

Volume 27 • Number 4
Early Fall 2019

SimTALK

Linking SimGenetics to Commercial Cattle



In This Issue:

Building to SimAngus™

Calving Distribution: A Tool for
Evaluating Reproductive Performance

ASA Partners with Holstein Association

EPD Movement: Change is Inevitable

2019 Beef Improvement
Federation Meeting

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VOLUME 27 – NO. 4
Linking SimGenetics to Commercial Cattle

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A Schaake Farms Simmental pair out on the productive Kansas plains. Photo by Melissa Grimmel Schaake, Melissa Photography, Manhattan, KS.

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EPD	+14	-1.6	+66.6	+104.5	+.24	+7.6	+21.5	+18.0	+17.5	+33.6	+28.1	-.37	+.57	-.061	+.98	-.045	+159	+83
ACC	.81	.91	.89	.89	.89	.56	.66	.30	.80	.73	.58	.54	.64	.59	0.70	.16		

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ACC	.84	.94	.92	.91	.91	.63	.65	.46	.36	.75	.68	.54	.61	.54	.75	0.20		

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FROM THE EDITOR

By Dr. Rachel Endecott, Managing Editor



As summer winds down and thoughts turn to fall tasks, I'd like to take the opportunity to share with you about the AJSA Steer Profitability Competition (SPC). As I write this, we are just finishing up another successful year of learning, leading, and cattle feeding.

The premise of the contest is simple — junior members send feeder calves to the University of Missouri feedlot, calves are fed to harvest then sold on the grid, and profitability determines the winners. Where this program differs from a typical ranch-to-rail experience is the educational component. SPC participants attend monthly webinars from speakers throughout the industry on a variety of topics centered on the cattle feeding enterprise. This past year, webinars ranged from animal breeding and genetic selection to ruminant nutrition and feedlot diets to carcass grading basics.

Each month, participants submit a feedback assignment based on the webinar material. For example, the assignment from the animal breeding and genetic selection webinar was to create your own selection index based on your specific herd and environment. Reading this set of assignments was one of many high points of the SPC year for me — these young people have a great grasp on their production environment and traits that are important to them. I read about fescue tolerance from Missourians, brisket disease resistance from Coloradans, and how

calving ease is important when you're in school all day and can't skip class to check heifers.

For two of the webinars, participants were able to choose among writing a summary, creating 5 multiple-choice quiz questions, or designing an infographic based on the material. I was blown away by the creative and savvy submissions from the group. Martha Moenning, Hayfield, MN, submitted this fantastic infographic about quality and yield grading after the carcass grading basics webinar. What a clever way to deliver the message in an easy-to-consume format!

My interaction with this group gives me great confidence that the future of the commercial beef cattle industry is in good hands. If you or someone you know would like to learn more about getting involved in this unique educational opportunity for 2019-2020, go to juniorsimmental.org and click on SPC or email spc@simmgene.com.

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CDI Ambition x Red Quorum
Due early September to WS All Aboard



HSF 157E - Purebred
Xpection x Shear Force
Due early September to IR Imperial



HSF 157D - 3/4 SM 1/4 AR
HSF Conquest 29Z x Fortune 500
Due early Oct to All Aboard



HSF 137E - Purebred
Hook's Shear Force x Hoosier
Due late September to HSF Conquest 29Z



HSF F92Z - 1/2 SM 1/2 AR - ET
Redemption x 33X (Beef Maker x HSF Red Fortune Sis 33R)
Due early February to Red Moon



HSF 41C - 1/2 SM 1/2 AR
Redemption x Fortune 500
Due mid September to WS Outcross



HSF 145D - 1/2 SM 1/2 AR
Redemption x Autobahn Due early April to
Imperial - a daughter by High Stakes also sells!



HSF 58C - Purebred
Hook's Xpection x Beef Maker
Due mid September to Brown JYJ Redemption



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Building to SimAngus™

By Emme Troendle

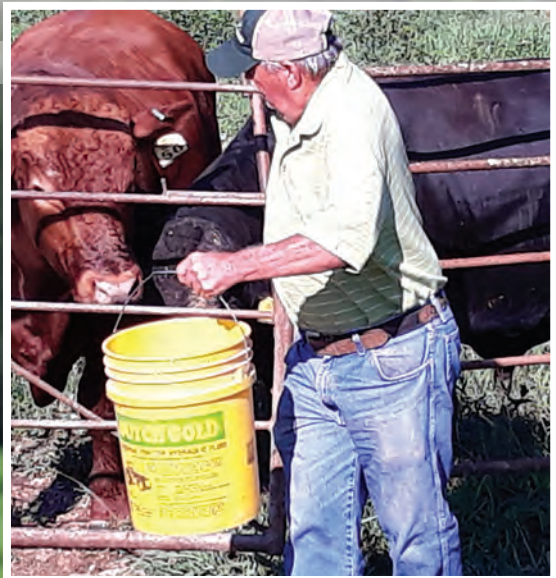
As a younger man, Danny Martin, of Florence, Mississippi, located just south of Jackson, made his living as a construction worker. After spending a majority of his time traveling and away from the family, Martin transitioned into farming and ranching full-time. “When I got tired of being on the road, working construction, I came home to the cattle and custom haying,” he further explains.

“I’ve had cattle all my life,” Martin says. He grew up on a dairy operation, but exhibited beef

cattle in 4-H and FFA. After earning a degree in animal science from Mississippi State University (MSU), Martin transitioned his portion of the family business into a cow-calf operation. “Transitioning from dairy to beef wasn’t hard for me — I raised beef cattle along with the dairy all my life.”

Today, the operation has grown to 600 acres and 150 head of red and black SimAngus™ cross cattle. Martin and his family run the cattle operation and maintain a custom hay operation on the side.

Mitch Dooley feeding bulls.



Danny Martin standing in front of his SimAngus cows.

Establishing Simmental

Operating under the name of M&M Farm, Martin has steadily built a quality herd of Simmental-influenced females. Martin laughs as he shares his transition to his current breed base, “You might say I experimented with everything out there before settling on Simmental, Angus, and Gelbvieh. I started out as most people do, following the trend, but I started watching how the Simmental breed was performing and dove into a SimAngus-cross.”

Initially, the operation was based on Holstein and Angus. The cows from the dairy operation that weren’t milking well enough for the dairy side were retired into raising beef calves sold at a local sale.

Martin explains that, at the time he was entering the cattle business in 1972 and buying the family’s beef herd, the industry was primarily focused on large-framed cattle. But, after being introduced to Ken Stewart, Marianna, Florida, who at the time just worked down the road, Martin began buying SimAngus bulls when he saw how the calves were performing. He shares, “One thing I learned at MSU was if you don’t stay ahead, you are going to get passed. You must focus on progress and that is how I started breeding Simmental.”

Martin estimates that today the majority of his cow herd is SimAngus-influenced and he is on his way to a full-SimAngus herd. “My younger herd is one-quarter Gelbvieh and three-quarters SimAngus, and I am trying to get to a point where my entire herd is SimAngus. I have been liking this cross because it blends Gelbvieh’s mothering ability, Angus’s moderate, mature cow size, and Simmental’s growth,” he adds.

The transition to SimAngus was natural for M&M Farm because stayability within the herd increased. Martin commends the SimAngus-cross for the condition that the cows maintain all-year-round without any additional help. “One thing I really like about SimAngus is the fleshing ability. After the heifers calve, they still flesh good. When you have your cattle out there in the pasture, they hold good condition; you can’t go wrong.”

Martin takes the time to develop strong replacement females, but insists that all cows have to be able to make it on their own. He says, “I try to take good care of my heifers, but to stay around, a cow needs to be able to do a lot on her own. I shouldn’t have to feed her year-round to keep a good condition on her.”

Mississippi, characterized by summers with high heat and humidity, influences many operations’ breeding decisions, but for Martin, he has found that he doesn’t have to have any *Bos indicus*-based breeds to be a successful cow-calf operator. “In my area, a quarter Brahman cow is well liked for handling the heat,” he says, “but I don’t have any problems with my SimAngus cross cows.”

Day-to-day Management

Martin’s cow herd runs on five locations within a 25-mile radius. “Average acreage per cow is different for each place. If we can rotate pastures, we can get two or three acres to a cow-calf pair. If we can’t rotate, it’s four acres per pair.”

The cattle graze on ryegrass throughout the winter and Bermuda grass in the spring. Martin comments,

“Bermuda is hard to raise in the area since it has so many competition grasses.”

The first-calf heifers calve at the tail end of December at 23 months of age, with the cows calving the first of the year. Primarily all breeding is done by herd bulls, but Martin plans to get involved with AI work. This year was the first year he AI’d his replacement females. “I want to utilize AI to improve genetics quicker. I have the facilities at the headquarters to do AI work, but it would be almost impossible at some of the other locations.”

Martin focuses on a comprehensive low-stress management plan. “If you feed cattle close to you or by hand, you can low-stress handle them. I stand at the feed trough and make the cattle come up by me, and be real calm with them.

“I don’t use antibiotics or hormones. I have a vaccination program that I use extensively, and I wean them all at one time in the last week of August,” he says. At weaning time, steers and heifers are split into two different groups. The steers are backgrounded for 60 days, gaining two to four pounds a day, before being sold directly to feedyard. “The steers are sold at about 700 pounds by the truckload. They get weighed at the local sale barn, and then get sold to a feedyard.”

When making replacement heifer selections, uniformity across the herd is an important selection criteria. “To keep the cow herd uniform, I comb through the replacement heifers every day, until I am lined up with 20 to 25 replacement females and 20 heifers to sell in the Mississippi Beef Cattle Improvement Association fall sale.”



In 2009, his herd hit 325 cows, a number that has since been downsized to 150. “I reduced my herd size, I am approaching 70 years old, so that slows me down — but not a lot!” he explains.

Martin plans to remain in the cattle and hay business as long as possible. “My wife, Linda, asked me what I was going to do when I retire. But what does that mean ‘retire’? I am one of those highly motivated guys who likes to get up early in the morning and go. It doesn’t matter where as long as I have something to do.”

CONTINUED ON PAGE 16

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Building to SimAngus

CONTINUED FROM PAGE 13



The Martin family, left to right: Ty, Orry, Joe, Danny, JT, Linda, Addy, Tammy, Barry, Amber, and Nick.



Danny and Linda Martin

In addition to cutting and baling his own 400 acres of hay, Martin also runs a custom haying business. "When I came back to the farm, I came back to haying. I have no idea why I always went back to haying." He laughs about the hard work running a custom haying business can be and how a successful year is very weather-dependent. "In a year, I will bale at least 500 acres in addition to the two to four cuttings of my hay per year. It can be a lot."

Giving Back

A majority of Martin's time away from the cattle operation is dedicated to helping the local 4-H clubs, cattle associations, and Hinds County Extension activities. In addition, Martin served as president of the Mississippi Beef Cattle Improvement Association (BCIA) from 2016-2018, where he previously served as vice president and as a member of the board of directors. He commends the members of the association. "BCIA members are progressive, they keep records, and strive to improve with each calf crop."

Martin and Linda, who met for the first time in high school, have been married 24 years. They reconnected at a livestock show where their children were showing. Most of the day-to-day work around the farm is completed by Martin, but he also receives help from his family and an old college friend, Mitch Dooley. All of their children and grandchildren help any chance they can between full-time jobs and school. Their children are: Tammy and her husband, Barry; Joe, Nick and his wife, Amber; Mark; and grandchildren, Orry, 24, Ty, 14, JT, 12, and Addison, 9.

"In the end, Simmental really adds growth to the equation," Martin concludes. "The SimAngus breed produces 600 to 700-pound calves and a moderately-sized female that is easy to run in our area." **ST**



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Christopher Martin

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Best Practices for Seedstock Breeders



Jackie Atkins, Ph.D.



Matt Spangler, Ph.D.



Bob Weaver, Ph.D.



Wade Shafer, Ph.D.

Best Practices to Receive the Most Accurate Genetic Predictions.

1 Clearly defined breeding objectives

With the ability to increase the rate of genetic change comes the possibility to make mistakes at a faster pace. Breeding goals need to be clearly identified to ensure selection at the nucleus level matches the needs (profit-oriented) of the commercial industry.

