

Fellow Simmental Breeders,

I am fortunate to have been involved with the Simmental breed my whole life. Growing up my family raised and showed Simmental cattle and I experienced the many benefits of the AJSA program. My wife Andrea and I both attended years of AJSA Classics and Regionals. Now our two daughters are also growing from the AJSA experience. We are passionate about the Simmental breed and developing youth in agriculture.

Oval F Ranch has been raising registered Simmentals for 50 years. I like attractive, sound, productive cows that can raise calves in our environment. We live in fescue country and our cattle are raised much like our neighbor's commercial herds. Most of our bull market is to those commercial customers. Also we have sold bulls to AI studs and other nationally prominent Simmental breeders. Utilizing EPDs and DNA testing along with serious phenotypic evaluations allows us to make better mating decisions to breed our next generation females and bulls that will satisfy customer needs.

Working in the AI industry I have the opportunity to work with cattlemen using different breeds. This has given me the chance to see the value Simmental genetics can and does have when incorporated into cross breeding systems. The F1 commercial cow simply has huge advantage over any straight bred female. I believe Simmental is in a great position in the industry to utilize our high percentage genetics to continue adding value to our commercial cow herds.

As an ASA trustee I would be an advocate for the diversity of our region. We have many herds focused on raising elite animals for the show ring and other herds who market with a more commercial focus. I believe we need to continue to develop industry relevant tools so both can thrive. I would appreciate your vote for South Central Region Trustee. Feel free to contact me for any questions you may have.

Thank you,
Matt Fischer
12003 County Road 360
St. Joseph, MO 64505