

SIM TALK

Linking SimGenetics to Commercial Cattle

In This Issue:

Good Information,
Progressive Management,
and Quality Commercial Cows

Learning, Leading, and Cattle Feeding

IGS Welcomes Newest Partner

See Inside for More . . .

ASA Performance



Advocate

Performance Advocate
Program Enters
Tenth Year

See page 10



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IN THIS ISSUE

- 10 Performance Advocate Program Enters Tenth Year
By Lilly Platts
- 20 Performance Advocate Update
By ASA Staff
- 22 Good Information, Progressive Management, and Quality Commercial Cows
By Lilly Platts
- 30 Research Looks at Congestive Heart Failure in Feedlot Cattle
By Heather Smith Thomas
- 34 Fall Focus 2019
By Dr. Jackie Atkins
- 36 IGS Welcomes Newest Partner
By Emme Troendle
- 38 Cow Herd DNA Roundup Yields Powerful Results
By Dr. Rachel Endecott
- 40 The Impact of Trich Extends Beyond Lost Pregnancies
By Boehringer Ingelheim Animal Health USA, Inc
- 78 Learning, Leading, and Cattle Feeding
By Emme Troendle and Lilly Platts

DEPARTMENTS

- 8 From the Editor
- 44 Industry Update
- 82 Rates & Policies
- 84 Calendar of Events
- 88 Ad Index

An ultrasound technician collects data on yearling bulls at Hook Farms, Tracy, MN. Ultrasound is one of six traits measured and reported under ASA's Performance Advocate Program.



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2019

fall headliners

BOULDER

29SM0472



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- Use to moderate frame, add flesh and muscle in one generation
- DNA tested homozygous black, homozygous polled, 1/2 SM, 1/2 AN

TRAIT	CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
EPD	+14	-1.7	+67	+104.6	+.23	+7.2	+20.3	+53.9	+18.2	+17.2	+33.9	-.36	+.57	-.061	+.98	-.045	+160	+83
ACC	.81	.91	.89	.89	.88	.55	.62	.63	.32	.81	.68	.54	.65	.57	0.69	.16		
%	20	15				35			20	2	35	20	10	30	4	10	2	5

TOP 35%

PAY DIRT

29SM0480



CCR **PAY DIRT** 2340C ASA 3112013
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- Our easy pick as the best prospect in a superb draft of 1682 sons at the Cow Camp spring 2017 sale
- Ranks in the top 15% of the breed for API with a great combination of performance, carcass weight and carcass quality
- Perfect blend of growth, power and end product with the tremendous body, muscle and fleshing ability - should work well on BOULDER daughters
- DNA tested homozygous black, homozygous polled, 1/2 SM, 1/2 AN

TRAIT	CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
EPD	+9	+1.2	+85.8	+141.5	+.35	+6.6	+22.2	+11.6	+15.6	+58.6	+20.9	+.05	+.65	+.003	+.50	+0	+145	+90
ACC	.60	.80	.76	.73	.73	.33	.51	.25	.51	.60	.78	.51	.53	.49	.54	0.0		
%			2	1	1			10		10	1		4				15	1

TOP 35%

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She sells!

Hot Mama – Sired by Yuma



She sells!

Kasey 501C – Talladega x Stacey Mac

SIM TALK

Linking SimGenetics to
Commercial Cattle

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	CE	BW	WW	YW	MCE	MILK	DOC	MARB	BF	REA	API	TI
EPD	13.5	0.2	82.1	126.9	6.9	9.9	12.8	-.08	-.059	1.35	131.9	76.9
Acc	.81	.93	.91	.90	.72	.75	.60	.74	.66	.78		
% Rank	30	45	4	4	45	99	30	99	40	1	35	20



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EPD	13.3	-0.1	89.5	130.9	5.5	35.1	15.1	.24	-.097	1.0	131.2	87.1
Acc	.71	.91	.89	.87	.56	.62	.81	.64	.47	.62		
% Rank	35	35	1	3	70	1	10	60	10	4	35	1

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EPDs as of 10/7/19

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Grady & Tamika Reach - Miller, MO
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479-414-9944



RUGGED R CATTLE
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rdraneroberts@yahoo.com

Front and Center



LOGLAND

CVC ICICLE 503C is dripping with quality from the depths of her pedigree and phenotypic optics. She has been a mainstay in the showing at the NAILE, four years running. The last two years she was victorious as the Grand Champion Fullblood Simmental Cow/calf pair. Her 2018 bull calf was also recognized individually as the Reserve Grand Champion Fullblood Simmental bull. Quite a feat for such a young cow. Shortly after this picture, she dropped a beautiful heifer calf from FGAF Eagle. Her cow families are legacies, and she is entering the ET program at Log Land Farms of Roland, OK.



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What is Your “Why”?

At ASA’s Fall Focus event, EVP Dr. Wade Shafer shared the TED talk by Simon Sinek, author of the book, *Start with Why*, extrapolating his concepts to the ASA mission and this Association’s core beliefs. People often start with the

“what” to do/sell/serve in a business, then move to “how”, and then maybe get to “why”. This is backwards from how people support businesses. Simon Sinek repeatedly says, “People don’t buy ‘what you do’. They buy ‘why you do it.’” in his TED talk entitled, “How Great Leaders Inspire Action.”

The mission of ASA is to use the most advanced science to provide services and products that add value to ASA members’ customers. In other words, ASA’s “Why” is to serve the commercial beef cattle industry by leveraging the best science to provide seedstock and tools that help make beef cattle enterprises more successful and profitable. We keep the best interests of the commercial cattle industry at the core of why we do what we do. Why do we care about the success of the beef industry? Beef is a delicious and nutritious protein that feeds

our growing population. Beef is safe to eat, full of nutrient dense protein, and uses forage harvesters to create that protein. Beef ranchers were environmentalists before it was cool to be green. For these reasons (and more) we believe our beef cattle industry is important to support.

Why do we believe science, specifically the science of animal breeding, is a part of the beef cattle success story? People 100-years-ago did not make animal breeding decisions based on EPDs so it can be done without them. True. I could walk to work everyday instead of using my car and I would still get to work. The problem is, it would take me a lot more time to get to the same place. Time is the reason to use EPDs. EPDs will change a trait in the herd faster than using any other measurement for genetic selection. EPDs reduce the noise in the estimation of the genetic merit of a certain trait in one animal compared to another. If you look at a raw weight of two animals and pick the best one, there are all kinds of non-genetic influences that affect the growth of animals. EPDs remove variation in a trait due to influences that aren’t heritable (age of the dam, sex, heterosis, different environments, etc.). Using an EPD for a specific trait makes faster progress because it is more accurate in predicting an animal’s genetic merit for a specific trait than any other metric. However, single trait selection is never a good idea. Economic selection indexes provide a roadmap to profitability using a balanced approach with EPDs. The indexes consider specific beef production scenarios, how much traits impact profitability of those scenarios, correlations between traits, and economic values behind the results to predict one value for profit.

Simon Sinek states, “What you do is the proof of what you believe.” Look at ASA’s focus on genetic evaluation and gathering quality data for evaluation, our “what we do,” and how it supports our mission of supporting the commercial beef cattle industry. Programs like Cow Herd DNA Roundup, Carcass Expansion, revamping the Performance Advocate Program, all add quality data to the genetic evaluation. The IGS Multi-breed Genetic Evaluation centers around our “why” in its collaboration with other breed associations in the common pursuit of providing genetic evaluation tools for commercial beef industry use. My hat is off to the leadership of ASA’s Board of Trustees and executive staff (both current and past) for their vision in establishing such a worthy business pursuit and model.

I’ll close by asking you a simple question. What is your “why”?

ST

A poster on aged, yellowed paper pinned to a wooden surface. The word "WANTED" is written in large, black, distressed letters at the top. Below it, "PERFORMANCE BREEDERS" is written in red, block letters. The text reads: "Who are enrolled in Total Herd Enrollment (THE) and collect records on complete contemporary groups." Below this is the "ASA Performance" logo, which features a scale of justice with a cow silhouette on the right pan. Underneath the logo is the word "Advocate" in red. At the bottom of the poster, it says: "Prove to the world that you are serious about performance . . . become a Performance Advocate." and "For more information: Call 406-587-4531".

WANTED
PERFORMANCE BREEDERS

Who are enrolled in Total Herd Enrollment (THE) and collect records on complete contemporary groups.

ASA Performance

Advocate

Prove to the world that you are serious about performance . . . become a Performance Advocate.

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Performance Advocate Program Enters Tenth Year

ASA Performance



PA Program Recognizes Data Reporting

The Performance Advocate (PA) program has been in place for a decade and is as strong as ever. The 2020 program will follow new guidelines, but still focuses on top-notch data reporting to fuel ASA's genetic evaluation. To learn about these exciting changes, see page 20.

For the fall 2017 and spring 2018 calf crops, the program required whole herd records on the follow-

ing six traits: calving ease, birth weight, weaning weight, yearling weight, yearling hip height, and ultrasound. The maximum score for each of the six traits is 100, with the PA score calculated as the sum of the scores for each trait. The following programs were at the top of this year's PA list.

PA scores listed in this issue are for the Fall 2017 and Spring 2018 calf crops.

By Lilly Platts

Massey Farms & Circle M Cattle, Burlington, NC

Johnny and Jonathan Massey are a father and son who agree on raising quality cattle and putting them to the test through measuring performance traits to prove their quality. They are currently planning their eleventh annual performance tested SimAngus™ Solution Bull and Female Sale in Burlington, NC. They evaluate each calf for quality and disposition and cull any that don't make the grade. The bulls are run on fescue pasture and supplements, with hay and a custom feed blend to help them utilize forage. This keeps the bulls in good condition and they won't melt down when they are put to work, says Jonathan.

The Masseys require every bull that is sold to pass a breeding soundness exam. The bulls are also tested to see if they are homozygous black and homozygous polled. This year will be the first year they

have done genomic testing on all the bulls so they will have genomically-enhanced EPDs. The Massey's took advantage of the Cow Herd DNA Roundup testing a total of 68 cows. Due to the extensive record keeping on six different traits, their farm has qualified as a Performance Advocate for five years.

Jonathan says, "There are a lot of producers in the area that are going together and shipping trailer loads of cattle and they get paid more if their cattle grade well. I want to be able to sell them a bull that will help their carcasses grade which will increase their profits." The Masseys also are working toward their own future program which will specifically help their customers market their truckload lots.



Massey Farm and Circle M Cattle bulls on sale day.

Gard Beef Cattle, Lynn, IN

Gard Beef Cattle is a small cattle operation run by Dale and Amy Gard. They are progressive breeders of Simmental cattle, with an emphasis on calving ease, performance, phenotype, and disposition. Their goal is to produce cattle that are fault free with high carcass values. The Gard's participate in Total Herd Enrollment program, and genomic testing is performed on all replacement heifers as well as sale bulls. Gard Beef has participated in the Ohio Beef Expo and The Right Kind Sale in Richmond, Indiana on the second Tuesday of April for the last several years, selling bulls and females.

Dale and Amy Gard



CONTINUED ON PAGE 12

YOU'RE NOT IN THE BUSINESS
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Performance Advocate Program Enters Tenth Year

CONTINUED FROM PAGE 10

Chattahoochee Ridge Cattle, Headland, AL

Chattahoochee Ridge Cattle Company in southeast Alabama merged in 2017 with Stephens Farms in Troy to produce performance tested SimAngus and Simmental cattle. They firmly believe 'you can't manage what you don't measure'. With that guiding principle, they measure everything they feel is important to their commercial bull customers as well as information to help them be more profitable and competitive in the seedstock business.

Not only does Chattahoochee Ridge measure birth, wean, and yearling weight measurements, but they DNA test every animal. Scores for disposition, hair, feet, frame size, and udder quality are taken on every animal. They also strive to gather ultrasound carcass measurements and feed efficiency data on every animal as well.



A SimAngus pair at Chattahoochee Ridge Cattle.

While performance is very important to the operation, profitability for their commercial bull customers as well as in their own herd is of utmost importance. Therefore, performance measurements and real-world practicality and phenotype are all considered. The cattle must fit the southeast Alabama environment, stay in good flesh, raise a calf with no creep feed, and breed back. We feel that this will translate into profitability for all our customers, Mobley explains. We are commercial cow-calf and stocker cattle producers as well, so we feel we have a great understanding of the kind of cattle we need to produce for our commercial customers. To achieve all these things, we employ extensive A.I. and ET programs coupled with a focus on forage management.

Classic Simmental Farm, Fairmont, WV

Classic Farms is owned by Chris and Kellee Brown and their children: Mollee, Tyler, and Carter. Established in 1993, Classic Farms was named after the 1987 AJSA National Classic in Springfield, MO, where Chris and Kellee met. They calve about 140 Simmentals and Simmental-influenced females each year, utilizing artificial insemination, embryo transplant, and herd bulls to focus on maternal traits, soundness, structure, and marketability. Their cattle remain outside through most weather conditions on their north-central West Virginia farm — therefore, these traits are essential. Classic Farms' cattle are marketed at regional sales, through private treaty, and performance bull tests. On April 18, 2020, they will be having their first annual Classic Farms Spring Fever Sale in Waynesburg, PA, along with guest consignors.



Classic cow-calf pairs graze the spring pasture.

The Simmental breed is not just the breed they own — the whole family has been involved in advocating for Simmentals. Not only did Chris and Kellee attend AJSA events throughout their childhoods, but all three of the Brown children have been very active AJSA members, too. Mollee was an AJSA Trustee for two terms, Tyler participated in many AJSA Regional and National Classics before aging out this year, and Carter still has several years left in the program. While owning her own business, Mollee helps in the marketing aspects of the farm. Tyler is the primary herdsman of the operation. And although school and athletics take some of his time, Carter works closely with the cattle and daily chores.

CONTINUED ON PAGE 14

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25 Two-Year-Old Bulls available now



TJ MAIN EVENT 503B

ASA #2891336

CED	BW	WW	YW	Milk	CW	Marb	REA	API	TI
13.3	0.2	87.1	129.1	35.0	47.6	.25	.99	132.2	87.5

EPDs as of 9/30/19



TEHAMA TAHOE B767

ASA #3396482

CED	BW	WW	YW	Milk	CW	Marb	REA	API	TI
21.0	-2.5	76.7	122.1	25.3	49.5	0.87	0.60	157.3	83.8

EPDs as of 9/30/19

Our **Bull Development Center** is two miles North of Exit 188 of I-84. (Intersection of 395 North/I-84)

On Edwards Road, Stanfield, Oregon. Customers welcome anytime to inspect bulls and tour facility.



ANDERSON LAND & LIVESTOCK, INC

Terry & Debby Anderson

68601 Motanic Road, Pilot Rock, OR 97868 // andersonbulls1948@gmail.com

Terry: 541-379-4025 // Debby: 541-379-1597

ANDERSONBULLS.COM

We believe there is no upper limit to quality & performance.

Performance Advocate Program Enters Tenth Year

ASA Performance

CONTINUED FROM PAGE 12

Angel Hill Angus Farm, Ward, SC

Angel Hill Angus Farm is located in the Midlands of South Carolina. Although it mainly consists of registered Angus cattle, a few years ago they decided to add a few head of Simmental cows to the mix. Artificial Insemination has been a standard breeding practice for many years as they strive to create quality animals that can serve as replacement heifers and herd bulls with superior genetics, not only for themselves but for their customers too.



Angel Hill cattle grazing.

Angel Hill serves as a consignor for Yon Family Farms also in South Carolina, where bulls go when weaned to be a part of their annual Spring and Fall Sales. The bulls and heifers are all genomic and parentage tested, as they believe the more data on the animal the better for the breeder and the buyer. Although small in quantity, Angel Hill aims for quality now and for the future.

