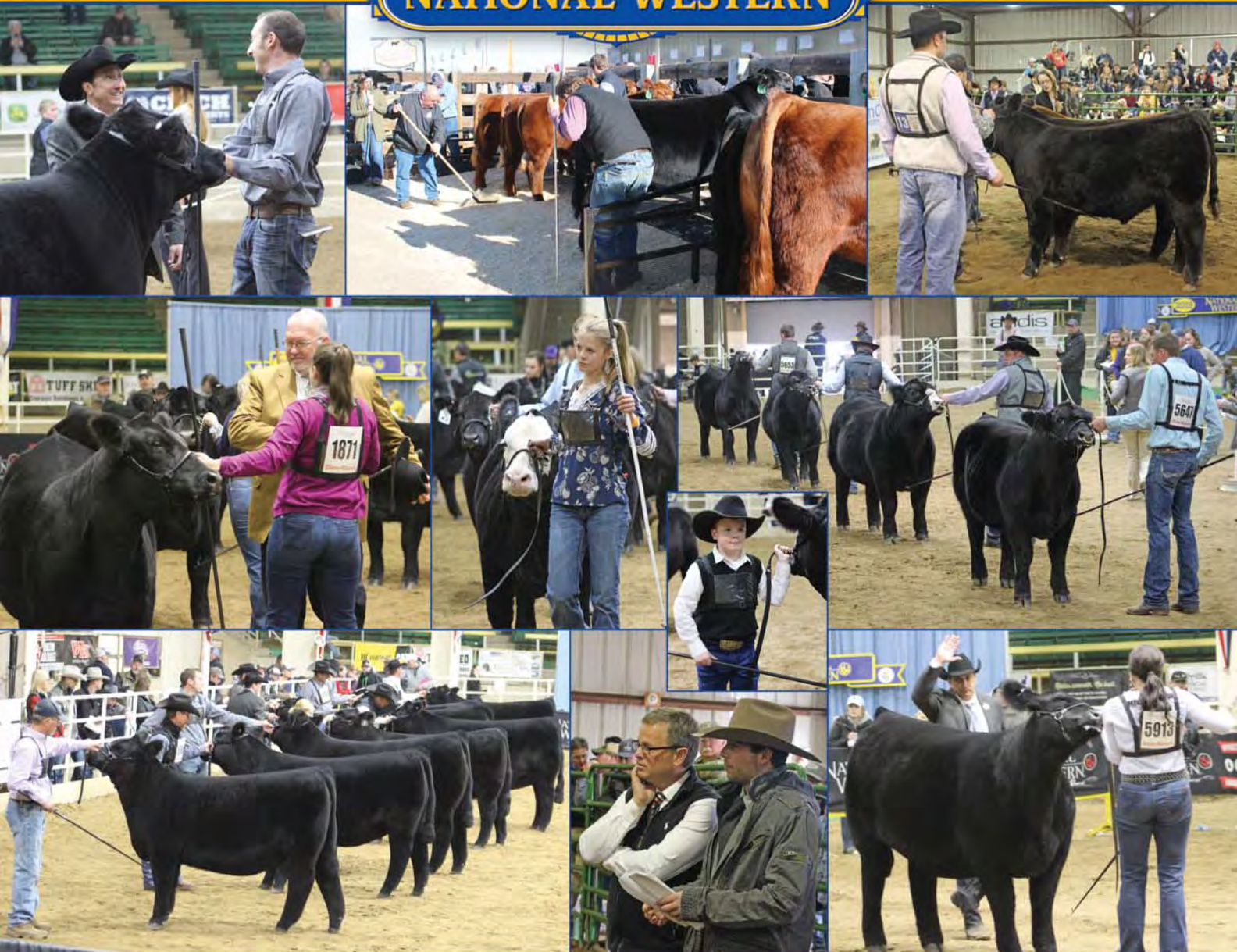


the Register

March 2019

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NATIONAL WESTERN



Features

Simmental True

EPD FAQs: Part 2

ASA's Annual Meeting

National Western Stock Show

Women of ASA

Down to the Genes



SC Daisy Duke F132

September Show Heifer Prospect
TKCC Carver x SC Daisy Duke C1



SC Knockout F125

September Show Heifer Prospect
SC Pay the Price x HPF/Borne Knockout Y030



SC Knockout F24

March Show Heifer Prospect
WLE Uno Mas x HPF/Borne
Knockout Y030

SC Lola E28

TKCC Carver x SVF Steel Force
Bred to SC Pay The Price C11



SC Expecting a Dream F5

March Show Heifer Prospect
SC Pay The Price x SFIS Katy Perry



SC Chanel E21

W/C BF Innocent Man x
SVF Steel Force
Bred to W/C Executive
Order



SC Donna F9

March Show Heifer Prospect
W/C Executive Order x Sandeen Donna 4532



SC Valentine E38

LLSF/VLF Reactor x SAV Bismarck
Bred to W/C Executive Order



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Looking Good

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29SM0483



+13.5 CED
+1.6 BW
+95 WW
+141 YW
+17 DOC
+.34 Marb
+159 API
+93 TI

TJ ROOSEVELT 366E
ASA 3288497 2/21/17

COWBOY CUT x SHARPER IMAGE
Homo Blk, Homo Pld - Purebred

DISCIPLINED GENETICS FOR SUCCESS

- Cow power, superb phenotype and dynamic EPDs

PAY DIRT

29SM0480



+11.5 CED
+0.9 BW
+82 WW
+135 YW
+17 DOC
+.76 Marb
+150 API
+90 TI

CCR PAY DIRT 2340C
ASA 3112013 9/6/15

PAYWEIGHT 1682 x SINGLETARY
Homo Blk, Homo Pld - 1/2 SM, 1/2 AN

WE HAVE HIT PAY DIRT

- Arguably the best PAYWEIGHT 1682 son in the beef business

LONGEVITY

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+11.2 CED
+2.1 BW
+78 WW
+115 YW
+10.8 MCE
+1.21 REA
+134 API
+78 TI

