

# the Register

July/August 2014

Serving the Simmental  
and Simbrah Breeds



## Features

Breeder of the Year  
TraitTrac Adjustments  
DNA an Additional Tool  
ASA Denies Patent Charge



# Family Matters

PRODUCTION SALE

12:00 CDT • September 20, 2014



**Shimmer**

Selling show prospects by United and Sharper Image

Sunset View Farms  
Sale Facility  
Auburn, Kentucky



**Bandit**

Selling a Lookout fancy prospect



**Diamond**

Selling a daughter by Broker



**Spring Velvet**

Genetic potential galore



September 27, 2014  
1:00 pm

Sanders Ranch  
Head of the Class sale,  
Louisburg, KS



**Cottontail**

Selling five daughters and one son of this breed leader



**Foxy Lady**

She sells with daughter and embryos by Hammer



**Sazerac**

Selling a can't miss donor prospect by United.

For more information  
or sale catalog  
contact consignors or ...



Doug and Debbie Parke  
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859.421.6100 mobile  
pleent@aol.com



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# POWER, PERFORMANCE & PRESENCE

29SM0451 **BIG CASINO**



JBS **BIG CASINO** 336Y ASA 2602861 PB SM  
RC CLUB KING 040R x JBS MR DESPERADO 301K

## A Good Bet for Added Performance

- ✓ DNA tested homozygous black and homozygous polled
- ✓ Touted as one of the best performance bulls to sell in 2012
- ✓ Blaze faced bull that is loaded with length, muscle and power
- ✓ Posted his own 123 WW and 113 YW ratios
- ✓ His dam has posted 7@97 BW and 7@114 WW, his 600U granddam posted 10@109 WW

CE	BW	WW	YW	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
+10.2	+1.4	+73.9	+110.1	+13.9	+27.7	+64.6	+12.5	+10.1	+37.1	-.33	+.09	-.057	+.94	-.25	\$111	\$75
.43	.53	.49	.46	.30	.30	.35	.32	.13	.38	.28	.39	.32	.30	.23		

SPRING 2014 TOP 35%

29SM0463 **AUSTIN**



CLRS **AUSTIN** 878 A ASA 2735675 3/4 SM, 1/4 AN  
MCM TOP GRADE 018X x TNT DUAL FOCUS T249

## Focus On Genetics That Make The Grade

- ✓ Homozygous black, homozygous polled
- ✓ Progressive genetics that rank in the top 10% of the breed for BW, Maternal and Profitability
- ✓ Potential carcass king, posted both 118 IMF and 118 REA ratios
- ✓ Big bodied beef bull that should add thickness, capacity and fleshing ability

CE	BW	WW	YW	MCE	MILK	MWW	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
+14.1	-1.8	+59.2	+96.4	+11.0	+32.6	+62.2	+10.6	+25.0	-.33	+.64	-.026	+1.01	-.27	\$160	\$83
.27	.36	.31	.33	.16	.17	.22	.18	.27	.23	.39	.23	.29	.20		

SPRING 2014 TOP 35%

29SM0465 **AUTHORITY**



GTWY **AUTHORITY** 302A ASA 2789756 1/2 SM, 1/2 AN  
S A V BRILLIANCE 8077 x CNS DREAM ON L186

## Take Charge

- ✓ Member of the Champion Pen of 3 Percentage Simmental bulls at the 2014 NWSS
- ✓ Blends two of the industry's great sires for calving ease and phenotype
- ✓ His powerful dam is a 'love at first sight' kind of DREAM ON daughter
- ✓ Has the show bull look, really attractive, powerfully constructed and correct made

CE	BW	WW	YW	MCE	MILK	MWW	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
+15.2	-0.4	+60.2	+94.8	+12.8	+26.4	+56.5	+9.1	+26.0	-.15	+.28	-.007	+.63	-.32	\$139	\$69
.22	.24	.22	.22	.20	.21	.21	.15	.19	.16	.18	.18	.17	.03		

SPRING 2014 TOP 35%

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Selling approximately 100 head of elite Simmental cattle  
**SATURDAY, SEPTEMBER 13 AT 1:00 P.M. EST**

*Lunch will be served before the sale beginning at 12:00 p.m.*



**SELLS IN HER  
*Entirety!***

R157  
PB SM

*Corrector X STF Miss Admiration 157J*



042A  
PB SM

*Shocking Dream X STF Miss 042Y*



B260  
PB SM

*Broker X Onyx*



BX90  
PB SM

*Endangerment X STF Embrace*



BS26  
PB SM

*Royal Affair X STF Miss SN26*

**10 50Z. SILVER BARS**

**4 \$500.00 CERTIFICATES** to Junior buyers  
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# TABLE OF CONTENTS

the Register ♦ July/August 2014  
Volume 27, Number 9

# 10.25.14

**OFFERING OVER 100 LOTS  
OF SIMBRAH CATTLE**

PLUS SELECT SIMMENTALS

Sale Saturday, October 25, 4:00 pm

\$15,000 Synergy Showcase For Juniors  
Sunday, October 26



**SMITH WENTZ DIAMOND DIVA** 2014 International Champion Female, out of LMC Miss Diva and Smith Nu Wave II. A maternal sib to her sells!



**SMITH BELLA BELLA** One of the premier females in the breed. Progeny from her sell!



**TRIPLE P JULIET** Dam of Superior Mom and Keepsake, both Houston Champions. Progeny of Juliet sells!



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GIDDINGS, TX**

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Page 10

## 10 BREEDER OF THE YEAR

Georgia's Pigeon Mountain Simmentals has a long history of breeding excellence.  
By Dan Rieder

## 16 CHANGES TO TRAIT TRAC REPORTING

An explanation of modifications made to ASA's system for monitoring genetic conditions.  
By Jackie Atkins



Page 18

## 18 A TOOL OF THE TRADE

Advice on utilizing the science of DNA to enhance breeding programs.  
By Dan Rieder

## 20 ASA DISPUTES PATENT INFRINGEMENT LAWSUIT

The American Simmental Association vehemently denies wrongdoing in a questionable lawsuit brought by a Colorado cattleman.

## Also in this issue . . .

Viewpoint	8	43 Corporate Report
Most Prolific Donor Cows	22	43 Foundation Update
Bulletins	24	44 International
AJSA Connection	26	44 Spotlight On SimGenetics
Directors' Dialogue	28	46 Sale Results
We Get Visitors	30	52 The Circuit
Fleckvieh Forum	32	56 New Members
State Scene	34	58 ASA Fees
Newsmakers	37	60 Date Book
Noted Educator Passes	38	64 Rates & Policies
Beef Business	40	66 Advertisers' Index
The Cutting Edge	42	

**About the cover:** A SimAngus™ bull, "PVSM Stylish Mooves," owned by Laurie Meyers, Halifax, PA, exhibited by Brad Feight, Grand Champion of the SimSolutions/SimAngus at the Keystone International Show, moves past a patriotic backdrop. Photo by Annie Duncan, Harrisburg, PA

the Register (Issn: 0899-3572) is the official publication of the American Simmental Association, published monthly, except bimonthly, in December/January, May/June, and July/August by ASA Publication, Inc., 2 Simmental Way, Bozeman, Montana 59715-9733, and is a wholly owned, for-profit subsidiary of the American Simmental Association.

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



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

POSTMASTER: Send address changes to the Register,  
2 Simmental Way, Bozeman, Montana 59715-9733.

Printed in USA

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We need early and late fall-born OR early and late spring-born, black or red bulls to supply both our spring and fall sales.

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Canada Publications Agreement Number: 1875183

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**Bases are fully loaded at Beshears Simmentals with these consignments and more for the:**

*Field of Dreams*  
**2014**



Black Silk (Joy x Dream On) x Upgrade  
March



Black Silk x Upgrade  
January



Diva T04 x Shocking Dream  
January



Diva T04 x Upgrade  
January

Sunday, September 14, 2014  
Hope, Indiana

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for sale updates.  
Visitors always welcome!

# GW Robust 605Z



Homozygous Black  
Homozygous Polled

G A R US Premium Beef  
**Sire: GW Premium Beef 021TS**  
 GW Miss Lucky Charm 410P  
 GW Predestined 701T  
**Dam: GW Miss GPRD 123X**  
 GW Miss Maternal 523P  
 ASA#: 2694778  
 5/8 SM 3/8 AN

Trait	Direct				Maternal				Carcass							\$ Index	
	CE	BW	WW	YW	MCE	Milk	MWW	Stay	DOC	CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	17.0	-0.7	71.1	128.0	12.9	27.8	63.4	-	15.1	45.9	-.24	.99	-.017	1.08	-.47	185.7	95.8
ACC	.28	.44	.39	.43	.24	.24	.29	-	.16	.35	.26	.40	.26	.31	.20		
%	5		15	2	10		10		3	5		1		1	10	1	1

Spring 2014 ASA Sire Summary, as of 2.28.14

# SimAngus™

- Incredible numbers for \$API and \$TI.
- Attractive, sound and muscular with an expansive midsection.
- Offers an impressive combination of Calving Ease, Growth and Carcass Merit.

## Semen: \$25/unit

Semen available through Select Sires  
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## Cow Camp Ranch

Lost Springs, Kansas  
 Kent, Mark & Nolan Brunner 785-983-4483  
 www.cowcampbeef.com

# CCR Wide Range 9005A



Homozygous Black  
Homozygous Polled

Hooks Shear Force 38K  
**Sire: S D S Graduate 006X**  
 S D S Queen 814U  
 HTP SVF In Dew Time  
**Dam: CCR Ms. Apple 9332W**  
 CCR 992F Fullhouse 3249N  
 ASA#: 2725666  
 3/4 SM 1/4 AN

Trait	Direct				Maternal				Carcass							\$ Index	
	CE	BW	WW	YW	MCE	Milk	MWW	Stay	DOC	CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	15.9	-2.5	65.6	97.4	14.2	31.5	64.3	-	13.1	24.0	-.22	.13	.026	1.07	-.54	148.5	73.1
ACC	.27	.36	.31	.33	.17	.18	.22	-	.13	.27	.25	.41	.24	.32	.24		
%	10	5			4	10	10		15					1	2	15	

Spring 2014 ASA Sire Summary, as of 3.7.14

# 3/4 Simmental

- Standout and high-selling bull from the 2014 Cow Camp Ranch Sale.
- His dam boosted the sale average with eight sons by three different sires averaging \$10,280.
- His name, Wide Range, says it all — offering a wide range of breeding options for heifers and cows everywhere.
- Use him on purebreds to make purebreds, on 1/2-bloods to make 5/8 SM and on Angus females to make tremendous, soft, moderate SimAngus™.
- Unlimited mating possibilities, tremendous phenotype and strong performance all merge in this exciting genetic gem.

## Semen: \$25/unit

Semen available through Select Sires  
 614-873-4683 www.selectsiresbeef.com  
 Limited semen available Spring 2014



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 Gordon Hodges 336-469-0489  
 www.gibbsfarms.net



## Cow Camp Ranch

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# VIEWPOINT

By Trustee Blake Nelson, Warner, OK



Greetings! I hope all is well in your neck of the woods. Thinking about this Viewpoint, I reflected on things that have transpired with ASA since I was honored to be elected a trustee. I have found that while many of the changes have been good for the breed, some are a work in progress. I also have become more knowledgeable about the beef industry and more familiar with many of the areas that Simmental cattle can be useful to the cattle business.

This is a great time to be a Simmental breeder and it is up to us, the breeders, to produce cattle that appeal to all facets of the beef industry. I believe the Association must be ready to meet the needs and support the membership in achieving this goal. As I speak of all facets, this is what I really want to discuss: One of my fellow trustees uses the term "Team Simmental" and I think these are two words that we should focus on. Webster's dictionary defines the word "team" as: "A group of people who are associated or work together!" If we think about a team for a second, I think we would all agree that each team member may have a different role that is vital to success!

One of the greatest parts of being on the board is meeting cattlemen and women who use Simmental genetics in many different ways and for different purposes. Some may be focused on producing outstanding range bulls in volume, some on producing great replacement females, and some may be focused on producing a handful of great show heifers that will bring a new member to "Team Simmental" through the junior program. Each

one of them is a member of "Team Simmental" and is vital in our sustainability and success.

As a board member, it is often frustrating to see the tunnel vision among our membership. All facets are important and deserve respect by fellow members of "Team Simmental". We should have just as much respect for the breeder who raises a phenotypically flawless beast as we do for the brilliant minds that keep us on the cutting edge through science. My point is: for "Team Simmental" to maximize the opportunity to gain market share and tackle this competitive industry, it takes all of us. Though we are different in our herd goals, we are absolutely alike in utilizing Simmental genetics to reach our goals. I have immense respect for each trustee with whom I have served. Although we may not agree on what the ideal Simmental bull may look like or read like statistically, we can agree that Simmental cattle are an integral part of today's beef industry. This could be greatly expanded if we keep an open mind and always consider the "common good" for all members of "Team Simmental."

As I wind up this article, I would like to mention that we have a hard working, top-notch staff who work hard every day for "Team Simmental", and their contributions are extremely important and appreciated. I hope each of you are planning to attend a Simmental event in the near future: the National Classic and Breeders Sweepstakes are in Louisville, July 13-20, and the fall board meeting is September 8-11, in Bozeman. Both will be great events to meet fellow Simmental enthusiasts who have been responsible for our past and invaluable to the future of "Team Simmental."

Take care and God Bless! ♦

## The Harvest Sale

Sunday, October 5, 2014  
at the Farm West of Universal, Indiana



Broker x 301N



Purebred Angus



Steel Force x Queen



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Selling 100 Elite Simmental & SimAngus™  
 Genetics! Fancy Show Heifer Prospects,  
 Bred Females, Herd Bull Prospects & Donors

# Field of Dreams 2014



## Harkers Icon 2014 Reserve National Champion Purebred Bull

Sold in last year's Field of Dreams Sale to Circle M  
 Farms, Hudson Pines Farms & Silver Towne Farms



### HF Sabrina 265B

WS A Step Up x Miss Knockout 74T  
 Purebred Show Heifer Prospect



### Harkers Promise Ima Joy B115

BBF1 Combustible x STF Montana Black  
 Purebred Show Heifer Prospect



### HF Serenity 179B

Mr NLC Upgrade x Miss Knockout 74T  
 Purebred Show Heifer Prospect



### TNGL Hopes Charm A583

W/C Wide Track x AJE/HS/MBCC Hope Floats  
 Bred to W/C Bulls Eye • Bred Heifers like this sell!



### STF HR Red Lady 300W

STF Dominance x Wheatland Lady 781T  
 Sells open and ready to flush!



### BESH Diva B1

Mr NLC Upgrade x Diva T04  
 Show Heifer Prospect

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 Myers 765-210-2370

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 and Family  
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 765-538-2976

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*Jordan, Amie and John Howard.*



**John Howard, owner of Pigeon Mountain Simmentals, LaFayette, Georgia,** has been raising Simmental and Simbrah cattle for more than four decades, having joined the Association in the early 1970s.

Recently, the Georgia Cattleman's Association (GCA) acknowledged his accomplishments as a cattle breeder and for his beef industry leadership, with its prestigious Seedstock Producer of the Year Award. With customary modesty, Howard expressed his gratitude to the GCA for the honor, but declared that: "there were probably 150 cattlemen in that room who were more deserving than me." A former president and long-time board member of the Georgia Simmental Simbrah Association (GSSA), he has a history of being actively involved in the agricultural industry.

He was nominated by his local county extension agent who often schedules interested groups and individuals for tours of Howard's operation. "I give those people a little spiel about what we do and since we have cattle and chickens, they can find out about both businesses in one visit," Howard said.

He first developed an interest in beef cattle through his grandparents' farm. "My parents were in the retail business and I followed in their footsteps for a number of years, but always maintained a small herd of cattle on the side. In 1995, we decided to get out of the retail business. We had 20 stores in Georgia, Tennessee, Alabama and North Carolina — variety stores, a notch above the Dollar stores, but a notch or two below Wal-Mart," he chuckled.

**A long-time Simmental breeder is honored by the Georgia Cattleman's Association.**

# Breeder of the Year

“My grandparents had commercial Herefords and Angus — that’s about all that were available in those days. I first was exposed to Simmentals by Frank Shattuck, whose son, Maurice, was one of my college roommates at the University of Georgia. Frank was AIing imported Simmental semen on his Hereford cows and was just thrilled with the calves that came out of that combination,” he recalled.

“When I graduated from college in 1970, Frank and I became partners in the cattle. We were both interested in the same thing and he was my mentor,” he continued. “We partnered for several years, and when eared cattle got pretty hot around here, we went to breeding Brahman bulls to our commercial Simmental cows and developed a super bunch of F1 females. When the Brahman influence cooled off a bit, we sold them. The first fullblood bull we bought was a Signal son and we purchased a potload of fullblood cows from Shawest Farms of Edmonton, Alberta.”

It was about that time that Shattuck decided to cut back. “We dissolved our partnership. He kept the commercial cows, I took the papered ones and I’ve been in the registered end of things ever since,” Howard says.

Cattle are marketed through several venues. With the able assistance of sale manager Bruce Van Meter, two different bull sales, spring and fall are held under the name *Pigeon Mountain Beef Builder sales* — with several guest consignors adding to the offering. Females are sold through the long-running Southern Showcase sale, also managed by Van Meter. “Bruce manages these sales and serves as my herd consultant as well,” Howard said.

Over the years, Pigeon Mountain cattle have also been sold through consignment sales from Pennsylvania and Virginia to Texas. And, a few head are sold annually by private treaty, right off the farm.

Feeder calves are marketed through a program jointly administered by Iowa State University and the University of Georgia Extension Service. Calves from several breeders are brought together to fill a semi and shipped to an Iowa feedlot. “It is a great way to market the low end of our calf crop. We get a premium on the calves and receive volumes of valuable data on them.”

Embryo transfer is employed on a somewhat limited level. “We sell a few embryos and partner with other breeders on some donor cows. We’ll put about 40 embryos into our own recipis,” he added. “Typically, we AI all our heifers and a few mature cows, with natural service on the balance.”

## Changing Direction

In the 1990s, Howard and his wife, Becky, adjusted their business plan. They sold their stores, placed increased emphasis on expansion of their cowherd and added broilers to the mix. In addition, the cowherd took a drastic turn from fullblood to purebred.

“After selling the stores, I’ve had much more time to spend on the cattle,” he reported. “Where we once ran 35-40 cows, we’re now up over 150 head, almost all registered except for a few recipients. We run on about 800 acres, including land that we both own and lease.”

That’s when he came to realize that black-hided cattle were more marketable. “Because of that color bias, we switched to purebreds, both black and solid red. About 90% are black Simmental, with some Sim-Angus™ and a few Simbrahs. Mentally, that was a real struggle to give up my fullbloods. I don’t want to take anything away from those Fleckviehs, but we could just market purebreds so much easier,” he said.

“We still do a touch of Simbrah, but there isn’t much interest in them here in north Georgia. Most of our Simbrahs go to Florida or to Texas. Some of them have even been turned black, but the important thing is that they have a solid-color pattern. Simbrah have come a long way in just the past three or four years — more uniform in both type and color,” he commented.

Then, Howard went looking for something else that he might incorporate into his farming operation and found it in chickens. “We live in the chicken part of the world — Georgia is the number one producing broiler state. So we reached an agreement with Koch Foods, built eight houses and now produce about seven million pounds of chicken annually,” he reported.

“We can handle between 220,000 and 250,000 birds at a time and we’ll turn them over seven times during the year. The way this works is that Koch Foods provides the chicks and the feed and we furnish the labor, utilities and facilities. Everything is under extreme biosecurity

(Continued on page 14)

*Pigeon Mountain Simmentals on summer grass.*





# Cutting-Edge New Products

## Chevron Halters

Get noticed in the show ring

- Chevron patterned hardware is an industry first
- Special rounding technique ensures halter maintains its body



Black halters feature glossy black plated buckles and rings and graphite plated lead chain



Brown halters feature oil rubbed buckles, rings and lead chain for an antiqued look

Manufactured in U.S.A.

## Show Comb Holder & Show Number Holder with Clip

Now featuring embroidered chevron pattern and Swarovski® crystals

- Vibrant color palette coordinates with a variety of show sticks
- Show Comb Holder eliminates awkward handles in back pockets and Show Number Holder keeps number visible and secure



Manufactured in U.S.A.

## Bling Brushes

Vibrant chevron pattern adds sparkle and shine to grooming time

- For daily use or touch-ups in the show ring
- Perfect for use on all species
- Available in small or large



## Chevron Collection





Manufactured in U.S.A.

