

the Register

February 2018

Serving the Simmental
and Simbrah Breeds



Embrace the Past,
Imagine the Future

Features

- Sold on Simmentals
- Hitting the 8 Bull
- Six Elected to ASA Board
- Accuracy and Progeny
Equivalent of BOLT EPDs
- 50 Years of Simmental

Highlighting the BEST Sim-Genetics at these Expos...



March 3rd, 2018

Kentucky Fair & Expo Center
New Market Hall Louisville, KY



220E



D090



255E

One of the most respected shows and sales. Loads of quality again. Come and take in the 32nd Annual Ky Farm Bureau Beef Expo and the Simmental sale

Tennessee
BEEF AGRIBITION

Simmental Show & Sale

March 10, 2018

James E Ward Agriculture Center
Lebanon, Tennessee



40E



976D



245E

Selling genetics out of two of the winningest heifers in Tennessee.



Eastern Spring Simmental Classic

March 17, 2018

Ohio Expo Center & State Fair
Columbus, Ohio



402E



D30



377E

Come and take in all the events at the Ohio Beef Expo and the 47th annual Eastern Spring Simmental Classic sale. Many champions from the Ohio State Fair sell.



Doug & Debbie Parke • 859.421.6100
Drew & Hollie Hatmaker • 423.506.8844
153 Bourbon Hills • Paris, KY 40361
859.987.5758 • office@dpsalesllc.com
www.dpsalesllc.com



Watch our Facebook page for live feeds of the sale cattle shows, interviews, and sale updates.

This sale will be broadcast live on the internet.
DVAuction
Broadcasting Real-Time Auctions
Real time bidding & proxy bidding available.

2018 Headliners

BOULDER

29SM0472

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

Muscle and Maternal

- ✓ Top of the breed for calving ease, marbling and maternal All Purpose Index
- ✓ Moderate framed, big ribbed, deep flanked stud with loads of muscle
- ✓ 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	MIL	18
EPD	+20.9	-3.4	+56.1	+96.6	+25	+9.7	+26.6	
ACC	.73	.85	.79	.76	.70	.29	.31	

DNA tested DLF, Homozygous Black, Homozygous P

RB	BF	REA	SHR	\$API	\$TI
94	-.030	+.76	-.045	+188	+89
5	.50	.49	0.16		

TOP 35%

ALL TIME

OVAL F ALL TIME A332 ASA 2749844
MCM TOP GRADE 018X x HOOKS SHEAR FORCE 38K

All Time - All Around Genetics

- ✓ Elite purebred sire with top 1% All Purpose and top 1% Terminal Index values with the beef bull look you demand
- ✓ Outstanding calving ease and maternal traits with even stronger carcass merit and end product value
- ✓ Very correct, sound made bull with added length of body and thickness
- ✓ His progeny are making their mark due to both their performance and phenotype
- ✓ His dam, a 14th generation female for the Fischer family, is a productive young cow rich in maternal history



TRAIT	CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
EPD	+14.5	-0.7	+74.2	+107.6	+21	+10.1	+29.1	+66.2	+16.5	+11.6	+32.5	-.31	+.42	-.034	+.97	-.040	+163	+87
ACC	.47	.62	.55	.54	.50	.30	.30	.37	.34	.18	.44	.28	.40	.25	.32	0.17		

DNA tested NHF, DDF, DLF, Homozygous Black, Homozygous Polled

TOP 35%

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

ABSBEEF.COM | 1.800.ABS.STUD



TABLE OF CONTENTS

the Register ♦ February 2018
Volume 31, Number 5

8 SOLD ON SIMMENTAL

A profit and performance oriented family ranches in the rugged mountains of southern Idaho.

By Emme Troendle

14 HITTING THE 8 BULL

A breeder utilizes mature Simmental bulls in his breeding program.

By Lilly Brogger

16 SIX ELECTED TO ASA BOARD

Six individuals join the ASA Board of Trustees

By Emme Troendle

20 50 YEARS OF SIMMENTAL

ASA reflects on the past 50 years while looking toward the future.

By Lilly Brogger

22 THE VALUE OF DNA INFORMATION IN THE BOLT SINGLE-STEP GENETIC EVALUATIONS

By IGS Genetic Evaluation Team and Consultants

24 ARE THE NEW BOLT EPDs MORE ACCURATE THAN OUR PREVIOUS CORNELL EPDs?

By IGS Genetic Evaluation Team and Consultants

Also in this issue . . .

Viewpoint	6	63	Mailbag
Founding President Passes	26	63	Newsmakers
From the Headquarters	28	64	Back to Basics
Bulletins	30	65	We Get Visitors
Foundation Update	32	66	Personnel Profiles
Foundation Focus	36	70	Sale Results
AJSA Connection	38	82	Cow Sense
NAILE	40	82	Menu Morsels
State Scene	50	88	New Members
Beef Business	54	90	ASA Fees
Cutting Edge	56	92	Date Book
Corporate Report	58	96	Rates & Policies
International	60	98	Advertisers' Index

About the cover: A cow feeds while her young calf uses the same hay pile as a dry playpen. Photo taken at Classic Farms, Fairmont, WV., submitted by Phoebe Janes.

the Register (Issn: 0899-3572) is the official publication of the American Simmental Association, published monthly, except bimonthly, in December/January, May/June, and July/August by ASA Publication, Inc., One Genetics Way, Bozeman, Montana 59718, and is a wholly owned, for-profit subsidiary of the American Simmental Association.

Periodicals Postage paid at Bozeman, MT and at additional mailing offices.



Subscription Rates: \$50 (U.S.), \$100 (U.S.) First-Class, \$100 (U.S.) All International Subscriptions.

POSTMASTER: Send address changes to the Register, One Genetics Way, Bozeman, Montana 59718.

Printed in USA

Cow Family strong

Our program has been built on Cow Families and the Smith Bella Bella, Juliet and Gracie families are three that we are using to produce Simmentals, Simbrahs and SimAngus™. It's real simple - they are that good and are proven producers of superior phenotypes and genotypes.



SMITH BELLA BELLA One of the most valued producers in the Simbrah breed, as she has progeny working in many, many herds. She is the matriarch of our program and her impact on SimGenetics is strong. She never disappoints.



WLE GRACIE BABE Y854 A powerfully Built Right sired Simmental female that was bred in the Wesner herd and made famous by Circle M. We have four of her daughters also and have percentage Simbrahs out of Gracie on their way.



TRIPLE P JULIET This female has produced numerous champions and donors and she is one of the most consistent producers we have. She works across sire lines and is the foundation of the Juliet family.

If you want Simbrah, Simmental or SimAngus™ that are backed by strong females, then consider ours.



Tim Smith, Joel Isgrig & Haley Smith
P.O. Box 330, Giddings, TX 78942
512-587-7896 • smithgenetics1@gmail.com

RED IS THE NEW



Laramie

BLACK

STF MISS ZW87

STF MUCH MORE K300 X STF DECEPTION W153

CALL FOR GENETIC OPPORTUNITIES!



STF Deception W153
Dam of ZW87



ZW87 Daughter
Sold in 2016 Production sale



www.SilverTowneFarms.com
Dave Hendrickson OWNER | Doug Smith 765-969-0734 | Home 765-584-5894
4440 W. St Road 32 | Winchester, IN 47394 | sales@silvertownefarms.com

Call now for the best selection of bulls!



Crossroad Radium

Radium is the top 1% of the breed for calving ease and top 1% for docility. Radium now has over 540 registered offspring in over 60 herds in Canada and is considered one of the top bulls in the breed!



Golden Dawn Yuma

Yuma's sons are every bit as impressive, if not more so. We calved out his first daughters last year and we will be keeping all that we can.

We sell bulls every month of the year. 90% of our bulls sell from \$3,500-5,000.

STANLEY MARTINS FARMS

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

Please google stanleymartinsfarms for more information.

the Register

Published By ASA Publication, Inc.

One Genetics Way, Bozeman, Montana 59718 USA

406-587-2778 Fax: 406-587-9301

www.simmental.org Email: register@simmgene.com

Canada Publications Agreement Number: 1875183

CEO Wade Shafer, Ph.D.	Business Manager Linda Kesler	General Manager Jim Largess
Editorial Jackie Atkins, Ph.D. Lilly Brogger 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 Gordon Hodges	Fred Schuetze
Vice-Chairman Tim Smith	Tim Curran Mike Forman

Executive Secretary-Treasurer
Wade Shafer, Ph.D.



American Simmental Association

One Genetics Way, Bozeman, Montana 59718 USA

406-587-4531 Fax: 406-587-9301

www.simmental.org Email: simmental@simmgene.com

BOARD OF TRUSTEES

Executive Committee:

Tim Smith, Chairman Gordon Hodges, Vice Chairman
Fred Schuetze, Treasurer Tim Curran Mike Forman

Executive Vice President: Wade Shafer, Ph.D.

Immediate Past Chairman: Brian DeFreese

North Central Area: John G. Irvine (2019) 3370 Casement Rd Manhattan, KS 66502 785.313.7473 johngirvine@sbcglobal.net	Western Area: Tim Curran (2019) 1000 Cook Road Ione, CA 95640 209.765.1815 circleranch@volcano.net
Steve Eichacker (2020) 25446 445th Ave Salem, SD 57058 605.421.1152 es@triotel.net	Clay Lassle (2019) 42 Road 245 Glendive, MT 59330 406.486.5584 lrsbeef@midrivers.com
Erika Kenner (2020) 440 6th Avenue SE Leeds, ND 58346 406.581.1188 erika.kenner@gmail.com	Tom Nelson (2020) 5831 Hwy 7 Wibaux, MT 59353 406.939.1252 nlcsim@midrivers.com
Tom Hook (2021) 11333 180th ST Tracy, MN 56175 507.829.5283 hookfarms@mvtvwireless.com	Michael Forman (2021) 2451 Number 81 Road Ellensburg, WA 98926 509.929.0312 mforman7777@gmail.com
Eastern Area: Gordon Hodges (2020) 1025 Pineview Farms Drive Hamptonville, NC 27020 336.469.0489 pvfghodges@yadtel.net	South Central Area: Tim Smith (2019) PO Box 330 Giddings, TX 78942 512.587.7896 smithgenetics1@gmail.com
Randy Moody (2020) 811 Frank Hereford Rd New Market, AL 35761 256.655.5255 randymood@ardmore.net	Dr. Gary W. Updyke (2020) 107030 S. 4250 Road Checotah, OK 74426 918.843.3193 garyupdyke38@gmail.com
Jim Ligon (2021) 1362 Dyer Creek Rd Cookeville, TN 38051 931.510.3328 gligon@ntech.edu	John Griswold (2021) 5922 S Brush Creek Rd Stillwater, OK 74074 405.780.3300 john@griswoldcattle.com
Cliff Orley (2021) 1486 Mount Wilson RD Lebanon, PA 17042 717.269.0128 corley01@comcast.net	Fred Schuetze (2021) PO Box 968 Granbury, TX 76048 817.894.0563 bhr@speednet.com

EXCITING PUREBRED

With advantages for Calving Ease, Performance and more!
Contact your local Select Sires sales representative today!

Options



7SM92 WS RED MOON D76 3115609 // PB SM

Executive Order x Mr Moon Shine // Red // Homo. Polled

- ▶ Offers a balanced and attractive phenotype with an outcross pedigree
 - ▶ Ranks in the top 10 percent of the breed for CE and BW
- CE: 14.8 BW: -0.5 WW: 67.9 YW: 101.6 Milk: 25 API: 141 TI: 79
From Wilkinson Simmentals, ND and Schnabel Ranch, SD



7SM95 GLS DECLARATION D611 3184099 // PB SM

Executive Order x Uprising // Hetero. Black // Homo. Polled

- ▶ Combines exciting phenotype and performance in one package!
 - ▶ His red gene gives him a wealth of mating flexibility.
- CE: 11 BW: 0.5 WW: 79.1 YW: 124.6 Milk: 21.8 API: 140 TI: 86
From Grass-Lunning Simmentals and Brant Farms, MN



7SM93 KOCH BIG TIMBER 685D 3133113 // PB SM

Yellowstone x Lucky Boy // Homo. Black // Homo. Polled

- ▶ Good-looking, sound structured and from a super young cow
 - ▶ Ranks in the top 1 percent of breed for both API and TI indexes
- CE: 18 BW: -1.1 WW: 72.4 YW: 104.7 Milk: 21.8 API: 174 TI: 87
From Koch Cattle, MT; Gibbs Farms, AL and Triangle J Ranch, NE



7SM86 JC ENGINEER 102C 2976529 // PB SM

Lucky Boy x Quest // Homo. Black // Homo. Polled

- ▶ A rare find-- top EPDs and indexes with a useful outcross pedigree
 - ▶ Early reports indicate super calving ease and growthy calves
- CE: 21.7 BW: -5.0 WW: 60.1 YW: 95.8 Milk: 23.9 API: 177 TI: 85
From J/C Simmentals, MI and Hillstown Farm, IL

YOUR SUCCESS Our Passion.

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

SELECT SIRES



Spring 2018 ASA Sire Summary

VIEWPOINT

By Barry Wesner, Chalmers, IN



Build a Bigger Tent and Make All Feel Welcome

As I write this Viewpoint many of us are now underway with calving season, and what is a time of excitement and anticipation. As I complete my three-year term as an ASA Trustee, I would like to take this moment to ask all ASA members to fully engage and continue to encourage their Association in 2018. With this active participation from its member base, ASA can continue to foster and develop programs that supplement not only those moments, like calving season, that have the elements of excitement and anticipation but also those trying moments that all producers face.

Speaking about excitement and anticipation, there are two major PTP shows remaining before the first set of Ring of Champions will be determined. The Minnesota Simmental Association is in full swing planning a phenomenal National Classic. Events like this afford the membership a chance to both engage and encourage; see how you can get involved! Working together, we can make the upcoming AJSA Classic the largest and best display of youth and cattle ever, and an event like nothing we have ever had. There is a full set of Regional Classics taking shape for your participation all across the country as well. Whether you are a regular participant or a first timer, come on in the "tent" and know that you are more than welcome.

The weather has been a big challenge for many across the country and no matter the weather, no matter the challenge, devoted cattlemen must be there to care for their stock and protect their investment to the best of their ability. I believe we can draw some

comparisons between the potential for inclement weather and the cattle industry. With the sheer amount of new information, new technology, and the fast-paced changes of the beef industry that we all see on a constant basis; it's always "storming" in a way. We must each decide how to best deal with these "storms". That usually starts with an assessment. We must decide how the volume of information, new technology, and changes impact the segment of the industry we specifically engage in, develop a plan, and then tend to our stock and adjust appropriately.

The ASA has done a tremendous job of providing you, as members, factual, science-based, unbiased information and programs to aid in dealing with the sheer volume of information and the stark technological changes that we all must persevere through. But applying that valuable information is not always easy. With that being said, you as members and breeders need to feel free to contact Trustees or staff to help you utilize the information provided, and more importantly, help with how you can specifically apply concepts or programs to your operation if they are pertinent. In my opinion, the real strength in the ASA lies in the diversity of its membership, and the sum total of knowledge and experience from that diversity. Use this to your advantage, not all competing Associations can make this particular claim. So, once again, come on into the "tent" and make yourself comfortable in knowing that you are welcome.

This is my final viewpoint as an ASA Trustee and I want to take a minute to thank the members of the Eastern Region for the pleasure of serving you. The experience has been both rewarding and challenging, but without a doubt it has given me an important education on the necessity of all members engaging in the process. I know we are all busy with our day-to-day challenges, but this organization will continue to remain strong only with your participation and support. So go on, get in the tent! ♦

Perfect **B**lend of Genetics Designed for **Profits** SIMMENTAL | ANGUS | SIMANGUS™



D6101
PB SM
ASA# 3263187
CE | 15
WW | 92
YW | 132
API | 139
TI | 97

100
Performance Bulls



70
Yearling Heifers



E743
5/8 SM
ASA# 3361920
CE | 7
WW | 84
YW | 128
API | 133
TI | 83

22ND ANNUAL PRODUCTION SALE
Friday - March 16 - 2018
1 PM | AT THE RANCH | MAPLE HILL, KS
CALVING EASE...PERFORMANCE...REAL WORLD



E725
PB SM
ASA# 3361786
CE | 9
WW | 67
YW | 108
API | 149
TI | 83



ALLIED
GENETIC RESOURCES
f YouTube
LiveAuctions.TV
SFG Andrea Z06 - PB SM
ASA# 2674304



D6206
1/2 SM
ASA# 3263187
CE | 12
WW | 76
YW | 114
API | 135
TI | 82



E744
PB SM
ASA# 3361873
CE | 10
WW | 81
YW | 128
API | 151
TI | 88



E714
1/2 SM
ASA# 3361871
CE | 15
WW | 76
YW | 129
API | 133
TI | 78

Gleason Family - Steve: (785) 640-8060 | Jake: (785) 640-8062 | Ben: (785) 640-9390 www.SunflowerGenetics.com

BREED LEADERS



LRS TOP TEN 104A

14SM3082 | REG: 2729707 | TEN X X SURE BET
HOMO POLLED / HOMO BLACK, SIMANGUS™ (50% SM X 50% AN)

- ▼ TOP TEN offers breed-leading calving ease, growth, carcass and profitability in one package.
- ▼ He has a no-holes EPD profile with powerhouse carcass value.

From Lassle Ranch Simmentals and Begger's Diamond V Ranch, MT

	CE	BW	WW	YW	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	API	TI
EPD	17.9	-1.7	69.2	113.6	11	16.8	51.4	15.9	12.9	35.3	-.31	.55	-.053	.85	166.0	83.8
Acc	.72	.87	.82	.80	.49	.49	.57	.31	.15	.58	.38	.46	.45	.38		
% Rank	10	15	30	20	10			10	25	30	25	20	30	15	4	10



TJ COWBOY UP 529B

14SM3085 | REG: 2891389 | COWBOY CUT X FINAL ANSWER
HOMO POLLED / HOMO BLACK, SIMANGUS™ (75% SM X 25% AN)

- ▼ COWBOY UP is a powerfully constructed son of Cowboy Cut with incredible growth, performance and docility.
- ▼ He is an ideal mating to enhance growth and carcass value without sacrificing muscle and phenotype.

From Kearns Cattle Company and Triangle J Ranch, NE

	CE	BW	WW	YW	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	API	TI
EPD	17.7	-0.4	100.1	137.6	13.9	26.7	76.7	16.1	13.6	49.5	-.08	.63	-.007	.70	174.9	101.3
Acc	.53	.72	.61	.56	.33	.32	.40	.28	.29	.46	.31	.41	.36	.31		
% Rank	10		1	2	2	15	1	10	15	4		10			2	1



HOOK'S BOZEMAN 8B

14SM3090 | REG: 2854480 | SUBSTANCE X INVASION
HOMO POLLED / HOMO BLACK, PUREBRED

- ▼ BOZEMAN is as deep ribbed, big footed, thick ended and stout as you can make one.
- ▼ He is imposing from the side with his tremendous depth of flank, masculinity and ideal joint angle.

From Hook Farms, MN and Schnabel Ranch, SD

	CE	BW	WW	YW	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	API	TI
EPD	14	-0.9	53.4	93.2	9.3	24.4	51.1	15.2	16.2	24.9	-.32	.48	-.030	.96	158.7	77.2
Acc	.61	.86	.82	.78	.30	.31	.43	.29	.27	.57	.38	.47	.45	.39		
% Rank	10	10				25		10	1			2		20	2	15

CONTACT YOUR LOCAL ACCELERATED GENETICS OR SELECT SIRES REPRESENTATIVE TODAY!

614-873-4683 | WWW.SELECTSIRES.COM | 800-451-9275 | WWW.ACCELGEN.COM



Sold on Simmental

A profit and performance oriented family ranch thrives in the rugged mountains of southeastern Idaho.

By Emme Troendle

“I bought my first Simmental heifer from Arbon Valley Simmental. Sitting in that sale, I knew that was where my love was — I was drawn to Simmental,” says Dirk Johnson, Bancroft, Idaho, as he recalls attending his first Simmental production sale at the age of 13. He knew that he wanted to be in the cattle industry.

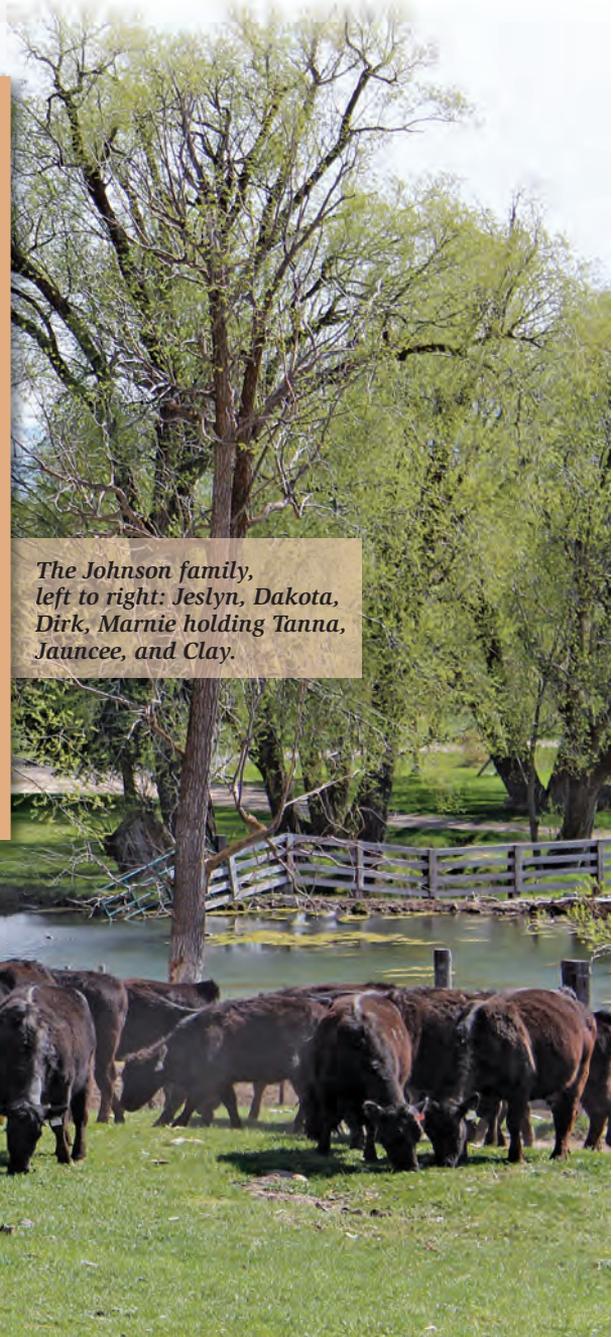
Today, he and his wife, Marnie, are owners and managers of Vertical Edge Genetics, a growing 200-head Simmental, SimAngus™, and Angus enterprise. Dirk explains, “I had been a herdsman and a herd manager, but our hope was to do it for ourselves. In 2010, we struck out on our own. We were pretty tight on numbers for our first production sale in 2011, but we made it work and have never looked back.”

The Johnsons’ 2,800-acre ranch butts up against Caribou National Forest. The valley is characterized by summer highs over 90 degrees, and winter lows in the -20s, with low rainfall. “It’s pretty rugged country here — lots of cedar trees and lava rocks. It’s a really good test for our cattle to see how they thrive in this environment,” Marnie shares, “You definitely see a difference in Angus and Simmental influenced. We see at least 100 pounds in weaning, more muscle, and better fertility.”

As a family oriented enterprise, Dirk and Marnie track herd data and implement an exclusive breeding system to make their operation profitable for the next generation.



The Johnson family, left to right: Jeslyn, Dakota, Dirk, Marnie holding Tanna, Jauncey, and Clay.



Performance Driven

To meet the needs of their customers, the Johnsons focus on economically important traits that will have the most impact on profitability. Dirk explains that it all starts with their cow herd, “Our customers are performance oriented, and so are we. I want unassisted births, and trouble-free cows that can make it on their own. I don’t make excuses for our cattle, if they fall outside our calving window or have disposition issues, we cull them. We watch feet and legs as well as udder quality too.”

Vertical Edge Genetics, as a part of ASA’s Total Herd Enrollment program, collects whole herd data on their calves and annual maternal and structure data on cows. “We collect as much data as we can to use in our program, especially on our cows. We strive to design cattle that thrive in our environment, and the data helps us with that,” Dirk summarizes the balance of cattle utilizing their environment, “We don’t live and die by the scale. There is a huge difference between cattle utilizing grass and cattle utilizing supplements. We provide salt and mineral but do not use supplements.”

The cattle forage on non-irrigated, native grass pasture. Marnie states, “It’s hard grass, we run our seedstock in a very commercial-type environment. We develop our cattle at a slower rate, but one of the biggest compliments we get from our customers is how good the feet are, and how well they hold up after the first year of breeding.” For the rough terrain and forage ground, moderate sized cows are necessary to meet the demands of Vertical Edge Genetics. “Our cows need to be low-maintenance, high-producing, and easy-fleshing to stay in the herd,” Dirk explains of their goal to maintain four or 4.5 frame score. “Simmental and Angus have true breed complementarity. People come out thinking that they are going to see a huge SimAngus cow, and they are impressed at the four frame score cows. The cross creates easier fleshing cattle.”



Abe, one of the Fleckvieh herd sires, grazing.

Calving starts the first of March, and wraps up after their annual production sale, the last Friday of the month. They sell approximately 50 bulls and 75 females annually to national and regional commercial clients. As a service to their bull buyers, Vertical Edge Genetics encourages a few of their customer’s commercial yearling females to be consigned to their sale.

After branding at the end of April, the cow herd is moved to the mountain a few weeks prior to breeding. Cows and replacement heifers are then AI bred for one heat cycle, and later split into individual bull groups. Dirk says, “We only AI once, and we have strong enough herd bulls that we can rely on them as well. We do have a small nucleus herd of Fullblood Fleckvieh cows, 40 head of registered Angus cattle, and the rest are SimAngus. All three breeds are offered at our sale. We have found the Fleckvieh based SimAngus to be our favorite for all around performance.”

Selection criteria for breeding is completed using a trademarked analysis system called Beef Cattle Type Analysis™. This system, designed by the Johnsons, emphasizes similar ideology that the seedstock dairy industry uses to identify different types in cattle, and how to mate them to create the most balanced and profitable cow.

Vertical Edge uses this system to discover the areas their cow herd needs greatest improvement, and sires are analyzed to find their greatest strengths in order to pair against cow qualities. Dirk clarifies, “The application of our system is very simple. It’s matching needs with strengths. We patented it and use it as our number one mating guide. It’s unique to the beef industry.” They additionally use line breeding as a tool to develop strong maternal lines.

The cattle graze during the summer at an elevation around 7,000 feet, and in the fall, they are brought back down to the ranch to about 5,800 feet. With the high altitude comes the risk of High Mountain Disease (HMD). It 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. HMD is not limited to one sex or breed of cattle, but can be tested through a pulmonary arterial pressures (PAP) score.

“The Simmental cattle are superior PAP testers,” Dirk explains, “We tend to see more problems with the straight Angus, and we haven’t heard of any any problems from our customers that have purchased PAP tested SimAngus bulls. Fleckvieh test even lower on average than SimAngus, so they both work very well at high elevation.”

(Continued on page 12)

Home of the

Hottest Sires!

EPDs as of 1.2.18



Homo black
Homo polled

TKCC Classified 106C

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
6 1.5 80 123 .26 6 16 56 126 80

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

CLRS Dividend 405D

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
18 -2.8 65 105 .25 10 24 56 174 86

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

W/C Relentless 32C

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
9 3.3 56 75 .12 7 15 44 118 65

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!



Homo black
Homo polled

W/C Cash In 43B

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
15 .7 51 72 .13 10 26 51 122 62

ASA# 2911606

Cash In, by JS Sure Bet out of the famous 8543U donor, has great calf reports for calving ease!



Miss Werning 8543U



Homo black
Homo polled

TLLC One Eyed Jack 15Z

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
5 1.6 49 64 .09 -1 18 42 107 63

ASA# 2668223

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



One Eyed Jack



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



Black
Polled

FBF1 Absolute A103

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
9 .8 53 79 .17 9 20 46 110 62

ASA# 2841159

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



Leading outcross
donor!



Hetero black
Hetero polled

HPF Quantum Leap Z952

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
14 .3 62 89 .17 12 19 50 128 70

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

ASA#
2886364

STCC Jack Around 4031

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
5 2.8 56 75 .12 1 17 45 106 66



Homo black
Hetero polled

ASA#
2886365

STCC Jacked Up 4070

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
6 3 63 89 .16 2 17 48 110 69

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
12 .6 56 74 .11 7 24 52 111 62

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



Homo black
Homo polled

WS Jackson D20

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
11 1.5 65 97 .20 4 19 52 126 70

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



3/4 SimAngus™
Homo black
Homo polled

CDI Innovator 325D

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
11 1.5 100 151 .32 7 27 77 143 95

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



Black
Polled

Mr. Hoc Broker X623

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
-6 4.8 69 102 .21 2 14 48 64 53

ASA# 2531081

Grand Champion at the NAILE, Royal and Denver!



\$190,000 Broker Heifer



Homo black
Homo polled

TNGL Track On B748

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
15 -.2 59 82 .15 4 21 50 126 66

ASA# 2911629

Transmitting great structure & profile!



Son of Track On, Tingle Farms, KY.



SimAngus™
Hetero black
Homo polled

W/C Lockdown 206Z

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
19 -2.3 69 108 .25 -.4 10 44 147 79

ASA# 2658496

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



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



Homo black
Homo polled

SFG The Judge D633

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
14 .9 75 112 .23 11 32 70 141 85

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
Polled

STF Royal Affair Z44M

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
7 3.8 53 84 .19 9 17 44 107 57

ASA# 2639758

The ultimate Dream On outcross!



Awesome Royal Affair son at Janssen Farms.



Hetero black
Hetero polled

LAH Sixteen Step 628D

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
11 1.4 58 76 .12 8 15 43 116 64

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



Black
Hetero polled

Yardley High Regard W242

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
1 2.4 63 92 .18 2 22 54 79 59

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.



\$75,000 High Regard daughter at Jones Show Cattle, OH.



High Regard feature for Hara Farms, OH.



Hudson Pines/Circle M Farms sold for \$11,000.



Multiple-time Champion for Sara Sullivan



CATTLE Visions



866-356-4565

Entire lineup online at:

www.cattlevisions.com

Semen available on the best Angus and Clubbie sires too.

Sold on Simmental

(Continued from page 9)

Working on the Dream

Dirk's introduction to the Simmental industry was fostered through managing his grandfather's herd of Hereford cows in high school, where he started developing Simmental Hereford cross and SimAngus calves. Throughout school, he also exhibited heifers and steers as a part of the American Junior Simmental Association.

Marnie was raised in central Utah on her family's 500 head commercial cattle and farming operation. She went to school for accounting, but discovered that her passion was ranching. "I grew up on a swather and riding in the mountains. I didn't want to sit behind a desk — my dream was to have a life like my parents — on a ranch with cattle and a little farm ground. We are working on that dream," she echoes Dirk's aspiration to have a ranch of their own.

As a student at Ricks College in Rexburg, Dirk focused his studies on beef production management. After graduation he started his career working on a large commercial ranch in Nevada, managing the heifers at the Utah State University (USU) research farm, as herd manager at USU's dairy center, and then in 2002 started working as herd manager for HD Dunn & Son Angus Ranch, Teton, Idaho.

While in Teton, Dirk became acquainted with Marnie's father. "In a nutshell, I got to know her family as bull customers even before we started dating," Dirk laughs. They got married while Dirk was still working as herd manager, and building his own SimAngus herd as he worked there.

In 2010, the couple struck out on their own, moving to his parents place and leasing ground. Today, they are in the midst of purchasing his family's property, and plan to continue to lease private ground as well as utilize available BLM land.

"The ranch is a family affair," Marnie states. Dirk and Marnie are the proud parents of five children: Jeslyn, 16; Jauncey, 13; Clay, 7; Dakota, 4; and Tanna, 2. Their two oldest daughters, involved in 4-H and FFA, are active on the ranch. "The kids have been very good help for Dirk and I. As Clay gets older, he has started to enjoy getting involved in the ranch more."

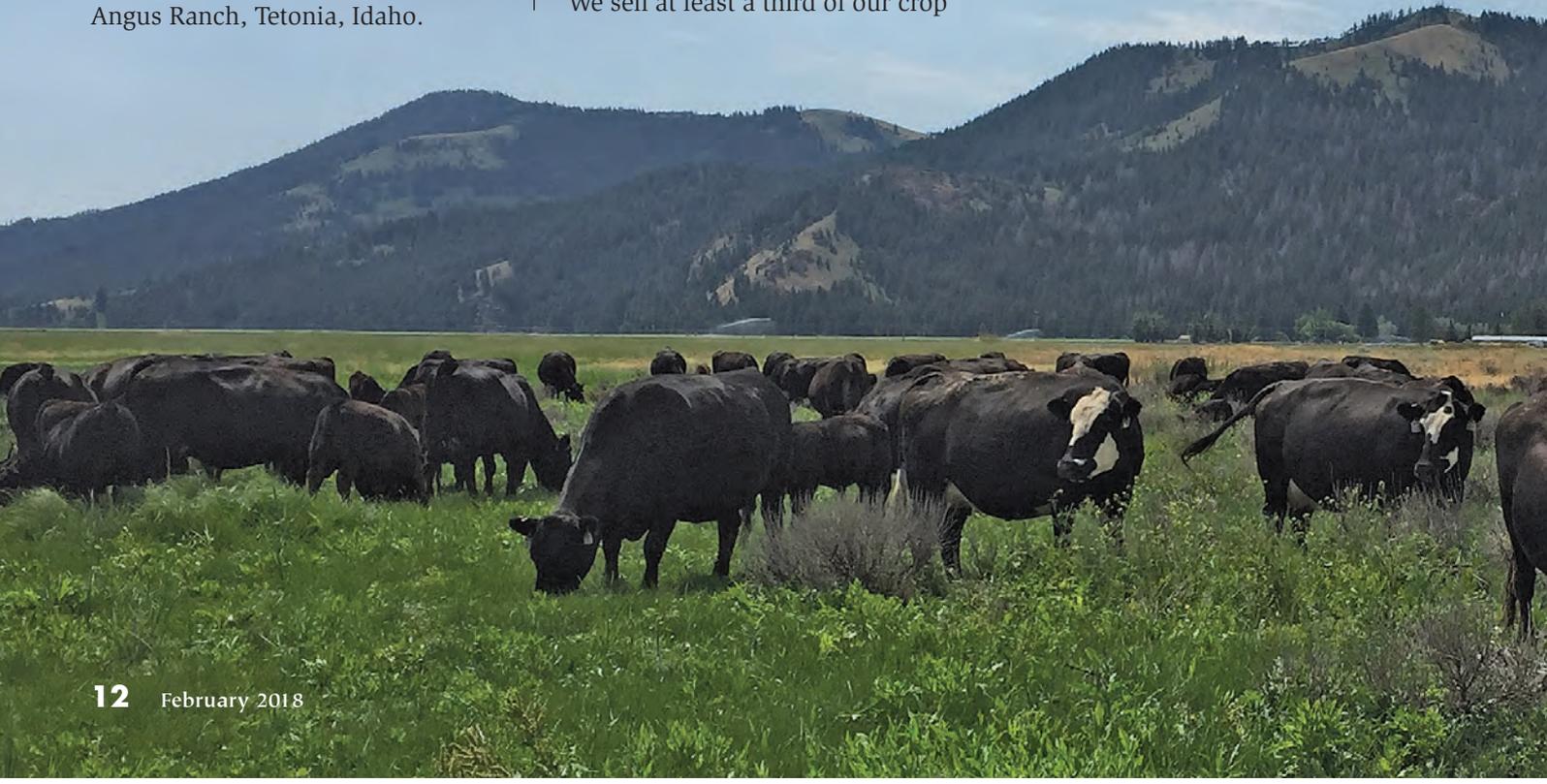
In addition to the cattle operation, the Johnsons raise 350 acres of hay that they feed their herd and an acre of organic garlic. The garlic, a year round selling cash crop, is planted by hand in the fall and harvested by the entire family at the end of summer before the Eastern Idaho State Fair. "We sell at least a third of our crop

at the state fair, but the rest we sell online. We get two to three orders a week that we ship out,"

After the garlic is picked in the field, it gets deposited in their empty sale barn where they sort through seed and culinary grade. Hung to dry, the garlic gets wrapped up in bundles and organized by stall. Dirk laughs, "This is where we utilize our show cattle fans to dry down the fresh garlic for proper storage."

"We also keep our own seed to replant, like the seedstock operations cow herd genetics. We also have different varieties that we offer that we want to keep pure and organic," Marnie explains the parallels of how their gourmet garlic operation, Vertical Edge Garlic, compares to the cattle enterprise.

"It took us a long time to get here," Dirk concludes, reflecting over the past seven years of Vertical Edge Genetics. "We have found where we want to be. We want to raise our family and keep this legacy alive. Our passion for the seedstock cattle industry is strong. One of the most exciting times for SimGenetics is right now." ♦





Kids working in the garlic field.



Vertical Edge garlic bundled up ready to be hung for drying.



Vertical Edge Genetics cows grazing spring pastures.

Hitting the 8 Bull

A breeder utilizes old Simmental bulls in his breeding program.

By Lilly Brogger

When Simmental genetics took a major turn, pushing for black, polled, smaller cattle, the semen of the “old school” bulls sat in tanks with less demand. Kevin Voltz has been around Simmental cattle his entire life. His parents began running them in the 70s, and since that time, “new” genetics have not entered their herd. Voltz has been keeping an eye out for old semen for years, and now has a collection of 103 different herd sires.