2 Whole herd reporting

Inventory-based reporting captures more complete phenotypes on reproduction and longevity traits, and thus creates more accurate genetic selection tools.

3 Proper contemporary groups

It is important for the precision of the genetic evaluation to group animals treated uniformly. Proper reporting of contemporary groups reduces bias in EPDs.

4 Take data collection and reporting seriously

Phenotypes are the fuel that drives the genetic evaluation. Take pride in collecting accurate data. If possible, collect additional phenotypes like mature cow weight, cow body condition score, udder scores, feed intake, and carcass data.

5 Phenotypic data collection for economically relevant traits needs to improve in both quantity and quality.

The quantity and quality of fertility traits, needs to dramatically improve. Providing disposal codes to identify why females leave the herd is vital. Commercial data resources, where the true economically relevant traits exist, are going to become more critical to capture. Breeders can help prove the genetics of their own seedstock by encouraging their commercial customers to join ASA's Commercial THE option and add valuable data to the evaluation.

6 Use index-based selection

As the list of published EPDs continues to grow, using economic selection indices will become even more helpful to reduce the complexity of multiple trait selection.

If the number of EPDs increase, tools to reduce the complexity of sire selection for commercial producers must continue to develop. Breed associations and seedstock producers have the obligation to aid commercial clientele in making profitable bull selection decisions.

7 Use genomics

Genomic selection offers an opportunity to increase the rate of genetic change and break the antagonistic relationship between generation interval (the average age of the parents when the next generation is born) and the accuracy of selection (e.g., accuracy of EPD) — two components that determine the rate of genetic change. However, as with any tool, genomic information must be used correctly and to its fullest extent. What is proposed herein is a list of 'best practices' for producers and breed organizations relative to genomic testing.



Best Practices for Genomic Testing

1 All animals within a contemporary group should be genotyped.

If genomic data are meant to truly enable selection decisions, this information must be collected on animals before selection decisions are made. The return on investment of this technology is substantially reduced if it is used after the decision is made.

2 Both male and female animals should be genotyped.

The promise of genomic selection has always suggested the largest impact is for lowly heritable and/or sex limited (e.g., fertility) traits or those that are not routinely collected (e.g., disease). This is indeed true, but it necessitates that genotyped animals have phenotypes. For sex-limited traits, this becomes a critical choke point given the vast majority of genotyped cattle are males. If producers wish to have genomic-enhanced EPDs for traits such as calving ease maternal and heifer pregnancy, they must begin or continue to genotype females. The ASA has a unique program called the Cow Herd DNA Roundup (CHR) to help herds collect female genotypes (see pop-out box below for more information). Through the CHR, members of the ASA more than tripled the number of female genotypes in the evaluation in less than one year.

3 Genotypes can provide useful information in addition to predictions of additive genetic merit.

Do not forget the value in correcting parentage errors, tracking inbreeding levels, identifying unfavorable haplotypes, estimating breed composition, and estimating retained heterozygosity. All of these can be garnered from populations that have a well-defined set of genotyping protocols.

The beef industry should be congratulated for the rapid adoption of genomic technology, but there is a lot of work to do. Of critical importance is the fact that genomic technology will continue to change and does not replace the need for phenotypes nor the fundamental understanding of traditional selection principles including EPD and accuracy.

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

- ◆ 15 Calving ease scores
- ◆ 21 Birth weights
- ◆ 22 Weaning weights
- ◆ 24 Yearling weights
- ◆ Stayability/productivity records on 25 daughters
- ◆ 6 Carcass weights
- ◆ 8 Marbling scores
- ◆ 5 Ribeye area measurements

All this from a test you can complete before you wean the calf.

Total Herd Enrollment (THE)

A cow-inventory-based reporting program, THE requires participants to provide annual reproductive and inventory status on their cow herd. THE is designed to improve quality of data submitted for genetic evaluation and improve and develop reproductive EPDs. By submitting data on the entire calf crop or contemporary group, breeders will receive more accurate predictions of their cattle. The ASA has four THE options to fit most seedstock (and now commercial) operations.



Cow Herd DNA Roundup (CHR)

The Cow Herd DNA Roundup (CHR) is designed to increase the number of female genotypes to better predict maternal traits (such as maternal calving ease). Genotyping entire herds reduces bias created when only the best cattle are genotyped. Gathering massive amounts of genotypes on entire cow herds will significantly improve the genomic predictions and rate of genetic progress. As parentage testing is included, CHR herds will have pedigrees validated through DNA. Participating breeders gain the benefits of having genomically enhanced EPDs on the entire cow herd — equivalent to a lifetime number of calf records in several traits for an exceptional cost.



Carcass Expansion Project (CXP)

Despite the importance of carcass traits to our industry, few producers devote resources to collecting and recording actual carcass data. While the Carcass Merit Program (CMP) is a valuable progeny test, it is limited in the number of records produced. We cannot depend on the CMP alone to bring in carcass data. In the age of genomics, it is clear we need genotypes on animals with actual carcass phenotypes. Adding another layer of commitment to predicting carcass traits, the ASA initiated a new program, dubbed the Carcass Expansion Project, in the fall of 2018 to increase the number of carcass records on genotyped animals. The ASA Board of Trustees and staff are ramping up both phenotypic and genotypic data collection on terminal calves — a vital part of our vision.



CALVING DISTRIBUTION: A TOOL FOR EVALUATING REPRODUCTIVE PERFORMANCE

By Dr. Rachel Endecott, Director of DNA Research
Management and Youth Development



Rachel Endecott Ph.D.

Calculating calving distribution is one way to evaluate the previous year's cow herd reproductive performance. This assessment calculates the number of cows calving in 21-day periods during the calving season (the length of a cow's estrous cycle). There are two different methods used to determine the starting date. The first is to add 283 (average gestation length) to the first breeding date or bull turnout date, and the second is to assign the starting date as the day when the third mature cow calves.

In herds where cow age can be identified along with calving date, calving distribution can be calculated for young cows separately from older cows, which may provide information about breed-up performance that might not otherwise be easily observed. While cows are grouped by age for the purposes of this article, other groupings like breed-of-sire may also be useful. Table 1 illustrates an example calving distribution assessment by cow age from the Beef Improvement Federation Guidelines publication.

Table 1

Cow Age	Number of Cows	Percent of Cows Calving		
		Days 1-21	Days 22-42	Days 43-63
2	79	55	27	16
3	62	29	43	27
4	44	43	36	20
5+	70	60	21	19
Total	225	48	31	20

What is a good benchmark number for calving distribution? One example comes from the North Dakota Beef Cattle Improvement Association Cow Herd Appraisal Performance Software (CHAPS) program. The 2018 CHAPS benchmark data for percent of cows calved by 21 days was 60%, with 87% of cows calved by 42 days.

From Table 1, do you see a group of cows you might be more concerned with compared to another? Perhaps the 3-year-olds? Check out the graph of this data in Figure 1 for a visual perspective.

In this format, the 3-year-old cows really jump out. All other age groups have the largest percentage of cows calving during the first 21 days, but the majority of 3-year-olds calved during the second 21 days. Many beef cattle producers find that getting first-calf heifers to breed back is a challenge. Some strategies to improve young cow reproductive performance include implementing proper heifer development and pre- and post-calving nutrition programs. Some producers start the yearling breeding season 2-3 weeks ahead of the mature cows in an effort to give the heifers more time to recover before breeding season. On the other hand, some producers implement a shortened (around 30-day) breeding season for yearling heifers in an effort to put selection pressure on reproduction. In this scenario, pregnancy rates will be lower than in a longer breeding season, so more potential replacement

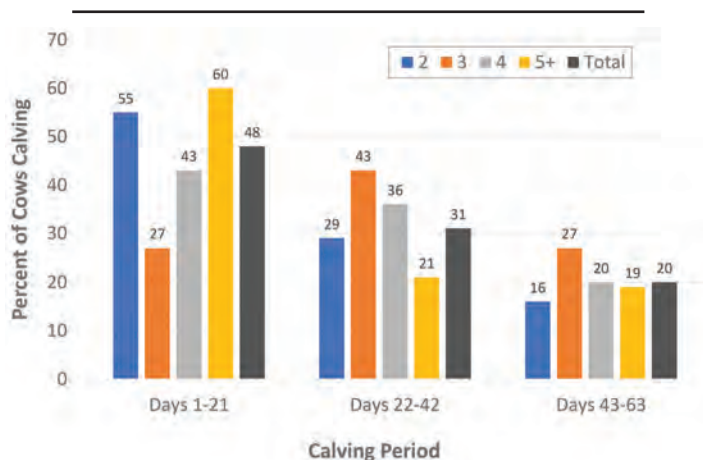
heifers may need to be retained to ensure an appropriate replacement rate for the cow herd.

Keeping young cows separate from older cows before and after calving (if conditions allow) might also be a good young cow reproductive management strategy. Since young cows are still growing, their nutrient demands are higher than mature cows. Managing them separately allows for more targeted feeding to meet nutrient requirements. When managed together, feeding to meet mature cow requirements will result in a nutrient shortage for the young cows. Feeding to meet young cow requirements will result in overfeeding the mature cows, which could be a fairly expensive proposition.

Does calving distribution have an impact on the bottom line? Absolutely. Age at weaning obviously has a huge impact on weaning weight, so more calves born early in the calving season means a heavier set of calves to offer your buyers. Furthermore, heifers who calve early with their first calf have been shown to have greater lifetime pregnancy rates, leading to increased longevity in the herd. In one study, heifers who calved in the first 21 days of calving weaned heavier calves than their later-calving herdmates, which amounted to the production of nearly one extra calf during their lifetime.

As you plan for your next breeding season, an evaluation of calving distribution might give you some good insight on how last year's management environment impacted cow herd reproductive performance.

Figure 1



Example calving distribution assessment. Percent cows calving in each calving period by cow age.



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7SM97 IMPERIAL

ASA 3210738 | Imperial x Dual Focus
Purebred SM | Red | Homo. Polled

A beautiful combination of outcross pedigree, industry leading EPDs and indexes with beautiful phenotype! If you use red, this is a must-use-sire!

	CE	BW	WW	YW	MCE	MILK	DOC	MARB	BF	REA	API	TI
EPD	19.7	-2.8	65.9	97.5	12.2	27.3	15.8	.57	-.060	.79	181.5	88.6
Acc	.55	.69	.54	.54	.27	.43	.30	.43	.36	.44		
% Rank	1	1	60	60	1	10	3	1	99	65	1	1



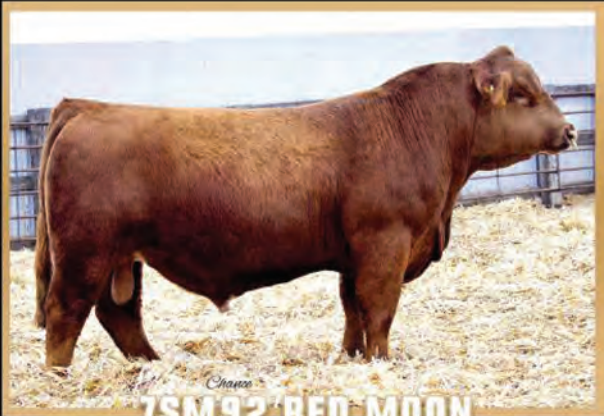
7SM80 WIDE RANGE

ASA 2725666 | Graduate x In Dew Time

3/4 SM 1/4 AN | Homo. Black | Homo. Polled

WIDE RANGE is the sire of countless top-selling bulls and females! Expect deep-bodied, stout-made bulls and females with his daughters having great udder quality.

	CE	BW	WW	YW	MCE	MILK	DOC	MARB	BF	REA	API	TI
EPD	13.8	0.2	82.1	126.1	7.4	11	12.6	-.09	-.056	1.39	134.6	77
Acc	.80	.93	.91	.90	.69	.75	.60	.72	.70	.75		
% Rank	25	45	4	5	35	99	35	99	40	1	30	20



7SM92 RED MOON

ASA 3115609 | Executive Order x Moon Shine
Purebred SM | Red | Homo. Polled

RED MOON was well sampled in 2017 and reports say his calves are outstanding! This proven Calving Ease sire offers an outcross pedigree with attractive physical qualities!

