

# the Register

July/August 2017

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## Features

An Eye to the Future

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**About the cover:** Cows on abundant summer grass. Photo by Danielle Durham, Saline County, MO.

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# VIEWPOINT

By ASA Trustee Clay Lassle



As I sit here writing my first Viewpoint, we have finished up delivering the bulls that we sold in our February sale. It is a great time to visit with our customers and find out how our bulls are working for them. If time permits in my travels, I get a bonus of going out and looking at cows and calves, or their yearling heifers. Most of our customers are very open to sharing their objectives concerning their cow herds and the direction that they want to be going. This helps us as we decide which bulls we are going to use AI in the upcoming breeding season.

The decisions that we make concerning which genetics we are going to use are crucial to the future success of the ranches that we supply bulls to. That is a reminder of how important it is as seedstock providers to get the most accurate phenotypic measurements out of real contemporary groups as possible to the ASA.

At our board meetings, we are constantly discussing how important that data is, and how we can encourage the membership to collect it and send it in to ASA. We all benefit from this information. If we also collect and send in DNA it makes this information even more valuable. Whether we like or believe in genomics doesn't really matter because it is not going away and we may as well be in the lead with this new technology.

My granddaughter worked diligently on her heifer and steer, getting them ready for our AJSA Regional Classic in June. I encourage everyone to support this great program any way that you can.

The ASA Fall Focus is also approaching very fast. It will be in Bismarck, ND, September 17-20, I am looking forward to seeing you there. ♦

# MAIL BAG

Dear Editor,

I would like to thank Dr. Jackie Atkins for taking the time out of her day to help agriculture students hear how genetic standards in the classroom are used in everyday cattle operations. Also, thank her for the life advice. Speakers like her help reinforce why I teach what I do.

Thank you,  
Jonathan Anderson

**Editor's note:** *Dr. Jackie Atkins, Director of Science and Education, visited an agriculture class to discuss genetics at Norfolk High School, in Norfolk, Nebraska.*



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# An Eye to The Future

A busy, young couple focuses on genetics and family to grow their enterprise.

By Lilly Brogger



Matt and Brandi Karisch hold a great deal of responsibility. The young couple owns and operates MBK Cattle in Starkville, Mississippi, raising their two-year old son, Mason, each have a full-time career, Brandi working as a professor at Mississippi State University and Matt as a sales specialist for Purina. While this workload keeps them busy, the Karisch family takes it on with passion and undying motivation. They gained this appreciation for the cattle industry from their parents, and are already working to pass it onto their son. Having a cowherd on the side is not a hobby, but rather a growing business venture with a defined goal — Matt's eventual plan is to be on the farm full-time, and years from now, hand it down to Mason.

## Set for Success

Discussing the history of the cow herd, it quickly becomes apparent that the MBK program's roots are as family-focused as its future. Matt grew up in Texas on a Beefmaster operation, and Brandi, once an active member of the AJSA, was raised on her family's Bourg Farms in Louisiana. The couple brought both experience and cattle to their relationship, and purchased their first cow in partnership a month before their wedding. They now have 50 cows, the majority of which are Purebred Simmental or SimAngus™. The remainder are Brahman influenced recipients and a handful are Beefmasters being bred for purebred calves.

Brandi's family runs Simmental cattle at Bourg Farms, and plays a significant role in the Karisch family's operation. Living six hours from Starkville, they can't be involved in the daily operation, but according to Brandi, are vital at shows for keeping track of Mason. "We couldn't do it without my parents there," she explained. Bourg Farms also purchased a bull in partnership with MBK Cattle, "HBOZ Pale Rider 604A." The Bourg family has a spring calving herd and the MBK cows calve primarily in the fall, so the bull spends his time split between Louisiana and Mississippi. They also sell semen on the son of "W/C Paleface 756X." This partnership allowed Matt and Brandi to own genetics that they otherwise may not have been ready to invest in, "They've helped support us when we were in a place where we didn't really need to buy those genetics," said Brandi.

Matt's family has also strongly supported their endeavors. Like the Bourg family, Matt's parents live hours away from Starkville and the daily happenings of MBK Cattle. They have stepped in to help by hauling a number of cattle to and from Texas for the Karisch family, and are always ready to help with work on the farm when they visit.

MBK Cattle relies heavily on embryo transfer for introducing quality genetics. Initially, the purchase of live animals wasn't feasible, "It was more affordable to buy embryos than it was to try and buy live animals," Brandi explained. Around 30 calves each year are the result of this ET work, and recently, they have started flushing some of their own cows.

In addition to the work Matt and Brandi have put into getting started, Brandi attributes much of their current success to the fortunate relationships they have developed. Part of the original cowherd was purchased from Ronnie Putnam, who Matt became acquainted with through Purina, "That helped us grow a lot faster than we would have otherwise," said Brandi.

## Southern Bred & Run

When Brandi was hired by Mississippi State University in 2011, the couple moved to Starkville and was able to purchase a house and 35 acres. They rely on additional lease pasture to run their cows, which consists of land in neighboring counties. Matt and Brandi help the owners of these lease pastures with their own cattle as well. Most of the MBK cows calve in the fall, which allows for the most efficient use of forage and feed. "Fescue offsets our hay and feed a couple of months. Otherwise we would have to start feeding in October, but fescue can delay that until Christmas on a good year," said Matt.

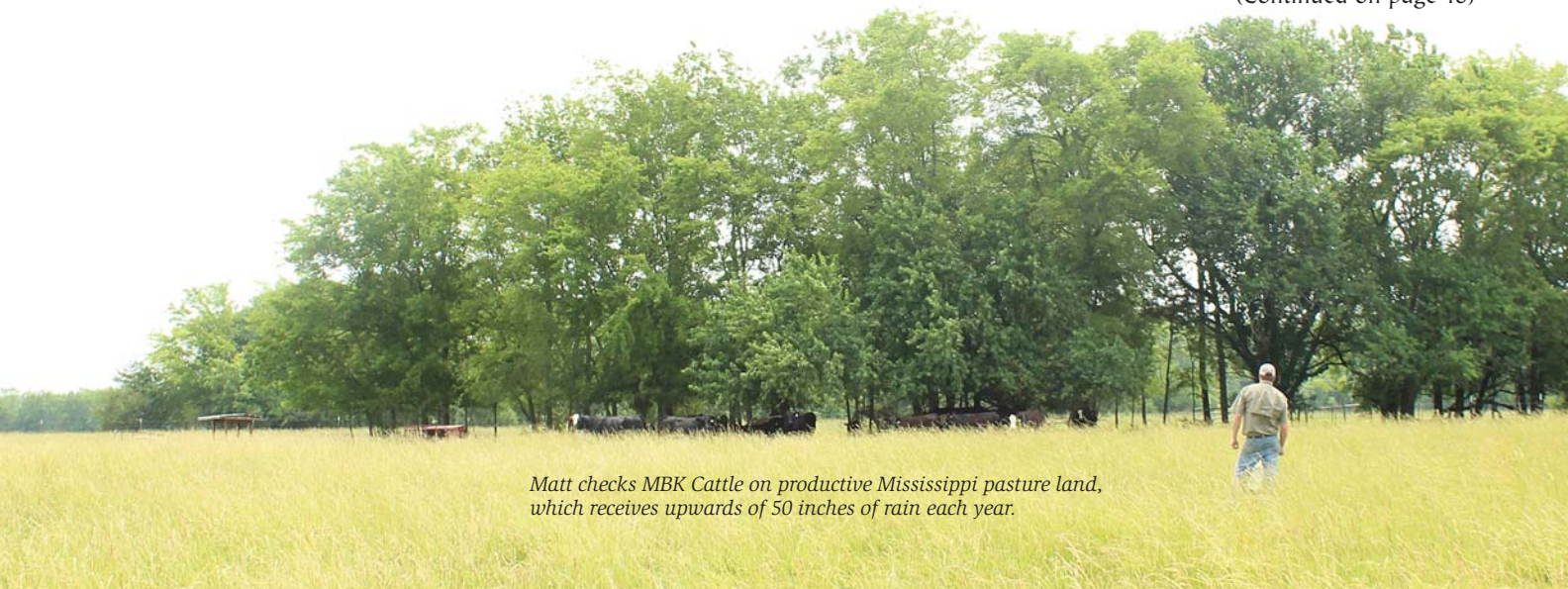
"We like to keep cattle that are adapted to the southeast," Brandi explained. The majority of the cattle added to the MBK herd have come from states no further north than Kentucky. "We've found that animals from more northern climates have issues adapting to the heat and humidity of our summers," said Brandi. This regional focus has allowed for a more defined market as well as a tighter management plan. The cattle are adapted to their environment and pass those qualities onto their offspring. Located four hours north of the Gulf of Mexico, Starkville gets heat, humidity, and around 50 inches of rain per year, and the occasional winter snow storm.

In addition to a southern focus on genetics, the Karisch's focus on cattle that perform and grow. "We don't chase a lot of extremes, but try to make sure that they're balanced in terms of genetics and phenotype," said Brandi. With this balance in mind, Matt and Brandi pointed out that while they do sell show heifers, they end up being productive cows.

Matt worked for V8 Ranch, a Brahman operation in Texas, where he learned a number of management practices used today at MBK Cattle. "I picked up a lot of things, like trying to stack cow families on top of cow families. That's the direction that we've been going," he said. At V8, he also learned the value of temperament, and now puts a special focus on the trait to ensure the safety of Mason and Brandi.

MBK Cattle currently markets animals privately and through consignment sales. Many heifers go on to be shown and then put into cow herds. Most of the bulls are sold to small commercial producers focused on growth. "At the end of the day we still sell them by the pound so they have to have those attributes," said Matt. The top end of each calf crop is genomically tested, which ensures the genetic program is on track, and the animals kept on the farm are allowed time to grow on grass as opposed to pushing them on a heavy feed ration.


(Continued on page 10)



*Matt checks MBK Cattle on productive Mississippi pasture land, which receives upwards of 50 inches of rain each year.*

# An Eye to The Future

(Continued from page 9)

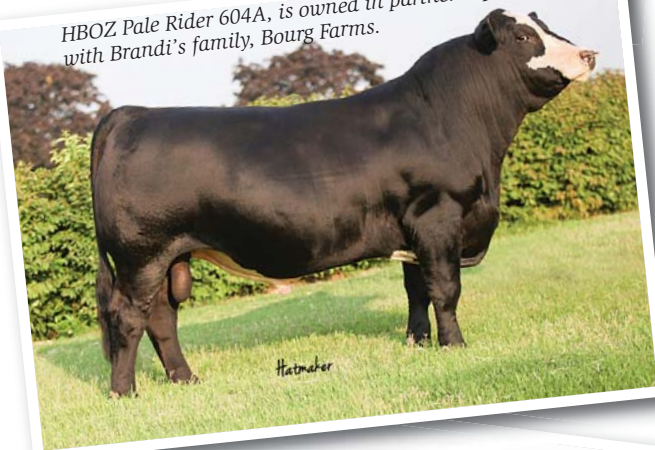


Growing bulls at a slower pace on grass is one part of MBK Cattle's management plan.

*Miss CCF Southern Charm, a daughter of PRTY Southern Style, is the lead donor at MBK Cattle.*



*HBOZ Pale Rider 604A, is owned in partnership with Brandi's family, Bourg Farms.*



*SVF Star ZY224 made it to the donor pen by proving herself and producing quality progeny.*



Matt points out that as a young operation, they haven't nailed down a marketing strategy, but rather are focusing on the genetics they want to see and getting a feel for what works. MBK Cattle exhibits animals at several shows throughout the year, including the Dixie National and the Breeder's Sweepstakes, which allow them to exhibit their cattle as well as spend time with family.

## Focus on Family

"My mom and dad bought my first Simmental and put her in my name when I was two," said Brandi, "He actually started younger than that. Mason was two months old when my dad started asking me if he had an ASA number yet." She continued, "A couple months after that, he had his ASA number set up and my dad put one of his best cows in his name. That's been the foundation for him to start his herd with."

Matt and Brandi's lifestyle — balancing their full-time professions and the cattle business — is focused on their son. They point to the sacrifices their parents made for them to be involved with cattle and want to see the same for Mason. The cows currently in his name are already being bred so he can have bred and owned heifers in the future.

The operation itself is also focused on Mason, but Matt and Brandi recognize that their son will still have to choose to be involved, although he already shows great interest in cows. "We want to make him aware that if he wants to do it, he can do it," said Matt. "To be able to wake up and go to work with my son has always been a dream of mine," he continued.

## Outside Endeavors

In addition to running their cow herd and raising Mason, the Karischs both have full-time, professional jobs. Brandi works for Mississippi State University as the State Beef Extension Specialist. She is the faculty member in charge of the university beef unit as well, and her research is currently focused on cattle health, and management strategies to keep cattle healthy. She received her undergraduate degree in Animal Science at Louisiana State University before attending Texas A&M, where she earned both her MS and PhD in beef cattle nutrition. True to her southern roots, Brandi chose to stay south after receiving her undergraduate degree, which led to her meeting Matt at Texas A&M.

(Continued on page 12)

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# An Eye to The Future

(Continued from page 10)

In addition to fulfilling her duties as an extension specialist, which includes organizing state-wide education efforts for cattle producers, Brandi oversees the beef unit at the school farm. Recently, the school started a Sim-Angus™ HT (Heat Tolerant) program — previously, the herd consisted of Angus, Hereford, Charolais, and a cross-bred commercial herd. While formulating a long-term plan for the cowherd, the farm crew lobbied to introduce Simmental influenced cattle. Brandi wanted to maintain a southern focus, and they settled on SimAngus HT. The program is just getting started, as the first bunch of heifers calved this spring. “Those girls have been really well received,” said Brandi, “From the first time that we had them out at the first field day, as calves on the side of those cows, everybody wanted to know what they were and when we were going to sell them.”

Currently, the university cattle are marketed through bids off the farm and consignment sales. All of the Sim-Angus HT females are being retained and given the opportunity to join the cow herd. Brandi pointed out the school’s focus on fertility, “If she’s open, she doesn’t get a second chance.” The farm cattle are also used to research animal health, which Brandi chooses to focus on based on the nature of farms in Mississippi; the average herd is 30 cows or less, and the majority are herds kept for enjoyment, not necessarily to make a living. “Management is hard for a lot of those guys,” said Brandi, “Many of those calves get sold without having a lot of good management put into them, so we look into ways to keep those cattle healthy as they move through the beef production system.”

While Brandi is busy at the university, Matt works as a sales specialist for Purina. He received a BS in Animal Science at Texas A&M. When they first moved to Starkville, Matt was hired by Mississippi State to oversee the beef unit, but he couldn’t turn down the opportunity to work for Purina and move closer to his goal of working solely on the farm. Like Brandi, he takes personal experience to his job, and even uses MBK cattle to try out Purina products. Matt explained the challenges of being a young person attempting to talk to older producers about new products, and has found major value in being able to relay personal, real-life experience with these customers. “I’m out in the field making sure our products are working,” Matt explained. He covers northern Mississippi, western Alabama, and western Tennessee, which requires considerable time, and motivates the Karischs to produce self-sufficient cattle.

## The Years to Come

MBK Cattle Company is a young program, but has long-term goals. Matt and Brandi bring a wealth of knowledge to MBK Cattle, both in their backgrounds and professions, and are motivated by the future of their family. “It’s an opportunity to watch our son grow up in it,” said Brandi, “All of the long hours and hard work we do, at night and on the weekends, is for him.” Matt echoes this sentiment, “We both have our full-time jobs, and then our full-time cow job, but it’s for Mason. My goal is to one day be able to leave this to him if he wants it.” ♦



*BF Veronica Y11, a daughter of Built Right, given to Mason when he was two months old to serve as the foundation of his herd.*



*Matt and Mason checking their cows. Masons already taking to cattle and farm life.*

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The DeFreese family, back row (left to right): Ruby, Rob, Eleanor, Marla, Brian, J.D., and Liz. Front row (left to right): James, Michelle, Katelyn, and Zach.

# Dialogue with DeFreese

## **ASA Board Chairman Brian DeFreese remarks on programs and key issues facing the Board of Trustees.**

*With Lilly Brogger*

**Brogger:** *Tell us about your background, cattle, and family.*

**DeFreese:** I attended Indiana University for three years, before graduating from Purdue with a BS in animal science. I purchased my first Simmental in 1976 and started Shawnee Cattle Company. We have raised multiple breeds of seedstock, but primarily Simmental for over 40 years. I accepted the position of Beef Unit Manager at Purdue in 2007. I have been married to my wife Marla going on 34 years, and we are parents to three grown children, J.D. (wife Liz), Rob (wife Michelle), and Katelyn (fiancée Zack). Rob and his wife Michelle operate Shawnee Cattle Company and have three small children, Ruby, Eleanor, and James.

**Brogger:** *What were your thoughts as you assumed this leadership role?*

**DeFreese:** I was excited but very mindful of the faith others had put in me to bring our membership together.

**Brogger:** *Are there any major actions you would like to see accomplished?*

**DeFreese:** I would like to help bring all facets of SimGenetics within this industry together through education, activities, and events sponsored by ASA for our membership to attend, all with the goal of becoming more unified. We want to complete Operation Quantum Leap in order to incorporate DNA into the multi-breed genetic evaluation, complete the sale of the One Simmental Way property, and have a great turnout for our AJSA Regional and National Classics as well as the Fall Focus in Bismarck, ND. We also want to get started on a new five-year strategic plan that will help chart our course as we strive to increase market share.

**Brogger:** *How important is it to have diversity on the Board?*

**DeFreese:** It is very important because our membership is diverse and they need representation on the Board reflective of what is important to them. The diversity works well because Trustees use their interests and expertise in committees that bring directives and resolutions to the full Board. Board members interested in junior activities serve on the Activities and Events committee; depending on their interest, other Trustees



serve on the Growth and Development or Breed Improvement committee; Simbrah enthusiasts serve on the Simbrah committee. By serving on the Board, Trustees learn so much about what is important in all regions that they can share with members in the region from which they were elected, which hopefully brings us closer together with at least a level of understanding and respect.

**Brogger:** *How do you, as Board Chairman, encourage all Trustees, including newly elected ones, to become active participants in the decision making process?*

**DeFreese:** In the six years that I have been on the Board, the membership has done a great job of electing Trustees that don't need much encouragement to be active participants. They come to the Board with success in their operations where they had to make tough decisions, so armed with the facts, they don't hesitate to express their opinions and come to a decision that we feel is best for the membership. That being said, it is the Chairman's job to make sure all Trustees are informed, empowered, and comfortable expressing their opinions in the committees and full Board.

**Brogger:** *You have seen IGS take roots, how would you assess the effectiveness and scope of that program?*

**DeFreese:** Time will tell about the scope of IGS, but it seems to be an effective tool to provide a platform for cooperation between breeds and commercial producers, allowing them to work together without the constraints of a breed association bias. Using the multi-breed genetic evaluation with THE and the new Feeder Profit Calculator should give the progressive commercial producer great tools for improving and marketing their cattle. In my opinion, it provides a great way to manage the complexities of a multi-breed cowherd database.

**Brogger:** *What has been the effect of Total Herd Enrollment?*

**DeFreese:** It gives us valuable data. We were informed in April that THE provides 87% of the data ASA receives. Also, it encourages our members to keep good records and gives them the tools to do that.

**Brogger:** *How has the Carcass Merit Program (CMP) been influential in changing the perception of SimGenetics? How has it changed our breed?*

**DeFreese:** It has helped show in an unbiased, real world environment, how SimGenetics can be used very successfully in a crossbreeding system. Without calving difficulties, one can produce a good replacement female or feeder calf that performs in the feedlot and produces a high quality carcass. I think it has helped to dispel some of the negative connotations associated with the use of SimGenetics. It has helped change our breed by encouraging getting birth weight in check, our milk and udder structure in line, and improve our percent choice with a 3 or better yield grade. The results have been released in the industry for everyone to see.

**Brogger:** *How has ASA's Progress Through Performance (PTP) program contributed to breed improvement?*

**DeFreese:** It has made us all aware that show cattle have to work in the real world to. I use a saying from Peyton Scott, "Practical for everyday use but fancy enough for that special occasion." Bill Couch always said, "The only difference between a good herd bull and a good show bull should be a bath and a clip job". I think PTP has helped us keep that focus and perspective. I submit that for the most part, the SimGenetic influenced show cattle of today work in the real world very well. Our customers demand it.

**Brogger:** *How has the implementation of DNA markers changed the beef industry?*

**DeFreese:** It is a tool that helps us parent verify and identify what may be considered a superior animal sooner. In the future, it might help to identify animals that are less prone to sickness and other things not even on our radar yet. It is important to note though that we must keep collecting phenotypic data to correlate back to the DNA.

**Brogger:** *Genetic defects are a major issue of discussion in the beef industry. How would you assess ASA's approach to this subject?*

**DeFreese:** We should monitor, test if there is test, and report all the results of the tests. ASA feels our membership can make breeding decisions based on scientific facts and ASA is committed to providing the facts.