His latest acquisition, Firm, ASA number 000008, came from a Craigslist find. Voltz periodically searches for semen on several sites including the online garage-

sale style forum and came across a semen tank for sale. The details listed Angus, Maine and other breed semen in the tank and Kevin called to find out the complete details. The seller of the tank acquired it from a retired ABS representative and listed off the bulls. He finally got to a cane containing “SM” labeled straws, immediately piquing Voltz’ interest. The ASA registration number read “000008” which is the ASA number for Firm, the eighth Simmental animal ever registered. Kevin recently submitted DNA on the sample with plans of AI’ing some of his females to the traditional Simmental bull.

Firm, the eighth bull registered with ASA, was imported from Switzerland.



Leased from Simmental Breeders
Cardston, Ltd., Cardston,
Alberta, Canada

Dursli, 2637	Hektor, 2411
	Drassol, 2117
	3 lact. ave. 11,524M, 4.8%, 537F
Vrenl, 3381	Roland, 2417
5 lact. ave. 8,441M, 4.9%, 415F	Vrenl, 2556
	3 lact. ave. 8,405M, 4.6%, 387F

Calving data from 1 herd; weaning data from 7 herds; yearling data from 2 herds. Carcass data from 2 groups, one of which was the 1971 Iowa National Beef Show Futurity Contest where Firm placed 6th over all breeds; RC/D comparisons were made with the top 7 placing sire groups. MARC birthweights average: 87.5 lbs., 94 ratio, 14 calves.

FIRM
SIMMENTAL — ASA # 8
SWISS # 7298
Calved 12 MAR 1967
Wt. 2,250 lbs.
Bred by Rolli Rud, Ochsenweid,
Switzerland

CURTISS CODE No. 40-Sm-7053	Reproduction		Production		Product	
	% Unassisted Live Calves	265-Day Adj. Wt.	365-Day Adj. Wt.	Retail Cuts/Day	Quality Grade	
Performance (Ratio) No. Herdmates						
Progeny (Ratio) No. Progeny/No. Herdmates	92 (111) 26 / 104	464 (97) 88 / 1034	955 (97) 20 / 201	.797 (96) 13 / 91	13 (NA) 13 / 91	
Predicted Difference Repeatability	+0.7 40%	-9.9 86%	-19.9 79%	-0.23 75%		



A female Voltz raised.



A new heifer calf, carrying on the old Simmental genetics Voltz has preserved.

Prior to finding semen for Firm, the oldest bull in his tank was Gallant, ASA number 000010, the tenth Simmental animal registered. He notes that while calving ease was an issue with older bulls, the bulls he has used haven’t presented many issues. The cows are large framed (5.6 to 7.0 frame score), which lends to breeding to these older bulls.

Kevin keeps an impressive spreadsheet with information ranging from gestation length of his cows, to each EPD on bulls with semen in the tank. The spreadsheet also includes information on the heritage of each bull. For example, a cow may trace back to French and Swiss animals. This information goes back several years and offers a detailed perspective on the genetics he has saved.

Voltz points to the difficulty of acquiring historical information on these animals. Searching the Internet typically doesn’t yield many results, so he keeps an eye out for magazines and other historical information in print. While the Simmental breed has changed tremendously over the last fifty years, collections like these have preserved the genetics that began the breed. ♦

"The genetics worth waiting for!"

KELLER BROKEN HEART RANCH

NEW ANNUAL SALE DATE

Thursday, March 1, 2018

1:00 p.m., At the Ranch, Mandan, ND

SELLING 180 HEAD

100 High-Performance Red & Black Simmental & SimAngus™ Bulls
and 80 Red & Black Simmental & SimAngus™ Heifers



E051 - #3312045 - 3/4 SM 1/4 AR - Red - Polled
WS ALL ABOARD B80
CE 14.7 BW -0.3 WW 87.3 YW 129.3 MCE 12.8
M 25.7 MWW 69.4 API 160.3 TI 91.2



E155 - #3312149 - PB SM - Black - Polled
TRPH RRR NIGHTFORCE B30
CE 13.4 BW 0.9 WW 70.2 YW 111.2 MCE 10.4
M 20 MWW 55.1 API 156.3 TI 83.2



E296 - #3312289 - PB SM - Red - Polled
WS ALL ABOARD B80
CE 11.2 BW 3.0 WW 92.6 YW 139 MCE 13.8
M 23.9 MWW 70.2 API 147.4 TI 91.8



E234 - #3312227 - PB SM - Black - Polled
HOOK'S BEACON 56B
CE 16.6 BW 0.5 WW 80.3 YW 124.6 MCE 12.1
M 29.3 MWW 69.4 API 161.4 TI 90



E082 - #3312076 - PB SM - Red - Polled
WS ALL ABOARD B80
CE 12.1 BW 1.7 WW 89.5 YW 132.6 MCE 15
M 22.2 MWW 67 API 161.4 TI 95.4



E190 - #3312184 - 1/2 SM 1/2 AN - Black - Polled
G A R PROPHET
CE 15.1 BW 1.1 WW 91.1 YW 142.9 MCE 7.3
M 23.1 MWW 68.7 API 175.3 TI 100.6

KELLER BROKEN HEART RANCH

Dwight, Susan, Jake & Tessa - Luke & Katy - 1573 55th St., Mandan, ND 58554

701-471-5215 (Dwight) - 701-471-1142 (Luke)

701-471-5065 (Jake) - 701-445-7350 (Home)

kbhr@westriv.com - www.kbhrsimental.com

ALLIED
GENETIC RESOURCES

DVAuction

EPDS current as of 1/11/18

Six Elected to Board of Trustees

Two incumbents and four newcomers have won election to the ASA Board of Trustees. Michael Forman, Ellensburg, Washington; and Fred Schuetze, Granbury, Texas; are the incumbent Trustees, returning for a second three-year term.

Newly elected board members are: John Griswold, Stillwater, Oklahoma; Tom Hook, Tracy, Minnesota; Jim Ligon, Cookeville, Tennessee; and former Trustee Cliff Orley, Lebanon, Pennsylvania.

All six individuals were sworn in and formally seated during ASA's Annual Meeting, January 14, in Denver.

Michael Forman, Ellensburg, WA



Mike Forman, his wife, Paulette, his son, Robb, and his wife Debbie own and operate Trinity Farms near Ellensburg in Central Washington. Forman's granddaughter, Chelse, has now become an integral part of the team. Their cowherd consists of 700 cows, a majority of which are SimAngus™, along with purebred Simmental and Angus. Since 1986, AI and embryo transfer have been used extensively, utilizing top sires from both the Simmental and Angus breeds. Forman is a past president of both the Washington Simmental Association and Washington Angus Association. An average of 135 bulls, plus approximately 50 open females are sold through their own production sale, held annually on the first Saturday in March. They additionally sell approximately 50 bulls private treaty. At one time, the Formans owned three agricultural tractor dealerships, selling Kubota, Hesston, and other farm equipment. After divesting the dealerships, they formed a construction company, specializing in public works projects. That business was sold when Mike retired, allowing him to spend more time on the cattle ranch. Mike and Paulette also have one other son, Randy.

John Griswold, Stillwater, OK



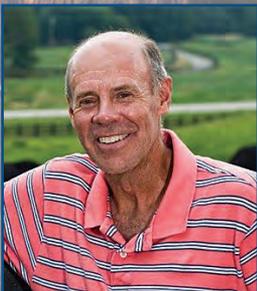
Griswold Cattle runs registered Simmental, Angus, and Maintainer cows. They hold two annual sales, selling 400 females in December, and 200 bulls and several females each April. Semen is also marketed on herd sires and genetic crosses. Depending on the cattle market, Griswold Cattle feeds steers. Griswold has been involved in many aspects of the business, which shapes his decisions as a seedstock producer. Griswold recently completed a three-year term on the American Maine-Anjou Association Board. Griswold grew up in Wisconsin on a third generation cattle operation. His family sold their farm and came to Oklahoma when John was 17. John graduated from Oklahoma State University, while there he started acquiring cattle that he knew he could make a base out of. He loved Stillwater, deciding to stay and purchased 30 acres where he slowly built his cow herd and ranch. In 2001, he and his brother Greg purchased 1,300 head from Birkland's of Dupree, South Dakota. They spent 11 years in Dupree before dispersing those cattle to focus more on the cattle that resided in Oklahoma. He and his wife, Jeannie, have three children: Maggie, Garrett, and Jack.

Tom Hook, Tracy, MN



Hook Farms is a diversified livestock and crop operation in southwest Minnesota. Hook represents the fourth generation to raise cattle and farm the family operation, which has focused on raising predictable and profitable Simmental and SimAngus™ seedstock for the last 44 years. Hook Farms is an active participant in the Carcass Merit Program, Total Herd Enrollment, and has recently joined the Cow Herd DNA Roundup. The family holds an annual production sale, in conjunction with the Wulf family and several cooperators. Hook has been active in an array of ASA functions and programs, including judging the pen show at the National Western. He and his wife Shannon, have five children: Joshua, Joseph, Cassandra, Sarita, and Annaka. Within his community, Hook currently serves as the chairman of his church, recently served nine years on the Tracy area public school board, is currently the vice president of the local education foundation, and along with his wife, volunteers for the local 4-H club.

Jim Ligon, Cookeville, TN



Ligon Simmentals has been producing Simmental seedstock for 35 years. Currently, 70 purebred Simmental, SimAngus™, Angus, and Salers females are bred to produce registered breeding stock. Through consignment and private treaty sales, these females and bulls go into several states, with heifers marketed as show prospects and replacement heifers. Ligon served on the ASA Board of Trustees from 1996 to 2002 and has been a Tennessee Simmental Association board member for many years. He is a member of the Tennessee Cattlemen's Association, director and officer of the Tennessee Beef Industry Council, and a member of the Tennessee Farm Bureau. Ligon obtained a M.S. in animal science from the University of Tennessee, Knoxville, and was farm manager/instructor at Tennessee Tech University for 33 years. He has judged livestock shows across the country. Ligon and his wife, Gail, have two children: Josh and Jack.

Cliff Orley, Lebanon, PA



Cliff and Lynn Orley's herd is comprised of Simmental and SimAngus™ females managed through a practical, no frills concept. All females are bred AI, with selected donors utilized for embryo transplant. In addition, Orley owns and operates Keystone Cattle Service, performing custom fitting and showing purebred cattle, while also consulting on herd and sale management. CLO cattle are marketed through consignment to several established sales and by private treaty. An active member of various cattle organizations in both Ohio and Pennsylvania, he currently serves as chairman of the Simmental Breeders Sweepstakes and was a founding member of the Stars and Stripes Sale group. In addition, Orley serves as Chairman of the Board of Supervisors of South Londonderry Township. An Ohio native, he is an animal science graduate of Ohio State University and has served on the staffs of the University of Kentucky and Penn State University. Orley has been married to Lynn for 43 years, they have been Simmental breeders for over 20 years.

Fred Schuetze, Granbury, TX



Buzzard Hollow Ranch runs 800 Full Fleckvieh Simmental, Simbrah, and SimAngus™ cattle, all with a Fleckvieh base. Females are sold through an annual production sale each May, and bulls are sold through an annual production sale each January. Cattle are sold private treaty year-round, and embryos and semen are sold domestically and internationally. Schuetze served on the ASA Board of Trustees from 1999-2006, and during that time, served as Chairman, Treasurer and on the Executive Committee. He was re-elected in 2014, and currently serves on the Executive Committee and as Treasurer of the Board. Since 2000, Schuetze has served as an ASA representative for the World Simmental Fleckvieh Federation, and currently serves as president. He has been a speaker at Simmental and agricultural events around the world, as well as within the US. He and his wife Judy have two children: Freddie (Bud), and JoAnna Keel. ♦

THE *EASY* WAY FOR SIMMENTAL BREEDERS TO MANAGE YOUR HERD

Right from the pasture, home, and office



American Simmental Association Compatibility

- 1. Easy to get started:** Import your ASA herd inventory, including active animals, weights, EPDs, 3-gen pedigrees.
- 2. Stay Up-to-Date:** Import updated performance data including EPDs, adjusted weights, and ultrasound data.
- 3. Save time:** Electronically register cattle using ASA's spreadsheet template based on information in your CattleMax account.

Instantly Update Key Management Data Including:

INVENTORY
Keep up with active & inactive cattle

BREEDING
Record pasture, AI, & embryo breedings

CALVING
Calve cows & re-use information

MEDICAL
Track treatments & movements

WEIGHTS
Record weights, carcass, & more

FINANCIAL
Keep up with purchases & sales

 **CattleMax**
Trusted by Simmental breeders since 1999

**START YOUR
FREE TRIAL TODAY**

Go to CattleMax.com/Simmental
or call toll free 1-800-641-2343



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



Doll Simmental Ranch



DCR MR Eight Ball E18

ASA#: 3320919 • Polled • BD: 2-7-17 • Act. BW: 89
Adj. 205 WT/Ratio: 864/105 • Adj. 365 WT/Ratio: 1,492/109
Sire: ES Ridge Rider YW3 • Dam: DCR MS Top Grade C238

CE	BW	WW	YW	ADG	MCE	Milk	MWW	CW	MB	REA	SAPI	STI
13	3.1	78	122	.28	9	30	69	47.1	.10	1.06	138	78



DCR MR Exclusive E28

ASA#: 3320938 • Polled • BD: 2-9-17 • Act. BW: 80
Adj. 205 WT/Ratio: 880/107 • Adj. 365 WT/Ratio: 1,467/107
Sire: Kuntz Sheriff 8A • Dam: KLSR Miss United C501

CE	BW	WW	YW	ADG	MCE	Milk	MWW	CW	MB	REA	SAPI	STI
16	-1.1	76	123	.29	13	26	64	41.2	.0	.59	136	79



DCR MR Everest E58

ASA#: 3220930 • Polled • BD: 2-14-17 • Act. BW: 74
Adj. 205 WT/Ratio: 857/104 • Adj. 365 WT/Ratio: 1,448/106
Sire: Kuntz Sheriff 8A • Dam: DCR MS Game Face C164

CE	BW	WW	YW	ADG	MCE	Milk	MWW	CW	MB	REA	SAPI	STI
14	-.3	68	107	.24	14	33	67	33.5	-.07	.69	126	71



DCR MR Extremely Wide E68

ASA#: 3321012 • Polled • BD: 2-15-17 • Act. BW: 96
Adj. 205 WT/Ratio: 963/115 • Adj. 365 WT/Ratio: 1,540/114
Sire: ASM Wideload 303B • Dam: DCR MS R/Sabre A355

CE	BW	WW	YW	ADG	MCE	Milk	MWW	CW	MB	REA	SAPI	STI
5	4.8	97	146	.30	11	22	71	63.2	-.10	.62	109	79



DCR MR Endless Power E90

ASA#: 3320940 • Polled • BD: 2-18-17 • Act. BW: 67
Adj. 205 WT/Ratio: 866/105 • Adj. 365 WT/Ratio: 1,606/117
Sire: DCR MR Moon Shine X102 • Dam: DCR MS Game Face C103

CE	BW	WW	YW	ADG	MCE	Milk	MWW	CW	MB	REA	SAPI	STI
13	.4	72	107	.22	8	25	61	34.2	.29	.79	142	81



DCR MR Extra Loaded E161

ASA#: 3320952 • Polled • BD: 2-27-17 • Act. BW: 95
Adj. 205 WT/Ratio: 925/111 • Adj. 365 WT/Ratio: 1,463/109
Sire: ASM Wide Load 303B • Dam: DCR MS Ticket B531

CE	BW	WW	YW	ADG	MCE	Milk	MWW	CW	MB	REA	SAPI	STI
4	4.4	88	132	.27	9	19	64	54.1	-.10	.54	103	73



DCR MR Exterminator E167

ASA#: 3321018 • Polled • BD: 2-27-17 • Act. BW: 90
Adj. 205 WT/Ratio: 833/100 • Adj. 365 WT/Ratio: 1,456/108
Sire: WLB Bull 223W 391A • Dam: DCR MS B/Tanker A225

CE	BW	WW	YW	ADG	MCE	Milk	MWW	CW	MB	REA	SAPI	STI
4	3.2	78	123	.28	13	22	61	47.5	.01	.65	23	72



DCR MR EcoBoost E363

ASA#: 3321004 • Polled • BD: 3-14-17 • Act. BW: 93
Adj. 205 WT/Ratio: 863/103 • Adj. 365 WT/Ratio: 1,479/110
Sire: WCS El Dorado 5209C • Dam: 3C Crocus 3674A B

CE	BW	WW	YW	ADG	MCE	Milk	MWW	CW	MB	REA	SAPI	STI
6	4.1	81	126	.28	12	30	70	50.4	.25	.99	139	81



DCR MR Eagle Range E398

ASA#: 3321079 • Polled • BD: 3-18-17 • Act. BW: 95
Adj. 205 WT: 895/107 • Adj. 365 WT/Ratio: 1,492/111
Sire: CCR Wide Range 9005A • Dam: DCR MS BL Heart W360

CE	BW	WW	YW	ADG	MCE	Milk	MWW	CW	MB	REA	SAPI	STI
8	3.1	85	137	.32	10	22	65	55.7	.11	1.04	137	80

38th Annual
Production Sale
**Tuesday,
March 6, 2018**

1:30 p.m. CST

Kist Livestock, Mandan, ND

*Offering the Best
From Both Breeds!*

60 Spring Simmental Bulls
100 Spring Charolais Bulls
6 Open Simmental Females
6 Open Charolais Females

Doll Simmental Ranch

3991 36th St.
New Salem, ND 58563

Charles & Pamela Doll
701-843-8673
dollboyz@westriv.com

Harlan & Jodie Doll
701-843-8771

David & Donna Doll
701-843-7947
dollfarm@westriv.com

EPDs as of 1.12.18

www.dollranch.net



Embrace the Past,

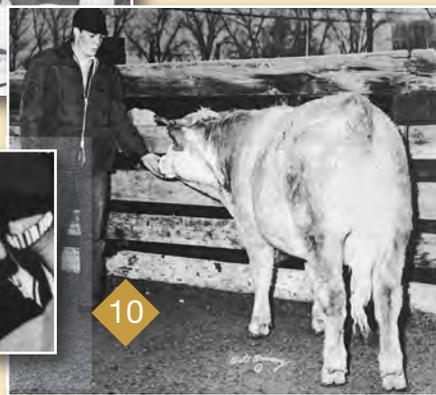
As ASA celebrates 50 years, we look to the past, and how it shapes our future. This month's issue is the latest installment in a year-long series, focused on

Golden Memories

Coordinated by Lilly Brogger

As the Simmental breed began to gain momentum in the US, many states formed local associations. These groups held sales, meetings, and events, designed to promote the use of Simmental genetics. By December, 1971, 20 state associations had been established: Texas, Montana, Kentucky, Iowa, Missouri, Georgia, Kansas,

Colorado, Oklahoma, Mississippi, North Dakota, Arkansas, Wyoming, South Dakota, Tennessee, Nebraska, Washington, Ohio, Florida, and Minnesota. Many of these state groups still exist today. Below are a cross-section of representative photos, which appeared in the *Simmental Shield* magazine, documenting the formation of these groups.



Imagine the Future

revisiting historically significant documents, articles, and photographs, in addition to hearing from those involved about the significance of this history.

Golden Opportunities

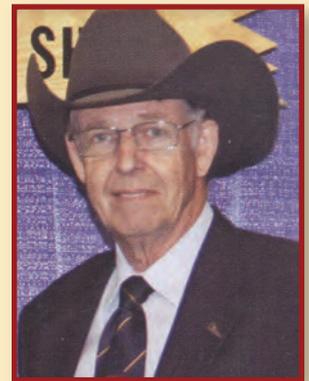
1. The Kansas Simmental Association formed in June, 1970, in Abilene. Pictured are the first officers and directors. Left to right: Wint Winter, Ottawa; Bill Amstein, Clifton; Karl Fry, Belleville; John Teagarden, La Cygne; Ancel Armstrong, Manhattan; Larry Sankey, Sterling; and John Russell, Eureka. Fry, Teagarden, and Armstrong all became ASA Trustees.
2. The North Dakota Simmental Association was formed in 1971. Pictured is the first board of directors and officers (left to right): Robert Otto, Osnabrock; Lyle Dawson Jr., secretary, Mandan; Lloyd Weckerly, Hurdsfield; Jake Larson, Almont; Einar Broderson, Watford City; William Stegner, president, Rhame; Dean Olson, Mandan; Noel Lofthus, McVillie. Not pictured are the remaining founding board members: Dallas Hystad, Arnegard; Robert Larson, Minot; Wayne Topp, vice president, Grace City; Denver Rosberg, Washburn; Rodney Grenz, Hazelton. Larson became an ASA Trustee in the 1980s.
3. 4. The Oklahoma Simmental Association formed in August, 1970. Picture #3 are Bill and Janet Follis, Miami, and Jane Parsons, Okema. Bill Follis organized this first meeting. Picture #4 is John Parsons, Okema, writing his first check for membership.
5. 6. 7. Washington state breeders became the 17th group to form an association in March, 1971. Picture #5: Ben Trefry, Mansfield, was the first to join, giving a \$50 check to Dr. Max Von Krosigk. Picture #6: the first board of directors and officers: (standing) Ray Gosney, Goldendale; Ralph Hart, Tonasket; Ed Stevens, Othello; Henry Schnevly, Ellensburg; Dr. D.E. Ellwanger, Lindon; Don Vaniman, ASA Secretary; (seated) Ben Tefry, Mansfield; Bob Klicker, Walla Walla; Lou Chesnut, Spokane; and Dr. Max Von Krosigk, Redmond. Picture #7: ASA Trustee Lou Chesnut, Spokane, was elected the first Washington State Association President, and later became ASA's 7th President.
8. Minnesota formed a state association in June, 1971, meeting in Minneapolis. Pictured are the original board members. Bottom row, left to right: James Noble, Treasurer; Bill Richter, president; Keith Johnson; Howard Krog. Top row, left to right: Joel Swenson; Keith Wilcoxson; Larry Fulhart, vice president; James Dale; Charles Augustine, secretary.
9. 10. The Wyoming Simmental Association held their first annual sale in April, 1971. Three half-blood Simmental heifers, bred to Simmental bulls, averaged \$1,967. The top selling heifer, sired by Finn, brought \$2,500. Heifer calves averaged \$650; the top-selling open heifer, also sired by Finn, brought \$850; Cow-calf lots averaged \$459; yearling bulls averaged \$451. Picture #9 is Jack Winnegar, who was the first president of ASA. Picture #10 is Stan Jolly with one of the bulls he purchased.

Today, Dr. Bert Moore serves as ASA's State Association Liaison. Below, Moore provides insight into the importance of state associations, and how they continue to serve the breed.

"There was interest early and a move afoot prior to the formation of the American Simmental Association to establish a state association in Arkansas with the thought that they might merge with others into a national association. They were actually close to copyrighting a name, preparing bylaws and incorporating. It was agreed at the time that it was better to have a unified organization rather than several local associations and that merging with other local organizations into a national association was the best way to address the rapidly expanding interests in Simmental cattle. Early meetings of those interested in Simmentals drew crowds well beyond expectations. Denver, Texas and North Dakota are just a few examples where attendance was much greater than the venues for which they were planned.

When state associations were organized they frequently drew on the assistance of ASA Executive Secretary, Don Vaniman, particularly in the area of contact information for interested people. Beef extension personnel, leaders of state beef cattle improvement associations and agricultural university people were also often involved. In many cases though there was one person or a small group of people that proved to be the real "driving force" behind their establishment. At that time there was a great need to educate the public about the breed and the value that they could contribute to the commercial beef industry. Those that helped in the initial organization of state associations contributed greatly to this effort and continue to do so today. State associations are truly the "grass roots" of the ASA. They know and understand the people and the programs that function in their area. The ASA in turn has programs to financially assist in the promotion of the SimGenetic story at the local level through the state associations.

It is well documented that active state associations contribute markedly to the interest and activity of the Simmental business in that state. State associations continue to be essential parts of the Simmental Team as not only a promotional arm but also as an important educational tool in the rapidly expanding information age." ♦



Moore

The Value of DNA Information in the BOLT Single-step Genetic Evaluations

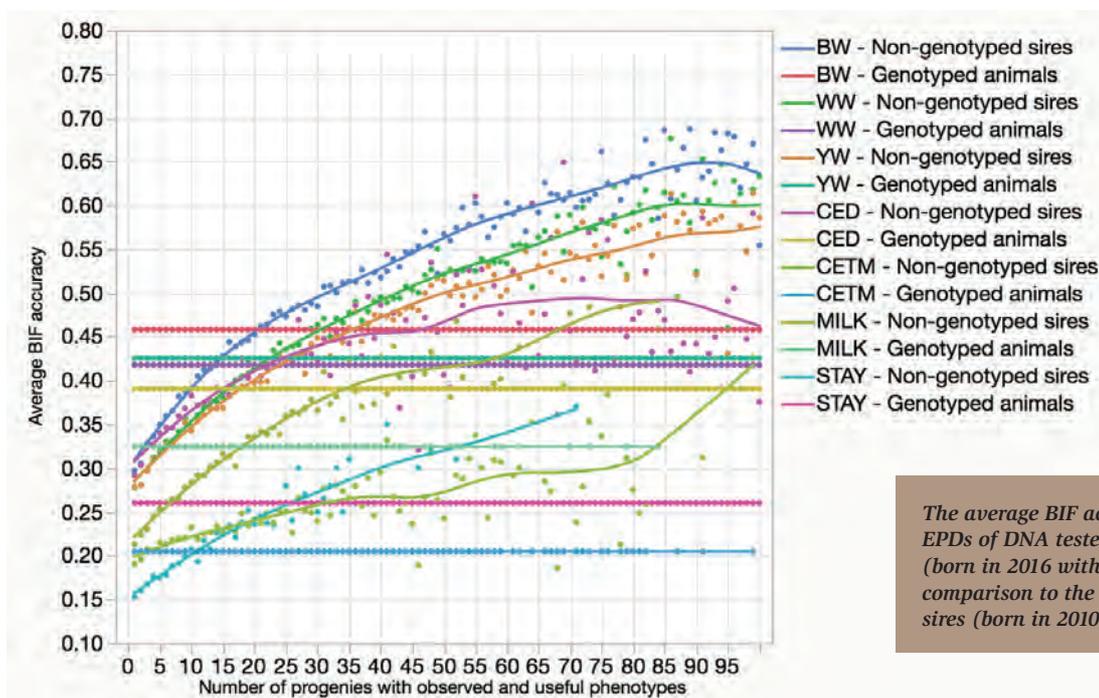
By Mahdi Saatchi, Rohan L. Fernando, Lauren Hyde, Jackie Atkins, Steve McGuire, Wade Shafer, Matt L. Spangler, and Bruce Golden, IGS Genetic Evaluation Team and Consultants.

DNA profiles provide additional information about the genetic merit of a DNA tested animal and increase the accuracy of EPDs, which are called Genomic Enhanced EPD or GE-EPDs. In the BOLT single-step process, the DNA marker genotypes are directly incorporated into the genetic evaluation along with the phenotypes (performance data) and the pedigree. As a result, the DNA information has an impact not only on the genotyped individual, but also on all the relatives of that genotyped individual. This allows for the DNA information to improve the accuracy of non-genotyped relatives.

To measure the impact of DNA information on accuracies of GE-EPDs in the BOLT single-step genetic evaluations, we compared the average BIF accuracies of GE-EPDs of DNA tested young animals (born in 2016 with no

progeny) to the average BIF accuracies of non-genotyped sires born in 2010-2014. Only sires with non-genotyped calves were used for this comparison. We found that the average BIF accuracy of GE-EPD for a DNA tested young animal is equivalent to the average BIF accuracy of a non-genotyped sire with 21, 22 and 24 calves with observed phenotypes for birth, weaning and yearling weights, respectively (Figure 1, where a horizontal line cross a curve for a specific trait (e.g. red line and blue curve cross each other at the data point correspond to $y(\text{accuracy}) = 0.46$ and $x(\text{progeny}) = 21$ for birth weight)). The progeny equivalent (PE) for direct calving ease was 15 and it was only 3 for total maternal calving ease due to limited genotypes on cows. The PE for milk and stayability were 18 and 25, respectively (Figure 1).

Figure 1



The average BIF accuracies of GE-EPDs of DNA tested young animals (born in 2016 with no progeny) in comparison to the non-genotyped sires (born in 2010-2014).

The BOLT single-step model is a breakthrough in GE-EPD accuracy improvement. Enabling technologies such as BOLT software allow for even faster genetic progress with more accurate EPDs earlier in an animal's life. We (IGS) are dedicated to using the best available technology to deliver more accurate GE-EPDs to our members so they have the best tools available for their selection decisions. ♦

IT IS AN EXCITING TIME TO BE SIMMENTAL

Members of the beef industry have a lot to say about **Simmental** and **SimAngus™**. This feedback is invaluable and tells us that **Simmental** is headed in the right direction. **ASA's** focus on profitability through science means that we will continue to put our customers' best interests at the forefront of everything we do.



**45th Annual
Minnesota
State
Simmental
Sale 2018**

Saturday, February 24, 2018

Join us at 12:00 Noon Sharp!

Haas Livestock Auction
28701 Rochester Blvd, Cannon Falls, MN
Annual Meeting & Banquet Friday night!

60 Elite Lots of Simmental & SimAngus™
Bred Heifers, Show Heifers, Bulls & Embryos

**View full sale offering & catalog
online at www.ebersale.com**

Sale Managed By:
Eberspacher
ENTERPRISES INC.

MSA President:
Bill Krause
507-398-8761

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



Are the BOLT EPDs More Accurate Than Our Previous Cornell EPDs?

By Mahdi Saatchi, Rohan L. Fernando, Lauren Hyde, Jackie Atkins, Steve McGuire, Wade Shafer, Matt L. Spangler, and Bruce Golden, IGS Genetic Evaluation Team and Consultants.

The ASA and International Genetic Solution (IGS) partners invested in a new and improved genetic evaluation software called BOLT to replace the Cornell EPD evaluation system. Among other benefits, this enables the use of single-step methods for incorporating genomic information into National Cattle Evaluation (NCE) instead of the blending approach. In the BOLT single-step process, the DNA marker genotypes are directly incorporated into the genetic evaluation along with the phenotypes (performance data) and the pedigree. As a result, the genomic data has an impact not only on the genotyped individual, but also on all the relatives of that genotyped individual. This allows for the genomic information to improve the accuracy of non-genotyped relatives.

The BOLT single-step method squeezes more information from the DNA markers by allowing for certain DNA markers to have a larger influence on predicting the genetic merit of an animal than other DNA markers while some DNA markers to have no effects on trait(s) of interest (for progeny equivalents of select traits, see page 22). This model is closer to what we expect based on biology where some parts of an animal's genome (or

genes) play more important roles than other parts of its genome (or genes). This is unique to the IGS single-step method compared to other organizations where the DNA marker information is used to adjust relationships among the individuals.

Many ASA members and IGS partners wonder if the BOLT EPDs are more accurate than the Cornell derived EPDs in the real world? To answer this question, we performed a validation study where we ran a data set (pedigree, performance, genomics) through both genetic evaluation software (BOLT and Cornell) to compare the accuracies of the EPDs produced. To enable a fair comparison, we removed the performance records of animals born in 2015 and later from the evaluation in both systems to be used as progeny performance records for validation purposes. Table 1 shows the correlations between EPDs and progeny performance of non-genotyped sires evaluated in both systems that have progeny born in 2015 or later with recorded birth, weaning, and yearling weights. As shown, the BOLT EPDs are more accurate than Cornell EPDs as the correlations are higher for BOLT EPDs with sires' progeny performances.

Table 1- The correlations between BOLT vs. Cornell EPDs with progeny performance of non-genotyped sires for birth, weaning and yearling weights.

Trait	N of Sires	BOLT	Cornell
Birth weight	29,154	0.34	0.27
Weaning weight	21,571	0.29	0.19
Yearling weight	10,849	0.26	0.20

To have a better sense of improvement in accuracies, we ranked sires based on either BOLT or Cornell EPDs for birth, weaning and yearling weights. Then, we compared the progeny performance of the top 1% vs bottom 1% ranked sires for each trait in each evaluation system. The results are shown in Table 2.

Table 2 – The average progeny performance of non-genotyped sires ranked based on either BOLT or Cornell EPDs.

Trait	N of sires	BOLT			Cornell			BOLT vs Cornell
		Top 1%	Bottom 1%	Difference	Top 1%	Bottom 1%	Difference	Top 1%
BW	29,151	95.9	74.2	+21.7	92.8	76.0	+16.8	+3.1
WW	21,571	655.3	546.2	+109.1	638.5	558.6	+79.9	+16.8
YW	10,849	1151.5	915.8	+235.7	1111.3	895.6	+215.7	+40.2

As you can see, the BOLT single-step EPDs ranked sires more accurately than EPDs from the Cornell software, where progenies of top 1% ranked sires based on the BOLT EPDs are +3.1, +16.8 and +40.2 lb heavier at birth, weaning and yearling. These results are exciting, and show that our investment in new technology will lead to more accurate EPDs. ♦



SAME DATE - NEW TIME!
Friday, March 2nd at 1:00 PM
At the Farm, Salem, SD

Annual Production Sale 2018



ES ET51-5 • 5/8 Sim Angus™
 ES Load Limit AW9 x DCC new Look 101



ES D125 • Bred to WLE Uno Mas • 3/4 Simmental
 Remington Lock N Load 54U x BC Lookout 7024



ES EX75-1
 Remington Lock N Load x NF Trump S582
 Purebred Simmental



ES EY04-2
 BC Lookout 7024 x CNS Dream On L186
 SimAngus™



ES D64 • Purebred Simmental
 LLSF Pays To Believe x Mr NLC Upgrade
 Bred to W/C Lock Down



EIR EY204
 Bieber Rolling Deep Y118 x Bieber Make
 Mimi 7249
 Purebred Red Angus



ES EA226-5
 CDI Authority 77X x WS Beef King W107
 3/4 SimAngus™



ES D71 • SimAngus™
 CDI Authority 77X x OHRR Dakota Copper 29K
 Bred to CDI Perspective

50 FEMALES + 120 BULLS
Simmental & SimAngus™
Sim/Red Angus, Angus & Red Angus



STEVE & CATHY EICHACKER
 605-425-2391 Home
 605-421-1152 Cell
 Salem, SD

This sale will be broadcast live on the internet! **DVAuction** Broadcasting Real-Time Auctions

Eberspacher
 ENTERPRISES INC.

Sale Managers: Val & Lori Eberspacher 507-532-6694
 Val Cell 612-805-7405 • sales@ebersale.com
 Catalog will be online at www.ebersale.com

Founding President Passes

Wyoming's Jack Winninger provided early leadership to fledgling organization.



Winninger's ASA President's Portrait

John W. "Jack" Winninger, 91, passed away November 25, at Long Term Care in Cody, Wyoming, where he had resided since the spring of 2015. Winninger, born and raised in Wyoming, spent his entire life in the Cowboy state except for a three-year hitch in the US Navy during World War II.

When the American Simmental Association was formed on October 14, 1968, Winninger was named to the nine-member founding Board of Trustees, and was subsequently elected to the presidency of the new organization. (Note: In the early years, ASA's highest elected official was the President. In the late 1980s, that position was officially changed to Chairman. Also, the number of Board members was later expanded from nine to 16.)

Other members of that Founding Board were Charles H. "Bud" Dodge, Crystal Lake, Illinois; Dr. Ray Woodward, Bozeman, Montana; Jerry Moore, Canton, Ohio; Jesse Malone, Choteau, Montana; Charles Koch, Cincinnati, Ohio; Pat Wilson, Frostproof, Florida; William Yaw, Galesburg, Illinois; and P. Hubert Hanes, Winston-Salem, North Carolina. Malone ultimately became the second ASA president; and Moore served two consecutive terms as the third president.

Winninger was born to homesteaders Joseph and Mable Winninger, who were then running the YU Ranch on the banks of the Greybull River. After graduation from Cody High School, Jack immediately enlisted in the Navy. After being discharged, he enrolled at the University of Wyoming and earned an agricultural degree in 1949.

That was also the year that he married Joann Thomasson, who would be his wife and companion for the next 68 years. The newly-weds moved to Meeteetse where they established and operated their 14,000-acre ranch.

A progressive rancher, Winninger was active in the Wyoming Stockgrowers Association and the National Cattlemen's Association; and served on the advisory committees of the University of Wyoming College of Agriculture; the Fort Keogh Livestock and Range Station at Miles City, Montana; and the US Meat Animal Research Center, Clay Center, Nebraska.

His ranching operation was prominently featured in such publications as the *Simmental Shield*, the *Farm Journal* and *Successful Farming*. Winninger was a frequent speaker/presenter at regional and national beef production conferences, breed association meetings and university symposiums.

A firm believer in public service, he was elected to the Wyoming State Legislature, served as a county commissioner and as manager of both the Worland and Cody Chambers of Commerce.

Winninger was preceded in death by his sisters Faris Morse, Elizabeth Hitchcock, and Ruth Witherspoon. He is survived by his devoted wife, Joann; two sons: Charles and David; three daughters: Connie Polsley, Mary Hixson and Janet Bolz; 15 grandchildren and countless great grandchildren. ♦

The first ASA Board, left to right: Bud Dodge, Dr. Ray Woodward, Jerry Moore, Winninger, Jesse Malone, Charles Koch, Pat Wilson and Bill Yaw. P. Huber Hanes, was not present for this photo.





WALSH SIMMENTAL

Pursuit of Excellence Bull & Female Sale

Saturday, March 3, 2018

12:00 Noon Sharp!