Chute Extension sold separately

## Stierwalt Firm Adhesive

Maximum holding power is a must-have for the stiffest, shortest and most unruly hair

- Quick-response formula offers the strongest holding power in our line of adhesives with no fall-down
- Dries with a white cast and is perfect for use with ProTouch paints

## 1/2 Chute & Chute Extension

Lightweight, portable, roomy design has more working space than a traditional chute

- Easy to haul, set up, tear down and transport
- Powder coated side bars prevent oxidized aluminum from rubbing off on your animal
- One-of-a-kind swivel head tie piece and self containing storage for side bars

# NEW from The Winner's Brand®



## Stierwalt ProConditioner Nourishing Vitamin Treatment

Ultimate conditioning treatment is light enough to leave hair silky while substantial enough to promote a healthy hide

- Thick cream conditioner features a blend of coconut oil, shea butter, jojoba oil, vitamin E and wheat protein
- Can be diluted for use as daily leave-in treatment or full strength to spot treat dry, flaky areas



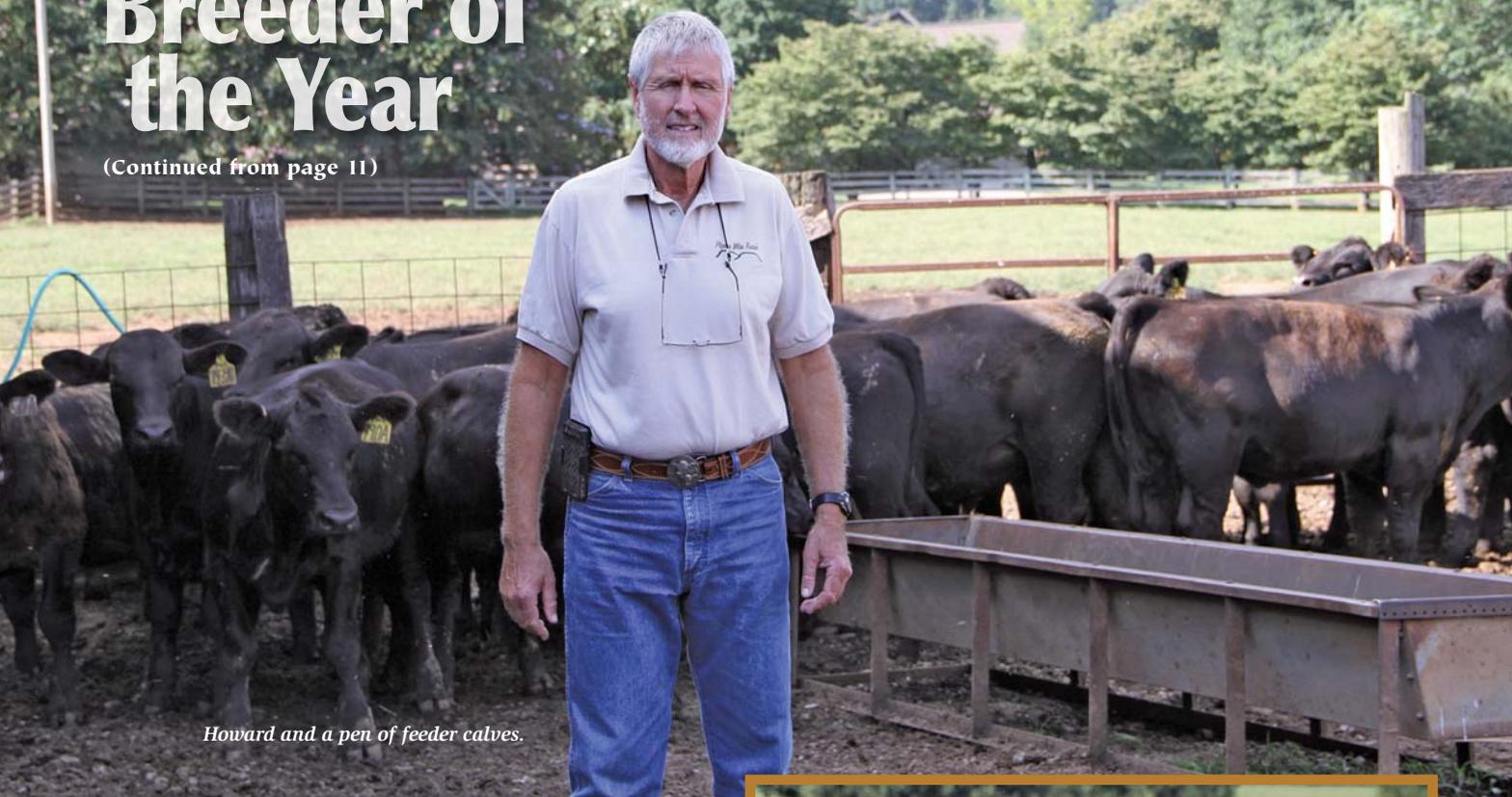
[www.thewinnersbrand.com](http://www.thewinnersbrand.com)



[www.facebook.com/thewinnersbrand](https://www.facebook.com/thewinnersbrand)

# Breeder of the Year

(Continued from page 11)



*Howard and a pen of feeder calves.*

to keep them disease-free and temperatures are computer regulated. Temperatures are kept around 90 degrees for the chicks and are dialed down to 70 degrees by the time the broilers leave after 38 days,” he went on.

He notes that broilers complement his cattle operation. “Chicken litter is a great organic fertilizer, it will grow grass on a rock. We also sell a good bit of litter as fertilizer to other cattle growers and corn producers. Obviously, we produce a lot more litter than we can possibly use and there is a ready market for it.”

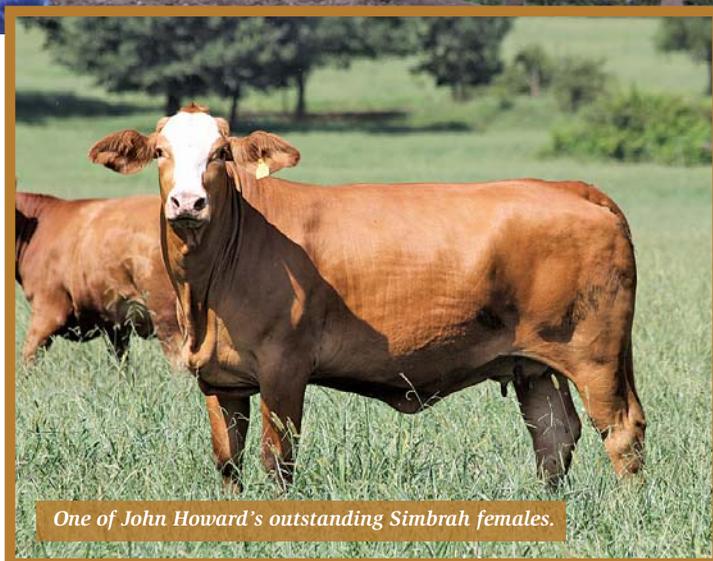
## Proud Father and Grandfather

John and Becky, who is an emergency room nurse by profession, are the parents of three children and grandparents to four boys.

Their oldest is Julie, who is married to Cole Shaw and lives on a farm about 10 miles away. Julie is a middle school teacher, while Cole maintains his own contracting business and runs cows as well. Their two children are Jake, 10, and Isaac, 6.

John and his wife, Amie, reside in the Atlanta area, where he serves as a high school athletic director and coaches boys’ basketball and girls’ golf. John was a four-year starter as a punter and holder on the football team at Jacksonville State in Alabama. Amie is a school administrator at another Atlanta area high school. Rhett, 8, and Grant, 4, complete their family.

Their youngest is Jordan, who will be a high school sophomore this fall. She’s a cheerleader and a sprinter on the track team, participating in the 100-meters and 400-meter relay. “I don’t know where she got that speed —



*One of John Howard’s outstanding Simbrah females.*

certainly not from her daddy,” John laughed. “When Jordan was born, Becky became more of a full-time mom.”

In addition to the time and effort put in by John and Becky, they employ a crew of three full-time men. “We keep them busy — it seems like we’re never completely caught up. We are fortunate to have very good employees.”

“Simmentals today are so much different than they used to be. I remember when we went through those various phases when people were trying to market 10-frame, pencil-gutted cattle. We’d get huge calves that were slow to get up and nurse, and Simmental got a bad reputation,” he concluded. “I am amazed and pleased at how much the positive traits of Simmental have improved — calving ease, growth, sound structures, very functional cattle.” ♦

# IT IS AN EXCITING TIME TO BE SIMMENTAL

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

## 40th Annual North Carolina Fall Harvest Simmental Sale



**Saturday, September 6, 2014  
Union Grove, NC**

**Selling 75 lots of Simmental and  
SimAngus™ Genetics**



**DVAuction**



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**These Sell and Many More! Call or email for your catalog.**

# Changes to TraitTrac Reporting

Jackie Atkins, Ph.D., ASA Director of Science and Education



At the April board meeting, the ASA Board of Trustees voted unanimously to remove the color system from TraitTrac and add all genetic conditions with available tests into our TraitTrac system (including the most recent condition, Developmental Duplication [DD]). While the existing TraitTrac has worked well for years, the color coding gave a false impression that “green” animals are clear of genetic defects — they are only clear of the ones we know about. Furthermore, ASA now has the flexibility to add new conditions to TraitTrac as they are discovered.

In the new TraitTrac system, the statement “Check available results” under “TraitTrac” indicates there is

additional information on this animal. If the “Check” text is in bold then there is a carrier in the lineage, a population risk, or the animal is a tested carrier. You can click on the “Check” text to go to the TraitTrac page for a particular animal. The TraitTrac page lists information on any genetic conditions with results reported to ASA. The TraitTrac page also provides an expandable pedigree with any test results in the lineage. If an animal has no results on any genetic conditions, the main animal page simply says “TraitTrac” with no additional text underneath.

Here are examples of three animals with three different statuses on TraitTrac. Each example shows the main page for the animal and parts of the TraitTrac page.

## Example of an animal with no genetic condition information on file:

ASA #: 2815523 Registered	KBHR A298 Black Polled	Tattoo: A298 Left Ear
Single Birth Cow	PB SM	<b>TraitTrac</b>

By clicking on the “TraitTrac” text, you can navigate to the TraitTrac page for the animal which will show the following information.

### TraitTrac

Information on DNA and Genetic tests

**No genetic test information is on file for this animal.**

At this time it is assumed to be free of defects currently being monitored because:  
there are no known carriers in its lineage and/or  
if there are carriers in its lineage, intermediary ancestors have been tested free of the defect and/or  
it does not trace back (within 4 generations) to a population that is at risk of carrying a genetic defect being monitored

## Examples of animals with genetic condition information on file:

ASA #: 2144976 Registered CANSM - 632589	CNS DREAM ON L186 Polled (Documented-Homozygous Polled)	Tattoo: L186 Both Ears
Fresh Embryo Bull	PB SM	*PCB KN GE
		<b>TraitTrac</b> (Check available results)

By clicking on the “Check available results” text, you can navigate to the TraitTrac page for the animal which shows information about the genetic conditions. The TraitTrac page shows that this bull has been testing free for NH, PHA, TH, OS, and AM. Next page is a screenshot of the NH test results.

## TraitTrac

### Information on DNA and Genetic tests

**NH**

Pedigree

<b>NICHOLS LEGACY G151</b>	1937373
<b>CNS DREAM ON L186</b>	2144976 TF
<b>CNS SHEEZA DREAM K107W</b>	2058400

The following example is an animal that is a tested carrier for Tibial Hemimelia (TH).

<b>ASA #: 2215132</b> Registered USAMA - 401231 USACA - 293213	<b>HEAT WAVE</b> Black Polled	<b>Tattoo: 01K</b> Left Ear
Single Birth Bull	3/8 AN 1/4 MA 1/4 SS 1/8 CA	*BTF
		<b>TraitTrac</b> (Check available results)



**ASA  
Science  
Forum**

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

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

\* Side note: Are you wondering what the PCB, KN, GE, and the BTF mean? You can click on this text and pull up a box that explains each abbreviation. PCB = Parentage confirmed to both sire and dam, KN = Karyotyped, and GE = Genomic data is on record (example, 50K or GGP-HD), BTF = DNA or Blood type is on file but not confirmed to either parent.

As before, when ASA receives test results on an animal, TraitTrac will update the status for that animal and also populate the results for their progeny. In other words, if an animal is tested free for DD, the animal will be updated as tested free (TF) and all the animal's progeny will be updated to recognize parentage free (if both parents are free). On the other hand, progeny of a tested carrier animal will all have carrier in lineage unless the progeny have test results themselves.

**In summary, TraitTrac will continue to monitor genetic conditions** except there is no color associated with the status of the animal. All genetic conditions with available tests will be included in TraitTrac including DD. In the TraitTrac page, information on an individual animal is stated in text for each condition with an expandable pedigree. TraitTrac will continue to provide information to the membership and public so they can make sound breeding decisions including known results on genetic conditions. ♦



# A Tool of The Trade

**Genomic testing and subsequent incorporation into breeding programs is becoming an indispensable tool for cattle producers.**

*By Dan Rieder*

In the 45+ years since it was founded, the American Simmental Association has built a well-deserved reputation for being on the cutting edge of beef cattle science. So, when ground-breaking DNA (Deoxyribonucleic Acid) testing emerged, the Association readily embraced the technique, adding it to the long list of scientific breeding tools available to its membership.

Today, as the science continues to evolve, DNA marker tests are available for a wide range of uses including parentage verification, color, horned/poled status, recessive genetic defects and as an aid in increasing the accuracy of EPDs.

One very significant benefit of molecular information is that it can be gathered earlier in life, resulting in more insight on younger animals. By increasing our knowledge about young animals, we are able to make better, more informed, breeding decisions—which ultimately leads to accelerated genetic improvement.

## Why use DNA?

When asked why he utilizes DNA testing, John Irvine of Irvine Farms, Manhattan, Kansas, said, “We strive to provide our customers with cattle that offer the greatest genetic benefit to their operations. We have traditionally emphasized EPDs and indexes for that purpose, and now genomics delve even deeper into the specifics of how animals differ. There is no question in my mind that the future of genetic progress lies in the science of genomics.”



*John Irvine*

Gordon Hodges, a current ASA Trustee from Hamp-tonville, North Carolina, had these comments: “We test AI sires and donor cows not only because it is required, but we also test calves that are born in that gray area between an AI or embryo due date and the first possible cycle to a cleanup bull. We want to confirm parentage and accuracy of the sire. Use the technology! Parentage verification, along with hair color and polled testing, provide accuracy to your product while adding substantial economic value. Genetic defect testing brings safety and creditability to your product. Plain and simple, DNA testing is a value-added tool.”



*Gordon Hodges*

## Timing is Critical

“As staff members, we try to impress upon our members that they need to think about completing their DNA testing as early as they possibly can,” says Leoma Wells, who oversees ASA’s DNA and genetic defects testing. “At certain times of the year, when traffic is very heavy, the lab can get backed up. Many members are cognizant of that turnaround time, but others seem to wait until very late in the process.”

Irvine is aware of the perils of waiting too long. “I try to submit my requests as early as possible. Since our production sale falls on the first Saturday in November, we aim to submit our samples by June,” he says.

“Keeping an eye on the calendar is very important,” Hodges agreed. “If turnaround time is running at normal speed, parentage, polled and color testing can be completed in 8 to 12 working days. I’ve found that genetic defect testing can take a few days longer, but some traits, at busy times can take up to six weeks or more.”

## DNA at ASA

“As ASA members, we are fortunate to be part of a progressive, science-focused organization. EPDs and indexes provide the best framework for utilizing genomic data, while the DNA component offers an additional layer of accuracy. As breeders, we need to continue gathering phenotypic data, and as an association, we need to continue to invest in this technology,” Irvine concluded.

“There is little debate that genomic testing can be a cost-effective means of acquiring information on breeding stock,” advises Dr. Wade Shafer, ASA’s executive vice president and an ardent advocate for science-based cattle breeding. “You can be assured that ASA will continue to employ significant resources to ensure that we leverage the technology as effectively as possible. We have a history of providing our members and the industry with the most advanced cattle breeding tools — and that will not change.” ♦

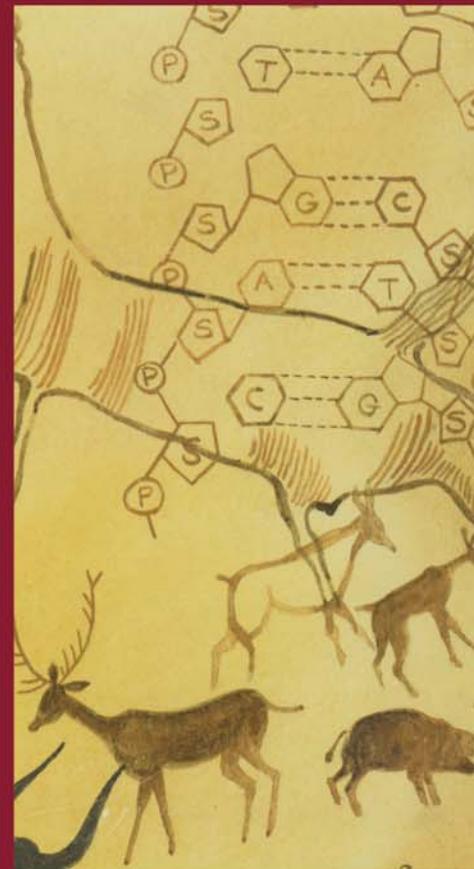


*Leoma Wells, part of the DNA team at ASA.*



*Dr. Wade Shafer*

# 10<sup>th</sup> World Congress on Genetics Applied to Livestock Production



Vancouver, British Columbia. Aug. 17 to 22, 2014

This is the premier conference for researchers and professionals involved in genetic improvement of livestock.

Join 1,500 delegates for this cutting-edge program. Experts will share the latest research on topics like disease resistance, selection for harsh environments, feed intake and efficiency.

Networking opportunities include the Congress Gala Dinner and an evening at the Vancouver Aquarium. Enjoy a great meeting in a beautiful city.

Register at [wcgalp.com](http://wcgalp.com)

# ASA Disputes Patent Infringement Claims

Official statement of the American Simmental Association

**Leachman Cattle of Colorado, LLC and Verified Beef, LLC filed suit against the ASA.** On April 11, 2014, claiming that the ASA's Feeder Profit Calculator infringes a patent obtained by Leachman and licensed to Verified Beef for their Reputation Feeder Cattle® and Genetic Merit Scorecard® programs. The Genetic Merit Scorecard® program "takes EPDs of all the bulls used in [a] herd for the past 10 years, converts the data into simple-to-understand values, and shows [the] herd's rank (relative to the national average) for the traits that are most important to cattle feeders when predicting profit potential." The Genetic Merit Scorecard® provides star rankings for various traits as well as a relative dollar value ranking for a group of animals.

In the lawsuit, Leachman and Verified beef allege that they, not the ASA, "pioneered the concept of determining the relative economic value of a group of existing commercial calves and reporting that value to the owners and potential buyers of that group." Leachman and Verified Beef assert that they are exclusively entitled to market "systems and methods of determining the relative market value of a sale group of livestock based on genetic merit estimates" and that the ASA's Feeder Profit Calculator, which determines the relative value of feeder calves, violates the Reputation Feeder Cattle® and Genetic Merit Scorecard® patent. Leachman and Verified Beef stress that they have "several [other] pending patent applications covering aspects of this technology."

## Facts Say Otherwise

The ASA published the cattle industry's first sire summary in 1971, and developed the industry's first multi-breed genetic evaluation in 1997. In the early 2000's, the ASA teamed with USDA geneticist Mike MacNeil to develop dollar value indexes. Dollar value indexes blend EPDs and economics to estimate the overall impact on profitability of sires' progeny. Used extensively in the swine, poultry and dairy industry for many decades, dollar value indexes allow breeders and commercial cattle producers to make accurate decisions when determining the economic value of a group of livestock.

Though Leachman and Verified Beef did not file their first patent application until April 13, 2013, they claim that prior to the ASA's meeting with them in early 2013, the ASA did not have a "product that determined the relative market value of a sale group of livestock." Leachman and Verified Beef also complain that because the ASA

offers its Feeder Profit Calculator to beef producers at no cost, the ASA is "placing unfair economic pressure" on Leachman and Verified Beef which prevents them from "acquiring prospective customers." As a result, Leachman and Verified Beef request an unstated amount of punitive damages against the ASA and that the ASA "immediately cease offering [its] products . . . [to] the cattle industry."

## Shafer Affirms ASA Position

In response to the suit, ASA Executive Vice President Wade Shafer stated that Leachman and Verified Beef "seek a monopoly on genetic prediction through a questionable patent and we will not sit idly by and let them take control of something we and others in our industry have been doing for a long time. The ASA will not be deterred from protecting the rights of the beef industry and ASA members against monopolistic claims from Leachman, Verified Beef or others. We believe that the cattle industry has advanced through science to the benefit of everyone. We are committed to making sure that scientific advancement for the good of all, and not just for the profit of a few, remains our goal."

**Editor's Note:** *The preceding statement was published in April of 2014. Subsequent developments led to the following ASA position statement printed in June.*

## Update on Leachman Lawsuit/Patent

Several weeks ago we informed ASA membership and the industry via eNews that Leachman Cattle of Colorado (LCoC) had filed a lawsuit against ASA. The lawsuit is intended to deter ASA from challenging a patent recently issued to LCoC — a patent that our staff and board of trustees considers invalid and potentially harmful to our industry. Since that email we have received an overwhelmingly favorable response to our position on the LCoC patent.

The lawsuit centers around ASA's Feeder Profit Calculator (FPC). Besides patent infringement, the lawsuit asserts that ASA used proprietary information developed by the plaintiffs in the development of our FPC — a claim easily refuted and demonstrably false. ASA's FPC utilizes only two components to predict the relative economic value of a set



# Most Prolific Donor Cows

Cows listed must have had at least one calf born since 1/1/2013, and the list is sorted by total number of calves reported.