ASR LONGEVITY Y184
ASA 2598898 2/17/11

PACESETTER U862 x SHOWCASE
Homo Blk, Homo Pld - Purebred

COW MAKER DELUXE

- Top 15% API backed by a cow family known for good feet, sound udders, excellent fertility and amazing longevity

ALL TIME

29SM0466



+10.4 CED
+1.8 BW
+83 WW
+128 YW
+.24 Marb
-.40 SHR
+141 API
+843 TI

OVAL F ALL TIME A322
ASA 2749844 2/1/13

TOP GRADE x SHEAR FORCE
Homo Blk, Homo Pld - Purebred

ALL TIME - ALL AROUND GENETICS

- Outstanding performance backed by an elite cow family

PERCEPTION

29SM0484



+15.8 CED
-1.7 BW
+68 WW
+105 YW
+23 Stay
+.25 Marb
+162 API
+80 TI

CDI PERCEPTION 254E
ASA 3287123 3/20/17

TRINITY x GRAVITY
Red, Homo Pld - Purebred

THE RIGHT PERSPECTIVE FOR MULTI TRAIT GENETICS

- Breed leading calving ease in a deep, moderate, muscular package

CADILLAC

29SM0468



+13.6 CED
-1.2 BW
+76 WW
+118 YW
+18 Stay
+18.6 DOC
+135 API
+76 TI

LEACHMAN CADILLAC L025A
ASA 2760758 1/14/13

TRINITY x GRAVITY
Red, Homo Pld - 3/8 SM, 3/8 AR, 1/8 AN

QUALITY, LUXURY AND RELIABILITY

- Re-writing the book for performance and eye appeal with measured total profitability

From All Angles

BOULDER

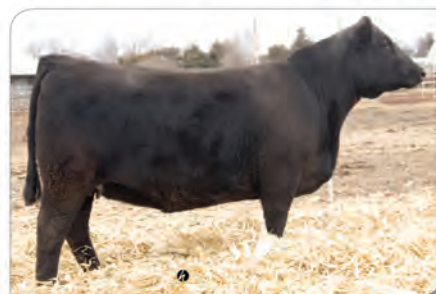
29SM0472



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

MUSCLE AND MATERNAL

- ✓ One of the highest used bulls at ABS due to his calving ease, maternal, end product and striking good looks
- ✓ Ranks in the top 10% of the breed for birth weight, docility, end product and both indexes
- ✓ Progeny proven - they calve easy and display his good looks - you will love them at weaning
- ✓ Use to moderate frame, add flesh and muscle in one generation
- ✓ DNA tested homozygous black, homozygous polled, 1/2 SM, 1/2 AN



CCR Ms Boulder 6054D, Ray's Cattle Co., KS

TRAIT	CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	SAPI	STI
EPD	+15.4	-2.0	+66.1	+100.9	+22	+7.2	+22.7	+55.7	+19.7	+18.3	+27.4	-.36	+.57	-.054	+.95	-.45	\$161	\$82
ACC	.78	.90	.88	.86	.86	.50	.54	.54	.32	.78	.66	.51	.66	.60	.62	.16		
%	15	10				35			10	1		20	10		5		2	10

DNA tested DLF, Homozygous Black, Homozygous Polled

EPDs as of 1/29/2019 **TOP 35%**

BEACON

59SM286



HOOKS **BEACON** 56B ASA 2854180
HOOKS SHEAR FORCE 38K x GW PREDESTINED 701T

DOMINANT PUREBRED GENETICS

- ✓ Highly proven purebred sire that leads the breed for All Purpose Index
- ✓ Four star calving ease with strong growth and top 1% Maternal Calving Ease, Marbling and Rib Eye Area
- ✓ Progeny have terrific feet and structure with extra heel
- ✓ High producing, good uddered dam with progeny ratios of 109 BW, 112 WW, 107 IMF and 111 REA
- ✓ DNA tested homozygous black, homozygous polled by parentage (DNA confirmation pending), PB SM



KBHR High Road E283, Kellers Broken Heart Ranch, ND

TRAIT	CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	SAPI	STI
EPD	+17.0	-2.9	+75.1	+112.0	+23	+11.3	+25.9	+63.4	+20.8	+13.2	+21.2	-.54	+.60	-.053	+1.44	-.46	\$183	\$95
ACC	.82	.93	.92	.90	.90	.50	.59	.60	.41	.36	.69	.53	.64	.59	.69	.20		
%	2	1	20	25	35	1	15	10	10	15		15	1		5		1	1

DNA tested Homozygous Black

EPDs as of 1/29/2019 **TOP 35%**

Consider these must use sires for 2019. Contact your local ABS representative or call **1.800.ABS.STUD**



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the Register ♦ March 2019
Volume 32, Number 6

Generations of GREATNESS



SMITH PAUL SMILING TIMES
From the She Moves Cow Family.

2019 National Grand Champion and Superbowl Reserve Grand Champion Female. Owned by Cody Labry. Sired by McCrary Smith Inspired. She is a granddaughter of Smith Charming Moves, the 2014 National/International Champion.



SMITH DIVA'S DANCING QUEEN
From The Diva Cow Family.

2019 National Champion Heifer Calf. Sired by Smith Solid Made, a Dream On Son. She is a daughter of LMC Diva, who is now deceased. Dancing Queen is our pick of the Diva progeny to replace her dam in the donor lineup.



Generations of GREATNESS



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

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About the cover: The annual National Western Stock Show attracted cattlemen and cattlemen from across the nation, for a full slate of activities.