At Our Farm
1989 Hwy. 35
Hubbard, NE

65 Head!
35 HERD BULLS
& 30 FANCY
OPEN HEIFERS



WS MS REVIVAL E39

WS Revival x WS A Step Up X27
PB Simmental



WS STEPPING STONE E21

WS Stepping Stone B44 x Yardley Utah
Y361 • 5/8 Simmental



WS STEPPING STONE E33

WS Stepping Stone B44 x WSJ Turbo
3/4 Simmental



WS REVIVAL E40

WS Revival x Mr NLC Upgrade U8676
PB Simmental



WS STEPPING STONE E30

WS Stepping Stone B44 x HC Power Drive
88H • PB Simmental



WS STEPPING STONE E23

WS Stepping Stone B44 x JF American
Pride 098X • PB Simmental



WS MS STONE D3

WS Stepping Stone B44 x JF Namesake
1202Y • PB Simmental

.....
**Everyone Welcome! Selling
our best on March 3rd!**
.....

JERRY & LINDA WALSH & FAMILY

1989 Hwy. 35
Hubbard, NE 68741
Phone 402-632-4697
Cell 712-259-4478

JUSTIN WALSH Cell 712-259-0963
JOE WALSH Cell 712-259-0015

Professional Sale Management:

Eberspacher
ENTERPRISES INC.

Sale Managers: Val & Lori Eberspacher
2904 Co Rd 6, Marshall, MN 56258
OFFICE 507-532-6694 • CELL 612-805-7405
Fax 507-532-9457 • sales@ebersale.com

Download the EE smart phone APP for information!

**View full sale offering online at www.ebersale.com
or contact sale management for a sale catalog today!**

FROM THE HEADQUARTERS

By Leoma Wells, CHR Project Coordinator and THE Specialist



lwells@simmgene.com

They say it “takes a village”, and whomever coined that phrase was absolutely correct. It’s pretty amazing to be a part of a team that continues to work together and continuously goes above and beyond to serve our customer base. We are at the height of our “busy season” and each member of the processing team is operating at maximum capacity to

answer all the phone calls, emails and paper submissions that are coming our way. I’m consistently amazed by our team, we are small but mighty.

We understand first hand the amount of stress this time of year brings and would like to thank you for understanding the enormous workload that comes along with it. The next time you call, email or write a letter, take a moment to reflect and realize your words will have a lasting impact. Kindness and patience go a long way during this time of year. I can’t say enough good things about the ladies in processing, and I’ll continue to brag that we have one of the BEST customer service teams in the industry.

Over the course of past six months as I’ve been cross-training and beginning the transition to my new role, I just want to emphasize that you all are in very good hands, these ladies are incredible and it has been an honor to work side-by-side with each of them. As I prepare to serve you all in my new role, I can’t help but reflect over the course of my last eleven years with ASA. During that time, I have watched and applauded various programs being introduced and implemented to better serve the membership as well as their customers.

It was during a common program brainstorming session last spring, I had finally my chance to say, “put me in coach, I’m ready to play” and thus became a part of the latest program launch, the Cow Herd DNA Roundup (CHR) research project. Once the project was laid out and the goal established, I couldn’t contain my excitement. To be part of one of the leading organizations in pioneering the future via DNA testing is in one word, incredible. Since we launched the CHR research project in September, the buzz throughout the ENTIRE beef industry, has been nothing short of amazing.

We have become a part of a much larger conversation, even an international one. This revolutionary project is leading us in to the future at an accelerated rate and setting a unprecedented approach to utilizing DNA enhanced EPD information from whole cow herds. The adoption of technology at a never-before-seen rate in our industry is awe-inspiring. Ten years ago this wasn’t even part of the conversation. Today, it’s almost all we talk about. I can’t even begin to explain how HUGE this project is and I hope that each of you will consider taking advantage of the opportunity to participate.

It is important to remember that there is no magic potion out there, but by making practical use of all the tools available to you, (DNA being a main one) you will continue to move forward and make genetic progress at an even greater rate than those who choose not to. I would encourage you to carve out 30 minutes, yes, that’s all it takes, give us a call and let’s discuss all the possibilities and how we can best assist you in achieving your five, ten, or even 20 year game plan.

After all, that’s why we are here and frankly, why we love our jobs. We get to offer support and guidance when needed and serve as a resource. We are an additional weapon in your arsenal. I’ll bid you all adieu and leave you with the following sentiment that really resonates with me and has re-ignited the passion I have for this great industry: It’s absolutely the most exciting time to be a part of the beef industry, and I for one, can’t wait to see where we’ll be in five years and the conversations that will take place between now and then. I just can’t wait. ♦



Performance Breeders

are serious about data they collect!

Do you collect data on all calves for each of these six traits?

- Calving Ease
- Birth Weight
- Weaning Weight
- Yearling Weight
- Yearling Hip Height
- Ultrasound or Carcass Measurements

Yes!

You qualify as a



ASA Performance Advocate

For more information: Call 406-587-4531



2018 IN THE

Heartland

• BULLS •
BREDS • OPENS

SELLING 110+ LOTS OF
SIMMENTAL & SIMANGUS™

SUNDAY,
MARCH 11TH

12:30 PM Sharp!
At the Farm
Fullerton, Nebraska

FULL CATALOG AT
WWW.EBERSALE.COM



GONSIOR/GS ELISHA E10
PVF Insight 0129 x Mr NLC Upgrade U8676
SimAngus™ Feb. Show Heifer Prospect



GONSIOR/TRL ELIZABETH 28
LLSF Pays To Believe x LLSF Uprising Z925
PB Simmental March Show Heifer Prospect



GONSIOR MYSTERIOUS C201
Mr NLC Upgrade U8676 x Lazy H Pathfinder R104
Bred to Scheffelbein Effective



GONSIOR EFFICIENCY D395
Schiefelbein Effective 61 x STF Montana Black
KF25 • SimAngus™ October Show Heifer Prospect



BC/GS HIP HIP 24E
WLE Uno Mas X549 x GWS Ebony's Trademark
PB Simmental Feb. Show Heifer Prospect



GONSIOR/SCC STEELVANTAGE
SVF Steel Force S701 x OCC Emblazon 8548
SimAngus™ Herd Bull Prospect



GONSIOR SOME GAVE ALL
SVF/NJC Built Right N48 x
Mr NLC Upgrade U8676
PB Simmental Herd Bull Prospect



GONSIOR BLACK POWER E89
JF Back In Black 406B x Lazy Path Finder R104
PB Simmental Herd Bull Prospect



GONSIOR ESCALADE E69
Kappes Mile High B11 x Mr NLC Upgrade U8676
PB Simmental Herd Bull Prospect

GONSIOR SIMMENTALS

26262 N Osage Rd • Fullerton, NE 68638
Mike 308-550-0742
Scott 308-536-9607 or 308-550-0739
Jason 308-550-0102
E-mail: sgonsior3@gmail.com
www.gonsiorsimmentals.com

Eberspacher
ENTERPRISES INC.

Sale Managers:
Val & Lori Eberspacher
507-532-6694 • 612-805-7405
sales@ebersale.com

BULLETINS

AJSA Schedule and Deadlines

- April 1 Classic entry forms available at www.juniorsimmental.org.
- April 15 Steers born Jan. 15-Apr. 15 are eligible for Steer Profitability Competition.
- May 7 Regional Classic first entry/ownership deadline 4:30 pm Mountain.
(Registration fees will double between May 7, 2018, 4:31 pm,
and May 14, 4:30 pm).
- May 14. Regional Classic final entry deadline 4:30 pm Mountain.
- May 14. National Classic first entry/ownership deadline 4:30 pm Mountain.
(Registration fees will double between May 14, 2018, 4:31 pm,
and May 21, 4:30 pm).
- May 21 National Classic final entry deadline 4:30 pm Mountain
(registration fees double).
- June 1 Photography Contest, Interview Contest, Trustee Application,
Silver and Gold Merit Award application deadline.
- June 12-16 . . . North Central Regional Classic, Springfield, IL.
- June 13-16 . . . South Central Regional Classic, Fayetteville, AR.
- June 20-23 . . . Western Regional Classic, Yreka, CA.
- June 20-23 . . . Eastern Regional Classic, West Springfield, MA.
- July 2-7 National Classic, St Paul, MN.
- August TBA . . . Summit Leadership Conference.
- September 28 . . Steer Profitability Competition Entry Deadline,
forms available at www.juniorsimmental.org.



Carcass Merit Herds Wanted

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 ASA has the program for you!

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

Contact Jackie Atkins or Jannine Story if you are interested in becoming a CMP herd at: carcdata@simmgene.com or call 406-587-4531).

ASA Updates DNA Test Result Notifications

The ASA has updated their process of notifying members of DNA test results. DNA test results will now be sent automatically by email from Herdbook Services when DNA has been completed on a member account. If a member does not have an email on file with ASA, the member will still receive the test results by mail.

Members may now view DNA test results by logging into herdbook.org, pulling up the animal's pedigree, and selecting "DNA Detail" under the "Report" section. If you have further questions or want step-by-step instructions you can go to simmental.org/haveyouherd for more details.

50% off GGPLD Pricing

The ASA Board of Trustees approved a resolution to offer a 50% off rebate on GeneSeek Genomic Profiler Low Density (GGPLD) testing in exchange for either feed intake and/or carcass data. Members will receive one 50% off price discount per carcass or feed intake record submitted. Records must be valid for use in ASA's genetic evaluation system (at least two sires represented and the animals must have at least the sire identified). Animals must have been born after August 31, 2015, to qualify for the program. Please contact jatkins@simmgene.com.

Price Increase for DNA Testing on Hair Samples

Effective immediately, due to the increased labor involved at the lab, GeneSeek has increased the processing fee for hair by \$2.00 per sample. Breeders will be charged \$5.00 for hair cards instead of \$3.00.

ASA Requesting Cow Weights

The American Simmental Association is seeking to increase the flow of mature cow weights into its database. Cow weights provide valuable information for use in our genetic evaluation system. ASA requests that you weigh your cows close to weaning time, and, if possible, give your cows a body condition score at the same time.

2018 Year-Letter is "F"

The year-letter animal identification letter for 2018 is "F", and will be followed by G in 2019 and H in 2020. The letter E was the year-letter designated for use during 2017.

Office Holiday Schedule

The ASA office will be closed for the following 2018 holidays.

Friday, April 13
Spring Holiday

Monday, May 28
Memorial Day

Wednesday, July 4
Independence Day

Monday, September 3
Labor Day

Thursday & Friday, November 22-23
Thanksgiving

Monday & Tuesday, December 24-25
Christmas ♦



OFFERING OUR BEST

At our big sale event!

Saturday, April 7, 2018 - 12:00 PM
Shoal Creek Sale Facility, Excelsior Springs, MO

SELLING 90 ELITE LOTS



Sandeen Donna 4532

Selling daughters by W/C Relentless and TKCC Carver



SC Pay The Price C11

Back to Back Grand Champion Purebred Bull at the 2017 and 2018 NWSS! Offering females bred to SC Pay the Price and embryos sired by this elite champion!

Exceptional Progeny from these Proven Donors & Sires sell April 7th.



SC Shasha Z162

Selling daughters by W/C BF Innocent Man and embryos by LLSF Better Believe It



SC Ruby X66

Selling daughters by W/C United and W/C Lock Down



Limestone Lola W232

Selling daughters by W/C Relentless



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

Guest Breeders of The Gathering:
RS&T Simmentals, Double R Cattle Company, HBE Simmentals,
Vest Lane Farms, T Bar T & Brooks Simmentals

View full sale offering online
www.ebersale.com

Professional Sale Management: *Eberspacher*
ENTERPRISES INC.

LiveAuctionsTV
VIEW/BID LIVE ON THE INTERNET!

Val & Lori Eberspacher 507.532.6694
Cell 612.805.7405 • sales@ebersale.com
Sale offering online at www.ebersale.com

Foundation Honor Roll

The most recent list of people who have made a donation to the ASA Foundation.

Horstman Cattle Co LLC

West Lafayette, IN

Knapper Cattle

Kingman, IN

Simme Valley Ranch

Groton, NY

Ivey, Bob L

Loudon, TN

Trennepohl Family Farm

Middletown, IN

Rocking P Livestock

Maysville, KY

Dawson, Rondal

Shelbyville, KY

Bradley Farm, S & R

Shelbyville, KY

B&B Cattle Co.

Bailey, MS

Double Rd Farm

Hillsborough, NJ

Walther, Matthew

Centerville, IN

Cowdrey, Katelyn

Russellville, OH

Cheswood's Dayspring Farm

Springville, AL

Sunrise Farms

Attica, NY

Clear Water Simmentals

Milan, IN

R & K Farm

Elba, AL

J & W Simmental Farm

Headland, AL

Boyd Farm

New Brockton, AL

Welsh Simmentals

Glasgow, KY

Madluke Cattle Co.

Arcadia, IN

Martin, Michael G

Madisonville, TN

Double Image Cattle Co.

Atlanta, IN

Lazy H Farm

Fleming, OH

Circle M Farms

Rockwall, TX

Holly Spring Simmental

Boston, VA

Fenton Farms LLC

Laurel, MS

Hillcrest Farm

Auburn, MA

Watts Jr, Harrell

Sardis, AL

Ligon Simmentals

Cookeville, TN

Owen, Aaron & Jennie

Bois 'd Arc, MO

Glen-Aire Ranch

Bradford, IN

Pineview Farms

Hamptonville, NC

Holliman, Jimmy

Marion Junction, AL

Fred Smith Co

Clayton, NC

Irvine Ranch

Manhattan, KS

Lassle Simmentals

Glendive, MT

Deena Branum

McCall Creek, MS

Diamond RF Farms

Floresville, TX

Hallak Ranch

Athens, TX

Monte Christo Cattle Co., LLC

Mission, TX

Nelson Livestock Co.

Wibaux, MT

MJSSA Sounds of The South

McCall Creek, MS

Pine Ridge Ranch LLC

Dallas, TX

Red Hill Farms

Lafayette, TN

Wishing Well Simmentals

Hortonville, WI

GB Cattle Co.

Grand Saline, TX

St Vrain Simmentals

Niwot, CO

Mallett Simmentals

Lampasas, TX

Johnson Cattle Co.

Pleasanton, TX

102 Cattle Co.

Bedford, IA

Doug Parke

DP Sales Management

Paris, KY

McDonald Farms

Blacksburg, VA

Mississippi Junior Simmental

Simbrah Association

McCall Creek, MS

6G Ranch

Rock Island, TX

Miller Simmental

Gildford, MT

Finch Simmentals

Ames, IA

Moore, Bert

Indianola, IA

Grimes, David

Henderson, TX

Triple S Farm

Picayune, MS

Mercer III, Arthur J

Lott, TX

**We Invite You to Add Your
Name to The List.**

Denver is our WORK ZONE!



EPDs:
CE: 6 \$API: 130 \$TI: 75



Dam: URA Baby Doll



Granddam: Rockin Robin

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: 9 \$API: 125 \$TI: 68



Famous donor dam, Hope Floats



2014 NWSS Champion Bull



\$16,000 Grand Fortune daughter

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: 10 \$API: 103 \$TI: 60



Ignition's fantastic full sister



2016 NAILE Reserve Champion
SimSolution Junior Show by Ignition

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!



WLE Big Deal A617

EPDs: CE: 11 \$API: 105 \$TI: 65

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: 10 \$API: 108 \$TI: 63

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.



EPDs:
CE: 3 \$API: 97 \$TI: 54



Reserve Champion NWSS Pen of Three Bulls for GLS, all sired by New Direction.



New Direction bred at GLS, MN



HILB Fashionista — \$10,000
New Direction daughter at
The One Sale.



HILB Maverick — \$50,000 New
Direction son at The One Sale

GLS New Direction X184

ASA#: 2536539 • Better Than Ever x Powerline

New Direction is the homozygous polled, Dream On free, outcross pedigree sire that you can use with

confidence to make sound, soggy, Sim-influenced progeny! New Direction sired the "Power Simmy" selection at The One Sale a heifer brought in from Hilbrands Cattle Co. MN.



EPDs:
CE: 2 \$API: 119 \$TI: 81

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-leading bulls who will work for even the most discriminating commercial cattleman!

Mr. TR Hammer 308A ET

ASA#: 2759745 • Ellingson Legacy x CNS Dream On

EPDs as of 1.2.18

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: 18 \$API: 154 \$TI: 89



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: 9 \$API: 107 \$TI: 63



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: 7 \$API: 118 \$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: 11 \$API: 127 \$TI: 77



Carver's dam is the famous donor, Dolly.



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

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!

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



TKCC Carver 65C



KRMS Primary Candidate B204

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

EPDs: CE: 9 \$API: 121 \$TI: 70

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: 8 \$API: 111 \$TI: 66

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: 3 \$API: 101 \$TI: 62

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: 8 \$API: 92 \$TI: 59

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



EPDs:
CE: 9 \$API: 114 \$TI: 61



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

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: 5 \$API: 111 \$TI: 63

Homozygous Black,
Homozygous Polled



VCL LKC Dagger 605D

VCL LKC Dagger 605D

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



EPDs:
CE: 6 \$API: 102 \$TI: 62

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 The Duke 633D

ASA#: 3173461 • Profit x BF Miss Crysteel Tango



EPDs:
CE: 5 \$API: 111 \$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!

VCL LKC Profit Maker 604D

ASA#: 3173459 • Profit x BF Miss Crysteel Tango



Dam: BF Miss Crysteel Tango

In just her short time in production, she's produced over \$500,000 in progeny sales. She's the dam of popular 2014 champion Firefly, who produced Hartmans high selling bull! Miss Crysteel Tango is a Steel Force out of a full sister to Pays To Believe's dam. Power in the blood here with Profit Maker and Duke!



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



Sire: Profit



2017 NWSS Reserve Grand Champion Pen of Three



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



EPDs:
CE: 7 \$API: 117 \$TI: 68

Homozygous Black,
Heterozygous Polled



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

LLSF Better Believe It D64

ASA#: 3152728 • Pays To Believe x LLSF Cayenne



EPDs:
CE: 7 \$API: 114 \$TI: 66

Homozygous Black,
Heterozygous Polled

LLSF Charged Up D66

ASA#: 3152726 • Pays To Believe x LLSF Cayenne

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

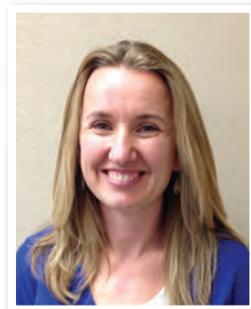


EPDs as of 1.2.18

CATTLE *Visions*

866-356-4565

www.cattlevisions.com



Walton-Berry Graduate Student Support Grant

Past Recipients:

- 2013** – Drs. Jennifer Bormann, Bob Weaber, Dan Moser, and Mike MacNeil from Kansas State University. Funds used to support graduate student stipend and living expenses for a collaborative research project in quantitative and molecular genetics in beef cattle at the US Meat Animal Research Center.
- 2014** – Dr. Jennifer Thomson, Montana State University. Funds used to study the genetics and objective measurements of temperament in beef cattle.
- 2014** – Dr. Stephanie McKay, The University of Vermont. Funds used to characterize the brain methylome in steers with extreme measures of docility.
- 2015** – Dr. Heather Huson, Cornell University. Funds used to study the genetics of digital Cushion Thickness and pay travel expenses for graduate students to present research findings at an international conference in Sweden.
- 2015** – Dr. Megan Rolfe, Oklahoma State University. Funds used to analyze genetic links to water intake in beef cattle.
- 2016** – Dr. Jerry Taylor, University of Missouri. Funds used to identify potentially lethal haplotypes in beef cattle.
- 2017** – Dr. Jared Decker, University of Missouri. Funds used for graduate student travel to Beef Improvement Federation meetings and develop extension publications.
- 2017** – Drs. Scott Speidel, Milton Thomas, and R. Mark Enns. Funds used to investigate stability genetic predictions using endpoints beyond six years of age.

Since my first year at the ASA, I have had the pleasure and honor of working with the Walton-Berry Graduate Student Support committee. The Walton-Berry Graduate Student Support Grant supports graduate education with an emphasis on genetic improvement of livestock. The fund originally started by Jim Berry of Wildberry Farms, honors Dr. Bob Walton's lifelong efforts in animal breeding and raising Simmental cattle. This grant aims to help train future animal breeders and advance our knowledge of applied livestock genetics. There are two awards — one for \$5,000 and a second for \$3,000 for graduate education programs; each recipient contributes to articles about their research to ASA Publication.

Each Spring, researchers are encouraged to apply for this grant (due April 15). The committee (composed of Steve McGuire, Wade Shafer, Jim Berry, Bob Walton, and myself) reviews the grants and notifies applicants by May 15. For more information on how to contribute to these funds or on how to apply for the grant, contact Jackie Atkins (jatkins@simmgene.com). ♦

Foundation Mission Statement

The purpose of the Foundation is to encourage by public or private contribution, support of worthwhile educational and charitable projects that are of interest and benefit to devotees of the American Simmental Association. Further to receive, maintain, use and apply donated funds for such purposes; and to implement such educational and charitable projects, including, but not limited to:

- *Support of ASA's youth program through scholarships or program sponsorship.*
- *Continuing educational programs for beef enthusiasts and members of the youth program.*
- *Expanded educational programs for ASA and members of the beef industry in the areas of performance testing, leadership and bovine management.*
- *Research grants to qualified colleges and universities, for documentation of bovine performance, and research into the prevention of, or cure for cattle diseases.*
- *Other projects or activities as may be determined by the parent association.*

Brady Land Cattle

CLASSIFIED



TKCC Classified

PB Bull ASA # 3028710

Sire: MR TR Hammer 308A

Dam: Ford RJ Dolly Y83

For more information

Contact:

Greg and Pearl Walthall

Managing Partners

660-525-9921



Semen Exclusively

Sold by:

\$50.00



Contact: Brady Land and Cattle

200 Fairway, Warrensburg, MO 64093

CATTLE Visions



CONNECTION

Developing leaders through friendship, networking, and communication skills!

By Keanna Smith, Ignacio, CO



As I start to pack my stuff to get ready to head to National Western Stock Show in Denver, Colorado, I start to have a flood of memories come back to me about my first time showing on The Hill in Denver. Unlike most kids in the American Junior Simmental Association, I have only been involved in the Simmental breed and industry for about seven years now. I started showing cattle at my county fair when I was nine years old and since then I have completed my 4-H showing career, built my registered Simmental/SimAngus™ herd to 10 mother cows, and raised two bulls that I have been blessed enough to be able to show.

In 2011, one of the most influential men in my life helped get me started in the Simmental breed. A man by the name of Robert Campbell sent me to the Wild Wild West Sale in Brighton, Colorado, to buy my first registered heifer. The next year, I bought another heifer that I took to my first Western Regional in Logan, UT. The following January, I showed my first bull on The Hill in Denver. It was most definitely a learning

experience, and I loved every minute of it. Two years later I was blessed with the opportunity to bring my second bull to Denver to show on The Hill; this experience was different than the first. Even though I learned a lot, I got to meet so many people who are so actively involved in the industry on a bigger level. The night that my bull got done showing I sold him to Prestige Cattle Company. Personally speaking, that was one of the hardest decisions I have ever made. From a business opportunity aspect it was the best decision I could have made. A year later, almost to the day, as I stood ringside with my parents I got to watch Primary Candidate get his final slap and become the first Percentage Simmental Triple Crown bull. In that moment I knew that the decision I made a year ago was one of the best that I could have ever made.

I have two pieces of advice for a Junior member who is just starting out. First, do not be afraid to ask questions, and there are no dumb questions. There are all kinds of people who are in the Simmental industry who are excited and ready to help you be as successful as you can be. Second, even though some of the decisions might be scary, take that leap of faith, and listen to your gut feeling because at the end of the day it will all be worth it. ♦

2018 Classic Schedule

Event	Dates	Location
North Central Regional	June 12-16, 2018	Springfield, IL
South Central Regional	June 13-16, 2018	Fayetteville, AR
Eastern Regional	June 20-23, 2018	West Springfield, MA
Western Regional	June 20-23, 2018	Yreka, CA
National Classic	July 2-7, 2018	St Paul, MN

2017-2018 American Junior Simmental Association Board of Trustees

President

Jordan Cowger, Kansas City, MO
816-916-3329
jordancowger@gmail.com

Vice-Presidents

Membership Communications
Michelle Helm, Geary, OK
405-368-3180
michelle.l.helm@okstate.edu

Finance
Kiersten Jass, Garner, IA
515-408-4918
kierstenjass@gmail.com

Marketing
Cade Bracker, Underwood, IA
712-310-1082
cmbbracker@gmail.com

Leadership
Lily Swain, Murray, KY
270-293-4094
lswain1@murraystate.edu

Trustees

South Central Region

Joel Mackey, Giddings, TX
512-988-6794
joel.mackey12@gmail.com

Teegan Mackey, Giddings, TX
512-718-3165
tteeeegan@gmail.com

North Central Region

Kaylie Huizenga, Morrison, IL
815-535-3185
khuiz@ymail.com

Clay Sundberg, Arlington, IL
815-878-6758
csundberg@live.com

Eastern Region

Cole Liggett, Dennison, OH
330-440-5580
cliggett77@aol.com

Garrett Stanfield, Manchester, OH
606-375-2794
stanfield.40@buckeyemail.osu.edu

Emily Ivey, Loudon, TN
865-254-2998
showcattle13@gmail.com

Western Region

Zach Wilson, Stanwood, WA
360-941-8020
zach.wilson1211@gmail.com

Keanna Smith, Ignacio, CO
970-769-0357
keannasmith2@gmail.com

www.juniorsimmental.org

HPF QUANTUM LEAP 2952



QUANTUM LEAP

YOUR HERD IN THE DIRECTION OF PERFECTION!

	CE	BW	WW	YW	MCE	Milk	\$API	\$TI
EPD	14	.3	62	89	12	19	128	70
%	15	20			20		35	

EPDs as of 1.2.18

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



NAILE

2017

North American Livestock Exposition

Junior Show

Dates: November 11-12, 2017

Judges: Tyler Cates, Modoc, IN
(Purebred Simmental)
Tom Hawk, Earlville, IL
(SimAngus™-SimSolutions)

Location: Louisville, KY

Purebred Simmental Females



Division I Champion

"BFSC She's Special 345E," s. by WS Revival, exh. by Makenzie Hickman, Talent, OR.



Reserve Division I Champion

"SJCC Elegance E103," s. by LLSF Uprising Z925, exh. by Kayden Tanner, Milsap, TX.



Division II Champion

"NXT Redemption E701," s. by NXT/SHS Real Deal B6, exh. by Ty Drach, Pontiac, IL.



Reserve Division II Champion

"KDP Miss Hoya Declan," s. by SVF Steel Force S701, exh. by Ashlyn Hickey, Mt. Pulaski, IL.



Bred and Owned Champion and Division III Champion

"Jass Innocent Lady 701D," s. by W/C BF Innocent Man, exh. by Kiersten Jass, Garner, IA.



Reserve Division III Champion

"TNGL Ms. Desire D200," s. by TNGL Upper Hand B757, exh. by Rebecca Riggs, Glenwood, IN.



Division IV Champion

"MAAC Lucky Maya," s. by Mr. HOC Broker, exh. by Brooklyn Curtin, Oxford, IA.

Reserve Division IV Champion

"Miss Sugar Shake 84D," s. by Mr. HOC Broker, exh. by Olivia Caldwell, Elmwood, IL.



Grand Champion and Division V Champion

"CMFM Time To Shine 99D," s. by HPF Quantum Leap Z952, exh. by Jacob Shoufler, Fortville, IN.



Reserve Grand Champion and Reserve Division V Champion

"ML/RJ/STCC Serena D74," s. by WS Pilgrim H182U, exh. by Claire Trennepohl, Middletown, IN.

Division VI Champion

"WHF Summer 365C," s. by CCR Wide Range 9005A, exh. by Chesney Steenhoek, Maxwell, IA.

SimAngus/SimSolutions Females

Division I Champion

"MMR Yolanda 106E," s. by FHEN Halftime A127, exh. by Sara Sullivan, Dunlap, IA.

Reserve Division I Champion

"S&S High Class Lady 750E," s. by EXAR Classen 1422B, exh. by Jake Nikkel, McPherson, KS.



Division II Champion
 "IBSC Malibu 214E," s. by W/C Loaded Up 1119Y, exh. by Olivia Caldwell, Elmwood, IL.

Reserve Division II Champion
 "WLE Missy E3055," s. by Silveiras Style 9303, exh. by Chesney Steenhoek, Maxwell, IA.



Division III Champion
 "PHFC Juliet 673D," s. by Profit, exh. by David Smith, Boulder, CO.



Bred and Owned Champion and Reserve Division III Champion
 "Rocking P Blackcap D682," s. by HPF Quantum Leap Z952, exh. by AK Phillips, Maysville, KY.



Reserve Grand Champion and Division IV Champion
 "MMK Young Love 504D," s. by Mr. HOC Broker, exh. by Maddy Udell, Sioux City, IA.



Reserve Division IV Champion
 "LAA Diamond Girl 649D," s. by CWT Burn Notice Y12, exh. by Kylee Fields, Chandlerville, IL.



Grand Champion and Division V Champion
 "Hara's Princess 12D," s. by Mr. HOC Broker, exh. by Stewart Skiles, Dalhart, TX.



Reserve Division V Champion
 "SJW Yolanda 641D," s. by FHEN Halftime A127, exh. by Anne Dameron, Towanda, IL.



Division VI Champion
 "CMFM Zenyatia 030C," s. by HPF Quantum Leap Z952, exh. by Megan Brown, Roanoke, AL.



Reserve Division VI Champion
 "Belle HS Lady C 527," s. by Mr. HOC Broker, exh. by Jackson Powers, Boston, VA.

Open Show

Dates: November 14-15, 2017
Judge: Jim Bloomberg, Berwick, IL

Editor's Note: PTP data for the North American International Livestock Exposition are listed in the following order: Calving Ease EPD, Weaning Weight EPD, Yearling Weight EPD, Maternal Calving Ease EPD, Maternal Weaning Weight EPD, Stayability EPD, Yield Grade EPD, Marbling EPD, \$API and \$TI.

SimAngus/SimSolutions Show

Females

Cow/Calf data is listed with the cow first and the calf second



Grand Champion Cow/Calf Pair
 "Spittlers Lola 91C ET," s. by Silveiras Style 9303, Calf, "Spittler's Rosie 707E," s. by S&S Sweet Dreams 507C, exh. by Mackenzie Burgin, Paris, IL.
 11.9/52/84/9.2/45/9.9/- .07/.34/122/63
 11.6/56/82/8.2/44/11.7/- .22/.20/117/61

(Continued on page 42)



N A I L E

2017

(Continued from page 41)



Reserve Grand Champion Cow/Calf Pair
 "Hill Perfection,"
 s. by Sandeen Upper Class 2386,
 Calf, "Hill Perfection E115,"
 s. by HPF Optimizer A512,
 exh. by Dylan Inman, Parsons, TN.
 4.4/56/87/1/55/6.3/- .27/.21/99/62
 5.3/76/117/4/62/7.3/- .27/.13/103/70



Division II Champion
 "B-C Lookin Sharp 7002E,"
 s. by HILB Oracle C033R, exh. by Badger
 Creek Cattle and Taylor Hale, Emporia, KS.
 7.8/59/87/6/52/10.6/- .29/.15/110/63



Reserve Division III Champion
 "PHFC Juliet 673D," s. by Profit,
 exh. by David Smith, Boulder, CO.
 7/64/96/7.8/56/8.6/- .18/.46/121/71



**Reserve Grand Champion
 and Division I Champion**
 "S&S High Class Lady 750E,"
 s. by EXAR Classen 1422B,
 exh. by Jake Nikkel, McPherson, KS.
 6.8/62/94/4.3/46/8/- .15/.25/108/65



Reserve Division II Champion
 "UDE Flossy 27E," s. by TLLC One Eyed Jack,
 exh. by Maddy Udell, Sioux City, IA.
 2.9/54/73/- .8/39/1.1/- .31/.23/84/57



Reserve Division IV Champion
 "TL Dixie 84," s. by Profit,
 exh. by Kenidey Effling, Highmore, SD.
 6.9/56/80/5.5/48/8.8/- .22/.19/104/60



Reserve Division I Champion
 "MMR Yolanda 106E," s. by FHEN Halftime
 A127, exh. by Sara Sullivan, Dunlap, IA.
 11.6/62/94/7.2/52/12.2/- .16/.29/126/67



**Grand Champion and
 Division III Champion**
 "SJW Arkdale Pride 678D," s. by FHEN Half-
 time A127, exh. by Sara Sullivan, Dunlap, IA.
 8/67/109/6.8/51/7.3/- .09/.33/115/70



Division V Champion
 "TSW Blissful Sight D28," s. by PVF Insight
 0129, exh. by Thomas Willis, Alderson, WV.
 11.4/71/112/3.7/63/10/- .36/.37/113/73



Reserve Division V Champion
 "Hara's Princess 12D," s. by Mr. HOC Broker,
 exh. by Stewart Skiles, Dalhart, TX.
 .3/50/69/-.2/39/-.5/-.30/.04/65/50



Division II Champion
 "SJW Right Time 669D,"
 s. by FHEN Halftime A127,
 exh. by Sam Wallace/Bob and Brock May,
 Stotts City, MO.
 13.2/60/100/8.3/51/10.7/-.08/.46/137/72



Grand Champion and Division IV Champion
 "GSC Saugahatchee 161C,"
 s. by Leachman Saugahatchee 3000C,
 exh. by Gerdes Show Cattle, West Point, IA.
 12.6/51/78/8/46/5.3/-.16/.10/101/58



Division VI Champion
 "Lemanager Star In Class,"
 s. by EXAR First Class 1421B,
 exh. by Curtis Lemanager, Fairbury, IL.
 3.7/62/95/2.3/48/4.8/-.12/.13/91/61

Reserve Division VI Champion
 "Belle HS Lady C 527," s. by Mr. HOC Broker,
 exh. by Jackson Powers, Boston, VA.
 2.5/57/88/4.9/41/2.3/-.18/.09/80/56



Reserve Division II Champion
 "DAJS Flatliner 124," s. by SVF Steel Force
 S701, exh. by Katy Satree, Montague, TX.
 10.8/54/84/6/45/4.1/-.21/.21/103/61



Reserve Grand Champion and Reserve Division IV Champion
 "Rocking P Die Hard C060,"
 s. by HPF Quantum Leap Z952, exh. by
 Rocking P Livestock, Maysville, KY.
 8.1/57/92/8.7/50/10.3/-.20/.08/105/59

Bulls



Division I Champion
 "Volk Currency E69 CC,"
 s. by SC Pay The Price C11,
 exh. by Elmore Cattle Services
 and Volk Livestock, Waukomis, OK.
 8.5/51/75/3.8/43/-.33/.38/99/60

Reserve Division I Champion
 "WLE Copacetic E02,"
 s. by HPF Quantum Leap Z952,
 exh. by Wesner Livestock Enterprises,
 Chalmers, IN.
 12.6/56/83/9.9/45/9.8/-.26/.27/120/64



Division III Champion
 "Wolf Of Wallstreet D6," s. by Mr. HOC Broker,
 exh. by Lemanager Cattle, Fairbury, IL.
 4.3/61/96/4.2/48/6.1/-.18/.14/96/61

Reserve Division III Champion
 "R/F Shameless D201," s. by Silveiras Style
 9303, exh. by Riley Farms, Cisco, IL.
 15/53/80/10.3/43/8.6/-.10/.51/133/68

Division V Champion
 "HPF/HILL Uprising C104,"
 s. by LLSF Uprising Z925,
 exh. by B&K Farms and Woodlawn Farm,
 Petersburg, TN.
 5.7/72/107/7.2/55/1.3/-.22/.12/95/70

Groups



Premier Exhibitor and Premier Breeder
 Hilbrands Cattle Company, Clara City, MN.