	CE	BW	WW	YW	MCE	MILK	DOC	MARB	BF	REA	API	TI
EPD	18.2	-3.2	64.8	99.5	10.8	31.5	13.5	.18	-.087	.72	144.9	79.2
Acc	.58	.77	.69	.67	.30	.42	.46	.41	.34	.45		
% Rank	1	1	65	55	1	2	15	15	90	80	10	10



7SM91 MAIN EVENT

ASA 2891336 | Upgrade x New Day 8005

1/2 SM 1/2 AN | Homo. Black | Homo. Polled

MAIN EVENT is destined to be one of the top registration SimAngus™ sires in the breed! This sire's phenotype is popular for producing both male and female progeny that have been sale toppers!

	CE	BW	WW	YW	MCE	MILK	DOC	MARB	BF	REA	API	TI
EPD	13.4	0.3	87.7	130.2	6.2	34.8	14.8	.26	-.098	.99	135.6	86.1
Acc	.70	.90	.88	.87	.47	.61	.81	.47	.54	.53		
% Rank	30	45	1	3	55	1	10	60	10	4	25	2

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EPDs as of 8/6/19

Come one, come all!

All Breeds Welcome!

"Thank you to the AJSA for putting on this high-quality and educational event. I've enjoyed every minute and look forward to watching this program grow. I will totally do this again!"

- Audrey Redalen, program participant, MN

"Many thanks to the entire staff at the American Junior Simmental Association who put forth so much effort to make this opportunity possible for me and all the other young people who have been involved in this opportunity. Thank you!"

- Madeline Smith, program participant, KY

"I just wanted to start my last monthly summary by saying thank you. Thank you for having this awesome program for me to participate in my senior year of high school. I have enjoyed every minute of it, and I am excited to watch this program grow and have hundreds of participants in the upcoming year."

- Carlye Rodenbeck, program participant, TX

"Thanks to you all at AJSA! It's been a great experience! Mitchell said to me last night, "now that my last write up is done, I'm gonna miss it!" Kudos to you all!"

- Jen Vaad, program parent, CO

"Thank you for all your hard work making this happen and working through all the kinks for us!"

- Brady Wulf, program participant, MN

"I have enjoyed the competition and learned so much over the past months."

- Ella Fischer, program participant, MO



SimGenetics
PROFIT THROUGH SCIENCE

American Simmental Association

2020 AJSA STEER PROFITABILITY COMPETITION

The AJSA Steer Profitability Competition (SPC) is designed to provide junior members meaningful exposure to the opportunities and challenges associated with cattle feeding. The SPC will not only allow participants to measure and compare the profitability of their own animal(s), but of greater importance, it will introduce young beef enthusiasts to peers, mentors, industry advocates, and experiences that are exceedingly difficult to acquire for any beef producer. Participants in the SPC program will be powerful voices as they transition from junior membership to adult participation within the beef industry.

ANIMAL REQUIREMENTS

1. Steers only
2. Entrant must be an AJSA member
3. Animals must be entered in the ASA database
4. One parent on file in the ASA database
5. DNA sample required with entry form
6. Birth date range: 1/15/19 to 4/15/19
7. Weaning date range: 8/15/19 to 10/15/19
8. Castration must occur prior to weaning
9. Steers must weigh 500 - 750 lbs at delivery
10. Steers must be polled or dehorned
11. Any breed composition welcome provided they meet rules 1-9

CONTEST GUIDELINES

1. Entry fee of \$50/ head
2. Feedlot placement approximately November 1
3. All decisions at the discretion of feedyard
4. Harvest will occur approximately May 2020
5. Participation in monthly e-meetings
6. Entrant will receive reports on:
 - a. Monthly feed and health bill
 - b. Final feedyard data
 - c. Final carcass performance data

Winners will be announced at the 2020 National Classic Awards Banquet in Grand Island, NE. Awards will be granted for the top three animals overall, top three pen of 3 overall, and top monthly write-up participant.

CONTEST DETAILS:

- 1) All steers on GrowSafe feed intake system throughout the entire project.
- 2) Individual intake and gain information on all steers.
- 3) Monthly weights on all steers.
- 4) Steers will be fed at University of Missouri Beef Research & Teaching Farm in Columbia, MO.
- 5) A monthly newsletter highlighting SPC details, industry news and steer performance.
- 6) Monthly bill detailing specific expenses on each steer.

CONTINUED THIS YEAR

Different feedback formats
each month

- Short essay questions with prompts
- Infographic or social media post
- 1/2 to 1 page summary
- Short online quiz tailored to participant age

Animals must be entered by 9/27/2019.

Go to: juniorsimmental.org to register or find more information.

ASA Partners with Holstein Association



☛ *In 2018, dairy steers accounted for 3.4 billion pounds of the commercial US beef supply.

☛ *Dairy heifers accounted for 4.2 million pounds of beef.

☛ *All dairy (including cull cows) accounted for 21% of US beef.

☛ In 2018, total beef production was 26.9 billion pounds.

☛ *In 2018, 8% of all beef graded Prime. 21% of Holstein calves graded Prime.

☛ There are approximately 5 million breeding-age dairy heifers and 9 million cows in the US.

☛ 90% of dairy cattle in the US are Holstein.

☛ There was a 59 percent increase in beef semen sales in 2018, which is attributed to an increase in semen sales to dairies.

** Courtesy of Dr. Brenda Boetel, Professor of Agricultural Economics, University of Wisconsin River Falls.*

ASA and the Holstein Association USA (HAUSA) have announced the formation of the **HOLSIm™** branded program. The program identifies elite SimAngus™ bulls with specific production attributes as mating solutions for dairy producers who breed some of their herd to beef sires.

The program's objective is threefold: to provide additional revenue to dairy producers through the production of value-added terminal calves; to offer new marketing avenues for progressive beef seedstock operations; and to offer a consistent supply of high-quality calves better situated to capture market premiums.

"Holstein producers now have the opportunity to easily participate by simply selecting from the list of HOLSIm bulls carried by their semen provider," says Chip Kemp, ASA Director of Commercial and Industry Operations.

"Through the International Genetic Solutions platform, we took a breed agnostic look at what type of beef bulls make the most sense to complement a Holstein female to add the most profitability to the terminal calf."

Qualifying for the sire list is not easy, and bulls that do so represent an elite group of beef genetics. All bulls in the program will be required to include the HOLSIm logo in all marketing and promotional material.

"The bulls must be homozygous black, homozygous polled, have a minimum birth weight accuracy of .4, and meet a minimum threshold in the HOLSIm Index," Kemp explains.

The HOLSIm Index uses the IGS Feeder Profit Calculator™ (FPC), the industry leader in feeder cattle evaluation, as the foundation for this effort.

The results from the FPC are then adjusted for the unique economic situations relevant to

Holstein cattle, namely, the need for added calving ease, muscle conformation, grading ability, and sensitivity to carcass length.

John Meyer, CEO of Holstein Association USA, says the HOLSIm program has the potential to change the beef-on-dairy dynamic.

"Instead of just breeding Holsteins to a black beef bull, now dairy farmers can breed to a SimAngus bull that ranks high on the HOLSIm index. By doing that, they can raise more profitable offspring coveted by both the feedlot and the consumer," Meyer says.

The program is underpinned by HAUSA's industry-leading animal identification program, something that will add increasing value in the marketplace as consumers require more information about where their food comes from. Because dairy operations calve year-round, a continuous and steady supply of high-quality beef will be available to distributors, retailers, and restaurateurs that have struggled historically with seasonal fluctuations of supplies.

To qualify for the program, all animals must have a Registered Holstein® dam and be bred to SimAngus bulls identified through the IGS Feeder Profit Calculator.

The HOLSIm program is the first of its kind and offers dairy farmers a unique opportunity to build new profit centers.

"To my knowledge, this is the first time that a beef and a dairy breed association have collaborated to have a specific program to benefit both organizations and their respective members and industries," Meyer says.

ASA members wanting to learn more are encouraged to contact Chip Kemp at 406-587-4531 or by email at ckemp@simmgene.com.



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**1:00 PM – Females Sell First
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50 F1 Simbrah Heifers

- Breds and Pairs with 5 Open F1 Simbrah Heifers ready to breed this Fall
- Most are registered with the American Simmental Association and also Golden Certified registered with the American Brahman Breeders Association

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and F1 Simbrah**

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E254

DOB: 9-24-17 • ½ Simmental ½ Angus Bull
CCR Frontier x Morgan's Direction



E201

DOB: 9-7-17 • Purebred Simmental Bull
TJ Northward x Mr NLC Superior



314E

DOB: 12-1-17 • ½ Simmental ½ Angus Bull
Lemmon Ten X x Ellingson Black Perfector



E303

DOB: 10-16-17 • Purebred Simmental Bull
JBS Big Casino x Ankonian Caesar T004



E190

DOB: 9-6-17 • ½ Simmental ½ Angus Bull
Mr NLC Entrepreneur x PA Power Tool



D239

DOB: 10-5-16 • PB Simmental Bred Heifer
CCR Cowboy Cut x PMS Principal
Will calve in January to Mr 7P D290



E329

DOB: 10-25-17 • ½ SM ½ AN Bred Heifer
Mr 7P B169 x MC Black Sullivan
Will calve the end of October to TJ High Plains



E255

DOB: 9-25-17 • ½ SM ½ AN Bred Heifer
Quaker Hill Rampage x NLC Break Free
Will calve in September to Hook's Baltic



E245

DOB: 9-19-17 • ½ SM ½ Brahman Bred Heifer
JDH Mr Manso 93/3 x CCR 215E Preferred
Will calve in September to Hook's Beacon



E236

DOB: 9-18-17
½ SM ½ Brahman
Bred Heifer
JDH Mr Manso 93/3 x
TRAXS Rushmore
Will calve in September
to Hook's Beacon

Building Blocks of Commercial Genetic Awareness



by Lane Geiss, Director of Commercial and Nontraditional Data Programs

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

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

Total Herd Enrollment — Commercial

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

Follow this link to learn more about THE-CM: www.simmental.org/commercial

Cow Herd DNA Roundup

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

Follow this link to learn more about CHR:
www.simmental.org/chr

IGS Feeder Profit Calculator™

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

Follow this link to learn more about the FPC:
www.internationalgeneticsolutions.com

ST



Clint Berry

"The FPC is a simple and easy tool that commercial cattlemen can utilize to differentiate their cattle in the marketplace. Works in breeding programs using various breeds and has no cost to the producer."



**Feeder Profit
CALCULATOR™**

beef@internationalgeneticsolutions.com

EPD Movement: Change is Inevitable

By Wade Shafer, Ph.D., EVP of American Simmental Association

Editors' note: During the April board meeting, the Board of Trustees passed a directive to add possible change to the main animal page in Herdbook.



Wade Shafer, Ph.D.

This tenet certainly holds true when it comes to genetic evaluation. By now, all of us are well aware that EPDs inevitably change over time. Curiously, change, particularly more than moderate change, is often cited as a reason to discount the utility of our genetic evaluation system or to question breeder integrity. For the most part, these are unwarranted deductions. The fact of the matter is, EPDs should change over time — in some cases dramatically.

There are two sources of change in EPDs over time. First, change can be due to differences in the methodology of calculation. As the technology for calculating EPDs improves, an upgrading of the system is warranted from time to time. Upgrades and resulting changes are justified because they improve the validity of our genetic evaluation system. We certainly saw this with the movement to the IGS Multi-breed Genetic Evaluation powered by BOLT. This upgrade caused changes in EPDs, in some cases substantial change; however, it greatly improved our system — certainly justifying the changes.

The second type of change, which represents the vast majority of change over time, is due to additional data being incorporated into the data set. To illustrate this change, it is helpful to consider the relationship between estimates and “true” values. Because we aren't privy to animals' true genetic values, we are required to estimate them through the use of phenotypic observations. As additional observations are collected from one evaluation to the next, EPDs, on the average, move closer to the true values they estimate. Change resulting from this “zeroing in” on true values results in more accurate EPDs — certainly a good thing.