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PHENOTYPE

NEVER GOES OUT OF STYLE



7SM89 RAPID FIRE

W/C RAPID FIRE 2101C

3041151 | Lock N Load x Predestined N5905

1/2 SM 1/2 AN | Homo. Black | Homo. Polled

Add guts, shape and a super hip and hind leg to your next calf crop with RAPID FIRE. This baldy Lock N Load son projects not only an eye-catching profile, but he also starts with under-control Calving Ease, high Docility and advantages for both API and TI.

EPDs as of 2/5/19

	CE	BW	WW	YW	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	API	TI
EPD	11.1	-0.8	57.8	100	3.0	28.1	56.9	13.4	18.3	26.9	-.23	.51	-.034	.70	134.4	73.7
Acc	.58	.78	.71	.67	.33	.48	.49	.24	.55	.51	.37	.42	.32	.50		
% Rank		25				10			1			15			30	30



7SM95 DECLARATION

GLS DECLARATION D611

3184099 | Executive Order x Uprising

PB SM | Homo. Black | Homo. Polled

From an exquisite dam, this Executive Order son stands out from the crowd with high percentile ranks for both Weaning and Yearling, a snappy, cool look guaranteed to turn heads and as a hetero black purebred, he offers plenty of mating options.

EPDs as of 2/5/19

	CE	BW	WW	YW	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	API	TI
EPD	12.1	0.1	81.1	126.7	6.0	28.5	69	8.1	12.5	31.8	-.44	.16	-.086	.98	124.8	83.5
Acc	.47	.56	.50	.50	.26	.42	.42	.21	.33	.44	.34	.39	.32	.42		
% Rank	25	15	10	4		10	2		25			20		20		2



7SM79 OPTIMIZER

HPF OPTIMIZER A512

2728015 | Optimizer x S436 HR

3/4 SM 1/4 AN | Homo. Black | Homo. Polled

This blaze-faced powerhouse is no longer an unknown. He is proven to add growth and muscle, top 1 percent of the breed for WW, YW and REA. His blaze face has garnered several fans and his wide-based and powerful phenotype is appreciated by anyone who likes to look at their cattle.

EPDs as of 2/5/19

	CE	BW	WW	YW	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	API	TI
EPD	10.8	2.1	87.7	145.3	6.3	13.9	57.7	15.9	14.3	58.9	-.43	-.22	-.111	1.11	106.9	69.6
Acc	.69	.90	.85	.84	.51	.60	.62	.21	.57	.73	.54	.69	.58	.69		
% Rank			1	1					15	1	10		3	1		

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We are firm believers in strong cow families. One of our cow families is the Lilli-Marlin and her Hafke daughter Kerstin and Kerstin's daughter by Westdrums Andrew. Most of our Fleckvieh are 100% German thus giving you 100% heterosis! As an added bonus we have bulls available that are DNA tested for the very desirable A2 A2 milk gene.

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the Register

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1143Y

Reg#: 2684560

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- › Use 1143Y as a foot improver, offering additional heel depth and quality toe structure.
- › Daughters in production are front pasture cows. They exhibit beautiful teats and udders and flawless structure.

CE	BW	WW	YW	ADG	MCE	MM	MWW	STAY	DOC	CW	YG	MB	BF	REA	SHR	API	TI
13.9	-0.4	54.9	83.6	0.18	8	21.7	49.1	17.6	7.7	19.7	-0.57	-0.23	-0.137	0.84	-0.18	115.3	58.5
0.58	0.74	0.64	0.62	0.62	0.32	0.49	0.49	0.28	0.42	0.48	0.37	0.45	0.35	0.45	0.03		
10%	10%				10%						5%		10%				

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VIEWPOINT

By Tom Hook, North Central Trustee, Tracy, MN



“To state the facts frankly is not to despair the future nor indict the past. The prudent heir takes careful inventory of his legacies and gives a faithful accounting to those whom he owes an obligation of trust.” – John F. Kennedy

As the Simmental breed closes the herdbook on its first 50 years, one would be wise to take a careful inventory of the vision and legacy of our founding members. In 1968, the new science of performance testing, open AI policy, and an open herdbook for percentage seedstock invoked by the first ASA Board were revolutionary to the “status quo” of purebred cattle breeding. Leading academic and private industry geneticists, along with businessmen and performance-minded cattlemen came from all corners of the US to initiate the innovative and progressive guidelines for this new breed. Top industry leaders were hired for ASA staff. Boeing, along with Steve McGuire, propelled the Sire Summary to beef industry prominence and Simmental enjoyed an explosive growth curve in commercial herds, feedlots, and the show ring. Unfortunately, the success of the '70s and '80s turned to a struggle for relevance in the beef industry during the '90s. Leadership, Trustees and members (including myself) all had a shared responsibility in the breed's lack of discipline and unrealistic vision for our role as a seedstock provider to the beef industry. Spearheaded by the determination of Steve Reimer, Gordon Hodges, Willie Altenburg, and many dedicated breeders, FOCUS 2000 helped to refocus and strengthen the resolve to generate seedstock for commercial cattlemen and improved end product value (fit the box). Dr. Jerry Lipsey was hired, grabbed the torch and as the saying goes, “the rest is history” . . .

Ironically, as the Board of Trustees met in Denver this January to start the ASA's 51st year, I could not help but reflect how the 51st year is surprisingly similar to our first. Our Herdbook is still open to all breeds, breed percentages, and serves as a model for meeting the evolving needs of commercial and seedstock producers for the future. Globally recognized geneticists, genomicists, and beef industry specialists still collaborate and consult to generate our 17-million-head IGS genetic evaluation. Powerful gaming microprocessors — not Boeing — crunch the data; however, Steve McGuire continues his steady hand on the accuracy of the process. The ASA administration and staff represent the finest industry-focused, service-minded specialists you will find in the beef business. Similar to the '70s, SimGenetics are enjoying acceptance and success in a multitude of arenas: show ring, commercial cow herds, feedlots, and retail counters. Finally, Trustees representing every geographical area of the US come together with various business and cattle backgrounds with one goal: To provide innovative, resourceful science; progressive member services; industry leading promotional support; and a robust youth program to raise up the next generation of leaders.

