

Volume 27 • Number 2

March 2019

SimTALK

Linking SimGenetics to Commercial Cattle



In This Issue:

**EPD FAQs:
Part 1**

Settling in with SimAngus™

**Hair Shedding Scores: A Tool to
Match Cows to their Environment**

**SimAngus™ Genetics that Tolerate
the High-Altitude Environments**

**Breeding Season Strategies
from the Experts**

Before you load that new bull . . .

There is something you deserve to know.



The Problem:

Cattle feeders are experiencing abnormally high death loss with many straightbred calves.

The Solution:

Responsible Crossbreeding
with **Simmental**

Highlight the health and genetic value of your Simmental influenced calves through the **IGS Feeder Profit Calculator™**.



BIG ★ COUNTRY ★ GENETICS

★ BULL SALE ★ POWELL, WYOMING ★ 4.6.19

REFERENCE SIRE

SALE BULLS



SELLING 30+ COW BOSS SONS
65 18+ MONTH OLD BULLS, 30 YEARLING BULLS
SIMMENTAL ★ SIMANGUS™ ★ ANGUS

These bulls perform in harsh desert country and are pasture developed in Powell, Wyoming. All bulls sell with a one-year breeding season and PAP guarantee.

RANCH BULLS READY TO WORK

REQUEST
SALE
BOOK



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


BLACK SUMMIT
QUIN LAFOLLETTE
Black Summit Cattle
307-899-3553



JIMMY STEWART
XL Ranch
Big Country Genetics
231-878-1908
bigcountrygenetics@gmail.com
www.xlranch.org



BULLS We have the selection you need!

**RED • BLACK • POLLED
Simbrah and Simmental**

PUREBRED AND PERCENTAGE

Sons of these bulls pictured, as well as many other breeding sires.



MCCRARY SMITH INSPIRED

Black, polled three-quarter sire
Top 15% for API and Top 10% for TI



SMITH POSSIBILITIES

Red, polled three-quarter sire
Top 20% for API and TI



SMITH HAVE NO FEAR

Black, polled three-quarter sire
Top 30% for API and 35% for TI

We have what you need.

CONTACT US TO LEARN MORE ABOUT THE BULLS WE HAVE FOR SALE.

Smith Genetics, Tim Smith
512-587-7896 • smithgenetics1@gmail.com
Wayne Reavis, Reavis Farms
956-207-1447 • jwreavis@aol.com

VOLUME 27 – NO. 2
SimTALK
Linking SimGenetics to Commercial Cattle

Table Of Contents

IN THIS ISSUE

- 10 Settling in With SimAngus™
By Lilly Platts
- 20 SimAngus Genetics that Tolerate High-Altitude Environments
By Rachel Spencer
- 26 Hair Shedding Scores: A Tool to Match Cows to Their Environment
By Harly Durbin and Jared Decker, Ph.D.
- 40 EPD FAQs Part I
By Lauren Hyde, Ph.D.
- 48 Breeding Season Strategies From The Experts
By Jaclyn Ketchum
- 58 Estrous Synchronization Protocols

DEPARTMENTS

- 8 From the Editor
- 68 Industry Update
- 102 Rates & Policies
- 104 Calendar of Events
- 108 Ad Index

A yearling bull from the herd of Sunflower Genetics, Maple Hill, KS. Photo by Morgan Meisenheimer.



**WARDENSVILLE
BULL TEST**

52nd Annual Sale
March 28, 2019

12 Noon • Wardensville WV
WVU Reymann Memorial Farm – 2 miles north of Wardensville on SR 259N

Selling 100 Bulls

Angus • Hereford • Charolais • Simmental

RFI Feed Efficiency Tested

Striving to be the most comprehensive performance evaluation program in the country

Kevin Shaffer (304) 669-1598
Jerry Yates (304) 261-3035
Kevin.Shaffer@mail.wvu.edu Jerry.Yates@mail.wvu.edu

www.WardensvilleBullTest.com



The 1st bull test to:

- Measure feed intake and efficiency using GrowSafe Technology
- Collect and utilize foot soundness scores

The only bull test to require:

- ≥ 10 weaning contemporaries
- ≥ 3 head/consignment
- 1/3 or more sired by a reference sire

More than **50** years of EXCELLENCE in performance evaluation

Looking Good From All Angles



BOULDER

29SM0472



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

MUSCLE AND MATERNAL

- ✓ One of the highest used bulls at ABS due to his calving ease, maternal, end product and striking good looks
- ✓ Ranks in the top 10% of the breed for birth weight, docility, end product and both indexes
- ✓ Progeny proven - they calve easy and display his good looks - you will love them at weaning
- ✓ Use to moderate frame, add flesh and muscle in one generation
- ✓ DNA tested homozygous black, homozygous polled, 1/2 SM, 1/2 AN

TRAIT	CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	SAPI	\$TI
EPD	+15.4	-2.0	+66.1	+100.9	+22	+7.2	+22.7	+55.7	+19.7	+18.3	+27.4	-.36	+57	-.054	+95	-.45	\$161	\$82
ACC	.78	.90	.88	.86	.86	.50	.54	.54	.32	.78	.66	.51	.66	.60	.62	.16		
%	15	10				35			10	1		20	10		5	10	2	10

DNA tested Homozygous Black, Homozygous Polled, DLF

EPDs as of 1/29/2019 **TOP 35%**

BEACON

59SM286



HOOKS **BEACON** 56B ASA 2854180
HOOKS SHEAR FORCE 38K x GW PREDESTINED 701T

ORiGen



DOMINANT PUREBRED GENETICS

- ✓ Highly proven purebred sire that leads the breed for All Purpose Index
- ✓ Four star calving ease with strong growth and top 1% Maternal Calving Ease, Marbling and Rib Eye Area
- ✓ Progeny have terrific feet and structure with extra heel
- ✓ High producing, good uddered dam with progeny ratios of 109 BW, 112 WW, 107 IMF and 111 REA
- ✓ DNA tested homozygous black, homozygous polled by parentage (DNA confirmation pending), PB SM

TRAIT	CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	SAPI	\$TI
EPD	+17.0	-2.9	+75.1	+112.0	+23	+11.3	+25.9	+63.4	+20.8	+13.2	+21.2	-.54	+60	-.053	+1.44	-.46	\$183	\$95
ACC	.82	.93	.92	.90	.90	.50	.59	.60	.41	.36	.69	.53	.64	.59	.69	.20		
%	2	1	20	25	35	1	15	10	10	15		15	1		1	5	1	1

DNA tested Homozygous Black

EPDs as of 1/29/2019 **TOP 35%**

LONGEVITY

29SM0479



ASR **LONGEVITY** Y184 ASA 2598898
ASR/GLS PACSETTER U862 x ASR SHOWCASE K053



COW MAKER DELUXE

- ✓ Top 25% API backed by a cow family known for good feet, sound udders, excellent fertility and amazing longevity
- ✓ High performance sire with proven carcass value and a top 10% Terminal Index
- ✓ Use LONGEVITY to sire high performance, high value calves and daughters that will keep you in business for the long term
- ✓ DNA tested homozygous black, homozygous polled, PB SM

TRAIT	CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	SAPI	\$TI
EPD	+11.2	+2.1	+78.8	+115.9	+23	+10.8	+12.4	+51.7	+16.1	+8.5	+33.5	-.54	+16	-.101	+1.21	-.25	\$134	\$78
ACC	.59	.84	.80	.80	.80	.44	.61	.62	.37	.51	.65	.49	.60	.50	.63	.17		
%	35		15	15	35	1					30	15	20		2		25	10

DNA tested DLF, Homozygous Black, Homozygous Polled, OHF

EPDs as of 1/29/2019 **TOP 35%**

CADILLAC

29SM0468



LEACHMAN **CADILLAC** L025A ASA 2760758
HOOKS TRINITY 9T x LCC GRAVITY B252L

LUXURY AND QUALITY CROSSOVER

- ✓ CADILLAC is a red SimAngus™ who is re-writing the book for performance and eye appeal with measured total profitability
- ✓ His consistent progeny are impressing ranchers across the country with their calving ease combined with incredible performance and phenotype
- ✓ Progeny proof has established CADILLAC as a curve bender, balanced trait sire with added substance and style
- ✓ Dam is by the legendary GRAVITY, sire of super moderate, big ribbed, and heavy muscled females
- ✓ DNA tested homozygous polled, 3/8 SM, 3/8 AR, 1/8 AN, 1/8 CS - (said simply 1/2 SM, 1/2 AN)

TRAIT	CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	SAPI	\$TI
EPD	+13.6	-1.2	+76.5	+118.6	+26	+4.2	+20.7	+58.9	+18.8	+18.6	+28.6	-.09	+30	-.015	+42		\$135	\$76
ACC	.71	.88	.85	.83	.83	.51	.59	.60	.34	.62	.64	.48	.60	.50	.60			
%	30	20	15	15	20				25	15		1					25	20

DNA tested DLF, Homozygous Polled

EPDs as of 1/29/2019 **TOP 35%**

Consider these must use sires for 2019. Contact your local ABS representative or call **1.800.ABS.STUD**

Crossroad Radium 789U



**MS Zdenoa –
Radium Granddaughter**



**Reida –
Radium Daughter**

Crossroad Radium – proven calving ease sire, just turned 11-years-old and still going strong! We still have some really nice sons of Radium and Yuma available. Quality has no substitute!

STANLEY MARTINS FARMS

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

Please google stanleymartinsfarms for more information.

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

SIMTALK

Linking SimGenetics to Commercial Cattle

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

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

ASA Publication, Inc., Board

Chairman Tim Curran	Mike Forman
Vice-Chairman Randy Moody	Gordon Hodges Erika Kenner
Executive Secretary-Treasurer Wade Shafer, Ph.D.	

American Simmental Association

One Genetics Way, Bozeman, Montana 59718 USA
406-587-4531 FAX: 406-587-9301

Canada Publications Agreement Number: 1875191

BOARD OF TRUSTEES Executive Committee:

Gordon Hodges, Chairman **Tim Curran, Vice Chairman**
Randy Moody, Treasurer **Erika Kenner** **Mike Forman**
Wade Shafer, Ph.D., Executive Vice President
Tim Smith, Immediate Past Chairman

North Central Area:

Steve Eichacker (2020)
25446 445th Ave
Salem, SD 57058 605.421.1152
es@triotel.net

Erika Kenner (2020)
440 6th Avenue SE
Leeds, ND 58346 406.581.1188
erika.kenner@gmail.com

Tom Hook (2021)
11333 180th Street
Tracy, MN 56175 507.829.5283
hookfarms@mvtwireless.com

JW Brune (2022)
414 E 700 Road
Overbrook, KS 66524 785.865.6624
jwbrune@embargmail.com

Eastern Area:

Gordon Hodges (2020)
1025 Pineview Farms Drive
Hamptonville, NC 27020 336.469.0489
pvfghodges@yadtel.net

Randy Moody (2020)
811 Frank Hereford
New Market, AL 35761 256.655.5255
randymoody@ardmore.net

Jim Ligon (2021)
1362 Dyer Creek Rd
Cookeville, TN 38501 931.510.3328
gligon@tntech.edu

Cliff Orley (2021)
1486 Mount Wilson Rd
Lebanon, PA 17042 717.269.0128
corley01@comcast.net

Western Area:

Tom Nelson (2020)
5831 Hwy 7
Wibaux, MT 59353 406.939.1252
nlesim@midrivers.com

Michael Forman (2021)
2451 Number 81 Road
Ellensburg, WA 98926 509.929.0312
mforman7777@gmail.com

Tim Curran (2022)
1000 Cook Road
Ione, CA 95640 209.765.1815
circleranch@volcano.net

Clay Lassel (2022)
42 Road 245
Glendive, MT 59330 406.939.1348
Irsbeef@midrivers.com

South Central Area:

Dr. Gary W. Updyke (2020)
107030 S. 4250 Road
Checotah, OK 74426 918.843.3193
garyupdyke38@gmail.com

John Griswold (2021)
5922 S Brush Creek Rd
Stillwater, OK 74074 405.780.3300
john@griswoldcattle.com

Fred Schuetze (2021)
PO Box 968
Granbury, TX 76048 817.894.0563
bhr@speednet.com

Greg Walthall (2022)
1051 NE 500
Windsor, MO 65360 660.525.9921
gregwalthall@gmail.com

PAY ATTENTION

to Calving Ease

Your heifers are counting on you!



7SM71 IN FORCE

S D S IN FORCE 112Y

2593861 | Shear Force x In Focus

5/8 SM 3/8 AN | Homo. Black | Homo. Polled
He is a Calving Ease sire who adds Marbling and makes idea, moderate-framed replacement females.

CE: 15.3 BW: -3.4 WW: 50.6 YW: 72.2

MILK: 33.3 API: 156.1 TI: 76.9



7SM80 WIDE RANGE

CCR WIDE RANGE 9005A

2725666 | Graduate x In Dew Time

3/4 SM 1/4 AN | Homo. Black | Homo. Polled
Expect his bulls to be deep-bodied and stout-made and his daughters to have great udder quality.

CE: 13.2 BW: 0.2 WW: 82.2 YW: 126.3

MILK: 15.8 API: 127.8 TI: 77.1



7SM85 TRIPLE CROWN

GW TRIPLE CROWN 018C

2954741 | Nightride x Predestined

5/8 SM 3/8 AN | Homo. Black | Homo. Polled
A Calving Ease SimAngus™ choice that adds much more with a top Marbling and top API ranking.

CE: 14.8 BW: -1.7 WW: 73.3 YW: 121.2

MILK: 16.5 API: 172 TI: 90.4



7SM83 UNIFIED

TNT UNIFIED B203

2902090 | UNITED x Tanker

1/2 SM 1/2 AN | Homo. Black | Homo. Polled
Unique to his sire, UNIFIED is a Calving Ease option who possesses growth and carcass traits like UNITED.

CE: 18 BW: -2.4 WW: 77.3 YW: 116.9

MILK: 23.2 API: 132.1 TI: 81.6

CONTACT YOUR LOCAL REPRESENTATIVE TO ORDER TODAY!



Conception. Calving Ease. Carcass. Cows.

YOUR SUCCESS *Our Passion.*

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

EPDs as of 2/7/19

It's Fleckvieh Time...



Rugged R Cattle - 8003F



Double E Fleckvieh - F810



Full Circle Farms - 1219E



Diamond M Ranch - F801



Rugged R Cattle - 7079E



Ruby Lane Farm - 103E



Ruby Lane Farm - 152E



Diamond M Ranch - F802



Double E Fleckvieh - F807



Rugged R Cattle - 7070E



Double E Fleckvieh - F800



Diamond M Ranch - F808



Grady & Tamika Reach
417-366-2690
fullcirclefarms@outlook.com



Tony & Becky Roberts
318-267-6626
rdraneroberts@yahoo.com



Mason Faulkner
501-472-5132
masonfaulkner@live.com



John & Casey Smith
979-224-5144
johncaseysmith@yahoo.com

Marketing consultation provided by:



Brian Valentine 509-760-3046

Fleckvieh

- the heterosis optimizer
- baldy making specialist
- truest breeding consistency
- maternal master
- bred with integrity



Freedom Run Farm - 784



Freedom Run Farm - 1208A



Full Circle Farms - 7114T



Log Land Farms - FORTUNE



Faulkner Farms - 412Y



Log Land Farms - 26Y

Contact any of these breeders to meet your Genetic needs.



Bob & Anne-Marie Rasch
734-216-6834
amrasch@aol.com



ROLAND, OKLAHOMA
Lance, Lacy, Logan & Landon Smith
479-414-9944



Eric & Erin Soukup
319-361-5812
eric@doublefleckvieh.com



RODNEY FLECKVIEH CATTLE
Rodney and Marge Mathers
605-999-4000
Mmath_meps@yahoo.com



When cattle producers call the ASA office, one of the most common questions I am asked, besides how the weather is in Montana, is: "When is the deadline to submit 'this'?" or "I am traveling, can I find that on my phone?"

You are busy, and you want a quick, easy way to get the information you need when you're out in the field, delivering bulls, or taking steers to the local sale yard. You don't have time to run in and warm up the computer to see when something is due or when an event is happening.

Now, ASA has an app for that! Recently, ASA released the SimmApp. Producers can find the information right at their fingertips — on their smartphone.

From SimmApp, you can set reminders for ASA deadlines like Total Herd Enrollment, Association news and updates, and announcements about events. Or, if notifications bug you, don't worry. You have to opt in to be notified, and you can still access all the other information SimmApp offers.

On your smartphone, you can download the SimmApp on the Amazon App Store, Google Play, or Apple store.



Highlights from SimmApp:

- Get the latest beef industry news
- Receive ASA alerts
- Read the latest *SimTalk* and the *Register* magazine
- Look at bulls featured in SireSource
- Find industry, ASA, and AJSA events and deadlines
- Search for an ASA animal or member
- Read about SimGenetics producers, educational articles, and Herdbook programs and services on ASA's blogs
- Send SimGenetic cattle photos to ASA Publication. (You could find your photo on the cover of the next magazine!)
- Access ASA videos on YouTube
- Find ASA and AJSA Facebook, Instagram, and Twitter pages
- Access press releases

I think you get the picture. This app gives cattle producers what they are looking for, right away. So, I guess in the future, you better be calling me just to ask about the weather in Montana. It's been snowing all day today.

ST

Herdbull Alert!



JLG1 MR Payweight E738

ASA#: 3424203



Payweight — Sire



LSR Ms. Dakota 559R — Dam

LSR Ms. Dakota 559R

The "Dam of Herdbulls"

Below are two sons out of different sires.



LSR Ms. Dakota 559R
x Rockmount
ASA#: 3424202



LSR Ms. Dakota 559R
x Optimizer
ASA#: 3424205

For sale by Private Treaty.



Three Cedars Simmentals

Joe and JaNelle Garretson
32860 Olive Branch Rd. • Sedalia, MO 65301
Mobile: (660) 287-3051 • Home: (660) 366-4358
Email: jlg1@ohcmil.org • www.threecedarsfarms.com

Figures and Phenotype



1SM00170 KBHR WENTZ E190

WENTZ

Reg#: 3312184

G A R PROPHET x SRS NETWORK 13N

- WENTZ is a stout, powerfully constructed bull that is pure mass and density from end to end. He is a true growth and performance bull that will add muscle shape and pounds to his progeny
- WENTZ had stellar individual ratios; he was 104 at BW, 107 at WW, 113 at YW, 152 for IMF and 102 for REA.
- With outstanding eye appeal and backed by strong performance data, watch for WENTZ to be a well-sampled young sire in 2019.

CEW	BW	WW	YW	ADG	MCE	MM	MWW	STAY	DOC	CW	YG	MB	BF	REA	SHR	API	TI
13.7	1.3	79.8	128.1	0.30	6.7	18.7	58.4	12.6	16.3	55.6	-0.11	0.47	-0.021	0.76		137.7	82.2
0.44	0.51	0.48	0.49	0.49	0.28	0.45	0.46	0.25	0.44	0.48	0.37	0.41	0.38	0.46			
30%		10%	4%	4%			30%		4%	1%		20%		25%		25%	5%



1SM00167 HOOK'S EAGLE 6E

EAGLE

Reg#: 3253742

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

- EAGLE was arguably the most exciting Simmental bull of the spring 2018 bull season and comes from Hooks Farms!
- He combines exceptional phenotype with an impeccable genetic profile and is backed by a sound-footed, prolific cow family with great fertility and consistency.
- The first EAGLE calves are being born easily with excellent vigor. At only a few weeks old, they are quickly exhibiting the early growth one would expect from EAGLE's breed-leading EPD profile.

CEW	BW	WW	YW	ADG	MCE	MM	MWW	STAY	DOC	CW	YG	MB	BF	REA	SHR	API	TI
17.1	-0.2	84.8	132.0	0.30	11.0	17.5	59.8	19.6	18.2	48.9	-0.28	0.27	-0.044	1.06	-0.53	150.2	83.0
0.44	0.51	0.49	0.5	0.5	0.24	0.4	0.42	0.23	0.36	0.46	0.35	0.42	0.33	0.44	0.21		
10%	35%	2%	2%	4%	3%		20%	10%	1%	3%				2%	1%	10%	4%

888.333.1783 // www.genex.coop



Settling in With SimAngus™

By Lilly Platts



Whitney Farm, located in the gentle rolling hills of north-central Georgia, is fully utilizing Simmental genetics in their newly established commercial operation. After a successful career in the lumber industry, Rusty Wood quickly dove into the cattle business when retirement didn't stick. While most starting out in the cattle business as a second career have a handful of females and do it for fun, Wood wanted to actually be involved in the beef industry and now has 250 SimAngus™ females. With big goals for the future, Whitney Farm is now a respected commercial operation.

Starting Strong with Simmental

"I had been around cattle. My father-in-law had cattle and I just always had the desire to be involved," recalls Wood. "My joy in the cattle has exceeded what I thought it would be."

Wood was the president of a lumber company, and his data-driven mindset was ready for the cattle business. After retiring, he was ready to move into another venture, purchasing his first set of females in December of 2016. The farm itself fit Wood's vision for his new business, and the previous owners used their first-hand knowledge of the land to help him develop water troughs, fencing, corrals, and much more. "We had to establish our pastures, which has been a two year process," explains Wood. "We planted Novel Endophyte Fescue and Bermuda grass."

An additional draw to the property was its proximity to the University of Georgia. Wood sought out the advice of Dr. Dennis Hancock, who is considered a top forage expert. With this expertise, Wood has been able to create a detailed plan for the future of his pastures. He has also used the advice of South Carolina Simmental breeder Joe Davis, who sustains his cattle almost entirely on grass, only having to feed hay on rare occasions. "Joe Davis is the best grass man in the south," says Wood.

The goal of creating an operation not dependent upon hay is attainable but presents challenges. The area experienced drought-like conditions in 2017, and the weather in general can make the path to getting pastures to their full potential difficult. "As in any farming operation, the weather does present challenges, such as being too dry or too wet," explains Wood. "It will be exciting to have all of the pastures planted and done."

Rusty and Terry Wood.



Fertilizer and a strategic plan are part of Wood's management of grass. "Our commitment to our pasture development includes fertilizing all pastures in the spring with liquid nitrogen and in the fall with two tons of chicken litter per acre. The early results have been excellent," he explains.

Data and Details

Whitney Farm runs commercial cattle with a data-driven mindset. "When I was in the lumber business I was very data driven," recalls Wood. His initial goal was to have an operation large enough to run as a viable business. To accomplish this, he started with 85 bred heifers, later purchased 90 heifer calves and 45 bred heifers, and is now up to 250 head.

Wood immediately knew he wanted to start with Simmental and Angus cattle. "With SimAngus, we chose the best of the Continental breeds, Simmental, and the best of the English breeds, Angus," explains Wood. "Our two calf crops have certainly proven that decision to be a good one."

Starting with these high-quality SimAngus females has allowed Whitney Farm to grow quickly, and Wood continues to keep back all females as replacements. Upon reaching the capacity Wood would like, he plans to sell heifers. "We hope to constantly improve our herd by aggressive culling, and with a continued focus on the highest quality of AI and natural service," he explains.

All females are bred AI during the first part of December, and cleanup bulls from Gibbs Farm are turned out afterward for 60 days to produce a tight calving season. All females calve outside and are required to be self-sufficient.

Nutrition is an important part of Wood's breeding program. "In our nutrition program, our cattle have access to their mineral ration year round. We supplement our cattle with a mixture of whole cottonseed and distillers grain," explains Wood. "We supply this supplement beginning 30 days prior to breeding, beginning November 1, and continuing 30 days after removing the cleanup bulls at the beginning of March. We want their nutrition and energy on the upswing during this critical period," he continues.

CONTINUED ON PAGE 14



Well-managed pastures are critical at Whitney Farm.



PROVEN CALVING EASE WITH LOTS MORE!

ALL ARE HOMOZYGOUS BLACK AND HOMOZYGOUS POLLED!

SEMEN AVAILABLE

ON ALL BULLS FROM



DIVIDEND IS ALSO AVAILABLE FROM



Request your 2019
APEX AI Sire Directory
12 Sires Represented!

CLRS DIVIDEND 405D

ASA #3097854

Purebred | Homozygous Black & Polled



SEMEN: \$30/UNIT

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

CE	BW	WW	YW	MILK	MARB	RE	API	TI
11.5	-0.3	77.9	117.5	21.8	0.19	0.73	147.1	81.0
30%	15%	15%	15%		15%		5%	5%

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

LCRR THR MTN PASS 6219D

ASA #3117102

SimAngus™ | Homozygous Black & Polled



SEMEN: \$30/UNIT

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

CE	BW	WW	YW	MILK	MARB	RE	API	TI
15.5	-1.1	78.4	129.4	17.0	0.65	0.57	163.8	88.9
15%	20%	10%	3%		4%		2%	1%

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

CDI EXECUTIVE POWER 280D

ASA #3152370

Purebred | Homozygous Black & Polled



SEMEN: \$30/UNIT

SIRE: W/C EXECUTIVE ORDER 8543B | MGS: GW-WBF SUBSTANCE 820Y

CE	BW	WW	YW	MILK	MARB	RE	API	TI
11.7	0.4	80.4	128.8	24.4	0.28	0.97	143.4	85.0
30%	20%	10%	3%	25%	10%	20%	10%	2%

TRUE Proven Calving Ease! Maternal Brother to Denver Champion CDI Mainline, and flush brother to Werning's CDI CEO! AMAZING genetics, and valuable progeny!

BRIDLE BIT REMBRANDT D630

ASA #3137473

SimAngus™ | Homozygous Black & Polled



SEMEN: \$25/UNIT

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

CE	BW	WW	YW	MILK	MARB	RE	API	TI
21.0	-5.1	49.1	82.0	20.5	0.67	0.32	177.8	76.9
1%	1%				3%		1%	20%

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

EPDs as of February 12, 2019.

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

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

APEXCATTLE.COM



A MUST USE SIRE THIS SPRING!

WS PROCLAMATION E202

#3254156 | Purebred | Homozygous Black & Polled

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



SEMEN
\$40/UNIT

SIRE: CCR COYBOY CUT 5048Z

DAM: WS MISS SUGAR C4

MGS: CLRS GRADE-A 875 A

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
17.4	1.0	86.2	130.5	0.28	11.7	33.1	76.2	14.7
1%	35%	3%	3%	10%	1%	1%	1%	
DOC	CW	YG	MARB	BF	REA	SHR	API	TI
17.9	46.9	-0.36	0.33	-0.073	1.03	-0.41	153.3	90.2
1%	2%		3%		15%	15%	3%	1%

EPDs as of Feb 12, 2019

- Cowboy Cuts finest son, and now **PROVEN** an extraordinary sire that is already impacting programs worldwide.
- **CALVING EASE +++++**...Reported in numerous herds, his calves are **CONSISTENTLY** born easy with modest birth weights displaying superb quality and structure.
- Proclamation is appreciated by all for his for his impressive phenotype, wealth of natural muscle, eye appeal, large scrotal size and excellent feet. His disposition could not be better!
- Incredibly powerful, square hipped, super sound structured and with exceptional performance data and EPDS.
- Marty Ropp, Allied Genetic Resources, stated that "his dam is, without question, destined to be one of the breed's greatest young donors." Her top three sons have sold for a total of nearly \$300,000, and Proclamation is the premier one!
- Order his semen early to ensure you are not on a waiting list!

SEMEN AVAILABLE



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

DANNEBROG, NEBRASKA

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

2019 SEMEN DIRECTORY AVAILABLE AT APEXCATTLE.COM!

Settling in With SimAngus

CONTINUED FROM PAGE 11

As a commercial operation, genetic selection at Whitney Farm is as strict as within a seedstock program. Wood places a high priority on the quality of bulls he AI's to and buys for cleanup, placing priority on numbers and phenotype. "I want \$API and \$TI to be in the top 5%, with high marbling and good disposition," he explains.

In addition to this focus, Wood always looks at the cow family before choosing genetics, giving a lot of credit to the success of the female. As an accomplished newcomer to the cattle business, he appreciates having tools, like \$API and \$TI, when choosing bulls.

Forward Thinking Future

One of Wood's future goals is to feed out steers on-site, and have the ability to collect growth and carcass data. They have also targeted a market for these steers by not using antibiotics unless necessary, and also choosing to not use hormones. Wood quickly points out that they will treat an animal with antibiotics if they need it. "Obviously we won't let an animal suffer," explains Wood.

However, they have found that with good management, antibiotics are rarely necessary, and by not using them an entire market is opened up for their future. "We desire to market our cattle at the best price and believe that in that market we get a premium," says Wood.

As part of this management program, all calves are currently fenceline weaned. "We precondition all of our calves and always fenceline wean. We think it's the low-stress way to wean calves," explains Wood.

Forging Ahead

Family is a cornerstone of Wood's operation. His wife, Terry, enjoys spending time around the cattle, and the namesake of the farm is their daughter, Whitney, who lives in Brooklyn with her husband, Stephen, and daughter, Cuyler. The farm employs Roberto Rojas full time, who is skilled with all aspects of running a cattle operation.

Wood has jumped into the cattle business feet first, and has serious goals for the future of Whitney Farm. "My goal is to manage our business in a similar fashion in which we set the standard in the lumber industry. We were data driven to the point that we measured everything that could be quantified. We called our data points Key Performance Indicators (KPI's) and we were so detail oriented that nothing fell through the cracks. We certainly have a way to go to attain the excellence we strive for, but that is our goal," Wood concludes.

ST



Moments old, a new calf gets up to nurse. All females calve in the pasture.



Roberto Rojas is the sole employee at Whitney Farm and is skilled with cattle, machinery, and taking care of the pastures.



Wood shows his granddaughter, Cuyler, cattle for the first time.

SAFETY ZONE™

CALF CATCHERS

A Cowman's Best Friend at Calving Time!



Easy and Safe Catching!



Fits ATVs and UTVs!



Safe Processing!



Safe Release!

Designed for Processing Safety...

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

Now available with digital scale!

Robert Burry, PA - "I am 63 and work alone so I wouldn't be calving without it. You can do a much better job of processing the calf when you don't have to worry about mama! I would recommend it to anyone."

Lucian Jordan, NC - "This is the best thing since sliced bread. No more fighting the cow, no rush getting the tag in or band on. This is the safest low stress tool on the farm."

Cole Kilpatrick, IA - "It has made handling calves much easier and safer. Our cows, for the most part, are docile, but knowing we have the added safety of the Safety Zone Calf Catcher has truly allowed us to operate more efficiently. Hands down the best customer service I have had in years."



Moving Pairs is Easy!

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

Watch action video at
SafetyZoneCalfCatchers.com

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

DEALER INQUIRY INVITED



\$15

Card Uproar 49Y

By Mr NLC Upgrade
EPDs: CE: 6 \$API: 119 \$TI: 76



NAILE Champ!