Though clearly beneficial, this change can be sizable as EPDs move toward their true values. To demonstrate this fact, let's look at the possible change (PC) statistic associated with each EPD. Possible change is the range \pm an animal's EPD that, 67 percent of the time, we expect the animal's true genetic value to fall within. If we extend the range to 2 and 3 PC units \pm an animal's EPD, its true value is expected to fall within the range 95 and 99 percent of the time, respectively. With these percentages in mind, we can

make some assumptions; first, in a group of 100 bulls, it is expected that 33 (100 - 67), 5 (100 - 95) and 1 (100 - 99) of them have true genetic values outside a 1, 2 and 3 PC unit range, respectively, from their EPD for a particular trait; second, when considering multiple traits, the number of instances in which true values fall outside PC ranges increases by a multiple of the number of traits. For example, if we consider 15 traits on our sample of 100 bulls, we expect 495 (15 x 33), 75 (15 x 5) and 15 (15 x 1) instances where sires have true values more than 1, 2 and 3 PC units, respectively, from their current EPDs.

To add further perspective, let's take a bull calf with a 60 YW EPD and a corresponding 0.30 accuracy. The PC range for this calf's EPD is \pm 18. If he turns into an AI sire, eventually developing a YW accuracy of 0.99 (i.e., his EPD is essentially his true genetic value), there is a 67, 95 and 99 percent chance that his 0.99 accuracy EPD will fall between 78-42 (\pm 1 PC unit), 96-24 (\pm 2 PC units) and 114-6 (\pm 3 PC units), respectively. As you can see, it would be fairly common (33 percent of the time) for the calf to end up with an EPD over 78 or under 42, a result that would fairly categorize him as either a high- or low-growth bull. Furthermore, it wouldn't be that extraordinary (1 percent of the time) for this middle-of-the-road YW calf to end up being on the very extreme ends of the spectrum (over 114 or under 6). If we expand the array of traits to 15 for this calf, it would hardly be remarkable for one of his 0.99 accuracy EPDs to end up 3 PC units from where he started; it should happen 15 percent of the time.

What does all this mean? From my vantage point, this puts into perspective the fact estimates are going to change — in some cases, dramatically (e.g., beyond 3 PC units). Furthermore, through PC, we are told “up front” about the range of change to anticipate. Therefore, when a sire moves dramatically, rather than discount our genetic evaluation system or assume there were faulty data submitted on him, we should be more accepting of it — knowing that it is expected to occur at a predicted frequency.

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APEX RACHEL T943E
APEX MS CAPITALIST TX929C
APEX EBONETTE TX950Z
APEX FANTASY SD681F
APEX GRETA T909E
APEX JOANIE BD689F
APEX REMI U444C
APEX MARQUEE U804E

SIRE NAME

CCR BOULDER 1339A
BRIDLE BIT MOZART D605
TJ HIGH CALIBRE 556B
CONNELLY CAPITALIST 028
HOOVER DAM
BRIDLE BIT REMBRANDT D630
CCR COWBOY CUT 5048Z
CLRS DIVIDEND 405D
W/C LOADED UP 1119Y
ROUSEY GOLD STRIKE 512C

API

157.9
149.1
148.2
143.3
142.4
140.7
140.6
139.6
139.0
136.9



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SUNDAY, SEPTEMBER 15, 2019 - 2:00 PM CENTRAL - SHELBYVILLE, IL



Lot 1 | ASA 3575131 | 9/7/18
Purebred by MR HOC Broker



Lot 2 | ASA 3588261 | 1/10/19
Purebred by CDI Innovator



Lot 3 | ASA 3584868 | 2/2/19
3/8 Simmy by KR Casino



Lot 4 | ASA 3570590 | 1/21/19
Purebred by TKCC Carver



Lot 12 | ASA 3584949 | 2/7/19
3/4 Simmy by Executive Order



Lot 14 | ASA 3583522 | 1/17/19
Purebred by THSF Lover Boy



Lot 15 | ASA 3588264 | 1/18/19
Purebred by WS Revival



Lot 29 | ASA 3584825 | 4/2/19
Purebred by LLSF Uprising



Lot 41 | ASA 3396339 | 9/12/17
1/2 Simmy by Colburn Primo
Bred to One Eyed Jack



Lot 43 | ASA 3522074 | 1/1/18
Purebred by One Eyed Jack
Bred to W/C Executive



Lot 44 | ASA 3426675 | 3/2/18
Purebred by JF Milestone
Bred to CDI Mainline



Lot 47 | ASA 3522056 | 1/9/18
1/2 Simmy by SAV Bruiser
Bred to W/C Executive



Lot 49 | ASA 3426702 | 2/3/18
Purebred by Rem. Lock n Load
Bred to CDI Mainline



Lot 50 | ASA 3426755 | 2/3/18
3/4 Simmy by HPF Optimizer
Bred to CDI Mainline



Lot 52 | ASA 3426627 | 2/4/18
Purebred by Rem. Lock n Load
Bred to CDI Mainline



Lot 54 | ASA 3468545 | 4/12/18
1/2 Simmy by TJ Main Event
Bred to CCR Anchor

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- Wright-Way Simmental 618.267.6521 (Wyatt)
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- JR Simmentals 217.248.8447 (Jess)
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- Peaceful Valley Farm 865.254.2998 (Emily)
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CE	BW	WW	YW	ADG	MCE	MM	MWW	STAY	DOC	CW	YG	MB	BF	REA	SHR	API	TI
13.5	0.5	89	135.8	0.29	5.1	17.7	62.1	21.8	14	38	-0.51	0.08	-0.063	1.48	-0.3	153.7	85.6
.58	.77	.73	.72	.72	.33	.49	.50	.33	.41	.56	.42	.51	.41	.53	.17		
15%	25%	2%	2%	4%			15%	2%	10%	15%	25%	35%		1%		3%	2%



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Reg#: 3312276

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- Homozygous Black, Homozygous Polled, Purebred

CE	BW	WW	YW	ADG	MCE	MM	MWW	STAY	DOC	CW	YG	MB	BF	REA	SHR	API	TI
17.8	-1.3	78.3	121.4	0.27	12.5	32.3	71.4	17.1	17	22.6	-0.53	0.55	-0.081	1.18	-0.37	175.4	95.3
.56	.67	.52	.53	.53	.29	.45	.46	.29	.33	.48	.38	.44	.37	.49	.09		
1%	4%	15%	10%	10%	1%	1%	1%		2%		20%	1%		2%	30%	1%	1%



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Reg#: 3312184

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- Homozygous Black, Homozygous Polled, 1/2 Simmental, 1/2 Angus

CE	BW	WW	YW	ADG	MCE	MM	MWW	STAY	DOC	CW	YG	MB	BF	REA	SHR	API	TI
11.7	2.2	83.8	135.2	0.32	5.7	22.7	64.5	11.3	14.8	60.7	-0.09	0.4	-0.026	0.73		131.1	82.6
.55	.71	.57	.56	.56	.31	.46	.48	.27	.45	.50	.38	.44	.37	.47			
		3%	2%	2%			10%		10%	1%		30%		30%		35%	5%

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BIF MEETING FOR 2019

By Drs. Rachel Endecott and Jackie Atkins

An engaged group of 500 attendees from all segments of the beef cattle industry gathered in Brookings, South Dakota for the 2019 Beef Improvement Federation (BIF) meeting, June 18-21. Two general sessions covered applications of technology and utilization of big data, followed by afternoon breakout sessions on a variety of topics. The depth and breadth of the industry was apparent throughout the meeting, as topics ranged from learning about the dairy industry harvesting oocytes from prepubertal heifers for in vitro fertilization to the value of stayability and longevity to commercial cow/calf producers. Dr. Bruce Golden was a featured speaker in one afternoon breakout session describing his work on detecting and treating various birth weight contemporary group recording methods in the IGS evaluation. Another new development shared at the meeting is the transition from a hard copy BIF Guidelines to an online wiki version to allow for more rapid updates as the guidelines are improved. Finally, Gordon Hodges, Chairman of the ASA Board of Trustees, and Dr. Jackie Atkins, ASA Director of Science and Education, were both elected to serve on the BIF board of directors. Congratulations, Gordon and Jackie!

Mershon Cattle LLC Named BIF Commercial Producer of the Year

Congratulations to ASA member Mershon Cattle LLC for being named the 2019 Beef Improvement Federation Commercial Producer of the Year! Bruce and Tracey Mershon, Buckner, MO, were in attendance at the BIF meetings in Brookings, SD, to accept the award. Mershon Cattle LLC is a diversified crop and livestock operation with an Angus-based crossbred cow herd bred to Simmental, Hereford, and Charolais bulls. The Mershons say that a key to their success is gathering complete phenotypic records on each calf crop from birth to harvest, which allows them to implement strategic improvements in building accuracy for their cow herd.



Bruce and Tracey Mershon accept 2019 BIF Commercial Producer of the Year.

Save The Date for BIF 2020

The 52nd Annual Beef Improvement Federation Meeting and Research Symposium will be held June 9-12 at the Embassy Suites Orlando — Lake Buena Vista South, FL. Florida offers a unique opportunity as it is home to 9 of the top 25 beef cow herds in the country. The conference location is conveniently close to the Disney World theme park and other attractions like the Kennedy Space Center. Mark your calendar for BIF 2020!

IGS Social

A highlight of the BIF meetings was an informal IGS social at the McCrory Gardens, an arboretum affiliated with South Dakota State University. Over 100 guests joined us for casual conversation, snacks, and cold beverages amid the peonies in bloom. Several IGS breed association staff, academics, allied industry personnel, and seedstock breeders joined in on the festivities. The evening was a great showing of camaraderie among like-minded seedstock industry partners.



IGS breed association staff, academics, allied industry personnel, and seedstock breeders mingle at the IGS social.



2019-2020 BIF Board of Directors, seated left to right: Tommy Clark, Culpeper, VA, president; Lee Leachman, Fort Collins, CO, past president; Jane Parish, Mississippi State University, BIF Executive Director; Bob Weaver, Kansas State University (KSU), BIF Central Region Secretary; Darrah Bullock, University of Kentucky, BIF Eastern Region Secretary; Mark Enns, Colorado State University, BIF Western Region Secretary; Josh White, National Cattlemen's Beef Association; and Mark Thallman, US Meat Animal Research Center. **Standing, left to right:** Robert Williams, American Wagyu Association; Lex Carter, Pingree, ID; Jack Ward, American Hereford Association; Aaron Arnett, Sexing Technologies; Kajal Devani, Canadian Angus Association; Kevin Schultz, Haviland, KS; Gordon Jones, Lafayette, TN; Matt Perrier, Eureka, KS; Jackie Atkins, American Simmental Association; Lance Bauer, Beefmaster Breeders United; Gordon Hodges, Hamptonville, NC; Shane Bedwell, American Hereford Association; Megan Rolf, KSU; John Genho, Woodville, VA; and Joe Epperly, Albion, NE. Not pictured: Vice President Joe Mushrush, Strong City, KS; Dan Moser, Angus Genetics Inc.; and Stephen Scott, Canadian Beef Breeds Council.

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Michael Dixon, KY – "Our Calf Catcher worked as advertised. It was extremely helpful in this year's calving season."

Neal Otto, OK – "A lot safer to work calves with protective mommas. It seems like they are a lot more at ease when they can see what is going on. They just patiently wait."

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USDA to Require RFID Bangs Tags

The USDA Animal and Plant Health Inspection Service (APHIS) has announced a transition from metal bangs ear tags to radio frequency identification (RFID) tags. The switch will be implemented over four years, as the USDA stops providing free metal tags which were part of the brucellosis eradication program. Producers will now be required to purchase RFID tags for cattle and bison moving across state lines.

Metal tags will be provided until December 31, 2019. The USDA initiated the change as a way to improve health official's ability to locate animals in the case of a disease outbreak. Using electronic tracking could speed up the testing and identification process significantly.

Nebraska Man Arrested for Dead Livestock

After the discovery of 200 deceased cattle in a feedlot, a Nebraska man has been arrested and charged with multiple crimes, including 26 counts of cruelty to animals, two counts of prohibited sale of livestock, and one count of theft by unlawful taking.

In addition to the dead cattle there was also a horse that died in an alleged case of animal neglect. Authorities also removed more than 200 other cattle that were found to be in questionable to poor condition at the property. Those remaining animals were removed and had been placed on a nearby ranch to be cared for.