(Continued on page 16)

*DeFreese with students at the Hoosier Beef Congress. From left to right: Hudson Badsy, Ashley Comparet, Jamie Kruze, Chelby Wechel, Jonathon Guyas, Zach Smith, and Taylor Linville.*



# Dialogue with DeFreese (continued from page 15)

**Brogger:** What benefits do the All-Purpose Index (\$API) and Total Index (\$TI) provide?

**DeFreese:** They are tools our members and producers can use to produce cattle that will yield a profit in whatever scenario those cattle are produced in.

**Brogger:** What is the impact of ASA's Field Representatives?

**DeFreese:** They are people that can educate our members about the programs and tools available and how to use them in order to make better cattle for their customers.



DeFreese exhibiting a bull at the NAILE, where he won Reserve Champion Simmental Bull.



WLE Missy U409, a standout female in DeFreese's program.

The Purdue Farm.



**Brogger:** What are the benefits of the National Show and Sale?

**DeFreese:** In my opinion, the National Show, or any show for that matter, is a great place for exhibitors to display their cattle to prospective customers, to share ideas and spend time with fellow exhibitors and the public in general. Many of our members market their cattle not only to fellow breeders and commercial cattlemen, but to the youth of this nation. A "National Show" simply implies that it is a special venue where the best in the nation are on display and will compete for the title of National Champion. To me, we have two National sales each year; one at Louisville and the next at Denver and then at Kansas City and Fort Worth when they are in the rotation. Personally, I truly enjoy cattle shows. I like evaluating the cattle, studying pedigrees and EPDs. I like talking to the exhibitors about what works in their program under their environmental conditions. My students call it "networking". It is a great resource to be able to call people up that you have met at a show and ask about daughters in production or calving ease of a bull.

**Brogger:** What is your assessment of ASA's youth program?

**DeFreese:** I know that the Board and ASA staff put a great deal of time and resources into the Youth program because we believe they are the future of the industry. If one judges the success of the program by some of the young people I have met coming through the ASA youth program then I would say our youth program is very successful. Can we do more to encompass more young people? Yes, and we are working on the Steer Profitability Competition to address that and by all accounts, it is a resounding success. The Activities and Events committee, in conjunction with the AJSA Board, Youth Director Emily Lochner, Director of Member and Industry Relations Chip Kemp, and other industry stakeholders are in the process of developing a long range plan to ensure ASA's youth program is the best that it can be.

**Brogger:** What is the significance of the ASA Foundation?

**DeFreese:** The Foundation provides resources for programs involving Youth, Education and Research that otherwise, ASA could not provide. We cannot thank the Foundation Board members and the people who give so much to the Foundation enough for what they do. They are in the process of developing ways the Foundation can do even more, led by Foundation Board President and ASA Trustee Mr. Fred Schuetze.

**Brogger:** How vital are strong state associations to the overall welfare of SimGenetics?

**DeFreese:** States are at the grassroots level of increasing demand for SimGenetics and ASA is working on ways to help them accomplish their goals. States are vital for encouraging people to become interested in SimGenetics with field days, producer meetings, and shows.

**Brogger:** How secure is the Association from a financial standpoint?

**DeFreese:** It is nice to be able to report that ASA is in great financial shape. We are in a position to really look hard at ways we can help our membership thrive, because our membership has supported ASA very well with dues, activity fees, registrations, transfers, and record level THE enrollment. I want to personally thank our membership for their support over my tenure on the Board because without that, we could not have done anything.

**Brogger:** Discuss the decision to construct a new headquarters building.

**DeFreese:** An assessment was done on the old headquarters which revealed that to make necessary repairs and bring it up to code was going to cost close to one million dollars and we still would have a forty year old building. The opportunity to purchase a nice tract of land in foreclosure presented itself and the Board felt it was in the best interest of our membership, because they had provided the resources, to build a new building. The old property is currently under contract for four million so when that gets sold we will have built a new headquarters on a beautiful site and made money.

**Brogger:** How important is it for ASA members to be involved in the decision-making process, through voting and attendance at local, state, regional and national meetings?

**DeFreese:** The ASA is only as strong as its members. It is vital that we all share ideas and provide inputs to keep making good decisions for our members to thrive. All Trustees are available, approachable, and eager to get input. ASA is providing resources for state associations to become strong and in turn, provide more input. It is time to be proud of your ASA and get involved.

**Brogger:** During this time, when people are relying more and more on the Internet and electronic communication, what do you perceive as the future for ASA's publications?

**DeFreese:** ASA is looking at all options and tracking the use of publications and communications in order to make the best decision for our member services, advertisements, and Internet use. It is ASA's goal to be at the forefront and on the cutting edge in this area.

**Brogger:** What are the historic and current strengths of this organization and our cattle?

**DeFreese:** I think historically, ASA was founded by forward thinking individuals with strong commitments to performance cattle. The whole industry lost its way for awhile, but I think one of the strong points our organization has today is that those were hard lessons learned and we know we can never go down that path again. Our members are still forward thinking individuals that have bred these cattle to work in all environments and for all segments of the industry. We are not afraid to cross-breed these SimGenetics to make cattle that are born easy, get up and nurse within minutes, grow fast to weaning, make great replacements that stop growing at an acceptable mature size with beautiful udders, or grow fast in the feedlot and produce choice grade lean tender carcasses that consumers enjoy. Our SimGenetics cattle are accepted by all facets of the Industry because they are "practical for everyday use but fancy enough for that special occasion." We have it all! Now it is up to us to work together to keep it that way! ♦

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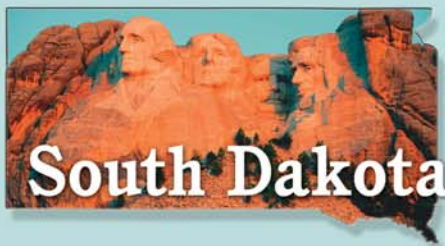
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# The 60's, Jumbo Jets, Dad's Toolbox and Humility



*By Chip Kemp, Director of Membership and Industry Operations*

## **The Story of Profit in the Beef Business.**

An argument could well be made that the year 1968 had as much historical impact and reach as any in modern times. A little reflection will bring to mind turbulence and upheaval that changed a country and forever impacted the world. Society is still very much touched by those things today. We are quickly approaching the 50-year mark of 1968 and the reminder of the power of that time.

But, the gold anniversary of 1968 also carries along with it many high-water moments that are overshadowed by their more emotionally charged historical cousins. Here are just a few:

- The Boeing 747 — the first jumbo jet
- Pilot Jim Lovell and crew were the first humans to orbit the moon
- The first human heart transplant performed
- The Beatles “Hey Jude” was the top single of the year
- Steve McQueen ruled the box office in “Bullitt”
- Electronic Data Systems goes public
- The Gateway Arch is dedicated
- \$3,000 will easily buy a new car

And for those of us in the beef industry, two pivotal entities with kindred spirits took root in the late 1960s. The American Simmental Association (ASA) and the Beef Improvement Federation (BIF) were both officially founded in 1968.

## **Converge — “to move, or cause to move, toward the same point”**

BIF’s tagline states, “Improving the beef industry through performance evaluation”. BIF was a major force behind the standardization of performance records within our industry and helped pave the way for our modern EPD system. BIF continues to stand at the forefront of idea sharing and novel approaches in beef genetics and genomics.

ASA proudly helps author the story of “profiting through science” and how that approach has helped identify profit focused cattle that best serve the commercial producer and our industry. Dr. Wade Shafer, ASA’s current EVP, and Don Vaniman, ASA’s first full-time EVP, recounted the story of “the ASA window” in ASA’s 2016 Annual Report and how, from the beginning, it charted the course with the motto:

*“Visual analysis tells you what a Simmental appears to be.*

*His pedigree tells you what he should be.*

*His performance and progeny tests  
tell you what he actually is.”*

And to this day, one can see the synergy of the two organizations. The 2017 BIF Annual Convention highlighted many ASA efforts, ASA staff, and the International Genetic Solutions (IGS) multi-breed genetic evaluation. At age 50 Ray Kroc had yet to start his McDonald’s empire and Colonel Sanders hadn’t even pondered what is today a hugely successful restaurant chain. BIF and ASA are still a youthful 49 and look at what they’ve already done.

In 1968, and every year since, ASA members have demanded a commitment to the mission. Demanded awareness of how SimGenetics impact the marketplace. Demanded the best tools to identify that impact. Demanded

cutting edge techniques to aid commercial customers as they aim to “Profit through Science”.

What does it take to produce these novel tools? Simple — Courage, Collaboration, Humility & Freedom. This means the latitude and flexibility to address problems in a manner different than the norm. It requires asking the tough questions and letting the facts decide the answers — not marketers. ASA leverages precious member dollars to generate tangible tools to make programs better. ASA reaches across traditional fence lines and boundaries to work alongside other capable and well-intentioned groups, benefitting ASA members and the industry alike. ASA leverages its collaborative relationships through IGS to allow both to succeed in ways others can’t because they operate in ways others won’t. When courage, collaboration, humility, and freedom converge into one place great things happen. Monumental things. Impactful things. Things that become a gift for our entire industry.

“The only way to thrive is to innovate. It’s that simple.”  
Dr. Alex Tabarrok, George Mason University

## **A New Kind of Present**

As a kid, there was always a fall back plan when it came to Dad’s Christmas present. Sure, kids try to be creative and make it a surprise, but it usually comes back to the tried and true. Dads like tools. Period.

And who doesn’t? Thus, when the idea of a tool to highlight feeder calf value arose it seemed a no brainer — if it could truly be done. For generations, producers have been searching for a mechanism to show the worthiness of their calf crop that has been years in the making. Sadly, for many producers, one set of calves of X color and of X

weight brings more or less the same dollars as the next set — regardless of how ready they are for feedlot success. And the buyer is equally as blind. Hide color, ear length, and horn status are supposed to be a proxy for some deep genetic insight into the ability to gain, convert, stay healthy, and marble. It's like buying a used truck based on paint color, mirror shape, and cab lights without so much as a test drive or opening the hood. Dysfunctional at best, where the superior genetics are undervalued and the inferior genetics skate by without a significant penalty.

In recent years, a handful of firms have boldly attempted to shine light on this problem. With varying success, these groups have used approaches that are a step in the right direction — typically choosing to focus primarily on sire information. Unfortunately though, they are often limited in their ability to use cowherd knowledge. Cost of these programs can also be a barrier to entry for many commercial cattlemen.

So how to go farther? “When you need to innovate you need to collaborate,” Marissa Mayer (former CEO of Yahoo). ASA realized the creation of a feeder calf valuation tool would require significant input from across the industry and would garner the most support and uptake if done in conjunction with IGS partner breeds. This provides a more comprehensive tool for commercial producers and leverages the power of a genetic database with roughly 18,000,000 head of known cattle. Frankly, it's time for a change. You can either “Know” or “Guess”. You decide.

Time to unwrap the **IGS Feeder Profit Calculator™**. This tool leverages known genetics and management practices to provide unprecedented awareness of feeder calves.

The history of the IGS Feeder Profit Calculator™ has its roots in ASA's Terminal Index (\$TI). But, honestly, this approach starts way before ASA and way before 1968. Many generations of thoughtful animal breeders, intrigued geneticists, and persistent thinkers built the knowledge base that directly benefits today's beef producer. We could go all the way back to Robert Blakewell's passion for making better cattle in England. Or perhaps discuss Captain Richard King, the cattle baron whose ranch name is now synonymous with luxury and quality. But, the likely hub would be little 'ole Ames, IA, early 1900s. A field of dreams of sorts. At least for geneticists. An all-star list of folks directly responsible for planting the seeds: Lush, Hazel, Henderson. And then forward to renowned researchers across the country responsible for advancing the burgeoning business of cattle genetics.

That brings us full circle to ASA's \$TI which was developed over a decade ago by ASA in collaboration with Dr. Michael MacNeil, a USDA research geneticist at the time. The \$TI is an economic selection index designed for selecting terminal sires and does exactly what it was built to do: determine genetic merit for terminal traits. However, a tool that could account for such things as a current accounting of prices/costs, heterosis, and non-genetic factors (e.g., vaccination status and weaning), would improve the accuracy of predicting feeder calf values. In 2014, ASA's Dr. Wade Shafer and former Director Will Townsend, went to work on such a tool — a calculator to better predict true feeder calf value. Many of the calculator's non-genetic components were sourced by Dr. David Lalman of Oklahoma State University.

Dr. MacNeil, now with Delta G Genetics, contributed with the preliminary work of the construction of the calculator. 2015 and early 2016 highlighted that ASA goes to lengths that other associations simply will not go. ASA took historic legal steps to secure the freedom for serious-minded producers everywhere to have access to powerful, profit-predicting tools. In late 2016, ASA and IGS set about refining the tool and bringing it to the industry. ASA's Shafer, Jordan Bowman, and Chip Kemp, along with support from Steve McGuire and Dr. Matt Spangler, University of Nebraska, have honed the calculator and highlighted it to interested breeders and industry professionals. While technology tools continue to evolve and improve, and the IGS Feeder Profit Calculator™ is no different, it is time to put true power in the hands of commercial producers and serious buyers.

IGS provides the ideal platform to generate unparalleled information on crossbred and composite feeder calves, along with the overwhelming majority of mainstream breeds. The IGS Feeder Profit Calculator™ leverages information from 12 IGS partner breed associations, data from progressive seedstock and commercial clients from across the globe, known calf health and preconditioning knowledge. If that isn't enough, throw in the premier geneticists in the business: the ASA and IGS team, the scientists at Theta Solutions, LLC., and Spangler. It is no wonder the IGS Feeder Profit Calculator™ is ideally suited to provide the industry's benchmark in gauging feeder calf value and empowering producers to market with confidence and allowing feeders to maximize their purchasing dollars.

Oh, and at **NO COST** to producers. That is correct. You can acquire a third-party validation of the profit potential in your feeder calves, at no cost to you. Why? Because awareness has profound impact — impact on a producer's decisions and bottom line. IGS partners are committed to helping producers make prudent, sound, unbiased decisions to better the economic situation of their family and their ranch. When commercial producers win their progressive seedstock providers win. When progressive seedstock providers win their allies in genetic evaluation win. So, while commercial producers can receive an IGS Feeder Profit Calculator™ certification at no cost there really is a price, but that price is born by the serious, profit-minded seedstock producers of IGS. Those seedstock providers are investing in the health and future of our industry and the sustainability of our commercial producers.

Most of us remember what first attracted us to this business. For many it was the straight, no nonsense kind of people with an unyielding passion for developing better cattle — simple to state, but certainly not easy to implement. These are the kind of folks who make up the membership of International Genetic Solutions. No surprise then they'd generate the IGS Feeder Profit Calculator™ — a straight, no nonsense tool to aid beef producers in highlighting the quality of their feeder calves to those serious buyers looking for a leg up.

For those who are interested in a certification or more information, please contact one of the IGS breed association partners or go to [InternationalGeneticSolutions.com](http://InternationalGeneticSolutions.com).

You can either “Know” or “Guess”. Choose “Know”. ♦



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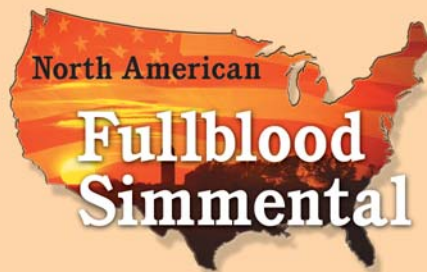
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# PTP Shows Contribute to Our Success

Contributors: Steve Reimer, Curt Rincker, Marty Ropp, Jerry Lipsey

## Part I

### Editor's Note:

*In response to numerous inquiries about the "PTP Shows Contribute to Our Success" series originally published in 2013, we are updating and republishing this four-part series, beginning in the July/August issue and continuing in the September, October, and November issues of the Register.*



Exhibiting SimGenetics allows ASA members to meet potential customers, review cattle produced by others, get unbiased evaluation from notable judges, and enter into conversations about sire selection and production.

On the other hand, each year, hundreds of ASA members who don't use the show ring as a resource sell huge numbers of bulls and heifers. How does our Association blend and service two significantly different businesses?

For decades, we've tried to describe and justify the genetic change impacts of seedstock producers exhibiting cattle, and consequently, producing show winners. The following is an attempt to sort out the opportunities and pitfalls of show ring results on advancing Simmental genetics.

Before ASA initiated Progress Through Performance (PTP) Shows, "judging" was all about conformation. Before our Association leaders decided shows had to change, things like calving ease, marbling, and all the important information from our powerful database were ignored.

By the late 1980s, Simmental and Simbrah Genetics were losing the battle for beef industry importance. Popular show-winning SimGenetics were very large framed, nearly free from fat, and our genetic trends for calving ease, stayability and carcass quality were headed in the wrong direction.

Just look at old Angus and Chi photos, our breeds weren't the only ones selecting for traits that increased Average Daily Gain (ADG) and reduced fat; genetics that we hoped would improve profits for feedyards and packers. However, back in cowherds, birth weight, mature size, and nutrition requirements to keep cows reproducing were "sky-rocketing". And, because Simmental/Simbrah started from dis-advantaged posi-

tions (that is, more birth weight, more milk and larger mature size than many breeds), we were being pushed to completely unmanageable calving ease, cow size and steer finishing weights. There is no doubt, selection for big-framed, late-maturing show ring winners during the 1980s slowed SimGenetic progress.

It really did take some strong ASA leadership to change the long-held position of hands-off shows, and to convince our members that the addition of genetic information would remedy our problems. How could we change our behavior of rewarding only physical beauty, to preferring animals with both advantageous genetic records and exceptional conformation?

The road to selecting show winners with both superior breeding values and conformation advantages has been challenging. All of us have witnessed PTP Shows where winners' EPD profiles were not impressive. Only in the most unusual circumstances has a physically plain or unattractive bull or heifer received preferential placing because of their "paperwork".

With audiences primarily oriented toward conformation improvement, it's exceptionally difficult for judges to put blue and purple ribbons on less-than-beautiful animals even if their EPDs are fantastic. How many of us would be comfortable "slapping" a champion with super-high \$API combined with unattractive muscling, frame size and skeletal soundness?

Without doubt, both genetics and physical features play a role in the success of nearly every cowherd and feedyard (whether they know it or not). Physically attractive cattle catch the eye of potential customers, in the pasture, sale ring, and even packer-buyers visiting feedyards. For the good of every SimGenetic breeder in our business, and our members' customers, there is no reason that we should ignore either conformational or genetic indicators of worth.

The following series on topics of SimGenetic seedstock evaluation are designed to reflect on and summarize realistic opportunities to continue the advance of Simmental influence on the world's beef businesses.

## Part 1. Evaluating and emphasizing skeletal soundness in shows.

All judges comment on preferences of skeletal traits. Freer moving, more correct, better joint angle, sounder footed, deeper heeled, rounder ribbed, and deeper ribbed are common comments. Unlike plants and invertebrate animals that are immobile, food animals require locomotion to live, reproduce, and harvest dietary nutrients. We may falsely assume show ring visual skeletal features relate to the lifetime potentials of important traits such as forage intake, environmental adaptation, health and robustness, cow longevity, and/or sire serving capacity.

However, isn't it reasonable to presume normally mobile animals free from obvious limitations, deformities, swelling, inflammation, etc. have greater lifetime production expectancy than those with skeletal problems? Emphasis on soundness seems like a reasonable visual trait to consider. After all, becoming **the best maternal Continental genetic source** is one of SimGenetic breeders' highest priorities. And, fertile longevity is the most important cowherd economic trait.

Fertile longevity is a huge component of the Stability EPD", and stay is a powerful part of \$API. It may be a "leap of faith" to assume the joint and hoof "things" we see for a few minutes in shows relates to the lifetime hoof shapes and function of joints of cows

There may be too many assumptions to deal with here, but the following is what we must accept if show ring soundness evaluations can contribute to genetic improvement:

- Soundness differences (good and bad) in the show ring reflect soundness differences when the same animals are in production environments.
- Soundness differences used to rank animals in the show ring are significant enough to make a difference in production/reproduction in everyday environments.

Perhaps, our near-obsession with skeletal evaluation combined with focused selection for \$API, is the "yellow brick road" to establishing SimGenetic dominance of Continental maternal value. After all, isn't it good risk management to combine both genetic and physical information to select for prospects of longevity? Poor footed, stiff jointed cattle often just don't make for problem free production. We need to nurture both the perception and reality of great genetic value for fertile longevity in SimGenetics.

Wouldn't it be great if all Simmental influenced cows could routinely wean a calf every year until they were 14 + years old, and require no special maintenance such as hoof trimming or isolated paddock living?

## Questions and Answers:

**Question:** *What is the best way to explain how you evaluate skeletal soundness?*

**Reimer:** I like to evaluate soundness from the ground up and when cattle are on the move. Issues that you may question when livestock are standing express themselves more vividly while in motion. Cattle that are sound in their skeletal makeup will be very fluid and easy in their movement. Management, nutrition and genetics to varying degrees can affect skeletal soundness.