(Continued on page 44)



NAILLE

2017

(Continued from page 43)

Purebred Simmental Show Females



Grand Champion Cow/Calf Pair

"Lazy H Ms Playmate C8,"
s. by Yardley High Regard W242,
Calf, "Lazy H Evvey E26,"
s. by Lazy H/RJ Undisputed C33,
exh. by Lazy H Farm, Fleming, OH.
2.3/55/73/3.9/45/1.2/- .31/- .15/71/54
7.4/55/81/5.4/46/4.3/- .34/- .07/91/59



Reserve Grand Champion Cow/Calf Pair

"Sennett Annalise 530C,"
s. by Mr. MLH Waypoint 877A,
Calf, "SSC-Annie Oakley,"
s. by Mr. Hoc Broker,
exh. by Owen Boone, Westminster, MD.
7.3/67/101/7.4/56/9.9/- .13/.19/119/71
1.1/68/101/4.6/51/6.8/- .23/- .05/91/63



Division I Champion

"TJSC Diamond 167E," s. by Mr. HOC Broker,
exh. by Maddy Udell, Sioux City, IA.
2/65/91/5.4/46/6.5/- .25/.05/95/63



Reserve Division I Champion

"TNGL EVNS Indulgence," s. by TNGL Track
On B748, exh. by Tingle Farms and Evans
Cattle Co., New Castle, KY.
9.8/58/82/4.5/50/13.8/- .37/.03/119/64



Division II Champion

"NXT Redemption E701,"
s. by NXT/SHS Real Deal B6,
exh. by Ty Drach, Pontiac, IL.
9.3/58/81/4.8/45/1.5/- .32/.07/96/64



Reserve Division II Champion

"RP/CMFM Built To Love,"
s. by LLSF Pays To Believe ZU194,
exh. by Rocking P Livestock, Maysville, KY.
8.8/64/95/3.4/46/7.4/- .24/.28/121/72



Division III Champion

"JS Echo 32D," s. by Mr. HOC Broker,
exh. by Coy Steenhoek, Maxwell, IA.
-.6/63/92/4.5/45/3.2/- .30/- .16/69/54



Reserve Division III Champion

"TNGL Ms. Desire D200,"
s. by TNGL Upper Hand B757,
exh. by Rebecca Riggs, Rushville, IN.
6.8/57/83/2.9/53/7.1/- .37/.15/109/66



Division IV Champion

"Miss Sugar Shake 84D," s. by Mr. HOC
Broker, exh. by Olivia Caldwell, Elmwood, IL.
3.1/58/80/5.5/46/4.3/- .42/- .12/82/57



Reserve Division IV Champion

"GOHR RC Maggie D6068,"
s. by WAGR Broker 476B ET,
exh. by Sydney Maulsby, College Station, TX.
-.9/63/90/5.6/51/8.6/- .30/.01/91/60



Reserve Grand Champion and Division V Champion
 "CMFM Time To Shine 99D,"
 s. by HPF Quantum Leap Z952,
 exh. by Rocking P Livestock
 and Buck Creek Ranch, Maysville, KY.
 12.3/59/80/11.6/50/9.8/- .25/.21/127/70



Reserve Division V Champion
 "LFCC Lady K D4055," s. by Mr. HOC Broker,
 exh. by Lane Hagan, Yoakum, TX.
 1.7/61/86/4.4/44/11.2/- .30/- .14/91/55



Grand Champion and Division VI Champion
 "WHF Summer 365C,"
 s. by CCR Wide Range 9005A,
 exh. by Chesney Steenhoek, Maxwell, IA.
 6.9/73/112/8.6/62/14.1/- .29/.01/122/72

Bulls



Division I Champion
 "HPF/LRF 'Merica E105,"
 s. by W/C Relentless 32C,
 exh. by Long Ridge Farm, Shelbyville, KY.
 8.8/63/91/6.9/50/5.7/- .31/.17/111/69

Reserve Division I Champion
 "WLE Fire Away E160," s. by WLE Uno Mas
 X549, exh. by Wesner Livestock Enterprises,
 Chalmers, IN.
 12/61/82/7.3/54/8.6/- .37/.44/136/77



Division II Champion
 "WLE Big Iron E205," s. by WLE Uno Mas
 X549, exh. by Wesner Livestock Enterprises,
 Chalmers, IN.
 12.4/61/81/7.7/53/8.6/- .38/.33/131/74



Reserve Division II Champion
 "HILB/SHER Data Breach," s. by HILB Oracle
 C033R, exh. by Hilbrands Cattle Company,
 Clara City, MN.
 11.4/66/90/6.2/54/10.8/- .33/.15/126/73



Division III Champion
 "TWCC Night Moves D88,"
 s. by RP/MP Grandmaster 056Z,
 exh. by TW Cattle Company and
 Glacier Cattle Company, Paris, KY.
 8.2/57/83/6/48/9.7/- .26/.09/111/63



Reserve Division III Champion
 "HS Hot Domino D243A,"
 s. by W/C Executive Order 8543B, exh. by
 Hilbrands Simmentals, Holloway, MN.
 12.3/69/109/8.6/50/4.5/- .29/.16/119/75

Division IV Champion
 "VCL LKC Equity 608D," s. by Profit,
 exh. by The Equity Group, Tecumseh, NE.
 5.5/60/84/4.3/48/10.4/- .23/.11/108/63

Reserve Division IV Champion
 "BBRS Nows The Time 802D,"
 s. by CSCX Bandwagon 513A,
 exh. by Blind Badger Ranch, Fort Morgan, CO.
 6.3/61/84/2.5/49/7.4/- .30/.09/104/64



Reserve Grand Champion and Division V Champion
 "GSC GCCO Dew North 102C,"
 s. by HTP/SVF Duracell T52,
 exh. by Glacier Cattle Company, Crandon, WI.
 14.1/60/78/12.6/46/8.8/- .38/.06/118/67

(Continued on page 46)



PinNAILE

2017

(Continued from page 45)



Grand Champion and Division VI Champion

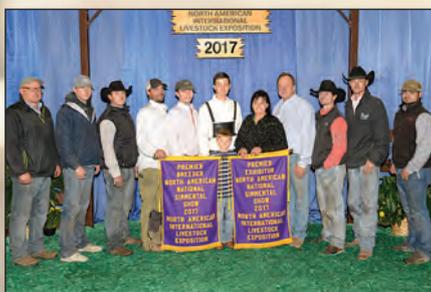
"CMFM Crossroads 224C," s. by HTP/SVF Duracell T52, exh. by Elmore Cattle Services, Berlowitz Cattle and The Crossroads Group, Waukomis, OK.
13.7/58/79/10.7/48/8.7/- .35/.07/117/65



Reserve Division VI Champion

"JS Revolver 20C," s. by WLE Twang Z547, exh. by Clear Water and Accelerated Genetics, Milan, IN.
9.1/64/93/8.2/56/14.8/- .36/.02/121/66

Groups



Premier Breeder and Premier Exhibitor
Tingle Farms, New Castle, KY

FSFF Fullblood Simmental Show

Date: November 12, 2017
Judges: Curt Rincker, Shelbyville, IL (The Pinnacle and Fleck Effect); Tommy Carper, Vevay, IN (The Challenge Cup)

The Pinnacle Females



Reserve Grand Champion and Junior Champion

"FGAF Duchess 036E," s. by Anchor D Raptor 392C, exh. by Ferme Gagnon, Inc., Cheneville, QB.
-1/78/110/3.5/68/14.6/- .20/90/60

Reserve Junior Champion

"Elegance AVE11," s. by VPFS Brantz 12B, exh. by Little Creek Farm, Starkville, MS.
5.7/57/73/6.4/60/6.6/- .32/- .15/85/56

Intermediate Champion

"FGAF Flower 092D," s. by FGAF Passport 125B, exh. by Ferme Gagnon Inc., Cheneville, QB.
6.3/76/104/5.9/71/7.2/- .20/91/66

Reserve Intermediate Champion

"Little Creek Dasha 473D," s. by Crossroad Radium 789U, exh. by Little Creek Farm, Starkville, MS.
9.7/66/82/6.2/69/6.8/- .33/- .17/90/61



Supreme Champion, Grand Champion and Senior Champion

"Prostock Mona Lian C197," s. by Cajun Neff, exh. by Adreanna Barrett, Greenville, TX.
7.7/56/68/5.8/60/8/- .24/- .05/94/57



Reserve Senior Champion

"Freedoms Annie," s. by FGAF Monster 108B, exh. by Freedom Run Farm, Manchester, MI.
4.7/68/95/1.9/65/5.3/- .15/- .20/78/58



Grand Champion Cow/Calf Pair

"CVC Icicle 503C," s. by Double Bar D Buble 339Y, Calf, "Arrow L03E," s. by FGAF Airbus 034C, exh. by Lance Smith, Roland, OK.
.7/64/84/5.9/61/.9/- .24/- .17/64/55
2/70/96/4.6/66/3.8/- .20/- .22/72/58



Reserve Grand Champion Cow/Calf Pair

"MVF SA Exazalea 20UX," s. by Bar 5 P SA Expert 826M, Calf, "MVF P SA Toralea E2T3," s. by MVF P SA Torrid 820T, exh. by Maxey Valley Farms, Morning View, KY.
.9/66/84/1.2/61/4/- .16/- .29/62/52
5.1/63/82/2.3/61/3.9/- .13/- .20/74/55

Bulls



Junior Champion
 "MJ Chauncey," s. FGAF Popeye 088A,
 exh. by M&J Farms, Attica, IN.
 7.1/61/83/4.8/66/9.6/- .24/- .08/97/60

Reserve Junior Champion
 "PSF Hercules 865E," s. by VPFS Brantz 12B,
 exh. by Little Creek Farm, Starkville, MS.
 4.2/61/76/7.4/63/4.9/- .29/- .12/81/58



Grand Champion and Intermediate Champion
 "Freedoms Monstrosity,"
 s. FGAF Monster 108B,
 exh. by Freedom Run Farm, Manchester, MI.
 2.5/75/105/2.4/69/5.5/- .12/- .17/77/60



Reserve Grand Champion and Reserve Intermediate Champion
 "CVC Bohannon 605D," s. by Double Bar D
 Buble 339Y, exh. by Corner View Cattle
 Company, Plympton-Wyoming, ON.
 -.9/65/82/2.9/57/4.3/- .18/66/53



Senior Champion
 "Rugged R Bellagio 5057C,"
 s. by Double Bar D Balboa 4Z,
 exh. by Rugged R Cattle Company, Wisner, LA.
 5/63/79/5.7/67/4.4/- .43/- .21/80/60

Groups

Get-of-Sire
 Exh. by Lance Smith and Cornerview,
 Roland OK; and Plympton-Wyoming, ON.

Produce-of-Dam
 Exh. by M&J Farms, Attica, IN.

Breeder's Herd
 Exh. by Little Creek Farms, Starkville, MS.

Premier Breeder
 Ferme Gagnon, Inc., Cheneville, QB.

Premier Exhibitor
 Little Creek Farms, Starkville, MS.

The Fleck Effect Females

*(*indicates a Percentage Simmental entry)*



Grand Champion and Junior Champion
 "JL Jazzy E37*," s. by JL Ringing the Bell 214,
 exh. by Ligon Simmentals, Cookeville, TN.
 13.7/56/77/10.3/54/11.4/- .29/.11/118/63

Reserve Junior Champion
 "MJ Lynn 5*," s. by Dora Lee's Enclave
 FF45W, exh. by M&J Farms, Attica, IN.
 6.8/56/75/7/63/10.9/- .20/.05/99/57



Intermediate Champion
 "JL Daphne D296*," s. by G A R Prophet,
 exh. by Ligon Simmentals, Cookeville, TN.
 13.6/71/112/6.5/68/9/- .03/.81/154/87

Reserve Intermediate Champion
 "Dominance AVD12*," s. by Crossroad
 Radium 789U, exh. by Little Creek Farm,
 Starkville, MS.
 14.7/50/62/4.8/51/7.8/- .35/.00/102/56



Reserve Grand Champion and Senior Champion
 "Prostock Monique' 6501D,"
 s. by Connealy Thunder,
 exh. by Adreanna Barrett, Greenville, TX.
 11.4/57/90/8.7/53/11.2/- .12/.26/121/65

Reserve Senior Champion
 "FGAF Rosebud 1D*,"
 s. by Peak Dot Eliminator 718Z,
 exh. by Ferme Gagnon, Inc., Cheneville, QB.
 8.2/54/81/4.9/57/65/- .21/97/58

Grand Champion Cow/Calf Pair
 "Ms. Lena 79Z," s. by Prostock Hugo 7052T,
 Calf, "Flash 79ZE," s. by Bring It CO4B,
 exh. by Cornelius Farms, LLC, Mattawan, IN.
 7.9/64/90/8.3/58/5.4/- .18/- .04/95/63
 7.6/64/91/8.4/59/6/- .21/- .01/98/64

(Continued on page 48)

Sales Call

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



WINNER

2017

(Continued from page 47)

Bulls



Junior Champion

"Flash 79ZE," s. by Bring It CO4B, exh. by Cornelius Farms, LLC, Mattawan, MI.
7.6/64/91/8.4/59/6/-.21/-/.01/98/64

Reserve Junior Champion

"MJ 65B E 088," s. by FGAF Popeye 088A, exh. by M&J Farms, Attica, IN.
8/64/88/6.4/60/5.4/-/.28/-/.09/95/64



Grand Champion and Intermediate Champion

"FGAF Dewalt 116D," s. by Hidden H Sweet Meat, exh. by Ferme Gagnon, Inc, Cheneville, QB.
9.8/66/96/5.6/60/9.1/-/-/-/-



Reserve Grand Champion and Reserve Intermediate Champion

"VPFS Dylan 15D*," s. by Crossroad Radium 789U, exh. by Little Creek Farm, Starkville, MS.
13.7/52/66/4.8/51/7.8/-/.32/.00/100/56

Groups

Get-of-Sire

Exh. by Little Creek Farm, Starkville, MS.

Produce-of-Dam

Exh. by Little Creek Farm, Starkville, MS.

Premier Breeder and Premier Exhibitor
Cornelius Farms, LLC, Mattawan, IN.

The Challenge Cup (Junior Show)



Grand Champion and Junior Champion
"Elegance AVE11," s. by VPFS Brantz 12B, exh. by Bailey Carper, Starkville, MS.

Reserve Junior Champion

"FGAF Angel 017E," s. by FGAF Guerrero 810Y, exh. by Karissa Rasch, Manchester, MI.



Bred and Owned Champion, Reserve Grand Champion and Intermediate Champion

"Little Creek Dasha 473D," s. by Crossroad Radium 789U, exh. by Hannah Carper, Starkville, MS.

Reserve Intermediate Champion

"FGAF Flower 092D," s. by FGAF Passport 125B, exh. by Cassidy Rasch, Manchester, MI.



Senior Champion

"Prostock Mona Lian C197," s. by Cajun Neff, exh. by Adreanna Barrett, Greenville, TX.

Reserve Senior Champion

"MVP P SA Klynora D49K," s. by Klyber, exh. by Ryan Linville, Morning View, KY.

North American Simmental Sale

November 13, 2017 • Louisville, KY

No.	Category	Average
56	Total Lots	\$7,538

Auctioneer: Ron Kreis, OH

Sale Manager: DP Sales Management, LLC, Paris, KY

Sale Staff: Kent Jaecke, Shane Ryan, Jack Hedrick and Tommy Carper

Representing ASA: Luke Bowman and Wade Shafer

High-Selling Lots:

\$25,000 – Open Female, "R/F Jolene E385," s. by Mr. TR Hammer 308A, cons. by Riley Farms, sold to Maple Lane Farm, IN.

\$24,000 – 1/2 interest in Bred Female, "WLE Miss D020," s. by CNS Dream On, bred to CCR Anchor, cons. by Wesner Livestock Enterprises, sold to Glacier Cattle Co., WI.

\$22,000 – Open Female, "GREE HF Breath-taken E69," s. by Mr. HOC Broker, cons. by Greenhorn Cattle, sold to Collin Britton, OH.

\$20,000 – Open Female, "KDP Miss Hoya Hammer," s. by Mr TR Hammer, cons. by Richie Farms, sold to Shannon Welsh, IL.

\$15,500 – Bred Female, "DAF Dakota D13," s. by LLSF Pays to Believe, bred to W/C Executive Order, cons. by Clear Water Simmentals and Bill Sloup, sold to Bramlet Simmentals, IL.

\$10,000 – Open Female, "K-LER Midnight Dream," s. by K-LER Cash Flow 528C, cons. by K-LER Cattle Company, sold to Steinbronn Farms, IA.

\$10,000 – Open Female, "IVS/JJ/B&K Love Me 338E," s. by CCR Santa Fe 9349Z, cons. by B&K Farms/Ivie & Sons, sold to Woodlawn Farms, TN.

\$10,000 – Cow/Calf Pair, "HILL Perfection," s. by Sandeen Upper Class 2386, Heifer Calf s. by HPF Optimizer, cons. by Hill-stown Farms, sold to Inman Simmental Show Cattle, TN.



Potential buyers along the sale aisle.



Carly Riley prepares her high-selling female.



Simmental members teamed up to purchase the Eastern Regional Donation Heifer, which was donated by Jacque Glenn. ♦

ASA Fall Focus 2018

August 25-29, Bozeman, MT



**Embrace the Past,
Imagine the Future**

The 5th Annual Fall Focus and ASA's 50th Anniversary celebration will be in Bozeman, August 25-29, 2018.

This year will feature:

- Hands-on Herdbook tutorials (August 25)
- Golf tournament (August 25)
- 50th Celebration and barbeque at the ASA Headquarters (August 25)
- Educational day "Embrace the Past, Imagine the Future" followed by a social and dinner at the Best Western GranTree Courtyard (August 26)
- Interactive Committee and Board Meetings (August 27 - 28)

We hope you can join us for ASA's Golden Anniversary!

STATE SCENE

Idaho Provides Grants to Packer

CS Beef Packers will use \$1.1 million state grant to hire and train 701 new workers for full-time positions at the company's new beef plant in Kuna, Idaho. CS Beef Packers, a joint venture between Texas-based Caviness Beef Packers and Idaho-based agribusiness JR Simplot Co., began operations at the 400,000-square-foot facility in 2017.

The company will pay an average of \$17.28 per hour plus employer assisted medical benefits, according to the state's news release. The company's services include packing, rendering, and tanning hides.

Oklahoma Beef Council Sues Auditing Firm

The Oklahoma Beef Council (OBC) has filed a lawsuit in the District Court of Oklahoma County against Edmond-based accounting firm Arledge & Associates, P.C. The lawsuit relates to the embezzlement of OBC funds by one of its former employees. OBC's management discovered the embezzlement in July 2016, and the employee pled guilty to charges arising from it in May, 2017.

The lawsuit alleges that the accounting firm engaged to perform audits of OBC for fiscal years 2012-2015. For each year audited, Arledge issued clean, unqualified opinions that the financial statements presented fairly, in all material respects, the financial position of OBC.

Oklahoma Checkoff Referendum Fails

A proposal to institute a \$1 per head state checkoff fund for Oklahoma's beef producers was defeated by a vote of 2,505 to 1,998.

The campaign to institute the fee was controversial. Oklahoma members of the Organization for Competitive Market and R-CALF USA had asked the state's Supreme Court to prohibit the department from certifying the Oklahoma beef checkoff program referendum. With the referendum defeated, the lawsuit will be withdrawn.

South Dakota Custom Grazer Sentenced

A rancher in South Dakota has been sentenced to 46 months in prison and must pay back cattle producers after lying about grazing he could offer. In 2007, the accused offered custom grazing through land leased from the Bureau of Indian Affairs on the Lake Traverse Indian Reservation. From 2012-2014, the rancher offered grazing for land he did not have leased.

The accused was found guilty of eight accounts of fraud by a federal jury. In addition to serving four years in prison, the rancher was ordered to pay \$236,000 in restitution to the ranchers he scammed. ♦

Hofmann Simmental Farms

BUY YOUR WAY Bull Sale (No. 9)

at the farm, Clay Center, Kansas

FEBRUARY 24 - MARCH 3, 2018

ONLINE BIDDING THROUGH MARCH 1, LIVE CLOSEOUT MARCH 3

Selling 65 SIMMENTAL & SIMGENETIC BULLS | SPRING & FALL | RED & BLACK



170D
ASA 3271672

Hooks Xpection x Pacesetter x Fortune 500
Oct '16 Purebred Simmental
• Non-dilute red • Homo polled



D163
ASA 3271636

HSF High Roller x Beef Maker x Redcoat
Aug '16 Purebred Simmental ET
• Homo polled • Homo black results pending



136D
ASA 3271635

HSF Conquest 292 x Mushrush Impressive x Quorum
Sept '16 1/2 SM 1/2 AR
• Non-dilute red • Homo polled

HOFMAN N

Simmental

F A R M S

Rodney & Kim Hofmann
Clay Center, KS
785-944-3674 | hsf cows@gmail.com

catalog and videos online at:
www.honestbulls.com

VISIT OUR WEBSITE TO LEARN MORE ABOUT OUR
UNIQUE SALE FORMAT
AND ASK ABOUT OUR EARLY BID DISCOUNTS!

ALLIED GENETIC RESOURCES
Marty Ropp - 406-581-7835
Rocky Forseth - 406-590-7984

TRADECRAFT



Haefner

HPF TRADECRAFT D010

ASA# 3124189

CE	BW	WW	YW	ADG	MCE	Milk	MWW	API	TI
8	2.9	77	113	0.23	9	20	58	111	73

Sire: JF Milestone 999W

Dam: RP/MP Right To Love 015U

Homozygous Polled

Semen **\$30/unit** CATTLE *Visions*

Place your order with the Owners or Cattle Visions today!



Greg & Sam Stewart

2016 Armstrong Valley Rd. Hallifax, PA 17032
717.350.5235, Greg 814.952.2533, Sam



Peaks Dies
Dam of Tradecraft



Indiana

www.breedingcattlepage.com/
INSimmAssoc/index.htm



6591 W County Road 625 N • Middletown, Indiana 47356
765.620.1700 • Scott • 765.620.0733 - Jeff
Thomas Lundy: 502.471.0354
WWW.TRENNEPOHLFARMS.COM



PRAIRIE CATTLE CO.

Your One Stop Source
Breeding Stock and Show Pigs

Stan, Nancy and Clint Thayer • Lafayette, IN
765-538-2976 home • 765-586-4812 cell
765-413-6029 Clint cell • Email: stanthayer@tds.net



Mark, Jame, Anna & Peter Krieger
PO Box 145
Universal, IN, 47884
www.kriegerfarms.com

812-239-5102, Mark
mark@kriegerfarms.com
812-208-0956, Jame
jame@kriegerfarms.com
269-470-7553, Anna
812-208-8224, Peter

Annual Sale First
Sunday in October



Quality
Red & Black
Simmental

John & Barbara 812-546-5578
15633 E Jackson Rd.
Hope, IN 47246
Dan, Jill, Luke & Chase 812-371-6881
Ben, Ashley, Gracie & Laynie 812-371-2926



• Bulls, Females & Show Prospects Available •
visitors always welcome

Jeff & Leah Meinders & Family
3687 N. Co. Rd. 500 E • Milan, IN 47031
812-498-2840 Home • chm.excavating@gmail.com
Herdsmen, Austin Egloff 812-309-4152

CLOVER VALLEY SIMMENTALS



RAMSEY, INDIANA
STEVE SIEG 812-736-4129
KEVIN SIEG 812-736-1277
www.clovervalleysimmentals.com



Texas

www.texassimmentalsimbrah.com

Monte Cristo Ranch & Investments

Jud and Margie Flowers
12111 N. Bryan Road • Mission, TX 78573-7432

956-207-2087

email: judf@lonestarcitrus.com
"No Nonsense" Simbrah Cattle



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.boisdarciandandcattle.com

MM **DOUBLE M** MM
Simmentals

RED & BLACK PUREBREDS
Sandy Scheu

903-962-6915 9208 FM 17
972-670-7467 cell Grand Saline, TX 75140
www.doublemsimmentals.com



Montana



180 Black Simmental, SimAngus™
and Angus Bulls to Sell

Big Sky Genetic Source Bull Sale

Wednesday, February 7, 2018 • at the ranch, Wibaux, MT

Bill Begger
482 Custer Trail Road
Wibaux, MT 59353
Bill: 406-796-2326
John: 406-795-9914
darbegger@yahoo.com



KOCH CATTLE
Simmental, SimAngus™, Angus

Jeff & Shere Koch, Shane & Kate Koch, Taylor Koch
Jeff Cell 406-860-0211 • Shere Cell 406-860-0659
143 Shane Ridge Road • Roberts, Montana 59070
email: jskoch@itstriangle.com



Bulls of The Big Sky Sale • February 19, 2018



Dale & Paula Miller
Gildford, MT 59525 406-376-3109

www.millersimmental.com

70M0174@ttc-cmc.net

Bulls of The Big Sky
February 19, 2018
Billings, MT

LRS
LASSLE RANCH SIMMENTALS



Clay and
Marianne Lassle

42 Road 245
Glendive, Montana
Clay: 406.486.5584
Ryan: 406.694.3722
Irsbeef@midrivers.com

Knezek Simmental/Simbrah Ranch



2015 National
Division Champion

Red & Black Show Heifers,
Bulls & Steers
Call for your next Champion —
Superbowl Eligible!

Brian Knezek • 361-293-1590 (M)
Yoakum, TX 77995
knezek@gvec.net
www.knezeksimmentalranch.com



Pine Ridge Ranch
Pine Ridge Ranch
TX
LLC ATHENS, TX

Jane and Bill Travis
billtravis@simbrah.com

www.simbrah.com

9876 PLANO RD.
DALLAS, TX 75238
Office: 214-369-0990
Cell: 214-850-6308

Simbrah, SimAngus™ HT, SimAngus™ & Simmental

FILEGONIA
CATTLE COMPANY



Joe & Beth Mercer
327 CR 459
Lott, TX 76656
Cell: 956-802-6995
Home, Office: 254-984-2225
bethmercerc1974@gmail.com
www.filegoniacattle.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



California

redriver FARM

Red River Farms
13750 West 10th Avenue
Blythe, CA 92225
Office: 760-922-2617
Bob Mullion: 760-861-8366
Michael Mullion: 760-464-3906

Simmental – SimAngus™ – Angus



Illinois

www.illinoissimmental.com

RINCKER SIMMENTALS

997 N 2050 East Road • Shelbyville, IL 62565

Curt and Pam Rincker Brent Rincker Cari Rincker
Cell: 217-871-5741 217-246-3550 217-531-2179
c.rincker@lakelandcollege.edu rincker@gmail.com rinckercattle@gmail.com

Visitors always welcome! Sale info at: www.rincker.com



North Dakota

www.northdotasimmental.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

Bichler Simmentals

Doug & Maria Bichler
130 83rd St SE
Linton, ND 58552
701-254-4306
doug.bichler@hotmail.com
bichlersimmentals.com

Owner: Jim Berry Commercially Targeted Seedstock

Cattle Manager: Robbie Duis
815-858-4129

6502 Rt. 84 South
Hanover, IL 61041
815-591-3731

WILD BERRY FARMS
Simmental Cattle
www.wildberryfarms.net

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

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

BATA BROS.

SIMMENTAL CATTLE

6322 Highway 35
Adams, North Dakota 58210
Joe: 701-944-2732 • Mark: 701-331-3055
jpbata@polarcomm.com

"BBS" THE MARK OF QUALITY

JOSH & TRISTA RUST

759 7th Ave NW
Mentor, ND 58559
p: 701.447.2479
f: 701.447.2478
c: 701.391.9769

RUST MOUNTAIN VIEW RANCH
Simmental • Red Angus • Hereford • North Dakota

rustmountainviewranch@hotmail.com
www.rustmountainviewranch.com

Hopewell Views Simmentals

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

16168 St Hwy 96 • Rockport, IL 62370
217-734-9234 • hopewellviews@irtc.net

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.kbhirsimmental.com

Annual Production Sale
March 1, 2018

"Simmental Beef on the Cutting Edge!"

Wilkinson Farms Simmentals

Terry and Cathy Schlenker Family
7649 49th Street SE
Montpelier, ND 58742
701-489-3583 (home)
701-320-2171 (cell)
www.wilkinsonfarmssimmentals.com

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

Ellingson Simmentals

5065 125th Ave. NE • Dahlen, ND 58224
tellings@polarcomm.com • www.ellingsonsimmentals.com

Annual Production Sale, January 25, 2019

QBVJT **VJT Ranch**

Power by Design 701-710-0843
Quandt Brothers Oakes, ND
701-710-0080 Sale 2/20/2018

DAKOTA EXPRESS

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

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

Annual bull & female sale
February 16, 2018

www.dakotapress.com

BEEF BUSINESS

EPA to Mandate Renewable Fuels

The Environmental Protection Agency (EPA) will mandate that refiners use 15 billion gallons of conventional renewable fuels — primarily ethanol — next year, according to an EPA official. But, rebuffing pleas from biodiesel producers, the agency is also set to maintain a 2.1 billion-gallon quota for that soy-based fuel in 2019.

The EPA's decision illustrates how the administration is trying to balance the needs of two competing constituencies. Midwest farmers who rely on the mandate to guarantee ethanol demand and oil refiners who insist the requirements are costly, burdensome and impractical.

Beginning Farmers Benefit from Act

The Beginning Farmer and Rancher Opportunity has been introduced in Congress by Representative Tim Walz (D-MN) and Jeff Fortenberry (R-NE). The bill is to ensure that the 2018 farm bill focuses on the future of American agriculture by driving investment toward programs and policies that create opportunities for the next generation of farmers and ranchers.

The average age of today's farmer is 58, and over the course of the next five years, nearly 100 million acres of farmland are predicted to change hands. The bill is designed to expand beginning farmer/rancher access to affordable land; empower producers to succeed in today's agriculture economy, and ensure access to financial capital and crop insurance.

GAO Recommends Checkoff Oversight

The US Government Accountability Office (GAO) has made several recommendations to the USDA for providing better review of subcontracts and display of key documents on program websites. There are 22 federal agriculture research and promotion programs, including the Beef Check-off, funded by a fraction of the sale of each unit of a commodity. In 2016, check-off funds totalled over \$885 million.

GAO found that USDA's Agricultural Marketing Service (AMS) does not consistently review subcontracts, which impairs its ability to prevent misuse of funds.

USDA to Publish School Meal Rules

The USDA has announced it will publish a new School Meal Flexibility Rule designed to make "targeted changes" to standards for meals under the agency's National School Lunch and School Breakfast Programs.

The rule gives school meal plan operators the option to provide flavored, low fat (1%) milk and grants exemptions in 2018-19 for schools having a hard time obtaining grain-rich products acceptable to students.

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

Success.
SimAngus™

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

"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

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

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

QSRs Lead Thanksgiving Restaurant Sales

Consumer visits to quick service restaurants (QSRs) helped drive a 6.2% increase in restaurant spending on Thanksgiving and Black Friday. Atlanta-based First Data, which analyzed online and brick-and-mortar credit card payments, said more than half of the growth in restaurant sales over the same period one year ago came from QSR sales.

The QSR segment also collected 40% of total restaurant spending with an average check of \$10.90. Casual dining operations registered growth of 17% this year and 27% of spending, with an average bill of \$50.65.

Pasture Land Values Reach New Highs

The average value of US pastureland rose 1.5% in 2017 to \$1,350 per acre, according to the USDA 2017 Land Values Summary. The new values reflect an increase of \$20 per acre from 2016 and a record high since the USDA began keeping records.

By comparison, the average acre of cropland is worth \$4,090, a level relatively unchanged from 2016 and the third highest on record. Pasture values range widely, and the southeastern US now has the highest pasture land values in the country.

Livestock Haulers Get Break on Regs

The Federal Motor Carrier Safety Administration recently tapped the brakes on new rules requiring all truck drivers pull off the road after 11 hours and not return to driving for at least 10 more. The administration announced a three-month deferment for truckers hauling livestock.

The rule change has been criticized by the trucking industry in general, but particularly by drivers hauling livestock.

Cattle on feed up 6%

Cattle and calves on feed for the slaughter market in the United States for feedlots with capacity of 1,000 or more head totaled 11.3 million head, up 6% from the same date in 2016. This was in line with analysts' expectations of a 5.7% bump.

Placements in feedlots during October totaled 2.39 million head, 10% above 2016, and higher than the average analysts expectations of a 7% boost. Net placements were 2.32 million head.

Leading Food Trend List

The Specialty Food Association's Trendspotter Panel has named plant-based foods as the number one trend expected in 2018. The panel draws perspective from retail, food-service, and strategic marketing, and culinary education.

"Trends like sustainability and health are converging in the 2018 trends," said a spokesperson for Specialty Food Association. Algae and other plant-based proteins and products meant to reduce food waste, as well as growth in the use of functional ingredients are predicted to be a part of the trend. ♦

JMB Angus | Rains Simmental

Bull Sale Thursday, March 1, 2018 | 12:30 MST

JMB Angus Ranch - 9 miles southeast of Sharon Springs, Kansas

Selling 107 Lots

- 55 Angus Bulls
- 12 Elite Angus Heifers
- 20 Simmental/SimAngus™ Bulls
- 20 Simmental/SimAngus™ Heifers



JMB Traction

The best outcross option available in the Angus population. He ranks near the top of the breed for WW, YW, HP, Milk, RE, SW and SB. As data rolls in, his EPD profile becomes hard to fault. Progeny are impressive on paper but more impressive in the flesh. One of the best in our lineup for fertility and conception. Those who have used him are coming back for more - customer satisfaction at its best. Owned with Trowbridge Farms, Deer Valley and Bob Tiedeman. Semen available through Select Sires.



Longevity

High performance sire with proven carcass value and a top 5% Terminal Index. Top 15% API backed by a cow family known for good feet, sound udders, excellent fertility and amazing longevity. Use Longevity to sire high performance, high value calves and daughters that will keep you in business for the long term.



Basin Payweight

All around performance leader with a powerful phenotype and unlimited mating options. His +70 WW and +121 YW rank among the top high accuracy bulls in the breed. Now a proven Sire Alliance standout with top 3% genetics for reduced feed intake. A true type changer for adding muscle, substance and fleshing ability.

DVAuction Broadcasting Real-time Auctions

JMB ANGUS
Joel Bunker & Mary Myers
Sharon Springs, Kansas
785/852-4229
www.jmbangus.com

ANGUS SIRES: JMB Traction, Poss Element, Connealy Glory, Basin Payweight, Confidence Plus

RAINS SIMMENTAL
Mike & Celeste Rains
Oakley, Kansas
785/672-0010

SIMMENTAL SIRES: Longevity, United, Cowboy Cut, Yellowstone, Red Oak, Upgrade

CUTTING EDGE

Researchers Link SAD, Vegetarianism

Dutch researchers contend there may be a link between seasonal affective disorder (SAD) and vegetarianism, based on a pilot study. The study noted that SAD often involves recurring depression in autumn or winter, with recovery occurring in spring and summer.

The study found that the number of participants who are vegetarian and suffered from SAD were four times higher than the people suffering from SAD in the normal population.

NC State Develops Heat for Chickens

Researchers at North Carolina State University have developed a practical solar heater for poultry houses.

The scientists developed the low-cost solar heater that warms the air as it passes through a black plastic housing that has been heated by the sun. The system is designed to supplement heat generated in poultry houses using propane-fueled equipment and should reduce overall heating costs at poultry farms.

New Approach to Estimating Methane

Scientists at Penn State University have concluded that current estimates of total livestock methane emissions may rely on outdated factors and do not fully consider feed intake differences in animal diets or the facility used to store manure.

These data gaps lead to large uncertainties in methane emissions figures, the researchers said, noting that just how much gas the animals release is a subject of debate.

New Technique Detects Unwanted Animal Parts

A new technique developed by researchers at the University of British Columbia can identify unwanted animal products in ground beef within minutes. Using laser-equipped spectrometer and statistical analysis, food science students determined with 99% accuracy if ground beef samples contained other animal parts, and could say with 80% accuracy which animal parts were used in what concentration.

This new method can be completed in five minutes. DNA testing has proven efficient and accurate in identifying foreign meat products, but is limiting because it cannot identify offal — hearts, livers, kidneys, and stomachs — mixed in with meat.

Roundtable Unveils Sustainability Tools

The US Roundtable for Sustainable Beef (USRSB) has announced the release of its Sustainability Metrics tool designed to help those who raise, buy and sell beef understand ways to balance and improve their environmental impact and financial bottom line.

The USRSB Sustainability Metrics are a result of two years of work by more than 100 members who participated in the volunteer process that allowed each sector of the beef value chain to oversee its own metric development while receiving feedback from all members. ♦



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

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

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

Save
the
date



2018 National Classic

Hosted by: Minnesota Junior Simmental Association
and Minnesota Simmental Association

Location: St. Paul, Minnesota

Dates: July 2-7

AJSA Headquarter Hotel:

Radisson Hotel

Roseville, MN

800-333-3333

Incredibly cool

Awesomely cool

2018 North Central Regional Classic

Hosted by: Illinois Simmental Association

Location: Springfield, Illinois

Dates: June 12-16

2018 South Central Regional Classic

Hosted by: Arkansas Simmental Association

Location: Fayetteville, Arkansas

Dates: June 13-16

Fabulously cool

2018 Eastern Regional Classic

Hosted by: Southern New England Simmental Association

Location: West Springfield, Massachusetts

Dates: June 20-23

2018 Western Regional Classic

Hosted by: Oregon Simmental Association

Location: Yreka, California

Dates: June 20-23

Super cool



juniorsimmental.org

CORPORATE REPORT



20th Annual Southwest Simmental Group Spring Production Sale

SUNDAY, FEBRUARY 25TH
AT 12:30 PM
DUNLAP LIVESTOCK
AUCTION, DUNLAP, IA



Magnetic Dream Donor
Uprising Heifer Pregnancy



WS Stepping Stone son



HPS Optimizer daughter
AI'd to WS A Step Up



KENCO Miley Cottontail Open Heifer



(217) 433-0242 • www.larrymartinlivestock.com
Greg Miller, Marketing Consultant: (608) 778-8785

Tyson Buys Steak Sandwich Maker

Tyson Foods announced it has purchased Philadelphia-based Original Philly Holdings, a producer of raw and fully cooked Philly-style sandwich steak and cheesesteak appetizer products.

Original Philly Holdings consists of two business units: Original Philly Cheesesteak Company, which manufactures raw Philly Style sandwich steak products, and Philadelphia Pre-Cooked Steak Company.

A&W Canada Funds Research

A&W Canada has donated (\$4 million) to the University of Saskatchewan's Livestock and Forage Centre of Excellence (LFCE) for beef forage research.

The money will fund construction of the Livestock and Food Building, \$2.36 million; create a community outreach and engagement program, \$790,000; and establish a visiting fellowship in One Health research, \$790,000. The building will be completed in early 2018.

Chef'd Meal Kits Expand

Meal kit maker Chef'd has announced it is teaming up with specialty grocery store chain Gelson's Markets to offer its meal kits in a supermarket for the first time. The Gelson's partnership initially will involve one store in Hollywood offering a variety of 12 Chef'd recipes that includes premium proteins, produce, and herbs without additives or preservatives.

Each kit feeds two people, retails for \$24.99 and will be available in their own dedicated cooler in the produce department.