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

Animal #	Name	Birth Date	Breed	# of Progeny	API	TI	Owner Name
1828947	HART HOLLYWOOD QUEENE700	4/1/95	PB SM	269	63.90	48.00	DAMAR FARMS
1929545	MISS KANSAS K 11G	1/18/97	3/4 SM 1/4 AN	226	99.30	62.50	DIAMOND D AND KS ST UNIV BROOKS
2031670	KS KAYLA J497	3/10/99	PB SM	214	105.00	65.50	ROGER A KENNER
2106820	SOSF EBONYS JOY L-123	2/3/01	PB SM	204	132.70	68.10	WALSH-GROVES-DOUBLE S-JANSSEN
2101041	DOUBLE D BLK CHYNA	9/2/00	PB SM	187	99.60	52.90	SILVERSTONE SIMM & KLEIN KATTLE KOM
1799587	HSF VANESSA 45D	8/27/94	PB SM	140	109.10	59.20	HOFMANN SIMMENTAL FARMS
2016435	JM BF H25	9/4/98	PB SM	134	99.10	56.10	JESS-A-MARR FARMS & JERED SHIPMAN
2064375	HHSF BLACK GLITTER	4/28/00	PB SM	124	111.10	63.60	THOMAS RANCH/POLZIN CATTLE
2124044	STF MISS U25	1/9/01	PB SM	123	114.70	57.00	SILVER TOWNE FARMS
2291327	GCF MISS CALIENTE	1/1/05	PB SM	114	96.90	50.60	HARKER SIMMENTALS/SILVER TOWNE FARMS
2183899	TNT MISS SADIE M68	3/11/02	PB SM	108	95.40	57.20	RUST MOUNTAIN VIEW RANCH
2146790	TNT MISS HONEY L9	2/21/01	PB SM	106	102.10	52.80	BICHLER SIMMENTAL - TNT SIMMENTAL
2054558	SSE JOSIE	9/20/99	PB SM	105	76.00	61.60	GRASS-LUNNING SIMMENTALS
2071455	TRIPLE C GO GIRL K34G	2/6/00	PB SM	104	126.60	68.60	PREMIER BEEF
2259185	AKERS RUBY 2184	2/26/02	PB AN	100	71.20	54.70	SHOAL CREEK - SLOUP - SNIDER
2186256	KAPPES SADIE M166	3/21/02	PB SM	97	109.40	71.40	KAPPES SIMMENTALS
2068055	JF MISS REBA 050K	4/17/00	PB SM	97	112.80	58.20	SCHMIDT BROTHERS
2068555	HOOKS KARRIE 47K	2/22/00	PB SM	93	146.30	78.00	PLOUB'S SIMMENTAL FARMS
2154953	SVF NJC MAGNETIC LDY M25	2/16/02	PB SM	92	112.40	68.30	SLOUP SIMMENTALS
2193941	ZEIS MISS DRIVE N423	3/2/03	PB SM	88	110.50	65.10	ANDERSON/PIGEON MTN/SELECT CATTLE
2291973	JF EBONYS JOY 5105R	3/27/05	PB SM	87	117.80	60.00	CLEAR WATER SIMMENTALS
2251896	AJE-RCC LIZZYS PEARL P4	5/2/04	PB SM	85	116.90	57.20	HILBRANDS CATTLE/HECKSEL SIMMENTAL
2217309	RC MISS GRIFFEY 038N	2/15/03	PB SM	85	100.60	68.40	RIVER CREEK FARMS INC
2235201	SS BABYS BREATHE P035	2/12/04	PB SM	83	121.20	61.20	HILBRANDS CATTLE CO
2095184	NJC SVF ANTOINETTE K205	9/1/00	PB SM	83	128.90	65.50	STEVEN COOPER
2064308	BH MISS MT 02K	1/1/00	PB SM	80	95.60	54.40	REDALEN CATTLE COMPANY
2357410	KA TCF INDEPENDENCE S30L	7/4/06	PB SM	79	105.30	55.70	WINDY RIDGE SIMM & GONSIOR SIMM
2254755	MYERS QUEEN SAZERAC P94	1/26/04	1/2 SM 1/2 AN	77	78.40	52.70	HUDSON PINES FARM
2184078	3C MELODY M668 BZ	5/20/02	PB SM	76	104.50	60.10	WAGER CATTLE CO
1938533	NICHOLS BEAUTY G84	4/2/97	PB SM	76	108.60	67.40	MELBY SIMMENTALS
2295057	DMN DAISY MAE	3/3/05	5/8 SM 3/8 AN	75	87.20	56.70	HTP SIMMENTALS
1920627	SIF JESSIES DARLING	9/14/96	PB SM	75	79.20	58.70	SELECT CATTLE ENTERPRISES
2062904	DOUBLE R SHESTHEONE K18	3/20/00	PB SM	75	96.40	55.10	RUBY CATTLE COMPANY
2187908	STF EVE MK66	12/24/02	PB SM	74	89.30	58.70	JANSSEN FARMS
2235853	RHYTHM 418P	3/9/04	PB SM	74	104.20	54.40	RUBY CATTLE CO/NELSON FAMILY FARMS
2057820	3C MISS MEYER J299 B	4/1/99	3/4 SM 1/8 AR 1/8 MX	74	90.50	54.40	BLACKFORD SHOW CATTLE
2130542	NLC LG772	3/19/01	3/8 SM 5/8 AN	74	99.30	64.70	J & C SIMMENTAL
2123584	TRIPLE C CRAZY QUEEN L98	3/25/01	PB SM	73	98.60	58.00	ETR SIMM & GRISWOLD CATTLE
2190923	SS U-NIGHTS MISTI M706M	9/1/02	PB SM	73	103.90	53.80	MELBY/B&L/SLOUP
2393723	TRIPLE C KARRIE T47K	4/8/07	PB SM	73	149.30	76.60	SCHORG SIMMENTALS
2144987	HPF MS MELODY M011	2/1/02	PB SM	72	108.70	57.70	4TH MERIDIAN FARM INC
2317634	LRS PREF BEEF 521R	3/7/05	PB SM	72	133.90	67.60	LASSIE SIMMENTALS
2321552	TNT MISS R77	3/7/05	PB SM	71	138.10	72.60	NLC SIM - HRM CTLE CO - TNT SIM
1933020	ZEIS MISS JESSE G177	2/24/97	3/4 SM 1/4 AN	71	85.90	48.10	SLAMA SIMMENTAL'S
2040222	HS REFLECTIONS J34	3/8/99	PB SM	70	104.10	58.00	ANDERSON SIMMENTAL
2287240	SVF/HS EXPECTING A DREAM	3/3/05	PB SM	69	159.10	70.20	THOMAS SIMMENTALS
2289443	LAZY H BURN BABY BURNR34	5/11/05	PB SM	69	110.90	63.00	ERIK ELBERT
2198685	SVF SHEZA FANTASY N906	3/9/03	PB SM	69	102.50	57.40	C&C FARMS
2227847	HTP SVF DEW THE STROKE	12/4/03	PB SM	68	124.30	68.90	S COOPER/FORREST BROOK/SEE FARMS
2109128	HWF KASHMERE	9/1/00	PB SM	67	112.90	71.60	PINE RIDGE/SUNSET VIEW/DOUBLE R
2234021	SILVERSTONE CHYNA MARIE	1/7/04	PB SM	67	117.10	59.70	SILVERSTONE LPC

# Sales Call

A new opportunity to promote your sale.

**Sales Call** is a bi-monthly electronic announcement of upcoming sales for ASA Publication advertisers.

If you have recently advertised in *the Register* or *SimTalk*, you are automatically included in **Sales Call** for the month prior to your sale, and is broadcast to over 5,000 subscribers. **Sales Call** announces the date of your sale, location, provides a link to your sale catalog or website and a map.

Consider one of these packages to promote your sale.

Interested?

**1**  
Package

## Sale Announcement Option.

Contact:  
Rebecca Price  
406-587-2778  
rprice@simmgene.com

Price: \$550

- ◆ One-year business card ad placement in *the Register* or *SimTalk*.
- ◆ One eBlast announcement prior to your sale.
- ◆ Sale announcement in **Sales Call** one month prior to your sale.

Interested?

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## Advertising Package Option.

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Nancy Chesterfield  
406-587-2778  
nchesterfield@simmgene.com

Price: \$2,500

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- ◆ One eBlast announcement prior to your sale.
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- ◆ Banner ad for one week in eNews.
- ◆ Sale announcement in **Sales Call** one month prior to your sale.
- ◆ Must purchase package in advance of your sale — ads can be placed throughout the fiscal year.
- ◆ Package can be modified.

# BULLETINS

## SimSeminar Attached to Board Meeting

In conjunction with the ASA Board of Trustees Meeting, scheduled for Bozeman on September 8-11, the ASA membership is invited to participate in an education-packed SimSeminar.

Hotel Reservations are available through the Holiday Inn, 5 East Baxter Avenue in Bozeman. For the \$85 special rate, call 406-587-4561 and refer to ASA or the American Simmental room block. This is no fee charge for participation in this meeting, but you are urged to register in advance to facilitate planning by ASA staff.

The schedule, which may be subject to minor changes, is as follows:

Date	Day	Time	Event
9/8	Monday	8:00 am	Educational Session
		1:00 pm	Open Board Meeting
		6:00 pm	Barbecue, ASA HQ Building
9/9	Tuesday	8:00 am	Beef Improvement Committee
		1:00 pm	Grow and Development Committee
		3:00 pm	Activities and Events Committee Policy and Procedures Committee
9/10	Wednesday	All day	Open Meeting with Trustees
		3:00 pm	Executive Session
9/11	Thursday	7:00 am	Vote on Resolutions

## Simbrah Committee Directors Elected

The Simbrah Committee has a new look after Simbrah breeders cast their votes during a meeting at the Houston Livestock Show in February. Joe B. Rodriguez and Rene Vela were elected to succeed Tim Smith and Carlos Guerra, whose terms had expired.

Rodriguez and Vela join holdover members Wayne Reavis, Rickey Burch and Jane Travis. Reavis serves as chairman of the Committee, with Burch as vice-chair and Rodriguez serving as secretary-treasurer.

## USLGE Funds Available

The US Livestock Genetics Export, Inc. (USLGE) currently has funds available to private breeders, companies or cooperatives interested in promoting livestock, semen or embryo sales to international markets. These funds originate with the Market Access Program (MAP) of USDA's Foreign Agricultural Service.

Funding is used to supplement private fund that would be used for promotional purposes. Interested parties may request an application and program guidelines from USLGE by telephone at 618-548-9154 or by e-mail at [uslge@uslge.org](mailto:uslge@uslge.org).

## "B" is Year-Letter for 2014

The letter "B" is the year-letter cattle identification designation for 2014, with C to follow in 2015. A was designated for use in 2013, while the letter Z was the year-letter designated for use during 2012.

Since ASA was established in 1969, the International year-letter designation is now in its third complete cycle.

## Office Holiday Schedule

The ASA office will be closed for the following 2014 holidays. In addition to those dates listed below, the office traditionally closes on New Years Day, President's Day, Memorial Day and Independence Day.

Monday, September 1 — **Labor Day**

Thursday-Friday, November 27-28 — **Thanksgiving**

Thursday-Friday, December 25-26 — **Christmas** ♦



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NADA 141-327, Approved by FDA for subcutaneous injection  
For the Treatment and Control of Internal and External  
Parasites of Cattle on Pasture with Persistent Effectiveness

**CAUTION: Federal law restricts this drug to use by or on the order of a licensed veterinarian.**

### INDICATIONS FOR USE

LONGRANGE, when administered at the recommended dose volume of 1 mL per 110 lb (50 kg) body weight, is effective in the treatment and control of 20 species and stages of internal and external parasites of cattle:

Gastrointestinal Roundworms	Lungworms
<i>Cooperia oncophora</i> – Adults and L <sub>1</sub>	<i>Dictyoaulus viviparus</i> – Adults
<i>Cooperia punctata</i> – Adults and L <sub>1</sub>	
<i>Cooperia surnabada</i> – Adults and L <sub>1</sub>	<b>Grubs</b>
<i>Haemonchus placei</i> – Adults	<i>Hypoderma bovis</i>
<i>Oesophagostomum radiatum</i> – Adults	
<i>Ostertagia lyrata</i> – Adults	<b>Mites</b>
<i>Ostertagia ostertagi</i> – Adults, L <sub>1</sub> and inhibited L <sub>1</sub>	<i>Sarcoptes scabiei</i> var. <i>bovis</i>
<i>Trichostrongylus axei</i> – Adults and L <sub>1</sub>	
<i>Trichostrongylus colubriformis</i> – Adults	

Parasites	Durations of Persistent Effectiveness
<b>Gastrointestinal Roundworms</b>	
<i>Cooperia oncophora</i>	100 days
<i>Cooperia punctata</i>	100 days
<i>Haemonchus placei</i>	120 days
<i>Oesophagostomum radiatum</i>	120 days
<i>Ostertagia lyrata</i>	120 days
<i>Ostertagia ostertagi</i>	120 days
<i>Trichostrongylus axei</i>	100 days
<b>Lungworms</b>	
<i>Dictyoaulus viviparus</i>	150 days

### DOSEAGE AND ADMINISTRATION

LONGRANGE® (eprinomectin) should be given only by subcutaneous injection in front of the shoulder at the recommended dosage level of 1 mg eprinomectin per kg body weight (1 mL per 110 lb body weight).

### WARNINGS AND PRECAUTIONS

#### Withdrawal Periods and Residue Warnings

Animals intended for human consumption must not be slaughtered within 48 days of the last treatment.  
This drug product is not approved for use in female dairy cattle 20 months of age or older, including dry dairy cows. Use in these cattle may cause drug residues in milk and/or in calves born to these cows.  
A withdrawal period has not been established for pre-ruminating calves. Do not use in calves to be processed for veal.

#### Animal Safety Warnings and Precautions

The product is likely to cause tissue damage at the site of injection, including possible granulomas and necrosis. These reactions have disappeared without treatment. Local tissue reaction may result in trim loss of edible tissue at slaughter. Observe cattle for injection site reactions. If injection site reactions are suspected, consult your veterinarian. This product is not for intravenous or intramuscular use. Protect product from light. LONGRANGE® (eprinomectin) has been developed specifically for use in cattle only. This product should not be used in other animal species.

#### When to Treat Cattle with Grubs

LONGRANGE effectively controls all stages of cattle grubs. However, proper timing of treatment is important. For the most effective results, cattle should be treated as soon as possible after the end of the heel fly (warble fly) season.

#### Environmental Hazards

Not for use in cattle managed in feedlots or under intensive rotational grazing because the environmental impact has not been evaluated for these scenarios.

**Other Warnings:** Underdosing and/or subtherapeutic concentrations of extended-release anthelmintic products may encourage the development of parasite resistance. It is recommended that parasite resistance be monitored following the use of any anthelmintic with the use of a fecal egg count reduction test program.

#### TARGET ANIMAL SAFETY

Clinical studies have demonstrated the wide margin of safety of LONGRANGE® (eprinomectin). Overdosing at 3 to 5 times the recommended dose resulted in a statistically significant reduction in average weight gain when compared to the group tested at label dose. Treatment-related lesions observed in most cattle administered the product included swelling, hyperemia, or necrosis in the subcutaneous tissue of the skin. The administration of LONGRANGE at 3 times the recommended therapeutic dose had no adverse reproductive effects on beef cows at all stages of breeding or pregnancy or on their calves.  
Not for use in bulls, as reproductive safety testing has not been conducted in males intended for breeding or actively breeding. Not for use in calves less than 3 months of age because safety testing has not been conducted in calves less than 3 months of age.

#### STORAGE

Store at 77° F (25° C) with excursions between 59° and 86° F (15° and 30° C). Protect from light.

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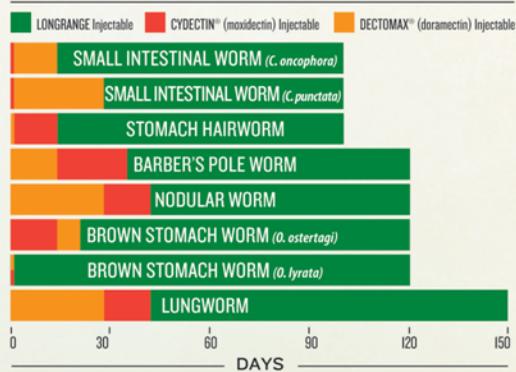
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For more information, visit [theLONGRANGElook.com](http://theLONGRANGElook.com)

**IMPORTANT SAFETY INFORMATION:** Do not treat within 48 days of slaughter. Not for use in female dairy cattle 20 months of age or older, including dry dairy cows, or in veal calves. Post-injection site damage (e.g., granulomas, necrosis) can occur. These reactions have disappeared without treatment.



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<sup>1</sup> Dependent upon parasite species, as referenced in FOI summary and LONGRANGE product label.

<sup>2</sup> LONGRANGE product label.

<sup>3</sup> Morley FH, Donald AD. Farm management and systems of helminth control. *Vet Parasitol.* 1980;6:105-134.

<sup>4</sup> Brunson RV. Principles of helminth control. *Vet Parasitol.* 1980;6:185-215

<sup>5</sup> CYDECTIN® Injectable product label.

<sup>6</sup> DECTOMAX® Injectable product label.

<sup>7</sup> SAFE-GUARD® product label.



By AJSA Trustee Britney Beins, Deweyville, UT

The past couple of months, we've been able to meet new friends, be reunited with our "show families" and compete in various educational events at our AJSA Regional and National Classics around the country. However, as we all know there can only be one

winner when it comes to the cattle shows and contests, but it doesn't mean you need to stop trying! I'd like to share a poem with everyone that was written by one of my dear family friends from Lewiston, Utah, who has won many awards with his Cowboy Poetry. Marty Mickelson has written this poem for all stock show kids to show that you should never give up.

### Ribbons of Youth

By Marty Mickelson

*This story I tell is for all County Fair goers  
 It means even more to livestock fitters and showers  
 There are many colors of ribbon and I've had quite a few  
 But the one I want most is that winning one blue  
 And I'll take any color I just don't want to be last  
 Now its fair week again the year had gone fast  
 A years worth of work now shows in each child's face  
 Circling the ring waiting for the Judge to motion how they will place  
 There went the top 10 then the rest but not mine  
 When the judging was over I was last in that line  
 The Judge said feed better and come back again  
 Last place it was because my heifer was thin  
 So back home it was I would do better at feeding  
 The heifers would get all the things they were needing  
 The next year had gone by fast maybe a little too soon  
 I did win two ribbons 9th place was orange and the 10th place maroon  
 I must still work harder in this the Judge was real clear  
 I'll do what he said and be back in a year  
 Now here I stand a year later and it just isn't my day  
 But I've learned something new 8th place ribbons are grey  
 Mom said don't be discouraged when she saw this boys frown  
 When the next ribbon I was handed was an ugly old brown  
 Next year I'll do better you see I'm taking the best  
 Another step forward in my blue ribbon quest*

*Now what could I say and what should I think  
 When I walked from that ring with a ribbon of pink  
 I don't know if it's the heifer or should I take the blame  
 I just came in fifth but in that there's no shame  
 Now I worked very hard to get my heifer to train  
 And fed all the best feeds and specialty grain  
 That Judge must be crazy this calf was trained to be mellow  
 But the ribbon I'm holding is a translucent yellow  
 Now after the sweat and the tears it just doesn't seem right  
 To be standing in line and to be holding that white  
 So I talked to my dad about the lessons I've learned  
 About all the hard work and how money is earned  
 But my dreams of a blue were shot down yes they were now dead  
 I was walking back to the barn gripping a 2nd place red  
 There were many things that this youngster should know  
 And I learned more from my dad at each County Fair Show  
 He said the harder you've worked the closer you've got  
 The blue is in your grasp I think this year you've got a good shot  
 Now here I stand in line with a grin on my face  
 I'm holding the blue yes I'm winning 1st place  
 And this grin will soon change into a chuckle  
 When I walk from the ring with that Championship Buckle*

I hope everyone can learn something from this poem, and strive to come back next year to our AJSA Regionals and Nationals. We are so proud of all our junior members and to us, you are all winners. Congratulations to this year's winners. Never give up, and never lose sight of the champion title! ♦

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# DIRECTORS' DIALOGUE



jatkins@simmgene.com

*By Jackie Atkins, Ph.D., Director, Science and Education*

I have been out of commission lately. On May 7, we had a little girl, Ada Lucille. Ever since, my world revolves around feeding, changing, bathing, soothing, and lulling an infant to sleep while trying to make our two-year-old, still feel special and loved. This has not left much time for anything else during the past few weeks. I am slowly working my way back into the professional part of my life. One project that I have enjoyed working on is the Dr. Robert Walton Graduate Student Award. This award helps fund graduate education especially in programs that support the improvement of genetics in livestock species. The Walton Scholarship was originally started in 2012, by Jim Berry of Wildberry Farms. The scholarship honors Dr. Bob Walton's lifelong efforts in animal breeding and raising Simmental cattle by supporting innovative research and graduate training in animal breeding and genetics. Thanks to Bill Graber who recently donated the sale of a heifer (Ms. Bobbi Walton) to the Walton Scholarship funds. If you are interested in contributing to this fund and help support the training and education of future animal breeders, please contact the American Simmental Association for details ([simmental@simmgene.com](mailto:simmental@simmgene.com) or 406-587-4531).