CAJS Blaze of Glory 42B

By WLE Uno Mas X549
EPDs: CE: 13 \$API: 125 \$TI: 71



WS A Step Up X27

By SS Ebony's Grandmaster
EPDs: CE: 11 \$API: 103 \$TI: 61



Mr. Hoc Broker C623

By Steel Force
EPDs: CE: 3 \$API: 84 \$TI: 55



SSC Shell Shocked 44B

By Remington Secret Weapon 185
EPDs: CE: 18 \$API: 107 \$TI: 58



THSF Lover Boy B33

By HTP/SVF Duracell T52
EPDs: CE: 17 \$API: 138 \$TI: 72



Fitz POL Blazon B1203

By PRS Blazin Hot W192
EPDs: CE: 11 \$API: 122 \$TI: 70



S&S Sweet Dreams 507C

By CNS Dream On L186
EPDs: CE: 8 \$API: 114 \$TI: 60



CSCX Bandwagon 513A

By TJSC Optimus Prime
EPDs: CE: 8 \$API: 115 \$TI: 68



W/C Bullseye 3046A

By Lock N Load 54U
EPDs: CE: 17 \$API: 136 \$TI: 66



Kappes Big Ticket C521

By Lock N Load 54U
EPDs: CE: 10 \$API: 116 \$TI: 68



NEW

Hook's Brilliance 37B

By Hooks Shear Force
EPDs: CE: 13 \$API: 168 \$TI: 84



NEW

OBCC Ships Ahoy D150

By CCR Anchor 9071B
EPDs: CE: 15 \$API: 150 \$TI: 77



NEW

PAL/CLAC Meant To Be 823E

By Mr HOC Broker
EPDs: CE: 6 \$API: 102 \$TI: 62



NEW

JBSF Gavel 9D

By Mr TR Hammer 308A
EPDs: CE: 8 \$API: 110 \$TI: 70



TJSC 152A "Vindication"

By Flying B Cut Above
EPDs: CE: 3 \$API: 87 \$TI: 58



STF Rock Solid 033C

By CDI Rimrock 325Z
EPDs: CE: 11 \$API: 128 \$TI: 73



CNS Pays To Dream T759

By CNS Dream On L186
EPDs: CE: 13 \$API: 113 \$TI: 66



NEW

WS Proclamation E202

By CCR Cowboy Cut 5048Z
EPDs: CE: 17 \$API: 150 \$TI: 90



Angus

Circle M Tejas 107Z

By BC Lookout 7024
EPDs: CE: 14 \$API: 113 \$TI: 57



W/C Relentless 32C

By Yardley Utah Y361
EPDs: CE: 8 \$API: 127 \$TI: 69



3/4 SimAngus

WS Stepping Stone B44

By W/C Lock Down
EPDs: CE: 10 \$API: 124 \$TI: 74



Angus

Silveiras Style 9303

By Gambles Hot Rod
EPDs: CE: 15 \$API: 121 \$TI: 59



Angus

SP The Answer 813

By SAV Final Answer 0035
EPDs: CE: 18 \$API: 126 \$TI: 65



WS Revival B26

By LLSF Uprising Z925
EPDs: CE: 12 \$API: 119 \$TI: 70



LLSF Pays To Believe ZU194

By CNS Pays To Dream T759
EPDs: CE: 8 \$API: 111 \$TI: 73



W/C Bankroll 811D

By W/C Loaded Up 1119Y
EPDs: CE: 14 \$API: 135 \$TI: 66



W/C Cash In 43B

By JS Sure Bet 4T
EPDs: CE: 14 \$API: 117 \$TI: 57



LLSF Addiction AY792

By Top Grade
EPDs: CE: 7 \$API: 111 \$TI: 66



NEW

W/C Rolex 0135E

By Yardley Utah Y361
EPDs: CE: 16 \$API: 132 \$TI: 66



CDI Executive Power 280D

By W/C Executive Order
EPDs: CE: 11 \$API: 144 \$TI: 84



HPF Tradecraft D010

By JF Milestone 999W
EPDs: CE: 5 \$API: 107 \$TI: 67



FBF1 Combustible Y34

By Steel Force
EPDs: CE: 13 \$API: 88 \$TI: 60



SimAngus™

LLSF Uprising Z925

By Heads Up 20X ET
EPDs: CE: 7 \$API: 103 \$TI: 74



SimAngus™

CCR Anchor 9071B

By CCR Cowboy Cut 5048Z
EPDs: CE: 17 \$API: 160 \$TI: 84



NEW

HILB Royal Rumble E102W

By W/C Executive Order 8543B
EPDs: CE: 15 \$API: 133 \$TI: 75



W/C Grandstand 6B

By W/C Wide Track 694Y
EPDs: CE: 14 \$API: 142 \$TI: 72



W/C Catchin A Dream 27X

By Dream Catcher
EPDs: CE: 9 \$API: 129 \$TI: 68



HPF Rockstar B332

By JF Milestone 999W
EPDs: CE: 7 \$API: 117 \$TI: 77



NEW

LHT Viper 65E

By W/C Loaded Up 1119Y
EPDs: CE: 17 \$API: 130 \$API: 65



NEW

JBSF Logic 5E

By W/C Relentless 32C
EPDs: CE: 13 \$API: 125 \$TI: 64



Long's Stand Alone B35

By Built Right
EPDs: CE: 7 \$API: 125 \$TI: 69



Yardley Top Notch C371

By Sandeen Upper Class 2386
EPDs: CE: 11 \$API: 126 \$TI: 64



HILB Maverick A43

By GLS New Direction X148
EPDs: CE: 10 \$API: 103 \$TI: 59



SimAngus™

Rousey Gold Strike 512C

By Hooks Trinity 9T
EPDs: CE: 16 \$API: 158 \$TI: 89



WLTR Nashville 22A ET

By High Voltage
EPDs: CE: 11 \$API: 107 \$TI: 69



SAS Big Bruzer Y131

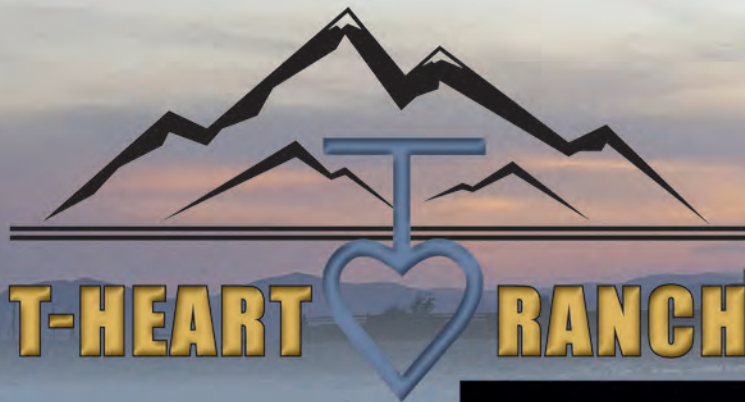
By King of the Yukon (outcross)
EPDs: CE: 10 \$API: 121 \$TI: 67

CATTLE Visions

Call for your free book
866-356-4565

Entire lineup online at:
www.cattlevisions.com

Semen available on the best
Angus and Clubbie sires too.



T-HEART RANCH

"Best Paping bulls that you will find on the market. We have come to expect unrivaled customer service at T-Heart and the Temple family stands behind their product. The bulls not only handle altitude exceptionally well, but the bull's progeny calve easy, grow fast and consistently have increased our bottom line."

- Daniel Brinkerhoff BICKNELL, UT



PAP 39

8529F ASA#3424888 5/8 SM 3/8 AN
NLC COW BOSS 160C x HOOKS SHEAR FORCE 38K

CE	BW	WW	YW	MILK	MCE	STAY	MARB	REA	API	TI
14.7	-1.1	70.2	100	22	8.4	18.3	0.26	0.69	137.5	74.3



PAP 37

8513F ASA#3424585 5/8 SM 3/8 AN
NLC COW BOSS 160C x KOCH LC MONTE 803U

CE	BW	WW	YW	MILK	MCE	STAY	MARB	REA	API	TI
14.7	-1	73.7	108.7	22.2	8.2	15.8	0.35	0.52	138.8	78.3



PAP 40

8538F ASA#3424901 1/2 SM 1/2 AN
BROOKS THR MTN TOP C22 x A R TEN X 7008 S A

CE	BW	WW	YW	MILK	MCE	STAY	MARB	REA	API	TI
14	0.7	81.2	126.3	21.8	8.6	15.4	0.45	0.62	144	83.7

"The T-Heart bulls have done well at altitude and their calves have thrived. I have been very pleased with the replacement females sired by T-Heart genetics because of their maternal traits and they have developed into great cows. I really appreciate working with Shane and Beth, they are a great resource for information and advice. My hat is off to T-Heart Ranch."

- Tim Lehman
DELDORITA RANCHES, POWDERHORN, CO



PAP 38

8533F ASA#3424896 1/2 SM 1/2 AN
BROOKS THR MTN TOP C22 x CCR SPARTAN 9124A

CE	BW	WW	YW	MILK	MCE	STAY	MARB	REA	API	TI
12.1	1.5	82.5	127.5	23.3	8.2	15.8	0.33	0.51	134.3	80



PAP 43

8115F ASA#3424995 PB SM
CLRS DARWIN 700D x OVAL F TRAILBLAZER Z249

CE	BW	WW	YW	MILK	MCE	STAY	MARB	REA	API	TI
12.2	1.1	73.6	110.3	22.9	6.4	15.9	0.29	0.9	141.9	80

ALLIED
GENETIC RESOURCES

Marty Ropp 406-581-7835
Corey Wilkins 256-590-2487
Clint Berry 417-844-1009
www.alliedgeneticresources.com

SUPERIOR
Productions

Josh Staudt 970-227-0729

Shane & Beth Temple
T-HEART RANCH and L-CROSS RANCH

719-850-3082 • 719-850-3083
shane@t-heartranch.com

www.t-heartranch.com

Follow us on FaceBook 



T-HEART RANCH
True High Altitude Cattle

HIGH ALTITUDE BULL SALE

March 23, 2019 || 1:00 PM (MT) || LaGarita, CO



PAP 36

8410F ASA#3424499 5/8 SM 3/8 AN
NLC COW BOSS 160C x GW BAR CK BREAKOUT 667Z

CE	BW	WW	YW	MILK	MCE	STAY	MARB	REA	API	TI
13.5	0	77.5	112.9	20.6	8	17.1	0.4	0.5	142	80.3



PAP 37

8441F ASA#3424773 5/8 SM 3/8 AN
GW MOUNTAIN DUE 373C x GW BAR CK BREAKOUT 667Z

CE	BW	WW	YW	MILK	MCE	STAY	MARB	REA	API	TI
11.8	1.9	72.9	113.8	24	7.1	17.5	0.55	0.62	146	80.3

"Not only do we have high praise for T-Heart's bulls, but we have had the opportunity of pasturing a few thousand of T-Heart's females. Our lowest elevation is 7,800 feet, and we have seen minimal death loss, great fertility and breed up from the T-Heart genetics. We view them as the TRUE SOURCE of altitude adapted cattle and you can expect exceptional customer service from the Temple family."

- Randy Rusk
WESTCLIFFE, CO

"We run cattle in the Sierra Nevada's during the summer months and altitude sickness has always been an issue. I have been buying T-Heart bulls for five years now. They stay sound and the number of calves with High Mountain Disease has declined each year with 2018 being our first year with no calves having HMD."

- Gabe Fogarty SPAINHOWER ANCHOR RANCH, LONE PINE, CA



PAP 40

8365F ASA#3425172 5/8 SM 3/8 AN
CLRS DAKOTA 427D x NLC PAYDAY 16P

CE	BW	WW	YW	MILK	MCE	STAY	MARB	REA	API	TI
15.6	-1.1	68.3	109.5	23.2	9.2	20.5	0.34	0.55	148.2	75.5



PAP 39

8102F ASA#3424976 5/8 SM 3/8 AN
NLC COW BOSS 160C x SHIPWHEEL CHINOOK

CE	BW	WW	YW	MILK	MCE	STAY	MARB	REA	API	TI
14.4	-0.5	70.1	100.7	20	9.2	20.1	0.4	0.42	146.7	76.2



PAP 38

8546F ASA#3424910 1/2 SM 1/2 AN
BROOKS THR MTN TOP C22 x ASR AUGUSTUS Z2165

CE	BW	WW	YW	MILK	MCE	STAY	MARB	REA	API	TI
17.5	-2.2	62.1	96.9	20.9	9.8	14.7	0.32	0.6	137.5	72.9

250 Simmental and SimAngus™ Bulls Including the largest group of NLC COW BOSS 160C Sons

Other sires include:

GW MOUNTAIN DUE 373C • TNT THR UNITY D420 • HOOK'S BLACK HAWK 50B • LRS TEN X EXCELLANCE
HOOKS BEACON 56B • CLRS DAKOTA 427D • HOOKS CONFIDENCE 26C

True High Altitude Cattle

SimAngus™ Genetics Tolerate the High-Altitude Environments

Editor's Note: This article was originally published online by *The Fence Post*.

By Rachel Spencer, freelance writer from Wiggins, Colorado.

The Field name has been synonymous with Colorado ranching for generations. A sign of the times, the cattle operation is now a family-owned LLC headquartered in Gunnison, Colorado. Tom Field, along with his brothers, Mike and Pat, make up the ownership of this operation with the longtime, expert on-ranch management of Mike Wilmore.

Beginning in the 1880s, the ranch was a Hereford operation, like many in the Gunnison area were at their onset and remain today. When Tom Field graduated from college in the early 1980s, he purchased the first Angus genetics and began crossbreeding, making F1 black baldies.

"Then in about 1990, we began using some F1 bulls," he said. "I'm not a real breed-loyal guy. Give me cattle that will work and when I find ones that work, I'm going to stick with them."

In studying other operations that were successfully integrating Simmental genetics, Field liked the cattle and began utilizing SimAngus™ genetics and a few purebred Simmental bulls. On the ground performance

is king for the Fields and that performance is the basis for their well-defined selection program today.

The cow-calf operation in the state's high country is comprised of about 350 cows. Annually, 60 to 70 replacement heifers are developed with the majority finding a job within the herd. Weaned calves and bred cows are primarily the cattle marketed by the ranch. The Fields have moved toward utilizing SimAngus genetics, in part for their ability to flourish in hard country.

That simplicity allows the Fields to grow their own replacements and takes some complication out of pasture groups. The Fields have used Simmental genetics for over a decade.

"We've believed for a long time that hybrid bulls provide us simplicity to manage grass and pasture," he said.

"We believe cross breeding is one of the genetic tools available to us and we aren't willing to risk that our management is good enough in a very dynamic and harsh climate to leave that tool on the table."

Research Based

The factors that drive decision making for the Fields are well thought out and research based. They made the choice to utilize Simmental genetics based on their high-altitude environment and the availability of PAP-tested bulls. PAP, or Pulmonary Arterial Pressure tests, predict a bull's likelihood to develop high-altitude disease, also known as brisket disease. Cattle living above 5,000 feet are most susceptible to the disease that results in death.

The Fields draw the proverbial line on PAP testing at 40 and then, he said, do everything they can to identify early any signs of respiratory disease in calves and treat it.

"Our perception is that an animal with some genetic propensity for brisket disease and has an early respiratory event as a calf is a prime candidate for brisket disease," he said. "In the last five years, we have not identified a mature animal that has suffered a brisket disease event. Live cows, live calves. Live cattle overcome a lot of things."

The operation, like many in the high country of the West, depend upon public land grazing with enough for about half of the cow herd for a short time period.

"When we do go high, we're going to pressure them at 8,000 or 9,000 feet," he said. "We need to be cognizant and conscious of the breed type and the right management."

The bulls Field sources are tested at an altitude high enough to provide an accurate reading and allows them to systematically select bulls that fit the program that they anticipate will be successful.

"We are a no-surprise kind of genetics customer," he said. "We hate surprises. Our manager hates surprises more than we hate surprises and we have found with disciplined selection and having a great relationship with our seedstock producer, SimAngus bulls give us the most desirable outcomes with minimal, if any, surprises."

The Field's operation is one of many high country cattle operations that employ the use of federal grazing permits.



Soundness also is a consideration during selection, given the harsh environment and challenging climate. It is longevity, Field said, from a crossbred cow and crossbred bull that add up for the ranch.

EPDs

Studying and making decisions based upon expected progeny differences (EPDs) have allowed the Fields to use the All Purpose Index (\$API) and then cull against extremes in birth weight, milk and mature size.

“We need heifers that calve with minimal assistance, if any,” he said, “and we want cows that milk in the constraints of our particular environment, which is a relatively dry environment with extremes in temperature.”

Moderation is the ideal outcome from the Fields’ judicious selection. To that end, the mature cows are what Field calls a metabolic package of easy-calving females with great dispositions.

“All those things add up and we think we’re passing on to feed yards cattle that will grow, cattle that will grade, and cattle that will yield,” he said. “We want our feed yard customer to be successful, our packer customer to be successful, and if they’re both successful we have a fine chance to stay in business.”

Even while maintaining the goal of future generations on the ranch, the Field brothers all work off the ranch and have enjoyed building successful careers while keeping their ranch roots. The three brothers are located in Nebraska, Durango, Colorado, and Boston. Much of what the brothers have learned in their careers off the ranch about management, development and innovation have translated to managing the ranch. For Field, the knowledge of Silicon Valley isn’t that far removed from the ranch.

“From Silicon Valley, I’ve learned that when you need to adapt and make a change, do it,” he said. “Don’t wait around, don’t spend too much time over-thinking it. When you know you need to pivot, to shift, do it.”

Field’s three sons and nieces share ownership in the operation, and he expects the younger Field children also will desire some sort of involvement in coming years.

While the next generation builds their own careers, the elder Fields are using their trademark discerning, systematic style to develop long-range, succession and transition plans.

“Any success we’ve had is because we have an excellent manager,” he said. “We’ve had good help, great neighbors, and because we made the decision to build as simple an enterprise as we could, we’ve been able to make it work. We’re proud of the fact that we still have the ranch, we’re a profitable enterprise, and we find for us a huge amount of personal satisfaction from being engaged in the business with our family, our neighbors, and our community.”



Pulmonary Arterial Pressure

- 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 currently working with Colorado State University (CSU) on the development of a PAP EPD and exploring the genetic component of PAP in Simmental and commercial cattle.

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

- PAP score
- Test date
- Test elevation
- 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
- Sex of animal
- Tattoo
- Date of birth
- Weaning date
- Breed composition

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

ST

TRIANGLE J *Ranch*

BULL POWER



KOCH BIG TIMBER 685D

3133113 PB SM
Homozygous Black, Homozygous Polled
SIRE: HOOK'S YELLOWSTONE 97Y
DAM: KOCH MS HOOKS BOY
MGS: GW LUCKY BOY 252U

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

CE	BW	WW	YW	MCE	MILK	STAY	DOC	CW	YG	MARB	REA	API	TI
20.2	-3.7	76.4	107.0	12.7	22.9	21.8	8.2	18.8	-0.32	0.34	0.66	174.4	88.6
1%	1%	20%	35%	1%	40%	2%	85%	90%	99%	3%	90%	1%	1%

TJ MAIN EVENT 503B

2891336 1/2 SM 1/2 AN
Homozygous Black, Homozygous Polled
SIRE: MR NLC UPGRADE U8676
DAM: TJ MISS NEW DAY U14
MGS: BOYD NEW DAY 8005

Big EPD spread plus a very usable pedigree. Main Event is a must use sire that provides calving ease with outstanding phenotype. The early females look cowy with great promise. Outstanding udder quality with a beautiful, broody female look.



CE	BW	WW	YW	MCE	MILK	STAY	DOC	CW	YG	MARB	REA	API	TI
12.8	0.3	90.0	133.5	4.8	30.8	16.3	14.5	44.7	-0.25	0.37	0.82	143.0	88.0
40%	45%	1%	2%	80%	3%	40%	15%	10%	50%	35%	20%	15%	1%

2019 High Sellers



TJ HEISMAN 388F ASA# 3459048



TJ NITRO 420F ASA# 3459266



TJ AMBASSADOR 204F ASA# 3459640

TJ FROSTY 318E

3288449 1/2 SM 1/2 AN

Homozygous Black, Homozygous Polled

SIRE: ACW IRONHIDE 395Y

DAM: TJ 58B

MGS: TJ SHARPER IMAGE 809U

One of the most unique baldies we have ever used. At Triangle J, 15 calves on heifers with an average birth weight of 71 pounds and no assists. Calves were born quickly with lots of vigor and are growing rapidly. Lots of cool baldy faces when used on solid black cows.



CE	BW	WW	YW	MCE	MILK	STAY	DOC	CW	YG	MARB	REA	API	TI
17.6	-2.2	72.0	114.0	9.3	26.5	17.4	14.8	27.9	-0.12	0.14	0.43	136.8	74.5
4%	10%	25%	20%	10%	15%	30%	10%	60%	85%	80%	90%	25%	30%



TJ FRANCHISE 451D

3148384 1/2 SM 1/2 AN

Homozygous Black, Homozygous Polled

SIRE: CCR COWBOY CUT 5048Z

DAM: TJ MISS NET WORTH U11

MGS: S A V NET WORTH 4200

Ultrasound ratios of 109 for IMF and 106 for REA in a very large contemporary group. High sellers at both the Triangle J Ranch Bull and Female sales. A great combination of phenotype and outstanding EPDs. Expect progeny to be born easily, grow rapidly and have extra eye appeal.

CE	BW	WW	YW	MCE	MILK	STAY	DOC	CW	YG	MARB	REA	API	TI
19.8	-1.1	85.3	126.8	13.3	21.7	17.6	13.3	28.6	-0.07	0.60	0.56	166.9	91.7
1%	20%	2%	5%	1%	55%	25%	25%	55%	95%	10%	65%	1%	1%



TJ TEARDROP 783F ASA# 3459734



Contact Triangle J Ranch to order semen.

Triangle J Ranch is YOUR SOURCE for Simmental and SimAngus™ Bulls that excel, year after year, and Nebraska's Largest Source for Homozygous Black, Homozygous Polled SimAngus™ Genetics.

TRIANGLE J Ranch

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

MAR.15.2019

23rd Annual Production Sale



SFG F803 :: ASA# 3520573 :: S-Nightride
CE 15% • WW 15% • API 3% • TI 2%

SFG F820 :: ASA# 3520594 :: S-Cowboy Logic
CE 35% • WW 1% • API 10% • TI 1%

SFG 7305E :: AAA# 19267805 :: S-Bank Note
CED 45% • WW 25% • \$W 30% • \$B 55%

Specializing in **SIMANGUS™ GENETICS**

For Over

30 YEARS...

For More Pictures and Updates Visit our Website

www.SunflowerGenetics.com



ALLIED
GENETIC RESOURCES

LiveAuctions.TV

**3/4
SM**

3 Flush Brothers Sell!

SFG F868 :: ASA# 3520459
Sire -Cowboy Logic
CE 35% • WW 1%
API 30% • TI 5%

100

Performance Bulls
4 year guarantee

70

Yearling Heifers
Exclusive bred heifer option

\$\$

Free Delivery
KS, AR, MO, NE & OK

**Simmental
Angus
SimAngus™**

Gleason Family - Steve, Mary, Jake, Becky, Ben, Joe and Sam - Maple Hill, KS

Steve (785) 640 8060 - Jake (785) 640 8062 - Ben (785) 640 9390



MAR.15.2019

Perfect Blend of Genetics Deisgned for Profits



5/8
SM

SFG F830 :: ASA# 3520532 :: S-Nightride
CE 30% • WW 10% • API 15% • TI 3%



5/8
SM

SFG F808 :: ASA# 3520556 :: S-Nightride
CE 25% • WW 35% • API 25% • TI 15%



5/8
SM

SFG F806 :: ASA# 3520570 :: S-Nightride
CE 10% • WW 15% • API 4% • TI 2%



PB
AN

SFG 889F :: AAA# 19336472 :: S-Insight
CED 60% • WW 20% • \$W 15% • \$B 30%



PB
AN

SFG 851F :: AAA# 19338467 :: S-Rockmount
CED 1% • WW 55% • \$W 55% • \$B 80%



PB
AN

SFG 860F :: AAA# 19335979 :: S-Global
CED 15% • WW 40% • \$W 20% • \$B 75%



FALL
1/2
SM

SFG E7307 :: ASA# 3419417 :: S-Banknote
CE 20% • WW 3% • API 10% • TI 2%



PB
SM

SFG F860 :: ASA# 3520504 :: S-Cowboy Logic
CE 5% • WW 2% • API 1% • TI 1%



1/2
SM

SFG F812 :: ASA# 3520584 :: S-Global
CE 3% • WW 55% • API 4% • TI 10%



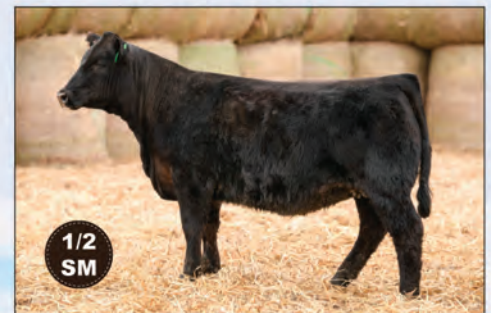
1/2
SM

SFG F53 :: ASA# 3520329 :: S-RCR Quick Draw
CE 35% • WW 60% • API 20% • TI 35%



1/2
SM

SFG F54 :: ASA# 3520343 :: S-SFG Santa Fe C541
CE 2% • WW 75% • API 10% • TI 25%



1/2
SM

SFG F10 :: ASA# 3520416 :: S-Global
CE 25% • WW 30% • API 20% • TI 15%

Calving Ease - Performance - Real World

HAIR SHEDDING SCORES: A TOOL TO MATCH COWS TO THEIR ENVIRONMENT

By Harly Durbin, Ph.D. student, and Jared Decker,
Associate Professor, University of Missouri Animal Sciences.



Harly Durbin

Editor's note: Harly Durbin and advisor, Dr. Jared Decker, were recipients of the Walton-Berry Graduate Student Support Grant from the American Simmental-Simbrah Foundation. This grant, started by Jim Berry in honor of Dr. Robert Walton's dedication to animal breeding, supports the professional development, success, and experiences of young animal scientists by providing support for graduate study.

Savvy business leaders know how important it is to identify and hire the right employees. Your staff needs to be a good fit for the job. The same can be said for your cow herd. Even within the same breed, performance varies between individuals across different environments. Some of this variation is due to interactions between genetics and the environment. This is common knowledge for producers but it can still be difficult to quantify, especially when purchasing genetics from a different region. One tool producers in heat-stressed environments and producers grazing toxic endophyte-infected (hot) fescue can use to easily evaluate their "employees" is early summer hair shedding scoring.

Background and How-to

Early summer hair shedding is an adaptive trait and an indicator of tolerance to heat stress and fescue toxicosis. Australian researchers developed the hair shedding scoring system in 1960 (Turner & Schleger, 1960:). Similar systems were independently developed by others, such as University of Missouri (MU) livestock extension specialist Eldon Cole at the Southwest Research Center in Mt. Vernon, Missouri. Observers realized later-shedding cattle tended to have depressed growth and decreased reproductive success. Cattle are scored on a 1 to 5 scale with a 1 being completely slick (100% shed off), 2 being 75% shed off, 3 being 50% shed off, 4 being 25% shed off, and 5 being a complete winter coat (0% shed off). It's easy to distinguish a 1 from a 5, but the scores in between can be more difficult. As a general rule, cattle tend to shed hair from front to back and top to bottom. So, a 4 will usually have shed only on her neck. Similarly, a 2 usually has winter coat remaining only on her belly and lower hindquarters; however, there is some variability in the order of shedding from individual to individual. We recommend producers score their herd between late April and mid-June depending on the climate in their region. Hair shedding scoring is most useful when variability within the herd is highest; for producers in the South that tends to be early May.

The cost of compensating for employees that are a poor fit for the job is a drain on profitability. Hair coat removal via shearing or flame application has been

suggested as one way to combat heat stress. Additionally, producers grazing hot fescue can renovate affected pastures; however, these solutions can be costly and time consuming. A sustainable option is to address the problem from the animal side by selecting well-adapted cattle that will work for you and pay their keep. When used with other management best practices, hair shedding scoring is an easy-to-adopt evaluation tool with a high return on investment.

Ongoing Research

As part of a broader effort to identify cattle well-suited to their environment, producers enrolled in the Mizzou Hair Shedding Project collected over 12,000 hair shedding scores in 2016 and 2017, with 2018 and 2019 scores forthcoming. These scores came from approximately 8,000 crossbred and purebred cattle, including 1,800 head of registered Simmental (Figure 1). Most of these cattle have been DNA tested to identify DNA markers associated with heat tolerance and fescue toxicosis tolerance. This data is being used to create a hair shedding score EPD for the evaluation of adaptation to heat and fescue toxicosis. A hair shedding score EPD would provide producers grazing toxic fescue and producers in heat-stressed environments a way to gauge the potential of bulls and females from other regions to succeed in their herd. Preliminary estimates of hair shedding score heritability range from 0.38 to 0.45, which is higher than most weaning weight heritability estimates. This means that approximately 40% of the variability in hair shedding score is due to genetic variation and that genetic progress can be made by culling cattle with high hair shedding scores.

Although the goal of the Mizzou Hair Shedding Project is to understand the genetic basis of early summer hair shedding, hair shedding scoring is a useful selection tool even in the absence of DNA testing. Using 2016 and 2017 Simmental weaning weight data for dams enrolled in the Mizzou Hair Shedding Project and raw hair scores (no DNA data incorporated), we find an approximately 12-pound increase in weaning weight each unit decrease in hair shedding score (Figure 2). This means that in our data, dams with a hair shedding score of 1 weaned 48 more pounds of calf on average than dams with a hair shedding score of 5. The trend is similar in Mizzou Hair Shedding Project Red Angus data and is consistent with other estimates of the relationship between hair shedding score and weaning weight in heat-stressed and toxic fescue-stressed environments (Gray et al., 20110). However, more rapid genetic improvement will always be made with the use of genetic predictions and EPDs. Preliminary genomic EPDs generated using 2016 and 2017 hair shedding scores and DNA data also show a clear

CONTINUED ON PAGE 28

You Are What You Eat



I'm Fescue

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

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



Chip Kemp

Director, ASA and IGS Commercial
and Industry Operations
American Simmental Association
ckemp@simmgene.com
406-587-4531

 **SimGenetics**
PROFIT THROUGH SCIENCE

American Simmental Association

www.simmental.org

relationship with cow performance. Using all available weaning weight data for calves weaned by Simmental dams in the Mizzou Hair Shedding Project, we find an approximately 14-pound average increase in calf weaning weight with every point decrease in hair shedding EPD (i.e., dams with better hair shedding scores tend to wean heavier calves than those with worse hair shedding scores). One caution to keep in mind for these results is that almost all of the Simmental cattle in the Mizzou Hair Shedding Project originate from heat-stressed or toxic fescue-stressed environments. Therefore, these results may not be representative of hair shedding trends in all regions of the United States.

Future Directions

This past spring, about 5,000 new cattle were enrolled in the Mizzou Hair Shedding Project. Most of these cattle come from the Fescue Belt and the Gulf Coast, expanding our power to detect DNA variants associated with heat tolerance and fescue toxicosis tolerance.

As previously mentioned, the Mizzou Hair Shedding Project is part of a broader effort by MU researchers to match genetics to the environment. This research will be used to identify genes involved in early summer hair shedding and to help us interpret our other gene-by-environment interaction research. We will also create a genomic EPD for hair shedding to help farmers and ranchers find the right cows for the job.

Figure 1.

Geographic distribution and breed composition of 2016 and 2017 Mizzou Hair Shedding Project-enrolled herds. Simmental herds are yellow.