Montana Lost 37,000 Cattle During Winter

The winter of 2018 was difficult for many across the US. In Montana, producers lost more than 37,000 cattle according to the Farm Service Agency. *The Billings Gazette* reported that the Federal Livestock Indemnity Program paid out \$11.1 million for the losses. It is reported that more cattle were lost but did not qualify for compensation.

The 2018 payout was significantly higher than previous years, and losses for 2019, with continued harsh weather, were not accounted for in these figures.

New Record for Beef Production Projected

The initial forecast for 2020 commercial beef production is expected to set a record, at 27.5 billion pounds — surpassing what is expected to be a record level in 2019 by almost 1%, according to the US Department of Agriculture's most recent "Livestock, Dairy & Poultry Outlook."

While total cattle slaughter is expected to be lower than 2019, expected gains in average carcass weights will more than offset a decline in cow slaughter. USDA lowered the 2019 beef production forecast fractionally from last month to 27.3 billion pounds due to a reduced second-quarter 2019 forecast on expectations for lower carcass weights that will more than offset an increase in anticipated fed cattle slaughter.

R-Calf Files Lawsuit

R-Calf USA filed a federal class action lawsuit against the nation's four largest beef packers, alleging violations of US antitrust laws, the Packers and Stockyards Act, and the Commodity Exchange Act, by unlawfully depressing the prices paid to US producers.

The lawsuit was filed against Tyson Foods, Inc., JBS S.A., Cargill Inc., and National Beef Packing Co. LLC, in addition to some affiliates of these companies. Collectively, these companies purchase more than 80% of fed cattle in the US annually. The lawsuit claims that by depressing prices of fed cattle purchased from US producers their profits and margins were inflated, and aims to recover the losses.

Tyson Adds Plant-Based Proteins

Tyson Foods, Inc. has announced its first plant-based meat alternative product, additional meat and plant blended products, and a new brand, Raised & Rooted, for its retail line. The initial products under the new Raised & Rooted brand include plant-based nuggets, set to debut in late summer through national retailers, and blended burgers, set to roll out in the fall, which Tyson bills as healthier than competing plant-based-only patties.

In addition, Tyson's existing Aidells brand has launched Aidells Whole Blends sausage and meatballs, made with chicken and plant-based ingredients, the release said.

CONTINUED ON PAGE 40

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Temple Grandin Responsible Cattle Care Audit

Food Safety Net Services Certification and Audit (FSNS C&A) has announced the launch of the FSNS C&A Temple Grandin Responsible Cattle Care Program. The program was developed under the guidance of animal care expert Dr. Temple Grandin. Suppliers volunteer to participate in this approach to improve the conditions under which cattle are managed throughout their life.

This system focuses on objective scoring at meat harvesting facilities for indicators of responsible care and management of animals intended for human consumption. Participants in this program commit to develop a management system that uses routine monitoring to enhance the lives of the animals. The program includes assessing the condition of animals received at the meat processing facility. Several of the measures that will be monitored at the plant are lameness, cleanliness, injuries, and internal health.

Local Meat May Go Interstate

Two US Senators, Mike Rounds (R-SD), and Angus King (I-Maine), reintroduced the New Markets for State-Inspected Meat and Poultry Act. The bill would allow meat products to be sold across state lines if inspected by state Meat and Poultry Inspection.

There are currently 27 states with inspection programs, certified by the Food Service Inspection Agency (FSIS), that meet federal inspection standards. The products processed at these facilities currently cannot be sold across state lines. Supporters of the bill cite the potential market benefit for local business, and a number of state and national agricultural organizations are in support.

Innovation & Improved Efficiency for Beef

Over the last 50 years, beef production has steadily increased, while the number of cattle slaughtered has decreased, USDA economists Russell Knight and Lekhnath Chalise noted. "In 1975, the US cattle herd's growth had peaked, with all cattle and calves topping out at 132 million head. The next year, as the herd contracted, it gave way to the largest number

CONTINUED ON PAGE 42

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To learn more about the CMP visit www.simmental.org, then click Carcass Merit Program under the Commercial tab.

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

of cattle slaughtered commercially, at 42.7 million head, and produced a then-record of 25.7 billion pounds of beef,” they explained. “Since then, record beef production has been achieved with fewer animals as the result of an industry that has changed dramatically over time.”

The achievement can be attributed to improved breeding practices that have helped produce more efficient cows that have offspring with better growth rates and feed conversion efficiencies. Additionally, enhanced cattle performance on grass and in feedlots has provided faster turnover of feeder cattle with heavier carcass weights, Knight and Chalise reported. “These cattle make their way through the value chain as a better and more consistent product, thanks to improved feeding technologies and better husbandry practices, enabling the industry to produce more beef per cow,” they explained.

USDA data show that the number of fed cattle in the slaughter mix has increased by upwards of 80% of the animals harvested. The current record level of beef produced commercially, at 27.1 billion pounds, occurred in 2002 and was derived from 35.7 million head. The 2019 and 2020 beef production forecasts are expected to surpass that level with about 6% fewer animals, USDA said.

Researches Link Lower MS Risk with Red Meat

Australian researchers found there may be a connection between the consumption of unprocessed

red meat as part of a regular diet and a lower risk of having a condition that usually leads to multiple sclerosis (MS).

Scientists at the School of Public Health at Curtin University in Perth, Australia, studied subjects who showed signs of central nervous system demyelination (FCD), which other research says leads to full-blown MS 83% of the time 10 years after diagnosis. The Curtin team discovered that subjects who ate more unprocessed red meat than the group that ate much less were between 37% and 52% less likely to be at risk for MS, depending on the amount of red meat in their regular diets. The study found no association between the risk for FCD and red meat consumption for those who ate very little red meat like beef, lamb, pork, or veal.

The study results appear in the Journal of Nutrition and concluded that a Mediterranean diet that includes unprocessed red meat could be beneficial for those at high risk of developing MS.

Cattle on Feed Highest Since 1996

USDA’s monthly Cattle on Feed reports showed cattle and calves on feed for the slaughter market in the United States for feedlots with a capacity of 1,000 or more head totaled 11.7 million head on June 1, 2019. The inventory was 2% above June 1, 2018, and the highest June 1 inventory since the series began in 1996.

Placements in feedlots during May totaled 2.06 million head, 3% below 2018. Net placements were 1.99 million head. During May, placements

CONTINUED ON PAGE 44

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CE	BW	WW	YW	MCE	MILK	STAY
13.1	-0.4	73.9	109.3	10.3	24.6	18.2
DOC	CW	YG	MARB	REA	API	TI
18.4	14.5	-0.52	0.48	1.12	163.0	88.0

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
12.7	-0.3	76.5	121.1	7.5	24.9	20.1
DOC	CW	YG	MARB	REA	API	TI
14.6	40.5	-0.31	0.24	0.98	144.0	78.7

NLC Gen Ten 82E



ASA 317984 PB SM

NLC PROGRESSIVE 40C x LBR RIGHT FOCUS W271

CE	BW	WW	YW	MCE	MILK	STAY
9.9	3.3	80.4	121.3	7.1	26.5	20.0
DOC	CW	YG	MARB	REA	API	TI
8.3	32.5	-0.40	0.19	0.89	142.6	79.6

TJ Teardrop 783F



ASA 3459734 3/4 SM 1/4 AN

TJ MAIN EVENT 503B x DIKEMANS SURE BET

CE	BW	WW	YW	MCE	MILK	STAY
17.2	-0.8	81.9	122.6	7.2	39.2	19.0
DOC	CW	YG	MARB	REA	API	TI
16.6	42.8	-0.33	0.12	0.78	142.9	81.1

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TJ Heisman 388F



ASA 3459048 PB SM

KOCH BIG TIMBER 685D x CCR COWBOY CUT 5048Z

CE	BW	WW	YW	MCE	MILK	STAY
15.5	-0.6	81.1	120.8	10.7	28.8	21.1
DOC	CW	YG	MARB	REA	API	TI
13.1	36.8	-0.27	0.41	0.72	170.2	90.5

WBF Iron Clad E053



ASA 3255518 1/2 SM 1/2 AN

ACW IRONHIDE 395Y x OCC EUROFLECK 132N

CE	BW	WW	YW	MCE	MILK	STAY
14.6	-1.0	62.0	98.8	8.7	27.9	18.5
DOC	CW	YG	MARB	REA	API	TI
28.4	28.4	-0.14	0.27	0.39	139.2	71.1

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of cattle and calves weighing less than 600 pounds were 370,000 head, 600-699 pounds were 305,000 head, 700-799 pounds were 500,000 head, 800-899 pounds were 539,000 head, 900-999 pounds were 235,000 head, and 1,000 pounds and greater were 115,000 head.

Marketings of fed cattle during May totaled 2.07 million head, 1% above 2018.

Other disappearance totaled 72,000 head during May, which was 1% below 2018. The estimates were in line with analysts' pre-report forecasts.

ASA Major Presence at BIF

An engaged group of 500 attendees from all segments of the beef cattle industry gathered in Brookings, South Dakota for the 2019 Beef Improvement Federation (BIF) meetings, June 18-21. Two general sessions covered applications of technology and utilization of big data, followed by afternoon breakout sessions on a variety of topics. The depth and breadth of the industry was apparent throughout the meeting, as topics ranged from learning about the dairy industry harvesting oocytes from prepubertal heifers for in vitro fertil-

ization to the value of stayability and longevity to commercial cow/calf producers.

Dr. Bruce Golden was a featured speaker in one afternoon breakout session describing his work on detecting and treating various birth weight contemporary group recording methods in the IGS evaluation. Another new development shared at the meeting is the transition from a hard copy BIF Guidelines to an online wiki version to allow for more rapid updates as the guidelines are improved. Finally, Gordon Hodges, Chairman of the ASA Board of Trustees, and Dr. Jackie Atkins, ASA Director of Science and Education, were both elected to serve on the BIF board of directors.

Arby's Creates "Meat" Vegetables

Arby's, the unabashedly meat-centric sandwich chain, has a solution for those trying to eat more vegetables but still hungry for meat. The restaurant operator has created meat-based vegetables, meat formed into vegetable shapes dubbed "megetables."

The first such vegetable alternative is the "marrot," a bright orange "carrot" made from turkey. Whole turkey breast is cut into the shape of a carrot, sous vide for one hour, then rolled in a carrot marinade and a brûlée with maple syrup powder. The carrot substitute is then roasted for another hour and topped with a sprig of fresh parsley.

"Plant-based meats are the latest incarnation of making vegetables look like what Americans really want, which is great, tasty meat," said Jim Taylor, Arby's chief marketing officer. The marrot is a good source of Vitamin A, offering more than 70% of the recommended daily value, and over 30 grams of protein, Arby's says. The chain said it is in the early stages of developing the megetables concept and is not yet making the marrot available to customers.

Beyond Meat Releases Burger with "Marbling"

In the latest developments in plant-based burger companies working to make their products more like meat, Beyond Meat announced a new version of its Beyond Burger.

"The new, meatier Beyond Burger features marbling designed to melt and tenderize like traditional ground beef. Made using a blend of pea, mung bean, and rice proteins that offer a complete protein source, the blend of proteins provides a meatier taste and texture that mimics the chew and juiciness of beef," the company said in a news release.

CONTINUED ON PAGE 46



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Sales Management

Beyond Meat is releasing the new product at grocery stores nationwide. The company said it may take “a few weeks” to show up in stores and will sport a red “now even meatier” tab on the package.

Beyond Meat uses water, pea protein isolate, expeller-pressed canola oil, refined coconut oil, and 2% or less of 18 other ingredients to provide what the company describes as “melty, mouthwatering marbling that creates a juicy texture that is closer to traditional ground beef than ever before.”

Buoyancy Method for Embryo Selection

Researchers at Texas Tech University in Lubbock, Texas, have developed a new buoyancy method and device to improve pregnancy outcomes of embryo transfer and IVF in livestock. The technology, invented by Dr. Cara Wessels, Dr. Sam Prien, and Dr. Lindsay Penrose, calculates embryo buoyancy to assess the health and viability of mammalian embryos. Current embryo selection practices use a grading system based on an embryo’s visual appearance.