We had an excellent response to the call for applications this year which made the process of selecting a winner quite a challenge for the committee. In fact, it was so difficult to select just one that the committee chose to fund two projects. After much discussion, the committee decided to support two researchers that are investigating temperament and docility in beef

cattle. The first project, from Dr. Jennifer Thomson of Montana State University, will develop an electronic mechanism to more accurately measure temperament and use this new technology to study the relationship between temperament and feedlot and carcass performance as well as investigate the genetics of temperament. The second project, from Dr. Stephanie McKay of the University of Vermont, will map the methylation of the bovine brain and examine the role methylation plays in docility. Each recipient will receive \$3,000 to support their graduate research projects and in turn, they will write articles for *the Register* and *SimTalk* that summarize their findings. Look for these and other Walton Scholarship winners in future ASA publications.

Another recent development is the addition of an educational session to the fall board meeting. This September 8-11, the board meeting will have a new twist. We will host a day-long educational seminar (September 8) focused on applied information in beef cattle genetics followed by the opening of the board meeting. We will have open session committee meetings and give members a chance to attend, ask questions, and hear about some of the new programs at the ASA. We have been brainstorming topics and speakers for the educational session and have confirmed Drs. Dorian Garrick (Iowa State University), Bruce Golden (Cal Poly), and Matt Spangler (University of Nebraska-Lincoln) on the agenda. Check out our homepage for additional information on hotels, schedules, and further developments ([www.simmental.org](http://www.simmental.org)).

Happy summer to all and hope to see you in Bozeman in September!



406-548-5770  
[wtownsend@simmgene.com](mailto:wtownsend@simmgene.com)

*By Will Townsend, Director, Commercial and Industry Operations*

Are you looking for new ways to provide service to some of your customers? I've briefly given a broad overview of some of the services that ASA provides that you can make your own. However, allow me to go into detail on one specific service that you can add to your customer service offering. Find one or several of your customers that A.I., use single-sire pastures, or parentally validates their calves. Get them signed up for the Commercial Genetic Evaluation and allow them to work with Janinne and myself to get all of their records into ASA's database. This is a cheap tool (a \$500 flat annual rate) that they can use for a number of genetic selection decisions.

Prior to your next bull sale, have them send you all of the registration numbers of their cows. Put all their cows and all of the bulls in your bull sale into the "Bulk" planned mating tool and send them some bull recommendations backed up with the planned mating results using their desired API, TI, CE etc. When it comes time for them to choose which heifers to retain and which to sell, show them how to sort the heifers based on their genetic merit and help them pick the most profitable heifers. When they are ready to sell the rest of their heifers, pass the genetic information and EPD/Economic Index summaries on to their sales rep or potential buyers.

This level of customer service may not be for everyone for a number of reasons but it may add a new level of customer satisfaction for those that are able to fit this service into their business plan and it may help retain and satisfy some of

your more progressive customers. In addition, the increased information will add accuracy to the International Cattle Evaluation helping you and the rest of the industry. For more information feel free to contact me at any time.

*By Luke Keller, Director of Seedstock and Industry Operations*

Howdy! Summer is in full swing! As I write this article I am in the middle of a two week traveling stint between the Florida Cattlemen's convention and the Beef Improvement Federation Symposium. AJSA regionals are underway and the Classic in Louisville is just around the corner. I always look forward to summer thinking that life will slow down a bit and I'll have some time to kick back and relax but that never seems to be the case!

We had a great convention at BIF in Lincoln which celebrated the anniversary of the USDA Meat Animal Research Center in Clay Center, Nebraska. The USDA MARC is one of the most important contributors to the modern US beef industry. The most recent report, Germplasm 22, indicates Simmental breeders have done an exceptional job in positioning themselves as a major factor in the future of the US cattle industry. Simmental ranks first or second in nearly every economical trait when compared to other continental breeds. That puts us in a great position to be the Continental breed of choice for commercial producers when crossing British-based cows.

Another major contribution that the Meat Animal Research Center has made to the beef industry is all the research that has been done proving the effects of crossbreeding. Clay Center has provided years and years of solid research on the contribution of heterosis making it a universally understood truth that crossbreeding is key to profitability of the US beef industry no doubt about it! That is why the ASA has always supported and promoted the crossbreeding effects to cattlemen and the advantages of heterosis. It is important to be founded in science and honest with our customers. Simmental certainly plays an important part to crossbreeding and will continue to play a larger and larger role. Currently, about 70% of the US cowherd is a straight British base with the vast majority being straight Angus. I see this as great potential for the ASA and Simmental breeders because all of those cows would see some good in having a SimGenetic bull placed on them. Some breeders get nervous when discussing crossbreeding because they fear they might potentially lose

some customers to Angus breeders; but the truth is there is far more opportunity in gaining market share when you look at the genetic make up of the US cowherd.

Another topic of discussion at Lincoln was the field of genetic prediction and selection, EPDs, Indices, DNA, etc. It is a great time in the cattle industry with advancements accelerating in the field of genetic prediction. Drs. Bruce Golden and Dorian Garrick are doing great work in the field of cattle genetic evaluation. The best part is they are on team ASA and are working on some ground breaking technologies that will help our producers make better selection decisions in genetics. A common theme throughout this section of the conference is that EPDs and especially indexes are universally validated and accepted by academia as the best tools provided to the industry in terms of genetic selection and prediction. An index like API truly gives cattlemen the opportunity to select for profitability applied to the entire industry profit picture. When you use API in your selection decisions, you are adding genetic value to the entire industry chain with each link becoming stronger. Utilizing the terminal index adds downstream value by making cattle that will grow and grade exceptionally well. Both indexes are incredibly valuable and the gold standard of what is currently available in the industry. Industry wide, selection indices are accepted as the best way make genetic improvement by industry experts, innovators, animal breeders, and geneticists in the academic community. As breeders and ASA members, you should feel proud that you have set the standard for possessing the industry standard for selection indices.

I would also like to congratulate Wade Shafer for receiving the Continuing Service Award from the BIF. His hard work and dedication to the breed has helped position the ASA as a leader and innovator in terms of genetic evaluation and genetic prediction. Feel confident that your Association is truly in the driver's seat in terms of science and the uptake of technology.

Until next time, Happy Trails!



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# WE GET VISITORS

## Aussies Welcomed

The ASA headquarters is becoming a popular destination for international tour groups. In mid-May a sizeable delegation of cattle producers from Queensland, Australia, stopped by.

Staff members Becky Landis (history of ASA), Jannine Story (genetic selection in the commercial sector) and Leoma Wells (advancement in DNA technology) made brief presentations about their particular areas of expertise.

Will Townsend, who assumed overall hosting responsibility for the group, discussed ASA's objectives and methods for reaching those goals. Following the presentations, the Aussies enjoyed lunch at the headquarters building and a tour of the facility.



The Australian tour group, photographed outside the ASA building. The group was hosted by Will Townsend (far right, back row) ASA Director of Commercial and Industry Operations.

## Eastern Breeders Stop By

ASA members Dr. Mikell Davis, owner of Little Creek Farms, Starkville, MS, and Dr. Jason Gress, DVM, of Vantage Point Farm, Boonsboro, MD, visited the office on June 5. Old friends Davis and Gress were in Montana for Gress' wedding, held June 8, at the Big Sky Ski Resort, 45 miles south of Bozeman.

They took advantage of some free time to take in a tour of the headquarters building, hosted by staff member Becky Landis.



Gress (left) and Davis, photographed in front of ASA's famed cut glass window with the imbedded ASA 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." ♦



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PTP approved judges have been deemed as respectable and knowledgeable cattle evaluators by the ASA Board of Trustees Activities and Events (A&E) Committee. To be named as a PTP approved judge an application must be sent by the applicant or on the applicant's behalf along with two letters of recommendation from current ASA members for review by the ASA Board of Trustees A&E Committee. The A&E Committee approves or denies all applicants. Each year the A&E Committee inspects the list of approved judges and makes modifications when necessary. View the PTP approved judges list at [www.simmental.org](http://www.simmental.org)

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Show: November 2, 2014

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#### North American International Livestock Expo

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Judge: Barry Wesner, Chalmers, Indiana

#### National Western Stock Show

Yard Show: January 18 & 19, 2015

Judge: Galen Fink, Randolph, Kansas

Hill Show: January 20 & 21, 2015

Judge: Marshall Ruble, Ames, Iowa

#### Fort Worth Stock Show and Rodeo

Show: January 31, 2015

Judge: To be announced

Major show ringside coverage available at:

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

# FLECKVIEH FORUM

By Larry H. Maxey, Morning View, KY



## How Do You Do That?

A strange sight viewed from my school bus window instantly made me look twice. This was 1962 and I was mystified. A huge white bull comingling with my neighbor's Hereford cattle. Since my familiarity with beef cattle in our area consisted of the standard of the time, Angus, Hereford, and Shorthorn, seeing something new was certainly intriguing. So much so that I just had to find out what breed it was. Failing to get an answer from multiple and generally reliable sources, I finally caught up with my neighbor who advised that the bull in question was a Charolais and the breed "is from France". He had learned that others were using the Charolais on their cattle and the calves really grew fast. Seemed odd to me but my knowledge of crossbreeding was zero so it was natural that I just went away confused but curious. Several months later, those crossbred calves at weaning confirmed his understanding that the calves really grew fast.

Fast forward 10 years. During that period, many new breeds came to populate the cattle herds in North America. In 1972, a V.P. with Ralston Purina Company filled me in on what was happening. All of these new breeds were coming to North America from Europe. Hoping to start my own herd with one of them the next year when my military service ended, I took the opportunity to get his advice and recommendation. I had done some research about the new breeds but the results just compounded my uncertainty. "Young man," he said, "If I was looking to start a herd from scratch, I believe I would take a hard look at Simmental." Following up on contacts he provided, a few months later I saw my first Simmentals up close on a farm in Paris, Kentucky. To this day I vividly remember watching a herd of half-blood Simmental/Hereford cows nursing their three-quarter blood calves. I was sold! In 1973, we AI'd our first cattle to Simmental bulls. Our 40 years with Fleckvieh Simmentals had begun.

It was years later that I learned about the process involved in getting these cattle from Europe to North America. Thanks to our Canadian friends, they had worked out a protocol with the Europeans that set up the system. Because of the presence of Hoof and Mouth Disease on the European Continent, importing cattle from there had been forbidden. However, under this new system, young calves that had not been vaccinated for the disease were selected and brought to an island off the East Coast of Canada. There, they were quarantined and put through a series of tests. Successful completion of these tests over an extended period allowed those animals to enter the mainland. Those genetics eventually worked their way down to the U.S. Then, I understood how my neighbor got that Charolais bull, all the way from "France".

The significance of the impact represented by the genetic infusion of these new breeds into the existing beef cattle population in North America cannot be adequately described. Much like the mystery of what happened in my neighbor's herd, the same effect has been witnessed on this continent countless times and in countless herds in the past 60 or so years. One cannot quantify the value and other benefits to our beef cattle industry that crossbreeding has yielded.

Today, unfortunately, we are at risk of losing our ability to sustain what has been achieved through crossbreeding with the many breeds during those six decades. Gradually, genetic diver-

sity is being lost as breed after breed is pushed aside and relegated to the dustbins of history. Lost are the endless possibilities those genes represent when mixed in an infinite combination of mating schemes. Too conveniently, we

have assumed we know what is best. However, I believe that approach is short-sighted. The answers are in the science of it all which brings me to this column's title: "How Do You Do That?"

During a course to obtain my Master Cattleman's Certification in Kentucky, one three-hour segment dealt specifically and solely with the science and techniques of crossbreeding, or more scientifically put, heterosis or hybrid vigor. About 60 people were in attendance. Our instructors were from the University of Kentucky's College of Agriculture. After a thorough history of the subject, citing numerous research studies from multiple locations, the conclusions were consistent across the board; crossbreeding works and it pays! And, the more diverse the genetics during the mating scheme, the greater the benefit. So much so that a three-way cross is considered the optimal level for the ideal beef animal.

During the closing moments, with questions from the class, I intentionally waited until I sensed that all others had asked their questions. I raised my hand and I knew that the nature of my question would instantly label me a first class dummy but the basis for my question was far from "dumb" and deep rooted. The question went like this: "I know this may sound strange, but in today's environment, how do you go about crossbreeding?" Complete silence followed. The instructors made eye contact with each other and then one asked "If I'm not mistaken, I believe you have been here the entire session. We have tried to cover all of that ground. What is it you don't understand?" "Well," I said, "I understand the concept, the science, and the mechanics of it all, but "How do you do that?" when there is only one breed?" With that the session ended.

In conclusion, preserving breed identity in the modern era has become more and more challenging. For all of us that understand the value of the genetic diversity those visionary folks brought to our benefit 60 years ago, and those dedicated to the task of preserving the many breeds they gave us, we need to impress upon the industry the message I have attempted to convey here. Instead of our Land Grant Universities concentrating their research efforts on just one breed, limited traits, or one characteristic, they need to be reminded of the irrefutable conclusions their own research has shown concerning heterosis. With an open mind, research involving many different breeds in what is arguably an infinite combination of genetic matings, this might just give us another definition of the "Optimum" beef animal. That opens up a whole new world and would surely draw applause from those credited with giving us the great opportunities we have experienced in those enlightened years.

**Editor's Note:** Larry H. Maxey can be contacted at [www.maxeyvalleyfarms.com](http://www.maxeyvalleyfarms.com) ♦



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# STATE SCENE

## “Ag-Gag” Bill Introduced

The New Hampshire Legislature is considering legislation aimed at making it illegal to witness animal abuse and not report it. Similar bills were introduced in 2013 in 11 different states, but failed to become law in all states.

This legislation, nicknamed “ag-gag” by animal activist groups, has now taken root in media reports. Under the proposal, anyone witnessing cruelty to animals (defined as torturing, maiming, lacerating, grossly overworking livestock or transporting them in a cruel manner) would be required to report the incident within 48 hours or face a fine of \$250.

## Animal Care Bill Crafted

In South Dakota, agricultural professionals and animal welfare advocates have joined efforts to write a new measure that provides penalties for cases of extreme animal abuse. If passed, South Dakota will be in line with all other states which already have such statutes on the books.

Previous such efforts in the state have failed, largely due to opposition from the livestock industry. However, the new measure is given more likelihood of passing as livestock experts, including the state veterinarian, shared input.

## Oklahoma Official Challenges HSUS

Scott Pruitt, Attorney General of the state of Oklahoma, recently issued a strong warning against the Humane Society of the United States (HSUS), warning Oklahoma residents about the group’s fundraising and promotional activities.

The HSUS had been raising funds in the wake of the 2013 tornado outbreak in Oklahoma, claiming to help displaced animals and shelters. However, Pruitt raised concerns that donations were going instead to HSUS lobbying efforts and for administrative purposes.

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



Join Drs. Lauren Hyde and Jackie Atkins in discussions about the latest topics. They welcome your questions.

## GSSA Members Honored by GCA

Several members of the Georgia Simmental-Simbrah Association (GSSA) were honored at the most recent Georgia Cattlemen’s Association (GCA) Convention and Beef Expo, held in Perry.

Receiving the coveted Cattleman of the Year was the John Howard Family of Pigeon Mountain Simmentals, Lafayette. A former GSSA president, Howard has been breeding Simmentals since 1972. He was nominated by his local county extension agent.

Mary Seagraves, Nicholson, was presented with the Georgia Junior Cattleman of the Year award. She will enroll at Shorter College to pursue a nursing career. Named to receive a GCA Foundation Scholarship was another junior member, Claire Woodard, Madison, who will attend Abraham Baldwin Ag College to study Agricultural Education.



John Howard, left, receives the Cattleman of the Year Award from GCA President David Gazda.



Macy Seagraves, left, is presented by Bailey Toates, GCA Communications Director.



Claire Woodward, receives her award from GCA Foundation Chairman Dr. Frank Thomas.

## Smith Hosts Camp

Smith Genetics, Giddings, TX, hosted their annual cow camp, May 17-18, with more than 80 people in attendance. Owner Tim Smith, a member of the ASA Board of Trustees, has been hosting this event for more than 20 years.

The schedule included clipping and grooming techniques, plus various educational events that mesh with American and Texas Junior Simmental Association competition, and a demonstration by Casey Bullard of Legacy Genetics Resources.



Smith works with a camper on her sales talk.



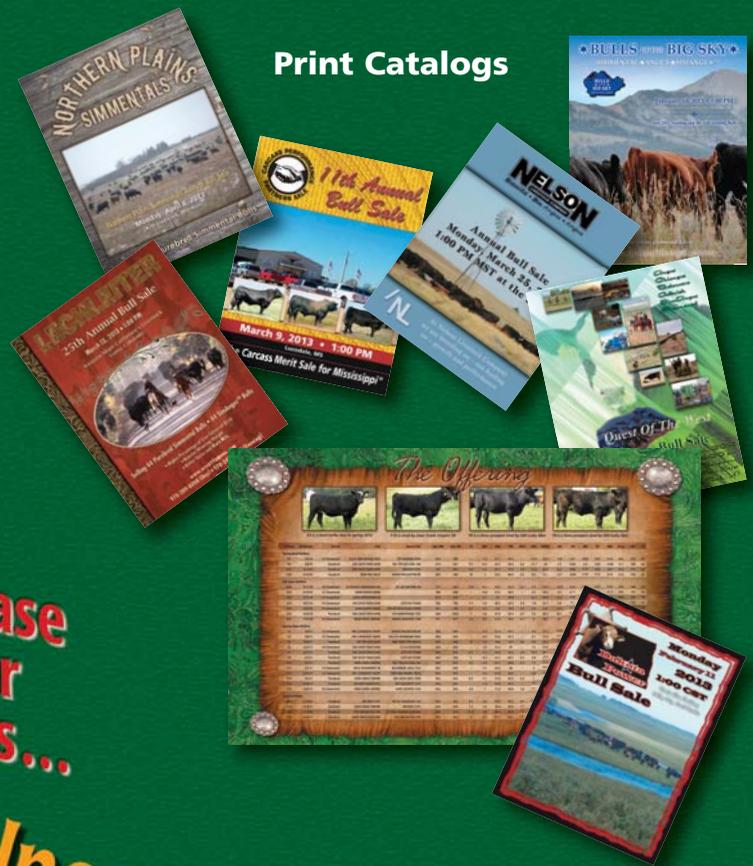
Casey Bullard was a presenter.



A group shot of Cow Camp attendees. ◆



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# NEWSMAKERS

## Alabama Breeders Honored

Two Alabama Simmental Breeders, both of whom served with distinction on the ASA Board of Trustees have been honored by the Alabama Beef Improvement Association (BCIA) during the organization's 50th Anniversary and Annual Meeting.

Wells Farm, owned by Mike (DVM) and Lyne Wells, Selma, was named BCIA Purebred Producer of the Year, and Tommy Brown, Clanton, is the recipient of the Spirit of BCIA Award. Wells served on the ASA Board from 2002 to 2008, while Brown was a Trustee from 2005 to 2011.



Mike and Lyne Wells.



Tommy Brown with Michelle Elmore of Alabama BCIA.

## AJSA Members Spark OSU Meats Team

The National Champion Oklahoma State University (OSU) Meats Judging Team has a definite Simmental flavor. Included on the 15-member squad are well-known AJSA members Jake Bloomberg, Berwick, IL, and Shannon White, Stillwater, OK. The competition was held this spring at Lubbock, TX, and resulted in OSU's second championship in the past four years.

In addition, the head coach of the team is Blake Bloomberg, Jake's older brother, who had a highly successful tenure in the AJSA program, and is continuing that success as a collegiate judging team coach.

## In Other Publications . . .

• The April issue of *Drover's Journal* features another member of the famed R.A. Brown Ranch of Throckmorton, TX. Brad Bellah, 27, grandson of Rob and Peggy Brown is the subject of an article entitled "From the Ranch to the Big Screen." Along with five other young beef producers, he will appear in a Hollywood-produced film documentary. The article, written by Mary Soukup, discusses Bellah's role in Farmland, being orchestrated by filmmaker James Mull.

## New Arrivals . . .

• Knox Andrew Hatmaker, son of Drew and Holli Hatmaker, is the newest member of DP Sales Management. He was born March 7, and weighed in at 5 pounds, 1 ounce and measured 17 inches. Grandparents are Doug and Debbie Parke and Kathy and Anthony Lankford. As one of the newest AJSA members, he holds ASA number 306457.



Knox Hatmaker

• The collective family of ASA staff grew by two during May with the birth of two beautiful girls. Ada Lucille Atkins checked in on May 7, joining older sister Hazel in the family of ASA Director of Science and Education Jackie Atkins and her husband, Brandon. Then, on May 28, Lydia Ann Clements arrived. She is the first child of Alicia and Trevor Clements. Alicia works in ASA's accounts receivable department and is responsible for handling incoming and outgoing mail.



L to R: New moms Jackie Atkins, holding Ada, and Alicia Clements with Lydia.

## In Memoriam . . .

• **Brent Beitelspacher**, 37, a member of a well-known Simmental family from Bowdle, SD, died April 27 in an airplane crash near Highmore. The small plane, carrying four men who had flown to Texas on a bull-buying trip, hit a wind farm tower killing all aboard. The son of Carla and Leroy Beitelspacher, he was animal science graduate of South Dakota State University where he also excelled on the judging team. Beitelspacher is survived by his grandmother, Lenora Kilber; his parents; Nicole, his wife of 12 years; two children, Cade and Alana; and two brothers: Colin (Amanda) and Brandon (Andrea.)



