red Angus Association of America

Editor's Note: This article was originally published by *Western Livestock Journal (R)* on July 27, 2018.

Pulmonary hypertension (PH), which is commonly referred to as brisket disease, has been observed in cow-calf and stocker operations where cattle are being grazed at high elevation for over 100 years. In addition, during the last decade death loss has doubled in feedlot cattle, with much of the increased loss coming at the end of the feeding period when animals are close or ready to market. This represents a tremendous economic loss to cattle feeders. There is increasing evidence that this sudden death loss in feedlots is due in large part to PH.



Dr. Bob Hough

Anecdotal evidence reveals that the industry is feeding more cattle that are straightbred from breeds — particularly Angus — originally developed to thrive at low elevation. These breeds have certain bloodlines known to be prone to having high pulmonary arterial pressure (PAP) and increased incidence of PH. This can result in the sudden death observed in these market-ready cattle. Fortunately, this is heritable, which means it can be impacted through selection.



High mountain disease in a calf.

Pulmonary arteries carry blood from the right heart chambers to the lungs for oxygenation. When PAP increases, the heart must work harder to get blood into the lungs. The increased heart workload associated with high PAP can result in PH in cattle.

Work done at Colorado State University (CSU) reports high PAP results in excessive heart contractions, stretching of the heart muscle, and increased size of the right side of the heart. This also results in decreased animal performance. When the heart chambers exceed capacity, the heart walls thicken, which can result in heart failure and death loss. Research has also demonstrated that PAP increases in all cattle when they are being finished in feedlots, making them more susceptible to PH.



The heart responds to the increased demand placed on it by the high PAP by enlarging through cell replication; however, when dilation of the heart chambers exceeds wall thickening the function of the heart deteriorates for a number of reasons such as poor contractility and relaxation and increased wall stiffness. Ultimately, heart cells begin to die as the heart fails.

As the indicator trait for susceptibility to PH, PAP can be tested for by trained veterinarians. It is important to sort seedstock for the trait because the decreased performance and death loss from PH has become an increasing problem throughout the different segments of the industry, including the finishing phase in feedlots.

In addition, feedlot cattle with compromised lung function caused by things like bovine respiratory disease (BRD) are also prone to higher PAP and potential PH. Therefore, producing genetic predictions to objectively describe an animal's susceptibility to PH has become an industry priority.



Brisket edema in a steer that died from HMD. Clear edema fluid oozes from the incision. The skin over the brisket pits when pressed with a finger.

Feedlot managers have taken advantage of cheap gains from relatively low grain prices by feeding cattle to a fatter body composition. Much of this gain at the end of the feeding phase disproportionately results in increased carcass growth as opposed to the relatively stable size of the organs. This means lung capacity becomes proportionally smaller in relationship to body weight, which results in increased PAP and the potential for PH.

An EPD (expected progeny difference) to predict differences in animals' susceptibility to PH will be based on the indicator trait of PAP, as well as genomic markers. Private businesses like Leachman Cattle of Colorado are currently calculating PAP EPDs, and CSU has been working with the American Angus Association to explore a genetic prediction for that breed.

CSU has found the heritability of PAP measured at high elevation to be .34, which is higher than weaning weight and yearling weight. They have also found the heritability of PAP taken at moderate altitude to be .29 and highly correlated (.83) with measures at high elevation. This means objective genetic predictions can be successfully calculated and susceptibility to PH can be decreased through selection.

Research has also demonstrated that PAP is a complex trait influenced by a large number of genes. This means genomically-enhanced EPDs will increase the accuracy of PAP genetic predictions, so identifying informative markers needs to be researched for incorporation into PAP EPDs.

If lung function is compromised from something like pneumonia, PAP will also be increased, as well as the incidence of PH. This is why genetic predictions for BRD is also being explored. Research has demonstrated that BRD susceptibility is heritable, so EPDs can be calculated, and the susceptibility to BRD decreased through selection.

With the industry increasingly using cattle that are straightbred Angus, as well as other breeds developed at low elevations, the calculation of a PAP EPD is becoming an increasing priority. With cattle being fed to a fatter body composition in yards at moderate elevation, sudden death loss is increasing in cattle near market ready. This costly loss must be addressed for the industry to remain profitable. Luckily, the trait is heritable and responds to selection.

ST

Complete Herd Dispersal

B & B Farms of Sanford, NC

Dr. Kim Browning & Bill Bridges



September 8, 2018 • 10:00 am

George P. Upton Sales Arena

93 Agriculture Place - Clinton, NC

**Selling 70+ head of the south's best
Simmental & SimAngus™ genetics**

For complete details, visit:

www.ebharris.com

ESTES RANCH *Simbrah-Simmental*



13-year-old Simbrah cow in her working clothes.

*Your Volume Source for Purebred Bulls and Heifers,
as well as Commercial Simbrah-Angus Heifers.*

"The Simbrah cow is the best BEEF producer ever developed! Estes Ranch Simbrah cows are proving their value in the Real World. We fed 73 of our lower end heifers at Lubbock Feeders in 2017. They graded over 86% CHOICE or better, with no Standard grades! Our family has over 400 Simbrah and Simmental Cows. Contact us for your replacement heifer or bull needs.

ESTES RANCH

Paul Estes 580-675-2407 home, 940-357-1454 cell
Dr. Ben Estes, DVM 940-357-1483 cell • estesfamily@swoi.net
4100 CR 290 Wellington, TX 79095

Looking for your next breeding piece?

Offering the complete dispersal of all 2011 born females including these proven donors. 150 elite open heifers out of the breed's most exciting sires. The first progeny out of TJ Franchise, Koch Big Timber, TJ Diplomat, CCR Payday and CDI Mainline to be offered on the open market. Over 250 lots offered.

harvest SELECT

SUNDAY, NOVEMBER 4, 2018



TJ 44Y Sells bred to ACW Iron Hide 395Y.



TJ 124Y Sells open and ready to flush.



Wendy W14 Sells bred to RC Xceed.



TJ 42A Offering TJ Franchise females out of 42A.



TJ Y13 Sells bred to Koch Big Timber.



TJ 38W Offering TJ Main Event females out of 38W.

DVAuction
Broadcasting Real-Time Auctions

Bid live online
www.dvauction.com

ALLIED
GENETIC RESOURCES

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

TRIANGLE J
Ranch

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

More Bull Power Under The Hood

- BETTER FEED EFFICIENCY • MORE CARCASS VALUE •
- BETTER MOMMA COWS • MORE PROFIT •

R.A. BROWN RANCH 44TH ANNUAL FALL SALE
October 10, 2018 • Throckmorton, TX

- 600 head of Age-Advantage Angus, Red Angus and SimAngus™ Bulls
- 400 head of "Hand-Picked" Commercial Bred Heifers
- 120 Head of Registered Red Angus Females
- 16 Head of Ranching Heritage Quarter Horses

Load Lots of Profit!

75 SimAngus™ bulls rank in the top 10% for \$Profit
90+ rank in the top 10% for API and/or TI
80 rank in the best 10% for Feed Efficiency
70 Bulls Homozygous Black & 50+ Homozygous Polled
120 bulls (every bull) phenotypically scored for feet, legs and disposition

In Throckmorton - Average is Incredible!

The average of our 120 SimAngus™ bulls ranks in the top 9% for \$Profit, 10% for API, 10% for TI, top 20% Marbling and 20% for Stayability

*Join us September 18, 2018
for our SimGenetics Field Day!*

Donnell & Kelli Brown
Phone: 940-849-0611
Throckmorton, TX

RABROWN RANCH.COM



BEEF IMPROVEMENT FEDERATION

50 Years Focused on Data-based Profit Decisions



By Bill Zimmerman

The Beef Improvement Federation (BIF) Annual Meeting held in Loveland, Colorado June 20-23 was a celebration of 50 years since a small group of innovative beef producers and researchers conceived the idea of an organization that would “connect science and industry to improve beef cattle genetics.”

Initially, BIF focused on moving from selection based on visual appraisal to performance-based selection, and standardizing performance records across breeds. From that beginning, the science of beef cattle breeding and genetics has evolved through the maze of acronyms (EBV, BLUP, EPD, DNA) to the powerful genetic selection tools we have available today. There is an amazing parallel and symbiosis between BIF and ASA — both were started in 1968 by innovative beef producers focused on the use of performance records to improve the accuracy of selection over visual appraisal. Think of the ASA motto displayed on the historic stained glass in the ASA office: “Visual analysis tells you what a Simmental appears to be . . . performance and progeny test tell you what he actually is.”

IGS Lead Geneticist, continues her service on the BIF board. Lynn Pelton, ASA member from Kansas, was recognized for his longtime service, receiving the 2018 BIF Continuing Service Award. Pelton served as BIF president in 2005.

The program at an annual BIF conference combines the official business of the organization — board elections and award presentations — with discussions focused on the role and application of breeding and genetics to address beef industry issues. General session speakers are chosen to provide a “big picture” and stimulate new thinking regarding beef industry issues. Detailed presentations and discussions of current research and applications are covered in the six BIF technical committees.

- Efficiency and Adaptability
- Emerging Technologies
- End-Product Improvement
- Genomics and Genetic Prediction
- Producer Applications
- Advancements in Selection Decisions

One general session this year looked at “Positioning for the Future of Beef Production” with speakers suggesting improvements in the industry focus on feed efficiency, beef product quality, sustainability, and a focus on traits we do not currently consider in most breeding programs. Addressing this last topic, Dr. Dorian Garrick, professor and chief scientist at Massey University, and a key person in the development of the BOLT software, suggested that in our genetic selection programs,

“There is inadequate consideration of reproduction, inadequate consideration of eating quality, inadequate consideration of the human healthfulness of the beef, inadequate consideration of disease resistance, inadequate consideration of feed intake and feed efficiency, inadequate consideration of lifetime performance, inadequate consideration of welfare traits such as horns, and inadequate consideration of environmental attributes such as water use, greenhouse gas emissions, or levels of effluent particularly nitrogen outputs. All of these characteristics exhibit phenotypic variation, and all are heritable, so could be included in breeding programs.”

This is clearly a challenge to future commercial and seedstock producers to think more inclusively about what we are selecting for, and how to give consumers more value from the genetic and genomic tools we have available.

CONTINUED ON PAGE 36



In the parallel 50-year histories of ASA and BIF, many ASA members have provided leadership in BIF including many serving as BIF president, and many ASA members have been recognized by BIF for various awards. This year was no exception. ASA member Donnell Brown from Throckmorton, Texas completed his term as BIF president during the June convention; Gordon Jones, ASA member from Kentucky, was elected to the BIF board of directors; and Dr. Lauren Hyde,

Family MATTERS

Saturday, September 15, 2018

Sunset View Farms Sale Facility in Auburn, Kentucky

Look for more Simmental females like these in our upcoming 15th annual production sale....



656D - Full Throttle x Triple C Singletary



6C - Bismarck x WS Snap 769T
Bred to WHF Insight



0166Y - Iron Mountain x Dream On
Bred to WHF Insight



X905 - Sure Bet x Independence
Bred to WHF Insight



816F - Cowboy Cut x Joys Diva



P037D - Bismarck x WS Snap 769T
Bred to WHF Insight



5908E - Santa Fe x Built Right



S1E - Built Right x Missy A407



X126 - Stonehenge x Swain Velvet
Bred to HILB Oracle



27PD - All In x Flying B Cut Above
Bred to WHF Insight



189D - Uno Mas x Lady Remington 5S
Bred to SFG The Judge



Y1D - Revolution x Built to Love



32E - Grand Fortune x Missy A407
Bred to Deplorabull



S6E - Vision x Brilliance



Z11D - All In x Obsession
Bred to Wide Range



673D - Turning Point x Spring Velvet
Due to W/C Rapid Fire

Tylertown Simmental

Tyler & Sloane Kreger
(615) 745-5748 | (615) 517-4561

KenCo Cattle Company

OWNER: Ken Butner
MANAGER: Randy Favorite
(615) 405-6105 | (931) 588-1210

Clover Valley Simmentals

Steve & Kevin Sieg
(812) 736-4129

Managed by: 
(859) 421-6100
(423) 506-8844
www.dpsalesllc.com

BEEF IMPROVEMENT FEDERATION

50 Years Focused on Data-based Profit Decisions

CONTINUED FROM PAGE 34

The other general session asked, “Who Will Own Our Industry?” a question really focused on the vast amount of information collected, accumulated, and analyzed at every level of the industry. Marty Ropp, CEO of Allied Genetic Solutions and former ASA employee, provided a wake-up call in his discussion of “What I Learned from Pigs.”

As Ropp walked the audience through the misguided and nearsighted demise of the traditional swine seedstock industry, he said, “I am just here to tell the story. Any resemblance to the current status of the beef genetics business is not coincidental.” His lesson is that we must keep focused on beef production as food production, and that science-based decisions and profit will win over popular opinion and tradition.

This general session concluded with a panel discussion including ASA’s Dr. Wade Shafer as a panel member discussing, “Who Owns Your Data and Where Is It?” This is an important issue for many producers — commercial and seedstock. As data is collected, accumulated, and analyzed, it reveals important information about the most profitable and sustainable production and management systems. When the information is shared and accessible to the industry, everyone can reap benefits including beef consumers and the general public. But without a structure for sharing information, it becomes proprietary, or is withheld from rightful beneficiaries. Every beef producer and organization is facing this question and dilemma.

The BIF committee on Advancements in Selection Decisions included an important discussion by Dr. Mahdi Saatchi, IGS/ASA Lead Genomicist, and Dr. Lauren Hyde, IGS Lead Geneticist, explaining how the “New IGS EPDs are Really Better.” As they explained, EPDs are simply a tool to predict an observable, measurable phenotype. If one set of EPDs does a better job of predicting the phenotype, then they are a better tool for genetic selection and improvement. Saatchi explained that using the same data from the ASA database, and removing the phenotypic records from

2015 forward, he ran a parallel EPD analysis using the ASA Cornell software and using the BOLT software. He then compared the predicted phenotypes with the actual phenotypes. The correlations show a significant improvement in the accuracy of prediction for the EPDs derived with the BOLT software. So, yes, the new EPDs are really better.

The Selection Decisions committee really highlighted the IGS Multi-breed Genetic Evaluation powered by BOLT. In addition to the session with Saatchi and Hyde, Steve McGuire, ASA COO, talked about “Stitching 13 Breed Associations’ Data Together.” Dr. Bruce Golden, Theta Solutions, discussed the methods and models behind the IGS EPDs, and the session concluded with Dr. Wade Shafer on a panel discussing the “Trials and Tribulations of Weekly Evaluations.”

A producer-focused discussion on “Getting It Right — Proper Contemporary Grouping Strategies for Beef Cattle Performance Programs” was presented by Dr. Bob Weaber, professor/cow-calf extension specialist, Kansas State University, also a former ASA employee, as part of the Genomics and Genetic Prediction committee session. Weaber provided very practical tips on forming correct contemporary groups for data collection and submission. And he showed the unintended negative effects of “stacking” contemporary data to artificially inflate performance of selected animals.

The session that really wrapped everything up into a practical toolbox was the Bull Selection Workshop presented in the Producer Applications committee by Dr. Matt Spangler, associate professor of animal science/extension beef genetics specialist, University of Nebraska; Dr. Darrh Bullock, extension professor, University of Kentucky; and Weaber. In the workshop, participants used data from actual bull sale catalogs and breed association websites to make purchase decisions of possible sires that would move their herd toward selected breeding and profit goals.

