

# the Register

July/August 2019

Serving the Simmental  
and Simbrah Breeds



## Features

**SimAngus™ in the Spotlight**

**Hearing from Hodges**

**EPD Movement: Change  
is Inevitable**

**ASA Partners with  
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**Finding the “Good” Ones**



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Four Starr Simmentals



# TABLE OF CONTENTS

the Register ♦ July/August 2019  
Volume 32, Number 9

- 10 SimAngus in the Spotlight**  
A split seedstock and commercial operation focuses on selecting the correct females to provide the most profitable genetics to the beef industry.  
By Emme Troendle
- 14 Hearing from Hodges**  
ASA Board Chairman Gordon Hodges remarks on programs and key issues facing the Board of Trustees.  
With Emme Troendle
- 18 2019 Beef Improvement Federation Meeting**  
By Drs. Jackie Atkins and Rachel Endecott
- 20 EPD Movement: Change is Inevitable**  
By Dr. Wade Shafer
- 22 ASA Partners with Holstein Association**  
The American Simmental and Holstein Associations develop a program identifying SimAngus™ sires for dairy breeding.  
By Lilly Platts
- 24 Finding the “Good” Ones**  
Selection decisions are important. Make sure you’re using the best tools available.  
By Bill Zimmerman
- 26 Women of ASA**  
Nina Lundgren, a leader in many areas, is one of the influential women in the Simmental breed.  
By Lilly Platts

## Also in this issue...

Fall Focus	Insert	42	Newsmakers
Viewpoint	8	43	We Get Visitors
Foundation Focus	30	44	Back to Basics
Foundation Honor Roll	31	46	Beef Business
Most Prolific Donor Cows	32	46	Cow Sense
From The Headquarters	34	47	Corporate Report
Mailbag	34	48	Sale Results
Bulletins	36	58	New Members
AJSA Connection	38	60	ASA Fees
Cutting Edge	39	62	Date Book
International	39	64	Rates & Policies
State Scene	40	66	Advertisers' Index
Menu Morsels	42		

**About the cover:** A cow and her well-muscled calf, a living example of the growth consistently exhibited by Simmental cattle. Photo by Southern Cattle Company, Marianna, FL.

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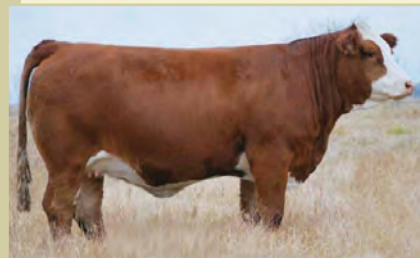
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# the Register

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# VIEWPOINT

By Erika Kenner, Leeds, ND



As I write my last Viewpoint for *the Register* in my last year as an ASA Trustee, it is time to reflect. When I look back on the last six years and see what we've done and how much our breed Association has progressed, it makes me proud to be a part of it. It would be easy to sit back and think that we as Trustees had everything to do with that, but in reality, we didn't. We work as a team with an incredible ASA staff — a staff where many have committed a huge portion of their lives to this

great organization! Now that brings me to another finality. As I'm writing this, it is the last month Steve McGuire will be working for the ASA as he has decided to retire, and it is with extreme sadness, yet gratitude, that I write that. Luckily, he has decided to be a consultant to help with the transition for a while.

Many members have known Steve through the years, but maybe some of you newer members haven't. So, I will give a little synopsis. Steve started at ASA in the early years of Simmental in the US. He was an engineering student at Montana State University and started working part-time for the ASA in 1973. With 46 years at American Simmental Association, Steve witnessed more changes firsthand and was part of some of the biggest decisions made in our history! He is a wealth of information for us Board members, as he gives insight into decisions made years ago and explains why some of them didn't work.

Similar to ASA members, Steve kept rolling with the times. He witnessed the first computers at ASA! The old mainframe took up an entire office room. Now we have everything in our phones, iPads, laptops and every staff member has their own computer in their office. As technology changed and the needs of the ASA members changed,

Steve kept updating the equipment and capabilities of the Association. We went from doing everything by paper and the staff typing everything, to the Herd Handler Computer Program, to the present online Herdbook. All at the same time, our members had to adapt to a changing demand for our cattle.

It always impresses me how change doesn't disturb Steve much. Instead, he focuses on the path forward. In the past 10 years, there have been many changes thrown at Steve — ASA now manages the data for over 18 million animals and 15 breed associations through IGS. When members input data online, everything is automatic and the staff only has to get involved if there are issues. We can vote online now through Herdbook Services. Steve assembled a phenomenal team of programmers around him to make it all happen. The capabilities we have in-house now at ASA are the envy of many. The demand for Simmental cattle also increased because our members were accepting challenges, embracing change and focused on being the best.



Steve McGuire

As members, we can learn a lot from Steve. When faced with change, embrace it and work to be the best! Focus on the end goal and keep moving forward, no matter what challenges us along the way. Teamwork can be better than working alone, but assemble the best team.

Thank you, Steve McGuire, for all of your years of dedication to the American Simmental Association and the example you have given us to follow. I always enjoy our little debates — you make me think a little harder! You will truly be missed, but will always be a friend to me and the ASA. ♦

## The ASA Customer Service Team is here to help you.

### Annual Service Fee

**The annual service fee will be billed July 1, for the 2019/2020 fiscal year.**

**The junior membership fee is now \$40 per junior membership.** The service fees apply to each membership (the multiple membership fee expired June 30, 2019).

**If the annual service fee is not paid by October 23, 2019,** ASA will remove this billing from the member's account and the membership becomes inactive.

**There is a reinstatement fee after October 23** for adult members wishing to become active in the same fiscal year. After October 23, 2019, the total fee will be \$160 (annual service fee of \$110 and reinstatement fee of \$50). The reinstatement fee does not apply to junior memberships.

If you have questions, please contact the Association at 406-587-4531 or [members@simmgene.com](mailto:members@simmgene.com).



American Simmental Association

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# The ASA Customer Service Team is here to help you.

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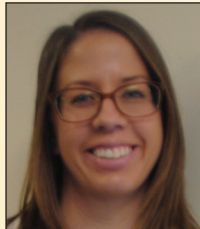
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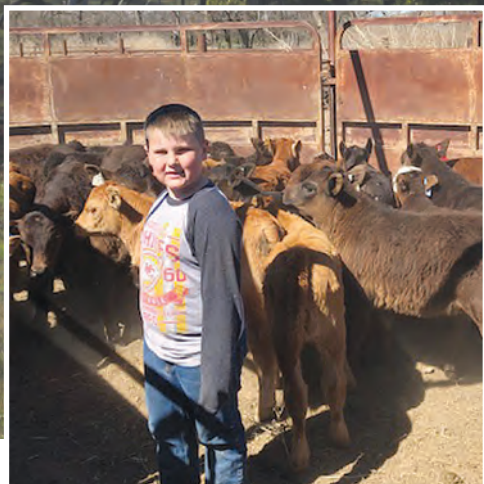




# SimAngus™ in the Spotlight

By Emme Troendle

**A split seedstock and commercial operation focuses on selecting the correct females to provide the most profitable genetics to the beef industry.**



Miles (left photo) and Hudson (right photo) help their family work and feed cattle.

**“The cows have to work for you, you don’t work for the cows,”** says Heath Klein, co-owner and ranch manager of Klein Ranch, Atwood, Kansas. “We easily see an extra year or year-and-a-half of longevity in our Simmental cross cows, good feet structure, and overall performance.”

Klein Ranch, located 10 miles northwest of Atwood in Rawlins County (population 2,000), has been in the cattle and farming business since the 1930s. Today, the diversified operation runs 100 registered and 300 commercial Simmental, SimAngus™, and Angus cows in addition to 2,500 acres of farm ground.

“We run a tight operation — we raise and breed cattle that can perform in a diverse environment,” Klein shares. “The cattle graze primarily on the rough and hilly grasslands of Beaver Creek. Our cattle and the cattle we provide for our customers have to be sound to travel and be able to handle the extremes of Northwest Kansas.”

Klein has found that crossbreeding for optimal hybrid vigor, selecting for balanced EPDs, feet and leg structure, and high performance adds more to their bottom line and their customer’s.



## Selecting for SimAngus

The early days of Klein Ranch focused on breeding commercial Angus and Hereford, but slowly transitioned into SimAngus. Klein recalls his grandfather telling stories about introducing Simmental into the operation in the '70s and never looking back. "We started running Simmental and have ever since. We had yellow, red, and black Simmental. There was a short time where we had started having a higher percentage Angus, but switched back over to breeding Simmental when we noticed the changes in longevity of the cow."

"We went back and forth on Angus and Simmental bulls to develop a solid 3/8 to 5/8 SimAngus animal." He explains that the original Angus-Hereford cross females ran with a Simmental bull, and then the heifers from that breeding would be run with an Angus bull. "The females in a 5/8 to 3/8 Simmental range provide our ideal fertility, longevity, and overall structure," Klein explains. "We offer a good mix of percentage SimAngus and purebred Simmental cows to commercial producers who use Angus bulls because they can make an F1 cross that works for them."

In addition to selling commercial Simmental and SimAngus females, the operation started developing registered bulls in 2010 when Klein returned to the operation to work with his grandfather and father after graduating from Fort Hays State University.

"We started developing a registered SimAngus herd, but we really run all of our registered cows and commercial cows the same." Klein delves into how they distinguish between the seedstock and commercial herds. "We don't look at our operation as 'registered and commercial,' we look at it as we pay ASA to register cows and receive EPDs. If we have a registered cow that I paid a good price for, and she isn't performing, she is culled just like if she was commercial and didn't have papers."

## Run Like Clockwork

The Klein family handles the operation with no outside assistance. To ensure that everything is done in an efficient manner, the operation works on a precise and thorough schedule.

Starting in April, replacement females are put on a 14-day CIDR program followed by AI-bred cows. Klein feels that by using CIDR's he sets the herd up for better conception rates and to produce a calf on the best timetable. "With SimAngus, we benefit from mother-ability, stayability, and longevity. We run a 75-day breeding cycle with a 95% conception rate on a five-year average. It really helps when you have a high conception rate."

After heifers are AI bred, about 30 recipient cows are implanted. Following embryo transfer work, a third of cows are bred AI and the rest are pasture exposed. The ranch's breeding window means that heifers are calving the first week of February. By mid-month recipient cows calve, leading into the cows that were AI'd and pasture bred at the end of the month.

Klein explains that, while they have a longer breeding season, they break up the calving because of smaller facilities. "We have a small barn, and there is no way we could calve everything out at one time, especially when the heifers and the recipient cows are calving close together."

All bull calves are weaned and begin development for their annual March sale the week after Labor Day. This year marked the first year that Klein Ranch hosted their own sale. They sold 25 registered Simmental and SimAngus bulls and offered 55 females consigned by some of their long-time buyers. He says, "Our consigners run similar operations that we do, and they have been long-time family friends." (Continued on page 12)



Heath, Ami, Hudson, and Miles Klein.



# SimAngus in the Spotlight

(Continued from page 11)

*Kendall and Delores Klein with their grandchildren Hudson and Miles.*



When selecting bulls for the sale, Klein focuses first on indexes and overall soundness. He says, “We stay above top 25% in \$API and \$TI and balanced in all EPDs. EPDs are 60% of our selection process and the rest is structure and performance.”

The rest of the calves are weaned the end of October, and steers are separated in groups, backgrounded to 850 pounds, and sold in the spring. Buyers are provided a copy of the IGS Feeder Profit Calculator™ Certificate, veterinary inspection certificate, and preconditioning affidavit.

From 1960 to 2003, Klein’s grandfather fed out the cattle and sold directly to packers, but when bovine spongiform encephalopathy (BSE) became a problem, the operation transitioned to backgrounding and selling the cattle at a local sale yard, Tristate Livestock Auction, McCook, Nebraska.

Every other year in the fall, Klein Ranch consigns a few heifers to the Burlap and Barbed Wire Female Sale with Hofmann Simmental Farm on Columbus Day. Klein credits the Hofmann family for helping them as they expanded to a registered operation. “Rodney and Kim Hofmann have been mentors to us. We would be nowhere near where we are today without their guidance and insight.”

## Prioritizing Profit

“Our ideal cow will have great feet structure, perform, and produce a calf every year. Our Simmental and SimAngus cows provide hybrid vigor to our commercial customers, and we are finding that we easily see an extra year to year-and-a-half in longevity in the herd,” Klein says as he explains his selection criteria for their operation. “The way we look at it is that we only have so much grass; we only have so many spots. We need cows that will work for us.”

*“Our ideal cow will have great feet structure, perform, and produce a calf every year.”*



As with the bulls, replacement females are chosen based on being in the top 25% of indexes, balanced EPDs, and overall appearance and structure. After weaning, any heifers that are below average in either their EPD profile, frame score, or leg and foot structure are culled and fed out with the steers. Prior to breeding, all heifers are bangs vaccinated, pelvic measured, and final heifer selections are made.

Klein expands upon his selection criteria. “If I have a heifer that is top 5% for \$API and she didn’t pelvic measure, she is gone. It just doesn’t matter if they were raised in my herd or a \$6,000 purchased heifer. If they aren’t working, they are gone.”

Even after the replacement females have been selected, cows are still under the microscope. He explains that the cow must produce a quality, healthy calf, raised on her own, or the cow is gone. “Our cows are not pampered. They don’t get extra chances. They have to earn it.”

For Klein, focusing on selecting the right cow is how they focus on performance and profit. “If you select cows that continually produce a calf, you are putting the right genetics in place for better herd performance and your operation to succeed and make a profit.”

## Family and Community Centered

Since childhood, Klein and his late brother, Cody, have been active in their community. They grew up participating in 4-H, FFA, and sports — all while being active in the daily farm chores. While there is a lot to do for the operation, the entire Klein family helps out. Klein’s wife, Ami, parents Kendall and Delores, and parents Doug and Jan make up the team that manages the entire ranch and farm.

Heath, Ami, and their two young sons, Miles, 6, and Hudson, 3, are just as active in their 4-H, faith, and community as Heath was as a youth. During the lull of ranch and farm duties, the family helps coordinate the local fair. Klein was an officer for the fair board from 2009 to 2017, and president for four of those years. He concludes, “We took a little break from the fair when we had our two little boys. My oldest will start 4-H this October. I’m sure we will start up again. We are passionate about our cattle and our way of life. We enjoy it.” ♦





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# Hearing from Hodges



*While Hodges spends a majority of his time heavily involved in the cattle industry, he enjoys many activities away from cattle. His favorites include grilling, gardening, and fishing. While in South Carolina he caught his largest freshwater fish, an 83-pound blue catfish.*



*Hodges enjoys time with his family, especially his only grandchild, two-year-old Sloane. Gordon and Melissa Hodges hold Sloane during their daughter Juliana's beach wedding.*

**Board Chairman Gordon Hodges** has been an active member of the Simmental community for decades. He was elected to the ASA Board of Trustees for the first time in 1990, serving two terms, then was reelected for two additional terms in 2014. He has been breeding Simmental cattle since 1970 and joined the ASA in 1974 under the membership of Pineview Farms. For much of that time, he marketed cattle through the Optimal Beef Genetics Sale, a partnership with lifelong friend, Frank Bell. For the past five years, his family's 60-head Sim-Angus™ and Simmental seedstock herd has operated in a management partnership with Bradley Gibbs, Ranburne, Alabama.

Hodges pinpoints his passion for the cattle industry with his interest in genetic selection of cattle and improvement. Following his desire to make an impact in genetic improvement for future cattle generations, Hodges has served since 2006 as Genetic and Marketing Manager for Gibbs Farms, a SimAngus and Simmental operation of 800 cows.

As a sales manager in his earlier years, Hodges operated Virginia-Carolina Livestock Service as a division of Virginia-Carolina Livestock Market, which was owned by his parents, Jimmy and Mary Hodges, Danville, Virginia. He also served as an officer in the North Carolina Simmental Association, North Carolina Angus Association, is former Chairman of the ASA Breed Improvement Committee, and served on the steering committee of the FOCUS 2000 Conference. He also served on the Board during the instrumental development and implementation of changing the ASA genetic evaluation from a single-breed base to a multi-breed base in 1996.

Hodges holds a B.S. in Animal Science and Agricultural Education from North Carolina State University (NCSU). It was at NCSU where he met his wife, Melissa, who has worked for 40 years as a district loan supervisor for the USDA Farm Service Agency. They currently reside at the base of the Appalachian Mountains in western North Carolina.

They are the parents of two grown children, Spencer and Juliana. Their oldest child, Spencer, 32, is the fishing tackle and marine buyer for two Neuse Sport Shop locations. He and his wife, Elizabeth, are the parents of two-year-old Sloane. Juliana, 28, is working on her doctorate in nursing at the University of Alabama – Birmingham, working fulltime as a nursing coordinator for two Birmingham clinics, and teaches a medical assistant certification program for single mothers in cooperation with Jackson State University.





Hodges and his family celebrating his daughter, Juliana's, wedding in Folly Beach, SC. Left to right: Spencer, Elizabeth, Juliana Hodges, Christian Stackhouse, Melissa and Gordon Hodges.

## ASA Board Chairman Gordon Hodges remarks on programs and key issues facing the Board of Trustees.

With Emme Troendle

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

**Hodges:** Very simple, to follow the Strategic Plans of the ASA in an effort to improve and expand membership services, as well as increase market share for SimGenetics in the beef cattle industry.

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

**Hodges:** I would like to continue placing emphasis on new and improved computer programming that will make services like DNA testing and animal registration easier and faster for membership, as well as staff. I would also like to continue progress with bringing parent verification in-house, which will provide long-term safety of our animal pedigree records and provide needed independence in our DNA testing for the future. Most importantly, I want to place strong emphasis on expanding IGS [International Genetic Solutions] services to new customers, especially the growth into the commercial cattle industry through Total Herd Enrollment Commercial Options.

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

**Hodges:** A diverse background of ASA Trustees makes for a very successful Board as long as all the diversity comes together and works together for the overall improvement and expansion of ASA member services and market share in the industry. The only time diversity can ever be negative is in the event that a Trustee comes on the Board with self-serving interest for one specific area of our membership or industry. For success, it is critical that all Trustees bring diverse thoughts, experience, and expertise together in a unified approach to making the ASA better when they depart the Board than when they came on.

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

**Hodges:** Involve them actively from day one. My goal is to encourage members to become involved in ASA committee activity prior to becoming a Trustee. When members attend the ASA Committee meetings at the Annual Meeting, the spring meeting in Bozeman, and the Fall Focus meeting, this prepares them to become a better Trustee, one who already has experience and is ready to jump right in immediately.

**Troendle:** You have seen International Genetics Solutions (IGS) take root. How would you assess the effectiveness and scope of that entity?

**Hodges:** IGS was built on the concept of collaborative efforts and cutting-edge science. The magnitude of success can be unlimited when you combine an extensive collaboration of breed associations with the best science available in the industry. None of the programs like the IGS Multibreed Genetic Evaluation powered by BOLT, IGS Feeder Profit Calculator™, or IGS Youth Leadership Summit, would be successful without massive collaboration. I feel significant growth of ASA will be through IGS as nontraditional services are offered not only to our membership, but to our membership's customers.

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

**Hodges:** Short term, THE has served to improve cow herd records; long term it will serve to improve our Stay EPD and \$API index, plus makes it possible to develop future EPDs such as Heifer Pregnancy or any other type of reproductive or production efficiency EPDs and index values.

**Troendle:** In your opinion, how impactful has ASA's Carcass Merit Program (CMP) been in changing the perception of SimGenetics? How has it changed our breed?

**Hodges:** I feel the direct impact has been minimal, yet existed. We were able to glean some info that was usable in positive industry promotion, but the significant positive impact came by the program showing us where we excelled and where we failed, then giving us a roadmap of genetics that could lead us in the right direction of improving carcass traits. In my opinion, the ASA CMP has played — and will continue to play — a giant role in identifying carcass genetics that can improve SimGenetics, but it can only happen if we use the tool and believe in the results.

(Continued on page 16)



# Hearing from Hodges (continued from page 15)

**Troendle:** *What will the Carcass Expansion Project accomplish?*

**Hodges:** The Carcass Expansion Project will broaden the genetic base of animals that have genomics with carcass data. We will now be able to collect actual carcass data and genomics from good contemporary groups of animals that have pedigrees well beyond those found in the CMP alone, improving the accuracy of genomic prediction for carcass traits in pedigrees that are not present in the CMP. The Carcass Expansion Project will do exactly what its name implies: Expand improved carcass trait genomic prediction throughout the industry.