Walmart Strikes Back

Competition for grocery dollars is heating up, and Walmart is not backing down from Amazon's entry into the food business. Walmart has opened its 1,000th online grocery pickup location in the US, and announced expansion of its global online marketplace to Walmart Canada.

The online grocery pickups allow customers to order food products online and then retrieve them at a drive-thru lane at their local store. Food retailers note that the 1,000th Walmart online store was strategically located in Seattle, hometown of the online giant Amazon, which purchased Whole Foods Stores earlier this summer.

Kroger Joins the "Grocerant" Bandwagon

Kroger Co. is adding dining options for customers by opening its first restaurant inside its stores. The company is offering a "fresh take on American comfort food" along with handcrafted cocktails with a family friendly atmosphere.

Kroger — which began offering fresh and ready-to-eat meals in 120 stores in the last year — is the latest grocery chain to establish full-service restaurants inside its stores. The so-called "grocerants" provided alternatives to shoppers who may abandon or postpone their plans to cook at home in favor of dining inside the store.

Smashburger Introduces 'Triple Double'

Smashburger has added a specialty burger featuring two beef patties and three layers of melted cheese to its national menu. The Denver-based restaurant says its new Triple Double burger will feature fresh beef, two slices of American cheese and a single slice of aged cheddar cheese served on a toasted artisan bun.

Customers will be able to customize their burgers with fresh produce, toppings, and condiments at all full-service locations. The company has more than 370 corporate and franchised restaurants in 38 states and in nine countries. ♦

UNLEASH II

the POTENTIAL

with BOVINE ELITE



WC LOADED UP 1119Y

Out of a great cow family, will moderate frame, improve front ends and maintain soundness.



CAJS BLAZE OF GLORY

We love this 2015 National Champion's combination of bald face, style, foot size, body capacity and phenotype.



CSCX BANDWAGON 513A

Stoutly constructed, he will inject a moderate, square build into his progeny and show ring look as well.



GCC WHIZARD 125W

This sire has been a very popular choice for tons of breeders who admire his performance and look.



WS A STEP UP X27

This is a homozygous black, striped-faced, calving-ease sire works well in purebred, percentage and club calf scenarios.



WS BEEF KING W107

W107 offers a unique combination of calving ease, growth spread, maternal and carcass value.



CCR FORCE 8029X

His phenotypic value is unmatched when it comes to injecting power, volume and durability into the next generation.



HOUSTON X01

The most popular red bull in our lineup, producing show winners and earning repeat customers.



JASS ON THE MARK 69D

A killer look from the profile, he will improve the breed in flexibility, hip design, depth of heel and foot shape.



CCR SANTA FE 9349Z

Super attractive, low birth weight sire who will maintain plenty of growth and increase API and TI profitability.

BOVINE ELITE, LLC

Visit our website for a complete listing of bulls available.
WWW.BOVINE-ELITE.COM
 [979] 693-0388 • [800] 786-4066 • FAX: [979] 693-7994
 3300 LONGMIRE DRIVE • COLLEGE STATION, TX 77845
info@bovine-elite.com

SERVICES:

Semen & Embryo Sales • AI & ET Equipment Sales • Semen & Embryo Warehousing • AI/Palpation Clinics
 AI Consulting & Sire Selection • Professional Exporting • TruTest Scales

INTERNATIONAL

Updated Canadian Cattle ID Import Requirements

The USDA's Animal and Plant Health Inspection Service (APHIS) reports that Canada has updated its ID requirements for breeding cattle entering the country from the US. Effective February 1, 2018, US breeding cattle exported to Canada will need an 840 radio-frequency identification (RFID) tag and a USA tattoo in the right ear.

The USDA metal tag will no longer be accepted as an option for identification of cattle for export to Canada. APHIS notes that US regulations require special procedures for applying an 840 RFID tag to an animal already tagged with official identification.

WTO Rules on Indonesia's Import

The World Trade Organization (WTO) has ruled in favor of the US in a dispute with Indonesia over its complex and opaque import requirements for beef and beef products. The WTO report found that all 18 of Indonesia's import measures challenged by the US were inconsistent with WTO rules and obligations. The ruling marks the end of the WTO dispute settlement process and is expected to open up significant new export opportunities for the US beef industry.

Indonesia is the fourth most populous country in the world, but with per capita beef consumption of only 2.2 pounds, Indonesia has almost unlimited potential to become one of the world's largest beef importing countries. Indonesia is currently the third-largest export market for US beef hearts following Mexico and Hong Kong.

US to Resume Brazil Beef Imports

Brazil is expected to resume beef exports to the US in the first quarter of 2018. Expectations are based on talks with Brazil's federal government. Shipments are expected to resume in the first quarter of 2018, following positive negotiations with the US government.

The US announced the suspension of Brazilian fresh beef imports in June, due to "recurring concerns about safety of the products." Since then, the US has rejected 1.9 million pounds of Brazilian beef, according to the USDA Food Inspection Agency.

China Beef Market Expands Again

Two companies from Belarus have won approval to begin exporting beef to China, according to a report from the region of the former Soviet Union. The two companies received authorization to supply beef in China following talks between Belarus agriculture representatives and Chinese officials, according to Belarusian sources.

China imported an estimated \$2.6 billion worth of beef in 2016. The Belarusian Embassy also signed a cooperation plan with China covering future development of agriculture trade between the two nations. ♦



Honor or Memorialize a Special Person

By contributing to the American Simmental Association's Foundation in memory of a family member or respected friend, you will honor and preserve the memory of a special person while providing important funding toward long-term goals, such as education, research, scholarships and youth programs. And, like the memories you share of your loved one, this is a gift that will last in perpetuity.

Each gift will be acknowledged and contributions are tax-deductible.

Name of person to be remembered:

Acknowledge memorial gift receipt to:

Name _____
Address _____
City _____ State _____ Zip _____

Donor information:

Name _____
Address _____
City _____ State _____ Zip _____

Enclosed is my gift for (Please circle):
\$25 \$50 \$100 \$200 Other \$ _____



Please mail form and donation to:
ASA Foundation
One Genetics Way
Bozeman, MT 59718

TOP 30%
LOW BW EPD
& 110 API

Owners

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



REVIVAL sired the 2018
NWSS Champion Female

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



Ohio Beef Expo
Reserve Supreme Heifer
Jones



Rincker



Zack Gray



Schaeffer/Tice



Goehring

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



Livestock Services



Insurance



Jame Secondino Krieger

812-208-0956
www.livestockins.com
Universal, Indiana

Livestock Mortality Insurance



Agent for...
AMERICAN LIVE STOCK
A Division of Market Service Inc.



Internet/Communications



Ryan Cook
Simmental Country
Sales Representative
Tel: (780) 818-3452
rcook@simmental.com

#13, 4101 - 19th Street N.E., Calgary, Alberta T2E 7C4
Tel: (403) 250-7979 • Fax: (403) 250-5121
cansim@simmental.com

WWW.SIMMENTALCOUNTRY.COM



Ron Kreis Auctioneer

Commercial and
Purebred Livestock
740.683.3235
rtkreis93@gmail.com



Steve Dorran Auctioneer

Office: 970-472-0514
Cell: 760-972-7736
5703 Red Ridge Drive
Timnath, CO 80547



Tracy Harl Auctioneer

Loup City, Nebraska
402-469-3852

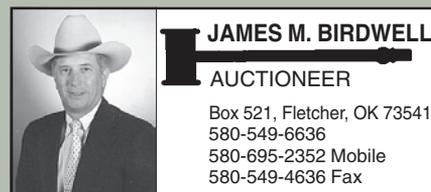


James F Bessler Inc LIVESTOCK MORTALITY INSURANCE

518 Brownstone Dr.
St. Charles, IL 60174-2807
630.945.3483 office • 815.762.2641 cell
630.945.3584 fax
jim@jamesfbessler.com
www.jamesfbessler.com



Auctioneers and Marketing



JAMES M. BIRDWELL AUCTIONEER

Box 521, Fletcher, OK 73541
580-549-6636
580-695-2352 Mobile
580-549-4636 Fax



Brian Bouchard

BOUCHARD LIVESTOCK INTERNATIONAL Ph: 403-946-4999
Cell: 403-813-7999 • Fax: 403-946-4919
info@bouchardlivestock.com • www.bouchardlivestock.com
#27 McCool Crescent — Bay 11
Box 1409 • Crossfield, AB T0M 0S0

Export/Import Marketing & Consulting • Embryos • Live Cattle
Semen • Domestic Sales Consulting/Management & Order Buying



Bruce Miller

Auctioneer

1972 Oak Creek Lane, Suite 49
Bedford, TX 76022

Cell: 817-247-0115



Products

SULLIVAN SUPPLY

The Innovative Leader in Livestock Show Supplies

Sullivan Supply South
Hillsboro, Texas
Phone: 800-588-7006
sullivan@hillsboronet

Sullivan Supply, Inc
Dunklap, Iowa
Phone: 800-475-5902
sales@sullivanupply.com

Sullivan Supply West
Lodi, California
Phone: 888-914-5972
lee@sullivanupply.com

www.sullivanupply.com



AL CONOVER

Auctioneer & Sale Management

Box 9 • Baxter, IA 50028
(641) 227-3537 Office
(515) 491-8078 Cell
(641) 227-3686 Home
conover@conoverauction.com



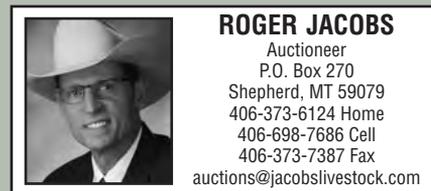
WILLIAMS Land & Cattle Auction Co.

MIKE WILLIAMS, Auctioneer
18130 Brush Creek Road
Higginsville, MO 64037
PH: 660-584-5210 • Cell: 816-797-5450
Email: mwauctions@ctcis.net



Jered Shipman, Auctioneer

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



ROGER JACOBS

Auctioneer

P.O. Box 270
Shepherd, MT 59079
406-373-6124 Home
406-698-7686 Cell
406-373-7387 Fax
auctions@jacobslivestock.com

CBB Names Scott Stuart CEO



Scott Stuart

The Cattlemen's Beef Promotion and Research Board (CBB) has named Scott Stuart, Colorado, as the new CEO. CBB's former CEO, Polly Ruhland, served for six years before accepting a similar position at the United Soybean Board last year. CBB's Chief Financial Officer, Katherine Ayers, has been acting CEO during this transition.

Stuart has an extensive background in the livestock industry, including board management and as a contractor to the beef board. He currently serves as President and CEO of the National Livestock Producers Association (NLPA), which comprises several regional livestock marketing cooperatives marketing over 2.5 million cattle annually. Stuart graduated from Colorado State University with a degree in Agriculture Business and completed a law degree at the University of Wyoming.

In Memoriam . . .



• **Evelyn (Nichols) Gibbs**, 71, Greenfield, IA, passed away December 21, 2017. She was the younger sister of Dave Nichols, operator of Nichols Farms, Bridgewater, IA. She is survived by her husband, George Gibbs; three children; four siblings; and many nieces, nephews and friends.



• **Leo Bichler**, 81, Bichler Simmentals, Linton, ND, passed away Friday December 29, 2017. Bichler, an active ASA member since 2001, was heavily involved in farming and ranching his entire life. He is survived by Alice, his wife of 54 years, eight children, 28 grandchildren, four great-grandchildren, and many nieces and nephews. ♦

— MAIL BAG —

Dear Editor,

Red and black Simmental, from JW Taylor in Kansas, gave me my start in the beef industry, and it has been an exciting ride to market Simmental and Sim-Angus™ cattle, for which I am very thankful. Using new AI bulls prompted by ASA's mating system has been perfect.

The Association has done so very much to make the Simmental breed the only competition to Angus. Fortunately, it is all coming out very good. I commend you for what you have done to promote EPDs, the proof is in the commercial money. I would appreciate it if you would pass this onto Wade Shafer, who along with Jerry Lipsey, have been the designers of our breeders' success.

Thanks,
Ernest Flucke
Lodestar Simmental
Wellington, MO ♦

CLASSIFIEDS

♦ **Purebred registered Simmental Bull for sale.**
Born February 25, 2017. Sired by Hooks Xpectation. Dark Cherry Red. Asking \$2,500 or best offer. Email: carolinemae13@gmail.com. Phone: 218.385.2754.

♦ **IT PAYS TO ADVERTISE!** Cost: \$0.60 per word. Minimum: 20 words per ad. Deadline: 25th of second month preceding publication. Copy: **Must be submitted in writing, along with full payment.** Count as one word each: entire address number; entire street; entire phone number; and entire name. Mail your classified ad copy and your payment to: **the Register Classifieds, One Genetics Way, Bozeman, MT 59718.**

Genetics

UltraInsights
PROCESSING LABORATORY
Centralized Ultrasound Processing Lab
Data You Trust, Service You Deserve!
Craig and Becky Hays
27577 State Hwy CC • Maryville, MO 64468
Phone: 660-562-2074 www.uicuplab.com

Semen Available on Today's Hottest AI Sires
866-356-4565
www.cattlevision.com

AI CONSULTING • AI & ET EQUIPMENT SALES • PROFESSIONAL EXPORTING • SEMEN & EMBRYO SALES • SEMEN & EMBRYO WAREHOUSING • AUPALPATION CLINICS • TRU-TEST SCALES

BOVINE ELITE, LLC
(979) 693-0388 • (800) 786-4066
(979) 693-7994 (FAX)
INFO@BOVINE-ELITE.COM
3300 LONGMIRE DRIVE
COLLEGE STATION, TX 77845

WWW.BOVINE-ELITE.COM

ORigen
Breeder to Breeder Genetic Services
10 West Arrow Creek Road
Huntley, Montana 59037
1-866-867-4436
www.ORigenbeef.org

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

THE: BACK TO BASICS

How to Use Reports in Herdbook

The reports function of Herdbook is a tool many Simmental members take advantage of for querying their records. Groups of calves, active dams, EPDs, averages and much more can be accessed by using reports. This service is available to all active members of ASA, and comes with membership and access to Herdbook.org.

To find Reports in Herdbook you must be logged in. Go to “Herd Mgmt”, “Reports”.



The screen will display “Existing Groups”, and “Web Reports”. These existing groups are most useful for those enrolled in THE. For example, selecting “2017 Spring THE Females” will only yield results for those dams enrolled in THE. However, calf groups will bring up all reported calves for that season for THE and non-THE members, such as “2017 Born Heifer Calves”.

“Web Reports” lists the kinds of default reports that can be generated. For example, “Calf Crop Summary” will list name, registration number, sire, dam, breed, tattoo, actual and adjusted weights, ranks and ratios, EPDs, and other basic data. A “Genetic Summary” will show each animal’s genetic defect status (documented in lineage, tested carrier, etc.) in addition to the same data for the sire and dam.

“PDF Reports” generates simpler documents such as pedigrees with EPDs, or a compact animal list, that can be downloaded as PDF reports and either saved to a computer or printed. These cannot be modified like an Excel document.

Using the existing groups and reports can be extremely useful. However, the most powerful function of Reports is the ability to create custom groups of animals, and custom reports, which show only the needed information for the animals in question.

To create a custom group, go to “Herd Mgmt”, and choose “Create Group”. This initial page shows the simple form for creating a group of animals. Using the birth date range can narrow a calf crop down to animals born within a specific month of year.

To create a more specific group, at the top of the page, click “Toggle Advanced Options”.

Custom Group Creation ?

[Toggle Advanced Options](#)

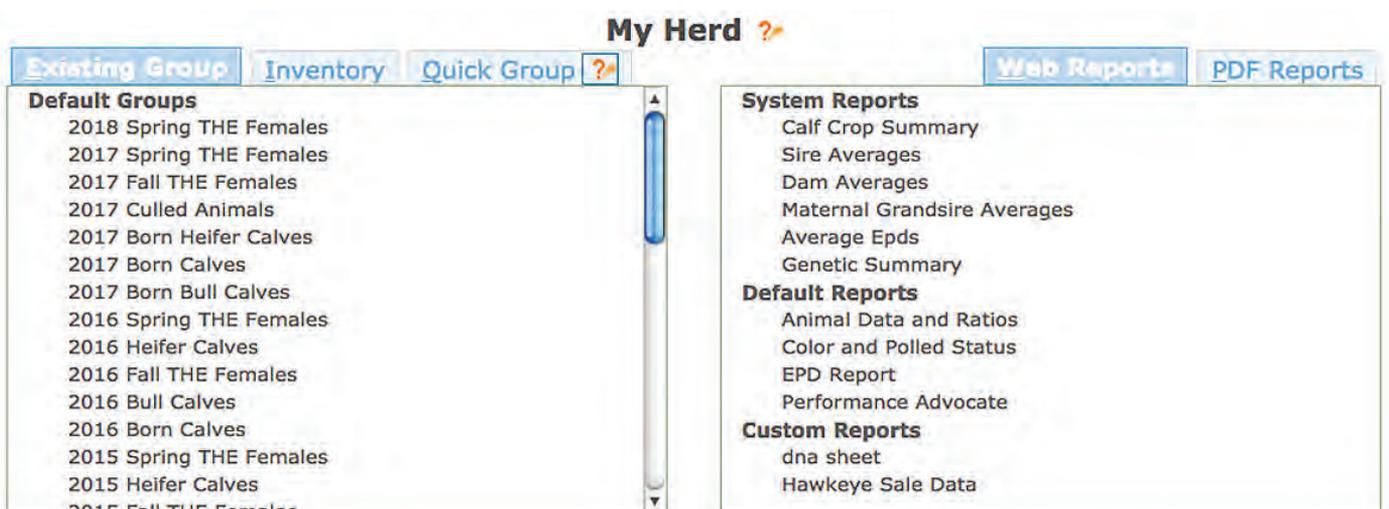
This expands the selection criteria to include sex, breeds, Herd ID, birth date range, registered and/or non-registered, and more. At the bottom of the page, the “Additional Criteria” allows for specific selection of animals based on a wider range of fields. For example, to create a group for all animals with birth weights over 90 pounds, the “Field/Table” can be set to “Birth Weight”, the “Operator” set to greater than or equal to (“> =”), and the value set to “90”. This can be done for specific EPDs, horn/poled status, etc. Three fields can be set, making this tool extremely valuable for selecting replacements or sale animals. If so desired, a report showing only heifer calves with a birth weight under 90 and weaning weight over 600 could be created.

	Field / Table	Additional Criteria	Operator	Value
Birth Weight			>=	90
Weaning Weight			>=	600
Sex			=	C

Relationship: Current Owner

[Create Group](#)

This custom group will now be listed under “Herd Mgmt”, “Reports”, at the bottom of the list.



WE GET VISITORS

Recent visitors to the ASA headquarters.

Once a custom group of animals is created, which may not be necessary if using THE groups, the next step is to create a custom report. Go to "HerdMgmt" and choose "Create Report". From here, the report can be customized one of two ways:

The first option is to use the "All Available Headers" option. "Actual Data" will list each piece of data that could be reported on for an animal. For example, data like name, ASA number, sex, tattoo, and birth date can be chosen. Data can also be queried about the parents of an animal. As these are chosen, they will appear on the right under "Selected Headers". They can be rearranged, removed, and renamed by using the tools at the bottom of this page.

The second method for choosing data to be listed on a report is the "Visual Data Selector". This displays a complete animal record. Clicking on each piece adds it to the report, at the bottom of the page under "Selected Headers". For example, choosing "Tattoo", "CE" EPD, and "MCE" EPD, will pull reports for selected animals only showing those criteria.

Selected Headers

Tattoo
Epds> CeEpd
Epds> MceEpd

With either option, the custom report will have to be named and saved.

These reports will now show under "Herd Mgmt", "Reports" on the left-hand side under "Custom Reports".

If a list of animals is stored within an Excel file or any other place not in Herdbook, it can be copied and pasted into the "Quick Group". Using the "Inventory" option allows THE members to pull lists of animals meeting performance advocate requirements.

Once a "Web Report" is generated, it can be downloaded in several formats. A Microsoft Excel file can be accessed from most computers, but if the file will not download or open, choose "Plain Text". This format can be opened by many types of programs. ♦

For any additional questions regarding reports, contact the ASA processing team at 406-587-4531 or email simmental@simmgene.com.



A group of Simmental breeders from the eastern US visited the ASA headquarters on a tour of Canadian and US Simmental ranches. Left to right: Zachary D Teter, Teter Farms, Beverly, WV; Isaiah J Smith, Keysee, WV; Jonathan Swecker, Huttonsville, WV; Austin Kolb, Rolling Vale Farms, Accident, MD; Jackie Atkins, ASA's Director of Education and Science; and Travis Funlehouser, Baler, WV.



The Johnstons, Two Bar Ranch, Deer Lodge, MT, dropped by the office to visit with the Total Herd Enrollment (THE) team about commercial herd options. Left to Right: Evan, Kylie, and Ethan Johnston, and Wade Shafer, ASA's Executive Vice President. ♦



PERSONNEL PROFILES

This monthly series aims to personalize ASA's staff and connect faces with names and responsibilities.



Bowman water skiing on the lake with family and friends.

Jordan Bowman

Jordan Bowman began working for ASA as an intern in 2012. He was attending Montana State University, where he attained a degree in computer science. Bowman grew up in Whitehall, Montana, and after fellow ASA employee, Sheldon Ross, moved across the street with his family, the two became friends. They remained close throughout college, and Ross eventually asked him if he would be interested in interning with ASA.

Between college and working for ASA, Bowman took a brief hiatus from school, moving to Missoula. There he waited tables for Applebee's, and was eventually transferred to the Bozeman location. Back in

Gallatin County, he re-enrolled in school and finished his degree. He now works as a programmer, most recently designing the Feeder Profit Calculator program. In addition to programming, he works several nights a week bartending in Bozeman. Bowman plays guitar, which he spends the majority of his free time doing. In the fall and winter, he enjoys hunting and snowboarding. Once the weather warms up, he and his family love going to the lake and boating, which was a favorite past time of his late father. Bowman also spends time traveling, listening to live music, and attending soccer games.



Atkins and her husband Brandon with their girls, left to right, Hazel, Greta, and Ada.

Jackie Atkins

Jackie Atkins grew up in Mandan, North Dakota, and became involved with cattle breeding at an early age. Her parents owned a veterinary clinic with a heavy emphasis on beef cattle, and also had their own commercial cow-calf operation. Her father was an early adopter of AI and estrus synchronization, and Atkins spent much of her youth heat detecting, breeding, riding, and fencing, which sparked her interest in cattle and reproduction. She completed her B.S. in veterinary biotechnology at Montana State University, and Ph.D. and Masters in reproductive physiology at the University of Missouri. After graduation, she worked for Dr. Chuck Gue, Belgrade, Montana, as an embryologist

for two years. This work involved significant travel, and upon having her first child, Atkins decided to transition.

A call from Dr. Jerry Lipsey led her to begin working on science projects for ASA in 2013. She now serves as ASA's Director of Science and Education. Atkins has been involved in many programs and events, including the Carcass Merit Program, Cow Herd DNA Roundup, and Fall Focus. Atkins is married to Brandon, and together they have three girls, Hazel (6), Ada (3) and Greta (1). She spends much of her free time helping with homework, at her girls' events, gardening, and running. The family also has a Border Collie named Kodak and a flock of chickens.



Hoagland showing off the day's catch.

Mary Hoagland

Mary Hoagland started working for ASA four years ago after graduating from Montana State University with a degree in computer science. She now works as a programmer, helping keep ASA's technology up-to-date, troubleshooting program and computer issues, preparing data for genetic evaluations, and streamlining the entry system for the AJSA Classics.

Hoagland grew up on her family's farm in rural Eastern Montana, and has been involved with beef cattle since her youth.

When she isn't solving computer problems and designing programs, she enjoys being outside, and is an accomplished fly fisher. Hoagland likes building things and backpacking with her fiancé, Steve. In the winter, she ties flies and snowboards. She has also been running more recently, competing in several marathons and many shorter distance races every year. In 2016, she had the opportunity to travel to Ireland and run in the Dublin Marathon. Hoagland and Steve have two dogs, Rogue and Slim Jim, a cat named Melvin, and several tanks of freshwater and saltwater fish.



W/C Executive 1870

w/c United 956 x Miss Werning KP 8543U | ASA# 3182363

3/4 SM, 1/4 AN | Homozygous Polled | Heterozygous Black



Miss Werning KP 8543U



\$46,000 full sister to 1870

Trait	Direct					Maternal				DOC	Carcass					\$ Index		
	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay		CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	14.2	-0.5	72.3	113.2	0.26	7.6	24.7	60.9	9.2	10.2	36.5	-0.18	0.39	-0.016	0.77	-0.13	136.2	79.6
ACC	0.33	0.39	0.35	0.37	0.37	0.30	0.31	0.32	0.27	0.22	0.30	0.26	0.40	0.26	0.31	0.18		
%	30	35	20	20	20		25	15			25				25		35	20

EPDs as of 1/17/18

- First calves are arriving early and easy with strong vigor and early growth. He is proving to be a go-to sire to use on heifers.
- Striking presence and look with top-tier EPDs.
- 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, as she clicks with all matings, and is approaching 4 million in progeny sales.
- Ultimate breeding flexibility, use to enhance growth, improve phenotype, 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

Emergy, 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 **CATTLEvisions** (866) 356-4565

Shell Shocked



© Annie Duncan

Semen
\$30/unit

Sire: Remington Secret Weapon 185

ASA# 2880060

Dam: Lazy H Shez Too Cool W58

• **Homozygous Polled**

How they start determines... How they FINISH!



CATTLE Visions

Contact owners, Cattle Visions, Doug Parke 859.421.6100
Canadian semen – contact Canadian Sires, Scott Bohrsen 403.370.3010



Nashville, Tennessee
Ken Butner, Owner 615.405.6105
Randy Favorite, Manager 931.588.1210
www.kencocattle.com



Ellisville, MS
Todd Fenton 601.498.4946
Scott Fenton • 601.422.8656
e-mail fenton.farms@yahoo.com
www.fentonsimmentals.com



Greg & Sam Stewart
2016 Armstrong Valley Rd.
Hallifax, PA 17032
717.350.5235, Greg 814.952.2533, Sam

The ULTRA CZECH-MATE Bull Sale

Black & Red — MARCH 14TH 2018 AT 2:00PM
SIMMENTAL ♦ BULLS
FOR PUREBRED & COMMERCIAL CATTLE RANCHERS
Innisfail Auction Market



TC 53E



TC 75E



TC 63E



TC 70E

BUYER'S DRAW

One lucky buyer will win the use of this trailer for a year!

Vantage Trailer Sales: 403.320.9889
Lethbridge, AB

20 foot
Barrett Stock Trailer



Sales Management ♦ Bohrson Marketing Services



CZECH-MATE LIVESTOCK

Jim & Gwen Smith 403.337.2997
AJ & Andrew Sullivan 403.818.3106
Carstairs, AB Canada

E: czech@xplornet.com



ULTRA LIVESTOCK

Riley Chalack 403.922.6748
Tim and Cathy Chalack 403.337.5881
Carstairs, AB Canada

E: ultratimlivestock@gmail.com
www.ultralivestock.com

SALE RESULTS

Fred Smith Company's Extra Effort Sale

October 21, 2017 • Clinton, NC

No.	Category	Average
9	SimAngus™ Fall Yearling Bulls	\$4,183
22	Long Yearling Bulls	3,036
31	Total Bulls	\$3,369
26	Bred SimAngus Cows	\$2,104
8	Bred Commercial Cows	1,500
13	Bred SimAngus Heifers	2,615
3	Open SimAngus Heifers	3,367
50	Total Replacement Females	\$2,216
81	Total Lots	\$2,657

Auctioneer: E.B. Harris, NC

Sale Manager: Allied Genetic Resources, MT

Marketing Representatives: Bryan Blinson, Executive Director of the NC Cattleman's Association; Jennie Rucker, Executive Secretary of the North Carolina Simmental Association; Rocky Forseth, Allied Genetic Resources, MT; and Marty Ropp, Allied Genetic Resources, IL.

High-Selling Lots:

- \$6,400** – “FSCR D101 Mountaineer B040,” s. by Gibbs 3133A Mountaineer, bred to FSCR B040CRS, sold to James Franklin Lindsey, NC.
- \$6,250** – “FSCR D107 Mountaineer B026,” s. by Gibbs 3133A Mountaineer, bred to FSCR B026 Mabelle, sold to Lance & Maxie Turner, KY.
- \$5,000** – “FSCR D109 Wolfpack B073,” s. by GW Wolfpack 712A, bred to FSCR B073 XTM, sold to Lance & Maxie Turner, KY.
- \$4,500** – “FSCR D018 Deacon,” s. Gibbs 1100Y HY Deacon, bred to Gibbs 2919Z HY Ice N929, sold to Robert Thornton, TX.
- \$4,250** – “FSCR D040 Wolfpack,” s. GW Wolfpack 712A, bred to Gibbs 2853Z Queen 2J4, sold to James Franklin Lindsey, NC.
- \$4,200** – Open Heifer, “FSCR D199 RKE A004M,” s. Gibbs 3133A Mountaineer, bred to FSCR A004 RKE, sold to Gibbs Farm, AL.
- \$4,000** – “FSCR D057 Wolfpack,” s. GW Wolfpack 712A, bred to Gibbs 7111T Blackcap 877, sold to Jeremiah Price, NC.
- \$4,000** – “FSCR D115 Pirate B083,” s. Gibbs 4475B Pirate, bred to FSCR B083 Stella, sold to Prestage Farms, SC.

7P Ranch's 42nd Annual Production Sale

October 28, 2017 • Tyler, TX

No.	Category	Average
78	PB and SimAngus™ Bulls	\$2,392
76	PB and SimAngus Bred Females	1,804
33	Commercial Females	2,024
187	Total Lots	\$2,088

Auctioneer: Mark Tillman, Junction

Sale Consultants: Warren Garrett, Canton; Bruce Van Meter, Rome, GA; and Marty Ropp, Normal, IL.

Representing ASA: Cary Crow

High-Selling Lots:

- \$4,750** – 1/2 SM 1/2 AN Bull, “Mr 7P C344,” s. by MC Black Sullivan 0181, sold to McGilway Farms, Bridgeport.
- \$3,900** – 1/2 SM 1/2 AN Bull, “Mr 7P C354,” s. by Mr 7P A300, sold to W.R. Cross, Tenaha.
- \$3,700** – 1/2 SM Bull, “Mr 7P C300,” s. by Gibbs 2594Z, sold to Chris Harmon, Perryville, AR.

\$3,600 – PB SM Bull, “TAG Black Beefmaker 7D,” s. by TAG Black Beefmaker 11U, sold to Jonell Randall, Ben Wheeler.

\$2,800 – PPB Bred SM Female, “Miss 7P D27,” s. by Gibbs 3115A SM SUB 8082U, bred to Hook's Beacon 56B, sold to Tyrone Miller, Flint.

\$2,200 – PPB Bred SM Female, “Miss 7P B187,” s. by WS Beef maker R13, bred to McKellar Estate 4162, sold to Tyrone Miller, Flint.

\$2,100 – PPB Bred SM Female, “ABS Miss 685C,” s. by Ruby NFF Expedition 021X, bred to WLE Uno Mas X549, sold to Clay Robertson, Big Sandy.

Volume Bull Buyer: Butch Walley, Rusk

Volume Registered Female Buyer: Tyrone Miller, Flint

Volume Commercial Female Buyer: Phil Sadler, Alba

Irvine Ranch Annual Production Sale

November 4, 2017 • Manhattan, KS

No.	Category	Average
49	Yearling SM and SimAngus™ Bulls	\$5,410
29	Fall Pair and Bred Females	3,400
78	Total Lots	\$4,663

Auctioneer: Garren Walrod, KS

High-Selling Lots:

- \$28,000** – PB SM Bull, “IR Imperial D958,” s. by IR Imperial B772, sold to TNT Simmentals, Almont, ND.
- \$9,000** – 3/4 SM 1/4 AN Bull, “IR Beacon D968,” s. by Hook's Beacon 56B, sold to Lost Creek Cattle Co, Grove, OK.
- \$8,000** – SimAngus Bull, “IR Opportunity D950,” s. by S D S Alumni 115X, sold to Josh Sells, Burkesville, KY.
- \$7,750** – PB SM Bull, “IR Imperial D949,” s. by IR Imperial B772, sold to James Harter, Billings, MO.
- \$6,000** – Female, “IR MS Geneva B440,” s. by Hooks Shear Force 38K, sold to Kevin Unger, Oberlin.
- \$5,500** – Female, “IR MS Vienna B502,” s. by GW Robust 605Z, sold to Isiah Shnurman, Martinsdale, IA.

Comments: An overflow crowd was on hand for the 13th Annual Irvine Ranch Production Sale. Cattle sold into eleven states including: AL, CA, IA, IL, KS, KY, MD, MO, ND, OK and VA. Mark your calendars for the Irvine Ranch 14th Annual Production Sale, November 3, 2018. See www.IrvineRanchGenetics.com for more information.



Pre-sale lunch.



The auction block.



Inside the sale facility.



Taking bids.

Hudson Pines Farm Forever A Legacy Complete Dispersal

November 1, 2017 • Sleepy Hollow, NY

No.	Category	Average
404	Total Lots	\$6,004

Auctioneers: Jim Birdwell, OK; and Cody Lowderman, IL
Sale Management: Ryan and Megan Haefner
Clerked by: Lowderman Auction Options
Representing ASA: Dr. Wade Shafer

High-Selling Lots:

- \$87,500** – Female, “WHF PRS/HPF Alley 247Y,” sold to Parks Show Cattle, MI.
- \$70,000** – Bull, “TKCC Classified,” sold to Brady Land and Cattle, MO.
- \$40,000** – Female, “HPF Miss Knockout B033,” sold to Red River Farms, CA.
- \$35,000** – Female, “HPF Alley 331C,” sold to Pine Creek Cattle Co., IL.
- \$30,000** – Female, “RP/MP Right To Love 015U,” sold to Chad Ruda, NE.
- \$30,000** – Bull, “Haras Distinction 10C,” sold to Paulsen Cattle and Udell Cattle, IA.
- \$25,000** – Female, “HPF Lotsa Love B422,” sold to Egloff Show Cattle and Clear Water, IN.
- \$25,000** – Female, “HPF Sazerac 238B,” sold to Hilltop Simmentals, SD.
- \$25,000** – Female, “HPF Victoria B396E,” sold to Hicks Cattle Co., IN.

Volume Buyer: Gilliland Livestock, Inc., Davis CA

C Diamond & Wilkinson Farms Building a Legacy Female Sale

November 14, 2017 • Napoleon, ND

No.	Category	Average
14	Donor Cows	\$4,654
28	Bred Mature Cows	2,491
4	Pregnant Recipient Cows	3,000
7	Fall Pairs	2,757
35	Bred Heifers	2,860
16	Open Heifer Calves	2,806
46	Embryos	401
150	Total Lots	\$2,198

Auctioneer: Tracy Harl, Loup City, NE
Marketing Representatives: Scott Ressler, North Dakota Stockman; Luke Keller, Progressive Genetic Solutions; Marty Ropp, Allied Genetic Resources; Kris Peterson and Todd Finke, Special Assignment.
Representing ASA: Russ Danielson

High-Selling Lots:

- \$15,000** – SimAngus™ Donor, “RAB 701T Y9205,” s. by GW Predestined 701T, sold to 5L Ranch, Sheridan, MT.
- \$7,000** – SimAngus Donor, “CDI Ms Irene 1B,” s. by WS Beef King W107, sold to Werning Cattle Company, Emery, SD.
- \$6,100** – PB Donor, “WS Little Sister W37,” s. by Hooks Shear Force 38K, sold to Heunefled Simmental Farms, Dakota, IL.
- \$6,000** – SimAngus Cow/Calf Pair, “LCDR Ms. Celine 513C,” s. by TJ Power Grid 363Y, Heifer Calf s. by TJ Main Event, sold to Clayton Hergott, Hebron, NE.
- \$5,250** – SimAngus Bred Female, “CDI Miss Power Grid 31D,” s. by TJ Power Grid 363Y, sold to Trails End Cattle, Loyal, WI.
- \$4,250** – SimAngus Heifer Calf, “WS Ecstasy E79,” s. by TJ Power Grid 363Y, sold to Jordon Schlenker, Montpelier.

- \$3,900** – SimAngus Heifer Calf, “CDI Miss Makers Mark 10E,” s. by TJ Makers Mark 215Y, sold to Bichler Simmentals, Linton.
- \$3,600** – PB Heifer Calf, “CDI Miss Perspective 23E,” s. by CDI Perspective 238A, sold to Curt Krauskopf, Decora, IA.



Conrad Smith purchased the high-selling bred heifer.



Chris Nicholson and Tracy Harl provided pre-sale remarks.



Kris Peterson, Luke Keller, Todd Finke and Marty Ropp prior to the start of the sale.



Well-presented sale offering on a superb ND fall day.

Heartland Simmentals Performance with Class Sale

November 17, 2017 • Waverly, IA

No.	Category	Average
10	SM and SimInfluenced Pairs	\$2,380
50	SM and SimInfluenced Bred Females	2,685
8	SM and SimInfluenced Open Females	3,163
68	Total SM and SimInfluenced Lots	\$2,696
16	SimInfluenced Commercial Cows	\$1,506

Auctioneer: Phil Schooley, IA
Sale Manager: Eberspacher Enterprises (EE), Inc, Marshall, MN
Marketing Representatives: Val Eberspacher (EE); Derek Vogt (EE), NE; Mike Sorenson, *Livestock Plus*, IA; Tom Rooney, *AgriMedia*, IA; Marshall Ruble, IA; Greg Miller, WI; Dustin Carter, SD; and Mariah Miller, *LiveAuctions.tv*, IA.