Hicks Beef, Holbrook, Australia

Hicks Beef is located near Holbrook, Australia, and utilizes Simmental genetics in their Australian Beef Composite seedstock. Each year, they provide around 200 bulls to commercial producers, which are genetically and phenotypically set up to thrive in their environment. Andrew, Anne, Tom, and Kate Hicks team up to operate a detail-oriented management program, with data collection at the forefront.

Six years ago, the Hicks team chose to become a part of ASA's THE program and start utilizing genomic testing and data generated by the genetic evaluation. They have also taken full advantage of ASA's indexes — especially \$API. Each measurement they take is used to analyze the cow herd's performance, and due to the environment their commercial customers live in, efficiency and hardiness are critical components. Customer satisfaction is used to measure the success of the program, as well as the performance of their own cattle, and they have continued to see improvement with detailed data collection and genomic testing. Their sale is held annually in September.



The Hicks Beef team.

CONTINUED ON PAGE 16

Heartland Simmental Performance 2019 WITH CLASS



FRIDAY, NOVEMBER 22
6:00 PM
WAVERLY LIVESTOCK AUCTION
WAVERLY, IOWA



HL/WM Ms. Smooth

Sire: SK Smooth Criminal • PB March



HL Ms. Primo F01

Sire: Colburn Primo 5153 • Fall SimAngus™



HL Ms. Judge F2

Sire: SPG The Judge • SimAngus™ • Bred to OMF Epic



HL Ms. EO F15

Sire: WC Executive Order • PB SM • Bred to KBHR Sniper



HL Ms Carver F708

Sire: TKCC Carver 65C • SimAngus™
Bred to Bridle Bit Rembrandt D630



Bambi 028F

Sire: HL Kick Start CT50 • 3/4 SM
Bred to KBHR Sniper



HL Ms. Fast Money F88

Sire: Hooks Fast Money • PB SM
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Performance Advocate Scores



CONTINUED FROM PAGE 14

Fall Calf Crop, 2017

Breeder	Score
Angel Hill Angus Farm, Ward, SC	600
Eddie Bradley, Hiawassee, GA	600
Whelan Farms, Wadley, AL	600
Lonesome Pine Farm, Prattville, AL	600
Dale and Amy Gard, Lynn, IN	600
Virginia Tech, Blacksburg, VA	600
CLM Ranch, Olean, MO	600
Rocky W Rakes, Danville, VA	600
Brooks Simmental's, Manhattan, KS	600
Mari Simmental Breeders, Holyoke, CO	600
Irvine Ranch, Manhattan, KS	600
Red Hill Farms, Lafayette, TN	599
Hicks Beef, Holbrook, NSW,	591
Tom Brothers, Campbellton, TX	591
Rogers Cattle Company LLC, Roxboro, NC	588
Massey Farms, Burlington, NC	583
Circle M Cattle Company, Burlington, NC	568
Callaway Cattle Co, Hogansville, GA	552
Pineview Farms, Hamptonville, NC	552
Jeff Broadaway, Monroe, NC	551
Sleepy Creek Farms LLC, Summit, MS	550
Deer Creek Farm, Roseland, VA	547
Driggers Simmental Farm, Glennville, GA	545
Chattahoochee Ridge Cattle Co, Headland, AL	542
Gibbs Farms, Ranburne, AL	530
Pinedale Farms, Clanton, AL	528
Russell Gunter, Thomasville, AL	525
Dearmon Fork Farms, Millry, AL	525
Roger L Eakins, Jackson, MO	513
CK Cattle, Hope Hull, AL	511
Woodco Cattle Company, Thomasville, AL	508
Dixon Farms, Thomasville, AL	501
Hawkins Show Cattle, Cameron, WV	500
Lovaas Ranch, Yellville, AR	500
Richburg Cattle LLC, Auburn, AL	500
Scott & Nancy Walbridge, Hinckley, MN	500
Prickly Pear Simmental, Helena, MT	500

Spring Calf Crop, 2018

Breeder	Score
South Dakota State University, Brookings, SD	600
McDonald Farms, Blacksburg, VA	600
Roger L Eakins, Jackson, MO	600
CLM Ranch, Olean, MO	600
Salinas Farms, Marion, MI	600
Dale and Amy Gard, Lynn, IN	600
Lonesome Pine Farm, Prattville, AL	600
Clear Springs Cattle Co, Starbuck, MN	597
Hook Farms, Tracy, MN	594
Bridle Bit Simmentals, Walsh, CO	592
Red Hill Farms, Lafayette, TN	592
Michael E Dikeman, Manhattan, KS	591
Steve or Mary Gleason, Maple Hill, KS	576
SP Genetics, Martensdale, IA	576
Sleepy Creek Farms LLC, Summit, MS	575
Craig L Hays, Pierce, CO	559
Tom Brothers, Campbellton, TX	557
M/S Stavick Simmental, Veblen, SD	554
University of Nebraska, Lincoln, NE	554
Classic Simmental Farm, Fairmont, WV	550
J Bar J Ranch, Clare, MI	525
Shelton Ranch LLC, Ellensburg, WA	525
Tyrell Rousey, North Platte, NE	524
Ellingson Simmentals, Dahlen, ND	514
Rock Hollow Farm, Alachua, FL	500
Martin & Son Farm, Lyles, TN	500
University of Illinois, Baylis, IL	500
Nelson Livestock, Wibaux, MT	500
Bata Brothers, Adams, ND	500
Rydeen Farms Simmental's, Clearbrook, MN	500
Nunnenkamp Simmentals, Sutton, NE	500
J W Brune, Overbrook, KS	500
Deer Creek Farm, Roseland, VA	500
Kirlin Simmentals, Avoca, MN	500
Midhill Simmentals, Barneveld, WI	500
Double B Acres, Sterling, OH	500
Maplecrest Farms, Hillsboro, OH	500
Lovaas Ranch, Yellville, AR	500
Rolling Hills Cattle, Prattville, AL	500

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New Performance Advocate Program Revisions

ASA Performance



At the Fall Focus Board meetings in Manhattan, KS, the ASA Board approved a set of revisions to the Performance Advocate Program that take effect starting with the 2018 fall and 2019 spring THE enrollment cycles.

There are three big changes to the Performance Advocate Program summarized here . . .



- 1. Among the traits included, the Performance Advocate Program requires records submitted on 90% of the contemporary group.** Requiring/encouraging 100% of the records is not realistic and could tempt breeders to submit measurements of a lower standard than ideal. By setting the threshold to be 90% of the contemporary group or birth group, allows for missed weights or other understandable instances where records weren't collected yet still captures the bulk of the whole herd's data.
- 2. A two-tier system to qualify.** Since additional traits are being added (see point 3) but some of these traits are difficult and/or expensive to collect, there will be a two-tier system for qualifying as a Performance Advocate. If THE herds submit 90% of the records on eight of the thirteen traits, they qualify for the

first tier. THE herds with 90% of the records on ten out of the thirteen traits qualify for the higher tier system. If an existing performance advocate herd added two more traits to their qualifying records (example, mature cow weights and mature cow BCS) they would qualify as a performance advocate in the new system.

- 3. An additional seven traits have been added to the list of qualifying records in the program (see table).** The list of important phenotypic and genomic data collected by breeders has grown extensively. The new Performance Advocate revisions can better acknowledge breeders focused on the growing list of economically important records. As ASA develops more traits (example, feet/leg scores), they may be added to the Performance Advocate Program.

Existing and New Records Recognized in the Performance Advocate Program

Existing Records	New Records
Calving Ease Scores	Docility Scores
Birth Weights	Genomic test on birth group
Weaning Weight	Feed Intake
Yearling Weight	*Mature Cow Weight
Yearling Hip Height	*Mature Cow Body Condition Score or Hip Height
Ultrasound/Carcass	Cow Herd Genomics
	Udder and Teat Scores at Calving

*On mature cow traits, require one record as a two-year-old that expires once they are six years old. A performance Advocate report will pull a list of records that are "expiring" next season.

The Performance Advocate Program has a long history of recognizing breeders who focus on quality data collection. The new revisions to the Performance Advocate Program sets the bar for continued high-quality data from breeders committed to genetic improvement.

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Good Information, Progressive Management,

and Quality Commercial Cows

Bill and June Hilbert are highly committed to learning new information and setting up their commercial SimAngus-influenced females for success.

By Lilly Platts

Commercial operations run, with the care and attention to detail of a seedstock business, are worth taking notice of, and Bill Hilbert has built a high-quality cow herd using forward-thinking management techniques, dedication to improvement, and the influence of SimAngus™ bulls.

Along with his wife, June, Hilbert runs a group of commercial Simmental, Balancer, and Angus-cross females near Meriden, Kansas, on the edge of the Flint Hills.

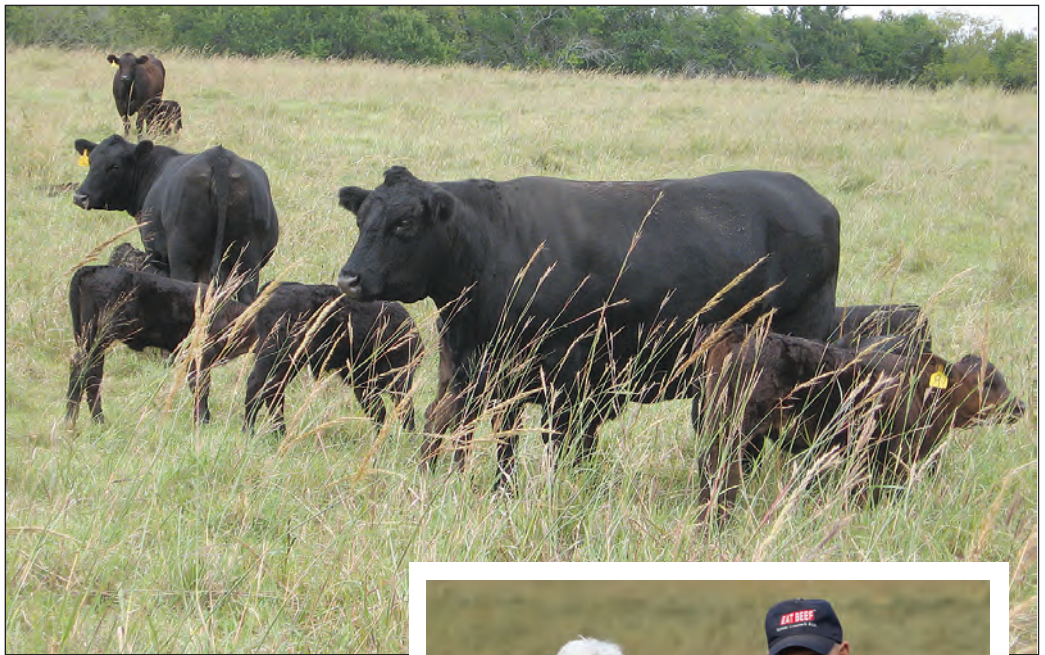
Coming Around to Cattle

Both Bill and June have roots in agriculture but held professional jobs before diving into the cattle business full-time. Bill grew up on a farm in Douglas County Kansas, which his great-great grandfather Hilbert had homesteaded in 1856. As a child he was surrounded by farm animals, and spent summers helping at his uncle's dairy farm. However, due to the financial instability of agriculture at the time, Bill knew he needed to pursue an education. After high school, he attended Baker University, and later Kansas State University (KSU), where he studied entomology. In 1968, despite being offered a graduate assistantship at Rutgers University, military service called and he eventually spent three years in the Army Security Agency, based in Germany. Graduate school stayed on his to-do list, and upon returning, Bill earned a master's degree in entomology from KSU. This led to a career with the Kansas State Department of Agriculture.

June grew up in Burlingame, Kansas, with parents raised on farms in Osage County during the Depression and Dust Bowl. This understandably caused her family to move away from the farming lifestyle, and June grew up not expecting to ever find herself involved with agriculture. She does fondly recall visiting her grandparents' farm, gathering eggs with her grandmother and riding in the tractor with her grandfather. She attended college, and while on a break to figure out what direction she wanted to go, accepted a job with a financial institution in Topeka. She quickly advanced to higher positions, and stayed with the profession throughout her career.



On the right, Hilbert's herd sire from Jeff Houck, nicknamed 'Rocky'.



A tight calving season leads to a uniform group of calves at weaning for Hilbert.



June and Bill Hilbert, and their trusty ranch-hand Cricket.

When Bill and June met, Bill had a small farm and grazed steers each year while maintaining his full-time job with the state. They soon married, and June became a part of the farm. A few years later, the couple was able to acquire a larger farm near Topeka and started running cow-calf pairs. Bill discovered that with his career and setup, it was more feasible to raise bred heifers. He also found it to be the smart financial choice. "Long story short, I had around \$700 in the heifers, brought them home and got them bred, and by the fall they brought \$1,250," he recalls.

This evolved as Bill was able to acquire rented pasture in the area and purchase another farm, and today he has around 70 fall-calving females.

Incorporating Simmental

Bill's cow herd has genetic roots ranging from high-quality seedstock to the sale barn. "When I started putting my herd together I didn't have the money to go put together top-genetic cows," he explains. With a good eye for cattle, he was able to pick through these "culled" cattle and today, some of his best females stem from these original cows.

When Bill started getting into Simmental genetics, he purchased females from breeders like Sunflower Genetics (Steve & Mary Gleason), and Moser Ranch (Harry and Lisa Moser). As cow families started standing out, he kept back replacements and now raises all of the females.

The Simmental breed originally became a part of Bill's program when a friend convinced him to try out a SimAngus bull. "The following August when I was selling my calves to a local feedlot, it was night and day between the calves by the Simmental bull and my Angus bull," he recalls.

Bill bought his first Simmental bull from Ralph Brooks, an acquaintance from officiating high school and college football, and has been using the breed ever since. Today, most of his SimAngus bulls come from Jeff Houck, Rock Creek Ranch, and one of his current herd sires is a S D S Graduate 006X son. In addition to SimAngus bulls, he also runs a Balancer bull each year. His overall focus is on maintaining the right balance of heterosis within the breeds. Bill explains that the Simmental breed has a very positive influence on his herd. "Having good heterosis leads to good growth in the calves, and the docility of the cows and calves, cow longevity, and maternal instincts are the most noticeable benefits."

CONTINUED ON PAGE 26

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."



beef@internationalgeneticsolutions.com

Good Information, Progressive Management

CONTINUED FROM PAGE 23

Progressive Management

Bill has studied and pursued improvements in cow herd management throughout his time in the business. One of the most notable areas he has made improvement in his herd is through developing a tight calving season. After attending a seminar called “Building Better Heifers”, taught by Dr. Rick Funston, University of Nebraska, and Dr. Bob Weaver from KSU, focused on improving fertility and shortening calving seasons in heifers, Bill adapted the techniques to fit his program. Overall, the philosophy for each female is, ‘Once an early calver, always an early calver’, and over the last seven years, on average 90% of his cows have all calved within 30-45 days.

To achieve this, Bill first uses feed to kick females into estrus. Prior to the preparation for breeding season, females are sustained on feed intended to maintain but not increase condition. Then, two to three weeks before breeding, Bill starts taking grain to the females and bumps up their nutritional intake so they gain around a pound a day. This triggers them to prepare for estrus.

After this, bulls are turned out and Bill keeps a close eye on which animals are bred in the first week. Females that weren’t bred in this window will be synchronized with Lutylase®. This process continues for 30 days, when bulls are taken out. Cidr’s are also utilized to get females cycling together. Bill uses Funston’s technique to also move up heifers and young cows to calve earlier in the next season.

Bill also puts a significant emphasis on nutrition, explaining that he spends more time and money on studying and implementing his program than most commercial producers. “It costs just as much to feed a poor quality cow as a high quality cow,” Bill says.