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

**Hodges:** I was actually on the Board in the early 1990s when the PTP program was established. It was the ASA Board's idea that making EPDs available to the judge and the spectators at shows in the short term would result in education about the data and long-term place emphasis on breeding show cattle with improved genetic prediction (better EPDs). After 25 years in existence, I feel confident show cattle have improved greatly, but I have mixed feelings as to whether the PTP concept has had any positive results on genetic prediction improvement, at least the positive results that were perceived at the time the program was established. Yes, I feel our show cattle are much better today than they were 25 years ago, but did the PTP program help with those improvements? I don't know. I am sure some members feel the answer is yes and some feel the

answer is no. In my opinion, the cattle appear to be better, but I am disappointed in the fact their EPDs have not really improved. Compared to 25 years ago, the show ring now selects for less frame size, more body mass, and has even made improvements in structural soundness selection, so I think you can say that our show cattle have improved, but I still don't know that the PTP program had any impact.

**Troendle:** *What about the recently established Ring of Champions?*

**Hodges:** The Ring of Champions is a great promotional program that adds excitement to the show ring, a program that I feel is great, but from a promotional standpoint, I don't feel it has an impact on breed improvement. Programs that help with breed promotion are great, but breed promotion and breed improvement are two different things.

**Troendle:** *How has the implementation of DNA markers changed the beef industry? Cow Herd DNA Roundup (CHR)?*

**Hodges:** DNA markers and the role of DNA in genetic prediction has sped up genetic advancement of each generation by about two years, and in many cases has increased the accuracy of genetic prediction in a young calf beyond where it once would have been as a two-year-old, especially in females.

When you compare how many genomic records we had on cows prior to the launch of the Cow Herd DNA Roundup program and the rate of increase each year, then simple math tells you that the CHR in one year fast-forwarded us 10-plus years and, by the time its total impact is finished, probably more like fast-forwarding 20 years. Yes, the CHR had an enormous impact on genomic prediction accuracy of cow traits.

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

**Hodges:** I would argue that genetic defects are not a major issue of discussion in the beef industry today because breed organizations like the ASA took an aggressive, yet wise approach to identifying and eradicating the incidence of genetic defects within their breeds. We continue to closely

Sale day at Gibbs Farms  
always draws a large crowd.





monitor the possibility of genetic defects entering our population from other breeds. As little as five years ago there was still a need for a huge volume of genetic defect testing. Due to testing and properly identifying carrier pedigrees, there is very little genetic defect testing needed by members today. The ASA still closely monitors heavily-used sires, as well as sires that go through the Carcass Merit Program in an effort to prevent surprises in the future.

**Troendle:** *What benefits do the all-purpose index (\$API) and terminal index (\$TI) provide?*

**Hodges:** Unfortunately, the answer to this question will vary greatly depending on who you ask. Some members feel there are no benefits and others feel the benefits are so strong they place total genetic selection on one index. Personally, I feel both opinions and approaches are wrong. I feel both indexes are valuable tools for setting thresholds of genetic acceptance. By using the indexes in this way, a member can quickly narrow down a large population of animals to the ones that are above their established acceptable threshold, then use desired EPDs to further refine their genetic search based on their immediate needs, such as calving ease, growth, and/or carcass traits.

**Troendle:** *What is the impact of the Educational Promotion of ASA's Services and Programs?*

**Hodges:** The campaign in recent years to place more promotion and awareness on the services and programs offered by the ASA has been a giant help in the area of member awareness, as well as widespread industry awareness. The old concept of, "If you build it, they will come," may work in movies, but not the real world. When you have great services and programs you still need great promotion so that the industry knows what you have to offer. I feel the ASA has been a cutting-edge leader in the industry for services and programs for many years, but we didn't excel in promotion. I think we have acknowledged that flaw and are working aggressively to correct it.

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

**Hodges:** Absolutely, without question, the best youth program of any breed association. Some members measure success by how many heifers can be assembled in a barn at a junior event. I do not feel that is a true measurement of a successful youth breed event. I feel success is measured by how many youths are involved and how many different competitions and events they participate in that provide training for their future success in careers and life in general. I am very excited that our youth have collaborated with other youth breed associations with the establishment of the IGS Youth Leadership Summit. This bold move has set precedence for many youth multi-breed ventures in the future.

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

**Hodges:** Strong state associations can play an enormous role in the promotion of SimGenetics, provided they make the effort and provided they exist. I do not feel they are "vital" because many states do not even have an active state association. I wish more states had strong, active state associations so they could take advantage of the ASA Cost-Share program. This greatly benefits in the promotion of our breed in local and state areas.

**Troendle:** *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?*

**Hodges:** Member involvement is extremely important. Our ASA Board of Trustees is a policy board, so it governs all policy of the Association, and our entire membership has the opportunity to vote for Trustees. All membership has the privilege to vote, determining who serves on the Board, yet only a tiny percentage of membership actually votes. All Board meetings and committee meetings are open to the public, so all members have an opportunity to sit in on Board Meetings and even take part in committee meetings, yet very few members attend ASA meetings. As for our ASA Annual National Meeting, it has been many years since we had more than 10 members attend excluding Trustees. It would greatly improve member knowledge if members participated in ASA meetings. Member participation does a great job preparing a future Trustee. Our Board made the decision to broadcast our 2019 Annual Meeting live online, even making it possible for online viewers to interact in conversation. Our hope was to generate more member involvement, but we only had two members log into the meeting online and only had six members attend the meeting in person, so, even with live online coverage, our 2019 Annual Meeting had less than 10 members in attendance.

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

**Hodges:** I do not know. This has been a primary discussion of the ASA Publication Board and staff for several years and we simply do not have the answer. Electronic social media seems to be the primary carrier for all types of discussion, some fact, some not, but social media is not effective for advertising because of host site restrictions against any type of advertising or marketing. Numerous companies and breed associations have established fantastic websites and online marketing programs but they can't be effective unless viewers see and use them.

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

**Hodges:** The historic and current strengths of this organization "is" the cattle. We have a versatile breed that excels in numerous highly economically-valuable traits and our breed is highly complementary to the British breed that is the most populous breed in North America. Our cattle have been the strength that has allowed us to gain huge market share in the North American beef industry over the past decade. As members, if we listen to our commercial industry customers, and continue to improve our cattle in ways to better serve the commercial cattle industry, then we will continue to thrive and grow. If we as members fail to do just that, then our cattle will soon fail also. Both those statements have proven to be true in the history of our breed. Let's all work hard to make history, not repeat itself. ♦



# BIF MEETING FOR 2019

By Drs. Rachel Endecott and Jackie Atkins

An engaged group of 500 attendees from all segments of the beef cattle industry gathered in Brookings, South Dakota for the 2019 Beef Improvement Federation (BIF) meeting, June 18-21. Two general sessions covered applications of technology and utilization of big data, followed by afternoon breakout sessions on a variety of topics. The depth and breadth of the industry was apparent throughout the meeting, as topics ranged from learning about the dairy industry harvesting oocytes from prepubertal heifers for in vitro fertilization to the value of stayability and longevity to commercial cow/calf producers. Dr. Bruce Golden was a featured speaker in one afternoon breakout session describing his work on detecting and treating various birth weight contemporary group recording methods in the IGS evaluation. Another new development shared at the meeting is the transition from a hard copy BIF Guidelines to an online wiki version to allow for more rapid updates as the guidelines are improved. Finally, Gordon Hodges, Chairman of the ASA Board of Trustees, and Dr. Jackie Atkins, ASA Director of Science and Education, were both elected to serve on the BIF board of directors. Congratulations, Gordon and Jackie!

## Mershon Cattle LLC Named BIF Commercial Producer of the Year

Congratulations to ASA member Mershon Cattle LLC for being named the 2019 Beef Improvement Federation Commercial Producer of the Year! Bruce and Tracey Mershon, Buckner, MO, were in attendance at the BIF meetings in Brookings, SD, to accept the award. Mershon Cattle LLC is a diversified crop and livestock operation with an Angus-based crossbred cow herd bred to Simmental, Hereford, and Charolais bulls. The Mershons say that a key to their success is gathering complete phenotypic records on each calf crop from birth to harvest, which allows them to implement strategic improvements in building accuracy for their cow herd.



Bruce and Tracey Mershon accept 2019 BIF Commercial Producer of the Year.

## Save The Date for BIF 2020

The 52nd Annual Beef Improvement Federation Meeting and Research Symposium will be held June 9-12 at the Embassy Suites Orlando — Lake Buena Vista South, FL. Florida offers a unique opportunity as it is home to 9 of the top 25 beef cow herds in the country. The conference location is conveniently close to the Disney World theme park and other attractions like the Kennedy Space Center. Mark your calendar for BIF 2020!

## IGS Social

A highlight of the BIF meetings was an informal IGS social at the McCrory Gardens, an arboretum affiliated with South Dakota State University. Over 100 guests joined us for casual conversation, snacks, and cold beverages amid the peonies in bloom. Several IGS breed association staff, academics, allied industry personnel, and seedstock breeders joined in on the festivities. The evening was a great showing of camaraderie among like-minded seedstock industry partners.



IGS breed association staff, academics, allied industry personnel, and seedstock breeders mingle at the IGS social.





**2019-2020 BIF Board of Directors, seated left to right:** Tommy Clark, Culpeper, VA, president; Lee Leachman, Fort Collins, CO, past president; Jane Parish, Mississippi State University, BIF Executive Director; Bob Weaber, Kansas State University (KSU), BIF Central Region Secretary; Darrh Bullock, University of Kentucky, BIF Eastern Region Secretary; Mark Enns, Colorado State University, BIF Western Region Secretary; Josh White, National Cattlemen's Beef Association; and Mark Thallman, US Meat Animal Research Center. **Standing, left to right:** Robert Williams, American Wagyu Association; Lex Carter, Pingree, ID; Jack Ward, American Hereford Association; Aaron Arnett, Sexing Technologies; Kajal Devani, Canadian Angus Association; Kevin Schultz, Haviland, KS; Gordon Jones, Lafayette, TN; Matt Perrier, Eureka, KS; Jackie Atkins, American Simmental Association; Lance Bauer, Beefmaster Breeders United; Gordon Hodges, Hamptonville, NC; Shane Bedwell, American Hereford Association; Megan Rolf, KSU; John Genho, Woodville, VA; and Joe Epperly, Albion, NE. Not pictured: Vice President Joe Mushrush, Strong City, KS; Dan Moser, Angus Genetics Inc.; and Stephen Scott, Canadian Beef Breeds Council. ♦

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# EPD Movement: Change is Inevitable

By Wade Shafer, Ph.D., EVP of American Simmental Association

**Editors' note:** During the April board meeting, the Board of Trustees passed a directive to add possible change to the main animal page in Herdbook.



Wade Shafer, Ph.D.

This tenet certainly holds true when it comes to genetic evaluation. By now, all of us are well aware that EPDs inevitably change over time. Curiously, change, particularly more than moderate change, is often cited as a reason to discount the utility of our genetic evaluation system or to question breeder integrity. For the most part, these are unwarranted deductions. The fact of the matter is, EPDs should change over time — in some cases dramatically.

There are two sources of change in EPDs over time. First, change can be due to differences in the methodology of calculation. As the technology for calculating EPDs improves, an upgrading of the system is warranted from time to time. Upgrades and resulting changes are justified because they improve the validity of our genetic evaluation system. We certainly saw this with the movement to the IGS Multi-breed Genetic Evaluation powered by BOLT. This upgrade caused changes in EPDs, in some cases substantial change; however, it greatly improved our system — certainly justifying the changes.

The second type of change, which represents the vast majority of change over time, is due to additional data being incorporated into the data set. To illustrate this change, it is helpful to consider the relationship between estimates and “true” values. Because we aren't privy to animals' true genetic values, we are required to estimate them through the use of phenotypic observations. As additional observations are collected from one evaluation to the next, EPDs, on the average, move closer to the true values they estimate. Change resulting from this “zeroing in” on true values results in more accurate EPDs — certainly a good thing.

Though clearly beneficial, this change can be sizable as EPDs move toward their true values. To demonstrate this fact, let's look at the possible change (PC) statistic associated with each EPD. Possible change is the range  $\pm$  an animal's EPD that, 67 percent of the time, we expect the animal's true genetic value to fall within. If we extend the range to 2 and 3 PC units  $\pm$  an animal's EPD, its true value is expected to fall within the range 95 and 99 percent of the time, respectively. With these percentages in mind, we can

make some assumptions; first, in a group of 100 bulls, it is expected that 33 (100 - 67), 5 (100 - 95) and 1 (100 - 99) of them have true genetic values outside a 1, 2 and 3 PC unit range, respectively, from their EPD for a particular trait; second, when considering multiple traits, the number of instances in which true values fall outside PC ranges increases by a multiple of the number of traits. For example, if we consider 15 traits on our sample of 100 bulls, we expect 495 (15 x 33), 75 (15 x 5) and 15 (15 x 1) instances where sires have true values more than 1, 2 and 3 PC units, respectively, from their current EPDs.

To add further perspective, let's take a bull calf with a 60 YW EPD and a corresponding 0.30 accuracy. The PC range for this calf's EPD is  $\pm$  18. If he turns into an AI sire, eventually developing a YW accuracy of 0.99 (i.e., his EPD is essentially his true genetic value), there is a 67, 95 and 99 percent chance that his 0.99 accuracy EPD will fall between 78-42 ( $\pm$  1 PC unit), 96-24 ( $\pm$  2 PC units) and 114-6 ( $\pm$  3 PC units), respectively. As you can see, it would be fairly common (33 percent of the time) for the calf to end up with an EPD over 78 or under 42, a result that would fairly categorize him as either a high- or low-growth bull. Furthermore, it wouldn't be that extraordinary (1 percent of the time) for this middle-of-the-road YW calf to end up being on the very extreme ends of the spectrum (over 114 or under 6). If we expand the array of traits to 15 for this calf, it would hardly be remarkable for one of his 0.99 accuracy EPDs to end up 3 PC units from where he started; it should happen 15 percent of the time.

What does all this mean? From my vantage point, this puts into perspective the fact estimates are going to change — in some cases, dramatically (e.g., beyond 3 PC units). Furthermore, through PC, we are told “up front” about the range of change to anticipate. Therefore, when a sire moves dramatically, rather than discount our genetic evaluation system or assume there were faulty data submitted on him, we should be more accepting of it — knowing that it is expected to occur at a predicted frequency. ♦





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# ASA Partners with Holstein Association



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☛ \* Dairy heifers accounted for 4.2 million pounds of beef.

☛ \* All dairy (including cull cows) accounted for 21% of US beef.

☛ In 2018, total beef production was 26.9 billion pounds.

☛ \* In 2018, 8% of all beef graded Prime. 21% of Holstein calves graded Prime.

☛ There are approximately 5 million breeding-age dairy heifers and 9 million cows in the US.

☛ 90% of dairy cattle in the US are Holstein.

☛ There was a 59 percent increase in beef semen sales in 2018, which is attributed to an increase in semen sales to dairies.

*\* Courtesy of Dr. Brenda Boetel, Professor of Agricultural Economics, University of Wisconsin River Falls.*

ASA and the Holstein Association USA (HAUSA) have announced the formation of the HOLSIm™ branded program. The program identifies elite SimAngus™ bulls with specific production attributes as mating solutions for dairy producers who breed some of their herd to beef sires.

The program's objective is threefold: to provide additional revenue to dairy producers through the production of value-added terminal calves; to offer new marketing avenues for progressive beef seedstock operations; and to offer a consistent supply of high-quality calves better situated to capture market premiums.

"Holstein producers now have the opportunity to easily participate by simply selecting from the list of HOLSIm bulls carried by their semen provider," says Chip Kemp, ASA Director of Commercial and Industry Operations.

"Through the International Genetic Solutions platform, we took a breed agnostic look at what type of beef bulls make the most sense to complement a Holstein female to add the most profitability to the terminal calf."

Qualifying for the sire list is not easy, and bulls that do so represent an elite group of beef genetics. All bulls in the program will be required to include the HOLSIm logo in all marketing and promotional material.

"The bulls must be homozygous black, homozygous polled, have a minimum birth weight accuracy of .4, and meet a minimum threshold in the HOLSIm Index," Kemp explains.

The HOLSIm Index uses the IGS Feeder Profit Calculator™ (FPC), the industry leader in feeder cattle evaluation, as the foundation for this effort.

The results from the FPC are then adjusted for the unique economic situations relevant to

Holstein cattle, namely, the need for added calving ease, muscle conformation, grading ability, and sensitivity to carcass length.

John Meyer, CEO of Holstein Association USA, says the HOLSIm program has the potential to change the beef-on-dairy dynamic.

"Instead of just breeding Holsteins to a black beef bull, now dairy farmers can breed to a SimAngus bull that ranks high on the HOLSIm index. By doing that, they can raise more profitable offspring coveted by both the feedlot and the consumer," Meyer says.

The program is underpinned by HAUSA's industry-leading animal identification program, something that will add increasing value in the marketplace as consumers require more information about where their food comes from. Because dairy operations calve year-round, a continuous and steady supply of high-quality beef will be available to distributors, retailers, and restaurateurs that have struggled historically with seasonal fluctuations of supplies.

To qualify for the program, all animals must have a Registered Holstein® dam and be bred to SimAngus bulls identified through the IGS Feeder Profit Calculator.

The HOLSIm program is the first of its kind and offers dairy farmers a unique opportunity to build new profit centers.

"To my knowledge, this is the first time that a beef and a dairy breed association have collaborated to have a specific program to benefit both organizations and their respective members and industries," Meyer says.

ASA members wanting to learn more are encouraged to contact Chip Kemp at 406-587-4531 or by email at [ckemp@simmgene.com](mailto:ckemp@simmgene.com). ♦







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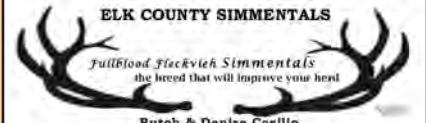
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# Finding the “Good” Ones

Selection decisions are important. Make sure you're using the best tools available.

By Bill Zimmerman

Photo by Southern Cattle Company.

The waning summer days are a transition time for seedstock producers across much of beef country. The spring-born calves are growing up fast, with some early calves already weaned or being weaned very soon. Mating decisions that determine the sale bulls and heifers available for the 2020-2021 sale season are mostly completed — the cows have been AI'd, and bulls are in the pastures. Cattle displayed at county and state fairs have been judged, ranked, scored, and discussed. And, the “good” ones are already being sorted from the rest of the calves in preparation for being offered in production and bull sales beginning in just a few months. But, how do we know that we have really identified the “good” ones? How can we be confident that we are selecting the seedstock animals that our customers really need to improve their profitability?

Sire selection is one of the most important decisions affecting the profitability and future of a beef operation. According to Marty Ropp, Allied Genetic Resources, a bull can genetically influence a herd that retains their own replacement heifers nearly 20 years after the bull is purchased. Ten years after a bull is purchased, a substantial number of two- to seven-year-old cows in a herd will be his



daughters, and through his granddaughters and great-granddaughters, the bull will still be influencing the herd!

Every customer selects bulls based on different criteria and selection tools. But every customer is at a different level in their ability to use and understand the tools available to assist them in selecting the best bull for their operation. Dr. Matt Spangler, University of Nebraska-Lincoln, speaking at the 2019 Beef Improvement Federation Conference, suggested that “best” becomes a relative concept. “Because sire selection happens only once a year, or even less often for smaller producers, the familiarity with selection tools and the process becomes cumbersome,” he said. And, “a less-desirable bull may be chosen because the purchase price is sometimes (or often) determined by cash flow.”

It has been said that the responsibility for genetic improvement and genetically-

derived profit rests almost entirely on the shoulders of the seedstock industry. As seedstock producers, we are, in a sense, refining the raw material used for beef production. We have available an evolving box of selection tools to help us accurately identify bulls that are superior in the various traits that our customers need to be successful. Our customers make their decisions based on their understanding of the tools. To understand our responsibility for our customers' success, we might think of bull buyers in three broad categories related to their use of sire selection tools:

- Customers in the top group will likely have specific business goals and believe that your genetics are valuable in their program. They don't need your help in selecting bulls or understanding the data, EPDs, and indexes. They know how to apply the tools as well or better than you do, and thoroughly study the data, perhaps applying individually customized indexes or selection criteria. They may have excellent phenotype judging and evaluation skills — surpassing your own. These could be experienced seedstock or commercial buyers. These are buyers who expect you to provide every



piece of data you can collect, and challenge you to provide more.