Powerpoint slides and summaries of these presentations, and many other 2018 BIF sessions can be viewed and downloaded at no charge from <http://www.bifconference.com/bif2018/newsroom.html>. Save the date for the 2019 BIF Convention and Research Symposium on June 18-21 in Brookings, South Dakota.

ST



BELLES



of the BLUEGRASS

Saturday, October 6, 2018 | 1:00 pm EST
Reality Farms, Campbellsburg, Kentucky

INSIGHT x DYNASTY



UPPER CLASS x WHF SIERRA



COWBOY CUT x PALEFACE



BROADWAY x EBONYS JOY



LOADED UP x SS WINDSONG



W/C LOCKDOWN x W/C UNITED



UNITED x DEW IT RIGHT



UPGRADE x IN DEW TIME



CONSIGNORS...

Swain Select Simmentals
Wayward Hill Farm
Welsh Simmentals
Misty Meadows Farm

Reality Farms
Ratliff Cattle Co.
Kaiser Simmentals

LOCK N LOAD x SWAIN INTUITION



HIGH VOLTAGE x UNO MAS



Doug & Debbie Parke 859.421.6100
Drew & Holli Hatmaker 423.506.8844
office@dpsalesllc.com



View sale book online at www.dpsalesllc.com

Study Finds Consumer Appetite Changing

More than one in three US consumers are following a specific diet or eating pattern, and they are increasingly averse to carbohydrates and sugar, according to the 13th annual “Food & Health Survey,” released by the International Food Information Council (IFIC) Foundation.

Given a list of diets to choose from or the option to write in a response, 36% of Americans reported following a specific eating pattern or diet within the past year — about two-and-a-half times the number (14%) of people following a specific diet in 2017, when it was an open-ended question on the survey.

The top eating pattern cited was intermittent fasting (10%). Diets considered at least somewhat restrictive of carbohydrates were well represented, including Paleo (7%), low carb (5%), Whole30 (5%), high protein (4%) and ketogenic/high fat (3%). Younger consumers ages 18-34 were more likely to follow a specific eating pattern or diet than those ages 35 and older.

More Americans than in previous years blame weight gain on carbs — specifically sugars. While sugars continue to be the most cited cause of weight gain, at 33% of respondents, carbohydrates ranked second, at 25%, up from 20% in 2017. Both of those numbers were the highest since 2011. Fats (16%), protein (3%) and “all sources” (17%) lagged behind sugar and carbs when placing blame for weight gain.

Almost all consumers are interested in getting specific health benefits from food or nutrients. However, the top two desired health benefits in 2018 changed places from 2017: This year, 20% ranked cardiovascular health as their top desired benefit, followed by weight loss or weight management at 18% and energy at 13%. In 2017, those numbers were 16%, 32% and 14%, respectively.

Nonetheless, consumers don't know, and remain confused about, how to achieve these desired outcomes: Only 38% are able to name a food they would seek out to help with their top health concern. Protein was most frequently identified (10%), followed by vegetables (7%), vitamins and minerals (5%) and fruits (4%).

Dinner Plates Don't Match “MyPlate”

What American adults believe experts recommend about which foods should fill their dinner plates isn't too far off from the actual guidance from the US Department of Agriculture's MyPlate. When it comes to what people actually eat, however, the story is much different.

USDA's “MyPlate” recommends that people fill about half of their plates with fruits and vegetables, with the rest of the plate divided up by grains (half of which should be whole grains) and protein and with dairy represented by a separate circle next to the

plate. When consumers were asked which foods they believe experts recommend, they were on the mark with vegetables at 30% and fruits at 21%, while protein and grains made up the balance, at 29% and 20%, respectively.

What consumers really eat diverges from the recommendations, with protein leading the way at 38%, followed by vegetables at 29%, grains at 21% and fruits at 12%. About half (48%) said they include dairy often or always, while only 2% said they never include dairy products.

Farmland Trust Applauds Senate Farm Bill

The American Farmland Trust (AFT), the organization behind the national movement, “No Farms, No Food,” applauds the Senate Agriculture Committee for their bipartisan draft of the 2018 Farm Bill for maintaining the Conservation Title funding baseline, making improvements to the administration of the Agricultural Conservation Easement Program (ACEP) and including support for programs that benefit next-generation farmers.

The Senate bill supports farming and farmers by maintaining funding of the Conservation Title and providing new, mandatory baseline funding for programs that assist next-generation farmers such as the Beginning Farmer and Rancher Development Program (contained in the Farming Opportunities Training and Outreach Program).

The loss of farmland to development is serious and accelerating. According to an AFT report, “Farms Under Threat: The State of America's Farmland,” 31 million acres were lost to development between 1992 and 2012, nearly twice the area of farmland was lost than was previously shown. AFT has worked with state and local entities and agricultural land trusts — many of whom utilize ACEP funds — to protect over 6.5 million acres since its founding in 1980. In the next 10 to 15 years, one-third of agricultural land will change hands.

Eating Unprocessed Red Meat Reduces Heart Disease

Adopting a Mediterranean-style eating pattern improves heart health, with or without reducing red meat intake, if the red meat consumed is lean and unprocessed, according to a Purdue University nutrition study.

The study was published online in the American Journal of Clinical Nutrition and was funded by the beef checkoff and the pork checkoff, with support from the National Institutes of Health's Indiana Clinical & Translational Sciences Institute and a National Institutes of Health predoctoral training grant through the Ingestive Behavior Research Center at Purdue.

CONTINUED ON PAGE 40

Focused on the Future

We invite you to
join us on
SATURDAY, OCTOBER 20, 2018
at the farm in Starkville, MS for
THE MAGNOLIA CLASSIC 2018.

**WHILE BUILDING ON THE
PAST WITH PROVEN,
FLECKVIEH GENETICS**



LITTLE CREEK FARM, LLC

Fleckvieh Simmental & Red Angus Cattle

2638 Turkey Creek Rd., Starkville, MS 39759

Dr. Mikell & Mary Cheek Davis

Cell: 662-418-0686 • mikell@littlecreekcattle.com

Dr. Jason & Nikki Gress

Cell: 301-331-1773 • Email: jason@littlecreekcattle.com



Like us on facebook! Search Little Creek Farm.

VISIT US ONLINE AT WWW.LITTLECREEKCATTLE.COM

Overall, heart health indicators improved with both Mediterranean-style eating patterns. Interestingly, participants' (low-density lipoprotein) cholesterol, which is one of the strongest predictors for the development of cardiovascular disease, improved with typical but not lower red meat intake.

The Mediterranean-style eating pattern, which was ranked number one by *Consumer Reports*, is recommended by the Dietary Guidelines for Americans. A Mediterranean-style eating pattern has clinically proven effects on health, especially related to heart health and risks for heart disease such as heart attack or stroke.

The composition of a Mediterranean-style eating pattern varies across countries and cultures. What is common across most Mediterranean regions is consumption of olive oil, fruit, vegetables and legumes, but protein sources depend on the particular country and geographic region. Obviously people who live on the coast will eat more seafood, but if they live inland they will eat more red meat.

Farm Groups Warn Senate

More than 600 trade organizations and companies throughout rural America have sent US Senators a clear message about crop insurance as they prepare to debate the 2018 Farm Bill.

"As you consider the 2018 Farm Bill on the Senate floor, we urge you to oppose harmful amendments to crop insurance, including those that would 1) reduce or limit participation in crop insurance, 2) make insurance more expensive for farmers during a time of economic downturn in agriculture, or 3) harm private-sector delivery," the groups wrote in a joint letter.

The signers, which range from farm groups to financial lenders, rural businesses and conservation organizations, explained their strong support for farmers' primary risk management tool. And, they noted that consumers and taxpayers benefit as well since crop insurance reduces the need for expensive, unbudgeted disaster aid packages.

"Crop insurance is food and fiber security insurance, and food and fiber security is national security," the letter concluded. "Given the importance of crop insurance, the undersigned organizations urge you to support America's farmers, ranchers, rural economies and national security by opposing amendments that would harm crop insurance." CONTINUED ON PAGE 42



North Dakota Simmental Association



Contact:
Kim Myers, Secretary/Treasurer
 12066 57 St SE • Kathryn, ND 58049
 701-308-1018 • gkmyers@outlook.com

View our website for event/activity information:
www.northdakotasimmental.com

Still committed to the aims and objectives that started the Association in 1970.

- The development and promotion of the Simmental breed of cattle in North Dakota.
- Show how the Simmental breed can make an important contribution to the cattle industry in North Dakota.



Remember the following:

- North Dakota Simmental Association Annual Meeting and Banquet. December 7, 2018 – Bismarck, ND.
- Showcase/Classic Simmental Sale. December 8, 2018 – Mandan, ND.
- North Central Regional Classic – June 11-15, 2019 – West Fargo, ND



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

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

| CE | BW | WW | YW | MCE | Milk | MWW | Stay | DOC |
|------|-------|------|--------|------|-------|-------|------|-----|
| 7.5 | 1.6 | 88.1 | 136.6 | 5.6 | 20.5 | 64.5 | 22.5 | 4.9 |
| CW | YG | Marb | BF | REA | Shear | API | TI | |
| 50.4 | -0.48 | 0.11 | -0.111 | 1.16 | -0.19 | 134.9 | 79.2 | |

EPD as of 7/24/2018



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

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

| CE | BW | WW | YW | MCE | Milk | MWW | Stay | DOC |
|------|-------|------|--------|------|-------|-------|------|------|
| 16.8 | -2.4 | 75.0 | 115.2 | 10.3 | 20.6 | 58.0 | 19.6 | 12.3 |
| CW | YG | Marb | BF | REA | Shear | API | TI | |
| 43.7 | -0.32 | 0.36 | -0.044 | 1.10 | -0.52 | 155.7 | 82.9 | |

EPD as of 7/24/2018

SexedULTRA 4M™
 High Fertility Sex Sorted Semen

MAXIMIZE YOUR GENETIC PROGRESS



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

AUTHORITY
 PUREBRED
 AUTHORITY 77X X VOYAGER

| CE | BW | WW | YW | MCE | Milk | MWW | Stay | DOC |
|------|-------|-------|--------|------|-------|-------|------|-----|
| 9.3 | 1.0 | 60.2 | 88.5 | 3.6 | 20.4 | 50.4 | 16.8 | 6.4 |
| CW | YG | Marb | BF | REA | Shear | API | TI | |
| 34.1 | -0.33 | -0.06 | -0.065 | 0.85 | -0.40 | 115.4 | 62.3 | |

EPD as of 7/24/2018



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

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

| CE | BW | WW | YW | MCE | Milk | MWW | Stay | DOC |
|------|-------|------|--------|------|-------|-------|------|-----|
| 14.6 | 0.2 | 75.6 | 120.6 | 7.4 | 17.2 | 54.9 | 20.4 | 9.1 |
| CW | YG | Marb | BF | REA | Shear | API | TI | |
| 45.9 | -0.12 | 0.51 | -0.028 | 0.62 | -0.42 | 157.6 | 82.4 | |

EPD as of 7/24/2018

THE BEST WAY TO PREDICT
 THE FUTURE IS TO

Create It

STgenetics® 866.589.1708
 BEEF@STGEN.COM
 WWW.STGEN.COM

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

Four Food Companies Form Sustainability Alliance

Four of the nation's largest food companies have launched the Sustainable Food Policy Alliance, a new organization focused on driving progress in public policies that shape what people eat and how it affects their health, communities and the planet. Founding member companies include Danone North America, Mars Inc., Nestlé USA and Unilever United States.

The launch comes after all four, along with seven other major firms, had previously dropped their membership from the Grocery Manufacturers Association (GMA) amid philosophical disagreements in 2017.

The four founding member companies have already made broad updates to their portfolios in recent years, collectively and voluntarily advancing issues like sodium reduction, responsible marketing and transparency and reducing their impact on the planet, including by cutting greenhouse gas emissions.

In a joint statement, company leaders said, "The Sustainable Food Policy Alliance was founded on the principle that food companies can and should be doing more to lead and drive positive policy action for the people who buy and enjoy the foods and beverages we make, the people who supply them and the planet on which we all rely."

The company leaders said they are committed, first and foremost, to leading by example, noting, "Each member company has independently proven a willingness to advocate for the long-term interests of the people who farm and supply our raw materials and people who make and consume our products."

They added, "With so many pressing food policy opportunities on the horizon, now is the time to help steer America's food policy and our food system on a better path for long-term success."

Member companies of the Sustainable Food Policy Alliance will prioritize US public policy advocacy and action in five key areas: consumer transparency, environment, food safety, nutrition and people and communities. At launch, two important policy areas on which the alliance intends to engage include nutrition labeling and carbon emissions.

They said they will develop and advocate for policies that help people make better-informed food choices that contribute to healthy eating while supporting sustainable environmental practices. Along the lines of consumer transparency, goals include improving the quality and accessibility of information available to consumers about the food they purchase for themselves and their families.

CONTINUED ON PAGE 44

Livestock Services



ALLIED
GENETIC RESOURCES

ALLIED BY REPUTATION.
FOCUSED ON SERVICE.

| | |
|---------------|--------------|
| MARTY ROPP | 406-581-7835 |
| CLINT BERRY | 417-844-1009 |
| JULIE MURNIN | 325-370-3103 |
| ROCKY FORSETH | 406-590-7984 |
| COREY WILKINS | 256-590-2487 |

WWW.ALLIEDGENETICRESOURCES.COM

A.I. Products, Semen & Service

| | |
|---|----------------------------------|
| Custom Collection Billings, MT 406.656.9034 | Customer Service 888.333.1783 |
|---|----------------------------------|

Strafford, MO
417.736.2125



©2017 GENEX A. LINDS-12

Col. Luke Mobley



Auctioneer
Livestock Marketing



205.270.0999 | www.LukeMobley.com



Semen Available on Today's Hottest AI Sires

866-356-4565
www.cattlevisions.com



Jered Shipman, Auctioneer

806-983-7226
6945 CR 206
Grandview, TX 76050



UNIVERSAL SEMEN SALES, INC.

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



unisemen@universalsemensales.com
www.universalsemensales.com


ORigen

Breeder to Breeder Genetic Services

10 West Arrow Creek Road
Huntley, Montana 59037
1-866-867-4436

www.ORigenbeef.org

Carcass Merit Sire Evaluation Program



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

CMP
CARCASS MERIT PROGRAM



BFS

BUCKEYE'S FINEST SALE

Sim-Genetics

SATURDAY, OCTOBER 6, 2018 - 6:30 PM
 Muskingum Livestock Auction Co., Zanesville, OH

Selling... Spring Bred Cows, Spring Bred Heifers, Bulls,
 Open Heifers and Embryo Packages



CLRWTR MAMACITA Z110G
 (CLRWTR Shock Force W94C x Harkers Why Not Me W110)
Selling in her entirety - open and ready to flush!



STF ROCK SOLID 033C
 (CDI Rimrock 325Z x STF Miss 033X)
*Selling in his entirety, along with several daughters
 and 50 units of semen.*



RHFS MS PEP PEBBLES Z44H
 (HC Power Drive 88H x HPF Miss Pep U051)
Sells safe A.I.'d to WS Revival.



CLRWTR QUEEN Z A94A
 (SVF Star Player T801 x CLRWTR Queen Z W94A)
Selling choice of two sons by TKCC Classified.