So, why the stroll down memory lane comparing the past with the present? It is a simple and valuable reflection as our breed (and multiple others) have seen this success before and yet lost our focus and relevance to the beef industry. As JFK's quote encourages, your entire Board of Trustees wants to give a faithful accounting to those we owe an obligation of trust — you, the members of the American Simmental Association. This is America. You breed cattle for your geography and the well-being of your family. We are sincere in our effort to provide a vast array of genetic tools, member services, and promotional activities to help each and every member succeed . . . You choose, but choose with a historical perspective and an eye on the future.

For guidance and direction, don't be afraid to study the past if you want to define your future! ♦



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5% Sterile Solution
NADA 141-327, Approved by FDA for subcutaneous injection
For the Treatment and Control of Internal and External
Parasites of Cattle on Pasture with Persistent Effectiveness.

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

INDICATIONS FOR USE

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

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

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

DOSAGE AND ADMINISTRATION

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

WARNINGS AND PRECAUTIONS

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

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

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

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

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Simmental True

An Oregon family continues their longstanding dedication to the Simmental breed.

By Lilly Platts



Left to right: Maria, Gianna, Dante, Anton, and Shawn Hester.

Shawn Hester believes in the Simmental breed and for many years has been a dedicated advocate. Shawn and his parents, Dale and Bette, own and operate Hester's Livestock in Aurora, Oregon, and have been improving their breeding program for over 30 years. The strong group of females began with a Simmental cow Dale kept off of a truck of butcher cows bound for the stockyards in 1987. Bette encouraged him to keep the cow with twins on her side and she went on to be an important producer for the family. Today, Hester's Livestock raises purebred bulls for commercial producers and continues to help them take advantage of the heterosis Simmental offers. "We have really been focused on improving the breed," says Shawn. "We never bailed on Simmental, just decided that we can breed better cattle."

Western Roots

The Hester family has been in agriculture for many generations. Dale's parents farmed on Government Island, an island in the Columbia River between Vancouver, Washington, and Portland Oregon, for several years prior to moving to Aurora. They continued to farm, and Dale purchased land from his father where he began raising dairy and beef cattle. The operation moved through raising Holstein and Jersey replacement heifers to Hereford, Limousin, and Angus.

As a cattle buyer filling orders for feedlots and packers, Dale saw every breed and breed combination, quickly raising his appreciation for a good disposition.

Upon beginning the Simmental operation, Dale maintained this priority. Today, a bull with a poor

disposition doesn't get a second chance. Shawn recalls attaining that first Simmental cow they named Class. "In 1987, my dad purchased a load of butcher cows and one on the load was a Simmental with twins," says Shawn. "My mom liked the cow and wanted to keep her. She had a number and we named her 'Class,' and she ended up being the nucleus of the herd."

Shawn showed several of Class's daughters at the National Western Stock Show in Denver and her genetics continue to influence the herd. Alongside Class, several other cows became important matriarchs of the operation.

Glancing at a map of Simmental membership shows that Simmental breeders thin out moving west. This is not due to a lack of opportunity. The Willamette Valley is an extremely productive agricultural area. Rich farmland and grass make it a hotspot for growing food of all kinds. The largest issue Shawn points to is rain. While this is the reason they can graze more cows per acre, getting through calving season without walking pneumonia can be an issue. In the winter, temperatures become moderate in the daytime and can fall dramatically at night, making it difficult for young calves to adjust. Due to this, the Hesters have chosen to calve in the spring when they expect the most moderate weather, avoiding much of the extreme temperature change.



A Hester bred heifer calf. The majority of Hester's cattle are red.

Focused on the Female

"The whole herd today goes back to three very distinct cow families," Shawn explains. Through extensive embryo transfer work and AI, the Hester family has created an extremely strong group of females. "I would be comfortable flushing the majority of females in our herd," he continues.

This focus on females is also extremely important in the genetics they select. Shawn spends hours every year creating a "bull book." Part of his process includes looking at the cow family of every prospective sire. "Every year, when we decide what we are going to breed each female to, I put together a bull book. I will spend 120 hours-plus doing research," Shawn explains. "We grade our cows, looking at EPDs and internal traits we keep track of and document, and then we will come up with a first, second, and third choice for each cow. We don't just breed to bulls. If we're going to breed to a bull, we're going to breed to the cow family that bull came from."

Females have to make the grade to stay in Hester's herd, and maintaining the highest standard with direct and second-hand customers alike is vital. "When we get cows that have a trait that



Dale and Bette Hester.

doesn't fit our program, we don't sell them to other breeders. We would rather take the loss and have them butchered than have someone else end up with a cow we didn't want to keep for ourselves," says Shawn.

Fertility is a high priority and a trait never overlooked. "We've found that if we need to use a cleanup bull due to not being easy to breed or they have a genetic issue, then they're still going to be hard to breed with a cover bull," explains Shawn.

Building a Bull

Hester's Livestock's main enterprise is selling bulls. They do produce females and will sell a number of them — usually flushing the top end to maintain their genetics — but the majority of their business is bulls. Bull calves are fed out at Hester's until being sold as yearlings. Coupled with their commitment to promoting the Simmental breed, the Hester family has put their bulls in the hands of breeders once leery of the breed. "We're working toward customers who haven't had a purebred Simmental bull in over 20 years," explains Shawn. He mentions a truckload of bulls recently sold to an Angus breeder who hadn't touched the breed in more than 20 years.

Word of mouth and reputation are the main way they promote bulls. Shawn translates his passion for Simmental to fellow cattlemen and will even cold-call potential customers after seeing a list of buyers from other sales. Admitting that it isn't uncom-

(Continued on page 14)

Fleckvieh Marketing

Ruby Lane Farm

Ruby Lane Farm is excited to be involved with a truly great breed. Our cattle combine the best of proven German Fleckvieh genetics and newer bloodlines out of Canada. Our registered cow herd is comprised of about forty fullblood, full-Fleck cows. We employ embryo transfer and artificial insemination to bring the best genetics we can find into our herd. Ruby Lane Farm is located in central Texas where our cattle endure the range of extremes in Texas weather. We look forward to visiting with you!