- Customers in the middle group may also have clear business and profit goals, but have not acquired a confident understanding of data or selection tools. But they are open and anxious to learn and provide you the challenge of teaching them how to apply various selection tools. They expect you to help them understand how and why you applied the tools when selecting the bulls you have offered for sale.
- The third group of customers would include those who have little understanding or willingness to apply objective selection tools. They are likely more focused on excellent husbandry and management to drive profitability. Some in this group will completely trust your selections, and may just ask you to pick bulls that fit their operation.

Each group expects and trusts us to have applied the correct mating and selection criteria. And expects that we have correctly used the best tools to honestly evaluate our bull offering. The first group has confidence that our data completely portrays the cattle. They don't need our help choosing bulls, but they

challenge us to "give me more data next year." The middle group needs us to be prepared to consult and educate them, trusting that we will steer them toward the best bulls for their needs, and help them understand why/how we made those recommendations. The final group is perhaps where it takes the most patience and integrity. They may not ask for any help from us at all, and make their selections on criteria that we believe are misguided or incorrect. Or they may ask us to make the decision for them, sometimes without us fully understanding their needs and goals. If we have honestly selected superior bulls across the spectrum for our offering, even these producers will make genetic progress by using our bulls. But if we use this group as an outlet for inferior or marginal bulls, we must take responsibility for the lack of progress those producers make in future years.

Each bull buyer has a specific market to fill with progeny from the bull and may have very different willingness to pay for the information provided by different tools. For example, if a bull buyer has a business focused on her cattle being competitive in the show ring, visual appraisal may be preferred over ratios or EPDs. Another buyer looking for "never miss" calving-ease bulls combined with the

genetic ability to sire high-quality, high-yield carcasses would prefer an all-purpose selection index or may select bulls based on a terminal index with some focused emphasis on calving ease.

As seedstock suppliers, this annual late-summer exercise of picking the "good" ones becomes a serious job that requires using the best and latest tools, careful documentation, complete data, familiarity with our customers, and an honest appraisal. Each selection tool has value — some when applied alone and more when combined with other tools to inform more accurate EPDs and indexes. Our job in this season of the seedstock year is to carefully gather the most complete, most accurate data and observations we can on the calves we hope to offer for sale in the upcoming sale season. We started this process well over a year ago when we made our own sire selections that resulted in the calves we are evaluating now. Thus, the tools we applied and the mating decisions we made in 2018 will affect the genetic value and profitability of our customers' herds into the year 2037. We have a responsibility to our customers, and to the industry, to do the best job we can using the best tools we have to pick the "good" ones for the future. ♦



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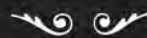
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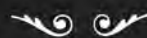
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# Women of ASA

By Lilly Platts

**Editor's Note:** This is the eighth article in a series highlighting significant contributions of women in the Simmental industry.

*Nina Lundgren grew up knowing she would remain involved with cattle and horses. This led her to become a leader in many areas, and during her time in the Simmental business, she took on many roles that helped advance the breed, including serving on the ASA Board of Trustees from 1989 to 1992.*

## Nina Lundgren

Nina Lundgren grew up in central Oregon near Powell Butte, where she spent much of her childhood on her grandmother's ranch. In addition to developing a love for cattle, she participated in rodeo and became a passionate horse-woman. These interests took her to Cal Poly in San Luis Obispo, where she studied Animal Husbandry and was on the livestock judging team. **"That was my main interest in life. I spent time at my grandmother's ranch, at rodeos, and just with cattle and horses, that's what I've always enjoyed. I've continued with that my entire life,"** she explains.



Nina Lundgren

Lundgren's first introduction to Simmental was during her time in Oregon, which sparked an interest that would eventually become a major part of her life.

**"I remember the ABS representative coming through and telling us about these Simmental cattle, and I remember I was so fascinated and I eventually took a tour to Europe to see their cattle."**

After college, Lundgren managed the 1,600-head registered herd at C&B Livestock, Hermiston, Oregon, for past ASA Board of Trustees member, Ron Baker. She was also responsible for AI and bull sales. She moved on to become a pharmaceutical representative in 1977, soon meeting her future husband, Bob, a veterinarian, who also managed a feedlot.

Upon deciding to start their own operation, they purchased several small farms near Eltopia, Washington. Bob chose to transition from managing the feedlot to running his own operation, and soon the couple was in the Simmental business.

Lundgren explains that the decision to get into the Simmental business was easy to make. **"I was very strong on Simmental, and Bob just liked good cattle."**

They soon added Brahman to their plan, becoming some of the first to breed Simbrah cattle. **"The industry emphasized the importance of heat tolerance. We saw half-blood Simmental-Brahman and knew the cross was good. We began incorporating Brahman blood into our program and became one of the early breeders of Simbrah cattle. We had a lot of fun traveling to Mexico, Louisiana, and Texas sourcing seedstock. We raised bulls and shipped many of them back to Texas and Mexico and to our annual bull sale in Famosa, California."** Lundgren recalls.

She was involved with the Washington Simmental Association, and soon found herself on ASA's Board of Trustees. Lundgren has carried a dedication to service throughout her career, and explains that she didn't "decide" to be on the Board. **"I don't remember it as a decision, just that it was an opportunity to be more involved. I had been involved at the state level, living in Oregon and Washington, and so it was an opportunity to learn more, to be more involved, and of course I was very excited about that."**

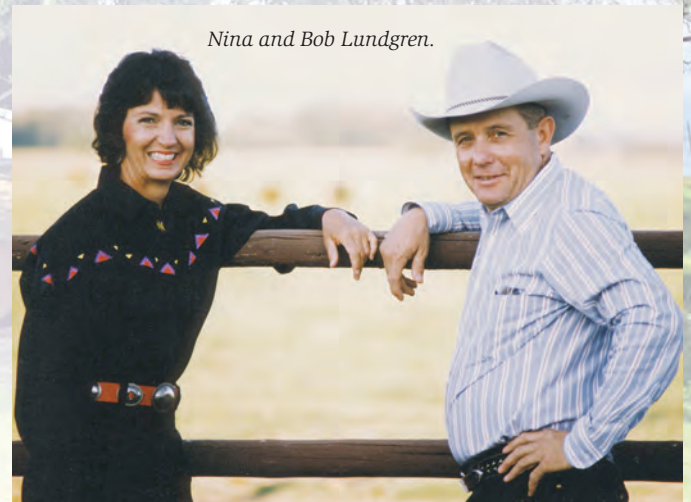
Simbrah were a new idea during this time, and Lundgren soon became its voice for the Board. **"I headed up the Simbrah committee, even after I was off the Board. Simbrah weren't necessarily popular with the Board. Some people didn't like them at all, but they felt it was important for the breed to expand, for membership numbers and registrations, and wise to keep them in there. That was where I campaigned for Simbrahs. They needed someone to stand up for them,"** Lundgren recalls.

Her involvement with Simbrah cattle opened the door for her to travel across the world. She went to South Africa, Australia, and Columbia, judging and observing Simmental and Brahman in those countries, which she remembers being very high-quality.

Lundgren was also a partner to her husband in their Simmental operation, which was an early advocate for science-based decision making. **"I enjoyed the matings and the calves — we did a lot of AI and Embryo Transfer — all of those processes were fascinating. It was just all very exciting to us, with the goal of producing better and better cattle. It was such a great challenge, and there hadn't been a lot of research done. Folks were still learning what EPDs were and questioning the validity of the numbers. Now, breeders have more tools to make their breeding decisions."**

Lundgren is also a leader outside of the cattle business. In 2008, she and Bob chose to move back to operating a feedlot and left the seedstock business. During this time, cutting horses became a major part of their lives, and today, Lundgren teaches clinics, holds cuttings at their ranch, and is a well respected leader in the industry. She was inducted into the National Cutting Horse Association Hall of Fame in 2017.

When asked about her dedication to being a leader, Lundgren says, **"There are a lot of people who want to do things but don't know how or have the energy to do the legwork. Someone needs to keep ideas alive. Cattle and horse associations need help to promote and bring in new people. If we don't, the associations will die. Those associations are the basis for our lifestyle! Each of us needs to do something to promote, bring on new ideas and help carry the ball."** ♦



Nina and Bob Lundgren.





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# 2019 Walton-Berry Graduate Student Support Grant Recipients Announced

By Emme Troendle



Dr. Hao Cheng,  
University of California

Since 2013, the Walton-Berry Graduate Student Support Grant has aided graduate education with an emphasis on genetic improvement of livestock. Six years later, the grant continues to support the progress of livestock research.

**The two 2019 grant recipients are Dr. Hao Cheng, University of California, and Dr. Jared Decker, University of Missouri.**

Dr. Cheng and his graduate student, Ms. Tianjing Zhao, plan to use the funds to build a fast parallel genomic prediction tool. The project will test the accuracy of the prediction tool to increase the computation speed of genomic prediction using Julia programming language and block-wise linkage disequilibrium structures. With an ever-growing pool of genotyped animals entering into genetic evaluation, continued emphasis on faster computational methods is vital to continued improvements in genomic evaluation.

Dr. Jared Decker, University of Missouri, will use the funds to support a research study abroad for graduate student, Troy Rowan. Rowan will spend a semester conducting

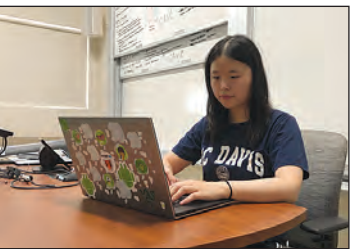
research at the University of Edinburgh's Roslin Institute in Scotland with Dr. John Hickey. While abroad, Rowan plans to attend a Ph.D. short course at the University of Wageningen, visit the Irish Cattle Breeding Federation, and present research results at an upcoming conference. Rowan plans to study the genomic signatures of selection that can be applied to population genetics and breeding programs using simulation models.

The fund originally started by Jim Berry of Wildberry Farms, honors Dr. Bob Walton's lifelong efforts in animal breeding and raising Simmental cattle. This grant aims to help train future animal breeders and advance our knowledge of applied livestock genetics, offering up to two grants per year (at a \$3,000 and \$5,000 level).

Each spring, researchers are encouraged to apply for this grant. The committee reviews the grants and notifies applicants by mid-May. For more information on how to contribute to these funds or on how to apply for the grant, contact Jackie Atkins by email at [jatkins@simmgene.com](mailto:jatkins@simmgene.com). ♦



Dr. Jared Decker,  
University of Missouri



Tianjing Zhao, graduate student, works to build a fast parallel genomic prediction tool.



Troy Rowan, Ph.D. candidate, lectures on recent research.

## Past Recipients:

2013 – Drs. Jennifer Bormann, Bob Weaber, Dan Moser, and Mike MacNeil from Kansas State University. Funds used to support graduate student stipend and living expenses for a collaborative research project in quantitative and molecular genetics in beef cattle at the US Meat Animal Research Center.

2014 – Dr. Jennifer Thomson, Montana State University. Funds used to study the genetics and objective measurements of temperament in beef cattle.

2014 – Dr. Stephanie McKay, The University of Vermont. Funds used to characterize the brain methylome in steers with extreme measures of docility

2015 – Dr. Heather Huson, Cornell University. Funds used to study the genetics of digital Cushion Thickness and pay travel expenses for a graduate student to present research findings at an international conference in Sweden.

2015 – Dr. Megan Rolf, Oklahoma State University. Funds used to analyze genetic links to water intake in beef cattle.

2016 – Dr. Jerry Taylor, University of Missouri. Funds used to identify potentially lethal haplotypes in beef cattle.

2017 – Dr. Jared Decker, University of Missouri. Funds used for graduate student travel to Beef Improvement Federation meetings and develop extension publications.

2017 – Drs. Scott Speidel, Milton Thomas, and R. Mark Enns, Colorado State University. Funds used to investigate stayability genetic predictions using endpoints beyond six years of age.

2018 – Dr. Jason Ahola, Colorado State University. Funds used to study beef cow mature size across varying environments.

2018 – Dr. Lauren Hanna, North Dakota State University. Funds used to characterize efficiency traits in the commercial beef cow herd.





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*By Lori Eberspacher,  
American Simmental-Simbrah Foundation Board Chairwoman*

## Greetings!

It is an exciting time for the American Simmental-Simbrah Foundation (ASF) team as we prepare for the AJSA National Classic in conjunction with the Simmental Breeders Sweepstakes and the whirlwind schedule. It is our honor and our privilege to be able to award such stellar AJSA youth with the Gold and Silver Merit Awards at the National Classic banquet. This is my 22nd year working to raise funds for the ASF including nine years on the Foundation Board, now as the ASF Chairperson, and I have seen so many youth come through this AJSA program who are pillars in the beef industry today.

I would like to highlight our youth this month for the AJSA Classic. For the past 22 years in Denver, breeders have stepped up to the plate with a donation of a highlighted genetic lot where all proceeds go to the AJSA Scholarship fund for the Gold and Silver Merit Awards. One person can make a difference! Back in 1997, the AJSA had a dynamic President by the name of Cheyanne Allen. Cheyanne, along with her Silver Towne Farms family donated a part of her heifer that was selling in The One Sale to the AJSA and with that one commitment, 22 years later this program has raised \$404,100 for the merit program with this year alone raising \$48,000. It is no

secret how much our family believes in the AJSA program and the power boost it gives the youth entering the workforce.

The Fall Focus event is another highlight of the ASF, we are ready to head to Manhattan, Kansas, and know the Kansas Simmental Association will roll out the red carpet for us! If you have not ever attended a Fall Focus, please consider it as it is a great time to get together and discuss the Association's future with your Board of Trustees and fellow breeders.

Your current Foundation Board is a hard-working group with many new members. It is my belief that there will be many new exciting things happening with this group in place, especially with the addition of Darla Aegerter to the ASA team. This Board also knows and believes in the future of our breed and the young people who will be the next leaders. If you will be in attendance at the AJSA National Classic and Breeder Sweepstakes, Fall Focus, Denver Gala or any Simmental event, please feel free to visit with the Foundation Board members as we look to hear your ideas!

The 2019 ASF board members include: Lori Eberspacher, Mark Smith, Tonya Phillips, Bill McDonald, Scott Cowger, Emily Brinkman, Greg Burden, Holli Hatmaker, Aaron Owen, Cathy Eichacker, Bob Mullion, Brandi Karisch, and Mike Stoltey. ♦

## New this year at Fall Focus — Spin the Wheel for your Wheel of Fortune!

The Foundation will be hosting a fun event for everyone to be a part of with the chance to spin the wheel for some exciting items. Just purchase a ticket at Fall Focus for your chance to win and support the Foundation at the same time! Double Bonus!

## Foundation Mission Statement

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

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



# Foundation Honor Roll



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# Most Prolific Donor Cows


Cows listed must have had at least one calf born (ET or natural) since 6/30/2017. This list is sorted by total numbers of calves reported.

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

Animal #	Name	Birth Date	Breed	# of Progeny	API	TI	Owner Name
2106820	SOSF EBONYS JOY L-123	2/3/01	PB SM	282	131.1	62.6	WALSH - GROVES - DOUBLE S - JANSSEN
2016435	JM BF H25	9/4/98	PB SM	173	98.6	56.2	JESS-A-MARR FARMS - JERED SHIPMAN
2184078	3C MELODY M668 BZ	5/20/02	PB SM	172	118.4	67.1	WAGER CATTLE CO
2154953	SVF NJC MAGNETIC LDY M25	2/16/02	PB SM	169	103.6	59.7	SLOUP SIMMENTALS
2527626	CCR MS APPLE 9332W	9/21/09	PB SM	168	119.2	70.2	TOM BROTHERS
2186256	KAPPES SADIE M166	3/21/02	PB SM	165	103.3	68.4	KAPPES SIMMENTALS
2291327	GCF MISS CALIENTE	1/1/05	PB SM	165	94.9	45	H2OS FARM
2385520	MISS KNOCKOUT 74T	3/15/07	PB SM	164	92.9	56.1	SCOTT HOBBS - JONES CATTLE - 102 CATTLE CO
2289443	LAZY H BURN BABY BURNR34	5/11/05	PB SM	162	106.6	59.4	ROCKY HILL FARMS
2235201	SS BABYS BREATH P035	2/12/04	PB SM	155	113.2	60.7	HILBRANDS CATTLE CO
2304803	MISS WERNING 534R	3/26/05	PB SM	155	95	52	DALE WERNING
2446017	MISS WERNING KP 8543U	2/17/08	PB SM	155	134.5	69.3	DALE WERNING
2334127	HOOKS SARITA 4S	2/12/06	3/4 SM 1/4 AN	153	145.2	76.5	CLEAR SPRINGS CATTLE CO
2317687	LRS MS DAKOTA 559R	3/21/05	PB SM	148	114	64.1	TAYLOR FARMS
2387869	SS MAGNIFICENT DREAMS	1/8/07	PB SM	147	119.6	65.1	KASL SIMMENTALS
2711735	HARAS HAIRIETTA CLONE H4W	1/23/09	3/4 AN 1/4 MA	147	114.3	66.3	HARA FARMS
2434417	RP/MP RIGHT TO LOVE 015U	3/8/08	3/4 SM 1/4 AN	146	115.7	66.2	CHAD S RUDA
2584182	HF SERENA	2/8/11	PB SM	142	120.8	75.3	TRENNEPOHL FAMILY - CLRWTR SIMMENTALS
2437282	HS STOP AND STARE U118L	2/13/08	PB SM	140	120.3	65.1	RICHARD JENKINS
1795682	YC MISS BIK B80	9/2/94	PB SM	131	133.7	63.5	YONCE - CLARK
2334099	HOOKS SONYA 20S	2/21/06	3/4 SM 1/4 AN	131	179.6	83.6	SONYA PROFIT PARTNERSHIP
2251896	AJE-RCC LIZZYS PEARL P4	5/2/04	PB SM	128	98	54.2	HECKSELS SIMMENTAL - BOESL FARMS
2481646	STF ONYX 451W	1/2/09	PB SM	128	97.2	47.4	FENTON FARMS - SLOUP SIMM
2226478	JM MISS DANA N31	10/11/03	PB SM	125	104.2	56	WINDY RIDGE SIMMENTALS
2410956	EKHCC RED JEWEL 760	4/25/07	PB SM	123	124	66.7	HILL TOP SIMMENTALS
2164995	HOOKS MIKA 141M	4/11/02	PB SM	121	143.1	72.9	LAZY C DIAMOND RANCH
2227847	HTP SVF DEW THE STROKE	12/4/03	PB SM	121	116	63.6	S COOPER - FOREST BROOK - SEE FARMS
2144987	HPF MS MELODY M011	2/1/02	PB SM	120	114.7	58.1	4TH MERIDIAN FARM INC
2247919	HSF VICTORIA P30	3/9/04	PB SM	119	121.5	58.3	HECKSEL'S SIMMENTAL FARM
2287240	SVF/HS EXPECTING A DREAM	3/3/05	PB SM	119	116.8	61.7	PZC - TR - E&B - SF - DF
2409588	JF EBONYS JOY 709T	2/19/07	PB SM	119	129.3	60.7	HOFFMAN RANCH
2341061	JF EBONYS JOY 612S	3/13/06	PB SM	115	140.6	66.4	JANSSEN SILVERSTONE HODGEN CARPENTER
2264626	LRS MISS KEEPSAKE 447P	3/14/04	PB SM	114	118.5	58.4	DANIEL FREUND - ADAM STALEY
2357410	KA TCF INDEPENDENCE S30L	7/4/06	PB SM	112	99.2	55.7	WINDY RIDGE SIMM - GONSIOR SIMM
2435038	LLSF CAYENNE UP401	4/1/08	PB SM	111	107.2	62.9	JERRY OR BARB LEE
2435596	JS FLATOUT FLIRTY 46T	9/15/07	PB SM	111	107.9	59.8	LOSCHEN FARMS
2259185	AKERS RUBY 2184	2/26/02	PB AN	110	80.2	47.7	SHOAL CREEK - SLOUP - SNIDER
2374428	KENCO MILEY COTTONTAIL	10/13/06	PB SM	110	111.5	70.7	FENTON FARMS - SLOUP SIMM
2199080	SVF/NJC EXPECTATION N206	2/6/03	PB SM	106	116	64.1	SUNSET VIEW - HILBRANDS SIMMENTAL
2295057	DMN DAISY MAE	3/3/05	5/8 SM 3/8 AN	105	78.6	57.1	HTP SIMMENTALS
2082460	LF KANDY KISSES	9/5/00	PB SM	104	113.9	63	DILLON - INGRAM
1973033	LBR RIGHT DREAM H830	1/24/98	PB SM	103	129.3	59.5	C&C FARMS
2291973	JF EBONYS JOY 5105R	3/27/05	PB SM	103	108.5	53.2	CLEAR WATER SIMMENTALS
2292038	JF REBA 5302R	2/24/05	PB SM	103	125.6	61.7	PLEASANT HILL FARMS
2290840	SVF NJC EBONYS CHARM R29	3/4/05	PB SM	102	105.5	64.1	HILL TOP SIMMENTALS
2235853	RHYTHM 418P	3/9/04	PB SM	101	95.4	47.8	RUBY CATTLE CO - NELSON FAMILY FARMS
2241015	HOOKS PATTI 3P	2/18/04	PB SM	100	126.7	71.5	HOOK FARMS
2385142	DOUBLE R MISS 29G T18	2/2/07	PB SM	99	116.8	72.8	HAILEY EADS
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# FROM THE HEADQUARTERS

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



jatkins@simmgene.com

## Public Debate on Production Agriculture — What are the trade-offs on the decisions we make?

As I write this article, I am in the middle of a flurry of summer conferences where the animal science and beef cattle communities gather to share new findings, new innovations, and a highlight of recent talks, new ways to communicate with the public. On the last subject, I wish every ASA member was in the room to hear the message.

