

the Register

July/August 2015

Serving the Simmental
and Simbrah Breeds



Features

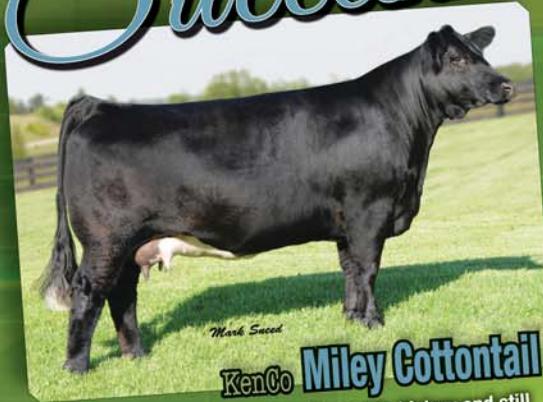
All About Animals

Listening to Lanting

Investing in the Next Generation

The Future of Feed Efficient Cattle

Success...



Mark Sneed
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YELLOWSTONE - A Genetic Treasure for Form and Function

- ✓ Homozygous black, homozygous polled
- ✓ One of the most popular sires of 2014 - YELLOWSTONE saw tremendous use both registered and commercially

CE	BW	WW	YW	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
+13.5	-0.9	+65.4	+104.7	+10.7	+26.4	+59.1		+10.4	+31.1	-.35	+.38	-.038	+1.04	-.46	\$146	\$77
.55	.71	.66	.61	.27	.28	.37		.25	.48	.30	.39	.33	.29	.34		

SPRING 2015 TOP 35%

29SM0462 **AFTER SHOCK**



CLRS **AFTER SHOCK** 604 A ASA 2735656 PB SM
HOOKS YELLOWSTONE 97Y x HOOKS SHEAR FORCE 38K

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- ✓ Homozygous black, homozygous polled
- ✓ One of the most sought after herd sire prospects of the 2014 sale season
- ✓ Breed leading calving ease, growth, carcass, and profitability in one purebred package

CE	BW	WW	YW	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
+14.0	-0.8	+77.1	+124.5	+11.3	+23.5	+62.1		+11.6	+42.8	-.27	+.35	-.025	+1.05	-.42	\$150	\$82
.28	.44	.39	.43	.18	.20	.26		.13	.35	.25	.39	.23	.30	.22		

SPRING 2015 TOP 35%

29SM0471 **ELEMENT**



GIBBS 3009A **ELEMENT** ASA 2845573 PB SM
GW-WBF SUBSTANCE 820Y x RCR STETSON T17

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- ✓ One of the most interesting purebred bulls to come down the pike in quite some time
- ✓ Has a pedigree with tremendous mating flexibility yet still offers a very progressive EPD package

CE	BW	WW	YW	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
+12.1	+0.4	+65.5	+106.6	+11.9	+24.8	+57.6		+12.8	+34.3	-.36	+.42	-.043	+1.09	-.74	\$144	\$76
.27	.36	.32	.33	.17	.19	.23		.17	.28	.25	.41	.25	.32	.26		

SPRING 2015 TOP 35%

29SM0464 **WOLFPACK**



GW **WOLFPACK** 712A ASA 2708199 5/8 SM, 3/8 AN
GW PREMIUM BEEF 021TS x GW PREDESTINED 701T

Get Ahead of the Pack

- ✓ Homozygous black, homozygous polled
- ✓ Lot 1 and high selling bull of the 2014 Gateway Simmental sale
- ✓ Stacked pedigree for predictable breed leading results, representing generations of breeder focus

CE	BW	WW	YW	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
+17.2	-1.6	+65.0	+115.3	+11.1	+23.7	+56.2		+14.4	+37.0	-.22	+.74	-.001	+1.01	-.28	\$170	\$85
.29	.44	.39	.43	.25	.25	.29		.18	.35	.27	.41	.27	.33	.22		

SPRING 2015 TOP 35%

If you want a superior calf crop, then look to these standout sires. From breed leading genetics, to powerful phenotype, and mating flexibility - make your selection with confidence. To order contact your local ABS Representative or call **1.800.ABS.STUD**



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Volume 28, Number 9



Add the POWER
of these three bulls to your program

10.24.15



SMITH SATISFIES

He produced the 2015 National Get-of-Sire and 8 out of 12 champions at the Simbrah Roundup were sired by him. His service, progeny and a semen package sell at the 2015 Synergy. This is the first semen ever sold on this bull. Owned by Smith Genetics and Burch Farms.



SMITH MCCRARY FIREBALL

The service of this powerhouse Satisfies son will be an added bonus to many of the lots selling at Synergy. He is owned by Smith Genetics, McCrary Farms, Southwestern Farms, Reavis Farms, 7N Ranch, Johnson Cattle Co. and Monte Christo Cattle Co.



SMITH DETONATOR

The 2015 Synergy offering will have several females carrying the service of this up and coming sire. He is showing the same greatness as his sire, Smith Satisfies. He is owned by Smith Genetics, Triple J/ Carpenter Ranch Partnership, Southwestern Farms, 7N Ranch and Reavis Farms.

For additional information, visit the Synergy tab on smithgenetics.com
Tim Smith 512-587-7896
smithgenetics1@gmail.com

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About the cover: Judge Blake Nelson, ASA Trustee from Warner, OK, interacts with a poised, novice exhibitor. Photo courtesy of Ozarks Farm and Neighbor.

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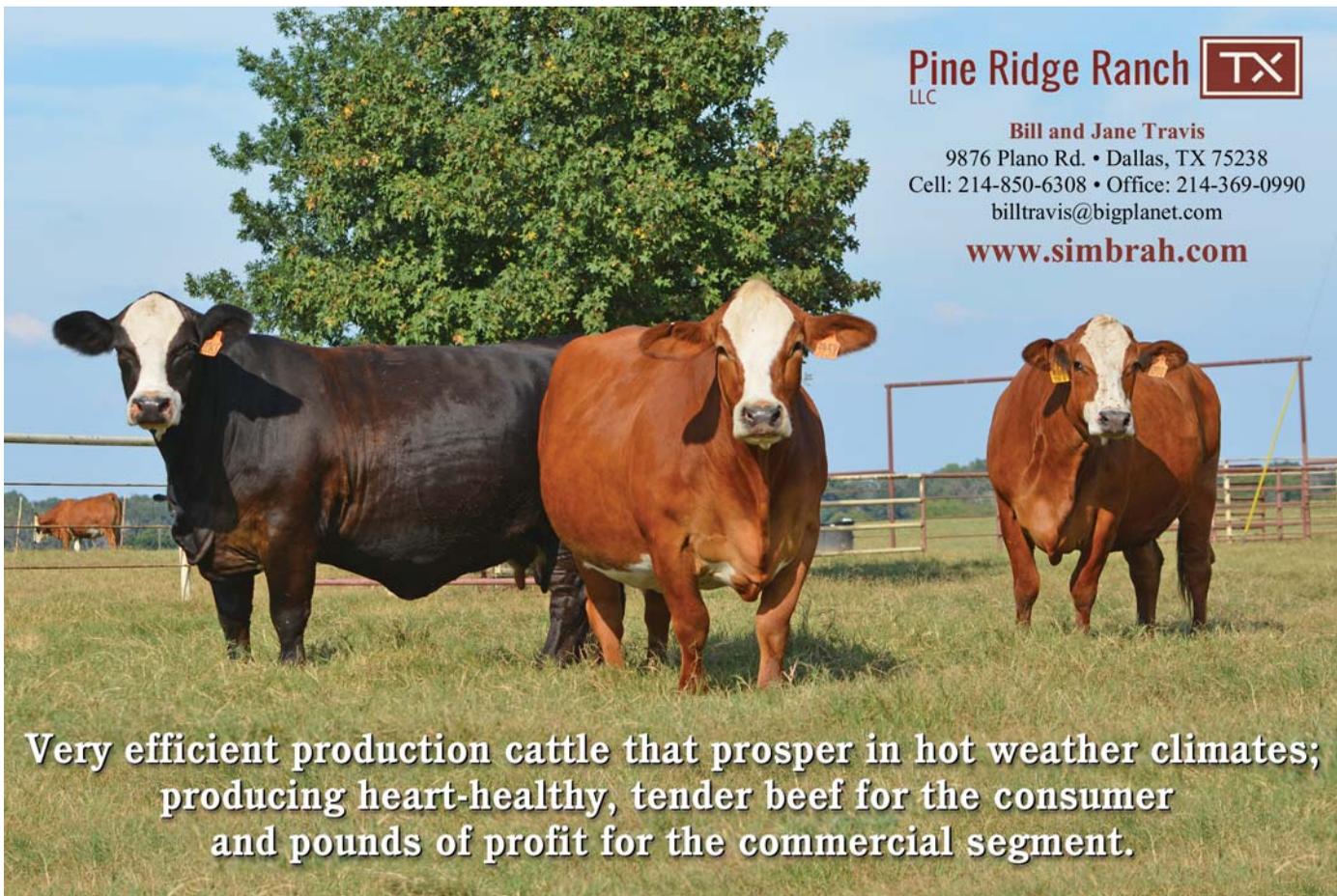
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BROADWAY 7SM82 2854437



Top Grade x Taurus Purebred Homo Black Homo Polled

The most sought-after bull of the spring sale season combining eye appeal, strong performance and worlds of potential

CE: 13.0 BW: -1.6 WW: 61.0 YW: 95.5 Milk: 30.1 API: 148.9 TI: 76.3

REVOLUTION 7SM81 2754651



Upgrade x Goldmine Purebred Homo Black Homo Polled

A powerful maternal brother to Uno Mas, this Upgrade son is unbelievably sound, powerfully made and good looking

CE: 9.8 BW: 1.5 WW: 70.8 YW: 101.6 Milk: 23.5 API: 131.8 TI: 78.3

RANCHER 7SM76 2649154



Chamberlain x Macho Purebred Homo Black Homo Polled

An outcross to Grandmaster and Dream On, Rancher sires incredible muscle shape and extra stoutness from a proven cow family

CE: 5.8 BW: 2.4 WW: 79.8 YW: 110.1 Milk: 24.7 API: 105.4 TI: 73.4

UNO MAS 7SM65 2532016



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CE: 17.3 BW: -2.0 WW: 53.3 YW: 64.3 Milk: 18.3 API: 154.8 TI: 75.7

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YOUR SUCCESS *Our Passion*

VIEWPOINT

By Trustee JW Brune, Overbrook, KS



I am still old school when it comes to communication. I like to pick up the phone and call. However, since being elected to the ASA Board the favorite form of communication is e-mail, which brings me to the following story:

“A Minneapolis couple decided to go to Florida to thaw out during a particularly icy winter. They planned to stay at the same hotel where they spent their

honeymoon 20 years earlier. Because of their hectic schedules it was difficult to coordinate their travel schedules, so the husband left Minnesota and flew to Florida on Thursday. His wife flying down the following day.

The husband checked into the hotel finding there was a computer in his room. So, he decided to send an email to his wife. However, he accidentally left out one letter of her email address, and without realizing his error, sent the email.

Meanwhile, somewhere in Houston, a widow had just returned home from her husband’s funeral. He was a minister who was called home to Glory following a heart attack. The widow decided to check her email, expecting messages from relatives and friends. After reading the first message, she screamed and fainted.

The widow’s son rushed into the room, found his mother on the floor, and saw the computer screen which read:

To my loving wife
Subject: I’ve arrived.
Date: Nov. 16

Message: I know you’re surprised to hear from me. They have computers here now and you are allowed to send emails to

your loved ones. I’ve just arrived and have been checked in. I’ve seen that everything has been prepared for your arrival tomorrow. Looking forward to seeing you then!!! Hope your journey is as uneventful as mine was.

P.S. SURE IS HOT DOWN HERE!!!

Now let’s get down to something serious. Sustainability is the most used word in Agriculture today.

Webster’s definition of sustainability is — to maintain; keep in existence; keep going; to prolong; to support; carry the weight or burden; to strengthen the spirits.

Maybe it is time to look at sustainability of our Breed Association. The growth years of the 70s, 80s and 90s are gone. It is important to remember the past, but not live in it. The young farmers and ranchers of today need exposure to our breed to see the benefits for usage in purebred or commercial crossbreeding programs. Some will come from a valuable resource, our American Junior Simmental Association. The popularity of this program has reaped benefits that have paid dividends today in agriculture. We have many former AJSA members that have children involved in the breed. Many former AJSA members are professionals, including doctors, lawyers, veterinarians, college professors, farmers and ranchers who will tell you the AJSA program helped them in life’s path and they continue to promote Simmentals. Many young cattlemen and women who were not exposed to the breed at an early age may have a cattle operation that gives them the opportunity to use the Simmental female influence in their cowherds. As breeders we are aware of the benefits of fertility, longevity, performance and added value these females present. The Bulls side of the equation is documented from calving ease, performance and carcass qualities that Sim-Genetic Bulls offer today’s beef operations.

What a better time than now with record cattle prices and the potential of cowherd expansion we are seeing in many areas of the country to promote our breed, breeders and Association to the youth in agriculture to sustain our place in future beef production. We certainly can’t rest on our laurels. Many breed associations are having a tough time keeping the lights shining on their breed. The Simmental/Simbrah breed is in a good position. However, we are not number one so we do have something to strive for. With today’s prices and expansion we do not need to take shortcuts. Now more than ever we as members of this organization need to develop the best seedstock that can be offered to to the next generation of cattlemen and women. We have the tools in place and new ones on the way to help us carve our path to a better seedstock source using Simmental genetics.

I strongly encourage all ASA members to take a more active role in your Association. The trustees need to be good listeners and bring the concerns and certainly great ideas many of you have in to play for the advancement and improvement of the breeds role in beef production. Your involvement can only make our breed’s position in the industry stronger. The success of this organization is dependent on the value the US Beef Industry places on the cattle our members customers produce and sell to the consumers. Our genetic evaluation is second to none. The carcass merit of our breed is the best in the business. With changing technologies we need to stay aggressive to sustain.

The average age of a farmer or rancher is 59 years of age. More land mass is owned by less people in agriculture. If we are to sustain our breed organization, youth is our only way. The retirement rate versus new development of people in agriculture is almost neutral. This organization’s future is in good hands. However, let us make the light shine brighter on our breed and breeders and keep the door wide open for the future. ♦

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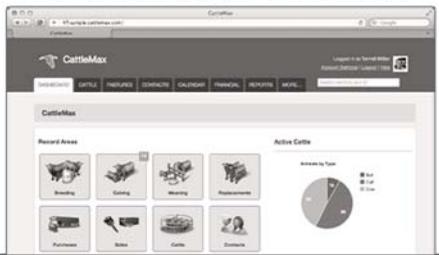
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All About Animals

A lifetime concern for the health and welfare of animals has led to a thriving veterinarian practice and Simmental cowherd for a Michigan cattle woman.

For as long as she can remember, Helen Sill has had an affinity for members of the animal kingdom. As a youngster growing up on the family farm in southwestern Michigan, she learned to ride horseback and was fascinated by her father's draft horses.

"He had pulling ponies and he had Belgians. My dad would buy young horses and break them to pull. When I was in vet school, I was one of the

few people who could harness a team because I'd grown up around that kind of activity," she laughed.

"We always had quarterhorses to ride, a few head of commercial cattle and my uncle, who had a feedyard just down the road from us, would buy and feed out Simmental-cross steers from out West. My sisters and I would use some of those steers for our 4-H projects," she continued.

By Dan Rieder



Dr. Sill's veterinary practice treats animals, large and small.

Creating the Cow Herd

“When I got out of school, I decided that I wanted some cattle. I’d had some horses, but had very little time to ride and enjoy them. By 1983, I had purchased 110 acres, where my clinic now sits. Since then, I’ve bought several other parcels, bringing my total to about 300 acres,” she explained.

“My first exposure to Simmental had been through my uncle’s feedlot and I had remembered how well those steers had performed,” she recalled. “So, I started by buying some cross-bred Simmental-Angus heifers from one of my clients. The first seven calves that hit the ground were heifers, fitting right into my herd-building process.”

She described her first Simmentals as “chocolate, big and growthy, pretty much what the commercial world was looking for at that time.” Sill began to attend sales around the state picking up females along the way, including some spotted, yellow-and-white and red-and-white cattle. Early on, she regrets that she pushed weaning weights too hard. “My cattle got too big and we lost quality for thickness and correctness. I quickly realized that we had them too large,” she admitted.

“We shouldn’t ever push for extremes. I rely on ASA’s \$API and \$TI in my breeding decisions. Those are very significant indexes when it comes to bull buyers,” she advises.

When the nation’s cattle herds transitioned to black-hided cattle, she joined the parade. “I bought a fancy black one, and through a lot of A.I. and a little embryo transfer, changed the look of my cattle.”

She has refrained from going all black, however. “There is considerable demand for red-hided cattle around here, too,” she said. “A lot of local people have cattle as a hobby and work in town. I can’t explain it, but many of them just seem to prefer the red color.”

(Continued on page 10)

After graduating from Lawrence High School, she attended a local community college for a couple of years, then transferred to Michigan State University (MSU) where she earned a Bachelor of Science degree in Animal Husbandry (1976) and her Doctorate of Veterinary Medicine (1979).

Subsequently, she returned to her home area and joined the practice of an existing veterinary clinic in Paw Paw, 10 miles from Lawrence. After six-and-a-half years, she made the decision to strike out on her own. “I designed and built a brand new building, which was an ‘interesting’ experience of its own. I learned a lot going through that process,” she said.

In 2016, she will reach the 30th anniversary of her own practice, which she named the Red Arrow Animal Clinic after the street upon which it is located. “We’re still in the same building,” she reports. “The large animal portion of my practice has dwindled over the years to about 15%. We work mostly with dogs, cats, cattle, horses and a few pigs and goats now and then.” She employs a staff of five, some of which are part-time.