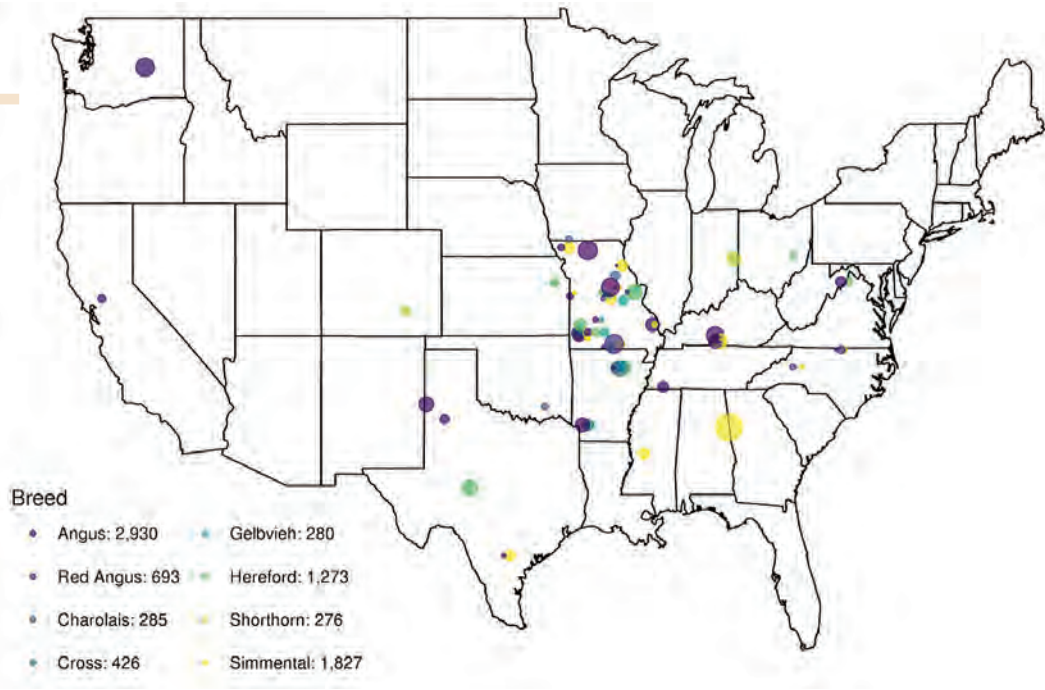
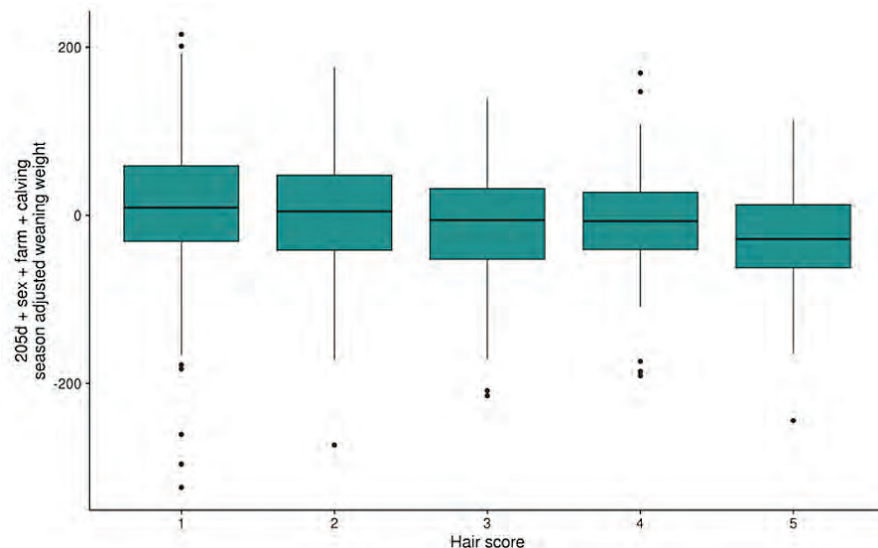


Figure 2.

After adjusting 205-day weaning weight for sex, farm, and calving season, there is an average increase in weaning weight of 12 lbs. with every point drop in dam hair shedding score.



Denver is our WORK ZONE!



LLSF Pays To Believe ZU194

ASA#: 2659897 • Pays To Dream x Trademark
 Homozygous Black/Heterozygous Polled
 Pays To Believe is the spectacular 2015 NWSS and 2014
 NAILE Grand Champion Bull! His first calves are averaging 5 digits in public auctions
 and his full-sib sisters averaged \$16,000 in Lee's 2014 fall sale.

EPDs:
 CE: 8 \$API: 112 \$TI: 74



Dam: URA Baby Doll



Granddam: Rockin Robin



WLE Big Deal A617

EPDs: CE: 10 \$API: 110 \$TI: 63
 ASA#: 2743620 • Homozygous Polled
 Steel Force x Shawnee Miss 770P
 Big Deal is exciting at Mid Continent Farms
 & Wesner Livestock. Big Deal is calving
 easily and adding value to progeny!
 Maternal brother to Uno Mas.



CNS-HFS Payload A330

EPDs: CE: 12 \$API: 119 \$TI: 67
 ASA#: 2747228 • Homozygous Black,
 Heterozygous Polled • Pays to Dream x Navigator.
 Extra sound structured, calving ease, solid
 black bull with added depth to make complete,
 sound progeny. He has no white on face to use
 on heifers or cows.



TNGL Grand Fortune Z467

ASA#: 2654876 • Grandmaster x STF Montana Black
 2014 NWSS Champion Bull!
 Homozygous Black &
 Homozygous Polled
 Exciting, extra complete first
 progeny with lots of extension!

EPDs:
 CE: 8 \$API: 136 \$TI: 72



Famous donor dam, Hope Floats



2014 NWSS Champion Bull

\$16,000 Grand Fortune daughter



OMF Epic E27

ASA#: 3317371
 WS All Around Z35 x OMF Commander Y69
 Homozygous Polled • Homozygous Black
 EPDs: CE: 13 \$API: 149 \$TI: 82
 Exciting calving ease outcross genetics
 who sold to Schooley, IA, and Sears, CA,
 from Oak Meadow's NWSS Pen!



RFG/K-LER Elevation 727E

ASA#: 3268058
 LRS Elevate 213B x MCM Top Grade 018X
 Homozygous Polled • Homozygous Black
 EPDs: CE: 13 \$API: 149 \$TI: 78
 High-selling bull in 2018 "The One Sale",
 selling to Lee, CO. Tremendous EPDs
 combined with great design —
 an exciting purebred!



FBF1/SF Ignition A811

ASA#: 2749323 • Combustible x In Dew Time
 Homozygous Black/Homozygous Polled
 Ignition packs an unprecedented load of muscle shape and
 internal dimension together with excellent structure and
 profile. Ask Randy Daniels, Trent Templeton and Todd Alford
 about progeny!

EPDs:
 CE: 14 \$API: 108 \$TI: 56



Ignition's fantastic full sister



2016 NAILE Reserve Champion
 SimSolution Junior Show by Ignition



Mr. TR Hammer 308A ET

ASA#: 2759745 • Ellingson Legacy x CNS Dream On

EPDs:
 CE: 9 \$API: 125 \$TI: 80

Black/Polled

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

EPDs as of 11.26.18

download the **NEW** CATTLE Visions BREEDING APP

www.cattlevisions.com

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

CATTLE Visions

866-356-4565

www.cattlevisions.com

Denver is our WORK ZONE!



EPDs:
CE: 11 \$API: 132 \$TI: 82



Kingsman's full sister was a Reserve Division Champion at the 2017 NWSS!



Kingsman's other full sister at the "The One" Sale brought \$25,000 to Werning, SD.

K-Ler Kingsman 610D 5/8 SimAngus™

ASA#: 3125337 • Homozygous Black/Homozygous Polled WC Executive Order x GW Predestined 701T

Kingsman was the high-selling bull in the 2017 "The One" Sale, selling to John Lee, CO. Kingsman puts together as nearly a perfect combination of EPD profile, genetic merit, unique pedigree power, structural soundness, and real-world functionality and phenotype as any sire available! Move your herd to a higher kingdom with Kingsman!



EPDs:
CE: 13 \$API: 131 \$TI: 64



Loaded Up's famous dam!



Loaded Up daughter – many-time champ for Skiles, TX.



Loaded Up son at Werning's.

W/C Loaded Up 1119Y

ASA#: 2654155 • Remington Lock N Load x 3C Macho Heterozygous Black/Homozygous Polled

Half-interest sold for \$240,000 at the 2017 Embryos on Snow sale to Griswold! Loaded Up is out of a great cow family, will moderate frame, improve front ends, and maintain soundness!



EPDs:
CE: 9 \$API: 108 \$TI: 67



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

TL Bottomline 38B

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

Bottomline will add power and PIZAZZ to your next calf crop. He's going to especially work great on Steel Force, Uno Mas and Pays influenced females.

Grand Champion Bull at 2016 NAILE and American Royal, Res. Champion at 2017 NWSS!



Bottomline's Dam.



Bottomline's Reserve Champion paternal sister out of a Broker dam speaks to the quality of this mating opportunity!



His full sister commanded \$25,000 at the 2017 "The One" sale!



EPDs:
CE: 12 \$API: 127 \$TI: 72



Carver's dam is the famous donor, Dolly.



Carver was the lead-bull in the Kearn's 2016 Champion Pen!



Carver's Maternal sister by GLS New Direction at Rains and Bird.

Sexed semen available and limited!

TKCC Carver 65C

ASA#: 3045230 • WS Pilgrim x Driver
Homozygous Black/Homozygous Polled

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



TKCC Carver 65C



KRMS Primary Candidate B204

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

EPDs: CE: 9 \$API: 112 \$TI: 62

The 2016-2017 Triple Crown Champion Percentage Bull, winning NWSS, NAILE, and American Royal!



Jass On The Mark 69D

ASA# 3210989
Loaded Up x In Dew Time
Black/Polled

EPDs: CE: 14 \$API: 133 \$TI: 68

An exciting bull who should sire a bit more frame than his popular sire. His dam was 4th overall B&O at the AJSA National Classic! She's an In Dew Time x Macho.



K-Ler Cash Flow 528C

ASA# 3042933
Make It Rain x Miss Kansa

EPDs: CE: 6 \$API: 109 \$TI: 67

Cash Flow was a successful show bull and is a brother to the famous many-time champion heifer of Ritchey's a few years back!



JBSF Road Trip 213D

ASA# 3133021
RLYF Roll Tide x Macho

EPDs: CE: 6 \$API: 108 \$TI: 59

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



VCL LKC Dagger 605D

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

EPDs:
CE: 5 \$API: 115 \$TI: 60

Homozygous Black,
Homozygous Polled



VCL LKC Dagger 605D



VCL LKC The Duke 633D

ASA#: 3173461 • Profit x BF Miss Crysteel Tango

EPDs:
CE: 9 \$API: 102 \$TI: 57

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



VCL LKC Profit Maker 604D

ASA#: 3173459 • Profit x BF Miss Crysteel Tango

EPDs:
CE: 7 \$API: 116 \$TI: 63

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

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

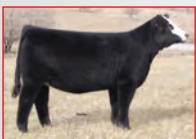


VCL LKC Equity 608D

ASA#: 3188692 • Profit x BF Miss Crysteel Tango

EPDs:
CE: 11 \$API: 117 \$TI: 62

Homozygous Black,
Homozygous Polled
A high-seller in the 2017
Hartman Sale to Gregg
Schaefer, ND. First progeny
are looking great!



Dam: BF Miss Crysteel Tango



Sire: Profit



2017 NWSS Reserve Grand Champion
Pen of Three



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



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



Rocking P Legendary C918

ASA#: 3070709 • Harkers Icon x SVF Steel Force
Homozygous Black/Homozygous Polled

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

EPDs:
CE: 9 \$API: 96 \$TI: 59



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



LLSF Better Believe It D64

ASA#: 3152728 • Pays To Believe x LLSF Cayenne

EPDs:
CE: 5 \$API: 107 \$TI: 68

Homozygous Black,
Heterozygous Polled



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



LLSF Charged Up D66

ASA#: 3152726
Pays To Believe x LLSF Cayenne

EPDs:
CE: 10 \$API: 116 \$TI: 67

Homozygous Black,
Heterozygous Polled



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

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

Unprecedented awareness of your calves.

NO COST!



- Identifies the relative value of your feeder calves.
- Open to the majority of breeds and breed compositions.
- Contact beef@internationalgeneticsolutions.com

Feeder Profit CALCULATOR™

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

Cooperator Herds Wanted



CMP
ASA
CARCASS MERIT PROGRAM

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

*Lynda Stuart,
Stuart Land and Cattle Co.*

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

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

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

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

Incentives for Cooperators

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

How does it work?

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

Qualifications

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

Contact Lane Giess or Jannine Story for more information at 406-587-4531.



Triple C Singletary S3H x
HTP SVF In Dew Time
SEMEN: \$30



Hook's Yellowstone 97Y x
GW Lucky Boy 252U
SEMEN: \$30



Hooks Shear Force 38K x
GW Predestined
SEMEN: \$25



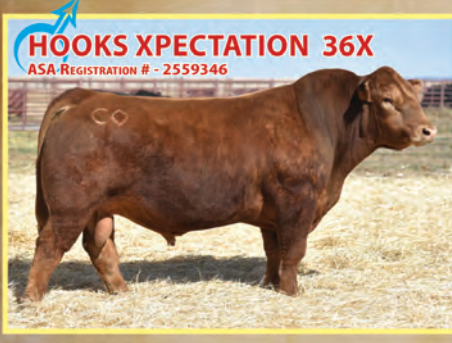
CCR Frontier 0053Z x
Triple C Singletary S3H
SEMEN: \$30



Hook's Black Hawk 50B x
GW-WBF Substance 820Y
SEMEN: \$20



Hoover Dam x
Triple C L. Taylor
SEMEN: \$25



GW Predestined 701T x
Hooks Shear Force 38K
SEMEN: \$25



GW Predestined 642X x
NF Trump 5582
SEMEN: \$25



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

CALL TO ORDER CURRENT SIRE DIRECTORY



UNIVERSAL SEMEN SALES, INC.

7 Tourmaline Lane • Great Falls, Montana 59404 • 406-453-0374 • 1-800-227-8774
unisemen@universalsemensales.com

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



**TOP 10%
LOW BW EPD
& 118.6 API**

Owners

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

Semen: \$100/unit

CATTLE *Visions*

866-356-4565

REVIVAL

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



SEXED SEMEN IS AVAILABLE & LIMITED

2 YEAR OLD PHOTO



Grand 2018
NWSS
Open & Junior
Jones/Reed



\$13,500 Bar QH
High Seller



Zack Gray



Schaeffer/Tice



Goehring



2018 National Champion
Sim Solution for
Steck/Nikkel/Walker

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

YOUR CATTLE AREN'T COMMON... WHY SHOULD YOUR BERMUDAGRASS BE?

PRODUCTIVE

A consistent, top-yielding variety

PERSISTENT

Deep rooted for increased heat and drought tolerance*

*compared to common bermudagrass

PROFITABLE

Excellent for high quality hay and grazing

CHEYENNE II

Highly productive and palatable forage and hay for all classes of grazing livestock



1-800-285-SEED or pennington.com

Follow us on Facebook at Pennington Seed Forage Products

Pennington with design is a registered trademark of Pennington Seed, Inc.

PENNINGTON

If they don't load they don't pay.

We see the struggles feeders are facing
with heavy-weight, straightbred calves.

Carcass and gain are crucial, but you
demand a healthy, vigorous calf that
makes it on the truck.

Crossbreeding and Heterosis —
added calf survivability without
sacrificing Marbling and Gain.

Let us help source
and identify responsibly
crossbred calves.

Demand a third party
validation through the IGS
Feeder Profit Calculator™
— at No Cost!



Feeder Profit
CALCULATOR™

 **IGS** International
Genetic Solutions

beef@internationalgeneticsolutions.com

www.internationalgeneticsolutions.com

406-205-3033



R.A. BROWN RANCH 4TH ANNUAL SPRING BULL SALE

March 13, 2019 • 10 am • Throckmorton, TX

over 220 head of Age-Advantage Eighteen Month Old Bulls

over 110 head of Bred Registered Females

over 100 Commercial Bred Heifers



Lot 214

40 SimAngus™ Bulls



Lot 6

40 Angus Bulls



Lot 51

150 Red Angus Bulls



Lot 309

110 Registered Red Angus Females

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

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



Bid online with DV Auction
Information & Videos Available Online
Call us today for your Sale Booklet #940-849-0611

RABrownRanch.com



Expected Progeny Differences

Frequently Asked Questions: Part 1

Editor's Note: This is the first installment in a series addressing common questions about genetic prediction.

By Dr. Lauren Hyde,
IGS Genetisist



Q 1. How do you balance EPD selection and actual phenotypes?

Expected progeny differences (EPDs) have a clear advantage over less sophisticated predictors such as raw weights and contemporary group ratios. Performance data are subject to environmental influences, such as available feed and management, and cannot be compared from one herd, or even one pasture, to another. Contemporary group ratios are more informative than actual or adjusted measurements, but they don't take into account differences in performance from selective mating, nor do they include comparative performance data on related individuals in other herds.

EPDs are calculated using complex statistical models and methodology. The statistical models use all known information on a particular animal to calculate its EPDs. This information includes its own performance data, such as birth, weaning, and yearling weights; records on its progeny and other relatives; and genomic data on all of these animals. Performance records are adjusted for such factors as age and sex of the animal and age of the dam prior to being evaluated. These adjustments allow performance records to be fairly compared in the analysis. In addition, genetic merit of mates

is accounted for so that animals' progeny records are not influenced by superior or inferior mates.

The statistical analyses used for EPD calculation also account for the effects of environment (e.g., nutrition, climate, geographical location) that exist between herds. These environmental effects can be estimated due to the widespread use of artificial insemination (AI). Through AI, the same bull can be used in several herds throughout the world. These common sires create genetic links among herds with differing environments and serve as the foundation for large-scale genetic evaluation. For these reasons, animals with published EPDs within an evaluation may be directly compared regardless of their age and origin.

Finally, the genetic relationships that exist between various traits are also considered in the EPD calculations. Growth traits provide a classic example of this. Some genes affect growth only during certain stages on an animal's life, while others affect growth in general. These genes affect two or more traits, and as a result, the traits are genetically correlated.

Q 2. What is a ratio and how useful is it in selecting animals for their genetic merit?

A ratio is the performance on an individual animal relative to the average performance for his or her contemporaries. Suppose that 10 bull calves weighed an average of 600 pounds at weaning. One calf weighed 630 pounds, so his ratio is 105, which means he is 5% heavier than his contemporaries.

$$\text{Ratio} = (630 \div 600) \times 100 = 105$$

Another calf weighed 570 pounds, so his ratio is 95, which is 5% lighter than the contemporary group average.

$$\text{Ratio} = (570 \div 600) \times 100 = 95$$

Ratios can be a useful tool for within-group selection; however, they do not correct for mating bias or allow for comparisons on animals outside of the contemporary group. Use of more advanced selection tools, like EPDs, provides comparisons among all animals in the evaluation with greater accuracy.

Q 3. When selecting easy-calving bulls, is it better to emphasize the calving ease EPD or the birth weight EPD?

Economically relevant traits (ERTs) are traits that directly generate revenue or incur costs in beef production systems. For a commercial cow-calf producer, dystocia (or calving difficulty) is what generates costs in a cow herd through direct losses of calves and their dams, increased labor costs, and lower reproductive rates among cows that have experienced dystocia. Calving ease is an ERT.

Birth weight, on the other hand, is an indicator trait. It provides some information on calving ease, but by itself, doesn't directly generate revenue or incur costs independent of calving ease. Based on results from several research studies, birth weight accounts for only 55 to 60 percent of the genetic variation in calving ease.

This means that selection for reduced birth weight alone won't improve calving ease as much as selecting directly on calving ease. In addition, birth weight is

strongly genetically correlated with other growth traits, so reduction in birth weight is associated with lighter weights at weaning and yearling.



4. Why does my bull have a high birth weight EPD but his actual birth weight is low?

Birth weight EPDs are computed using not only the birth weight of the bull but also his own weaning and yearling weights; the birth, weaning, and yearling weights on his calves and other relatives; and the genomic data on all these animals. Weights are adjusted for known environmental effects, like sex of calf and age of dam, that do not have a genetic component, and therefore, are not transmitted from parent to offspring. For example, all things being equal, a

heifer calf will weigh less than a bull calf. A bull born to a heifer will weigh less than a bull born to a mature cow. A bull born during a drought will weigh less than a bull born during a time of abundance. Because of these environmental effects and all the other data used to compute an EPD, actual birth weight isn't a particularly accurate measurement of a bull's progeny's birth weight. A bull with a low birth weight can have a high birth weight EPD and vice versa.



5. Why should I trust EPDs when I know that some breeders turn in fabricated data?

Genetic evaluation relies primarily on field data collected by many different breeders with varying knowledge and interest in the principles of animal breeding and genetics. Therefore, these data are subject to error, intentional or not.

EPDs are based to a large extent on the performance of relatives, so it is imperative that the pedigrees of all animals are correct. However, misidentification of parents is not unusual — even in humans! Parentage testing through DNA has been very useful in identifying pedigree errors and has been invaluable to high-quality genetic evaluation.

On the performance side, some breeders deliberately falsify records. They want to make their animals look better than they really are. There also are breeders who only report data on their "good" animals. More frequently, breeders guess animal performance rather than carefully measure it. Data like these can cause bias in the evaluation; however, there are statistical procedures that can identify and filter out biased data. In addition, bias due to reporting errors is generally short-lived. As soon as an animal has progeny, especially in different herds, pedigree and performance errors of its own and of its collateral relatives are of little consequence.



6. Why should I use EPDs when they change from one evaluation to the next?

EPDs change over time as more and more data are included in successive evaluations. But change is not necessarily a bad thing. With more data comes improved accuracy, and higher accuracy means the smaller the amount of possible change in future evaluations. In other words, EPDs on a high-accuracy animal will change very

little in future evaluations compared to those on a low-accuracy animal. Higher accuracy leads to less risky selection decisions. With EPDs updated on a weekly basis through the IGS Multi-breed Genetic Evaluation powered by BOLT, ASA provides the most accurate, most rapidly available tools to optimize selection decisions.



7. How can I improve my bull's EPDs?

Although you can't make your bull's EPDs better, you can improve the accuracy of those EPDs through data collection. Collect performance data on the bull and all of his contemporaries. Get all of them DNA tested. If possible,

ensure that his calves' data are reported. Although his EPDs may move in an unfavorable direction, more data improves accuracy, and higher accuracy leads to less risky selection decisions. ♦

Home of the

Hottest Sires!

EPDs as of 11.26.18



Homo black
Homo polled

TKCC Classified 106C

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
5 1.9 75 117 .26 1 26 64 126 76

ASA# 3028710

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



Daughter at
Lee Simmentals, MO



Homo black
Homo polled

W/C Night Watch 84E

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
19 -1.8 62 82 .12 10 27 58 154 74

ASA# 3336327

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



Miss Werning 8543U



Black
Polled

FBF1 Absolute A103

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
13 -.7 44 71 .16 9 30 52 130 62

ASA# 2841159

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



Leading outcross
donor!



Homo black
Homo polled

CLRS Dividend 405D

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
12 -.5 79 120 .26 5 22 61 155 85

ASA# 3097854

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



Dam: CLRS Bonnia 405B



Homo black
Homo polled

TLLC One Eyed Jack 15Z

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
9 1.4 54 78 .15 1 23 49 101 59

ASA# 2668223

One Eyed Jack's first calves are awesomely balanced with pizzazz!



One Eyed Jack



Hetero black
Homo polled

HPF Quantum Leap Z952

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
13 1.7 76 107 .20 6 20 58 128 75

ASA# 2649657

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



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



Homo black
Homo polled

W/C Relentless 32C

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
9 3.3 65 81 .10 2 21 53 122 68

ASA# 3045559

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



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



One Eyed Jack's first progeny are looking extra special across the country!



Homo black
Hetero polled

ASA#
2886364

STCC Jack Around 4031

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
5 1.9 58 82 .15 .3 23 52 109 64



Homo black
Hetero polled

ASA#
2886365

STCC Jacked Up 4070

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
3 2.8 64 93 .18 -1.1 21 53 104 64

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



Hetero black
Homo polled

W/C Bankroll 811D

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
14 -1 58 77 .12 7 26 55 135 66

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



Black
Polled

Mr. Hoc Broker X623

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
3 4 68 95 .17 1 12 46 84 55

ASA# 2531081

Grand Champion at the NAILE, Royal and Denver!



\$190,000 Broker Heifer



Homo black
Homo polled

SFG The Judge D633

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
12 1.3 85 125 .25 7 25 67 140 84

ASA# 3208952

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



Black
Hetero polled

Yardley High Regard W242

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
6 2.5 65 101 .23 -1 24 57 110 68

ASA# 2522822 • High Regard is stamping his progeny with outstanding quality, making him a must-use regardless of his "old school" pedigree and EPD profile.



Homo black
Homo polled

WS Jackson D20

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
9 1.2 75 113 .24 4 23 61 128 77

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



Homo black
Homo polled

TNGL Track On B748

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
15 .6 63 92 .18 5 18 49 126 65

ASA# 2911629

Transmitting great structure & profile!



Son of Track On, Tingle Farms, KY.



Black
Polled

STF Royal Affair Z44M

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
7 2.9 60 90 .18 5 44 19 106 56

ASA# 2639758

The ultimate Dream On outcross!



Awesome Royal Affair son at Janssen Farms.



3/4 SimAngus™
Homo black
Homo polled

CDI Innovator 325D

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
11 .4 92 136 .28 5 25 71 148 89

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



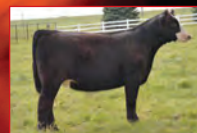
SimAngus™
Hetero black
Homo polled

W/C Lockdown 206Z

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
14 -1.8 75 122 .29 8 25 63 152 80

ASA# 2658496

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



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



Hetero black
Hetero polled

LAH Sixteen Step 628D

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
7 1.8 67 90 .14 2 12 46 118 67

ASA# 3123088

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



Dam:
WLE Missy U409



**CATTLE
Visions**



866-356-4565

Entire lineup online at:

www.cattlevisions.com

Semen available on the best Angus and Clubbie sires too.

KNOW.

Or guess.



Choose KNOW.

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

Open to majority of breeds and breed compositions.

Market with confidence and maximize your purchasing dollars.

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

 **IGS** International Genetic Solutions

beef@internationalgeneticsolutions.com
www.internationalgeneticsolutions.com

ALTENBURG

Super Baldy Ranch, LLC

Saturday, March 16th, 2019

Centennial Livestock Auction • Fort Collins, Colorado

Selling 120 Bulls with Nuts, Butts, and Guts!



ASR F8236

ASA# 385925 • Executive Order x Upgrade
ET maternal brother to ASR F8164



ASR F8164

ASA# 3485782 • Big Timber x Upgrade
One of the first Big Timber's to sell!



ASR E7320

ASA# 3419590 • LRS Unlimited x RCR Augustus
6 ET Full Brothers Sell!



ASR F8152

ASA# 3485774 • Black Brimstone x Hummer
25 Red Bulls to Sell!



ASR F813

ASA# 3485667 • Red Hill x Wide Track
Dam is a member of our
2016 NWSS Champion Pen of Three



ASR F8246

ASA# 3485869 • Black Hawk x Wide Track
8 ET Full Brothers Sell!



ASR E7332

ASA# 3419602 • Cowboy Cut x Top Shelf
25 Fall Age Advantage Bulls



ASR F851

ASA# 3485681 • Protocol x Wide Track
Black SimAngus Bull



ASR F835

ASA# 3485673 • SAV Super Charger x SC Lotto
The first sons to sell this year!

60 Black & Red Simmentals **60 Super Baldy SimAngus™** **40 Super Baldy Open Heifers**
Bulls are PAP Tested & Includes 25 Fall 18 Month Old Bulls

For More Information and Sale Book, Contact...

Sale
available
on...



CATTLE USA.com



Altenburg Super Baldy Ranch, LLC

Willie and Sharon Altenburg

970.481.2570 • Fort Collins, Colorado

willie@rmi.net • www.altenburgsuperbaldy.com

2019 Sire Source

Call Nancy for a discount on multiple listings 406.587.2778



2019 Sire Source Pricing Includes:

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

Option 1 – \$900

Option 2 – \$450

For more information contact:

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

What's She Worth?



**Finally commercial cattlemen
can use the same genetic tools
as their seedstock providers.**

The power of the world's largest beef genetic evaluation allows data hungry cow-calf operators to benefit. A mere \$500/year gets you meaningful EPDs, Indexes, and maternal measures on a commercial cowherd of any breed makeup. These allow for better heifer selection decisions, more effective bull purchases, and access to more powerful feeder calf marketing programs.

You can either **Know** or **Guess**.

Choose KNOW.



Simmental.org/commercial • 406.587.4531
Commercialprograms@simmgene.com • 406.205.3033



BREEDING SEASON STRATEGIES FROM THE EXPERTS



By Jaclyn Ketchum

Editor's note: Jaclyn Ketchum is a masters student studying Reproductive Physiology with Dr. Michael F. Smith in the Division of Animal Sciences at the University of Missouri. Ketchum summarizes an annual conference focused on applied reproduction in beef cattle and improving assisted reproductive technology.

The 2018 Applied Reproductive Strategies in Beef Cattle Symposium was held in Ruidoso, New Mexico, August 29 and 30. This conference is organized by the Beef Reproduction Task Force, a multi-state extension effort with the following objectives: 1) Increase the successful implementation of protocols that synchronize estrus and ovulation in beef herds, and 2) Improve the understanding of methods to assess male fertility and how it affects the success of AI programs. Attendees included producers, AI industry personnel, veterinarians, and others with an interest in beef cattle reproduction. Below is a brief overview of a selection of the presentations. You can find additional summaries and links to talks on the tReg blog.

The meeting began with an overview of the physiological principles that underlie current protocols for synchronization of estrus and ovulation in beef cattle by Dr. Mike Smith, University of Missouri. Smith stressed the importance of understanding these principles to make informed decisions regarding the implementation of estrous synchronization protocols and to assist in deciding how to proceed when a protocol is not administered correctly. Smith was followed by Dr. Dave Patterson, University of Missouri, who discussed the currently available fixed-time AI protocols for heifers and cows and practical suggestions for the implementation of the protocols. Patterson emphasized, if executed properly, the protocols work and provide a powerful tool for increasing the proportion of heifers and cows that conceive early in the breeding season. Dr. Jordan Thomas, University of Missouri, discussed physiological differences in the response of *Bos indicus* compared to *Bos taurus*-influenced cattle to fixed-time AI protocols, which is relevant in the Gulf Coast region and Southwest part of the country. Further effort to optimize fixed-time AI protocols is warranted.

Kansas State University Extension Beef Specialist Sandy Johnson discussed tools designed to aid producers with scheduling protocols for synchronization of estrus and ovulation as well as implementing timely reproductive and herd management practices. For example, the Estrus Synchronization Planner (Iowa Beef Center) is designed to assist in the selection and implementation of an appropriate estrous synchronization protocol. After selecting a protocol and entering required information such as breed type, number of head, and breeding date, the planner provides key dates and times that require action, estimated cost of implementing the protocol, supply list, and other helpful information.