• **Max Deets**, 87, Beloit, KS, passed away on May 17 after a lengthy illness. Deets, who served as President of the National Cattlemen's Beef Association (NCBA) in 1997, was a Kansas native and graduate of Kansas State University. He also appeared as a guest presenter at a number of American Simmental Association events and was the founder of Solomon Valley Feedlot. He is survived by his wife, Marcelyn, and six children, 17 grandchildren, five great grand children and one brother.



• Former ASA Trustee and head of the Oklahoma State University Animal Science Department **Dr. Robert "Bob" Totusek**, 87, died peacefully in his sleep on June 6, in Oklahoma City. An Oklahoma native, he graduated from what was then Oklahoma A&M University, then earned his doctorate at Purdue, before joining the Animal Husbandry staff at his Alma Mater in 1952. He retired in 1990 and served on the ASA Board from 1992 to 1995. (Please see related article "Noted Educator Passes" on page 38.)



• **Yvonne Boatright**, 79, of Midville, GA, died on June 7 at University Hospital in Augusta. A native of Swainsboro, Georgia, she had a working career as an insurance agent. She was married to Simmental breeder Beman Boatright for the past 25 years. She was preceded in death by a sister and three brothers. In addition to her husband, she is survived by two sisters, three stepchildren, six step grandchildren, four step great-grandchildren, and two sisters-in-law. ♦



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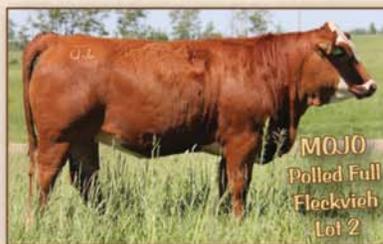
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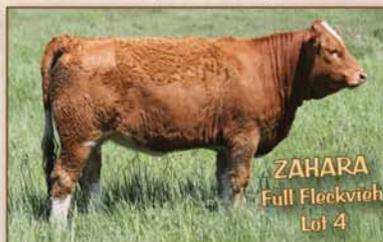
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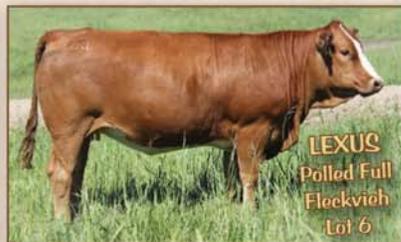
s: Mojito ds: Eclipse



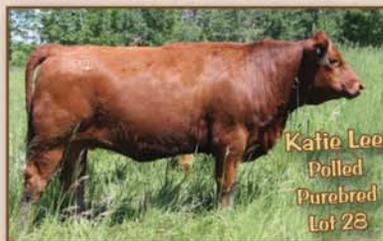
s: Damascus ds: Newmann



s: Maximus ds: Evan



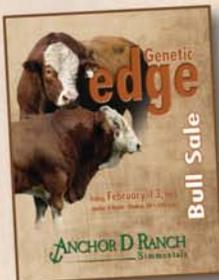
s: Regio ds: Jake



s: General Lee ds: Farenheit



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# Noted Educator, Former Board Member Passes

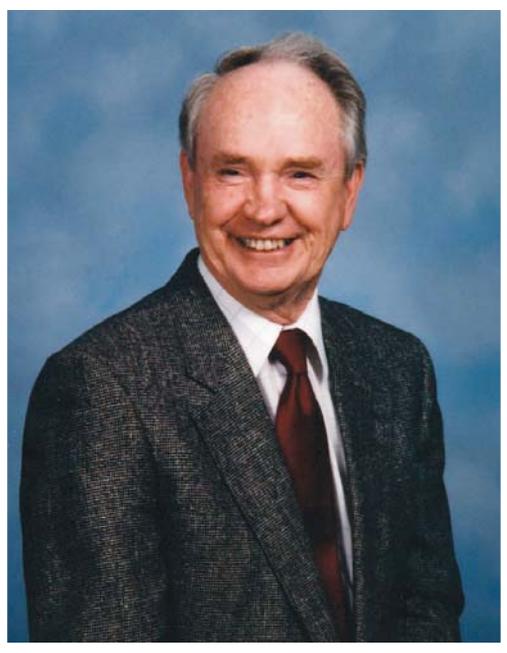
*Highly respected Oklahoma State University Department Head dies in his sleep.*

By Dan Rieder

Dr. Robert "Bob" Totusek, who served on the American Simmental Association Board of Trustees from 1992 to 1995, died peacefully in his sleep on June 6, at his home in Oklahoma City.

Born on a farm located between Kingfisher and Garber, Oklahoma, he was the son of Czechoslovakian immigrants. Growing up during the so-called "dust bowl" and "great depression," he recalled that his parents were very poor, but had a large garden and plenty of milk, meat and eggs. They often delivered extra food to families in need. He attributed those early experiences as having an impact on his life's direction and his belief in the power of agriculture.

Totusek was active in the Oklahoma A&M University (Oklahoma A&M was later changed to its present name of Oklahoma State University.) Meats and Livestock Judging Teams as an undergraduate. After earning his Ph.D. at Purdue, he joined the Animal Husbandry faculty at his alma mater in 1952. He immensely enjoyed teaching, research, coaching judging teams, administration and mentoring. He became head of the Animal Science Department in 1976 and



Dr. Robert Totusek

served in that capacity until his retirement in 1990. He was affectionately known as "Dr. Tot," or in some circles as "Mr. Animal Science."

Totusek is survived by Nell, his high school sweetheart and wife of 66 years; a son, Don (Patsy) of Richardson, Texas; two daughters: Diane (David) Stearman of Simpsonville, Kentucky, and Darla (Patrick) Flanagan, Kentfield, California; eight grandchildren and two great-grandchildren. He was preceded in death by two sisters, Emilie Carter and Betty Sonnenfeld, and one brother, George.

A consummate man of the soil, his favorite song was "Home on the Range," and his favorite vacation consisted of trail riding in the Kiamichi Mountains in southeastern Oklahoma.

He was also an exemplary family man, a loving husband and father who valued his heritage and his relationships with extended family, friends and colleagues.

True to his lifelong priorities, the words on his tombstone will read: "God Bless our family, the USA, Oklahoma and OSU." ♦

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# BEEF BUSINESS

## MARC Celebrates 50 Years

Fifty years ago, Congress approved legislation that transferred a Naval Ammunition Depot to the US Department of Agriculture, thus creating the US Meat Animal Research Center (MARC) at Clay Center, NE. Over the ensuing 50 years, MARC has become the gold standard for impartial, reliable information and data on beef cattle breeding.

The USDA Agricultural Research Service and scientists from the University of Nebraska have overseen the genetics program and germ-plasm evaluation project, which has evolved to be the largest breed comparison study. The current center director is Dr. John Pollak, who was instrumental in developing ASA's much-admired cattle evaluation program.

## Carcass Weights Increase

Although total red meat production was down slightly in 2013, beef carcass weights increased by 12 pounds, weighing in at an average of 1,314 pounds. Overall, red meat which includes beef, veal, pork, lamb and mutton, totaled 49.3 billion pounds in commercial plants and another 95.6 million pounds through on-farm slaughter.

With regard to beef, production was down 1% from 2012, to 25.8 billion pounds. Cattle processed during the year amounted to 32.5 million head, also down by 1%. Beef steers comprised 50.1% of the total, following by beef heifers at 28.6%, dairy cows at 9.8%, and the balance of 11.5% described as "cows and bulls."

## Beef Production Forecast Raised

USDA, in its latest World Agricultural Supply and Demand Estimates report, higher beef production more than offsets lower pork, broiler and turkey production. The report showed an increase in 2014 beef production as lower slaughter in the first quarter was more than offset by higher slaughter in the second quarter.

USDA raised its expectations of beef imports as demand for processing-grade beef remained strong for Asian markets. Cattle price expectations for 2014 have also been raised, reflecting continued price strength for fed cattle.

## COOL Appeal Denied

A federal court has rejected a legal challenge to the Country-of-Origin Labeling (COOL) law. The challenge, which asked for a preliminary injunction while a lawsuit continues, was led by the American Meat Institute, supported by the American Association of Meat Processors, the Canadian Cattlemen's Association, the Canadian and US Pork Councils, the North American Meat Association and the National Cattlemen's Beef Association.

The US court of Appeals for the District of Columbia upheld a lower court's opinion and denied the plaintiff's request allowing COOL to remain in place while the original lawsuit is pending.

## Extension Service Reaches 100

During 2014, the 100th anniversary of the federal Smith-Lever Act will be celebrated. That is the Act that created the national Cooperative Extension Service and the partnership between the US Department of Agriculture (USDA) and land-grant universities that extend research-based outreach and education.

For 100 years, the Smith-Lever Act has stimulated innovative research and educational programs for farmers, their families and youth through a progressive system that has improved the lives of many rural Americans.

## Reduced Beef Board Proposed

USDA's Marketing Service is proposing to reduce the size of the Cattlemen's Beef Promotion and Research Board (CBB) by four members, a move designed to reflect the shift in cattle inventory levels.

By law, every three years, the CBB must evaluate whether or not the board's membership is proportional to the cattle inventory in each state. The law requires that a review be conducted on the geographic distribution of cattle to assure that membership, by state, remains in synch with the cattle inventory — similar to "one-man, one-vote" laws which govern legislative and congressional representation.

## Nutrition Labels Revised

After 20 years, the nutrition facts label on the back of food packages is getting a major overhaul. Such knowledge has evolved since the 1990s and Food and Drug Administration (FDA) has ruled that the information and labels need to be updated.

Among the changes: the number of calories needs to be more prominently displayed; and the amount of sugar and percentage of whole wheat should also be included. Also being considered is more clarity on serving sizes.

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## Rebellion in the Desert

When Nevada "rancher" Cliven Bundy went head-to-head with the Bureau of Land Management, breaking the law by refusing to pay an already-ridiculously-low (\$1.35 per AUM) grazing fee, anti-government zealots were quick to jump to his side. Unbelievably, several dozen well-armed (AK-47s at side) militia members showed up at a roundup of Bundy's trespassing cattle, itching for a shootout. Thankfully, the BLM's outgunned cowboys defused the confrontation by temporarily cancelling the roundup.

Days later, Bundy betrayed many of his most fervent backers with a racist rant on national TV. Meanwhile, cattlemen's groups refused to express support for Bundy's position, although many in the Agricultural press continued to make excuses for the "persecuted cattleman." Sensible, logical citizens correctly identify Bundy as a grass thief and a racist.

## Ohio, Minnesota Vote on Checkoff

Ohio and Minnesota beef producers have voted on opposite sides of a proposed increase in their respective state's checkoff fee. Such referendums have been introduced in several states, prompted by a major decrease in US cattle numbers, translating to fewer promotional dollars available.

By a margin of 72% to 28%, Ohio cattlemen voted to double the state checkoff from \$1 per head to \$2. A total of 2,118 votes were cast. However, in Minnesota, 63% of the 1,525 who voted opposed a similar proposal to raise that state's checkoff fee.

## Grilling With Beer Beneficial?

Many experienced cooks apparently use beer in cooking of meat. Researchers based in Portugal and Spain are reporting that marinating meat in beer prior to grilling could reduce formation of substances suspected of being harmful. Grilling meats at high temperatures creates polycyclic aromatic hydrocarbons (PAH), which have been associated with risk of colorectal cancer.

According to the research, black beer showed the highest inhibitory effect, reducing formation of PAH by 53%, followed by non-alcoholic Pilsner beer with a 25% reduction. ♦



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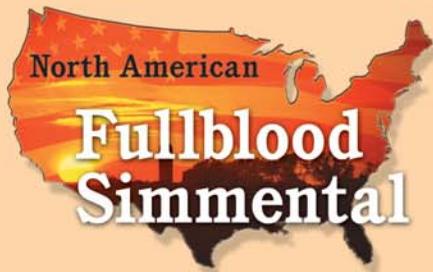
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## THE CUTTING EDGE

### Wanted: More Ag Scientists

According to a study conducted by Readix Research, there is a short supply of qualified agricultural scientists. Scientists trained in the fields of biotechnology, crop protection and seed technology are in greatest demand.

The comprehensive report by Readix was compiled based on survey responses from Bayer Crop Science, Dow Agro Sciences, Dupont Pioneer Hi-Bred, Dupont Crop Protection, Monsanto and Syngenta.

### Disposition Affects Fertility

Producers who AI their cows realize that unruly and nervous animals are less likely to conceive. Now it seems that even in the serenity of a natural breeding pasture, cows with bad dispositions are less likely to conceive.

University of Florida scientists analyzed blood samples for cortisol concentrations, a hormone released when mammals are stressed or excited. They also scored cows with a score of 1 equaling a calm disposition, on up to 5 for excited and/or aggressive. Results suggest that excitable temperaments and the consequent elevated levels of cortisol are detrimental to reproductive function.

### Cow Benefits By Calf Removal

Cows that are in marginal body condition score at calving may benefit from a rebreeding standpoint, from the management practice "short term calf removal." That term refers to the temporary physical separation of the calf from the dam, removing the nursing stimulus for about two days. That process has been shown to allow some cows to return to heat cycles earlier than expected.

In general, cows in body condition 6 or higher can be expected to return to estrus earlier in the breeding season and should have higher rebreeding rates, without early calf removal. Short-term calf removal has no significant advantage for well-conditioned cows.

### Food Safety Report "Mixed"

Some foodborne illnesses have declined, while others have increased, according to a new report from the Centers for Disease Control (CDC). The incidence of salmonella infections decreased by 9% during 2013, but campylobacter infections, often linked to dairy products and chicken, increased by 13%.

The data, which covers 10 states with 15% of the US population, found 19,056 cases of culture-confirmed bacterial and laboratory confirmed parasitic infections, along with 4,200 hospitalizations and 80 deaths during 2013. Salmonella accounted for 38% of those infections, with campylobacter ranked second at 35%.

### Bacteria Control by Virus

Treating food products with select bacteriophages — viruses that target and kill bacteria — could significantly reduce concentrations of *E. coli*, according to researchers at Purdue University. In one case, an injection of bacteriophages nearly eradicated a toxin-producing strain of *E. coli* in contaminated spinach and ground beef.

"Bacteria have viruses, just as other organisms do," researchers explained. "We're taking what already exists in nature and concentrating it to have an impact on these harmful bacteria. Applying this kind of therapy to contaminated foods will make them safer." ♦

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**South Korea Accepts Zilmax**

South Korea is now allowing certain levels of animal feed additives, thus opening the door to meat containing the growth enhancer, Zilmax, and its sale domestically. Previously, the country had a zero tolerance policy on zilpaterol-based drugs such as Merck and Company's Zilmax.

The feed additive has been under global scrutiny ever since a video emerged in the US, which show animals struggling to walk and with other signs of distress after allegedly taking a growth drug. A number of Asian and European countries continue to ban import of such beef due to concerns about side effects.

**Scoular Supports "Invest An Acre"**

The Scoular Company, headquartered in Omaha, is partnering with "Invest an Acre," a program that encourages farmers and ranchers to donate one acre or more of crop production proceeds to help eliminate hunger in their local communities.

The Scoular Foundation provides a \$100 gift to Invest an Acre for each Nebraska farmer's donation to the program. Donations in Nebraska are also matched by Monsanto and Farm Credit Services of America, with 100% of every donation going directly to the food bank serving the donor farmer's local community.

**Harris-Teeter Offers Very Tender Beef**

The Harris-Teeter grocery chain is the first retailer in the country to offer USDA Certified Very Tender beef. The new certification guarantees consumers the highest-quality tender eating experience, according to a company press release.

Cargill Meat Solutions, which is the major supplier of beef for Harris-Teeter, was the first processor to have its tender program certified by USDA. Cuts eligible for certification include: ribeye, striploin, shortloin, tenderloin and top blade.

**Smithfield Concludes Mergers**

Smithfield Foods successfully completed the merger of two major subsidiaries in April. A newly named company, to be called Smithfield-Farmland, merges two subsidiaries that sold a combined 3.8 billion pounds of pork during 2013. It will focus on production of bacon, cooked hams, lunchmeat, sausage and hot dogs.

Kansas City-based Farmland Foods was originally acquired in 2003 by Smithfield. The company represents more than a third of America's annual pork processing capability and employs 9,000 workers. The restructuring begins in August.

**Lilly Acquiring Novartis**

Eli Lilly and Company has announced an agreement to purchase Novartis Animal Health for approximately \$5.4 billion in an all-cash transaction. The acquisition is expected to strengthen and diversify Elanco, Lilly's own animal health business.

Upon completion of the acquisition, Elanco will be the second-largest animal health company in terms of global revenue. Novartis brings a presence in 40 countries and 2013 revenue of \$1.1 billion to the Lilly portfolio.

**Elanco Product Approved**

The US Department of Agriculture has issued a Veterinary Biologics License for Titanium® 5 + PH-M, a new vaccine designed to protect cattle against the viruses and bacteria most associated with bovine respiratory disease (BRD).

The product, marketed by Elanco, provides modified-live virus protection against bovine viral diarrhea types 1 and 2, bovine respiratory syncytial virus, infectious bovine rhinotracheitis and parainfluenza. ♦

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

# SPOTLIGHT ON SIMGENETICS

## ASA Supports Fertility Project

The American Simmental Association is participating in a collaborative research effort jointly being conducted by the University of Missouri, Oklahoma State and UC Davis. Named the Fertility Project, the research will sequence (30X coverage) the highest impact bulls from several different beef breeds.

ASA is sequencing 11 bulls, two of which are being funded by the World Simmental Fleckvieh Federation (WSFF) and the US-based Fullblood Simmental Fleckvieh Federation. Goal of the research is to gain insight at the molecular level about breed differences, improve molecular breeding values and to look for loss of function mutations that might cause early pregnancy losses.

## Prickly Pear Bull to Kyrgyzstan

In what may be a first, a bull from the Prickly Pear Simmental herd at Helena, MT, was shipped by air over the North Pole to Kyrgyzstan in December of 2013. The bull, sired by CR Club King 0404R out of Miss Prickly Pear 532R is an ET calf with five full brothers.

The sale occurred after a delegation visited Prickly Pear and expressed surprise to find black-hided Simmental. Montana Cattle LLC purchased the bull from the Burnham family and then shipped him abroad. "Over the past 45 years, we've had numerous international visitors, but this was the first time they've purchased a bull," owner Don Burnham said.



Alexandra Fendrick, Montana LLC led the delegation from Kyrgyzstan that visited Prickly Pear. Also in the photo are the chief veterinarian (left) and two cattle farm owners whose names are not available.

## WBIA Releases 65-Day Report

The Wisconsin Beef Improvement Association (WBIA) has issued its 65-Day Central Bull Test report. The test is conducted at New Glarus. Simmental bulls were consigned by Double A Simmentals, Janesville; Claussen's Simmentals, Bettendorf, IA; Hoeschele Simmental, Black River Falls; Vulture Hollow Simmentals, Blue Mounds; and Little Prairie Ranch, Eau Claire.

Breed-by-breed totals are as follows:

Breed	Period Total			
	No.	ADG	ADG	WDA
Angus	101	3.77	3.58	3.21
Simmental	16	3.26	3.11	3.32
Red Angus	10	3.57	2.91	3.24
Composite	1	3.57	2.31	3.46
Tarentaise	1	2.86	3.38	3.26
<b>Totals</b>	<b>129</b>	<b>3.68</b>	<b>3.46</b>	<b>3.22</b>

## 2013 and 2014 Sale Averages

Listed below are Simmental cattle sale price averages (US sales only), comparing the entire year of 2013 to 2014, year-to-date. These figures represent only those sales reported by category and published in the Register.

	Simmental			
	2013		2014	
	106 Sales		76 Sales	
	No.	Ave.	No.	Ave.
Bulls	4,908	\$4,355	5,330	\$4,698
Bred Cows	807	3,525	363	3,051
Cow/Calf	368	3,3248	40	4,277
Bred Heifers	1,587	3,042	646	3,113
Open Females	1,636	3,102	558	2,466
<b>Totals</b>	<b>9,306</b>	<b>\$3,796</b>	<b>6,937</b>	<b>\$4,282</b>

# INTERNATIONAL

## Cost-Sharing Promotes Exports

Through December 31, 2014, US Live-stock Genetics Export (USLGE) has funds available to private breeders, companies or cooperatives interested in promoting livestock, semen or embryo sales to international markets. The funds originate with the Market Access Program (MAP) of the Foreign Agricultural Service of USDA.

MAP funding is used to supplement private funds that would be used for promotional purposes. Interested parties may request a FY09 MAP Branded Application and Program Guidelines booklet from USLGE, 413 N. Broadway, Site C, Salem, IL 62881. Phone 618-548-9154, Fax: 618-548-9709, email: [uslge@uslge.org](mailto:uslge@uslge.org).

## Global Diets More Standardized

As people around the globe gain access to more food because of trade liberalization and improved commodity transportation among many factors, their diets are becoming more and more similar. Scientists, in a recent study have expressed concern that a decline in dietary diversity could lead to increasing health problems.

Crops such as wheat, rice, corn and potatoes have increasingly become standards worldwide. Use of these crops often comes at the expense of local or regional foods that historically played important nutritional roles. As a result, more people are consuming more calories, proteins and fats.

## BSE Ban Eliminated by Ecuador

Ecuador has lifted its ban on US beef, put in place more than 10 years ago, when the first case of Bovine Spongiform Encephalopathy (BSE) was discovered. The South American country, along with several other countries, then placed a closure on beef from the US.