John & Casey Smith & Family
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Mason Faulkner
501-472-5132
masonfaulkner@live.com

Freedom Run Farms

Freedom Run Farms of Manchester, Michigan is devoted to the production of Fleckvieh seedstock. Our family operation share responsibilities and primarily focus on outcross pedigrees from multiple genetic lines with both polled and horned genepools. We have proudly been exhibiting at the NAILE in Louisville, KY, for 10 years, representing our program with great success. One segment is specializing in production of grass-fed beef for consumers. We welcome your inquiries for your bull, female and genetic demands.

Bob & Anne-Marie
Bobby, Cassidy & Karissa Rasch
734-216-6834
amrasch@aol.com
www.freedomrunfarm.com



Mission:

The Fleckvieh Marketing Coalition (FMC) is a consortium of breeders dedicated to providing elite Fleckvieh genetics to the beef industry. In doing so, the FMC is compelled to supply user-friendly genetics to meet modern-day beef production requirements. Timeless or recently proven, this historic genepool can add tremendous value to your bottom line as the influence of decades of internationally recognized bloodlines will add additional quality and heterosis to your progressive breeding programs.

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Eric & Erin
Alex & Alyvia Soukup
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With enthusiasm,

Brian Valentine
Professional Livestock Solutions
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Grady & Tamika
Kaleb, Kade, Shaelee, Easton & Kinleigh Reach
417-366-2690
fullcirclefarms@outlook.com

Rugged R Cattle

Rugged R Cattle is owned and operated by Tony and Rebecca Roberts. We are located in Northeast Louisiana in the town of Wisner. The clear objective of Rugged R Cattle Co. is to produce Fleckvieh cattle with the ultimate intentions of fulfilling the demand for superior seedstock with all breeding requirements considered. We emphasize polled, heavily pigmented, balanced cattle; however, do not single-trait select, resulting in superior breeding stock options.

Tony & Rebecca Roberts
318-218-5426 (Tony)
318-267-6626 (Becky)
rdraneroberts@yahoo.com
www.ruggedrcattle.com



Log Land Farms

Greetings from Log Land Farms. Headquartered in Roland, OK, we are a family operation striving to produce the highest quality Fleckvieh breeding stock. Despite being relatively new to the breed, our vision is focused on influencing the customers' bottom line. Our kids, Logan and Landon, have been very fortunate to exhibit the two-time NAILE Champion Fullblood cow/calf pair. The excitement for Fleckvieh genetics is our passion!

Lance & Lacy
Logan & Landon Smith
479-414-9944



Diamond M Ranch

Our family established our farm in Mitchell, SD, in 2002 and currently operate with my two young sons and my mom, Marge. In 2010, we transformed over to a 100% Fleckvieh program. Marketing bulls and females is our primary business and we are proudly and diligently growing our operation to provide the breeding stock needed for our customers. The commitment and belief in Fleckvieh is unparalleled, and we love the future for our family and yours.

Rodney, Ryan & Marge
Cooper & Conner Mathers
605-999-4000
Mmath_meps@yahoo.com



Simmental True



Shawn's son, Dante, shown with Hester's Sparkle.



Commercial calves by a Hester bull, on a ranch near Astoria, Oregon.

(Continued from page 11)

mon to be hung up on, Shawn is willing to do whatever is necessary to spread the word about the benefit of Simmental for the commercial industry. "If you have one customer who is happy with his bulls, and happy with his calves, then he's a repeat customer and he might tell his neighbor to buy bulls, too" says Shawn.

The Big Picture

Putting energy into heavy culling and meticulous genetic selection has helped the Hester family produce consistent, predictable seedstock. While business and making a profit are a goal of all producers, the Hester family has been especially focused on the larger goal of improving the Simmental breed and making their bulls the best option for commercial producers.

Low birth weights are a trait Hester's cattle are known for. This quality has been developed over many years by improving their existing cow families. Shawn explains that one of their cow families with an average 125-pound birthweight many years ago will now produce calves with birthweights in the high 60s.

What Shawn calls "Purebred Heterosis" is a principal utilized to create unique, strong genetics. Dale and Shawn look for outcross genetics when they choose which bulls to breed to. Shawn points out that many of the popular bulls in the breed today have great EPDs and performance numbers, but don't fit the overall goal of their operation. Instead of defaulting to what the rest of the industry is using, the Hester family will find bulls with possibly lower EPDs but an outcross pedigree to add to their program. As Shawn notes, young bulls with lower numbers shouldn't be overlooked if their phenotype fits the bill, as they may only have a handful of calves — and consequently data — in the picture.

Ninety percent of Hester's herd is red, which is an intentional choice they have made. Shawn points to several reasons they have gone this route. From the outside, the Hesters became involved with the breed when they boasted the light red and white colors of their European ancestors. They are partial to this distinction in an industry that has gone black. From the inside, they have more outcross options with red. If they chose to introduce any other breed, or sell cattle to other breed producers, they can go to a number of breeds. Shawn notes several Southern commercial producers using Simmental-Hereford cross bulls as well, presenting new opportunities for producers focused on red.

Keeping with Tradition

In conjunction with their partiality to red cattle, the Hester family also likes many of the traits the older genetics bring to the table. Because they have conquered the large birth weights often associated with the original Simmental, taking advantage of the positive traits of milk and growth is possible. Shawn points out that the versatility of the breed, and particularly of the older genetics, makes the breed unique.

When the Simmental breed hit its lowest point with extreme birth weights, all-leg, and low yields, most Western purebred breeders decided to move on to other breeds. Some came back but chose crosses like SimAngus™. The Hester family stayed with purebred Simmental. “We are one of the few operations on the West Coast that is exclusively purebred,” explains Shawn.