The new buoyancy technology takes an advanced, quantitative approach better at detecting cellular changes in the embryo, that may not be visually apparent. Studies using the buoyancy technology determined approximately 15% of grade-1 embryos are non-viable, so any improvement to current embryo selection practices will benefit pregnancy outcomes of these assisted reproductive technologies. The team tested this method on mouse, sheep, and cattle embryos, and found that the buoyancy technology is successful at estimating embryo viability, quality, survival of cryopreservation, and possibly even embryo sex. The method allows livestock embryologists to select the embryo with the highest developmental potential, which reduces the transfer of low-quality and non-viable embryos into recipients.

The buoyancy method is non-invasive, does not harm the embryo, takes less than a minute, is affordable to the livestock industry, can be used in the lab or field, and has produced healthy pregnancies which survived to term.

Farmer Share of Food Dollar Shrinks

For every dollar American consumers spend on food, US farmers and ranchers earn just 14.6 cents, according to a report released recently by the US Department of Agriculture’s Economic Research Service (ERS).

This value for 2017 marks a 17% decline since 2011 and is the smallest portion of the American food dollar farmers have received since USDA began reporting these data in 1993. The remaining 85.4 cents cover off-farm costs, including processing, wholesaling, distribution, marketing, and retailing.

Even though family farmers and ranchers are more productive today than they have ever been, they’re taking home a smaller and smaller portion of the American food dollar, according to a recent report.

Since the previous year, farm production costs per food dollar remained constant at 7.8 cents in 2017 and are still at their lowest level since 2002. Foodservice costs per food dollar rose to 36.7 cents in 2017, increasing for the ninth consecutive year since 2008, when these costs were 29.0 cents. Food packaging costs were 2.3 cents in 2017, an all-time low since the beginning of this series; packaging costs were recorded at their highest level of 4.2 cents in 2002.

Although 2017 was the sixth consecutive year the farm share dropped, the decline was smaller than in 2016 (4.5%) and 2015 (9.9%). Unlike in the previous two years, average prices received by US farmers went up in 2017, as measured by the Producer Price Index for farm products.

The decline in farm share also coincides with six consecutive years of increases in the share of the food dollar going to the foodservice industry. Increases in food-away-from-home spending by consumers drives down the farm share of the food dollar. Farmers receive a smaller percentage from eating-out expenditures because food makes up a smaller share of total costs due to restaurants’ added costs for preparing and serving meals.

Conditions for farmers have been eroding since 2011, and many have already made the decision to close up; in the past five years, the US lost an estimated 70,000 farm operations.

CONTINUED ON PAGE 48

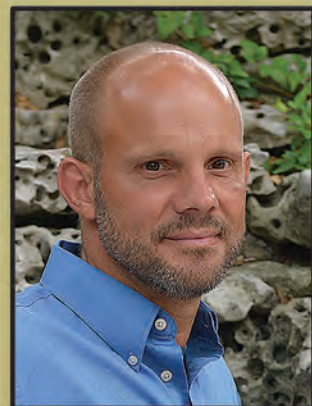
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Cover Crops Eligible for Aid

Farmers who were prevented from planting crops this year due to the unrelenting rains will be able to maintain eligibility for a minimal Market Facilitation Program (MFP) payment by planting cover crops. The USDA has targeted just over \$14 billion for MFP payments for the 2019 growing season to ease the financial impact to farmers of the ongoing trade dispute with China. The first of three rounds of payments is set to be paid out in late July or August.

The Natural Resources Conservation Service (NRCS) also announced special sign-ups in eight states (Kansas, Michigan, Minnesota, Missouri, Nebraska, Ohio, Oklahoma, and South Dakota) for cost-share assistance for cover crops under the Environmental Quality Incentives Program (EQIP).

Brazil Resumes Beef Exports to China

China recently authorized the resumption of Brazilian beef imports, after a 10-day suspension in trade due to an atypical case of Bovine Spongiform Encephalopathy (BSE) detected in a cow in Mato Grosso state, according to Brazil's Ministry of Agriculture, Livestock and Food Supply.

The Brazilian government is now negotiating a new sanitary protocol with China. Brazilian beef exports to other countries have not been affected, Brazil's Ministry of Agriculture said in a statement.

Loans to Improve Rural Power Announced

The USDA has announced that it will provide \$858 million in loans to upgrade rural electric systems in 17 states. The funding includes financing for more smart grid technologies that improve system operations and monitor grid security.

The funding was initiated when President Trump established the Interagency Task Force on Agriculture and Rural Prosperity, aimed at identifying legislative, regulatory, and policy changes that could promote agriculture and prosperity in rural communities.

USDA Moving ERS and NIFA to Kansas City

The US Department of Agriculture will relocate the Economic Research Service (ERS) and National Institute of Food and Agriculture (NIFA) to the Kansas City Region. Some employees will be relocating, however some will remain in Washington, DC. The USDA's analysis of the move indicated savings to the federal government of \$300 million.

The other two finalists for the facilities were Indiana and North Carolina, and the initial search yielded applications from 35 states.

SD Bill Aims to Provide Local Beef to Schools

US Representative Dusty Johnson (R-SD) has introduced a bill that would prioritize local livestock and meat procurement for school lunch programs in South Dakota. The Farm and Ranch to School Act would amend the National School Lunch Act and include funding for the initiative.

"Under the current Farm to School Program, meat and livestock producers are underserved," Johnson said in a news release. "In South Dakota, we grow our meat locally. The Farm and Ranch to School Act will give South Dakota producers a fair shake at serving their product in the lunchroom. South Dakota's students deserve the best and freshest quality meat in their lunches, this legislation will make that a reality."

Under the current Farm to School Program, USDA does not specifically allocate funds for local farm-to-school meat product sales. Johnson said the bill would also enhance educational opportunities in the classroom related to livestock production and meat processing.

EU To Import More US Beef

The European Union has agreed to give the United States a larger share of the body's quota for hormone-free beef, the European Commission announced Friday in a news release.

The deal gives the US a guaranteed share of the EU's 45,000-metric-ton quota, which was first established in 2009 to settle a dispute between the two sides over an EU ban on the use of certain growth hormones in beef production.

US producers initially dominated the quota but eventually lost share to other countries, which benefited from World Trade Organization rules requiring the quota also be made available to

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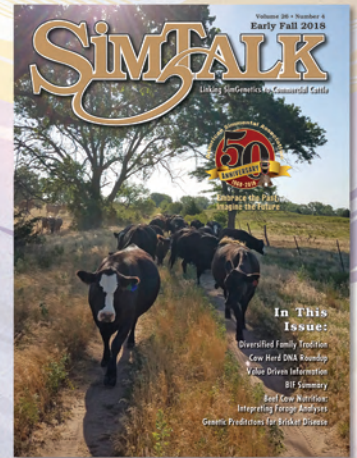
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	Sales Close	Ad Materials	Camera Ready	Mail Date
Late Fall 2019	Sept 20	Sept 27	Oct 7	Oct 21
January 2020	Dec 5	Dec 13	Dec 20	Jan 13
March 2020	Jan 20	Jan 30	Feb 8	Mar 2
Breeder Directory 2020	May 1	May 10	May 23	June 15
Early Fall 2020	July 23	July 31	Aug 12	Aug 26



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INDUSTRY UPDATE

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them. With a rise in participation from Australia, Uruguay, and Argentina, the US share of the quota has fallen to some 30%.

The new agreement would guarantee the US an initial share of 18,500 metric tons that would rise to 35,000 metric tons over 7 years.

NCBA Releases Producer BQA Manual

With more requests for transparency, the National Cattlemen's Beef Association (NCBA) released a manual not only for consumers, but also for producers. The official manual for the Beef Quality Assurance (BQA) program that is both detailed and extensive is now being distributed nationwide throughout the cattle industry. The manual and the BQA Program are both managed by the producer education team at the NCBA, a contractor to the Beef Checkoff.

The 124-page manual addresses topics such as food safety, animal well-being, worker safety, and environmental stewardship. It provides specific information to help producers approach management decisions in a way that acknowledges a responsibility to the animals, consumers, the environment, and the larger beef industry.

The manual includes the most current set of key practices, guidelines, and suggestions for providing thoughtful and responsible cattle management. A helpful resource for cattle producers and others in the industry, it is the foundation for training and certification programs offered nationally and by many states.

CONTINUED ON PAGE 56

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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

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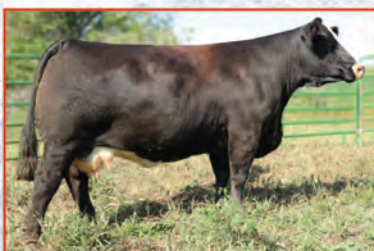
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INDUSTRY UPDATE

China Stops All Canadian Meat Imports

China has asked Canada to stop issuing meat export certificates to the country after an investigation into ractopamine findings in a batch of Canadian pork products turned up counterfeit veterinary health certificates, the Chinese embassy said in a statement. The embassy said 188 forged certificates have been discovered. The certificates were sent to Chinese regulatory authorities through Canada's official notification channel, the online statement said.

"We hope the Canadian side would attach great importance to this incident, complete the investigation as soon as possible and take effective measures to ensure the safety of food exported to China in a more responsible manner," the embassy statement said.

China announced earlier this year it would block pork imports from a third Canadian processor after inspectors discovered the banned additive ractopamine in a shipment and promised to inspect all Canadian meat sent to China.

Canada's minister of agriculture said the Royal Canadian Mounted Police had been called in to investigate the origins of the shipment that arrived in China with a fake Canadian export certificate because it is a criminal case, CBC News reported. Agriculture Minister Marie-Claude Bibeau said Canadian and Chinese officials are working together closely to find out what happened.

Canadian pork exports to China have increased by 50% so far this year over the 2018 level in the wake of China's African swine fever outbreak, Bloomberg reported.

Animal Rights Group Challenges Arkansas

The Animal Legal Defense Fund (ALDF), in concert with three other organizations, has filed a lawsuit in Arkansas challenging that state's law protecting the property rights of livestock owners, according to court documents from the US District Court of Eastern Arkansas.

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The law, which activists call an “ag-gag” law, is an “unconstitutional restriction on free speech,” the groups said in a news release. It is, ALDF said, the eighth such lawsuit it has filed in various states, and the first naming private entities. Defendants include DeAnn Vaught, the Arkansas lawmaker who sponsored the law, who also is an owner and operator of Prayer Creek Farm in Horatio, AR.

ALDF also has sued in Idaho, Utah, Wyoming, Iowa, North Carolina, and Kansas. The group has sued in Iowa twice, where, when the first state law was struck down, legislators passed a revised version. The groups joining ALDF in its complaint are Animal Equality, the Center for Biological Diversity, and Food Chain Workers Alliance. The Vaughts have not yet responded to the initial filing.


G20 Ag Ministers Commit to Sound Science

Western Hemisphere agricultural leaders met in May on the sidelines of the G20 Agricultural Ministerial in Niigata, Japan, affirming their intent to work together to champion global food security and agricultural trade on the basis of sound science and risk analysis principles.

Following the meeting, top agricultural officials from Argentina, Brazil, Canada, Mexico, and the US issued a statement highlighting that food demand is rising while agricultural production faces significant constraints, such as limited access to arable land and fresh water. In this regard, they agreed that agricultural innovation such as biotechnology, including precision biotechnology, will continue to play a

CONTINUED ON PAGE 58

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INDUSTRY UPDATE

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substantial role in addressing such challenges and can improve farmers' productivity in a safe and sustainable manner.

The ministers of agriculture from Argentina, Brazil, Canada, and the US said they will commit to heighten collaborative work with third-party countries in 2019 and will continue advocating for global approaches for the management of LLP that are practical, science based, predictable and transparent. These efforts will include the universal use of international science-based guidelines.

Participating in the meeting were: Argentina's Secretary of Agroindustry Luis Miguel Etchevehere; Brazil's Minister of Agriculture, Livestock & Food Supply Tereza Cristina Dias; Canada's Minister of Agriculture & Agri-Food Marie-Claude Bibeau; Mexico's Secretary of Agriculture & Rural Development Victor Villalobos, and US Secretary of Agriculture Sonny Perdue.