Dr. Alison Van Eenennaam, a cooperative extension specialist in Animal Biotechnology and Genomics from University of California – Davis, spoke on the challenge of communicating technology and the positives of science with the public.

Van Eenennaam cited multiple examples of improvements in breeding practices with corn, dairy, and poultry and the corresponding reduced carbon footprint of these industries associated with the higher-yielding production. For example, milk production per cow has increased 443% since the 1940s, all while reducing greenhouse gas (GHG) emissions per glass of milk by 2/3. This is a prime example of sustainability — using fewer resources to produce more yield (food) for the world.

Yet, critics of animal agriculture often discredit the technologies that allow for better production with lower inputs and view more sustainable agriculture analogous to old-fashioned production systems. Case in point — a major grocery retailer is calling for slower growing chickens. What does this do to the environmental impact to raise the same amount of food? It takes longer to get to the same endpoint meaning

more feed, more water, and more energy used to gain the same amount of food. More specifically, if the poultry industry was unable to use improved chicken genetics but was instead constrained to 1950s genetics, we would need an additional 18 billion chickens to produce the same amount of protein produced by modern broilers today. This is not the direction global animal agriculture needs to move in order to feed the world's population.

Fearmongering is effective. We saw this in the dairy industry. Due to unscientific and unfounded scare tactics, rBST has been removed from available technology to improve the efficiency of milk production. As a result, each glass of milk you drink has a 7% increase in GHG emissions relative to what it would have had been if rBST was allowed because consumer pressure due to fearmongering tactics removed a safe technology from the dairy industry.

We are in the middle of another public debate that could again handcuff agriculture and global food production to using more environmental resources to yield the same amount of food: GMOs. Genetically modified organisms are a matter of public debate for safety and environmental impact. Van Eenennaam shared an impressive list of accomplishments made possible by genetically modified crops, citing research from Graham Brookes & Peter Barfoot's article, *Environmental Impacts of Genetically Modified Crops* (2018), including decreases in insecticide use, pesticide use, and fuel for tilling.

Activists against GMOs cite retracted scientific articles as proof of the dangers of GMOs; however, deep digging into decades of scientific literature indicates GMOs are safe to eat, safe for livestock to eat, and they offer faster improvements in food production than traditional plant breeding. If we were held to the 1950's plant and animal breeding technologies and the resulting rate of genetic improvements in the US, we would need an additional 120 million acres of soy cropland, 300 million acres of corn cropland, 31 million head of dairy cattle, and 4.4 billion chickens consuming 66.5 billion more pounds of feed. Think of the limited resources this would engulf by not using science and technology to improve the efficiency and sustainability of these food production industries. Public opinion based on non-scientific "alternative facts" can change policy.

If you want to learn more, I highly recommend checking out the debate called *Genetically Modified Food from Intelligence*<sup>2</sup> debates (from December 3, 2014), watch the 2017 documentary movie called *Food Evolution* narrated by Neil deGrasse Tyson (it's available for free on Hulu and on a number of video on-demand channels), or find Alison Van Eenennaam at UC Davis and follow her on Twitter @BioBeef.

Van Eenennaam closed with these words, "**There are costs associated with excessive precaution. Doing nothing is doing something.**" I encourage you all to educate yourself on policy issues influencing production agriculture and join in a respectful debate to ensure the sustainability of our food supply. ♦



Dr. Alison Van Eenennaam

## MAIL BAG

Dear Editor,

With Cindy Newell's assistance, I was able to get Bailey registered for the South Central Regional and National Classic after her timely help in registering two of our heifers. The process was straightforward and easy! Thank you again for your patience and assistance! It means a lot knowing you all are there for us!

Sincerely,

Shawn McAlister, Neosho, MO

**Editor's Note:** In May, the ASA office sees an influx of calls about animals for the American Junior Simmental Association Regionals and National Classic. Recently, Shawn McAlister reached out to offer his thanks to the hard-working processing staff.





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# BULLETINS

## Where Will Fall Focus 2020 Be Held?

State associations interested in hosting Fall Focus 2020 should apply at [fallfocus.org](http://fallfocus.org). The application deadline for Fall Focus 2020 is August 1, 2019. The selected location will be announced at this year's Fall Focus in Manhattan, KS. Past host states include Pennsylvania, North Dakota, and Montana.

State Associations are responsible for the dinner and social after the educational symposium. State associations help pick the venue and the date (within an acceptable range). Any questions, contact Jackie Atkins at [jatkins@simmgene.com](mailto:jatkins@simmgene.com) or 406-587-4531.

## AJSA Schedule and Deadlines

July 21-28 . . . National Classic (in conjunction with Simmental Breeder's Sweepstakes), Louisville, KY

September 27 . . . Steer Profitability Competition Entry Deadline, forms available at [www.juniorsimmental.org](http://www.juniorsimmental.org)

## SimmApp Available Now

Receive the latest beef industry news, ASA alerts, *SimTalk* and *the Register* magazines, *Sire Source*, press releases, industry events, deadlines, educational articles, and the ASA's Youtube channel all in one place. Sign-up to receive push notifications and get immediate announcements tailored to your needs. SimmApp can be found on Google Play, Apple Store, or Amazon apps.



## Carcass Merit Herds Wanted

Would you like to get paid to use some of the most promising young bulls in the industry? Do you have accurate and consistent record keeping? Then ASA has the program for you!

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

Contact Lane Giess or Jannine Story if you are interested in becoming a CMP herd at: [carcdata@simmgene.com](mailto:carcdata@simmgene.com) or call 406-587-4531.

## DNA Updates

DNA invoicing is completed at the time of request (instead of when results are received). This will increase efficiency and reduce the number of invoices members receive.

To cover ASA's cost, members will be charged \$1.00 per blood card, \$2.00 per sample pull, and research fees (\$1/minute) associated with DNA work outside the regular procedures, for instance misidentified samples or samples showing up to the laboratory without proper paperwork.

Due to delays in transit times, ASA will now automatically ship kits via 3-day FedEx, charged to the member account. Members can request to use US Postal Service, but the default is for FedEx 3-day shipments as of October 1, 2018.

## Genetic Conditions Panel

The Genetic Conditions Panel includes seven genetic defects tracked by the American Simmental Association. These defects are: AM, NH, CA, DD, OS, PHA, and TH.

The Genetic Conditions Panel is available with GGP-LD or GGP-HD testing, and the add-on price for the panel is \$25. If a member orders any one of the genetic conditions on the panel with a GGP-LD or GGP-HD test, the entire panel will automatically be tested. If the animal is not undergoing a GGP-LD or GGP-HD test, the price is \$25 per defect tested. If requesting the genetic conditions panel after a GGP-LD or GGP-HD test is complete, the testing will be billed at single defect rates, which is \$25 per defect.

## ASA Requesting Cow Weights

The American Simmental Association is seeking to increase the flow of mature cow weights with body condition scores into its database. Cow weights provide valuable information for use in our genetic evaluation system. The best time to weigh and condition score your cows is around weaning or pregnancy diagnosis.

## 2019 Year-Letter is "G"

The year-letter animal identification letter for 2019 is "G", and will be followed by H in 2020 and J in 2021. The letter F was the year-letter designated for use during 2018.

## ASA Publication Accepting Photos

ASA Publication, Inc. is looking for cover, editorial, and advertising photos. Categories to consider: cattle in different seasons and environments (pasture, feedlot, etc.); people working cattle; and general farm photos. Cattle should strongly represent the focus and principles of ASA: Simmental, SimAngus™, Simbrah, SimAngus™ HT.

Vertical or horizontal format is acceptable. ASA Publication will pay \$100 for photos used for covers and \$50 for those used in advertisements or editorial.

Photos received by ASA Publication are assumed to be released by the photographer and permission given for ASA and ASA Publication use. Send high-resolution photos to [editor@simmgene.com](mailto:editor@simmgene.com).

## Office Holiday Schedule

The ASA office will be closed for the following 2019 holidays.

Monday, September 2  
**Labor Day**

Thursday and Friday,  
November 28 & 29  
**Thanksgiving Day**

Monday through Wednesday,  
December 23-25  
**Christmas** ♦





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# CONNECTION

Developing leaders through friendship, networking, and communication skills!

By Keanna Smith, Western Region Trustee



Hello, my name is Keanna Smith and I am serving on the American Junior Simmental Association (AJSA) Board of Trustees. Over the past nine years as a member of the American Junior Simmental Association, I've been blessed with many opportunities, one of which was being able to participate in the educational events such as livestock judging. This in turn gave me the opportunity to go judge for Brandon Callis at Redlands Community College. As a 4-H member, I was never really interested in being a part of our local judging team; however, as I got older and had to participate in the educational events as a junior member to show at the Regional and National Classics, the judging part of the educational events gave me the opportunity to open my eyes and see that I thoroughly enjoy evaluating livestock. Being able to logically defend my opinion based on facts, instead of opinions, has allowed me to become a better cattle person.

The second opportunity that the AJSA has given me is the option to run for their Board of Trustees. Being a part of the AJSA Board has given me so much over the last three years. As I get ready to enter into my fourth

and final year on the Board, I look back and see how much I have grown not only as a person, but a junior member. One of the most important things that I have learned while being on the Board is that it is so important to stand up for what I believe in and what should be done in the best interest of the junior membership that I, and the rest of the Board, serve daily. Being part of the AJSA Board of Trustees has taught me that leadership and teamwork really do make the dream work. Along with these great life lessons, this job has also given me the chance to be awarded many scholarships over the years including the Silver Merit Award and being one of the twenty recipients to the Sullivan Supply Scholarship.

Being a part of the Junior Board has included some of the best years of being in the Junior Association: not only do I get the chance to travel with some of my closest friends around the country, I also get to help plan and run amazing events like our Regional and National Classics. I am so excited to get to see everyone and meet new people at Western Regional Classic and National Classic. I would like to end with one of my favorite quotes from Gordon B. Hinckley, "Being humble means recognizing that we are not on Earth to see how important we can become, but to see how much difference we can make in the lives of others." ♦

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#### Western Region Executive Committee Representative

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



## Brazil Suspends Beef Exports to China

Brazil's Ministry of Agriculture, Livestock and Food Supply has announced temporary suspension of beef exports to China due to atypical case of Bovine Spongiform Encephalopathy (BSE) detected in a 17-year-old cow.

The government said in a statement that the suspension follows a sanitary protocol between Brazil and China, and expects shipments to resume as soon as the Chinese authorities conclude evaluating full information.

## Meat May Be Safe After Seven Weeks

Proper storage and advances in vacuum packaging may have opened the door for longer shelf life for red meat, according to British and Australian researchers.

Research has indicated that raw beef doesn't become toxic with the bacterium that causes botulism until 50 days after first developing spores. The beef needed to be chilled at 46 degrees Fahrenheit or below, the report added, noting that it takes 45 days for lamb and 25 days for pork to land in similar circumstances at the same temperature.

## Potential for Plastic Replacement

New research has shown that combining natural rubber with bioplastic in a novel way could result in a much stronger replacement for plastic, one that is already capturing the interest of companies looking to shrink their environmental footprint.

The research team at Ohio State University reported success with a rubber-toughened product derived from microbial fermentation. The study highlights the greatest success in this area so far, according to the scientists.

## Sensor IDs Meat Spoilage

Scientists in the UK and China have developed a nondestructive nanosensor for use in smart food packaging that offers real-time meat spoilage monitoring.

The colorimetric hydrogen sulfide (H<sub>2</sub>S) sensor, based on gelatin gum-capped silver nanoparticles, exhibited high sensitivity and selectivity of H<sub>2</sub>S against other volatile components generated from chicken breast and silver carp during spoilage, according to the research team.

## USDA Published Genomic Blueprint

A new USDA paper will serve as a guide for research and funding in animal genomics through 2027. It will facilitate genomic solutions to enable producers to meet increasing future demands for animal products by a growing world population.

The USDA's Agricultural Research Service (ARS), the National Institute for Food and Agriculture (NIFA) and Iowa State University teamed up with federal, academic, and industry scientists to publish the blueprint titled, "Genome to Phenome: Improving Animal Health, Production and Well Being," published in the journal "Frontiers and Genetics". ♦

## Canada Strengthens Ties with Japan

Canadian Prime Minister Justin Trudeau has met with Japanese Prime Minister Shinzo Abe to set the foundation for an even closer Canadian-Japanese relationship, according to a Canadian government news release.

The two leaders also discussed the Comprehensive and Progressive Agreement for Trans-Pacific Partnership, which has resulted in an increase in Canadian beef exports to Japan.

## Mexico, Canada Lift Retaliatory Tariffs

The governments of Mexico and Canada have announced the removal of their retaliatory tariffs on US pork and beef.

The move follows an announcement by the US administration that it had lifted US tariffs imposed last summer on Mexican and Canadian steel and aluminum. Mexico had then responded with a 20% duty on most US pork products, and Canada placed a 10% tax on US beef.

## Beef Industry Eyes Japan

Beef industry leaders are watching closely as US-Japan trade negotiations and Tokyo's removal of a 30-month cattle age restrictions would facilitate wider access into the lucrative Asian market.

Trade talks began in mid-April and the industry is eager for a deal to catch up with competitors now enjoying significantly lower tariff rates. Japan's duty rate on beef muscle cuts from

countries such as Australia, Canada, New Zealand, and Mexico is 26.6%, almost one-third lower than the 38.5% rate that applies to US beef cuts.

## Farm Aid Planned as China Retaliates

The President is working to set up another federal aid package to relieve farmers as China has imposed \$60 billion in tariffs on US products in retaliation to his administration's latest round of tariffs, according to multimedia reports.

China's move followed the administration's decision to raise the rate on more than \$200 billion worth of Chinese goods to 25% from 10% and to impose a 25% duty on another \$325 billion in Chinese products. The move to increase tariffs was because, "US-China trade talks were progressing too slow."

## China Ramps Up Inspections of Canadian Meat

China plans to increase inspections of Canadian meat imports as trade relations between the two countries deteriorate, according to a report by Reuters. Exemplifying how agriculture products become political tools, Beijing has already suspended permits from two Canadian pork plants and currently is demanding that Canada release a Chinese tech executive facing extradition in the US.

Reportedly, Chinese customs will open all containers of Canadian meat products, in some cases inspecting 100% of the content. ♦



# STATE SCENE

## Where Will Fall Focus 2020 Be Held?

State associations interested in hosting Fall Focus 2020 should apply at [fallfocus.org](http://fallfocus.org). The application deadline for Fall Focus 2020 is August 1, 2019. The selected location will be announced at this year's Fall Focus in Manhattan, KS. Past host states include Pennsylvania, North Dakota, and Montana.

State Associations are responsible for the dinner and social after the educational symposium. State associations help pick the venue and the date (within an acceptable range). Any questions, contact Jackie Atkins at [jatkins@simm-gene.com](mailto:jatkins@simm-gene.com) or 406-587-4531.

## Alabama BCIA Annual Meeting and Awards Banquet

Dr. Wade Shafer, ASA EVP; Randy Moody, ASA Trustee; and Michelle Elmore, Alabama Cooperative Extension System attended and addressed the attendees of the Alabama Beef Cattle Improvement Association Annual Meeting and Awards Banquet.

## Arkansas Law Regulates Meat Substitutes

Arkansas has become the latest state to pass a law regulating the use of the term "meat" on the label of plant-based meat substitute products. The law also addresses the use of the term "rice";, saying that "cauliflower rice", for example, would be considered mislabeled if it doesn't actually include the grain in the package.

Arkansas is the sixth state with similar laws. Federal efforts to address the issue on a nationwide basis have not turned into action.

## Missouri Bill Overrides Local CAFO Ordinances

The Missouri Senate has passed a bill that would stop a number of local ordinances that impose tough restrictions on livestock farms.

The proposal would stop 20 counties that already have health ordinances on the books from enforcing the rules aimed at large farms considered Concentrated Animal Feeding Operations (CAFOs).

## MSSA Holds Annual Meeting

The Mississippi Simmental-Simbrah Association (MSSA) held their spring meeting and banquet on April 6, 2019. The meeting involves dinner, an awards presentation, and a business meeting. The MSSA has been celebrating their 50th anniversary. The MSSA announced the 2019 Queen and Princess, presented AJSA Bronze Awards, and other MSSA and MJSSA awards were presented.



Mississippi recipients of the AJSA Bronze Merit Award, left to right: Nina Hay, Tristyn Phillipson, Ryan Clanton, Ty Herchenhahn, Chase Boone, Marie Clanton, Anna Grace Todd, Hannah Buse, Tatum Madden, and Delton Boone.



Lamar Clanton, Meadville, MS, was chosen as the 2018 MJSSA Herdsman of the Year.



The MSSA Board of Directors: David Clanton, President; Mark Smith; Glen Madden, Vice President; Jennifer Rogers; Todd Fenton; Deena Branum, Executive Secretary; and Chad Pullium. Not pictured: Tyson Moreno, Treasurer; and Arlon Lott.



The MJSSA Princess is Lydia Moreno, Leakesville, MS, and the MJSSA Queen is Hannah Buse, Petal, MS.



2018 MSSA Family of the Year, the Edwin & Lynn Todd family, Laurel, MS. Left to right: Trey, Jennifer, Emily, Cody, Lynn, Edwin, Todd, Jason, Maggie, Anna Grace, Si, and Danielle.



## Ohio Simmental Juniors Attend BEST

The Ohio Cattlemen's Association annual Beef Exhibitor Show Total (BEST) Banquet was held on Saturday, May 4, 2019. BEST is a youth program of the Ohio Cattlemen's Association (OCA) that recognizes Ohio's junior beef exhibitors for participation and placings through a series of sanctioned cattle shows, which include showmanship competitions. Several Simmental youth from around the state of Ohio were recognized for their efforts throughout the 2018-2019 BEST. The awards were sponsored by the Ohio Simmental Association.

**Simmental Steer** — Simmental Steer winners, **left to right, are:** Karlie Palmer, Clark County, Grand Champion Simmental Steer; Macie Riley, Fayette County, Grand Champion Simmental Steer; and Montgomery Alexander, Wood County, Reserve Champion Simmental Steer.



**Simmental Heifer** — Simmental heifer winners, **left to right:** Hudson Drake, Ross County, Grand Champion Simmental Heifer; and McKala Grauel, Morrow County, Reserve Champion Simmental Heifer.