She related one very memorable incident involving cattle. “A local Hereford breeder called me about a cow that was having trouble delivering her calf, so I went out to his place and decided that the only way we could get the calf was by C-section. We tied her up to some Powder River gate panels out in his pasture. A bull came up just as I started the C-section and was standing barely six feet away on the other side of the fence. I cut into the cow, opened her uterus and the first thing I saw was the head of that calf, and it had exactly the same white stripe on its face and the same blue eyes as this great big guy standing right next to us. That calf was a near-perfect miniature version of that bull.”

Photos by Jennifer Lynn Burns.

All About Animals

(Continued from page 9)



The Sill cowherd is comprised of both red and black animals.

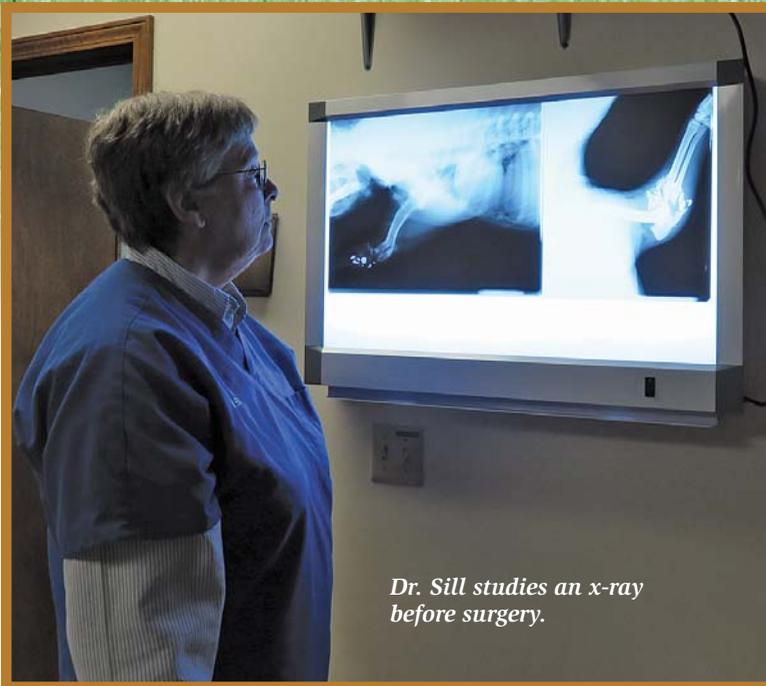
Sill currently maintains a herd that fluctuates between 80 and 90 cows and handles most of the workload by herself, after clinic hours. She does employ some seasonal help during haying season.

She has dabbled with SimAngus™ composites, but hasn't stressed them. "There is just not much demand yet for SimAngus in this area," she explained.

As a veterinarian with 36 years experience, it follows that she would rely heavily on artificial insemination and embryo transfer in the process of modernizing and improving herd quality. "I do my own Aling, but do not flush the embryos, although I do put the embryos into the recips. My ET program has slowed down because the technician who handled my flushing passed away recently," she says.

Cattle are marketed through a wide range of outlets. Small numbers of females and some bulls are sold private treaty right off the farm, while three or four of her most outstanding bulls sell through the Michigan Bull Test Sale. In addition, she consigns to the Michigan Simmental Association Sale. She sends any left over cull calves to her brother-in-law's small feedlot at Lawrence.

Western states have held a long-time allure for Dr. Sill, dating back to her teen years, when her uncle brought in those calves "from out West." She makes an attempt to get to the National Western Stock Show most years and has missed only twice since the late 1980s. "I enjoy the Colorado sunshine in the winter, and it has been very interesting to watch how Simmental breeders get along and interact. Also, meeting such well-known people as Forrest Lucas and the Rockefeller family," she said.



Dr. Sill studies an x-ray before surgery.

A recent wilderness camping trip on horseback has whetted her desire to resume recreational riding. "We were on a four-day campout just southeast of Yellowstone Park and had such a wonderful time that I've got the bug to get another horse," she reported. "When I was doing my internship, I attempted to get out West to work on beef cattle. But, I ended up doing my internship in Ionia, Michigan, and went to West Virginia for a month at a mixed practice down there."

Her mother, Jean Sill and two sisters, Lois (Bob) Ross and Mary Utter, continue to reside on the family property near Lawrence, where they maintain a long-time, frozen food business, specializing in slicing and dicing apples which are shipped to pastry shops and restaurants. Her father, Charlie, passed away in October of 1995.

Incidentally, Paw Paw obtained its name from the paw paw tree, described as "a patch-forming understory tree found in well-drained, fertile bottom-land and hilly upland habitat in the Eastern, Southern and Midwestern US."

In her limited spare time, Sill enjoys fishing and sports. "I've been fortunate to be able to combine my fondness for animals of all species with a commitment to promoting responsible pet ownership and preventative health care," she concluded. "And Simmental cattle have been a big part of my life for more than 30 years." ♦

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Listening to Lanting

In this annual feature, Board Chairman Bob Lanting answers questions posed by Contributing Editor Dan Rieder



Bob Lanting seated, surrounded by his family. See page 16 for complete description.

Rieder: Please provide a brief summary of your ranch and cattle history, your family, and personal information.

Lanting: My parents, William and Marguerite Lanting bought a rocky farm in the 1940's and raised cattle along with three sons: myself, Jim and John and a daughter, Patricia. Although the farm/ranch was not situated in a wet climate, (9 inches/year) our family managed a good living. Even today, my two brothers and I are using the original farm/ranch and have expanded extensively. Today we farm 1,200 acres and graze 4,500 acres of private and BLM dry grazing. Lanting Enterprises presently runs 330 registered Simmental females, red and black. We market 90 bulls per year by private treaty. Over 40 years we have developed a herd of cattle that can excel in our high desert environment. Our bulls have been conditioned to perform in rough range conditions, resulting in repeat buyers.

After receiving extensive training in "hard work," from my Dad, I went on to the University of Idaho. I received a BS in animal science and most importantly, met and later married Rhea, the love of my life, in 1971. We were

blessed with three children — all were involved in 4-H, sports and music and attended the University of Idaho, Jodie, 40; Justin, 37; and Kim, 35. My son is the business manager of Olympia School District, Jodie is an FFA advisor and Science teacher and Kim is a registered Dietician. Jodie and Kim have both married ranchers (I warned them about marrying ranchers!). I am a proud Grandpa of five grandchildren.

I have been fortunate to be involved in various community organizations; Church, School Board and Farm Service Agency. Cattle industry involvement includes: Idaho Simmental Association: Idaho Cattle Association director; and 1989 Outstanding Young Cattlemen in Idaho; Cattlemen's Beef Board, from 1993-1999; Southern Idaho Livestock Hall of Fame 2010; and Trustee for the Western Region of the ASA, serving in my sixth year.

My pastime priorities are to be involved in grandchild activities as much as possible. As chairman of the ASA, I enjoy viewing Simmental cattle and meeting ASA members. The best people in the world are those involved in the cattle industry. Thanks for all your support.

Rieder: *What were your thoughts as you assumed this leadership post?*

Lanting: I have great respect for the office of ASA chairman. I am privileged and excited to be chosen as your chairman. My personal goals to be selected as a trustee never led me to consider the possibility of someday being ASA chairman. Thank you for your vote of confidence.

Rieder: *During your term as Board Chairman, are there major actions you would like to see accomplished?*

Lanting: The continuation and growth of all services provided to the ASA membership, along with maintaining sufficient financial reserves are at the top of my list. However, transparency has become my new priority. Whatever I can legally share with the ASA membership will be distributed through media channels.

Rieder: *How important is it to have a wide range of diversity on the Board?*

Lanting: The diversity of trustees is absolutely necessary to maintain and improve services of all segments of the ASA. Balance from the show ring to performance, to DNA testing, all act as a catalyst to advance the ASA within our cattle industry.

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

Lanting: As the board chairman, I am fortunate to have an exceptional board with a wide variety of skills. Every trustee has the capability to sit on the executive committee or be the next chairman. My biggest challenge is to harness their energy and provide direction and focus for a common solution. Active participation by all trustees contributes to ample discussion of each agenda item.

Rieder: *What has been the effect of Total Herd Enrollment (THE)?*

Lanting: THE with option A, B, or C provides opportunity for the ASA to gather the maximum data for accurate prediction of animal EPDs. I especially like option A, which pushes me to be accountable to provide information on every animal enrolled. Option B or C are possibly more applicable to smaller herds or partial herd enrollment.

Rieder: *How effective has ASA's carcass merit program been? Has it changed the perception of SimGenetics? How has it changed our breeds?*

Lanting: It has proved to be an excellent tool to provide users of SimGenetics significant and accurate EPDs to assist in early screening of bulls. New awareness and use of SimGenetics has become evident as our new available genetics have moved our breed forward at a rapid pace.

(Continued on page 14)

Lanting's Simmental cows and calves on the feedground.



Listening to Lanting

(continued from page 13)

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

Lanting: The PTP program provides that needed exposure for the cattle industry to view a sample of available SimGenetics. We all need to understand the difficulty of judging an animal based on specific performance data and visual appearance. As cattlemen, each of us need to develop our own criteria and make selections which will adapt to our environment.

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

Lanting: The beef industry is presently dealing with the rapid dispersal of information related to DNA markers. As more genetic defects are identified each breed is challenged with the task of how to deal with these defects.

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

Lanting: As the most popular genetic lines are bred more closely, the number of genetic defects are more likely will show an increase. The ASA has taken a scientific-based approach to manage and reduce the incidence of genetic abnormalities. Each abnormality is identified and an assessment is made to limit the economic effect on the cattle industry.

Rieder: *What are the benefits of the all-purpose index (\$API) and total index (\$TI)?*

Lanting: All-purpose index is a useful tool to select for overall genetic improvement. We need to be selective with the use of \$API. Each breeder needs to find the level of \$API score that is needed for their environment and seedstock buyers. Actually, not enough emphasis is placed on \$TI with a large number of crossbred cattle being marketed as terminal.

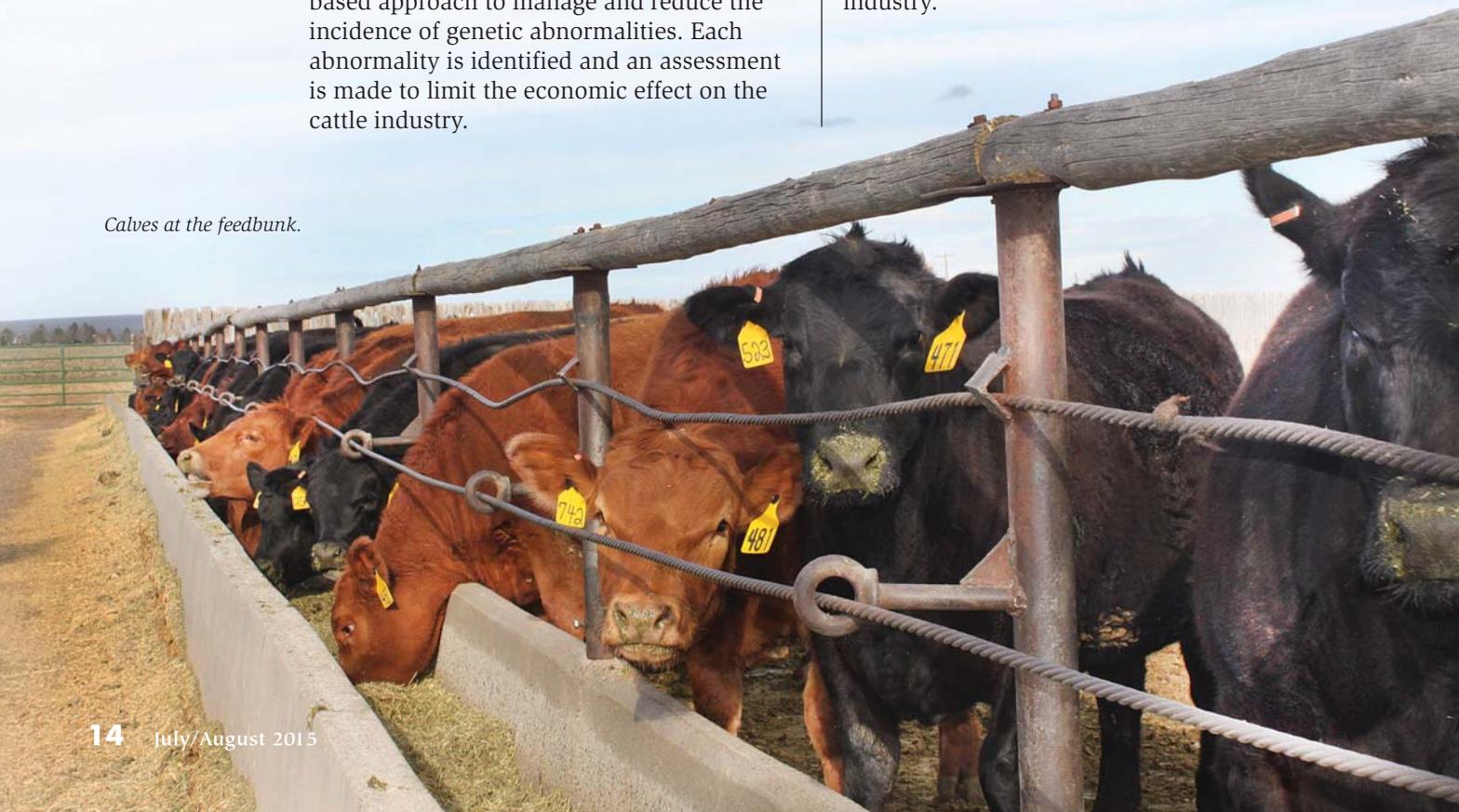
Rieder: *What is the impact of the Field Representatives?*

Lanting: The use of field representatives potentially plays a significant role in assisting breeders to promote their seedstock. Also, personal contacts with potential buyers will enhance communication. We need to realize this is a work in process and every contact is different requiring flexibility within our field representative visit.

Rieder: *What are the benefits of a National Show?*

Lanting: The National Show is a showcase of cattle which provide needed exposure of SimGenetics. Thanks to breeders efforts that show their cattle, Simmental cattle have been established as a major breed within the cattle industry.

Calves at the feedbunk.



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

Lanting: Our youth program brings together the ultimate experience for developing future leaders in the livestock industry. We need to be thankful for the monetary contributions, along with the widespread support of staff, parents and the youth.

Rieder: *Comment on the significance of the ASA Foundation.*

Lanting: The ASA Foundation over the past two years has been refocused and restructured. The commitment from the Foundation Board has been to set goals to not only provide scholarships to youth, but to support educational programs, initiate research projects, and encourage many more industry studies. All of these funds are raised by hard-working Foundation Board members to secure charitable donations for priority projects. Thanks to ASA Foundation.

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

Lanting: State Associations are the backbone of the ASA. These ASA members provide added exposure of SimGenetics to their respective regions. Although, cost sharing programs

provide support to state associations, their own creative promotional programs enhance the overall welfare of SimGenetics.

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

Lanting: Many of you are aware of the large expenditures, namely building a new headquarters and expenses dealing with legal matters. Also, we have a very proactive budget to move us forward with our breed activities. With all of this, we are still able to maintain a healthy \$4 million dollar balance in our reserves that is kept entirely for unseen financial expenditures in the future.

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

Lanting: Every decision has its time and place. The time had come to upgrade the ASA headquarters dedicated in 1974. After an in-depth study an estimate approaching \$500,000 to re-model was presented. After months of dialogue and discussion, the ASA board voted first to purchase the property on Campbell Road in Bozeman. As funds were available without using our reserves, the board first voted to draw plans and secure building permits. The next steps lead to board approval of the sewer and roads.

(Continued on page 16)

Lanting frequently hosts tour groups at the ranch, including this group of agricultural students from the College of Southern Idaho.



Listening to Lanting

(continued from page 15)

Finally, a limit was placed on building construction costs resulting in our present construction project of the new headquarters building. All of this will be done for less than our potential selling price of our old headquarters and lot.

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

Lanting: ASA members not only have the privilege but have the obligation to be involved in the decision making process at all levels. The more input that can be received regarding important issues the better the process works. You will find that being involved will give you the opportunity to meet outstanding individuals in the cattle industry.

Rieder: *Now that people are relying more and more electronic communication, what do you perceive as the future for ASA's publications?*

Lanting: The use of Internet and electronic communication will continue to be the trend of the future. We all need to keep up with the trends in communication in order to have the best communication within our breed. The traditional *SimTalk* and *the Register* continue to grow in advertising and content. Contact the ASA publication to see the many options that are available for you to utilize.

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

Lanting: Historically, the ASA has always been in the forefront of Beef Industry innovation and progress. Remember the time frame when the key slogan was; "Simmental, the Performance Breed". We all recognize that performance was good; however we wanted our breed to be much more. So as we add more data from the genetic pool, our breeders could do a better job of selection. Trends have changed significantly; lower birth rates, higher weaning weights, easier calving, lower milk, increased stability, increased marbling, and higher \$API and \$TI.

We now have a new slogan; "Profit Through Science". New data in the field of genomics will take us to a new level bringing an even more rapid change in our available genetics. International Genetic Solutions (IGS), since 2010, has become a collaboration of 12 progressive breeds to focus on the needs of commercial cattlemen. IGS has the largest multi-breed genetic evaluation system in the world with over 16 million animals and 400,000 added annually. Keeping focused on the commercial cattlemen and their needs will keep us on the right path for years to come. Working together, we can develop a partnership with the commercial cattlemen to enhance profitability.

Rieder: *Are there specific weaknesses that need to be addressed?*

Lanting: We can be our own worst enemy if we do not accept change, adapt and adjust to the needs of the cattle industry. Good communication will continue to be a key factor with the ASA membership, Trustees, and staff. We all need to look back and learn from decisions made by previous boards. The ASA is financially sound — this was not always the case. We need to raise our expectations as there is always room for new ideas to carry us forward. ♦



The Lanting family, left to right back row: son-in-law Jim Jacobs and granddaughter Blake Jacobs; son Justin; grandson Jayden Mink; son-in-law Justin Mink and daughter Jodie Mink. Front row: daughter Kim Jacobs; wife Rhea and granddaughter Reece Jacobs; Bob with grandson Jace Mink; and grandson Jarret Mink.