However, he has seen such a significant benefit from paying close attention to good nutrition that he is now a fervent believer in feeding his females well. In addition to using feed as a tool to create a short calving season, every calf, replacement and first-calf heifers are given Multimin 90, and extra money is spent on specific lick tubs, which are designed to prevent scours. As Bill says, ‘You can’t sell a dead calf,’ and he has seen good nutrition make a significant difference each year, “A good nutrition and vaccination program will prevent a lot of problems. Having good working facilities and using low stress handling procedures also are extremely important in maintaining the safety and health of both us as operators as well as the cows and calves.”

With Bill and June being the owners and operators, each female has to be productive and easy to work with. During calving, the cows are checked daily, and when a calf is born, they are given Multimin 90 and tagged. “Having good quality and extremely docile cows makes everyone’s task much easier. That includes us as owners, the cows, and anyone else that has to handle our cows and calves,” Bill explains.

Overall, a commitment to progress has guided the Hilbert program. Classes, advice, and research from the Kansas Livestock Association have been irreplaceable, and Bill is an avid consumer of research and information from KSU, the University of Nebraska, breed association publications, and much more. Bill is always aware of local animal health issues and follows the KSU Animal Science and Vet Association closely — for example, after a breakout of Anaplasmosis, June now meticulously changes each needle for Bill when they vaccinate and synchronise their cattle.

It Takes a Team

In the same spirit of progress, Bill makes a point to share his tools and passion for the beef industry with neighbors. Any good females that don’t breed back in the desired time are sold as bred females to the neighboring Steve Buss family, where the kids are using their cattle to save money for college. He also shares his bulls with two neighbors, solving both the Hilbert’s issues of not having a good place to keep them, and the neighbor’s need for a herd bull. Additionally, the owners of these small neighboring herds are able to take advantage of high-quality genetics by keeping replacement heifers out of his bulls. Throughout the years, Bill has shared bulls with neighbors with closed herds, rented pasture, shared pasture, and made community a major part of his program.

June is a vital part of the program, providing daily help and overall support. She jokes that before meeting Bill, she would have called anyone who said she would end up on a farm crazy. She soon found herself in love with the lifestyle and the fact that each day on a cattle operation is different. After retiring from her full-time job as an administrative assistant at a bank, she changed her job title to, ‘Bovine Fugitive Apprehension Agent’, ‘Bovine Breeding and Planned Parenthood Overseer’, and ‘Certified Bovine Midwife Assistant’, among others and all depending upon the day.

Her sense of humor and love for adventure have no doubt made her partnership with Bill on the farm successful, and after accumulating years of stories, people started encouraging her to write a book.

“I started just kind of on a whim,” she recalls. “My early years of my time on the farm, I would go to work and tell coworkers about my adventures and mis-adventures. Someone said ‘you should write a book’, and it was a few years before I sat down at the computer and opened a word document.”

In 2013, *One Cow Pie At A Time*, was published, and is both a humorous account of life raising cattle, and an important, positive portrayal of where the nation’s beef is produced. As one reviewer said, ‘Never again will I complain about the cost of my T-bone steak!’.

Daily farm life keeps Bill and June busy, but in their free time, they enjoy gardening, watching KSU sports, the Kansas City Chiefs and Royals, fishing, and their Golden Retriever, Cricket, who accompanies them on ranch adventures.

ST



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12.8	0.2	97.7	148.5	0.32	6.6	23.7	72.5	15.9	15.4	61.6	-0.39	0.34	-0.101	1.10	-0.30	148.2	93.1

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By WLE Uno Mas X549

EPDs: CE: 12 \$API: 114 \$TI: 69



WS A Step Up X27

By SS Ebony's Grandmaster

EPDs: CE: 10 \$API: 107 \$TI: 60



Mr. Hoc Broker C623

By Steel Force

EPDs: CE: 5 \$API: 87 \$TI: 55



SSC Shell Shocked 44B

By Remington Secret Weapon 185

EPDs: CE: 20 \$API: 122 \$TI: 59



THSF Lover Boy B33

By HTP/SVF Duracell T52

EPDs: CE: 19 \$API: 151 \$TI: 77



Fitz POL Blazon B1203

By PRS Blazin Hot W192

EPDs: CE: 11 \$API: 123 \$TI: 69



S&S Sweet Dreams 507C

By CNS Dream On L186

EPDs: CE: 8 \$API: 110 \$TI: 59



CSCX Bandwagon 513A

By TJSC Optimus Prime

EPDs: CE: 9 \$API: 115 \$TI: 66



W/C Bullseye 3046A

By Lock N Load 54U

EPDs: CE: 15 \$API: 136 \$TI: 66



Kappes Big Ticket C521

By Lock N Load 54U

EPDs: CE: 11 \$API: 118 \$TI: 67



NEW

Hook's Brilliance 37B

By Hooks Shear Force

EPDs: CE: 12 \$API: 168 \$TI: 84



NEW

OBCC Ships Ahoy D150

By CCR Anchor 9071B

EPDs: CE: 15 \$API: 150 \$TI: 74



NEW

PAL/CLAC Meant To Be 823E

By Mr HOC Broker

EPDs: CE: 8 \$API: 103 \$TI: 62



NEW

JBFS Gavel 9D

By Mr TR Hammer 308A

EPDs: CE: 8 \$API: 110 \$TI: 68



TJSC 152A "Vindication"

By Flying B Cut Above

EPDs: CE: 4 \$API: 95 \$TI: 58



STF Rock Solid 033C

By CDI Rimrock 325Z

EPDs: CE: 10 \$API: 117 \$TI: 70



CNS Pays To Dream T759

By CNS Dream On L186

EPDs: CE: 12 \$API: 120 \$TI: 67



NEW

WS Proclamation E202

By CCR Cowboy Cut 5048Z

EPDs: CE: 16 \$API: 153 \$TI: 89



Angus

Circle M Tejas 107Z

By BC Lookout 7024

EPDs: CE: 14 \$API: 128 \$TI: 54



W/C Relentless 32C

By Yardley Utah Y361

EPDs: CE: 9 \$API: 120 \$TI: 65



3/4 SimAngus

WS Stepping Stone B44

By W/C Lock Down

EPDs: CE: 10 \$API: 125 \$TI: 75



Angus

Silveiras Style 9303

By Gambles Hot Rod

EPDs: CE: 13 \$API: 118 \$TI: 58



Angus

SP The Answer 813

By SAV Final Answer 0035

EPDs: CE: 17 \$API: 133 \$TI: 65



WS Revival B26

By LLSF Uprising Z925
EPDs: CE: 11 \$API: 116 \$TI: 66



LLSF Pays To Believe ZU194

By CNS Pays To Dream T759
EPDs: CE: 7 \$API: 110 \$TI: 71



W/C Bankroll 811D

By W/C Loaded Up 1119Y
EPDs: CE: 14 \$API: 132 \$TI: 67



W/C Cash In 43B

By JS Sure Bet 4T
EPDs: CE: 13 \$API: 116 \$TI: 58



LLSF Addiction AY792

By Top Grade
EPDs: CE: 7 \$API: 113 \$TI: 67



W/C Rolex 0135E

By Yardley Utah Y361
EPDs: CE: 15 \$API: 135 \$TI: 67

Relentless brother - sexed semen available.



CDI Executive Power 280D

By W/C Executive Order
EPDs: CE: 10 \$API: 139 \$TI: 87



HPF Tradecraft D010

By JF Milestone 999W
EPDs: CE: 7 \$API: 116 \$TI: 69



FBF1 Combustible Y34

By Steel Force
EPDs: CE: 13 \$API: 104 \$TI: 58



LLSF Uprising Z925

By Heads Up 20X ET
EPDs: CE: 7 \$API: 100 \$TI: 73

SimAngus™



CCR Anchor 9071B

By CCR Cowboy Cut 5048Z
EPDs: CE: 16 \$API: 160 \$TI: 79

SimAngus™



HILB Royal Rumble E102W

By W/C Executive Order 8543B
EPDs: CE: 14 \$API: 132 \$TI: 75

NEW



W/C Grandstand 6B

By W/C Wide Track 694Y
EPDs: CE: 13 \$API: 137 \$TI: 70



Ford's-WMCC Revolution 60E

By CCR Cowboy Cut 5048Z
EPDs: CE: 13 \$API: 138 \$TI: 76

NEW



HPF Rockstar B332

By JF Milestone 999W
EPDs: CE: 7 \$API: 124 \$TI: 75

7/20/19



LHT Viper 65E

By W/C Loaded Up 1119Y
EPDs: CE: 16 \$API: 134 \$TI: 66

NEW



JBSF Logic 5E

By W/C Relentless 32C
EPDs: CE: 14 \$API: 124 \$TI: 63

NEW



Long's Stand Alone B35

By Built Right
EPDs: CE: 7 \$API: 130 \$TI: 70

6/20/19



Yardley Top Notch C371

By Sandeen Upper Class 2386
EPDs: CE: 16 \$API: 133 \$TI: 63



Perfect Vision 26D

By MR CCF Vision
EPDs: CE: 14 \$API: 116 \$TI: 70

20-20's brother



Rousey Gold Strike 512C

By Hooks Trinity 9T
EPDs: CE: 17 \$API: 157 \$TI: 87

SimAngus™



WLTR Nashville 22A ET

By High Voltage
EPDs: CE: 12 \$API: 113 \$TI: 69

1/10/19



SAS Big Bruzer Y131

By King of the Yukon (outcross)
EPDs: CE: 10 \$API: 121 \$TI: 68

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Research Looks at Congestive Heart Failure in Feedlot Cattle

Editor's Note: This article was originally published in the September/October issue of the *Feed-Lot Magazine*. Research is ongoing into the link between Pulmonary Arterial Pressure (PAP) and congestive heart failure in feedlot cattle but as yet there are no definitive studies showing an association.

By Heather Smith Thomas

Some cattle at high elevations suffer pulmonary artery hypertension, which leads to congestive heart failure, but more cattle are susceptible to bovine congestive heart failure (BCHF), showing up in feedlot animals. BCHF is an untreatable, fatal condition involving pulmonary hypertension that culminates in right ventricular failure, but may begin with left-heart dysfunction. This makes it different from right heart failure at high altitudes because BCHF affects both sides of the heart.

Dr. Milt Thomas, Colorado State University says the heart problem at high altitudes occurs much earlier in the animal's life, while BCHF generally occurs in the finishing phase in the feedlot.

"We're doing a USDA-funded project to try to understand feedlot heart disease. We have a feedlot facility in Akron, Colorado (Eastern Colorado Research Center, at 4,100 feet elevation) and a client who feeds 500-plus commercial Angus-type steers there every year, with high incidence of feedlot heart disease. That client allowed us to buy 107 steers for our research," says Thomas.

"We treated those steers like any other steers in the feedlot, and have now taken them to slaughter, and have our initial data — and found feedlot heart disease," he says.

"We did PAP (pulmonary arterial pressure) testing like we do in high-altitude cattle, to know which ones were tolerating the process of getting fat and which ones were not. These steers had never been above 6,000 feet elevation but we found a lot of high-PAP cattle. There were so many that we created a high-PAP and a low-PAP group to study, evaluating their feed intake in our Grow-Safe Feed Intake Unit," he says.

"Out of those steers, death loss was 5.5%. One died early in the feeding phase—which may have been related to stress of shipping fever. The others died late in the feeding period when they should have been past the early risks, and they all died from feedlot heart disease."

All steers were slaughtered at the Global Food Innovation Center (GFIC) on the CSU campus. "Even though some of them died, we still had 12 high-PAP and 12 low-PAP steers we slaughtered and we are studying their heart and lung tissues and performance data," says Thomas.

"All the low-PAP animals had normal-looking hearts and the high-PAP steers had severely malformed hearts. These were the steers that made it to slaughter. All the steers that died in the late feeding period had severely malformed hearts," he says.

"With feedlot heart disease, they often perish near the end of the finishing phase — very expensive losses. One hypothesis is that some of these cattle are highly stressed by fattening because they are high-PAP cattle, and when they get a secondary challenge like respiratory disease or heat stress it pushes them over the edge," he says.

"The high-PAP steers had poor average daily gain in the final phases of feeding and feed conversion was terrible. By contrast, the low-PAP steers had very good average daily gain, very good feed conversion. The closer we got to finishing, the more the performance declined on the high-PAP steers," he explains.

Some people wonder if this is occurring because we've selected cattle for fast growth and easy fattening. "The only way we can know would be to find some old semen and create some 1950-era cattle to compare with today's cattle," he says.

"We find this problem in every breed but there are genetic differences in the high-altitude problem — some breeds and some family lines are less susceptible. In general, cattle have high PAP, however, so anything that stresses them could be a problem."

There are correlations between obesity and heart disease. "If an animal already has fairly high PAP plus some of the issues that arise from fattening, we see more heart failures," he says.

Some people wonder if it's the kind of feed, amount of gain, or the breed. "I think we can say that it is none of the above and all of the above. There are many factors — not just any one cause," says Thomas. For a feedlot producer, or cow-calf producer retaining ownership through feeding, it's crucial to know more about this.

Greta Krafsur, DVM is a pathologist who did her PhD work on congestive heart failure in feedlot cattle. She is now an assistant professor in the Department of Veterinary and Biomedical Sciences at South Dakota State University and also employed by the University of Colorado Denver Anschutz School of



Milt Thomas, Ph.D.,
Colorado State
University



Greta Krafsur, DVM,
South Dakota
State University

Medicine Cardiovascular Pulmonary Research Lab where she works with human physicians whose expertise in pulmonary hypertension and heart disease have influenced her thinking regarding the complex problem of bovine congestive heart failure.

For several years she's been working with Thomas. "As a pathologist I was in charge of the tissue harvest to make sure we got all the tissues needed for this study. We have many collaborators in this research. We're not only collecting tissues for the cattle industry but also for human medicine," says Krafsur.

"I'm now in the process of trimming all tissues so they can go to the lab to be made into slides. I also collected fat from around the heart, as well as visceral abdominal fat, and now analyzing the proteomic, metabolomic and lipidomic signatures, because I suspect that these cattle have a unique inflammatory metabolic condition. The ones that develop pulmonary hypertension and congestive heart failure have this unique signature that is pro-inflammatory and have glycolytic metabolism and also tend to have a lot of heart fat. I think the cattle that suffer from this condition have a genetic variance when it comes to how lipids are transported and metabolized," she says.

"We put a high premium on marbling, and some of these hearts are well marbled but this is not where we need marbling! My research is looking at the influence of heart fat and inflammation in the heart and if it's setting these cattle up for this problem."

"We've also looked at grass-fattened animals versus grain-fed. Microscopically the grass-fat cattle hearts do not look any healthier than the corn-fed conventionally-fattened animals. Many people think these problems are due to what we feed them and the way we feed them, but I'm not sure," says Krafsur. It may be a factor, but the animal's own metabolism may be the bigger key.

"Researchers at the Genetics, Breeding, and Animal Health Research Unit at the USDA, ARS, U.S. Meat Animal Research Center in Clay Center, Nebraska and at the Great Plains Veterinary Educational Center at Clay Center say this problem is now happening earlier in the feeding period, with the cattle they have studied. In this last group of cattle that we did with our USDA grant, I would agree," she says.

If these animals could be pinpointed earlier, they could be taken out of the typical feedlot program and managed differently. They might be fed differently and slaughtered earlier. "I'm trying to determine what's going on with them, but at the same time trying to verify certain biomarkers used in the human medical population to classify and predict human heart failure with pulmonary hypertension patients. A couple biomarkers that are very prognostic with humans are significantly different in cattle

CONTINUED ON PAGE 32

Pulmonary Arterial Pressure



A heart from feedlot animal affected by bovine congestive heart failure.