**Percentage Simmental Heifer** — Percentage Simmental Heifer Division winners, **left to right:** Kolten Greenhorn, Greene County, Reserve Champion Percentage Simmental Heifer; and Kathy Lehman, Richland County, Grand Champion Percentage Simmental Heifer. ♦



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# NEWSMAKERS

## NCBA CEO to Retire

After 34 years with the National Cattlemen's Beef Association (NCBA), the past four as CEO, Kendal Frazier has announced his plans to retire.

Frazier's career began as a farm broadcaster in Kansas, where he also served as director of communications for the Kansas Livestock Association, before moving to Denver, CO, to join the staff of the National Cattlemen's Association (NCA), predecessor organization to NCBA.



Kendal Frazier

## Beef Board Names Hanes

The Cattlemen's Beef Promotion & Research Board (CBB) has named Gregory Hanes as their new chief executive officer. Hanes comes to the CBB from the US Meat Export Federation (USMEF) in Denver, CO, where he was most recently vice president of international marketing programs, and he led the marketing team through global strategic planning processes.



Gregory Hanes

The Beef Board is a body which oversees the Beef Checkoff and works very closely with the USDA, state beef councils, contractors, beef industry leaders, and cattle producers. As a result, the person who serves as the Beef Board's operational leader needs to function in many different roles and in many environments.

# MENU MORSELS

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

## Hamburger Hot Dish

### Ingredients:

- 3 cups (8 oz) uncooked pasta
- 1 pound ground beef
- 1 cup chopped onion
- 1 teaspoon garlic powder
- ½ teaspoon salt
- 1 can (14.5 oz) diced tomatoes, undrained
- 1 can (15 oz) tomato sauce
- 1 tablespoon sugar
- 1 cup shredded American-Cheddar cheese blend (4 oz)

### Directions:

1. Heat oven to 350°F.
2. Cook and drain pasta.
3. Cook beef, add in onion, garlic powder and salt, stirring occasionally, until beef is thoroughly cooked; drain.
4. Add tomatoes, tomato sauce, sugar and pasta. Pour into ungreased 8-inch square (2-quart) glass baking dish.
5. Cover dish with foil. Bake 30 to 40 minutes or until bubbly around edges.
6. Sprinkle with cheese and bake uncovered 5 to 10 minutes longer or until cheese is melted.



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# WE GET VISITORS

ASA recently received visitors to the headquarters.



Andrew Gilmer, Stuart Land & Cattle, Rosedale, VA, visited the headquarters while in Bozeman visiting friends. Gilmer recently took over management of Stuart Land & Cattle, one of the oldest family-run cattle operations in the US. Left to right: Jannine Story, Director of Performance Data Programs; Andrew Gilmer; Lane Giess, Director of Commercial and Non-traditional Data Programs.



Bill Cornell, ABS Beef Product Manager for Australia and New Zealand, visited the ASA Headquarters while in the US. He received a tour courtesy of Emme Troendle, ASA staff.



Cathy and Neil Salisbury, Greenville, NY, (middle) visited the office while vacationing in the area. Directors Rachel Endecott (far left) and Jackie Atkins met with them.



Matt Burns and the Livestock Specialist Team from Clemson University, SC, dropped by the headquarters to learn more about helping producers enter into the THE commercial herd option. ♦



# BACK TO BASICS

By Emme Troendle



## Late Enrolled for Fall 2019 — What Happens Now?

**IMPORTANT:** You have until **August 15, 2019**, to adjust your inventory for credit. An inventory update can be submitted online, via email, fax, or mail.

If you submit an adjusted inventory prior to **August 15, 2019**, here's what you can expect to happen.

**Option A:** Enrolled dams will be invoiced \$16.00/dam. Removed females will be credited the full \$16.00 fee that was charged initially.

**Option B:** Enrolled dams will be invoiced \$1.00/dam. Removed females will be credited the full \$16.00 fee that was charged initially.

**Option C:** Enrolled dams will be invoiced \$8.50/dam. Removed females will be credited the full \$16.00 fee that was charged initially.

To get started, log into **Herdbook.org** to submit an adjusted enrollment:

If ASA did not receive an updated inventory submission for Fall 2019 THE by the deadline of June 15, 2019, and you participated in Fall 2018 THE, your herd was late enrolled on July 11, 2019. Your account was invoiced \$16.00/dam for each dam listed on your preliminary inventory. The good news is you have 30 days to adjust your inventory for credit—continue reading for instructions on what needs to be done.

Go to **Data Entry**, select **Online**.

Select **Inventory** on the left hand side.

Below the calf reporting graph there is a blue button. Select **"Update 2019 – Fall THE Cow Inventory."**

AMERICAN SIMMENTAL ASSOC			
THE Reporting	0 / 0	0%	0%
Birth Weight	0 / 0	0%	0%
Calving Ease	0 / 0	0%	0%
Weaning Weight	0 / 0	0%	0%
Yearling Weight	0 / 0	0%	0%
Y Hip Height	0 / 0	0%	0%
Ultrasound	0 / 0	0%	0%
<b>Score 0</b>	<b>Not in compliance</b>		

This will open your online enrollment job. For more detailed instructions, visit ASA's homepage, [simmental.org](http://simmental.org).

If you prefer to complete your adjustment via paper submission, THE packets were mailed the week of July 8, 2019. Fill out the paper enrollment and postmark to ASA by August 15, 2019.

Email the@simmgene.com or contact our office at 406.587.4531 and enter the number 704 once the automated message picks up for assistance. ♦





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**Annual Production Sale**  
March 20, 2020 • Wessington, SD

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## COW SENSE

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

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

1. Where are the testes located in a cryptorchid bull?
2. Which continent has the largest population of cattle?
3. What is the term that is used to describe the internal dimension of a calf through the thoracic and abdominal cavity?
4. Which of these sources of protein: shrimp, pork, beef or chicken, would have the highest level of cholesterol?
5. Horny tissue or rudimentary horns that are attached to the skin rather than the bony parts of the head are known by what name?
6. What is the scientific name for the birth process?
7. What is the name of the lip-curling reflex or response exhibited by bulls when they smell a cow in heat?
8. Name the family who delivered the first Simmental calf on US soil and whose son was once the Governor of Montana.
9. Which endocrine gland produces the hormone oxytocin?
10. The skin helps convert sunlight to which vitamin?

### Answers:

1. Abdominal cavity; 2. Asia; 3. Capacity or volume; 4. Shrimp; 5. Scurs; 6. Parturition; 7. Flehmen; 8. Adam and Kay Schweitzer and son, Brian; 9. Hypothalamus; 10. Vitamin D

## BEEF BUSINESS

### Rainy Spring is a Mixed Blessing

The cold, wet, late spring has corn and soybean farmers in a near panic as soggy fields have delayed planting to the point where yields will likely be decreased. For cattlemen, that rain has produced some of the best pasture conditions in years.

USDA reported in May that just 49% of the corn crop has been planted, well below the 80% average for this time over the past five years. Farmers had only planted 19% of the soybean crop as of the end of May, compared to a five-year average of 47%. History shows that later planting often leads to lower yields.

### Cattle on Feed Reaches Record

Cattle and calves on feed for the US slaughter market for feedlots with a capacity of 1,000 or more head totalled 12 million head on April 1. The inventory was 2% above April 1, 2018, the highest April 1 inventory since the series began in 1996.

The inventory included 7.45 million steers and steer calves accounting for 62% of the total inventory.

### US Beef Exports Reached New Peak in 2018

US beef exports in 2018 topped value and volume records set a year ago, while pork export volume came in just shy of the 2017 record, according to the US Meat Export Federation (USMEF).

Strong demand from South Korea, Japan, and Taiwan fueled beef exports to \$3 billion. Korea drove half of the surge in beef exports, aided by USDA promotional funding and sharply lower import duties under the Korea-US Free Trade Agreement (KORUS).

### US Beef Exports Down in January 2019

Coming off a record-high peak last year, US beef exports slipped 1% in January from the same time a year ago, though the value of overall shipments rose 3% as demand from Japan and South Korea remained robust.

Exports to Japan increased 8% year over year to 25,925 metric tons, valued at \$167 million, up 12%. Variety meat exports to Japan, mainly tongues, were especially strong, soaring by 36% in both volume, to 4,645 metric tons, and value to \$31.4 million.

### R-CALF Seeks Block of National Beef Merger

The Ranchers-Cattlemen Action Legal Fund, United Stockgrowers of America (R-CALF USA) is asking the US Attorney General's office to block the proposed acquisition of Iowa Premium by National Beef Packing Co., a division of Marfrig Global Foods SA of Brazil.

R-CALF claims that the \$150-million deal will "substantially reduce competition for fed cattle regionally as well as nationally."

### USMCA Gives Boost to US GDP

An analysis of the new North American trade pact recently released by the US International Trade Commission (ITC) has determined that the deal would raise US real gross domestic product by 0.35% and US employment by 0.12%.

The US-Mexico-Canada Agreement (USMCA), signed by the leaders of the three countries to replace the North American Free Trade Agreement, must be ratified by Congress, which mandates the ITC report.

### USDA Advances Plan to Relocate ERS, NIFA

USDA has whittled in half an initial list of 136 possible sites in 35 states where it may move the Economic Research Service (ERS) and National Institute of Food and Agriculture (NIFA).

Agriculture Secretary Sonny Perdue is pressing ahead with plans to relocate the two agencies outside of the Washington DC area despite opposition from Congress and several scientific and research organizations.

### Economists Vote to Unionize

Faced with a planned relocation of their Washington office, economists and other employees at USDA's Economic Research Service (ERS) have voted to unionize.

The decision affects about 200 workers. The preliminary vote count was 138 in favor of unionizing and four against the plan. The decision is in retaliation to the current administration's position on issues including climate change, food stamps, and the impact of tax policy changes on smaller farmers that contradict ERS research. ♦



## Imperial American Wagyu Purchased by JBS

JBS USA has bought Omaha-based Imperial American Wagyu Beef LLC, adding the breed to its portfolio of specialty brands. The amount of the transaction was not disclosed.

Originating in Japan, Wagyu beef is highly praised for its excellent marbling. The breed is seldom raised in the US, but is used in crossbreeding across the country.

## Burger King Introduces “Impossible Whopper”

Burger King has announced that it was testing the “Impossible Whopper”, which replaces the beef patty with a plant-based one from Impossible Foods. The restaurant giant filmed the reaction of customers who they thought they were getting beef in their burger.

A total of 59 Burger King restaurants in and around St. Louis are testing the Impossible Whopper — a flame-grilled, plant-based patty topped with freshly sliced tomatoes, fresh lettuce, creamy mayonnaise, ketchup, and crunchy pickles. The sandwich, as a limited time offer, is being marketed as “All Whopper. No beef.”

## International Flavor Brought to US

McDonald’s introduced four “worldwide favorites” at its US restaurants nationwide in June, including a bacon-sauced burger from Spain and tomato mozzarella chicken sandwich from Canada.

Named the Grand McExtreme, the burger is a Quarter Pounder topped with bacon, bacon sauce, gouda cheese and onions, while the tomato-mozzarella chicken sandwich includes a tomato-herb sauce. Australia’s cheesy bacon fries, a version of which appeared on menus for a time earlier this year, and the Dutch Stroopwafel McFlurry, a caramel-waffle-vanilla ice cream concoction, are also expected to appear on US menus.

## Hormel Signs Wind Power Deal

Hormel Foods has announced a purchase agreement for wind energy that will result in the company becoming nearly 50% powered by renewable sources through the new initiative and others.

The project will result in a reduction of about 197,000 metric tons of greenhouse gas emissions, Hormel said. The new wind farm will be located near Milligan, NE. Construction is expected to be completed in 2020. ♦



## Low Density DNA testing through the American Simmental Association (ASA) in exchange for feed intake data.

- ASA Members will receive a \$25 rebate after low density DNA test and feed intake record on the same animal are submitted.
- Records must be valid for use in ASA’s genetic evaluation.
- All breeds and composites eligible if sire is registered in ASA multibreed database.
- Applies to animals born after August 31, 2015.
- Carcass Merit Program calves do not qualify.

Contact Jannine Story today for more details.  
406-587-4531 or [jstory@simmgene.com](mailto:jstory@simmgene.com)



# SALE RESULTS

## Iowa Simmental Association 49th Mark of Excellence Sale

February 11, 2019 • Des Moines, IA

No.	Category	Average
58	Bulls	\$3,356
34	Females	2,844
92	Total Live Lots	\$3,167

**Auctioneer:** Jon Schaben, Dunlap

**Sale Manager:** Dwyer Cattle Services, IL

### High-Selling Lots:

**\$8,250** – Bull, “Long’s American Muscle,” cons. by Long’s Simmentals, sold to Whitehouse Cattle Company, Seymour, IN.

**\$7,000** – Bull, “FITZ POL Lexus E1502,” cons. by Fitzsimmons Simmental, sold to Todd Wiley, Walker.

**\$6,500** – Female, “Ruby’s Firefly 790E,” cons. by Ruby Cattle Company, sold to Eugene Moody Farms, Maxwell.

**\$6,000** – Bull, “THO Ruthless 780F,” cons. by Thomann Simmentals, sold to Boitnott Family, Carlock, IL.

**\$6,000** – Female, “HRM Ms. Wide Range,” cons. by Finesse Livestock, sold to Aiddan Oswald, Monroe City, MO.

**\$5,000** – Female, “SFIS Fiona,” cons. by Speas Farms Inc., sold to Carly Rains, Dorchester, NE.

**Comments:** Also selling were four embryo lots at an average of \$1,163.

## River Creek Farms’ Spring Bull Sale

February 13, 2019 • Manhattan, KS

No.	Category	Average
53	Fall Bulls	\$6,208
54	Yearling Bulls	4,213
107	Total Bulls	\$5,201

**Auctioneer:** Jim Birdwell, OK

**Marketing Representatives:** Jeremie Ruble; Marty Ropp, Allied Genetic Resources (AGR); Andrew Sylvester, Salina F & R Livestock; Stephen Russell, *Kansas Stockman*; Guy Peverley, *The Stock Exchange*; Jeff Nemecek, *High Plains Journal*; and J.W. Brune, *Midwest Marketer*.

**Representing ASA:** Dr. Michael Dikeman

### High-Selling Lots:

**\$8,750** – SimAngus™ s. by Hook’s Eastwood 40C, sold to Gottsch Cattle Company, Pollack, MO.

**\$8,500** – PB SM, s. by LRS Elevate 213B, sold to R&R Cattle and Equipment, Lincoln.

**\$8,250** – SimAngus, s. by Basin Payweight 1682, sold to Reggie Fisher, Saint John.

**\$8,250** – SimAngus, s. by Hook’s Eastwood 30C, sold to Doug Parrish, Camdenton, MO.

**\$8,250** – SimAngus, s. by BCLR Wide Load C21-3, sold to Gottsch Cattle Company, Pollack, MO.

**\$8,000** – SimAngus, s. by W/C Lock Down 206Z, sold to Bob Harden, Blue Springs, NE.

**\$8,000** – SimAngus, s. by Hook’s Eastwood 30C, sold to Marty Eakin, Vernon, TX.

**\$8,000** – SimAngus, s. by AAR Ten X 7008 S A, sold to Sam Drouhard, Harper.

**\$8,000** – SimAngus, s. by Coleman Charlo 0256, sold to 2P Farms, Wichita.

**Volume Buyers:** R&R Cattle and Equipment, Lincoln; Gottsch Cattle Company, Pollock, MO; Marty Eakin, Vernon, TX; and Nathan Bunting, Red Bluff, CA.

**Comments:** Cattle sold into nine states including: CA, CO, MO, NE, OK, TX, VA, WV and WY.



(L-R) Ringmen: Guy Peverley, Andrew Sylvester and Stephen Russell posing with two potential buyers.



Jim Birdwell (left) visiting with Joe Mertz.



Looking over the sale offering.

## R&R Cattle Company’s Annual Production Sale

February 15, 2019 • Chamberlain, SD

No.	Category	Average
40	Bulls	\$4,962

**Auctioneers:** Chisum Peterson, SD

**Marketing Representatives:** Chris Effling, Jim Scheel, Jeff Kapperman, Dan Piroutek, and Justin Dikoff.

**Representing ASA:** Colton Buus

### High-Selling Lots:

**\$26,000** – Bull, “R&R F813,” s. by Connealy Confidence, sold to 5G Farms, MS.

**\$9,750** – Bull, “R&R F80,” s. by Connealy Confidence, sold to 5G Farms, MS.

**\$7,000** – Bull, “R&R F898,” s. by Carver, sold to Randy Rinehart, SD.

**\$6,500** – Bull, “R&R F879,” s. by Cowboy Cut, sold to Levi Mosher, SD.

**\$6,500** – Bull, “Cable Mr. Innovator 262F,” s. by Innovator, sold to Levi Mosher, SD.

**\$6,250** – Bull, “R&R F859,” s. by Carver, sold to Clay Kaelberer, ND.

**Comments:** Guest consignor: Cable’s C Cross Ranch, Pukwana.



Looking over the offering.



Inside the sale facility.



**Clarification:** A report for the Bulls of the Big Sky Sale was incorrectly printed in the April 2019 issue, the correct report is shown below:

## Bulls of the Big Sky

February 18, 2019 • Billings, MT

No.	Category	Average
161	Total Lots	\$4,330

**Auctioneer:** Ty Thompson, Billings, MT

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

**Marketing Representatives:** Jeff Thomas, Devin Murnin and John Goggins.

**Representing ASA:** Dr. John Paterson

### High-Selling Lots:

- \$13,000** – Red PB SM, “MFSR All Aboard 027F,” s. by WS All Aboard B80, sold to Mandan Lake Simmental, ND.
- \$12,500** – Black PB SM, “MFSR Beacon 676F,” s. by Hook’s Beacon 56B, sold to Mike Bielenberg, IA.
- \$9,000** – Red SimAngus™, “Rymo Power Maker G76F,” s. by TJ Power Grid 363Y, sold to Rick Sorenson, ND.
- \$7,750** – Red PB SM, “Rymo Yukon Cross T75F,” s. by WS Outcross C164, sold to Battle Creek Land and Cattle, MT.
- \$7,250** – Red PB SM, “MFSR All Aboard 550F,” s. by WS All Aboard B80, sold to Ron and Sue Wardener, ND.
- \$7,000** – BWF SimAngus, “814F,” s. by Hook’s Broadway 11B, sold to Tyler Larson, MT.
- \$6,750** – BWF SimAngus, “Rymo Nickelback K21F,” s. by Hook’s Black Hawk 50B, sold to Justin Heaton, WA.
- \$6,500** – Black PB SM, “MFSR Baltic 679F,” s. by Hook’s Baltic 17B, sold to Bilbao Ranch, ID.

**Comments:** Members of the Bulls of the Big Sky include: Fauth Ranch, Koch Cattle, Little Bitterroot Ranch, Miller Simmental, Promise Land Ranch and Rymo Cattle. Bulls sold into nine states including: IA, ID, MT, NE, ND, OR, SD, WA, and WY.

## 3C Christensen Simmental Ranch & NLC Ranch Annual Production Sale

March 21, 2019 • Wessington, SD

No.	Category	Average
133	Spring Yearling Bulls	\$3,627
13	Open Registered Replacement Heifers	584
146	Total Lots	\$3,356

**Auctioneer:** Dustin Carter, SD

**Marketing Representatives:** Jeff Kapperman, Jim Scheel, Chris Efling, and Justin Dikoff

**Representing ASA:** Colton Buus

### High-Selling Lots

- \$10,000** – Bull, “8037F,” s. by BCLR Cash Flow, sold to Stavick Simmentals, SD.
- \$6,750** – Bull, “8075F,” s. by Yardley Titanium, sold to Lee & Shasha Ness, SD.
- \$6,500** – Bull, “8526,” s. by 3C Danforth, sold to George Olson, SD.
- \$6,500** – Bull, “830F,” s. by MR NLC Avenue, sold to Mike & Stacy Aesoph, SD.

## T-Heart High-Altitude Bull Sale

March 23, 2019 • LaGarita, CO

No.	Category	Average
188	SM and SimAngus Yearling Bulls	\$4,250

**Auctioneer:** Charlie Cummings, KS

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

**Marketing Representatives:** Marty Ropp (AGR); Cory Wilkins (AGR); Ben Spitzer (AGR); Leoma Wells (AGR); Josh Staudt, Superior Livestock; and Justin Warren, Superior Livestock.