The planner can be found at: <http://www.iowabeefcenter.org/estrussynch.html> or if the producer plans to synchronize several groups of heifers or cows, the multi-group edition link is as follows: <http://www.iowabeefcenter.org/software.html>. A mobile version of the planner can be found by typing www.estrussynch.com into a browser on a mobile device. An additional tool that aids in timely management of a herd year-round is Management Minder which reminds producers of important dates and tasks that need to be completed. This tool can be found at www.KSUBeef.org/ManagementMinder and can be shared with employees.

CONTINUED ON PAGE 50

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

Success. SimAngus™.

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

Tracy Brunner
Cow Camp Feedyard

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

Tom Williams
Chappell Feedlot

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

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

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

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

BREEDING SEASON STRATEGIES

FROM THE EXPERTS

CONTINUED FROM PAGE 48

Beef Reproduction Task Force

Estrus Synchronizer

Producer Name: _____
 Address: _____
 Town: _____
 Phone Number: _____
 Group: _____
 Prepared by: _____
 Phone Number: _____

Inputs **Tips**

Indic influence
 us AI & Clean-up AI, 3=Fixed-Time AI
 eled number from lists below

Date to start breeding:
 Time of day you want to breed (midpoint Fixed Time AI):
 GnRH product: 1=Cystorelin, 2=Factrel, 3=Factrel, 4=OvaCyst, 5=GONAbreed
 PG: 1= Estumate, 2= EstroPLAN, 3= InSynch, 4=Lutalyse, 5= ProstaMate, 6=HiConc.Lut
 Days from last AI to bull turn in:
 Footnote for _____

Output

Expected Calving Date:
 PG Injection:
 Trips Through Chute:
 Head Worked per hour (AI):
 Group Size (head):

Cost Comparison

Alternative System 1:
 Alternative System 2:
 Select number from lists below.

Fixed-Time AI Cow Protocols

22 = 7 Day CO-Synch+CIDR with Fixed-Time AI 63 +/-3
 29 = 5 Day CO-Synch+CIDR with Fixed-Time AI 72 +/-2

Less Preferred Systems

10 = CO-Synch with Fixed-Time AI 48 +/-2

Fixed-Time AI Heifer Protocols

23 = 7 Day CO-Synch+CIDR with Fixed-Time AI 54 +/- 2
 27=MGA + PG with Fixed-Time AI 72 +/-2
 32=14 Day CIDR+PG with Fixed-Time AI 66 +/-2
 38 = 5 Day CO-Synch+CIDR with Fixed-Time AI 60 +/-4

Less Preferred Systems

28=CIDR Select with Fixed-Time AI 72 +/-2

Ready

Figure 1. Enter your values in the white input boxes

Use of the Planner

To begin using the planner, click on the *Planner Worksheet* (Figure 1) tab to select desired inputs. In the top right hand corner, you can enter information to identify the producer, group of cattle and the individual preparing the plan. This information will transfer to the calendar and print out portions automatically.

Breed Type - In the Input portion of the spreadsheet enter “1” for *Bos taurus* or “2” for *Bos indicus* (1/2 *indicus* breeding or greater).

System Type - Protocols are grouped based on how much if any heat detection is required; 1) AI after observed estrus (greatest time requirement for heat detection), 2) AI after observed estrus followed by clean-up fixed-time AI or 3) strict fixed-time AI (no heat detection). Enter 1, 2, or 3 in the input box to make the appropriate selection. When the “detection-insemination type” is changed from 1 to 3, the recommended protocols listed change based on that selection. Select a synchronization system by entering a number from the listed systems for cows or heifers. The short list of recommended protocols is different for cows (listed to the left) and heifers (listed to the right). The timing of insemination differs for some protocols between cows and heifers. Other reasons for differences include that use of MGA (melengesterol acetate) is only approved for use in heifers. Additionally, heifers do not seem to respond as consistently to GnRH and some heat detection systems for heifers will not include GnRH whereas it is included for cows.

Estrus Synchronization Planner							7/6/15	
6 = MGA + Prostaglandin <i>GnRH= 2cc Cystorelin PG= 5cc Lutalyse</i>				Producer Name: Robert Rancher Address: _____ Town: Rural America Phone Number: _____ Group: Heifers Prepared by: Sandy Johnson Phone Number: 785-462-6281				
				Date to start breeding: 8/17/2015 Clean-up bull turn in date: 9/2/2015 Start of calving season: 5/24/2016				
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday		
7/12/2015	7/13/2015	7/14/2015	7/15/2015	7/16/2015	7/17/2015	7/18/2015		
				* MGA @ 0.5 mg/hd/day	* MGA @ 0.5 mg/hd/day	* MGA @ 0.5 mg/hd/day		
7/19/2015	7/20/2015	7/21/2015	7/22/2015	7/23/2015	7/24/2015	7/25/2015		
* MGA @ 0.5 mg/hd/day	* MGA @ 0.5 mg/hd/day	* MGA @ 0.5 mg/hd/day	* MGA @ 0.5 mg/hd/day	* MGA @ 0.5 mg/hd/day	* MGA @ 0.5 mg/hd/day	* MGA @ 0.5 mg/hd/day		
7/26/2015	7/27/2015	7/28/2015	7/29/2015	7/30/2015	7/31/2015	8/1/2015		
* MGA @ 0.5 mg/hd/day	* MGA @ 0.5 mg/hd/day	* MGA @ 0.5 mg/hd/day	* MGA @ 0.5 mg/hd/day		* Many females in heat next 4 days. DO NOT BREED!			
8/9/2015	8/10/2015	8/11/2015	8/12/2015	8/13/2015	8/14/2015	8/15/2015		
8/16/2015	8/17/2015	8/18/2015	8/19/2015	8/20/2015	8/21/2015	8/22/2015		
	* Detect Estrus & Breed * inject 5cc Lutalyse-all females	* Detect Estrus & Breed	* Detect Estrus & Breed * Peak Estrus	* Detect Estrus & Breed	* Detect Estrus & Breed	* Detect Estrus & Breed		
8/23/2015	8/24/2015	8/25/2015	8/26/2015	8/27/2015	8/28/2015	8/29/2015		
* Detect Estrus & Breed								

Figure 2. Estrus Synchronization Planner spreadsheet, *Calendar* worksheet

Once the output from the planner has been generated, a number of additional steps should be taken to help ensure a successful synchronization program. Share the output with everyone involved in the project (and your spouse even if they aren't directly involved) and double check for conflicts on their calendars. Post a copy of the calendar in the barn and/or in the area where AI supplies are stored. Mark the synchronization products with date they will be used. Mistakenly administering GnRH rather than prostaglandin (or vice versa) is a common problem.

The Right Tool. The Right Time.



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

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

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

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

To learn more visit:
www.simmental.org/commercial

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

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

Ellingson **Ultimate** F830



ASA# 3465913 • PB SM

W/C United 956Y
 Sire: W/C Executive Order 8543B
 Miss Werning KP 8543U

SVS Captain Morgan 11Z
 Dam: Ellingson CPTMORGAN C572
 Ellingson 680S W903

Trait	Direct					Maternal					Carcass					\$ Index		
	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	DOC	CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	8.1	3.5	102.1	169.8	.42	3.1	28.5	79.5	14.5	10.5	66.7	-.33	-.01	-.080	1.13	-.09	126.8	87.4
ACC	.23	.36	.32	.34	.34	.19	.21	.24	.12	.20	.32	.25	.24	.24	.29	.04		
%			1	1	1		10	1			1				4			1

EPDs as of 2.8.19

- Adjusted BW: 102 lbs.
- Adjusted WW: 908 lbs.
- Adjusted YW: 1,717 lbs.
- ADG: 5.08 lbs.
- WDA: 4.37
- Ultrasound REA: 17.31 – Ratio 110
- Scrotal: 42 cm
- Frame score: 6.3
- High-seller (\$20,000) at the 2019 Ellingson sale

Semen: \$25/straw

Volume discounts 100 straws @ \$20/straw.

Contact Terry Ellingson 701-741-3045 or Ron Gilliland 916-612-1340



Terry Ellingson & Family

5065 125th Ave. NE
 Dahlen, ND 58224
 Phone: 701-384-6225
 Cell: 701-741-3045

email: tellings@polarcomm.com

Ron Gilliland

8787 Mace Blvd
 Davis, CA
 916-612-1340

LDR Genetics

Davis, CA

BREEDING SEASON STRATEGIES

FROM THE EXPERTS

CONTINUED FROM PAGE 51

Wrapping up the foundational principles section of the symposium was Dr. George Perry, South Dakota State University. Perry emphasized when implementing a synchronization and AI program, pregnancy success is only as strong as the weakest link. To increase the probability of success, heifers and cows should meet the following criteria by the time the protocol is implemented. Heifers should have attained an appropriate target weight and >50% of the heifers should have a reproductive tract score of 4 to 5 by four to six weeks before breeding. Postpartum cows should average 40 days postpartum (minimum \geq 21 days postpartum at CIDR insertion), be in average body condition (\geq 5 at calving; 1 = emaciated and 9 = obese), and not experience significant weight loss after calving.

Time is precious, so when the option arises to reduce the number of trips through the chute, most producers take it. An example would be administering pre-breeding vaccinations at the start of a synchronization protocol. This saves time, but at what cost? Several studies conducted by Miller, Chiang, and Perry have reported negative impacts on pregnancy by vaccinating naïve heifers with a modified live virus (MLV) around time of breeding. Thus, an important variable to know is vaccination history. Are heifers naïve or non-naïve? According to Perry, "Females that have not been previously vaccinated are naïve while those that have been are non-naïve."

You should also know what class of vaccine was administered. Recent research has reported that administering an MLV at 30 days or less pre-breeding can reduce AI conception rates even in non-naïve cattle. Chemically altered/inactivated vaccines (CA/IV) are considered safer and administering them closer to the start of the breeding season has not been reported to cause problems in non-naïve heifers.

Perry also points out that efficacy of the class of vaccination is important to consider. Females that have only been exposed to CA/IV will have lower efficacy when exposed to BVD or IBR. Perry recommends heifers receive an MLV and their boosters early in life, then animals can be administered a CA/IV closer to the breeding season without worrying about reproduction or health concerns.

Management practices associated with a female's diet before and after breeding are important to consider. The general recommendation is

to keep the animal's diet consistent prior to and during the breeding season. In addition, changing the environment in such a way that heifers are moved from a confined environment pre-breeding to a pasture post-breeding leads to increased nutritional demand in addition to increased activity of the heifers. When heifers have not had any previous grazing experience, they must learn how to graze on top of already increased nutritional demand, creating a situation that sets the heifer up to fail reproductively.

Shipping stress associated with transporting cattle to summer pasture can negatively impact pregnancy rate if not completed within four days of AI. Shipping females between day five and 42 after AI exposes the developing embryo to stress that appears to alter the uterine environment in a harmful way, resulting in approximately a 10% decrease in pregnancy rates. A 6% decrease in pregnancy rates was observed when females were shipped on day 45 to 60 of pregnancy. The current recommendation is to ship females between day one and four of pregnancy. Transportation stress appears to affect the embryo while in the uterus but not in the oviduct.

Although many of the presentations were focused on the female, bull fertility, semen handling, and proper AI technique were also discussed by Dr. Joe Dalton, University of Idaho. Based on the 2009 NAHMS survey of beef operations, scrotal circumference was measured in only 16% of herds and only 27% of the herds had bulls semen tested. Dalton cited Chenoweth (2002), who reported for each \$1 invested in bull breeding soundness exams (BSE), there is a \$20 benefit. Furthermore, Dalton presented data showing only 82% of beef bulls were classified as satisfactory potential breeders. Dalton emphasized a BSE should be performed prior to purchasing a bull, every year, and if there is any concern related to a bull's fertility.

The Reproductive Task Force is encouraged by the progress being made in beef cattle adaption of reproductive technology. For more hands-on tips and resources, check out Applied Reproductive Strategies in Beef Cattle online (beefrepro.unl.edu) or join the meetings August 20-21, 2019, in Knoxville, Tennessee.

Check out additional content on tReg for more summaries from the 2018 ARSBC meetings and links to helpful resources.

CONTINUED ON PAGE 58



Owned by
K-LER Cattle &
Lee's Cattle Company



K-LER KINGSMAN 610D

ASA# 3125337 | W/C EXECUTIVE ORDER X GW MISS GPRD 028X

- Top selling bull at the NWSS 2017 The One Sale
- A nearly perfect combination of EPD profile, genetic merit, unique pedigree power, structural soundness, & real-world functionality
- Full sister raised the high-selling bull at Werning Cattle for \$180,000
- Five maternal sibs have been high-selling lots in Denver
- Tested clean of all defects & 50K

Semen available through
Cattle Visions & ST Genetics



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

Semen available through
Cattle Visions



Owned by
K-LER Cattle, Lee's
Cattle Company &
Rossman Farm
Genetics

RFG/K-LER ELEVATION 727E

ASA# 3268058 | LRS ELEVATE 213B X RFG FOREVER LADY C231

SETH KAEHLER
(507) 272-5403

SHELBY KAEHLER
(507) 995-2521

23913 COUNTY RD. 39 | ST. CHARLES, MN 55972

WWW.KAEHLERCATTLE.COM



Progressing for the Future

Simmental Breeders: We want to earn your business!

We are using Leachman \$Profit™ to identify the most profitable sires in the business. Now, through the Leachman Semen Division, we are offering these genetics to the public.

Leachman Indexes are the proven model for multi-trait economic analyses... *Including Feed Efficiency!*

\$Ranch: Profit from conception to weaning • **\$Feeder:** Profit from weaning to harvest

\$Profit: \$Ranch + \$Feeder, THE one number that predicts your bottom line!



"\$Profit works. It takes a multitude of numbers and so much info... and simplifies them into one number. When helping customers, it is less confusing."

~ *Bill Slovek,*
Slovek Ranch
Phillip, SD



Hooks **Trinity** 9T

Top 1% Leachman \$Profit at \$16,742

ASA# 2389750 • 3/4SM 1/4AN

Homozygous Polled • Heterozygous Black
Hooks Shear Force 38K X New Design 878

A pillar in our breeding program, with over 500 sons sold. We are confident that your customers will be satisfied!

ASA EPDs as of 2/12/19	CE	BW	WW	YW	MCE	Milk	MWW	Stay	Doc	CW	YG	Marb	Fat	REA	API	TI
	17.4	-3.3	67.3	98.9	8.9	15.8	49.4	24.0	16.5	28.3	-0.34	0.55	-0.061	0.83	172.2	82.6



Hooks **Capitalist** 37C

Top 0.8% Leachman \$Profit at \$18,962

ASA# 3013502 • 1/2SM 1/2AN

Homozygous Polled • Homozygous Black
GAR Protege X GW Lucky Man 644N

Proven 4-Star Calving Ease, 5-Star Maternal, high Marb, super attractive, Top 0.2% \$Ranch AND he's Feed Efficient!

ASA EPDs as of 2/12/19	CE	BW	WW	YW	MCE	Milk	MWW	Stay	Doc	CW	YG	Marb	Fat	REA	API	TI
	19.5	-3.9	61.5	97.4	12.9	22.2	52.8	20.1	20.1	33.3	-0.12	0.84	-0.011	0.61	181.9	87.3



**Call Your Area Rep or (970) 444-BULL Today
to Request a Catalog or Order Semen!**



**Your reliable source
for real profit!**

Leachman **Decree** X936D

Top 0.1% Leachman \$Profit at \$23,281

ASA# 3144373 • 5/8SM 3/8AR
Homozygous Polled • Non-Diluter • DDF
CDI Verdict 220Y X Hooks Trinity 9T

4-Star calving ease with growth, feed efficiency
and eye appeal! Very balanced proofs
(Top 2% \$Ranch AND 2% \$Feeder.)



ASA EPDs as of 2/12/19	CE	BW	WW	YW	MCE	Milk	MWW	Stay	Doc	CW	YG	Marb	Fat	REA	API	TI
	19.8	-4.1	60.0	90.9	10.9	30.8	60.7	24.0	16.8	18.8	-0.26	0.74	-0.043	0.61	184.1	85.4

Hooks **Delegate** 64D

Top 0.1% Leachman \$Profit at \$22,063

ASA# 3132798 • PB SM
Homozygous Polled • Non-Diluter • DDF
WS Prime Time B6 X GW Predestined 701T

You will be hard pressed to find a better option
to make Red F1's. Top 0.1% \$Feeder at 225
(higher than nearly ANY terminal sire available!)



ASA EPDs as of 2/12/19	CE	BW	WW	YW	MCE	Milk	MWW	Stay	Doc	CW	YG	Marb	Fat	REA	API	TI
	14.0	0.1	83.2	136.7	9.5	31.0	72.5	20.6	11.9	36.8	-0.32	0.45	-0.063	0.86	169.4	92.3

CDI **Secret Agent** 407C

Top 0.1% Leachman \$Profit at \$21,776

ASA# 2977098 • PB SM
Homozygous Polled • Non-Diluter • DDF
CDI Verdict 220Y X WS Beef King 43A

The PB SM, calving ease, DDF Verdict son
we have been waiting for. Another promising
prospect identified by \$Profit.



ASA EPDs as of 2/12/19	CE	BW	WW	YW	MCE	Milk	MWW	Stay	Doc	CW	YG	Marb	Fat	REA	API	TI
	22.1	-4.1	65.7	96.7	12.9	35.3	68.1	21.7	13.7	26.9	-0.45	0.39	-0.086	0.98	177.7	86.3

www.leachman.com • (970) 444-2855



BREEDING SEASON STRATEGIES

FROM THE EXPERTS CONTINUED FROM PAGE 54

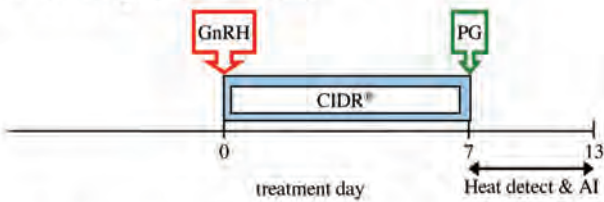
BEEF COW PROTOCOLS - 2019

HEAT DETECTION

Select Synch

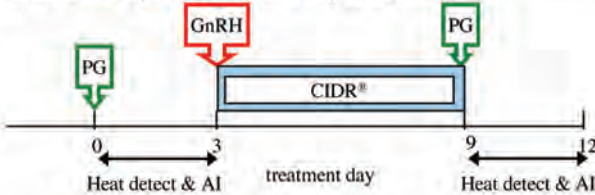


Select Synch + CIDR®



PG 6-day CIDR®

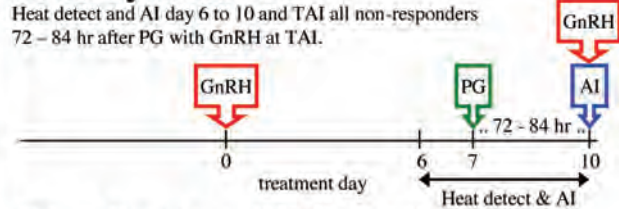
Heat detect and AI days 0 to 3. Administer CIDR to non-responders and heat detect and AI days 9 to 12. Protocol may be used in heifers.



HEAT DETECT & TIME AI (TAI)

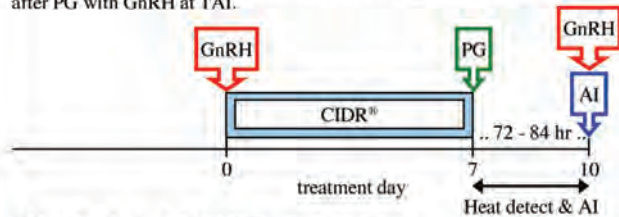
Select Synch & TAI

Heat detect and AI day 6 to 10 and TAI all non-responders 72 - 84 hr after PG with GnRH at TAI.



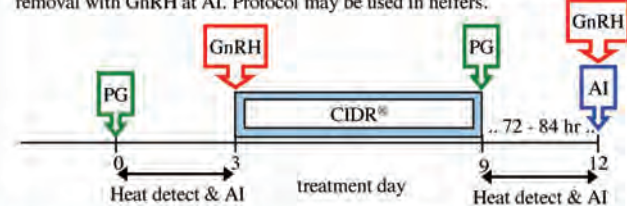
Select Synch + CIDR® & TAI

Heat detect and AI day 7 to 10 and TAI all non-responders 72 - 84 hr after PG with GnRH at TAI.



PG 6-day CIDR® & TAI

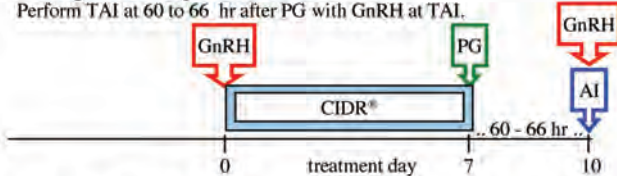
Heat detect & AI days 0 to 3. Administer CIDR to non-responders & heat detect and AI days 9 to 12. TAI non-responders 72 - 84 hr after CIDR removal with GnRH at AI. Protocol may be used in heifers.



FIXED-TIME AI (TAI)*

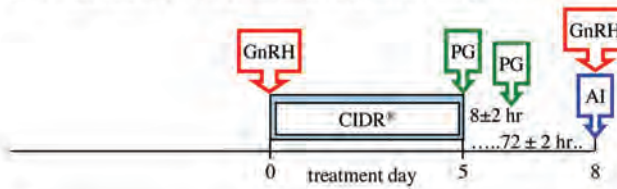
7-day CO-Synch + CIDR®

Perform TAI at 60 to 66 hr after PG with GnRH at TAI.



5-day CO-Synch + CIDR®

Perform TAI at 72 ± 2 hr after CIDR removal with GnRH at TAI. Two injections of PG 8 ± 2 hr apart are required for this protocol.

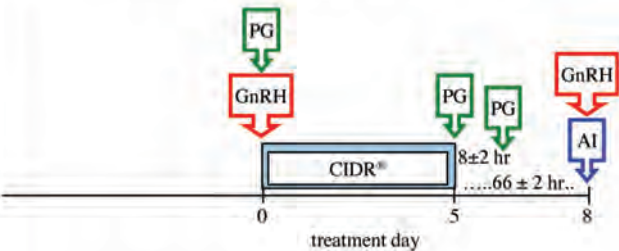


FIXED-TIME AI (TAI)*

for *Bos Indicus* cows only

PG 5-day CO-Synch + CIDR®

Perform TAI at 66 ± 2 hr after CIDR removal with GnRH at TAI. Two injections of PG 8 ± 2 hr apart are required for this protocol.



* The time listed for "Fixed-time AI" should be considered as the approximate average time of insemination. This should be based on the number of cows to inseminate, labor, and facilities.

These protocol sheets were assembled by the *Beef Reproduction Task Force*. Programs are intended to promote sustainable food production systems by the beef industry through sound reproductive management practices for replacement heifers and postpartum cows. The Beef Reproduction Task Force recommends working with a licensed veterinarian for proper use and application of all reproductive hormones. **Approved 8-28-18.**

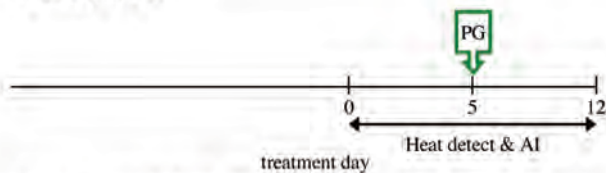


Cystorelin®, Factrel®, Fertagyl®, OvaCyst®, GONABreed®
 estroPLAN®, Estrumate®, In-Synch®, Lutalyse®, Lutalyse® HighCon, ProstaMate®, SYNCHSURE™

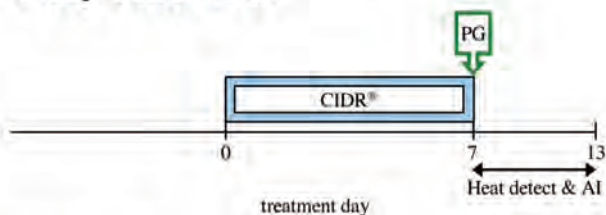
BEEF HEIFER PROTOCOLS - 2019

HEAT DETECTION

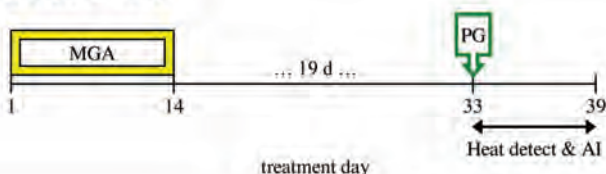
1 Shot PG



7-day CIDR®-PG



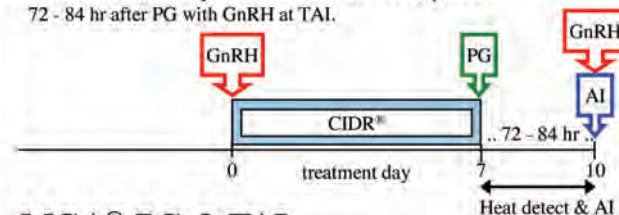
MGA®-PG



HEAT DETECT & TIME AI (TAI)

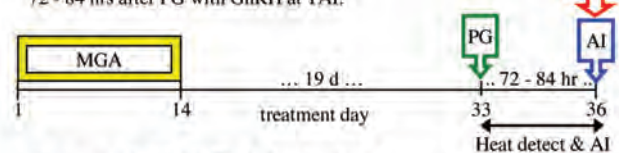
Select Synch + CIDR® & TAI

Heat detect and AI day 7 to 10 and TAI all non-responders 72 - 84 hr after PG with GnRH at TAI.



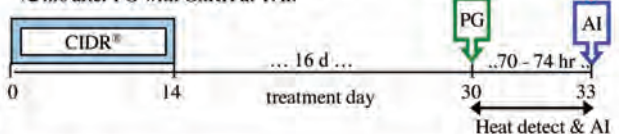
MGA®-PG & TAI

Heat detect and AI day 33 to 36 and TAI all non-responders 72 - 84 hrs after PG with GnRH at TAI.



14-day CIDR®-PG & TAI

Heat detect and AI day 30 to 33 and TAI all non-responders 72 hrs after PG with GnRH at TAI.

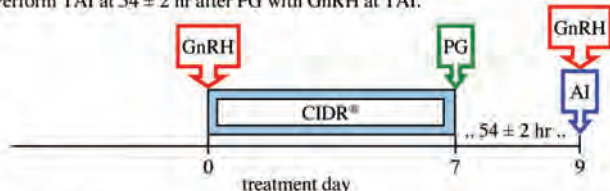


FIXED-TIME AI (TAI)*

Short-term Protocols

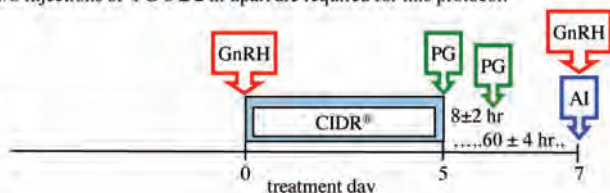
7-day CO-Synch + CIDR®

Perform TAI at 54 ± 2 hr after PG with GnRH at TAI.



5-day CO-Synch + CIDR®

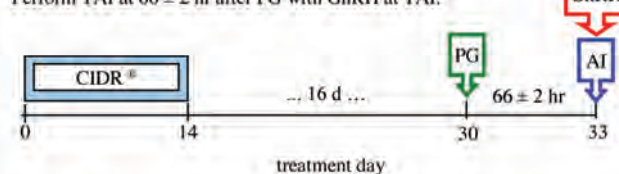
Perform TAI at 60 ± 4 hr after CIDR removal with GnRH at TAI. Two injections of PG 8 ± 2 hr apart are required for this protocol.



Long-term Protocols

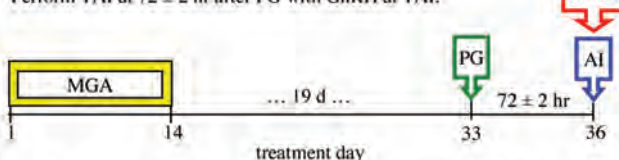
14-day CIDR®-PG

Perform TAI at 66 ± 2 hr after PG with GnRH at TAI.



MGA®-PG

Perform TAI at 72 ± 2 hr after PG with GnRH at TAI.



* The times listed for "Fixed-time AI" should be considered as the approximate average time of insemination. This should be based on the number of heifers to inseminate, labor, and facilities.

These protocol sheets were assembled by the *Beef Reproduction Task Force*. Programs are intended to promote sustainable food production systems by the beef industry through sound reproductive management practices for use in replacement heifers and postpartum cows. The Beef Reproduction Task Force recommends working with a licensed veterinarian for proper use and application of all reproductive hormones. **Approved 8-28-2018.**

GnRH Cystorelin®, Factrel®, Fertagyl®, OvaCyst®, GONABreed®

PG estroPLAN®, Estrumate®, In-Synch®, Lutalyse®, Lutalyse® HighCon, ProstaMate®, SYNCHSURE™

ST



Oklahoma

www.oklahomasimmental.com



Lazy U Ranch

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

Willis Simmentals



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

WHITE FARMS
 SIMMENTAL

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



Washington

www.washingtonsimmental.org

Trinity Farms Angus
 SimAngus™
 Simmental

Generations of Excellence Sale...first Saturday in March
Mike & Paulette Forman **Robb & Debbie Forman**
 509-968-4800 509-201-0775
 2451 Number 81 Rd. Ellensburg, WA 98926
www.trinityfarms.info • Email: trinity@fairpoint.net



Idaho

Promise Land Ranch

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



Missouri

www.missourisimmental.com

www.gerloffcattle.com

GERLOFF FARMS

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

Unprecedented awareness of your calves.

NO COST!

Feeder Profit CALCULATOR™

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

beef@internationalgeneticsolutions.com

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

Cleo Fields Forrest & Charlotte Lucas, Owners
 417-399-7124 RT 91 Box 1200
 Brandin Atkins Cross Timbers, MO 65634
 417-399-7142 Office 417-998-6878
 Jeff Reed Fax 417-998-6408
 417-399-1241

www.lucascattlecompany.com Visitors Always Welcome

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



Colorado

www.coloradosimmental.com

Altenburg Baldy Super Ranch, LLC

Simmental
 SimAngus™
 Angus
 Black & Red

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

BRIDLE BIT SIMMENTALS
 ERROLL COOK & SONS
 PO Box 507, Walsh, CO 81090
 Chad Cook 719-529-0564
bridebitsimm@gmail.com
www.bridebitsimmentals.com
 Annual Bull Sale third Monday in March.

T-HEART RANCH
 True High Altitude Cattle

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

HIGH ALTITUDE BULL SALE • MARCH 23, 2019 • LA GARITA, CO

Lechleiter Simmentals

31st Annual Bull Sale
 March 23, 2019
 Loma, Colorado

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



Montana



Hill's Ranch Simmentals

Box 186
Stanford, MT 59479
406-566-2479

Bull Sale • February 2020

hillssimmentalmt@yahoo.com • www.hillsimmental.com

Peck Simmentals

Offers Registered SimAngus™ Bulls



Homozygous Black
Homozygous Polled

from the genetics of Hooks Baltic 17B

William & Marianne Peck

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

Dale & Paula Miller
Gildford, MT 59525 406-376-3109
www.millersimmental.com
7DM0174@ttc-cmc.net

Bulls of the Big Sky
February 17, 2020
Billings, MT

NELSON
LIVESTOCK COMPANY
Simmental • Sim-Angus • Angus

Watch for our Annual Bull Sale April 8, 2019.