RHFS ROSIES RUBY Y46H
 (CNS Dream On L186 x Rolling Hills Rosie)
Sells safe A.I.'d to HPF Tradecraft D010.



RHFS ELSA E87H
 (STF Rock Solid 033C x Miss CCF Antoinette T45)
Fall open heifer.



ROLLING HILLS FARMS
 Bob, Bill & Marcia Hoovler // Belle Center, OH
 Bob's cell - 937.538.1329 // Marcia's cell - 937.539.1537
 rollinghillsfarmssimentals@hotmail.com
www.ROLLINGHILLSFARMSSIMMENTALS.COM

Guest Consignors...

- CHIPPEWA VALLEY ANGUS FARMS** // Rittman, OH
 Rod Ferguson - 330.697.7537 // Matt Brown - 330.383.1516
- LOR-MAR SIMMENTAL FARMS** // Prospect, OH
 Mark & Lorrie Isler - 740.262.5154
- ERV-N-DEL FARMS** // Louisville, OH
 Cliff Linder - 330.940.9542

Auctioneer... Col. Ron Kreis

Watch & Bid Live... DVAuction
www.DVAuction.com

White Farms 3J

FIRST CLASS ICE **Fancy Heifer Online Sales**



Mar 1 First Class 504
Dameron First Class x FB Forever Lady 1227

Watch for our ONLINE Sales!
Tuesday, October 16th
Monday, November 26th



HPF Ms Crocus U326
CNS Dream On L186 x ETR Ms Black Crocus L105

Crocus Matings by...

- First Class - High Regard
- Loaded Up - Classified
- Bankroll

Also matings out of our exciting
NEW herdsire W/C United 32D
(full sib to Executive Order)

Log on in October & November for pictures and videos!



WHITE FARM'S 3J
SIMMENTAL

CHEROKEE, OKLAHOMA

Jeff & Dawn Ann White
922 South Grand
Cherokee, OK 73728
HOME: 580.596.3245
580.829.1337 • 405.612.4814
Sean Ison: 405.609.7656
EMAIL: whiteda@aol.com 

www.whitefarmsllc.com

The alliance supports a comprehensive update of the definition of terms important for people, like “healthy,” including strong, science-based regulations on how these terms can be used on food packages and in marketing. The updates will help consumers make better choices for themselves and their families.

Montana Group Hopes to Save Beef Deal with China

A Montana cattle group is hoping its \$300 million beef export deal with Chinese e-commerce giant JD.com will still move forward despite the escalating US-China trade war, according to a report on China’s Xinhua news service.

JD.com’s pledge to buy \$200 million worth of Montana beef in the next few years has not been canceled, an executive with the Montana Stockgrowers Association told Xinhua in an interview. “We are still talking,” Jay Bodner, executive vice president of the Montana Stockgrowers, was quoted as saying.

The Stockgrowers group signed a memorandum of agreement with JD.com in November. The Chinese internet retailer also committed to spend up to \$100 million to build a meat processing facility in the state.

The Trump administration recently imposed a 25% tariff on \$34 billion worth of Chinese imports. China said it would add its own 25% import tax in response, on top of an existing 12% tariff.

Bodner said his group’s 2,500 members are hoping another round of proposed US tariffs announced Tuesday — 10% tariffs on an additional \$200 billion of Chinese goods — will not kill the biggest beef deal in Montana’s history.

JD.com’s offer to help build a slaughterhouse in Montana also represents a new potential profit center for the state’s cattle industry that will eliminate costs to ship cattle to processing plants in Colorado and Nebraska, Bodner said in the interview. He added that his group’s deal with JD.com might have to be scaled back if the trade war lasts longer than a month or two, according to the report.

FDA Becomes Involved in Lab Cultured Tissue

The Food and Drug Administration’s recent day-long meeting in Washington, D.C., didn’t reach any conclusions, but most parties had their say over how the nascent lab-grown animal protein products industry should be regulated. No USDA representatives were on the agenda, although they reportedly were in attendance.

Over the course of the meeting, attendees got a short course in protein biochemistry, but much of the time was spent hearing arguments over how the technology should be regulated and by whom.

To that end, Susan Mayne, director of FDA’s Center for Food Safety and Applied Nutrition, made the point that, “This is not our first rodeo, so to speak, in this area.”

Representatives from Memphis Meats, Finless Foods and JUST (formerly Hampton Creek) generally favored FDA oversight, while those from the conventional meat industry, including Rhonda Miller, past president of the American Meat Science Association and a professor at Texas A&M University, insisted that the lab-grown products were subject to contamination from their ingredients and manufacturing processes, just like conventional meat under the oversight of USDA’s Food Safety and Inspection Service (FSIS). *CONTINUED ON PAGE 45*

BULLS EYE BREEDERS

Angus & SimAngus BULL SALE



Take Aim at Higher Profits!

The most powerful set of Angus & SimAngus™ Bulls to sell!

1:00 PM WEDNESDAY

SEPT. 19

GONSALVES RANCH
BULL DEVELOPMENT CENTER
MODESTO, CALIFORNIA

Selling 100 Bulls...

50 18-Month & Yearling Angus Bulls
50 18-Month & Yearling SimAngus™ Bulls

Selling 50 Females...

40 Fall Open Commercial Females
10 Elite Registered Spring Bred Angus
& Simmental Females



DMND OAK Waylon 34-34
Sired by Baldrige Waylon



Gonsalves Jennings 720B
Sired by Baldrige Jennings



GRS Bounty E700
Sired by Hooks Bounty 6B



DMND OAK Yuma 4286-86
Sired by Basin Yuma 4286



Gonsalves Spotlight 708B
Sired by A&B Spotlight



GRS Fortress E723
Sired by KCF Bennett Fortress



Full sale offering will be
online soon at
www.ebersale.com!



Diamond Oak Cattle

Steve & Jean Obad 209-383-4373 or
Cell 209-777-1551
1232 W Tahoe St, Merced, CA

DOUBLE M RANCH Greg Mauchley & Sons 435-830-7233
11375 N. 10800 W, Bothwell, UT

Joey & Kristy 209-765-1142
Mike & Stacy 209-531-4893
Joe & Debbie 209-523-5826
7243 Maze Blvd., Modesto, CA

**FLOOD BROS.
CATTLE**

Roger & Andy Flood 530-534-7211
636 Flag Creek Rd, Oroville, CA



Sale Management:

Eberspacher
ENTERPRISES INC.

Office 507-532-6694
Val Cell 612-805-7405
View sale offering at
www.ebersale.com

Her Biological Clock is Ticking!



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

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

| | |
|----|---------------------|
| 15 | Calving ease scores |
| 21 | Birth weights |
| 22 | Weaning weights |
| 25 | Stayability records |



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

SimGenetics
PROFIT THROUGH SCIENCE
American Simmental Association

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

INDUSTRY UPDATE

CONTINUED

“The samples of cultured tissue have not been available for evaluation of the safety, composition, nutritional bioavailability, functionality and sensory property to understand how it compares to meat from conventional animal production,” Miller said.

Among the potential hazards are the unknown effects of temperature and time on lab-grown tissue, pH, and water activity, she said. The industry doesn’t know how cultured tissue reacts in different packaging environments, or what its shelf life is under various circumstances. Research has not yet been done on whether spoilage and the growth of pathogenic microorganisms process in the same way in cultured vs. conventionally derived meat products.

In a statement, Danielle Beck, director of government affairs for the National Cattlemen’s Beef Association, said, “NCBA applauds the pointed questions FDA has posed regarding risks, hazards and manufacturing methods of lab-grown meat food products. However, the appropriate agency to ask the questions under discussion today is the agency that will ultimately have jurisdiction over lab-grown meat food products. Any fair reading of the law places lab-grown meat food products within the primary jurisdiction of the USDA’s Food Safety and Inspection Service.”

The National Pork Producers Council said in its statement that lab-cultured tissue should be the purview of FSIS, which would require that they “comply with the same regulatory standards, including continuous inspection, process controls, antemortem and postmortem inspection of source animals and other requirements, as conventionally produced red meat and poultry products.”

The question is far from being resolved. The FDA is seeking public comment on the issues raised during the meeting through September 25.

CONTINUED ON PAGE 48

SELLING 75 ELITE ANGUS & SIMANGUS™ LOTS



High Ridge Farms

ALBEMARLE, NC

GENETIC OPPORTUNITY SALE



FRIDAY, NOVEMBER 2ND • 12:00 NOON
AT THE FARM, ALBEMARLE, NC

PROGENY FROM
THESE DONORS SELL
ON SALE DAY!



BC MADAME PRIDE 404

The PERFECT Angus cow!

*Dam is the powerful donor SAV
Madame Pride 2551 & sire is the calving
ease Whitestone Jubilee B005.*



SAV MADAME PRIDE 2599

POWER COW!

*Dam is the great SAV Madame
Pride 3249 & her sire is SAV
Prosperity 9131.*



KAPPES LADY W48 C332

STELLAR Simmental Cow!

*Her dam is the great Lucky Man
daughter Kappes Lady 7424 W48 & her
sire is the powerful STF Royal Affair
Z44M.*



KAPPES PRIDE T609 B266

Queen of Performance!

*She boasts a 123 pound yearling weight
EPD! Dam is Kappes SAV Pride 9173 T609
& sire is Kappes Chamber 530 Z631.*

GENETIC
OPPORTUNITIES FROM
GREAT PROVEN HERD
SIRES!

HIGH RIDGE FARMS

18124 Shore Farm Road • Albemarle, NC 28001 • www.highridgefarmsnc.com
Bruce Cuddy 704-695-2390 • bruce.cuddy@yahoo.com

SALE MANAGED BY EBERSPACHER ENT. INC.

Val & Lori Eberspacher 507-532-6694 • Val's Cell 612-805-7405
sales@ebersale.com • Catalog online this fall at www.ebersale.com



Sale Online at: **LiveAuctions.TV**

Gene-edited Pigs Resistant to Virus

Researchers at the University of Edinburgh's Roslin Institute have used gene editing techniques to produce pigs that resist the virus that causes Porcine Reproductive and Respiratory Syndrome (PRRS).

PRRS costs the pig industry around \$2.5 billion each year in lost revenue in the US and Europe alone. The disease causes breathing problems and deaths in young animals and if pregnant sows become infected, it can cause them to lose their litter.

The research team, in collaboration with global animal genetics company Genus PLC, focused on the cell surface of a receptor (CD163) where the virus attaches and removed the section, leaving the rest of the gene molecule intact. Testing of the gene-edited pigs found that they do not become infected at all with PRRS, and the animals showed no signs that the change in their DNA has had any other impact on their health or wellbeing.

PRRS is endemic in most pig-producing countries worldwide, noted the researchers in a press release. Vaccines have mostly failed to stop the spread of the virus, which continues to evolve rapidly.

Other groups have used gene editing to create PRRS-resistant pigs by removing the whole CD163 receptor. Removing only a section of CD163 allows the receptor to retain its ordinary function in the body and reduces the risk of side effects, the researchers said.

"These results are exciting but it will still likely be several years before we're eating bacon sandwiches from PRRS-resistant pigs," said Christine Tait-Burkard of the University of Edinburgh's Roslin Institute and lead author of the study.

"First and foremost, we need broader public discussion on the acceptability of gene-edited meat entering our food chain, to help inform political leaders on how these techniques should be regu-

lated," she said. "We also need to carry out longer term studies to confirm that these genetic changes do not have any unforeseen adverse effects on the animals."

If such studies are successful, noted Tait-Burkhard, and the public accepts the technology, researchers would work with pig breeding companies to integrate these gene edits into commercial breeding stocks.

Genetically modified (GM) animals are banned from the food chain in Europe. It is not clear what regulations would apply to gene-edited animals, however, as the approach is different. GM techniques have been controversial because they can involve introducing genes of other species into an animal. In contrast, gene editing speeds up processes that could occur naturally through breeding over many generations, without introducing genes from other species. The research was co-funded by the Biotechnology and Biological Sciences Research Council and Genus PLC, is published in the *Journal of Virology*.

FSIS to Consider Country of Origin Labeling

USDA's Food Safety and Inspection Service will consider a petition calling for a change in policy in the way the phrase "product of USA" can be used on the labels of meat and poultry processed in the US, even if the meat itself is imported, the agency said in a letter posted on its website.

To that end, it is asking for public and stakeholder comments through the regulations.gov website, until August 17.

The petition, submitted by the Organization for Competitive Markets and the American Grassfed Association, specifically targets grass-fed beef. About 75% to 80% of these products sold in the US are of meat imported from Australia and South America, among other countries. The overall beef market in the US is about 9% imported meat.

"Hit hardest by misbranding of US meat products are those US producers who have been transitioning their operations to grassfed beef. This market opportunity has been the one bright spot in US cattle production with sales nearly doubling annually," the petition says.

Cargill Part of South Korean Meat Store Chain

Cargill and Seoul-based AG Meat are partnering to launch Cargill's Excel beef in a meat store chain in South Korea that plans to open 300 units in three years.

The "It's Meat" stores will offer Cargill's Excel beef and will appeal to Korean consumers' interest in product safety, as well as quality and competitive pricing.

"Demand for safe, imported beef has increased given the price has stabilized," Jin-Tae Ha, general manager, Cargill Korea, said in a news release. "Cargill Protein is diversifying distribution channels to provide more Korean consumers access to high-quality Excel beef."

McDonalds Focused on Sustainable Beef in Canada

McDonald's Canada said it will be the first company in that country to serve beef from certified sustainable farms and ranches, beginning with its Angus menu lineup.

Over the next 12 months, more than 20 million Angus burgers will be sourced according to standards set by the Canadian Roundtable for Sustainable Beef (CRSB), the company said. A new CRSB logo will appear on the menu for consumers to see.

The CRSB standards for production and processing include more than 60 indicators across five principles for beef sustainability and are upheld by on-site certification audits.

CONTINUED ON PAGE 51

SIMTALK

Linking SimGenetics to Commercial Cattle



To receive a free subscription of *SimTalk*:

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



Check out these blogs at simmental.org

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

Stay informed.

Subscribe for free to receive the *SimTalk* Magazine.

Name _____

Company Name _____

Address _____

City _____

State _____ Zip _____

Phone _____

Email _____

I am a member of the American Simmental Association Yes No

9/18 ST

Profit Through Science

We do the science, you make the profit.

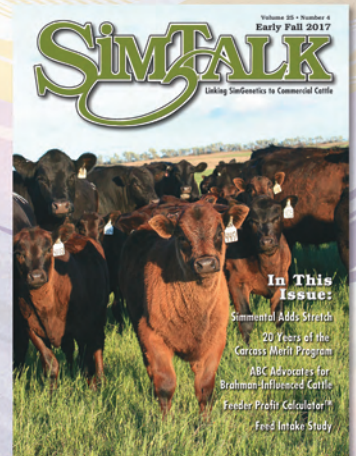
SIMTALK

Linking SimGenetics to Commercial Cattle

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

ASA Publication's *SimTalk* Production Schedule Deadlines

| | Sales Close | Ad Materials | Camera Ready | Mail Date |
|------------------------|-------------|--------------|--------------|-----------|
| Late Fall 2018 | Sept 21 | Sept 28 | Oct 9 | Oct 22 |
| January 2019 | Dec 5 | Dec 14 | Dec 21 | Jan 9 |
| March 2019 | Jan 23 | Jan 30 | Feb 9 | Feb 24 |
| Breeder Directory 2019 | May 1 | May 10 | May 23 | June 12 |
| Early Fall 2019 | July 23 | Aug 1 | Aug 12 | Aug 26 |



First-Class
Postage
Required

Post Office will
not deliver without
proper postage.