**Representing ASA:** Susan Russell

### High-Selling Lots:

- \$14,000** – SimAngus Bull, “RRR Mr. Comrade 27F,” s. by Connealy Comrade 1385, cons. by Reflected R Ranch, sold to ST Genetics, TX.
- \$10,500** – SimAngus Bull, “THR 8410F,” s. by NLC Cow Boss 160C, cons. by T-Heart Ranch, sold to Bielenberg Simmental, IA.
- \$10,500** – SimAngus Bull, “LCRR 8365F,” s. by CLRS Dakota 427D, cons. by L-Cross Ranch, sold to Kyle Maez, CO.
- \$9,500** – SimAngus Bull, “THR 8513F,” s. by NLC Cow Boss 160C, cons. by T-Heart Ranch, sold to R&R Land and Livestock, CO.
- \$9,000** – SimAngus Bull, “THR 8533F,” s. by THR Mtn Top C22, cons. by T-Heart Ranch, sold to Lassle Ranch Simmentals, MT.

**Comments:** Consignors included: T-Heart Ranch and L-Cross Ranch (both owned by the Shane Temple Family); Campbell Simmentals, Russell’s Reflected R Ranch and 7L Diamond Ranch. The evening prior to the sale Shane Temple hosted a meeting and social featuring guest speakers, Chip Kemp (ASA) and Marty Ropp.



Prospective buyers view yearling bulls, penned around the scenic L-Cross Ranch. Mild temps melted snowfall, for perfect sale day weather.



Shane Temple visits with buyers Adam Shirley and Lee Ridgely following Saturday’s auction.



Lindsay and Shelby Temple move bulls into smaller viewing pens prior to the sale.

(Continued on page 50)



# SALE RESULTS

## Diamond H Ranch Annual Production Sale

March 27, 2019 • LaCrosse, KS

No.	Category	Average
39	Yearling Red SimAngus™ Bulls	\$3,150
11	18 Month Old Red SimAngus Bulls	3,595
32	Registered Red SimAngus Heifers	1,550
98	Commercial Red SimAngus Heifers	1,350
180	Total Lots	\$1,913

**Auctioneer:** Bruce Brooks, OK

**Sale Representatives:** Ryan Boldt, American Red Angus Association; Rocky Forseth, Allied Genetic Resources; Justin Stout, *The Stock Exchange*; and Andrew Sylvester, *Kansas Stockman*.

**Representing ASA:** Dr. Michael Dikeman

### High-Selling Lots:

- \$5,500** – Red SimAngus Bull, “DHCC Rambler 749F,” s. by DHCC Rambler 644D, sold to Myron Popp, Utica.
- \$5,000** – PB Red Angus Bull, “DHCC Out In Front 742F,” s. by 5L Out In Front 1701-457B, sold to James Dreiling, Gorham.
- \$4,800** – Red SimAngus Bull, “DHCC Gladiator 754F,” s. by Bieber Gladiator C386, sold to Steve Young, Utica.
- \$4,500** – Red SimAngus Bull, “DHCC Sleep Easy 740F,” s. by SF SRR Sleep Easy 4083B, sold to Trenton Klaus of Victoria.
- \$4,250** – Red SimAngus Bull, “DHCC Maverick 709E,” s. by CDI Maverick 335B, sold to David Morrival of Beverly.



Prospective buyers prior to the sale.



Looking over the offering.



Dr. Dikeman addresses the crowd.

## Wildberry Farms Production Sale

March 30, 2019 • Hanover, IL

No.	Category	Average
52	Bulls	\$3,340

**Auctioneer:** Randy Gill, WI

**Marketing Representatives:** Ben Lehman, Wildberry Farms; and Marty Ropp, Allied Genetic Resources.

**Representing ASA:** Dr. Bert Moore

### High-Selling Lots:

- \$5,200** – Red PB SM Bull, “WBF Exclusive F068,” s. by Traxs Rushmore X103, sold to Chuck Swift, MO.
- \$5,000** – Black 3/4 SM Bull, “WBF Cowboy F077,” s. by CCR Cowboy Cut 5048Z, sold to Jason Beeler, IL.

**\$4,500** – Black SimAngus Bull, “WBF United F040,” s. by W/C United 956Y, sold to Greg Neukomm, IL.

**\$4,300** – Black PB SM Bull, “WBF Apollo F013,” s. by IR Zeus A718, sold to Kevin Stephens, IL.

**\$4,300** – Black, PB SM Bull, “WBF Confident F173,” s. by Ruby SWC Madden D665, sold to Jason Beeler, IL.

**\$4,300** – Black SimAngus Bull, “WBF Priority F073,” s. by W/C United 956Y, sold to Brad Herrmann, IL.

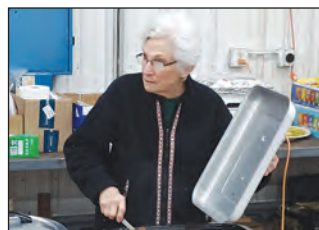
**\$4,300** – Black SimAngus Bull, “WBF Command F14,” s. by WBF Downtown D054, sold to Sharla Byler, MI.

**\$2,950** – Cow/Calf Pair, Black Blady PB SM Female, “WBF Shamrock E286,” s. by WBF Thunder B033, Heifer Calf s. by Barstow Bankroll B73, sold to Marty Franzen, IA.

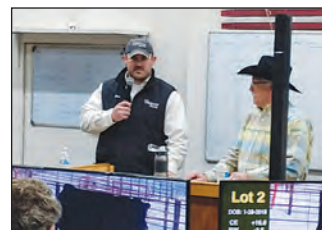
**Volume Bull Buyer:** Tony Benesh, IL.

**Volume Female Buyer:** Marty Franzen, IA; and Dave Point, IL.

**Comments:** Also selling were bred females and pairs at an average of \$2,397. Bulls sold into six states including: AL, IA, IL, MI, MO and WI.



Anne Berry was in charge of a delicious barbecued beef lunch.



Cattle manager, Ben Lehman addresses the crowd with auctioneer Randy Gill.



Owner Jim Berry, Stephanie Lehman and Stacey Lehman busy at the clerking table.



The largest crowd in recent years was on hand for the sale.

## Midland Bull Test Sale

April 4, 2019 • Columbus, MT

No.	Category	Average
12	Total Lots	\$2,708

**Auctioneer:** Joe Goggins, MT

**Representing ASA:** Dr. John Paterson

### High-Selling Lots:

- \$4,500** – “Private First Class ET 107,” s. by Sitz Upward 307R, cons. by Circle Z Cattle Co., sold to Craig Vejraska, WA.
- \$3,250** – “Mallett Ranger F808,” s. by TNT Open Range D406, cons. by Mallett Simmentals, sold to Matt Roen, MT.
- \$3,000** – “Mallett F821,” s. by TNT No Doubt C295, cons. by Mallett Simmentals, sold to Ruby Dell Ranch, MT.
- \$3,000** – “Mallett F818,” s. by TNT Open Range D406, cons. by Mallett Simmentals, sold to Matt Roen, MT.





Mike Mallett, Mallett Simmentals, TX.



Sale staff in action.

## Bulls of the Bluegrass

April 6, 2019 • Lexington, KY

No.	Category	Average
63	Total Lots	\$3,261

**Auctioneer:** Tommy Carper, IN

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

**Sale Staff:** Brent Elam and William McIntosh

### High-Selling Lots:

- \$10,500** – “WHF Executive E39,” s. by W/C Executive Order 8543B, cons. by Wayward Hill Farm, sold to High Ridge Farm, NC.
- \$7,000** – “MMF Cowboy E14,” s. by CCR Cowboy Cut 5048Z, cons. by Misty Meadow Farms, sold to David Hite, KY.
- \$7,000** – “WHF Forester F242,” s. by CDI Innovator, cons. by Wayward Hill Farm, sold to David Dotson, KY.
- \$6,200** – “WHF Blanton F365,” s. by CDI Innovator, cons. by Wayward Hill Farm, sold to B&K Farms, TN.
- \$6,000** – “WHF Executive E912,” s. by W/C Executive Order 8543B, cons. by Wayward Hill Farm, sold to Triple J Farms, KY.
- \$5,800** – “WHF/MMF Blackhawk E39,” s. by Hook’s Blackhawk, cons. by Misty Meadow Farm, sold to Sam Gingerich, VA.
- \$5,300** – “WHF Blackstone E876,” s. by ES Blackstone CA117, cons. by Wayward Hill Farm, sold to Triple J Farms, KY.
- \$5,250** – “WHF Executive E248,” s. by W/C Executive Order 8543B, cons. by Wayward Hill Farm, sold to Hilltop Simmentals, SD.



Fred Swain welcomes the crowd to the 21st Annual Sale.



A big crowd of Simmental enthusiasts were active bidders.



The Turpin Family, Richmond, KY, were on hand.



LouAnn Allen, Wayward Hill Farm (far right) thanks Justin and John Beasley, OH, for their purchases.

## The Gathering at Shoal Creek

April 6, 2019 • Excelsior Springs, MO

No.	Category	Average
5	SM and SimInfluenced Bulls	\$2,420
15	SM and SimInfluenced Spring Bred/Pairs	2,820
11	SM and SimInfluenced Fall Breds	2,850
6	SM and SimInfluenced Spring Opens	6,575
9	SM and SimInfluenced Fall Opens	3,006
46	Total SM and SimInfluenced Lots	\$3,395

**Auctioneer:** Chisum Peterson, SD

**Sale Manager:** Eberspacher Enterprises (EE), LLC, Marshall, MN

**Marketing Representatives:** Val Eberspacher (EE); Derek Vogt (EE) NE; Austin Brandt, *Livestock Plus*, IA; Mike Sorenson, *Livestock Plus*, IA; Buddy Robertson, OK; Jeremie Ruble, IA; Tom Rooney, Agri-Media, IA; Kent Jaecke, OK; and Amanda Eberspacher-Hilbrands, *LiveAuctions.TV*, MN.

**Representing ASA:** Dr. Michael Dikeman

### High-Selling Lots:

- \$8,000** – Bred Female, “SS/PRS Precious Cotton 644A,” s. by MCM Top Grade 018X, bred to SC Pay The Price C11, sold to Red River Farms, Blythe, CA.
- \$6,800** – Bred Female, “SC Donna E33,” s. by WC Relentless 32C, bred to SC Pay Off D110, sold to Gana Farms, Martell, NE.
- \$5,900** – Open Female, “SC Knockout F28,” s. by WLE Uno Mas X549, sold to Tyler Doss, Baring.
- \$4,400** – Open Female, “RS&T Golden Girl F005,” s. by AJE/PB Montecito 63W, cons. by RS&T Simmentals, sold to Tyler Doss, Baring.
- \$4,200** – Open Female, “SC Donna F10,” s. by W/C Executive Order 8543B, sold to Tyler Doss, Baring.
- \$3,750** – Bred Female, “SC Sadie E130,” s. by JF Milestone 999W, bred to W/C Executive Order 8543B, sold to Jonathan Durham, Marshall.
- \$3,700** – Open Female, “SC Donna F8,” s. by W/C Executive Order 8543B, sold to Richard Moody, Auburn, NE.
- \$3,500** – Open Female, “RS&T Executive Girl F300,” s. by W/C Executive Order 8543B, cons. by RS&T Simmentals, sold to Joseph Lolli, Macon.
- \$3,500** – Bred Female, “SC Sazerac E45,” s. by LLSF/VLF Reactor A40, bred to SC Tight Group D10, sold to SML Acres, Runnells, IA.

**Comments:** Guest consignors included: RS&T Simmentals and Vestlane Farms.



Appreciation banner for Ed & Kathi from the American Simmental-Simbrah Foundation with Foundation members Lori Eberspacher, Scott Cowger and Aaron Owens.



Ed and Kathi Rule celebrating their 50th anniversary this year.



Bill Fulton, BF Black Simmental was a repeat buyer.



It takes a village of teamwork to put on a top-notch sale each year.

(Continued on page 52)



# SALE RESULTS

## XL Ranch Big Country Genetics 1st Annual Bull Sale

April 6, 2019 • Powell, WY

No.	Category	Average
81	81 Yearling SM and SimAngus™ Bulls	\$3,280

**Auctioneer:** Ty Thompson  
**Representing ASA:** Lane Giess

### High-Selling Lots:

- \$10,500** – SimAngus, “1424E,” s. by Leachman Prophet J030Z, sold to All Beef, IL; Genex, WI; and Gateway Simmentals, MT.
- \$8,500** – 5/8 SimAngus, “814E,” s. by NLC Cow Boss 160C, sold to Rockhill Farms and XL Ranch, WY.
- \$6,750** – 5/8 SimAngus, “1129E,” s. by NLC Cow Boss 160C, sold to Matt Reeder, MI.
- \$6,000** – 5/8 SimAngus, “1125E,” s. by NLC Cow Boss 160C, sold to Black Summit Cattle Company, WY.
- \$6,000** – 5/8 SimAngus, “1504E,” s. by NLC Cow Boss 160C, sold to Lassle Ranch Simmentals, MT.
- \$6,000** – 3/4 SimAngus, “856E,” s. by GW Prospector 389C, sold to RYMO Cattle Company, ID.
- \$6,000** – SimAngus, “357E,” s. by Hook’s Black Hawk 50B, sold to Mike Crowder, GA.

**Volume Buyers:** Grigsby Cattle Company; Renegade Ranches LLC; and McCarty Ranching LLC.



Looking over the offering.

## Nelson Livestock Company’s Annual Bull Sale

April 8, 2019 • Wibaux, MT

No.	Category	Average
70	Total Lots	\$3,441

**Auctioneer:** Ty Thompson, MT  
**Representing ASA:** Dr. John Paterson

### High-Selling Lots:

- \$6,500** – “85F,” s. by SDS Alumni 115X, sold to T-Heart Ranch, Center, CO.
- \$5,000** – “64F,” s. by Hooks Bozeman, sold to Prickly Pear Ranch, Helena.
- \$5,000** – “101F,” s. by LRS Range Boss 901Z, sold to Pocket Creek Ranch, Custer.
- \$5,000** – “57F,” s. by Baldrige Bronc, sold to Pocket Creek Ranch, Custer.



The auction block.



Looking over the Nelson offering.

## Brant Farms Genetic Balance Sale

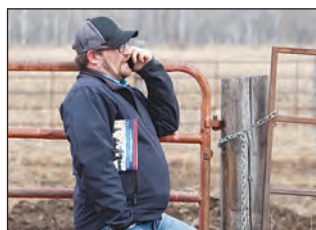
April 15, 2019 • Hinckley, MN

No.	Category	Average
30	SM and SimInfluenced Bulls	\$3,017
5	SM and SimInfluenced Bred Females	2,580
32	SM and SimInfluenced Pairs	2,500
67	Total SM and SimInfluenced Lots	\$2,733

**Auctioneer:** Tracy Harl, NE  
**Sale Manager:** Eberspacher Enterprises (EE) Inc., Marshall, MN  
**Marketing Representatives:** Val Eberspacher (EE); Chance Ujzowski (EE) WI; Austin Brandt, *Livestock Plus*, IA; Tom Rooney, AgriMedia, IA; Bob Grass, MN; Luke Grass, MN; Alec Whipple, SD; and Amanda Eberspacher-Hilbrands, LiveAuctions.TV, MN.

### High-Selling Lots:

- \$6,600** – Cow/Calf Pair, “Jazzy K-Ler Ella E15C,” s. by W/C Lock Down 206Z, Heifer Calf s. by GW Major Move 390E, sold to Wicks Cattle Company, Richardton, ND.
- \$6,000** – Bull, “Brant Blue Collar F47Z,” s. by CDI Innovator 325D, sold to BR Farms, Hinckley.
- \$5,500** – Bull, “Brant Honky Tonk F32B,” s. by Coleman Charlo 0256, sold to Wicks Cattle Company, Richardton, ND.
- \$4,500** – Bull, “Jazzy TGI Friday F76T,” s. by Coleman Charlo 0256, sold to JS Simmental, Askov.
- \$4,250** – Bull, “Brant Jazzy Rivers Edge E435Y,” s. by W/C Executive Order 8543B, sold to Lehrman Family Simmental, Spencer, SD.
- \$3,800** – Bull, “Brant Folsom F47D,” s. by W/C Executive Order 8543B, sold to River Bend Farms, Thief River Falls.
- \$3,750** – Cow/Calf Pair, “Brant Kindle Y9J12,” s. by B C Lookout 7024, Heifer Calf s. by RFS Del Rio D23, sold to Von Rueden Farms, Hinckley.
- \$3,750** – Bull, “Brant Fake News F22W1,” s. by Coleman Charlo 0256, sold to Davies Ranch, Duchesne, UT.



Chance Ujzowski was busy sale day with phone bids.



Auctioneer Tracy Harl and Val Eberspacher visit prior to the sale.





Bob Grass, sale consultant, purchased several lots for customers.



Brant Farms each year awards two buyers with a pork bundle and the winners this year were John Dorau and Adam Bowman.

## Virginia Simmental SimSensation Sale

April 18, 2019 • Harrisonburg, VA

No.	Category	Average
64	Total Lots	\$2,247

**Auctioneer:** Tommy Carper, IN

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

**Sale Staff:** Smith Reasor and Bretty Sayre

### High-Selling Lots:

- \$4,300** – Open Female, “CTF Kate F47,” s. by Hook’s Broadway, cons. by Fogelsong Farm, sold to High Ridge Farm, NC.
- \$4,300** – Open Female, “CTF Megan F110,” s. by SVF Allegiance Y802, cons. by Fogelsong Farm, sold to High Ridge Farm, NC.
- \$3,950** – Bull, “HPF Rio Bravo E30,” s. by W/C Relentless 32C, cons. by High Ridge Farms, sold to Roy Watson, VA.
- \$3,600** – Bull, “TX Kemosabee,” s. by W/C HOC Hcc Red Answer, cons. by TX Enterprises, sold to Simmons Farm Simmental, NC.
- \$3,600** – Open Female, “VPI Shadoo F883 ET,” s. by HILB Oracle C033R, cons. by Virginia Tech Beef Center, sold to Lianna Durrer, VA.
- \$3,200** – Bull, “AH2 Tracker E733,” s. by AH2 Widetrack C502, cons. by Heishman Cattle Company, sold to David Surratt, VA.
- \$2,800** – Bull, “FSCI Red Cross F507,” s. by WC Loaded Up, cons. by Ferguson Show Cattle, sold to Jimmy Mason, KY.



Former ASA Chairman Brain DeFreese gives an ASA update with the sale consignors.



VA Simmental President Mark Campbell visits with a potential buyer.



Long-time breeder Kenny Mohler studies the offering.



John Barlow visits with Bethany Seal after the sale.

## Owen Brothers' 11th Annual Diamond and Spurs Sale

April 20, 2019, Bois d'Arc, MO

No.	Category	Average
13	SM, SimInfluenced and Angus Fall Pairs and Bulls	\$3,208
10	SM, SimInfluenced and Angus Fall Cows	2,068
7	SM, SimInfluenced and Angus Fall Pairs/Heifers	4,357
14	SM, SimInfluenced and Angus Spring Pairs	2,835
15	SM, SimInfluenced and Angus Fall Opens	4,973
8	SM, SimInfluenced and Angus Spring Opens	3,456
1/2	SM Donor	21,000
67 1/2	Total Lots	\$3,790

**Auctioneer:** Jered Shipman, TX

**Sale Manager:** Eberspacher Enterprises (EE), LLC, Marshall, MN

**Marketing Representatives:** Val Eberspacher (EE); Derek Vogt (EE) NE; Bud Sloan, MO; Jered Shipman, TX; Kent Jaecke, OK; Tom Rooney, AgriMedia, IA; John Dickinson, CA; Greg Burden, TX; and Margo Schmerge, LiveAuctions.TV, OH.