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

Carcass Merit Sire Evaluation Program



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



Texas

www.texassimmentalsimbrah.com

Red Angus, Red Simmental & Red SimAngus™ Cattle

BULLS & FEMALES FOR SALE

BOIS d'ARC
LAND & CATTLE, CO.

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



North Dakota

www.northdakotasimmental.com

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

5065 125th Ave. NE • Dahlen, ND 58224
tellings@polarcomm.com • www.ellingsonsimmentals.com
Annual Production Sale, January 24, 2020

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

Edge of the West Bull & Female Sale
February 10, 2020

KENNER
SIMMENTALS

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

www.kennersimmental.com

BATA BROS.
SIMMENTAL CATTLE

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

KAELBERER SIMMENTALS
Claye and Michelle Kaelberer and Family
4215 County Road 85 • New Salem, ND 58563
701-220-3124 (cell) • 701-843-8342 (home)

Edge of the West Bull and Female Production Sale each February

JOSH & TRISTA RUST
759 7th Ave NW
Mercer, ND 58559
P: 701.447.2479
F: 701.447.2478
C: 701.391.9769

RUST MOUNTAIN VIEW RANCH
Simmental • Red Angus • Mercer, North Dakota

rustmountainviewranch@hotmail.com
www.rustmountainviewranch.com

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

Visitors always welcome.
Only 15 miles off I-94

35th Annual Bull Sale • Friday, February 14, 2020

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

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

Annual bull & female sale
February 21, 2020

www.dakotapress.com

SYS SIMMENTALS

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

KELLER BROKEN HEART RANCH

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

Annual Production Sale
March 7, 2019

"Simmental Beef on the Cutting Edge!"



Illinois

www.illinoisimmental.com

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

Commercially Targeted Seedstock

WILDBERRY FARMS
 Simmental Cattle
 www.wildberrysimmental.com

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

Rhodes Angus

Hopewell Views Simmentals

Rick Wombles 217-242-7551
 Mary Wombles 217-242-3573

18168 St Hwy 96 • Rockport, IL 62370
 217-734-9234 • hopewellviews@irtc.net

Carcass Merit Sire Evaluation Program

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

CMP
 CARCASS MERIT PROGRAM



www.nesimmental.com

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

Just 20 minutes off I-80

"Red and Black, Polled, Pigmented Simmentals"

X GENGENBACH X
 → CATTLE COMPANY →

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

Randy & Mary Jo Gengenbach
 75490 Rd 530 • Grant, NE 69140
 308-352-4975 www.gengenbachcattle.com
 308-352-6185 (C) mjgengenbach@hotmail.com

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

Loren & Peggy Berger
 9339 E. Autogate Rd.
 Stapleton, NE 96163
 308-532-0939
 308-520-3836
 berger@nque.com
 www.bergersherdmasters.com Like us on f

SLOUP 402-641-2936 Cell

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

Join us at the Farm, October 12, 2019 for our 24th Annual Production Sale.

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

The PERFORMANCE

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

Annual Production Sale last Sunday in January

Bull Sale - Feb. 21, 2020
 SPECIALIZING IN BLACK & RED POLLED SIMMENTAL, SOME FLECK INFLUENCE

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

J & C SIMMENTALS

Black Simmental Bulls & Females
 Purebred to Percentage

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

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

J&C Annual Bull Sale – January 25, 2020

Unprecedented awareness of your calves.

NO COST!

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

Feeder Profit CALCULATOR™
 beef@internationalgeneticsolutions.com

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

More Than a Bull XIV, Bull and Female Sale
 March 16, 2019

MARTIN FARMS
 Homozygous Black & Polled Simmental & SimAngus

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



www.breedingcattlepage.com/
 TNSimmAssoc/

Slate Farms & CATTLE COMPANY

Female Select Sale/Herd Bull Select Sale
 Visitors Always Welcome

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



www.kansas-simmental.com

HOFMAN N
Simmental
F A R M S
"Proof - Performance - Profit"

Rodney & Kim Hofmann
 2244 19th Rd
 Clay Center, KS 67432
 785-944-3674
 www.honestbulls.com

River Creek Farms
 Simmentals Since 1970

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

29th Annual Production Sale
 February 12, 2020

Annual Production Sale
 March 15, 2019

Sunflower genetics

Simmental
 Angus
 SimAngus™

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

BROOKS SIMMENTAL RANCH

Ralph Brooks
 Cassidy Swicegood
 7440 Lake Elbo Rd.
 Manhattan, KS 66502
 C: 785-556-0385
 14 Gold Bulls
 ralphbrooks13@gmail.com

Dixon Farms, Inc.

Carol Dixon, Kevin Dixon,
 & Lyle Dixon, D.V.M.

13703 Beaver Creek Rd • Atwood, KS 67730
 785-626-3744 • drlyle@live.com
 www.dixonfarms.com
DX

Cow Camp Ranch

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


Spring Bull Sale - Friday, February 14, 2020.

Kaser Brothers Simmental

Stephen Kaser

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

Carcass Merit Sire Evaluation Program



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

CMP
 CARCASS MERIT PROGRAM

Unprecedented awareness of your calves.

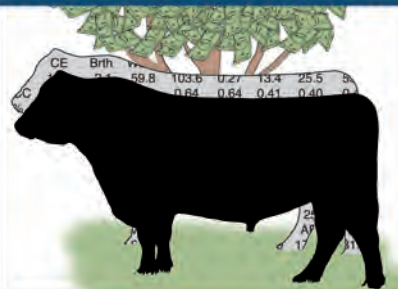
NO COST!

ICS International Genetic Solutions
Feeder Profit CALCULATOR™

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

beef@internationalgeneticsolutions.com

Have You Herd?



CE Birth W 59.8 103.6 0.27 13.4 25.5 0
 G 0.64 0.64 0.41 0.40 0

Minnesota

www.mnsimmental.com

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

Dr. Lynn Aggen
 Office: 507-886-6321
 Mobile: 507-421-3813
 Home: 507-886-4016

Performance with Quality

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

tReg
 Beyond the Bounds of Print
 www.simmgene.com/tReg

Mississippi



ICF
 Little Creek Farm, LLC

Dr. Mikell & Mary Cheek Davis
 662.418.0686

Dr. Jason & Nikki Gress
 301.331.1773

2638 Turkey Creek Road
 Starkville, MS 39759
 662.324.7721

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

Rockhill Ranch

Rickey Nicholas

601.818.1456
 rricholas@huges.net
 1152 Rockhill to Brooklyn Road
 Purvis, MS 39475

Simmental, Angus, SimAngus™ & Simbrah Cattle

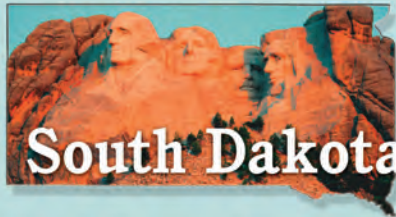


Iowa

www.breedingcattlepage.com/
Simmental/iasimmassoc/

SPRINGER SIMMENTAL

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



South Dakota

www.southdakotasimmental.com

EKSTRUM

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

Benda Simmentals

Jim and Jay Benda

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

Black and Red Breeding Stock

WERNING CATTLE COMPANY

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

JACKPOT

 cattle co.
 Neil Duxbury 605-354-3458 • Clay Duxbury 605-461-1494
 jackpotcattle@yahoo.com
 21060 375th Avenue • Wessington, SD
Bull Sale - Wednesday, February 12, 2020, at the ranch

BB & SIMMENTAL CATTLE


Betsy Senter
Bonnie Noziska

Burke, SD
 605-835-8420

Selling bulls and
 heifers private treaty.


www.bandbsimmentals.com

Black Simmental and SimAngus™ Breeding Stock




Georgia


www.georgiasimmental.com

PHILLIPS FARMS
Simmentals

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

Sales Call
 A bi-monthly
 electronic announcement
 of upcoming sales for
 ASA Publication advertisers.

Christensen ★ Dunsmore
3C Christensen Ranch

 John Christensen, Cam & Tyler Fagerhaug
 37273 216th Street • Wessington, SD 57381
 605-458-2218 home • 605-458-2231 fax
 605-350-1278 cell
 458-350-2018 Cam
Annual Production Sale
 March 15, 2019 • Wessington, SD

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

Steve & Cathy Eichacker

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

TRAXINGER SIMMENTAL

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

Double J Farms

 Simmental Cattle
 est. 1974
 Kipp Julson • 605-351-9088
 48672 252nd St
 Garretson, SD 57030
 doublejfarms@alliancecom.net
 www.doublejsimmentals.com
 Females by Private Treaty
 46th Annual Bull Sale - January 25, 2020

ANNUAL SALE
FIRST THURSDAY
IN FEBRUARY

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



Carcass Merit Sire Evaluation Program

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

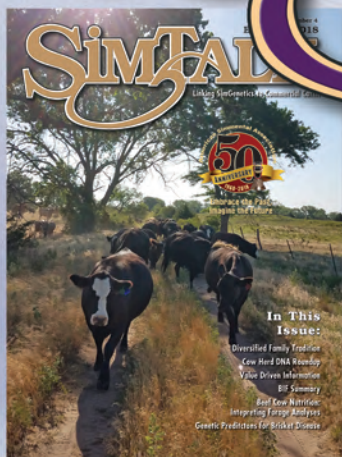


Unprecedented awareness
 of your calves.
NO COST!

 • Identifies the relative value of your feeder calves.
 • Open to the majority of breeds
 and breed compositions.
Feeder Profit CALCULATOR
 beef@internationalgeneticsolutions.com

SIMTALK

Linking SimGenetics to Commercial Cattle



To receive a free subscription of *SimTalk*:

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



Check out these blogs at simmental.org

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

Stay informed.

Subscribe for free to receive the *SimTalk* Magazine.

Name _____

Company Name _____

Address _____

City _____

State _____ Zip _____

Phone _____

Email _____

I am a member of the American Simmental Association Yes No

Profit Through Science

We do the science, you make the profit.

SIMTALK

Linking SimGenetics to Commercial Cattle

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



ASA Publication's *SimTalk* Production Schedule Deadlines

	Sales Close	Ad Materials	Camera Ready	Mail Date
Breeder Directory 2019	May 1	May 10	May 23	June 12
Early Fall 2019	July 23	Aug 1	Aug 12	Aug 26
Late Fall 2019	Sept 20	Sept 27	Oct 7	Oct 21
January 2020	Dec 5	Dec 13	Dec 20	Jan 9
March 2020	Jan 23	Jan 30	Feb 10	Feb 24

First-Class
Postage
Required

Post Office will
not deliver without
proper postage.

SIMTALK

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

Return today to receive your free subscription.

SimmApp Available Now!

Get the latest beef industry and ASA news, *SimTalk* and *the Register* magazines, Sire Source, upcoming sales, industry events, deadlines, educational articles and the ASA's Youtube channel — all in one place.



Sign-up to receive notifications tailored to your needs!

Find it today on Google Play, Apple Store, or Amazon App.

Government Shutdown Limited Food Safety Inspections

The US Department of Agriculture's (USDA) Food & Drug Administration (FDA) oversees inspections of nearly 75% of the nation's food supply, and nearly all of FDA's inspectors remained furloughed during the recent government shutdown. The USDA Food Safety & Inspection Service (FSIS) also remained hamstrung in its ability to carry out inspections, as inspectors were not receiving pay for their work.

The government shutdown came at a time when many inspectors were already being asked to do more due to inspector shortages, and it also created morale problems and put food safety at risk, Representative Rosa DeLauro (D., Conn.) said. DeLauro held a House Congressional Food Safety Caucus briefing.

Sarah Sorscher, deputy director of regulatory affairs at the Center for Science in the Public Interest, said at the House briefing that the most significant impact is on long-term morale. Base pay for many of the USDA inspectors starts at \$29,000 per year, leaving little financial cushion.

As of January 11, USDA and FDA food safety inspectors missed a paycheck. The reality set in that they have expenses they may not be able to cover, and that stress may bleed over into their work.

FDA claims that it will continue to conduct "for cause" inspections and pursue criminal and civil investigations related to "imminent threats to human health or life." Corbo said there were staffing shortages before the shutdown started. FSIS requires a certain number of inspectors for each carcass slaughtered. In fiscal 2018, FSIS oversaw the slaughter of 171 million livestock animals, 9.5 million poultry birds, and an estimated 4.4 billion pounds of imported meat and poultry.

A poultry plant, for instance, allows for up to 140 birds to be slaughtered per minute, with four inspectors assigned to that line. If one of the inspectors isn't on the line, that line has to be slowed down.

Due to the partial government shutdown, the Alcohol & Tobacco Tax & Trade Bureau had been unable to review or approve any labeling changes, new formulae or permits for brewers and distillers across the country. Since the start of the shutdown, more than 11,000 applications for alcohol labels had been backlogged.

Book Tells How to Deal with Fescue Toxins

Courtesy of author, Duane Dailey and University of Missouri Extension

Everything needed to manage toxic fescue comes in a new edition of an old booklet, says Craig Roberts, University of Missouri (MU) Extension Specialist. First copies of "*Fescue Toxicosis and Management*," second edition, have arrived. The 20 pages go beyond a guide sheet. It tells everything a farmer needs to manage tall fescue, Roberts says. All who enroll in multistate fescue schools in 2019 receive a free copy. It provides the agenda for the one-day schools.

Roberts, an MU forage specialist, joined with co-author John Andrae of Clemson University to re-do a publication they wrote in 2010. Much more is known now. "In our original book, we just mention novel endophyte fescue. Now five seed companies offer different non-toxic fescue varieties," Roberts says.

"We tell many ways to manage fescue toxicosis," he adds. "But the best way to solve the problem is to kill old fescue then plant a novel variety." The widespread K-31 fescue grows an internal fungus that makes a toxin that protects the grass from droughts, pests and grazing livestock.

Researchers discovered other internal fungi, or endophytes, that protect fescue but do not poison grazing livestock.

Tall fescue fits in many farm grazing plans. Its toxicity allows it to survive largely unmanaged. The downside is severe losses, including fescue foot. Toxin restricts blood flow in animals, resulting in frozen feet. Those often cause loss of hooves and death. The book cover photo shows three Missouri feeder calves on toxic fescue. Instead of grazing, one stands in a watering tank. The others stand in wet mud. All are cooling their heels. The unshed winter coats, still worn in summer, are another sign of the toxicosis impact.

Cattle standing in ponds are not grazing or gaining weight. Many studies cited tell of novel endophyte varieties that improve gains, reproduction and milking. Most losses are not visible, nor as dramatic as hoof loss. Replacing fescue is long and complicated. But payoffs are large and lasting.

The report gives eight management strategies for toxicosis. Those range from dilution with clover to managed grazing or diet supplements.

All suggestions are based on research. Roberts doesn't expect farmers to read all of the literature cited, but citations increased to 73 from 47 in the first book. The booklet comes from a prime source: The American Society of Agronomy.

CONTINUED ON PAGE 70

Rockin **H** Simmentals

2019 Annual Production Sale

Saturday, March 16, 2019 • 12:00 Noon

At the Farm, 2569 220th St., Canby, MN 56220

Selling 45 Stout Performance Herd Bulls & 20 Fancy Open Females!



**Rockin H
Mr Foreman F12**
Sired by GLS/JRB
Cash Flow
PB SM Herd Bull
Prospect



**Rockin H
Ms Fakota F37**
Sired by
CAJS Blaze Of Glory
3/4 SM Open Show
Prospect



Rockin H Mr Integrate F47
Sired by GLS Integrate Z3
PB SM Herd Bull Prospect



Rockin H Mr Rancher F27
Sired by JF Rancher
3/4 SM Herd Bull Prospect



Rockin H Ms Yellowstone F61
Sired by Hooks Yellowstone
3/8 SM Open Show Prospect



Rockin H Mr Wide Range F16
Sired by CCR Wide Range 9005A
3/4 SM Herd Bull Prospect



Rockin H Mr Wide Range F42
Sired by CCR Wide Range 9005A
PB SM Herd Bull Prospect



Rockin H Ms Main Event F105
Sired by TJ Main Event
3/4 SM Open Show Prospect

Online Bidding Available at: **LiveAuctions.TV**

Rockin **H** Simmentals

Matt & Holly
Hoffman
Canby, MN
507-223-5425 or
Cell 507-530-2600

Chuck & Lorie
Hoffman
Porter, MN
507-296-4546 or
Cell 507-530-1814



Eberspacher
ENTERPRISES INC.

Sale Managers, Val & Lori Eberspacher
507-532-6694 or Val Cell 612-805-7405
Download the EE APP for sale info!
Catalog online at www.ebersale.com

Boyle Ranch

Annual Private Treaty Bull Sale



Coming 2-year-olds, 18-month-olds and Yearling Fleckvieh Bulls available.



Selling a group of replacement heifers this spring.

Bryan Boyle

712-870-8666 • boyle_bryan@yahoo.com
4824 110th Street • Washta, IA 51061
www.boyle ranchfleckvieh.com
Follow us on Facebook

As he described the new data, Roberts held one of the first copies off the press. Information on how to get a copy will be released later. Currently, books will be provided with attendance to one of the fescue grazing schools starting in March. The fescue schools will start in Missouri and travel on to six states across the Fescue Belt, starting in Missouri southeast to South Carolina and Georgia. Georgia has joined the network since last year, where fescue toxicosis was first described.

The organizing sponsor is the Alliance for Grassland Renewal. That brings together seed companies, testing labs, farmers, USDA agencies, and universities. All work together to tell the same story across the states, Roberts says. "The group came a long way in unifying grass management." Livestock benefits. Farmers pocket profits.

Adults Believe They Have a Food Allergy

More than 10% of adults in the US — over 26 million — are estimated to have a food allergy, according to a study published in JAMA Network Open; however, researchers found that 19% of adults think they are currently allergic to a food, although their reported symptoms are inconsistent with a true food allergy, which can trigger a life-threatening reaction. Results are based on a nationally representative survey of more than 40,000 adults.

"While we found that one in 10 adults have food allergy, nearly twice as many adults think that they are allergic to foods, while their symptoms may suggest food intolerance or other food-related conditions," said lead author Gupta, who also is a professor of pediatrics at the Northwestern University Feinberg School of Medicine. "It is important to see a physician for appropriate testing and diagnosis before completely eliminating foods from the diet. If food allergy is confirmed, understanding the management is also critical, including recognizing symptoms of anaphylaxis and how and when to use epinephrine."

Researchers discovered that only half of adults with a convincing food allergy had a physician-confirmed diagnosis, and less than 25% reported a current epinephrine prescription.

Researchers also found that nearly half of food-allergic adults developed at least one of their food allergies as an adult.

The study data indicate that the most prevalent food allergens among US adults are shellfish (affecting 7.2 million adults), milk (4.7 million), peanuts (4.5 million), tree nuts (3 million), fin fish (2.2 million), eggs (2 million), wheat (2 million), soy (1.5 million) and sesame (500,000).

CONTINUED ON PAGE 72

12th Annual

Southeast All Black Classic

Saturday, April 13, 2019, at 12:00 noon CST

Auction held at Southern Cattle Company, Marianna, Florida



Selling **85** Females

Simmental • SimAngus™ • Angus

The Southeast All Black Classic continues to be a source for superior genetics produced and offered by leading breeders in Florida, Alabama and Georgia. A powerful offering of bred heifers this year plus several cow/calf pairs and a few show prospect heifers.

For Sale Catalog, Contact any of the following:

Mike Jones, Sale Manager/Auctioneer	706-773-3612
Allied Genetic Resources, Sale Manager	256-590-2487
Steve Williams, Sale Chairman	334-726-3771
Southern Cattle Company, Host	850-352-2020

BRIDLE BIT SIMMENTALS

ALL TERRAIN

BULL SALE

March 18

AFFORDABLE, ROUGH TERRAIN READY
BULLS BACKED BY YEARS OF
PERFORMANCE TESTING, ULTRASOUND,
GENOMICS AND GROWSAFE DATA.

Walsh, Colorado

F862 ASA# 3423940



F858 ASA# 3423936



F805 ASA# 3423882

F875 ASA# 3423954



F868 ASA# 3423947



F806 ASA# 3376659



BRIDLE BIT *Simmentals*

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

GUEST CONSIGNOR: FAR OUT CATTLE RANCH - Walsh, CO
Jerrid Brisendine 719-353-1747 cell

The offering averages...

- +15.8 CALVING EASE EPD
- +102.1 YEARLING WEIGHT EPD
- +0.37 MARBLING EPD
- +148.8 \$ ALL PURPOSE INDEX
- +77.4 \$ TERMINAL INDEX

EPDs current 2/11/19.



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

OFFERING OUR BEST

At our big sale event!



Saturday, April 6, 2019
12:00 PM

Shoal Creek Sale Facility
Excelsior Springs, MO

SELLING 90 ELITE LOTS

FANCY FALL & SPRING OPENS • FALL & SPRING BREDS • SPRING PAIRS • POWER HOUSE SET OF SERVICE AGE BULLS



SC Chanel E21

W/C BF Innocent Man x SVF Steel Force
Bred to W/C Executive Order



SC Donna E33

W/C Relentless x Remington Lock N Load
Bred to SC Pay Off D110



SC Lola E28

TKCC Carver x SVF Steel Force
Bred to SC Pay the Price C11



SC Valentine E38

LLSF/VLF Reactor x SAV Bismarck
Bred to W/C Executive Order



SC Executive Order E110

W/C Executive Order x 3C Macho
Herd Bull Prospect



SC Executive Order E132

W/C Executive Order x SVF Steel Force
Herd Bull Prospect

www.shoalcreeklolandandcattle.com

RS&T Simmentals, Double R Cattle Company & Vest Lane Farms

INDUSTRY UPDATE

CONTINUED

Study Shows Value of Red Meat Exports to Corn

The US Meat Export Federation (USMEF) has received the results of an updated study aimed at quantifying the value delivered to US corn producers through exports of red meat. The original 2016 study, as well as the 2018 follow-up, were conducted by World Perspectives, Inc. (WPI), a leading agricultural consulting firm.

The original study, titled "The Intersection of US Meat Exports & Domestic Corn Use," concluded that exports of US red meat in 2015 accounted for 11.7 million tons of combined corn and dried distillers grains with solubles (DDGS) use. In the latest update, WPI concluded that 2018 beef and pork exports used a combined total of 14.9 million tons of corn and DDGS, which equates to an additional 459.7 million bu. of corn produced — an increase of 29% over the 2015 projections.

The updated study also took note of the importance of exporting alternative cuts of beef and pork that are often underutilized in the domestic market. Beef and pork exports have a direct impact on the utilization and value of DDGS as well, the updated WPI study noted. Overall, the value of DDGS sold for feed to livestock represents about 23% of the value of ethanol per bushel of corn.

Beef's Environmental Impact

A new study published recently in the journal *Agricultural Systems* reports that beef's environmental impact is lower than perceived. In the report, titled "Environmental Footprints of Beef Cattle Production in the United States," the researchers found that widely accepted measures related to beef cattle's impact in the US are often overestimated.

CONTINUED ON PAGE 74



ED & KATHI RULE
Office 816.336.4200
9402 Cameron Road
Excelsior Springs, MO
shoalcreekcattle@aol.com
J.R. Richburg, Cattle Mgr.
386.717.1827
Scott Akey, Herdsman
816.835.5332

Sale Management:

Eberspacher
ENTERPRISES INC.

Val & Lori Eberspacher 507.532.6694
Val's Cell 612.805.7405
sales@ebersale.com • Marshall, MN

LiveAuctions.TV
VIEW/BID LIVE ON THE INTERNET!

View full sale offering online at www.ebersale.com

BRANT FARM'S

REGISTERED SIMMENTAL

Saturday, April 13th
12:00 Noon
37093 Fish Tail Rd., Hinckley, MN

Offering 100 Lots! 50 Breds & Spring Pairs, 45 Bulls & 5 Genetic Lots

GENETIC BALANCE SIMGENETICS SALE 2019

BRANT EY09B



Connealy Thunder x Elm-Mound Upgrade Z4 • AI Bred to GLS Declaration D611

BRANT E35Y



ACW Ironhide 395Y x BC Lookout 7024 • AI Bred to CLRS Dividend 405D

BRANT F308B



RFS Del Rio D23 x Remington Lock N Load 54U • PB SM Herd Bull Prospect

BRANT F85A



GLS/JRB Cash Flow 163C x TSN Final Answer Y990 • 3/4 SM Herd Bull Prospect



BRANT E47Z

W/C Relentless 32C x BC Lookout 7024
AI Bred to W/C Lock Down 206Z



BRANT E215Z

W/C United 956Y x Wheatland Red Ace 747T
AI Bred to TJ Franchise 451D



BRANT F32B

Coleman Charlo 0256 x Mr NLC Upgrade U8676
1/2 SM Herd Bull Prospect



VON.JAZZY F70B

CDI Innovator 325D x Elm-Mound Upgrade Z4
3/4 SM Herd Bull Prospect



REGISTERED SIMMENTAL
37093 Fish Tail Road, Hinckley, MN 55037

Ron Brant, Owner
612-390-3836
John Von Rueden Mgr.
612-490-1649
Luke Grass 507-440-6386

LiveAuctions.TV

Catalog at www.ebersale.com

Eberspacher
ENTERPRISES INC.

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

The comprehensive life-cycle assessment, conducted by the US Department of Agriculture's Agricultural Research Service and the beef checkoff, was designed to scientifically quantify the sustainability of US beef production. This was accomplished by collecting and examining feed and cattle production-related data from more than 2,200 cattle producers in seven regional production areas. Conclusions were derived using a simulation model and the regional production data to estimate national impacts in greenhouse gas (GHG) emissions, fossil energy use, blue water consumption, and reactive nitrogen loss.

Notable examples include: beef production, including the production of animal feed, is responsible for only 3.3% of GHG emissions in the US which is dramatically lower than the often-misapplied global livestock figure of 14.5%; cattle consume only 2.6 lb. of grain per pound of beef carcass weight which is comparable to feed conversion efficiencies of pork and poultry; and on average, it takes 308 gallons of water to produce a pound of boneless beef, and previous reports have estimated upwards of 24,000 gallons.

The study assessed cattle production in the farm and ranch portion of the beef supply chain, including emissions associated with energy, feed, machinery, seed, pesticide and other resources used in production. Related work is in progress to assess production further down the supply chain, including in the processing, packing, distribution, retail, consumption, and waste handling sectors. Together, these reports will comprise the most detailed and comprehensive assessment of US beef's sustainability to date.

Soil Profile for Pre-planting Plans

Fifteen grams of soil can provide a microbiome profile using DNA sequencing for better crop decisions, much like at-home DNA tests for people. Launched over three years ago and with most of their experience in high value specialty crops, Trace Genomics is pioneering a soil test technology to accurately assess agronomic potential and risks before the growing season begins.

The company takes a soil sample and then delivers a report . . . showing soil health characteristics and potential agronomic risks. The sample procedure is compatible with grid or zone management. Each sample is 15 grams of soil, which is collected in a barcoded tube. As described by its leaders, the company is digitizing the soil's bacteria and fungi populations to then better inform planting, scouting, fertilizer, and crop protection decisions.

By 2020, Trace Genomics expects to expand with experience in row crops. In soybeans, the company aims to better assess risks and improve management for sudden death syndrome in soybeans. For retailers, the report can help them position products.

CONTINUED ON PAGE 76



PROUDLY OFFERING OUR BEST
SIMMENTAL, SIMANGUS™, RED & BLACK ANGUS

2019 BULL SALE Performance WITH CLASS

Saturday, April 27th at **5:00 pm**
Waverly Livestock Auction
2212 5th Avenue NW, Waverly, IA



70 Performance
Tested Bulls with
Complete Ultrasound
Data & 35 Registered
Spring Calving Pairs

TKCC CARVER
Selling many sons by this
outstanding herd sire!

**HOOKS FAST
MONEY**
Selling an incredible set
of genetic packed sons
from this herd sire on
April 27th!

Live Bidding Available Online!
LiveAuctions.TV



Heartland Simmental

Tom & Cora Lynch • 2530 Cheyenne Ave, Nashua, IA
641-435-4048 or Cell 563-380-1098 • tlnlynch@myclearwave.net
Kirk & Mary Lynch • 1849 190th St., New Hampton, IA
Cell 563-379-1190 • kirklynch@gmail.com
Visit us at www.lynychbeef.com

Call today for
more information
or a sale catalog!
VIEW SALE CATTLE AT WWW.EBERSALE.COM

Eberspacher
ENTERPRISES INC.

Sale Managers: Val & Lori
Eberspacher 507-532-6694 or
Val's Cell 612-805-7405
sales@ebersale.com

Diamond H Ranch

Dependable cattle from our pasture to yours!

POWERFUL RED ANGUS AND RED SIMANGUS™ CATTLE

— PERFORMANCE TESTED PEDIGREES WITH A STRONG MATERNAL CORE —

*Annual Production Sale
March 27, 2019
LaCrosse Livestock Market
LaCrosse, KS*

This sale will be broadcast live on the internet.

DVAuction

Broadcasting Real-Time Auctions

Real time bidding & proxy bidding available.



**REGISTERED & COMMERCIAL HEIFERS
REGISTERED YEARLING & 18 MONTH OLD BULLS**

JUSTIN & JADE HERL | (785) 623 - 8404 | VICTORIA, KS

w w w . d i a m o n d h r a n c h . o r g

HILBRANDS CATTLE COMPANY
 NEW DATE! Saturday, May 4th | 5:00 Evening Event | Clara City, MN

VOLUME 2
Passion for Perfection

11020 10th St NE, Clara City, MN 56222
 Mark 320-894-5953 | Amanda 507-828-7089

HILB PEEK AT ME E1615
 W/C Executive Order X HILB/BRKC
 Sneak A Peek • 5/8 SM 3/8 AN
 Black Baldy Shell Shocked Bull Calf
 born 2/13



HILB/SHER MISS ALEXA 749E
 Chestnut Knock Out X AJE/HS/MBCC
 Dynamite • 1/2 SM 1/2 AN
 Red Executive Order Heifer Calf born 2/6



Sale Managed by: Eberspacher Enterprises • www.ebersale.com | SALE WILL BE LIVE ON WWW.LIVEAUCTIONS.TV

Alternative Meat to be Regulated

Players on all sides of the animal protein and substitutes markets breathed a sigh of relief when USDA and FDA agreed on joint regulation of the cell-cultured meat industry in the US. The public display of inter-agency cooperation clarified the direction the federal government was heading regarding the intersection of two nascent technologies and an industry that's been part of the American identity for 200 years.

Far from resolving the issue, though, the announcement set the stage for more of the same in 2019 and beyond. Like the conventional meat production and processing business, cell-cultured meat companies and those that produce plant-based meat analogues promise to be among the country's most regulated, legislated, and litigated industries in the country.

"I can't emphasize enough the importance of the level playing field," says Mark Dopp, the North American Meat Institute's general counsel and senior vice president of regulatory and scientific affairs. For the meat industry, a "level playing field" starts with the same level of government oversight the conventional meat industry has had for more than 100 years.

Plant-Based Proteins Increase for Foodservice

Case shipments of plant-based proteins from broadline distributors to foodservice operators climbed 20% last year, compared with the year before, as consumers seek out both protein and perceived "better for you" options, NPD Group said. All regions of the country saw double-digit growth in the year ended November 2018, with the West representing the most plant-based volume and case shipment growth, followed closely by the South, according to NPD.