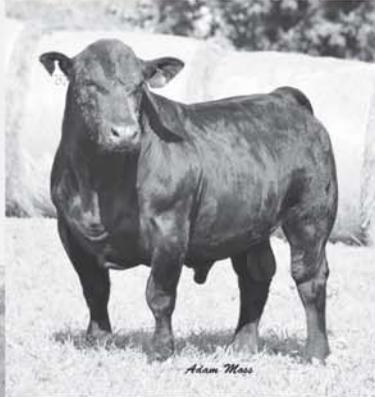
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Investing in the Next Generation of Animal Breeders

By Jackie Atkins, Ph.D.,
American Simmental
Association

As a teenager, Robert Walton's goal was to breed cattle "homozygous for all the good genes". Walton pursued this mission in college studying Agriculture and Animal Breeding at Oklahoma State University followed by a doctorate in Animal Breeding with Dr. J. L. Lush at Iowa State. Dr. Walton started his career in academia at the University of Kentucky followed by nearly 30 years in industry with ABS Global, Inc. Walton served as president of ABS for over 20 years and began many key programs in animal breeding including the earliest progeny test program in 1962, the Genetic Mating Service and database, and a sire evaluation program later adopted by the USDA as the Predicted Difference system. He was a founding member of the ASA (member number 000722) and

raised Simmentals at his home in DeForest, Wisconsin for 43 years before the dispersal in 2011.

In 2013, Jim Berry of Wildberry Farms, Hanover, IL, started a grant to honor Dr. Walton's dedication to animal breeding and Simmental cattle. In an environment of less grant money available, and fewer graduate students interested in applied agriculture, it is increasingly difficult to conduct research in animal breeding. The Walton-Berry Graduate Student Support Grant provides \$8,000/year (one \$5,000 and one \$3,000 grant) to faculty, in order to advance graduate research programs with preference given to the area of genetics in livestock species. In return, the recipients write editorials about their research for publication in both *SimTalk* and *the Register*.



Dr. Walton (right) and Jim Berry.

Recipients:

Past recipients of the Walton-Berry Grant are contributing to our understanding of economically relevant traits in beef cattle. The Animal Breeding Group at Kansas State University (Drs. Jennifer Minick Bormann, Robert [Bob] Weaber, Dan Moser, and Michael MacNeil) used this grant to support research for a Master's student, Kelli Retallick. Retallick is studying feed efficiency in beef cattle at the USDA Meat Animal Research Center. (See adjoining article on feed efficiency on page 20)

Two recipients study temperament in beef cattle from two different angles. Dr. Jennifer Thomson at Montana State University and her student, Andrew Williams, are working to "1) develop and deploy electronic measurement devices for evaluation of beef cattle temperament and using these technologies 2) evaluate temperament in feedlot animals in relation to their feedlot performance and carcass characteristics".



Andrew Williams, a Master's student with MSU's Dr. Jennifer Thomson, is studying genetics of temperament from data collected at Chappell Feedlot in Nebraska.

Dr. Stephanie McKay from the University of Vermont aims to understand the role epigenetics play in cattle temperament. Epigenetics, the modification of expression of genes, can change based on environmental influences like nutrition. Little is known about the epigenetic control of temperament in cattle. Dr. McKay and her student, Bonnie Cantrell, are comparing epigenetic patterns in brain tissue from extremely docile vs. extremely wild Red Angus/Simmental crossed cattle to see if epigenetics plays a role in temperament.



Dr. Stephanie McKay (left) and Doctoral Student Bonnie Cantrell.

Recently, the ASA and the Foundation announced the 2015 recipients of the Walton-Berry Graduate Student Support Grant. Congratulations to Dr. Megan Rolf and Ms. Cashley Ahlberg from Oklahoma State University and Dr. Heather Huson and Ms. Cassandra Stambuk from Cornell University whose proposals were selected by the Walton-Berry Grant committee for the 2015 funding year.

Dr. Rolf's research tackles the difficult issue of water intake in beef cattle. Dr. Rolf and Ms. Ahlberg will use the funds to monitor individual feed and water intake in crossbred steers and study the relationship between water intake and other production traits.



Dr. Megan Rolf



Cashley Ahlberg

Dr. Heather Huson and Ms. Cassandra Stambuk will investigate another economically relevant trait in cattle, lameness. Dr. Huson and Ms. Stambuk will use these funds to support their research into the genetics of digital cushion thickness. A portion of this project includes a trip to an international SCC084 meeting in Uppsala, Sweden where Ms. Stambuk will present her findings.



Dr. Heather Huson



Cassandra Stambuk

Donors:

The main contributor to the funding for this grant has been Jim Berry of Wildberry Farms. Berry is committed to funding research that will improve genetic selection and the Simmental breed as a whole. Dr. Walton himself, Dr. Jerry Lipsey, Bill Graber, and most recently, Dr. Mike MacNeil of Delta G have all donated funds to invest in the next generation of animal breeders.



If you would like to contribute to the Walton-Berry Graduate Student Support Grant, contact the American Simmental Association at simmental@simmgene.com or call 406-587-4531 for more information. ♦

Moving Selection of Feed Efficient Beef Cattle into the Future



By Kelli Retallick,
Data Services Specialist,
American Gelbvieh
Association

Editor's Note:
Kelli Retallick completed her Master's in Animal Science with Dr. Jennifer Bormann and the Animal Breeding group at Kansas State University. Kelli's research program is one of the beneficiaries of the Walton-Berry Grant through the ASA Foundation.

Feed is the greatest cost center for a beef cattle operation. Pinpointing animals with enhanced feed efficiency such as those that can eat less and still grow rapidly is key to offsetting these costs. In order to do so, performance tests collecting gain and feed intake data have been established. The resulting data is used to create EPDs and indices to help guide selection decisions. However, data collection to determine feed-efficient animals is also costly. Electronic intake monitoring systems like the GrowSafe or Insentec systems are expensive and thus limit the number of animals that can be tested. To lessen these costs, scientists have worked to identify optimal test durations for collecting both weight gain and feed intake records.

Currently, the Beef Improvement Federation recommends a 70-day performance test for accurate calculation of efficiency with the accuracy of the measurement of growth rate being the limiting factor. Previous research has suggested a 35-day test is adequate to measure intake alone. In traditional systems for national cattle evaluation post-weaning gain and growth rate has been determined from the difference between 205-d and 365-d weights.

Recent work undertaken at Kansas State University and supported by the Walton-Berry Graduate Student Support Grant sought to estimate genetic parameters for growth and intake traits, with particular attention to the relationship between on-test average daily gain (ADG) and national cattle evaluation postweaning gain (PWG). If the correlation between these two traits is strong, it could allow for the use of PWG as an alternative measure for ADG in the genetic evaluation of feed efficiency. This substitution would allow producers to reduce the length of the feed intake test as it can be accurately measured in a shorter time.

In this study, on-test average daily feed intake (ADFI), on-test average daily gain (ADG), and postweaning gain (PWG) records on 5,606 growing steers and heifers were obtained from the U.S. Meat Animal Research Center in Clay Center, NE. On-test ADFI and ADG data were collected from test periods ranging from 62 to 148 days using electronic intake monitoring systems in a nine-year study. Postweaning gain was calculated in the same way gain results are reported to the pro-

ducers by breed associations. This entails subtracting adjusted 205-day weight from adjusted 365-day weight and dividing by 160 days. Heritability estimates and genetic correlations were estimated using multiple trait animal mixed models with ADG, ADFI, and PWG for both sexes as dependent variables.

When the same trait was analyzed for steers and heifers, the across-gender genetic correlation estimates were moderate to strong (> 0.39). Estimates of heritability were moderate for ADFI (0.41) and PWG (0.39), and low for ADG (0.11).

The strong correlation between ADG and PWG (0.84) indicate PWG is a reliable proxy for ADG on-test. This suggests long performance test periods to measure all of the components of feed efficiency may not be necessary. Instead, postweaning gain information calculated from 205-d and 365-d weights could be used in place of on-test ADG data and the time period over which feed intake was recorded could be reduced without loss of accuracy. This allows for more animals to be tested per year with a given set of facilities. Testing more animals could lead to decreased testing costs per animal, as more animals would be tested per GrowSafe or Insentec unit if a 35-day intake test in combination with postweaning gain information was used. In addition, an increased rate of genetic change for feed efficiency would result because of the greater number of animals being tested. More tested animals allows for greater selection intensity because there are more animals to choose from.

In conclusion, we feel this research could change the way the industry tests for feed efficiency, and in return enhance genetic improvement of feed efficiency

I would like to thank everyone involved with the Walton-Berry Graduate Student Support Grant and the American Simmental Foundation for their support. The funding received by the animal breeding team at Kansas State University facilitated our collaboration with the USDA-ARS Meat Animal Research Center in conducting this research. It is intended that this research leads to new and better ways to genetically improve beef cattle. This collaboration allows me, as an aspiring animal breeder, to acquire the foundational knowledge needed to move the beef industry forward. ♦





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

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1929545	MISS KANSAS K 11G	1/18/97	3/4 SM 1/4 AN	227	101.7	64.1	DIAMOND D AND KS ST UNIV BROOKS
2106820	SOSF EBONYS JOY L-123	2/3/01	PB SM	227	130.7	68.1	WALSH-GROVES-DOUBLE S-JANSSEN
2016435	JM BF H25	9/4/98	PB SM	155	91.7	52.5	JESS-A-MARR FARMS & JERED SHIPMAN
2064375	HHSF BLACK GLITTER	4/28/00	PB SM	154	105.1	62.3	THOMAS RANCH/POLZIN CATTLE
1799587	HSF VANESSA 45D	8/27/94	PB SM	141	112.2	59.3	HOFMANN SIMMENTAL FARMS
2124044	STF MISS LJ25	1/9/01	PB SM	137	115.4	58.3	SILVER TOWNE FARMS
2146790	TNT MISS HONEY L9	2/21/01	PB SM	131	98	51.8	BICHLER SIMMENTAL - TNT SIMMENTAL
2186256	KAPPES SADIE M166	3/21/02	PB SM	120	108.3	72.1	KAPPES SIMMENTALS
2291327	GCF MISS CALIENTE	1/1/05	PB SM	118	98.7	49.3	HARKER SIMMENTALS/SILVER TOWNE FARMS
2254755	MYERS QUEEN SAZERAC P94	1/26/04	1/2 SM 1/2 AN	114	73.9	55.7	HUDSON PINES FARM
2154953	SVF NJC MAGNETIC LDY M25	2/16/02	PB SM	112	115	69.4	SLOUP SIMMENTALS
2183899	TNT MISS SADIE M68	3/11/02	PB SM	112	93.9	55.1	RUST MOUNTAIN VIEW RANCH
2167937	KS DEMMI M978	3/15/02	PB SM	110	106.4	68.3	ROGER A KENNER
2054558	SSE JOSIE	9/20/99	PB SM	107	86.1	62.8	GRASS-LUNNING SIMMENTALS
2217309	RC MISS GRIFFEY 038N	2/15/03	PB SM	107	103.5	68.2	RIVER CREEK FARMS INC
2259185	AKERS RUBY 2184	2/26/02	PB AN	106	64.7	52.2	SHOAL CREEK - SLOUP - SNIDER
2193941	ZEIS MISS DRIVE N423	3/2/03	PB SM	103	108.1	65.6	ANDERSON/PIGEON MTN/SELECT CATTLE
2251896	AJE-RCC LIZZYS PEARL P4	5/2/04	PB SM	101	116.9	55.5	CRAIG LAND AND LIVESTOCK
2082460	LF KANDY KISSES	9/5/00	PB SM	99	128	64.5	DILLON & INGRAM
2068055	JF MISS REBA 050K	4/17/00	PB SM	98	111	59.6	SCHMIDT BROTHERS
2199080	SVF/NJC EXPECTATION N206	2/6/03	PB SM	98	141.9	65.5	SUNSET VIEW & HILBRANDS SIMMENTAL
2235201	SS BABYS BREATH P035	2/12/04	PB SM	96	122.1	64	HILBRANDS CATTLE CO
2291973	JF EBONYS JOY 5105R	3/27/05	PB SM	95	112.8	59	CLEAR WATER SIMMENTALS
2321552	TNT MISS R77	3/7/05	PB SM	95	140.8	74.2	NLC SIM - HRM CTLE CO - TNT SIM
2005039	LHT MS BLACKFOOT 177G	10/15/97	PB SM	94	79.4	41.2	TRAUERNICHT SIMMENTALS
2144987	HPF MS MELODY M011	2/1/02	PB SM	93	109	57.1	4TH MERIDIAN FARM INC
2264626	LRS MISS KEEPSAKE 447P	3/14/04	PB SM	93	123.4	60.2	M HENDERSON & TIMBER RIDGE CATTLE
2024905	SAFN GLAMOUR 11J	2/1/99	PB SM	90	95.1	58.6	SHOAL CREEK SIMMENTAL
2227847	HTP SVF DEW THE STROKE	12/4/03	PB SM	90	118.8	67.2	S COOPER/FOREST BROOK/SEE FARMS
2085228	ELLINGSON MS GANUFF 02K	1/21/00	PB SM	89	79.5	55.1	ELLINGSON SIMMENTALS
2304208	MS MISS 306R	1/28/05	PB SM	89	160.2	82.5	PREMIER BEEF
2235853	RHYTHM 418P	3/9/04	PB SM	88	105.3	54.8	RUBY CATTLE CO/NELSON FAMILY FARMS
2357410	KA TCF INDEPENDENCE S30L	7/4/06	PB SM	88	104.4	55.7	WINDY RIDGE SIMM & GONSIOR SIMM
1939511	OPPS WIS GM2	2/16/97	PB SM	85	74.7	50.2	TNT SIMM-REMINGTON CTL CO
2184078	3C MELODY M668 BZ	5/20/02	PB SM	84	109.2	62.1	WAGER CATTLE CO
2234021	SILVERSTONE CHYNA MARIE	1/7/04	PB SM	84	120.8	59.7	SILVERSTONE LPC
2130542	NLC LG772	3/19/01	3/8 SM 5/8 AN	82	85.4	65	J & C SIMMENTAL
2064308	BH MISS MT 02K	1/1/00	PB SM	81	95.9	55.5	REDALEN CATTLE COMPANY
2117219	TRIPLEC BURNING POWER L3	1/6/01	PB SM	81	81.3	52.9	JS SIMMENTAL
2198685	SVF SHEZA FANTASY N906	3/9/03	PB SM	81	99.3	55.1	C&C FARMS
2289443	LAZY H BURN BABY BURNR34	5/11/05	PB SM	80	109.4	60.8	ERIK ELBERT
2295057	DMN DAISY MAE	3/3/05	5/8 SM 3/8 AN	80	82.8	47.3	HTP SIMMENTALS
1938533	NICHOLS BEAUTY G84	4/2/97	PB SM	79	105.3	66.6	MELBY SIMMENTALS
2123584	TRIPLE C CRAZY QUEEN L98	3/25/01	PB SM	79	97.3	59.1	ETR SIMM & GRISWOLD CATTLE
2287240	SVF/HS EXPECTING A DREAM	3/3/05	PB SM	79	154.6	70.1	THOMAS SIMMENTALS
2062904	DOUBLE R SHESTHEONE K18	3/20/00	PB SM	78	93.4	54.8	RUBY CATTLE COMPANY
2187908	STF EVE MK66	12/24/02	PB SM	78	90	59.8	JANSSEN FARMS
2190923	SS U-NIGHTS MISTI M706M	9/1/02	PB SM	78	104.8	55.1	MELBY/B&L/SLOUP
2247919	HSF VICTORIA P30	3/9/04	PB SM	78	127.5	60.5	HECKSEL'S SIMMENTAL FARM
1997021	B&K BLACK BERTHA ABBY	6/19/98	PB SM	77	112.7	73.1	WALSH SIMMENTALS & HADDEN SIMMENTALS
2317634	LRS PREF BEEF 521R	3/7/05	PB SM	77	133.2	69.1	LASSLE SIMMENTALS ◆



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BULLETINS

Gettysburg Site of Fall Focus

The Pennsylvania Simmental Association (PSA) will co-host the Fall Focus 2015 Educational Symposium and ASA Board Meeting, September 14-17 in historic Gettysburg. The Wyndham Gettysburg Hotel serves as headquarters hotel and rooms may be reserved by calling 717-339-0020 and asking for the Simmental block.

A blue-ribbon list of speakers will headline the educational portion of the schedule. Included are such luminaries as U.S. Congressman Frank Lucas; Russell Redding, Pennsylvania Secretary of Agriculture; Gordon Jones, former Professor at Western Kentucky; Scott Greiner and Alex White, both of Virginia Tech; Michael Baker, Cornell; Ben Williamson, Penn State; Daren Williams, NCBA; ASA Board Chairman Bob Lanting; as well as ASA staff members Wade Shafer, Lauren Hyde and Jackie Atkins.

The ASA Board of Trustees will hold their annual fall meeting in conjunction with the Symposium, and attendees are invited to attend and participate in open committee meetings

Summit Leadership Conference “Speak Out; Make It Loud!”

Are you an AJSA member excited about the Simmental breed? Do you have a passion for the agriculture industry? Do you enjoy traveling and getting to know your fellow AJSA members? The AJSA Summit Leadership Conference will be held in Bozeman, Montana, site of the American Simmental Association headquarters, August 3-6, 2015.

This year’s theme is Beef Advocacy, and the program will focus on ways to become a stronger ambassador for the beef industry. The program begins with a tour of the ASA Headquarters. The program also includes visits to ranches, guest speakers, team-building games, and whitewater rafting!

“C” is Year-Letter for 2015

The letter “C” is the year-letter cattle identification designation for 2015, with D to follow in 2016. B was designated for use in 2014, while the letter A was the year-letter designated for use during 2013.