**Rincker:** Looking from the ground up, the front toes and rear hooves should point reasonably straight ahead as cattle move avoiding "toeing out" or "toeing in. The pastern area, the hock, and the knee require flexion to cushion the individual's weight and mass and yet too much give may result in cattle being "weak in their pasterns", "sickle-hocked" or even hocks turning in considered "cow-hocked", and may cause cattle to walk under themselves and dropping their pins. Cattle that lack joint flexion will appear straight on the travel, may labor in their movement seen by raising and dropping their head during travel, and ultimately affecting shoulder angle by making it appear steep from the withers to the point of the shoulders.

**Ropp:** Carefully inspect foot structure (size, heel depth and claw symmetry) and then evaluate optimum joint angularity with flex and agility of movement. Structure is primarily mechanical and when ideal, is designed to absorb shock and thus protect cartilage throughout the system. Square feet and travel too function to minimize wear and tear on joints for the long haul. Long term protection of cartilage and maintaining the integrity of hoof structure are two big keys.

**Question:** *Since exhibited-cattle come from so many herds, do you trust that differences in skeletal soundness will be replicated in each animal's progeny?*

**Reimer:** I think they will be replicated in varying degrees if the problems are caused by inheritance from parents.

**Rincker:** Cattle are presented for show in various body conditions with higher conditioned cattle providing more challenges on movement instinctively tied to the higher grain intake and sheer body mass. However, even with cattle presented in a variety of conditions from different feed regimes, the indicators or proneness an animal has for unsoundness will exist with all types of body condition and will most certainly be passed on, both positive and negatively in their progeny. The challenge for all of us is to understand both genetic structural problems that may affect movement and those structural problems brought on by environment namely management differences, confinement and lot conditions, and diet.

**Ropp:** Yes, even among non-contemporaries, the heritability of soundness appears significant. There is little doubt however that the excessive feeding strategies that many exhibition cattle are subjected to can have a negative impact on feet and leg soundness. This is especially true when you get into the older divisions where abnormal weight for age and obesity is more common.

(Questions and Answers continues on page 26)

# PTP Shows Contribute to Our Success

## Questions and Answers:

(Continued from page 25)

**Question:** *When cattle have their feet trimmed for shows, are you comfortable comparing foot quality differences?*

**Reimer:** Over the past 40 years, I've seen some very artistic methods utilized to enhance or repair hoof issues, some possibly genetic, but most due to management or nutrition. I do feel comfortable in that I believe most breeders are removing those cattle from the population before they start the preparation process for exhibition.

**Rincker:** There is no question that a good foot trim will make it easier to talk about "toeing straighter ahead", having "more depth to the heel", and "more uniform in his/her toe size" than that heifer or bull that was not handled properly during trimming. However, as we continue on higher fiber diets with less grain, and add to that larger paddock sizes providing more exercise, our cattle continue to require less of a foot trim. If you judge cattle, you likely have heard from an exhibitor of a poor moving animal that "Yes, we just trimmed feet a few days ago"; but, unfortunately perception becomes reality so if they look unsound to the evaluator, most judges respond by placing them as if they were.

**Ropp:** Yes, but trimmed feet are more difficult to evaluate. They do however usually still show symptoms of the original issues that required the alteration if you take time to look closely at them.

**Question:** *It's reasonable to assume skeletal soundness impacts many production traits such as growth, reproduction/STAY, and feedyard performance. Would "pressuring up" \$API and \$TI also improve the genetic control of skeletal soundness?*

**Reimer:** I agree it would be a reasonable assumption. At the same time I hope we can identify those problems in a timelier manner to rectify the problem whether it is through the animals genetic makeup or caused by some other environmental issue.

**Rincker:** I think we are doing a better job at emphasizing both \$API and \$TI particularly at the breeding level and in those herds that tend to measure more, whether it be weights, hip heights, or ultrasound data now indicated by a herd's score and compliance to the Performance Advocacy. To answer the question of "pressuring up" \$API and \$TI and impacts on skeletal correctness, I believe is already happening at an accelerating pace. Buyers are requiring more data that can be used to specifically apply to their programs and breeding scenarios so while correctness directly impacts milking ability, performance, STAY, and carcass merit, it also will link back to and impact our valued dollar indexes of \$API and \$TI.

**Ropp:** I don't know, the relationship is probably there, but not necessarily strong. I would however presume improving Stay EPD also improves lifetime soundness traits.

**Question:** *Relative to your view of breeding better cattle and better beef, what is your best comment about the status SimGenetic of skeletal soundness relative to other breeds?*

**Reimer:** I do believe skeletal soundness is the foundation for breeding better cattle and better beef. SimGenetics add a little more mass and durability relative to skeletal design and soundness. These are important pieces of the puzzle as we require cattle to survive harsh conditions, gain more on less, breed on time, have greater longevity and produce carcasses that will yield more high quality product.

**Rincker:** The reasonably sound SimGenetic cattle of today have not always been that way as over time (roughly 40 years since our first importations) we have improved our understanding of correctness and how to select for it. We have a breed that came from an origin of being a high milk, fast performing breed, and as we continue to add shape to our cattle the structural challenge will continue. The Continental breeds, relative to English cattle breeds, were expected to have more muscle and less fat trim, bringing on our early challenges with structure, and yet our breeders and addressed those concerns through selection, and the use of "breed complementation" as opportunities to improve Sim-Genetic soundness.

**Ropp:** Over the past 20 plus years Simmental has made huge strides in the area of structure and soundness. Through direct selection for soundness and reduced mature size, today's Simmental compare well to other breeds where once there was reason for concern. On a very positive note, Simmental foot quality is generally more functional than Angus or Red Angus. There is clearly more heel, foot symmetry and fewer issues with long, misshapen toes. Joint angularity and flexibility however are not always strengths for Simmental when compared to other breeds. More muscular cattle tend to have less joint angle and be slightly less flexible than lighter muscled individuals. That is generally true both within and across breeds. This is not to say that we can't have both and in fact one of our jobs is to use selection to do just that. ♦



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FALL VOL. II

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Derek Evans - (217) 218-0242

# ASA Staff Attends Genetics Conference

By Lilly Brogger



Dr. Bob Weaber discusses cow efficiency in relation to feed intake across breeds.



Dr. Matt Spangler discussing breed complementarity.

Several members of the ASA staff attended the Application of Genetic Technology in Beef Cattle lectureship in Bozeman, Montana, May 8 and 9. The event was hosted by the King Ranch Institute for Ranch Management, a part of Texas A&M University, Kingsville. Dr. Matt Spangler, University of Nebraska, and Dr. Bob Weaber, Kansas State University, led the lectures, focusing on the factors involved in breeding decisions, as well as genomics.

The lectureship was split into two days, the first focused on breeding selection. Weaber opened the program by explaining the relationship between genetics and environment. "Genetics is one part of a complex system you have to manage on your ranch," he said. Cow size, breed composition, available feed, and location are just a few of the environmental factors Weaber discussed as factors affecting a cow's performance, which influence her genetic potential. He also explored marketing and economically relevant traits.

Spangler discussed the development of a system that takes into account the factors Weaber laid out. "First must come the blinding realization that no one breed excels in all areas that lead to profitability," read one of the presentation slides. He went on to discuss traits, and breed complementarity.

Both Weaber and Spangler expounded upon these topics over the course of the lectureship, digging deeper into the intricacies of animal selection, and making calculated decisions about genetic selection. The second day included a more in-depth conversation about genetics, DNA testing, and when it is appropriate to test animals. Hands-on activities were offered allowing exploration of the actual operations of producers in attendance, and an exercise in choosing bulls for different breeding scenarios.

Participants were from a diverse array of operations across the nation. Many were commercial producers looking to improve their selection decisions and increase the quality and profitability of their cattle. In addition, communicators, DNA specialists and breed association representatives were in attendance.

The King Ranch Institute for Ranch Management holds conferences focused on various topics throughout the US. In addition, the organization offers a Masters in Ranch Management at Texas A&M University. Upcoming lectureships will focus on ranch employee management, prescribed burning, systems thinking, and accounting. ♦



Attendees learning about genetics and breeding decisions.



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<sup>1</sup>Data on file. Bayer, Shawnee Mission, KS.

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# Most Prolific Donor Cows

Cows listed must have had at least one calf born (ET or natural) since 6/30/2015. This list is sorted by total numbers of calves reported.

\$API = All Purpose Index    \$TI = Terminal Index

Animal #	Name	Birth Date	Breed	# of Progeny	API	TI	Owner Name
2106820	SOSF EBONYS JOY L-123	2/3/01	PB SM	249	133.1	63.7	WALSH, GROVES, DOUBLE S, JANSSEN
1929545	MISS KANSAS K 11G	1/18/97	3/4 SM 1/4 AN	230	106.1	63.3	DIAMOND D & KS ST UNIV BROOKS
2031670	KS KAYLA J497	3/10/99	PB SM	218	119.5	63.4	ROGER A KENNER
2064375	HHSF BLACK GLITTER	4/28/00	PB SM	176	110.3	62.4	THOMAS RANCH, POLZIN CATTLE
2016435	JM BF H25	9/4/98	PB SM	170	87.3	52.9	JESS-A-MARR FARMS & JERED SHIPMAN
2183899	TNT MISS SADIE M68	3/11/02	PB SM	169	101.1	54.1	RUST MOUNTAIN VIEW RANCH
2186256	KAPPES SADIE M166	3/21/02	PB SM	156	113.7	68.3	KAPPES SIMMENTALS
2146790	TNT MISS HONEY L9	2/21/01	PB SM	155	108.9	52.8	BICHLER SIMMENTAL & TNT SIMMENTAL
2291327	GCF MISS CALIENTE	1/1/05	PB SM	143	113.7	52.8	HARKER SIMMENTALS & SILVERTOWNE FARMS
2154953	SVF NJC MAGNETIC LDY M25	2/16/02	PB SM	136	118.1	66.2	SLOUP SIMMENTALS
2184078	3C MELODY M668 BZ	5/20/02	PB SM	135	116.5	67.9	WAGER CATTLE CO
2527626	CCR MS APPLE 9332W	9/21/09	PB SM	132	125.3	70.8	TOM BROTHERS
2254755	MYERS QUEEN SAZERAC P94	1/26/04	1/2 SM 1/2 AN	130	84.3	55.2	HUDSON PINES FARM
1795682	YC MISS BIK B80	9/2/94	PB SM	127	136.0	67.6	YONCE & CLARK
2235201	SS BABYS BREATH P035	2/12/04	PB SM	127	122.2	61.5	HILBRANDS CATTLE CO
2289443	LAZY H BURN BABY BURNR34	5/11/05	PB SM	127	105.3	61.2	ROCKY HILL FARMS & THE FARMERS GROUP
2304208	MS MISS 306R	1/28/05	PB SM	126	154.2	78.7	PREMIER BEEF
2321552	TNT MISS R77	3/7/05	PB SM	119	144.4	75.4	NLC SIM, HRM CTLE CO, TNT SIM
2193941	ZEIS MISS DRIVE N423	3/2/03	PB SM	115	94.2	52.7	ANDERSON, PIGEON MTN, SELECT CATTLE
2251896	AJE-RCC LIZZYS PEARL P4	5/2/04	PB SM	115	107.1	55.4	CRAIG LAND AND LIVESTOCK
2385520	MISS KNOCKOUT 74T	3/15/07	PB SM	113	110.2	56.5	SCOTT HOBBS, JONES CATTLE, 102 CATTLE CO
2434417	RP/MP RIGHT TO LOVE 015U	3/8/08	3/4 SM 1/4 AN	113	108.4	58.5	KIP BONNELL & HUDSON PINES FARM
2446017	MISS WERNING KP 8543U	2/17/08	PB SM	111	141.4	66.7	DALE WERNING
2144987	HPF MS MELODY M011	2/1/02	PB SM	110	107.1	56.2	4TH MERIDIAN FARM INC
2264626	LRS MISS KEEPSAKE 447P	3/14/04	PB SM	110	108.8	53.3	DANIEL FREUND & ADAM STALEY
2259185	AKERS RUBY 2184	2/26/02	PB AN	109	66.9	50.0	SHOAL CREEK, SLOUP, SNIDER
2287240	SVF/HS EXPECTING A DREAM	3/3/05	PB SM	107	125.7	67.7	PZC, TR, E&B, SF, DF
2227847	HTP SVF DEW THE STROKE	12/4/03	PB SM	106	126.4	65.8	S COOPER, FOREST BROOK, SEE FARMS
2357410	KA TCF INDEPENDENCE S30L	7/4/06	PB SM	106	98.1	58.0	WINDY RIDGE SIMM & GONSIOR SIMM
2226478	JM MISS DANA N31	10/11/03	PB SM	103	94.0	56.0	WINDY RIDGE SIMMENTALS
1973033	LBR RIGHT DREAM H830	1/24/98	PB SM	102	136.3	64.9	C&C FARMS
2199080	SVF/NJC EXPECTATION N206	2/6/03	PB SM	102	119.1	68.1	SUNSET VIEW & HILBRANDS SIMMENTAL
2291973	JF EBONYS JOY 5105R	3/27/05	PB SM	101	104.8	55.4	CLEAR WATER SIMMENTALS
2481646	STF ONYX 451W	1/2/09	PB SM	100	103.6	51.7	SOL & IKES RANCH LLC
2068555	HOOKS KARRIE 47K	2/22/00	PB SM	98	153.3	78.0	PLOUB'S SIMMENTAL FARMS
2123584	TRIPLE C CRAZY QUEEN L98	3/25/01	PB SM	98	97.3	56.7	ETR SIMM & GRISWOLD CATTLE
2104702	OVAL F LINDA L320	3/21/01	PB SM	97	105.2	51.1	OVAL F RANCH
2295057	DMN DAISY MAE	3/3/05	5/8 SM 3/8 AN	97	93.5	49.3	HTP SIMMENTALS
2234021	SILVERSTONE CHYNA MARIE	1/7/04	PB SM	95	129.7	59.4	SILVERSTONE LPC
2198685	SVF SHEZA FANTASY N906	3/9/03	PB SM	94	94.4	52.5	C&C FARMS
2429851	MSR 7828 OF 2094 MATRIX	9/15/07	1/2 SM 1/2 AN	92	124.5	74.0	MOSER SIMMENTAL RANCH
2292038	JF REBA 5302R	2/24/05	PB SM	91	135.2	62.9	PLEASANT HILL FARMS
2341061	JF EBONYS JOY 612S	3/13/06	PB SM	90	135.1	63.8	JANSSEN, SILVERSTONE, HODGEN, CARPENTER
2430381	CIRCLE QUEEN MOTHER N065	8/18/03	PB AN	90	107.5	54.6	CIRCLE RANCH
2235753	SS PWERDRIVE PHYLLIS	2/15/04	PB SM	89	121.5	58.3	KENCO, HUDSON PINES, INGRAM
2290840	SVF NJC EBONYS CHARM R29	3/4/05	PB SM	89	85.0	56.0	HILLTOP SIMMENTALS
2317687	LRS MS DAKOTA 559R	3/21/05	PB SM	88	126.0	65.9	JOE GARRETSON
2385142	DOUBLE R MISS 29G T18	2/2/07	PB SM	88	109.0	68.1	HAILEY EADS
2384721	IR MS RETAIL PROD S933	9/29/06	1/2 SM 1/2 AN	87	128.4	72.9	IRVINE RANCH
2155766	MSR 2094M OF J1018 DRIVE	3/6/02	PB SM	86	111.3	61.3	MOSER, MACH, GOCKE SIMMENTALS ♦





# 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](http://www.simmental.org)



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## DIRECTOR'S DIALOGUE



By Lauren Hyde, Ph.D., Lead Geneticist, International Genetics Solutions.

lhyde@simmgene.com

It seems like whenever I read the news there is at least one report on climate change, vaccines, or genetically modified organisms (GMOs). Whether climate change is a hoax, vaccines are linked to autism, or GMOs cause one to sprout horns if ingested isn't the focus of this article. Instead, the focus is more on what the media has dubbed the "war on science," or in my case, the "war on EPDs."

The war on science is not new. It's human nature to mistrust new ideas that don't fit into our understanding of the world around us. In 1633 Galileo was sentenced to house arrest for life after his theory of heliocentrism (that the earth and other planets revolve around the sun) was published. After Darwin's *On the Origin of Species* was released in 1859, the initial reaction by the public was one of great hostility. After all, who could accept that humans evolved from apes? Even Einstein initially poo-hooped the Big Bang theory of Monseigneur Georges Lemaître, a Catholic priest.

I am not nearly the scientist these men were, but after I started my career as a breed association geneticist in 2000,

I found out all too quickly what the war on science, aka EPDs, was all about. The fall sire summary had just come out, and being a new employee, the Association also published my new phone number. Within two days, if not two hours, I realized that percentile ranking and phone call nastiness were highly correlated.

In all seriousness, I know there are some people who don't trust EPDs, but our heartfelt goal as beef cattle geneticists is to give you the best tools we can, to let you make the best selection decisions YOU can, to make genetic progress in our breed.

Even though the field of beef cattle genetics is changing by leaps and bounds — genomic data were just an afterthought less than a decade, or even 5 years ago — please rest assured that our new software (aka BOLT) will handle these changes.

However, with these changes, I can guarantee you will see reranking among breeding stock. We will be using more information in the form of genomics and applying state-of-the-art software. This is a "YUGE" step up from our "latest" multi-breed software developed over 20 years ago.

Please keep this in mind as you view the new numbers, and please don't shoot me. I'm only your friendly beef cattle geneticist. (But please feel free to direct any of your questions to me . . . as long as you're nice. We want to decrease that correlation.) ♦

## CORPORATE REPORT

### Genex Expand Sexed Semen Market

Genex is adding GenChoice™ 4M semen to its product offering for dairy and beef producers. This new sexed semen product contains twice the number of male sperm cells than traditional GenChoice™ semen. GenChoice™ 4M will soon be available on a number on a limited number of sires.

While the traditional GenChoice™ semen is packaged at two million sperm cells per unit, the new 4M version contains 4 million sperm and is expected to positively impact conception rates.

### Injunction Granted to ABS

The US District Court for the Western District of Wisconsin has announced that ABS Global Inc. (ABS), a division of global animal genetics company Genus PLC, was granted a permanent injunction in connection with its litigation against Inguran LLC, operating as Sexing Technologies (ST).

In granting the permanent injunction, the court confirmed that ST is prevented from enforcing certain research, marketing and non-compete restrictions under the 2012 Semen Sorting Agreement between ST and ABS. ABS sought the injunction in light of the jury finding in August 2016, that ST had willfully maintained monopoly power in the market for sexed bovine semen processing in the US since July 2012.

### Kroger Tests Meal Kits

Kroger is testing its own branded line of meal kits in four stores in its hometown of Cincinnati. The kits, branded Prep + Pared, include all the ingredients for cooking dinner for two at home, and cost \$14.

Nationwide in-store meal kit sales totalled \$80.6 million for the fiscal year ending March 4, up 6.7% from the year-earlier period. The report also noted that 81% of consumers believe meal kits are healthier than prepared foods purchased at the grocery store.

### Chain Debuts Slow-roasted Meat

Huntington Beach, California-based BJ's restaurants has announced a new Brewhouse Slow-Roasted Menu featuring items such as prime rib, turkey, pork ribs, pork shoulder, and a double bone-in pork chop that are slow-roasted for as long as eight hours, then hand carved to order.

The casual dining chain is marketing these items to compete with higher cost steakhouses in tenderness and flavor, but at lower prices by using state-of-the-art ovens. ♦

# 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.

# BULLETINS

## Fall Focus Approaching

The American Simmental Association's fourth annual Fall Focus is scheduled for September 17-20 in Bismarck, North Dakota. Sunday, September 17, promises to be an interesting day with a power packed lineup of distinguished speakers to address the event's theme "Select for Success". Sunday evening, the ND Simmental Association is hosting a dinner and social at the picturesque Black Leg Ranch located east of Bismarck. Monday begins the open Board Meeting with staff updates and open committee meetings throughout the day. Tuesday, the committees will give their reports and present directive and resolutions.

Fall Focus Speakers include: Brian Defreese, Chairman of the ASA Board of Trustees; Dr. Greg Lardy, Department chair Animal Sciences, North Dakota State University; Dr. Lauren Hanna, Assistant Professor, Genetic Improvement of Livestock, North Dakota State University; Dr. Matt Spangler, Associate Professor of Animal Science/Extension Beef Genetics Specialist, University of Nebraska - Lincoln; Dr. Rick Funston, West Central Research & Extension Center, University of Nebraska - Lincoln; and Dr. Mitch Abrahamsen, past Senior Vice President Research and Development, Cobb-Vantress.

In addition, staff from International Genetic Solutions (IGS) and American Simmental Association (ASA) will talk about new program developments, including the Feeder Profit Calculator and the new genetic evaluation using BOLT and single step for genomic predictions. Many of the ASA representatives will be present and available for members to get to know representatives from their area. A panel of esteemed breeders and speakers will address incorporating selection indexes and other tools in beef cattle selection decisions.