### High-Selling Lots:

- \$21,000** – Donor, “OBCC Legend 138B,” s. by FBFS Wheel Man 649W, sold to RJ Cattle, Mitchell, SD.
- \$12,500** – Open Female, “OBCC Lola 141F,” s. by HTP/SVF Duracell T52, sold to Jayci Phillips, Teague, TX.
- \$11,000** – Open Female, “GSC Maid Rite F100,” s. by SCC First-N-Goal GAF 114, cons. by Gerdes Show Cattle, sold to Rob Conrad, Bristol, WI.
- \$9,500** – Open Female, “OBCC Stop and Stare F58C,” s. by OBCC CMFM Deplorabull D148, sold to Spencer Schrader, Wells, KS.
- \$9,000** – Open Female, “OBCC Wakanda F42Z,” s. by Jass On The Mark 69D, sold to Sarah Pfannebecker, Lasalle, CO.
- \$7,500** – Open Female, “OBCC Annie K 165C 154F,” s. by CDI Innovator 325D, sold to Albus Cattle Company, Littlefield, TX.
- \$5,750** – Open Female, “Lockdown Bride 117F,” s. by W/C Lock Down 206Z, cons. by Paulsen Cattle, sold to Austin Plock, Shickley, NE.
- \$4,300** – Open Female, “LTS Stiletto Only 15F,” s. by LLSF Pays To Believe ZU194, cons. by Lone Tree Simmentals, sold to Nathan Alpers, Prairie Home.
- \$4,300** – Cow/Calf Pair, “OBCC Alexia B23,” s. by Coleman Charlo 0256, Heifer Calf s. by Musgrave Sky High 1535, sold to Matthews Simmentals, Fair Grove.

**Comments:** Also selling were 10 semen lots of OBCC CMFM for \$200/unit. Guest consignors included: Albus Cattle, Big K Cattle, Gerdes Show Cattle, Golden Oak Simmentals, Lone Tree Simmentals, Matthews Coach’s Corral and Paulsen Cattle.



David and Marketta Haines enjoyed the Missouri sunshine.



JR and Crystal Richburg, Shoal Creek Land and Cattle, visited prior to the sale with Chris Cloud, Cloud Cattle Co.



Dave and Patricia Marple were volume buyers.

(Continued on page 54)



# SALE RESULTS

## Diamond and Spurs Sale (Continued)



The Owen Family are long time supporters of the American Simmental-Simbrah Foundation. Thank you OBCC!

## Clear Choice Customer Sale

April 27, 2019 • Milan, IN

No.	Category	Average
54	Total Lots	\$2,320

**Auctioneer:** Tommy Carper, IN

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

**Sale Staff:** Jacob Schwab and Ryan LePage

### High-Selling Lots:

**\$10,000** – Bred Female, “SVJ Forever Lady A648,” s. by SVF Steel Force S701, bred to Makin Money, cons. by SVJ Farm, sold to Long Ridge Farm, KY.

**\$6,250** – Cow/Calf Pair, “CLRWTR Serena C74G,” s. by Mr. HOC Broker, Bull Calf s. by W/C Executive Order, cons. by Double Image and Clear Water, sold to Buena Vista Simmental, WV.

**\$4,800** – Pregnancy out of, “HLTS Dakota Red,” s. by Mr. CCF 20-20, cons. by Sloup Simmentals, sold to Liggett Simmentals, OH.

**\$4,200** – Open Female, “LRF Right To Love F134,” s. by W/C Wide Track, cons. by Long Ridge Farm, sold to J&AE Livestock, IN.

**\$4,000** – Bred Female, “SVJ Priceless E103,” s. by SVF/NJC Built Right, bred to Data Breach, cons. by SVJ Farm, sold to Burleigh Cattle Company, PA.

**\$3,900** – Pregnancy out of, “SS Eliannah,” s. by Remington Lock N Load, cons. by Sloup Simmentals, sold to Liggett Simmentals, OH.

**\$3,200** – Open Female, “CHCS New Flame F29,” s. by CLRWTR Bismarck C69, cons. by Colton Hudgins, Hadden Simmentals, IA.

**\$3,100** – Bred Female, “HPF/LRF Daisy Maie E115,” s. by RGRS SRG Two Step 20Z ET, bred to Dew North, cons. by Long Ridge Farm, sold to Chad Thompson, TN.

**\$3,000** – Embryos out of, “JM Steel My Heart,” s. by CDI Innovator, cons. by Sloup Simmentals, sold to Kari Chamberlain, MO.



Michelle Canning and Duane Sneek discuss the offering.



Jim Herr, Bennett Walther and Bobby Beshears visit before the sale.



Nate and Ashley Hoeing talk with Leah Meinders and Scott Hobbs.



Jeff Meinders catches up with longtime friends Parke and Nina Veshlage.

## Heartland Simmental's Performance With Class Bull Sale

April 27, 2019 • Waverly, IA

No.	Category	Average
56	SM, SimInfluenced, Angus and Red Angus Bulls	\$3,467
32	SM, SimInfluenced, Angus Pairs and Breds	2,482
88	Total Lots	\$3,109

**Auctioneer:** Phil Schooley, IA

**Sale Manager:** Eberspacher Enterprises (EE) LLC, Marshall, MN

**Marketing Representatives:** Val Eberspacher (EE); Chance Ujzadzowski (EE) WI; Marshall Ruble, IA; Tom Rooney, AgriMedia, IA; Mike Sorenson, Livestock Plus, IA; Greg Miller, WI; Joel Edge, IA; and Mariah Miller, LiveAuctions.TV, IA.

### High-Selling Lots:

**\$6,750** – Bull, “HL Carver E422,” s. by TKCC Carver 65C, sold to Frank and Kaylea Post, Avella, PA.

**\$5,300** – Bull, “HL Big Ticket 48F,” s. by Kappes Big Ticket C521, sold to Dick Erbes, Fontanelle.

**\$5,000** – Bull, “HL Fast Money 6F,” s. by Hook’s Fast Money 67C, sold to Steve and Brad Jensen, Osage.

**\$5,000** – Bull, “HL Fast Money 21F,” s. by Hook’s Fast Money 67C, sold to Ricketts Farms, Seaton, IL.

**\$4,900** – Bull, “HL Fast Money 45F,” s. by Hook’s Fast Money 67C sold to Ryan Yeggey, Chariton.

**\$4,700** – Bull, “HL Fast Money 12F,” s. by Hook’s Fast Money 67C, sold to Wilber Farms LLC, Trempealeau, WI.

**\$4,500** – Bull, “HL Carver 63F,” s. by TKCC Carver 65C, sold to Steve Hodenfield, Radcliffe.

**\$4,500** – Bull, “HL The Judge 26F,” s. by SFG The Judge D633, sold to Steve and Brad Jensen, Osage.

**Comments:** Guest consignors included: Big M Ranch and Willie Morris Cattle.



There is always a long line for the Cora Lynch complimentary beef dinner.



Tom and Cora Lynch welcome the crowd to the Heartland Sale.



Melvin and Vicky Peck are long-time customers of the Heartland program.



## Hilbrands Cattle Company Passion For Perfection Sale

May 4, 2019 • Clara City, MN

No.	Category	Average
6	SM & SimInfluenced Bulls	\$3,533
30	SM & SimInfluenced Pairs	5,250
6	SM & SimInfluenced Fall Opens	5,558
4	SM & SimInfluenced Spring Opens	2,750
1	Flush/Embryo Lot	22,400
47	Total SM and SimInfluenced Lots	\$5,222

### Also Selling

8	Embryo Lots averaged	\$1,200
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**Auctioneer:** Jered Shipman, TX

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

**Marketing Representatives:** Val Eberspacher (EE); Derek Vogt (EE) NE; Kelly Schmidt, MN; Mitchell Armitage, OK; Shane Ryan, IL; Austin Brandt, Livestock Plus, IA; and Amanda Eberspacher-Hilbrands, LiveAuctions.TV, MN.

**Representing ASA:** Colton Buus

### High-Selling Lots:

- \$15,500** – Flush out of, “HILB Crazy N Love A47SS,” sold to Lazy H Farm, Fleming, OH.
- \$13,000** – Cow/Calf Pair, “HILB/Jass Natural Love E475A,” s. by W/C Executive Order 8543B, Heifer Calf s. by THSF Lover Boy B33, sold to Deling Simmental, Fenton Farms and Sloup Simmental, Dolliver, IA.
- \$11,750** – Cow/Calf Pair, “HILB Miss Elizabeth E4070,” s. by HILB Oracle C033R, Heifer Calf s. by W/C Executive Order 8543B, sold to White Wing Simmentals, Huntington, AR.
- \$11,250** – Cow/Calf Pair, “HILB/SHER Miss Alexa 749E,” s. by Chestnut Knock Out 204, Heifer Calf s. by W/C Executive Order 8543B, sold to KHH Cattle Company, Clara City.
- \$9,250** – Cow/Calf Pair, “HILB Lock It Girl D906,” s. by W/C Lock Down 206Z, Heifer Calf s. by HILB/SHER Data Breach, sold to Mikel Arteche, Grand Saline, TX.
- \$8,000** – Cow/Calf Pair, “HILB/SHER Miss Natalya 728E,” s. by Chestnut Knock Out 204, Heifer Calf s. by Jass On The mark 69D, sold to River Bend Farms, Grand Ridge, IL.
- \$8,000** – Cow/Calf Pair, “HILB Steal My Sunshine D19,” s. by SVF Steel Force S701, Bull Calf s. by W/C Executive Order 8543B, sold Red River Farms, Blythe, CA.
- \$8,000** – Cow/Calf Pair, “HILB/SHER Love Song 772E,” s. by WS Revival, Bull Calf s. by W/C Executive Order 8543B, sold to Sloup Simmental and Deling Simmental, Dolliver, IA.

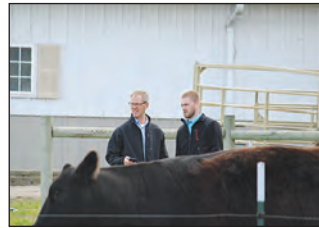
**Comments:** Guest consignors included: Jass Simmental, Sherwood Cattle Co, Pearson Cattle Co and Anderson Cattle Co.



Kinslee Hilbrands helped direct traffic for the Passion sale.



**Back row:** Cody Sherwood, Sherwood Cattle Co, Trey Jass, Jass Simmental. **Front row:** AK Phillips and Mikel Arteche, Red River Farms, were active buyers.



Randy and son Lucas Anderson attended the Passion Sale.



Jerry and Justin Walsh, Walsh Simmental took home some top HILB genetics.

## Stars & Stripes Sale

May 4, 2019 • Gettysburg, PA

No.	Category	Average
69	Total Lots	\$2,877

**Auctioneer:** Bruce Miller, TX

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

**Sale Staff:** Tommy Carper, Bobby Grove, and Charles Strickler

**Sale Consultant:** Dalton Lundy

### High-Selling Lots:

- \$8,000** – Open Female, “SSC Jewel’s Secret 112F,” s. by Remington Secret Weapon, cons. by Stewart’s Simmental Cattle, sold to Hidden Brook Farm, NY.
- \$7,600** – Open Female, “PCSC Burning Mark 7F,” s. by JASS On the Mark 69D, cons. by Pine Creek Show Cattle, sold to Ridgeland Cattle Co., KY
- \$6,000** – Cow/Calf Pair, “PCSC Triple Crown 13B,” s. by Flying B Cut Above, Heifer Calf s. by JASS On the Mark, cons. by Pine Creek Show Cattle, sold to Phillip Michael, PA.
- \$5,700** – Open Female, “GRTF Miss Belief 15F,” s. by LLSF Pays to Believe, cons. by Pine Creek Show Cattle, sold to Dennis Householder, PA.
- \$5,000** – Open Female, “Simme Valley Foxy,” s. by JF Milestone, cons. by Simme Valley, sold to Kyle Householder, PA.
- \$5,000** – Cow/Calf Pair, “SSC Time to Shine 410D,” s. by CCR Santa Fe, Heifer Calf s. by SSC Shell Shocked, cons. by Stewart’s Simmental Cattle, sold to Fenton Farms Simmentals, MS.
- \$5,000** – Cow/Calf Pair, “Simme Valley Cherry Bomb,” s. by WHF/PRS Game On. Heifer Calf s. by Mack AF W273, cons. by Simme Valley, sold to Sean Brown, NY.
- \$4,800** – Bred Female, “SVJ Trendy One B19,” s. by SVF/NJC Built Right N48, bred to PCSC Brilliance 24, cons. by Pine Creek Show Cattle, sold to Leah Jones, AB.



Curry Wagner talks with Bill Shoemaker before the sale.



Bill and Kathy Lay selected some top lots for their herd.



Justin Grimsley visits with Lynn and Cliff Orley.

(Continued on page 56)



# SALE RESULTS

## Stars and Stripes Sale (Continued)



An enthusiastic group of Simmental breeders took a tour of the historic Gettysburg Battlefield led by sale host and military historian Tom Vossler.

## Banners & Beyond

May 11, 2019 • Commerce, GA

No.	Category	Average
61	Total Lots	\$3,069

**Auctioneer:** Ron Kreis, OH

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

**Sale Staff:** William McIntosh and Will Gibson

**Consultant:** Dalton Lundy

### High-Selling Lots:

- \$8,500** – Cow/Calf Pair, “JF Ebony Joy 4104B,” s. by LLSF Uprising, sold to KenCO Cattle Co, TN; Heifer Calf s. by Mr. CCF 20-20, cons. by Woodlawn Farm, sold to MBK Cattle, MS.
- \$4,500** – Pregnancy out of, “NLC U146,” s. by SVF/NJC Built Right, cons. by Woodlawn Farm, sold to Freeman Cattle, GA.
- \$4,250** – Bred Female, “Miss CRSD Sheza Glory,” s. by W/C Innocent Man, bred to W/C Fully Loaded, cons. by Freeman Cattle Company, sold to KenCo Cattle, TN.
- \$4,100** – Bred Female, “Welsh’s Juliet 223D,” s. by LLSF Pays To Believe, bred to Cowboy Logic, cons. by Woodlawn Farm, sold to Sloup Simmentals, NE.
- \$3,400** – Bred Female, “Woodlawn Striking Lady,” s. by CNS Dream On, bred to Mr. CCF 20-20, cons. by Woodlawn Farm, sold to Sloup Simmentals, NE.
- \$3,250** – Pregnancy out of, “NLC U146,” s. by CCR Santa Fe, cons. by Woodlawn Farm, sold to B&K Farms, TN.
- \$3,100** – Bred Female, “Miss CRSD Jacks Glitz,” s. by TLLC One Eyed Jack, bred to W/C Fully Loaded, cons. by Freeman Cattle Company, sold to Chip Cline, KY.
- \$3,000** – Cow/Calf Pair, “Woodlawn Early Girl,” s. by Welsh’s 11Z, Heifer Calf s. by WHF Ridge Range, cons. by Woodlawn Farm, sold to Hilltop Simmentals, SD.



A strong crowd was in the seats for the warm spring day.



Consignors Jim Rathwell and Kim Chastain took in the sale.



Consignor John Cook visits with facility host Robin Wilson.



Sale host Rick Wood thanks a buyer post sale.

## The 7th Annual Spring Turnout Sale

May 18, 2019 • Worthing, SD

No.	Category	Average
70	Total Lots	\$2,779

**Auctioneer:** Tracy Harl, NE

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

**Sale Staff:** Alex Acheson, Chris Beutler and Randy Rasby

### High-Selling Lots:

- \$11,000** – Flush out of, “STF Onyx,” cons. by Sloup Simmentals, sold to Clint Nielson, NE.
- \$6,100** – Cow/Calf Pair, “HPF Misti U353,” s. by HTP/SVF In Dew Time, Bull Calf s. by CDI Innovator, cons. by Hilltop Simmentals, sold to Sloup Simmentals, NE.
- \$5,400** – Bred Female, “HTP/HLTS Honey Dew E749,” s. by CDI Rimrock, bred to W/C Executive Order, cons. by Hilltop Simmentals and HTP Simmentals, sold to Southern Cattle Company, FL.
- \$5,250** – Pregnancy out of, “EKHCC Red Jewel,” s. by W/C Executive Order, cons. by Hilltop Simmentals, sold to B2 Cattle, TX.
- \$5,250** – Pregnancy out of, “EKHCC Red Jewel,” s. by W/C Bankroll, cons. by Hilltop Simmentals, sold to B2 Cattle, TX.
- \$5,000** – Cow/Calf Pair, “HLTS Dakota Red D642,” s. by WS Beef Maker, Bull Calf s. by WHF Ten High, cons. by Hilltop Simmentals, sold to B2 Cattle, TX.
- \$5,000** – Open Female, “HLTS Red Jewel F810,” s. by Remington Secret Weapon, cons. by Hilltop Simmentals, sold to Darryl Freman, GA.
- \$4,800** – Cow/Calf Pair, “JS Flirty Eyes 5Z,” s. by WAGR Driver, Heifer Calf s. by W/C Fully Loaded, cons. by Sloup Simmentals, sold to 3B Cattle Co., AL.



Ben Kelderman views the offering.



Bill Sloup and Jaron Van Beek visit before the sale.



The Hilbrands/Eberspacher crew attended the sale.



A nice crowd was on hand despite the damp conditions. ♦



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*\*The CMP is a structured young sire progeny test. Participating cooperator herds will random sample their cowherd with CMP semen, and the resulting male (or female) progeny will be harvested with individual carcass data gathered. ASA Staff will work with cooperator herds to provide bulls that fit the general criteria of your management program, however only bulls nominated into the CMP program may be used. Producers are encouraged to be somewhat proficient in Microsoft excel for accurate and consistent record keeping.*



# ASA FEE SCHEDULE

## DNA Services (Contact ASA For Testing Kits)

### Genomic Tests:

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

\*Add-on tests available

	Stand Alone ↓	Add-on ↓
**Parental Verification (PV)	\$18	Free
Coat Color	\$20	\$9
Red Charlie	\$15	NA
Horned/Polled	\$33	\$19
PMel (Diluter)	\$20	Free

\*\*Research Fee charged at \$1.00/min – Includes but is not limited to: DNA re-checks to more than 2 additional parents, multi-sire pastures, excess time spent to confirm parentage, mis-identified samples, and samples arriving at lab without proper ASA paperwork.

\*\*\*Prices are subject to change

### Genetic Conditions Panel ..... \$25

(Must run with LD or HD)

- Arthrogryposis Multiplex (AM)
- Neuropathic Hydrocephalus (NH)
- Developmental Duplication (DD)
- Tibial Hemimelia (TH)
- Pulmonary Hypoplasia with Anasarca (PHA)
- Osteopetrosis (OS)
- Contractural Arachnodactyly (CA)

(Individual defect tests can be ordered for \$25.)

- Oculocutaneous Hypopigmentation (OH) ..... \$25
- BVD PI ..... \$5

DNA Collector Fees: Allflex TSU - \$20.00 (box of 10) Allflex Applicator - \$40.00 Blood Cards - \$1.00 ea. (processing fee) Hair Cards - \$5.00 ea. (processing fee)

## THE Enrollment

**Spring 2019 THE Enrollment** (dams calve January 1-June 30) — Early enrollment open October 15 through **December 15, 2019**.  
Late enrollment available until February 15, 2020.

**Fall 2019 THE Enrollment** (dams calve July 1-December 31) — Early enrollment open April 15 through **June 15, 2019**.  
Late enrollment available until August 15, 2019.

	Option A (TR)	Option B (SR)	Option C	Option D (CM)
Early Enrollment	\$15.00	FREE	\$7.50	\$500/herd
*Late Enrollment	\$16.00	\$1.00	\$8.50	\$500/herd
*Late enrollment fees				

A re-enrollment fee of \$35.00 applies to any dam that is removed from inventory and re-enters the herd at a later date. A member who has dropped out of THE and wishes to return, may do so for the next enrollment season. Re-enrollment fee is \$35 per animal (maximum of \$350) plus enrollment fees. Non-THE registration fees will apply to the calendar year when a member did not participate in THE.

## American Simmental Association Fees

### First Time Membership Fee:

Adult First Time Membership Fee*	.....	\$160
<i>(Includes: \$50 set-up fee and \$110 ASF)</i>		
Junior First Time Membership Fee*	.....	\$40
Prefix Registration	.....	\$10

\*After January 1: \$105 for Adults and \$25 for Juniors

### Annual Service Fee (ASF)\*:

Adult Membership	.....	\$110
Junior Membership	.....	\$40

Fiscal year runs from July 1 – June 30

\*\$50 reinstatement fee may apply if paying ASF after October 23, 2018.