Driven by this tradition and a love for the breed, the Hester family will continue to improve their genetics and make their way in the cattle business. “It’s something I have a passion for and love. I can’t see myself ever not being involved in the cattle business,” Shawn concludes.

Dante and Anton feed cows with their grandfather, Dale.



Hester’s Personality, shown at 18 after 16 natural calves, represents true longevity. ◆

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Expected Progeny Differences

Frequently Asked Questions: Part 2

Editor's Note: This is the second installment in a series addressing common questions about genetic prediction.

By Dr. Lauren Hyde,
IGS Genetist



Accuracy:



1. Why should I trust EPDs when I know that some breeders turn in fabricated data?

Genetic evaluation relies primarily on field data collected by many different breeders with varying knowledge and interest in the principles of animal breeding and genetics. Therefore, these data are subject to error, intentional or not.

EPDs are based to a large extent on the performance of relatives, so it is imperative that the pedigrees of all animals are correct. However, misidentification of parents is not unusual — even in humans! Parentage testing through DNA has been very useful in identifying pedigree errors and has been invaluable to high-quality genetic evaluation.

On the performance side, some breeders deliberately falsify records. They want to make their animals look better than they really are. There also are breeders who only report data on their “good” animals. More frequently, breeders guess animal performance rather than carefully measure it. Data like these can cause bias in the evaluation; however, there are statistical procedures that can identify and filter out biased data. In addition, bias due to reporting errors is generally short-lived. As soon as an animal has progeny, especially in different herds, pedigree and performance errors of its own and of its collateral relatives are of little consequence.



2. Why should I use EPDs when they change from one evaluation to the next?

EPDs change over time as more and more data are included in successive evaluations. But change is not necessarily a bad thing. With more data comes improved accuracy, and higher accuracy means the smaller the amount of possible change in future evaluations. In other words, EPDs on a high-accuracy animal will change very little in

future evaluations compared to those on a low-accuracy animal. Higher accuracy leads to less risky selection decisions. With EPDs updated on a weekly basis through the IGS multi-breed genetic evaluation powered by BOLT, ASA provides the most accurate, most rapidly available tools to optimize selection decisions.



3. How can I improve my bull's EPDs?

Although you can't make your bull's EPDs better, you can improve the accuracy of those EPDs through data collection. Collect performance data on the bull and all of his contemporaries. Get all of them DNA tested. If possible, ensure that his calves' data are

being reported. Although his EPDs may move in an unfavorable direction, more data improves accuracy, and higher accuracy leads to less risky selection decisions. ♦

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Altenburg's Super Baldy Ranch leads the way raising PAP-tested bulls suited for the country's high-altitude operations.

Editor's Note: This article was originally published online by *The Fence Post*.

By Rachel Spencer, Wiggins, Colorado.

Willie Altenburg started his Super Baldy Ranch near Wellington, Colorado, in the 1990s and has firmly established himself among those who value his Simmental and SimAngus™ cattle for their aptitude at altitude and Angus breeders hoping to add performance.

In an operation that runs 250 Simmental mother cows and markets 150 bulls annually, Altenburg turned to embryo transfer technology early on and utilizes it to optimize the genetics at play. He sells both red and black cattle and said he doesn't discriminate. He just likes the good ones.

With three embryo herds in Colorado, Wyoming, and Kansas, Altenburg is able to utilize about 150 embryos each year. He got his start in utilizing embryos when he received a call from Australia. He sends 50 and 25 embryos to two different customers Down Under, retaining some flushes and some natural calves on females sold but maintained stateside.

Over the course of 15 years, that portion of the operation nearly pays for the Embryo Transfer program and allows him to expand cow herd numbers.

When it comes to selecting bulls, Altenburg chooses high EPD value, high phenotype, good structured, big gutted bulls. "We run on the grazing association on the Wyoming border so our cattle aren't run much differently than our commercial breeders so when I'm talking phenotype, I'm not picking them out of the show ring," he said. "Our cows run on grass 11 months per year in single bull pastures."

The first time Colorado State University's Dr. Tim Holt visited the ranch, he told Altenburg he ought to be pulmonary arterial pressure (PAP) testing bulls.

"I told him, 'These Simmies will PAP' and he said, 'You've got to PAP them and tell them,'" he said. "He was right. The Sim and SimAngus PAP really well; they PAP better than Angus."

Altenburg said his Simmental bulls will PAP ten points better than Angus cattle, on average, and his SimAngus will PAP within two points of the purebred Simmentals. While the exact reasoning behind this escapes both Altenburg and Holt, he said the benefits can't be denied.

"We've sold a lot more bulls into the high country and that's really helped a lot of customers who have Angus-based herds," he said. "That's where our bulls go is the Angus-based herds. It doesn't matter where they are whether it's east into the plains or into Wyoming."

About 30% of Altenburg's bulls go to Wyoming and another 30% into the high country, which he attributes to the PAP testing. PAP testing done right is a priority for him. With his chute at 5,419 feet, he said many of his customers retest bulls after six weeks at altitude to ensure the test result can be replicated at higher altitude.

"A 36 here will do a 38 at Walden and a 36 here will do a 39 at Toponas," he said. "It's very repeatable is what Tim Holt would say. I feel really good about

Good cow families with longevity are important to Altenburg and he's been able to make strides through his Embryo Transfer program.

Sharon and Willie Altenburg live between Wellington, Colorado, and the Wyoming line on the operation they began from scratch.

what we do here. There's something about the Simmental."

Though selling bulls is a tough business with formidable competition, Altenburg said competing with Angus breeders is not his goal in the least. He said he tells people there are several Angus breeders in the region who raise exceptional Angus cattle and to purchase Angus genetics from one of them.