Headquarters hotel for the event is the Ramokota Hotel, 800 South 3rd Street, Bismarck, ND, (701-258-7700). A block of rooms has been reserved under the Fall Focus, and the cutoff date for room reservations is September 4, 2017.

There is no registration fee for attendance, but pre-registration by September 6, is required in order to facilitate planning for meals and refreshments. For additional information, contact ASA's Nancy Chesterfield at 406-587-2778.

## CSA to Host 2017 Simmental Federation

The Canadian Simmental Association (CSA) will be hosting the 2017 Simmental Federation of Americas meeting. It will be held in conjunction with the National Simmental Show during the Canadian Western Agribition, November 20-25th, in Regina, Saskatchewan. US Simmental breeders and affiliated industries are invited to attend.

A block of rooms is available until October 20, 2017, at the Double Tree by Hilton Regina. Registration is at a discounted rate before September 15. Go to [www.simmental.com](http://www.simmental.com) to register and find the schedule of events.

## Beef Genetics Survey, Drawing for \$100

As part of USDA funded research, the University of Missouri is conducting a study of attitudes and beliefs regarding genetics and technology in the beef industry. Participants who complete the survey will be entered in a drawing for five \$100 Visa gift cards. For more information and to participate, visit <http://blog.steakgenomics.org/2017/05/BeefSurvey.html>.

## 2018 Steer Profitability Competition Eligibility

The AJSA's inaugural Steer Profitability Competition (SPC) kicked off November 1, 2016. It's time to begin thinking about the 2017/2018 SPC. Any steer calf born between January 15 - April 15, 2017, is eligible for this fall's SPC competition. There is no breed requirement for entry. The animal requires one parent be on file with ASA as either a Simmental or Foundation animal.

Youth aged eight to 21 are encouraged to retain ownership on spring steer calves for entry into the 2017-18 Steer Profitability Competition. Entries are due September 15, 2017. Please direct questions to ASA Membership Director, Chip Kemp at 406-587-4531 ext. 508 or [ckemp@simmgene.com](mailto:ckemp@simmgene.com).

## 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.

## 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](mailto:jatkins@simmgene.com).

## AJSA Schedule and Deadlines

**August 3-6** —

Summit Leadership Conference

**September 15** —

Steer Profitability Competition  
Entry deadline, forms available at [www.juniorsimmental.org](http://www.juniorsimmental.org)

## 2017 Year-Letter is "E"

The year-letter animal identification letter for 2017 is "E", and will be followed by F in 2018 and G in 2019. The letter D was the year-letter designated for use during 2016.

## Office Holiday Schedule

The ASA office will be closed for the following 2017 holidays.

Monday, September 4  
**Labor Day**

Thursday - Friday, November 23-24  
**Thanksgiving**

Friday & Monday, December 22 & 25  
**Christmas** ♦

# 102 River Ridge Cattle Company

## Bedford, IA

Spring 2017  
Calf Crop

61 AI calves from these leading sires: Classified, Wide Track, One Eyed Jack, Madden, Broadway, Yellowstone, Uno Mas and Upgrade. Plus a number of calves sired by our cleanup bulls that include bulls from Sandeen Upper Class and 74T, Uprising and 74T, son of Added Value and son of Madden.



**Donor Cow Miss Knockout 74T**  
ASA# 2385520

- (64A) Heifer sired by Broadway – black baldy, very nice!
- (29Y) Heifer sired by Broadway – sweet heifer.
- (76B) Heifer sired by Loaded Up – red with a lot of white on face, really good, great potential.
- (S048) Heifer sired by Loaded Up – black with nice wide strip of white, will be something special.
- (U9) Bull sired by Classified – power bull.
- (125Z) Heifer sired by Classified – one of our favorites, black and some white on face.
- (57Y) Bull sired by Classified
- (68W) Heifer sired by Classified – black
- (832U) Bull sired by Classified
- (U8) Heifer sired by Profit – thick and deep, lots of mass.
- (M4) Bull sired by Profit – all black, stud bull calf.
- (2A) Bull sired by Hoc Broker.
- (104Z) Bull sired by TJSC Vindication – nice.
- (22A) Heifer sired by Innocent Man – very good.



**Donor Cow Windy Ridge's Jewel S306**  
ASA# 2387878

- (67A) Bull sired by Upgrade
- (63A) Heifer sired by Upgrade
- (88W) Heifer sired by Upgrade
- (023X) Heifer sired by Uprising Z92
- (200Z) Heifer sired by Uprising Z92

**Donor Cow Sloup P419**  
ASA# 2324834

- (30X) Heifer sired by Steel Force
- (105Z) Heifer sired by Steel Force

**Donor Cow J&C Z862**  
ASA# 2668685

- (133Z) Bull sired by Turning Point
- (37A) Heifer sired by Turning Point

**Roger Brummett**  
3108 Highland Avenue  
712-542-7712

**Roger Robison**  
3175 St. Hwy 148  
913-710-2880

**Austin Sorenson**  
712-310-3788

We here at the 102 River Ridge Cattle Company welcome those who stop by the farms. Follow us on Facebook.

By Bill McDonald



The American Simmental/Simbrah Foundation is a direct reflection of the Simmental Breed. They both were developed with a Tri-Purpose. The breed was developed for meat, milk and draught. The Foundation was developed for research, education and youth programs. While one major part is dominant in today's time, all are important to the future of the breed and Association.

Our youth program is second-to-none and is the pride of all our membership. We all want to see this aspect of the Foundation to grow and prepare our youth for not only a bright and positive future in Simmental, but in life as well. As important as the youth program is we also need to build on the other two branches of the Foundation to insure that the future of the Simmental business is bright and positive for them. Research is vital to insure that Simmental is an important part of the beef industry now and in the future. Doing the feed intake study is basic research that lays the groundwork for understanding the role our breed options will play in the future. Education is extremely important to get the knowledge we have gained into the hands of our members as well as

our customers. The Fall Focus meetings are a great way to get that done, as well as letting our membership have a chance to see how our Board works and interact with the Trustees and the process.

I would like to encourage all to attend the Regional and National Classics across the country and the Fall Focus in Bismarck, North Dakota. There is still time to make your plans to attend.

On a personal note, I would like to thank Paulette Cochenour for all she has done for ASA and AJSA. She has worked very hard on behalf of our membership to keep the Executive Vice President and Chairmen on task and up-to-date. Congratulations on your retirement and enjoy your grandchildren and many hikes. ♦

The American Simmental/Simbrah Foundation recognizes and thanks Circle M Farms for their commitment to the ASF Foundation youth programs. At their dispersal, May 6, Foundation Board Members and staff presented Craig McCallum, owner of Circle M Farms, with an honorary thank-you plaque for outstanding service and leadership within the Simmental breed.



Left to right: Greg Burden, Foundation Board; Tonya Phillips, Foundation Board; Emily Lochner, ASA Staff; Fred Schuetze, Foundation Chairman; Craig McCallum, Circle M Farms; Lori Eberspacher, Foundation Board.



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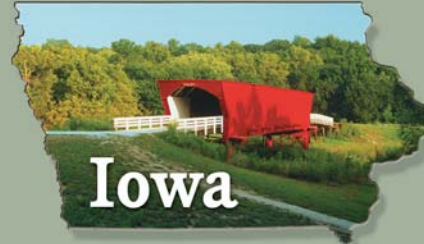
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**2017 Contributions Year to Date  
January 1, 2017 – June 30, 2017**

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Buzzard Hollow Ranch	Chris Schick
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Daniel Johnson	Barnell Simmentals
Zac Abel	James Wurtz

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## STATE SCENE

### MSA Holds Annual Banquet and Meeting

The Minnesota Simmental Association held its 44th Annual (MSA) meeting and banquet, in conjunction with a fundraiser and sale on February 24 and 25 in Cannon Falls. At the banquet, Gabby Nemitz, Minnesota Junior Simmental Association (MJSA) member, was selected as 2017 MJSA Queen, and Morgan Small was chosen for 2017 MJSA Princess. A merchandise auction helped raise funds for the 2018 AJSA National Classic to be hosted by the MSA.



*Audrey Redalen, Fountain; and Whitney Olson, Morris; received MJSA Show Heifer of the Year Awards.*



*Gabby Nemitz, Canby, was crowned the 2017 MN Simmental Association Queen.*

### WJSA Board Members Announced

The Wisconsin Junior Simmental Association (WJSA) has elected its 2017-2018 Board of Trustees.



*(Left to right) Kim Beck, reports to adult Board; Emilie Pauls, Vice President; Ashley Zimmerman, President; Courtney Zimmerman, Secretary; Katelyn Zimmerman, Treasurer; Brian Zimmerman and Elizabeth Zimmerman, Co-reporters.*

### Ohio Simmental Juniors Recognized

Simmental exhibitors were awarded and recognized at the 2017 Ohio Cattle-men's Association (OCA) Beef Exhibitor Show Total (BEST) program, May 6 in Marysville, with the annual awards banquet held at the Ohio Expo Center in Columbus. The BEST program promotes educating Ohio's juniors about beef industry's issues and rewards the successful accomplishments and hard work of those junior beef producers.

This year, the program featured 15 sanctioned shows across the state with over 440 youth participants showing 649 market animals and heifers. Simmental exhibitors were awarded buckles for the breed placements.

## TJSSA Holds 45th State Futurity

The Texas Junior Simmental Simbrah Association (TJSSA) held their 45th State Futurity June 8-11, 2017, at the Brazos County Expo Center in Bryan. Futurity activities included contests to prepare participants for the National Classic, cattle show, director elections, Queen/Sweetheart contest, and the awarding of \$19,000 in scholarships. It was a record breaking year with 143 youth competing in the events, and 193 head of cattle shown.

The TJSSA Board of Directors conducted officer elections, electing Payton Meuth, Floresville, President; Amelia Stavinoha, Eagle Lake, Vice President; Claire Godwin, Round Rock, Secretary; Wyatt Jackson, Blum, Treasurer; Andrew Cano, Edcouch, Reporter; Megan Rogers, Lockhart, Historian; and Colton Franks, Emory, Parliamentarian. Amelia Stavinoha was selected TJSSA Queen and Mia Barba, Rosharon, was selected TJSSA Sweetheart.



2017-2018 Queen and Sweetheart, Left to Right : Megan Rogers, Lockhart; Payton Meuth, Floresville; Amelia Stavinoha, Eagle Lake; Mia Barba, Rosharon; Georgia Dunn-Couhig, Floresville.



TJSSA Board of Directors, Left to Right Seated: Payton Meuth, Floresville; Claire Godwin, Round Rock; Andrew Cano, Edcouch; Megan Rogers, Lockhart; Colton Franks, Emory. Standing: Tyler Denny, Edinburg; Elise Hesseltine, Orange Grove; Mikaela Talley, Floresville; Calley McGinley, Burton; Teegan Mackey, Giddings; Jacob Friedrich, Zabickville.



TJSSA Friend of the Year, the Berry family, Canton.

2017 Scholarship Winners, Left to Right Seated: Elise Hesseltine, Orange Grove; Ashlyn Hesseltine, Orange Grove; Carlye Rodenbeck, Brenham; Paige Hovey, Boerne; Amelia Stavinoha, Eagle Lake; Mikaela Talley, Floresville; Payton Meuth, Floresville. Standing: Jim Ethridge, Franklin; Betty Freasier, Floresville; Dylan Hempel, Victoria; Erin Lusk, Colmesneil; Tyler Jenkins, Orange; Colton Franks, Emory; Claire Godwin, Round Rock; Kaitlynn Miller, Alleyton; Joel Mackey, Giddings; Nancy Tom, Campbellton; Victor Guerra, Linn.



## Colorado Considers COOL

Colorado will consider reinstating country-of-origin labeling (COOL) for beef products sold at retail stores in the state. The bill would require a placard be placed next to beef sold in retail stores, stating "USA Beef", when the beef is derived exclusively from animals born, raised, and processed in the US.

For beef from other countries, the placard would list the name of the foreign country or countries from which it originated. Colorado is the third state to attempt to reinstate COOL since Congress repealed it in December 2015, after the World Trade Organization ruled that COOL violated international trade laws.

## Nebraska Farmers Could Stop Pipeline

President Donald Trump handed TransCanada Pipeline Company a permit for its Keystone XL pipeline in March, but the firm will have to get past about 90 landowners who are located in the path of the pipeline.

Mostly farmers and ranchers are making a last stand against the pipeline- the fate of which now rests with the Nebraska Public Service Commission. Backed by Conservation groups, the producers are casting the project as a threat to prime agriculture lands vital to Nebraska's economy. ♦

# NEWSMAKERS

## In Memoriam...

Kirstin Van Meter, of Armuchee, GA, 33, passed away Tuesday, June 13, after a courageous battle with cancer. Van Meter was an integral part of Select Cattle Enterprises, a family-owned livestock operation and consulting business where she handled all the paperwork and sales catalogs. Survivors include her husband, R. Bruce Van Meter; son, Bruce Anderson "Little Bruce"; two step-sons, Eli and Gabe Van Meter; her father, William Lamar Davis and his wife, Janice; mother, Terri Echols and her husband, Don, and countless other relatives.



Van Meter

## Smith Joins AJSA Board of Trustees

Keanna Smith, of Ignacio, CO, has been elected to the AJSA Board of Trustees, following the resignation of a Western Regional Trustee. AJSA bylaws state that "in the absence of a trustee, the remaining Board Members will nominate and elect a new Trustee to fill the remainder of the term." Smith will serve as a Western Regional Trustee until July 2018.



Smith

Smith grew up in Ignacio, where she graduated with honors from Bayfield High School, and now attends Redlands Community College in El Reno, OK. At Redlands, she is a member of the 2016-2017 Freshman Livestock Judging Team. She is a nursing major, minoring in Animal Science. After graduation from Redlands, she plans to transfer to Texas A&M University to complete her Bachelor's Degree. Smith is a seven-year member of the Colorado Junior Simmental Association and the AJSA.

## Two Veteran Employees Retire

Two long-time ASA employees, representing a combined total of 64 years of service, have retired in recent months. Linda Harris-Bakken, who joined the staff in 1978 and spent her entire 39-year career in records and processing, announced her retirement earlier this spring, followed shortly thereafter by Paulette Cochenour, who worked as ASA's meeting planner and as the Association's International representative over her 26-year career.



Bakken



Cochenour

For years, Bakken, was the first voice that callers heard when they telephoned the office, and she had the responsibility of transferring calls to the individual or department for most efficient handling. Linda and her husband, Al, will be living in the Bozeman area in retirement.

Cochenour joined the staff in 1991 and helped plan and execute the World Simmental Federation World Meeting in Dallas as

her first major contribution. Later, she turned her talents to assisting with ASA Publication, Inc., serving as co-editor and principal proofreader. "Working and getting to know the ASA members and staff has been one of the best experiences of my life. The memories that I will take with me from ASA are something money cannot buy," Cochenour said. She has moved to Helena, where her son, Matthew, and his family, reside.

## ASA Welcomes Tinetti

Erika Tinetti, of Santa Cruz, California, has been hired to fill the ASA position for Customer and Membership Services.



Tinetti

Tinetti was born and raised near the Salinas Valley, better known as "The Salad Bowl of America". Her family leases a ranch in Soledad, where she grew up around cattle, hunting and meat processing. A recent graduate of Montana State University with a degree in Livestock Management, Tinetti's passion for the beef industry was fed as a child by helping her father cut sub-primals and trim, and making sausage, salami, and jerky. Outside of work, she enjoys cooking, hunting, golf, playing cribbage, and spending time on a family friend's ranch in the Crazy Mountains near Big Timber.

## Seng Steps Down at USMEF

The US Meat Export Federation (USMEF) announced that Phil Seng, who has led the organization for the past 27 years, will step down as CEO at the end of this year. Dan Halstron, USMEF senior vice president for marketing, will become president on September 1.



Seng

Seng will remain with the organization as CEO emeritus for one more year. Seng joined USMEF in 1982 as the group's Asia Director, and has long served as the primary spokesperson for USMEF and other exporting interests to government and private entities regarding international trade.

## In Other Publications . . .

Mike, Paulette, and Robb Forman of Trinity Farms, Ellensburg, WA, were featured in the *Western Cowman* Magazine, April 2017 Issue. The article recognizes the Simmental and SimAngus™ operation for giving back to their customers and community. Mike Forman currently serves as an ASA Trustee for the Western Region.

Kris and Glenn Callison, Fire Sweep Ranch, Mount Vernon, MO, were recently featured in *Ozarks Farm & Neighbor*. Kris works as a high school agriculture teacher, and their three children, Rebekah, Rachel, and Seth have been active in AJSA as well as frequent participants in National and Regional Classics.

*Tri-State Neighbor* recently featured ASA Trustee Steve Eichacker, Salem, SD. The feature focuses on his Eichacker Farm's Simmental and Red Angus breeding program, family, and recent election as ASA Trustee.

A commercial SimGenetics operation owned and operated by Terry and Deborah Chandler, Still Water Farm, Dainesville, GA, was recently featured in the April issue of *Georgia Cattleman* Magazine. The family was recognized for their hard work, agriculture success, and passion for their industry. ♦



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*"A picture is worth a thousand words."*



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# BEEF BUSINESS

## USDA Adds Undersecretary Post

Plans to establish an under secretary for trade and foreign agricultural affairs as a part of a reorganization of USDA, have been announced. The Foreign Agriculture Service will be situated under the new under secretary for trade and will work alongside the US Trade Representative (USTR) and the Secretary of Commerce.

USDA also announced the creation of a farm production and conservation mission area, which will focus on domestic agriculture issues. The reorganization involves no reduction in USDA's workforce.

## FDA Delays labeling Rule

The US Food and Drug Administration (FDA) has submitted an interim final rule to the White House Office of Management and Budget that signals a delay to the agency's final menu-labeling rule.

The final rule, which applies to chain restaurants and similar retail food establishments, had been set to take effect on May 5. It requires the posting of calories for standard items on menus; menu boards and/or signs adjacent to self-service foods on display. The National Grocers Association and the National Association of Convenience Stores (NACS) submitted a petition to FDA requesting a stay of the final rule's effective date and re-evaluation of the rule.

## USDA Food Program Costs Down

According to USDA's Economic Research Service (ERS), spending for USDA's 15 domestic food and nutrition programs totaled \$101.9 billion in fiscal year 2016, 2% less than the previous fiscal year, and 7% lower than the 2013 historical high of \$109.2 billion.

The report used preliminary data from USDA's Food & Nutrition Service to examine trends in US food and nutrition assistance programs through fiscal 2016, and ERS data to examine trends in the prevalence and severity of household food insecurity. Approximately one in four Americans participate in one or more of 15 domestic food and nutrition assistance programs that provide children and needy families with better access to food and a healthier diet.

## NCBA Launches Education Effort

The National Cattlemen's Beef Association (NCBA) has rolled out fact sheets on beef production and processing, available to consumers seeking more information about their steaks and other cuts, and how they ultimately got to the plate.

The new fact sheet walks consumers through the steps cattle producers use when administering antibiotics in accordance with Food and Drug Administration guidelines, and the choices consumers have when buying beef in their local supermarket.



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## NDSU, Purdue Split \$590K

The North Dakota Beef Commission (NDBC) is investing more than \$590,000 for research into the health benefits of beef, and other ways of realizing additional value at North Dakota State University and Purdue University. The NDBC is collecting the funds through an additional \$1-per-head state beef checkoff.

Commissioners have allocated check-off funds to nine different research studies from a field of 23 proposals. Five of the research projects examine health-benefits of beef consumption, while four look at methods to improve beef's value in the marketplace and enhance customer satisfaction.

## Organic Meat Sales Jump

Although fresh produce has long been the star of the organic industry, the latest data from the Organic Trade Association (OTA) show sales of organic meat and poultry shot up by more than 17% in 2016 to \$991 million, the categories biggest-ever yearly gain.

Though still a small fraction of the meat and poultry market, the category sales are projected to cross the \$1 billion mark in 2017. US sales of all organic food items reached \$43 billion in 2016, up 8.4% from the previous year. Organic food now accounts for about 5.3% of total food sales in the US.

## Meat Snacks are Trending Higher


The meat snack category has posted compound annual sales growth of more than 7% over the past year. A \$2.8 billion category, meat snacks are bucketed into jerky and sticks, each of which contributes about half of total sales. Jerky had a particularly strong recent year, boasting sales growth matching the category average.

American households spend an average of \$25.81 per year on meat snacks. Their per-trip spent on meat snacks is twice as much as alternatives such as potato chips and popcorn.

## Consumers Baffled by Food Labels

According to a survey conducted by market research company Kynetec, consumers want to know more about what goes into their food but have misconceptions about how it is produced, and are confused by label claims such as "organic" and "no added hormones".

The survey revealed that 82% of consumers buy organic products because they believe the foods to be pesticide-free. Two-thirds bought all natural or organic because they thought the foods were healthier or safer. One-third of consumers thought products labeled "antibiotic-free" meant non-labeled products contained antibiotics. ♦



## 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.*

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## Black Pepper Lowers Carcinogens

Use of black pepper can limit chemical compounds believed to cause cancer that are created when grilling almost any type of meat, according to a study from Kansas State University (KSU) researchers.