High Selling Lots:

- \$7,300** – Bred Female, “HL Ms. Red Top D1,” s. by Myers Red Top, bred to BMR Enforcer B23, sold to Willie Morris Cattle Company, Plainfield.
- \$5,700** – Bred Female, “HL Ms. Otis 0D32,” s. by OLF Otis Y43, bred to Hook’s Fast Money 67C, sold to WG Cattle Company, Inver Grove Heights, MN.
- \$5,300** – Bred Female, “HL Ms. Otis 0D125,” s. by OLF Otis Y43, bred to Hook’s Fast Money 67C, sold to K-LER Cattle Company, St. Charles, MN.
- \$5,000** – Open Female, “HL Ms. Catalina E701,” s. by TKCC Carver 65C, sold to Alexis Gage, Hawkeye.
- \$4,600** – Open Female, “HL Broke Girl E74,” s. by Mr. HOC Broker, sold to D&K Acres, Fort Atkinson.
- \$4,100** – Open Female, “HL Zena E027,” s. by WS Zenith Z55, sold to Caleb Hogan, Monticello.
- \$3,500** – Open Female, “HL Mucha Moola E42,” s. by Hook’s Fast Money 67C, sold to Kyson Moss, West Union.
- \$3,500** – Bred Female, “HL Ms. Wide Open D24,” s. by BMR Wide Open A12, bred to SFG the Judge D633, sold to Willie Morris Cattle Company, Plainfield.

(Continued on page 72)

SALE RESULTS

Heartland Simmental Sale (Continued)

Comments: The sale group consisted of The Lynch Family, Big M Ranch and G&B Cattle Company.



Kirk Lynch and herdsman Mat Godard visit with customers prior to the sale.



Senior partner of Heartland Simmentals, Tom Lynch, welcomes the large crowd.



Heartland Simmentals awarded HL shirts to the junior customers who had success in the show ring.



The misty day allowed all ages to attend the Heartland sale. Bob Lagel and grandchild enjoyed the sale.

Southern Excellence Bull Development Sale

November 18, 2017 • Wadley, AL

No.	Category	Average
37	SimAngus™ Bulls	\$3,757
3	SM Bred Cows/Pairs	\$2,734
1	Commercial Pen SM Female	6,900
1	Commercial Pen Bred/Pair	5,400
1	SM Pen Open Female	9,550
6	Total Female Lots	\$5,000

Auctioneer: Harold Brown, AL
Sale Manager: Ruble Cattle Services, Corydon, IA
Sale Consultants: Jason Walker and Billy Proffitt
Ringmen: Billy Proffitt, Chad Stansberry and Jason Walker
Program Managers and Sale Hosts: Rick and Lisa Whelan

High-Selling Lots:

- \$9,000** – SimAngus Bull, “RLWF Hurricane D39,” s. by VSF United Way 68B, cons. by Whelan Farms, Wadley; sold to Triple D Farms, Wallace, NC; and Chase Cole Livestock, Clinton, NC.
- \$7,500** – SimAngus Bull, “RLWF Cowboy Cut D43,” s. by CCR Cowboy Cut 5048Z, cons. by Whelan Farms, sold to Phil Lawler, Montevallo.
- \$6,700** – SimAngus Bull, “RLWF Prophet D11,” s. by G A R Prophet, cons. by Whelan Farms, sold to Phil Lawler, Montevallo.
- \$6,500** – SimAngus Bull, “RLWF Cowboy Cut D41,” s. by CCR Cowboy Cut 5048Z, cons. by Whelan Farms, sold to Phil Lawler, Montevallo.
- \$4,800** – SimAngus Bull, “RLWF United Way D7,” s. by VSF United Way 68B, cons. by Whelan Farms, sold to Todd Orton, Centerville, TN.
- \$4,700** – SimAngus Bull, “RLWF United D44,” s. by W/C United 956Y, cons. by Whelan Farms, sold to Walker Land and Cattle, Delta.

Comments: Also selling were four Angus Bulls at an average of \$3,100. Cattle sold into four states including: AL, GA, MS and TN.

Value By Design Sale

November 18, 2017 • Anita, IA

No.	Category	Average
57	SM and SimAngus™ Bred Heifers	\$3,190
4	Embryo Lots	2,675
61	Total Lots	\$3,156

Auctioneer: Jon Schaben, IA
Sale Manger: Allied Genetic Resources, IL
Marketing Representatives: Tom Rooney and Alex Atkinson, Midwest Marketer.
Representing ASA: Dr. Michael Dikeman

High-Selling Lots:

- \$9,259** – Bred Female, “HRM Ms Spartan D651,” s. by CCR Spartan 9124A, bred to TJ Diplomat 249D.
- \$7,250** – Bred Female, “JC Ms Spartan 601D,” s. by CCR Spartan 9124A, bred to GW Prospector 389C.
- \$5,600** – Bred Female, “BF NS Profit Edella D37,” s. by Profit, bred to J Bar J Nightride 225Z.
- \$5,000** – Bred Female, “JC Ms Spartan 619D,” s. by CCR Spartan 9124A, bred to GW Prospector 389C.
- \$4,500** – Bred Female, “TRPH Broadway D637,” s. by Hook’s Broadway 11B, bred to J Bar J Night Ride 225Z.
- \$4,400** – Bred Female, JC Ms Allied 689D,” s. by TFS Allied Force 2630Z, bred to JC Mr National 610Y.

Volume Buyers: Tom Sellers, Chariton; and Precision Beef Solutions, Griswold.

Comments: The sale group includes these consignors: Great Lakes Beef Connection: J/C Simmental, Clare, MI; J Bar J Ranch, Clare, MI; Green Valley Farm, Bellevue, MI; Advanced Beef Genetics: Mike Henderson Family, Wiota; Rex Hoppes, Winterset; and Stan Pearson, Winterset.



Representing ASA, Dr. Michael Dikeman addresses the crowd.



Viewing the offering prior to the sale.



Current and former ASA Trustees (l to r) Clay Lassle, Tom Nelson and Jim Butcher.



The sale group (l to r): Rex Hoppes, Brian Harris, Joyce Hoppes, Mike Henderson, Beth Henderson, John Miller, Connie Miller, Margaret Zinser, Jim Zinser and Stan Pearson.

North Central Fall Classic Simmental Sale

November 17, 2017, Waverly, IA

No.	Category	Average
71	SM and SimInfluenced Bred Females	\$3,416
12	SM and SimInfluenced Open Females	2,732
83	Total SM and SimInfluenced Lots	\$2,832

Auctioneer: Jered Shipman, TX

Sale Manager: Eberspacher Enterprises (EE), Inc, Marshall, MN

Marketing Representatives: Val Eberspacher (EE); Derek Vogt (EE), NE; Chance Ujazdowski, WI; Kelly Schmidt MN; Jered Shipman, TX; Tom Rooney, AgriMedia, IA; Mike Sorenson, *Livestock Plus*, IA; and Amanda Eberspacher-Hilbrands, LiveAuctions.tv, MN.

High-Selling Lots:

- \$8,300** – Bred Female, “OMF Dani D70,” s. by W/C Executive Order 8543B, bred to Hook’s Black Hawk 50B, cons. by Oak Meadow Farm Simmentals, sold to Franzen Simmentals, Leigh, NE.
- \$6,000** – Bred Female, “HILB/Jass Crazy 4 U 51D,” s. by W/C Executive Order 8543B, bred to W/C Lock Down 206Z, cons. by Jass Simmentals, sold to Mark Pringnitz, Kingfisher, OK.
- \$5,500** – Open Female, “Jass Eternity 272E,” s. by Jass Benchwarmer 28B, cons. by Jass Simmentals, sold to Bob Curl, Lebanon, MO.
- \$5,500** – Bred Female, “OMF/DK Daphne D75,” s. by WS All-Around Z35, bred to Hook’s Yellowstone 97Y, cons. by Oak Meadow Farm Simmentals, sold to Krauskopf Cattle, Decorah.
- \$5,000** – Open Female, “HILB/Jass Up N Love 158E,” s. by LLSF Uprising Z295, cons. by Jass Simmentals, sold to Schmidt Show Cattle, Emmetsburg.
- \$4,750** – Open Female, “Jass Elsie 15E,” s. by LLSF Pays To Believe ZU194, cons. by Jass Simmentals, sold to Savannah and Bryan Moeller, Beaman.
- \$4,500** – Open Female, “OMF Emery E21,” s. by W/C Load Limit 221B, cons. by Oak Meadow Farm Simmentals, sold to Kaelberer Ranch, New Salem, ND.

Comments: The sale group consists of: CNN Cattle Company; Diamond K Genetics; Finesse Livestock Ent., Ford Cattle Company, Handsaker Simmental, Harris Farms, Jass Simmentals, Lamar Farms, Muhlenbruch Family Farms, Oak Meadow Farms, RB Genetics, Summit Farms, Van Aernam Simmentals, Ver Ploeg Farms and Wishing Well Simmental.

Comments: Also selling was one donkey for \$2,900.



Kirk Lynch, Heartland Simmentals, analyzes his future purchases.



Roy Miller, Summit Farms, visits with Nancy Jass, Jass Simmentals, both are part of the NCSFC.



Dr. Lynn Aggen and grandson, Hunter, discuss the lots that they brought to the sale.



Gene Doran, a long-time friend of many in the cattle industry, attended the sale.

Ruby Cattle Company's Livin the Dream Sale

November 24, 2017 • Murray, IA

No.	Category	Average
28	SM and SimInfluenced Breds	\$4,234
32	SM and SimInfluenced Opens	6,763
60	SM and SimInfluenced Lots	\$5,583

Auctioneer: Jered Shipman, TX

Sale Manager: Eberspacher Enterprises (EE), Inc., MN

Marketing Representatives: Val Eberspacher (EE); Derek Vogt (EE) NE; Kelly Schmidt, MN; Jered Shipman, TX; Kent Jaecke, OK; Mike Sorenson, IA; Jared Gillespie, IA; Jeremie Ruble, IA; Troy Goretska, IA; Brad Smith, IA; Chance Ferguson, IA; and Hannah Copenhaver, LiveAuctions.TV, MO.

High-Selling Lots:

- \$16,000** – Open Female, “Ruby NFF Rhythm 702E,” s. by Ruby SWC Battle Cry 431B, sold to Nelson Family Farms, Mabel, MN.
- \$14,000** – Open Female, “Ruby NFF Rhythm 792E,” s. by Rubys Absolut 317A, sold to Moore Land and Cattle, Alton, IL.
- \$12,500** – Open Female, “Ruby SWC Yoko 796E,” s. by Silveiras Style 9303, sold to Bodie Shipman, Grandview, TX.
- \$11,000** – Open Female, “Ruby SWC Yoko E706,” s. by TL Bottomline, sold to Fenton Farms, Laurel, MS.
- \$10,000** – Open Female, “Ruby NFF Rhythm 715E,” s. by Ruby SWC Battle Cry 431B, sold to Justin McConahay, Corydon.
- \$10,000** – Open Female, “Ruby BRUP Mag Lady E6,” s. by Silveiras Style 9303, sold to McConahay Cattle Corydon.
- \$10,000** – Open Female, “Rubys Tabby 720E,” s. by Ruby SWC Battle Cry 431B, sold to Nick Grim, Bloomfield.
- \$10,000** – Bred Female, “Ruby SWC Yetti D650,” s. by W/C Lock Down 206Z, bred to CDI CEO 281D, sold to White Wing Simmentals, Huntington, AR.

Comments: Guest consignors included: Nelson Family Farms and Shipwreck Cattle Company.



Courtney and Beth Jass visit with Donny Onstot prior to the sale.



Parke and Nina Veshlage make the trip from Indiana.



Meeting of the minds — Tim Louden and Kent Jaecke.



Nate Ruby welcomes a large crowd on a balmy sale day.

(Continued on page 74)

SALE RESULTS

The Event Elite Simmental Genetics Sale

November 25, 2017 • Tecumseh, NE

No.	Category	Average
25	Bred Females	\$4,700
30	Open Females	7,305
1	Donor	115,000
15	Genetic Packages	3,486
71	Total Lots	\$7,098

Auctioneer: Jered Shipman, TX
Sale Manager: Innovation AgMarketing, KS
Marketing Representatives: Randy Rasby, Craig Talkington
Representing ASA: Nathan Smith



Visiting prior to the sale.



Looking over the offering.

3C Christensen Heart of the Herd Sale

November 25, 2017 • Wessington, SD

No.	Category	Average
181	Total Lots	\$2,581

Auctioneer: Jim Birdwell, OK
Sale Manager: DP Sales Management, LLC, Paris, KY
Sale Staff: Jeff Kapperman, Scott Dirk, Jim Scheel,
 Dustin Carter and Dan Piroutek
Representing ASA: Russ Danielson

High-Selling Lots:

- \$12,500** – Bred Female, “3C Crocus Z2561 B,” s. by Remington Lock N Load, bred to 3C Burt, sold to Guthridge Farms and Loschen Farms, IA/IL.
- \$6,250** – Bred Female, “3C Crocus 3659A B,” s. by Mr NLC Icon X0104, bred to 3C Beau, sold to Mark Beitelspacher, SD.
- \$4,500** – Bred Female, “3C Crocus 5667C B BLZ,” s. by 3C Lava L375, bred to 3C Duke, sold to Hilltop Simmentals, SD.
- \$4,500** – Bred Female, “3C Crocus 6678D,” s. by JBS Force 107A, bred to 3C Beau, sold to TNT Simmentals, ND.
- \$4,500** – Bred Female, “3C Crocus Z2664 B,” s. by TNT Tanker, bred to JBS Force 107A, sold to Chase Cole Livestock, NC.
- \$4,500** – Bred Female, “3C Crocus 6052D,” s. by 3C Beau, bred to 3C Beau, sold to Kinn Simmentals, ND.
- \$4,500** – Bred Female, “3C Crocus 5750C B BLZ,” s. by 3C Lava, bred to 3C Dual, sold to Make Beitelspacher, SD.



John Christensen welcomes the crowd to the Heart of the Herd Sale.



Scott Simonson selected several females for his ND operation.



The 3C crew along with the sale staff just after the sale.



The Jones family have been 3C customers for over 20 years. From left Karen, Larry, John Christensen & Bruce.

Trennepohl Farms' "Right By Design" Female Sale

November 25, 2017 • Middletown, IN

No.	Category	Average
18	SimGenetic Cows	\$5,266
11	SimGenetic Bred Heifers	2,813
21	SimGenetic Open Heifers	7,295
1	SimGenetic Pregnancy	7,000
2	SimGenetic Embryo Lots	2,175
53	Total Lots	\$5,477

Auctioneer: Ron Kreis, OH
Sale Manager: Prime Time Agrimarketing Network, Perrysburg, OH
Marketing Representatives: Alan Sears, CO; Kent Jaecke, OK; Mark Murphy, OH; Dalton Lundy, KY; Roger Allen, WI; Patrick Shuter, IN; Chance Ujazdowski, WI; Buddy Robertson, OK; Brent Tolle, OH; Shane Ryan, IL; Tyson Moreno, Canada
Representing ASA: Luke Bowman
Volume Buyer: Fenton Farms, MS.

Diamond M Cattle Company's 3rd Annual Production Sale

November 26, 2017 • Hiawatha, KS

No.	Category	Average
12	Yearling Bulls	\$9,183
18	Bred Heifers	3,033
31	Open Heifers	7,519
3	Embryo Packages	1,333
15	Semen Packages	703
79	Total Lots	\$5,221

Auctioneer: Jered Shipman, TX
Sale Manager: Kevin Mears, Stock Options
Marketing Representatives: Randy Rasby, *Livestock Plus*; Mitchell Armitage, Steven Russell, Kansas Livestock Association; Dick Carmichael and Delving Helderman.
Representing ASA: Nathan Smith

(Continued on page 76)



North Carolina

www.ncsimmental.com

REGISTERED SIMMENTAL
F-1 REPLACEMENTS
REGISTERED BRAHMAN

MYRA NEAL MORRISON

8800 Row-Cab Line Rd. • Rockwell, NC 28138
704-279-3128 • 704-202-6171 Cell
E-mail: myram@morrisonfarm.com
www.morrisonfarm.com




**ASA
Science
Blog**

www.simmental.org/scienceblog



Kentucky

<http://www.kysimmental.com>



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



Dr. James Ratliff
606-496-6522
100 Carpenter Ridge
Salyersville, KY 41465
Simmental and SimAngus™



Tennessee

[www.breedingcattlepage.com/
TNSimmAssoc/](http://www.breedingcattlepage.com/TNSimmAssoc/)

Slate Farms & CATTLE COMPANY

Visitors Always Welcome

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

MARTIN FARMS

Homogenous 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



North American

Fullblood Simmental

www.fleckvieh.com



JENSEN SIMMENTALS

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



ART-JEN SIMMENTAL FARM

Arthur F. Jensen • 913-592-3047
18435 S. 169 Hwy • Olathe, KS 66062

*In our 5th decade breeding
Simmental cattle.*

www.jensensimmentals.com



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

Little Creek Farm, LLC

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

Triple Z Simmental

7920 Pratt Lake Rd.
Alto, MI 49302

Tom & Linda Zook

Cell: 616-437-3427
Office: 616-868-6195

Full-Fleckvieh Fullblood
Horned and Polled

tomzook@zookfarmequipment.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

Mitchell Lake Ranch

Jim Ethridge and Donna Adams
9834 James Cemetery Road
Franklin, TX 77856-5838
979-828-5316 • 979-255-2882 cell
jim.ethridge@hughes.net
www.mitchelllakeranch.com

Fullblood and Purebred Simmentals • Quality by Design

Buzzard Hollow Ranch

Les Alberthal, Owner

Fred Schuetze, Director of Livestock Oper.

PO Box 968 • Granbury, TX 76048

Phone: 817-573-0957

Fax: 817-573-0967

Email: bhr@speednet.com

Website: www.BHR-Simmentals.com



BRINK FLECKVIEH

23098 Gunder Rd • Elkader, IA 52043
Jerry: 563-245-2048 • Preston: 563-880-2075
jbrink@alpinecom.net

Visit our website: www.brinkgenetics.com

SALE RESULTS

Diamond M Cattle Co. Sale (Continued)



The auction block.



Taking in the sale.

1st Ever Female Sale by Altenburg Super Baldy Ranch

December 2, 2017 • Fort Collins, CO

No.	Category	Average
1	Pick of the SM Bull Calf Crop	\$9,500
9	Bred SimGenetic Spring Cows	2,707
7	Bred SimGenetic Fall Pairs	2,707
15	Bred SimGenetic Fall Heifers	2,027
12	Bred SimGenetic Spring Heifers	2,800
61	SimGenetic Spring Heifer Calves	1,654
5	SM Donor Cows	3,620
110	SimInfluenced Lots	\$2,144

Auctioneer: Tracy Harl, NE

Sale Manager: DP Sales Management (DP), Paris, KY

Marketing Representatives: Doug Parke & Drew Hatmaker (DP); Matt Printz, *Western Livestock Journal*; Randy Rasby, *Livestock Plus*; and LiveAuctions.tv;

Representing ASA: Susan Russell

High-Selling Lots:

- \$9,500** – Pick of the spring bull calf crop s. by CCR Cowboy Cut, sold to KenCo Cattle Co., Pettersburg, TN.
- \$5,900** – SM Donor Cow with Heifer Calf at side, “Ms. Desi U8154,” sold to Jeremy Van Boening, Alma, NE.
- \$5,000** – SM Donor Cow with Bull Calf at side, “ASR Ms Jordan W916,” sold to Jaron VanBeek, Hudson, SD.
- \$4,500** – Bred Cow, “ASR Ms Super Baldy A3179,” s. by ASR Longevity, sold to Josh Sells, Burkesville, KY.
- \$3,400** – Bred Heifer, “ASR Black Carlene D620,” s. by Hooks Broadway, sold to Bill Carsten, Hotchkiss.

Comments: Also selling were eight bred Angus Cows at an average of \$1,944. Both online participants and bidders in the seats found SimGenetic for building cowherds from Altenburg’s 40+ year-old program.



Kent Varney, left, visits with partners Mark King, Chris Weems and Tim Ulmer (not pictured) as the men prepare to bid. They were volume buyers in the 1st Ever Female Sale.



Sean and Emily McGraw listen to son Eli after successfully buying several lots.



Bart and Annette Klipstein, Cheyenne, WY, were successful in buying female lots.

Harrell-Lazenby’s Brands of Distinction Bull Sale

December 2, 2017 • Auburn, AL

No.	Category	Average
70	SM, SimAngus™ and Angus Bulls	\$3,014

High-Selling SM/SimAngus Lots:

- \$6,500** – “HLNS Allegiance 15D,” s. by SAV Allegiance, sold to Nichols Farms, Bridgewater, IA.
- \$6,500** – “WF Cattleman,” s. by Gibbs 1100Y HY Deacon, sold to Sergio Becerras, Annetiston.

Jewels of the Northland

December 2, 2017 • Clara City, MN

No.	Category	Average
43	SM and SimInfluenced Breds	\$4,177
28	SM and SimInfluenced Opens	9,798
1	SM and SimInfluenced Donor	8,000
72	Total SM and SimInfluenced Lots	\$6,884
13	Embryo Lots	\$2,481

Auctioneer: Jered Shipman, TX

Sale Manager: Eberspacher Enterprises (EE), Inc., MN

Marketing Representatives: Val Eberspacher (EE); Derek Vogt (EE) NE; Kelly Schmidt, MN; Tom Rooney, AgriMedia, IA; Joel Edge, IA; Mitch Armitage, OK; Holli Hatmaker, DP Sales, KY; and Amanda Eberspacher-Hilbrands, LivesAuctions.TV, MN.

High-Selling Lots:

- \$53,000** – Open Female, “HILB/Jass Crazy 2 Believe E496Z,” s. by LLSF Pays To Believe ZU194, cons. by Hilbrands Cattle Company and Jass Simmentals, sold to Trennepohl Farms, Middletown, IN; and Prospect Cattle Company, Columbus, OH.
- \$34,500** – 1/2 interest in Open Female, “HILB SHER Undeniable Grace 732E,” s. by Bushs Unbelievable 423, cons. by Hilbrands Cattle Company, sold to Hawkins Cattle Company, Inver Grove Heights.
- \$32,000** – Open Female, “HILB Amazing Grace E928,” s. by WS Revival, cons. by Hilbrands Cattle Company, sold to S&S Simmentals, Hagerstown, IN.
- \$20,000** – 1/2 interest in Open Female, “HILB/MBCC Ever After E3972,” s. by W/C Executive Order 8543B, cons. by Hilbrands Cattle Company and Boehland Cattle Company, sold to J&G Farms, Clara City.
- \$15,000** – Open Female, “HILB/MBCC Fairy Dust E97B, s. by W/C Executive Order 8543B, cons. by Hilbrands Cattle Company and Boehland Cattle Company, sold to Harker Simmentals, Hope, IN.
- \$12,500** – Open Female, “HILB/SHER Loaded Beauty 773E,” s. by W/C Loaded Up 1119Y, cons. by Hilbrands Cattle Company and Sherwood Cattle Company, sold to Gabby Nemitz, Canby.

(Continued on page 78)



Minnesota

www.mnsimmental.com

Sargeant Farms

Simmental Cattle

BULLS AND FEMALES AVAILABLE BY PRIVATE TREATY

Owner • Howard E. Sargeant **Farm Manager: Adam Trestr**
 Box 400, Forest Lake, MN 55025 52309 Fleming Logging Road
 651-464-3345 • 651-464-2662 Sandstone, MN 55072
 320-245-2830 • 320-630-3608



Bob

507-324-5107

507-438-9007 cell

77247 125th Street

glsimmentals@gmail.com

LeRoy, MN 55951

Reserve this date for our next sale:
 Saturday, April 14, 2018
 37093 Fish Tail Road
 Hinckley, Minnesota

BRANT FARMS
 Registered Simmental

Ron Brant, Owner 320-384-6613 or Cell 612-990-3836
 John Von Queden, Cattle Manager 612-490-1649

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

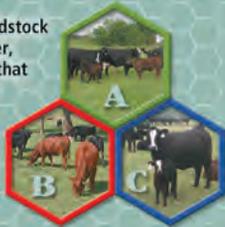


Matt Aggen
 Mobile: 701-866-3544
 Home: 507-772-4522 Harmony, MN 55939
 Email: mattaggen@hotmail.com www.oakmfarm.com

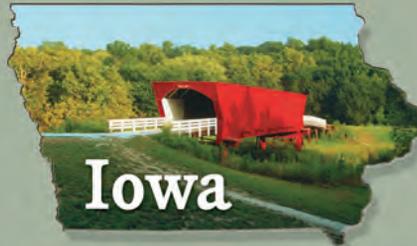


Choose your best option!

Whether you are a seedstock or commercial producer, ASA has a THE option that will fit your objectives and budget.



www.simmental.org



Iowa

www.breedingcattlepage.com/
 Simmental/iasimmassoc/

KITZEROW
Cattle Company
 Registered Simmental and SimAngus Cattle

Todd & Nicole Kitzerow
 2488 Bevington Park Rd | Saint Charles, IA 50240
 815-757-4448 or 815-757-1793
 All Services per Request | www.kitzerowcattleco.com

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

Jansen Farms Dave: 712-359-2327
 Chris: 515-314-4771
 56706 300th Avenue • Gilmore City, IA 50541
 jf@ncn.net • www.janssenfarms.com



Colorado

www.coloradosimmental.com

T-HEART RANCH Shane & Beth Temple
 719-880-8082
 www.theart ranch.com

True High Altitude Cattle
 ANNUAL FEMALE SALE • DECEMBER 2018 • LA GARITA, CO

Altenburg Super Baldy Ranch, LLC
 Simmental Willie & Sharon Altenburg
 SimAngus™ 570 East Co Rd 64 • Fort Collins, CO 80524
 Angus 970-568-7792 (H) • 970-481-2570 (C)
 Black & Red willie@mri.net • altenburgsuperbaldy.com
 Russ Princ, Manager • 256-254-9042 • russell.princ@gmail.com



Canada

www.simmental.com

Bar 5 **Bar 5 Simmental Stock Farms Ltd.**
 and **Circle 3 Genetics**

Office: Linda Lupton
 #636077, Holland – Euphrasia Townline
 R.R. #3, Markdale, ON, Canada, N0C 1H0
 Phone: 519-986-1330 • Fax: 519-986-4736
 Email: bar5admin@xplornet.com
Website: www.bar5.com

Ron Nolan **Andreas Buschbeck**
 905-330-5299 Cell: 519-270-3258



Alabama

www.alabamasimmental.com

Timberland Cattle
 Registered Simmental, SimAngus™ and Angus
 Spring Female Sale, 1st Saturday in May
 Fall Bull Sale, 3rd Saturday in November

205-695-6314 or 205-712-0359
 www.timberlandcattle.com • timberlandcattle@centurytel.net
Bill Freeman, Owner • Thomas Pennington, Mgr.

SALE RESULTS

Jewels of the North Land Sale (Cont.)

\$9,250 – Bred Female, “HILB/SHER Glitter Bomb 649D,” s. by B C Lookout 7024, bred to CAJS Blaze of Glory, cons. by Hilbrands Cattle Company and Sherwood Cattle Company, sold to Buck Creek Ranch, Pawnee, OK.

\$8,500 – Bred Female, “HILB/Jass Crazy 4 You D105,” s. by LLSF Uprising Z925, bred to W/C Executive Order 8543B, cons. by Hilbrands Cattle Company and Jass Simmentals, sold to J&G Farms, Clara City.

Comments: The Jewels of the Northland Group includes: Hilbrands Cattle Company, Hilbrands Simmental, and Hecksel Simmental farm along with guest consignors: Sherwood Cattle; Elm Mound Farms, Anderson Cattle, Rocky Knoll Cattle and Boehland Cattle Co.



Lincoln Lunning found a new friend on sale day.



Jeff Hawkins and son Ben made a couple choice selections.



Robert Kokett added Jewel genetics to his program.



Gabby Nemitz is all smiles as she added HILB/SHER Loaded Beauty to her show string.

Next Step Cattle Company's 5th Annual Bull Sale

December 2, 2017 • Livingston, AL

No.	Category	Average
5	PB SM Bulls	\$4,100
55	SimAngus™ Bulls	4,427
60	SM and SimAngus Bulls	\$4,400

Auctioneer: Tommy Barnes, Montgomery

High-Selling Lots:

- \$16,500** – 1/2 SM 1/2 AN, “DFP Mr Profit NS D67,” s. by GAR Prophet, sold to Sunflower Genetics, Maple Springs, KS; and Dixon Farms, Thomasville.
- \$11,500** – 1/2 SM 1/2 AN, “DFP Sweetwater NS D60,” s. by GAR Prophet, sold to Legacy Cattle Company, Manchester, IA; and Sucarnochee Cattle Company, Livingston.
- \$7,750** – 1/2 SM 1/2 AN, “WCO NS Yield Grade D774,” s. by SFG Yield Grade NS A337, sold to Larry Upchurch, Lineville.
- \$7,750** – 1/2 SM 1/2 AN, “PDF NS Predominate D250,” s. by GW Predominate 848A, sold to Phil Hasty, Thomasville.
- \$7,000** – 1/2 SM 1/2 AN, “Dixon NS Dominate D604,” s. by GW Predominate 848A, sold to Booker Farms, Castleberry.
- \$7,000** – 1/2 SM 1/2 AN, “Dixon Dominate D605,” s. by GW Predominate 848A, sold to Jackie Rush, Thomasville.
- \$6,750** – PB SM, CHCF Substance 635D ND,” s. by GW-WBF Substance 820Y, sold to H&S Farms, Clanton.

\$6,250 – 1/2 SM 1/2 AN, “WCO NS Yield Grade D780,” s. by SFG Yield Grade NS A337, sold to Jeffery Armstrong, Springville, IN.

\$6,250 – 1/2 SM 1/2 AN, “Dixon NS Beacon D602,” s. by Hooks Beacon 56B, sold to Jeffery Armstrong, Springville, IN.

Volume Buyers: Jim Dial, Livingston; Butch Larkin, Livingston; Matt Bryan, Leary, GA; Booker Farms, Castleberry; and H&S Farms, Clanton.

Comments: Also selling was one Angus Bull for \$3,000.

Bull sold into six states including: AL, GA, KS, IA, IN and MS.



(L-R) James Dixon President of NSCC, Jimmy Holliman NSCC member and former ASA Trustee and Tommy Barnes auctioneer.



Customers viewing the bulls.

North Dakota Simmental Association Classic Sale

December 9, 2017 • Mandan, ND

No.	Category	Average
37	Bred Heifers	\$3,543
32	Open Heifers	2,873
1	Pick of Open Heifers	9,350
18	Embryo Lots	467
88	Total Lots	\$2,736

Auctioneer: Tracy Harl, Loup City, NE

Sale Manager: Thomas Livestock Services, Bozeman, MT; and the ND Simmental Association.

Sale Representatives: Kirby Goettsch, Farm & Ranch Guide; Kris Peterson, *Cattle Business Weekly*; and Scott Ressler, ND Stockman's Association.

Representing ASA: Russ Danielson and Perry Thomas

High Selling Lots:

- \$9,350** – Pick of 2017 born heifer calves cons. by Begger's Diamond V Ranch, Wibaux, MT; and sold to the Doug Bichler Syndicate. Note: The syndicate was formed by area Simmental breeders and the Beggars donated the proceeds of the sale to the Bichler family. The selected heifer was donated to Amelia Bichler, infant daughter of Doug and Maria.
- \$6,000** – Bred SimAngus™ Heifer, “MLC MS Border Patrol 0555,” s. by MRL Border Patrol 144A, cons. by Mandan Lake Creek Simmental Ranch, Center; sold to Darrell Kemnitz, Cavalier.
- \$6,000** – Bred SimAngus Heifer, “Kinns MS Answer 669D,” s. by SAV Final Answer 0035, cons. by Kinn Simmental Ranch, Turtle Lake, sold to Tim and Tami Clark, Turtle Lake.
- \$6,000** – Bred SimAngus Heifer, “Traxs Miss Regard D629,” s. by KG High Regard 2073, cons. by Traxinger Farm, Houghton, SD; sold to Kunkel Simmentals, New Salem.
- \$5,250** – Bred SimAngus Heifer, “Traxs Miss Pend D662,” s. by LRS Pendleton 669Z, cons. by Traxinger Farm, sold to Gabe Quandt, Oakes.
- \$6,500** – Open Purebred Heifer, “KRJ E774,” s. by BCLR Cash Flow C820, cons. by Double J Farms, Garretson, SD; sold to Ryan Miller, Winfred, SD.
- \$5,250** – Open PB Heifer, “KS Emma E32,” s. by CDI Ambition 255C, cons. by Kenner Simmentals, Leeds; sold to Bryan Leapaldt, Leeds.
- \$5,250** – Open SimAngus Heifer, “BCLR Miss Ambition E752,” s. by CDI Ambition 255C cons. by Bichler Simmentals, Linton; sold to Roger Kenner, Leeds.

(Continued on page 80)



www.kansas-simmental.com

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

Annual Production Sale
 March 16, 2018

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

HOFMAN N Rodney & Kim Hofmann
Simmental 2244 19th Rd
FARMS Clay Center, KS 67432
 785-944-3674
 "Proof - Performance - Profit" www.honestbulls.com

THE PERFORMANCE IS BRED IN - BEFORE THE BRAND GOES ON!
DICKINSON SIMMENTAL AND ANGUS RANCH
 Kirk • 785-998-4401 (phone & fax) March 24, 2018
 2324 370th Ave. 46th Annual
 Gorham, Kansas 67640 Production Sale
 www.dickinsonranch.com At the Ranch

Joe Mertz 785-456-9650
 Bob Mertz 785-456-9201
 Harold Mertz 785-456-9605
 7160 Zeandale Road
 Manhattan, KS 66502
 www.rivercreekfarms.com
 28th Annual Production Sale
 February 14, 2018

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

BROOKS SIMMENTAL RANCH
 Ralph Brooks Cassidy Brooks
 7440 Lake Elbo Rd.
 Manhattan, KS 66502
 C: 785-556-0385
 Gold Bull®
 ralphbrooks13@gmail.com

Cow Camp Ranch
 Kent, Mark and Nolan Brunner
 3553 Upland Rd.
 Lost Springs, KS 66859-9652
 785-466-6475 Kent
 785-466-1129 Nolan
 785-258-0173 Mark
 nolan@cowcampbeef.com
 Black and Red Purebreds
 Angus
 SimAngus™ Halfbloods
 Spring Bull Sale - Friday, February 16, 2018.

HK ROCK CREEK RANCH
 BLACK, POLLED SIMMENTALS, SIMANGUS™
 Jim & Jean Houck, 250 Road 392, Allen, KS 66833
 Jeff & Lori Houck, 3031 Road G, Americus, KS 66835
 Cell: 620-344-0233 • www.houckrockcreekranch.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

HIGH-BRED SIMMENTAL HAL LUTHI
 RT 1, BOX 70 • MADISON, KS 66860
 620-437-2211
 Quality Homozygous Black • Seedstock Available

Diamond H Ranch
 "Sustainable cattle from our pastures to yours"
 JUSTIN & JADE HERL
 410 370TH AVENUE - VICTORIA, KS 67671
 (785) 623-8404
 diamondh@ruraltel.net
 ANNUAL BULL AND HEIFER SALE - LAST WEDNESDAY OF MARCH
 www.diamondhcattle.org



www.oklahomasimmental.com

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

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

Updyke Simmentals
 Performance bred, registered Simmental cattle.
 Gary and Cindy Updyke
 Checotah, OK • 918-473-6831 (H) • 918-843-3193 (C)
 garyupdyke38@gmail.com
 www.facebook.com/UpdykeSimmentals

Oregon
 www.oregonsimmentalassociation.com

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

SALE RESULTS

North Dakota Classic Sale (Cont.)

Comments: The North Dakota Simmental Association Classic Sale and the North Dakota Red Angus Association Red Select Sale shared the same sale date and sale venue, December 9. The Classic Sale was combined with the ND Simmental Association annual meeting and awards banquet.



Consigner and purchaser Mike Traxinger.



ASA Trustee Erika Kenner and Keith Johnson.



Orville Deckert (l) and Roger Kenner (Orville has never missed a State Sale).



Auctioneer Tracy Harl.

Trauernicht Simmentals Nebraska Platinum Standard Female Sale

December 10, 2017 • Beatrice, NE

No.	Category	Average
6	SM and SimInfluenced Bulls	\$3,425
28	SM and SimInfluenced Cows	1,843
3	SM and SimInfluenced Fall Pairs	2,267
63	SM and SimInfluenced Breds	2,714
12	SM and SimInfluenced Opens	2,996
112	Total Lots	\$2,553

Auctioneer: Tracy Harl, NE

Sale Manager: Eberspacher Enterprises (EE), Inc., MN

Marketing Representatives: Val Eberspacher (EE); Derek Vogt (EE), NE; Chris Beutler, Lee AgriMedia, NE; Dennis Henrichs, NE; and Randy Rasby, Livestock Plus, NE.