"You need to get your good Angus genetics from good Angus breeders but when you're ready to crossbreed, here's a good breed to cross with," he said. "If you want a little Sim genetics, use SimAngus, and if you want some more power, some more muscle, some more performance, and want to raise half breeds, here's Simmentals. I raise both."

Altenburg is frank and said he's not everything to everyone. However, to operations like Randy Rusk's near Westcliffe, Colorado, Altenburg's genetics have allowed him to thrive at 9,000 feet. Prior to widely used PAP testing, Rusk said he could lose 40 individuals per 1,000 head.

"You can't afford to have problems," he said. "We run a lot of outside cattle also and in the old days, we couldn't find much for low-PAP cattle for summer pasture cattle. We had to develop a whole new program for how we handle brisket cattle."

High altitude disease, or brisket, he said, is an accumulative disease that happens over a period of time and worsens the longer cattle are kept at high altitude. With Altenburg's Simmental genetics, he and his son calve 700 cows and he said they may have one symptomatic individual.

"We've done a good job with the Simmentals," he said. "We've made them real workable for the American cattleman from lower elevations to my elevation with the help of Willie (Altenburg) and Shane (Temple) trying to find low-PAP bulls that will work at elevation. They've done a good job. The cattle work well for us."

To that end, Altenburg continues to serve his bull customers through his annual feeder calf sale each October. The sale allows producers who have used his bulls to market their calves as a part of larger, similar groups. It has grown to about 500 head and allows him to see his genetics in action. One customer, he said, brought in calves right off Angus cows weighing 700 pounds, showcasing his bulls' ability to add muscle and performance. ♦



Pulmonary Arterial Pressure

- For over 100 years, pulmonary hypertension (PH), commonly referred to as brisket disease, has been observed in cow-calf and stocker operations where cattle are being grazed at high elevation.
- PH is the result of elevated pulmonary arterial pressure caused from a lack of oxygen and generally affects cattle raised at 5,000 feet or higher. It is not limited to one sex or breed of cattle, and can be tested through a pulmonary arterial pressures (PAP) score.
- Pulmonary arterial pressure scores are a useful metric for high-altitude cattle breeders to monitor and prevent high altitude sickness. Like all quantitative traits, the best way to make selection decisions is through the use of an EPD.
- Research from Colorado State University shows PAP increases in all cattle when they are being finished in feedlots, possibly making them more susceptible to PH.
- Over the last decade, death loss has doubled in feedlot cattle, and recent evidence suggests the sudden death loss in feedlots could be linked to PH.

The ASA is currently working with Colorado State University (CSU) on the development of a PAP EPD and exploring the genetic component of PAP in Simmental and commercial cattle.

In order to provide researchers at CSU a useful data set, we are requesting high altitude Simmental and commercial cattle breeders assist ASA in the gathering of PAP scores and associated data. A meaningful data set is comprised of sire-identified animals with these data points:

- **PAP score**
- **Test date**
- **Test elevation**
- **Technician performing the test**

Commercial cattlemen can also participate in this project by submitting additional contemporary information; however, it is still vital to have known sire information.

- **Sire registration number**
- **Sex of animal**
- **Tattoo**
- **Date of birth**
- **Weaning date**
- **Breed composition**

For additional information, contact Lane Giess at lgiess@simmgene.com.

51st Annual Meeting and Convention Proceedings

January 19, 2019 — Denver, CO

Treasurer's Report

By Fred Schuetze, Chairman

Committee Members: Randy Moody; Steve Eichacker; Gordon Hodges; and Tim Smith

Staff: Linda Kesler and Wade Shafer.

First, I would like to thank the Finance Committee consisting of Randy Moody, Steve Eichacker, Gordon Hodges and Tim Smith for all their work and assistance. Also, to Wade Shafer and a special thanks to Linda Kesler, staff contacts, for getting data to this committee for review throughout the year. It has been a challenging year but realignment and more staff have generated time for the financials to again be generated in a timely manner as set with staff.

The budgeting process starts in April of each year for the next fiscal year. It is a detailed process, reviewing each line item on the budget and comparing previous years vs. projected income and expenses forthcoming. At this time special projects brought out of committee and approved by the full Board are also added to the budget.

The ASA's fiscal year ended June 30, 2018. ASA continues to grow and expand both in income and expenses. Expenses totaled \$4,344,382 and total income was \$5,045,604 for a net operating income of \$701,222. While this is substantially smaller than 2017, it can be attributed to programs that were put in place with discounts to the membership for data collection and expanded programs for DNA to further develop the acceptance of our cattle. These programs will be covered in reports from the Breed Improvement Committee as well as Growth and Development.

ASA maintains a good cash flow with cash and savings. Cash and savings, as of June 2018, totaled \$992,955. ASA's investments are with Vanguard. The long-term investments continue to do well during the 2018 fiscal year, total: \$6,338,221.

Fiscal year 2018, ASA assets are \$11,536,025, which is a gain from fiscal year 2017 of \$487,183, and a gain from five years ago of \$3,705,698 (FY2014).

The One Simmental Way property went under contract for \$4,000,000 during the 2018 fiscal year, with a closing date set for April 2019. The closing date is in the 2019 fiscal year but the existing Finance Committee has taken steps to look at investment possibilities of these funds so that the next Finance Committee can move forward when closing occurs.

The Finance Committee and staff continue to be conservative but they also continue to broaden the scope of projects and member services to meet the needs of our membership. Mr. Chairman and ASA members, I can report to you that financially your Association is in excellent condition and that programs continue to grow for the development and strengthening of our cattle's place in the beef industry. This concludes my report for the Finance Committee, and I move that this be accepted into the minutes of the 51st Annual Meeting.

(Continued on page 22)



Outgoing Board Chairman Tim Smith receives the symbolic gavel from incoming Chairman Gordon Hodges.



Four newly elected Trustees with Immediate Past Chairman, Tim Smith, left to right: J.W. Brune, Greg Walthall, Smith, Clay Lassie, and Tim Curran.