- For over 100 years, pulmonary hypertension (PH), commonly referred to as brisket disease, has been observed in cow-calf and stocker operations where cattle are being grazed at high elevation.
- PH is the result of elevated pulmonary arterial pressure caused from a lack of oxygen and generally affects cattle raised at 5,000 feet or higher. It is not limited to one sex or breed of cattle, and can be tested through a pulmonary arterial pressures (PAP) score.
- Pulmonary arterial pressure scores are a useful metric for high-altitude cattle breeders to monitor and prevent high altitude sickness. Like all quantitative traits, the best way to make selection decisions is through the use of an EPD.
- Research from Colorado State University shows PAP increases in all cattle when they are being finished in feedlots, possibly making them more susceptible to PH.
- Over the last decade, death loss has doubled in feedlot cattle, and recent evidence suggests the sudden death loss in feedlots could be linked to PH.

The ASA is committed to developing a tool in which members and their customers in high altitude regions of the country can better select for animals with reduced risk of pulmonary hypertension. The ASA is collaborating with Colorado State University (CSU) on a research project for exploring the development of Pulmonary arterial pressure (PAP) EPD. The PAP scores are unique in that both the actual measurement and EPD (in development) are utilized for selection. The actual PAP score indicates the survivability of that particular animal in elevation, whereas once an EPD is developed it can be used to better select animals with genetic merit for high altitude tolerance.

In order to provide researchers at CSU a useful data set, we are requesting high altitude Simmental and commercial cattle breeders assist ASA in the gathering of PAP scores and associated data. Members in high altitude regions of the country (>4,000 ft) can send PAP scores to the ASA for inclusion in the PAP research project with CSU. For additional information, contact Lane Giess at lgiess@simmgene.com.

A meaningful data set is comprised of sire-identified animals with these data points:

- PAP score
- Test elevation
- Test date
- Technician performing the test

Commercial cattlemen can also participate in this project by submitting additional contemporary information; however, it is still vital to have known sire information.

- Sire registration number
- Date of birth
- Sex of animal
- Weaning date
- Tattoo
- Breed composition

For additional information, contact Lane Giess at lgiess@simmgene.com.

Research Looks at Congestive Heart Failure in Feedlot Cattle

CONTINUED FROM PAGE 31

that develop pulmonary hypertension and congestive heart failure. These are promising biomarkers that we could also use in cattle —where we could just take blood samples and measure them,” she says.

“Unhealthy fat is very pro-inflammatory, and sets up an environment for fibrosis in the heart, and more inflammation. Some of these genes have something to do with lipid metabolism. It’s been shown in human patients with congestive heart failure that many of them go on to develop pulmonary hypertension and ultimately right heart failure. Those patients do worse than any other class of pulmonary hypertension patients. Heart fat is a key player in the whole complex pathophysiology of that disease. I need to look at this in the cattle and see if it is a similar issue.”

Although management and feeding regimens in feedlots are similar across the industry, there’s a subset of cattle that develop BCHF for reasons unknown. “I think some cattle do not respond favorably to the high demands imposed by excess calories, aggressive growth and fat body condition during feeding/fattening. This

subset of cattle seem to experience systemic inflammation and metabolic and lipid dysfunction that lead to cardiopulmonary remodeling and dysfunction. This condition is invariably fatal and we need to find biomarkers predictive of disease that can be used to assess risk and inform management decisions,” she says.

Why do we see this problem in the feedlot but not in adult cows and bulls? Is it because we’re not pushing them to grow so fast? Mature cattle are larger frame size than several decades ago yet we’re not seeing BCHF except for high altitude disease in certain bloodlines. Perhaps it’s because we develop heifers and bulls slower — for longevity rather than swift fattening for slaughter — but we don’t know.

“Perhaps there is an underlying genetic problem, and certain things about the environment — what and how we feed — and when the two come together there may be a subset of cattle that don’t respond favorably. Under different conditions you might never see the problem,” she says.

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Fall Focus 2019

Two hundred people from 28 states and two Canadian provinces gathered on August 23-28 for ranch tours, conversations, educational session, and board action.

By Dr. Jackie Atkins, Director of Science and Education

What a great time we had in the Little Apple during the 2019 Fall Focus event. Two hundred Simmental and beef industry enthusiasts from 28 states and two Canadian provinces gathered for ranch tours, cattle displays, an educational symposium, ASA Board Meeting, and lots of social interaction.

Local breeders including: the Gleason family, Sunflower Genetics; the Mertz family, River Creek Farms; Houck family, Rock Creek Ranch; Brunner family, Cow Camp Ranch; Irvine Family, Irvine Ranch; and the Hofman and Klein families, Hofman Simmentals, opened their doors for tours on Friday. Herdbook users gathered at the Manhattan Conference Center Friday afternoon to learn from ASA's Jannine Story, Sheldon Ross, and Riley Foster about tips and tricks when managing records, pulling reports, and accessing DNA records through Herdbook. Followed by a cattle display and dinner at the Stanley Stout Center hosted by the Kansas Simmental Association (KSA).

The educational day kicked off Saturday with an animal breeding session from Drs. Bob Weaber, Megan Rolf, Jenny Bormann, Lauren Hyde, and Wade Shafer. The Kansas State University (K-State) faculty updated the crowd on potential approaches to measuring genetics of fertility including a new study looking into male fertility led by this K-State group. Any ASA breeders willing to share bull soundness exam (BSE) records are encouraged to reach out to Dr. Jackie Atkins (jatkins@simmgene.com). The ASA is collaborating with Dr. Rolf and colleagues to better understand the genetics of various male fertility measurements including BSE records. Bormann and Rolf also presented information on additional novel traits they are studying including water intake, methane emissions, and foot/leg scores. Dr. Lauren Hyde updated the audience on accomplishments made in the genetic evaluation since the release of IGS Multi-breed Genetic Evaluation powered by BOLT on May 5, 2018, followed by questions answered by Hyde and Shafer about the genetic evaluation.

Saturday afternoon, attendees discussed the role the show ring plays in the genetic selection of beef cattle with five panelists, Dr. Bob Hough, Dr. Scott Schaake, John Griswold, Tim Smith, and Donnell Brown and moderated by Dr. Wade Shafer. A conversation including opposing views was heard and discussed in an open and respectful manner. Later in the afternoon, a group of feeder-calf-focused speakers including Charly Cummings from Superior Livestock Auctions, Craig Uden from Darr Feedlot, and Dr. Ken Odde from K-State talked about helping commercial customers market cattle, what calves are profitable in the feed yard, and a study of decades of superior livestock data market information.

Two unique local speakers were special keynotes from the KSA this year. Coach Bill Snyder, long-time coach of K-State football spoke about his life raised by his single mom, his career path that led him to the K-State Football team, and how he brought a team from zero wins to champions with incremental successes and improving mindset. Dr. Kenneth Burton, coordinator of the new National Bio and Agro-Defense Facility (NBAF) being built in Manhattan, KS, spoke about the opportunity of this new facility and challenges of building it. The new NBAF facility will replace the research facility in Plum Island dedicated to studying animal infectious diseases. Saturday night, the KSA and its sponsors hosted a memorable evening at the Flint Hills Discovery Center.



Dr. Dikeman provides an introduction to Kansas Simmental and beef production.



Dr. Bob Weaber discussing the genetics of fertility.



Coach Bill Snyder visiting with Dr. Michael Dikeman.



Dr. Kenneth Burton talking about the new National Agricultural Biosecurity Facility (NBAF) in Manhattan, KS.



Panel discussion on the role the show ring plays in the beef industry. Left to right: Dr. Bob Hough, Dr. Scott Schaake, John Griswold, Tim Smith, and Donnell Brown.



Some of Fall Focus 2019 Sponsors posed for a quick photo. Back row (left to right): Mike Forman (Trinity Farms), Dan Lehrman (Lehrman Family Simmentals), Danny Beckman (ST genetics), Fred Smith (Fred Smith Company), Rick Pfortmiller (Neogen), Penny Zimmerman (One Penny Ranch), Willie Altenberg (Select Sires), Bill Zimmerman (One Penny Ranch), Nate Smith (Neogen), Clay Meade (Allflex). Front row (left to right): Gordon Hodges (Gibbs Farms), Dr. Michael Dikeman (Kansas Simmental Association), Erika Kenner (Kenner Simmental Ranch), Leoma Wells (Neogen), Dr. Jamie Parham (Neogen), and Dr. JR Tait (Neogen). Not pictured: Cattlemen's Education Series with NCBA and National Corn Growers Association, Gateway Simmental, Genex™, McDonald Farms, Miller Simmentals, TNT Simmental Ranch, and Mark Barnell Cattle Company

The Board Meeting spread over the next two days covering committee meetings from the five standing committees, staff reports, and special guests including Eric Grant and Crystal Albers from the Grant Company to share their marketing/messaging efforts this year, Darin Johnson, Holstein Association USA, to talk about HolSim™, and Tigger Erhardt to highlight ASA and Working Ranches relationship in podcasts and radio shows.

A **BIG** thank you to KSA with the lead coordinator, Dr. Michael Dikeman, President, Kelli Cox, and dinner coordinator, Abram Mertz. The group of Kansas breeders were so welcoming and put together an impressive showcase of breeders and cattle in their state.

You can watch the videos from this year's talks or see previous presentations at fallfocus.org. We hope you can join us for Fall Focus 2020 in Blacksburg and Roanoke, VA, co-hosted by the Virginia Simmental Association.



Two hundred guests join for the educational portion of the Fall Focus event.

Joe Mertz (left) and Mike Bartush discussing the educational talks during a break.



ASA Chairman of the Board Gordon Hodges provided opening remarks for Fall Focus.

International Genetic Solutions Welcomes Newest Partner

By Emme Troendle



The International Genetic Solutions (IGS) has recently welcomed their newest partner, Neogen® Corporation, to better serve seedstock and commercial beef cattle operations across a wide array of breeds. The partnership combines IGS, the world's largest beef cattle genetic evaluation, with Neogen, the world's largest agricultural genotyping company, to better service the beef cattle industry with better genetic decisions.

"The mission of IGS is to leverage science, technology, and collaboration to improve the profitability of commercial cattle producers. Bringing Neogen in as an IGS partner is a natural extension of the mission of IGS," says Wade Shafer, American Simmental Association (ASA) Executive Vice President. "This clearly positions serious, profit-focused beef producers to take advantage of the most credible and capable genetic awareness effort in the beef business."

IGS is a global, unprecedented collaboration between progressive breed associations and companies across the US, Canada, and Australia that are committed to enhancing beef industry profitability. The collaboration encompasses education, technological advancement and genetic evaluation. Through collaboration, IGS has become the largest beef cattle evaluation in the world.

Neogen Corporation develops and markets products dedicated to food and animal safety. Neogen's Animal Safety Division is a leader in the development of animal genomics along with the manufacturing and distribution of a variety of animal healthcare products, including diagnostics, pharmaceuticals, veterinary instruments, wound care and disinfectants.

Whether a seedstock operation is looking for a home or a commercial herd is looking to make more informed decisions, the IGS and Neogen partnership promises to empower beef producers to make the best genetic selection and mating decisions.

One of the first partnership developments is the enhancement of the Igenity Beef Profile, a global commercial genetic testing product to help make selection and breeding decisions on non-descript cattle. "As part of this partnership, Neogen will benefit from access to information that will improve the Igenity Beef Profile, and IGS will endorse and promote the use of the product — an important 'seal of approval' from one of the largest genetic evaluation services in the world," said Dr. Stewart Bauck, Neogen's Vice President of Agrigenomics. "As the beef industry continues to face pressure from competing sources of protein, the Igenity Beef Profile is a valuable tool to help our customers remain efficient and profitable. Selecting the best animals for breeding programs is now absolutely critical. Each replacement heifer represents an investment of about \$2,000 per head in cost of development and lost sale opportunity."

IGS delivers the most credible, objectively described, user-friendly and science-based genetic predictions to enhance the profitability of beef cattle producers who look to leverage the full power of expected progeny differences (EPDs). The continued Research and Development with IGS breed associations will push the envelope in building better predictions and improvements in DNA technology.

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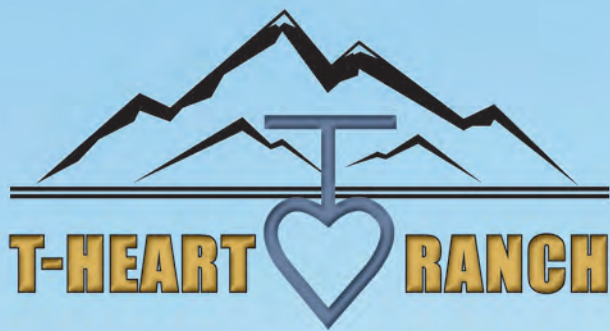
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True High Altitude Cattle

Cow Herd DNA Roundup Yields Powerful Results



By Dr. Rachel Endecott

The first phase of the Cow Herd DNA Roundup (CHR) project yielded powerful results that improved genetic prediction for hard-to-capture traits. The ASA membership took advantage of this low-cost genotyping opportunity and invested considerable resources to participate. We're excited to share a project update and news for future low-cost genotyping options for females in your herd.

Through early August 2019, 40,198 female genotypes have been uploaded to Herdbook from the CHR project. These samples have averaged a 5.63% parentage exclusion rate.

In addition to the female genotypes, another aim of this project was to collect mature cow phenotypes. From 2017 through early August, 45,901 mature cow weights, 34,870 body condition scores, and 17,810 hip heights have been uploaded to Herdbook. Data flow for mature cow phenotypes for the last 10 years is summarized in Table 1. Comparing mature cow phenotype data submitted in 2016 to the average number of records submitted in 2017-2018, there was a:

- 330% increase in cow weight records
- 442% increase in body condition score records
- 615% increase in hip height records

What portion of the genomic database do these 40,198 genotypes from CHR dams represent? In the August 20 genetic evaluation run, there were 107,408 female genotypes and 118,800 male genotypes in the IGS Multi-breed Genetic Evaluation. Of those, 54,148 female genotypes and 35,283 male genotypes are from the ASA database.

After a preliminary review, this increase in female genotypes has impacted the number of progeny equivalents gained from a genomic test as well. Calving ease and docility showed the largest impact. Previously, there were inadequate female genotypes to fit marker effects for maternal calving ease. The resulting influx of genotypes from the CHR project will now allow for this, so stay tuned for both an updated progeny equivalent table and more information on maternal calving ease progeny equivalents.

Table 1. Number of mature cow weight, body condition scores, and hip height records uploaded to Herdbook, 2010 – 2019.

Year Taken	Member Count	Cow Weight	Condition Score	Hip Height
2010	15	251	248	190
2011	9	58	54	14
2012	8	384	372	28
2013	22	791	779	348
2014	64	4,423	2,120	1,315
2015	59	2,955	2,441	1,514
2016	101	6,688	3,762	1,397
2017	184	22,222	17,431	8,136
2018	206	22,053	15,938	9,187
2019	30	1,748	1,623	676

What does the future look like for low-cost female genotyping at ASA?

The ASA Board of Trustees approved Phase II of CHR at the 2019 Fall Focus meeting. The project will continue to accept new herds at \$25 per sample for a low-density genomic test. Members must test 90% of their calving-age cows to qualify for the reduced price. If members submit mature cow body weights and body condition scores or hip heights from 90% of their calving-age cows, they will receive a \$5 credit to their account for each cow reported. Cows must be 18 months-of-age or older when mature cow measurements are taken to qualify for the \$5 credit. The \$5 credit will only be applied once in an animal's life (if a member received a credit for the

phenotypes in 2018 for that cow, they cannot receive another credit for the same cow with a new weight and BCS in 2019). Heifers may also be tested at the \$25 price point and may receive a \$5 credit if mature cow data is submitted after they reach 18 months-of-age. For members who have already participated in the CHR project, the same \$25 rate is available for heifers and new purchases as long as 90% of the member's calving-age cows have a genomic test.