Representing ASA: Nathan Smith

High-Selling Lots:

- \$7,000** – Open Female, “LHT Ms. Loaded Up 60E,” s. by W/C Loaded Up 1119Y, sold to Meckle Simmental, Center, ND.
- \$5,500** – Bred Female, “LHT Ms. Cowboy Cut 145D,” s. by CCR Cowboy Cut 5048Z, bred to W/C Executive Order 8543B, sold to KiK Farms, LLC, Brownsburg, IN.
- \$5,250** – Bred Female, “LHT Ms. Upper Class 184D,” s. by Sandeen Upper Class 2386, bred to W/C Executive Order 8543B, sold to J Bar T Cattle Company, Juanita.
- \$5,200** – Bull, “LHT Mr. T.O.D. 333D,” s. by RB Tour of Duty 177, sold to G&J Farms, Mahaska, KS.
- \$4,750** – Open Female, “LHT Ms. Deal 74E,” s. by WLE Big Deal A617, sold to Dean Cattle Company, Douglas.
- \$4,500** – Open Female, “LHT Ms. Profit 185E,” s. by Profit, sold to Buehler Cattle Company, Adams.
- \$4,400** – Bred Female, “NEU Ms. Savy 44D,” s. by Profit, bred to CCR Cowboy Cut 5048Z, cons. by Neumann Farms, sold to Courtney Lovett, Blue Hill.

Comments: Guest consignors included: State Line Farm Simmentals and Neumann Farms.



Scott Trauernicht assisted phone bidders on sale day



Jake and Rachel Stowell were volume bidders of LHT genetics.



Repeat customers Bob and Patsy Curl of Indian Wells Cattle selected several top lots.



The customers of the Nebraska Platinum Sale filled the Beatrice 77 Livestock Market.

South Dakota Source Simmental Sale

December 16, 2017 • Mitchell, SD

No.	Category	Average
36	SM and SimInfluenced Breds	\$3,701
21	SM and SimInfluenced Opens	3,379
57	Total SM and SimInfluenced Lots	\$3,583

Auctioneer: Chisum Peterson, SD

Sale Manager: Eberspacher Enterprises (EE), Inc., MN

Marketing Representatives: Val Eberspacher (EE); Derek Vogt (EE) NE; Kelly Schmidt, MN; Jeff Kapperman, *TriState Neighbor*, SD; Jim Scheel, *Cattle Business Weekly*, SD; and Justin Dikoff, *DVAuction*, SD.

Representing ASA: Colton Buus

High-Selling Lots:

- \$11,000** – Bred Female, “OMF/DK Daria 14D,” s. by CCR Cowboy Cut 5048Z, bred to CCR Boulder 1339A, cons. by Oak Meadow Farm Simmentals and Diamond K Simmentals, sold to Jake Hovden, Decorah, IA.
- \$8,500** – Bred Female, “OMF/DK Darling D49,” s. by WS All-Around Z35, bred to Hook’s Black Hawk 50B, cons. by Oak Meadow Farm Simmentals and Diamond K Simmentals, sold to Double J Farms, Garretson.
- \$7,750** – Open Female, “HOLT Ms. Belle 41E,” s. by W/C No Remorse 763Y, cons. by Holt Cattle Company, sold to Kaden TeKrony, Clear Lake.
- \$5,750** – Open Female, “Miss E528,” s. by Silveiras Style 9303, cons. by Voss Ranch, sold to Jackson Northlund, Hartford.
- \$5,750** – Open Female, “Jung Ms. Driver 733E-2657,” s. by WAGR Driver 706T, cons. by Jung Cattle Company, sold to Mathes Farms, Unionville, MO.
- \$5,250** – Open Female, “Holt Ms. Hammer 069E,” s. by Mr. TR Hammer 308A ET, cons. by Holt Cattle Company, sold to NLC Simmentals, Wessington.
- \$5,250** – Bred Female, “OMF Dilsey D38,” s. by W/C Executive Order 8543B, bred to Hook’s Black Hawk 50B, sold to Oak Meadow Farm Simmentals, sold to Emmons Ranch, Olive, MT.

(Continued on page 82)



www.missourisimmental.com

SHOAL CREEK
LAND & CATTLE

Ed and Kathi Rule
 Lucy, Olivia and Luke

Excelsior Springs, MO • 816-336-4200 Office

Cattle Manager: J.R. Richburg 386-717-1827
Farm Manager: Scott Akey 816-835-5332

shoalcreekcattle@aol.com
 www.shoalcreeklandandcattle.com

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

Cleo Fields 417-399-7124
 Brandon Atkins 417-399-7142
 Jeff Reed 417-399-1241

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

www.lucascattlecompany.com Visitors Always Welcome

Steaks Alive
 John & Jeanne Scorse

P.O. BOX 3832 • Joplin, MO 64803
 Phone: 417-437-0911 • Fax: 417-625-1574
 scoresej@steaksalive.com
 www.steaksalive.com

HARRIMAN SANTA FE
 Top of the Breed Sales (every day)

SimAngus & Balancer
 Bulls & Females

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

Stay on top of
 Total Herd Enrollment

Have you
 enrolled?

DNA Services

Keep up on the latest with
 Total Herd Enrollment and DNA Services.

www.simmental.org/haveyouherd



www.nesimmental.com

FORSTER FARMS
 Verlouis Forster Family
 74096 Road 434
 Smithfield, NE 68976-1039
 Ph 308-472-5036 Verlouis
 308-991-2208 Alan Cell
 Email: alan_forster@hotmail.com

Just 20 minutes off I-80

"Red and Black, Polled, Pigmented Simmentals"

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

Bull Sale last Sunday in January
 and Female Sale first Sunday
 in November.

VOLK LIVESTOCK

SIMMENTAL ANGUS SIMANGUS™
 A DIVISION OF VOLK FARMS INCORPORATED

Dean Volk 84184 545th Ave. Phone: (402) 992-9997
 Email: volk.livestock@hotmail.com
 Battle Creek, NE 68715 Website: www.volklivestock.com

Zeis Simmentals

26670 Bennington Road
 Valley, NE 68064
 Cell: 402-720-1967
 isdavidzeis@yahoo.com
 zeissimmentals.com

Ladies of the Valley Sale
 West Point, NE
 October 14, 2018

Selling bulls at J&C
 Simmentals Annual Bull
 Sale, January 26, 2019

X GENGENBACH X
 → CATTLE COMPANY →

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

Randy & Mary Jo Gengenbach
 75490 Rd 330 • Grant, NE 69140
 308-352-4975 www.gengenbachcattle.com
 308-352-6185 (C) mgengenbach@hotmail.com

Ediger Simmental

Lowell & Jennifer Ediger
 2204 E 13 Rd • Hampton, NE 68843
 402-725-3453 (H) • 402-694-1929 (M)
 402-631-9094 (M) • dediger@hamilton.net

Private Treaty Sales **The** I-80 Exit 338. 4 miles
 north, 1/4 mile east.

Bull Sale - Feb. 16, 2018
 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

Consigns to Ladies of the Valley –
 October 14, 2018

J&C Annual Bull Sale – January 26, 2019

SLOUP SIMMENTALS 402-641-2936 Cell

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

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

FELT FARMS

James, Merlin, and Delores Felt,
 Matt Schulte

57977 857 Road • Wakefield, NE 68784
 402-287-2488 home • 402-369-1069 cell
 delores@feltfarms.com • www.feltfarms.com

Herdsmen, James Felt
 402-369-0513 cell • jamesfelt02@gmail.com

Bulls of Excellence Sale • February 15, 2018
 West Point Livestock Auction, West Point, NE

Foxy Ladies Bred Heifer Sale
 November 24, 2018 • West Point, NE

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

BR B & R Simmentals

Robert, Penny, Brooke, 402-427-7196
 Rachel & Blaine Vogt Mobile: 402-533-0787
 6505 County Road 23 • Kennard, NE 68034

Genetic Perfection Sale • cwcattlesales.com • December 3, 2018

SALE RESULTS

South Dakota Source Sale (Cont.)

Comments: Also selling were four genetic lots at an average of \$4,850; 11 commercial breds at an average of \$2,218 and five commercial opens at an average of \$1,250. Consignors included: Oak Meadow Farm, Rocky Knoll Cattle, Benda Ranch, Diamond K Simmentals, Blagg Family, Horizon View Farms, Cable C-Cross Ranch, Christensen Simmentals, Dikoff Ranch, 2C Simmentals, Franke Show Calves, Double H Cattle, Holt Cattle, RJ Cattle, Double J Farms, Jung Cattle, Krueger Simmentals, Homestake Ranch, Lehrman Family Simmentals, Windy Creek Cattle, TSN Simmentals, Prime 360 Beef, Pearson Farms, R&R Cattle, B&B Simmental Cattle, K-Lee-S Simmentals, Thesing's Riverside Ranch, Tostenson Family Cattle, Volz Farms, Voss Ranch & Ford Farms.



Former ASA Chairman Steve Reimer visits presale with current ASA Trustee Steve Eichacker.



Christian and Amanda Hoyer along with Jim Nickeson of Prime 360 Beef were consignors to the SD Source.



Busy day for Justin Dikoff with active internet bidders and also was a consignor to the sale.



With an overflowing crowd, Steve and Cathy Eichacker along with Kristi and Chris Effling sat in the crowd's nest. ♦

KNOW.

Or guess.

Feeder Profit CALCULATOR™

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

beef@internationalgeneticsolutions.com
www.internationalgeneticsolutions.com

COW SENSE

Listed below are ten questions designed to test your knowledge of the beef industry.

Elite: 9-10 correct; **Superior:** 7-8; **Excellent:** 5-6; **Fair:** 3-4; **Poor:** 1-2.

1. What is the primary role of the adrenal gland?
2. Within 5%, feed costs represent about what percentage of the total cost to finish cattle?
3. Within 10 days, what is the average gestation length for a cow?
4. What is the term that describes an abnormality present at the time of birth for the animal?
5. Name the blood vessel that drains the stomach and intestines and carries blood flow to the liver.
6. A century ago in Europe, what were the major uses of Simmental cattle?
7. What hormone, produced by the thyroid gland, works to increase body metabolism?
8. What is the great significance of salt in the livestock ration?
9. What would you expect of the average daily gain comparing bulls and steers in the feedlot?
10. What is the term used to describe a heterozygous animal in which both genes for a trait show up in the phenotype?

Answers:

1. Helps the body handle stress; 2. 70% to 80%; 3. 285 days; 4. Congenital; 5. Portal vein; 6. Milk, meat, and work; 7. Thyroxin; 8. Stimulation of appetite; 9. Bulls would gain faster; 10. Incomplete dominance.

MENU MORSELS

Spicing up your dinner table with tasty, beef-based dishes

Corned Beef Hash

Ingredients:

3-Tbs butter
1-onion
3-cups finely chopped cooked corned beef
3-cups chopped cooked potatoes
chopped parsley
salt and pepper to taste

Instructions:

- sauté onions
- mix in corned beef and potatoes
- increase heat to medium high
- press down on mixture with spatula
- when browned, flip
- when completely browned remove from heat
- stir in chopped parsley
- add salt and pepper

Editor's Note: Each month a favorite beef recipe is presented in this space. The Register encourages and welcomes contributions to this column from the ASA membership. ♦

Her Biological Clock is Ticking!



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

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

15	Calving ease scores
20	Birth weights
22	Weaning weights
25	Stayability records



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

SimGenetics
PROFIT THROUGH SCIENCE
American Simmental Association

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

C & C FARMS CLEAR VISION

SPRING ONLINE SALE

MONDAY

3.12.2018

BIDS CLOSE AT 8PM EST
www.CattleInDemand.com



Miss CCF Delightful E41 | SimAngus™
MR CCF 20-20 x JAS Jestress 9015



Miss CCF Elegant Bonnie E42 | SimAngus™
MR CCF Vision x Miss CCF Sheza Bonnie Y61
Also selling full sib sexed-heifer embryos.



Miss CCF Empress E40 | SimAngus™
MR HOC Broker x JAS Jestress 9015



Miss CCF Enticing E45 | PB SM
MR CCF Vision x SVF/HTP Dew The Stroke
Also selling full sib embryos



Miss CCF Stylin' E44 | SimAngus™
Silverias Style x Miss CCF X50

Selling

**SHOW HEIFERS, DONORS, BRED FEMALES CARRYING HEIFER BABIES,
FROZEN GENETICS & 6 SONS OF MR CCF 20-20 READY TO BREED!**

GD

Hosted By WWW.CATTLEINDEMAND.COM

DWIGHT COOPER 706.215.1251 | STEVEN COOPER 706.215.2285 | TODD ALFORD 706.207.9454



Miss CCF Jestress B79 | Combustible x 9015 | Selling maternal sibs
Champion % Cow Calf Pair at the 2017 Simmental Junior National



Miss CCF X63 daughter | Her dam, X63, sells carrying a full sib heifer calf to the Reserve Supreme Female at the 2016 GA National.



Miss CCF Easy On The Eyes E8 | MR CCF 20-20 x 9015
Selling a full sib heifer calf and 2 full sib herd sires!



Miss CCF Double D D101 | Ignition x 9015 | Selling maternal sibs
Reserve Supreme Champion Female at the 2017 GA National

SELLING A FULL SIB HEIFER, A FULL SIB HERD SIRE AND LOTS OF MATERNAL SIBS TO THESE PROVEN BROKER X 9015 OFFSPRING!



Mr CCF Common Courtesy | Broker x 9015



Miss CCF Danica D105 | Broker x 9015



Miss CCF Jestress | Broker x 9015

C&C FARMS *Where the Quality & Results are* **CLEAR.**

*Genetics you
can Build off of!*

GENETIC Options Event 3.8.18



Dream On x OHL Winchester



Executive Order x Flirty 46T



Jacked Up x Basic Instinct



Pay The Price x Shear Force



Pays To Believe x Dew It Right

Approx. 1:00 PM (following the feeder sale)
West Point Livestock Market, West Point, NE

Sires Include...

Pay The Price,
Executive Order,
Jacked Up, Steel
Force, Pays to Believe,
Jack Around,
Grand Fortune,
Cowboy Cut,
Power Drive and
Duracell.

Donor Dams of Bulls...

Right to Love,
Flirty 46T,
JS She's So Fine 14P
and 457W



Dean Volk
Battle Creek, NE
402.992.9997

Cuming Creek Cattle
Chris Knievel 402.380.3237



Dave & Lisa Zeis
Valley, NE
402.720.196



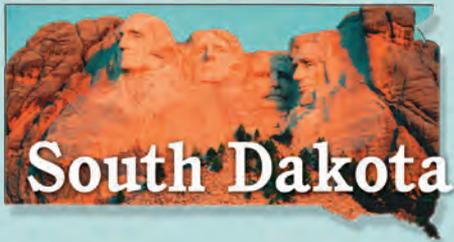
Clint Robinson
Valley, NE
402.672.3556



Ken Steenhoek 515.979.9713
Jay Steenhoek 515.238.5938
Scott Grass 515.689.1012



Troy Hadden
Castana, IA
712.281.2690



www.southdakotasimmental.com

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 16, 2018 • 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



ANNUAL SALE
FIRST THURSDAY
IN FEBRUARY

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

R&R Cattle Company

Steve & Elaine Reimer & Family
 25657 345th Avenue
 Chamberlain, SD 57325
Phone: 605-234-6111
 Email: rrcattle@midstatesd.net

HART SIMMENTALS

Kerry, Mara, Justin, Travis and Jamie Hart
 10904 387th Avenue • Frederick, SD 57441
 605-329-2587 (home) • 605-252-2065 (Kerry's cell)
 email: 4hooves@nvc.net

WERNING CATTLE COMPANY

Simmental - Angus - SimAngus™
 27262 424th Ave. • Emery, SD 57332
 Dale: 605-825-4219
 Scott: 605-682-9610
 www.werningcattle.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
 Bulls and Females for Sale
 by Private Treaty

LEHRMAN Family SIMMENTALS
 Spencer, South Dakota
Dan Lehrman 605-530-5903
 605-523-2551 (Res) • lehrmanvd@triotel.net
 43058 245th Street • Spencer, SD 57374

Thomas Ranch
 18441 Capri Place
 Harrod, SD 57536
 605-973-2448 (home) Harrod, SD 57536
 605-222-1258 (Troy cell) thomas@venturecomm.net
 605-222-1515 (Cally cell) www.thomasranchcattle.com

Steve & Cathy Eichacker
 605-425-2391 or
 605-421-1152
 email: es@triotel.net
 25446 445th Ave
 Salem, SD 57058
Annual Bull Sale • March 2, 2018

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

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

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

FLITTIE Simmental
Bruce and Sandra Flittie
 11913 342nd Ave • Hosmer, SD 57448
 605-283-2662 • flittiesimm@valleytel.net

B&B SIMMENTAL CATTLE
Betsy Senter
Bonnie Nozicka
 Burke, SD
 605-835-8420
 Selling bulls and heifers private treaty.
 www.bandbsimmentals.com
 Black Simmental and SimAngus™ Breeding Stock



www.ohiosimmental.com

JSC Show Cattle
 The Jones Family
 PO Box 127
 Harrod, OH 45850
 419-648-9196 (home)
 419-648-9967 (office)
 419-230-8675 (cell)

Troy Jones & Randy Jones
 jonesshowcattle@hotmail.com • jonesshowcattle.com

Missing Rail SIMMENTALS
Tim, Peg, Emily & Kyle Brinkman
 D860 County Road 15 Holgate, OH 43527
 Tim. 419.966.5587 | Home. 419.264.3312
 www.missingrailcattle.com

Breeding Cattle at its best!
FSC FERGUSON SHOW CATTLE
 John Ferguson
 440-478-0782
 Herdsman:
 Lindsey Ferguson
 440-478-0503
 www.fergusonshowcattle.com

HF Haley Farms
 11203 Mullinix Road
 West Salem, Ohio 44287
 Pam: 330-353-6072
 Mike: 330-350-0405
 www.haley-farms.com
 Purebred Simmental Cattle

ROLLING HILLS FARMS
 Simmental RHP SimAngus™
Bob, Nancy, Bill and Marcia Hoover
 Belle Center, Ohio
 Home: 937-464-9913 • Bob's Cell: 937-538-1329
 Marcia's Cell: 937-538-1537
 www.rollinghillsfarmsimmentals.com
 rollinghillsfarmsimmentals@hotmail.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

Need Registrations or Transfers in a Hurry?

Use Our Online Herdbook

Herdbook Services offers hands-on registration capabilities.

You enter the data, work through any errors, pay the fees; registration will be completed in minutes. No priority handling fee, no hold-ups (unless there are errors or payment is needed) and can be completed any time of the day or night.

Interesting fact:

90.8% of the animal data is already submitted electronically through Herdbook Services!

Why the encouragement to go online and register the animal yourself?

1. To avoid the priority handling processing fee. This fee will increase to \$50 starting **March 1**, but why pay this fee when you can go online and complete the work yourself?
2. Complete the registration online and if you need it mailed by FedEx or UPS send a request via email (simmental@simmgene.com) for special shipping. **Note:** there is a charge for shipping unless mailed by regular US Mail. Plan ahead and avoid those charges.

Need more encouragement to register online?

1. Normal processing (registration) on paper applications for SimGenetic animals (once received in the ASA office): 3-7 business days (error-free and payment received) depending on the time of year — holiday season could extend longer.
2. Mailing services: within three days of processing (registration) plus the length of time for the US Mail service.

The Customer Service Specialists are just a phone call away to assist you.

1. There are peak times and days where there are large volumes of calls (especially as it closes in on a deadline, you are not alone if you are one who waits until the last minute).
2. If you are unable to get through, feel comfortable leaving a voicemail. Our goal is to return calls as soon as possible, normally within 3-4 hours. If your question can be answered by email, send an email instead of a voice message to:

simmental@simmgene.com

*for general questions
or priority handling*

dna@simmgene.com

for DNA or kit requests

the@simmgene.com

*for Total Herd Enrollment (THE)
(option A & B)*

members@simmgene.com

*for applying for membership or
annual service fee questions*

carcdata@simmgene.com

*for Carcass Merit Program (CMP)
and Total Herd Enrollment (THE)
(option C & D)*

ultrasound@simmgene.com

for ultrasound and barn sheets

To help you plan, here are some items which may hold up registration for a length of time:

1. **DNA / Genetic Abnormalities / Parental Validation / AI Sire / ET Requirements:** DNA Testing is a standard process without any options to expedite this service.
 - a. Normal DNA Testing: 3-4 weeks for results. Disqualification or resampling will take longer.
 - b. DNA kit paperwork requests: 48-hour turnaround
 - c. DNA kits mailed out daily
 - d. Results uploaded daily as they become available from GeneSeek
2. **Non-Compliance:**
Total Herd Enrollment breeders: there is a deadline each year where the previous year's calf data or a reason why no calf data was reported must be submitted. You'll be notified of the dams in your herd which need additional information when you go on-line to submit new registrations. Until this information is completed, no new data will be accepted.
3. **Foundation Registration:**
Sires registered with other breed associations **MUST** be registered with ASA prior to registering progeny. Other breed dams may be registered with ASA as Foundation, but it is optional, not mandatory. Normal processing 10-12 business days (error-free, payment received, DNA requirements completed).
4. **Breeder Signature:**
The owner of the dam at the time of conception is required to sign as breeder. If the applicant and breeder are different, make sure you have breeder's signature on the calf's registration application or breeding information is supplied on the transfer of the dam. If it was sold with calf at side, make sure the seller has registered and transferred the calf to you.
5. **Non-payment:**
Payment is required to complete registrations.



FASTER
◀ GET IT NOW ▶

Priority Handling Processing Service:

ASA offers priority handling services if you are unable to complete your registration online. If the data is error-free and payment is received, normal turnaround time for registration is within two business days. There is a priority handling processing fee \$50 per animal. Regular US Mail service is at no charge, however, other mailing services (i.e. FedEx, UPS or Express Mail) will incur additional charges.

PROOF *in the* PROGENY



Semen available through Owners or Cattle Visions
866-356-4565



Sexed Semen Available



Long's Simmentals
Rob 641-344-3028
Tyler 641-344-5085

KA Cattle Co
Roger & Koty Allen
715-684-9222

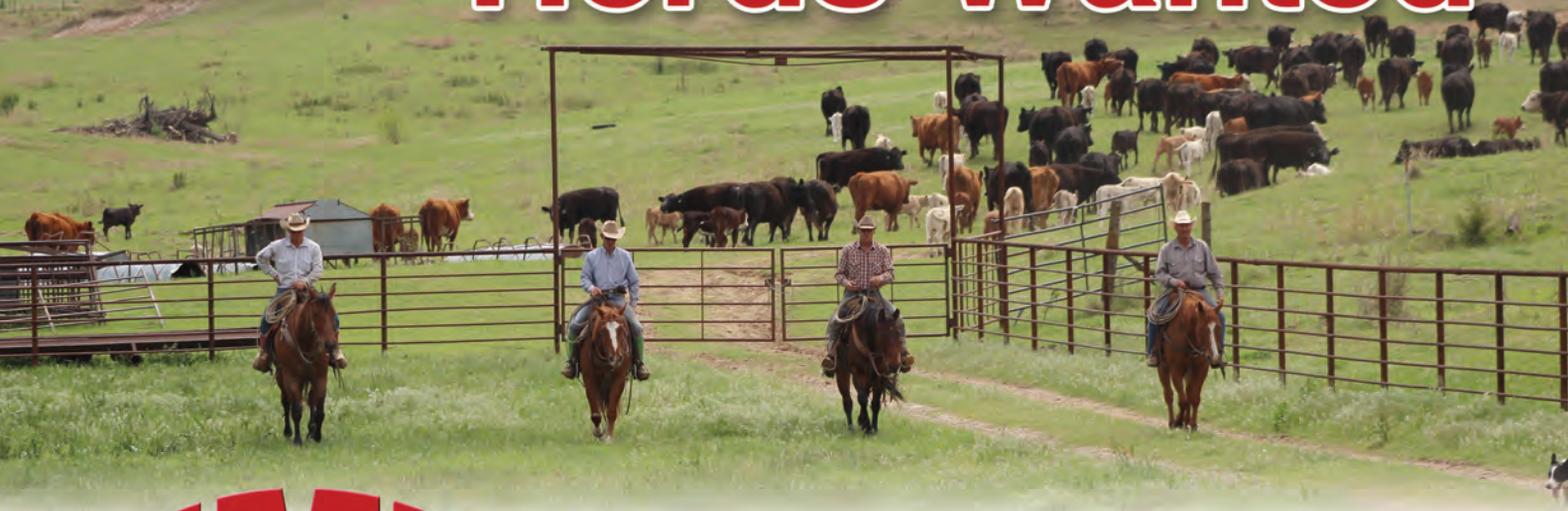
Trennepohl Farms
Scott 765-620-1700
Jeff 765-620-0733

AKA
Andy & Katy Allen

Grand View Cattle Co
Jeff & Christa Wiarda

Jared Royer
573-489-2900

Cooperator Herds Wanted



CMP
ASA
CARCASS MERIT PROGRAM

Members, do you know a commercial operation with accurate and consistent records? Do they retain ownership of the calves or have an interest in collecting carcass data? Would they like to get paid to use some of the most promising young bulls in the industry? Maybe you have a commercial herd of your own that could work as a cooperator herd for the ASA's CMP. Spring or fall calving

"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.*

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 Jackie Atkins or Jannine Story for more information at 406-587-4531.



Hot Sim Solutions

at
CATTLE Visions

K-Ler Kingsman 610D



5/8

ASA#: 3125337
EPDs: CE: 18 \$API: 154 \$TI: 89

W/C Executive 187D



3/4

ASA#: 3182363
EPDs: CE: 14 \$API: 136 \$TI: 79

Yardley Utah Y361



3/4

ASA#: 2641894
EPDs: CE: 8
\$API: 116
\$TI: 64



FHEN Halftime A127



1/2

ASA#: 2884737
EPDs: CE: 16
\$API: 146
\$TI: 77



Halls Confidence A30



1/2

ASA#: 2852652
EPDs: CE: 19
\$API: 137
\$TI: 72



W/C Lock Down 206Z



1/2

ASA#: 2658496
EPDs: CE: 19
\$API: 147
\$TI: 79



W/C United 956Y



1/2

ASA#: 2614725
EPDs: CE: 11
\$API: 145
\$TI: 92



W/C BF Innocent Man 174A



3/4

ASA#: 2785174
EPDs: CE: 7
\$API: 94
\$TI: 51



W/C No Remorse 763Y



1/2

ASA#: 2614801
EPDs: CE: 2
\$API: 66
\$TI: 49



TJ Franchise 451D



1/2

ASA#: 3148384
EPDs: CE: 15 \$API: 147 \$TI: 91
Triangle J's 2017 sale topper and stoutest bull ever produced!

GLS/JRB Cash Flow 163C



3/4

ASA#: 3044489
EPDs: CE: 6 \$API: 113 \$TI: 69

CCR Anchor 9071B



3/4

ASA#: 2882759
EPDs: CE: 21 \$API: 164 \$TI: 84

Rousey Gold Strike 512C



5/8

ASA#: 3000381
EPDs: CE: 20 \$API: 152 \$TI: 87

WS Stepping Stone 844



3/4

ASA#: 2937803
EPDs: CE: 11 \$API: 125 \$TI: 73

Longs the Player C33



3/4

ASA#: 3030191
EPDs: CE: 9 \$API: 115 \$TI: 61

CCR Flint Hills 2092B



1/2

ASA#: 2882607
EPDs: CE: 15 \$API: 146 \$TI: 87

W/C Holy Smoke 060C



1/2

ASA#: 3041168
EPDs: CE: 9 \$API: 148 \$TI: 92

WHF Tenfold C38



3/4

ASA#: 3118596
EPDs: CE: 16 \$API: 153 \$TI: 69

GCC CM Stockbroker B005



1/2

ASA#: 2883938
EPDs: CE: 6 \$API: 102 \$TI: 61

W/C Last Call 206A



1/2

ASA#: 2785178
EPDs: CE: 12 \$API: 130 \$TI: 74

Flying B Mondo 430B



1/2

ASA#: 2939745
EPDs: CE: 6 \$API: 97 \$TI: 50

GCC Whizard 125W



1/2

ASA#: 2511023
EPDs: CE: 10 \$API: 91 \$TI: 55

Hara's Distinction 10C



3/4

ASA#: 3083878
EPDs: CE: 5 \$API: 90 \$TI: 71

CCR Masterlink 9054C



3/4

ASA#: 3026360
EPDs: CE: 7 \$API: 157 \$TI: 84

W/C Red Revolver 8443C



3/4

ASA#: 3041173
EPDs: CE: 13 \$API: 101 \$TI: 52

NEW MEMBERS

ALABAMA

Enfinger Cattle Co
12195 Co Rd 41
Hartford, AL 36344

COLORADO

Emma Vickland
1330 Sunset Street
Longmont, CO 80501

GEORGIA

Clotfelter Farms LLC
2433 Clotfelter Rd
Bogart, GA 30622

L.G. Herndon Jr. Farms Inc
1188 Lawson Rd
Lyons, GA 30436

ILLINOIS

Cody Zeeck
13382 N SR 97
Havana, IL 62644

Sawyer Farms
12191 Cabin Rd
Argenta, IL 62501

Mapes, Brad
586 N Bradshaw Rd
Stockton, IL 61085

INDIANA

Ronald Spencer II
4463 N CR 575 E
Fillmore, IN 46128

IOWA

Ricklefs Cattle Company
40431 150th Ave
Laurens, IA 50554

Triple JD Show Cattle
5425 Lisbon St
Prole, IA 50229

Poots Cattle
5804 Harwood Dr
Des Moines, IA 50312

Ory Brothers Inc
36073 Knox Ave
Earlham, IA 50072

Hoefling Cattle Company
31213 280th St
Merrill, IA 51038

KANSAS

Cole A Clanton
20950 Walmer Rd
Bucyrus, KS 66013

KENTUCKY

S&G Cattle
3213 Ironworks Rd
Georgetown, KY 40324

MINNESOTA

Hawkins Cattle
2780 105th St E
Inver Grove Heights, MN 55077

Clint Harguth
207 Devin Dr
Saint Charles, MN 55972

MISSISSIPPI

Riddle Farms
63042 Hwy 25 N
Amory, MS 38821

NEBRASKA

Lerwick Livestock Inc
190852 Stegall Rd.
Lyman, NE 69352

Jara Settles
84663 Hwy 35
Hoskins, NE 68740

Lowell Schardt
85546 580 Ave
Wayne, NE 68787

NORTH DAKOTA

ET Arrow Ranch
5125 53rd St
Almont, ND 58520

OHIO

STJ Ruffing Cattle Company
775 N State Route 18
Republic, OH 44867

Gary Short
V 071 Rd 19
Archbold, OH 43502

OKLAHOMA

J&K Cattle
19750 E 840 Rd
Leedey, OK 73654

Forgy Cattle Company
819 Jeannie Lane
Caddo, OK 74729

Bret Hanza
807 SE 3rd St
Lawton, OK 73501

SOUTH DAKOTA

Barber Farms Simmentals
23137 373rd Ave
Wessington Springs, SD 57382

Chad Homan
922 8th Ave S
Faulkton, SD 57438

CM Peck Simmentals
28228 347th Ave
Burke, SD 57523

TEXAS

Cole Pridemore
266 Parker Lane
Sumner, TX 75486

Warren Ottmers
17501 US Hwy 87 N
Fredericksburg, TX 78624

1 Eleven Cattle
2886 FM 920
Bridgeport, TX 76426

VIRGINIA

Quad B Cattle Farm LLC
6375 Piney Woods Road
Riner, VA 24149

WISCONSIN

Pojak RRA LLC
N6569 Cty Rd W
Mondovi, WI 54755

Switch's Show Stock
N3126 Willow Rd
Pulaski, WI 54162

WYOMING

Gleason Livestock
452 Heald Rd
Weston, WY 82731 ◆

Boyle Ranch Fleckvieh Genetics



Private Treaty
Fullblood Fleckvieh and Fleckvieh
influenced Black and Red Simmental
bulls.

Coming 2 Year Old, Fall and Spring
Yearlings Available

CALL FOR MORE INFORMATION

Bryan 712-870-8666
Paul 712-899-4736
Logan 712-870-8658
www.boylerranchfleckvieh.com
2610 Taylor Avenue
Danbury, IA 51019

Like us on Facebook

*We love talking cattle,
and we would like to
hear about your
operation's unique
needs and goals.*

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

THE DAYS OF THE SHOTGUN APPROACH TO GENETIC DECISIONS HAVE PASSED

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



BLACKHAWK XAVIER X QUEST

- Blackhawk is the absolute ticket to use on purebred cows and heifers to make better purebred progeny.
- Top 15% or better for CE, BW, MARB, \$API and \$TI, among bulls that can sire purebred progeny.
- Jaw dropping phenotype and structure with across the board genetic improvement for all traits.

CE	BW	WW	YW	MCE	Milk	Stay	DOC	CW
20.9	-4.0	67.9	101.0	8.4	21.9	23.9	12	43.6

YG	Marb	BF	REA	Shear	API	TI
-0.27	0.48	-0.02	1.12	-0.52	183.3	83.9

EPD as of Spring 2018

SexedULTRA 4M™

High Fertility Sex Sorted Semen

MAXIMIZE YOUR GENETIC PROGRESS

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



AUTHORITY AUTHORITY X VOYAGER

- Authority represents the perfect purebred to outcross with Dream On descendants!
- His first calf crop was well-received in the Circle M dispersal in 2017 and he is positioned to positively influence registered and commercial cattle.
- The heifers by Authority have depth and mass complimented by femininity and the bulls are stout and thick.

CE	BW	WW	YW	MCE	Milk	Stay	DOC	CW
13.9	1.0	59.7	94.9	5.4	24.8	11.4	11	48.0

YG	Marb	BF	REA	Shear	API	TI
-0.22	0.07	-0.03	0.92	-0.40	125.0	67.3

EPD as of Spring 2018

THE BEST WAY TO PREDICT
THE FUTURE IS TO

Create It

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

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

ASA FEE SCHEDULE

DNA Services Contact ASA For Testing Kits

Genomic Tests:		Stand Alone ↓	Add-on ↓
*GGP-HD (Required for AI sires/donor dams) \$90	PMel (Diluter) \$20 Free
*GGP-LD \$50	Oculocutaneous Hypopigmentation (OH) \$25 NA
GGP-uLD \$33	Arthrogryposis Multiplex (AM) \$25 \$11
<i>*Add-on tests available</i>		Neuropathic Hydrocephalus (NH) \$25 \$11
		Contractural Arachnodactyly (CA) \$25 \$11
		Developmental Duplication (DD) \$25 \$11
		Tibial Hemimelia (TH) \$25 \$11
**Parental Verification (PV) \$18 Free	Pulmonary Hypoplasia with Anasarca (PHA) \$25 \$11
Coat Color \$20 \$9	Osteopetrosis (OS) \$25 \$11
Red Charlie \$15 NA	BVD PI \$5
Horned/Polled \$50 \$42		

***Subject to additional research fees in the case of exclusions or multi-sire groups*

2018 THE Enrollment

Spring 2018 THE Enrollment (dams calve January 1-June 30) — Early enrollment open October 15 through **December 15, 2017**.
Late enrollment available until February 1, 2018.

Fall 2018 THE Enrollment (dams calve July 1-December 31) — Early enrollment open April 15 through **June 15, 2018**.
Late enrollment available until August 1, 2017.

	Option A (TR)	Option B (SR)	Option C	Option D (CM)
Early Enrollment	\$15.00	FREE	\$7.50	\$500/herd
*Late Enrollment	\$16.00	\$1.00	\$8.50	\$500/herd
<i>*Late enrollment fees</i>				

A re-enrollment fee of \$35.00 applies to any dam that is removed from inventory and re-enters the herd at a later date. A member who has dropped out of THE and wishes to return, may do so for the next enrollment season. Re-enrollment fee is \$35 per animal (maximum of \$350) plus enrollment fees. Non-THE registration fees will apply to the calendar year when a member did not participate in THE.

American Simmental Association Fees

Membership Initiation Fee:

Adult Membership Initiation Fee \$160
Junior Membership Initiation Fee \$50
Prefix Registration \$10

Annual Service Fee (ASF):

Single Membership \$110
Multiple Memberships	
at the same address \$160
Junior Membership \$50

Registration Fees:

Registration Fees enrolled in THE

Enrolled in THE — Option A No Charge
Enrolled in Opt B or C <10 months \$30
Enrolled in Opt B or C ≥10 months <15 months \$40
Enrolled in Opt B or C ≥15 months \$50

Transfer Fees:

First Transfer No Charge
<i>Subsequent Transfers</i>	
Within 60 calendar days of sale \$10
Over 60 calendar days after sale \$30

Additional Transactions:

Priority Processing	
(not including shipping or mailing) \$50
Corrections \$5

Registration Foreign/Foundation Fees:

Register Foreign/Foundation Cow \$17
Register Foreign/Foundation Bull \$25

Registration Fees not enrolled in THE:

Non-THE <10 months \$42
Non-THE ≥10 months <15 months \$52
Non-THE ≥15 months \$62

Diamond H Ranch

Sustainable 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 28, 2018
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.

Diamond H Ranch

JUSTIN & JADE HERL

(785) 623-8404

VICTORIA, KS 67671

REGISTERED HEIFERS - YEARLING BULLS - COMMERCIAL HEIFERS

www.diamondhcattle.org



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!