The KSU researchers found that using black pepper on beef, pork, chicken, and most types of fish that are headed to the grill nearly eliminates the creation of heterocyclic amines (HCAs) recognized as carcinogens by the World Health Organization. HCAs begin forming at about 300 degrees Fahrenheit and develop more prolifically at 350 degrees and higher.

## Home Delivery Meats May be Unsafe

Researchers at Rutgers University and Tennessee State University, who tested hundreds of meat, poultry, game and seafood items from home delivery systems, such as meal kits, found disturbing results relative to cold-chain integrity, packaging, labeling, and pathogen loads on some of these food items.

Many of the food items arrived as unexpected gifts, increasing the likelihood the products might sit outside for eight hours or more before being opened and refrigerated. Researchers found that only 5% of the deliveries required a signature upon delivery.

## TB Found in South Dakota Herd

Officials have confirmed that bovine tuberculosis (TB) has been found in a South Dakota beef herd. Meat inspectors initially identified the suspect animals during a routine slaughter inspection of otherwise healthy appearing cattle. The cattle were traced to a herd in Harding County. Testing the herd revealed additional infected animals.

State veterinarians, the herd owner, and USDA officials are working together to evaluate the extent of the disease. Adjacent herds will be tested. South Dakota has been recognized as TB free since 1982, but the last affected herd was identified in 2011.

## Salt Blocks, TB Source

Researchers at Michigan State University have confirmed that a primary pathogen associated with bovine TB can survive for up to three days on salt or mineral blocks. The results indicate that environmental conditions can affect survival of the pathogen, but it can survive for up to two days on salt blocks and for more than three days on salt-mineral blocks.

In the winter, the odds of finding the pathogen on the blocks were almost five times higher than during the summer, and three times as high when the block was in the shade compared versus exposed to sunlight. The researchers concluded that salt or mineral blocks could act as sources for spreading bovine TB, especially near wildlife populations that carry the pathogen.

## High-Protein, Low-Carb Best for Weight Loss

Consumers deciding between low-carb and low-fat diets should know that research shows a slight advantage for low-carb diets (LCD) when it comes to weight loss. Physicians from the Mayo Clinic in Arizona found that LCDs, including Atkins, South Beach and Paleo, to be safe for up to six months.

Depending on the diet, participants lost between 2.5 and 9 pounds more than those who followed a low-fat diet. Adhering to a short-term low-carb diet appears to be safe and may be associated with weight reduction. ♦



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# CONNECTION

Developing leaders through friendship, networking, and communication skills!

*Kiersten Jass, Vice President of Marketing, Garner, IA*



As I sit down to write this month's article I can't believe how quickly the summer is flying by. I am preparing to attend the North Central Regional and the National Classic. It sounds like the Eastern, South Central and Western Regionals were very successful and well attended by Simmental members.

While I am getting ready to embark on a couple of weeks of fun-filled Simmental activities I find myself reminiscing on the first time I was able to compete in the junior division at the National Classic, after graduating out of the novice division that I truly enjoyed.

In 2009, I was finally able to compete in the junior division at the National Classic in Columbus, Indiana, and I was so excited! When working on my heifer, I always tried to convince my older sister, Courtney, that I didn't need her help, but as hard as I would pull, I couldn't get her to leave her pen. Part way into summer I finally caved and realized that I needed help with the heifer, as well as preparing for the contests. While Courtney and I would brush heifers at night, we would practice giving each other our sales talk. I remember one time she stumped me when I asked her what kind of operation she ran and she responded with she ran a circus. Of course, my 10 year-old self took her seriously and didn't quite understand why a circus would need a heifer act.

When the National Classic finally came I was so ecstatic to finally be able to compete with all the older kids in the contests. I had made it my goal to place in one contest and

was bound and determined to accomplish it. After working with my heifer all year, I was ready for my favorite contest, showmanship. I remember after I made it to the finals where the judge only kept 20 kids, I knew I had placed and was ready for the banquet to hear where I placed.

All week was spent having fun with friends and competing in the contests, but one of the most memorable parts of this junior national took place in the heifer show. I have always been one to get nervous before I show, even if it's a small jackpot show with 50 head. This was my first time ever getting to show at the National Classic with that many people watching — I was terrified! As my sister likes to remind me, I stood in front of the ring crying and trying to hand my heifer to anyone who walked by before I went in. I remember coming out of the ring after winning my class and asking my dad if I really had to go back in the ring in front of all those people again. Needless to say I went back in and ever since I haven't missed a National Classic. I hope younger members take advantage of all the opportunities that the AJSA has to offer. Some of my fondest memories have come from AJSA events, whether it's a regional, national, or the Summit I will forever be thankful for the friendships that have been created along the way.

As a Trustee, I hope to encourage members not be afraid to try new opportunities offered by the AJSA; take time to meet new friends while at the Regional and National Classics and learn to step outside their comfort zone. I know that these events have provided me with the opportunity to grow personally and gain valuable knowledge that has and will serve me well, as I pursue a future in the livestock industry. ♦

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# PERSONNEL PROFILES

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



Nancy Chesterfield

## Nancy Chesterfield

Nancy Chesterfield began working for ASA in 1984 and has since filled many roles. She started in data input before transitioning to ad sales, now serving as the lead ad and sales coordinator for ASA Publication, Inc. Originally from the Gallatin Valley, Chesterfield grew up running Hereford cattle with her family just 30 miles north of the ASA headquarters. Having seen many changes throughout her time here, Chesterfield points out that this has been her favorite part of working for ASA, "I have enjoyed getting to know the members and their children, and watching the changes within the breed over the last 33 years".

Chesterfield has been married to Mick, a retired game warden, for many years. Her daughter, Crystal, is a hair stylist, and her son, Robbie, works as a university equine program instructor. Crystal and her husband Denver have a little girl, Peyton, who keeps the whole family on their toes. Chesterfield has always enjoyed horses and now spends time cheering her son and family on at horse shows, ropings and other events. After receiving a kidney transplant from co-worker and friend Kathy Shafer, she says she has many more miles to go.



Roth with Ellie, her granddaughter.

## Marilyn Roth

Marilyn grew up in the small ranching community of Hall in western Montana, where her father owned a combined lumber yard, feed store and grain elevator. She graduated from Montana State University in 1977 with a BA in Speech Communication/Deaf Education. The following year, wishing to stay in the Bozeman area, she accepted a position with ASA as a data processor. Thirty-nine years later, Roth is still working for ASA, where she currently works in membership, registration, and customer service.

Roth attributes her long career at ASA to the staff she has worked with through the years, as well as ASA's flexibility. She was able to raise her family while working and now takes one day a week to spend with her granddaughter, Ellie, which she says is the highlight of her week. She is currently looking forward to Ellie's younger sibling who will be joining the family in October. She and her husband, Len, enjoy MSU Bobcat games, golfing, and spending time outside with family and friends.



Jim, Dee and grandson, Brady.

## Jim Largess

Now serving as General Manager of ASA Publication, Inc., Jim Largess joined the staff in August of 1985. Initially, he managed the Association print shop and mailroom. Then, in 1990, when *the Register* was moved from Kansas City to Bozeman, he moved seamlessly to graphic design, responsible for laying out all editorial content. He continues to work in that capacity, while assuming other duties.

Born in Worcester, MA, he also lived in Lombard, IL; Bethesda, MD; and Oklahoma City, OK. At the age of 19, he struck out for Helena, MT, where he met his wife, Deanna ("Dee"). Subsequently, the couple moved to Bozeman in 1978 where they raised their two sons, Mike and Andy. Mike, now a pilot with Compass Airlines, and his wife,

Stephanie, a school teacher, are the parents of one son, Brady. Andy, who served a four-year hitch in the Marines, works as a family caseworker for AWARE; and his wife, Ali, is a labor and delivery nurse. Needless to say, their four-year-old grandson, Brady, is a major focus of their attention and spare time.

"I've enjoyed interacting with the membership and my coworkers and appreciated the flexibility my job has provided, giving me the opportunity to spend quality time raising my boys," he said. "I also enjoyed being a member of the planning committee that designed our new building.

Jim and Dee stay active outdoors — taking advantage of the hiking, biking, and fly-fishing, among the many opportunities offered by the Bozeman area. ♦

# THE: BACK TO BASICS

## Why Reporting Every Calf is PRICELESS

By Leoma Wells,  
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It all comes down to how valuable your data reporting is to you. From a scan of ASA's database, it is obvious that many breeders fail to submit data on all of their calves. There are valid reasons for the failure (e.g., it may be impossible to collect a birth weight when a dam is intent on breaking every bone in your body). However, if a breeder is not reporting all data — either because they feel total herd reporting is not important, or the reporting of data only on the best calves places the herd in a better light — the following may encourage a reevaluation of this misconception.

To give you a real-world example of what happens when you fail to report all data, we have used actual numbers from our database on spring 2015 born calves. We start with a set of 12 bull calves that are contemporaries from birth. Two of the calves did not make it to weaning and had removal codes applied. The rest of the calves had birth, weaning and yearling weights submitted. Therefore, we have complete reporting on this contemporary group.

To show what happens with incomplete reporting we removed the weaning and yearling weights on the four calves with the lowest adjusted growth measurements and recalculated the group's ranks, ratios and EPDs. This would be comparable to a breeder not weighing (or submitting) data on their bottom end bulls. The table on the next page lists results of performance calculations with the complete contemporary group (in white) and with incomplete reporting (gray shade):

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Tattoo	Sex	Adj BW	BW Ratio	BW Rank	WW Date	Adj WW	WW Ratio	WW Rank	YW Date	Adj YW	YW Ratio	YW Rank
16C	B	94	91	10 of 12	08/21/2015	869	118	1 of 10	02/05/2016	1466	113	1 of 10
16C	B	94	91	10 of 12	2015-08-21	869	110	1 of 6	2016-02-05	1466	109	1 of 6
10C	B	87	99	8 of 12	08/21/2015	800	108	2 of 10	02/05/2016	1349	104	3 of 10
10C	B	87	99	8 of 12	2015-08-21	800	101	2 of 6	2016-02-05	1349	100	3 of 6
8C	B	84	103	7 of 12	08/21/2015	774	105	3 of 10	02/05/2016	1303	101	5 of 10
8C	B	84	103	7 of 12	2015-08-21	774	98	3 of 6	2016-02-05	1303	97	5 of 6
7C	B	78	110	3 of 12	08/21/2015	771	104	4 of 10	02/05/2016	1297	100	6 of 10
7C	B	78	110	3 of 12	2015-08-21	771	98	4 of 6	2016-02-05	1297	96	6 of 6
1C	B	84	103	6 of 12	08/21/2015	760	103	5 of 10	02/05/2016	1361	105	2 of 10
1C	B	84	103	6 of 12	2015-08-21	760	96	5 of 6	2016-02-05	1361	101	2 of 6
15C	B	83	104	5 of 12	08/21/2015	758	103	6 of 10	02/05/2016	1306	101	4 of 10
15C	B	83	104	5 of 12	2015-08-21	758	96	6 of 6	2016-02-05	1306	97	4 of 6
5C	B	71	118	1 of 12	08/21/2015	745	101	7 of 10	02/05/2016	1287	99	7 of 10
5C	B	71	118	1 of 12								
3C	B	79	108	4 of 12	08/21/2015	737	100	8 of 10	02/05/2016	1231	95	8 of 10
3C	B	79	108	4 of 12								
14C	B	97	88	11 of 12	08/21/2015	591	80	9 of 10	02/05/2016	1181	91	9 of 10
14C	B	97	88	11 of 12								
11C	B	93	92	9 of 12	08/21/2015	585	79	10 of 10	02/05/2016	1179	91	10 of 10
11C	B	93	92	9 of 12								
X67C	B	108	75	12 of 12								
2C	B	77	111	2 of 12								

REMOVED FROM INVENTORY  
REMOVED FROM INVENTORY

The following table displays what happens to the group's EPDs with incomplete reporting. Again, gray shade represents incomplete reporting:

**EPDs:**

Tattoo	Sex	CE	BW	WW	YW	MCE	Milk	MWW	Stay	CW	YG	Marb	BF	REA	Shr	\$API	\$TI
16C	B	8.5	2.9	53.8	93.7	2.3	0.9	27.8	20.3	22.2	0.15	0.22	0.02	0.02	-0.40	119.0	74.0
16C	B	8.5	2.8	49.1	86.3	2.3	1.8	26.3	20.3	17.8	0.13	0.22	0.02	0.02	-0.40	117.0	71.0
10C	B	7.8	0.1	35.3	61.8	5.4	-3.1	14.5		-0.7	0.06	0.37	0.02	0.01	-0.42	108.0	67.0
10C	B	7.8	0.1	30.7	54.5	5.4	-2.1	13.3		-5.0	0.04	0.37	0.02	0.01	-0.42	105.0	63.0
8C	B		-1.5	30.0	61.0		2.7	17.7		-3.1	0.11	0.56	0.05	-0.02	-0.47	122.0	72.0
8C	B		-1.5	25.3	53.7		3.6	16.3		-7.3	0.09	0.56	0.05	-0.02	-0.47	119.0	68.0
7C	B	10.6	-1.7	35.2	62.2	3.9	0.8	18.4	22.6	-3.2	-0.02	0.11	0.03	0.25	-0.43	121.0	66.0
7C	B	10.6	-1.7	30.5	54.9	3.9	1.7	17.0	22.6	-7.4	-0.04	0.11	0.03	0.25	-0.43	119.0	63.0
1C	B	11.4	-1.4	30.9	61.4	3.7	3.7	19.1	20.9	-2.8	0.03	0.16	0.04	0.19	-0.35	120.0	65.0
1C	B	11.4	-1.5	26.2	54.0	3.7	4.6	17.7	20.9	-7.2	0.01	0.16	0.04	0.19	-0.35	118.0	62.0
15C	B	9.4	0.4	33.4	65.9	4.4	6.8	23.5	17.1	2.6	0.11	0.25	0.03	-0.07	-0.40	112.0	66.0
15C	B	9.4	0.4	28.7	58.5	4.4	7.8	22.2	17.1	-1.7	0.09	0.25	0.03	-0.07	-0.40	110.0	63.0
5C	B		-3.9	22.5	50.8		2.4	13.6		-12.5	0.13	0.65	0.06	-0.09	-0.46	134.0	74.0
5C	B		-3.9	20.7	48.1		2.8	13.2		-14.1	0.12	0.65	0.06	-0.09	-0.46	133.0	73.0
3C	B	11.4	-1.4	27.7	50.5	5.5	1.6	15.5	18.8	-9.5	-0.07	0.31	0.01	0.23	-0.35	122.0	67.0
3C	B	11.4	-1.1	30.1	57.5	5.5	1.6	16.6	18.8	-4.8	-0.05	0.31	0.01	0.23	-0.35	123.0	68.0
14C	B	7.2	2.5	21.0	37.9	1.8	0.4	10.9		-11.1	0.03	0.25	0.01	-0.12	-0.21	85.0	51.0
14C	B	7.2	3.0	34.3	56.4	1.8	-2.7	14.4		0.2	0.08	0.25	0.01	-0.12	-0.21	91.0	59.0
11C	B	8.8	0.3	17.5	42.1	3.2	6.4	15.1	25.1	-11.3	-0.06	0.11	0.04	0.31	-0.37	114.0	54.0
11C	B	8.8	0.8	32.8	64.8	3.2	3.1	19.5	25.1	2.5	0.00	0.11	0.04	0.31	-0.37	119.0	62.0
X67C	B		2.3	27.5	53.2		1.6	15.4		-2.2	0.03	0.10	0.00	-0.09	-0.31	78.0	49.0
2C	B	8.9	-1.0	33.5	65.4	9.0	1.3	18.0	19.4	0.1	-0.01	0.29	0.03	0.27	-0.46	122.0	69.0

In looking at these tables, the moral of the story is obvious — your best calves do not get credit for being as good as they are if you don't turn in all of your data (incidentally, their parents won't either). For example, take a look at the 16C bull that scored a 118 ratio at weaning with a complete dataset. Its ratio went down to 110 and its WW EPD dropped from 53.8 to 49.1 when the slower growing bulls were removed. It also experienced dips in its YW, \$API and \$TI EPDs. The same pattern exists for the other top bulls. Alternatively, the bottom bulls improved when their growth data were not included. This makes sense. By not reporting their growth data the system does not know how poorly they performed and can only use their birth weights and pedigrees to make growth predictions.

It is easy to see that in the real world not submitting data on all of your calves may cost you money. After all, if you sell your top bulls for breeding purposes and they are not getting credit for what they actually are — they are likely not worth as much to your buyers. The same, of course, is true for your females. Furthermore, with incomplete data reporting you will make slower genetic progress in your herd. This is because you will be relegated to making selection decisions with less clear picture of your animals' genetic value than if you reported all data. Don't let your best calves look average on paper, allow them to have the numbers they deserve by providing data on all the calves, giving them the opportunity to be PRICELE\$\$.

## INTERNATIONAL

### US Gains Access to Thailand

Bone-in and boneless beef from cattle of any age is now eligible for import to Thailand, as long as the slaughter date is on or after April 1, 2017, according to the US Meat Export Federation (USMEF).

Although it is likely to remain a relatively small market for US beef, more exporters are interested in serving Thailand, where there are a number of foodservice and retail operations that want to feature US beef. Beef offal and offal products remain ineligible for import to Thailand.

### India Bans Cattle Slaughter

India's Ministry of Environment and Forests has announced a nationwide ban on the sale of cattle for slaughter, but a court has temporarily suspended the ban. According to the new rule, the sale of cattle for slaughter would be banned across the country. The majority population in India is Hindu, which consider cattle sacred.

The new rule would mean that bovine animals would only be sold to farmers. Most of India's beef comes from water buffalo and is exported. Last year, India exported 1.8 million metric tons of beef worth about \$4 billion.

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### Brazil Indicts 63

Brazil's Federal Police have charged 63 people investigated for participating in a corruption scheme involving meat processing plants. The defendants were already held in preventive detention, and include agriculture inspectors and staff of processing plants.

The accused will be charged with crimes such as corruption, falsification, and adulteration in food products, among others.

### Beef Woes in India, Brazil, and Australia

US beef exports are gaining global market share and could continue to do so for a variety of reasons, including drought-reduced supplies in Australia, India's efforts to ban bovine slaughter, and question marks about the impact of a scandal in Brazil involving principals at global giant JBS.

Seventy-one percent of total beef exports come from, in order, India, Brazil, Australia, US, and New Zealand. US beef does not compete head-to-head with India bovine meat in terms of quality or price, but the large volume of product exported by India does impact global beef trade.

### Costco Taps Korean Market

US beef has received a boost as Costco begins converting its imported chilled beef selection from Australian beef to 100% US product for its South Korea outlets. The move follows a multi-year effort by the US Meat Export Federation (USMEF) to persuade store managers that sales of US beef would exceed Australian beef sales due to revived consumer confidence.

Costco has 13 warehouses in South Korea, with two new locations scheduled to open this year. Costco began transitioning two of those warehouses to 100% US chilled beef.

### German Grocer Moving to US

Germany-based grocery giant Lidl has opened its first stores in the US in June and unveiled plans to open up to 100 stores across the East Coast, creating 5,000 US jobs. The company plans to open up to 20 stores this year in North Carolina, South Carolina, and Virginia.

The company promised a simple and efficient approach to grocery shopping and groceries at prices up to 50% less than other US supermarkets. Lidl currently operates about 10,000 stores in 27 countries throughout Europe.

### Global Wildlife Populations Shrunk

Global wildlife populations have shrunk by almost 60% in 40 years according to the World Wildlife Fund. The conservation group said in a report that populations of mammals, birds, and fish dropped by 58% from 1970 to 2012 attributed to human activity. The organization has estimated that the world could lose more than two-thirds of wild population by 2020.

In the US, elk, deer, and bison herds shrunk to very low levels because of hide and meat hunting in the late 1800s and early 1900s. Those species have since shown dramatic increases. ♦



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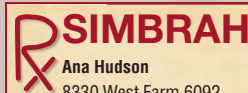
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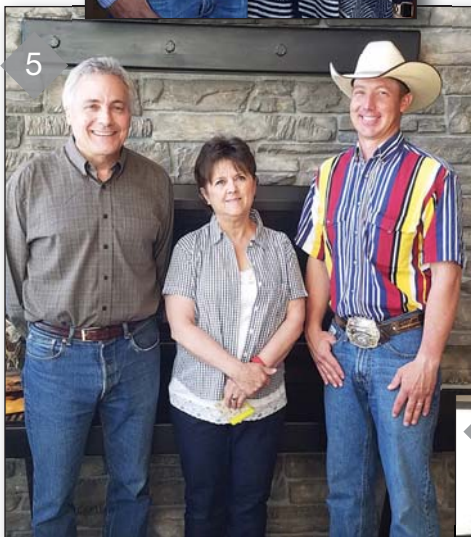
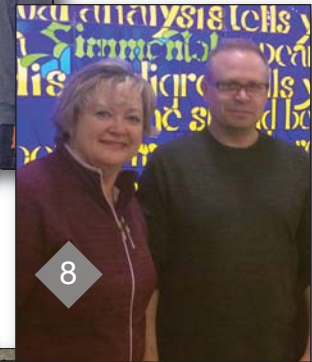


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# WE GET VISITORS

Recently a number of visitors dropped by the ASA headquarters.