SIMTALK

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

Return today to receive your free subscription.

INDUSTRY UPDATE

CONTINUED

Beef-based Meal Kits Available Nationwide

Fresh beef meal kits are available in 1,500 grocery stores across the country, the result of a partnership between American Foods Group and the Beef Check-off program. The four meal kit options feature raw, USDA Choice beef along with other ingredients and will carry the “Beef. It’s What’s For Dinner” slogan.

The partners said the kits create a “complete beef meal featuring globally inspired flavors that consumers crave.” The kits are found in the fresh meat department, are priced between \$12.48 and \$17.99, and feed four to six people. Cooking time is less than 30 minutes.

University of Wyoming Logo Called Racist

A new slogan at the University of Wyoming — “The world needs more cowboys” — is drawing criticism as racist, sexist and counterproductive to recruiting out-of-state students.

Associate professor Christine Porter told the *Laramie Boomerang* the new slogan evokes images of stereotypical western icons in the minds of some faculty and misrepresents UW’s research and educational goals.

“I care most about our university having a slogan that makes all people feel welcome here,” Porter said. “That’s what I care most about. I also care about us not embarrassing ourselves as an institution across the nation. However proud this state is of our cowboy tradition, it just does not translate outside the Rocky Mountain West.”

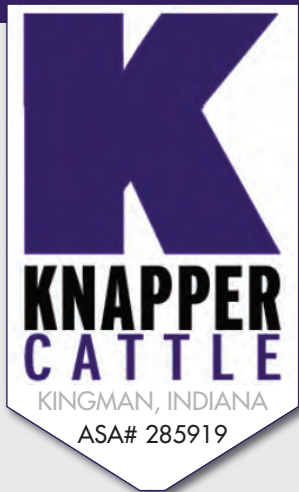
The objections are two-fold. Porter said the slogan both fails to be inclusive and fails to accurately represent UW to those outside Wyoming. “For me, the clearest reason it’s unacceptable is the word ‘boy,’ excluding anyone who identifies as female,” she said.

CONTINUED ON PAGE 52

The Black Label

10.13.2018
Shipwreck Cattle Co

Jered Shipman 806.983.7226 | Graham Blagg 530.913.6418 | Todd Alford 706.207.9454



Drew McGurk, Owner: 765-585-0696
 Tamiko McGurk, Owner: 765-585-1208
 Sean Alexander, Herd Manager: 812-621-7903
 2309 W. Clark Road • Kingman, IN 47952
www.knappercattle.com • knappercattle@wildblue.net

Consignors to:
Horstman's Factory Direct Female Sale
 Friday, October 5, 2018, West Lafayette, IN
The Black Label Sale
 Saturday, October 13, 2018, Grandview TX

INDUSTRY UPDATE

The UW Committee on Women and People of Color also object to the new slogan. The organization wrote a letter to UW Director of Communications Chad Baldwin and University President Laurie Nichols, asking them to “shelve that slogan and find another one that represents the diversity of people and cultures that we have, and want to have, at UW.”

Faculty Senate Chair Donald O’Toole told the Boomerang he shared Porter’s concern about the baggage that so often comes with the term “cowboy” thanks to media depictions. “It means someone who just kind of takes risks and can sometimes be a knucklehead,” he said. “Now, that’s not how cowboys are seen here, but the university really needs to balance the positive image that cowboys have here with the possibly negative image that cowboys may have elsewhere in the country, especially if they’re interested in bringing in a higher proportion of out-of-state students.”

The slogan is part of a \$1.4 million investment to advertise to prospective students in and outside Wyoming. The University paid a Colorado marketing firm \$500,000 to develop the campaign.

Global Food Insecurity Expected to Drop

Food security in 76 low-income and developing economies worldwide is expected to improve notably between 2018 and 2028: The share of the food-insecure population is expected to fall to 10.4% in 10 years from 21.1% now; the number of food-insecure people is projected to fall to 446 million from 782 million in the next decade; and the food gap — the amount of food required to allow all food-insecure people to reach the caloric target of 2,100 calories per person per day — is projected to decline to 24 million tons from 36 million tons. This is according to a new report from USDA’s Economic Research Service, “International Food Security Assessment, 2018-2028.”

In an executive summary, researchers note that gains in food security are expected to vary across regions. In Asia, where income growth is strong, the share of the food-insecure population is projected to decline to 4.7% in 2028 from 16.6% in 2018. The challenge is greater in Sub-Saharan Africa, a region where 35.3% of its population is food insecure today, and 24% are expected to be still food insecure in 2028.

In Latin America and the Caribbean (LAC), the share of the population that is food insecure is projected to drop to 9.5% in 2028 from 19.5% in 2018. Food security is also projected to improve for North Africa, the most food-secure region in the study. There, the share of the population that is food insecure falls to 2.3% in 2028 from 4.9% in 2018, the report predicts.



V-BAR SIMMENTALS

Quality, Fleckvieh-influenced cattle.



BULLS FOR SALE

18+ months old, private treaty

vbarSimmentals.com



Dick Venosdel • svenosd@pldi.net
 4163 N. Hwy. 82A • Tahlequah, OK 74464
 c: 918-629-3487 • h: 918-868-6070

The ERS demand-oriented International Food Security Assessment (IFSA) model projects food consumption (food demand) and food gaps in 76 low- and middle-income countries through 2028. Food security is evaluated for each country by estimating the share of the population unable to reach a caloric target of 2,100 calories per person per day.

Average per capita food consumption data are from the United Nations' Food and Agriculture Organization (FAO) Food Balance Sheets and FAO's cereal balances. Observed domestic prices are from FAO's Global Information Early Warning System (GIEWS) database. Tariff data are from the World Bank World Integrated Trade Solution (WITS). Incomes, exchange rates and Consumer Price Indexes (CPI) are from the ERS International Macroeconomic Dataset. World prices are from USDA's Agricultural Projections to 2027.

Device Senses Meat Spoilage

Scientists report that they have developed a wireless tagging device that can send signals to smartphones warning consumers and food distributors when meat and other perishables have spoiled.

In a study appearing in the American Chemical Society's journal *Nano Letters*, scientists from the University of Texas at Austin and Nanjing University in China said they created a nanostructured, polymer-based gas sensor that can detect substances called biogenic amines (BAs), which give decomposing meat its odor.

The scientists embedded the sensors into near field communication (NFC) devices placed next to meats. NFC devices wirelessly transmit information over short distances. They are similar to the radio frequency identification products retailers use to track inventory and shipments.

After the meats had been stored for 24 hours at 86 degrees Fahrenheit, the researchers found that the gas sensors successfully detected significant amounts of BAs. The sensors then switched on the NFCs so they could transmit the information to a nearby smartphone.

"The gas sensor enables a smartphone to readout meat spoilage when the concentration of biogenic amines is over a preset threshold. We envision the broad potential use of such intelligent sensing for food status monitoring applications in daily life, storage and supply chains," the researchers said in the study abstract.

Critics Respond to Sustainable Beef Framework

In a detailed letter to the US Roundtable for Sustainable Beef (USRSB), critics claim the platform presented for review earlier this year fails to "address key structural issues related to sustainability and the most damaging impacts of the cow-calf and feedyard phases of production."

Fifty organizations signed on to the letter, including the National Grassfed Organization, Earthjustice, the Sierra Club, GMO Free USA, Friends of the Earth, Food and Water Watch, several Catholic organizations, and the Organization for Competitive Markets.

The letter states the USRSB platform "will not help the US beef sector — either individual producers or the entire industry — realize its great potential to minimize the severe environmental, climate, public health, animal welfare and other impacts of poorly managed cow-calf and feedyard operations."

The framework is a set of resources, developed over more than three years, to help the supply chain from ranchers to retailers continuously improve the sustainability of US beef. The comment period ended July 1.

According to the USRSB, the framework highlights key areas important to the sustainability of beef and examines unique opportunities for each segment of the beef value-chain to identify opportunities to improve and reflect on their individual progress. Most importantly, the Framework is not a one-size-fits-all approach. It is designed to address the needs of the diverse beef communities who produce, buy and sell beef.

CONTINUED ON PAGE 56



WE'VE COME FULL CIRCLE.

M

Moser Ranch

27TH ANNUAL BULL SALE
PRIVATE TREATY OFFERING
AVAILABLE BEGINNING
THURSDAY, NOVEMBER 1, 2018
AT THE RANCH, WHEATON, KS

For the past 16 years we have marketed 100+ Moser bulls at our yearly auction. In 2018, only our VERY BEST will sell. Beginning on Thursday, November 1, 2018, 65 Head of SimAngus™, Angus and Simmental bulls will be available for sale at Moser Ranch. Our 5% repeat/loyalty customer discount will apply to bulls selling from November 1st-3rd.

Harry and Lisa Moser and Family / 3063 26th Road, Wheaton, KS 66521
785.396.4328 / moserranch@moserranch.com / www.moserranch.com

IRVINE RANCH

ANNUAL SALE



November 3rd, 2018

- 55 SimAngus™ & Simmental Bulls
- ◇ Genomic Enhanced EPDs to improve the accuracy of your selection.
- ◇ Homozygous Polled.
- ◇ Most bulls Homozygous Black. Also, a select group of Red Bulls.
- ◇ Tested negative for BVD-P1 & Leukosis.
- ◇ Disposition Scored and Guaranteed.
- ◇ Group Averages in TOP 3% of the Breed for both \$API and \$TI.
- ◇ Bred for a balance of CE, Efficient Performance, Carcass, & Maternal.
- 30 Young & Productive Females
- ◇ Fall Cow/Calf Pairs & Spring Breds.
- ◇ A product of our 50 year Simmental AI breeding program.

For sale information please contact:

www.IrvineRanchGenetics.com

johngirvine@sbcglobal.net

(785) 313-7473



Hook's Encore 65E



ASA 3253795 PB SM

HOOK'S BEACON 56B x MR NLC ENTREPRENEUR 1227

| | | | | | | |
|------|------|-------|-------|------|-------|------|
| CE | BW | WW | YW | MCE | MILK | STAY |
| 16.3 | -1.6 | 67.7 | 101.1 | 11.0 | 26.2 | 19.6 |
| DOC | CW | YG | MARB | REA | API | TI |
| 15.4 | 18.1 | -0.46 | 0.48 | 1.09 | 168.7 | 85.9 |

GW Major Move 390E



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

GW MOVIN ON 183C x GW PREDESTINED 701T

| | | | | | | |
|------|------|-------|-------|------|-------|------|
| CE | BW | WW | YW | MCE | MILK | STAY |
| 10.5 | -0.8 | 73.6 | 117.0 | 6.6 | 24.2 | 22.8 |
| DOC | CW | YG | MARB | REA | API | TI |
| 15.1 | 29.1 | -0.32 | 0.31 | 0.86 | 148.6 | 78.7 |

CAMP Campbell E737



ASA 3319012 PB SM

HOOK'S BALTIC 17B x SAND RANCH HAND

| | | | | | | |
|------|------|-------|-------|------|-------|------|
| CE | BW | WW | YW | MCE | MILK | STAY |
| 14.5 | 1.3 | 74.4 | 119.5 | 8.6 | 27.7 | 20.2 |
| DOC | CW | YG | MARB | REA | API | TI |
| 11.3 | 19.5 | -0.31 | 0.28 | 0.44 | 154.8 | 81.2 |

Hook's Eagle 6E



ASA 3253742 3/4 SM 1/4 AN

GENEX

HOOK'S BLACK HAWK 50B x GW-WBF SUBSTANCE 820Y

| | | | | | | |
|------|------|-------|-------|------|-------|------|
| CE | BW | WW | YW | MCE | MILK | STAY |
| 16.3 | -0.5 | 78.9 | 122.7 | 10.4 | 19.3 | 18.7 |
| DOC | CW | YG | MARB | REA | API | TI |
| 18.1 | 48.0 | -0.38 | 0.28 | 1.16 | 147.8 | 81.3 |

DEFINING THE Cutting Edge

TJ High Plains 986E



ASA 3288842 PB SM

CCR COWBOY CUT 5048Z x DIKEMANS SURE BET

| | | | | | | |
|------|------|-------|-------|------|-------|------|
| CE | BW | WW | YW | MCE | MILK | STAY |
| 14.1 | 0.2 | 79.8 | 113.6 | 6.5 | 34.7 | 16.3 |
| DOC | CW | YG | MARB | REA | API | TI |
| 16.4 | 31.3 | -0.37 | 0.47 | 0.77 | 158.4 | 90.4 |

KBHR High Road E283



ASA 3312276 PB SM

HOOK'S BEACON 56B x CLRS GRADE-A 875 A

| | | | | | | |
|------|------|-------|-------|------|-------|------|
| CE | BW | WW | YW | MCE | MILK | STAY |
| 18.5 | -2.1 | 73.5 | 114.5 | 11.9 | 30.7 | 19.2 |
| DOC | CW | YG | MARB | REA | API | TI |
| 12.5 | 34.9 | -0.50 | 0.53 | 1.33 | 177.7 | 92.3 |

NLC Gen Ten 82E



ASA 317984 PB SM

NLC PROGRESSIVE 40C x LBR RIGHT FOCUS W271

| | | | | | | |
|------|------|-------|-------|------|-------|------|
| CE | BW | WW | YW | MCE | MILK | STAY |
| 12.7 | 2.0 | 75.2 | 116.0 | 8.1 | 25.8 | 19.3 |
| DOC | CW | YG | MARB | REA | API | TI |
| 11.5 | 34.6 | -0.34 | 0.17 | 0.85 | 143.0 | 77.5 |

TO LEARN ABOUT THE OPPORTUNITIES
WITH ALL BEEF,
VISIT WWW.ALLBEEF.NET

MARTY ROPP 406-581-7835

**AVERAGE HAS
NEVER BEEN
good enough.**

**ALL
Beef**

EPDs current 8/10/18.

The key areas identified by the USRSB as being important to the sustainability of beef are referred to as High-Priority Indicators. These include: animal health and well-being, efficiency and yield, employee safety and well-being, land resources, water resources, and air and greenhouse gas emissions. Sustainability Metrics and Sustainability Assessment Guides serve as the segment-specific elements of the Framework tailored to address the unique challenges in the cow-calf, cattle auction market, feedyard, packer and processor, and retail and foodservice sectors.

However, the critics of the framework stated in the letter on June 27, 2018, “Most of these benefits are generated by well-managed grass-based and grass-finished livestock systems — yet the framework does not explicitly recognize, incentivize or otherwise support these far more sustainable grass-based and grass-finished systems.”

While supporting grass-based livestock systems, the critics also denounced what they described as USRSB’s “failure to address the consolidated structure of the US beef marketplace, which depresses producer prices for conventional meat and keeps sustainable beef from being produced and reaching consumers.”

E. coli Model for Beef

Scientists from the US Department of Agriculture, Agricultural Research Service, Eastern Regional Research Center (USDA ARS ERRC) have developed a validated one-step dynamic analysis method that can be used to predict the shelf-life of ground beef and conduct risk assessment of *E. coli* O157:H7 and non-O157 Shiga-toxin *E. coli* (STEC).