We are excited to continue to explore the impact this research will have on our ability to make genetic predictions. If you would like to enroll your herd or submit additional samples, please email cowdna@simmgene.com — we look forward to visiting with you!

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The Impact of Trich Extends Beyond Lost Pregnancies

PRESS RELEASE

From: *Boehringer Ingelheim Animal Health USA, Inc., Duluth, GA.*

Trichomoniasis, more commonly known as “trich,” is a highly contagious venereal disease that can wreck a herd’s reproductive efficiency. A sound preventive program will help avoid abortions and ongoing losses at a time when every calf is vital to the bottom line. “Preventing trich is one of the best ways to protect profits,” said Eric Metteauer, DVM, a veterinarian in Beaumont, Texas. When Metteauer moved to southeast Texas in 2013, numerous herds in his client base were infected with trich. Now, with intense management, he hasn’t had a bull test positive in two years.

“Trich can be devastating from an economic standpoint because of the high calf-crop losses,” said John Davidson, DVM, Senior Associate Director of Beef Cattle Professional Services, Boehringer Ingelheim. He has seen decreased calf crops in trich-infected herds of up to 50 percent.

“The economic impact of this venereal disease in a cow herd is felt through lower weaning weights due to delayed breeding, testing of potentially infected bulls, and replacement of infected cattle,” Davidson added. “Beyond replacing cattle, ongoing surveillance to ensure the herd is trich-free plus vaccination of the herd cost money, too.”

“The first trich-infected herd I dealt with had 36 of 50 bulls test positive,” noted Metteauer, who provides service to beef herds in a 100-mile radius of his clinic, ranging from 20-cow herds to 8,000-cow herds. “We’ve seen trich in a wide array of herds with all kinds of management practices.”

When herds have problems with conception rates and lower pregnancy rates, trich is often the diagnosis, but testing must be done to confirm. “If pregnancy rates are reduced by a large amount, we want to palpate the cows and determine if they have had long-term damage to their reproductive tract, or if they are carrying mummified fetuses,” Metteauer explained. “If this is the case, then we have to attack trich from the cow side and not just the bull side.”

“The trich vaccine can help cows fight the disease and save a pregnancy with proper timing, although pregnancy is not a determining factor for infection in all cows,” said Davidson. “The vaccine has been proven to reduce the shedding of *Tritrichomonas foetus*, the disease-causing organism, thereby helping to reduce the spread of the infection throughout the herd.”

When the vaccine is given the first time, Davidson stresses the importance of giving a booster two to four weeks following the first dose. The second dose needs to be given 30 days prior to breeding season. This helps exposed animals fight the organism causing the disease. Cattle that have previously been vaccinated only require one dose.

“The problem with trich is there is no legal treatment in food animals,” Davidson asserted. “Bulls become permanently infected and need to be disposed of properly. While cows can develop an immune response to the disease, about five percent are permanently infected, and the others often don’t have a viable pregnancy.”

He continued, “Leased bulls can be a problem as they are often not tested in between movement of cow groups. I recommend that a 30-day trich test be done on all bulls prior to turnout.” When a herd tests positive and some bulls test negative, he said it is important to retest the negatives two weeks later to ensure their status. Herd bulls should also be tested after breeding season to help with surveillance of the disease.

“Running virgin bulls can help, but I even recommend testing them just to double-check and prevent any problems,” Metteauer advised. “Testing bulls going to slaughter can help with surveillance of trich as well.”

Davidson and Metteauer agree that every herd is different and talking with the herd veterinarian to develop a preventive plan or a plan to fight the disease is the best option. **ST**

Reference: 1 Parker G. *What is bovine trichomoniasis? University of Nebraska–Lincoln, Institute of Agriculture and Natural Resources. 2008. Available at: <https://beef.unl.edu/cattleproduction/trichomoniasis2008>. Accessed April 1, 2019.*

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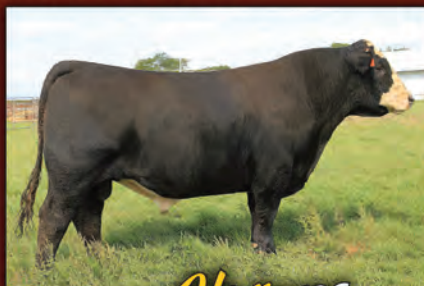
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South Dakota Rancher Pens Letter to Ellen Degeneres

Amanda Radke, a columnist for Beef Magazine and writer for other agricultural news outlets, responded to Ellen Degeneres' 'Be Neat Eat Less Meat', campaign, or as seen on social media, #BeNeatEatLessMeat, by writing a letter to Degeneres and the Ellen Show producers asking to appear on the show to talk about the beef industry.

Radke's letter caught the attention of a variety of news outlets due to her openness and respect. In the letter, she says, "Before I tackle some of these common myths about beef production, I would just like to tell you that I love how you approach life from a place of compassion, kindness and empathy. We definitely need fewer bullies and more friendliness in this world today, and I appreciate how you encourage everyone to do good. That message means a lot, so thank you for being you!"

The South Dakota rancher continued by presenting statistics on beef production that are frequently skewed and oftentimes, incorrect.

The letter closes with Radke's invitation to Degeneres, and request to appear on the Ellen show. "Ellen, I invite you and Portia to visit our ranch in South Dakota! Better yet, this farm girl would love to come visit you in Los Angeles and share some agricultural stories on your TV show! Could you find room in your programming for this cattle woman to come sit in your seat on air? We'll dance and talk about cattle; I promise we'll have a great time, and I would love the opportunity to connect with you and your audience!"

To read the entire letter, visit Radke's BEEF Daily column, or look up #BeNeatEatLessMeat, which has become a collection of both support for the Degeneres campaign, and ranchers across the country banding together with Radke.

RFID to Replace Metal Bangs Tags

Over the next four years, USDA will stop providing free metal tags as part of the brucellosis eradication program and will require bison and cattle producers to purchase RFID tags for breeding animals moving across state lines. Initially, USDA and states may subsidize the new tags, but producers will eventually foot the bill.

The timetable USDA's Animal and Plant Health Inspection Service (APHIS) has set forth is the following:

December 31, 2019 — USDA will discontinue providing free metal tags. However, approved vendors will still be permitted to produce official metal

tags for one additional year. Approved vendor tags will be available for purchase on a state-by-state basis as authorized by each state animal health official through December 31, 2020.

January 1, 2021 — USDA will no longer approve vendor production of metal ear tags with the official USDA shield. Accredited veterinarians and/or producers can no longer apply metal ear tags for official identification and must start using only official RFID tags.

January 1, 2023 — RFID ear tags will be required for beef and dairy cattle and bison moving interstate that meet the above requirements. Animals previously tagged with metal ear tags will have to be retagged with RFID ear tags in order to move interstate. Feeder cattle and animals moving directly to slaughter are not subject to RFID requirements.

These types of beef cattle and bison must be tagged for interstate commerce: sexually intact and 18 months or older used for rodeo or recreational events (regardless of age) or used for shows or exhibitions.

Researchers Identify Promising New Gene Markers

Feed efficiency improvements through genetic selection could significantly reduce production costs and benefit sustainability of beef production. Scientists at the University of Alberta have identified 19 genes that could serve as key markers for feed efficiency in cattle.

For the past decade, researchers and cattle breeders have worked to capitalize on the genetic components in the ability of cattle to efficiently convert feed into lean beef, and have made significant progress. Genetic effects on feed efficiency are difficult to measure and quantify though, especially as non-genetic environmental factors also influence feed efficiency. Feed efficiency varies widely between individual cattle however, and improvements through genetic selection could significantly reduce production costs and benefit sustainability of beef production.

The Alberta researchers examined genome-wide gene expression of rumen, liver, muscle and back fat tissues – key tissues involved in energy metabolism. Of about 20,000 genes expressed in those tissues, the researchers identified 19 that are common to all four tissues and appear to be associated with feed efficiency. "The 19 overlapped genes identified from the strongest module-trait relationships in four tissues are potential generic gene markers for feed efficiency," the researchers say.

CONTINUED ON PAGE 46



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University of Alberta ruminant biologist and microbiologist Dr. Le Luo Guan and post-doctoral fellow Dr. Hui-Zeng Sun led the study, and the report, titled “Landscape of Multi-tissue Global Gene Expression Reveals the Regulatory Signatures of Feed Efficiency in Beef Cattle,” is published in the journal, *Bioinformatics*.

Next, according to a University of Alberta press release, the researchers intend to validate the results in larger, industry-based experiments, hoping to confirm the 19 identified genes in animals known to display higher-than-average feed efficiency. They also hope to describe the molecular mechanics involved in turning each gene on or off.

NCBA Takes on ‘Fake Meat’

National Cattlemen’s Beef Association (NCBA) leaders have redoubled their efforts to push back against deceptive and erroneous marketing and nutritional claims by plant-based and lab-created alternatives to real beef.

In the opening general session of the cattle industry’s annual summer business meeting, Colin Woodall, NCBA senior vice president of government affairs, and newly named CEO of NCBA, and Alisa Harrison, senior vice president of global marketing and research, highlighted how NCBA continues to educate consumers and policy-makers about the benefits of real beef and the often oversold claims of “fake” meat products.

“While meat substitutes have certainly attracted a lot of media hype over the past couple of years, data shows that real beef maintains 99.5% of the retail market versus only 0.5% for meat substitutes,” Harrison pointed out. “Meanwhile, real beef consumption continues to grow, and even consumers who sometimes choose to buy plant-based alternatives continue to eat real beef as often as they always have.”

Woodall focused on the need for the federal government to ensure that beef nomenclature is protected in the marketing and labeling of fake meat. He also said the organization will continue to educate consumers about what exactly is in the plant-based fake meat products that are available in supermarkets and restaurants.

“When consumers buy a steak or a pound of ground beef, they’re buying one ingredient: beef,” Woodall said. “But when they buy one particular fake meat product, they’re buying pea protein isolate, expeller-pressed canola oil, refined coconut oil, cellulose from bamboo, methyl cellulose, potato starch, maltodextrin, yeast extract, vegetable glycerin, dried yeast, gum arabic, citrus extract,

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ascorbic acid, beet juice extract, acetic acid, succinic acid, modified food starch and annatto. Anyone who thinks that these fake meat products are more nutritious or more natural than real beef is very mistaken, and we're going to do everything we can to make sure people know that."

Bulls Killed in Oregon

Five mutilated, dead bulls were discovered in Malheur National Forest about 20 miles north of Burns, Oregon. Authorities are investigating the deaths and mutilation of the bulls on the Silvies Valley Ranch after the carcasses were discovered July 30 and 31 on the ranch in Harney County with no obvious cause of death.

The ranch owners said there were no outward signs of a struggle — no rope burns on trees, no scattered hoof prints, no strangulation marks. The bulls, he said, look like they simply fell over and died.

Even stranger than the deaths, Harney County Sheriff officers said, are the mutilations. Only a few pieces of the body were removed on each animal — the anus, scrotum, testicles and tongues. One bull was also missing its penis and the tip of one ear.

The Harney County Sheriff's Office, the Oregon State Police and the Malheur National Forest Emigrant Creek Ranger District are investigating. A necropsy to determine the cause of death was not possible because when found the bulls were already past the 24-hour window when a veterinary inspection would have been effective. The missing body parts don't appear to have been chewed, but the wounds appeared clean-cut, and appear to have been cut out with a sharp blade. There were no signs of predatory eating or chewing.

The Oregon Cattlemen's Association has offered a reward of up to \$1,000 to anyone who can provide information leading to the arrest and conviction of whoever is responsible. A separate \$25,000 reward is also being offered by an anonymous party.

Convenience Stores Rapidly Growing Venue for Red Meat

The desire for work-life balance and pre-packaged meals requiring little or no kitchen time is leading consumers around the world to a surprising new destination for breakfast, lunch and dinner: the neighborhood convenience store.

And we're not just talking about beef jerky and pepperoni sticks. Convenience stores are offering a wide selection of entree and full meal options that are winning over customers and creating more demand for US red meat. For every gourmet hot dog sold in a South Korean GS25 store, every bowl of beef noodle soup ladled from a 7-Eleven hot food counter in Taiwan and every pork sausage sandwich pulled from a shelf in a Mexican Oxxo outlet comes another trade opportunity for the US beef and pork industries.

Working to stay a step ahead of the competition for this rapidly growing sector, The US Meat Export Federation (USMEF) uses funding from the USDA Market Access Program (MAP), the Beef Checkoff Program and the National Pork Board to promote US beef and pork — especially processed beef and pork items, but also raw material for further processing — as the centerpiece of convenience store fare in several international markets.

"Just as important as promoting existing products, we are developing brand new ideas for packaged meals and protein snack items featuring US beef and pork that fit well with consumer trends in each individual market," said USMEF President and CEO Dan Halstrom. "USMEF recognizes the scope of this opportunity and the enormous demand that is driving it. As the convenience store sector has taken off in various parts of the world, suppliers



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realize they need products to help meet the demand for these meat snacks and packaged meals. The trend is toward high-quality meat, and that is definitely an advantage for US beef and pork.”

Halstrom said USMEF staff around the world report encouraging developments in this sector, including the fact that convenience stores in many Asian markets not only offer high-quality food but allocate considerable shelf space to beef and pork items such as pre-packaged lunch boxes and beef bowls.

Solid data supports USMEF’s pursuit of a larger share of the bustling global convenience store market. According to a 2019 report by Euromonitor, which tracks retail sales and maintains a category dedicated specifically to convenience stores, per capita spending on foodservice products at convenience stores increased 14% worldwide between 2013 and 2018 and is projected to increase another 11% by 2023. South Korea has led the way, experiencing a whopping 142% increase in per capita convenience store foodservice spending from 2013 to 2018 with another 47% increase projected by 2023.

Japan, Taiwan, the ASEAN region and Mexico are other fast-growing markets identified by Euromonitor, while a USDA report suggests China’s convenience store chains, which have historically focused on lower-priced processed foods, are beginning to expand premium and imported food offerings. This trend is likely to continue as younger Chinese consumers shift away from traditional retail outlets.

These numbers lend further perspective to the Euromonitor data. In 2018, the average American spent \$44.50 on food service items at a convenience store, which ranks fourth globally. Japanese consumers ranked first with an average of \$240.80, followed by Taiwan at \$80.70 and Norway at \$72. The average Korean spent only \$39.70 last year — good for fifth place on the list. But projected growth puts Korean spending at \$58.40 by 2023. If these projections hold true, Korea would move ahead of the US, which is expected to reach \$54.60 by 2023.

Even in less-developed markets, spending is on an impressive trajectory. In Thailand, for example, the average consumer forked over \$28.80 on convenience store foodservice items in 2018 (good for No. 6 on Euromonitor’s list), but the amount is projected to exceed \$50 within the next five years.

“Obviously there is tremendous potential for US beef and pork in the convenience store sector, but competition is intense, so we must focus our efforts on identifying ways to highlight the advantages of US products,” said Halstrom. “The quality and consistency that US beef and pork deliver in processed products are really what set us apart. USMEF staff on the ground in these markets are doing a great job of conveying this message to distributors and their clientele, and this puts more US beef and pork at the center of the world’s convenience store offerings.”

EPA Repeals WOTUS

The Environmental Protection Agency (EPA) and US Army have announced the repeal of the 2015 rule that expanded the definition of “waters of the United States” (WOTUS) under the Clean Water Act.

The agencies recodified the regulatory text that existed before the 2015 rule, ending a patchwork of laws the government said had created regulatory uncertainty across the United States.

Livestock industry groups, which were among those that had vigorously opposed the regulation, characterizing it as government overreach extending to private land, quickly praised the action.