## MENU MORSELS

Spicing up your dinner table with tasty, beef-based dishes.

### BBQ Glazed Homemade Meatballs

Submitted by Rhea Lanting  
Twin Falls, Idaho

#### Ingredients

- 1 ½ pounds ground beef
- 1 egg, lightly beaten
- 1 cup quick cooking oats
- 6 ½ ounces evaporated milk
- 1 tsp salt
- ¼ tsp pepper
- ½ tsp garlic powder
- 1 Tbs chili powder
- ½ cup chopped onion
- 1 cup ketchup
- ¼ tsp minced garlic
- 1 cup brown sugar
- ¼ cup chopped onion
- 1 Tbs liquid smoke flavoring

#### Directions

1. Preheat oven to 350°.
2. Lightly grease a medium baking dish.
3. In a bowl, mix beef, egg, oats, evaporated milk, salt, pepper, garlic powder, chili powder, and ½ cup onion.
4. Form into 1½ inch balls and arrange in a single layer in the baking dish.
5. In a separate bowl, mix ketchup, garlic, sugar, ¼ cup onion and liquid smoke.
6. Pour evenly over the meatballs.
7. Bake uncovered one hour in the preheated oven, until the minimum internal temperature of a meatball reaches 160°.

**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. ♦

1. Wade Shafer, ASA's EVP, with Safety Agents from The National Farm Bureau. The ASA Headquarters was one of their stops along their annual convention
2. Stacey Lassiter (right) received a tour of the office recently courtesy of Jannine Story (left), ASA Staff. Lassiter handles all the cattle records for Fred Smith Company, located in Clayton, NC.
3. James Holmes, Executive Director of Cherokee Ranch, Sedalia, CO, dropped by the ASA Headquarters after attending a DNA conference held by King Ranch Institute and Montana State University Extension. James pictured here with Leoma Wells, ASA DNA and THE specialist.
4. Accelerated Genetics' Kevin Dawe, Big Timber, MT, and Justin Paulson, Choteau, MT, made a delivery to the ASA office, and took advantage of a tour of the Headquarters. Left to Right: Wade Shafer, Kevin Dawe; Justin Paulsen; and Jim Largess, ASA Publication General Manager.
5. JR Aufforth, Aufforth Northern Plain Simmental, Bowbells, ND, received a tour of the headquarters. Left to Right: Wade Shafer, Nancy Chesterfield, and JR Aufforth.
6. Warren Nelson recently dropped by the office and visited with Wade Shafer on his way through Bozeman.
7. Dr. John Pollak, recently retired Director of the USDA Meat Animal Research Center (MARC) at Clay Center, Nebraska, was among June visitors at the ASA Office. In this photo, he's flanked by Executive Vice President Wade Shafer and ASA Publication consultant Dan Rieder.
8. Sandi and Andy Marlowe, owner of Spark Laser Creations, of Livingston, MT, stopped by the office. Spark Laser Creations produces all of the ASF History Area wall brands, out of barn wood from the old ASA Headquarters.
9. Morgan and Kyle Wadsworth, Dows, IA, toured the office courtesy of Leoma Wells. The Wadsworths dropped by on their way to see Yellowstone National Park.
10. The Northeast Community College Livestock Judging Team was in Bozeman visiting Montana State University and stopped by the ASA headquarters for a tour and lecture led by Wade Shafer, EVP.
11. Nancy and Tom Hill, Stanford, MT, swung by the office while they were in town celebrating a family member's graduation from MSU. Left to Right: Wade Shafer, Nancy and Tom Hill, Leoma Wells. ♦

## 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 most common roughage fed to US dairy cows?
2. A deficiency in bypass protein can lead to what condition in beef cattle?
3. What is the primary cause of dystocia in cattle?
4. What is the name of the microscopic, fingerlike projections found in the small intestine?
5. What is the most desirable color for lean beef?
6. What is the term which describes the curling back of the upper lip in males in order to detect female pheromones?
7. Name the four major wholesale cuts of beef.
8. Where in the body is testosterone produced?
9. Who is the current chairman of the ASA Board of Trustees?
10. What does the acronym TDN stand for?

#### Answers:

1. Corn silage; 2. Grass tannin; 3. Excessive birthweight; 4. Villi; 5. Cherry red; 6. Flehman Response; 7. Round, loin, rib and chuck; 8. In the Leydig cells; 9. Brian Defreese; 10. Total Digestible Nutrients.

# SALE RESULTS

**Clarification:** In the 2017 May/June Register, the Walsh Simmental Pursuit of Excellence of Bull and Female Sale, should have read as follows:

## Walsh Simmental Pursuit of Excellence Bull and Female Sale

March 4, 2017 • Hubbard, NE

No.	Category	Average
28	SM and SimInfluenced Bulls	\$4,838
25	SM and SimInfluenced Opens	2,828
53	Total SM and SimInfluenced Lots	\$3,890

**Auctioneer:** Jon Schaben, IA

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

**Marketing Representatives:** Val Eberspacher (EE); Kelly Schmidt (EE); Derek Vogt (EE) NE; Chris Beutler, AgriMedia, NE; Bruce Winther, IA; and Jason Hansen, NE.

### High-Selling Lots:

- \$24,000** – Bull, “WS Stone Arch D20,” s. by WS Stepping Stone B44, sold to Healy Simmentals and Goeken Cattle, Irene, SD.
- \$8,750** – Open Female, “WS Ms. Stone D42,” s. by WS Stepping Stone B44, sold to BF Black Simmental, Auburn.
- \$7,250** – Bull, “WS Stone’s Throw D22,” s. by WS Stepping Stone B44, sold to Falck Stock Farm, Decorah, IA.
- \$6,250** – Bull, “WS Red Stone D21,” s. by WS Stepping Stone B44, sold to R&R Cattle, Emerson.
- \$5,750** – Bull, “WS Boulder D41,” s. by WS Stepping Stone B44, sold Doug Miller, Hubbard.
- \$5,500** – Bull, “WS Stone D26,” s. by WS Stepping Stone B44, sold to Goeken Cattle, Utica, SD.
- \$5,300** – Bull, “WS Black Stone D18,” s. by WS Stepping Stone B44, sold to Tyson Vogt, Elmwood.



Vaughn Stevers, Battle Creek, enjoys the nice day and looks at the cattle.



Jon Schaben and Chris Beutler, Pender, chat prior to the sale.



Kevin and Trey Brix, Brix Cattle Co., Walnut, were in attendance.



Max Creason, Creason Simmentals, Polo, MO, purchased Walsh cattle.

## Eichacker Simmentals & JK Angus Bull Sale

March 3, 2017 • Salem, SD

No.	Category	Average
81	SM Bulls	\$4,500

**Auctioneer:** Tracy Harl, NE

**Marketing Representatives:** Jim Scheel, Randy Rasby, Justin Dikoff, Kent Snowden, Marty Ropp, Rocky Forseth, and Andrew Conley.

**Representing ASA:** Colton Buus

### High-Selling Lots:

- \$10,000** – “ES DX381-4,” s. by Lock N Load 54U, sold to Ken & Bryan Krumbach, Parker.
- \$8,500** – “ES DA71,” s. by W/C United 956Y, sold to DeNeui Club Calves, Chancellor.
- \$8,250** – “ES DB19,” s. by W/C Lock Down 206Z, sold to M3 Marketing, Rocklin, CA.
- \$8,000** – “ES DB21,” s. by W/C Lock Down 206Z, sold to Paul Rydeen, Clearbrook, MN.
- \$8,000** – “ES DX381,” s. by GW Step Out 672X sold to Arrow H Cattle, Hebron, NE.

**Comments:** Also selling 13 Red Angus Bulls at an average of \$3,700; and 29 Angus Bulls at an average of \$3,100.



Bryan Krumbach purchased a high-selling bull.



Steve and Matt DeNeui, Chancellor, purchased a high-selling bull.



Large crowd on hand.

## Sunflower Genetics Perfect Blend of Genetics Designed for Profits

March 17, 2017 • Maple Hill, KS

No.	Category	Average
22	PB Bulls	\$6,182
55	SimAngus™ Bulls	3,696
15	PB Heifers	1,690
42	SimAngus Heifers	1,775
134	SimInfluenced Lots	\$3,277

**Auctioneers:** Mike Williams, MO; and Jered Shipman, TX

**Marketing Representatives:** J.W. Brune, Midwest Marketer; Justin Stout, The Stock Exchange; Andrew Sylvester, KS Stockman; Jeff Nemecek, High Plains Journal; Marty Ropp and Rocky Forseth, AGR; and Doug Parke, DP Sales.

**Representing ASA:** Dr. Michael Dikeman

**High-Selling Lots:**

- \$36,000** – PB Bull, s. by CCR Cowboy Cut 5048Z, sold to Willie Morris Cattle, Heartland Simmentals and Joel Denio Cattle Co., IA.
- \$20,000** – PB Bull, s. by CCR Cowboy Cut 5048Z, sold to Johnson Simmental Farms/Hawkins Cattle Co., MN.
- \$6,500** – 3/4 SM 1/4 AN Bull, s. by CCR Frontier 0053X, sold to Stephens Farms, KS.
- \$6,250** – 1/2 SM 1/2 AN Bull, s. by SFG Upgrade Z230, sold to Kenny Schilling, KS.
- \$6,250** – 1/2 SM 1/2 AN Bull, s. by Connealy Balance, sold to Richard Tatum, KS.
- \$6,200** – PB Bull, s. by CCR Santa Fe 9349Z, sold to Gana Farms, NE.
- \$5,750** – 5/8 SM 3/8 AN Bull, s. by W/C United 956Y, sold to Eldon and Julie Sylvester, KS.
- \$5,750** – 1/2 SM 1/2 AN Bull, s. by CCR Cowboy Cut 5048Z, sold to Rod Lewis, MO.

**Comments:** Also selling were 17 Angus Bulls at an average of \$3,716; and 12 Angus Heifers at an average of \$1,545.



Viewing the offering before the sale.



A view from the auction block.



Auctioneer Mike Williams.



Taking bids.

## Tingle Farms Pave The Way, Spring Vol 1

March 25, 2017 • New Castle KY

No.	Category	Average
67	SM/SimAngus™ Bulls	\$2,306
19	Open SM Heifers	4,837
10	Bred SM Heifers	3,920
20	Fall Bred Cows	1,678
13	Spring Bred Cows	2,000
129	Live Lots	\$2,676

**Auctioneer:** Jered Shipman, TX  
**Sale Manager:** Cattle In Demand, GA  
**Marketing Representatives:** Derek Tingle, Joe Tingle, Derek Evans, John Ferguson, Ross Foxworthy, Tim Rice, and Case Gabel.  
**Representing ASA:** Chris Davis

**High-Selling Lots:**

- \$18,000** – PB Fall Open Heifer, “Tingle A Cover Girl D217,” s. by Tingle Grand Fortune Z467, sold to Terry Hoffman of Hoffman Farms, Jasper IN.
- \$18,000** – PB Spring Bred Heifer, “Tingle Star Struck C906,” s. by TNGL Grand Fortune Z467. sold to Ty Warren, College Station, TX.
- \$12,000** – PB Yearling Bull, “TNGL Track On D997,” s. by TNGL Track on B748, sold to Campbellco Cattle, Cedarville OH.
- \$6,500** – Right to Flush, “Silverstone LPC Miss Awe 426W,” sold to Tim Hendricks, Anadarks, OK.
- \$4,500** – Percentage SM Yearling Bull, “Gabl D022,” s. by TNGL Upper Hand B757, sold to Zach Sberna Wheeling WV.

**Volume Female Buyers:** Tom Manske, OK; Glenn Hoppe, TX; and Justin Mellenkamp, KY.

**Volume Bull Buyers:** John Daily, KY

**Comments:** Also selling were 320 units of semen at an average of \$101; seven embryo lots at an average of \$1043; and one flush for \$6,500.



Visiting before the sale.



Auctioneer Jered Shipman.



The sale facility.

## Bulls of the Bluegrass

April 1, 2017 • Mt. Sterling, KY

No.	Category	Average
57	Total Lots	\$3,303

**Auctioneer:** Jered Shipman, TX  
**Sale Manager:** DP Sales Management, KY  
**Sale Staff:** Tommy Carper, Brent Elam, and Matt Jackson

**High-Selling Lots:**

- \$18,500** – “WHF Top Ten C38,” s. by LRS Top Ten, cons. by Wayward Hill Farm, sold to Walnut Creek Simmental, TN.
- \$8,250** – “WHF Dynasty C372,” s. by TNT Dynasty, cons. by Wayward Hill Farm, sold to RJ Corman, KY.
- \$7,500** – “WHF Insight C224,” s. by PVF Insight, cons. by Wayward Hill Farm, sold to KenCo Cattle Co., TN.
- \$7,000** – “WHF Top Ten C247,” s. by LRS Top Ten, cons. by Wayward Hill Farm, sold to Sloup Simmental (NE); and Hilltop Simmentals (SD).
- \$5,000** – “MMF Joey C8,” s. by Dikeman’s Sure Bet, cons. by Misty Meadow Farm, sold to Randall Eller, VA.
- \$5,000** – “WHF Lutton C015,” s. by Plainview Lutton E102, cons. by Wayward Hill Farm, sold to David Adams, KY.
- \$5,000** – “WHF Turning Point C013,” s. by LRS Turning Point, cons. by Wayward Hill Farm, sold to Chenault Ag Center, KY.

(Continued on page 58)

# SALE RESULTS

## Bulls of the Bluegrass Sale (Continued)



Fred Swain (l) and Dr. Henry Allen, founders of the Bulls of the Bluegrass Sale visit post sale.



Ken Butner, KenCo Cattle Company, selected one of the top-sellers.

## McDonald Farms "Pick of the Pen" Bull Sale

April 1, 2017 • Blacksburg, VA

No.	Category	Average
24	Bulls	\$4,150

**Marketing Representatives:** Allied Genetic Resources, IL  
**Representing ASA:** Jimmy Holliman

### High-Selling Lots:

- \$5,500 – s. by W/C United 956Y, sold to LB farms, Marshville, NC.
- \$4,750 – s. by GW Stellar 429Z, sold to Melanie Mabry, Barron Spring.
- \$4,750 – s. by AAR Ten X 7008, sold to Ethan Tanner, Big Island.
- \$4,500 – s. by LRS Top Ten104A, sold to FSC Ranch LLC, Clayton, NC .

**Volume Buyers:** Malcom Boothe, Pulaski; Thomas Widner, Glade Spring; Melanie Mabry, Barron Spring; Childress Farms, Christiansburg; and Little River Simmentals, Floyd.



Bill McDonald explains the bidding procedures.



Bill McDonald with Malcom Booth.



Fred Smith, buyer of a high-selling lot.

## Cattlemen's Choice Sale

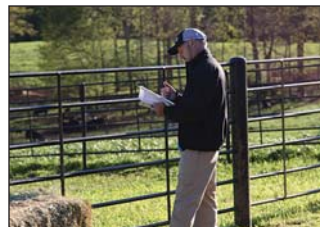
April 8, 2017 • Talmo, GA

No.	Category	Average
62	Total Lots	\$2,904

**Auctioneer:** Tommy Barnes, AL  
**Sale Manager:** DP Sales Management, KY  
**Sale Staff:** Todd Alford and Neal Bowman

### High-Selling Lots:

- \$6,300 – Cow/Calf Pair, "Miss CCF B78," s. by FBF1 Combustible, Bull Calf s. by FITZ POL Blazon, cons. by Pickerel Farms, sold to Sloup Simmentals, NE.
- \$6,250 – Pregnancy out of, "Miss CCF Jestress B79," s. by W/C Executive Order, cons. by C&C Farms, sold to Robbie Puckett, GA.
- \$6,000 – Bull, "ET Disciple 653D," s. by LLSF Uprising, cons. by Elrod and Tolbert, sold to Shirley Show Calves, GA.
- \$6,000 – Open Female, "Miss AF Blaze D13," s. by FBF1 Combustible, cons. by Avamar Farms, sold to Beshears Simmental, IN; Steven Cooper, GA; and Madyson McDaniel, GA.
- \$5,250 – Cow/Calf Pair, "Miss CCF Stylish," s. by PRTY Southern Style, Heifer Calf s. by GCC Whizard, cons. by Freeman Cattle Company, sold to Salley Simmental, MS.
- \$4,750 – Pregnancy out of, "HTP/SVF Sage X334," s. by JBS Big Casino, cons. by Pickerel Farms, sold to Sloup Simmentals, NE.
- \$4,300 – Bred Female, "TMPF Charm C240," s. by ACW Ironhide, bred to Fitz Pol Blazon, cons. by Pickerel Farms, sold to Sloup Simmentals, NE.
- \$4,250 – Bred Female, "Miss CCF Fantasy C33," s. by SVF/NJC Built Right, bred to Mr. CCF 20-20, cons. by C&C Farms, sold to Sloup Simmentals, NE.
- \$3,750 – Open Female, "E/T Sheza Diana 6110D," s. by LLSF Pays to Believe, cons. by Elrod and Tolbert, sold to Walter and Andy Brooksher, GA.



Billy Salley made the trip from Mississippi and added some top pairs to his herd.



A strong crowd was on hand once again for the annual event.



Matt & Brandi Karisch, MBK Cattle, selected several head.



Sale consignors Steve Watson, Rocky Hills Farm; and Tyler Kreger, Tylertown Simmentals, visit after the sale.

## Hudson Pines Farm "Heifers on the Hudson" Online Sale

April 18, 2017

No.	Category	Average
21	Fall Open Heifers	\$6,117

### High-Selling Lots:

- \$26,500 – "HPF Alley 904D," s. by HTP/SVF Duracell T52, sold to Sara Sullivan, Dunlap, IA.
- \$21,500 – "HPF Shelby D916," s. by HPF Quantum Leap Z952, sold to Marty Tanner, Elgin, TX.

- \$14,500** – “HPF Sazerac D082,” s. by JF Back in Black 406B, sold to Kloe VanMeter, Checotah, OK.
- \$10,000** – “HPF Hope Floats D083,” s. by LLSF Uprising Z925, sold to Cole Wenske, Schulenburg, TX.
- \$7,250** – “HPF Sazerac D085,” s. by JF Back in Black 406B, sold to Glenn Sesco, Rowlett, TX.

## New Day Genetics Bull Sale

April 8, 2017 • Osceola, MO

No.	Category	Average
85	Bulls	\$4,247
68	Commercial Heifers	1,765
153	Total Lots	\$3,196

**Auctioneer:** Clint Hunter, MO

**Sale Manager:** Jared Wareham, MO

**Marketing Representatives:** Jordan Hunter, *Missouri Cattleman* and JW Brune, *Midwest Marketer*.

**Representing ASA:** Daniel Ulmanis

**Comments:** The sale average is a combination of New Day’s two sales, April 8 in Missouri, and April 12 in Nebraska.



Looking over the offering.



Inside the sale facility.

## Virginia Simmental Spring SimSensation Sale

April 13, 2017 • Harrisonburg, VA

No.	Category	Average
42	Total Lots	\$2,458

**Auctioneer:** Tommy Carper, TN

**Sale Manager:** DP Sales Management, KY

**Sale Staff:** Chuck Grove, Jeff Marsh and Smith Reasor

### High-Selling Lots:

- \$4,950** – Open Female, “VPI Savannah D679,” s. by Hook’s Broadway, cons. by Virginia Tech Beef Center, sold to W&E Simmentals, PA.
- \$4,000** – Cow/Calf Pair, “HFCC Infinity C510,” s. by W/C Wide Track, Heifer Calf s. by Eathington Sub-Zero, cons. by Harvester Farm, sold to Jonathan Coleman, VA.
- \$3,800** – Bull, “B&B Mr. Upgrade X16,” s. by Mr. NLC Upgrade, cons. by Smith Reasor, sold to Lianna Durrer, VA.
- \$3,550** – Bull, “Revamabull C510,” s. by LMF Revenue, cons. by Clay Creek Farm, sold to Pond View Farm, MD.

- \$3,500** – Open Female, “TX Jackie,” s. by TLLC One Eyed Jack, cons. by TX Enterprises, sold to W&E Simmentals, PA.
- \$3,500** – Cow/Calf Pair, “NCT Cooper’s Pride,” s. by Mr. NLC Upgrade, Heifer Calf s. by SAV Bismarck, cons. by BH Cooper Farm, sold to Begoon Farm, VA.
- \$3,100** – Open Female, “HSF Baby Doll W959,” s. by SVF Steel Force, cons. by Josh Winslow, sold to Douglas Lam, VA.
- \$3,000** – Cow/Calf Pair, “SLL B23,” s. by MCM Top Grade, Bull Calf s. by Kessler’s Frontman, cons. by Schutte Livestock, sold to Sloup Simmentals, NE.