About a quarter of the US population, many of whom aren't vegan or vegetarian, say they consume plant-based beverages and foods as well as animal protein on a regular basis. Among the reasons plant-based proteins have moved into the mainstream are that consumers have concerns about animal welfare, and they want to know how products are brought to market. Burger substitutes represent the largest plant-based foodservice category and have seen year-over-year double-digit growth in pounds shipped to operators, the firm said. The group's receipt mining service shows that smaller, more affluent households earning \$100,000 and up are the top buyers of plant-based burgers.

"Plant-based proteins are no longer just a meat replacement, it's now its own category," David Portalatin, NPD food industry adviser, said in a press release. "It's possible that protein overall is evolving into a category, whether animal meat, beans, nuts, soy, wild game, or other proteins, in forms ranging from beverage to center of plate."

JBS Fined for Carcass Weights

A civil penalty of \$50,000 has been assessed to JBS USA after alleged violations of the Packers and Stockyards Act via inaccurate reporting of weights and grades of beef carcasses.

In a press release from USDA's Agricultural Marketing Service (AMS) sent out on December 14, the agency announced that a consent decision was reached with JBS USA Food Company, also known as Swift Beef Company (JBS Swift), regarding the violation.

Through an investigation AMS found that JBS had not maintained the identity of beef carcasses at the packing company's Grand Island, Nebraska, facility. This resulted in prices for carcasses being paid out incorrectly because the weights and grades were not attributed to the cattle.

COOL Additions!

CATTLE *Visions*

866-356-4565
www.cattlevisions.com



SAPI 154
STI 79

Hetero black
Homo polled

Erixon Bitten 203A ASA# 2966135
NCB Cobra 47Y x BMD Miss BLK Ice Dancer

Bitten offers a shortened gestation length and superior calf vigor. Tons of hair at birth with excellent growth, capacity and a genetic profile in the top 4% of the breed. His sire, NCB Cobra is the 2018 Canadian sire-of-the-year with 26 progeny averaging \$12,100.



SAPI 110
STI 67

Homo black
Hetero polled

SC Pay the Price C11 ASA# 2988788
Pays to Dream x Trademark

Two-time NWSS Grand Champion Bull



SAPI 131
STI 76

Homo black
Homo polled

KCC1 Exclusive 116E ASA# 3306064
Hammer x Entourage

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



SAPI 115
STI 63

Homo black
Homo polled

TNGL Imprint D989 ASA# 3173557
TNGL Track On x JF Shock and Awe

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



SAPI 147
STI 78

Homo black
Homo polled

RFG/K-LER Elevation 727E ASA# 3268058
RS Elevate x MCM Top Grade

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



SAPI 111
STI 66

Homo black
Homo polled

GSC GCCO Dew North 102C ASA# 3141837
Duracell x Dew It Right

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



SAPI 115
STI 79

Homo black
Homo polled

Longs Pay the Man E16 ASA# 3327014
Pays to Believe x Shear Pleasure

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



SAPI 125
STI 73

KWA Law Maker 59C ASA# 3223767
CDI Authority x KWA Red Rock

Producing highly desirable, stout progeny!



SAPI 136
STI 68

STF Crimson Tide DZ87 ASA# 3274952
CDI Rimrock x STF Much More

Exciting Red Genetics both phenotypically and genotypically!



SAPI 127
STI 61

Homo black
Homo polled

KSIG Steelin His Style 6D ASA# 3130639
Silveiras Style x Steel Force x SS Babys Breath

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



SAPI 108
STI 64

Hetero black
Homo polled

Rocking P Die Hard C060 ASA# 3102430
Quantum Leap x Mo Magic

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



SAPI 133
STI 78

Homo black
Homo polled

W/C Double Down 5014E ASA# 3336150
Executive Order X Yardley Utah

Featured at the 2018 Werning Sale, selling to Steve Hicks, IN, owner of Relentless. Expect Double Down to transmit a bold rib with extension through his front 1/3.



SAPI 121
STI 74

Homo black
Homo polled

MR CCF 20-20 100B ASA# 2964446
MR CCF Vision x HTP SVF Dew The Stroke

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

The inaccurately recorded weights, grades, and prices for beef carcasses occurred from December 14, 2017 through March 31, 2018.

Following notification of the violations, JBS immediately took corrective actions to adjust the tracking procedures and computer software for beef carcasses at the plant. The company also conducted a self-audit to determine the issues. Subsequently, JBS mistakenly overpaid some cattle sellers and underpaid others during the 105-day period. Through the consent decision JBS did not seek reimbursement from the cattle producers who were overpaid. The beef packer will also send additional payments to the cattle sellers who were underpaid in that time.

According to JBS, fewer than 40 cattle producers were negatively impacted by the error and many of those producers have been reimbursed.

Taco Bell Focusing on Sustainable Beef

Taco Bell laid out a series of commitments to move its business in an eco-friendly direction in 2019. A key promise is to “work to ensure all beef is sustainable,” the quick-service chain with more than 7,000 US restaurants said in a news release. To that end, Taco Bell has joined the US Roundtable for Sustainable Beef (USRSB), a network of beef experts composed of representatives from the supply chain, academia and research, environmental and animal welfare organizations, and veterinarians. In May, the roundtable announced the first iteration of its sustainability framework for the US beef industry.

At the same time, the Yum Brands unit vowed to make its restaurants more welcoming to vegetarians and flexitarians. “Later this year, Taco Bell will be testing its first, dedicated vegetarian menu in stores, as well as new featured vegetarian items to enjoy,” the company said.

Other promises for the upcoming year include “simpler, higher quality ingredients,” improved recycling on its paper and plastic goods, support for quality at the “value” end of the menu and creating new jobs in the US, toward a goal of 100,000 new jobs by 2022. The company also doubled its funding goal for the Taco Bell Foundation, which offers scholarships to “passionate innovators and creators.”

Taco Bell said it has made good on its 2017 promises to remove XL soda cups, use only cage-free eggs across its menu, serve only chicken raised without antibiotics important to human medicine, develop more opportunities for young people by supporting the Taco Bell Foundation in growing the Live Más Scholarship program, and create more US jobs.

McDonald's To Address Antibiotics in Beef

McDonald's Corporation said it plans to reduce the use of antibiotics in its global beef supply, fueling projections that other restaurants will follow suit. The move by the world's biggest fast-food chain addresses concerns that overuse of antibiotics vital to fighting human infections in farm animals may diminish the drugs' effectiveness in people.

McDonald's becomes the biggest beef buyer to tackle the issue in cattle, potentially creating a new standard for livestock producers and threatening sales by drug companies such as Merck & Co and Elanco Animal Health.

McDonald's said it will measure the use of antibiotics in its 10 biggest markets, including the US, and set targets to curb their use by the end of 2020. The markets cover 85% of the company's global beef supply chain. Under the McDonald's policy, medically important antibiotics cannot be used to routinely prevent disease in food animals in the supply chain. The company does not expect the policy to raise hamburger prices, although franchisees set their own menu prices.

Franchisees operate about 90% of McDonald's restaurants. The US Food and Drug Administration last year said sales and distribution of medically important antibiotics for food production fell 14% from 2015 to 2016, the first decline in year-to-year sales since the agency began collecting the data in 2009. Chicken accounted for 6% of the sales, while swine and cattle came in at 37% and 43%, respectively.

Many restaurants and meat companies have moved away from using antibiotics in chicken production in recent years, in part because McDonald's did so. The Chicago-based chain has an outside influence on farm practices due to its size.

Removing antibiotics from cattle is more difficult, experts said, because the animals live longer than chickens and have more chances to fall ill.

Hamburger chain Wendy's Co. a year ago said it would buy about 15% of its beef beginning in 2018 from producers that have pledged to reduce by 20% their use of an antibiotic.

“What McDonald's is doing will hopefully start to shift the industry all together from over-using antibiotics,” said Matt Wellington, antibiotics program director for advocacy group US PIRG.

TB Found in ND Beef Herd

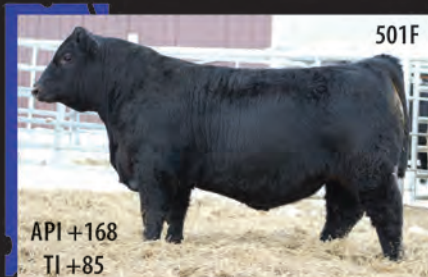
An investigation is underway by state veterinarians in North Dakota after a rare strain of bovine tuberculosis (TB) was identified in a beef cow herd. Two adult beef cows tested positive for *Mycobacterium bovis* at out-of-state slaughter plants. Upon testing the rest of the ND herd, five more cows tested positive with more testing in progress.

CONTINUED ON PAGE 80

GREAT LAKES beef connection

9th Annual Bull Sale March 9, 2019

BREED LEADING GENETICS AT SENSIBLE PRICES



5/8 SM 3/8 AN CCR SPARTAN 9124A SON



3/4 SM 1/4 AN HOOK'S BEACON 56B SON



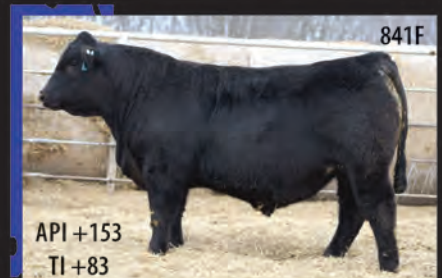
5/8 SM 3/8 AN GW PROSPECTOR 389C SON



5/8 SM 3/8 AN TJ DIPLOMAT 294D SON



1/2 SM 1/2 AN JC MR BSR KAHUNA N163C SON



5/8 SM 3/8 AN NIGHTVISION ADV D4371 SON

Attend our Open House

March 2, 2019 || 11:00 AM - 3:00 PM

Great Lakes Beef Connection:

John Miller, JC Simmentals 989-429-2834
Andy Salinas, Salinas Farms 231-245-6750
Jim Zinser, J Bar J Ranch, Inc. 989-429-6777
Brian Harris, Green Valley Farm 517-749-4117
Steve Oman, SD Simmentals 989-429-3600

ALLIED
GENETIC RESOURCES

Marty Ropp
406-581-7835
Corey Wilkins
256-590-2487

80 POWERHOUSE YEARLING SIMANGUS™ & SIMMENTAL BULLS

Our group of breeders includes the #6 and #7 ranking API herds in the nation.

Catalog requests and reasonable delivery arrangements anywhere in the US, contact John Miller, 989-429-2834 or jlmler@jdmatalworks.com

For more information, visit www.jcsimmentals.com

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

EPDs current 2/11/19.

This is the first time this particular strain of TB has been found in the US, but is similar to types identified in Mexican cattle. The disease is zoonotic, meaning it can be transferred between humans and animals. The North Dakota Department of Agriculture and State Board of Animal Health usually work with the USDA-APHIS Veterinary Services on such issues, however the government shutdown had limited current funding.

Novel Strain of TB

The Canadian Food Inspection Agency (CFIA) has provided an update on their investigation into bovine tuberculosis (TB) in British Columbia, originally confirmed in 2018. CFIA chief veterinary officer Dr. Jaspinder Komal said the majority of the infected herd in British Columbia's southern interior has been tested, and to date, four confirmed cases of bovine TB have been found in that herd.

CFIA said trace-out activities are progressing as expected, with cattle from the infected herd being traced to parts of British Columbia, Alberta, and Saskatchewan. The agency said movement controls have been placed on approximately 18,000 animals to date, which includes 25 premises.

CFIA's Ottawa Laboratory-Fallowfield in Ontario has completed culture testing of the tissue samples collected from the original infected animal. The test results have identified the strain of bovine TB to be distinct from any cases previously detected in Canadian wildlife or domestic livestock, Komal said, noting that this strain is not related to past cases of bovine TB in Alberta or British Columbia or anywhere else in Canada.

Tea Tree Oil a Potential Antimicrobial

A new research study suggests that essential oil extracted from tea tree (*Melaleuca alternifolia*) is a potential natural antimicrobial agent to preserve ground beef. Researchers inoculated ground beef samples with various suspensions of *Listeria monocytogenes* strain ATCC 7644. The strain proved extremely sensitive to the oil following diffusion testing, and surface deformation and reduction in the size and diameter of the treated strain were observed.

In addition, the death-time curve revealed a reduction of viable *L. monocytogenes* cells after one hour of contact with the oil. The food matrix test indicated antimicrobial activity in all samples with only one exception. The inhibitory effect on *L. mono* by the tea tree essential oil was promising, noted the researchers, because it was effective at low concentration.

CONTINUED ON PAGE 82

ESTES RANCH

Simbrah • Simmental





Estes Polled Zodiac
18 month polled Full Fleck

Estes Ranch Choice Beef

Congratulations to Anna Sweat of Nashville, Arkansas who picked this heifer out of our pasture last spring. Anna and Estes Espresso have won Grand Champion Simbrah Heifer at the Arkansas State Fair and the North Louisiana Ag Expo as well as the Champion Fall Heifer at the Dixie National.

We've fed 219 head of our steers and lower end heifers at Lubbock Feeders over the last two years. They graded over 90% choice or better with no standard grades!

We have 20 Simbrah and Simmental 18-24 month old bulls as well as 60 Simbrah and Sim-Angus HT™ open yearling replacement heifers available for the progressive rancher, for more information give us a call or e-mail.

ESTES RANCH

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

3.9.2019

BULLS OF

The Prairie

1:00 pm ct - Rains Simmental in Oakley, KS



8418F \$API 130.9 || \$TI 74.0
NLC COW BOSS 160C x TNT ELEVATION Y364



F8032 \$API 134.7 || \$TI 73.5
HOOK'S BALTIC 17B x NICHOLS MANIFEST T79



F849 \$API 137.5 || \$TI 76.8
ASR LONGEVITY Y184 x CNS DREAM ON L186



8425F \$API 141.8 || \$TI 82.9
NLC COW BOSS 160C x GW BAR CK BREAKOUT 667Z



F831 \$API 127.9 || \$TI 71.5
WS OUTCROSS C164 x WS BEEF KING W107



F819 \$API 113.0 || \$TI 66.5
ASR LONGEVITY Y184 x CAMP MR MADISOM S 4

90 PLUS SIMMENTAL AND SIMANGUS™ BULLS || 20 OPEN HEIFERS

Text or Call any numbers listed below to request a catalog.



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



Shane & Beth Temple
T-HEART RANCH and L-CROSS RANCH
719-850-3082 • 719-850-3083
shane@t-heartranch.com



CAMPBELL SIMMENTALS
Robert Campbell
970-749-9708

Rains Simmental

Mike & Celeste Rains
Mason, Macoy, McKellen, Morgan
2906 County Road 380, Oakley, Kansas 67748
Mike Rains 785-672-7129

Bid live online www.dvauction.com
DVAuction
Broadcasting Real-Time Auctions

21st Annual

BULLS of the BLUEGRASS

Saturday, April 6, 2019 | 1:00 pm EST
Bluegrass Regional Market Place, Lexington KY

EPDs as of 2/14/19



F365

INNOVATOR x BROKER x SUMMER

10 | 1 | 78 | 116 | 5 | 24 | 63 | 0.13 | 0.86 | 122



F368

INNOVATOR x BROKER x SUMMER

10 | 1 | 78 | 116 | 5 | 24 | 63 | 0.13 | 0.86 | 122



F39

BLACKHAWK x WHF VOLTAGE

14 | -1 | 76 | 116 | 8 | 20 | 58 | 0.13 | 0.96 | 145



F14

COWBOY CUT x UPGRADE

13 | 1 | 78 | 113 | 8 | 28 | 67 | 0.23 | 0.96 | 141



F3

COWBOY CUT x SPRING VELVET

11 | 2.9 | 79 | 113 | 7 | 24 | 64 | 0.17 | 1.09 | 137



F4

UPGRADE x SHEZA UNFORGETTABLE

7 | 3 | 77 | 117 | 0.3 | 19 | 58 | -0.16 | 1.11 | 101



F245

INNOVATOR x MILESTONE x SIERRA

10 | 1 | 81 | 121 | 5 | 23 | 63 | -0.03 | 0.90 | 128



F366

INNOVATOR x BROKER x SUMMER

10 | 1 | 78 | 116 | 5 | 24 | 63 | 0.13 | 0.86 | 122

Selling Bulls & Females in the Bluegrass State!



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

CONSIGNORS...

Swain Select Simmentals
Wayward Hill Farm
Misty Meadows Farm
Kaiser Simmentals

View sale book online at www.dpsalesllc.com



INDUSTRY UPDATE

CONTINUED

Illegal Cattle Moving Case

The veterinarian for a Louisville, Kentucky-based cattle company accused of illegally moving 60,000 head of cattle out of state pleaded guilty to charges he was part of a conspiracy to defraud the US government.

John Moran was accused of pre-signing the required paperwork that certified that the cattle were safe to move even though he had not inspected the herd owned by Barber & Sons, Inc. Moran was accused of receiving nearly \$19,000 from Barber & Sons to sign 675 false certifications between 2013 and 2015, according to the original court filing. He is the second of two defendants to plead guilty in the case.

Millenials and Hispanics Drive Organics

Millennials are spending 14% more on organic products this year compared to last, while Hispanic consumers lead other ethnic groups, spending over 13% more on organic products compared to a year ago, according to Nielsen data.

The market research firm reported that organic products sales now account for more than \$21 billion in sales and are up nearly 9% in dollars and 8% in units.

"Where the average American household is spending just 0.2% more across overall fast-moving consumer goods, the pace of purchasing happening among organic goods is exceptional and is breathing life into otherwise flat or contracting aisles of the store," Nielsen noted in a news release.

Of the top 10 categories with the highest organic dollar sales, fresh chicken was ranked fifth, with \$499 million in sales, up 11% over last year. Cow's milk, pre-packaged salads, chicken eggs, and nutrition bars rounded out the top five.

CONTINUED ON PAGE 84

McDonald Farms

16th Annual

'Pick of the Pen' Bull Sale Saturday April 6, 2019 • 1:00 PM

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



MCDF New River 499B



MCDF Dual Combo 262Z

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

Volume and pick-up discounts



since 1763

McDonald Farms

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

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

Member of AGR, CMP and Performance Advocate

ASA Performance



INDUSTRY UPDATE

CONTINUED

Trump Reassures Farmers on Trade

The most recent round of trade talks between the US and China covered a wide range of topics. China's Commerce Ministry released a statement saying the talks are helping to establish a way forward to wrap up the dispute between the two largest economies in the world; however, a Reuters report says the statement didn't give many specifics on the issues the negotiators are trying to work through.

It's the first time the two sides have talked since the Trump Administration and China agreed to a 90-day truce during a meeting in Buenos Aires. The Chinese Commerce Ministry statement says the two sides "held extensive, deep, and thorough exchanges on trade and structural issues of common concern, which promoted mutual understanding and established a foundation for resolving each other's concerns." The US Trade Representative's Office has issued a statement saying the two sides discussed "ways to achieve fairness, reciprocity, and balance in trade relations." The report said China pledged to buy "a substantial amount" of agricultural, energy, and manufacturing goods from the US.

BQA Online Reaches Milestone

More than 50,000 cattle producers have been certified through the Beef Quality Assurance (BQA) program's new online learning system since it was first offered in February 2017. Throughout the country, hundreds of thousands have now become BQA certified through in-person and online training, with an estimated 80% of the US fed beef supply now touched by BQA-certified operations.

CONTINUED ON PAGE 86



THE CLEAR CHOICE

bull sale

SATURDAY, MARCH 23, 2019 • MILAN, IN

 <p>E33C - PB SM</p> <p>CDI RIMROCK X STEEL MY HEART EPDs 13 0.5 70 96 7 15 50 API121 TI 71</p>	 <p>E5105U - 3/4 SM</p> <p>JACKED UP X LADY LUCK EPDs 10 0.3 57 85 5 25 54 API109 TI 60</p>
 <p>E5105S - 3/4 SM</p> <p>WINCLIVE AMMO X CLRWTR JOYS PROMISE EPDs 15 -0.3 74 110 9 22 59 API118 TI 69</p>	 <p>F69E - PB SM</p> <p>UPRISING X MARBLEY EPDs 9 2.3 66 100 6 24 57 API104 TI 64</p>
 <p>F5105C - 1/2 SM</p> <p>BISMARCK X CLRWTR SHADES OF RED EPDs 14 0.0 70 104 10 22 57 API135 TI 72</p>	 <p>F5105S - PB SM</p> <p>VISION X LADY LUCK EPDs 15 -0.3 74 110 9 22 59 API118 TI 69</p>
 <p>E33A - PB SM</p> <p>CDI RIMROCK X STEEL MY HEART EPDs 13 0.3 68 93 7 16 49 API120 TI 71</p>	 <p>E71C - PB SM</p> <p>GLS INTEGRATE X HPF MISS KNOCKOUT X071 EPDs 13 1.8 77 119 7 19 58 API113 TI 71</p>

OFFERING 60 SIMMENTAL AND SIMANGUS™ BULLS,
AND A SELECT GROUP OF SIMMENTAL INFLUENCED FEMALES



GUEST CONSIGNORS: WESNER LIVESTOCK
LUCKY PENNY CATTLE CO., PURDUE UNIVERSITY

JEFF & LEAH MEINDERS - 812-654-2030
JEREMY SMITH, HERDSMAN - 706-424-1744
3687 N. CO. RD. 500 E - MILAN, IN 47031
WWW.CLEARWATERSIMMENTALS.COM



DOUG & DEBBIE PARKE
DREW & HOLLI HATMAKER
OFFICE@DPSALESLLC.COM
OFFICE - 859-987-5758
WWW.DPSALESLLC.COM

2/14/19 EPDS: CE, BW, WW, YW, MCE, MILK, MWW, API, TI

Dickinson Ranch 48th Production Sale

Saturday, March 16, 2019 • 1:00 p.m.

at the ranch • Gorham, Kansas

Selling: **100** Bulls **25** Reg. Yearling Heifers

Simmental • SimAngus™ • Angus • Red Angus



14 year old

First calf heifer.

12 year old

All our females are required to graze on stockpiled grass with limited protein supplement through the winter. And raise a good calf.

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



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

Simmental - Angus - Red Angus

Dickinson Ranch

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



*5 month old half sib to
last years high seller.*



The beef checkoff-funded BQA program is a nationally coordinated, state-implemented program that provides systematic information to US beef producers and beef consumers of how commonsense husbandry techniques can be coupled with accepted scientific knowledge to raise cattle under optimum management and environmental conditions. BQA guidelines are designed to make certain that all beef consumers can take pride in what they purchase — and can trust and have confidence in the entire beef industry.

OSHA Fines Nebraska Beef Plant

The US Department of Labor's Occupational Safety & Health Administration (OSHA) has cited Noah's Ark Processors LLC — based in Hastings, NE — for process safety management violations after an employee suffered severe burns caused by exposure to anhydrous ammonia, a gas used as an industrial refrigerant. The beef processing plant faces penalties of \$182,926 for 16 serious safety violations, according to a statement from OSHA.

Beef Imports Lower, Exports Higher

As of October, US beef imports declined by 4.8% year-over-year to 234 million pounds. Mexico's imports declined by 19.2%, Australia by 11.2%, and New Zealand by 10.2%.

Exports were higher, up by 272 million pounds (4.6%) from last year. South Korea, Japan, and Taiwan contributed most of the growth, which is expected to continue.

Five-year Farm Bill Signed

A five-year, \$867-billion farm bill that expands farm subsidies and funds programs for organic farmers and nutrition programs has been finalized.

The bill allows USDA to use funds for a new Foot and Mouth Disease Vaccine Bank and pays for the National Animal Health Laboratory Network, which provides disease surveillance and diagnostic support, as well as creation of a National Animal Disease Preparedness and Response Program. It also legalizes domestic hemp production.

CONTINUED ON PAGE 88

• 17TH ANNUAL BULL SALE •

SCHRADER *ranch*

TUESDAY, MARCH 19, 2019 | 1:00 PM AT THE RANCH
Top End Bid Off | 80 Charolais & SimAngus™ Bulls on Test

Charolais Sires: Landmark, Ledger, Rushmore, Venture
Angus & Simmental Sires: Blackhawk, Broadway, Cowboy Cut, Substantial

*Purebred bull offering average ranks in the Top 20% for API and Top 10% for TI
Percentage bull offering average ranks in the Top 20% for both API and TI
Over 15,000 head of customer cattle merchandised through Direct Link in 2018*

**FOCUSING ON A BRAND OF SEEDSTOCK THAT EXCELS IN EPDs AND PHENOTYPE,
BACKED BY RELIABLE CUSTOMER SERVICE**

SUTHER FEEDS - DIRECT LINK
Dan Suderman. 620-381-1014
Spencer Schrader. 785-488-7204

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

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

NELSON LIVESTOCK COMPANY

ANNUAL BULL SALE



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



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



**No creep.
No pampering.
No hard feed.
No problems.**

MONDAY

APRIL 8, 2019

AT THE RANCH NEAR WIBAUX, MONTANA

55 Black and Red SimAngus™ Bulls

20 Black and Red Purebred Simmental Bulls

5 Purebred Angus Bulls

Pictures and data on sale bulls available on our website early March. Contact us or visit our website to be added to the mailing list.

NELSON

LIVESTOCK COMPANY

SIMMENTAL • SIMANGUS™ • ANGUS

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



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

ALLIED

GENETIC RESOURCES

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

Consumers Eating Restaurant Meals at Home

US consumers are eating more meals from restaurants within their homes, according to new data. The research indicates that restaurant meals consumed at home accounted for 32% of all restaurant traffic, up 2% from results a year ago.

A percent of those who chose to eat at home were at home before they ate the restaurant meal, with single adults with incomes of more than \$100,000 driving the majority of the in-home restaurant meal increases. Families and groups of five or more represented 31% of food service meals eaten at home.

Animal Welfare Factor When Buying Meat

Animal welfare has a larger impact on meat purchasing decisions than price or quality, especially among millennials and women, according to a new survey.

Nearly two-thirds (66%) of US consumers surveyed said they would be less likely to buy meat processed by a company with a bad reputation when it comes to animal welfare. Nearly half of all survey respondents (46%) cared about both price and quality of the food products, while 29% cared more about quality alone.

New Meat Cuts Top Chefs' 2019 Trends

Globally inspired new cuts of meat are among the top menu trends forecast for 2019 by chefs in a National Restaurant Association (NRA) survey.

About 67% indicated that new cuts of meat would again be among the top food trends, like last year. Examples are oyster steak, merlot cut, and Vegas Strip steak. More than 60% identified local meats and seafood as hot items.

Study Challenges Conventional Wisdom

A study by USDA researchers has found similar levels of antimicrobial resistance in ground beef samples from cattle raised without antibiotics and in conventional ground beef.

The researchers noted that the US ground beef with "raised without antibiotics" label claims is perceived as harboring fewer bacteria with antimicrobial resistance (AMR) than are found in conventional ground beef with no such label claim. However, they said, they found the study results were consistent with prior research suggesting antimicrobial use in US beef cattle has minimal impact on the AMR of bacteria found in these products.

CONTINUED ON PAGE 90

CK BAR RANCH BULL SALE

FRIDAY, APRIL 5, 2019 | 1 PM MST | SAINT ONGE, SD

SELLING 35 SIMMENTAL & SIMANGUS™ RANGE READY BULLS

BLACK AND BLACK WHITE-FACE / POLLED / CALVING EASE COMBINED WITH PERFORMANCE / TRUCKING AND FEEDING AFTER THE SALE AVAILABLE

"We have purchased bulls from CK Bar Ranch for the last 15 plus years. We are pleased with the new genetics Kelly has brought into his program. These genetics have impacted our calves and our female production. We feel the bulls keep getting better and better each year. We enjoy working with Kelly and the CK Bar Ranch Family."

-Lynn & Vickey Deibert, Herreid, SD



KECH MR TR 746 // 3/4 SM // ASA# 3321572

HIGH SELLING BULL 2018 SALE!

SELLING SONS BY

- HOOK'S EASTWOOD 30C
- KECH/4E WAR WAGON B103
- TJ JACKPOT 525D
- DIAMOND J RESOURCE 404A
- WHEATLAND BULL 437B
- MUSGRAVE AVIATOR



KECH/4E WAR WAGON B103
PB SM // ASA# 2934406

CK BAR RANCH
Kelly & Amy Erickson
C. 701-898-1583 | H. 605-344-2589
ericksonkelly.73@gmail.com

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



W/C Executive 187D

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

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



Dam, Miss Werning KP 8543U



Daughter at Buck Creek Ranch

Trait	Direct					Maternal				Carcass						\$ Index		
	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	DOC	CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	18.0	-1.6	71.6	107.8	0.23	10.2	25.7	61.5	10.8	12.4	40.2	-0.28	0.20	-0.071	0.72	-0.13	126.0	75.4
ACC	0.56	0.67	0.64	0.61	0.61	0.34	0.50	0.50	0.32	0.46	0.50	0.41	0.49	0.42	0.52	0.18		
%	3	15	25	30		5	20	15		35	15			20	35		50	25

EPDs as of 2/5/19

- Proven calving ease now ranks him in the top 3% of the breed. Calves are vigorous and thriving in the real world environment. A go-to sire to use on heifers, reported birth weights have averaged 73 lbs. on heifers and 77 lbs. on bulls.
- Siring presence and look with great hair.
- Full brother to W/C Executive Order 8543B, the 2015 high selling bull at Wernings for \$71K.
- Dam, 8543U, is arguably the most versatile breeding piece in the breed.
- Ultimate breeding flexibility, use to improve structure, enhance growth, and add maternal strength while producing purebreds or percentages.
- ADG 4.21# ranked 7th out of 200 bulls, great scan data ratioing 114 for IMF and 112 for BF.



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

WERNING CATTLE COMPANY

Emery, SD

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

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

Canadian Bovine Tuberculosis Probe Results

An investigation into a case of bovine tuberculosis (TB) in a herd of cattle in British Columbia will continue even though the majority of the animals in the affected herd have been tested. The Canadian Food Inspection Agency (CFIA) and British Columbia officials are working together with producers and industry associations after four cows were confirmed to have bovine TB starting in October 2018.

Animals from the infected herd now have been traced to parts of three Canadian provinces and movement controls are in place on about 18,000 animals on 25 premises. Tests also uncovered that the confirmed cases of bovine TB are distinct from previous cases found in Canadian wildlife or domestic livestock.

Ag Leaders Increase Efforts to Stop Move

Pushback from the agriculture community ratcheted up as 21 prominent voices, including two former USDA chief scientists, wrote to Congress expressing concern about a decision to relocate two research units outside of Washington, DC.

The USDA announced that the Economic Research Service (ERS) and National Institute of Food and Agriculture (NIFA) would be moving outside of the Capitol by the end of 2019. The group is calling to protect ERS and NIFA as independent agencies so they maintain the quality, credibility, and integrity of their research.

Takeout Customers Buy More than Dine-in

Consumers who regularly use takeout or delivery services tend to buy more food when ordering than when they dine in the restaurant, according to new research. Those who have increased their takeout usage since 2016 say easier-to-use mobile apps and websites are a reason they order more.

Fifty-eight percent of all foodservice orders are for carryout and delivery among regular takeout customers; 30% of regular takeout users — those who order carryout or delivery at least once a month — say they typically purchase more food when ordering carryout versus dining in.