### Registration Fees:

#### Registration Fees enrolled in THE

Enrolled in THE — Option A	.....	No Charge
Enrolled in <b>Opt B or C</b> <10 months	.....	\$30
Enrolled in <b>Opt B or C</b> ≥10 months <15 months	..	\$40
Enrolled in <b>Opt B or C</b> ≥15 months	.....	\$50

### Transfer Fees:

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

### Additional Transactions:

Priority Processing	.....	\$50
<i>(not including shipping or mailing)</i>		
Corrections	.....	\$5

### Registration Foreign/Foundation Fees:

Register Foundation Cow	.....	\$17
Register 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

### JULY

- 21-28 AJSA National Classic — Louisville, KY
- 27 Simmental Breeders Sweepstakes Sale — Louisville, KY

### AUGUST

- 3 Genetic Connection Sale — Cullman, AL
- 17 23rd Annual Southern Showcase Female Sale — Rome, GA
- 24 5th Annual Alabama/Mississippi Association's State Female Sale — Uniontown, AL
- 24-27 LMC GenePLUS Online Sale XXIX — [www.lamunecacattle.com](http://www.lamunecacattle.com)
- 30 Jensen Simmentals' Midwest Fleckvieh Event — Osawatomie, KS
- 31 102 River Ridge Cattle Company Dispersal — Clarinda, IA (pg. 67)
- 31 Four Starr Simmentals' 2nd Annual Production Sale — Eugene, MO (pg. 1)

### SEPTEMBER

- 7 NC Fall Harvest Sale — Union Grove, NC
- 7 Updyke Simmentals' Semi-Retirement Herd Reduction Sale — Checotah, OK
- 14 Comfort Ranch's Complete Dispersal Sale — Canton, TX
- 14 HOTSSA/ETSSA Fall Fest Sale — Granbury, TX
- 14 Kentucky State Simmental Sale — Lexington, KY
- 15 Houck Rock Creek Ranch Fall Private Treaty Sale — Allen, KS
- 15 Illini Elite Sale — Shelbyville, IL
- 15 Rincker Simmentals' "After Hours Online Sale" — [www.rinckersimmentals.com](http://www.rinckersimmentals.com)
- 18 Gonsalves Ranch Bulls Eye Breeders Angus & SimAngus™ Bull Sale — Modesto, CA
- 21 Family Matters Sale — Auburn, KY (pg. 42)
- 23 LRW Simmental's Genetic Harvest Sale — Janesville, WI
- 26 Beef Solutions Bull Sale — Lone, CA
- 28 Ferguson Show Cattle's Rare Vintage Sale — Jefferson, OH
- 28 Head of the Class Sale — Louisburg, KS
- 28 Martin Farms' "Open House at the Farm" Sale — Lyles, TN
- 28 Synergy Sale — Giddings, TX (pg. 2)
- 29 Walsh Simmental Complete Dispersal Sale — West Point, NE (pg. 1FC)

### OCTOBER

- 4 Factory Direct Sale — West Lafayette, IN
- 4 Trinity Farms' 2nd Annual Generations of Excellence Female Sale — Ellensburg, WA
- 5 Buckeye's Finest Sale — Zanesville, OH
- 6 Field of Dreams Production Sale — Hope, IN
- 6 Wisconsin Simmental's Midwest Fall Roundup — Lancaster, WI
- 12 New Direction Sale — Seward, NE (pg. 37)
- 12 The Black Label Event — Grandview, TX
- 14 Burlap and Barbed Wire Vol. V Female Sale — Clay Center, KS
- 15 Top Shelf Genetics Online Sale — [www.sconlinesales.com](http://www.sconlinesales.com)
- 18 Buckles and Banners Sale — West Point, IA
- 19 Indiana Performance Bull Test Sale — Springville, IN
- 19 Midwest Made Sale — Prairie City, IA
- 19 MN Beef Expo - White Satin On Ice and All Breeds Sale — Minneapolis, MN
- 19 Tennessee Fall Showcase Sale — Lebanon, TN
- 22 Koz-E Acres and Wilmes Farms' Fall Harvest Sale — Le Sueur, MN
- 25 25th Annual Hokie Harvest Sale — Blacksburg, VA
- 26 7P Ranch's 44th Annual Production Sale — Tyler, TX
- 26 Cason's Pride and Joy Elite Female Sale — Russell, IA
- 26 Clear Choice Sale — Milan, IN
- 26 Fred Smith Company Ranch's Extra Effort Sale — Clayton, NC
- 26 Michigan Simmental Association's 6th Annual Fall Sale — St. Louis, MI
- 26 Pennsylvania Fall Classic Sale — Waynesburg, PA
- 26 Red Hill Farms' "Bulls and Females of Fall V" — Lafayette, TN

### NOVEMBER

- 1 High Ridge Farms' Genetic Opportunity Sale — Albemarle, NC
- 2 Irvine Ranch Production Sale — Manhattan, KS
- 2 Missouri Simmental's Fall Harvest Sale — Springfield, MO
- 3 Hawkeye Simmental Sale — Bloomfield, IA
- 3 Triangle J Ranch's Female Sale — Miller, NE
- 9 Deer Creek Farm's Annual Bull and Heifer Sale — Lowesville, VA
- 9 Gibbs Farms' 14th Annual Bull and Replacement Female Sale — Ranburne, AL
- 11 NAILE Select Sale — Louisville, KY



**NOVEMBER (CONT.)**

- 16 Timberland Cattle's Fall Bull Sale — Vernon, AL (pg. 27)
- 22 Heartland Simmental Performance with Class Sale — Waverly, IA
- 23 Best of Both Worlds Sale — Newark, OH
- 23 Callaway Cattle Company's Bull Sale — Hogansville, GA
- 23 Felt Farms' Foxy Ladies Sale — West Point, NE
- 23-26 LMC Giving THANKS Online Sale VI — www.lamunecacattle.com
- 23 Southern Cattle Company's Annual Bull Sale — Marianna, FL (pg. 3)
- 24 North Central Simmental Fall Classic — Hubbard, IA
- 29 Chestnut Angus Female Sale — Pipestone, MN
- 30 Trennepohl Farms' Right By Design Sale — Middletown, IN (pg. 5)

**DECEMBER**

- 2 Dakota Ladies Online Sale — www.hilltopsimmentalsd.com
- 7 8th Annual Strickland/Driggers Bull Sale — Glennville, GA
- 7 Altenburg Super Baldy Ranch's "Bred to Be Cows" Production Sale — Fort Collins, CO (pg. BC)
- 7 Jewels of the Northland Sale — Clara City, MN
- 7 Montana's Choice Sale — Billings, MT
- 7 Next Step Cattle Company's Bull Sale — Livingston, AL
- 7 T-Heart Ranch's Fall Female Sale — LaGarita, CO
- 14 Hartman Cattle Company Customer Appreciation Sale — Tecumseh, NE
- 14 NDSA's Simmental Classic Sale — Mandan, ND
- 14 North Alabama Bull Evaluation Sale — Cullman, AL
- 15 Trauernicht Simmental Nebraska Platinum Standard Sale — Beatrice, NE
- 21 South Dakota Source Sale — Mitchell, SD

**JANUARY 2020**

- 18 SimMagic On Ice — Denver, CO
- 20 National Western "The One-Volume XXVI" Sale — Denver, CO
- 22 Sioux Empire Farm Show and Sale — Sioux Falls, SD
- 24 Ellingson Simmentals' Annual Production Sale — Dahlen, ND (pg. 35)
- 25 Double J Farms' 46th Annual Bull Sale — Garretson, SD (pg. 45)
- 25 J&C Simmentals' Bull Sale — Arlington, NE (pg. 37)
- 26 Reck Brothers-N-Sons Genetic Advantage Production Sale — Blakesburg, IA
- 26 Triangle J Ranch's Bull Sale — Miller, NE (pg. 37)
- 30 Black Hills Stock Show and Sale — Rapid City, SD

**FEBRUARY**

- 1 Klain Simmental's 38th Annual Sale — Turtle Lake, ND
- 1 Prickly Pear Simmental Ranch's Made in Montana Sale — Helena, MT (pg. 13)
- 1 Springer Simmentals' Sale of Value Based Genetics — Decorah, IA
- 1 Turn In Bull Sale — Worthing, SD
- 2 Blue River Gang's 36th Annual Production Sale — Rising City, NE
- 2 Hartman Cattle Company Simmental Bull Sale — Tecumseh, NE
- 3 Gateway Simmental Breeding Value Bull Sale — Lewistown, MT
- 5 Begger's Diamond V Annual Sale — Wibaux, MT (pg. 13)
- 5 Lazy C Diamond Ranch's Annual Bull and Female Production Sale — Kintyre, ND
- 6 Hart Simmentals' Power Bull Sale — Frederick, SD
- 6 Stavick Simmental's Annual Sale — Veblen, SD (pg. 45)
- 7 Bata Brothers/Bell Family 23rd Annual Joint Simmental Bull and Female Sale — Rugby, ND
- 7 Cow Camp Ranch's Spring Bull Sale — Lost Springs, KS (pg. 29)
- 7 Kunkel Simmentals' Annul Bull and Bred Female Sale — New Salem, ND
- 7 Watertown Winter Farm Show and Sale — Rapid City, SD
- 8 Mississippi-Dixie National Simmental Sale — Jackson, MS
- 10 Dakota Power Bull Sale — Valley City, ND
- 10 Edge of the West Bull and Female Sale — Mandan, ND
- 10 Iowa Simmental Association's "Mark of Genetic Excellence" Sale — Des Moines, IA
- 11 Bar CK Cattle's Profit Sharing — Culver, OR
- 11 Bichler Simmentals' 15th Annual "Quality Not Quantity" Production Sale — Linton, ND
- 11 Werning Cattle Company's Production Sale — Emery, SD
- 12 Jackpot Cattle Company's Bull Sale — Wessington, SD
- 12 River Creek Farms' 9th Annual Production Sale — Manhattan, KS (pg. 29)
- 12 Wilkinson Farms Simmentals' 22nd Annual Production Sale — Montpelier, ND
- 13 Brand of Excellence Sale — West Point, NE
- 13 Lassel Ranch Simmentals' 27th Annual Bull Sale — Glendive, MT ♦



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Issue	Sales Close	Ad Materials	Camera Ready	Mail Date
September '19	August 1	August 9	August 16	Sept 6
October '19	August 30	Sept 10	Sept 20	Oct 4
November '19	Oct 1	Oct 10	Oct 21	Nov 5
Dec '19/Jan '20	Nov 15	Nov 21	Dec 6	Dec 20
February '20	Dec 27	Jan 3	Jan 17	Feb 5
March '20	Jan 31	Feb 10	Feb 17	March 6
April '20	March 2	March 9	March 20	April 3
May/June '20	April 1	April 8	April 19	May 8

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# AD INDEX

102 River Ridge Cattle Company . . . 67	Cow Camp Ranch . . . . . 29, Insert	Jones Show Cattle . . . . . 29	Red River Farms . . . . . 35
3C Christensen Ranch . . . . . 45	Customer Service Team . . . . . 9	Kaelberer Simmentals . . . . . 35	Rincker Simmental . . . . . 35
ABS® Global, Inc. . . . . 45	Dakota Xpress . . . . . 35	Kansas Simmental Association . . . Insert	River Creek Farms . . . . . 29, Insert
Active Herd Cattle Management Software . . . . . 65	Diamond H Ranch . . . . . 29	Kansas Simmental Breeders . . . . . 29	Rolling Hills Farms . . . . . 29
Alabama Simmental Breeders . . . . . 27	Diamond M Ranch . . . . . 6, 7	Keller Broken Heart Ranch . . . . . 35	Ruby Lane Farm . . . . . 6, 7
Allied Genetic Resources . . . . . BC	Dickinson Simmental and Angus Ranch . . . . . 29	KenCo Cattle Company . . . . . 42	Rugged R Cattle . . . . . 6, 7
Altenburg Super Baldy Ranch, LLC . . . . . 27, BC	Dixson Farms, Inc. . . . . 29	Kenner Simmentals . . . . . 35	Rust Mountain View Ranch . . . . . 35
American Live Stock Inc. . . . . 33	Dorran, Steve, Auctioneer . . . . . 33	Kentucky Simmental Association . . . 41	Sales Call . . . . . 13, 27, 29, 37
American Simmental Association . . . 8, 9, . . . . . 47, 57, 59, 61, 63, 65, Insert	Double E Fleckvieh . . . . . 6, 7	Kentucky Simmental Breeders . . . . . 23	Sandy Acres Simmental . . . . . 37
American Simmental-Simbrah Foundation . . . . . Insert	Double J Farms . . . . . 45	Keystone International Livestock Exposition . . . . . 25	Secondino, Krieger, Jame . . . . . 33
Annual Service Fee . . . . . 8	Double M Simmentals . . . . . 13	Kitzerow Cattle Company . . . . . 27	Shipman, Jered, Auctioneer . . . . . 33
ART-JEN Simmental Farm . . . . . 23	DP Sales Management, LLC . . . 41, 42, 67	Klein Simmentals . . . . . Insert	Shoal Creek Land & Cattle, LLC . . . . . 37
ASA Board Meeting . . . . . Insert	DVAuction . . . . . 1, 67, BC	Koch Cattle . . . . . 13	SimGenetics Profit Through Science . . . . . 8, 59, 61
ASA Board of Trustees . . . . . Insert	Eberspacher Enterprises, Inc. . . . . IFC	Kreis, Ron, Auctioneer . . . . . 33	SimmApp . . . . . 57
ASA Fall Focus . . . . . Insert	Ediger Simmental . . . . . 37	Lassle Ranch Simmentals . . . . . 13	SK Cattle . . . . . 45
ASA Performance Advocate . . . . . 13, 29	Eichacker Simmentals . . . . . 45	Leadbetter, Jon, Auctioneer . . . . . 33	Slate Farms & Cattle Company . . . . . 23
Bar 5 Simmental Stock Farms Ltd. . . . 27	Ekstrum Simmentals . . . . . 45	Lehrman Family Simmentals . . . . . 45	Sloup Simmentals . . . . . 37
Bar CK Cattle Company . . . . . 29	Elk County Simmentals . . . . . 23	Little Creek Farm . . . . . 23	Smith Genetics . . . . . 2
Bata Bros. . . . . 35	Ellingson Simmentals . . . . . 35	Livestock Services . . . . . 33	South Dakota Simmental Breeders . . . 45
Begger's Diamond V . . . . . 13	Fall Focus . . . . . Insert	Log Land Farms . . . . . 6, 7	Southern Cattle Company . . . . . 3
Benda Simmentals, Jim . . . . . 45	Family Matters . . . . . 42	Low Density DNA Testing . . . . . 47	Springer Simmental . . . . . 27
Bessler Inc, James F. . . . . 33	Faulkner Farms . . . . . 6, 7	Lucas Cattle Company . . . . . 37, 62	Stanley Martins Farms . . . . . 4
Bichler Simmentals . . . . . 35	Feeder Profit Calculator™ . . . . . 13, 23, 27, 29, 35, 37, 45	Martin Farms . . . . . 23	Stavick Simmental . . . . . 45
Birdwell, James M., Auctioneer . . . . 33	Ferguson Show Cattle . . . . . 29	Miller Simmentals . . . . . 13	Steaks Alive . . . . . 37
Boehringer Ingelheim . . . . . 21	Filegonia Cattle Company . . . . . 13	Minnesota Simmental Breeders . . . . 27	STgenetics® . . . . . 13
Bois d'Arc Land & Cattle Co. . . . . 13	Fleckvieh Marketing Coalition . . . . 6, 7	Missing Rail Simmentals . . . . . 29	Sunflower Genetics, LLC . . . . . 29, Insert
Bouchard Livestock International . . . . 33	Flittie Simmental . . . . . 45	Mission Statement . . . . . Insert	Synergy Sale . . . . . 2
Brant Farms . . . . . 27	Forster Farms . . . . . 37	Missouri Simmental Breeders . . . . . 37	T-Heart Ranch . . . . . 27
Bridle Bit Simmentals . . . . . 27	Four Starr Simmentals . . . . . 1, 37	Mitchell Lake Ranch . . . . . 23	Tennessee Simmental Breeders . . . . . 23
Brink Fleckvieh . . . . . 23	Freedom Run Farms . . . . . 6, 7	Montana Simmental Breeders . . . . . 13	Texas Simmental & Simbrah Breeders . . 13
Brooks Simmental Ranch . . . . . 29	Full Circle Farms . . . . . 6, 7	Monte Christo Ranch & Investments . . 13	Thomas Ranch . . . . . 45
Brush Country Bulls . . . . . 13	Gengenbach Cattle Company . . . . . 37	Morrison, Myra Neal . . . . . 23	Timberland Cattle . . . . . 27
Bulls of the Big Sky . . . . . 13	GGP . . . . . 61	Nebraska Simmental Breeders . . . . . 37	Total Herd Enrollment (THE) . . . . . 13, 27, 29, 45
Buzzard Hollow Ranch . . . . . 23	Gold Bullion . . . . . 29	NEOGEN® . . . . . 61	Traxinger Simmental . . . . . 45
Cable Ranch . . . . . 45	Haley Farms . . . . . 29	NLC Simmental Ranch . . . . . 45	Trennepohl Farms . . . . . 5, 13
California Breeders . . . . . 35	Harker Simmentals . . . . . 13	North American Fullblood Breeders . . 23	Triangle J Ranch . . . . . 37
Canada Simmental Breeders . . . . . 27	Harl, Tracy Auction Company . . . . . 33	North Carolina Simmental Breeders . . 23	Trinity Farms . . . . . 35
Canadian Simmental Country Magazine . . . . . 33	Harriman Santa Fe . . . . . 37	North Dakota Simmental Breeders . . . 35	Triple Z Simmental . . . . . 23
Carcass Merit Program (CMP) . . . 35, 59	Hart Simmentals . . . . . 45	Oak Meadow Farms . . . . . 27	Tylertown Simmentals . . . . . 42
Cattle USA . . . . . BC	Herdbook Tutorial . . . . . Insert	Ohio Simmental Breeders . . . . . 29	Updyke Simmentals . . . . . 45
Cattle Visions . . . . . 33, 68, IBC	Hicks Cattle Co. . . . . 13	Oklahoma Simmental Breeders . . . . . 45	VJT Ranch . . . . . 35
CattleMax Software . . . . . 19	High-Bred Simmental . . . . . 29	Oregon Simmental Breeders . . . . . 29	Volk Livestock . . . . . 37
Check Us Out Online . . . . . 63	Hofmann Simmental Farms . . . 29, Insert	ORlgen . . . . . 33	Walsh Simmental . . . . . IFC
Circle 3 Genetics . . . . . 27	Illinois Simmental Breeders . . . . . 35	Pine Ridge Ranch, LLC . . . . . 13	Washington Simmental Breeders . . . . 35
ClearWater Simmentals . . . . . 13	Indiana Simmental Breeders . . . . . 13	Presponse® SQ . . . . . 21	Werning Cattle Cattle . . . . . 45
Clover Valley Simmentals . . . . . 13, 42	Interactive Committee Meetings . . . Insert	Prickly Pear Simmental Ranch . . . . . 13	Western Cattle Source . . . . . 37
Colorado Simmental Breeders . . . . . 27	Interactive Committees . . . . . Insert	PrimeTime Agri Marketing Network . . . 5	White Farms Simmental . . . . . 45
Conover, Al, Auctioneer & Sale Management . . . . . 33	Iowa Simmental Breeders . . . . . 27	Professional Livestock Solutions . . . . 6, 7	Wildberry Farms . . . . . 35
Core Policies . . . . . Insert	Irvine Ranch . . . . . Insert	Pyramid® 5 . . . . . 21	Wilkinson Farms Simmentals . . . . . 35
	J & C Simmentals . . . . . 37	Quandt Brothers (QBVT) . . . . . 35	Williams Land & Cattle Auction Co. . . 33
	Jacobs, Roger, Auctioneer . . . . . 33	R&R Cattle Company . . . . . 45	Willis Simmentals . . . . . 45
	Jensen Simmentals . . . . . 23	RatLiff Cattle Company . . . . . 23	Zeis Simmentals . . . . . 37





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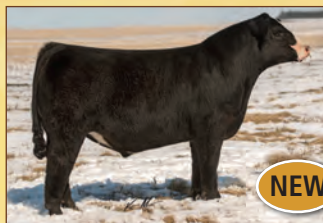
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EPDs: CE: 16 \$API: 134 \$API: 66

NEW



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EPDs: CE: 14 \$API: 124 \$TI: 63

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