Charles & Katrina Whipkey, W&E Farms selected two top open heifers.



A strong crowd of active bidders took in the annual event.

## Nelson Livestock Company Annual Bull Sale

April 15, 2017 • Wibaux, MT

No.	Category	Average
58	SM and SimAngus™ Bulls	\$3,460

**Auctioneer:** Ty Thompson, MT

**Sale Manager:** Allied Genetic Resources (AGR), Normal, IL

**Marketing Representatives:** Marty Ropp (AGR); Garrett Thomas (AGR); Jeff Thomas, Lee Agri-Media; Dennis Ginkens, *Western Ag Reporter*; and John Henry Beardsley, Superior Livestock.

**Representing ASA:** Perry Thomas

### High-Selling Lots:

- \$8,000** – Black PB, “49D,” s. by Hook’s Bozeman 8B, sold to Wolentz Ranch, Baker.
- \$7,000** – Black PB, “3D,” s. by Hook’s Bozeman 8B, sold to Shawn Kolb, Bison, SD.
- \$7,000** – Black PB, “29D,” s. by Hook’s Bozeman 8B, sold to Phil Guilbert, Clyde Park.
- \$6,500** – Black 1/2 Blood, “67D,” s. by SDS Alumni 115X, sold to John Raftopoulos, Craig, CO.
- \$6,500** – Black 5/8 Blood, “9D,” s. by J Bar J Nightride 225Z, sold to Wayne Wilson, Arvada, WY.

## Family Traditions Female Sale

April 22, 2017 • Auburn, KY

No.	Category	Average
71	Total Lots	\$2,653

**Auctioneer:** Jered Shipman, TX

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

**Sale Staff:** Jack Hedrick, Dick Carmichael and Brent Elam

(Continued on page 60)

# SALE RESULTS

## Family Traditions Sale (Continued)

### High-Selling Lots:

- \$8,500** – Open Female, “CLRWTR Serena D74J,” s. by CCR Dream Better, cons. by Clear Water Simmentals, sold to Prospect Cattle Company, OH.
- \$6,250** – Cow/Calf Pair, “LFI Miss Honeydrive,” s. by HC Power Drive, Bull Calf s. by CCR Santa Fe, cons. by Loschen Farms, sold to Russell Ivie, IL.
- \$5,500** – Cow/Calf Pair, “SS Magnetic Lady 066X,” s. by LMF Movin Forward, bred to SVF Buckle Up, Heifer Calf s. by CCR Cowboy Cut, cons. by Sunset View/Sanders Ranch, sold to Joe Gingerich, VA.
- \$5,300** – Open Female, “CLRWTR Jade D906,” s. by WS All Around, cons. by Clear Water Simmentals, sold to Misty Meadow Farm, KY.
- \$5,000** – Bred Female, “CLRWTR Barbara C411C,” s. by SVF Steel Force, bred to FBFS Warsaw, cons. by Clear Water Simmentals, sold to Tinin Show Cattle, TN.
- \$4,100** – Bred Female, “CLRWTR HTP Basic Look,” s. by JF Milestone, bred to WLE Uno Mas (sexed), cons. by Clear Water Simmentals, sold to B& Farms, TN.
- \$3,700** – Bred Female, “CLRWTR Ms. Ebony C50,” s. by FBFS Warsaw, bred to W/C Executive Order, cons. by Clear Water Simmentals, sold to Twin Oaks Simmental, NC.
- \$3,700** – Bred Female, “CLRWTR Expecting A Dream,” s. by Spring Creek Wallbanger, bred to GLS Integrate, cons. by Clear Water Simmentals, sold to Amanda Simms, IL.

## Stars and Stripes Sale

May 6, 2017 • Gettysburg, PA

No.	Category	Average
66	Total Lots	\$3,469

**Auctioneer:** Bruce Miller, TX

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

**Sale Staff:** Shane Ryan, Bobby Grove and Charlie Strickler

### High-Selling:

- \$24,500** – Cow/Calf Pair, “HPF Daisy Mae A354,” s. by TJ Sharper Image, Heifer Calf s. by Classified, cons. by Hudson Pines Farm, sold to SVJ Farm and Circle T Farm, PA.
- \$8,500** – Cow/Calf Pair, “SSC Pebbles 330Z,” s. by SVJ/NJC Built Right, Heifer Calf s. by High Regard, cons. by Stewart Simmentals, sold to Josiah Lapp, PA.
- \$8,250** – Open Female, “HPF Sazerac D077,” s. by JF Back in Black, cons. by Hudson Pines Farm, sold to W&E Simmentals, PA.
- \$6,400** – Bull, “SVJ 20-20 Vision C41,” s. by Mr. CCF Vision, cons. by SVJ Farm, sold to Healy Simmental, SD.
- \$6,000** – Cow/Calf Pair, “ESS Coral C62,” s. by RGRS Two Step, Heifer Calf s. by Classified, cons. by Elm Side Farm, sold to CLO Simmentals and Curry Wagner, PA.
- \$5,500** – Open Female, “HPF Candace D074,” s. by SAV Brilliance, cons. by Hudson Pines Farm, sold to W&E Simmentals, PA.
- \$5,200** – Cow/Calf Pair, “Simme Valley Chrome 50,” s. by GLS New Direction, Heifer Calf s. by Classified, cons. by Simme Valley, sold to Taylor Ferguson, IN.

## Buzzard Hollow Ranch's 23rd Annual Designer's Classic Sale

May 20, 2017 • Granbury, TX

No.	Category	Average
64	Total Lots	\$4,000

### High-Selling Lots:

- \$15,000** – “BHR Daphne D291E,” s. by Moses, sold to Peter and Toni Rauchle, Springside Simmentals, Queensland and New South Wales, Australia.
- \$8,000** – “Little Creek Cecily C512,” s. by Jungle, bred to LCF Xpress, sold to Mark and Annette Jones, Theodore, AL.
- \$8,000** – Pick of the Calves out of, “BHR Ashante L137E,” sold to John and Jeanne Scorse, Joplin, MO.
- \$7,500** – Flush out of, “BHR Queen D244,” s. by FSS King Arthurs Majesty, sold to Tom and Lizzy Baker, Woonalee Simmentals, Ferner, Australia.
- \$7,500** – Flush out of, “Lady Siegfried Keona,” cons. by Mitchell Lake Simmentals, John and Donna Ethridge and T5 Simmentals, sold to Little Creek Farms and Buzzard Hollow Ranch.
- \$7,500** – Flush out of, “Lady Siegfried Keona,” cons. by Ethridge and T5 Simmentals, sold to Anchor D Simmentals, Rimbey, AB.
- \$6,000** – “BHR Cara C212,” s. by BHR Bruce X715E, sold to Steve Jensen, Paola, KS.
- \$5,100** – “BHR Carna C167,” s. by BHR Saban Z670E, sold to Billy Best, Riviera.

**Comments:** Genetics sold into seven states including: AL, AR, KS, MO, MS, OK, and TX; as well as into Australia, Canada and Mexico.

**Volume Buyer:** Jim Bryant, Weatherford.

## The Spring Turnout Sale

May 20, 2017 • Seward, NE

No.	Category	Average
88	Total Lots	\$3,305

**Auctioneer:** Tracy Harl, NE

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

**Sale Staff:** Chris Beutler, *Midwest Messenger*; Randy Rasby, *Livestock Plus*; and Kristian Rennert.

### High-Selling Lots:

- \$8,000** – Bred Female, “DP Miss Pep 301A,” s. by JF Milestone, bred to SSC Shell Shocked, cons. by Hilltop Simmentals, sold to B&L Cattle Company and Naber Cattle Company, NE.
- \$5,250** – Pregnancy out of, “JM Steel My Heart,” s. by WLE Uno Mas, cons. by Sloup Simmentals, sold to Bill Sloup and Ron Buch, IA.
- \$5,000** – Bred Female, “PRS Summer W364,” s. by HSF Better Than Ever, bred to TLLC One Eyed Jack, cons. by Sloup Simmentals, sold to Dean Wittrig, MO.
- \$5,000** – Cow/Calf Pair, “HLTS Cupcake,” s. by Nichols Manifest, Bull Calf s. by WS All Around; bred to W/C On Demand, cons. by Hilltop Simmentals, sold to Austin Sorensen, IA.
- \$5,000** – Cow/Calf Pair, “HLTS Ella,” s. by WS Beef Maker, Heifer Calf s. by WLE Uno Mas, bred to SS/PRS High Voltage, cons. by Hilltop Simmentals, sold to Blaine Behken, IA.
- \$4,600** – Cow/Calf Pair, “TNC Peebles,” s. by Triple C Singletary, Heifer calf s. by Big Bear, bred to Big Bear, cons. by Sloup Simmentals, sold to Phillip Perryman, OK.
- \$4,600** – Cow/Calf Pair, “HPF Sazerac A337,” s. by SS Goldmine, Heifer calf s. by W/C Lockdown, bred to Hooks Broadway, cons. by Hilltop Simmentals, sold to Haley Farms, OH.



LongRange again teamed up with Hilltop & Sloup Simmentals to make the Spring Turnout a great event.



Bill Fulton, BF Black Simmentals, was on hand sale day.



The Jones family made the trip in from TX for the 3rd annual Spring Turnout.



Jon Eberspacher added some top genetics to his operation.

## Hudson Pines Farm's Fall Pregnancy Dispersal Online Sale

May 30, 2017

No.	Category	Average
36	ET Fall Calving Pregnancy Lots	\$4,119

Hosted by: Breeders World Online Sale  
 Sale Representative: Kerry Lawrence, OH

### High-Selling Lots:

- \$8,100 – Butterfly B555 x Broadway 11B, sold to Marty Tanner, Elgin, TX.
- \$7,750 – A Gemstone A527 x Revival B26, sold to Spud Gustin, West Union, OH.
- \$7,500 – Cream Soda R56 x Mr 20-20, sold to Nathan Mass, Malvern, IA.
- \$6,500 – A Gemstone A527 x Classified 106C, sold to Ron Shivers, Indianola, IA.
- \$6,500 – A Gemstone A527 x Classified 106C, sold to Bo Boyd, Dothan, AL. ♦



Join Dr. Jackie Atkins on the ASA Science Blog to discuss the latest issues, industry hot topics, or respond with comments and questions of your own.

[www.simmental.org/scienceblog](http://www.simmental.org/scienceblog)

## Rockin along with a Capital Payweight of Aviators

### Embryo Sires



Stevenson Rockmount



Connealy Capitalist



LRS Ms Dakota 559R

### Embryo Sires



Payweight



Musgrave Aviator 542

559R was Lot 1 in Lasse Ranch Simmentals' sale this past spring near Glendive, MT, and we have confidence she will be a great addition to us in Missouri as we strive to produce profitable beef bulls for the true beef producer. She earned her way into the donor pen as a 6-year-old cow in 2011 and exploded onto the scene in 2013. She's called the dam of herd sires, and it is well earned. 559R has placed six sons into breeding stock operations and AI studs in the last three years. Her other sons have consistently commanded the attention of and are highly sought after by progressive commercial cattlemen. She calved as a 2-year-old and every spring thereafter except 2012, 2014, and 2016 when she was left open to flush. She is now raising a March 2017 CCR Wide Range bull calf. She has earned a BW ratio of 101, WW ratio of 112 and a YW ratio of 107 on her seven natural calves.

### Embryos For Sale



### Three Cedars Simmentals

Joe and JaNelle Garretson  
 32860 Olive Branch Rd. • Sedalia, MO 65301  
 Mobile: (660) 287-3051 • Home: (660) 366-4358  
 Email: [jlgl1@ohcmail.org](mailto:jlgl1@ohcmail.org) • <http://www.garretsonlivestock.com>

# THE CIRCUIT

## Ohio Cattlemen's Association's BEST Program

**Date:** May 6, 2017  
**Location:** Columbus, OH

**Editor's note:** *BEST is a youth program of the OCA that recognizes Ohio's junior beef exhibitors through a series of shows. Juniors who participate in these sanctioned shows earn points for their placing at each show. This year's program featured 15 sanctioned shows around the state with over 440 participants showing 640 head of market animals and steers.*

**Champion Simmental Heifer**  
Exh. by Allison Herr, Fulton County.

**Reserve Champion Simmental Heifer**  
Exh. by Austin Hunker, Huron County.

**Champion Percentage Simmental Heifer**  
Exh. by Owen Fennig, Mercer County.

**Reserve Champion Percentage Simmental Heifer**  
Exh. by Matthew Koverman, Scioto County.

**Champion Simmental Steer**  
Exh. by Morgan Mazey, Wood County.

**Reserve Champion Simmental Steer**  
Exh. by Madison Paden, Guernsey County.

**Champion Percentage Novice Heifer**  
Exh. by Own Fennig, Mercer County.



**Reserve Senior Champion**  
"CMFM Gota Love Me C307," s. by SVF/NJC Built Right N48, exh. by Jayci Phillips, Teague.



**Grand Champion Simmental Percentage Heifer**  
"TKCC Demi 6D," s. by MR TR Hammer 308A ET, exh. by Brecken Shipman, Grandview.



**Bred and Owned Champion**  
"CMFM Lola D905," s. by HPF/SVF Duracell T52, exh. by Tanner Howey, Rockwall.



**Reserve Grand Champion Simmental Percentage Heifer**  
"CMFM Firefly 139C," s. by Circle M Tejas, exh. by Tanner Howey, Rockwall.

## Texas Junior Simmental/Simbrah Association Futurity

**Date:** June 8-11, 2017  
**Location:** Bryan-College Station  
**Judge:** Cheramie Viator, Tomball



**Grand Champion and Junior Champion**  
"SWSN Looking Up," s. by Mr CCF Vision, exh. by Bailey Warren, College Station.



**Reserve Bred and Owned Champion**  
"HOC Diva D322," s. by W/C HOC HCC Red Answer 33B, exh. by Katy Berry, Canton.



**Grand Champion Percentage Cow/Calf Champion**  
"LazyHBarForeverLady146C," s. by SVF Steel Force S701, exh. by Brianna Warren, College Station.

## Simmental Show



**Reserve Grand Champion and Calf Champion**  
"HL Ms Optimizer D101," s. by HPF Optimizer A512, exh. by Lane Hagan, Yoakum.



**Reserve Junior Champion**  
"CMFM Perfection 511D," s. by HPF Quantum Leap Z952, exh. by Colton Franks, Emory.



**Grand Champion Cow/Calf Champion**  
"WAGR Chanel 5073C," s. by MR HOC Broker, exh. by Brecken Shipman, Grandview.



**Reserve Grand Champion Percentage Cow/Calf Champion**  
"JBC Cassie 01C," s. by FBFS Wheel Man 649W, exh. by Carlee Burks, Bangs.



**Reserve Calf Champion**  
"CMFM Shawnee 721D," s. by FBFS Wheel Man 649W, exh. by Jayci Phillips, Teague.



**Reserve Grand Champion Cow/Calf Champion**  
"HOC Cosette C218," s. by RGRS SRG Two Step 20Z ET, exh. by Katy Berry, Canton.



## Simbrah Show



**Calf Champion**  
"Smith CRC Branded Image,"  
s. by NF Smith Sargeant,  
exh. by Mackenzie Groce, Snook.



**Reserve Calf Champion**  
"6G Rapunzel 5E2," s. by LMC  
Gold Medal 5Z/75, exh. by  
Amelia Stavinoha, Eagle Lake.



**Grand Champion and Junior Champion**  
"Hagan Joy 50D,"  
s. by Hagan Shamoo 32X,  
exh. by Miranda Skaggs, Bryan.

**Reserve Junior Champion**  
"LMC SSC Yolanda 5D/83," s. by  
LN LMC 12th Man Y238, exh. by  
Madison Culpepper, Gonzales.



**Reserve Grand Champion and Senior Champion**  
"RFI Smith Faith," s. by  
Smith Specialist, exh. by  
Jane Hunt, Orange Grove.



**Reserve Senior Champion**  
"LMC Lucky Charm 5C/184,"  
s. by LMC Gold Medal 5Z/75,  
exh. by Carlos X. Guerra III, Linn.



**Bred and Owned Champion**  
"JACO Homemade Vanilla,"  
s. by Hagens Ante Up 51S,  
exh. by Andrew Cano, Edcouch.



**Reserve Bred and Owned Champion**  
"Jewels Pride," s. by  
FB Resurrection 851T,  
exh. by Dylan Hempel, Victoria.



**Grand Champion Cow/Calf Pair**  
"JLF Felicity C551," s. by J7N  
Whiskey River W02, exh. by  
Megan Rogers, Lockhart.



**Reserve Grand Champion Cow/Calf Pair**  
"Smith SWFS Matador,"  
s. by Smith Satisfies, exh. by  
Blaine Gibson, Paradise.



**Grand Champion Percentage Simbrah Heifer**  
"Smith Farms Fantastic,"  
s. by Smith William N Black,  
exh. by Joel Mackey, Giddings.



**Reserve Grand Champion Percentage Simbrah Heifer**  
"CTCF Mary Jane's Beauty," s. by  
LLSF Pays To Believe ZU194, exh.  
by Madison Culpepper, Gonzales.

## Cattleman's Quiz

**Juniors**  
Robert Stavinoha, Eagle Lake  
Miranda Skaggs, Bryan

**Intermediate**  
Hayden Bradshaw, Kemp  
Teegan Mackey, Giddings

**Seniors**  
Joel Mackey, Giddings  
Josh Evans, Teague

## Public Speaking

**Juniors**  
Robert Stavinoha, Eagle Lake  
Carlos Guerra III, Linn

**Intermediate**  
Amelia Stavinoha, Eagle Lake  
Payton Meuth, Floresville

**Seniors**  
Josh Evans, Teague  
Mikaela Talley, Floresville

## Sales Talk

**Juniors**  
Carlos Guerra III, Linn  
Jake Williams, Dayton

**Intermediate**  
Amelia Stavinoha, Eagle Lake  
Payton Meuth, Floresville

**Seniors**  
Tanney Howey, Rockwall  
Joel Mackey, Giddings

## Judging/ Oral Reasons

**Juniors**  
Miranda Skaggs, Bryan  
Mackenzie Groce, Snook

**Intermediate**  
Teegan Mackey, Giddings  
Payton Meuth, Floresville

**Seniors**  
Josh Evans, Teague  
Jenna Hein, Sealy

## Skill-A-Thon

**Juniors**  
Robert Stavinoha, Eagle Lake  
Miranda Skaggs, Bryan

**Intermediate**  
Teegan Mackey, Giddings  
Amelia Stavinoha, Eagle Lake

**Seniors**  
Josh Evans, Teague  
Joel Mackey, Giddings

## Showmanship

**Juniors**  
Miranda Skaggs, Bryan  
Robert Stavinoha, Eagle Lake

**Intermediate**  
Regan Merryfield, Conroe  
Blaine Gibson, Paradise

**Seniors**  
Tanner Howey, Rockwall  
Joel Mackey, Giddings

## High-Point Rookies

**Junior**  
Daniel Taylor, Mt. Pleasant

**Intermediate**  
Blaine Gibson, Paradise

**Senior**  
Jane Hunt, Orange Grove

## High-Point Team

Amelia Stavinoha  
Robert Stavinoha  
Josh Evans  
Joel Mackey  
Teegan Mackey

(Continued on page 64)

# THE CIRCUIT

(Continued from page 63)

## Overall



**Juniors**  
 Miranda Skaggs, Bryan  
 Robert Stavinoha, Eagle Lake  
 Bradley Meuth, Floresville  
 Daniel Taylor, Mt. Pleasant  
 Ryleigh Whitaker, Ranger  
 Carlos Guerra III, Linn  
 Lorelei Hill, Edinburg  
 Ashli Perry, Beaumont  
 Jake Williams, Dayton  
 Kaydence Orth, Floresville



**Seniors**  
 Joel Mackey, Giddings  
 Josh Evans, Teague  
 Tanner Howey, Rockwall  
 Jenna Hein, Sealy  
 Erin Lusk, Colmesneil



**Intermediate**  
 Amelia Stavinoha, Eagle Lake  
 Payton Meuth, Floresville  
 Teegan Mackey, Giddings  
 Claire Godwin, Round Rock  
 Logan Perry, Beaumont  
 Katy Berry, Canton  
 Colton Franks, Emory  
 Blaine Gibson, Paradise  
 Regan Merryfield, Conroe  
 Hayden Bradshaw, Kemp



**Novice Participants** ◆



**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](mailto:jatkins@simmgene.com)

# Marketing Materials that Sell

## Incorporate Our Incredibly Affordable Full-Color Catalogs Into Your Marketing Plan

Contact Nancy Chesterfield for a quote on your next sale catalog. Our low-cost, full-color printing options may just surprise you! Our talented catalog production team uses their skills to provide each client with pieces guaranteed to impress. With our direct access to ASA's database and vast photo library we make the process a one-stop shop!