CONTINUED ON PAGE 92

WISCONSIN BEEF IMPROVEMENT ASSOCIATION

62nd Annual Performance Selected Bull Sale

SATURDAY, APRIL 6th, 2019 • STARTING AT 11:00 AM

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

SELLING 65 BULLS SELECTED FROM 92 BULLS ON TEST FROM NOVEMBER 6TH TO MARCH 15TH

Angus, Charolais, Composite, Red Angus, Simmental and Tarentaise

SALE CATALOG, PERFORMANCE INFORMATION, PEDIGREE INFORMATION AND VIDEO OF THE BULLS WILL BE AVAILABLE AT VARIOUS TIMES THROUGHOUT THE YEAR, JUST GO TO WWW.WISCONSINBEEF.COM OR CALL 608/342-1119 FOR MORE INFORMATION

2016 TOP SELLING BULL GENEX

BULLS ARE FED A FORAGE BASED RATION

DVAuction
Broadcasting Real-Time Auctions
Never miss an auction again!
Watch & bid online for FREE!
Visit www.DVAuction.com and Register Today!
For general questions please contact our office:
(402) 316-5460 or support@dvauction.com

COMPLIMENTARY LUNCH SERVED BY THE GRANT COUNTY LIVESTOCK & MEATS JUDGING TEAM

BUY A WBIA TESTED BULL FROM YOUR LIVING ROOM, OFFICE OR THE TEST STATION!
GO TO DV AUCTION.COM

Purpose - Progress - Profit

Elite Sires for your Spring Breeding needs....



IR **Opportunity** D950
5/8 SM 3/8 AN

ASA # 3210730
Homo Polled - Homo Black

- One of the top Alumni sons to surface, out of the #6 API\$ Active Cow in the breed.
 - Dam is perfect uddered at 6 years of age with 5 calves and a 367 day interval, weaning 55% of her body wt.
 - Breed Leading in every maternal trait... Opportunity is destined to be the next great female sire.
 - Premium earning carcass merit.
 - First progeny all born unassisted with good dispositions.
- Owned by Irvine Ranch and Joshua Sells, KY

BOLT EPD's as of 2019-02-05 (Genomically Enhanced)

	CE	Brth	Wean	Year	ADG	MCE	Milk	MWW	Stay	Doc	CW	YG	Marb	BF	REA	Shr	API	TI
EPD	17	-1.6	61	100	0.24	11	33	63	26	20	30	-0.34	0.74	-0.04	0.97	-0.46	182	84
%	10	15	65	50	35	3	1	10	1	1	50	25	2	50	5	10	1	3

IR **Imperial** D948
Purebred SM

ASA # 3210738
Homo Polled - Homo Black

- One of the hottest Purebred bulls available....Red or Black!
- Triple impact bull... Exceptional data set, outcross pedigree and great phenotype.
- Breed-leader for CE, MCE, STAY, MARB, API and TI.
- IMPERIAL is a must use sire to improve EPDS!

Owned by Irvine Ranch, TNT Simmentals, ND, Schnabel Ranch, SD, & Select Sires, OH



BOLT EPD's as of 2019-02-05 (Genomically Enhanced)

	CE	Brth	Wean	Year	ADG	MCE	Milk	MWW	Stay	Doc	CW	YG	Marb	BF	REA	Shr	API	TI
EPD	19	-0.7	70	105	0.21	12	30	65	22	12	12	-0.38	0.59	-0.06	0.75	-0.54	180	89
%	1	10	40	40	50	1	4	10	2	35	99	90	1	99	75	1	1	1



IR **Capitalist** E041
1/2 SM 1/2 AN

ASA # 3344847
Homo Polled - Homo Black

- High Selling Bull in 2018 Irvine Ranch sale.
- Outcross Pedigree provides unlimited mating flexibility.
- Athletic build with excellent foot quality.
- From the proven and productive Geneva cow family.
- An Outlier for API\$ and TI\$, ranking in the top 10% of the breed in 10 traits.

Owned by Irvine Ranch, Fred Smith Company, NC, & JC Simmentals, MI

BOLT EPD's as of 2019-02-05 (Genomically Enhanced)

	CE	Brth	Wean	Year	ADG	MCE	Milk	MWW	Stay	Doc	CW	YG	Marb	BF	REA	Shr	API	TI
EPD	18	-2.9	65	104	0.24	12	31	63	21	15	41	-0.07	0.96	-0.01	0.56	-0.30	188	92
%	3	5	50	40	35	2	2	10	3	10	15	95	1	95	65	70	1	1

IRVINE RANCH

www.IrvineRanchGenetics.com

To order semen, please contact
John Irvine (785) 313-7473
johngirvine@sbcglobal.net

The Tribe has Spoken

US consumers are turning more to bloggers, social media, and online communities — or echo chambers called “tribes” — for information on health, a trend that presents a danger when consumers choose it over sound science.

Nearly 60% of consumers who engage in “clean” eating, for example, research their food online; more than a quarter of adults rely on social media for information on GMOs and which foods contain them; and consumers following lifestyles like paleo, Whole30, and plant-based often find their tribes online, according to NPDP’s Eating Patterns in America.

Consumer Accept Meat Protein Hydrolysates

In a Danish consumer study, scientists found consumer acceptability and nutritional functionality of umami-tasting meat snacks enriched with meat protein hydrolysates (MPH). MPHs utilize byproducts of animal origin such as porcine rind, bovine heart and chicken collagen as sources of health-promoting peptides in food products.

The sensory test and instrumental analyses indicated that MPH-enriched sausages were acceptable to consumers and nutritionally functional. The findings suggest that this ingredient could be added to increase the nutritional density of a reference meat product without negatively affecting consumer acceptability.

Standard Set for Antibiotic Use in USA

A group of food companies, livestock producers, trade associations, and retailers has released comprehensive framework to strengthen oversight for use of antibiotics in food animals.

Members led by the Farm Foundation and The Pew Charitable Foundation include Tyson Foods, Hormel Foods, Smithfield Foods, Jennie-O Turkey Store, McDonald’s Corp., Walmart Inc., the National Pork Board, National Pork Producers Council, and National Turkey Federation.

CONTINUED ON PAGE 94

6th Annual ASA Fall Focus 2019

Focus on You. Focus on Success. Focus on Profit.
August 23-27, 2019

Manhattan,
 Kansas



Schedule of Events

- August 23** • Local Simmental seedstock operation tours. River Creek Farms, Irvine Ranch, Hofmann Simmentals, Cow Camp Ranch, Sunflower Genetics, and Rock Creek Ranch welcome visitors.
 - Herdbook Tutorial Session
 - Cattle display and dinner at the Stanley Stout Center in the evening. Dinner will have a nominal fee to support the Kansas Junior Simmental Association.
- August 24** • Day-long Educational Symposium at the Manhattan Conference Center Evening Dinner and Social hosted by the Kansas Simmental Association at the Flint Hills Discovery Center.
- August 25-27** • Interactive Committee and Board Meetings

Headquarters at the Hilton Garden Inn and attached Manhattan Conference Center.

A block of rooms is available — see fallfocus.org for more details.





551SM09027 • REG: 3268058 • DOB: 2/12/2017

ELEVATION

PUREBRED - HOMO BLK/HOMO PLD
ELEVATE X TOP GRADE

CE	BW	WW	YW	MCE	Milk	MWW	Stay	DOC
13.3	.3	74.5	114.6	8.3	22.6	59.8	21.2	5.3
CW	YG	Marb	BF	REA	Shear	API	TI	
10.3	-.43	.16	-.088	.68	-.29	148.7	78.5	

EPD as of 1/29/2019



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

BLACK HAWK

3/4 SM 1/4 AN - HOMO BLK/HOMO PLD
XAVIER X QUEST

CE	BW	WW	YW	MCE	Milk	MWW	Stay	DOC
17	-2.5	81.9	128.8	10.1	17.4	58.3	20.7	13.2
CW	YG	Marb	BF	REA	Shear	API	TI	
46.3	-.28	.27	-.025	1.16	-.52	155	83.8	

EPD as of 1/29/2019

SexedULTRA 4M[®]
High Fertility Sex Sorted Semen

MAXIMIZE YOUR GENETIC PROGRESS



551SM09028 • REG: 3184424 • DOB: 1/14/2016

BLACK POWDER

5/8 SM 3/8 AN - HOMO BLK/HOMO PLD
LOCK N LOAD X PIONEER

CE	BW	WW	YW	MCE	Milk	MWW	Stay	DOC
15.5	-1.2	69.8	116	9.3	18.3	53.2	17.7	10.8
CW	YG	Marb	BF	REA	Shear	API	TI	
16.3	-.39	.08	-.047	.96	-	131.5	71.2	

EPD as of 1/29/2019



551SM09031 • REG: 2882669 • DOB: 2/12/2014

COWBOY

1/2 SM 1/2 AN - HOMO BLK/HOMO PLD
COWBOY CUT X NEWSLINE

CE	BW	WW	YW	MCE	Milk	MWW	Stay	DOC
15.6	.2	74.4	110	10.3	30.1	67.2	19.8	14.4
CW	YG	Marb	BF	REA	Shear	API	TI	
42.4	-.15	.54	-.024	.71	-.37	156.6	82.9	

EPD as of 1/29/2019

THE BEST WAY TO PREDICT
THE FUTURE IS TO

Create It

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

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

Judge Reinstates WOTUS

A federal judge in Washington state has reinstated the Waters of the US (WOTUS) rule as prescribed by the Obama administration, according to a report by the Capital Press.

Western Washington District Judge John Coughenour, a Reagan appointee, said ultimately that the current administration erred when it suspended WOTUS without taking public comment on the merits of the rule.

Court Strikes Down Iowa Law

The US District Court for the Southern District of Iowa ruled as unconstitutional the Iowa law in effect since 2012 that made it illegal for activists to lie to gain access to livestock operations and shoot unauthorized video.

The law, dubbed "Ag-Gag" by activist groups, made it illegal for persons to obtain access to an agricultural production facility by false pretenses. The ruling was based on an analysis of the lawsuit as it pertains to the Constitutional right to free speech.

Unprecedented awareness of your calves.
NO COST!

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

Feeder Profit CALCULATOR™
beef@internationalgeneticsolutions.com

States Define Meat

Missouri was the first state to regulate the term "meat" on product labels, and now Nebraska, Tennessee, Virginia, and Wyoming also look to pass state measures to limit false marketing of alternative meats.

In addition, the Iowa Cattlemen's Association has approved policy supporting the term "meat" to describe only those proteins derived from actual livestock raised by farmers and ranchers that are harvested for human consumption. The policy also supports oversight of alternative protein products by the USDA.

ST

Livestock Services

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

A.I. Products, Semen & Service

Custom Collection Billings, MT 406.656.9034 Strafford, MO 417.736.2125	Customer Service 888.333.1783
--	----------------------------------

GENEX™

©2019 GENEX A-18295-12

ORIGen
Breeder to Breeder Genetic Services

10 West Arrow Creek Road
Huntley, Montana 59037

1-866-867-4436

www.ORigenbeef.org

UNIVERSAL SEMEN SALES, INC.

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

unisemen@universalsemensales.com
www.universalsemensales.com

CATTLE VISIONS

Semen Available on Today's Hottest AI Sires

866-356-4565
www.cattlevisions.com

ALLIED GENETIC RESOURCES

ALLIED BY REPUTATION.
FOCUSED ON SERVICE.

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

WWW.ALLIEDGENETICRESOURCES.COM

Col. Luke Mobley

Auctioneer
Livestock Marketing

205.270.0999 | www.LukeMobley.com

Unprecedented awareness of your calves.
NO COST!

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

Feeder Profit CALCULATOR™
beef@internationalgeneticsolutions.com

HPF QUANTUM LEAP 2952



QUANTUM LEAP

YOUR HERD IN THE DIRECTION OF PERFECTION!

	CE	BW	WW	YW	MCE	Milk	\$API	\$TI
EPD	13	1.7	76	108	6	20	127	74
%	15		20	35	35			25

EPDs as of 11.19.18

**Sired Reserve Female at 2018 NAILE
Champion % Bull at 2018 NAILE
2017-18 PTP % Show Bull of the Year**

ASA#: 2649657 • Homozygous Polled • Heterozygous Black
Sire: HTP/SVF Duracell • Dam: RP/MP Right to Love 015U



Quantum Leap's famous dam at Hudson Pines Farm.



Quantum Leap's famous maternal granddam – Valentine.

Quantum Leap was a champion bull at nearly every major show in 2014 and 2015! Now, his first progeny are the result of the eye-appeal, body-capacity, and structural soundness that he is dominantly transmitting!

Owners: Circle M Farms and Rocking P

QUANTUM LEAP "LIT UP" THE 2017 AJSA NATIONAL CLASSIC!



Grand Champion Bred and Owned Percentage Cow Calf Pair – exhibited by Brooklyn Vurden.



Reserve Grand Champion Bred and Owned Percentage Female – exhibited by AK Phillips.



Grand Champion Bred and Owned Purebred Female – exhibited by AK Phillips.



3rd Overall Purebred Female – exhibited by Morgan Phillips.



11th Overall Purebred Female – exhibited by Kayden Tanner.



13th Overall Purebred Female – exhibited by Allie Jordan.



CMFM Time to Shine 99D, Champion at 2017 Simmental Sweepstakes Junior Show.

**Semen - \$50
5 ml sexed female - \$200**

CATTLE Visions

866-356-4565

Have You Checked Out Active Herd?

A FREE and EASY cattle management software.

Keep up-to-date informal records that can be directly imported into ASA's database.

Easy access:

Import existing active animal groups or create new pasture groups and animal records.

Stay current:

Add updated performance data: actual birth, weaning, and yearling weights; calving ease scores; and import information directly into Herdbook for the most accurate EPD updates.

Save time:

Directly register cattle by moving informal pasture groups and records into an ASA job for data submission.

Save money:

Active Herd's goal is similar to other cattle management software but free with ASA membership.

Track Your Management Data:

- Herd health treatments
- Breeding, pregnancy, calving
- Weaning and yearling weights and measurements
- Inventory and active pastures

To access:

Log into herdbook.org, go to "Herd Mgmt", and select "Active Herd".

TSN Simmentals

Annual Sale

March 19th, 2019
Platte Livestock Market
Platte, SD
Selling 50 Registered
Simmental and SimAngus™
Bulls

TSN Simmentals

Tim, Sandy, and Sawyer
27005 360th Ave.
Platte, SD 57369
(605)337-3503
Tim's Cell- (605)207-0229
www.tsnsimmentals.com

*EPDs as of 2/7/2019



TSN Sure Fire F585

G A R Sure Fire x Shear Force
1/2 SM 1/2 AN
API:170 TI: 87



TSN Nitghride F614

J BarJ Nightride x R&R Chamberlain
5/8 SM 3/8 AN
API 141 TI: 79



TSN All-Around F607

WS All-Around x Executive Order
3/4 SM 1/4 AN
API: 161 TI: 86



TSN Sure Fire F173

J Bar J Nightride x TNT Tanker
1/2 SM 1/2 AN
API: 167 TI 88



TSN Cowboy Cut F563

CCR Cowboy Cut x R&R Chamberlain
PB SM
API: 154 TI 86



TSN Sure Fire F373

G A R Sure Fire x Singletary
1/2 SM 1/2 AN
API: 163 TI: 91



TSN Protege S F372

TSN Protege x Bismarck
1/2 SM 1/2 AN
API: 140 TI: 76



TSN All-Around F593

WS All-Around x CCR Cowboy Cut
1/2 SM 1/2 AN
API: 142 TI: 81



TSN Sure Fire F618

G A R Sure Fire x Cowboy Cut
PB SM
API: 174 TI: 91



TSN All-Around F609

WS All-Around x Cowboy Cut
PB Simmental
API: 159 TI: 91

Walton – Berry Graduate Student Support Grant

Purpose:

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

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

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

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

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

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

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

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

To apply for this award:

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

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



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

One Genetics Way
Bozeman, MT 59718

or
simmental@simmgene.com

Entry Deadline: April 15

LARGE SELECTION. GUARANTEED. AFFORDABLE.



AFCR 813F ASA#3495193 PB SM API: 141.8 TI: 75.7
SIRE: BCLR CASH FLOW C820 MGS: GLS FRONTIER N13



AFCR 815F ASA#3495209 PB SM API: 128.6 TI: 75.3
SIRE: BCLR WIDE LOAD C21-3 MGS: TNT TANKER U263



3C 8340F ASA#3514115 PB SM API: 147 TI: 87.7
SIRE: 3C DUKE 6568D B MGS: NLC YUKON 53Y



3C 8419F ASA#3514250 PB SM API: 141.1 TI: 79.1
SIRE: 3C DANFORTH 6711D BZ MGS: JBS MR FORCE 107A



3C 8528F ASA#3514285 PB SM API: 131.8 TI: 73.5
SIRE: 3C PASQUE 4331B B MGS: NLC YUKON 53Y



3C 8327F ASA#3514401 PB SM API: 135.1 TI: 71.1
SIRE: WELSHS DEW IT RIGHT067T MGS: 3C BEAU NS 4332B BZ

EPDs as of 2.2.19



3C 8418F ASA#3514193 PB SM API: 157.1 TI: 79.1
SIRE: WS ALL ABOARD B80 MGS: 3C WALLY C240 BLK



3C 8552F ASA#3514054 PB SM API: 132.9 TI: 67.5
SIRE: 3C PASQUE 4702B B MGS: MR NLC ICON X0104

SEVERAL 1/2 & 3/4
BROTHERS SELL!

NLC
SIMMENTAL RANCH

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

MARCH 15, 2019

48TH ANNUAL SIMMENTAL & SIMANGUS™ BULL & HEIFER SALE AT THE RANCH, WESSINGTON, SD
150 YEARLING BULLS // SELECT GROUP OF FANCY REPLACEMENT HEIFERS

This sale will be broadcast live on the internet.

DVAuction
Broadcasting Real-Time Auctions
Real time bidding & proxy bidding available.



3C Christensen Ranch
John & Carly Christensen
Tyler, Cam, Law & Cecil Fagerhaug
37273 216th St • Wessington, SD 57381
Home: 605-458-2218 • John Cell: 605-350-1278
Cam: 605-350-2018 • Tyler: 605-280-1416

WWW.NLCRANCH.COM  3C CHRISTENSEN RANCH



Welcome to the cutting edge

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

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

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

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



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



Open Gate Ranch

39th Annual Bull Sale Tuesday, March 19, 2019

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



FY314 3/4 SM SIRE: HSR RED MAGNUM C708



FD68 3/8 SM SIRE: CLRS CONSTITUTION 311 C



FA418 1/2 SM SIRE: BROWN 3K STAKEHOLDER X7870



FY306T 1/4 SM SIRE: TJ DARKHORSE 452C



FW825 1/2 SM SIRE: OLF OTIS Y43



FB748 1/2 SM SIRE: TJ DARKHORSE 452C



FW696 PB SM SIRE: CDI MAVERICK 335B



FC892 1/2 SM SIRE: HOOK'S BALTIC 17B



FD513 3/8 SM SIRE: CLRS CONSTITUTION 311 C

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

OPEN GATE RANCH

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

ALLIED
GENETIC RESOURCES

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

Rates and Policies

Ad Sales Staff

For All Your Advertising Needs



Nancy Chesterfield
406-587-2778

nchesterfield@simmgene.com



Rebecca Price
406-587-2778

rprice@simmgene.com

International Sales



Jeff Thomas
406-581-8859

Jeffthomas138@gmail.com

Subscriptions

- Domestic \$50/year
- First Class \$100/year
- All International \$150/year (US)

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

Space and four-color rates for *SimTalk*:

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

SimTalk Deadlines for Publication:

	Sales Close	Ad Materials	Camera Ready	Mail Date
Early Fall 2019	July 23	Aug 1	Aug 12	Aug 26
Late Fall 2019	Sept 20	Sept 27	Oct 7	Oct 21
January 2020	Dec 5	Dec 13	Dec 20	Jan 9

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

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

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

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

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

Design Charges

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

Layouts & Proofs

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

Terms

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

Advertising Content

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

Editorial Policy

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

ASA PUBLICATION, INC

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

THANK You

to our loyal customers across the United States for making the 2019 Bred for Balance Sale a huge success.

101 Bulls averaged \$5,432
33 Breds averaged \$3,339
4 Opens averaged \$5,438
138 TOTAL LOTS AVERAGED \$4,932



CLRS FREIGHT TRAIN 608F

3/4 SM ASA# 3399294

Purchased for \$12,500 by ABS Global, Inc., Madison, WI.



HOOK'S FUTURE FOCUS 3F

PB SM ASA# 3399313

Purchased for \$13,500 by Southern Cattle Company, Marianna, FL.



HOOK'S FRONTLINE 40F

PB SM ASA# 3403352

Purchased for \$46,000 by J/C Simmentals, Clare, MI, ABS Global, Inc., Madison, WI, All Beef, LLC, Normal, IL.



HOOK'S FULL FIGURES 11F

3/4 SM ASA# 3403323

Purchased for \$26,000 by Tekrony Brothers, Clear Lake, SD.



CLRS-FREE TRADE 210F

PB SM ASA# 3399256

Purchased for \$15,000 by Mike Bielenberg, Ames, IA.

Over 30 bulls reserved for private treaty sales. Bulls will be semen checked, genomically enhanced, and, as always, bred for balanced traits to elevate your operation. Bulls are available first come, first serve - contact us today.



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



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



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



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



BULLS FOR SALE

**SIMMENTAL &
SimAngus™ BULLS**

**YEARLINGS
AVAILABLE!**

CALL FOR MORE INFORMATION

**Cross Timbers,
Missouri**

www.lucascattlecompany.com

**(417) 399-7124
(417) 998-6878**



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

Forrest & Charlette Lucas

CALENDAR

MARCH

- 1 Diamond Bar S Sale — Great Falls, MT
- 1 Eichacker Simmentals' Annual Bull Sale — Salem, SD (pg. 64)
- 2 Cason's Pride and Joy Bull Sale — Russell, IA
- 2 Hicks Cattle Company's Annual Production Sale — Covington, IN
- 2 Kentucky Beef Expo Sale — Louisville, KY
- 2 KSU's Annual Legacy Sale — Manhattan, KS
- 2 Mason Angus/SimAngus™ Sale — Broken Bow, NE
- 2 Powerline Genetics' High-Altitude Bull Sale — Castle Dale, UT
- 2 Trinity Farms' Generations of Excellence Sale — Ellensburg, WA (pg. 60)
- 2 Walsh Simmental Bull Sale — Hubbard, NE
- 3 Gateway Genetics' Versatility + Bull Sale — Pierce, NE
- 3 Gold Bullion Group's Annual Sale — Wamego, KS
- 4-5 March Madness Online Sale — www.dponlinesales.com
- 4 Rincker Simmentals' Sweet 16 Online Bull Sale — www.rincker.com
- 5 Bonchuk Farms' Annual Sale — Virden, MB
- 5 Dikeman and Huninghake's Simmental and Angus Bull Sale — Wamego, KS
- 5 Doll Simmental Ranch's Annual Production Sale — Mandan, ND (pg. 61)
- 5 Open 8 Genetics Sale — Charlo, MT
- 6 61st Tifton Bull Test Sale — Irwinville, GA
- 6 Klein Ranch's Heart of the Herd Sale — Atwood, KS
- 7 Bieber Red Angus Sale — Leola, SD
- 7 Brink Simmentals' Private Treaty Bull Sale — Elkader, IA
- 7 Keller Broken Heart Ranch's Annual Production Sale — Mandan, ND (pg. 61)
- 9 17th Annual Carcass Performance Partners Bull Sale — Lucedale, MS
- 9 Bulls of the Prairie — Oakley, KS (pg. 81)
- 9 Great Lakes Beef Connection Bull Sale — Clare, MI (pg. 79)
- 9 I-29 Bull Run Simmental/Angus/Hereford Production Sale — Sioux Falls, SD
- 9 Mill Brae Ranch's Predictable Genetics Performance Bull and Female Sale — Maple Hill, KS
- 9 Northwest Select Simmental Sale — Stanley, ND
- 9 Tennessee Beef Agribition — Lebanon, TN
- 10 Gonsior Simmental Production Sale — Fullerton, NE
- 11 Cline Cattle Co.'s Spring Bull Sale — Manhattan, KS
- 11 Powerline Genetics' Spring-Born Bull Sale — Arapahoe, NE
- 13 R.A. Brown Ranch's 4th Annual Spring Bull Sale — Throckmorton, TX (pg. 39)
- 14 15th Annual Cattleman's Kind Bull Sale — San Saba, TX
- 14 Kearns Cattle's 30th Annual Bull Sale — Rushville, NE
- 14 Schmig Simmental Ranch's 36th Annual Production Sale — Stockholm, SD
- 15 3C/NLC Annual Production Sale — Wessington, SD (pgs. 64, 99)
- 15 Sunflower Genetics' Annual Production Sale — Maple Hill, KS (pgs. 24-25, 63)
- 16 1st Annual Southwest Classic Female Sale — Americus, GA
- 16 Altenburg Super Baldy Ranch's 27th Annual Bull Sale — Fort Collins, CO (pg. 45)
- 16 Dickinson Ranch's Annual Sale — Gorham, KS (pg. 85)
- 16 Eastern Spring Simmental Sale — Columbus, OH
- 16 High-Bred Simmentals' Sale — Fredonia, KS
- 16 Red Hill Farms' "More Than a Bull XIV" Sale — Lafayette, TN (pgs. 62, 112)
- 16 Rockin H Simmental Production Sale — Canby, MN (pg. 69)
- 18 All Terrain Bull Sale — Walsh, CO (pgs. 60, 71)
- 19 17th Annual Schrader Ranch's Bull Sale — Wells, KS (pg. 86)
- 19 Family Matters Online Sale — www.dponlinesales.com
- 19 Open Gate Ranch Sale — Simms, MT (pg. 101)
- 19 TSN Simmentals' Annual Sale — Platte, SD (pg. 97)
- 22 Drake Cattle Company Bull Sale — Centerville, IA
- 22 Vertical Edge Genetics' Annual Production Sale — Bancroft, ID (pg. 110)
- 23 Arkansas Bull and Commercial Female Sale — Heber Springs, AR
- 23 C&C Farms' Clear Vision Inaugural Production Sale — Winder, GA
- 23 Clear Choice Bull Sale — Milan, IN (pg. 84)
- 23 Clear Vision Annual Production Sale — Jefferson, GA
- 23 Lechleiter Simmentals' 31st Annual Sale — Loma, CO (pg. 60)
- 23 R&R Genetics' 2019 Bull and Heifer Sale — Tremonton, UT
- 23 T-Heart Ranch's High Altitude Bull Sale — LaGarita, CO (pgs. 18-19, 60)
- 24 Wisconsin Simmental Association's Spring Spectacular Sale — Lancaster, WI (pg. 75)
- 27 Diamond H Ranch's Annual Production Sale — LaCrosse, KS
- 28 52nd Annual Wardensville Bull Test Sale — Wardensville, WV
- 29 Spring Into Excellence Simmental Sale — Pennsylvania Furnace, PA
- 29 Wilson Ranch Sale — Saint Onge, SD
- 30 Harriman Santa Fe "Top of the Breed" Bull Sale — Windsor, MO
- 30 Wildberry Farms Bull and Bred Heifer Sale — Hanover, IL (pg. 111)

CONTINUED ON PAGE 106



WHERE *Cow Families* MATTER.

PB SM // ASA: 2380217



HC POWER DRIVE 88H X SVF/NJC SENERITA N29
OWNED WITH WELSH SIMMENTALS

PB SM // ASA: 2493489



CNS DREAM ON C186 X SOSF EBONY'S JOY L-123
OWNED WITH MOFFIT CATTLE CO.

PB SM // ASA: 2969062



YARDLEY HIGH REGARD W242 X WHF/PRS/HPF ALLEY 247Y

PB SM // ASA: 3125230



MR HOC BROKER X M2C OLLIE
OWNED WITH METZGER CATTLE CO.

PB SM // ASA: 3210176



SANDEEN UPPER CLASS 2386 X WELSH'S NIGHT LIGHTS 58S
OWNED WITH WELSH SIMMENTALS

PB SM // ASA: 3406192



MR HOC BROKER X SOSF EBONY'S JOY L-123



BARRETT BILLINGSLEY
GLASGOW, KENTUCKY
PH: 270/407-9002 // E: BARRETT.BILLINGSLEY3@GMAIL.COM

GENETIC OPPORTUNITIES
Available Now!
[FLUSHES, EGGS + PREGNANCIES]



**CHECK US
OUT ONLINE**



www.simmental.org



Prepare for the Breeding Season with These Handy Resources.

By Jaelyn Ketchum, Mike Smith Ph.D., and Jackie Atkins, Ph.D.

Planning for a successful breeding season starts now. Check out this article for helpful links to resources and tips.



EPDs: Frequently Asked Questions and Answers

By Lauren Hyde, Ph.D.

Easy-to-follow answers to frequently asked questions straight from IGS's lead geneticist. Helpful links to additional resources included.