“After years spent fighting the 2015 WOTUS rule in the halls of Congress, in the courts, and at the EPA, cattle producers will sleep a little easier tonight knowing that the nightmare is over,” Jennifer Houston, president of the National Cattlemen’s Beef Association (NCBA), said in a statement.

The repealed rule had broadened EPA jurisdiction over US waters to include additional bodies such as intermittent streams that farmers use for drainage and irrigation. Before the 2015 rule, EPA’s jurisdiction over waterways had included “navigable” waters and waters with a significant hydrologic connection to navigable waters, according to the National Pork Producers Council (NPPC).

“We’re pleased the EPA is moving towards a common sense WOTUS rule that works with — not against — farmers to protect our nation’s waterways,” said NPPC President David Herring, a pork producer from Lillington, NC.

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The Natural Resources Defense Council, an environmental group, said the 2015 clean water rule, where enforced, has protected important waterways and wetlands at risk from pollution that are important to the health of larger rivers, lakes and estuaries. "This unsubstantiated action is illegal and will certainly be challenged in court," the group said.

EPA said the rule's repeal is the first in a two-step rulemaking process to define the scope of waters regulated under the Clean Water Act. Step two is a new WOTUS definition proposed by EPA and the Army that will define where federal jurisdiction begins and ends in accordance with the Clean Water Act and Supreme Court precedent, EPA said.

A USDA spokesman praised the EPA action as a "major win" for American agriculture. "Farmers and ranchers are exceptional stewards of the land, taking great care to preserve it for generations to come," he said in a press release. The final rule takes effect 60 days after publication in the Federal Register.

Meat Processor Found Guilty of Falsifying *E. coli* Tests

John H. Durham, United States Attorney for the District of Connecticut, and Administrator Carmen Rottenberg, US Department of Agriculture's Food Safety and Inspection Service, announced that Memet Beqiri, also known as Matt Beqiri, 32, of Tolland, waived his right to be indicted and pleaded guilty in Hartford federal court to a charge related to his meat processing business's falsification of numerous *E. coli* test results.

According to court documents and statements made in court, Beqiri is the owner and general manager of New England Meat Packing, LLC, located in Stafford Springs, a federally inspected business engaged in the slaughtering, processing, selling and transporting of meat and meat food products for human consumption. Pursuant to the US Department of Agriculture's (USDA) approved Hazard Analysis and Critical Control Point (HACCP) plan for New England Meat Packing, the company is required to perform one generic *E. coli* carcass swab for every 300 animals slaughtered and to periodically collect ground beef samples for *E. coli* testing.

Between November 3, 2016 and September 9, 2017, Beqiri authorized the preparation and submission in the company's Lab Sample Report binder, which the USDA's Food Safety Inspection

Service (FSIS) reviews, a total of 36 documents relating to 52 separate carcass swabs and ground beef samples on behalf of New England Meat Packing.

The 36 documents were each on the letterhead of a certified laboratory that tests food product samples to ensure safety and wholesomeness and signed by the laboratory director. The documents stated that the required *E. coli* testing of samples submitted by New England Meat Packing had been conducted and completed, and that all 52 samples tested negative for *E. coli*. In fact, none of the 52 carcass swabs and samples had been submitted or tested by the identified laboratory, or any other laboratory, and the 36 documents were fraudulently prepared using laboratory letterhead obtained from previous testing that New England Meat Packing had conducted with that laboratory.

During the investigation of this matter, Beqiri admitted to an investigator with USDA's FSIS that the documents were fraudulent, and that his business did not collect and submit the samples to the certified laboratory because he did not correlate the potential impact on food safety with his sampling program and wanted to create the appearance he was compliant with all USDA HACCP testing requirements.

There have been no known instances of illnesses reported by anyone who consumed the meat in any of the states where the meat was distributed. "After this defendant's fraudulent conduct was uncovered, he admitted to an investigator that he ignored the USDA's meat testing requirements because he considered the process to be an inconvenience and a nuisance," said Durham. "Such reckless conduct seriously endangers public safety and will be prosecuted."

"FSIS investigators are on the job protecting public health every day," said Rottenberg, FSIS administrator. "Our work is critical to protect American families and the food supply, and we will not tolerate blatant disregard for food safety laws."

Beqiri pleaded guilty to one count of making and using a false document and aiding and abetting, a charge that carries a maximum term of imprisonment of five years. He is scheduled to be sentenced by US District Judge Alvin W. Thompson on November 12, 2019. Beqiri is released on a \$25,000 bond pending sentencing.

The plea agreement filed in association with Beqiri's guilty plea does not address potential civil administrative consequences for New England Meat Packing's failure to test the meat it distributed.

CONTINUED ON PAGE 60

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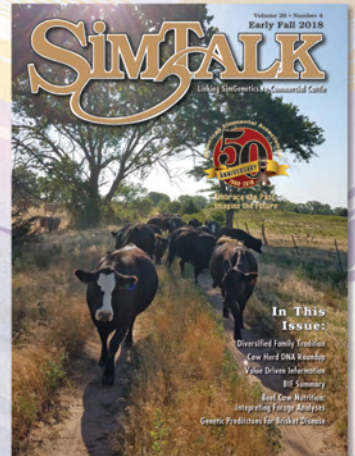
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The investigation was conducted by the US Department of Agriculture, Food Safety and Inspection Service, Office of Investigations, Enforcement and Audit. The case is being prosecuted by assistant US attorney Deborah R. Slater.

Ranchers Call for Market Transparency

The Western Ag Reporter (WAR), Billings, Montana, has kickstarted a national social media campaign calling for transparency in the beef industry. Using the hashtag #faircattlemarkets, ranchers across the country have asked President Donald Trump to offer his support.

The movements started with the WAR staff, but was quickly picked up across the country. According to Drover's, the Packer/Feeder margin now exceeds \$600 per head. With cow-calf producers seeing themselves at the bottom of this 'food chain', the subject has caused unrest in the industry for some time.

Critics also emerged, with some industry professionals arguing that the call for fair markets emerged simply due to what has been a difficult production year and that the market will stabilize itself.

To explore the campaign, look up #faircattlemarkets on Twitter, Facebook, and Instagram.

FDA Extends Comment Period on Animal Drug Withdrawal Times

The US Food and Drug Administration (FDA) has announced it will extend the comment period for its request for public input on transit times to slaughter facilities, milking frequency and interpretation of zero-day withdrawal periods and zero-day milk discard times for animal drugs.

The comment period now will close on January 6, 2020. FDA hasn't changed its policies with regard to transit times and withdrawal periods since the 1980s, and is looking to update them in a way that reflects current industry practices.

"The agency has no indication of any new safety concerns: in fact, the number of drug residue violations detected by USDA at slaughter and reported to FDA has been trending downward since 2013," FDA officials said. "Instead, the FDA is seeking information about current industry practices and the end user's interpretation of labeling statements. This information will help the FDA update its procedures, as necessary, to ensure that current industry practices are being appropriately considered."

To electronically submit comments to the docket, visit www.regulations.gov and type FDA-2019-N-3019 in the search box.

3D Alt-meat Printing Gains Large Investor

Israeli company Redefine Meat has raised \$6 million in a seed round led by CPT Capital, the company said in a news release.

Redefine Meat is developing a 3D printer for alternative meat products that it says will be released to the market in 2020. The results are animal-free "meat" comprising natural and sustainable ingredients that deliver the same appearance, texture and flavor of animal meat used for steaks, roasts and stews, the company promised.

In the investment, CPT was joined by Israel-based Hanaco Ventures, Germany's largest poultry company The PHW Group, and "leading Israeli angel investors," the release said.

"Redefine Meat is a great fit with our portfolio of companies that are working to replace animals in the food supply chain," said Costa Yiannoulis, the CPT Capital Investment Director and new director of the Redefine Meat Board. "Their unique approach has tremendous merits and has already produced some of the highest quality alternative meat products that we have ever encountered."

According to Peter Wesjohann, CEO PHW Group: "The PHW Group sees Redefine Meat as a strategic investment, especially regarding the future product development for the European market and our broad distribution network."

Redefine Meat is the second startup in as many weeks to announce an investment in 3D-printed plant-based meat. Spanish company Novameat said it is expanding development of its 3D technology after completing a funding round.

Consumer Reports Rates Food Label Claims

Consumer Reports (CR) announced it has evaluated a broad range of food label seals and claims to create a "CR rating" that will help consumers determine which ones are meaningful and can be trusted.

Nationally representative surveys that CR conducted in 2018 and 2019 showed that consumers are confused about food label terms such as "natural," "organic," and "no antibiotics." And in many cases, the organization says, there is a disconnect

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between what a claim or seal actually offers and what many consumers believe it should offer.

The studies also found that meanings behind label claims and seals can vary widely, and not all of them are verified. And no one, CR says, is checking to ensure a company is complying with standards set by the government or a certifying organization.

The food label claims and seals rated by CR are American Grassfed (rated 'Excellent'), American Humane Certified ('Good'), Animal Welfare Approved ('Excellent'), Certified Humane Raise & Handled ('Very Good'), Natural ('Poor'), No Antibiotics ('Poor'), Non-GMO ('Poor'), Non-GMO Project Verified ('Excellent'), United Egg Producers Certified ('Fair'), and USDA Organic ('Excellent'). More food label claims and seals will be rated in the future.

Consumer Reports reviewed governmental regulations and certifying organizations' standards and policy manuals to determine which criteria food manufacturers and producers need to meet to use the various claims and seals on their labels. CR compared these standards with what consumers think a label claim means based on survey data.

The organization said its ratings considers whether the food label claim or seal is based on meaningful and consistent standards, meets consumer expectations, and is independently verified.

Cattle on Feed Lower Than Expected

USDA's monthly Cattle on Feed report on Friday showed cattle and calves on feed for the slaughter market in the US for feedlots with a capacity of 1,000 or more head totaled 11.0 million head, a 1.3% decline from a year ago, which was a greater decline than analysts had expected.

Market participants saw the report as bullish, sending live cattle futures prices on the Chicago Mercantile Exchange higher this morning.

Placements in feedlots during August totaled 1.88 million head, 9 percent below 2018 and also a greater decline than analysts had expected; on average they had forecast a 5.7% decline.

Analysts in the Daily Livestock Report published by Steiner Consulting Group noted the biggest declines were in placements of light calves, likely tied to good pasture conditions.

Net placements were 1.82 million head. During August, placements of cattle and calves weighing less than 600 pounds were 385,000 head, 600-699 pounds were 300,000 head, 700-799 pounds were 424,000 head, 800-899 pounds were 440,000

head, 900-999 pounds were 230,000 head, and 1,000 pounds and greater were 105,000 head.

Marketings of fed cattle during August totaled 1.95 million head, about 1.5% below 2018, which was basically in line with analysts' expectations.

"As long as the marketing rates stays near what it was last year, we should see the supply of market-ready cattle slowly decline resulting in tighter supplies of market ready cattle by the end of the year and in early 2020," the analysts in the Daily Livestock Report wrote. "The key here, however, is the marketing rate this fall."

Tyson to Resume Normal Operation in KS

In the initial days after a fire at the Tyson Foods beef plant in Holcomb, KS, the community rallied around the company by sharing the message: "We stand with Tyson. Forward together."

Steve Stouffer, group president of Tyson Fresh Meats, said September 20 the company was encouraged by the support, "especially as we considered the challenges ahead and how the unfortunate closure of our facility affects so many people: our team members, the community, cattle producers, customers and investors."

He continued, "We want everyone to know that we have been and will continue to strive to do the right thing for all these important stakeholders as we work to bring our plant back on line."

As of right now, the company expects the plant to resume operations in early 2020.

Tyson operates six plants in Kansas that employ more than 5,600 people. In the company's 2018 fiscal year, it paid \$269 million in wages within Kansas and estimated its total economic impact in the state to be more than \$2.4 billion.

Consumers Confused About Sustainable Diets

About 40% of consumers say they are unsure if an "environmentally sustainable diet" is the same as a "sustainable diet," according to a survey by the International Food Information Council Foundation (IFIC), while 34% acknowledge that they are not the same.

Even so, two-thirds of the 1,000 consumers surveyed by IFIC this summer think that both animal and plant-based proteins have a place in an environmentally sustainable diet. Around 92% of respondents reported consuming animal-based



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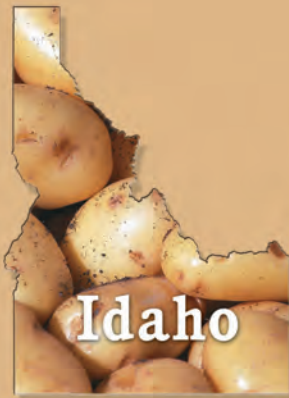


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INDUSTRY UPDATE

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protein products, while 72% of consumers reported eating plant-based protein sources such as tofu, soy milk, beans and legumes.

The survey also found that more than 60% of consumers felt they should consume more or the same amount of protein from plant-based sources. Likewise, IFIC reported, over 50% of consumers felt that in order to eat both an environmentally sustainable and a healthy diet, they should eat either the same amount or more protein from animal-based sources.

When asked about the environmental sustainability of animal-based proteins, consumers linked health and safety concerns together, with half of respondents indicating that it was tied directly with “no added hormones,” even though hormones are not allowed to be used in poultry and pork in the United States, noted the survey.

Consumers also considered proteins sourced from grass-fed animals (40%) and those labeled “locally raised” (32%) as important when considering animal-based protein environmental sustainability, according to the survey.

“Carbon Neutral” Beef Brand Expands to US

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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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Cleaver's Organic has recently begun selling in the United States, CEO Alister Ferguson said in a news release, "In addition to our beef being certified organic, grass-fed, and free range, we guarantee that our cattle are fed entirely on organic pastures and supplements, are never given growth hormones, and have access to sunlight and fresh clean water. All our farms are independently

audited by the certifying body to be sure they comply with our Australian organic standards, which are much stricter than those used in the US".

Two Arrested in Scheme to Relabel "Choice" Beef as "Prime"

The former co-owners of a Brooklyn-based meat processing business were arrested and charged this week with conspiring to commit wire fraud for allegedly using counterfeit USDA stamps to misbrand "Choice" grade beef as higher-quality "Prime" and inflate the price.

The US Attorney's Office for the Eastern District of New York accused Howard Mora and Alan Buxbaum of directing employees of A. Stein Meat Products Inc., a wholesale meat processing and distribution company, to carve off the "Choice" markings and re-stamp the meat as "Prime." The meat was then sold at inflated prices to customers in the New York City metropolitan area, according to the indictment.

CONTINUED ON PAGE 74

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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.*

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The alleged scheme took place between September 2011 and October 2014, when the defendants owned the company.

Mora, 67, and Buxbaum, 65, were arraigned in a US District Court in Brooklyn and released after each posted a \$250,000 bond, according to media reports. The two men face a maximum of 20 years in prison if convicted, the US attorney's office said.

Senator Fischer Raises Questions About Cattle Markets After Tyson Fire

At a Senate Agriculture Committee hearing in September, US Senator Deb Fischer (R-Neb.) questioned Dr. Jayson Luck, Agriculture Economics Professor at Purdue University, Jennifer Houston, president of the National Cattlemen's Beef Association, and Shane Eaton, a member of the United States Cattlemen's Association, about the impact of last month's fire at a Tyson beef plant in Holcomb, KS., on the cattle markets.

The senator asked specifically about the negative impact on suppliers due to low cattle prices and high packer margins following the fire.

Access to Japanese Beef Opened

The US has agreed to expand its low-tariff quota for Japanese beef. Specifics on the amount of the increase beyond the current 200 tons per year were not known, but it will be taxed at far below the 26.4% rate on quota-exceeding exports, according to the report.

Japan Shipped 421 tons of beef worth US \$31 million to the US last year, quadrupling growth in five years according to the Times. In exchange, Japan will lift tariffs on the US wine seven years after a trade deal takes effect.