Now eligible for sale are muscle cuts and offal items from cattle of all ages. Ecuador thus becomes the fourth South American option for US beef producers, joining Colombia at \$9.1 million in 2013 sales; Peru at \$32.8 million, and Chile at \$68.6 million.

## Brazil Cow Diagnosed With BSE

A 12-year-old cow in Brazil has been confirmed to have Bovine Spongiform Encephalopathy (BSE) after suspicions of neurological problems were noted upon arrival at a processing plant during April. Emergency slaughter was authorized and no products from the animal entered the food chain.

She had been born and raised in the same full-cycle farm on extensive grazing. During the epidemiological investigation, 49 animals from the same herd were destroyed, although none showed clinical signs of the disease. The World Organization for Animal Health (OIE) reported that nervous tissue samples from herd-mates tested negative at the National Laboratory.

## Chinese Packer Expanding to Canada

Higher demand for quick, easy meals has sent one of China's largest meat processors looking for a place to expand. Siwin Foods is building a \$13 million processing facility in Edmonton, Alberta, according to a report by the *Alberta Farmer Express*.

Siwin Foods product line includes dumplings, potstickers and other Asian dishes made from pork, poultry and beef. The plant is being constructed in partnership with the Alberta Livestock and Meat Agency (ALMA), which contributed \$695,000 toward engineering and equipment. ♦

## Carcass Merit Sire Evaluation Program



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

# BUILT LIKE A TANK

## Ritchie®



Ritchie waterers are constructed to perform well and take a beating. Not only are they tough, but they are designed to keep working no matter what the conditions. Whatever your needs are, Ritchie has your solution.

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Fresh Water For Life™

# SALE RESULTS

## WSA Spring Spectacular Sale

March 9, 2014 • Lancaster, WI

No.	Category	Average
9	Bulls	\$2,523
6	Bred Cows	2,750
2	Cow/Calf Pairs	4,250
2	Bred Females	2,500
31	Open Females	2,076
1	Flush Lot	3,400
4	Embryo Lots	2,346
8	Semen Lots	4,196
63	Total Lots	\$2,535

**Auctioneer:** Jason Bell, WI

**Sale Manager:** Ruble Cattle Services, IA

**Sale Consultants:** Bob Dwyer and Dalton Lundy

**Ringman:** Mike Sorenson

**WSA Officers:** Shawn Woodford, Austin Beilke and Craig Kaisand

### High-Selling Lots:

**\$13,100** — Semen Lot, “FBF1 Combustible,” cons. by Forest Brook Farms, WI; & Griswold Cattle Co., OK; sold to Robert Dwyer, IL; Jeff Paulsen, IA; Jaymes Maciejewski, IL; and Kaisand Cattle Farm, IA.

**\$7,200** — Embryos out of HTP SVF Dew The Stroke, Miss CCF Sheza Babe U2 and WB Queen 909, cons. by Forest Brook Farms, WI; sold to Kendall Jacobsen, IA; Scott Cowger, MO; and Jaymes Maciejewski, IL.

**\$6,000** — Semen Lot, “HC Power Drive 88H,” cons. by Kaisand Cattle Farm, IA; sold to Double Bar D, Canada; Nick Sloup, NE; Ryan Rayes, MO; John Snyder, NE; and Hill Top Simmentals, SD.

**\$5,750** — Cow/Calf Pair, “LLSF Blaze Baby,” and heifer calf s. by SVF/NJC Built Right N48, cons. by Forest Brook Farms, WI; sold to Brad Boswell, IA.

**\$4,750** — Open Female, “FBF1/SF Ruby,” s. by CNS Pays to Dream T759, cons. by Forest Brook Farms, WI; sold to Stan Robb, IL.

**\$4,000** — Bull, “FBF1/SF Top Notch,” s. by MCM Top Grade 018X, cons. by Forest Brook Farms, WI; sold to Ed Kline, IL.

**\$3,500** — Open Female, “Patsdale Red Dream,” s. by CNS Dream On L186, cons. by Patsdale Acres, WI; sold to Leo Tjaden, IA.

**Comments:** Cattle and genetics sold into eight states and one Canadian Province including: IA, IL, IN, MO, NE, SD, TX, WI and Saskatchewan.

## 9th Iowa Beef Connection Bull Sale

April 5, 2014 • Anita, IA

No.	Category	Average
57	Bulls	\$3,066

**Auctioneer:** Jon Schaben, Dunlap, IA

**Sale Manager:** Allied Genetic Resources, Marty Ropp and Garrett Thomas

**Marketing Representatives:** Greg Miller, Jon Rockhold, Chris Wilson, Rex Hoppes Ringmen: Mike Sorenson, *Livestock Plus*, Tom Rooney, *Midwest Marketer*

**ASA Representative:** Bert Moore

### High-Selling Lots:

**\$7,900** —  $\frac{3}{4}$  blood SimAngus™, “VWF Bull A29,” s. by GW Premium Beef 021TS, cons. by Van Weelden Simmental, sold to Kinn Simmental Ranch, Turtle Lake, ND.

**\$6,000** —  $\frac{1}{2}$  blood SimAngus, “VSF Brilliance 3019A,” s. by SAV Brilliance 8077, cons. by Van Aernam Simmental, sold to Don Masden, IA.

**Volume Buyers:** Heartland Simmental, IA and Eric Moots, MO

**Comments:** Bulls from the Van Aernam Simmental, Henderson’s HRM Simmental, VanWeelden Simmental, Bielenberg Angus & Simmental and Timber Ridge Cattle — Pearson & Hoppes families were featured again this year.



l to r; Jon Rockhold (consultant), Rex Hoppes & Grant Hoppes (consignors).



Andy Van Aernam addresses the sale crowd.

## McDonald Farms “Pick of the Pen” Bull Sale

April 5, 2014 • Blacksburg, VA

No.	Category	Average
35	Total Bulls	\$3,792

**Auctioneer:** Bill McDonald

**ASA Representative:** Hunter Chapman

### High-Selling Lots:

**\$7,250** — SimAngus™ Bull, “MCDF Ranch 5050 360A,” s. by Sand Ranch Hand, sold to James Dixon, Next Step Cattle, AL.

**\$5,250** — SimAngus Bull, “MCDF Premium Legacy 3B5A,” s. by GW Premium Beef 021TS, sold to Cove Cattle, VA

**\$4,500** — Simmental Bull, “MCDF Start a Bet 353A,” s. by TNT Jump Start R238, sold to G & L Farm, VA

**Comments:** Guest Consignors: Black Creek Farm, Jim and Kim McKenzie, Rural Retreat, VA.



The signage at McDonald Farms.



There was excellent attendance for the “Pick of the Pen.”



Bill McDonald and Jim McKenzie conducting bull sale business for the day.

## Brant Farms 10th Annual Genetic Balance Sale

April 10, 2014 • Hinckley, MN

No.	Category	Average
31	SM and Sim-Influenced Bulls	\$2,476
49	SM and Sim-Influenced Females	4,204
80	Total SM and Sim-Influenced Lots	\$3,534

**Auctioneer:** Tracy Harl, NE  
**Sale Manager:** Eberspacher Enterprises, Inc. (MN)  
**Marketing Representatives:** Val Eberspacher (EE); Kelly Schmidt (EE); Tom Rooney, AgriMedia, IA; Amanda Eberspacher, LiveAuctions, MN.  
**ASA Representative:** Bill Zimmerman

**High-Selling Lots:**

- \$8,000** — Cow/Calf Pair, “Brant X8K,” s. by B C Lookout 7024, bull calf s. by Mr. NLC Upgrade U8676, sold to Deryl Riley, Arapahoe, NE.
- \$7,000** — Cow/Calf Pair, “Brant Kendyl Z453U,” s. by GW Lucky Man 644N, heifer calf s. by SVF/NJC Built Right N48, sold to Holland Cattle Co., Magee, MS.
- \$5,750** — Cow/Calf Pair, “Brant Penelope Z4113,” s. by S A V Net Worth 4200, heifer calf s. by Mr. NLC Upgrade U8676, sold to Deryl Riley, Arapahoe, NE.
- \$5,750** — Cow/Calf Pair, “Brant Kandy Z4053,” s. by Top Fuel U250 HR, heifer calf s. by Hooks Shear Force 38K, sold to Echard Farms, Farmersburg, IA.
- \$5,500** — Cow/Calf Pair, “Brant Red Hot Z4279,” s. by Wheatland Red Ace 747T, bull calf s. by Hoover Dam, sold to Rhonda Davis, Darlington, WI.
- \$5,500** — Cow/Calf Pair, “Brant Can Dance Z21,” s. by Red Northline Fat Tony 605U, heifer calf s. by Hooks Shear Force 38K, sold to Rhonda Davis, Darlington, WI.
- \$5,250** — Cow/Calf Pair, “Brant Black Pearl Z493T,” s. by B C Lookout 7024, bull calf s. by SVF/NJC Built Right N48, sold to Katie Myhre, Wahpeton, ND.
- \$5,250** — Cow/Calf Pair, “Frankes Dream Queen Z19,” s. by Frankes Dream Power, heifer calf s. by SVF/NJC Built Right N48, sold to Echard Farms, Farmersburg, IA.

**Auctioneer:** Jered Shipman, TX  
**Sale Manager:** DP Sales, KY  
**Sale Staff:** Shane Ryan and Todd Alford  
**Sale Consultant:** Jeremie Ruble  
**DVAuction Representative:** Becky Wadlow  
**ASA Representative:** Andee Marston

**High-Selling Lots:**

- \$11,000** — Open Female, “Britt Answer To Me 3600A,” s. by Mr. Hoc Broker, cons. by Britt Angus, sold to Richard Beasley.
- \$10,500** — Flush out of, “Miss CCF Sheza Bonnie,” s. by Buyer’s Choice, cons. by C&C Farms, sold to BF Black Simmentals.
- \$6,000** — Embryo Transfer, “Alianna 366A,” s. by Mr. CCF X206, cons. by Elrod and Tolbert, sold to Ronnie Smith.
- \$5,500** — Cow/Calf Pair, “Miss CCF Sheza Knockout, s. by SVF/NJC Built Right, heifer calf s. by Mr. CCF Y124, cons. by C&C Farms, sold to Fletcher Simmentals.
- \$5,500** — Embryo Transfer, “Abigale 364A,” s. by Mr. NLC Upgrade, cons. by Elrod and Tolbert, sold to Joe Fife.
- \$5,000** — Cow/Calf Pair, “KenCo/MF Glamour Girl 11,” s. by WLE Bandwagon, heifer calf s. by TMPF Joshua 110W, cons. by Horse Shoe Hollow Farm, sold to Double R Cattle Co.
- \$4,750** — Open Female, “SHRL FArrari,” s. by SVF/NJC Built Right, cons. by Shirley Show Cattle Co., sold to Brad Mobley.
- \$4,500** — Cow/Calf Pair, “Ms. SCSF Dew The Stroke,” s. by SVF/NJC Built Right, bull calf s. by Mr. CCF Y124, cons. by C&C Farms, sold to Hilltop Simmentals.
- \$4,500** — Open Female, “Miss CCF A103,” s. by Mr. NLC Upgrade, cons. by C&C Farms, sold to Ronnie Smith.

**Comments:** Cattle sold into 19 states including: AL, FL, GA, IA, IL, KS, MN, MO, MS, MT, NE, NY, OH, OR, SC, SD, TN, TX and UT.

**Nelson Livestock Company Annual Bull Sale**

April 19, 2014 • Baker, MT

<b>No.</b>	<b>Category</b>	<b>Average</b>
67	Bulls	\$3,875

**Auctioneer:** Ty Thompson, MT  
**Sale Manager:** Allied Genetic Resources, IL  
**Marketing Representatives:** Andy Rest, ADM Alliance; and Jeff Thomas, *Prairie Star and Farm & Ranch Guide*.  
**ASA Representative:** Mason Lautenschlager

**High-Selling Lots:**

- \$9,000** — Black, purebred, “NLC 3A”, s. by NLC Break Free 72W, sold to Kenner Simmentals, Leeds, ND.
- \$7,500** — Black, purebred, “NLC 40A,” s. by NLC Break Free 72W, sold to Kenner Simmentals, Leeds, ND.



Amanda Eberspacher Hilbrands, LiveAuctions.tv had an active day with internet bidding.



Julie Franko, Jazzy Simmentals, watches as her lots enter the sale ring.



Ron Brant of Brant Farms (r) gave away three calf feeders to buyers Roger Smith (IA), Nicholas Echard (IA) and Delvin Durheim (MN).



The family of Lehrman Family Simmental once again attended the Brant Farms Sale pictured with Ron Brant (l).

**14th Annual Cattlemen’s Choice Sale**

April 12, 2014 • Hartwell, GA

<b>No.</b>	<b>Category</b>	<b>Average</b>
76	Total Lots	\$3,822



A warm sunny day made for a great day for customers to view bulls.

(Continued on page 48)

# SALE RESULTS

continued

## Owen Brothers Diamonds and Spurs Sale

April 19, 2014 • Bois D'Arc, MO

No.	Category	Average
15	SM, Sim-Influenced & Angus Bulls	\$3,850
15	SM, Sim-Influenced & Angus Spring Pair Females	4,063
23	SM, Sim-Influenced & Angus Fall Calving Females	4,061
6	SM, Sim-Influenced & Angus Spring Open Females	5,467
14	SM, Sim-Influenced & Angus Fall Open Females	7,532
1	SM, Sim-Influenced & Angus Donor Females	22,000
74	SM, Sim-Influenced & Angus Lots	\$5,029

**Auctioneer:** Jered Shipman, TX

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

**Marketing Representatives:** Val Eberspacher, (EE); Kelly Schmidt, (EE); Clifford "Bud" Sloan, MO; Jered Shipman, TX; Kent Jaecke, OK; Tom Rooney, AgriMedia, IA; and Roger Allen, IL.

**ASA Representative:** Danny Ulmanis

### High-Selling Lots:

**\$22,000** — Bred Female, "Limestone Lola W232," s. by SVF Steel Force S701, bred to W/C Wide Track 694Y, cons. by Owen Brothers Cattle Company, sold to Shoal Creek Land and Cattle, Excelsior Springs.

**\$16,500** — Open Female, "OBCC Perfect Summer M10A," s. by AJE/PB Montecito 63W, cons. by Owen Brothers Cattle Company, sold to Maple Leaf Holdings, Morehead, KY.

**\$15,000** — Open Female, "OBCC Firefly 139A," s. by JF American Pride 0987X, cons. by Owen Brothers Cattle Company, sold to Circle M Farms, Rockwall, TX.

**\$14,500** — Open Female, "OBCC Sadie 145A," s. by JSSC Wide Body 090W, cons. by Owen Brothers Cattle Company, sold to White Wing Simmentals, Huntington, AR.

**\$13,500** — Open Female, "GSC Miss 7A," s. by R&R Chamberlain X744, cons. by Gerdes Show Cattle, sold to Three Child Farms, Springfield, MO.

**\$13,000** — Open Female, "OBCC Wicked Sister 137A," s. by FBFS Wheel Man 649W, cons. by Owen Brothers Cattle Company, sold to Jass Simmentals, Garner, IA.

**\$9,750** — Bred Female, "BC Lookout Progress 523 834," s. by B C Lookout 7024, bred to OBCC/VLF Steelin Banners V27X, cons. by Owen Brothers Cattle Company, sold to Circle M Farms, Rockwall, TX.

**Comments:** Guest consignors included: Gerdes Show Cattle, Lone Tree Simmentals, Double R Cattle Company, Mathews Simmental and Golden Oak Simmentals.



Adam Owens and son sort bulls prior to the sale.



Joe Horstman, Horstman Cattle Co., surveys the offering prior to the sale.



ASA board members Scott Cowger (l) and JW Brune (r) visit with breeders about ASA programs.



Ed Rule, Shoal Creek Land and Livestock (r), and Clint Woodrow of EBY Ranch enjoyed the warm Missouri sunshine prior to the sale.

## Virginia Simmental Spring SimSensation Sale

April 19, 2014 • Harrisonburg, VA

No.	Category	Average
50	Total Lots	\$2,571

**Auctioneer:** Thomas Carper, IN

**Sale Manager:** DP Sales, KY

**Sale Staff:** John Meents and Jeff Marsh

**ASA Representative:** Hunter Chapman

### High-Selling Lots:

**\$4,300** — Open Female, "HCCH Upgrade A317," s. by Mr. NLC Upgrade, cons. by Heishman Cattle Co., sold to Tommy Carper Jr., VA.

**\$4,200** — Embryos out of, "Jade's Darling," s. by WS Pilgrim, cons. by Richard Jenkins and Stonewall Cattle, sold to Nella Ranch, KS.

**\$3,900** — Embryos out of, "BF Vidalia," s. by Sandeen's Upper Class and W/C Wide Track, cons. by Rocky Hollow and Sloup Simmentals, sold to James Eastep, VA; and Bourg Farms, LA.

**\$3,500** — Cow/Calf Pair, "SR Ms. XU94," s. by SAV Final Answer, bull calf s. by LL Aberdeen LL32, cons. by Smith Reasor, sold to Neal Brothers Simmental, IN.

**\$3,300** — Bred Female, "LLS Ever Ready 101," s. by TNT Ever Ready, bred to Mr. NLC Upgrade, bull calf s. by WHS Limelight, cons. by Locust Level, sold to Thomas Snoddy, VA.

**\$3,100** — Bred Female, "SR Ms. ZXN4," s. by SAV Final Answer, bred to GW Premium Beef, cons. by Smith Reasor, sold to Jonathan Massey, NC.

**\$3,000** — Bull, "BV Movin Forward 5Z," s. by LMF Movin Forward, cons. by Buena Vista Simmentals, sold to Edwin Raiford, VA.

**\$3,000** — Bull, "SHHS Mr. High Voltage," s. by SS/PRS High Voltage, cons. by Harroun Cattle, sold to Edwin Raiford, VA.

**\$3,000** — Open Female, "Ms. MLH Dutchess 252A," s. by SS/PRS High Voltage, cons. by Maple Leaf Simmentals, sold to Loschen Farms, IL.

**Comments:** Cattle sold into nine states including: IL, IN, KS, MD, MS, NC, PA, SD and VA.

## 10th Anniversary Family Traditions Female Sale

April 26, 2014 • Auburn, KY

No.	Category	Average
79	Total Lots	\$4,639

**Auctioneer:** Jered Shipman, TX

**Sale Manager:** DP Sales, KY

**Sale Staff:** Jack Hedrick and Shane Ryan

**ASA Representative:** Andee Marston

**High-Selling Lots:**

- \$25,000** — Cow/Calf Pair, “HPF Miss Knockout X071,” s. by SVF Steel Force, bull calf s. by HTP SVF Packin Heat, cons. by Clear Water Simmentals and Hudson Pines Farm, sold to Trennepohl Farms, IN.
- \$24,000** — Open Female, “HTP BT SVF Sazerac T99,” s. by SVF/NJC Built Right, cons. by Sunset View Farms and 3M Simmentals, sold to Fenton Farms, MS.
- \$19,000** — Bred Female, “HTP SVF Star of Jade,” s. by SVF Star Power, bred to LMF Movin Forward, cons. by HTP Simmentals and Sunset View Farms, sold to Hammer Head Cattle Co., KY.
- \$15,000** — Open Female, “LFI Star Gazer Z810,” s. by BC Lookout, cons. by Loschen Farms, sold to Knapper Cattle Co., IN.
- \$11,000** — Open Female, “SVF/3M Sazerac A34,” s. by SVF Star Player, cons. by Sunset View Farms and 3M Simmentals, sold to Bill Sloup, NE.
- \$9,000** — Open Female, “CLRWTR Queen Z A94A,” s. by SVF Star Player, cons. by Clear Water Simmentals, sold to Rolling Hills Farm Simmentals and Gary Short, OH.
- \$8,750** — Cow/Calf Pair, “CLRWTR Mamacita Z110G,” s. by CLRWTR Shock Force, heifer calf s. by Dameron Northern Lights, cons. by Clear Water Simmentals, sold to Rolling Hills/Jason Black, OH.
- \$7,000** — Bred Female, “SVF Black Bear W103,” s. by SVF Steel Force, bred to LMF Movin Forward, cons. by Sunset View Farms, sold to Loschen Farms, IL.

**Comments:** Cattle and genetics sold into 15 states including: AL, GA, IA, IL, IN, KY, MO, MS, NC, NE, OH, OR, TN, UT and WV.



Bob Hoovler, Jason Kriz, and Nancy Hoovler enjoy the Friday evening hospitality.



A large crowd was on hand to take in the 10th Annual Family Traditions Female Sale.



Bill Kaiser, KY and Tyson Moreno, 3M Simmentals, MS visit before the sale.



Ronnie Creek, SVF greets with fellow KY breeders Jeff & Teresa Welsh.