Investigators looked at the growth of *E. coli* O157:H7 in irradiated and non-irradiated raw ground beef under competition from background flora. Samples were tested under dynamically changing temperature conditions. The one-step dynamic analytical method was created to describe and determine whether or not the pathogen’s growth was significantly affected by background flora.

Results showed that background flora reduced the growth rates of *E. coli* O157:H7 by approximately 18%. The findings also suggest that the growth kinetics of *E. coli* O157:H7 and non-O157 STEC may be similar in ground beef.

Environmentalists Criticize Meat Alternatives

A new report from Friends of the Earth calls into question the environmental benefits attributed to meat analogs and lab-grown animal products, and emphasizes the need for more research.

“Second-generation, lab-created animal protein replacement products are not yet proven to be safe or sustainable by regulators or via transparent, independent third-party assessments. Rather, there are increasing concerns and questions that remain unanswered, and existing analyses show that these products may be problems masquerading as solutions,” the report said.

While plant-based meat analogs or lab-grown tissue may mean fewer animals slaughtered, the organization pointed out that their complicated make-up (more than a dozen ingredients); the need for additional crops, such as sugar cane, to provide necessary inputs; and the use of genetically modified ingredients in some cases are cause for concern.



Unprecedented awareness of your calves. **NO COST!**

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

Feeder Profit CALCULATOR™ beef@internationalgeneticsolutions.com

Red and Black Heat Tolerant SimGenetic Cattle

Simbrah – SimAngus™HT – SimAngus™ and Simmental




Bulls and Replacement Heifers for Sale Private Treaty. Call us or see our website for details.



Our Cattle are bred to take the **HEAT, HUMIDITY** and **INSECTS** in challenging environments while maintaining fertility, performance and carcass quality.

FILEGONIA CATTLE COMPANY

Joe Mercer
327 CR 459
Lott, TX 76656

Beth Mercer
Home/Office: 254-984-2225
Cell: 956-802-6995

www.filegoniacattle.com • bethmercer1974@gmail.com




FSC RANCH

EXTRA EFFORT

SimAngus™ Production Sale

SATURDAY, OCTOBER 20, 2018 • 1:00 PM

**NEW
LOCATION**

At the Fred & Eudell Smith Cattle Center
Located at the Ranch
2102 Pritchard Rd. • Clayton, North Carolina

ABOUT EXTRA EFFORT: "In our quest to be responsible stewards of the land and cattle that God has created, we are passionately putting forth Extra Effort to earn your business and become your seedstock source for value-added SimAngus™ genetics in North Carolina and the Eastern U.S."

—FRED J. SMITH, JR.

Selling 122 Registered SimAngus™
Bulls & Females, Including:

60 BULLS:

15 18-MONTH-OLD
REGISTERED BULLS

45 LONG YEARLINGS

62 FEMALES:

11 SPRING PAIRS

9 BRED COWS

27 BRED HEIFERS

15 OPEN HEIFERS

Featuring sons and
daughters of Deacon,
Wolfpack, Mountaineer,
Pirate and Hook's Beacon.



FRED SMITH COMPANY
RANCH

FRED SMITH (919) 422-4092
IRVIN SMITH (919) 422-3216

Bid live online at
www.dvauction.com

DVAuction
Broadcasting Real-Time Auctions

E. B. Harris
Inc. / Auctioneers

ALLIED
GENETIC RESOURCES

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

Cooperator Herds Wanted



CMP
ASA
CARCASS MERIT PROGRAM

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

*Lynda Stuart,
Stuart Land and Cattle Co.*

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

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

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

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

Incentives for Cooperators

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

How does it work?

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

Qualifications

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

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



redriver FARMS

INAUGURAL PRODUCTION SALE

OCTOBER 14, 2018

AT THE RANCH IN GRAND SALINE, TX

1:00 p.m. Central Standard Time



D673 • Reg# 3277801 • PB SM
Uno Mas / American Pride



E723 • Reg# 3277731 • 1/2 SM
Broker / 414



E717 • Reg# 3277725 • 1/2 SM
Revial / Angus



701E • Reg# 3273332 • 3/4 SM
Brush Creek / Zenyatia



D681 • Reg# 3277800 • 3/4 SM
Uno Mas / Brilliance



04YD • Reg# 3279280 • 1/2 SM
EXAR Top Game / Upgrade



For more information, Greg Burden :: 405.780.0372



Georgia

www.georgiasimmental.com

PHILLIPS FARMS
Simmentals

Roy L. Phillips
 770-547-9584
 Home: 770-745-7351
 Fax: 770-773-9657
 phillipsfarmsga@bellsouth.net
 104 Manning Mill Rd. • Adairsville, GA 30103



RPF



Washington

www.washingtonsimmental.org

Trinity Farms Angus SimAngus™ Simmental

Generations of Excellence Sale...first Saturday in March

Mike & Paulette Forman 509-968-4800
 Robb & Debbie Forman 509-201-0775

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



Missouri

www.missourisimmental.com

www.gerloffcattle.com

GERLOFF FARMS

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



Oregon

www.oregonsimmentalassociation.com

Bar CK
 Cattle Company

Profitable SimAngus Genetics

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

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

Cleo Fields 417-399-7124
 Brandt Atkins 417-399-7142
 Jeff Reed 417-399-1241
www.lucascattlecompany.com

Forrest & Charlotte Lucas, Owners
 RT 91 Box 1200
 Cross Timbers, MO 65634
 Office 417-998-6878
 Fax 417-998-6408
 Visitors Always Welcome



Colorado

www.coloradosimmental.com

Altenburg Super Baldy Ranch, LLC

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

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

AMERICAN Simbrah Breeders



T-HEART RANCH

Shane & Beth Temple
 719-880-9082
www.t-heartranch.com

True High Altitude Cattle

ANNUAL FEMALE SALE • DECEMBER 2018 • LA GARITA, CO

Pine Ridge Ranch
 Pine Ridge Ranch
 Pine Ridge Ranch
 LLC ATHENS, TX

Jane and Bill Travis
billtravis@simbrah.com

8976 PLANO RD.
 DALLAS, TX 75238
 Office: 214-369-0990
 Cell: 214-850-6308

www.simbrah.com



HARRIMAN SANTA FE
 Top of the Breed Sales (every day)
 SimAngus & Balancer
 Bulls & Females

Bob Harriman (660) 492-2504
 Private Treaty Listing www.bhsf.us
bharriman39@hotmail.com

Lechleiter Simmentals

31st Annual Bull Sale
 March 2019
 Loma, Colorado

57011 Ida Road
 Montrose, CO 81403
 970-209-8008 (days)
 970-249-5938 (evenings)



Idaho

Promise Land Ranch

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





Oklahoma

www.oklahomasimmental.com

Willis Simmentals
 5759 Enville Road
 Marietta OK 73448
 willissimmentals@arbuckleonline.com
 Quality Simmental Breeding Cattle
 10 miles east on Hwy. 32,
 1/4 mile north on Enville Road.
 Bobby 580-276-2781 (ph. & fax) Jon 580-795-4601

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

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



Montana

NELSON
 LIVESTOCK COMPANY
 Simmental • SimAngus • Angus
 Watch for our Annual Bull Sale April 8, 2019.
 5831 Highway 7, Wibaux, MT
 406-588-3371
 nlcsim@midrivers.com
 www.nelsonlivestockco.com

HILL'S RANCH
 Simmentals
 Hill's Ranch Simmentals
 Box 186
 Stanford, MT 59479
 406-566-2479
 Bull Sale • February 26, 2019
 hillssimmentalmt@yahoo.com • www.hillsimmental.com



North Dakota

www.northdakotasimmental.com

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

SRF Simmentals
 Roger and Susan Finke family
 35500 114th Ave. NW • Berthold, ND 58718
 701-453-3157 Roger • 701-453-3105 Todd
 email: srf@srt.com
 Edge of the West Bull & Female Sale
 February 11, 2019

KELLER BROKEN HEART RANCH
 Annual Production Sale
 March 7, 2019
 Dwight & Susan Keller Family
 Luke, Jake & Tess Keller
 1573 55th St., Mandan, ND 58554
 701-445-7350 (home)
 701-471-5215 (Dwight cell)
 701-471-1142 (Luke cell)
 701-471-5065 (Jake cell)
 kbhr@westriv.com
 www.kbhrrsimmental.com
 "Simmental Beef on the Cutting Edge!"

DAKOTA EXPRESS
 Wade & Merri Staigle
 Center, ND 701-794-3351
 Kevin & Liz Hansen
 Ryder, ND 701-758-2571
 Annual bull & female sale
 February 15, 2019
 www.dakotaxpress.com

TNT SIMMENTALS
 Kevin & Lynette Thompson
 5125 53rd St. • Almont, ND 58520
 Kevin's Cell 701-391-1631
 Home 701-843-8454
 www.tntsimmentals.com
 Visitors always welcome.
 Only 15 miles off I-94
 Annual Bull Sale • Friday, February 8, 2019

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

JOSH & TRISTA RUST
 759 7th Ave NW
 Mercer, ND 58559
 p: 701.447.2479
 f: 701.447.2478
 c: 701.391.9769
 RUST MOUNTAIN VIEW RANCH
 Simmental • Red Angus | Mercer, North Dakota
 e: rustmountainviewranch@hotmail.com
 w: www.rustmountainviewranch.com

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

Ellingson Simmentals
 Terry Ellingson & Family
 Phone: 701-384-6225
 Cell: 701-741-3045
 5065 125th Ave. NE • Dahlen, ND 58224
 tellingson@polarcomm.com • www.ellingsonsimmentals.com
 Annual Production Sale, January 25, 2019

Peck Simmentals
 Offers Registered SimAngus™
 sons of PS Pioneer A05
 William & Marianne Peck
 129 Yellowstone Trail • Whitehall, MT 59759
 406-287-5669 • pecksim@gmail.com
 www.pecksim.8m.net

Miller SIMMENTAL
 Bulls of the Big Sky
 February 18, 2019
 Billings, MT
 Dale & Paula Miller
 Gildford, MT 59525 406-376-3109
 www.millersimmental.com
 7DM0174@ttc-cmc.net

Stay on top of
 Total Herd Enrollment
 Have you HERD?
 DNA Services
 simmental.org/haveyouherd

Slate Farms & CATTLE COMPANY

Female Select Sale/Herd Bull Select Sale
Visitors Always Welcome

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



www.breedingcattlepage.com/
TNSimmAssoc/

MARTIN FARMS

Homozygous Black & Polled Simmental & SimAngus



Neil Martin
931-623-2634 c
931-670-3646 h
Christopher Martin
931-580-6821 c
martin.farms@yahoo.com
9387 S Lick Creek Rd
Lyles, TN 37098
MartinFarmsBeef.com

Red Hill Farms
Bart, Sarah & Gordon Jones
466 Red Hill Road • Lafayette, TN 37083
615-666-3098 • mail@redhillfarms.net
www.redhillfarms.net
More Than a Bull XII, Bull and Female Sale
March 17, 2018



www.nesimmental.com

SLOUP SIMMENTALS

402-641-2936 Cell

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

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

Berger's HerdMasters
Angus x Simmental Hybrids
Both Red and Black
Loren & Peggy Berger 308-532-0939
9339 E. Autogate Rd. 308-520-3836
Stapleton, NE 96163 berger@nque.com
www.bergersherdmasters.com Like us on

X GENGENBACH X
→ CATTLE COMPANY →
Registered Black Simmental, SimAngus™ and Angus
Performance with Maternal Trait Cattle
Randy & Mary Jo Gengenbach
75490 Rd 530 • Grant, NE 69140
308-352-4975 www.gengenbachcattle.com
308-352-6185 (C) migengenbach@hotmail.com

FORSTER FARMS
Verlouis Forster Family
74096 Road 434
Smithfield, NE 68976-1039
308-472-3086 Verlouis
308-991-2208 Alan Cell
www.forsterfarms.com
"Red and Black, Polled, Pigmented Simmentals"

FELT FARMS
James, Merlin, and Delores Felt,
Matt Schulte
57977 857 Road • Wakefield, NE 68784
402-287-2488 home • 402-369-1069 cell
delores@feltfarms.com • www.feltfarms.com
Herdsman, James Felt
402-369-0513 cell • jamesfelt02@gmail.com
Foxy Ladies Bred Heifer Sale
November 24, 2018 • West Point, NE
Bulls of Excellence Sale • February 21, 2019
West Point Livestock Auction, West Point, NE

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

J & C SIMMENTALS
Black Simmental Bulls & Females
Purebred to Percentage
Jay & Kim Volk • 402-720-7596
Clark & Leslie Volk • 402-720-3323
Bob & Jeanette Volk • 402-720-0469
20604 US Hwy 30 • Arlington, NE 68002
voljk@aol.com • www.jandcsimmentals.com
Consigns to Ladies of the Valley –
October 14, 2018
J&C Annual Bull Sale – January 26, 2019

Bull Sale - Feb. 15, 2019
SPECIALIZING IN BLACK & RED POLLED SIMMENTAL,
SOME FLECK INFLUENCE
SANDY ACRES
Melanie Miller 402-841-1450
Leonard Miller 402-640-8875
Neligh NE
www.SandyAcresSimmental.com

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



www.illinoissimmental.com

Owner: **Commercially Targeted Seedstock**
Jim Berry
Cattle Manager:
Ben Lehman
563-920-0315
6502 Rt. 84 South
Hanover, IL 61041
815-297-5562
WILD BERRY FARMS
Simmental Cattle
www.wildberryfarms.net

R 217-854-5200
Angus
Simmental/Angus
Rhodes Angus
LARRY RHODES
217-473-5868 cell
217-854-5200 office
rhodesangus@royell.org
9350 rte 108
Carlinville, IL 62626
www.RhodesAngus.com

Hopewell Views Simmentals
Rick Wombles 217-242-7551
Mary Boehm 217-242-3573
18168 St Hwy 96 • Rockport, IL 62370
217-734-9234 • hopewellviews@irtc.net

Unprecedented awareness
of your calves.
NO COST!
Identifies the relative value of your feeder calves.
Open to the majority of breeds
and breed compositions.
Feeder Profit CALCULATOR™
beef@internationalgeneticsolutions.com

North Carolina

www.ncsimmental.com

FSC RANCH
EXTRA EFFORT
SimAngus™ Production Sale

SATURDAY, OCTOBER 20, 2018 • 1:00 PM
 At the Fred & Eudell Smith Cattle Center
 Located at the Ranch
 2102 Pritchard Rd. • Clayton, North Carolina

 **FRED SMITH COMPANY RANCH**

NEW LOCATION
 FRED SMITH (919) 422-4092
 IRVIN SMITH (919) 422-3216

Carcass Merit Sire Evaluation Program



Each year, bull owners commit thousands of dollars to get unbiased evaluation for the next generation of genetically influential young candidate sires. For SimGenetic users, this information is critical for building significant accuracy for economically important EPDs.