USDA to Investigate Beef Markets

US Department of Agriculture (USDA) will launch an investigation into recent beef pricing margins to determine if there is any evidence of price manipulation, collusion, restrictions of competition or unfair practices in the markets in the wake of the devastating fire at Tyson Foods' Holcombe, KS, plant.

The fire knocked out an estimated 5% of total cattle processing capacity, and 15% to 25% of

CONTINUED ON PAGE 76

Annual Meeting and Banquet — December 13, 2019

North Dakota Simmental Association Classic SALE

December 14, 2019

Kist Livestock, Mandan, ND — Approx. 1:30 p.m.

Immediately following the ND Red Angus Assoc. Sale at 11:00 a.m.

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- Cows are available for viewing immediately and pick-up on November 1st.
- Will sell by private treaty on a first come basis.
- Cows can be purchased individually or by load lots.
- Visit www.cowcampbeef.com for a complete list of the cows.

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- *New Sale Date* - Friday, February 7th, 2020 @ the Ranch
- Selling 200 head of Simmental & SimAngus™ Bulls
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- Angus Sires: Broken Bow, Fate, Command, Yuma
- Sale Broadcast on Superior
- Visit www.cowcampbeef.com for more bull sale info and updates.

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CCR BOULDER 1339A

CE 15 · BW -1.7 · WW 67 · YW 105
MARB 0.57 · REA 0.98 · API 160 · TI 83

Big Timber



KOCH BIG TIMBER 685D

CE 19 · BW -4.5 · WW 73 · YW 107
MARB 0.34 · REA 0.72 · API 173 · TI 89

Broken Bow



KM BROKEN BOW 002

CE 17 · BW -3.8 · WW 75 · YW 116
MARB 0.86 · REA 0.59 · API 146 · TI 84

INDUSTRY UPDATE

Tyson's overall capacity, rattling the markets. Prices rose in the week after the fire, then dropped for fed cattle ready for slaughter.

China Buys Meat From 25 Brazilian Plants

China has authorized meat exports from 25 Brazilian processing plants. The list of approved plants include 17 beef processing facilities, six poultry units, one pork and one asinine unit. Brazil has now 89 meat processing plants authorized to sell meat to China.

Local meat processors were already expecting China to expand the number of Brazilian plants authorized to export to the country, amid the increased demand related to the outbreak of African Swine Fever.

Scope of Dietary Guidelines Limited

The Trump administration is limiting the scope of the dietary guidelines advisory committee will consider for the 2020 guidelines.

The approach is a shift from five years ago when the committee was under fire for taking too broad of an approach, which included climate change considerations. Past committee work was also criticized for not taking into account research that shows the nutritional value of meat.

Canadian Meat Industry Urges Action

The cost of the suspension of Canadian pork and beef exports to China imposed on June 25 has approached \$100 million and poses a risk to jobs the longer it continues. The temporary ban on Canadian exports was triggered by China Customs discovering a shipment of non-canadian pork exhibiting technical irregularities and fraudulently certified as Canadian with falsified document.

The Canadian Food Inspection Agency (CFIA) has provided China Customs with all the information and analysis requested to demonstrate that the source of the infractions was not Canadian, the meat group said.



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

- ASA Members will receive a \$25 rebate after low density DNA test and feed intake record on the same animal are submitted.
- Records must be valid for use in ASA's genetic evaluation.
- All breeds and composites eligible if sire is registered in ASA multibreed database.
- Applies to animals born after August 31, 2015.
- Carcass Merit Program calves do not qualify.

Contact Jannine Story today for more details.
406-587-4531 or jstory@simmgene.com

Growing Chinese Demand Leads Beef Trade

In the last few years, China has replaced the US as the leading beef importer, and Chinese beef imports in 2018 exceeded total US beef imports.

Total world beef imports have increased by 17.7% in the five years since 2015 to 2019. Over that same period, beef imports in China increased 153.4% along with 62.2% increase in beef imports into Hong Kong leading to a 122.6% increase in beef imports in China/Hong Kong region. By contrast total beef imports into the US decreased by an estimated 12.3% over that period.

Woodall Named NCBA CEO

The National Cattlemen's Beef Association (NCBA) announced Colin Woodall will serve as the association's new Chief Executive Officer. Woodall managed NCBA's efforts in Washington, DC for more than a decade.

Originally from Big Spring, TX, Woodall graduated from Texas A&M University. Following graduation, he worked both as a grain elevator manager and sales manager for Cargill at several locations in

western Kansas and the Oklahoma panhandle before moving to Washington, DC to work on Capitol Hill.

Dr. Bob Weaber Accepts BIF Executive Director Position

The Beef Improvement Federation (BIF) announced recently the next BIF Executive Director, KSU Professor Dr. Bob Weaber, starting in June 2020 following Dr. Jane Parish's retirement from this position.



Weaber has a long history of service in BIF, experienced working for breed associations first-hand with both the American Simmental Association and the American Gelbvieh Association, and is heavily engaged in the academic pursuit of beef cattle improvement using animal breeding with extension and research appointments at the University of Missouri and his current position at Kansas State University. Weaber also serves as a genetics consultant to numerous breed organizations. **ST**



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Learning, Leading and Cattle Feeding



By Emme Troendle and Lilly Platts

ASA's Steer Profitability Competition bridges the gap from making herd genetic selection decisions to sending calves to slaughter

From ranch to rail, understanding the larger picture of how each section of the beef cattle industry interrelates can be difficult. The American Simmental Association (ASA) has the solution — a youth competition that provides a hands-on platform for juniors to integrate their knowledge into real-world scenarios, dubbed the Steer Profitability Competition (SPC).

Partnering with the University of Missouri (MU), the ASA provides junior members the opportunity to select an individual steer or pens of three steers to feed out at MU's Beef Research and Teaching Farm in Columbia, MO. The juniors receive monthly newsletters, feedlot data, and participate in educational webinars.

"We are providing youth in the beef industry the opportunity to experience the challenges, difficulties, and opportunities associated with cattle feeding, which most beef producers, especially at the cow-calf level, don't often receive," says Chip Kemp, ASA Director of Commercial and Industry Operations.

Kemp acts as liaison between ASA and MU, and handles the steer relocation logistics. He says, "Each year, we see a serious level of animal husbandry that the university puts into the cattle. Also, the data and information coming from a research-based facility has been great for the juniors who participate."

Calves are placed in small pens ranging from three to five head when they arrive at MU. They are vaccinated, provided an EID tag, and a DNA sample is taken. In addition to the pedigree and performance data on this animal, the animal is genotyped in ASA's genetic evaluation.

"The overall quality of the cattle that have been sent has been excellent," shares Kenneth Ladyman, MU Beef Farm Manager. Ladyman, a pivotal part of the success of the SPC, is responsible for handling and feeding the cattle.

"We give the calves a week-long acclimation period where MU staff work hard on keeping a close eye on the calves. They get a ration in front of them that is low key, good for their gut," Kemp shares, "When we start to test the calves, they stay in the same pen that they started in from day one, with the same group of calves through the entire process."

GrowSafe Systems® track each animal's feed intake, monthly weights, and aids in billing out specific expenses per head.

"It is important for young people to see that not all cattle are the same. They grow at different rates and consume different amounts of feed at different times," says Ladyman. Each month, participants receive 13 different metrics to determine how each calf is performing from a gain, health, and cost standpoint. He continues, "With the GrowSafe data, these youth have the opportunity to see how their calf performed every day on feed, and get monthly weights to see how they are gaining. With the individual billing they have the opportunity to see exactly how much it cost to feed out cattle, and how much feed it actually takes to finish one."

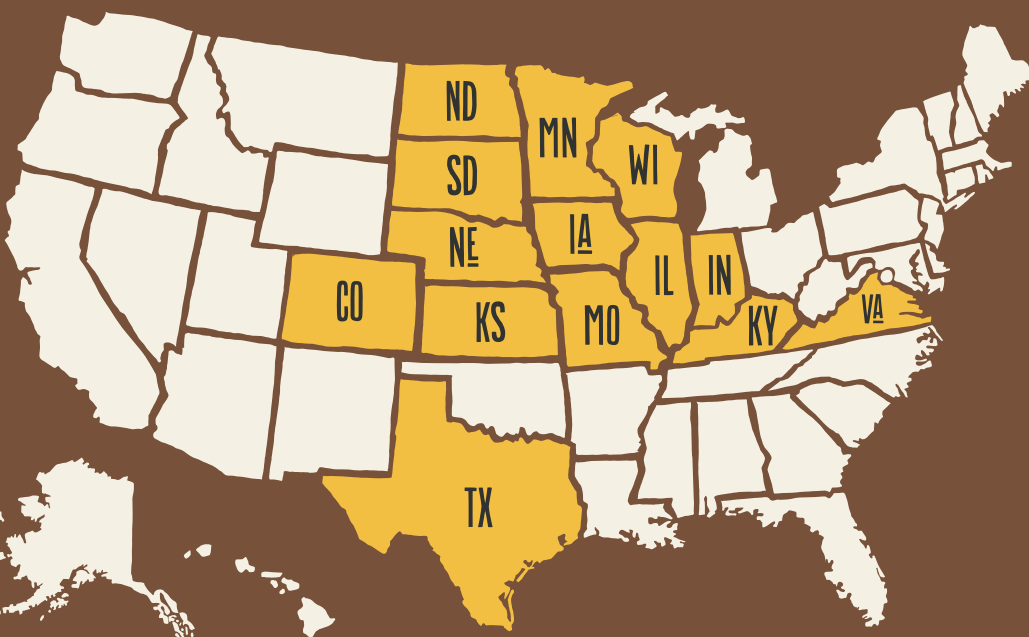
In addition to feeding out steers, juniors participate in educational webinars and monthly feedback assignments. Each year speakers vary from ASA staff, to extension or university personnel, to people working in cattle feeding. "The folks who speak in our webinars bring a wealth of knowledge on a whole range of topics that would be difficult for a junior to receive on a regular basis otherwise," says Kemp.

Industry-leading speakers address a wide range of topics, including learning how individual feed intake of their steers is measured using GrowSafe technology, an overview of animal breeding and genetic selection, and discussing the harvest process and carcass grading.

For example, in 2019, Dustin Puhmann, Beef Production Specialist with Cooperative Farmers Elevator in Iowa, gave a presentation on identifying, managing, and market-



Since SPC started, junior members from 14 different states have competed.



Check out the map.

Is your state just an outline? Represent your state's beef production and enroll in 2020!

To Participate

- Steers must be born between January 15 and April 15.
- No breed requirement for entry, but the animal must have one parent on file in the ASA database of any breed composition.
- Juniors are encouraged to retain ownership on spring steer calves for entry into the SPC.

If you want to read more program information, go to juniorsimmental.org.

2016-17 66 steers, 31 youth, 9 states

2017-18 64 steers, 24 youth, 10 states

2018-19 52 steers, 25 youth, 9 states

ing feedlot cattle. The year before that, Dr. Brandi Karisch, Mississippi State University, presented on feeder calf health.

Juniors submit feedback assignments for each webinar, and the participant in each age division with the highest total score on assignments wins a prize. This year, participants tried new assignments developed by the ASA staff, such as calculating the initial value of their steers based on the USDA feeder calf prices for the week their steer was delivered to the feedlot and creating their own selection index by picking the three most important traits for their operation and three more traits that would matter in their area.

"I was extremely impressed with the grasp the SPC kids have on the impact of their local environment on cattle production. I read about fescue tolerance from Missourians, brisket disease resistance from Coloradans, and how calving ease was important because it was pretty hard to skip class to go check heifers," says ASA DNA Research Management and Youth Development Director Dr. Rachel Endecott.

Endecott is heavily involved with planning and grading all webinars and assignments, "I was simply blown away by the creativity and cleverness these juniors put into their assignments."

At the end of the contest, each animal's overall profitability is determined by subtracting the accrued costs by the final valuation. "This program was built to mimic what a real-world cattle feeder goes through," says Kemp. "You either made money or you didn't. Frankly, that is what your banker wants to know, too."

The contest takes into consideration the initial valuation, total costs accrued from delivery through harvest, final valuation based on total carcass price (base carcass price, and the premiums and discounts associated with carcass information). AJSA members have an opportunity to earn points toward the overall award at the AJSA National Classic if their SPC steer(s) are over 50% Simmental and place well in the contest. Depending on the number of SPC steers entered, the top ten or twenty individual steers receive awards at the AJSA National Classic awards banquet. The top five pens-of-three steers and the top monthly feedback in each age division also receive awards.

Ladyman says, "The first year we had ADG for the whole feeding period around 4.6 pounds per day. The second year they were around 4.2 pounds per day with some very poor feeding conditions in January and February — that well exceeds the national average of around 3.5 pounds per day."

Juniors who participate in SPC experience the nuances that the next owner of the calves go through first-hand, developing a more thorough understanding of how genetic value and good herd health impacts calves in the feedlot, ending with the animal hanging on the rail. Kemp concludes, "If we can help junior members become more engaged in this piece of the beef industry, not only do they learn more about cattle that excel in the feedlot, they are better positioned with knowledge, tools, and programs that fit their particular business — to potentially bolster their business and make them more profitable in the future." **ST**

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

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Georgia Simmental Association Upcoming Events

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December 6 –

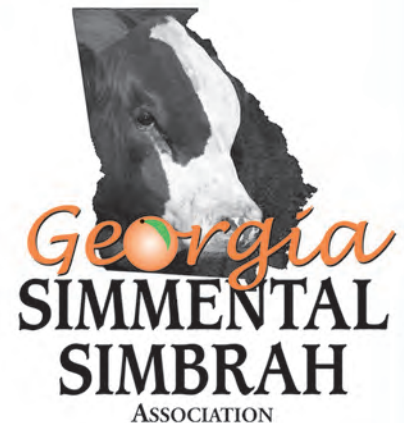
Calhoun Performance Tested Bull Sale
Calhoun, GA • Info: 706-542-9102

December 7 –

The Source Bull Sale,
Akins Cattle Enterprise,
Nashville, GA • Info: 229-237-2449

December 14 –

Cowboy Logic Bull & Commercial
Female Sale, Talmo, GA
Contact: Cole Elrod 678-410-1312



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CALENDAR

OCTOBER

- 25 25th Annual Hokie Harvest Sale — Blacksburg, VA
- 26 7P Ranch's 44th Annual Production Sale — Tyler, TX
- 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. 85)
- 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. 92)
- 28 Rust Mountain View Ranch's 6th Annual "Queens of the Pasture" Female Sale — Mercer, ND
- 29 CRR Simmentals' Online Female Sale — sconlinesales.com