Seaweed Additive Cuts Methane

Supplementing cattle feed with seaweed could result in a significant reduction in methane belched by livestock, according to Penn State researchers, but they caution that the practice may not be a realistic strategy to battle climate change.

"*Asparagopsis taxiformis* — a red seaweed that grows in the tropics — in short-term studies in lactating dairy cows decreased methane emission by 80 percent and had no effect on feed intake or milk yield, when fed at up to 0.5 percent of feed dry-matter intake," said Alexander Hristov,

CONTINUED ON PAGE 62



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distinguished professor of dairy nutrition. “It looks promising, and we are continuing research.”

If seaweed feed supplement is a viable option to make a difference globally, the scale of production would have to be immense, Hristov noted. With nearly 1.5 billion head of cattle in the world, harvesting enough wild seaweed to add to their feed would be impossible. Even to provide it as a supplement to most of the United States’ 94 million cattle is unrealistic.

“To be used as a feed additive on a large scale, the seaweed would have to be cultivated in aquaculture operations,” he said. “Harvesting wild seaweed is not an option because soon we would deplete the oceans and cause an ecological problem.”

Still, the capability of *Asparagopsis taxiformis* to mitigate enteric methane as a feed supplement demands attention, said Hannah Stefenoni, the graduate student working with Hristov on the research project, who presented the research to members of the American Dairy Science Association June 23 at their annual meeting in Cincinnati, Ohio. The findings of their research were published

recently online in the Proceedings of the 2019 American Dairy Science Association Meeting.

“We know that it is effective in the short term; we don’t know if it’s effective in the long term,” Hristov explained. “The microbes in cows’ rumens can adapt to a lot of things. There is a long history of feed additives that the microbes adapt to and effectiveness disappears. Whether it is with beef or dairy cows, long-term studies are needed to see if compounds in the seaweed continue to disrupt the microbes’ ability to make methane.”

There are also questions about the stability over time of the active ingredients — bromoforms — in the seaweed. These compounds are sensitive to heat and sunlight and may lose their methane-mitigating activity with processing and storage, Hristov warned.

Palatability is another question. It appears cows do not like the taste of seaweed — when *Asparagopsis* was included at 0.75 percent of the diet, researchers observed a drop in the feed intake by the animals.

CONTINUED ON PAGE 66



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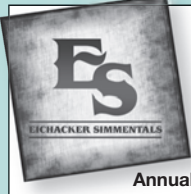


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Also, the long-term effects of seaweed on animal health and reproduction and its effects on milk and meat quality need to be determined. A panel judging milk taste is part of ongoing research, Hristov said.

DOJ Intervenes in Chicken Price-Fixing

A federal judge ruled that the US Department of Justice (DOJ) can intervene in a lawsuit accusing the nation's largest chicken companies of conspiring to inflate prices between 2008 and 2016, according to media reports. US Judge Thomas Durkin in the northern district of Illinois granted the DOJ's request to intervene in the case after the agency last week said it launched a criminal probe into the price-fixing allegations, according to a Reuters report.

At today's hearing, Durkin also ordered a three-month halt on part of the litigation, including subpoenas and depositions from employees, Reuters reported. The DOJ had requested a six-month stay of depositions and non-evidentiary

written discovery of the defendants and their current employees to protect a grand jury investigation.

The price-fixing allegations date back to September 2016, when Falconer, New York-based Maplevale Farms first filed a complaint against the nation's 14 largest chicken companies and market intelligence firm Agri Stats Inc. Additional lawsuits making similar claims have since been filed, and the court consolidated the complaints. Plaintiffs now include the nation's largest food-service, retail, supermarket, and consumer packaged goods companies, including Walmart, Kroger Co., Sysco, and Conagra Brands.

The chicken processors filed to dismiss the Maplevale allegations, citing lack of evidence. But the court has allowed the litigation to continue, at one point deeming an alleged conspiracy as "plausible."

In a statement, one of the defendants, Sanderson Farms Inc. said it has not been subpoenaed in connection with the DOJ investigation. Sanderson said it continues to believe the plaintiffs' claims against the company "are wholly

CONTINUED ON PAGE 68

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Milk	MWW	DOC	CW	YG	
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MB	BF	REA	\$API	\$TI	
.22	-.02	.35	117	72	



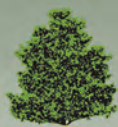
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17	-2	62	95	.21	11
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without merit, and we are committed to defending the case vigorously.”

Tyson Foods said in a regulatory filing last month that it was notified in April by plaintiffs in the lawsuit that the DOJ had issued a grand jury subpoena for information produced in the discovery process going back to 2016.

Tyson and other beef packers are also facing a lawsuit alleging US ranchers were paid depressed cattle prices in violation of antitrust laws and a class action suit accusing the companies of fixing prices that consumers pay for beef products.

Mershon Cattle Receives BIF Commercial Producer Award

The Beef Improvement Federation (BIF) presented Bruce and Tracey Mershon of Mershon Cattle LLC the BIF Commercial Producer of the Year Award June 18 during the group’s annual meeting and symposium in Brookings, SD. This national award is presented annually to a producer to recognize their dedication to improving the beef industry at the commercial level. Mershon Cattle participates in ASA’s Total Herd Enrollment Commercial Option.

Mershon Cattle LLC is a diversified crop and livestock operation headquartered on a Century Farm in Buckner, MO. The Mershon family has deep roots in Missouri agriculture. In 1865, Bruce’s great-great-grandfather, Eli Mershon, settled in the Fort Osage area of Jackson County and purchased 160 acres shortly thereafter. The family has farmed there ever since.

Bruce and Tracey Mershon have owned cattle since 1993 and launched Mershon Cattle LLC in 2012. They purchased Sunny Acres Farm in Appleton City, Mo., in 2013 to expand the operation. The Mershon cow herd consists of 1,600 Angus-based, crossbred cows, which are bred to Hereford, Simmental and Charolais sires. This complementary breeding program allows the operation to produce efficient, high-performing offspring, and is paired with a sustainable grass management program to maximize environmental stewardship.

Bruce and Tracey have built their award-winning cattle operation while working full time as a commodity trader and marketing communications professional, respectively. A key to their success is gathering complete phenotypic records on each calf crop from birth to harvest. In conjunction with utilizing cutting-edge reproductive technologies, this phenotypic data is used to implement strategic

improvements in building accuracy for their cow herd.

In 2017, the American Hereford Association (AHA) invited Mershon Cattle to become a test herd in the National Reference Sire Program (NRSP). Bruce and Tracey were already using Hereford semen and collecting the complete phenotypic data required for the NRSP, making this program an ideal fit for Mershon Cattle. Through participation in the NRSP, replacement females and fed steers will be ran through an individual feed intake system to establish a baseline for feed efficiency.

The Mershons are passionate about growing their community and bettering the beef industry. Bruce and Tracey hold leadership roles within multiple livestock organizations and other national agricultural groups. Through leadership and involvement, the Mershons endeavor to improve their operation, their land, their community and the beef industry every day. Mershon Cattle LLC was nominated by the AHA.

Beef producers, academia and industry representatives attended the organization’s 51st annual convention. BIF’s mission is to help improve the industry by promoting greater acceptance of beef cattle performance evaluation.

Farms Exempt from Emissions Reporting

EPA Administrator Andrew Wheeler signed a final rule amending the emergency release notification regulations under the Emergency Planning and Community Right-to-Know Act. The amendments clarify that reporting of air emissions from animal waste at farms is not required under EPCRA. The final rule comes as first responders across the county have repeatedly reminded the agency that community-specific protocols are determined between local responders and animal producers well in advance of emergencies. These strong partnerships provide a platform for resolving issues when they arise without the need for a national one-size-fits-all approach.

Wheeler said, “This action eliminates an onerous reporting requirement and allows emergency responders and farmers to focus on protecting the public and feeding the nation, not routine animal waste emissions.”

The National Pork Producers Council applauded the EPA for finalizing its rule exempting livestock farmers from reporting to state and local authorities the routine emissions from their farms.

CONTINUED ON PAGE 70

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“Today’s rule is the final piece in the implementation of the FARM Act, which passed Congress with overwhelming bipartisan support last year and eliminated the need for livestock farmers to estimate and report to the federal government emissions from the natural breakdown of manure,” said NPPC President David Herring, and a pork producer from Lillington, North Carolina. “That bipartisan measure was approved because it was unnecessary and impractical for farmers to waste time and resources alerting government agencies that there are livestock on farms.”

The Fair Agricultural Reporting Method, or FARM Act, fixed a problem created in April 2017 when a US Court of Appeals rejected a 2008 EPA rule that exempted farmers from reporting routine farm emissions under the Comprehensive Environmental Response, Compensation and Liability Act (CERCLA). Commonly known as the “Superfund Law,” CERCLA is used primarily to clean hazardous waste sites but also includes a mandatory federal reporting component.

The appeals court ruling would have forced tens of thousands of livestock farmers to “guesstimate” and report the emissions from manure on their farms to the US Coast Guard’s National Response Center and subjected them to citizen lawsuits from activist groups.

The EPA’s new rule exempts farmers from having to make reports to state and local first responders under the federal EPCRA — an adjunct to CERCLA — that they have “hazardous” emissions on their farms. The state and local first responders have been clear that they consider these reports unnecessary and burdensome. Instead, they prefer open lines of communication and information sharing at the local level with farmers, something the US pork industry is already undertaking.

“The pork industry wants regulations that are practical and effective, but applying CERCLA and EPCRA to livestock farms is neither,” Herring said. “Pork producers are very strong stewards of the environment and have taken many actions over the years to protect it.

ST



North Dakota Simmental Association

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.

Remember the following:

- North Dakota Simmental Association Annual Meeting and Banquet. December 13, 2019 – Bismarck, ND.
- Showcase/Classic Simmental Sale. December 14, 2019 – Mandan, ND.

Contact Board Members:

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David Doll, Vice President, New Salem 701-843-7947
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View our website for event/activity information:
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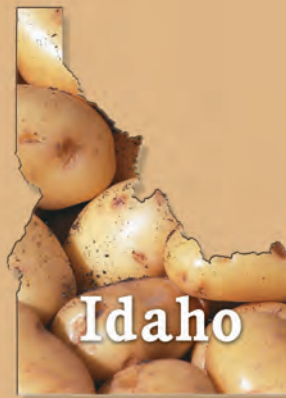
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YW	110.8	DOC	14.1	SHR	-.37
ADG	.23	CW	47	API	151.2
MCE	9.8	YG	-.19	TI	81.4

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BW	-2.4	MWW	60	BF	-.026
WW	82.7	STAY	19.9	REA	1.15
YW	130.5	DOC	13	SHR	-.52
ADG	.30	CW	46.5	API	153.5
MCE	10.3	YG	-.28	TI	83.5

EPDs as of 8/6/19



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WW	74.3	STAY	19.6	REA	.75
YW	114.1	DOC	4.5	SHR	-.29
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SimTalk Deadlines for Publication:

	Sales Close	Ad Materials	Camera Ready	Mail Date
Late Fall 2019	Sept 20	Sept 27	Oct 7	Oct 21
January 2020	Dec 5	Dec 13	Dec 20	Jan 13
March 2020	Jan 20	Jan 30	Feb 8	March 2
Early Fall 2020	July 23	July 31	Aug 12	Aug 26

ASA/*SimTalk* Membership Directory 2020 Deadlines for Publication:

May 1	May 10	May 23	June 15
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A non-refundable fee of \$50.00 will be assessed if a client does not meet deadlines or if the client commits to advertising and cancels after the deadline or if the ad must be dropped to ensure on time publication.