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 2015 holidays. In addition to those dates listed below, the office traditionally closes for New Year’s Day.

Monday, September 7

Labor Day

Thurs. – Fri, November 26-27

Thanksgiving

Thurs – Fri., December 24-25

Christmas ♦

SPOTLIGHT ON SIMGENETICS

2014 and 2015 Sale Averages

Listed below are Simmental cattle sale price averages (US sales only), comparing the entire year of 2014 to 2015 year-to-date. These figures represent only those sales reported by category and published in *the Register*.

	Simmental			
	2014 116 Sales		2015 74 Sales	
	No.	Ave.	No.	Ave.
Bulls	6,365	\$4,737	5,712	\$6,028
Bred Cows	870	3,139	109	4,336
Cow/Calf	292	4,073	54	4,160
Bred Heifers	1,543	3,701	603	4,433
Open Females	1,351	3,424	617	3,534
Totals	10,421	\$4,256	7,095	\$5,635



Extended-Release Injectable Parasiticide
5% Sterile Solution
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>Bunostomum phlebotomum</i> – Adults and L ₁	<i>Dictyoacaulus viviparus</i> – Adults
<i>Cooperia oncophora</i> – Adults and L ₁	
<i>Cooperia punctata</i> – Adults and L ₁	
<i>Cooperia surmabada</i> – Adults and L ₁	
<i>Haemonchus placei</i> – Adults	Grubs
<i>Oesophagostomum radiatum</i> – Adults	<i>Hypoderma bovis</i>
<i>Ostertagia lyrata</i> – Adults	
<i>Ostertagia ostertagi</i> – Adults, L ₁ and inhibited L ₂	
<i>Trichostrongylus axei</i> – Adults and L ₁	Mites
<i>Trichostrongylus colubriformis</i> – Adults	<i>Sarcoptes scabiei</i> var. <i>bovis</i>

Parasites	Durations of Persistent Effectiveness
Gastrointestinal Roundworms	
<i>Bunostomum phlebotomum</i>	150 days
<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
Lungworms	
<i>Dictyoacaulus viviparus</i>	150 days

dosage 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.

Made in Canada.
Manufactured for Merial Limited, Duluth, GA, USA.
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1050-2889-02, Rev. 05/2012



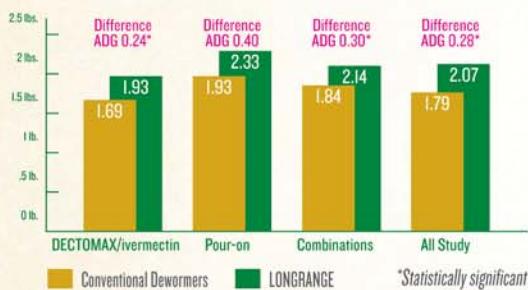
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+28 POUNDS AVERAGE

Looks like our secret is out.

LONGRANGE averaged 0.28 lbs./day more

Average Daily Gain (ADG)¹



Thanks to LONGRANGE[®] (eprinomectin), parasite control will never be the same.

Comparing more than 15,000 head in nine states, stockers treated for parasites with LONGRANGE gained an average of **28 lbs. more** over DECTOMAX[®] (doramectin), CYDECTIN[®] (moxidectin), SAFE-GUARD[®] (fenbendazole) and ivermectin-treated cattle – even when used in combination over 103 days.¹ And at today's market prices, that adds up to an extra \$56 per head. Not bad for around a \$5 investment.

If you want results like this, talk to your veterinarian about LONGRANGE or visit theLONGRANGElook.com.



Watch for a chance to win a **JOHN DEERE[®] GATOR[™]**

Scan to watch video and enter, or go to theLONGRANGElook.com/sto9.

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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¹ Data on file at Merial.

² Dependent upon parasite species, as referenced in FOI summary and LONGRANGE product label.

³ LONGRANGE product label.



Available in 500 mL, 250 mL, and 50 mL bottles. Administer subcutaneously at 1 mL/110 lbs.

Foundation Honor Roll

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the
Register

COW SENSE

Listed below are ten questions designed to test your knowledge of the beef industry.

Elite: 9-10 correct; **Superior:** 7-8; **Excellent:** 5-6; **Fair:** 3-4; **Poor:** 1-2.

1. What is the normal range for dressing percentage of a Choice steer carcass?
2. Name the vessel that carries blood to the lungs.
3. Are Charolais cattle naturally polled or horned?
4. What is the term used to describe a heterozygous individual in which both genes for a specific trait show up in the phenotype? (example, a roan calf.)
5. A bone disease in young animals where there is weak and faulty bone formation because of a shortage of Vitamin D is known by what term?
6. Name the five classes of feeder and stocker cattle.
7. What is the amount of bunk space, in linear feet required for a market animal?
8. Beef cooked to "medium rare" degree of doneness would be cooked to what internal temperature?
9. Name the five primary nutrients.
10. What is the common name for the disease "Infectious Bovine Keratoconjunctivitis"?

Answers:

1. Usually 59-65%; 2. Pulmonary Artery; 3. Horned; 4. Incomplete dominance; 5. Rickets; 6. Steer, heifer, cow, bull and stag; 7. 2 to 3 feet; 8. 150 degrees F; 9. Energy, protein, vitamins, minerals, water; 10. Pinkeye.

GENOMIC-ENHANCED EPDs—FIND THE BEST FASTER!

The Simmental, SimAngus™, Simbrah and SimAngus HT Genomic Profile is now available from the American Simmental Association (ASA) through its partnership with GeneSeek®.



Genomic-enhanced EPDs (GE-EPDs) provide:

- **Confidence:** The ASA GeneSeek Genomic Profiler™ (GGP-HD) was developed by a team of scientists using almost 3,000 genotypes and millions of phenotypes.
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CONNECTION

Developing leaders through friendship, networking, and communication skills!



By Jessica Smith, Picayune, MS

Our AJSA members are the future of the agriculture industry but they are also already playing a critical role as agricultural educators. Educating their friends, neighbors, classmates and people of what they like about beef, the cattle, and being a part of the agriculture industry.

On the counter, our AJSA members are also aware of HSUS and PETA, animal rights organizations that have mass media advertisements, lobby in government buildings, and constantly find new ways to fight the agriculture industry. The most popular way these groups inform consumers and average citizens is through technology which appeals to young people, — television and the internet (news sources, Facebook, Twitter, and YouTube). With these groups even going to the extent of hiring people to go undercover and video forced inhumane farming practices, it appears that they are driven by another motive rather than just their passion for the ethical treatment of animals. Millions of dollars are spent by

animal rights activist groups each year on anti-agriculture campaigns, when many contributors believe the money is going toward shelters and care for stray or mistreated animals. These groups also spend money creating campaigns complete with myths about farming practices and livestock management that the average consumer believes when they see it on their timeline or news feed via social media site.

This month the AJSA Board of Trustees is hosting the Summit Leadership Conference in Bozeman, with a focus on beef advocacy. Our AJSA Board of Trustees hope to tap into our membership's communication skills that have grown through the AJSA contests at the Classics and connect that with a solid education on beef advocacy for our AJSA members to lead the cause in promoting agriculture.

As agriculturalists, we go above and beyond to try to educate consumers the truth about the agriculture industry. Rather than watch the industry crash underneath animal rights groups' feet, we must rise as agriculture activists and become active promoters. Get started today, tell your agriculture story! ♦



Beyond the Bounds of Print

An extended electronic version of *the Register* going beyond the bounds of print to delve deeper into the stories of Simmental and SimGenetics producers, programs, and happenings.

www.simmgene.com/tReg

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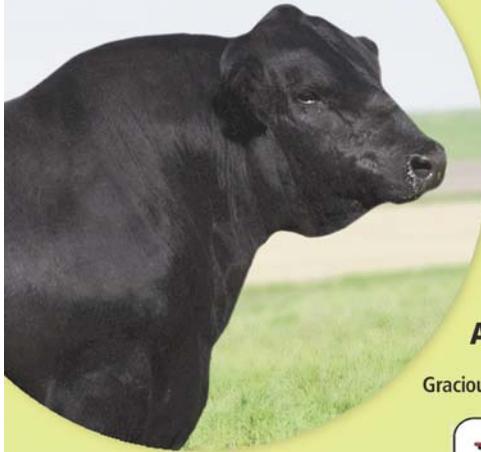
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DIRECTORS' DIALOGUE



By Bert Moore, State Association Liaison

State Associations are local or regionally based Simmental/Simbrah entities that operate independently from the ASA in support of seedstock breeders and their customers to “carry the message” in specific locales. These associations are a grass roots source of the support for the entire field of SimGenetics. The ASA is committed to providing assistance and being a partner in these efforts.

With a strong history of Cooperative Cost Share and Check-off Incentive funding from the ASA dating back to 1979, a consistent effort is being made to update and expand the communication and resources that ASA can provide to these local associations. Details of these programs are listed on the ASA website at www.simmental.org and click on membership/state associations. Notice how diverse the forms of promotion can be, the wide array of resources available and the activities that can earn bonuses to the check-off.

Applications for Cost Share reimbursements can be submitted throughout the year after the expenses are incurred. This is encouraged instead of waiting until the end of the ASA’s fiscal year which occurs on June 30. This not only prevents a rush at the ASA office as the fiscal year ends but should also be a source of cash flow for state associations as they

proceed with their promotional plans for the year.

Check-off bonus funds based on numbers of registrations per state are available quarterly. All that is required is the submission of a list of officers including emails to the ASA office. This does two important things. First it keeps an up-to-date contact list of people in the leadership positions in the associations and secondly should also be helpful with their cash flow particularly since no out of pocket expense to the local association is incurred. At the end of the fiscal year (June 30) yearly bonuses based on a summary of each association’s participation in an array of approved activities are available.

At present, notices are being sent to all associations to make them more aware of and as reminders to encourage participation in these programs. It is hoped that a discussion of their use could be a part of every local gathering of Simmental/Simbrah people. State/Regional Associations are responding to the expanded awareness, increasing their use with a willingness to “ramp up” the activities of their organization. The application process, once explored, is relatively simple and clearly can become a consistent part of each association’s regular budget and annual plan of work. ♦

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LOT 1: SS Cherry Blossom B707

Open Heifer

Current Bid: \$8,100.00 Next Bid: \$8,200.00

LOT IS CLOSED

LOT 1A: SVF NJC Magnetic Lady Embryos

Selling 3 IVF heifer embryos by Sandeens Upper Class

Current Bid: \$1,150.00 Next Bid: \$1,175.00 X 3 Items

LOT IS CLOSED

LOT 1B: SVF NJC Magnetic Lady Embryos

Selling 3 IVF heifer embryos by SS Goldmine

Current Bid: \$750.00 Next Bid: \$800.00 X 3 Items

LOT IS CLOSED

LOT 2: SS Elegance B11

Open Heifer

Current Bid: \$2,750.00 Next Bid: \$3,000.00

LOT IS CLOSED

LOT 2A: FSC1 Dream Again Embryos

Selling 4 embryos by BC Lookout

Current Bid: \$500.00 Next Bid: \$550.00 X 4 Items

LOT IS CLOSED

Global Meat Consumption Up 3%

Euromonitor International has released new market research on the global fresh food industry. The global meat market saw 3% volume sales growth in 2014, reaching 225 million tons. The increase in consumption is attributed to “increased prosperity and rising population.”

The report also indicated that poultry is the most popular type of meat in the world, increased by 4% in volume terms, reaching 85 billion tons. India, where 33% of the population is listed as vegetarian emerged as the top-growing meat market in the world during the year. Greece experienced the most severe decline in fresh food consumption, followed by Germany and the Netherlands.

Many Countries Depend on Grain Imports

Global grain imports have increased by more than five times over the past 50 years, causing fears that some countries have become too dependent on the international market for their food. Higher prices, severe weather conditions or politics are among the factors that could lead to crisis in local food supplies.

More than one-third of countries import at least 25% of their grains, and 13 countries are 100% dependent on imports for the grain. World grain imports have risen from just over 50 million tons in 1962 to more than 300 million tons in 2013.

Bill Introduced to Lighten Embargo

A bipartisan bill, introduced by Republicans, Mike Enzi (Wyoming) and Jeff Flake (Arizona), plus four Democrats: Dick Durbin (Illinois); Amy Klobuchar (Minnesota); Pat Leahy (Vermont); and Debbie Stabenow (Michigan), proposes to end the Cuba trade embargo, that would leave in place US conditions on human rights and property claims.

The legislation, which is backed by the US Agriculture Coalition for Cuba, could extend credit to the Cuban government for purchases. US agricultural groups have protested that the current prohibition on providing financing puts them at a competitive disadvantage with competitors from other countries.

Vietnam Drops Age Restrictions

The USDA and the US Meat Export Federation (USMEF) have announced that Vietnam has removed all cattle-age restrictions for imports of beef from the US. Previously, US beef for export to that Asian country had to come from cattle slaughtered at less than 30 months of age, verified through USDA’s Agricultural Marketing Service.

Although Vietnam is a relatively small market for US beef, it is in the process of growing, so removal of the age restrictions should encourage continued growth, particularly for lower-priced beef products. In 2014, beef exports to Vietnam totaled 2,869 metric tons, valued at \$22.1 million. ♦

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STATE SCENE

WSA Honors Vetsch Family

The Vetsch family, Eau Claire, has been named 2015 Family of the Year by the Wisconsin Simmental Association (WSA). The Vetsch family markets their Simmental heifers to local families and their bulls are consigned to the state bull tests.

Lisa and Darren are both employed by Johnson Litho Graphics, a local printing company, while their son, Dyllon, is a student at UW Platteville, majoring in Criminal Justice, and is also a member of the Wisconsin National Guard. Lisa was recently reelected to the WSA board, and Dyllon, after several years on the Wisconsin Junior Simmental Association Board has now joined his mother on the WSA Board.



Dyllon, Darren and Lisa Vetsch.

North Dakota Passes Checkoff Increase

Cattle producers in North Dakota will experience an increase of \$1 per head beef checkoff rise to \$2 per head after both the House and the Senate voted to approve the measure. Half of the \$2 will be forwarded to the National Beef Board for beef promotion, research and education. The other half will stay in the state to be allocated for use on the state level.

The measure was opposed by some groups that had advocated for the issue to be voted on by farmers and ranchers statewide, saying that “the fee amounts to a tax increase.”

Ohio Names 2015 Royalty

The Ohio Simmental Association (OSA) has named its 2015 Queen and Princess. Reigning as queen is Amber Storey, Sandusky, while Katelyn Cowdrey, Russellville, will fill the role of Princess. The crowning ceremony took place during the OSA’s Annual Memorial Day Classic and State show at the Brown County Fairgrounds, May 23-25.

Ohio Junior Simmental Association (OJSA) members competed in numerous contests during the event, including a judging contest, public speaking sales talk, cattlemen’s quiz, showmanship and a heifer show.



Ohio Simmental Association Queen Amber Storey (right) and Princess Katelyn Cowdrey.

South Dakota Rancher Raising Yaks

The latest niche market, for what will probably be a very small slice of the meat-eating public, is being pushed by a South Dakota rancher. Yak meat, described as “higher in Omega 3 fatty acids that comparable proteins and low in cholesterol and saturated fats,” is being produced by rancher Jim Anderson, who also maintains a herd of Bison.

Anderson runs a herd of 100 head of Yaks, which are native to the Himalayan Mountains of central Asia. They are also described as “hardy, disease-resistant, efficient and environmentally friendly,” and their hairy hides yield a fiber that can be spun into a wool-like fabric that is soft and lightweight. ♦



Members of the OJSA get together for a group photo.

Sales Call
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. **Sales Call** 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.

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BEEF BUSINESS

USDA Limits Payments

USDA is moving ahead with authority, granted under the 2014 Farm Bill, to limit farm-program payments for people called farm managers, who are not actually actively engaged in real farm management or operations.

Under terms of the 2014 Farm Bill, family operations are exempted from these changes in actively engaged roles. Only farm businesses defined as “non-family joint ventures, or general partnerships” are affected. Under the new policy, those farms will be limited to one farm manager who can receive a commodity-program payment.

FDA Proposes Exemption Rule

The Food and Drug Administration (FDA) has issued a proposed rule that would relax registration requirements for some businesses, such as farms, that sell farm-raised food directly to consumers. Under current regulations, businesses that sell food for consumption must register with FDA.

However, establishments defined as “retail food establishments,” — farms, restaurants and certain other entities are exempt from having to register. The proposed rule would amend the definition of a retail food establishment in a way that would expand the number eligible for exemption.

Estate Tax Battle Continues

NCBA continues to place congressional repeal of the estate tax (derisively referred to as a “death tax,” in some circles) near the top of its priorities, even though it affects just one in every 554 taxable returns.

Opponents point out that in 2013, 2,596,993 Americans died, but just 4,687 taxable estate returns were filed or 0.18%. That figure is so low because the exemption rate is permanently established at \$5.43 million per individual and \$10.86 million for married couples. Estate taxes are then paid only on any value over and above the exemption, at a rate of 40%.

Restaurant Sales Rise

After a slow start, restaurant sales finished the first quarter of 2015 on a positive note, even surpassing grocery sales for the first time ever. Recently released US Census Bureau figures suggest that sales of eating and drinking establishments totaled \$50.4 billion in March, up 0.7% from February’s volume.

The National Restaurant Association (NRA) has recognized Millennials, the largest generation in US history at 92 million people, as potentially the future of the restaurant business. As a group, Millennials represented about 14.5 billion restaurant visits and \$96 billion in spending.

Wanted
Your best recipes for an
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Help us put together a cookbook to be auctioned off at the annual meeting in Denver, CO, January 2016.
All proceeds will be in support of the ASA Foundation.
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JULY 31, 2015**

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Or mail to
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Please include your phone number and ranch name.

Everyone that submits a recipe will have a chance to win a free cookbook.
Ten names will be drawn and winners will be notified.