CMP
 CARCASS MERIT PROGRAM



Minnesota

www.mnsimmental.com

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

Oak Meadow Farms
Simmentals
 Harmony, MN 55939
 Email: mattaggen@hotmail.com www.oakmfarm.com

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

RYDEEN FARMS
 Est. 1897
 Polled Red & Black Simmental Cattle
 218.280.1916 (Paul cell) • 218.776.3338 (Farm)
 rydeen@gvtel.com • www.rydeenfarms.com
Annual Vision Production Sale in February

Sargeant Farms
 Simmental Cattle
BULLS AND FEMALES AVAILABLE BY PRIVATE TREATY

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

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

Mississippi




ROCKHILL RANCH

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

Simmental, Angus, SimAngus™ & Simbrah Cattle


 Dr. Mikell & Mary Cheek Davis
 662.418.0686
 Dr. Jason & Nikki Gress
 301.331.1773
 2638 Turkey Creek Road
 Starkville, MS 39759
 662.324.7721

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



Kansas

www.kansas-simmental.com

Annual Production Sale
 March 16, 2018

 **sunflower genetics**

Simmental
 Angus
 SimAngus™

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

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

 **DX**

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


"Proof - Performance - Profit"


River Creek Farms
 Simmentals Since 1970


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

28th Annual Production Sale
 February 13, 2019

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

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

 ralphbrooks13@gmail.com

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


 Black and Red Purebreds
 Angus
 SimAngus™ Halfbloods

Spring Bull Sale - Friday, February 15, 2019.



South Dakota

www.southdakotasimmental.com

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



EKSTRUM SIMMENTALS
 South Dakota's Source for Outcross Performance Simmentals!
 Clay Ekstrum
 605-778-6185 (H)
 605-730-1511 (C)
 John Ekstrum
 605-778-6414
 36220 257th St., Kimball, SD 57355
clayekstrum@midstatesd.net • ekstrumsimmentals.com



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




Double J Farms
 Simmental Cattle est. 1974
 Kipp Julson • 605-351-9088
 48672 252nd St
 Garretson, SD 57030
doublejfarm@alliancecom.net
www.doublejsimmentals.com
 Females by Private Treaty in the Fall
 Private Treaty Bull Sale January 27, 2018



TRAXINGER SIMMENTAL
 Reds, Blacks • Bulls and Females Private Treaty Sales
 Mike and Terri Traxinger
 11176 - 406th Avenue
 Houghton, SD 57449
 Home: 605.885.6347
 Mike's cell: 605.294.7227
mtrax@nvc.net
www.traxinger.com



Steve & Cathy Eichacker
 605-425-2391 or 605-421-1152
 email: es@triotel.net
 25446 445th Ave
 Salem, SD 57058
 Annual Bull Sale • March 1, 2019



ANNUAL SALE FIRST THURSDAY IN FEBRUARY
STAVICK SIMMENTAL
 Veblen, SD
 605-237-4663 (Mike)
 605-551-9016 (Owen)
www.stavicksimmental.com • stavickx@tnics.com




Texas

www.texasimmentalsimbrah.com

Red Angus, Red Simmental & Red SimAngus™ Cattle
BULLS & FEMALES FOR SALE
BOIS d'ARC LAND & CATTLE, CO.
 Mike and Jan White
 903/450-1221 Office • 903/450-6236 Cell
 104 Oak Lane, Ladonia, TX 75449
www.boisdarclandandcattle.com



www.breedingcattlepage.com/Simmental/iasimmassoc/

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




Kentucky

<http://www.kysimmental.com>

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



Unprecedented awareness of your calves.

NO COST!



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

• Contact beef@internationalgeneticsolutions.com

Feeder Profit CALCULATOR™

Proud Partner
IGS International Genetic Solutions
www.internationalgeneticsolutions.com
 We Collaborate. You Profit.

SATURDAY
 SEPTEMBER 29TH
 10:00 AM
 LEROY MN

HEADED IN A NEW DIRECTION 2018

Grass-Lunning Simmental Complete Dispersal



GLS MISS ANSWER Z6



GLS DECLARATION D611



GLS/JRB CASH FLOW 163C



GLS MISS ANSWER X54



GLS CLASS ACT C47



GLS AVA A56



GLS ASHLEY A11



GLS CENTERFOLD C131

ALL
 THESE
 CATTLE
 WILL
 SELL!



GLS DASH OF FAME D137



FOR MORE INFORMATION PLEASE GIVE US A CALL!
 BOB & BECKY GRASS 507-324-5107
 Bob's Cell 507-438-9007 • glsimmentals@gmail.com
 Luke 507-440-6386
 Sale location: 77247 125th Street, LeRoy, MN 55951

PROFESSIONAL SALE
 MANAGEMENT:

Eberspacher
 ENTERPRISES INC.

Val & Lori Eberspacher • www.ebersale.com
 Office 507-532-6694 • Cell 612-805-7405
 Fax 507-532-9457 • sales@ebersale.com

Rates and Policies

Ad Sales Staff

For All Your Advertising Needs



Nancy Chesterfield
406-587-2778

nchesterfield@simmgene.com



Rebecca Price
406-587-2778

rprice@simmgene.com

International Sales



Jeff Thomas
406-581-8859

Jeffthomas138@gmail.com

Subscriptions

- Domestic \$50/year
- First Class \$100/year
- All International \$100/year (US)

SimTalk is an 8 1/8 x 10 7/8 inch publication produced by *the Register*, the official publication of the American Simmental Association. Published four times annually, *SimTalk* is a glossy, full-color publication with a circulation that targets commercial users of SimGenetics. Advertising in *SimTalk* provides a unique opportunity to brand and trademark your program to thousands of potential customers. If you are serious about communicating with the commercial beef business, consider an advertising presence in every one of our four annual issues.

Space and four-color rates for *SimTalk*:

| Space Rates | Non-Contract | 2X Contract | 4X Contract | Four Color |
|-----------------------|---|-------------|-------------|------------|
| 1 page | \$890 | \$840 | \$800 | \$300 |
| 2/3 page | \$760 | \$730 | \$700 | \$200 |
| 1/2 page | \$510 | \$480 | \$460 | \$150 |
| 1/3 page | \$380 | \$370 | \$350 | \$100 |
| 1/4 page | \$260 | \$250 | \$230 | \$75 |
| 1/8 page | \$150 | | | \$50 |
| 3-inch mini | \$115 | | | \$30 |
| 2-inch mini | \$85 | | | \$15 |
| 2-inch card | \$289/year, 4 insertion | | | \$60 |
| 1-inch card | \$220/year, 4 insertions | | | \$40 |
| Classified Ads | \$2.00/word, \$24.00 minimum, must be prepaid | | | |

SimTalk Deadlines for Publication:

| | Sales Close | Ad Materials | Camera Ready | Mail Date |
|-----------------|-------------|--------------|--------------|-----------|
| Late Fall 2018 | Sept 21 | Sept 28 | Oct 9 | Oct 22 |
| January 2019 | Dec 5 | Dec 14 | Dec 21 | Jan 9 |
| March 2019 | Jan 23 | Jan 30 | Feb 9 | Feb 24 |
| Early Fall 2019 | July 23 | Aug 1 | Aug 12 | Aug 26 |

ASA/*SimTalk* Membership Directory 2019 Deadlines for Publication:

| | | | |
|-------|--------|--------|---------|
| May 1 | May 10 | May 23 | June 12 |
|-------|--------|--------|---------|

Send all ad materials to: register@simmgene.com or Fax: 406-587-9301

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

Advertising materials (including photos) must be in *SimTalk* office by the dates listed above. *SimTalk*, which mails by bulk rate, assumes no responsibility for actual receipt date.

Design Charges

Advertising rates are for camera-ready ads only. Additional design charges will apply to any ad that is designed by ASA Publication, Inc.

Layouts & Proofs

Although every effort will be made to provide proofs on all ads, proofs are guaranteed only if all ad material arrives in *SimTalk* office prior to deadline.

Terms

All accounts are due and payable as invoiced. Interest charges of 1.5 percent per month (18 percent APR) will be added to accounts 30 days past due. If an account becomes 60 days delinquent, all ASA Publication, Inc. work may be suspended until full payment is made. After review by the ASA Executive Committee, ASA privileges may be denied to those with accounts over 90 days delinquent.

Advertising Content

SimTalk and its staff assume no responsibility or obligation to verify the accuracy and truthfulness of advertising copy submitted to *SimTalk*. However, *SimTalk* reserves the right to reject any advertising copy or photo which *SimTalk* deems unsuitable for publication for any reason, including copy or photographs which are false or misleading. *SimTalk* assumes no responsibility for the accuracy and truthfulness of submitted print ready ads. Advertisers shall indemnify and hold harmless *SimTalk* for any claims concerning advertising content as submitted. Advertising containing pedigrees or statements regarding performance must conform to records kept by the American Simmental Association. Copy deviating from official records may be changed as necessary without advertiser consent.

Editorial Policy

Opinions expressed are the writers' and not necessarily those of *SimTalk*. Photographs are welcome, but no responsibility is assumed for material while in transit or while in the office.

ASA PUBLICATION, INC

One Genetics Way
Bozeman, Montana 59718
406-587-2778 • Fax 406-587-9301
register@simmgene.com



WORLD
SIMMENTAL-
FLECKVIEH
CONGRESS

USA 2018



FORT WORTH STOCK YARDS

Join Us for the

WELCOME TO THE WORLD
SEPTEMBER 28, 2018 *Sale*

In the Historic Fort Worth Stockyards

FORT WORTH, TEXAS

Featuring proven and elite frozen genetics and flush opportunities
From the World's Most Progressive Breeders
Simmental | SimSolution | Fullblood | Simbrah

Sale Management by:

*I*NNOVATION
— AgMarketing, LLC —

Graham Blagg: (530) 913-6418 | graham@innovationagmarketing.com

Auctioneer Jered Shipman: (806) 983-7226 | Request a catalog and watch for updates at

INNOVATIONAGMARKETING.COM

CCI.LIVE
REPRESENTING THE COUNTRY'S BEST SEEDSTOCK



**Bulls bred
to meet
commercial
cattlemen's
needs!**



BULLS FOR SALE

**SIMMENTAL &
SimAngus™ BULLS**

**YEARLINGS
AVAILABLE!**

CALL FOR MORE INFORMATION

**Cross Timbers,
Missouri**

www.lucascattlecompany.com

(417) 399-7124

(417) 998-6878



**A brand you can trust
and cattle you can
count on!**

Robert & Charlotte Lucas

CALENDAR

AUGUST

- 25 4th Annual Alabama/Mississippi Association's Female Sale — Uniontown, AL
- 25 Generations of Value — Colbert, GA
- 25-28 LMC GenePlus Online Sale XX — www.lamuncacattle.com

SEPTEMBER

- 1 Four Starr Simmentals' 1st Annual Production Sale — Eugene, MO
- 1 NC Fall Harvest Sale — Union Grove, NC
- 8 B&B Farms' Complete Herd Dispersal Sale — Clinton, NC (pg. 31)
- 8 Silver Towne Farms' 32nd Annual Production Sale — Winchester, IN
- 15 Family Matters Sale — Auburn, KY (pg. 35)
- 15 Heart of Texas Simmental/Simbrah Association Online Sale — www.texasimmentalsimbrah.com (pg. 6)
- 15 Houck Rock Creek Ranch's Fall Private Treaty Bull Sale — Allen, KS
- 16 Illini Elite Simmental Sale — Shelbyville, IL (pg. 21)
- 19 Gonsalves Ranch Bulls Eye Breeders Angus & SimAngus™ Bull Sale — Modesto, CA (pg. 45)
- 22 Head of the Class Sale — Louisburg, KS
- 22-23 Synergy XI — Giddings, TX
- 24 LRW Simmental's Genetic Harvest Sale — Janesville, WI
- 27 Beef Solutions Bull Sale — Ione, CA (pg. 7)
- 28 World Simmental Fleckvieh Congress Sale — Fort Worth, TX (pg. 67)
- 29 Ferguson Show Cattle's Production Sale — Jefferson, OH (pgs. 12-13)
- 29 Grass-Lunning Simmental's Complete Dispersal — LeRoy, MN (pg. 65)
- 29 Martin Farms' "Open House at the Farm" Sale — Lyles, TN (pg. 73)

OCTOBER

- 1 Tingle Farms' Final Chapter Dispersal — New Castle, KY
- 2 Koz-E-Acres Female Sale — www.sconlinesales.com
- 3 Halfman-Beckton Red Angus Sale — Miles, TX
- 5 Factory Direct Sale — West Lafayette, IN
- 5 Trinity Farms' 1st Annual Generations of Excellence Female Sale — Ellensburg, WA
- 6 Belles of the Bluegrass — Campbellsburg, KY (pg. 37)
- 6 Buckeye's Finest Sale — Zanesville, OH (pg. 43)
- 6 Legends of the Blue Ridge Sale — Atkins, VA
- 7 Field of Dreams Production Sale — Hope, IN
- 7 Krieger Farms' Annual Sale — Universal, IN
- 7 Wisconsin Simmental's Midwest Fall Roundup — Lancaster, WI
- 9 Greater Pacific Online Simmental Sale — www.dponlinesales.com
- 10 R.A. Brown Ranch's 44th Annual Fall Sale — Throckmorton, TX (pg. 33)
- 12 Udell Cattle Company's 2nd Annual Production Sale — Sioux City, IA
- 13 New Direction Sale — Seward, NE (pg. 62)
- 13 The Black Label Sale — Grandview, TX (pg. 51)
- 14 Ladies of the Valley Sale — West Point, NE (pg. 62)
- 14 Red River Farms' Inaugural Production Sale — Grand Saline, TX (pg. 59)
- 15-16 Oktoberfest at Windy Ridge Simmentals — www.dponlinesales.com
- 16 White Farms' Online Sale — www.firstchoiceonlinesales.com (pg. 44)
- 19 Buckles and Banners — West Point, IA
- 20 Fred Smith Company Ranch Extra Effort Sale — Clinton, NC (pg. 57)
- 20 Indiana Performance Bull Test Sale — Springville, IN
- 20 Midwest Made Sale — Prairie City, IA
- 20 MN Beef Expo-White Satin on Ice & All Breeds Sale — Minneapolis, MN
- 20 The Magnolia Classic — Starkville, MS, 39
- 20 Tennessee Fall Showcase — Lebanon, TN
- 23 Top Hat & Tails Online Heifer Sale — www.cwcattlesales.com
- 26 24th Annual Hokie Harvest Sale — Blacksburg, VA
- 27 7P Ranch's 43rd Annual Production Sale — Tyler, TX (pg. 25)
- 27 Clear Water Simmentals' 1st Annual Production Sale — Milan, IN
- 27 Michigan Simmental Association's 5th Annual Fall Sale — St. Louis, MI
- 27 Pennsylvania Fall Classic Sale — Waynesburg, PA
- 27 Red Hill Farms' "Bulls of Fall IV" Sale — Lafayette, TN (pg. 76)
- 27 Yon Family Farms' Fall Sale — Ridge Spring, SC

NOVEMBER

- 1 Moser Ranch's 27th Annual Bull Sale — Wheaton, KS (pg. 53)
- 2 High Ridge Farms' Genetic Opportunity Sale — Albemarle, NC
- 3 Hawkeye Simmental Sale — Bloomfield, MN
- 3 Irvine Ranch 14th Annual Production Sale — Manhattan, KS (pg. 54)
- 3 Land of Lincoln 19th Annual Sale — Altamont, IL
- 3 Pigeon Mountain Simmental's Fall Bull Test Sale — Rome, GA
- 4 Triangle J Ranch's Female Sale — Miller, NE (pg. 32)

DEDICATED TO THE PROFITABILITY OF OUR CUSTOMERS

Awesome!!
EXCELLENT
GOOD
AVERAGE
POOR



“ I just wanted you to know that your bulls are doing their job quite well. I just received the data back from my first load of steers to go to market this year. Out of 39 head (sired primarily by your bulls) that went, all graded choice or higher, 22 made CAB and all were YG 3 or better (2/3 were YG 1 and 2). Honestly, I don't know why I AI so many when your bulls consistently outperform them. Anyway, I just thought I'd let you know I've been very happy with your bulls. ”



- Glen Deutz, Marshall, MN

“ Four years ago I came to the Bred for Balance sale searching for SimAngus™ bulls to add hybrid vigor and complement our commercial Angus cowherd. These cattle needed to excel in calving ease, growth, feedlot performance, high-end carcass merit, fleshing ability, docility, structural soundness, moderate mature frame size, and most importantly produce highly functional replacement females. The genetics we have purchased from the Hook and Wulf families are proving their ability to excel in all segments of beef cattle production. ”

- Grant Petersen, Ellendale ND

Make plans to join us...