**Heartland Simmental “Performance with Class” Sale**

April 26, 2014 • Waverly, IA

<b>No.</b>	<b>Category</b>	<b>Average</b>
53	Bulls	\$4,973

**Auctioneer:** Phil Schooley, IA  
**Sale Manager:** Eberspacher Enterprises, Inc. (EE), MN  
**Marketing Representatives:** Val Eberspacher, (EE); Kelly Schmidt, (EE); Marshall Ruble, IA; Tom Rooney, AgriMedia, IA; and Mike Sorenson, Livestock Plus, IA.  
**ASA Representative:** Bert Moore

**High-Selling Lots:**

- \$12,000** — PB SM Bull, “GNB Shear Power 81X,” s. by Hooks Shear Force 38K, sold to Peck Simmentals, Burke, SD.
- \$10,000** — PB SM Bull, “HL Game Face 137A,” s. by HL Game Plan R42X, sold to Olfason Brothers, Edinburg, ND.
- \$9,500** — PB SM Bull, “BMR Kaboom A27,” s. by HL Kaboom 455S, cons. by Big M Ranch, sold to Ron Demers’ Dakota Simmental, Colome, SD.
- \$9,500** — ¾ blood SimAngus™ Bull, “HL High Country 77A,” s. by HL Special Delivery 73X, sold to Johnson Family Farms, Maquoketa.
- \$8,500** — PB SM Bull, “GNB Popeye 16A,” s. by Sand Ranch Hand, cons. by GNB Cattle Company, sold to Nelson Family Farms, Mabel, MN.
- \$8,500** — PB SM Bull, “HL Game Changer 70A,” s. by HL Game Plan R42X, sold to GNB Cattle Company, Charles City.
- \$8,100** — ¾ blood SimAngus Bull, “HL Strike Zone 95LA,” s. by HL Special Delivery 73X, sold to LaMar Farms LTD, Radcliffe.
- \$7,750** — Red ½ blood SimAngus Bull, “HL True Grit 2A,” s. by TNT Top Gun R244, sold to Brett Broadwater, Preston, MN.

**Comments:** 19 Commercial Sim-Influenced Pairs Ave. \$2,816 23 Commercial Sim-Influenced Breds Ave. \$2,181. The Lynch family & guest breeders of David Martinson of Big M Ranch and Mat Goddard of GNB Cattle Co. greeted all their customers with a brisket supper prior to the sale. The offering consisted of Simmental, Sim-Influenced, Angus and Red Angus.



Curt Olafson, Edinburg, ND, bought the top selling yearling bull.



The Waverly Livestock Auction had a packed house.

**Tanner Farms Southern Tradition Annual Production Sale**

April 26, 2014 • Shuqualak, MS

<b>No.</b>	<b>Category</b>	<b>Average</b>
21	Bred SimAngus™ Females	\$3,123

**Auctioneer:** Ron Kreis, OH  
**Sale Managers:** Tom Burke, Kurt Schaff and Jeremy Haag  
**ASA Representative:** Dennis Courtright

**High-Selling Lots:**

- \$6,000** — “7L Pride Z346,” s. by Mr. Ishee Superstout 014, sold to Fenton Farms, Ellisville.
- \$5,500** — “7L Rita Z256,” s. by Flying B Dream’s Over, sold to Fenton Farms, Ellisville.

**Volume Buyer:** South Fork Land & Cattle, Forrest, MS

**Comments:** Also selling were 49 Bred Angus Females at an average of \$3,426; 11 Angus Bulls at average of \$4,891, 10 Angus pairs at an average of \$3,470, and 38 bred Angus cows at an average of \$2,732.



Buyers look over a group of SimAngus heifers.

(Continued on page 50)

# SALE RESULTS

continued

## Icons On Ice Vol. 2 Embryo Sale

April 29, 2014 • Online Sale

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

**Marketing Representatives:** Val Eberspacher (EE); Kelly Schmidt (EE)

### High-Selling Lots:

- \$5,000** — Five embryos s. by LLSF Uprising Z925, cons. by Groves Simmental Ranch, sold to Grant Caldwell, Butler, KY.
- \$4,800** — Three embryos s. by LLSF Uprising Z925, cons. by Kasl Simmentals, sold to Shamrock Farms, Jackson, IL.
- \$3,600** — Three embryos s. by LLSF Uprising Z925, cons. by Hilbrands Cattle Company, sold to Jeremy Davis, Corydon, IA.
- \$3,450** — Three embryos s. by W/C United 956Y, cons. by Hilbrands Simmentals, sold to Owen Brothers Cattle Company, Bois D'Arc, MO.
- \$3,150** — Three embryos s. by Mr. Hoc Broker, cons. by Sweetness Syndicate, sold to Todd Kline, State Center, IA.
- \$2,550** — Three embryos s. by GLS New Direction X184, sold to Grass-Lunning Simmentals, sold to Owen Brothers Cattle Company, Bois D'Arc, MO.
- \$2,550** — Three Embryos s. by FBF1 Combustible, cons. by Beshears Simmentals, sold to Troy Becker, Vining, MN.

**Comments:** Just over 23,100 people viewed the sale powered by Breeders World. Sale average was \$2,527.

## Gettysburg Stars and Stripes Sale

May 3, 2014 • Gettysburg, PA

No.	Category	Average
49	Total Lots	\$4,713

**Auctioneer:** Bruce Miller, TX

**Sale Manager:** DP Sales, KY

**Sale Staff:** Shane Ryan and Bobby Grove

**Sale Consultant:** Dalton Lundy

**ASA Trustee:** Cliff Orley

**ASA Representative:** Hunter Chapman

### High-Selling Lots:

- \$15,000** — Open Female, "HPF Caliente A376," s. by JF Milestone, cons. by Hudson Pines Farm, sold to David Carter, NC.
- \$10,000** — Open Female, "CLO American Honey," s. by CLRWTR Shock Force, cons. by CLO Simmentals, sold to Heil Farms, OH.
- \$10,000** — Bred Female, "CLO Zephyr 9Z," s. by JF Milestone, bred to RSRC/SRC Two Step, cons. by CLO Simmentals, sold to Summerville Family Farms, GA.
- \$9,300** — Open Female, "SSC Uptown Girl 66A," s. by Mr. NLC Upgrade, cons. by Stewart's Simmental Cattle, sold to Stewan Farms, PA.
- \$8,250** — Cow/Calf Pair, "PVSM Huckleberry," s. by GWS Ebony's Trademark, heifer calf s. by Mr. NLC Upgrade, cons. by Powell's Valley Simmentals, sold to James Eastep, VA.
- \$7,500** — Cow/Calf Pair, "HTP/SVF Taste of Honey," s. by SVF NJC Thriller, heifer calf s. by WBSF Combustion, cons. by Kevin Bishop, sold to Haley Farms, OH.
- \$7,000** — Open Female, "TAMU Sheza Dream Lady," s. by CNS Dream On, cons. by Hudson Pines Farm, sold to Daryl Wentland, OR.
- \$6,500** — Cow/Calf Pair, "SVJ Sunny's Delight," s. by D&D Deep Surge, heifer calf s. by SVF NJC Built Right, cons. by Stewart's Simmental Cattle, sold to Aaron McKinney, PA.

**Comments:** Cattle and genetics sold into 16 states and one Canadian Province including: GA, IA, IL, IN, KY, MD, MO, NC, NY, OH, OR, PA, SD, TN, VA, WV and Ontario.



Charles & Wyatt Whipkey, W&E Farms, PA were on hand sale day and purchased an open heifer.



Nicole Lewis and Judy Stewart of Stewart's Simmental Cattle prepare for the sale.



A great group of Simmental enthusiasts work together each spring to put on one of the East's premier sales.

# Performance Breeders

are serious about data they collect!

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

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

## Yes!

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## Timberland Cattle Inc. Female Sale

May 3, 2014 • Vernon, AL

Category	Average
Bred SimAngus™ Heifers	\$3,157
SimAngus Pairs	\$4,100

**Auctioneer:** Tommy Barnes, AL

**Comments:** Also selling was one registered bull for \$4,000; Bred Angus Heifers at an average of \$3,129; Fall Angus Pairs at an average of \$4,547; Spring Pairs at an average of \$3,257; Bred Commercial Heifers at an average of \$2,227; and Commercial Spring Pairs at an average of \$2,426.

## 7P Ranch Mature Cowherd Dispersal Sale

May 24, 2014 • Tyler, X

No.	Category	Average
28	PB SM and SimAngus™ 3-N-1's	\$3,677
14	PB SM and SimAngus Pairs	3,468
108	PB SM and SimAngus Fall Calving Bred Cows	2,411
41	PB SM and SimAngus Spring Calving Bred Cows	1,720
191	Sim-Influenced Lots	\$2,563

**Auctioneer:** Tracy Harl, NE

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

### High-Selling Lots:

**\$5,500** — PB SM Fall Calving Bred Cow, "Miss 7P U18," s. by SVF/NJC Built Right N48, sold to Mark Tillman, Junction.

**\$5,200** — PM SM 3-N-1, "Miss 7P T246," s. by CCR Breakout F9K, heifer calf s. by Dikeman's Sure Bet, sold to Jay Anderson, St. Paul, NE.

**\$4,800** — PM SM Donor, "LLL Miss Jokester," s. by PVF-BF BF26 Black Joker, sold with three frozen embryos s. by Mr. NLC Upgrade, sold to Cook's Cattle Services, Midway.

**\$4,500** — PB SM 3-N-1, "Miss 7P U94," s. by CCR Breakout F9K, bull calf s. by MM Kaboom, sold to Raymond Carlton, Midway.

**\$4,500** — ½SM, ½Angus 3-N-1, "Miss 7P T292," s. by JMC 67 5304, heifer calf s. by RRJS Steel Force 061U, sold to Greg Drebes, Monroe City, MO.

**\$4,300** — ½SM, ½Angus 3-N-1, "Miss 7p T39," s. by Twin Eagles No Fault M904, heifer calf s. by TNT Dual Focus T249, sold to Summerville Family Farm, Carrolton, GA.

**Volume Buyers:** Kenny Pickering, Horatio, AR; Tom Lynch, New Hampton, IA; Stan Stevens, Egdeewood; David Thedford, Lindale; Horace Kruse, New Boston; and Dennis Courtright, Colfax, LA.

**Comments:** Also selling were 5 Commercial Cows at an average of \$2,541. ♦

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# THE CIRCUIT

## Indiana Junior Simmental Preview Show

Date: April 13, 2014  
 Location: Flora  
 Judge: Adam Moss, Fishers

### Female Show



**Grand Champion Purebred**  
 "CLRWTR Angelic Lady,"  
 s. by K-Ler Make It Rain,  
 exh. by Maverick Dwenger.



**Reserve Grand Champion Purebred**  
 "Aubrey's White Chocolate,"  
 s. by Remington Secret Weapon,  
 exh. by Shelby Ison.



**Grand Champion Percentage**  
 "ORF Ciara 345," s. by WLE Uno  
 Mas X549, exh. by Zoe Reed.



**Reserve Grand Champion Percentage**  
 "Blushing Lady 64A,"  
 s. by GCC Wizard 125W,  
 exh. by Kaden Bennington.

### Steers



**Grand Champion**  
 "Jay," s. by Believe In Me,  
 exh. by Olivia McGurk.



**Reserve Grand Champion**  
 "Stetson," s. by Monopoly,  
 exh. by Ryan Kerr.

### Cattlemen's Quiz



**Junior Division (r-l);** 1st - Haley  
 Smith; 2nd - Garret Walther;  
 3rd - Bennet Walther



**Senior Division (r-l);** 1st - Alyssa  
 Kuhn; 2nd - Shelby Ison;  
 3rd - Alex Kuhn

### Skill-A-Thon



**Junior Division (r-l);** 1st - Miah  
 Martin; 2nd - Kristen Buck;  
 3rd - Bennet Walther.



**Senior Division (r-l);** 1st - Ross  
 Helms; 2nd - Maverick Dwenger;  
 3rd - Alex Kuhn.

### Showmanship



**Junior Division (r-l);** 1st - Olivia  
 McGurk; 2nd - Baylee Dwenger;  
 3rd - Ashlee Kerr; 4th - Bennet  
 Walther; 5th - Luke Herr.



**Senior Division (r-l);** 1st - Ross  
 Helms; 2nd - Maverick Dwenger;  
 3rd - Shelby Ison; 4th - Ryan Kerr;  
 5th - Sheridan Hill.

### Overall High-Point Exhibitors



**Junior Division (r-l);** 1st - Haley  
 Smith; 2nd - Miah Martin; 3rd -  
 Bennet Walther; 4th - Kristen  
 Buck; 5th - Olivia McGurk.



**Senior Division (r-l);** 1st - Shelby  
 Ison; 2nd - Ross Helms; 3rd -  
 Maverick Dwenger; 4th - Alyssa  
 Kuhn; 5th - Alex Kuhn.

## Nebraska Junior Beef Expo

Date: June 6-8, 2014  
 Location: Norfolk  
 Judges: Jared Boyert,  
 Elmwood, IL; and  
 Colt Keffer, Omaha



**Champion Purebred Simmental  
 Breeding Heifer, Champion PB  
 Futurity & Supreme Overall PB  
 Breeding Heifer**  
 Exh. by Abby Nelson, Valparaiso.



**Reserve Champion Purebred  
 Simmental Breeding Heifer, Res.  
 Champion PB Futurity & Res.  
 Supreme Overall PB Breeding Heifer**  
 Exh. by Abby Nelson, Valparaiso.



**Champion Low Percentage  
 Simmental Breeding Heifer,  
 Champion Low % Futurity &  
 Supreme Overall Low Percent-  
 age Breeding Heifer**  
 Exh. by Allee Maronde, York.



**Reserve Champion Low Percent-  
 age Simmental Breeding Heifer,  
 Res. Champ Low % Futurity &  
 Res. Supreme Overall Low  
 Percentage Breeding Heifer**  
 Exh. by Abby Nelson, Valparaiso.



**Reserve Champion Purebred Futurity Breeding Heifer**  
Exh. by Katie Trail, Nebraska City.



**Champion Prospect Heifer**  
Exh. by Kody Illingworth, Fairfield.



**Champion Cow/Calf Pair**  
Exh. by Kody Illingworth, Fairfield.



**Reserve Champion Cow/Calf Pair and Reserve Champion Prospect Heifer**  
Exh. by Kolt Illingworth, Fairfield.



**Champion Market Animal**  
Exh. by Daniel Beller, Leigh.  
**Reserve Champion Market Animal**  
Exh. by Jacob Gall, Clarkson.



**Champion Bred & Owned-Simmental/Charolais Cross Breeding Female**  
Exh. by Miranda Raitchel, Falls City.



**Reserve Champion Bred & Owned for all breeds**  
Exh. by Katie Trail, Nebraska City.

### Showmanship



**Champion Sr. Showperson & Supreme Sr. Overall Showperson**  
Abby Nelson, Valparaiso.



**Reserve Champion Senior Showperson**  
Allee Maronde, York.



**Champion Junior Showperson.**  
Daniel Beller, Leigh.  
**Reserve Champion Junior Showperson**  
Natalie Trauernicht, Wymore.

### Other Simmental Place Winners Included:

**Supreme Herdsman Quiz**  
Juniors — 3rd-Kolt Illingworth, Fairfield.

**Supreme Sales Talk**  
Juniors — 2nd - Lauren Trauernicht, Wymore; 3rd - Kylie Volk, Arlington.

Seniors — 1st - Abby Nelson, Valparaiso; 3rd - Stephanie Kersten, Gretna.

**Supreme Impromptu Speeches**  
Juniors — 3rd - Taylor Falkenstine, Franklin.

**Supreme Prepared Speeches**  
Seniors — 2nd - Alle Maronde, York.

**Supreme Judging**  
Juniors — 2nd - Lauren Trauernicht, Wymore; 3rd - Nicole Nichols, Chambers.

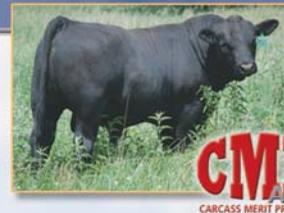
Seniors — 3rd - Abby Nelson, Valparaiso.

**Supreme Team Fitting**  
1st — Lauren Trauernicht, Wymore; Jacob Gall, Clarkson; Levi Bakenhus, Columbus.

2nd — Daniel Beller, Leigh; Radley Eisenhauer, Farnam; Ty Dybdal, Newcastler.

**Supreme Resume/Interview Contest**  
2nd — Bradie Schmidt, Arlington. ♦

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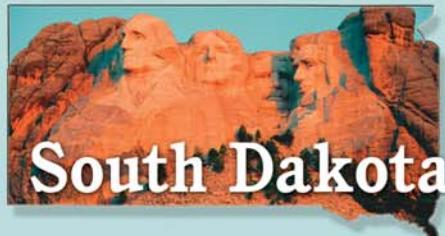


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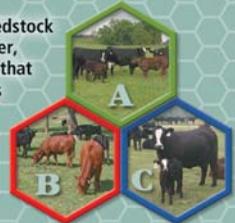
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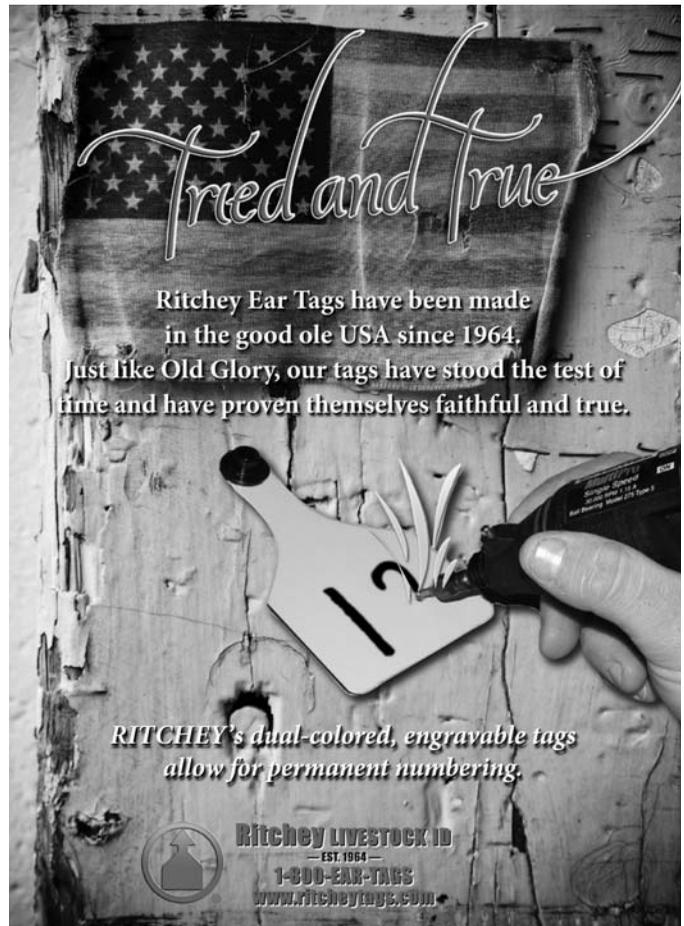
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- ◆ Offers new genetics to Gulf Coast, Southern cattle producers



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- ◆ Maintains heat tolerance, parasite resistance, and longevity offered by *Bos indicus* influenced cattle.
- ◆ This crossbreeding system combines an ideal balance of maternal traits, carcass traits and the ability for these types of cattle to function in extreme heat climates.

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**SimAngus™ HT cattle must have the following characteristics:**

- ◆ 1/8 *Bos indicus* (no more than 3/8)
- ◆ 1/4 Simmental (no more than 5/8)
- ◆ 1/4 Angus and/or Red Angus (no more than 5/8)

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# ASA FEE SCHEDULE

## DNA Services

DNA SNP (PV, ET) . . . . .	\$45	Tibial Hemimelia (TH) . . . . .	\$25
HD and SNP (PV, AI Sire, Donor Dam) . . . . .	\$90	Pulmonary Hypoplasia W/Anasarca (PHA) . . . . .	\$25
Horned/Polled . . . . .	\$50	Osteopetrosis (OS) . . . . .	\$25
Arthrogryposis Multiplex (AM) . . . . .	\$25	Coat Color . . . . .	\$20
Neuropathic Hydrocephalus (NH) . . . . .	\$25	PMel (Diluter) . . . . .	\$20
Contractural Arachnodactyly (CA) . . . . .	\$25		

**Contact ASA For Testing Kit**

## Fall 2014 THE Enrollment

***If you miss the Deadline (June 15) . . . every animal on your preliminary inventory will be enrolled for \$16 each.***

	Fall THE Submitted by	Option A (TR)	Option B (SR)	Option C
<b>Enrollment submitted by member</b>	<b>June 15</b>	<b>\$15</b>	<b>\$0</b>	<b>\$7.50</b>
See Late-Enrollment if after June 15	*Late-Enrollment			

### \*Late-Enrollment

If you miss the June 15 deadline and were enrolled for Fall 2013: All of your dams on the preliminary inventory generated by ASA will be enrolled in Option A at \$16.00 each.

**Members will have until August 1,** to make adjustments to their inventory (the same way as enrolling) including a choice to change from Option A to Option B or C. (THE fees will be adjusted if you change to Option B or C within the 30 days).

**Note:** If adjustments are not made by August 1, your preliminary inventory will be accepted as is (including enrolled in Option A, regardless of previous year's option). There is a \$1.00 late-enrollment fee that will not be refunded.

### Re-Enrollment

Would you like to re-join the Total Herd Enrollment program?