Consumers Pay More In Grilling Season

The latest Food Demand Survey, conducted by Oklahoma State University's Department of Agricultural Economics reports that consumers are willing to pay more for steak and chicken, but less for hamburger and pork during the grilling season.

Even though the price of steak had reached an average of \$8.02 per pound, consumers indicated that they would be willing to dig a little deeper into their pocketbooks. Also, the report found that consumers had spent virtually the same amount per week for groceries from March through April, but indicated that they spent 4% more for restaurant food.

"Fresh" Food Preferred

Years ago, consumers rated their supermarkets on such factors as low prices, checkout speed or variety. However, the number one factor currently revolves around "freshness."

According to Consumer Reports, the typical shopper now demands a wider-than-ever choice of healthy, unprocessed, fresh fruits, vegetables, meat and fish. The clamor for fresh also includes prepared meals that can be taken home. Incidentally, the average shopper makes 83 trips to the grocery store each year, running up an average annual bill of \$5,400.

Leases Should Be in Writing

For protection of both parties, grazing leases should always be spelled out in writing, according to law specialists at Texas A&M's AgriLife Extension Service. Surprisingly, many grazing leases over the years have been simple verbal agreements.

In order to be legally enforceable, any real estate lease for a year or more must be in writing. Other subjects that need to be spelled out include stocking rates, tracts within a given ranch, as well as provisions specifying who is responsible for maintenance, such as fencing, barn repair and other items that could become issues.

Food Production Generates Byproducts

Production of human food generates a significant amount of byproducts that are not edible to people but can be fed to animals, a fact that is ignored by advocates of vegetarianism when they call for elimination of meat.

Many of those byproducts are valuable and are termed "co-products." The US soy and ethanol industries would not be viable if they couldn't sell soybean meal and dried distiller's grain as part of their business model. From a human point of view, products from food processing are the edible portions, such as flour, nuts, and vegetable oil — and the inedible remainders are byproducts.

(Continued on page 36)



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BEEF BUSINESS

continued

Organic Groups Challenge USDA

The Organics industry has filed a lawsuit in federal court, maintaining that the US Department of Agriculture has violated the federal rulemaking process when it changed established procedures for reviewing potential hazards and prohibited natural substances used in producing organic food.

A coalition of 15 organic food producers and farm, consumer, environmental and certification groups asked the courts to require USDA to reconsider its decision on the rule change and to reinstitute the agency's customary public hearing and comment process.

Food Assistance Spending Drops

For the first time in 15 years, federal spending for USDA's food assistance program decline, dropping 5% to \$103.5 billion during fiscal year 2014, as reported by USDA's Economic Research Service.

Much of the decrease is attributed to a decline in expenditures for USDA's Supplemental Nutrition Assistance Program (SNAP), formerly known as food stamps. On average, 46.5 million people participated in the program each month, down 2% from 2013. Benefits averaged \$125.37 per person per month, down 6% from 2013.

No Hot Dogs at Ballpark

Fans of the Washington Nationals of the National Baseball League will have trouble finding hot dogs, the iconic, traditional food of major league baseball, this season. New items being offered to Nats' fans this year includes the "Throwin' Cheese," which features three types of grilled cheese sandwiches.

In addition, a local biscuit company is selling a selection of homemade Virginia biscuit sandwiches, Virginia wine and beef plus a popcorn mix with smokey-bacon infused caramel with peanuts and a "hint of bourbon." ♦

BURLAP AND Barbed Wire VOL III

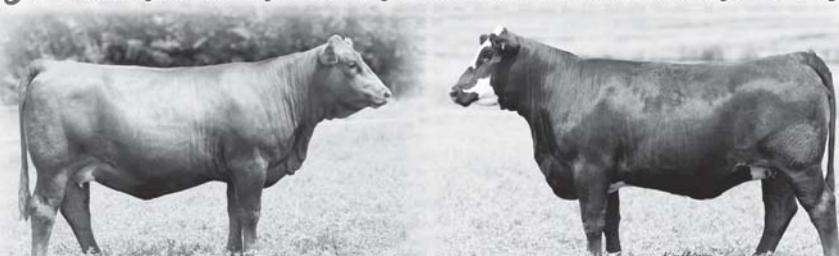
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Drover's Pie

Ingredients

- 2 pounds, ground beef, browned
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- 1 clover garlic, chopped
- 1 can diced tomatoes
- 1 cup, peas
- 1 cup carrots, chopped
- 2 teaspoons, oregano
- 1 pinch, salt
- 1 dash, pepper
- 4 large potatoes, mashed

Directions

- Mix all ingredients except potatoes.
- Cook on low for 7-8 hours.
- Fix potatoes, apply to top of mixture and cook at 350 degrees for 30 minutes.
- Top with cheese (optional)

Editor's Note: Each month a favorite beef recipe is presented in this space. The Register encourages and welcomes contributions to this column from the ASA membership. ♦

Announcing

The Blockbuster Cattleman's Group members continue to do embryo work with embryos of national show winners Pixie/LocknLoad and HPF Betsy/KickNTail already implanted at McClure Mills Farms and plans to implant the Larrye cow embryos owned by the group. Denver champion cow Dorothy has several daughters here and embryos by Shear Force have been implanted. Member Tom Harper of Houston and New Mexico was named Distinguished Alumnus at Mount Union High School.

Nichols Honored



Dave Nichols

Former ASA Board Chairman Dave Nichols, Bridgewater, IA, has been named as the 2015 inductee into the prestigious Saddle and Sirloin Portrait Gallery, widely considered to be among the highest honors in the Livestock industry. The Saddle and Sirloin Gallery was established in 1903, and recognizes individuals each year for their lifetime of exceptional service to the livestock business, both domestically and internationally. Each inductee's portrait is hung in Portrait Gallery, located in the Kentucky Exposition Center in Louisville. A total of 347 previous inductees have been so honored.

Nichols Farms started as a tenant farm in the 1930s and now encompasses 5,500 acres, 1,500 head of breeding stock and a feedlot. In addition, they are affiliated with 750 cooperator and franchise cows. During 2014, Nichols Farms received the NCBA Regional Environmental Stewardship Award and was named the Livestock Publication Council's Headliner of the Year.

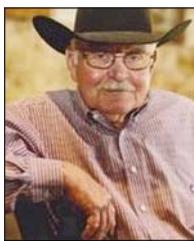
Nichols served as ASA Board Chairman in 1991, and received ASA's coveted World Simmental Fleckvieh Federation's Golden Book Award in 2009. Today, Nichols Farms cowherd composition includes Simmental, Angus, Simmental/Angus hybrids, and three-way Simmental/Angus/South Devon hybrids.

Bundy Back in the News

Cliven Bundy, the notorious southern Nevada rancher who has openly defied the US government by refusing to pay grazing fees for use of public lands, has landed in the headlines once again. Bundy and dozens of his fervent allies descended on the Nevada state legislature in April, to lobby for a bill that would require the federal government to ask for permission to use its own lands within the borders of Nevada.

An informal alliance of Nevada ranchers appears to be spear-heading a movement in the West, which asserts that the government has no right to government-owned lands within state boundaries. Reportedly, 11 other western states have introduced similar legislation despite the fact that previous such efforts have been routinely ruled as unconstitutional by the courts.

In Memoriam . . .



• **Dr. Don A. Hyde, DVM**, 78, husband of ASA Lead Geneticist Lauren Hyde, passed away April 16, of a massive heart attack. A native of Indiana, Hyde had earned his DVM degree from Purdue in 1964, and had operated a mixed animal veterinary practice at Brighton, and Keenesburg, CO, ever since. An ardent outdoorsman, he had hunted elk in Colorado and fished for Salmon in Alaska. Hyde also enjoyed team roping and horse racing. He is survived by his wife, four daughters, seven grandchildren and five great-grandchildren.

• **Hazel Wood**, 88, of Clarkesville, GA, passed away on May 6. The mother of former Georgia Simmental/Simbrah Association President Rick Wood, she was preceded by her husband, Edwin and two infant sons. A graduate of Cornelia High school in 1943, she attended Bob Jones University and worked for Western Union before marrying Edwin. They purchased a farm in the Stone Pile Community of Habersham County. At the age of 40, she had earned her LPN degree in nursing, and is survived by two sons: Rick (Sharon) and Joe (Judy); six grandchildren; and seven great-grandchildren.

• **Renee Schulte**, 33, Sioux Falls, SD, died May 7. She was born and raised at Wakefield, NE, to long-time Simmental breeders Merlin and Delores Felt of Felt Farms. As she grew up, she had been active in 4-H and as a member of the American and State Junior Simmental Associations. A graduate of South Dakota State University, she had been employed by Fiserve in Sioux Falls. She is survived by her husband, Matthew; her parents; and a brother, James.



Renee Schulte

• **Former ASA employee Emma Rosh**, 92, passed away May 31 in Bozeman. With her late husband, Adam, Emma spent nearly a decade on the ASA staff. Primarily, they were in charge of building and grounds maintenance, but also assisted with other chores as needed. She was preceded in death by her husband of more than 60 years and one son, Larry, and is survived by two daughters, Lavonne Letempt and Lareen Stoico, plus three grandchildren and numerous great-grandchildren. ♦



Emma Rosh

♦

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Protection for Scientists

The Public Employees for Environmental Responsibility (PEER) has filed a legal petition with the US Department of Agriculture, which is seeking new rules to provide job protection for government scientists whose research questions safety of farm chemicals.

The petition specifically calls for the agency to adopt policies to prevent “political suppression or alteration of studies and to lay out clear procedures for investigating allegations of scientific misconduct.” Scientists working for the US government have found that their research has been restricted or censored when it conflicts with agribusiness industry interests.

Administration Tackles Antimicrobial Resistance

Recently, President Obama has issued an executive order, Combating Antibiotic-Resistant Bacteria, creating an interagency taskforce, to be led by the Cabinet Secretaries of Agriculture, Defense and Health and Human Services.

The taskforce has been charged with developing a plan to: 1) slow down emergency of resistant bacteria and prevent the spread of resistant infections; 2) strengthen national One Health surveillance efforts; 3) develop rapid diagnostic tests; 4) accelerate research and development of new antibiotics; and 5) improve international collaboration on prevention, surveillance, control and research.

ADT Program In Place

The federal Animal Disease Traceability (ADT) program is up and running, although challenges still exist, including inconsistencies in state requirements and mixed messages regarding program goals which slow progress. The ADT rule was published in January 2013, and became effective two months later on March 11, and applies only to animals traveling in interstate commerce.

On March 11, 2015, a 24-month “phase-out” period ended, a time which allowed producers to continue to use various ID tags. As of that date, only tags beginning with “840” prefix are in compliance.

Sensor Detects Spoiled Meat

Chemists at the Massachusetts Institute of Technology (MIT) have devised an inexpensive, portable sensor that can detect gasses emitted by spoiling meat, allowing for determination of whether the meat in the grocery store or refrigerator is safe to eat.

The sensor consists of chemically modified carbon nanotubes, which can be deployed in “smart packaging” that would offer much more accurate safety information than the traditional expiration dates. The sensor is similar to other devices, invented by MIT, that detect ripeness of fruit.

Twinning — Plus or Curse?

Many ranchers are pleasantly surprised when they have a set of twins, an occurrence that only happens about once in every 200 births in beef cattle. They’re pleased with the extra calf that they can graft on a cow that may have lost its calf.

However, cattlemen are cautioned to keep good records on their twins, because a large number of them consist of both a male and a female. In that case, the female (called a “freemarten”, is almost always (more than 90%) sterile, and should be culled early, before they are carried through a breeding season if kept as a replacement. ♦

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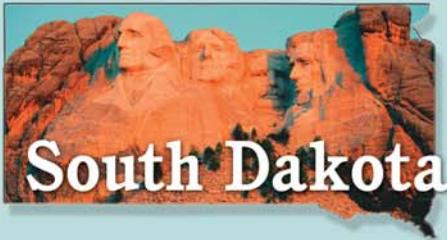
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CORPORATE REPORT

Costco Phasing Out Meat with Antibiotics

The mammoth Costco Wholesale Corporation is working with its suppliers to eliminate human-use antibiotics in chicken and other meat products. No target date for reaching the ultimate goal has been released.

The announcement follows a similar action by McDonald's Corporation. McDonald's has indicated that it expects to buy its meat from suppliers who use no human antibiotics within two years. A third firm, A&W of Canada, has reported that it has served beef raised without hormones or steroids ever since 2013 and had been serving chicken raised without antibiotics since earlier this year.

Project Fighting Hunger

Elanco, the Kroger Company, Rose Care Farm, Gleaners Food Bank and Midwest Food Bank have joined forces to form a unique new pilot program that brings together consumers, food stores and farmers and is designed to provide eggs to undernourished people.

Called HATCH, the innovative community partnership was launched during a special celebration at a Kroger store located in Indianapolis earlier this spring. The first HATCH pilot project involved 66 Central Indiana Kroger stores, providing one egg for every dozen Kroger-brand medium eggs purchased over a two-month period.

National Beef Sells Brawley Plant

Almost a year after closing the doors on its Brawley, CA, processing plant, National Beef Packing Company has sold the facility to One World Beef (OWB), a global meat company based in Buena Park, CA.

OWB is aiming to have the plant up and running at full capacity sometime during the fourth quarter of 2015. The reopening of the plant was enthusiastically welcomed by the Brawley community where 1,300 workers were employed during years of peak production. The plant is located in the heart of a prominent cattle-feeding region and is equipped to process up to 1,900 head per day when at full capacity.

UAVs Can Monitor Cattle

Personnel with Unmanned Aerial Vehicle (UAV) manufacturer PrecisionHawk, claim that cattle temperatures in the pasture can be taken through thermal sensors, which record animals in various hues or colors based on heat they give off. Ranchers would then have an idea if the animal is running a fever or if in might be in heat.

Drones are already widely used to locate fish in the ocean, leading to potential use for catfish and shrimp farmers. Drone producers also believe that they could also spray small amounts of chemicals on crops in weed control, utilizing their UAVs.

Burger King Adds Fragrance

For their burger aficionados who can't seem to get enough of their favorite food, Burger King is adding another twist — a grilled burger-scented fragrance. The company has offered a limited “Whopper” grilled burger-scented cologne on a trial basis in Japan. Since it was offered on April 1, many thought that the announcement was an April Fool's joke.

However, it was no joke. The flame grilled fragrance could be purchased for a pricey 5,000 yen (\$40) per purchase of the burger. There were no reports on how the concept was received by BK customers. ♦

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SALE RESULTS

McDonald Farms' "Pick of the Pen" Bull Sale

April 4, 2015 • Blacksburg, VA

No.	Category	Average
34	Bulls	\$5,007

Marketing Representative: Marty Ropp, Allied Genetic Resources, IL
Representing ASA: Jimmy Holliman

High-Selling Lots:

- \$9,000** – “464B,” s. by J Bar J Nightride, sold to Bull Creek Farm, Nathalie.
- \$6,750** – “499B,” s. by MF Ranch Magnum 79W, sold to J/C Simmentals, Claire, MI.
- \$6,000** – “493B,” s. by CCR Pathway 9354Y, sold to Dixon Farms, Thomasville, AL.

Volume Buyers: Childress Farms, Chirstianburg; Gary Huffman, Hickory NC; Black Country Land and Cattle, Blacksburg; Chaffin Cattle Company, Willis; and Lick Run Cattle Company, Millboro.

Comments: Guest consignors included: Black Creek Farms, Rural Retreat; and Foglesong Farm, Meadowview. Bulls sold into five states including: AL, MI, NC, VA and WV.



Bill McDonald discusses bull offering with customers.



Bill McDonald welcomes buyers to the "Pick of the Pen" Sale.

Brant Farms Genetic Balance Sale

April 11, 2015 • Hinckley, MN

No.	Category	Average
20	SM & SimInfluenced Bulls	\$4,543
40	SM & SimInfluenced Pairs	\$4,900
4	SM & SimInfluenced Opens	\$3,750
1	SM Donor Lot	\$16,000
65	SM & SimInfluenced Lots	\$4,900

Auctioneer: Tracy Harl, NE

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

Marketing Representatives: Val Eberspacher (EE); Kelly Schmidt (EE); Tom Rooney, AgriMedia, IA; and Courtney Hodgson, LiveAuctions.tv, IL.

Representing ASA: Bill Zimmerman

High-Selling Lots:

- \$16,000** – Bred Female, “Brant X91U,” s. by Hooks Shear Force 38K, bred to Elm-Mound Upgrade Z4 sold to Lehrman Family Simmentals, Spencer, SD.
- \$10,000** – Cow/Calf Pair, “Brant Just A Moment A11T,” s. by TNT Gunner N208; calf at side, “Brant C11A,” s. by WS Prime Beef Z8, sold to Lehrman Family Simmtals, Spencer, SD.
- \$8,000** – Cow/Calf Pair, “Brant Albany A2,” s. by Hoover Dam; calf at side, “Brant C2A,” s. by Mr. NLC Upgrade U8676, sold to Gonsalves Ranch CA; and Heartland Simmentals, IA.
- \$7,500** – Cow/Calf Pair, “Brant Adora A175,” s. by Top Fuel U250 HR, calf at side, Brant C17A,” s. by Coleman Regis 904, sold to Strand SimAngus, Platte, SD.

\$7,250 – Cow/Calf Pair, “Brant Army A49,” s. by S A V Iron Mountain 8066, calf at side, “Brant C49A,” s. by Brant Monument A7, sold to Gunn Simmentals, TX; and Echarad Farms, IA.

\$7,000 – Cow/Calf Pair, “Brant Annabel A4279,” s. by Top Fuel U250 HR, calf at side, “Brant C479A,” s. by Coleman Regis 904, sold to Strant SimAngus, Platte, SD.

\$7,000 – Cow/Calf Pair, “Brant Pocket Change A66,” s. by K-Ler Young Money, calf at side, “Brant C66A,” s. by PVF Insight 0129, sold to Lehrman Family Simmentals, Spencer, SD.