### In addition to printed catalogs, we offer:

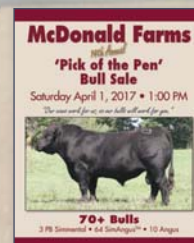
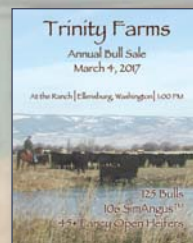
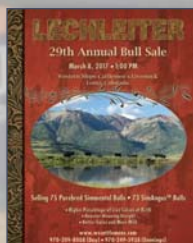
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nchesterfield@simmgene.com  
www.simmental.org



# FLECKVIEH FORUM

Brandy Jordan, FSFF Coordinator



Whether you are new to cattle or are a multi-generational producer, if you are looking to add value to your herd, you cannot afford to pass up the proven benefits of Fullblood Simmental genetics. Fleckvieh are a strain of Simmental cattle that are moderate framed with excellent muscling and exceptional milk production. They easily adapt to very diverse environmental conditions; hot or cold, they will perform in your location. Fleckvieh Simmental cattle provide management advantages with their docile temperaments and favorable birth weights. As with most purchases these days, you can custom design your herd by choosing from polled, horned and diluter-free genetics.

It doesn't stop there folks. Fleckvieh Simmental continue to impress. Maternal power? Check. The cows exhibit excellent fertility and milking abilities. All that milk makes for fat, happy calves resulting in higher weaning weights. Terminal power? Check. These cattle excel in the feedlot and on the rail, consistently producing the desirable carcass traits consumers demand. Still not sure you need Fleckvieh genetics in your herd? The purity and consistency of the Fleckvieh lineage offers significant heterosis when utilized in purebred and commercial herds! So the question is no longer "why should you use Fleckvieh Simmental genetics"? Now it is "why are you not using Fleckvieh Simmental genetics"? Check out our member list online, and call any of our members to ask what Fleckvieh has done for them.

The Fullblood Simmental Fleckvieh Federation (FSFF) operates as a marketing organization to promote Fleckvieh Simmental cattle worldwide to purebred and commercial producers. These are some of the FSFF's new developments and upcoming events:

- 1. Advertising opportunities** are available in the upcoming 2018 FSFF Membership Directory. All FSFF members receive a complimentary breeder listing in the Directory and on the FSFF website. The deadline for camera-ready ads is September 30, 2017. Please see our website or contact the office for pricing and other information.
- 2. As breeders, enthusiasts and agriculturists**, we know youth are the future of our industry. In November 2017, the FSFF will award its very first \$1,000 scholarship to an applicant who has been a FSFF junior member for at least the past 2 years and who is at least a senior in high school (or equivalent) during the 2017-2018 school year. The application lists all requirements and is available online at [www.fleckvieh.com](http://www.fleckvieh.com). The deadline to apply is September 1, 2017. If you are approaching High School age, now is the time to join the FSFF junior to ensure your eligibility as you approach your Senior year.
- 3. The FSFF's second fundraiser**, a "Herd in a Tank," will sell as a special lot at Little Creek Farm's Magnolia Classic sale on October 28, 2017. All proceeds will fund additional scholarships for FSFF junior members. Please contact the office toll free at 855-353-2584 for more information or to contribute frozen Fullblood Simmental genetics.

- 4. The FSFF invites members, friends and fellow cattle enthusiasts** to join us for an evening of events at Little Creek Farm in Starkville, MS, on October 27, 2017. The full agenda is not yet complete but will include dinner, a silent auction, a brief 2017 FSFF annual meeting and more. There is no cost to attend. More details to be announced at a later date.
- 5. Showing is advertising:** The FSFF is excited to once again participate at the North American International Livestock Expo (NAILE) in Louisville, KY in November 2017. This is a great opportunity to exhibit and market Fleckvieh and Fleckvieh influenced cattle to the thousands of visitors in attendance. If you cannot show, please consider attending to support the FSFF and to talk cattle and promote Fleckvieh genetics with those in the barns. FSFF members are also invited to consign to the North American Select Simmental/Fleckvieh Sale held Monday, November 13. Visit our website or the NAILE's official site, [www.livestockexpo.org](http://www.livestockexpo.org) for more information.

Nov 9	Noon	FSFF cattle check-in begins
Nov 11	1pm	7th Annual FSFF junior Challenge Cup (Youth Heifer Show)
	*to be followed by	FSFF 9th Annual "The Pinnacle" Open Fullblood Show
	*to be followed by	FSFF 5th Annual Fleck Effect (Fleckvieh Influenced) show
Nov 11		FSFF junior (Youth) cattle released at conclusion of show
Nov 13	TBD	North American Select Simmental/Fleckvieh Sale
Nov 13		FSFF cattle released at conclusion of Select Sale

- 6. REMINDER:** Announcing an important rule change to the FSFF percentage Fleck Effect™ show at the NAILE in Louisville, KY. Beginning this year (2017), cattle need only be 25% Fleckvieh Simmental in order to show. If you have Fleckvieh influenced cattle, bring them, and show us what you have.

FSFF memberships are \$100 per year. FSFF junior memberships are \$15 per year (and provide another scholarship opportunity to qualifying members). Please contact the office with any questions or concerns ♦

Fullblood Simmental Fleckvieh Federation (FSFF)  
 PO Box 321, Cisco, TX 76437  
 Toll free: 855-353-2584  
 Email: [info@fleckvieh.com](mailto:info@fleckvieh.com)  
[www.fleckvieh.com](http://www.fleckvieh.com)

**AUSTRALIA**

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Booral, NSW 2425

**Coota Park Blue-E**  
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Carstairs, AB T0M-0N0

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**Hasty Simmental Farm**  
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Thomasville, AL 36784

**Wylaunee Farms**  
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Eufaula, AL 36027

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Holstein, IA 51025

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**Marcia Hoovler**  
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Williamsburg, OH 45176

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**TEXAS**

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**Ruby Cattle Company LLC**  
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Livingston, TX 77351

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**WISCONSIN**

**Angie Keenan**  
6405 State Rd 191  
Dodgeville, WI 53533 ♦

# ASA FEE SCHEDULE

## DNA Services Contact ASA For Testing Kits

### Genomic Tests:

*GGP-HD (Required for AI sires/donor dams)	\$90
*GGP-LD	\$50
GGP-uLD	\$33

\*Add-on tests available

	Stand Alone ↓	Add-on ↓
**Parental Verification (PV)	\$18	Free
Coat Color	\$20	\$9
Red Charlie	\$15	NA
Horned/Polled	\$50	\$42

	Stand Alone ↓	Add-on ↓
PMel (Diluter)	\$20	Free
Oculocutaneous Hypopigmentation (OH)	\$25	NA
Arthrogryposis Multiplex (AM)	\$25	\$11
Neuropathic Hydrocephalus (NH)	\$25	\$11
Contractural Arachnodactyly (CA)	\$25	\$11
Developmental Duplication (DD)	\$25	\$11
Tibial Hemimelia (TH)	\$25	\$11
Pulmonary Hypoplasia with Anasarca (PHA)	\$25	\$11
Osteopetrosis (OS)	\$25	\$11
BVD PI	\$5	

\*\*Subject to additional research fees in the case of exclusions or multi-sire groups

## 2017 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 2017 THE Enrollment** (dams calve July 1-December 31) — Early enrollment open April 15 through **June 15, 2017**.  
Late enrollment available until August 1, 2017.

	Option A (TR)	Option B (SR)	Option C	Option D (CM)
April 15 – June 15	\$15.00	FREE	\$7.50	\$500/herd
*After June 15	\$16.00	\$1.00	\$8.50	\$500/herd

\*Late enrollment fees

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 <b>Opt B or C</b> <10 months	\$30
Enrolled in <b>Opt B or C</b> ≥10 months <15 months	\$40
Enrolled in <b>Opt B or C</b> ≥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

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**Safe Release!**

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- Enables quick and safe calf catching!
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- Move calves easier with cow following!
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- Quick Mount/Dismount on both ATV & UTV's!

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**John Zimmerman, KS** - "I really like my Calf Catcher. It paid for itself the first time out when we needed to catch a calf with pneumonia. I recommend it to anyone with a cow-calf operation."

**Alvin Haan, SD** - "This calf catcher has been a god-send. I can send my kids out to tag calves and not have to worry. I am really impressed! Wished I would have gotten one years ago, as it is a very good investment. I give it an A++ score!"

**Brett Swope, TX** - "I am very happy with my Calf Catcher, as it is a very good product. I have processed a number of calves that I would have never been able to get to because of their protective mothers."

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## DATE BOOK

AUGUST 2017						
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
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SEPTEMBER 2017						
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30						

### JULY

29 Simmental Breeders Sweepstakes Embryo and Summer Stakes Sale — Louisville, KY

### AUGUST

5 Genetic Connection Sale — Cullman, AL  
 19 21st Annual Southern Showcase Sale — Armuchee, GA  
 25-26 Circle M Farms Dispersal Sale, Part II — Grand Saline, TX (pg. 11)  
 26 Generations of Value — Colbert, GA (pg. 7)  
 26-29 LMC GenePLUS Online Sale XIX — www.lamunecacattle@aol.com

### SEPTEMBER

2 Burns Brand Female Sale — Almond, WI (pg. 50)  
 2 NC Fall Harvest — Union Grove, NC (pg. 7)  
 9 Silver Towne Farms' 31st Annual Production Sale — Winchester, IN (pg. 3)  
 10 Field of Dreams Production Sale — Hope, IN (pg. 5)  
 15 Houck Rock Creek Ranch Fall Private Treaty Bull Sale — Allen, KS  
 16 AL/MS State Association Sale — Uniontown, AL  
 16 Family Matters Production Sale — Auburn, KY (pg. IFC)  
 16 Heart of Texas Simmental/Simbrah Association Fall Fest Sale — Hearne, TX  
 17 Illini Elite Sale — Shelbyville, IL  
 19 Wasinger Cattle Company's Online Sale — www.cwcattlesales.com (pg. 17)  
 20 Gonsalves Ranch's Bulls-Eye Breeders Angus and SimAngus™ Bull Sale — Modesto, CA  
 23 Head of the Class — Louisburg, KS  
 23 Simbrah Synergy X — Giddings, TX (pg. 2)  
 25 LRW Simmentals' Genetic Harvest Sale — Janesville, WI

### OCTOBER

1 Krieger Farms' Annual Sale — Universal, IN  
 1 WSA Midwest Fall Roundup Sale — Lancaster, WI  
 6 Factory Direct Sale — West Lafayette, IN  
 7 Belles of the Bluegrass — Mt. Sterling, KY  
 7 Buckeye's Finest — Belle Center, OH (pg. 13)  
 7 Legends of the Blue Ridge — Atkins, VA  
 8 WSA Midwest Fall Round-up — Lancaster, WI  
 9 Burlap and Barbed Wire Vol. IV Female Sale — Clay Center, KS  
 9 K-Ler Online Genetic Sale — www.breedersworld.com  
 12 Koz E Acres-Wilmes Farms Fall Harvest Online Sale — www.sconlinesales.com  
 13 43rd Annual R.A. Brown Ranch Bull and Female Sale — Throckmorton, TX  
 14 Tennessee Fall Showcase — Lebanon, TN  
 14 The Black Label Event, Vol. VIII — Grandview, TX  
 14 The New Direction Sale — Seward, NE  
 15 Ladies of the Valley — West Point, NE (pg. 39)  
 16-17 Oktoberfest @ Windy Ridge Simmentals — www.dponlinesales.com (pg. IFC)  
 16 Pickerel Farms' Online Sale — www.dponlinesales.com (pg. IFC)  
 20 Buckles and Banners — West Point, IA  
 21 Fred Smith Company Ranch's Extra Effort Sale — Clayton, NC  
 21 Indiana Performance Bull Test Sale — Springville, IN  
 21 Midwest Made Production Sale — Ames, IA  
 21 MN Beef Expo - White Satin On Ice Sale — Minneapolis, MN  
 21 MN Beef Expo - All Breeds Sale — Minneapolis, MN  
 22-23 SVJ Farm's Online Female Sale — www.dponlinesales.com (pg. IFC)  
 27 23rd Annual Hokie Harvest Sale — Blacksburg, VA  
 27 Clear Water Simmentals' 1st Annual Production Sale — Milan, IN  
 28 7P Ranch's 42nd Annual Production Sale — Tyler TX  
 28 Michigan Simmental Association's 4th Annual Fall Sale — St. Louis, MI  
 28 Pennsylvania Fall Classic — Waynesburg, PA  
 28 The Magnolia Classic 2017 — Starkville, MS  
 28 Yon Family Farms' Fall Sale — Ridge Spring, SC  
 29-30 Southern Harvest by Fenton Farms — www.dponlinesales.com (pg. IFC)



# Foundation Honor Roll

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

## NOVEMBER

- 1 Hudson Pines Farm's "Forever A Legacy" Complete Dispersal Sale — Sleepy Hollow, NY (pg. BC)
- 2 RS&T Simmentals' Online Female Sale — [http://www.breedingcattlepage.com/rs\\_t\\_simmentals/index.htm](http://www.breedingcattlepage.com/rs_t_simmentals/index.htm)
- 4 Irvine Ranch's 13th Annual Production Sale — Manhattan, KS
- 4 Land of Lincoln — Altamont, IL
- 4 Pigeon Mountain "Beef Builder" Fall Bull Test Sale — Armuchee, GA
- 4 Rincker Fall Online Sale — [www.rincker.com](http://www.rincker.com)
- 5 Hawkeye Simmental Sale — Bloomfield, IA
- 5-6 Indiana Junior Simmental Selection Sale — [www.dponlinesales.com](http://www.dponlinesales.com) (pg. IFC)
- 7 Woodside Land and Cattle Sale — Pleasantville, IA
- 11 Deer Creek Farm Production Sale — Roseland, VA
- 11 Gibbs Farms' 12th Annual Bull and Replacement Female Sale — Ranburne, AL
- 11 Greenfield Livestock Auction Special Cow Sale — Greenfield, IL
- 12 Tingle Farms' Pave the Way, Fall Vol. II Sale — New Castle, KY (pg. 27)
- 13 NAILE Select Sale — Louisville, KY
- 17 Heartland Simmental Performance With Class Sale — Waverly, IA
- 18 Buckeye Best of Both Worlds Sale — Newark, OH
- 18-20 Hillstown Farms' Online Sale — [www.dponlinesales.com](http://www.dponlinesales.com) (pg. IFC)
- 18-21 LMC & Friends "Giving THANKS" Online Donation Sale IV — [www.lamuncacattle.com](http://www.lamuncacattle.com)
- 18 Missouri Simmental Fall Harvest Sale — Springfield, MO
- 18 Shenandoah's Shining Stars — Quicksburg, VA
- 18 Timberland Cattle's Fall Bull Sale — Vernon, AL (pg. 37)
- 18 Value by Design Female Sale — Anita, IA
- 18 Whelan Farms Southern Excellence Bull Sale — Wadley, AL
- 19 North Central Simmental Fall Classic — Hubbard, IA
- 20-21 Greater Pacific Simmental Sale — [www.dponlinesales.com](http://www.dponlinesales.com) (pg. IFC)
- 24 Ruby Cattle Co.'s "Livin' The Dream" Production Sale — Murray, IA
- 25 Foxy Ladies Bred Heifer Sale — West Point, NE (pg. 39)
- 25 Right By Design 2017 — Middletown, IN
- 26-27 Hadden Simmentals' Fall Genetic Sale — [www.dponlinesales.com](http://www.dponlinesales.com) (pg. IFC)
- 26 "The Chosen Few" Female Sale — Gilmore City, IA (pg. 37)

## DECEMBER

- 2 Altenburg Super Baldy Ranch's "First Ever Female Production Sale" — Fort Collins, CO
- 2 Jewels of the Northland Sale — Clara City, MN
- 2 Montana's Choice Simmental Sale — Billings, MT
- 2 Next Step Cattle Company's 5th Annual Bull Sale — Livingston, AL
- 2 T-Heart Ranch's Annual Female Sale — LaGarita, CO (pg. 22)
- 4-5 BF Black Simmentals' Christmas Bonus Sale — [www.dponlinesales.com](http://www.dponlinesales.com) (pg. IFC)
- 4 Dakota Made Production Sale — Salem, SD
- 4 Genetic Perfection Sale — Arlington, NE (pg. 39)
- 9 Driggers 6th Annual Bull Sale — Glennville, GA
- 9 Hartman Cattle Company's Customer Appreciation Sale — Tecumseh, NE
- 9 North Alabama Bull Evaluation Sale — Cullman, AL
- 9 North Dakota Simmental Showcase/Classic Simmental Sale — Mandan, ND
- 9 Purdue Golden Girls Cow Sale — West Lafayette, IN
- 10-11 Ferguson Show Cattle Fall Sale — [www.dponlinesales.com](http://www.dponlinesales.com) (pg. IFC)
- 10 Hicks Cattle Company's 1st Annual Production Sale — Covington, IN
- 10 Trauernicht Simmental Nebraska Platinum Standard Sale — Beatrice, NE
- 11 Gale Angus and Simmental Sale — Lewistown, MT
- 16 Pride of the Prairie Sale — Chandlerville, IL
- 16 South Dakota Source Sale — Mitchell, SD
- 27-28 St. Nicks Eggstravaganza 5 — [www.dponlinesales.com](http://www.dponlinesales.com) (pg. IFC)

## JANUARY 2018

- 15 National Western "The One-Volume XXV" Sale — Denver, CO
- 16 Wild Wild West Female Sale — Brighton, CO
- 24 Sioux Empire Farm Show and Sale — Sioux Falls, SD
- 26 Ellingson Simmentals' Annual Production Sale — Dahlen, ND
- 27 Double J Farms' Private Treaty Bull Sale — Garretson, SD (pg. 19)
- 27 J&C Simmentals' Annual Bull Sale — Arlington, NE (pg. 39)
- 28 2nd Annual KnH Simmentals' Online Bull and Female Sale — [www.knhsimmentals.com](http://www.knhsimmentals.com)
- 28 Triangle J Ranch's Annual Production Sale — Miller, NE (pg. 39)
- 29 APEX Cattle 'Heterosis Headquarters' Annual Sale — Dannebrog, NE
- 29 Sloop's Winter Event Online Sale — [www.dponlinesales.com](http://www.dponlinesales.com) ♦

**Krieger Farms**  
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**Fred Smith**  
Clayton, NC

**Ruble Cattle Services**  
Corydon, IA

**Tonya Phillips**  
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**Debbie Smith**  
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**KenCo Cattle**  
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**Travis & Hillary Bell,  
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DeForest, WI

**Ann Hays Jennings**  
SanAngelo, TX

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**Rodney &  
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**Harrell & Cheryl Watts**  
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# RATES & POLICIES

## Ad Sales Staff

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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
<b>1 page</b>	\$770	\$730	\$700	\$300
<b>2/3 page</b>	\$660	\$630	\$600	\$200
<b>1/2 page</b>	\$440	\$420	\$400	\$150
<b>1/3 page</b>	\$330	\$315	\$300	\$100
<b>1/4 page</b>	\$220	\$210	\$200	\$75
<b>1/8 page</b>	\$150			\$50
<b>3-inch mini</b>	\$100			\$30
<b>2-inch mini</b>	\$85			\$15
<b>2-inch card</b>	\$700/year, 9 insertion			\$135
<b>1-inch card</b>	\$390/year, 9 insertions			\$90
<b>Classified Ads</b>	\$.60/word, \$12.00 minimum, must be prepaid			

### Register Deadlines for Publication:

Issue	Sales Close	Ad Materials	Camera Ready	Mail Date
September '17	August 1	August 10	August 18	Sept 1
October '17	Sept 1	Sept 8	Sept 20	Oct 2
November '17	Oct 2	Oct 9	Oct 20	Nov 1
Dec '17/Jan '18	Nov 15	Nov 22	Dec 6	Dec 19
February '18	Dec 29	Jan 5	Jan 19	Jan 31
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

**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.

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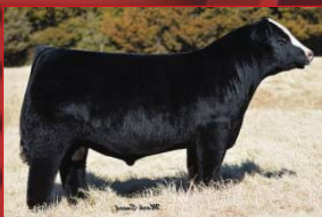
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**W/C Bullseye 3046A**

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EPDs: CE: 9 \$API: 109 \$TI: 70



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By Lock N Load  
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By 3C Macho M450 BZ  
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**STF Rock Solid 033C**

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EPDs: CE: 12 \$API: 119 \$TI: 68



Paul

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By CNS Dream On L186  
EPDs: CE: 11 \$API: 152 \$TI: 70



John

**CLO Captain America 704Y**

By CNS Pays to Dream T759  
EPDs: CE: 13 \$API: 121 \$TI: 62



Angus

**Circle M Tejas 107Z**

By BC Lookout 7024  
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By JF Milestone 999W  
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By Dream On  
EPDs: CE: 13 \$API: 142 \$TI: 73



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By LLSF Pays to Believe ZU194  
EPDs: CE: 9 \$API: 122 \$TI: 70



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*Tentative schedule of events...*

**Saturday, October 28<sup>th</sup> – Tuesday, October 31<sup>st</sup>**

Cattle Available for Viewing

**Wednesday, November 1<sup>st</sup> 9:00 am**

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