**\$35/per animal (up to \$350) plus enrollment fees.**

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 season(s) 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 — <b>Option A</b> . . . . .	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:

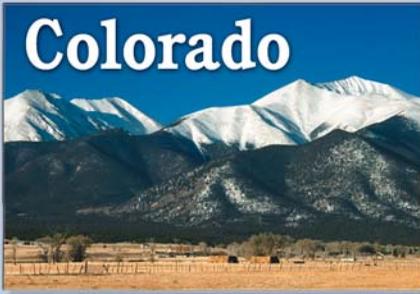
Priority Processing (not including shipping or mailing) . . . . .	\$25
Corrections . . . . .	\$5

### 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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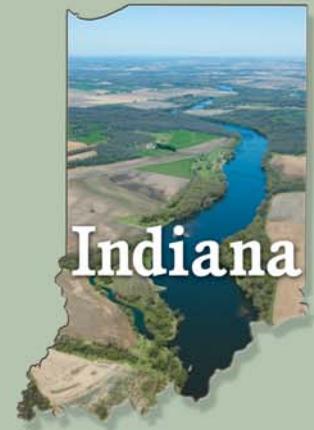
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## DATE BOOK

AUGUST 2014						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

SEPTEMBER 2014						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

### AUGUST

- 2 Genetic Connection Sale — Cullman, AL
- 15 Anchor D Ranch Simmentals' Pasture Treasures Female Sale — Rimbey, AB (pg. 37)
- 16 18th Annual Southern Showcase Female Sale — Rome, GA (pg. 62)
- 17-22 10th World Congress on Genetics Applied to Livestock Production — Vancouver, BC (pg. 19)
- 23 Georgia Generations of Value Sale — Colbert, GA (pg. 65)
- 30-9/2 LMC GenePLUS Online Sale V — [www.cattleinmotion.com](http://www.cattleinmotion.com)

### SEPTEMBER

- 1 The Female Sale at Eby Ranch — Emporia, KS
- 6 NC Fall Harvest Sale — Union Grove, NC (pg. 15)
- 13 Silver Towne Farms 28th Annual Production Sale — Winchester, IN (pgs. 2-3)
- 14 Field of Dreams Production Sale — Hope IN (pgs. 6, 9)
- 15 Houck Ranch Creek Ranch Fall Private Treaty Bull Sale — Allen, KS
- 17 Bullseye Breeder's Angus Bull Sale — Oakdale, CA
- 20 Heart of Texas Simmental/Simbrah Association Fall Fest Sale — Hearne, TX
- 20 KenCo Family Matters Sale — Auburn, KY (pg. 1FC)
- 21 Illini Elite Simmental Sale — Shelbyville, IL
- 25 Circle Ranch Beef Solutions Bull Sale — Lone, CA
- 27 47th Annual Black Harvest Calf Sale — Valparaiso, IN
- 27 Ferme Gagnon & Guests 18th Annual Simmental Production Sale — Cheneville, QB
- 27 Head of the Class Sale — Louisburg, KS (pg. 1FC)
- 27 Martin Farms "Open House at the Farm" — Lyles, TN

### OCTOBER

- 4 Bar 5 Extravaganza Fall Production Sale — Markdale, ON (pg. 41)
- 4 Buckeye's Finest Sale — Belle Center, OH
- 4 Keystone Classic Heifer Showcase Sale — Harrisburg, PA (pg. 21)
- 5 The Harvest at Krieger Farms — Universal, IN (pgs. 8, 59)
- 5 Wisconsin Simmental Midwest Fall Roundup Sale — Lancaster, WI
- 8 40th Annual R.A. Brown Ranch Bull Sale — Throckmorton, TX
- 11 Belles of the Bluegrass — Mt. Sterling, KY
- 11 Legends of the Blue Ridge Sale — Atkins, VA
- 12 Factory Direct Sale — West Lafayette, IN
- 17 MN Beef Expo Icons on Ice Sale — Minneapolis, MN
- 17 MN Beef Expo White Satin on Ice — Minneapolis, MN
- 18 20th Annual New Direction Sale — Seward, NE (pg. 30)
- 18 IBEP Performance Bull Test Sale — Springville, IN
- 18 Little Creek Farms' Magnolia Classic — Starkville, MS
- 18 MN Beef Expo All Breeds Sale — Minneapolis, MN
- 18 MN Beef Expo Simmental Sale — Minneapolis, MN
- 18 Route 66 SimGenetics Road to Success Sale — Strafford, MO
- 18 Tennessee Fall Showcase Sale — Lebanon, TN
- 19 The Black Label Event, Volume V — Grandview, TX
- 24 Buckles & Banners Sale — West Point, IA
- 24-26 Simbrah Synergy VII — Giddings, TX (pg. 4)
- 25 7P Ranch Annual Fall Bull & Female Sale — Tyler, TX
- 25 Flying H Genetics Fall Bull Sale — Lowry City, MO
- 25 Midwest Made and Friends Simmental Sale — Prairie City, IA
- 25 Pennsylvania Fall Classic Sale — Waynesburg, PA
- 25 Tanner Farms Pasture Performance-Tested Bull Sale — Shuqualak, MS
- 26 Heartland Performance with Class Sale — Waverly, IA
- 26 The 2nd Annual Social Simmental Sale — Urbana, OH
- 27 Rust Mountain View "Queens of the Pasture" Sale — Turtle Lake, ND
- 28 Williams Cattle Company's Show Heifer and Donor Prospect Sale — Follett, TX
- 31 20th Annual Hokie Harvest Sale — Blacksburg, VA

### NOVEMBER

- 1 Irvine Ranch 10th Annual Production Sale — Manhattan, KS
- 1 Land of Lincoln Sale — Altamont, IL
- 1 Pigeon Mountain Simmental's Fall Bull Test Sale, Rome, GA
- 2 Hawkeye Simmental Sale — Bloomfield, IA
- 7 NLC Simmental Female Production Sale — Wessington, SD

(Continued on page 62)

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Moment in the...

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the  
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## 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. The folds of leather or hide found in the neck area of a cow are known by what term?
2. A deficiency of which mineral can lead to grass tetany?
3. Define culling.

4. What are the two hormones produced by the ovary and are important to reproduction?
5. What temperature extreme would cause a bull's scrotum to be drawn closer to his body?
6. For what reason would grains be processed (cracked, steam-flaked, ground, etc.)?
7. What two factors are primarily used for determining carcass quality grade?
8. At what approximate age does a bovine get its first pair of permanent incisor teeth?

9. What is the scientific name for the genetic disease commonly known as parrot mouth?

10. What is the most common way of determining pregnancy in cattle?

### Answers:

1. Dewlap; 2. Magnesium; 3. Process of eliminating non-productive or undesirable animals from the herd; 4. Estrogen and Progesterone; 5. Cold; 6. Improved digestibility; 7. Degree of marbling and maturity; 8. Two years; 9. Brachygnathia inferior; 10. Rectal Palpation.

# DATE BOOK

continued

NOVEMBER 2014						
S	M	T	W	T	F	S
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2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
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DECEMBER 2014						
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21	22	23	24	25	26	27
28	29	30	31			

## NOVEMBER (CONT.)

- 8 Deer Creek Farm Simmental Sale — Lowesville, VA
- 8 Gibbs Farms' 9th Annual Bull & Replacement Female Sale — Ranburne, AL
- 8 Moser Ranch 23rd Annual Production Sale — Wheaton, KS (pg. 33)
- 8 Western Showcase Sale — Moses Lake, WA
- 13-15 Two Fast Nickels Online Bull Sale — [www.cattleinmotion.com](http://www.cattleinmotion.com)
- 15 JRW Farms' 2nd Annual "Fall Harvest" Private Treaty Bull Sale — Seminary, MS
- 15 Timberland Cattle's Best-of-the-Black Angus & SimAngus™ Bull Sale — Vernon, AL
- 15 Trauernicht Simmental Nebraska Platinum Standard Sale — Beatrice, NE
- 16 Hudson Pines Farm The Living Legacy X Sale — Campbellsburg, KY (pg. BC)
- 19 North American Select Simmental Sale — Louisville, KY (pg. 61)
- 21 "Southern Excellence" Bull Sale — Wadley, AL
- 22 Missouri Simmental Association's Fall Roundup Sale — Springfield, MO
- 22 Shenandoah's Shining Stars — Quicksburg, VA
- 22 The Buckeye Best of Both World's Female Sale — Newark, OH
- 22-25 LMC "Giving THANKS" Donation Online Sale — [www.cattleinmotion.com](http://www.cattleinmotion.com)
- 23 North Central Simmental Fall Classic — Alden, IA
- 28 Ruby Cattle Co. "Livin' The Dream" Production Sale — Murray, IA
- 29 Foxy Ladies Bred Heifer Sale — West Point, NE (pg. 27)
- 29 Genetic Perfection Sale — Fremont, NE (pg. 27)
- 29 Trennepohl Farms Right By Design Sale — Middletown, IN
- 30 Cow Time Sale — Wahoo, NE
- 30 Red Dirt Divas Female Sale — Marshall, OK (pg. 33)
- 30 The Chosen Few at Janssen Farms — Gilmore City, IA (pg. 63)

## DECEMBER

- 5-7 Hoosier Beef Congress Junior Show and Sale — Indianapolis, IN
- 6 J&C Simmentals Female Sale — West Point, NE (pg. 27)
- 6 Jewels of the Northland Sale — Clara City, MN
- 6 Montana's Choice Simmental Sale — Billings, MT
- 6 Next Step Cattle Company's Annual Bull Sale — Auburn, AL
- 8 Dakota Made Production Sale — Salem, SD
- 10 Double Bar D Farms Simmental "She's Got The Look" Female Sale — Grenfell, SK
- 13 Driggers Simmental Farm Bull Sale — Glennville, GA
- 13 Hartman Cattle Company's 19th Annual Customer Appreciation Sale — Tecumseh, NE
- 13 North Alabama Bull Evaluation Sale — Cullman, AL
- 13 North Dakota Simmental Association's Showcase/Classic Sale — Mandan, ND
- 13 Pride of the Prairie Simmental Sale — Seymour, IL
- 13 Purdue Golden Girls Cow Sale — West Lafayette, IN
- 14 Value By Design Female Sale — Anita, IA
- 20 Season Finale XII — Hillsboro, OH
- 20 South Dakota Simmental Source Sale — Worthing, SD

## JANUARY 2015

- 3 Royal Edge Sale — Ames, IA
- 10 Tanner Farms Pasture Performance-Tested Bull Sale — Wiggins, MS
- 12 Edge of the West Female Sale — Mandan, ND
- 17 SimMagic On Ice — Denver, CO
- 17 University of Florida Bull Test Sale — Greenwood, FL
- 19 National Western "The One" Simmental Sale — Denver, CO
- 20 Wild Wild West Sale — Brighton, CO
- 25 Triangle J Ranch Annual Production Sale — Miller, NE (pg. 27)
- 28 Sioux Empire Simmental Show & Sale — Sioux Falls, SD
- 31 Double J Farms' 41st Annual Private Treaty Simmental Bid Bull Sale — Garretson, SD (pg. 31)
- 31 J&C Simmentals Annual Bull Sale — West Point, NE (pg. 27)

## FEBRUARY

- 1 Trauernicht Simmental Nebraska Platinum Standard Bull Sale — Beatrice, NE
- 2 35th Annual Gateway "Breeding Value" Bull Sale — Lewistown, MT
- 4 Begger's Diamond V Big Sky Genetic Source Bull Sale — Wibaux, MT
- 7 Black Hills Stock Show and Sale — Rapid City, SD
- 7 Dixie National Simmental Sale — Jackson, MS
- 7 Olrichs/Felt Farms Bulls Sale — Norfolk, NE (pg. 27) ♦



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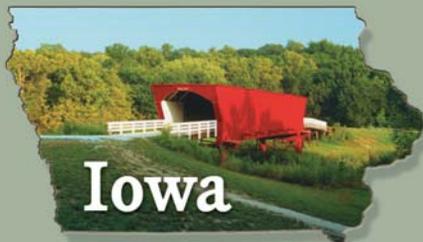
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# AD INDEX

3C Christensen Ranch . . . . .	55	Double M Simmentals . . . . .	59	Keystone International Livestock Exposition . . . . .	21	River Creek Farms . . . . .	33
74-51 Cattle Co. . . . .	33	DP Sales Management . . . . . IFC, 15, 30, 61, 65		Knezek Simmental Kizerow Cattle Company . . . . .	63	Rock Creek Ranch . . . . .	33
ABS Global, Inc. . . . .	1, 55	DVAuction . . . . .	2, 15	Koch Cattle . . . . .	39	Rocky Hollow Farm Simmental Cattle . . . . .	33
Accelerated Genetics . . . . .	55	Dwayann Simmentals . . . . .	41	Krieger Farms . . . . .	8, 59	RX Simbrah . . . . .	59
Allied Genetic Resources . . . . .	7, 59	Eberspacher Enterprises, Inc. . . . .	9	Laaker Land & Cattle . . . . .	27	Sales Call . . . . .	23, 33
Altenburg Super Baldy Ranch LLC . . . . .	59	Ediger Simmental . . . . .	27	Le Group BBBG . . . . .	41	Sanders Ranch . . . . .	IFC
American Junior Simmental Association (AJSA) . . . . .	31	Eichacker Simmentals . . . . .	55	Lehrman Family Simmentals . . . . .	55	Sandy Acres Simmental . . . . .	27
American Live Stock Inc. . . . .	54	Ellingson Simmentals . . . . .	39	Lewis Farms . . . . .	63	Sargeant Farms . . . . .	63
American Simmental Association . . . . . 15, 35, 38, 40, 42, 43, 50, 51, 57		Family Matters Production Sale . . . . .	IFC	Little Creek Farm . . . . .	42	Secondino Krieger, Jame . . . . .	54
Anchor D Ranch Simmentals . . . . .	37	Felt Farms . . . . .	27	Livestock Services . . . . .	54, 55	Select Sires . . . . .	7
ART-JEN Simmental Farm . . . . .	42	Field of Dreams . . . . .	6, 9	LongRange (eprinomecton) . . . . .	24, 25	Shipman, Jered, Auctioneer . . . . .	54
ASA DNA HD . . . . .	7	Filegonia Cattle Company . . . . .	59	Lucas Cattle Co. . . . .	27	Shoal Creek Land & Cattle, LLC . . . . .	27
ASA Performance Advocate . . . . .	40, 50	Finch Simmentals . . . . .	63	Lucas Cattle Company . . . . .	60	Silver Towne Farms . . . . .	2, 3, 9
ASA Publication, Inc. . . . .	23, 35	First Defense . . . . .	67	Martin Cattle Sales, Larry . . . . .	54	SimAngus™ HT . . . . .	57
ASA Science Forum . . . . .	39, 43	Flittie Simmental . . . . .	55	Martin Farms . . . . .	39	Simbrah . . . . .	38
B & R Simmentals . . . . .	27	Flying H Genetics . . . . .	5	Merial Limited . . . . .	24, 25	Simbrah Synergy Sale . . . . .	4
Bar 5 Farms . . . . .	41	Ford's Double S Ranch . . . . .	59	Miller Simmentals . . . . .	39	SimGenetics Profit Through Science . . . . .	38, 51, 57
Bar 5 Simmental Stock Farms Ltd. . . . .	63	Forster Farms . . . . .	27	Miller, Bruce, Auctioneer . . . . .	54	Simme Valley . . . . .	63
Bar CK Cattle Company . . . . .	63	Gateway Simmental & Lucky Cross . . . . .	7	Minnesota Simmental Breeders . . . . .	63	Slate Farms & Cattle Company . . . . .	39
Bata Bros. . . . .	39	GeneSeek a Neogen Company . . . . .	51	Missing Rail Simmentals . . . . .	39	Sloup Simmentals . . . . .	27, 30
Benda Simmentals, Jim . . . . .	55	Gengenbach Cattle Company . . . . .	27	Missouri Simmental Breeders . . . . .	27	Smith Genetics . . . . .	4
Beshears Simmentals . . . . .	6, 9	Georgia Simmental Simbrah Association . . . . .	65	Mitchell Lake Ranch . . . . .	42	South Dakota Simmental Breeders . . . . .	55
Bessler Inc, James F. . . . .	54	Gibbons Farm . . . . .	41	Montana Simmental Breeders . . . . .	39	Southern Showcase Sale . . . . .	62
Birdwell, James M., Auctioneer . . . . .	54	Gibbs Farms . . . . .	7	Monte Christo Ranch & Investments . . . . .	59	Springer Simmental . . . . .	63
Bohrson Marketing Services . . . . .	41	Gold Bullion . . . . .	33	Morrison, Myra Neal . . . . .	27	Steaks Alive . . . . .	27
Bois d'Arc Land & Cattle Co. . . . .	59	Grass-Lunning Simmentals . . . . .	63	Moser Ranch, The . . . . .	33	Sullivan Supply . . . . .	54
Bouchard Livestock International . . . . .	54	Haley Farms . . . . .	39	National CUP Lab & Technology Center . . . . .	54	Sunflower Genetics . . . . .	33
Bovine Elite, LLC . . . . .	55	Harker's Simmental . . . . .	9, 59	Nebraska Simmental Breeders . . . . .	27	Tennessee Simmental Breeders . . . . .	39
Brant Farms . . . . .	63	Harl, Tracy Auction Company . . . . .	54	New York Simmental Breeders . . . . .	63	Texas Simmental & Simbrah Breeders . . . . .	59
Brink Fleckvieh . . . . .	42	Hart Simmentals . . . . .	55	NLC Simmental Ranch . . . . .	55	Thomas Ranch . . . . .	55
Brooks Simmental Ranch . . . . .	33	Have you Herd? . . . . .	27, 42, 63	North American Fullblood Breeders . . . . .	42	Timber Ridge Cattle . . . . .	7
Brush Country Bulls . . . . .	59	Head of the Class . . . . .	IFC	North American Select Simmental Sale . . . . .	61	Tingle Farms . . . . .	9
Bulls of the Big Sky . . . . .	39	High-Bred Simmental . . . . .	33	North Carolina Simmental Association . . . . .	15	Total Herd Enrollment (THE) . . . . . 27, 39, 63, 55, 59, 63	
Buzzard Hollow Ranch . . . . .	42	Hobbs Farms Cattle . . . . .	9	North Carolina Simmental Breeders . . . . .	27	Traxinger Simmental . . . . .	55
Canada Simmental Breeders . . . . .	63	Hofmann Simmental Farms . . . . .	33	North Dakota Simmental Breeders . . . . .	39	tReg. . . . .	33
Canadian Simmental Country Magazine . . . . .	54	Hopewell Views Simmentals . . . . .	39	Oak Meadow Farms . . . . .	63	Trennepohl Family Farm . . . . .	59
Carcass Merit Program (CMP) . . . . .	7, 55	HRM Simmental . . . . .	7	Ohio Simmental Breeders . . . . .	39	Triangle J Ranch . . . . .	27
Cattle Visions . . . . .	55, 68, IBC	Hudson Pines Farm . . . . .	9, BC	Oklahoma Simmental Breeders . . . . .	33	Trinity Farms . . . . .	59
CattleinMotion.com . . . . .	41	Illinois Simmental Breeders . . . . .	39	Oregon Brothers Simmentals . . . . .	39	Triple Z Simmental . . . . .	42
CattleMax . . . . .	53	ImmuCell Corporation . . . . .	67	Oregon Simmental Breeders . . . . .	63	Ultrainsights Processing Lab, Inc. . . . .	55
Circle 3 Genetics . . . . .	63	Impact Marketing & Management, Inc. . . . .	62	ORigen . . . . .	55	Virginia Simmental Breeders . . . . .	33
Circle M Farms . . . . .	9	Incredibly Affordable Full-Color Catalogs . . . . .	35	Pelton Simmental/Red Angus . . . . .	33	Volk Livestock . . . . .	27
Classifieds . . . . .	37	Indiana Simmental Breeders . . . . .	59	Prairie Cattle Company . . . . .	9, 59	Washington Simmental Breeders . . . . .	59
Clear Water Simmentals . . . . .	59	Iowa Simmental Breeders . . . . .	63	Prickly Pear Simmental Ranch . . . . .	39	Weaver Leather Livestock . . . . .	12, 13
Clover Valley Simmentals . . . . .	59	J & C Simmentals . . . . .	27	Progress Through Performance (PTP) . . . . .	31	Werning Cattle Company . . . . .	55
Colorado Simmental Breeders . . . . .	59	Jacobs, Roger, Auctioneer . . . . .	54	R&R Cattle Company . . . . .	55	Western Cattle Source . . . . .	27
Conover, Al, Auctioneer & Sale Management . . . . .	54	Janssen Farms . . . . .	63	Rhodes Angus . . . . .	39	Whispering Oaks Simmentals . . . . .	9
Cow Camp Ranch . . . . .	7	Jass Simmentals . . . . .	63	Rincker Simmental . . . . .	39	Wildberry Farms . . . . .	39
Dakota Xpress . . . . .	39	Jensen Simmentals . . . . .	42	Ritchey Livestock ID . . . . .	57	Williams Land & Cattle Auction Co. . . . .	54
Diamond H Ranch . . . . .	33	Kansas Simmental Breeders . . . . .	33	Ritchie . . . . .	45	Willis Simmentals . . . . .	33
Dickinson Simmental and Angus Ranch . . . . .	33	Kappes Simmentals . . . . .	55			World Congress on Genetics . . . . .	19
Dixson Farms, Inc. . . . .	33	Kaser Brothers Simmental . . . . .	33			Zeis Simmentals . . . . .	27
Dorran, Steve, Auctioneer . . . . .	54	KenCo Cattle Company . . . . .	IFC				
Double J Farms . . . . .	55	Kenner Simmentals . . . . .	39				

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