\$6,500 – Cow/Calf Pair, “Brant Barfly YSLPW,” s. by Wheatland Red Ace 747T, calf at side, “Brant CSLWY,” s. by Brant Big Time Z103S, sold to Chad Ruda, Fremont, NE.

\$6,500 – Cow/Calf Pair, “Brant Too Sassy Y305S,” s. by BMR Explorer, calf at side, “Brant C305Y, s. by WLE Power Stroke, sold to Chad Ruda, NE.



Brant Farms herdsman John Von Rueden visits with Craig Raatz, Raatz Farms, Jasper, MN.



Cindy Krueger and her son Paul, Krueger Simmentals, Hastings, MN, attended the sale.



Chris Herman, Cottage Grove, MN, talks cattle with Tom Rooney from Lee AgriMedia/Midwest Marketer.



The Strands, Platte, SD, made the trip and purchased top females for their herd.

Ludvigson Stock Farms Herdbuilder Bull Sale

April 11, 2015 • Shepherd, MT

No.	Category	Average
25	SM/Red Angus Hybrid Bulls	\$4,520

Auctioneer: Jim Birdwell, OK

Marketing Representatives: Barrett Carlisle, RAAA; Jerry Gliko, *Western Livestock Journal*; Alan Sears, *Western Ag Reporter*; Curt Cox, *Wyoming Livestock Roundup*; Ron Frye, and Bill Angell.

Representing ASA: John Grande

Volume Buyers: Delong Ranches of Winnemucca, NV; Wagonhound Land and Livestock, Douglas, WY; Putensen Farms, Cushing, IA; Skinner Ranches, Jordan Valley, OR; Cornwell Ranch, Glasgow; and Zia Ag Consulting, Albuquerque, NM.

Comments: Also selling were 213 PB Red Angus Bulls at an average of \$7,987.

Great spring day for viewing bulls in the Yellowstone Valley.



Simmental Red Angus Hybrid bulls



Southeast All Black Classic Sale

April 11, 2015 • Greenwood, FL

No.	Category	Average
30	Cow/Calf Pairs	\$4,782
29	Bred Heifers	\$3,832
8	Bred Cows	\$2,925
2	Confirmed Embryo Pregnancies	\$3,800
1	Frozen Embryo	\$225
70	Total Lots	\$4,095

Sale Manager/Auctioneer: Mike Jones, West Point, GA

High-Selling SimInfluenced Lots:

\$7,200 – PB SM Cow/Calf Pair, Cow s. by SBS Right-On 22R, sold to Tony Lester, Glenwood, AL (\$4,100); heifer calf s. by GAR New Design 5050, sold to Gene Smith, Hernando, FL (\$3,100), both cons. by Wels Farms, Selma, AL.

\$6,000 – SimAngus™ Cow/Calf Pair, Cow s. by WF 6-Pack sold to Tony Lester, Glenwood, AL (\$3,800); heifer calf s. by Trax Velocity sold to Red Barn Ranch, Plant City (\$2,200); both cons. by Wells Farms, Selma, AL.

\$5,250 – SimAngus Bred Heifer s. by OCC Emblazon, cons. by Lee Boyd, New Brockton, AL; sold to Ingram Livestock, Hattiesburg, MS.

\$5,000 – SimAngus Bred Heifer s. by SAS Rio Bravo, cons. by Lee Boyd, New Brockton, AL; sold to M&R Angus, Montgomery, AL.

\$4,750 – SimAngus, Bred Heifer s. by MCM Top Grade 018X, cons. by Whelan Farms, Wadley, AL; sold to Dearman Fork Farms, Millry, AL.

\$3,800 – Confirmed Embryo Pregnancy out of CCR Santa Fe, cons. by Woodlawn Farms, Clarkesville, GA; sold to Sewell Farms, Chipley.

Virginia Spring SimSensation Sale

April 17, 2015 • Harrisonburg, VA

No.	Category	Average
32	Total Lots	\$3,327

Auctioneer: Thomas Carper, VA

Sale Manager: DP Sales Management, LLC, KY

Sale Staff: Jeff Marsh and Brett Sayre

Sale Consultant: Charles Thomas

High-Selling Lots:

\$6,200 – Bull, “JMP Flash Z05,” s. by Flying B Cut Above, cons. by JMP Cattle Co., sold to Greg Bowman, VA.

\$5,750 – Bull, “VPI Range Boss B476,” s. by IR Range Boss, cons. by Virginia Tech Beef Center, sold to Floyd Hawk, VA.

\$5,200 – Cow/Calf Pair, “HS Annabell A407,” s. by Mr. NLC Upgrade, heifer calf s. by Ellingson Dominator W905, cons. by Holly Spring Simmentals, sold to Mill Creek Farm, VA.

\$4,900 – Cow/Calf Pair, “JBB Everelda Entense 803,” s. by SAV Net Worth, bred to CCR Wide Range, sold to Mohler’s Simmentals, VA (\$2,900); heifer calf s. by SRS Right On, sold to East Belmont Farm, VA (\$2,000); both cons. by Dr. Jeff Broadaway, NC.

\$4,800 – Bull, “SVS High Time BR7B,” s. by Hooks Shear Force, cons. by Shenadoah Valley Simmentals, sold to Swain Select Simmentals, KY.

\$4,500 – Bull, “SVS Southern Pride BWN7,” s. by SAV Final Answer, cons. by Shenadoah Valley Simmentals, sold to John Koontz, VA.

\$4,400 – Bred Female, “SR Ms. AX19,” s. by SAV Final Answer, bred to GW Premium Beef, cons. by Smith Reasor, sold to Flint Drake, IA.

\$4,100 – Bred Female, “VPI Shesavannah A377 ET,” s. by TNT Axis, bred to CCR Wide Range, cons. by Virginia Tech Beef Center, sold to Twin Oaks Simmental, NC.

Comments: Held in conjunction with the Virginia Beef Expo, cattle sold into eight states including: IA, IL, KY, MD, NC, PA, SD and VA.



Jeff Broadaway, Floyd Hawk, & Tommy Cline visit before the sale.



Doug Parke makes opening comments along side Auctioneer Thomas Carper and Holli Hatmaker.



A great crowd from across the east were eager for the Simmental Sale.

Nelson Livestock Company's Annual Bull Sale

April 18, 2015 • Baker, MT

No.	Category	Average
76	Total Bulls	\$4,523

Auctioneer: Ty Thompson, MT

Sale Manager: Allied Genetic Resources, IL

Marketing Representatives: Jeff Thomas, *Prairie Star*; Rowdy Benson, *Tri-State Livestock News*; and Andy Rest.

Representing ASA: Mason Lautenschlager

High-Selling Lots:

\$10,500 – “NLC 73B,” s. by NLC Break Free 72W, sold to Bata Brothers/Olafson Brothers, ND.

\$10,500 – “NLC 72B,” s. by WBF Stetson X70, sold to Hill’s Ranch, Stanford.

\$9,000 – “NLC 24B,” s. by J Bar J Nightride 225Z, sold to Dean Wang, Baker.

\$8,500 – “NLC 4B,” s. by S D S Alumni 115X, sold to Randy Tunby, Baker.

(Continued on page 44)

SALE RESULTS

continued

Nelson Livestock Sale (Continued)

\$8,500 – “NLC 112B,” s. by S D S Alumni 115X, sold to Pocket Creek Ranch, Custer.

Comments: Also selling were 20 Commercial Open Females at an average of \$1,760.



A good sale offering and the start of green grass made for a good day in SE Montana.



Randy Tunby, long time NLC customer, purchased a high-selling bull.



Sale host Aaron Owen (l) visits about the offering.



Iowans Dr. Tara Gerdes & Dave Haines were in attendance.



Missouri juniors served a great pre-sale lunch.

Owen Brothers' Diamond and Spurs Sale

April 18, 2015 • Bois d'Arc, MO

No.	Category	Average
71	SM, SimInfluenced and Angus Lots	\$6,211

Auctioneer: Jered Shipman, TX

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

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

Clifford “Bud” Sloan, MO; Jered Shipman, TX;

Kent Jaecke, OK; Tom Rooney, AgriMedia, IA;

Matt McFarlane, CA; Ryan Johnson, SD;

Shane Michelson, CAN; Clay Nohavitza, TX;

Margo Paeltz, LiveAuctions.tv, OH.

Representing ASA: Dr. Bert Moore

High-Selling Lots:

\$24,500 – Open Female, “OBCC Wakanda 907B,” s. by LLSF Pays To Believe ZU194, cons. by Owen Brothers Cattle Co., sold to Nicholas Andrews, Springfield.

\$20,000 – Bred Female, “FBFS Wakanda 620W,” s. by TNT Ever Ready R232, bred to VLF/OBCC Steelin Banners, cons. by Owen Brothers Cattle Company, sold to Circle M Farms, Rockwall, TX.

\$17,000 – Open Female, “OBCC Wakanda 923B,” s. by LLSF Pays To Believe ZU194, cons. by Owen Brothers Cattle Co., sold to Red River Farms, Blythe, CA.

\$16,000 – Open Female, “OBCC Legend 918B,” s. by LLSF Pays To Believe ZU194, cons. Owen Brothers Cattle Co., sold to Campbell Show Calves, Sycamore, PA.

\$13,000 – Open Female, “GSC LTS Shania B704,” s. by LLSF Pays To Believe ZU194, cons. by Gerdes Show Cattle, sold to Circle M Farms, Rockwall, TX.

\$7,700 – Bred Female, “OBCC Striking Interest S794,” s. by STF Open Range P022, bred to FBFS Wheelman 649W, cons. by Owen Brothers Cattle Co., sold to White Wing Simmental, Huntington, AR.

\$7,500 – Open Female, “OBCC Eriskay 496W,” s. by S A V Bismarck 5682, bred to PVF Insight 0129, cons. by Owen Brothers Cattle Co., sold to Sloup Simmentals, NE; and Double R Cattle Company, MO.

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

11th Annual Family Traditions Female Sale

April 25, 2015 • Auburn, KY

No.	Category	Average
76	Total Lots	\$4,299

Auctioneer: Jered Shipman, TX

Sale Manager: DP Sales Management, LLC, KY

Sale Staff: Jack Hedrick and Shane Ryan

Sale Consultant: Dalton Lundy

DVAuctions Representative: Becky Wadlow

Representing ASA: Chris Davis

High-Selling Lots:

\$24,500 – Pick of the HF Serena Heifer Calves, s. by Mr. Hoc Broker, cons. by Clear Water Simmentals, sold to Sloup Simmentals, NE; and Fenton Farms, MS.

\$10,000 – Open Female, “HTP/SVF Honey Dew 2 U96,” s. by BC Matrix, cons. by HTP Simmentals and Sunset View Farm, sold to Hilltop Simmentals, SD.

\$7,000 – Cow/Calf Pair, “TNC Just Right,” s. by SVF/NJC Built Right, bull calf s. by SVF Star Player, cons. by Sunset View Farm, sold to Dean Wittrig, MO.

\$6,600 – Bred Female, “CLRWTR Shades of Red,” s. by Hart The Factor, bred to W/C United, cons. by Clear Water Simmentals, sold to Hilltop Simmentals, SD.

\$6,500 – Cow/Calf Pair, “HIW Enchantress T46,” s. by SVF/NJC Built Right, heifer calf s. by SVF Star Player, cons. by Sunset View Farm, sold to Dean Wittrig, MO.

\$6,500 – Open Female, “CLRWTR Sazerac B94F,” s. by GLS New Direction, cons. by Clear Water Simmentals, sold to Hilltop Simmentals, SD.

\$6,500 – Cow/Calf Pair, “Bovine Bella T92,” s. by GWS Ebony's Trade-mark, heifer calf s. by LMF Revenue, cons. by Clear Water Simmentals, sold to Humphries Family Farm, KY.

\$6,300 – Cow/Calf Pair, “SVF Savannah S427,” s. by SVF/NJC Built Right, bull calf s. by SVF Star Player, cons. by Sunset View Farm, sold to Dean Wittrig, MO.

Comments: Cattle sold into 12 states including: AL, GA, KS, KY, MO, MS, NC, NE, OH, SD, TN, & UT.



Tim Graves, Bryan Creek along side Mr. & Mrs. Steve Watson. The Watson's selected several top lots for their GA operation.



Bryan Creek thanks Matt Owen, Owen Brothers Cattle Co. for their purchases.



Tom Rooney (l), ringman & Phil Schooley, auctioneer visit with a prospective bull buyer.



Lori Eberspacher was busy (as usual) signing up bidders.



It was a beautiful spring day in southern KY.



Ronnie Creek visits with fellow KY breeder Michelle Canning.



Cora Lynch was in charge of a delicious beef brisket meal.



The largest crowd ever filled the Waverly Auction Market.

Lynch's Heartland Simmentals "Performance with Class" Sale

April 25, 2015 • Waverly, IA

No.	Category	Average
57	SM & SimInfluenced Bulls	\$5,860
16	SM & SimInfluenced Breds	\$4,522
73	Total Registered Lots	\$5,567

Auctioneer: Phil Schooley, IA

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

Marketing Representatives: Val Eberspacher (EE); Kelly Schmidt (EE); Marshall Ruble, IA; Tom Rooney, AgriMedia, IA; Mike Sorenson, Livestock Plus, IA; and Greg Miller, WI.

Representing ASA: Dr. Bert Moore

High-Selling Lots:

- \$14,500** – Bull, "BMR Enforcer B23," s. by SVF Steel Force S701, cons. by Big M Ranch, sold to Echard Farms, Farmersburg.
- \$13,000** – Bull, "HL Uptown Funk 99B," s. by Hart The Factor, sold to David Martinson, Cedar Falls.
- \$11,750** – Bull, "HL Ka Pow 80B," s. by HL Kung Pow 38W, sold to Circle S Ranch, Hampton, MN.
- \$11,000** – Bull, "HL Rio 015B," s. by WDS-GLS Rio 116 ET, sold to James Hammel, Spring Grove, MN.
- \$10,750** – Bull, "TRPH Mr. United A01," s. by XXW/C United 956Y, sold to Brant Farms, Hinckley, MN.
- \$10,500** – Bull, "HL High Society 73B," s. by Hart The Factor, sold to Dennis Beane, Marshalltown.
- \$10,000** – Bull, "HL BMR Explosion 023B," s. by FBF1 Combustible, sold to Dennis Beane, Marshalltown.

Comments: Also selling were 25 Commercial Cow/Calf Pairs at an average of \$2,784. Guest consignors included: Big M Ranch and G&B Cattle Company. Heartland Simmentals Performance with Class Female Sale will be held October 25, 2015; and Heartland Simmentals Performance with Class Bull Sale on April 23, 2016.

8th Annual Stars and Stripes Sale

May 2, 2015 • Gettysburg, PA

No.	Category	Average
62	Total Lots	\$3,576

Auctioneer: Bruce Miller, TX

Sale Manager: DP Sales Management, LLC

Sale Staff: Shane Ryan, Bobby Grove, Charlie Strickland

Sale Consultant: Dalton Lundy

DV Auction Representative: Becky Wadlow

Representing ASA: Dr. Bert Moore

High-Selling Lots:

- \$10,000** – Cow/Calf Pair, "SSC Miss Cool Butt 26A," s. by Flying B Cut Above, heifer calf s. by Mr. NLC Upgrade, cons. by Stewarts Simmentals, sold to Pickerel Farms, GA.
- \$8,500** – Cow/Calf Pair, "ESS Zekki ZT10," s. by SC Mo Magic, heifer calf s. by GLS New Direction, cons. by Elm Side Farm, sold to W&E Simmentals, PA.
- \$8,500** – Cow/Calf Pair, "HPF Ms. Queen U183," s. by GWS Ebony's Trademark, heifer calf s. by HPF/CMFM Heartbreaker, cons. by Hudson Pines Farm, sold to Kyle Fleener, PA.
- \$7,500** – Bred Female, "MVS Anastasia," s. by MVF Maximus, bred to Mr. NLC Upgrade, cons. by Mountain View Farm, sold to Bruce Cuddy, NC.
- \$7,200** – Cow/Calf Pair, "CLRWTR Joy's Beloved 5101," s. by Lazy H Pathfinder, heifer calf s. by RB/GF/HPF Exposition, cons. by Hudson Pines Farm, sold to Kyle Fleener, PA.
- \$6,900** – Cow/Calf Pair, "HPF Desa Rae X322," s. by SVF/NJC Built Right, bull calf s. by RB/GF HPF Exposition, cons. by Hudson Pines Farm, sold to Simme Valley, NY.
- \$5,500** – Open Female, "SSC Shez Money 515B," s. by Mr. Hoc Broker, cons. by Stewarts Simmentals, sold to Woodlawn Farm, GA.
- \$4,800** – ET Heifer Calf, "EBS Shesa Andrias Dream," s. by Sandeen Upper Class, cons. by Rocky Hollow Simmentals, sold to Rolling Hills Farms, OH.

Comments: Cattle sold into 16 states including: AL, GA, IL, KY, MD, MO, NC, NY, OH, OK, PA, SD, TN, UT, VA, & WV.

(Continued on page 46)

SALE RESULTS

continued

Stars and Stripes Sale (Continued)



Sale host introduces distinguished sale guests Civil War Generals and PA Secretary of Agriculture.



It was an honor for the Stars & Stripes Sale to have the PA Secretary of Agriculture, Russell Redding in attendance.



Ken & Mary Gumaer visit with Cliff Orley after the sale.



Bill Shoemaker visits with the Griffith family.

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The 1st Annual Spring Turnout Sale

May 9, 2015 • Seward, NE

No.	Category	Average
77	Total Lots	\$5,542

Auctioneer: Tracy Harl, NE

Sale Manager: DP Sales Management, LLC, KY

Sale Staff: Shane Ryan, Randy Rasby and Chris Beutler

Sale Consultants: Dallas Woltemeth, Ron Miller and Buddy Robertson

DV Auction Representative: Becky Wadlow

High-Selling Lots:

\$25,000 – Open Female, “SS Bethany,” s. by SVF Steel Force, cons. by Sloup Simmentals, sold to Haley Dodge, IA.