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- 30 Jensen Simmentals' Midwest Fleckvieh Event — Osawatomie, KS
- 31 102 River Ridge Cattle Company Dispersal — Clarinda, IA
- 31 Four Starr Simmentals' 2nd Annual Production Sale — Eugene, MO

SEPTEMBER

- 7 NC Fall Harvest Sale — Union Grove, NC
- 7 Updyke Simmentals' Semi-Retirement Herd Reduction Sale — Checotah, OK
- 14 Comfort Ranch's Complete Dispersal Sale — Canton, TX
- 14 HOTSSA/ETSSA Fall Fest Sale — Granbury, TX
- 14 Kentucky State Simmental Sale — Lexington, KY
- 15 Houck Rock Creek Ranch Fall Private Treaty Sale — Allen, KS
- 15 Illini Elite Sale — Shelbyville, IL (pg. 31)
- 15 Rincker Simmentals' "After Hours Online Sale" — www.rinckersimmentals.com
- 18 Gonsalves Ranch Bulls Eye Breeders Angus & SimAngus™ Bull Sale — Modesto, CA (pg. 51)
- 21 Family Matters Sale — Auburn, KY (pg. 75)
- 23 LRW Simmental's Genetic Harvest Sale — Janesville, WI
- 26 Beef Solutions Bull Sale — Ione, CA
- 28 Ferguson Show Cattle's Rare Vintage Sale — Jefferson, OH (pg. 87)
- 28 Head of the Class Sale — Louisburg, KS (pg. 45)
- 28 Martin Farms' "Open House at the Farm" Sale — Lyles, TN (pg. 17)
- 28 Synergy Sale — Giddings, TX (pg. 2)
- 29 Walsh Simmental Complete Dispersal Sale — West Point, NE (pg. 53)

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- 1-2 "A Cut Above" Online Sale — www.ahlbergcattle.com
- 4 Factory Direct Sale — West Lafayette, IN (pg. 44)
- 4 Trinity Farms' 2nd Annual Generations of Excellence Female Sale — Ellensburg, WA (pg. 83)
- 5 Buckeye's Finest Sale — Zanesville, OH (pg. 71)
- 6 Field of Dreams Production Sale — Hope, IN
- 6 Wisconsin Simmental's Midwest Fall Roundup — Lancaster, WI
- 8-9 R.A. Brown Ranch's Annual Sale — Throckmorton, TX (pg. 35)
- 11 Red River Farms, Buck Creek Cattle and Rocking P Livestock "Ladies of the Lonestar" Production Sale — Grand Saline, TX (pg. 55)
- 12 New Day Genetics' Ranch Ready Bull Sale — Springfield, MO (pg. 79)
- 12 New Direction Sale — Seward, NE (pg. 60)
- 12 The Black Label Event — Grandview, TX
- 12 The Magnolia Classic — Starkville, MS (pg. 77)
- 14 Burlap and Barbed Wire Vol. V Female Sale — Clay Center, KS (pgs. 10-11)
- 15 Top Shelf Genetics Online Sale — www.sconlinesales.com
- 18 Buckles and Banners Sale — West Point, IA
- 19 Indiana Performance Bull Test Sale — Springville, IN
- 19 Midwest Made Sale — Prairie City, IA
- 19 MN Beef Expo - White Satin On Ice and All Breeds Sale — Minneapolis, MN
- 19 Shenandoah's Shining Stars Fall Sale — Quicksburg, VA (pg. 86)
- 19 Tennessee Fall Showcase Sale — Lebanon, TN
- 22 Koz-E Acres and Wilmes Farms' Fall Harvest Sale — Le Sueur, MN
- 25 25th Annual Hokie Harvest Sale — Blacksburg, VA
- 26 7P Ranch's 44th Annual Production Sale — Tyler, TX (pg. 25)
- 26 Cason's Pride and Joy Elite Female Sale — Russell, IA
- 26 Cattlemen's Preferred Sale — Ratcliff, AR
- 26 Clear Choice Sale — Milan, IN
- 26 Fred Smith Company Ranch's Extra Effort Sale — Clayton, NC (pg. 67)
- 26 Michigan Simmental Association's 6th Annual Fall Sale — St. Louis, MI
- 26 Pennsylvania Fall Classic Sale — Waynesburg, PA
- 26 Red Hill Farms' "Bulls and Females of Fall V" — Lafayette, TN (pg. 88)

NOVEMBER

- 1 APEX Cattle Complete Dispersal of Fall Calving Herd — Dannebrog, NE (pg. 29)
- 1 High Ridge Farms' Genetic Opportunity Sale — Albemarle, NC (pg. 57)
- 2 Harriman Santa Fe Bull Sale — Windsor, MO (pg. 84)
- 2 Irvine Ranch Production Sale — Manhattan, KS (pg. 90)
- 2 Land of Lincoln Sale, — Altamont, IL (pg. 44)
- 2 Missouri Simmental's Fall Harvest Sale — Springfield, MO
- 3 Hawkeye Simmental Sale — Bloomfield, IA
- 3 Triangle J Ranch's Female Sale — Miller, NE (pgs. 60, 81)
- 9 Deer Creek Farm's Annual Bull and Heifer Sale — Lowesville, VA
- 9 Gibbs Farms' 14th Annual Bull and Replacement Female Sale — Ranburne, AL (pg. 89)

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TJ Main Event Leadoff SimAngus™ sire for Select Sires. Maternal sibs and daughters sell.



TJ Teardrop Sale topper in 2019. Maternal sibs sell.

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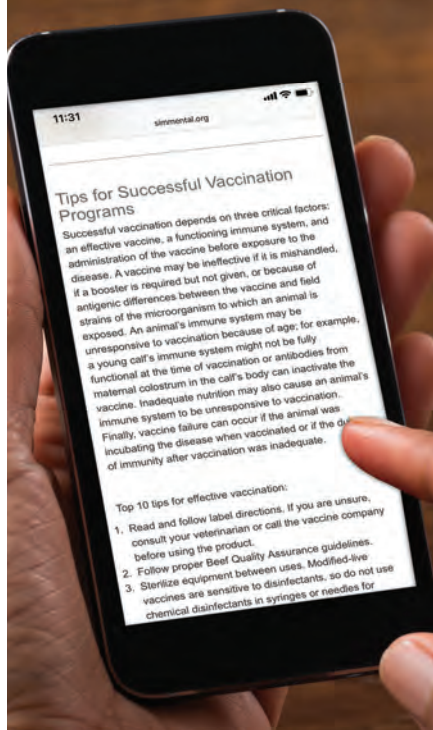
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- ◆ Down to the Genes

CALENDAR

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- 11 NAILE Select Sale — Louisville, KY
- 16 Stanley Martins Farms' Herd Reduction Sale — Decorah, IA (pg. 4)
- 16 Timberland Cattle's Fall Bull Sale — Vernon, AL
- 22 Heartland Simmental Performance with Class Sale — Waverly, IA
- 23 Best of Both Worlds Sale — Newark, OH
- 23 Callaway Cattle Company's Bull Sale — Hogansville, GA
- 23 Felt Farms' Foxy Ladies Sale — West Point, NE
- 23-26 LMC Giving THANKS Online Sale VI — www.lamunecacattle.com
- 23 Southern Cattle Company's Annual Bull Sale — Marianna, FL (pg. 1)
- 24 North Central Simmental Fall Classic — Hubbard, IA
- 29 Chestnut Angus Female Sale — Pipestone, MN
- 30 Trennepohl Farms' Right By Design Sale — Middletown, IN

DECEMBER

- 2 Dakota Ladies Online Sale — www.hilltopsimmentalsd.com
- 7 8th Annual Strickland/Driggers Bull Sale — Glennville, GA
- 7 Altenburg Super Baldy Ranch's "Bred to Be Cows" Production Sale — Fort Collins, CO (pg. 39)
- 7 Jewels of the Northland Sale — Clara City, MN
- 7 Montana's Choice Sale — Billings, MT
- 7 Next Step Cattle Company's Bull Sale — Livingston, AL
- 7 T-Heart Ranch's Fall Female Sale — LaGarita, CO
- 14 Hartman Cattle Company Customer Appreciation Sale — Tecumseh, NE
- 14 NDSA's Simmental Classic Sale — Mandan, ND
- 14 North Alabama Bull Evaluation Sale — Cullman, AL
- 15 Trauernicht Simmental Nebraska Platinum Standard Sale — Beatrice, NE
- 21 South Dakota Source Sale — Mitchell, SD

JANUARY 2020

- 18 SimMagic On Ice — Denver, CO
- 20 National Western "The One-Volume XXVI" Sale — Denver, CO
- 22 Sioux Empire Farm Show and Sale — Sioux Falls, SD
- 24 Ellington Simmentals' Annual Production Sale — Dahlen, ND (pg. 73)
- 25 Double J Farms' 46th Annual Bull Sale — Garretson, SD (pg. 64)
- 25 J&C Simmentals' Bull Sale — Arlington, NE (pg. 60)
- 26 Reck Brothers-N-Sons Genetic Advantage Production Sale — Blakesburg, IA
- 26 Triangle J Ranch's Bull Sale — Miller, NE
- 27 APEX Cattle Annual Heterosis Headquarters Bull and Bred Heifer Sale — Dannebrog, NE (pg. 29)
- 30 Black Hills Stock Show and Sale — Rapid City, SD

FEBRUARY

- 1 Klain Simmental's 38th Annual Sale — Turtle Lake, ND
- 1 Prickly Pear Simmental Ranch's Made in Montana Sale — Helena, MT
- 1 Springer Simmentals' Sale of Value Based Genetics — Decorah, IA
- 1 Turn In Bull Sale — Worthing, SD
- 2 Blue River Gang's 36th Annual Production Sale — Rising City, NE
- 2 Hartman Cattle Company Simmental Bull Sale — Tecumseh, NE
- 3 Gateway Simmental Breeding Value Bull Sale — Lewistown, MT (pg. IBC)
- 5 Begger's Diamond V Annual Sale — Wibaux, MT
- 5 Lazy C Diamond Ranch's Annual Bull and Female Production Sale — Kintyre, ND
- 6 Hart Simmentals' Power Bull Sale — Frederick, SD
- 6 Stavick Simmental's Annual Sale — Veblen, SD (pg. 64)
- 7 Bata Brothers/Bell Family 23rd Annual Joint Simmental Bull and Female Sale — Rugby, ND
- 7 Cow Camp Ranch's Spring Bull Sale — Lost Springs, KS (pg. 58)
- 7 Kunkel Simmentals' Annual Bull and Bred Female Sale — New Salem, ND
- 7 Watertown Winter Farm Show and Sale — Rapid City, SD
- 8 Mississippi-Dixie National Simmental Sale — Jackson, MS
- 10 Dakota Power Bull Sale — Valley City, ND
- 10 Edge of the West Bull and Female Sale — Mandan, ND (pg. 73)
- 10 Iowa Simmental Association's "Mark of Genetic Excellence" Sale — Des Moines, IA
- 11 Bar CK Cattle's Profit Sharing — Culver, OR
- 11 Bichler Simmentals' 15th Annual "Quality Not Quantity" Production Sale — Linton, ND
- 11 Werning Cattle Company's Production Sale — Emery, SD
- 12 Jackpot Cattle Company's Bull Sale — Wessington, SD
- 12 River Creek Farms' 9th Annual Production Sale — Manhattan, KS (pg. 9)
- 12 Wilkinson Farms Simmentals' 22nd Annual Production Sale — Montpelier, ND

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Forage Bull sale, Windsor, Mo
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60%	65%	10%	3%	1%	50%	70%	25%	15%	15%	4%	1%	30%	1%	1%	1%

*EPDs on 8-12-19




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 8.5 | 129.9 | 0.46 | 0.88 | 140.5 | 84.9

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 15.4 | 142.8 | 0.49 | 0.81 | 158.0 | 93.9

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EPDs as of 7/29/19: CE, YW, Marb, REA, API, TI

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GROUP 1: Gateway AI sired steers from multi-generation Gateway Lucky Cross dams

Sires represented: GW Jackpot, TFS Due North, GW Movin On 183C, GW Quantum Leap 117B, GW Special Op 198B, TJ Marlboro Man

Number	Ave. Carcass Wt.	Ave. Marbling	Ave. Ribeye Area	% Premium Product	% Yield Grade 4's
72 hd	882	552	13.95	68%	16%

GROUP 2: Gateway Lucky Cross pasture sires and multi-generation Gateway Lucky Cross dams

Number	Ave. Carcass Wt.	Ave. Marbling	Ave. Ribeye Area	% Premium Product	% Yield Grade 4's
37 hd	872	540	13.88	59%	5%

The grid these steers were sold on targeted quality grade and allowed 15% YG4's.

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*Fleckvieh genetics for the BEEF Business
Meat, Milk,
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