BRED FOR Balance

FEBRUARY 8, 2019 • 1:00 PM (CT) • STARBUCK, MINNESOTA

“ It has been a great pleasure for me to get to know and work with the Wulf and Hook families through the marketing relationship between Allied Genetic Resources and ORigen. ”



I cannot think of any other bull sales of any breed that can rival the eight bulls from your 2015 "Bred for Balance" bull sale that are now enrolled in major national and international semen marketing programs.

It is truly safe to say that purchasing a herd sire from the "Bred for Balance" sale is just the beginning of a profitable seedstock investment! ”

- Dick Beck, Vice President of Marketing, Origen, Inc.

Clear Springs
Cattle Company

Jim Wulf Family
Phone 320-239-2700 Cell 320-491-6312
jimandtwyla@farmersmail.net
30819 250th Street, Starbuck, MN 56381
Travis Wulf 320-288-6433



Tom Hook Family
Cell 507-829-5283
hookfarms@mvtvwireless.com • www.hookfarms.com
11333 180th Street, Tracy, MN 56175
Herdsman, Ed Schmidt 507-530-2635

ALLIED
GENETIC RESOURCES

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

CALENDAR

CONTINUED

NOVEMBER (Cont.)

- 5 Hanel Black Simmental Female Sale — Courtland, KS
- 10 Deer Creek Farm's Annual Bull and Heifer Sale — Roseland, VA
- 10 Gibbs Farms' 13th Annual Bull and Replacement Female Sale — Ranburne, AL
- 10 MM Cattle Co. and Moriondo Farms' Production Sale — Mount Vernon, MO
- 12 NAILE Select Sale — Louisville, KY
- 16 Heartland Simmental Performance with Class Sale — Waverly, IA
- 17-19 2nd Annual Hillstown Farms Online Sale — www.dponlinesales.com
- 17 Best of Both Worlds Sale — Newark, OH
- 17 Gateway Genetics' Saturday Night Live Sale — Martell, NE
- 17-20 LMC and Friends "Giving THANKS" Online Donation Sale V — www.lamunecacattle.com
- 17 Southwest Cattleman's Classic — Wytheville, VA
- 17 Timberland Cattle's Fall Bull Sale — Vernon, AL
- 17 Value By Design Female Sale — Anita, IA
- 17 Whelan Farms' Southern Excellence Bull Sale — Wadley, AL
- 18 North Central Simmental Fall Classic — Hubbard, IA
- 23 Ruby Cattle Co "Livin' The Dream" Production Sale — Murray, IA
- 24 Foxy Ladies Bred Heifer Sale — West Point, NE (pg. 62)
- 24 The Event Vol. IV — Tecumseh, NE
- 24 Trennepohl Farms' Right By Design Sale — Middletown, IN
- 25 Chestnut Angus Female Sale — Pipestone, MN
- 26 White Farms' Online Sale — www.firstchoiceonlinesales.com (pg. 44)

DECEMBER

- 1 Hoosier Beef Congress Show and Sale — Indianapolis, IN
- 1 Jewels of the Northland — Clara City, MN
- 1 Missouri Simmental's Fall Harvest Sale — Springfield, MO
- 1 Montana's Choice Sale — Billings, MT
- 1 Next Step Cattle Company's 6th Annual Bull Sale — Livingston, AL
- 1 T-Heart Ranch's High Altitude Female Sale — LaGarita, CO (pg. 60)
- 3 Genetic Perfection Sale — Fremont, NE
- 8 7th Annual Strickland-Driggers Bull Sale — Glennville, GA
- 8 Hartman Cattle Company's Customer Appreciate Sale — Tecumseh, NE
- 8 North Alabama Bull Evaluation Sale — Cullman, AL
- 8 North Dakota Simmental Association's Simmental Classic Sale — Mandan, ND (pg. 40)
- 8 Southern Cattle Company's Annual Bull Sale — Marianna, FL (pg. 1)
- 9 Southwest Showcase Sale — Crockett, TX
- 9 Trauernicht Simmental Nebraska Platinum Standard Sale — Beatrice, NE
- 15 Pride of the Prairie Sale — Chandlerville, IL
- 15 South Dakota Source Sale — Mitchell, SD
- 26-27 St. Nick's Eggstravaganza — www.dponlinesales.com

JANUARY 2019

- 19 University of Florida Bull Test Sale — Greenwood, FL
- 21 National Western "The One-Volume XXVI" Sale — Denver, CO
- 22 Wild Wild West Simmental Sale — Brighton, CO
- 23 Sioux Empire Farm Show and Sale — Sioux Falls, SD
- 25 Ellingson Annual Production Sale — Dahlen, ND (pg. 61)
- 26 Double J Farms Sale — Garretson, SD (pg. 64)
- 26 J&C Simmentals' Annual Bull Sale — Arlington, NE (pg. 62)
- 27 Triangle J Ranch's Bull Sale — Miller, NE (pg. 62)
- 28 APEX Cattle's Heterosis Headquarters Bull and Female Sale — Dannebrog, NE (pg. 27)
- 31 Black Hills Stock Show and Sale — Rapid City, SD

FEBRUARY

- 1 Kunkel Simmentals' Annual Bull and Bred Female Sale — New Salem, ND
- 2 Hilltop Simmental's 6th Annual Turn In Bull Sale — Sioux Center, IA
- 2 Prickly Pear Made In Montana Sale — Helena, MT (pg. 72)
- 2 Springer Simmental's Value Based Genetics Sale — Decorah, IA
- 3 Hartman Cattle Company's Simmental Bull Sale — Tecumseh, NE
- 3 Klain Simmental Ranch's Annual Production Sale — Turtle Lake, ND
- 4 Gateway Simmental Breeding Value Sale — Lewistown, MT (pg. BC)
- 5 Sloup's Winter Event Online Sale — www.dponlinesales.com
- 6 Begger's Diamond V Bull Sale — Wibaux, MT
- 7 Hart Simmentals' Beef Builder Bull Sale — Frederick, SD
- 7 Lassel Ranch Simmental's Annual Bull Sale — Glendive, MT
- 7 Stavick Simmental's Annual Sale — Veblen, SD (pg. 64)
- 8 Bata Brothers 22nd Annual Bull Sale — Rugby, ND
- 8 Hook Farms Bred For Balance Sale — Starbuck, MN (pg. 69)
- 8 TNT Simmentals' 34th Annual "Genetic Explosion" Sale — Almont, ND (pg. 61)

WWW.
simbrah
.com



... Very Efficient High-Quality
Carcass Cattle That Prosper
In The Warm Weather
Grasslands Of The World ...

**Pine Ridge
Ranch** 
LLC Athens, Texas

Jane and Bill Travis
billtravis@simbrah.com
9876 PLANO RD.
DALLAS, TX 75238
Cell: 214-850-6308

The Right Tool. The Right Time.



Serious commercial producers, are you eager for rapid genetic progress previously only available to seedstock producers? Your time has come!

Through the American Simmental Association and International Genetic Solutions, profit-focused and data-driven commercial beef producers now have EPDs, Indexes, and DNA technology at their fingertips — for a fraction of the cost!

Your ultimate goal is to ensure that your ranch remains profitable for your kids and grandkids. The suite of ASA Commercial Services allows you to position future generations for the demands of tomorrow's beef industry.

You've patiently waited your turn.
It is time!

To learn more visit:

www.simmental.org/commercial

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

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

AD INDEX

Alabama

Gibbs Farms 77
 Mobley, Col. Luke, Auctioneer..... 42

California

Bruin Ranch..... 7
 Bulls Eye Breeders 45
 Circle Ranch 7
 Diamond Oak Cattle 45
 Flood Bros. Cattle 45
 Gonsalves Ranch 45
 Innovation Agmarketing, LLC 67

Colorado

Altenburg Super Baldy Ranch, LLC..... 60
 Lechleiter Simmentals..... 60
 T-Heart Ranch..... 60

Florida

Southern Cattle Company..... 1

Georgia

Phillips Farms Simmentals 60

Idaho

Promise Land Ranch..... 60

Illinois

ALL Beef 55
 Allied Genetic Resources 1, 7, 17,
 25, 27, 32, 42, 56, 57, 69, 76, 77, IBC
 Bauer Simmentals 21
 Black Diamond Genetics 21
 Fox Creek Cattle 21
 Hillstown Farms..... 21

Hopewell Views Simmentals 62
 Illini Elite Sale 21
 JR Simmentals 21
 Lashmett, Jackson 21
 Lewis, Jeff and Justin 21
 New Day Genetics..... 75
 Rhodes Angus..... 62
 Rincker Simmentals 21
 Russell Land and Cattle 21
 Wildberry Farms Simmental Cattle 62
 Wright-Way Simmental 21

Indiana

Clover Valley Simmentals 35
 Gold Buckle Cattle..... 21
 Knapper Cattle 52

Iowa

Brink Fleckvieh 78
 Gerdes Show Cattle 59
 Springer Simmental..... 64
 Stanley Martins Farms 4

Kansas

ART-JEN Simmental Farm 78
 Brooks Simmental Ranch 63
 Cow Camp Ranch 63
 Dixon Farms, Inc. 63
 Gold Bullion..... 63
 Hofmann Simmental Farms..... 63
 Irvine Ranch 54
 Jensen Simmentals..... 78
 Kaser Brothers Simmental 63
 Moser Ranch, The..... 53
 River Creek Farms 15, 63
 SEK Genetics™ Genetic Horizons 17, 27
 Sunflower Genetics LLC 63

Kentucky

Belles of the Bluegrass 37
 DP Sales Management, LLC..... 35, 37
 Family Matters..... 35
 Kaiser Simmentals 37
 KenCo Cattle Company..... 35
 Misty Meadows Farm 37
 Ratliff Cattle Co. 37
 Reality Farms 37
 Swain Select Simmentals 37
 Tingle Farms 64
 Tylertown Simmental..... 35
 Wayward Hill Farm 37
 Welsh Simmentals..... 37

Louisiana

Rugged R Cattle 78

Michigan

Triple Z Simmental 78

Minnesota

Clear Springs Cattle Company 69
 Eberspacher Enterprises, Inc..... 45, 47, 65
 Grass-Lunning Simmentals..... 65
 Oak Meadow Farms 63
 Rydeen Farms..... 63
 Sargeant Farms..... 63
 Tom Hook Family..... 69

Mississippi

Little Creek Farm, LLC..... 39, 63, 78
 Rockhill Ranch 63

CONTINUED ON PAGE 74

Prickly Pear Simmental Ranch

Made In Montana Annual Bull Sale
February 2, 2019

At the Ranch - Helena, Montana
 70 Bulls • Simmental • SimAngus™

Sons and Daughters also sell out of
 Hook's Black Hawk 50B, J-J Zirfer,
 Hook's Beacon, PPSR Heavy Duty
 and Mill Bar Hickok

Females sell in the
December 1, 2018 Montana's Choice Sale

DVAuction
Broadcasting Real-Time Auctions

Cattle Manager, Troy Wheeler
 406-949-1754 • wheels@mt.net

Don and Nancy Burnham
 Gary Burnham • 406-439-2360 • ppsranch@gmail.com
 2515 Canyon Ferry Road • Helena MT 59602
 ASA Charter Member No. 174

Hook's Black Hawk 50B

| | | | | | |
|------|------|------|-------|------|-----|
| CE | BW | WW | YW | ADG | MCE |
| 17 | -2.4 | 75 | 115 | .25 | 10 |
| Milk | MWW | DOC | CW | YG | |
| 21 | 58 | 12.4 | 43.5 | -.32 | |
| MB | BF | REA | \$API | \$TI | |
| .37 | -.04 | 1.10 | 156 | 83 | |

GGR Wide Range 9005A

| | | | | | |
|------|------|------|-------|------|-----|
| CE | BW | WW | YW | ADG | MCE |
| 13 | 0.0 | 79 | 124 | .28 | 8 |
| Milk | MWW | DOC | CW | YG | |
| 16 | 55 | 16.1 | 39.2 | -.37 | |
| MB | BF | REA | \$API | \$TI | |
| .12 | -.03 | 1.33 | 126 | 74 | |

S A V Bruiser 9164

| | | | | | |
|------|------|------|-------|------|-----|
| CE | BW | WW | YW | ADG | MCE |
| 16 | -1.9 | 80 | 130 | .32 | 11 |
| Milk | MWW | DOC | CW | YG | |
| 19 | 59 | 11.5 | 39.1 | .080 | |
| MB | BF | REA | \$API | \$TI | |
| .54 | .04 | .49 | 133 | 76 | |

72 **SIMTALK**

PLEASE JOIN US AT THE FARM SEPTEMBER 29TH.