\$14,000 – not sure how to word this one, “SVF/NJC Magnetic Lady,” s. by Bull of Buyer’s Choice, cons. by Sloup/Crusader Simmentals, sold to Hilltop Simmentals, SD.

\$13,500 – Bred Female, “SVF/BT Sazerac T317,” s. by SVF/NJC Built Right, bred to Welsh’s Dew It Right, cons. by Sloup Simmentals, sold to Fenton Farms, MS.

\$12,500 – Pregnancy out of, “EKHCC Red Jewel,” s. by WS Beef Maker, cons. by Hilltop Simmentals, sold to Hudson Pines Farm, NY; and Sanders Ranch, KS.

\$11,000 – Cow/Calf Pair, “HLTS Macie,” s. by JF Milestone, bred to LRS Elevate, bull calf s. by MVS Hot Shot A1, cons. by Hilltop Simmentals, sold Clear Water Simmentals, IN.

\$9,000 – Cow/Calf Pair, “HLTS Giraffe,” s. by Felt Rodman, bred to TJ Final Copy, heifer calf s. by Sand Ranch Hand, cons. by Hilltop Simmentals, sold to BF Black Simmentals, NE.

\$8,500 – Bred Female, “SS Chantilly Lace,” s. by Mr. Hoc Broker, bred to CCR Santa Fe, cons. by Sloup/Crusader Simmentals, sold to Snider Simmentals, NE.

\$8,500 – Cow/Calf Pair, “STF Chastity U652,” s. by STF Moment Ahead, bred to W/C Lock Down, heifer calf s. by Yardley High Regard, cons. by Sloup Simmentals, sold to Clear Water Simmentals, IN.

\$8,500 – Cow/Calf Pair, “SS Bailey,” s. by LMF Movin Forward, bred to TLLC One Eyed Jack, heifer calf s. by Mr. NLC Upgrade, cons. by Sloup/Crusader Simmentals, sold to Haley Simmentals, OH.

\$8,500 – Cow/Calf Pair, “FCC Rosetta 912T,” s. by O C C Emblazon 854E, bred to TLLC One Eyed Jack, ET heifer calf s. by W/C Wide Track, cons. by Sloup Simmentals, sold to Fenton Farms, MS.

Comments: Cattle sold into 20 states including: AL, AR, CO, IA, IL, IN, KS, KY, MO, MS, NC, NE, NY, OH, OK, SC, SD, TN, TX, and UT.



The Fenton Family of MS along with Tyson Moreno pose with Nick Sloup after the sale. The Fenton’s added several top lots for their growing operation.



Sale co-hosts, Jaron & Kadee Van Beek stop for a picture while putting the final touches on the first Spring Turnout Sale.



Nick Sloup thanks the Hackbart Family for their purchase.



A stand-out offering enjoyed the lush spring grass at Sloup's Rocker Sale Facility.



Buzzard Hollow Ranch's 21st Annual Designer's Classic Sale

May 16, 2015 • Granbury, TX

No.	Category	Average
64	Live Lots	\$4,608
73	Total Lots	\$4,112

Auctioneer: Dan Skeels, Rimbey, AB
Representing ASA: Ben Spitzer

High-Selling Lots:

\$11,000 – Lot 3, Polled Fleckvieh Heifer, sold to Rugged R Cattle, Wisner, LA.

\$8,500 – Lot 70, PB SM Bull, cons. by Ligon Simmentals, TN; sold to Clearwater Simmentals, Cartwright, MB.

\$7,300 – Lot 1, Pick of the Jungle Heifers, sold to Mitchell Lake Ranch, Franklin.

\$6,600 – Lot 21, Fleckvieh Heifer, sold to Little Creek Farm, Starkville, MS.

\$5,800 – Lot 66, Fleckvieh Heifer, cons. by Ganaderia Platt, Sonoro, MX; sold to Paul Reynolds, Berea, KY.

\$5,500 – Lot 26, Fleckvieh Heifer, cons. by Little Creek Farm, sold to Jensen Simmentals, Paola, KS.

\$5,400 – Lot 49, SimAngus™ Heifer, sold to Carl and Joyce Low, Granbury.

\$5,300 – Lot 20, Fleckvieh Heifer, sold to Hubnik Farms, Thrall.

Comments: A crowd of 200 from AL, AR, IL, KS, LA, MD, MO, MS, OK, TN, TX, Mexico and Canada were on hand for the educational program, Bull-O-Rama and sale. The educational seminar was held in the sales arena with a power point presentation on Visual Evaluation of Simmental Fleckvieh cattle, prepared by Peter Massmann of South Africa. Following the presentation a live question and answer period was conducted via Skype. The FSFF held both a board meeting and membership meeting as well.



Inside the sale facility.



51 Lots

Simmental, Simbrah

SimAngus™ & Angus Females

Including: Embryos – Pregnancies – Open Heifers
 Bred Heifers + Cows – Cow/Calf Pairs



PMS Allie 533A ASA# 2878504
 EPD's 11/-1/51/80/8/25/51 API 113 TI 59
 Sire: Duff 55P Whopper 7129 MGS: 65P
 SimAngus™ Bred heifer due in the Fall



ANDJ Fortune Teller B407 ASA# 2989669
 EPD's 15/-1/74/114/11/25/62 API 187 TI 98
 Sire: GAR Prophet MGS: CNS Dream On L186
 SimAngus™ Fall Open heifer



LLL Miss Jokerster ASA# 2242081
 EPD's 5/1.5/58/84/8/23/52 API 115 TI 61
 Sire: PVF-BF Black Joker MGS: Black Irish Kansas
 Pregnancies by United and Limelight and embryos by Wide Range and United



Zeis Miss Drive N423 ASA# 2193941
 EPD's 4/3/65/93/1/22/54 API 108 TI 66
 Sire: HC Power Drive 88H MGS: SRS Fortune 500
 Selling embryos by Upgrade and Milestone



SCE Blossom Y152 ASA# 2627260
 EPD's 3/2/62/84/7/21/52 API 109 TI 64
 Sire: 3C Macho M450 MGS: SAC Mr MT 73G
 One of many top cow/calf pairs



PMS/SCE Jelly Bean 101B ASA# 2932829
 EPD's 5/2.9/68/106/9/18/53 API 95 TI 61
 Sire: THSF Freedom 300N MGS: SAC Mr MT 73G
 This and a few other top red lots sell

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THE CIRCUIT

OJSA/OSA Memorial Day Classic

Date: May 23-25, 2015
Location: Georgetown, OH
Judges: Morgan Phillips, Maysville, KY (Showmanship); Chan Phillips, Maysville, KY (Show)



Champion Purebred Heifer
 "HPF/JF Sheza Goldmine B302," s. by JF American Pride 0987X, exh. by Cole Liggett, Dennison.



Reserve Champion Purebred Heifer
 "HPF Sazerac A086," s. by Yardley High Regard W24, exh. by Tyson Woodard, Cambridge.



Champion Percentage Heifer
 "Prestige/GSC Kaly Krome," s. by Mr HOC Broker, exh. by Amber Heil, Zanesville.



Reserve Champion Percentage Heifer
 "GKF Ms Hot Galaxy," s. by Mr HOC Broker, exh. by Garrett Stanfield, Manchester.



Champion Cow/Calf Pair
 Cow, "Titan Zoe," s. by Lazy H Burn Mark, Calf, "Titan," s. by Grandmaster, exh. by Anthony Berhovec, Newark.



Champion Purebred Bull
 "BTH Black Hawk," s. by Yardley High Regard, exh. by Elijah Beath, Winchester.



Reserve Champion Purebred Bull
 "Titan," s. by Grandmaster, exhibited by Anthony Berhovec, Newark.

Public Speaking

- Juniors**
 1. Cade Liggett, Dennison
 2. Rachel Dickson, St. Louisville
- Seniors**
 1. Morgan Smith, Little Hocking
 2. Garrett Stanfield, Manchester

Sales Talk

- Juniors**
 1. Katelyn Cowdrey, Russellville
 2. Rachel Dickson, St. Louisville
- Seniors**
 1. Lindsey Miller, Lancaster
 2. Kelsey Sheeley, Hillsboro

Judging

- Juniors**
 1. Katelyn Cowdrey, Russellville
 2. Rachel Dickson, St. Louisville
- Seniors**
 1. Cole Liggett, Dennison
 2. Amber Storey, Sandusky

Herdsmen Quiz

- Juniors**
 1. Carter Hall, Ripley, WV
 2. Katelyn Cowdrey, Russellville
- Seniors**
 1. Garrett Stanfield, Manchester
 2. Morgan Smith, Little Hocking

Showmanship

- Juniors**
 1. Rachel Dickson, St. Louisville
 2. Amber Heil, Zanesville
- Seniors**
 1. Garrett Stanfield, Manchester
 2. Lindsey Miller, Lancaster

Heifer Show

- Top Purebred**
 1. Cole Liggett, Dennison
 2. Tyson Woodard, Cambridge
- Top Percentage**
 1. Lane Heil, Zanesville
 2. Garrett Stanfield, Manchester

Overall

- Juniors**
 1. Rachel Dickson, St. Louisville
 2. Katelyn Cowdrey, Russellville
- Seniors**
 1. Garrett Stanfield, Manchester
 2. Cole Liggett, Dennison

2015 Texas Junior Simmental/ Simbrah Association Futurity

Date: June 11-14, 2015
Location: Bryan-College Station
Judge: Jim Williams, Boling

Simmental Show



Calf Champion
 "SVF/SWC Blissful 724B," s. by Extra X2, exh. by Brecken Shipman, Grandview.



Reserve Calf Champion
 "SNF Sweet Magnolia," s. by LLSF Pays to Believe ZU194, exh. by Brionna Warren, College Station.



Junior Champion
 "LSB Steel and Lace B302," s. by JM Ol Steel Y50, exh. by Ethan Wood, Joaquin.



Reserve Junior Champion
 "CMFM Swags Perfection," s. by WLE Swagger Y770, exh. by Brielle Warren, College Station.



Grand Champion and Senior Champion
 "OBCC Firefly 139A" s. by JF American Pride 0987X, exh. by Tanner Howey, Rockwall.



Reserve Grand Champion and Reserve Senior Champion
 "FBFS A Gin Fizz 132A," s. by FBFS Wheel Man 649W, exh. by Erin Lusk, Colmesneil.



Bred and Owned Champion
 "EZS Minnie Me 002B,"
 s. by FBFS Wheel Man 649W,
 exh. by Ethan Wood, Joaquin.



Reserve Grand Champion Simmental Percentage Heifer
 "HILB Caught Lookin B929,"
 s. by B C Lookout 7024, exh. by Tanner Howey, Rockwall.



Senior Champion
 "Walters Sue Ellen,"
 s. by LMC Johnnie Walker 5R179,
 exh. by Ryleigh Whitaker, Ranger.



Reserve Cow/Calf Champion
 "Smith Perry Lady Ace,"
 s. by Smith Satisfies,
 exh. by Cary Perry, Beaumont.



Reserve Bred and Owned Champion
 "CMFM Time to Shine 031B,"
 s. by SVF Steel Force S701,
 exh. by Tanner Howey, Rockwall.



Simbrah Show

Calf Champion
 "Hagan Summertime 11B,"
 s. by Hagan Shamoo 32X, exh. by McClaine Pawelek, Floresville.



Reserve Senior Champion
 "KSSR Temptation,"
 s. by LMC Johnnie Walker 5R179,
 exh. by Seth Garrett, Victoria.



Grand Champion Percentage Simbrah Heifer
 "Hagan Eminence 647B,"
 s. by Hagan Smith Hazard 51X,
 exh. by Payton Meuth, Floresville.



Cow/Calf Champion
 "Maggie," s. by SS/PRS
 High Voltage244X, exh. by Mackenzie Powell, Anna.



Reserve Calf Champion
 "Smith TMP Patience,"
 s. by Smith Satisfies, exh. by Kaleb Fontenot, Cypress.



Bred and Owned Champion
 "JLF Felicity C551,"
 s. by J7N Whisker River W02,
 exh. by Georgia Dunn, Floresville.



Reserve Grand Champion Percentage Simbrah Heifer
 "Hagan Liberty 7B,"
 s. by NF Smith Sargeant, exh. by Jesse Marett, Montgomery.



Reserve Cow/Calf Champion
 "HOC Amethyst A32,"
 s. by Mr HOC Broker,
 exh by Katy Berry, Canton.



Grand Champion and Junior Champion
 "Hagan Tiana 02B,"
 s. by Hagan American Chopper,
 exh. by Miranda Skaggs, Bryan.



Reserve Bred and Owned Champion
 "Smith Perry Satis-Fannie,"
 s. by Smith Satisfies, exh. by Logan Perry, Beaumont.

Cattleman's Quiz

Juniors
 Robert Stavinoha, Eagle Lake
 Logan Perry, Beaumont

Intermediate
 Josh Evans, Teague
 Amelia Stavinoha, Eagle Lake

Seniors
 Shea Mackey, Giddings
 Kaleb Fontenot, Cypress

Public Speaking

Juniors
 Robert Stavinoha, Eagle Lake
 Kaitlin Rothbauer, Rockwall

Intermediate
 Amelia Stavinoha, Eagle Lake
 Colton Franks, Emory

Seniors
 Georgia Dunn, Floresville
 Shea Mackey, Giddings



Grand Champion Simmental Percentage Heifer
 "EBY Miss 1052 360A," s. by Remington Lock N Load54U, exh. by Brecken Shipman, Grandview.



Reserve Grand Champion and Reserve Junior Champion
 "LMC Ms. Eve 5B/99,"
 s. by LMC Rhino 5W/367,
 exh. by Tucker Tanner, Elgin.



Cow/Calf Champion
 "Smith CRC Breathtaker,"
 s. by Smith Satisfies, exh. by Carlye Rodenbeck, Brenham.

(Continued on page 50)

THE CIRCUIT

Texas Junior Simmental/Simbrah Assoc Futurity (Cont.)

Sales Talk

Juniors
Robert Stavinoha, Eagle Lake
Katy Berry, Canton

Intermediate
Winston Walters, Brenham
Payton Meuth, Floresville

Seniors
Faith Onstot, Granger
Callie Henly, San Augustine

Overall



Juniors
Robert Stavinoha, Eagle Lake
Makenzie Sheffield, Weatherford
Miranda Skaggs, Bryan
Logan Perry, Beaumont
Katy Berry, Canton
Tyler Denny, Edinburg
Ethan Wood, Joaquin
Ryleigh Whitaker, Ranger
Lorelai Hill, Edinburg
Kaitlin Rothbauer, Rockwall



Intermediate
Payton Meuth, Floresville
Amelia Stavinoha, Eagle Lake
Josh Evans, Teague
Joel Mackey, Giddings
Tanner Howey, Rockwall
Calley McGinley, Burton
Teegan Mackey, Giddings
Erin Lusk, Colmesneil
Maggie, Beuershausen, Brenham
Winston Walters, Brenham



Seniors
Georgia Dunn, Floresville
Trey Tillman, Brenham
Faith Onstot, Granger
Kaleb Fontenot, Cypress
Shea Mackey, Giddings



Novice Participants ♦



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Judging/ Oral Reasons

Juniors
Tyler Denny, Edinburg
Makenzie Sheffield, Weatherford

Intermediate
Josh Evans, Teague
Payton Meuth, Floresville

Seniors
Kaleb Fontenot, Cypress
Faith Onstot, Granger

Skill-A-Thon

Juniors
Makenzie Sheffield, Weatherford
Robert Stavinoha, Eagle Lake

Intermediate
Joel Mackey, Giddings
Tanner Howey, Rockwall

Seniors
Trey Tillman, Brenham
Hope Onstot, Granger

Showmanship

Juniors
Gage Spence, Floresville
Makenzie Sheffield, Weatherford

Intermediate
Maggie Beuershausen, Brenham
Baylie Baker, Alba

Seniors
Trey Tillman, Brenham
Georgia Dunn, Floresville

High-Point Rookies

Juniors
Zach Mills, DeKalb

Intermediate
Seth Garrett, Victoria

Seniors
Tori Merryfield, Conroe

High-Point Team
Amelia Stavinoha, Eagle Lake
Robert Stavinoha, Eagle Lake
Hope Onstot, Granger
Kaleb Fontenot, Cypress
Faith Onstot, Granger



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2015

Sunday, September 13th
Harker Sale Facility • Hope, Indiana
Sale starts at 12:00 Noon

Come see our All Star line-up!