APRIL

- 1** Georgia Made Online Sale — www.dponlinesales.com
- 5** CK Bar Ranch Bull Sale — Saint Onge, SD (pg. 88)
- 5** South Dakota State University's 27th Annual Bull Sale — Brookings, SD (pg. 108)
- 6** 16th Annual 'Pick of the Pen' Bull Sale — Blacksburg, VA (pg. 83)
- 6** Big Country Genetics Sale — Powell, WY (pg. 1)
- 6** Bulls of the Bluegrass — Lexington, KY (pg. 82)
- 6** The Gathering at Shoal Creek — Excelsior Springs, MO (pg. 72)
- 6** WBLA's 62nd Annual Performance Selected Bull Sale — Platteville, WI (pg. 90)
- 6** XL Ranch Sale — Powell, WY
- 8** Nelson Livestock Co. Production Sale — Wibaux, MT (pgs. 61,87)
- 9** The Right Kind Performance Bull Sale — Richmond, IN
- 12** Trennepohl Farms' Back to the Farm Bull Sale — Zanesville, OH
- 13** Brant Farms' Annual Sale — Hinckley, MN (pg. 73)
- 13** Haugstuen Ranches Build Your Herd Sale — Barron, WI
- 13** Southeast All Black Classic — Marianna, FL (pg. 80)
- 17** Trennepohl Farms' Top 10 Sale — Middletown, OH
- 18** Virginia Beef Expo Simmental Sale — Harrisonburg, VA
- 19** VA Simmental Spring SimSensation Sale — Harrisonburg, VA
- 20** 3rd Annual Southwest Showcase Sale — Crockett, TX
- 20** Diamonds and Spurs SimGenetics Sale — Bois d'Arc, MO
- 27** Customer's Choice Sale — Milan, IN
- 27** Heartland Performance With Class Bull Sale — Waverly, IA (pg. 74)

MAY

- 2** Nelson Simmental and SimAngus™ Bull Sale — Glasgow, MT
- 2** PLG/Seward Cattle Co. PAP Tested Bull Sale — Burnt Fork, WY
- 4** Gettysburg Stars and Stripes Sale — Gettysburg, PA
- 4** Hilbrands Cattle Company's Passion 4 Perfection Sale — Clara City, MN (pg. 76)
- 4** Timberland Cattle's Spring Female Sale — Vernon, AL
- 11** Banners and Beyond — Seward, NE
- 18** 25th Annual BHR's Designer's Classic Sale — Granbury, TX
- 18** 5th Annual Spring Turnout Sale — Seward, NE

JUNE

- 11-15** North Central Regional Classic — West Fargo, ND
- 19-22** Eastern Regional Classic — Lewisburg, WV
- 19-22** South Central Regional Classic — Stillwater, OK
- 26-29** AJSA Western Regional Classic — Logan, UT

JULY

- 21-28** AJSA National Classic — Louisville, KY

SEPTEMBER

- 7** NC Fall Harvest Sale — Union Grove, NC
- 15** Illini Elite Sale — Shelbyville, IL
- 18** Gonsalves Ranch Bulls Eye Breeders Angus & SimAngus™ Bull Sale — Modesto, CA
- 21** Family Matters Sale — Auburn, KY
- 23** LRW Simmental's Genetic Harvest Sale — Janesville, WI
- 26** Beef Solutions Bull Sale — Ione, CA
- 28** 16th Annual Head of the Class Sale — Louisburg, KS
- 28** Head of the Class Sale — Louisburg, KS

OCTOBER

- 5** Belles of the Bluegrass — Campbellsburg, KY
- 5** Buckeye's Finest Sale — Zanesville, OH
- 6** Field of Dreams Production Sale — Hope, IN, September Cal.
- 6** Wisconsin Simmental's Midwest Fall Roundup — Lancaster, WI
- 12** New Direction Sale — Seward, NE (pg. 62)
- 14** Burlap and Barbed Wire Vol. V Female Sale — Clay Center, KS
- 15** Top Shelf Genetics Online Sale — www.sconlinesales.com
- 18** Buckles and Banners Sale — West Point, IA
- 19** Midwest Made Sale, Prairie City, IA
- 19** MN Beef Expo - White Satin On Ice and All Breeds Sale — Minneapolis, MN
- 22** Koz-E Acres and Wilmes Farms' Fall Harvest Sale — Le Sueur, MN
- 26** 7P Ranch's 44th Annual Production Sale — Tyler, TX
- 26** Clear Choice Sale — Milan, IN
- 26** Fred Smith Company Ranch's Extra Effort Sale — Clayton, NC
- 26** Red Hill Farms' "Bulls and Females of Fall V" — Lafayette, TN

Hook's Encore 65E



ASA 3253795 PB SM

HOOK'S BEACON 56B x MR NLC ENTREPRENEUR 1227

CE	BW	WW	YW	MCE	MILK	STAY
14.7	-1.2	71.9	107.3	10.7	23.8	17.9
DOC	CW	YG	MARB	REA	API	TI
19.5	12.0	-0.51	0.48	1.09	163.6	87.5

GW Major Move 390E



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

GW MOVIN ON 183C x GW PREDESTINED 701T

CE	BW	WW	YW	MCE	MILK	STAY
10.7	-0.7	74.3	117.0	6.8	24.1	20.6
DOC	CW	YG	MARB	REA	API	TI
15.1	28.1	-0.32	0.26	0.83	140.4	76.9

CAMP Campbell E737



ASA 3319012 PB SM

HOOK'S BALTIC 17B x SAND RANCH HAND

CE	BW	WW	YW	MCE	MILK	STAY
15.7	1.9	78.4	123.0	9.9	24.7	20.1
DOC	CW	YG	MARB	REA	API	TI
13.9	30.1	-0.29	0.24	0.62	152.9	81.1

TJ Teardrop 783F



ASA 3459734 3/4 SM 1/4 AN

TJ MAIN EVENT 503B x DIKEMANS SURE BET

CE	BW	WW	YW	MCE	MILK	STAY
17.1	-0.7	81.1	123.7	6.8	41.9	20.5
DOC	CW	YG	MARB	REA	API	TI
16.8	28.6	-0.24	0.16	0.52	144.7	80.6

DEFINING THE Cutting Edge

TJ High Plains 986E



ASA 3288842 PB SM

CCR COWBOY CUT 5048Z x DIKEMANS SURE BET

CE	BW	WW	YW	MCE	MILK	STAY
15.1	0.3	81.3	117.8	7.5	34.2	17.7
DOC	CW	YG	MARB	REA	API	TI
15.5	29.8	-0.30	0.43	0.67	160.0	89.8

KBHR High Road E283



ASA 3312276 PB SM

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

CE	BW	WW	YW	MCE	MILK	STAY
19.6	-2.0	73.9	115.1	13.0	34.0	17.0
DOC	CW	YG	MARB	REA	API	TI
15.9	25.4	-0.54	0.56	1.23	175.3	93.5

NLC Gen Ten 82E



ASA 317984 PB SM

NLC PROGRESSIVE 40C x LBR RIGHT FOCUS W271

CE	BW	WW	YW	MCE	MILK	STAY
13.4	2.2	76.8	116.1	9.2	26.3	18.1
DOC	CW	YG	MARB	REA	API	TI
9.1	35.0	-0.37	0.15	0.85	139.0	77.3

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

MARTY ROPP 406-581-7835

**AVERAGE HAS
NEVER BEEN
good enough.**

**ALL
Beef**

EPDs current 2/4/19.

AD INDEX

Alabama

Gibbs Farms 113
 Mobley, Col. Luke, Auctioneer 94
 Williams, Steve 70

Arkansas

Faulkner Farms 6, 7
 Fleckvieh Marketing Coalition 6, 7
 Log Land Farms 6, 7

California

Gilliland, Ron 53
 LDR Genetics 53

Colorado

Altenburg Super Baldy Ranch, LLC 45, 60
 Bridle Bit Simmentals 60, 71
 Bulls of the Prairie 81
 Campbell Simmentals 81
 Far Out Cattle Ranch 71
 L-Cross Ranch 18, 19
 Leachman Cattle of Colorado 56, 57
 Leachman Elite Semen Cooperative 56, 57
 Lechleiter Simmentals 60
 Lee's Cattle Company 55
 T-Heart Ranch 18, 19, 81, 60

Florida

Southeast All Black Classic 70
 Southern Cattle Company 1, 70

Georgia

Jones, Mike, Auctioneer 70
 Phillips Farms Simmentals 64

Idaho

Promise Land Ranch 60
 Vertical Edge Genetics 110

Illinois

ALL Beef 107
 Allied Genetic Resources 1, 3, 13, 19, 22, 23, 24, 45, 70, 71,
 79, 81, 83, 87, 91, 94, 101, 103, 111, 112, 113, IBC
 Bar QH Farms 36
 Blackford Show Cattle 36
 C-MOR Beef Farms 36
 Hopewell Views Simmentals 62
 JR Simmentals 89
 Rhodes Angus 62
 Wildberry Farms 62, 111

Indiana

ClearWater Simmentals 84
 Lucky Penny Cattle Company 84
 Purdue University 84
 Wesner Livestock Enterprises 84

Iowa

Boyle Ranch 70
 Brink Fleckvieh 114
 Double E Fleckvieh 6, 7
 Fleckvieh Marketing Coalition 6, 7
 Heartland Simmental 74
 JS Simmentals 36
 Springer Simmental 64
 Stanley Martins Farms 4

Kansas

ART-JEN Simmental Farm 114
 Brooks Simmental Ranch 63
 Bulls of the Prairie 81
 Cow Camp Ranch 63
 Diamond H Ranch 75
 Dickinson Ranch 85
 Dixon Farms, Inc. 63
 Fall Focus 92
 Gold Bullion 63
 Hofmann Simmental Farms 63
 Irvine Ranch 91

Jensen Simmentals 114
 Kansas Simmental Association 92
 Kaser Brothers Simmental 63
 Rains Simmental 81
 River Creek Farms 63
 Schrader Ranch 86
 SEK Genetics™ Genetic Horizons 12, 13
 Sunflower Genetics, LLC 24, 25, 63
 Suther Feeds, Inc. 86

Kentucky

BB Simmentals 105
 Bulls of the Bluegrass 82
 DP Sales Management, LLC 82, 84
 Kaiser Simmentals 82
 Misty Meadow Farm 82
 Rocking P Livestock 95
 Sells, Joshua 91
 Swain Select Simmentals 82
 Wayward Hill Farm 82

Louisiana

Fleckvieh Marketing Coalition 6, 7
 Rugged R Cattle 6, 7, 114

Michigan

Big Country Genetics 1
 Fleckvieh Marketing Coalition 6, 7
 Freedom Run Farms 6, 7
 Great Lakes Beef Connection 79
 Green Valley Farm 79
 J Bar J Ranch, Inc. 79
 JC Simmentals 91
 JS Simmentals 79
 Salinas Farms 79
 SD Simmentals 79
 Triple Z Simmental 114
 XL Ranch 1

CONTINUED ON PAGE 110

South Dakota State University

27th Annual Angus & SimAngus™ Bull Sale

S D S Whitlock 822F

S Whitlock 179 x A A R Ten X 7008 S A



PB Angus

CED	BW	WW	YW	MARB	REA	\$W	\$B
3	3.6	85	138	0.64	0.79	76.37	187.33
75	95	1	2	35	15	2	1

Friday, April 5th

1:00pm at the SDSU
 Cow/Calf Education
 & Research Facility
 2901 Western Ave.,
 Brookings, SD

Lunch before the sale!

Tradition Never
 Graduates

S D S Boulder 836F

CCR Boulder 1339A x CCR Cowboy Cut 5048Z



Polled 5/8 SM 3/8 AN

CE	BW	WW	YW	MARB	REA	API	TI
17.2	-1.5	67.8	100.8	0.47	.98	153.8	80.5
5	15	40	45	20	4	4	10

For more information or to request a catalog contact:

Kevin VanderWal (605) 693-2253; kevin.vanderwal@sdstate.edu

Dr. Cody Wright (605) 688-5448; cody.wright@sdstate.edu

<https://www.sdstate.edu/agriculture-food-environmental-sciences/animal-science/sdsu-annual-bull-sale>

Background photo courtesy of Kendra Davis

Box 2170
 Brookings, SD 57007



Hot SimSolutions

at
CATTLE Visions

K-Ler Kingsman 610D



5/8

ASA#: 3125337
EPDs: CE: 11 \$API: 132 \$TI: 82

W/C Executive 187D



3/4

ASA#: 3182363
EPDs: CE: 15 \$API: 129 \$TI: 77

Yardley Utah Y361



3/4

ASA#: 2641894
EPDs: CE: 10
\$API: 99
\$TI: 58



FHEN Halftime A127



1/2

ASA#: 2884737
EPDs: CE: 14
\$API: 140
\$TI: 70



WLE Copacetic EO2



3/4

ASA#: 3299037
EPDs: CE: 11
\$API: 109
\$TI: 66



W/C Lock Down 206Z



1/2

ASA#: 2658496
EPDs: CE: 14
\$API: 152
\$TI: 80



W/C United 956Y



1/2

ASA#: 2614725
EPDs: CE: 12
\$API: 129
\$TI: 89



W/C BF Innocent Man 174A



3/4

ASA#: 2785174
EPDs: CE: 10
\$API: 103
\$TI: 56



Schooley Emmett C543



3/4

ASA#: 3268112
EPDs: CE: 8
\$API: 115
\$TI: 72



TJ Franchise 451D



1/2

ASA#: 3148384
EPDs: CE: 20 \$API: 164 \$TI: 90
Triangle J's 2017 sale topper and stoutest bull ever produced!

GLS/JRB Cash Flow 163C



3/4

ASA#: 3044489
EPDs: CE: 7 \$API: 105 \$TI: 64

CCR Anchor 9071B



3/4

ASA#: 2882759
EPDs: CE: 17 \$API: 161 \$TI: 83

Rousey Gold Strike 512C



5/8

ASA#: 3000381
EPDs: CE: 17 \$API: 160 \$TI: 90

WS Stepping Stone 844



3/4

ASA#: 2937803
EPDs: CE: 10 \$API: 124 \$TI: 74

Longs the Player C33



3/4

ASA#: 3030191
EPDs: CE: 14 \$API: 113 \$TI: 60

LCRR THR Mtn Pass 6219D



5/8

ASA#: 3117102
EPDs: CE: 16 \$API: 163 \$TI: 88

Damar Duration D871



1/2

ASA#: 3222772
EPDs: CE: 11 \$API: 123 \$TI: 79

WHF Tenfold C38



3/4

ASA#: 3118596
EPDs: CE: 13 \$API: 119 \$TI: 67

DAF Cadillac Style C4



1/2

ASA#: 3066650
EPDs: CE: 10 \$API: 121 \$TI: 61

W/C Last Call 206A



1/2

ASA#: 2785178
EPDs: CE: 12 \$API: 141 \$TI: 77

W/C Son of a Biscuit 83E



1/2

ASA#: 3336314
EPDs: CE: 13 \$API: 134 \$TI: 66

Bridle Bit Rembrandt D630



5/8

ASA#: 3137473
EPDs: CE: 21 \$API: 177 \$TI: 77

Hara's Distinction 10C



3/4

ASA#: 3083878
EPDs: CE: 10 \$API: 88 \$TI: 59

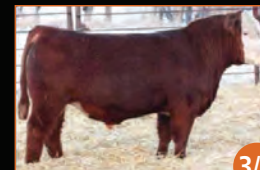
CCR Masterlink 9054C



3/4

ASA#: 3026360
EPDs: CE: 16 \$API: 137 \$TI: 79

W/C Red Revolver 8443C



3/4

ASA#: 3041173
EPDs: CE: 16 \$API: 112 \$TI: 55

Minnesota

Brant Farms	73
Clear Springs Cattle Company	103
Eberspacher Enterprises, Inc.	69, 72, 73, 74, 76
Hilbrands Cattle Company	76
K-LER Cattle	55
Oak Meadow Farms	63
Rockin H Simmentals	69
Rossman Farm Genetics	55
Rydeen Farms	63
Tom Hook Family	103

Mississippi

Little Creek Farm, LLC	63, 114
Rockhill Ranch	63

Missouri

Cattle Visions	12, 13, 16, 17, 29, 30, 31, 36, 42, 43, 55, 77, 89, 94, 95, 109
Double R Cattle Company	72
Fleckvieh Marketing Coalition	6, 7
Full Circle Farms	6, 7
GENEX™ Custom Collection	94
Gerloff Farms	60
Harriman Santa Fe (Bob)	60
Lucas Cattle Company	60, 104
New Day Genetics	8
RS&T Simmentals	72
Shoal Creek Land & Cattle	72
Steaks Alive	BC
Three Cedars Simmentals	8
Vest Lane Farm	72

Montana

Bulls of the Big Sky	61
Gateway Simmental & Lucky Cross	IBC
GENEX™ Custom Collection	94
Hill's Ranch	61
Miller Simmentals	61
Nelson Livestock Company	61, 87
Open Gate Ranch	101
ORigen	3, 94
Peck Simmentals	61
Universal Semen Sales, Inc.	12, 35, 94

Nebraska

APEX Cattle	12, 13
Berger's HerdMasters	62
Forster Farms	62
Gengenbach Cattle Company	62
J&C Simmentals	62
Neogen® GeneSeek Operations	100
Sandy Acres Simmental	62
Sloup Simmentals	62
Triangle J Ranch	22, 23, 62

North Carolina

Fred Smith Company	91
--------------------	----

North Dakota

Bata Brothers	61
Dakota Xpress	61
Ellingson Simmentals	53, 61
James Creek Simmental	114
Kaelberer Simmentals	61
Keller Broken Heart Ranch	61
Kenner Simmentals	61
Rust Mountain View Ranch	61
SRF Simmentals	61
SYS Simmentals	61
TNT Simmentals	61, 91

Oklahoma

Lazy U Ranch	60
Morris Farm	114
White Farms	60
Willis Simmentals	60

Ohio

Select Sires®, Inc.	5, 12, 22, 91, 113
---------------------	--------------------

Pennsylvania

Elk County Simmentals	114
-----------------------	-----

South Dakota

3C Christensen Ranch	64, 99
B&B Simmental Cattle	64
Benda Simmentals	64
CK Bar Ranch	88
Diamond M Ranch	6, 7
Double J Farms Simmental Cattle	64
Eichacker Simmentals	64
Ekstrum Simmentals	64
Fleckvieh Marketing Coalition	6, 7
Jackpot Cattle Co.	64
NLC Simmental Ranch	64, 99
S/M Fleckvieh Cattle	114
Schnabel Ranch	91
South Dakota State University	108
Stavick Simmental	64
Traxinger Simmental	64
TSN Simmentals	97
Werning Cattle Company	64, 89

Tennessee

Martin Farms	62
Red Hill Farms	62, 112

Texas

Bois d'Arc Land & Cattle Co.	61
Circle M Farms	95
Estes Ranch	80
Fleckvieh Marketing Coalition	6, 7
Fullblood Simmental Fleckvieh Federation	114
R.A. Brown Ranch	39
Reavis Farms	2


CONTINUED ON PAGE 112

ANGUS • SIMANGUS™ • FLECKVIEH

Annual Production Sale

FRIDAY, MARCH 22, 2019 • 1:00 P.M.

at the ranch in Bancroft, Idaho



HAR PINEBANK 443 202
Angus reg. 17505028
Pinebank Waigroup 41/97 x DDA Ally 69C
Angus Sons Sell



CROSSROAD RADIUM 789U
Fleckvieh reg. 2705810
MF MR Evan x BHR Doorn
Full Fleckvieh Sons Sell

Offering over

120 HEAD

Angus, SimAngus™, & Fleckvieh



O C C ZAMIR 412Z
Angus reg. 17771569
O C C Jet Stream x D D A Fahren 21X
Angus & SimAngus Sons Sell • PAP 39



ACW IRONHIDE 395Y
SimAngus™ reg. 2624126
Lock N Load x BOYD New Day
SimAngus Sons Sell

Negative BVD-PI Tested,
Performance Tested,
Fertility Tested and
PAP TESTED



VE NE RONNY 862C
Angus reg. 18730239
DUFF New Edition x OCC Just Right
Angus & SimAngus Sons Sell



GOLDEN DAWN DECKER
SimAngus™ reg. 3042281
MFI Center Cut x HEMR Samurai
SimAngus Sons Sell • PAP 38

Also selling sons of Trifecta, Fahren 21X, VE Euro Jiggs,
Emblazon 27C, SDS Wide Range, S/M Diesel, Paxton 1172



**VERTICAL
EDGE** GENETICS

Call or email to join our mailing list.
Stay tuned to website for pictures & videos.

DIRK & MARNIE JOHNSON
2055 Ivins Road • Bancroft, ID 83217
Cell: (208)390-6619 • Home: (208)425-9169
simroot57@yahoo.com
www.verticaledgegenetics.com

WILDBERRY

Annual Production Sale

60 BULLS AND 25 BRED HEIFERS SELL

FARMS

March 30, 2019

1:00 pm • Hanover, IL



F100 // ASA 3402395 // 3/4 SM 1/4 AN
BLACK, POLLED WBF THUNDER B033 BULL.

CE	BW	WW	YW	MCE	MILK	MWW
8.6	2.9	66.3	101.9	5.7	22.9	56.0
DOC	CW	YG	MARB	REA	API	TI
11.3	29.0	-0.29	0.42	0.59	133.1	70.7



F012 // ASA 3402320 // 1/2 SM 1/2 AN
BLACK, POLLED RLWF PROPHET MARGIN 1393 BULL.

CE	BW	WW	YW	MCE	MILK	MWW
16.0	-0.6	67.7	105.0	10.6	18.0	51.8
DOC	CW	YG	MARB	REA	API	TI
14.1	41.5	-0.06	0.57	0.58	132.2	76.8



F015 // ASA 3402323 // 1/2 SM 1/2 AN
BLACK, POLLED TJ Z54 BULL.

CE	BW	WW	YW	MCE	MILK	MWW
16.3	-2.7	77.4	116.4	10.2	28.6	67.2
DOC	CW	YG	MARB	REA	API	TI
12.6	29.3	-0.03	0.33	0.23	144.4	82.3



F583 // ASA 3402630 // PB SM
BLACK, POLLED RUBY SWC MADDEN D665 BULL.

CE	BW	WW	YW	MCE	MILK	MWW
15.2	0.4	70.4	104.7	8.2	30.3	65.4
DOC	CW	YG	MARB	REA	API	TI
14.5	28.5	-0.40	0.33	0.70	147.2	80.9



F068 // ASA 3402368 // PB SM
BLACK, POLLED TRAXS RUSHMORE X103 BULL.


CE	BW	WW	YW	MCE	MILK	MWW
15.2	0.2	70.9	112.1	10.3	21.8	57.2
DOC	CW	YG	MARB	REA	API	TI
15.5	46.1	-0.36	0.34	0.81	154.8	81.2



F077 // ASA 3402375 // 3/4 SM 1/8 AN 1/8 MX
BLACK, POLLED CCR COWBOY CUT 50482 BULL.

CE	BW	WW	YW	MCE	MILK	MWW
9.2	3.5	85.1	121.9	5.9	23.9	66.4
DOC	CW	YG	MARB	REA	API	TI
25.9	30.9	-0.33	0.29	0.69	139.6	82.7

THE WILDBERRY FARMS ADVANTAGE...

- Balanced trait bulls sorted for structural soundness, growth, calving ease, maternal values, carcass traits and disposition.
- Developed in large groups on a high roughage TMR to ensure longevity.
- Semen checked and carry a first breeding season guarantee.
- Volume discounts and free delivery within the first 200 miles on all bull purchases.
- Visit www.wildberryyfarms.net for updated information on the sale.
- Follow Wildberry Farms Simmentals on FaceBook 



E238 // ASA 3255693 // PB SM
BLACK, POLLED IR PLATINUM B778 HEIFER.

CE	BW	WW	YW	MCE	MILK	MWW
7.9	1.4	70.3	106.8	4.7	25.8	60.9
DOC	CW	YG	MARB	REA	API	TI
15.8	29.0	-0.44	0.27	0.90	133.7	76.8

Seedstock for both the commercial and purebred producer.

WILDBERRY

BEN LEHMAN, CATTLE MANAGER: 563-920-0315

DEAN ELDER, HERDSMAN: 712-269-1261

JIM BERRY, OWNER: 815-297-5562 evenings • simgene@msn.com

FARMS

6502 IL RT 84 South, Hanover, IL 61041

www.wildberryyfarms.net

EPDs current 2/11/19.



Texas (continued)

Ruby Lane Farm 6, 7
 Shipman, Jered, Auctioneer 94
 Smith Genetics 2
 STgenetics® 55, 93

Virginia

McDonald Farms 83

Washington

Fleckvieh Marketing Coalition 6, 7
 Professional Livestock Solutions 6, 7
 Trinity Farms 60

West Virginia

Wardensville Bull Test 2

Wisconsin

ABS® Global, Inc. 3, 23, 64, 113
 Accelerated Genetics 74

Wisconsin (continued)

GENEX™ 9, 94
 Wisconsin Beef Improvement Association 90

Wyoming

Black Summit 1

Canada

Circle 3 Genetics 114
 Double Bar D Farms 114

Associations

American Simmental Association IFC, 27, 32, 33, 34, 46, 47, 49, 52, 65, 66, 92, 96, 98, 100, 106
 American Simmental-Simbrah Foundation 98
 Fleckvieh Marketing Coalition 6, 7
 Fullblood Simmental Fleckvieh Federation 114
 International Genetic Solutions (IGS) IFC, 24, 32, 33, 38, 44, 47, 49, 52
 Kansas Simmental Association 92

Livestock Services

ABS® Global, Inc. 3, 23, 64, 113
 Accelerated Genetics 74
 ALL Beef 107
 Allied Genetic Resources 1, 3, 13, 19, 22, 23, 24, 45, 70, 71, 79, 81, 83, 87, 91, 94, 101, 103, 111, 112, 113, IBC
 Cattle USA 45
 Cattle Visions 12, 13, 16, 17, 29, 30, 31, 36, 42, 43, 55, 77, 82, 89, 94, 95, 109
 Cow Herd DNA Roundup 32, 52
 DP Sales Management, LLC 84
 DVAuction 71, 75, 81, 84, 90, 99, 112
 Eberspacher Enterprises, Inc. 69, 72, 73, 74, 76
 Feeder Profit Calculator™ IFC, 32, 33, 38, 44, 52, 60, 62, 63, 64, 94
 GENEX™ 9, 94
 GENEX™ Custom Collection 94
 GGP 100
 GrowSafe 71
 International Genetic Solutions (IGS) IFC, 24, 32, 33, 38, 44, 47, 49, 52
 Jones, Mike, Auctioneer 70
 LiveAuctions.TV 24, 69, 72, 73, 74, 76
 Mobley, Col. Luke, Auctioneer 94
 Neogen® GeneSeek Operations 100
 ORigen 3, 94
 Pennington® Seed Forage Products 37
 Professional Livestock Solutions 6, 7
 Safety Zone™ Calf Catchers 15
 SEK Genetics™ Genetic Horizons 12, 13
 Select Sires®, Inc. 5, 12, 22, 91, 113
 Sexcel 3
 SexedUltra 4M® 93
 Shipman, Jered, Auctioneer 94
 SimGenetics Profit Through Science 27, 32, 46, 47, 49, 52, 92, 100
 STgenetics® 55, 93
 Superior Livestock Auctions 87
 Superior Productions 19, 45, IBC
 Suther Feeds, Inc. 86
 Universal Semen Sales, Inc. 12, 35, 94

Miscellaneous

Active Herd 96
 ASA DNA 61
 ASA Performance Advocate 61, 62, 63, 71, 83, 112
 ASA Publication, Inc. 46, 65, 66
 Best of the Barns 43
 Carcass Merit Program (CMP) ... 34, 61, 62, 63, 64, 83, 112
 Check Us Out Online 106
 Commercial EPDs 52
 Commercial Programs 32
 Commercial Tools 52
 Cooperator Herds 34
 Cow Herd DNA Roundup 32, 52
 Fall Focus 9 2
 Feeder Profit Calculator™ IFC, 32, 33, 38, 44, 52, 60, 62, 63, 64, 94
 Have You Herd? Blog 63, 65
 Sales Call 64
 SimAngus™ 49
 SimGenetics Profit Through Science 27, 32, 46, 47, 49, 52, 92, 100
 Simmental IFC
 SimTalk 65, 66
 Sire Source 46
 Total Herd Enrollment (THE) 32, 71, 61, 62, 63, 64
 tReg Blog 63, 65, 106
 Walton-Berry Graduate Student Support Grant 98
 What's She Worth 47
 You Are What You Eat 27

Fertility ... Longevity ... Profitability.



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

CE	BW	WW	YW	ADG	MCE	M	MWW	STAY	CW	YG	MA	BF	REA	API	TI
10.6	1.2	77.1	132.0	0.34	6.5	24.0	62.5	18.3	38.7	-0.46	0.79	-0.059	1.36	165.0	90.8
70%	70%	10%	2%	1%	50%	35%	15%	20%	20%	4%	1%	40%	1%	1%	1%

EPDs as of 2-7-19

MORE THAN A BULL SALE

Saturday, March 16, 2019

At the Farm, Lafayette, Tennessee

Selling: 40 Red Angus Bulls
 40 Simmental/SimAngus™ Bulls
 (Red and Black)

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

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

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

DVAuction Broadcasting Real-time Auctions



And follow us on Facebook/Red Hill Farms!



IT'S TIME TO IGNORE THE HYPE AND
 EMBRACE THE FACTS!
 ADD VALUE TO YOUR PROGRAM WITH...

HYBRID VIGOR

INCREASED POUNDS OF WEANED CALF
 INCREASED COW LONGEVITY & PRODUCTION

SIMANGUS™ & SIMMENTAL / THE INDUSTRY CHOICE FOR HYBRID VIGOR

GIBBS 7382E BROAD RANGE



ASA# 3404807 / CE 12.8 API 150.8 TI 83.7
 PB SM / CCR WIDE RANGE 9005A X SSF BLK LOUISE Y534

SSF BLK LOUISE Y534



ASA# 2630061 / CE 12.5 API 152.1 TI 79.7
 PB SM / DAM OF BROAD RANGE & SUPER DUTY

GIBBS 6155D SUPER DUTY



ASA# 3256504 / CE 17.8 API 150.8 TI 82.2
 1/2 SM / R B TOUR OF DUTY 177 X SSF BLK LOUISE Y534

GIBBS FARMS STRIVES TO MAXIMIZE
 HYBRID VIGOR BY DEVELOPING
 OUTCROSS GENETICS PRODUCED BY
 REAL-WORLD, WORKING FEMALES AND
 ELITE, HIGH ACCURACY SIRES.

CCR PAY DIRT 2340C



ASA# 3112013 / CE 11.5 API 150.2 TI 90.7
 1/2 SM Sired by BASIN PAYWEIGHT 1682

GIBBS 6176D FACEBOOK



ASA# 3256169 / CE 11.7 API 130.1 TI 82.4
 5/8 SM Sired by GIBBS 4340B NIGHTHAWK

GIBBS 3133A MOUNTAINEER



ASA# 2845421 / CE 16.8 API 172.5 TI 89.1
 1/2 SM Sired by S D S ALUMNI 115X




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

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

www.gibbsfarms.net

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

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

facebook.com/gibbsfarmssimangus 

Fullblood Simmental Fleckvieh Federation



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

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

*Your Northern Source for
Fleckvieh Genetics*



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

www.jamescreeksimmental.com



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

S/M Fleckvieh Cattle




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

JENSEN SIMMENTALS
Steven A. Jensen • 913-636-2540
40532 John Brown Hwy.
Osawatomie, KS 66064
jensensimmentals@gmail.com ★

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

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

www.jensensimmentals.com

Circle 3 Genetics
Office:
#636077, Holland - Euphrasia Townline
R.R. #3, Markdale, ON Canada, N0C 1H0
bar5admin@xplornet.com

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



Triple Z Simmental




7920 Pratt Lake Rd.
Alto, MI 49302

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

Full-Fleckvieh Fullblood • Horned and Polled

FULLBLOOD FLECKVIEH SIMMENTALS



RUGGED R CATTLE

Tony & Rebecca Roberts
145 Brangus Lane | Wisner, LA 71378
Tony Cell: 318-218-5426
Rebecca Cell: 318-267-8826
tanyatjd@yahoo.com or rdreaneroberts@yahoo.com

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



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

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




Visit our website: www.brinkgenetics.com

Little Creek



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

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



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

Due North HAS EARNED HIS PLACE AS A CORNERSTONE

OF THE GATEWAY LUCKY CROSS PROGRAM



Whichever direction you are going, they cross.



CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	YG	MARB	REA	API	TI
16	-0.5	71.7	112.0	0.25	10.1	19.6	55.3	18.0	15.3	-0.31	0.47	0.77	151.8	80.5
0.69	0.86	0.84	0.83	0.83	0.52	0.63	0.63	0.35	0.41	0.52	0.63	0.63	-	-
10%	30%	25%	25%	25%	5%	75%	45%	25%	10%	30%	20%	25%	5%	10%

Due North joins the ranks of GW LUCY CHARM, GW PREMIUM BEEF and GW PREDESTINED 701T, as a Gateway Lucky Cross cornerstone bull.

If you like proven, predictable thickness, structural correctness, good disposition and fantastic udder quality, consider Due North for your breeding program.



Jim and Tom Butcher

Jim 406-350-0467 • Tom 406-350-0979

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

www.gatewaysimmental.com

Chris Miller, Larry Hagenbuch, Logan Butcher

EPDs current 2/14/19.

Thank you...

to all of the buyers and bidders at the 39th Annual Gateway Bull Sale. What a great day and a tremendous show of support for our program.

250 Bred Heifers and 50 Bred Cows
Available private treaty this Fall.





Connect to Fleck

Steaks Alive

Fleckvieh genetics for the BEEF Business

John & Jeanne Scorse

P.O. BOX 3832

Joplin, MO 64803

Phone: 417-437-0911

Fax: 417-625-1574

scorej@steaksalive.com

www.steaksalive.com