MARTINFARMSBEEF.COM

BULLS | PAIRS | BRED & OPEN HEIFERS | ET GENETICS



Martin Farms'
**OPEN
HOUSE
AT THE
FARM**

SEPTEMBER 29, 2018

LYLES, TENNESSEE

ONE HOUR WEST OF NASHVILLE



Neil Martin

[h] 931-670-3646

[c] 931-623-2634

Christopher Martin

[c] 931-580-6821

Missouri

Cattle Visions 17, 27, 42
 GENEX™ Custom Collection 42
 Gerloff Farms 60
 Harriman Santa Fe (Bob) 60
 Lucas Cattle Company 60, 68
 New Day Genetics 75
 Owen Brothers Cattle Company 59
 Steaks Alive BC

Montana

Bulls of the Big Sky 61
 Gateway Simmental & Lucky Cross BC
 GENEX™ Custom Collection 42
 Hill's Ranch 61
 Miller Simmentals 61
 Nelson Livestock Company 61
 ORlgen 42
 Peck Simmentals 61
 Prickly Pear Simmental Ranch 72
 Universal Semen Sales, Inc. 27, 42

Nebraska

APEX Cattle 17, 27
 Berger's HerdMasters 62
 Felt Farms 62
 Forster Farms 62
 Gengenbach Cattle Company 62
 J&C Simmentals 62
 Neogen® GeneSeek Operations 16
 Sandy Acres Simmental 62
 Sloup Simmentals 62
 Triangle J Ranch 32, 62
 Western Cattle Source 62

North Carolina

B & B Farms 31
 Fred Smith Company Ranch 57, 63
 High Ridge Farms 47

North Dakota

Bata Brothers 61
 Dakota Xpress 61
 Ellingson Simmentals 61
 James Creek Simmental 78
 Keller Broken Heart Ranch 61
 Kenner Simmentals 61
 North Dakota Simmental Association 40
 Rust Mountain View Ranch 61
 SRF Simmentals 61
 SYS Simmentals 61
 TNT Simmentals 61

Ohio

Buckeye's Finest Sale 43
 Chippewa Valley Angus Farms 43
 ERV-N-DEL Farms 43
 Ferguson Show Cattle 12, 13
 Lor-Mar Simmental Farms 43
 Rolling Hills Farms 43
 Select Sires®, Inc. 5, 27

Oklahoma

Lazy U Ranch 61
 Morris Farm 78
 V-Bar Simmentals 52
 White Farms Simmental 44, 61
 Willis Simmentals 61

Oregon

Bar CK Cattle Company 60

Pennsylvania

Elk County Simmentals 78

South Dakota

Benda Simmentals 64
 Double J Farms Simmental Cattle 64
 Eichacker Simmentals 64
 Ekstrum Simmentals 64
 S/M Fleckvieh Cattle 78
 Stavick Simmental 64
 Traxinger Simmental 64
 Werning Cattle Company 64

Tennessee

Martin Farms 62, 73
 Red Hill Farms 62, 76
 Slate Farms & Cattle Company 62

Texas

7P Ranch 25
 Black Label, The 51
 Bois d'Arc Land & Cattle Co. 64
 Brush Country Bulls 56
 Buzzard Hollow Ranch 6
 Comfort Ranch 59
 East Texas Simmental/Simbrah Association 6
 Estes Ranch 31
 Filegonia Cattle Company 56
 Fullblood Simmental Fleckvieh Federation 78
 GB Cattle 59
 Heart of Texas Simmental/Simbrah Association 6
 Pine Ridge Ranch, LLC 8, 9, 60, 70
 R. A. Brown Ranch 33
 Red River Farms 59
 Shipman, Jered, Auctioneer 42
 Shipwreck Cattle Co. 51
 Smith Genetics 2

CONTINUED ON PAGE 76



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

- ASA Members will receive one 50% off price discount for Low Density DNA testing for each carcass or feed intake record submitted.
- Records must be valid for use in ASA's genetic evaluation.
- All breeds and composites eligible if sire is registered in ASA multibreed database.
- Applies to animals born after August 31, 2015.
- Carcass Merit Program calves do not qualify.

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

Looking at Me?

It's ok. Everybody Is.



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

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

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

SimAngus™ The Obvious Choice.

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

— MARC GPE Progress Report No. 22, USDA

 **SimGenetics**
PROFIT THROUGH SCIENCE

American Simmental Association

www.simmental.org

Proud Partner

 **IGS** International
Genetic Solutions

www.internationalgeneticsolutions.com

We Collaborate. You Profit.

Texas (continued)

STgenetics® 41
 Synergy Sale 2
 World Simmental Fleckvieh Congress 67

Utah

Bulls Eye Breeders 45
 Double M Ranch 45

Virginia

McDonald Farms 2

Washington

Trinity Farms 60

Wisconsin

ABS® Global, Inc. 3, 64, 72
 GENEX™ 23, 42, 55
 Six Bar R 21

Canada

Circle 3 Genetics 78
 Double Bar D Farms 78

Associations

American Simmental Association 16, 20, 22, 26, 46, 49, 50, 58, 71, 74
 East Texas Simmental/Simbrah Association 6
 Fullblood Simmental Fleckvieh Federation 78
 Heart of Texas Simmental/Simbrah Association 6

International Genetic Solutions (IGS)

..... IFC, 20, 22, 71
 Missouri Cattlemen's Association 22
 North Dakota Simmental Association 40
 World Simmental Fleckvieh Congress 67

Livestock Services

ABS® Global, Inc. 3, 64, 72
 ALL Beef 55
 Allied Genetic Resources 1, 7, 17, 25, 27, 32, 42, 56, 57, 69, 76, 77, IBC
 Cattle In Motion 25
 Cattle Visions 17, 27, 42
 CCI.Live 67
 Cow Herd DNA Roundup 46, 54, 71
 DP Sales Management, LLC 35, 37
 DVAuction 6, 32, 37, 43, 54, 57, 72
 E.B. Harris, Inc. Auctioneer 57
 Eberspacher Enterprises, Inc. 45, 47, 65
 Feeder Profit Calculator™ IFC, 62, 64, 71
 GENEX™ 23, 42, 55
 GENEX™ Custom Collection 42
 GGP 16
 IMI Global IFC
 Innovation Agmarketing, LLC 67
 International Genetic Solutions (IGS) IFC, 20, 22, 71
 LiveAuctions.TV 47
 Mobley, Col. Luke, Auctioneer 42
 Neogen® GeneSeek Operations 16
 Nichols Cryo-Genetics 16
 ORlgen 42
 PrimeTime Agri Marketing Network 13
 Safety Zone™ Calf Catchers 29
 SEK Genetics™ Genetic Horizons 17, 27
 Select Sires®, Inc. 5, 27
 Sexed Ultra 4M™ 41
 Shipman, Jered, Auctioneer 42
 STgenetics® 41
 Superior Productions IBC
 Universal Semen Sales, Inc. 27, 42

Miscellaneous

50K DNA Test 46
 ASA 50th Anniversary FC, 67
 ASA DNA 8, 9
 ASA Performance Advocate 54, 76, 61, 62, 63
 ASA Publication, Inc. 49, 50
 Carcass Merit Program (CMP) 42, 58, 62, 76
 Commercial EPDs 71
 Commercial Tools 71
 Cooperator Herds 58
 Feeder Profit Calculator™ 62, 64
 Have you Herd? Blog 49, 61
 Low Density DNA 74
 Profit Through Data Blog 49
 SimAngus™ 22
 SimGenetics Profit Through Science 16, 20, 22, 26, 46, 71
 SimTalk 49, 50
 the Register 49, 50
 Total Herd Enrollment (THE) 56, 60, 61, 62, 63, 64
 tReg Blog 49
 Wlm. Kenneth Ambrose Memorial Heifer Scholarship 73

ST

Fertility ... Longevity ... Profitability.



At Red Hill Farms, we are proud to offer consistent genetics that rank at the top of the breeds for economic indices. Maternal traits, such as calving ease, low maintenance energy requirements and high conception rates reinforce what we already know – profitability starts with the cow. Additionally, profitability is intensified when cattle grow and grade. Profitability truly is pasture to plate!

REDHILL 672X X004 231A, ASA #2847534

| CE | BW | WW | YW | ADG | MCE | M | MWW | STAY | CW | YG | MA | BF | REA | API | TI |
|------|-----|------|-------|------|-----|------|------|------|------|-------|------|--------|------|-------|------|
| 10.9 | 0.4 | 77.2 | 130.9 | 0.34 | 6.7 | 21.8 | 60.3 | 20.4 | 38.4 | -0.43 | 0.53 | -0.054 | 1.31 | 157.7 | 85.8 |
| 65% | 50% | 10% | 3% | 1% | 45% | 50% | 20% | 4% | 20% | 10% | 15% | 40% | 1% | 3% | 2% |

*EPDs on 8-14-18



BULLS & FEMALES OF FALL Saturday, October 27, 2018 11 a.m. CDT • At the Farm

Selling:

- 50 Bulls – Yearlings and Age-Advantaged Bulls
 30 Red Angus & 20 SimAngus™ (Black and Red)
- 25 Red Angus and SimAngus™ Registered Females
- 80 Yearling Heifers, Ready to Breed
 60 commercial and 20 Red Angus & SimAngus
- 20 Spring-Calving Bred Commercial Females

Visit www.RedHillFarms.net
 for information about
 our sale and breeding program.



And follow us on
 Facebook/Red Hill Farms!

Red Hill Farms
 Swine Seedstock
 Tobacco Enterprises
 Red Angus and Simmental Cattle

Bart, Sarah & Ty Jones • (615) 666-3098
 466 Red Hill Road, Lafayette, TN 37083
 mail@redhillfarms.net
 Gordon & Susan Jones • (270) 991-2663

Save the Date!

MORE THAN A BULL SALE
 14th Annual Sale **XIV**
 Saturday, March 16, 2019 • 1 p.m. CDT



13TH ANNUAL BULL & REPLACEMENT FEMALE SALE
NOVEMBER 10, 2018 / RANBURN, AL / 11 AM CST
150 Fall Yearling Bulls / 200 Bred & Open Females

WE DELIVER.

TOTAL HERD DATA COLLECTION

Delivering high accuracy EPD's & Economic Index Values

COW HERD GENOMIC TESTING

Delivering pedigree accuracy & greater genetic prediction

PROPER NUTRITIONAL DEVELOPMENT

Delivering longevity for our customers

STRICT VISUAL APPRAISAL

Delivering structural soundness & eye appeal

GIBBS FARMS TRAILERS

Delivering animals safely right to your pasture

UNCONDITIONAL CUSTOMER SERVICE

Delivering our customer's needs first

SON OF CCR WIDE RANGE 9005A



SON OF CCR BOULDER 1339A



SON OF HOOKS BLUEPRINT 13B



For complete pedigrees, updated EPD's and additional sale information, please visit our website,

www.gibbsfarms.net

SIMANGUS™ & SIMMENTAL / THE INDUSTRY CHOICE FOR HYBRID VIGOR




Wendell & Nan Gibbs, Owners
2118 County Road 23 Ranburne, AL 36273

Doug Gibbs, Operations Manager
404-717-2264 / gibbsfarms8@bellsouth.net

Gordon Hodges, Genetic & Marketing Manager
336-469-0489 / pvfghodges@yadtel.net

Bradley Gibbs, Herdsman
404-904-2914 / gibbsfarms6@gmail.com

facebook.com/gibbsfarmssimangus 

Fullblood Simmental Fleckvieh Federation



If you are looking to add value to your herd, you cannot afford to pass up the proven benefits of Fleckvieh Simmental genetics! Fleckvieh cattle are moderate framed with excellent muscling and exceptional milk production. They easily adapt to diverse environmental conditions; hot or cold, they will perform in your location! Fleckvieh Simmental cattle provide management advantages with their docile temperaments and favorable birth weights. You can even custom design your herd by choosing from polled, horned and diluter-free genetics. It doesn't stop there! Maternal power? Yes! Fleckvieh cows exhibit excellent fertility and milking abilities. All that milk makes for fat, happy calves resulting in higher weaning weights. Terminal power? Yes! Fleckvieh cattle excel in the feedlot and on the rail, consistently producing the desirable carcass traits consumers' demand. Still have your doubts? The purity and consistency of the Fleckvieh lineage offers significant heterosis when utilized in Purebred and Commercial herds! Invest in Fleckvieh Simmental genetics to take your program to the next level!

Contact these Fleckvieh breeders or the FSFF office for more information.

*Your Northern Source for
Fleckvieh Genetics*



**Heathe, Holly, Hanna
& Hailey Widicker**
4664 Main St.,
Heaton, ND 58418
H: 701-984-2697
C: 701-652-5530
Email: jscows@daktel.com

www.jamescreeksimmental.com



MORRIS FARM
Polled Fullblood Fleckvieh
PHILLIP & ANN MORRIS
Alan Morris, Farm Manager
2109 Boren Blvd., Seminole, Oklahoma 74868
Ph: 405.382.0443 • Cell: 405.613.7371
Email: morrisfarm@juno.com

S/M Fleckvieh Cattle




Jeff Sorenson
Garretson, SD
605-359-8728 cell
sorenson@augie.edu
www.smfleckvieh.com

JENSEN SIMMENTALS
Steven A. Jensen • 913-636-2540
24580 W. 319th Street
Paola, KS 66071
jensensimmentals@gmail.com

ART-JEN SIMMENTAL FARM
Arthur F. Jensen
18435 S. 169 Hwy • Olathe, KS 66062

*In our 5th decade of breeding
Simmental Cattle.*

www.jensensimmentals.com

Circle 3 Genetics
Office:
#636077, Holland - Euphrasia Townline
R.R. #3, Markdale, ON Canada, NOC 1H0
bar5admin@xplornet.com

Phone: (519) 986-1330
Fax: (519) 986-4736
www.bar5.com



Triple Z Simmental




7920 Pratt Lake Rd.
Alto, MI 49302

Tom & Linda Zook
Cell: 616-437-3427
Office: 616-868-6195
Email: tomzook@zookfarmequipment.com

Full-Fleckvieh Fullblood • Horned and Polled

FULLBLOOD FLECKVIEH SIMMENTALS



RUGGED R CATTLE

Tony & Rebecca Roberts
145 Brangus Lane | Wisner, LA 71378
Tony Cell: 318-218-5426
Rebecca Cell: 318-267-6626
tanyatjd@yahoo.com or rdraneroberts@yahoo.com

**ELK COUNTY
SIMMENTALS**
Fullblood Fleckvieh Simmentals
...the breed that will improve your herd



Butch & Denise Casilio
1316 Water St. Ext. Johnsonburg PA 15845
814-965-5079 814-335-2434

BRINK FLECKVIEH
23098 GUNDER RD., ELKADER, IOWA
HOME (563) 245-2048 • CELL (563) 880-1470
Email: jbrink@alpinecom.net



Visit our website: www.brinkgenetics.com

Little Creek



LITTLE CREEK FARM, LLC
Mikell & Mary Cheek Davis, Owners
2638 Turkey Creek Rd. • Starkville, MS 39759
Home: 662-323-0744 • Cell: 662-418-0686
FAX: 662-324-7721
www.LittleCreekCattle.com

Kimberly Reneau, Coordinator
P.O. Box 426
Granbury, TX 76048 USA
Phone: 855-353-2584
Email: info@fleckvieh.com
www.Fleckvieh.com



Richard Dimler and Sons
Box 580, Grenfell, SK S0G 2B0
Ken Dimler
Ph: 306-697-7204
Email: kenshou@yourlink.ca
www.doublebardfarms.com



BUY THE BEST

DON'T JUST BUY A BULL

Gateway Simmental and Lucky Cross bulls

are bred to deliver better females and better beef!
Consider our moderate framed, big bodied bulls with great EPDs for calving ease, maternal calving ease, stayability and API. Gateway bulls can deliver long term maternal value for the future. Buy Gateway bulls to deliver heterosis, durability and generations of proven maternal adaptability!

The only thing better than a good cow,
is a good Lucky Cross™ cow!



Whichever direction you are going, they cross.

GATEWAY

SIMMENTAL & LUCKY CROSS

Jim and Tom Butcher

Jim 406-350-0467 • Tom 406-350-0979

butcher@3riversdbs.net • 2109 Joyland Road, Lewistown, MT 59457

www.gatewaysimmental.com

Chris Miller, Larry Hagenbuch, Logan Butcher

39TH Annual Gateway Bull Sale

Monday, February 4, 2019 at Noon, MST

Offering 250 Bulls at the Ranch near Lewistown, MT

ALLIED
GENETIC RESOURCES

SUPERIOR
Productions



SA

Steaks Alive

**We work with our Strengths —
Strong Dams with Strong Sires
give you Strong Choices.
Come choose some today.**

Fleckvieh genetics for the BEEF Business



John & Jeanne Scorse

P.O. BOX 3832

Joplin, MO 64803

Phone: 417-437-0911

Fax: 417-625-1574

scorsej@steaksalive.com

www.steaksalive.com