Forest & Charlette Lucas

DATE BOOK

FEBRUARY 2018						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			

MARCH 2018						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

FEBRUARY

- 1 Black Hills Stock Show and Sale — Rapid City, SD
- 1 Stavick Simmentals' Annual Sale — Eblen, SD (pg. 87)
- 2 Kunkel Simmentals' Annual Bull and Bred Female Sale — New Salem, ND
- 3 Klain Simmental Ranch's 36th Annual Production Sale — Turtle Lake, ND
- 3 Loonan Stock Farms' 43rd Anniversary Production Sale — Corning, IA
- 3 Prickly Pear "Made In Montana" Sale — Helena, MT (pg. 52)
- 3 Ruby Cattle Co Simmental Performance Bull Sale — Lamoni, IA
- 3 Springer Simmental's "Value Based" Genetics Sale — Decorah, IA
- 3 The Turn In Bull Sale — Sioux Center, IA
- 3 Turnpike Creek Farms Bull and Female Sale — Milna, GA
- 4 Blue River Gang 34th Production Sale — Rising City, NE
- 4 Hartman Cattle Company's Simmental Bull Sale — Tecumseh, NE
- 5 38th Annual Gateway "Breeding Value" Bull Sale — Lewistown, MT
- 5 Wicks Cattle's Bull Sale — Richardton, ND
- 6 James Creek Simmental's Annual Private Treaty Sale, Vo. XV — Heaton, ND
- 6 Koeplin's Black Simmentals' 30th Annual Production Sale — Mandan, ND
- 6 Sloup & Friends Winter Event Online Sale — www.dponlinesales.com
- 6 T&T Cattle's Production Sale — Riverton, WY
- 7 Begger's Diamond V Big Sky Genetic Source Bull Sale — Wibaux, MT (pg. 52)
- 8 Hart Simmental Beef Builder Bull Sale — Frederick, SD
- 8 Lassle Ranch Simmentals' 25th Annual Production Sale — Glendive, MT
- 9 Bata Brothers 21st Annual Bull Sale — Rugby, ND
- 9 Hook Farms and Clear Springs' "Bred for Balance" Sale — Starbuck, MN
- 9 TNT Simmentals' Annual Bull Sale — Almont, ND
- 9 Watertown Winter Farm Show and Sale — Watertown, SD
- 10 Berger's Herdmasters SimAngus™ Hybrid Bull Sale — North Platte, NE
- 10 CK & Wager Cattle's Inaugural Production Sale — Highmore, SD
- 10 Dixie National Sale — Jackson, MS
- 10 Grass-Lunning Bulls-Eye Bonanza Sale — LeRoy, MN
- 10 Kenner Simmental Ranch's 22nd Annual Production Sale — Leeds, ND
- 10 RL Fleckvieh Limerock Ranch's 35th Annual Bull and Female Sale — Brandon, IA
- 10 Schaff Angus Valley 115th Production Sale — St. Anthony, ND
- 10 Tom Brothers Private Treaty Bull Sale — Campbellton, TX
- 11 Kline Simmental Ranch's 6th Annual Bull and Female Sale — Hurdsville, ND
- 11 Rydeen Farms 20th Annual "Vision" Sale — Clearbrook, MN
- 12 Benda Ranch Simmentals' Annual Production Sale — Kimball, SD
- 12 Dakota Power Bull Sale — Valley City, ND
- 12 Edge of the West Female and Bull Sale — Mandan, ND
- 12 Iowa Simmental Annual "Mark of Excellence" Sale — Des Moines, IA
- 12 Ludvigson Stock Farms' Dakota Bull Sale — Center, ND
- 13 13th Annual Bichler "Quality Not Quantity" Production Sale — Linton, ND
- 13 Bar CK Cattle Company's 4th Annual Profit Sharing Sale — Culver, OR
- 13 Werning Cattle CO Production Sale — Emery, SD
- 14 River Creek Farms' 28th Annual Bull Sale — Manhattan, KS (pg. 79)
- 14 Wilkinson Farms Simmentals' Breeding for the Future Sale — Montpelier, ND
- 15 Felt Farms' Brands of Excellence Bull Sale — West Point, NE
- 15 Houck Rock Creek Ranch Spring Private Treaty Bull Sale — Allen, KS
- 16 Cow Camp Ranch's Spring Bull Sale — Lost Springs, KS (pgs. 79, 101)
- 16 Dakota Xpress Annual Bull and Female Sale — Mandan, ND (pg. 53)
- 16 Mader Ranches Bull Power Sale — Carstairs, AB
- 16 R&R Cattle Company's Annual Bull and Female Sale — Chamberlain, SD
- 16 Sandy Acres Bull Sale — Creighton, NE
- 17 7P Ranch's 24th Annual Spring Bull and Female Sale — Tyler, TX
- 17 Badger Creek Bull Sale — Emporia, KS
- 17 Dixon Farms, Inc., Private Treaty Sale and Open House — Atwood, KS
- 17 Double T Simmental's Annual Production Sale — Turtle Lake, ND
- 17 Ekstrum Simmentals' Annual Bull Sale — Kimball, SD
- 17 Genetic Blend Bull Sale — Joplin, MO
- 17 Rhodes Angus Open House Bull Sale — Carlinville, IL
- 17 Yon Family Farms's Spring Sale — Ridge Spring, SC
- 18 Trauernicht Simmental Nebraska Platinum Standard Bull Sale — Beatrice, NE
- 19 Bulls of the Big Sky — Billings, MT (pg. 52)
- 20 QBVJT Power By Design Sale — Oakes, ND (pg. 53)

(Continued on page 98)



Thank you to all of the buyers

for the Greater Pacific Simmental Sale:

Sandra Matheson, WA
 Buckley Cox, OR
 Karalynn Adolphsen, WA
 Christine Schwenk, OR
 Lana Smith, OR

Jake Smith, OR
 Shauna Hinton, CA
 Jay Rinderknecht, UT
 Jan Sanburg, WA

Joe Robertson, MS
 Steven King, CA
 Susan Stone, WA
 Ralph Kaehler, MN

**High Seller: \$8,000, 4BarW Paisley
 sired by Uno Mas, to Jan Sanburg**

OJSA DONATION HEIFER



HR Miss Hinton E705
 ASA#: 3251949
 DOB: 1/29/2017

The **Oregon Junior Simmental Association** donation heifer, donated by Hinton Ranch Simmentals, was purchased by KKM Ranch, 4BarW Cattle and Ruckert & Sons Simmental.

H4 Miss Hinton E705 has been donated back to the OJSA as a fundraiser for the 2018 AJSA Western Regional Classic and will be raffled off in February 2018.

Raffle tickets are \$100 each and only 50 tickets will be sold. Contact ricekris@gmail.com to buy your ticket now.



Hinton Family
www.hintonranch.com
 541.892.4264



Ruckert & Sons Simmental
 Rex Ruckert
 Tangent OR
 541.602.9477



Ken Lisenby, Kristine Rice & Family
 Junction City OR
 541.870.3726
ricekris@gmail.com



Angus Simmental, SimAngus
 Show Cattle
 Dave Wilson & Family
 Stanwood, WA
 360.708.5365



www.dponlinesales.com

DATE BOOK continued

FEBRUARY (CONT.)

- 20 Rocky Hill Farms' Online Sale — www.dponlinesales.com
- 21 Chestnut Angus Annual Bull Sale — Pipestone, MN
- 21 TF-Brand Genetics Sale — Middletown, IN
- 22-24 Illinois Performance Tested Bull Sale, Springfield, IL
- 22 Nebraska Cattlemen's Classic Sale — Kearney, NE
- 24 3rd Annual Black and White Spring Forward Sale — Montgomery, AL
- 24-3/3 Hofmann Simmental Farms' "Buy Your Way Sale" — Clay Center, KS (pg. 50)
- 24 Mid-America Simmental Sale — Springfield, IL
- 24 Minnesota State Simmental Sale — Cannon Falls, MN (pg. 23)
- 24 Pigeon Mountain Spring Bull Test Sale — Armuchee, GA
- 25 Hicks Cattle Company's Inaugural Sale — Covington, IN
- 25 Southwest Simmental Group's 20th Annual Spring Production Sale — Dunlap, IA (pg. 58)
- 26-27 Dakota Ladies Online Sale — www.dponlinesales.com
- 26 Lehrman Family Farms Production Sale — Mitchell, SD
- 27 Barker Cattle Company's Production Sale — Burley, ID
- 27 Hill's Ranch Production Sale — Stanford, MT
- 27 Houston International Simmental/Simbrah Sale — Houston, TX
- 27 Larson XL Simmental's 40th Annual Production Sale — Mandan, ND
- 28 C Diamond Simmentals' Production Sale — Dawson, ND

MARCH

- 1 Brink Simmentals' Private Treaty Bull Sale — Elkader, IA
- 1 JMB Angus/Rains Simmental's Bull Sale — Sharon Springs KS (pg. 55)
- 1 Keller Broken Heart Ranch Sale — Mandan, ND (pg. 15)
- 2 60th Tifton Bull Test Sale — Irwinville, GA
- 2 Diamond Bar S Sale — Great Falls, MT
- 2 Eichacker Simmentals' Annual Bull Sale — Salem, SD (pgs. 25, 87)
- 2 KSU Annual Legacy Sale — Manhattan, KS
- 2 Cason's Pride & Joy Bull Sale — Russell, IA
- 3 Kentucky Beef Expo — Louisville, KY (pg. IFC)
- 3 Trinity Farms' Generation of Excellence Sale — Ellensburg, WA (pgs. 53, 99)
- 3 Walsh Simmental Bull Sale, Hubbard, NE (pg. 27)
- 4 Gateway Genetics' Bull Sale — Pierce, NE
- 4 Gold Bullion Group's 16th Annual Sale, Manhattan, KS
- 5-6 March Madness @ Windy Ridge — www.dponlinesales.com
- 6 Dikeman and Huninghake Simmental and Angus Bull Sale — Wamego, KS
- 6 Doll Simmental Ranch's 38th Annual Production Sale — Mandan, ND (pg. 19)
- 6 Open 8 Genetics Sale — Charlo, MT
- 7 Janssen Farms' Scalebuster Bull Sale — Dunlap, IA (pg. 77)
- 7 Prime 360 Beef Bull Sale — Groton, SD
- 8 Cattleman's Kind Bull Sale — San Saba, TX
- 8 Kearns Cattle Company's 29th Annual Bull Sale — Rushville, NE
- 8 Schmig Simmental Ranch's 35th Annual Production Sale — Stockholm, SD
- 8 Volk Livestock's Genetic Option Event — West Point, NE (pg. 86)
- 10 16th Annual Carcass Performance Partners Bull Sale — Lucedale, MS
- 10 Great Lakes Beef Connection Bull Sale — Clare, MI
- 10 Tennessee Beef Agribition — Lebanon, TN (pg. IFC)
- 11 Gonsior Simmental Production Sale — Fullerton, NE (pg. 29)
- 12 Cline Cattle Co. Spring Bull Sale — Manhattan, KS
- 13 Clear Vision Online Sale — www.georgiasimmental.com (pgs. 84-85)
- 13 Open Gate Ranch's Sale — Simms, MT
- 14 Mertens Power Plus — Milbank, SD
- 14 R.A. Brown Ranch's 3rd Annual Spring Bull Sale — Throckmorton, TX
- 14 The Ultra Czech-Mate Bull Sale — Innisfail, SK (pg. 69)
- 16 3C Christensen/NLC Simmental Ranch's Annual Production Sale — Wessington, SD (pg. 87)
- 16 Sunflower Genetics' Annual Production Sale — Maple Hill, KS (pgs. 6, 79)
- 17 Altenburg Super Baldy Ranch's Annual Bull Sale — Fort Collins, CO (pg. BC)
- 17 Dickinson Ranch's Annual Production Sale — Gorham, KS)
- 17 Eastern Spring Sale — Columbus, OH (pg. IFC)
- 17 Lechleiter Simmentals' 30th Annual Bull Sale — Loma, CO
- 17 Red Hill Farms' "More Than a Bull XIII" Bull and Female Sale, Lafayette, TN
- 17 Rockin H Simmental Production Sale — Canby, MN
- 19 Bridle Bit Simmentals' 4th Annual All Terrain Bull Sale — Walsh, CO (pg. BC)
- 19-20 JS Simmentals Online Sale — www.dponlinesales.com
- 20-21 Family Matters Online Sale — www.dponlinesales.com
- 20 Open Gate Ranch Bull Sale — Simms, MT
- 20 TSN Simmental's Bull Sale — Platte, SD ◆

WWW.
simbrah
.com



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

Pine Ridge
Ranch 
LLC Athens, Texas

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

TURBOCHARGE

Your Bull Battery



TRINITY FARMS

www.trinityfarms.info

Mike and Paulette Forman 509.968.4800

Robb and Debbie Forman 509.201.0775

Chelse Forman 509.929.6520

Ellensburg, WA



Annual Bull Sale March 3rd, 2018

RATES & POLICIES

Ad Sales Staff

For All Your Advertising Needs



Nancy Chesterfield

406-587-2778

nchesterfield@simmgene.com



Rebecca Price

406-587-2778

rprice@simmgene.com

International Sales



Jeff Thomas

406-581-8859

jeffthomas138@gmail.com

Subscriptions

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

Serving as American Simmental Association's (ASA) official publication, *the Register* is mailed nine times annually, has a circulation of 5,500+, and is focused primarily on ASA's paid membership. *the Register* is an 8 1/8 x 10 7/8 inch glossy, full-color publication that provides a direct and consistent line of communication to the ASA membership.

Space and four-color rates for *the Register*:

Space Rates	Non-Contract	5X Contract	9X Contract	Four Color
1 page	\$770	\$730	\$700	\$300
2/3 page	\$660	\$630	\$600	\$200
1/2 page	\$440	\$420	\$400	\$150
1/3 page	\$330	\$315	\$300	\$100
1/4 page	\$220	\$210	\$200	\$75
1/8 page	\$150			\$50
3-inch mini	\$100			\$30
2-inch mini	\$85			\$15
2-inch card	\$700/year, 9 insertion			\$135
1-inch card	\$390/year, 9 insertions			\$90
Classified Ads	\$.60/word, \$12.00 minimum, must be prepaid			

Register Deadlines for Publication:

Issue	Sales Close	Ad Materials	Camera Ready	Mail Date
March '18	Feb 1	Feb 9	Feb 16	March 1
April '18	March 1	March 9	March 19	April 2
May/June '18	April 2	April 10	April 20	May 4
July/August '18	June 22	June 29	July 11	July 23
September '18	August 1	August 10	August 17	Sept 4
October '18	August 31	Sept 10	Sept 20	Oct 2
November '18	Oct 1	Oct 10	Oct 19	Nov 1
Dec '18/Jan '19	Nov 15	Nov 21	Dec 7	Dec 19

Send all ad materials to: register@simmgene.com or Fax: 406-587-8853

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 *the Register* office by the dates listed above. *the Register*, which mails by periodicals 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 *the Register* 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

the Register and its staff assume no responsibility or obligation to verify the accuracy and truthfulness of advertising copy submitted to *the Register*. However, *the Register* reserves the right to reject any advertising copy or photo which *the Register* deems unsuitable for publication for any reason, including copy or photographs which are false or misleading. *the Register* assumes no responsibility for the accuracy and truthfulness of submitted print ready ads. Advertisers shall indemnify and hold harmless *the Register* 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 *the Register*. 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 USA
406-587-2778 • Fax 406-587-8853
register@simmgene.com

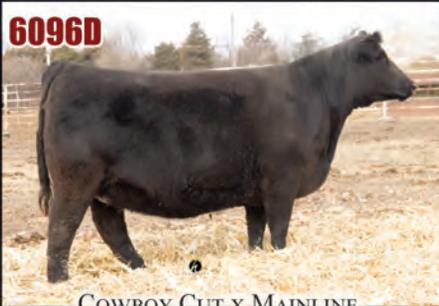
Cow Camp Ranch

49 Years Breeding Registered Seedstock

ANNUAL SPRING BULL & FEMALE SALE Friday, February 16, 2018 - 1:00 PM CST - At the Ranch, Lost Springs, KS

SELLING:

- 200 SimAngus™ & Simmental Bulls - Featuring 100 18-Month-Old Fall Bulls
- 60 SimAngus™ & Simmental Registered Bred Heifers - AI Bred to CCR Boulder & SDS Graduate. Due in March & April.



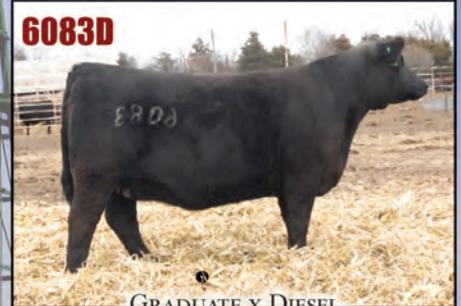
6096D

COWBOY CUT X MAINLINE
CE 19 / BW -2.1 / WW 60 / YW 92
MB .76 / RE .63 / API 166 / TI 84



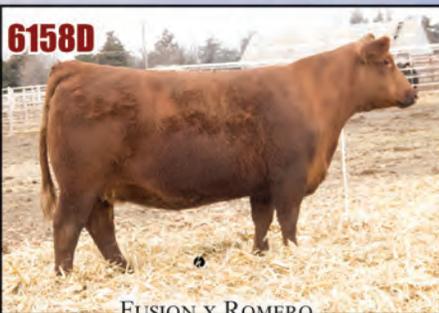
6141D

SPARTAN X SINGLETARY
CE 10 / BW 0.7 / WW 75 / YW 113
MB 1.02 / RE .52 / API 171 / TI 94



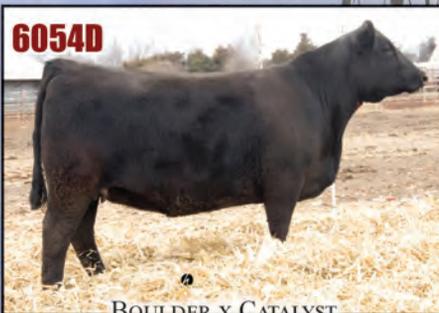
6083D

GRADUATE X DIESEL
CE 11 / BW 1.9 / WW 85 / YW 136
MB .34 / RE .79 / API 147 / TI 82



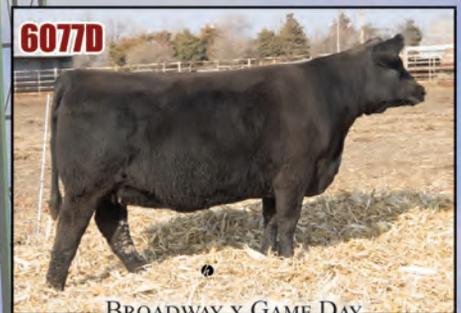
6158D

FUSION X ROMERO
CE 18 / BW -2.0 / WW 47 / YW 78
MB .64 / RE .15 / API 153 / TI 68



6054D

BOULDER X CATALYST
CE 18 / BW -2.1 / WW 53 / YW 85
MB .93 / RE .57 / API 176 / TI 84



6077D

BROADWAY X GAME DAY
CE 7 / BW -0.7 / WW 57 / YW 87
MB .39 / RE .78 / API 130 / TI 69



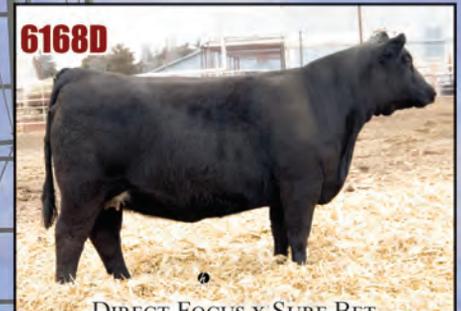
6021D

HOOVERSON X COWBOY CUT
CE 18 / BW -2.7 / WW 30 / YW 59
MB .80 / RE .34 / API 157 / TI 66



6124D

BRILLIANCE 7021X X EVER READY
CE 16 / BW -2.3 / WW 60 / YW 87
MB .52 / RE .70 / API 145 / TI 77



6168D

DIRECT FOCUS X SURE BET
CE 15 / BW -1.4 / WW 51 / YW 71
MB .70 / RE .38 / API 150 / TI 75

**GENOMIC ENHANCED EPDs & ULTRASOUND DATA ON ALL BULLS - FREE DELIVERY IN KANSAS & SURROUNDING STATES
FERTILITY TESTED & FIRST YEAR BREEDING SEASON GUARANTEE**



COW CAMP RANCH - LOST SPRINGS, KS
Family Owned & Operated for 5 Generations

Kent Brunner (785) 466-6475 . Mark Brunner (785) 258-0173
Nolan Brunner (785) 466-1129 . Tracy Brunner/Feed Yard (785) 965-2228
bullsale@cowcampbeef.com . www.CowCampBeef.com



AD INDEX

3C Christensen Ranch	83	Czech-Mate Livestock	69	KA Cattle Co.	89	Rolling Hills Farms	83
4 Bar W	97	Dakota Xpress	53	Kaelberer Simmentals	53	Royer, Jared	89
50K DNA Tests	83	Diamond H Ranch	79, 95	Kansas Simmental Breeders	79	RS&T Simmentals	31
50th Anniversary	49	Dickinson Simmental and Angus Ranch	79	Kaser Brothers Simmental	79	Ruckert & Sons Simmental	97
ABS®	1, 55, 83	Dixon Farms, Inc.	79	Kearns Cattle Company	7	Rust Mountain View Ranch	53
Accelerated Genetics®	7	Doll Simmental Ranch	19	Keller Broken Heart Ranch	15, 53	Sandy Acres Simmental.	81
AKA	89	Dorran, Steve, Auctioneer	62	KenCo Cattle Company.	68	Sargeant Farms	77
Alabama Simmental Breeders	77	Double J Farms.	83	Kenner Simmentals	53	Schnabel Ranch	5, 7
Allied Genetic Resources	5, 16, 50, BC	Double M Simmentals	52	Kentucky Farm Bureau Beef Expo	IFC	Secondino, Krieger, Jame	62
Altenburg Super Baldy Ranch, LLC	77, BC	Double R Cattle Company	31	Kentucky Simmental Breeders	75	Select Sires, Inc.	5, 55
American Junior Simmental Association	57	DP Online Sales, LLC.	97	Kitzerow Cattle Company	77	Sexed Ultra 4M™.	93
American Live Stock Inc.	53	DP Sales Management, LLC.	IFC	KKM Ranch	97	Shipman, Jered, Auctioneer.	62
American Simmental Association	18, 28, 49, 54, 56, 83, 88, 90	DVAuction	15, 25, 55, 58, 95, IFC	Knezek Simmental Simbrah Ranch	52	Shoal Creek Land & Cattle, LLC	31, 81
American Simmental- Simbrah Association	60	Eastern Regional Classic	57	Koch Cattle	5, 52	Silver Towne Farms	3
Arkansas Simmental Association	57	Eberspacher Enterprises, Inc.	23, 25,	Kreis, Ron, Auctioneer.	62	SimAngus™.	54
ART-JEN Simmental Farm	75	27, 29, 31	Krieger Farms	52	SimGenetics Profit Through Science	18, 54, 83
ASA Performance Advocate	28, 52	Ediger Simmental	81	Larry Martin Cattle Sales	58	Slate Farms & Cattle Company.	75
ASA Science Blog	75	Eichacker Simmentals	25, 83	Lassle Ranch Simmentals	7, 52	Sloup Simmentals	81
B & R Simmentals	81	Ekstrum Simmentals	83	Lehrman Family Simmentals.	83	Smith Genetics	2
B&B Simmental Cattle	83	Elk County Simmentals	75	Little Creek Farm.	75	South Central Regional Classic.	57
Bar 5 Simmental Stock Farms Ltd.	77	Ellingson Simmentals.	53	LiveAuctions.TV	6, 31	South Dakota Simmental Breeders	83
Bar CK Cattle Company	79	Fall Focus.	49	Livestock Services	62, 63	Southern New England Simmental Association	57
Bar QH Farms	61	Feeder Profit Calculator™.	63, 75,	Long's Simmentals.	89	Southwest Simmental Group	58
Bata Bros.	53	79, 82, 83	Lucas Cattle Company.	81, 96	Springer Simmental	77
Begger's Diamond V	7, 52	Felt Farms	81	Martin Farms	75	Stanley Martins Farms.	4
Benda Simmentals, Jim	83	Fenton Farms Simmentals	68	Miller Simmentals	52	Stavick Simmental.	83
Bessler Inc, James F.	62	Ferguson Show Cattle	83	Miller, Bruce, Auctioneer	62	Steaks Alive	81
Best of the Barns	11	Filegonia Cattle Company	52	Minnesota Junior Simmental Association	57	Stewart, Greg & Sam	51, 68
Bichler Simmentals	53	Flittie Simmental	81	23, 57	STgenetics®	52, 93
Birdwell, James M., Auctioneer	62	Forster Farms	81	Minnesota Simmental Association	23, 57	Sullivan Supply.	62
Blackford Show Cattle	61	GeneSeek	18	Minnesota Simmental Breeders	77	Sunflower Genetics, LLC	6, 79
Bohrson Marketing Services.	69	Genetic Options Event.	86	Missing Rail Simmentals	83	Superior Productions.	101
Bois d'Arc Land & Cattle Co.	52	GENEX™.	103	Missouri Simmental Breeders	81	T Bar T.	31
Bouchard Livestock International	62	Gengenbach Cattle Company	81	Mitchell Lake Ranch	75	T-Heart Ranch	77, BC
Bovine Elite, LLC	59, 63	GGP	18	Montana Simmental Breeders	52	Tennessee Beef Agribition	IFC
Boyle Ranch	92	Gibbs Farms	5	Monte Christo Ranch & Investments	52	Tennessee Simmental Breeders	75
Brady Land and Cattle.	37	Gold Bullion	79	Morrison, Myra Neal	75	Texas Simmental & Simbrah Breeders	52
Brant Farms	5, 77	Gonsior Simmentals	29	National Classic	57	Thomas Ranch	83
Bridle Bit Simmentals.	BC	Grand View Cattle Co.	89	Nebraska Simmental Breeders	81	THSF	86
Brink Fleckvieh	75	Grass-Lunning Simmentals.	5, 77	Neogen®.	18	Timberland Cattle	77
Brooks Simmental Ranch	31, 79	Greater Pacific Simmental Sale	97	NLC Simmental Ranch.	83	Tingle Farms	75
Bulls of the Big Sky	52	Haley Farms	83	North American Fullblood Breeders	75	Total Herd Enrollment (THE)	52, 77, 79, 81, 83
Buzzard Hollow Ranch	75	Harker Simmentals	52	North Carolina Simmental Breeders	75	Traxinger Simmental	83
C & C Farms	84, 85	Harl, Tracy Auction Company	62	North Central Regional Classic	57	Trennepohl Farms	52, 89
C-MOR Beef Farms	61	Harriman Santa Fe	81	North Dakota Simmental Breeders	53	Triangle J Ranch	5, 7, 81
California Breeders	53	Hart Simmentals	83	Oak Meadow Farms	77	Trinity Farms	53, 99
Canada Simmental Breeders	77	Have You Herd? Blog	81	Ohio Beef Expo	IFC	Triple Z Simmental	75
Canadian Simmental Country Magazine	62	HBE Simmentals	31	Ohio Simmental Breeders	83	Ultra Livestock	69
Carcass Merit Program (CMP)	79, 90	High-Bred Simmental	79	Oklahoma Simmental Breeders	79	UltraInsights Processing Lab Inc.	63
Cattle In Demand	84	Hillstown Farm	5	Oregon Junior Simmental Association	97	Updyke Simmentals	79
Cattle Visions.	10, 11, 33, 34, 35,	Hinton Ranch Simmentals	97	Oregon Simmental Association	57	Vest Lane Farms	31
.	37, 39, 51, 61, 63,	Hofmann Simmental Farms	50, 79	Oregon Simmental Breeders	79	VJT Ranch	53
.	67, 68, 89, 91, 104, IBC	Hook Farms	7	ORlgen	63	Volk Livestock	81, 86
CattleMax Software	17	Hopewell Views Simmentals.	53	Pine Ridge Ranch, LLC.	52, 98	Walsh Simmental	27
Circle 3 Genetics	77	Illinois Simmental Association	57	Prairie Cattle Co.	52	Washington Simmental Breeders	53
Circle M Farms.	39	Illinois Simmental Breeders	53	Priority Pear Simmental Ranch	52	Werning Cattle Company	67
Classifieds	63	Indiana Simmental Breeders	52	Priority Handling	88	Western Cattle Source.	81
Clear Water Simmentals	52	International Genetic Solutions (IGS)	54, 82	Quandt Brothers (QBVJT)	53	Western Regional Classic	57, 97
Clover Valley Simmentals.	52	Iowa Simmental Breeders	77	R&R Cattle Company	83	White Farms, LLC	79
Colorado Simmental Breeders	77	J & C Simmentals	81	Rains Simmental	55	Wildberry Farms	53
Conover, Al, Auctioneer & Sale Management	62	J/C Simmentals	5	RatLiff Cattle Company	75	Wilkinson Farms Simmentals	5, 53
Cow Camp Ranch	79, 101	Jacobs, Roger, Auctioneer	62	Red River Farms	53	Williams Land & Cattle Auction Co.	62
Cow Herd DNA Roundup	83	Janssen Farms	77	Rhodes Angus	53	Willis Simmentals	79
CRR Simmentals	86	Jensen Simmentals	75	Rincker Simmental	53	Zeis Simmentals	81, 86
		JMB Angus.	55	River Creek Farms.	79		
		Jones Show Cattle	83	Rock Creek Ranch.	79		
		JR Simmentals	67	Rocking P.	39		
		JS Simmentals.	61, 86				

The Proof is in the Progeny



1SM00154 ACW IRONHIDE 395Y

IRONHIDE

Reg#: 2624126



888.333.1783 // www.crinet.com

GENEXTM

Part of **Cooperative Resources International**



Card Uproar 49Y

By Mr. NLC Upgrade
EPDs: CE: 5 \$API: 113 \$TI: 80



NAILE Champ!

CAJS Blaze of Glory 42B

By WLE Uno Mas X549
EPDs: CE: 13 \$API: 120 \$TI: 73



WS A Step Up X27

By SS Ebony's Grandmaster
EPDs: CE: 7 \$API: 107 \$TI: 63



Mr. Hoc Broker C623

By Steel Force
EPDs: CE: -6 \$API: 64 \$TI: 53



SSC Shell Shocked 44B

By Remington Secret Weapon 185
EPDs: CE: 12 \$API: 115 \$TI: 61



AR, NAILE & NWSS Champ!

GCC CM Stockbroker B005

By Mr Hoc Broker - SimAngus™
EPDs: CE: 6 \$API: 102 \$TI: 61



Fitz POL Blazon B1203

By PRS Blazin Hot W192
EPDs: CE: 11 \$API: 113 \$TI: 75



S&S Sweet Dreams 507C

By CNS Dream On L186
EPDs: CE: 12 \$API: 116 \$TI: 64



CSCX Bandwagon 513A

By TJSC Optimus Prime
EPDs: CE: 6 \$API: 121 \$TI: 73



W/C Bullseye 3046A

By Lock N Load 54U
EPDs: CE: 17 \$API: 131 \$TI: 69



Kappes Big Ticket C521

By Lock N Load 54U
EPDs: CE: 9 \$API: 116 \$TI: 70



SimAngus™

W/C Lock Down 206Z

By Lock N Load
EPDs: CE: 19 \$API: 147 \$TI: 79



SimAngus™

GCC Whizard 125W

By SVF Steel Force S701
EPDs: CE: 10 \$API: 91 \$TI: 55



SimAngus™

CCR Flint Hills 2092B

By CCR Frontier 0053Z
EPDs: CE: 15 \$API: 146 \$TI: 87



SimAngus™

W/C United 956Y

By TNT Tuition
EPDs: CE: 11 \$API: 145 \$TI: 92



SimAngus™

WLTR Renegade 40U ET

By 3C Macho M450 BZ
EPDs: CE: 6 \$API: 118 \$TI: 74



STF Rock Solid 033C

By CDI Rimrock 325Z
EPDs: CE: 11 \$API: 109 \$TI: 69



Payd

CNS Pays To Dream T759

By CNS Dream On L186
EPDs: CE: 11 \$API: 135 \$TI: 70



Capn

CLO Captain America 704Y

By CNS Pays to Dream T759
EPDs: CE: 14 \$API: 107 \$TI: 64



Angus

Circle M Tejas 107Z

By BC Lookout 7024
EPDs: CE: 19 \$API: 112 \$TI: 58



TJSC 152A "Vindication"

By Flying B Cut Above
EPDs: CE: 4 \$API: 93 \$TI: 58



3/4 SimAngus

WS Stepping Stone B44

By W/C Lock Down
EPDs: CE: 11 \$API: 125 \$TI: 73



Angus

Silveiras Style 9303

By Gambles Hot Rod
EPDs: CE: 18 \$API: 134 \$TI: 65



Angus

SP The Answer 813

By SAV Final Answer 0035
EPDs: CE: 20 \$API: 126 \$TI: 69



W/C Tribute 84C

By Yardley Utah

EPDs: CE: 6 \$API: 130 \$TI: 75



LLSF Pays To Believe ZU194

By CNS Pays To Dream T759

EPDs: CE: 6 \$API: 130 \$TI: 75



K-LER Make It Rain 696S

By Foundation 724N

EPDs: CE: -8 \$API: 89 \$TI: 54



STF Royal Affair Z44M

By Lock N Load

EPDs: CE: 7 \$API: 107 \$TI: 57



LLSF Addiction AY792

By Top Grade

EPDs: CE: 7 \$API: 111 \$TI: 67



Long's Damien A37

By Hooks Shear Force 38K

EPDs: CE: 9 \$API: 145 \$TI: 87



CDI Executive Power 280D

By W/C Executive Order

EPDs: CE: 13 \$API: 157 \$TI: 86



HPF Tradecraft D010

By JF Milestone 999W

EPDs: CE: 8 \$API: 111 \$TI: 73



FBF1 Combustible Y34

By Steel Force

EPDs: CE: 10 \$API: 98 \$TI: 61



LLSF Uprising Z925

By Heads Up 20X ET

EPDs: CE: 4 \$API: 102 \$TI: 78



CCR Anchor 9071B

By CCR Cowboy Cut 5048Z

EPDs: CE: 21 \$API: 164 \$TI: 84



SS/PRS Tail Gater 621Z

By HTP/SVF Duracell T52

EPDs: CE: 10 \$API: 116 \$TI: 75



W/C Grandstand 6B

By W/C Wide Track 694Y

EPDs: CE: 11 \$API: 125 \$TI: 66



W/C Catchin A Dream 27X

By Dream Catcher

EPDs: CE: 10 \$API: 125 \$TI: 68



HPF Rockstar B332

By JF Milestone 999W

EPDs: CE: 6 \$API: 112 \$TI: 79



WAGR Dream Catcher 03R

By Dream On

EPDs: CE: 13 \$API: 132 \$TI: 73



GLS/JRB Cash Flow 163C

By LLSF Pays to Believe ZU194

EPDs: CE: 6 \$API: 113 \$TI: 69



Long's Stand Alone B35

By Built Right

EPDs: CE: 9 \$API: 107 \$TI: 59



Yardley Top Notch C371

By Sandeen Upper Class 2386

EPDs: CE: 9 \$API: 125 \$TI: 68



HLB Maverick A43

By GLS New Direction X148

EPDs: CE: 4 \$API: 101 \$TI: 58



Rousey Gold Strike 512C

By Hooks Trinity 9T

EPDs: CE: 20 \$API: 152 \$TI: 87



WLTR Nashville 22A ET

By High Voltage

EPDs: CE: 11 \$API: 116 \$TI: 65



SAS Big Bruzer Y131

By King of the Yukon (outcross)

EPDs: CE: 11 \$API: 121 \$TI: 63



Call for your free book

866-356-4565

CATTLE VISIONS

Entire lineup online at:

www.cattlevisions.com

Semen available on the best Angus and Clubbie sires too.

A WEEK OF THREE OUTSTANDING COLORADO BULL SALES!



Saturday, March 17th, 2018

Centennial Livestock Auction
Fort Collins, Colorado

Selling **120** Bulls!



ASR Most Wanted E7217

ASA#3303639 LRS Unlimited x W967 donor
Homozygous Polled and Black Purebred
6 Full Brothers Sell!

Includes...

- 20 Fall Age Adv. Bulls
- Black & Red bulls
- Bulls are PAP Tested!

Bulls with Nuts, Butts, & Quits!



ASR Super Baldy E7230

ASA#3303639 EF Commando x W967 donor
Homozygous Polled and Black SimAngus™
6 Full Brothers Sell!

W *Attenburg Super
Baldy Ranch, LLC*

Willie & Sharon Altenburg
970.481.2570 • Fort Collins, CO
Russ Princ, Manager • 256.254.9042
willie@rmi.net
www.altenburgsuperbaldy.com

Monday, March 19th, 2018

Bridle Bit Sale Facility
Walsh, Colorado



Selling **70** Bulls!



Bridle Bit Big Red D626

ASA#3137519 Maternal brother sells 2018

- Bulls sold with complete feed conversion data compiled by GROW SAFE.
- Genomic enhanced EPDs
- Ultrasound data
- Black & Red Bulls
- Purebred & Percentage Bulls



Bridle Bit Mr D654

ASA#3137522 Full brother sells in 2018

Bridle Bit
SIMMENTALS
Erroll Cook & Sons

PO Box 507 • Walsh, CO 81090
719.529.0564, Chad
719.529.0087, Erroll
bridlebitsimm@gmail.com
www.bridlebitsimentals.com

Saturday, March 24th, 2018

at the Ranch LaGarita, Colorado

Selling **200**
Simmental & SimAngus™



LCRR THR MTN Pass 6219D

- J Bar J Nightride sons like this 2017 sale favorite are offered with generations of PAP Data
- Heifer Safe genetics built to perform in the High Altitude

True High Altitude Bulls

- All bulls are PAP tested twice at our lowest elevation of 7,680 ft
- Multiple generations of PAP testing



6223

- Our red program is growing!!
- This stout set high volume of red bulls will be worth the trip to La Garita, CO
- This W/C Last Call 206A son was our featured red bull in 2017

T-HEART RANCH
True High Altitude Cattle

Shane & Beth Temple
5527 County Road 50 • Center, CO 81125
719.850.3082, Shane 719.850.3083, Beth
shane@t-heartranch.com
www.t-heartranch.com