*Come early to view sale offering
and enjoy a cookout on Friday night!*



HF Bella's Girl 311C
RGRS SRG Two Step 20Z x HF Bella



HF Callie 189C
FBF1 Combustible x Miss Knockout 74T



HF Chloe 18C
FBF1 Combustible x Northern Improvement 4480



BESH Ms Star C407
LLSF Uprising Z925 x SOSF Ebony's Black Silk



Harkers Chianti C118
SS Ebony's Grandmaster x SS Mr Callaway



Harkers Iconic Carlee C144
Harkers Icon x Northern Improvement 4480



BESH Ms Doll C011
Mr NLC Upgrade U8676 x J2 Ms Diva T04



PCC Ms LC4
W/C Innocent Man x Harkers Katie Bell



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Horned/Polled	\$50	Osteopetrosis (OS)	\$25
Arthrogyriposis Multiplex (AM)	\$25	Coat Color	\$20
Neuropathic Hydrocephalus (NH)	\$25	PMel (Diluter)	\$20
Contractural Arachnodactyly (CA)	\$25		

Contact ASA For Testing Kit

FALL 2015 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 <u>June 15</u>	Option A (TR) <u>\$15</u>	Option B (SR) <u>\$0</u>	Option C <u>\$7.50</u>
Enrollment submitted by member				
See Late-Enrollment if after June 15	*Late-Enrollment			

*Late-Enrollment

If you miss the June 15 deadline and were enrolled for Fall 2014: 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 — Option A	No Charge
Enrolled in Opt B or C <10 months	\$30
Enrolled in Opt B or C ≥10 months <15 months	\$40
Enrolled in Opt B or C ≥15 months	\$50

Transfer Fees:

First Transfer	No Charge
<i>Subsequent Transfers</i>	
Within 60 calendar days of sale	\$10
Over 60 calendar days after sale	\$30

Additional Transactions:

Priority Processing (not including shipping or mailing)	\$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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DATE BOOK

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JULY

- 23-26 Simmental Breeders Sweepstakes — Louisville, KY
- 25 Summer Stakes Elite Sale — Louisville, KY

AUGUST

- 1 Genetic Connection Sale — Cullman, AL
- 3-6 AJSA Summit Leadership Conference — Bozeman, MT
- 15 19th Annual Southern Showcase Female Sale — Rome, GA (pg. 47)
- 22 Generations of Value Sale — Colbert, GA (pg. 11)
- 29 Alabama/Mississippi State Sale — Letohatchee, AL (pg. 7)
- 29-9/1 LMC GenePLUS Online Sale X — www.cattleinmotion.com

SEPTEMBER

- 5 NC Fall Harvest Sale — Union Grove, NC (pg. 17)
- 12-13 Wildcat Creek Ranch Complete Dispersal — Peabody, KS
- 12 Silver Towne Farms 29th Annual Production Sale — Winchester, IN (pg. 3)
- 13 Field of Dreams Production Sale — Hope, IN (pg. 52)
- 14 Houck Rock Creek Ranch Fall Private Treaty Bull Sale — Allen, KS
- 16 Bullseye Breeders Bull Sale — Modesto, CA
- 19 Family Matters Sale — Auburn, KY (pg. IFC)
- 19 Heart of Texas Simmental/Simbrah Association Fall Fest Sale — Hearne, TX
- 20 Illini Elite Simmental Sale — Shelbyville, IL
- 21-23 Alamo City Simbrah Sale — Alamo City, TX
- 26 48th Annual Black Harvest Calf Sale — Valparaiso, IN
- 26 Head of the Class Sale — Louisburg, KS
- 28 Hoffman Ranch Female Sale — Thedford, NE
- 28 The Genetic Harvest Sale — Janesville, WI

OCTOBER

- 1 Fred Smith Company's Annual Sale — Clayton, NC
- 2-3 Bar 5 Extravaganza Fall Production Sale — Markdale, ON
- 3 Buckeye's Finest Sale — Belle Center, OH
- 4 Midwest Fall Round-Up Sale — Lancaster, WI
- 4 Rhodes Red Angus Female Sale — Emporia, KS
- 4 The Harvest at Krieger Farms — Universal, IN (pgs. 21, 31)
- 9 Tulsa State Futurity — Tulsa, OK
- 10 Belles of the Bluegrass, Mt. Sterling, KY
- 10 Legends of the Blue Ridge Sale — Atkins, VA
- 10 New Day Genetics' Fall Sale — Osceola, MO
- 11 Factory Direct Female Sale — West LaFayette, IN
- 12 Burlap and Barbed Wire Female Sale — Clay Center, KS (pg. 36)
- 13 R.A. Brown Ranch Horse Sale — Throckmorton, TX
- 14 R.A. Brown Ranch 41st Annual Bull and Female Sale — Throckmorton, TX
- 16 MN Beef Expo-White Satin On Ice — Minneapolis, MN
- 17 21st Annual New Direction Sale, Seward, NE (pg. 23)
- 17 76th IBEP Performance Tested Bull Sale — Springville, IN
- 17 Circle M Farms' 1st Annual Production Sale — Grand Saline, TX
- 17 Fain Angus Sale — Dewy Rose, GA
- 17 MN Beef Expo-All Breeds Sale — Minneapolis, MN
- 17 Route 66 SimGenetics Road to Success Sale — Strafford, MO
- 17 Tennessee Fall Showcase Sale — Lebanon, TN
- 18 The Black Label Event, Volume VI — Grandview TX
- 20-21 "We Ride Together" Online Heifer Sale — Shirley, IN
- 21 Volk Livestock's Genetic Option Sale — Norfolk, NE
- 23 Buckles and Banners Sale — West Point, IA
- 23-25 Simbrah Synergy VIII — Giddings, TX
- 24 Flying H Genetics Bull Sale — Butler, MO
- 24 Midwest Made Production Sale — Ames, IA
- 24 Pennsylvania Fall Classic Sale — Waynesburg, PA
- 24 Simbrah Synergy Sale — Giddings, TX (pg. 2)
- 25 Heartland Simmental Performance with Class Sale — Waverly, IA
- 26 The Female Sale at Eby Ranch — Emporia, KS
- 27 Williams Cattle Co.'s Show Heifer and Donor Prospect Sale — Follett, TX
- 30 21st Annual Hokie Harvest Sale — Blacksburg, VA

SEPTEMBER 2015						
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- 30 Little Creek Farm's Magnolia Classic — Starkville, MS
- 31 7P Ranch 40th Annual Production Sale — Tyler, TX
- 31 Drake Cattle Co. Lady Diva Sale — Centerville, IA
- 31 Michigan Simmental State Sale — St. Louis, MO
- 31 The Magnolia Classic 2015 — Starkville, MS
- 31 Yon Family Farms' Bull and Female Sale — Ridge Spring, SC

NOVEMBER

- 1 Hawkeye Simmental Sale — Bloomfield, IA
- 1 Rudow Farms' Female Sale — Pana, IL
- 5 RS&T Simmentals' "Lovely Ladies Online Sale" — www.cwcattlesales.com
- 6 Bull Power Sale — Colbert, GA (pg. 191)
- 6 Ludvigson Stock Farms Herdbuilder Bull Sale-Fall Edition — Shepherd, MT
- 7 Irvine Ranch 11th Annual Production Sale — Manhattan, KS
- 7 Land of Lincoln Sale — Altamont, IL
- 7 Pigeon Mountain Simmental's Fall Bull Test Sale — Rome, GA
- 7 Rhodes Angus Female Sale — Carlinville, IL
- 7 Western Showcase Sale — Moses Lake, WA
- 10-11 J&C Simmentals' Online Female Sale — DPOlinesales.com
- 12-14 Two Fast Nickels Online Bull Sale — www.cattleinmotion.com
- 14 Deer Creek Farm's Simmental Sale — Lowesville, VA
- 14 Gibbs Farms' 10th Annual Bull and Replacement Female Sale — Ranburne, AL
- 14 JRW LLC's Fall Bull and Female Sale — Seminary, MS
- 14 Moser Ranch 24th Bull Sale — Wheaton, KS
- 14 Ohlde Advantage Focus on the Female Sale — Washington, KS
- 14 Trauernicht Simmental Nebraska Platinum Standard Sale — Beatrice, NE
- 15 Hudson Pines Farm "Living Legacy XI" — Campbellsburg, KY (pg. BC)
- 16 NAILE Select Sale — Louisville, KY (pg. 41)
- 20 "Southern Excellence" Bull Sale — Wadley, AL
- 21 Buckeye Best of Both Worlds Sale — Newark, OH
- 21-24 LMC "Giving THANKS" Donation Online Sale XI — www.cattleinmotion.com
- 21 Missouri Simmental Association's Fall Harvest Sale — Springfield, MO
- 21 Shenandoah's Shining Stars — Quicksburg, VA (pg. 29)
- 21 Timberland Cattle's SimAngus™ & Black Angus Bull Sale — Vernon, AL (pg. 51)
- 21 Value By Design Female Sale — Anita, IA
- 22 North Central Fall Classic — Hubbard, IA
- 22 Red Dirt Divas Female Sale — Marshall, OK (pg. 33)
- 24 J-6 Ranch Female Sale — Grand Island, NE
- 27 Ruby Cattle Co. "Livin The Dream" Production Sale — Murray, IA
- 28 Bridges "Passion for Progress" Bull Sale — Rayle, GA
- 28 Foxy Ladies Bred Heifer Sale — West Point, NE
- 28 Genetic Perfection Sale — Fremont, NE
- 28 Grass-Lunning Simmentals' Female Sale — Leroy, MN
- 29 Cow Time Sale — Wahoo, NE
- 29 Diamond M Female Sale — Hiwatha, KS
- 29 The Chosen Few — Gilmore City, IA (pg. 51)

DECEMBER

- 2 T-Heart Ranch Fall Female Sale — La Garita, CO
- 4-6 Hoosier Beef Congress Junior Show and Sale — Indianapolis, IN
- 5 A December to Remember at Pleasant Hill Farms — Rockfield, KY
- 5 Jewels of the Northland Sale — Clara City, MN (pg. 98)
- 5 Montana's Choice Simmental/SimAngus™ Sale — Billings, MT
- 5 Next Step Cattle Co.'s Carcass Merit Bull Sale — Auburn, AL
- 6 Welsh Cattle Company's Female Sale — Macomb, IL
- 9 Double Bar D Farms Female Sale — Grenfell, SK
- 12 Driggers Simmental Farm's Bull Sale — Glennville, GA
- 12 Hartman Cattle Company's 20th Customer Appreciation Sale — Tecumseh, NE
- 12 North Alabama Bull Evaluation Sale — Cullman, AL
- 12 North Dakota Simmental Association's Showcase/Classic Sale — Mandan, ND
- 12 Purdue Golden Girls Cow Sale — West Lafayette, IN
- 12 Sandeen Cattle Company's "Buildin' A Brand" Female Sale — Blakesburg, IA
- 13 Paulsen Show Cattle's Divas & Donors "The Elite" Sale — www.paulsencattle.com ♦



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2-inch card	\$700/year, 9 insertion			\$135
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Register Deadlines for Publication:

	Sales Close	Ad Materials	Camera Ready	Mail Date
September '15	Aug 3	Aug 10	Aug 18	Aug 31
October '15	Sept 2	Sept 10	Sept 18	Oct 1
November '15	Oct 2	Oct 9	Oct 20	Nov 2
Dec/Jan '16	Nov 20	Nov 23	Dec 7	Dec 17
February '16	Dec 30	Jan 6	Jan 13	Jan 26
March '16	Feb 1	Feb 8	Feb 17	March 1
April '16	March 1	March 10	March 18	April 1
May/June '16	April 8	April 15	April 21	May 4

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Although every effort will be made to provide proofs on all ads, proofs are guaranteed only if all ad material arrives in *the Register* office prior to deadline.

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Announcing

The Blockbuster Cattlemen's Group members are contending with recurrent and persistent rains that preclude the drying of hay. Corn for silage, on the other hand, is growing nicely with the abundance of rain. Joe Harris and Paul W. Brown are both expanding with their new farms, located in Westminster, Maryland, and Big Valley, Pennsylvania, respectively. John and Vicki Harris, Simmental breeders from Osceola, Pennsylvania, have cattle on the group's farms to be bred by the group's bulls.

The collection of feed intake is difficult and, for many breeders, far too expensive.

By working together, we can develop the means to leverage DNA in the genetic prediction of intake.

ASA currently has intake records on roughly 3,500 head, collected largely on carcass merit program cattle fed at the University of Illinois. This project came to a close 5 years ago.

Very little intake data has been submitted since the University of Illinois project.

To develop effective DNA predictions, we must ramp up our collection of intake data.

The ASA aims to collect feed intake data coupled with the carcass merit program starting in 2015 and we need your help.

We ALL will benefit from the collection of this data — ASA members, members' customers and the industry.

Your gift to the American Simmental Simbrah Foundation, earmarked for the Feed Intake Project will help make collecting feed intake data a reality for ASA.

For more information,
call or email:
Fred Schuetze,
Research Fundraising Chairman
817.894.0563
bhr@speednet.com

AMERICAN SIMMENTAL-SIMBRAH
FOUNDATION



FEED INTAKE PROJECT



The Feed Intake Project





Card Uproar 49Y
By Mr. NLC Upgrade
EPDs: CE: 5 \$API: 126 \$TI: 72



SS/PRS Gunslinger 824X
By STF Shocking Dream SJ14
EPDs: CE: 13 \$API: 123 \$TI: 66



WS A Step Up X27
By SS Ebony's Grandmaster
EPDs: CE: 4 \$API: 123 \$TI: 58



Mr. Hoc Broker C623
By Steel Force
EPDs: CE: -2 \$API: 92 \$TI: 57



Long's Shear Envy Y34
By Hooks Shear Force 38K
EPDs: CE: 12 \$API: 140 \$TI: 76



STF Shocking Dream SJ14
By CNS Dream On L186
EPDs: CE: 19 \$API: 148 \$TI: 70



Remington Secret Weapon 185
By Trademark
EPDs: CE: 8 \$API: 105 \$TI: 62



OBCC King Pin W42Y
By RC Club King
EPDs: CE: 10 \$API: 113 \$TI: 65



CSCX Bandwagon 513A
By TJSC Optimus Prime
EPDs: CE: 7 \$API: 105 \$TI: 62



TLLC One Eyed Jack 15Z
By Long's Shear Pleasure
EPDs: CE: 11 \$API: 132 \$TI: 78



WC No Remorse 763Y
By Yardley High Regard W242
EPDs: CE: 9 \$API: 112 \$TI: 59



W/C Lock Down 206Z
By Lock N Load
EPDs: CE: 16 \$API: 153 \$TI: 85



GCC Whizard 125W
By SVF Steel Force S701
EPDs: CE: 7 \$API: 97 \$TI: 57



Long's Steel Shot X21
By SVF Steel Force S701
EPDs: CE: 7 \$API: 118 \$TI: 57



W/C United 956Y
By TNT Tuition
EPDs: CE: 12 \$API: 146 \$TI: 93



WLTR Renegade 40U ET
By 3C Macho M450 BZ
EPDs: CE: 6 \$API: 111 \$TI: 70



R Plus Reload 2006Z
By R Plus Hard Rock (outcross)
EPDs: CE: 10 \$API: 135 \$TI: 78



KLS Halfblood X217
By SP The Answer 813
EPDs: CE: 16 \$API: 148 \$TI: 72



R&R Chamberlain X744
By Mr. NLC Upgrade
EPDs: CE: 3 \$API: 94 \$TI: 80



WLE Quota U547
By SVF/NJC Built Right N48
EPDs: CE: 13 \$API: 119 \$TI: 68



TJSC 152A "Vindication"
By Flying B Cut Above
EPDs: CE: 5 \$API: 102 \$TI: 60



S S Incentive 9J17
By SS Objective T510 0T26
EPDs: CE: 15 \$API: 129 \$TI: 74



Silveiras Style 9303
By Gambles Hot Rod
EPDs: CE: 17 \$API: 138 \$TI: 64



SP The Answer 813
By SAV Final Answer 0035
EPDs: CE: 21 \$API: 148 \$TI: 69



GLS/JS Sure Shot Y18
By GLS/GF Brigade 31R
EPDs: CE: 10 \$API: 131 \$TI: 70



LLSF Pays To Believe ZU194
By CNS Pays To Dream T759
EPDs: CE: 11 \$API: 130 \$TI: 66



K-LER Make It Rain 696S
By Foundation 724N
EPDs: CE: -5 \$API: 62 \$TI: 54



STF Royal Affair Z44M
By Lock N Load
EPDs: CE: 6 \$API: 103 \$TI: 57



LLSF Addiction AY792
By Top Grade
EPDs: CE: 9 \$API: 124 \$TI: 69



Long's Damien A37
By Hooks Shear Force 38K
EPDs: CE: 15 \$API: 160 \$TI: 81



FBF1 Supremacy Y93
By STF Dominance T171
EPDs: CE: 9 \$API: 105 \$TI: 62



GWS/SCF Rendition T310
By Trademark
EPDs: CE: 7 \$API: 112 \$TI: 62



FBF1 Combustible Y34
By Steel Force
EPDs: CE: 6 \$API: 115 \$TI: 59



Wheatland Mr. Bojangles 97X
By Wheatland Bull 680S
EPDs: CE: 7 \$API: 105 \$TI: 62



FBF5 Warsaw 068W
By Sure Bet
EPDs: CE: 16 \$API: 139 \$TI: 62



SS/PRS Tail Gater 621Z
By HTP/SVF Duracell T52
EPDs: CE: 13 \$API: 129 \$TI: 69



Westfall Voyager 721P
By Power Surge
EPDs: CE: 14 \$API: 105 \$TI: 55



W/C Catchin A Dream 27X
By Dream Catcher
EPDs: CE: 11 \$API: 134 \$TI: 66



Rubys Wide Open 909W
By The Foreman
EPDs: CE: 6 \$API: 120 \$TI: 70



WAGR Dream Catcher 03R
By Dream On
EPDs: CE: 13 \$API: 146 \$TI: 71



GLS New Direction X184
By Better Than Ever
EPDs: CE: 8 \$API: 110 \$TI: 58



Long's Stand Alone B35
By Built Right
EPDs: CE: 10 \$API: 117 \$TI: 63



Yardley High Regard W242
By Yardley Impressive T371
EPDs: CE: 1 \$API: 77 \$TI: 57



Wheatland High Octane 169Y
By Wheatland Predator
EPDs: CE: 2 \$API: 88 \$TI: 58



AJE/PB Montecito 63W
By Steel Force
EPDs: CE: 5 \$API: 98 \$TI: 66



WLTR Nashville 22A ET
By High Voltage
EPDs: CE: 10 \$API: 130 \$TI: 66



SAS Big Bruzer Y131
By King of the Yukon (outcross)
EPDs: CE: 6 \$API: 103 \$TI: 61



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Dam... Crystal 1017Y



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Sire... Upper Class
Dam... Sazerac W94B



HPF Knockout 256B

Sire... Uprising
Dam... Knockout Y030



HPF Joy C016

Sire... Wide Track
Dam... Joy X203



HPF Knockout 267C

Sire... Upper Class
Dam... Knockout Y030



HPF Sazerac C019

Sire... Uproar
Dam... Sazerac 86Y



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Sire... Upgrade
Dam... Knockout 74T



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