NOVEMBER

- 1 APEX Cattle Complete Dispersal of Fall Calving Herd — Dannebrog, NE
- 1 High Ridge Farms' Genetic Opportunity Sale — Albemarle, NC
- 2 Harriman Santa Fe Bull Sale — Windsor, MO (pg. 88)
- 2 Irvine Ranch Production Sale — Manhattan, KS
- 2 Land of Lincoln Sale, — Altamont, IL
- 2 Missouri Simmental's Fall Harvest Sale — Springfield, MO
- 2 Pigeon Mountain Fall "Beef Builder" Bull Sale — Armuchee, GA (pg. 83)
- 3 Hawkeye Simmental Sale — Bloomfield, IA
- 3 Triangle J Ranch's Female Sale — Miller, NE
- 9 Deer Creek Farm's Annual Bull and Heifer Sale — Lowesville, VA
- 9 Gibbs Farms' 14th Annual Bull and Replacement Female Sale — Ranburne, AL (pgs. 83, 93)
- 16 Anderson Land and Livestock's Private Treaty Sale — Stanfield, OR (pg. 13)
- 16 Stanley Martins Farms' Herd Reduction Sale — Decorah, IA (pg. 4)
- 16 Timberland Cattle's Fall Bull Sale — Vernon, AL
- 16 Value By Design — Anita, IA (pg. 89)
- 19 NAILE Select Sale — Louisville, KY
- 22 Heartland Simmental Performance with Class Sale — Waverly, IA (pg. 15)
- 23 Best of Both Worlds Sale — Newark, OH
- 23 Callaway Cattle Company's Bull Sale — Carrollton, GA (pg. 83)
- 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.hilltopsimmentals.com
- 6 Calhoun Performance Tested Bull Sale — Calhoun, GA (pg. 83)
- 7 8th Annual Strickland/Driggers Bull Sale — Glennville, GA
- 7 Altenburg Super Baldy Ranch's "Bred to Be Cows" Production. Sale — Fort Collins, CO
- 7 Jewels of the Northland Sale — Clara City, MN
- 7 Montana's Choice Sale — Billings, MT (pg. 33)
- 7 Next Step Cattle Company's Bull Sale — Livingston, AL (pg. 50)
- 7 T-Heart Ranch's Fall Female Sale — LaGarita, CO (pg. 37)
- 7 The Source Bull Sale — Nashville, GA (pg. 83)
- 7 Tom Brothers' Private Treaty Sale (Opening Day) — Campbellton, TX (pg. 69)
- 11 Double Bar D's "Sharing the Herd" Female Sale — Grenfell, SK (pg. 55)
- 14 Cowboy Logic Bull and Commercial Female Sale — Talmo, GA (pg. 14)
- 14 Hartman Cattle Company Customer Appreciation Sale — Tecumseh, NE
- 14 NDSA's Simmental Classic Sale — Mandan, ND (pg. 74)
- 14 North Alabama Bull Evaluation Sale — Cullman, AL
- 15 Trauernicht Simmental Nebraska Platinum Standard Sale — Beatrice, NE (pg. 17)
- 21 South Dakota Source Sale — Mitchell, SD

JANUARY 2020

- 17 Diamond Bar S Bull Sale — Great Falls, MT
- 18 Rust Mountain View Ranch's 4th Annual Rust Denver Online Semen, Embryo and Pick Sale — Denver, CO
- 18 SimMagic On Ice — Denver, CO
- 20 National Western "The One-Volume XXVI" Sale — Denver, CO
- 21 Powerline Genetics' Bull Sale — Arapahoe, NE
- 22 Sioux Empire Farm Show and Sale — Sioux Falls, SD
- 24 Ellingson Simmentals' Annual Production Sale — Dahlen, ND



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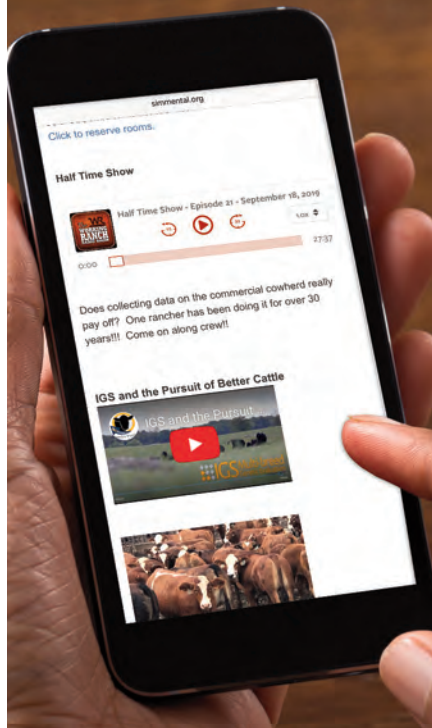
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CALENDAR

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JANUARY (Cont.)

- 25 Double J Farms' 46th Annual Bull Sale — Garretson, SD
- 25 J&C Simmentals' Bull Sale — Arlington, NE
- 25 Powerline Genetics' Bull Sale — Logan, NM
- 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
- 30 Black Hills Stock Show and Sale — Rapid City, SD

FEBRUARY

- 1 Cowtown Classic Simmental Sale — Fort Worth, TX
- 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)
- 4 Koepplin's Simmental Ranch's Bull Sale — Mandan, ND
- 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 Rust Mountain View Ranch's 9th Annual "Ace In the Hole" Bull Sale — Mercer, ND
- 6 Stavick Simmental's Annual Sale — Veblen, SD (pg. 41)
- 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. 75)
- 7 Kunkel Simmentals' Annul 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
- 8 RL Fleckvieh Limerock Ranch's 37th Annual Bull and Bred Female Sale — Brandon, IA (pg. 77)
- 8 Rousey SimAngus™ Bull Sale — North Platte, NE (pg. 49)
- 8 Rydeen Farms' Genetics with Vision Simmental and SimAngus™ Bull and Female Sale — Clearbrook, MN
- 8 Sutphin Cattle Company's 26th Annual Bull Sale — Lamar, CO
- 10 Dakota Power Bull Sale — Valley City, ND
- 10 Edge of the West Bull and Female Sale — Mandan, ND
- 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
- 13 Brand of Excellence Sale — West Point, NE
- 13 Lassel Ranch Simmentals' 27th Annual Bull Sale — Glendive, MT
- 14 Bred for Balance Sale — Starbuck, MN (pg. 21)
- 14 R&R Cattle Company's Annual Bull and Female Sale — Chamberlain, SD
- 14 TNT Simmentals' 35th Annual Bull Sale — Almont, ND
- 15 7P Ranch's 26th Annual Spring Bull and Female Sale — Tyler, TX
- 15 Dixon Farms' Private Treaty Sale and Open House — Atwood, KS
- 15 Houck Rock Creek Ranch Spring Private Treaty Bull Sale — Allen, KS
- 16 Trauernicht Simmental Nebraska Platinum Standard Bull Sale — Beatrice, NE
- 17 Bulls of the Big Sky — Billings, MT (pg. 87)
- 18 QBVJT Power By Design Sale — Oakes, ND
- 20 Illinois Performance Tested Bull Sale — Springfield, IL
- 20 Nebraska Cattlemen's Classic Simmental Bull Sale — Kearney, NE
- 21 Nebraska Cattlemen's Classic Simmental Female Sale — Kearney, NE
- 21 Dakota Xpress Annual Bull and Female Sale — Mandan, ND
- 21 Mader Ranches 31st Annual Bull Power Sale — Carstairs, AB
- 21 Sandy Acres Bull Sale — Neligh, NE
- 22 Fred Smith Company's "Extra Effort" Spring Sale — Clayton, NC (pg. 85)
- 22 Mid-America Simmental Sale — Springfield, IL
- 22 MN State Simmental Sale — Rochester, MN
- 24 Lehrman Family Farms Production Sale — Mitchell, SD
- 26 C-Diamond Simmentals Bull and Female Sale — Dawson, ND
- 29-3/7 Hofmann Simmental Farms' "Buy Your Way" Bull Sale — Clay Center, KS

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AD INDEX

Alabama

Gibbs Farms 93
 Luke Mobley, Auctioneer 70
 Next Step Cattle Co. 50

Arkansas

Faulkner Farms 6-7

Colorado

Altenburg Super Baldy Ranch, LLC 63
 Bridle Bit Simmentals 63, 91
 L-Cross Ranch 37
 Lechleiter Simmentals 63
 National Western Stock Show 90
 T-Heart Ranch 37, 63

Florida

Southern Cattle Company 1

Georgia

Georgia Simmental Simbrah Association 83

Idaho

Promise Land Ranch 64

Illinois

Allied Genetic Resources 21, 33, 36, 37, 69, 70, 87, 89, 91, 92, 93, IBC
 Rhodes Angus 65
 Wildberry Farms Simmental Cattle 65

Iowa

Advanced Beef Genetics 89
 Double E Fleckvieh 6-7

Heartland Simmentals 15
 JS Simmentals 27
 Nichols Cryo-Genetics, Inc 27
 RL Fleckvieh Limerock Ranch 77
 Stanley Martins Farms 4
 Value By Design 89

Kansas

Brooks Simmental Ranch 66
 Cow Camp Ranch 66, 75
 Dikeman Simmentals 32
 Dixon Farms, Inc. 66
 Gold Bullion 66
 Hofmann Simmental Farms 66
 River Creek Farms 9, 66
 Sunflower Genetics LLC 66

Kentucky

Wayward Hill Farm 27

Louisiana

Rugged R Cattle 6-7

Michigan

Freedom Run Farm 6-7
 J/C Simmentals 89

Minnesota

Clear Springs Cattle Company 21
 Eberspacher Enterprises, Inc. 15, 17
 Hook Family, Tom 21
 Oak Meadow Farms 64
 Rydeen Farms 64

Mississippi

Little Creek Farm, LLC 63
 Rockhill Ranch 63

Missouri

Cattle Visions 27, 28-29, 70
 Full Circle Farms 6-7
 GENEX™ Custom Collection 70
 Gerloff Farms 63
 Harriman Santa Fe 63, 88
 Lucas Cattle Company 63, 84
 Steaks Alive BC

Montana

3H Simmental Ranch 67
 Bulls of the Big Sky 67, 87
 Gateway Simmental & Lucky Cross IBC
 GENEX™ Custom Collection 70
 Hill's Ranch 67
 Miller Simmentals 67
 Montana Simmental Association 33
 Montana's Choice 33
 Nelson Livestock Company 67
 ORlgen 70
 Peck Simmentals 67
 Universal Semen Sales, Inc. 70

Nebraska

Berger's HerdMasters 65
 Forster Farms 65
 Gengenbach Cattle Company 65
 J&C Simmentals 65
 Neogen® GeneSeek Operations 45
 Neumann, Chris 17
 Platinum Standard 17
 Powerline Genetics 65

CONTINUED ON PAGE 90

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Nebraska (continued)

Rousey SimAngus™, LLC 49
 Sandy Acres Simmental 65
 Sloup Simmentals 65
 State Line Simmentals 17
 Triangle J Ranch 625
 Truernicht Simmentals 17
 Western Cattle Source 65

North Carolina

Fred Smith Company Ranch 66, 85

North Dakota

Bata Brothers 64
 Dakota Xpress 64
 Ellingson Simmentals 64
 Kaelberer Simmentals 64
 Keller Broken Heart Ranch 64
 Kenner Simmentals 64
 North Dakota Simmental Association 74
 Rust Mountain View Ranch 64
 SRF Simmentals 64
 SYS Simmentals 64
 TNT Simmentals 64

Oklahoma

Lazy U Ranch 63
 Log Land Farms 6-7
 White Farms 63
 Willis Simmentals 63

Ohio

Select Sires®, Inc. 5, 13, 75

Oregon

Anderson Land & Livestock, Inc 13

South Dakota

3C Christensen Ranch 67
 B&B Simmental Cattle 67
 Benda Simmentals 67
 Diamond M Ranch 6-7
 Double J Farms Simmental Cattle 67
 Eichacker Simmentals 67
 Ekstrum Simmentals 67
 Jackpot Cattle Co. 67
 NLC Simmental Ranch 67
 Stavick Simmental 41, 67
 Traxinger Simmental 67
 Werning Cattle Company 67

Tennessee

Martin Farms 65
 Red Hill Farms 65, 92

Texas

Allflex® Livestock Intelligence 46, 81
 Bois d'Arc Land & Cattle Co. 64
 Brush Country Bulls 36
 Filegonia Cattle Company 36
 McCrary Farms 2
 Pine Ridge Ranch, LLC 64
 Ruby Lane Farm 6-7
 Shipman, Jered, Auctioneer 70
 Smith Genetics 2
 Tom Brothers Ranch 69

Washington

Professional Livestock Solutions 6-7
 Trinity Farms 63

Wisconsin

ABS® Global, Inc. 3, 67, 75
 GENEX™ 70, 75

CONTINUED ON PAGE 92

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Canada

Double Bar D Farms 55
 T Bar C Cattle Co. Ltd 55

Associations

American Junior Simmental Association (AJSA) . . . 78-79
 American Simmental Association IFC, 24-25, 39, 42, 45, 47, 51, 56, 57-58, 59, 61, 68, 71, 72, 73, 76, 86
 Georgia Simmental Simbrah Association 83
 Montana Simmental Association 33
 North Dakota Simmental Association 74

Livestock Services

ABS® Global, Inc. 3, 67, 75
 All Purpose Index (\$TI) 83
 Allflex® Livestock Intelligence 46, 81
 Allied Genetic Resources 21, 33, 36, 37, 69, 70, 87, 89, 91, 92, 93, IBC
 Beef Checkoff® 11
 Beef Quality Assurance™ 11
 Carcass Expansion Project (CXP) 51, 59
 Carcass Merit Program (CMP) 51, 59, 65, 66, 71, 92
 Cattle USA 4
 Cattle Visions 27, 28-29, 70
 Commercial EPDs 51

Commercial Tools 51
 Cow Herd DNA Roundup 24-25, 39
 DVAuction 33, 41, 74, 87, 92, 93
 Eberspacher Enterprises, Inc. 15, 17
 Feeder Profit Calculator™ IFC, 24-25, 47, 51, 53, 64, 67, 70, 80, 94
 Fleckvieh Marketing Coalition 6-7
 GENEX™ 70, 75
 GGP 45
 GrowSafe 91
 International Genetic Solutions (IGS) 47, 51, 53, 61, 68, 80, 73, 94
 LiveAuctions.TV 17, 50, 89
 Luke Mobley, Auctioneer 70
 NCBA 11
 Neogen® GeneSeek Operations 45
 Nichols Cryo-Genetics, Inc 27
 ORigen 70
 Professional Livestock Solutions 6-7
 Select Sires®, Inc. 5, 13, 75
 SenseHub Beef 46
 Shipman, Jered, Auctioneer 70
 Superior Productions 37, 75, IBC
 T Bar C Cattle Co. Ltd 55
 Total Herd Enrollment (THE) 24-25, 36, 60, 69, 91
 Universal Semen Sales, Inc. 70

Miscellaneous

Active Herd 42
 ASA DNA 67
 ASA Performance Advocate 8, 10, 12, 14, 16, 20, 41, 65, 66, 67, 69, 91, 92
 ASA Publication, Inc. 43, 57-58
 Carcass Expansion Project (CXP) 51, 59
 Carcass Merit Program (CMP) 51, 59, 65, 66, 71, 92
 Check Us Out Online 86
 Classifieds 52
 Commercial EPDs 51
 Commercial Programs 24-25
 Commercial Tools 51
 Cow Herd DNA Roundup 24-25, 39
 eLink eBlast 41
 Feeder Profit Calculator™ IFC, 24-25, 47, 51, 53, 64, 67, 70, 80, 94
 Low Density DNA 76
 Progressive Commercial Producer 73
 Sales Call 65, 66
 SimAngus™ 68
 SimGenetics Profit Through Science IFC, 4, 18, 39, 45, 51, 59, 61, 68, 71, 72, 73
 SimmApp 56
 SimTalk 57-58
 Steer Profitability Competition 78-79
 the Register 41, 57-58
 Total Herd Enrollment (THE) 24-25, 36, 41, 64, 65, 67, 69, 91

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11.3	0.8	79.2	132.7	0.33	6.3	18.9	18.7	14.7	40.3	-0.46	0.81	-0.066	1.31	172.0	93.4
60%	60%	10%	2%	1%	40%	80%	15%	10%	15%	4%	1%	30%	1%	1%	1%

*EPDs on 10-7-19



MORE THAN A BULL SALE

15th Annual Sale

Saturday, March 21, 2020 • 1 p.m. CDT

DVAuction Broadcasting Real-time Auctions



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

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 466 Red Hill Road, Lafayette, TN 37083
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Doug Gibbs, Operations Manager
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Gordon Hodges, Genetic & Marketing Manager
 336-469-0489 / pvfghodges@yadtel.net

Bradley Gibbs, Herdsman
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BOLT EPDs as of 9/24/2019

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