Retiring Trustee Brian Defreese receive his cowbell from Hodges. Not present for the photograph, John Irvine.



PROVEN CALVING EASE WITH LOTS MORE!

ALL ARE HOMOZYGOUS BLACK AND HOMOZYGOUS POLLED!

SEMEN AVAILABLE

ON ALL BULLS FROM



DIVIDEND IS ALSO AVAILABLE FROM



Request your 2019
APEX AI Sire Directory
12 Sires Represented!

CLRS DIVIDEND 405D

ASA #3097854

Purebred | Homozygous Black & Polled



SEMEN: \$30/UNIT

SIRE: CLRS AFTER SHOCK 604A | MGS: GW PREMIUM BEEF 021TS

CE	BW	WW	YW	MILK	MARB	RE	API	TI
11.5	-0.3	77.9	117.5	21.8	0.19	0.73	147.1	81.0
30%	15%	15%	15%		15%		5%	5%

A PROVEN calving ease sire that has jumped through all the hoops! Impressive phenotype, structure, genetics and data. His first calves are PHENOMENAL!

LCRR THR MTN PASS 6219D

ASA #3117102

SimAngus™ | Homozygous Black & Polled



SEMEN: \$30/UNIT

SIRE: J BAR J NIGHTRIDE 225Z | MGS: NLC PAYDAY 16P

CE	BW	WW	YW	MILK	MARB	RE	API	TI
15.5	-1.1	78.4	129.4	17.0	0.65	0.57	163.8	88.9
15%	20%	10%	3%		4%		2%	1%

An INCREDIBLE individual with great numbers everywhere. BW 77 lbs., 205 WW 818 lbs. (no creep) & 365 YW 1448 lbs. His calves are TREMENDOUS!

CDI EXECUTIVE POWER 280D

ASA #3152370

Purebred | Homozygous Black & Polled



SEMEN: \$30/UNIT

SIRE: W/C EXECUTIVE ORDER 8543B | MGS: GW-WBF SUBSTANCE 820Y

CE	BW	WW	YW	MILK	MARB	RE	API	TI
11.7	0.4	80.4	128.8	24.4	0.28	0.97	143.4	85.0
30%	20%	10%	3%	25%	10%	20%	10%	2%

TRUE Proven Calving Ease! ET flush brother to Werning's CDI CEO sire and maternal brother to the popular CDI Mainline! AMAZING genetics, and valuable progeny!

BRIDLE BIT REMBRANDT D630

ASA #3137473

SimAngus™ | Homozygous Black & Polled



SEMEN: \$25/UNIT

SIRE: J BAR J NIGHTRIDE 225Z | MGS: BAR CK TEBOW 1006X

CE	BW	WW	YW	MILK	MARB	RE	API	TI
21.0	-5.1	49.1	82.0	20.5	0.67	0.32	177.8	76.9
1%	1%				3%		1%	20%

DEPENDABLE calving ease predictability, top 1% BW and API EPD's! He is IMPRESSIVE phenotypically, and one to use on heifers for stress free, easy births.

EPDs as of February 12, 2019.

Call Dan at 308-750-0200 or email sales@apexcattle.com

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51st Annual Meeting and Convention Proceedings

Continued

Breed Improvement Committee

By John Irvine, Chairman

Committee Members: Clay Lassle; Tom Nelson;

Gordon Hodges; Tom Hook; Jim Ligon; Fred Schuetze; and Cliff Orley.

Staff: Dr. Jackie Atkins; Chip Kemp; Dr. Lauren Hyde; Lane Giess; Dr. Rachel Endecott; Dr. Mahdi Saatchi; and Dr. Wade Shafer.

The year 2018 was an active and productive one for the Breed Improvement Committee and staff. Perhaps the biggest happening of the year was the official launch of ASA's new genetic evaluation. On May 5, 2018, ASA published the full suite of EPDs generated through the IGS Multi-breed Genetic Evaluation powered by BOLT; an accomplishment representing years of research and development by ASA staff and their collaborators. The new genetic evaluation provides more predictive EPDs, better use of genomics, and more accurate accuracy reported with EPDs, all accomplished on a weekly basis and generated with a high degree of automation. This provides ASA members and their customers the best multi-breed evaluation in the industry and cutting-edge tools to make genetic improvement in an unprecedented way. Over the summer and into the fall, many of the ASA's IGS partner breed associations also released their weekly EPDs from the new evaluation.

The year 2018 marked the first full year of the Cow Herd DNA Roundup (CHR) research project. CHR is a program passed unanimously by the ASA Board in the later part of 2017, designed to encourage whole-herd genomic testing and mature cow data submission by ASA members. The initial goal of the project was to obtain DNA samples for genomic testing on 30,000 females. At the end of 2018, 30,096 samples had been submitted to GeneSeek®, with more samples on the way. The program has provided a major boost in the member collection and submission of mature cow weights to ASA.

Prior to the CHR program, ASA had 25,487 mature cow weights in its database. Over the short course of the project this number has grown to 69,135 (53,938 distinct animals). A majority of the new cow weights were also accompanied by either a hip height or body condition score. Due to the early success of CHR, the Board voted to extend the program beyond December 15, 2018 and increase the goal to 50,000 females. The CHR program is a great illustration of ASA's dedication to its core principle, "Commitment to science and the development of the most effective selection tools." Importantly, the program stands to save ASA members in excess of \$1 million in genomic testing expenses.

As demonstrated through the success of the Cow Herd DNA Roundup, as well as routine DNA testing, ASA members clearly see the promise in genomics and are investing accordingly in the technology. The number of genotypes on file with IGS has grown exponentially from 65,000 in December 2016 to 180,000 in December 2018.

Implementation of ASA's new genetic evaluation using BOLT software has been a major priority in recent years. With this flag firmly planted in 2018, the opportunity to pursue other priorities has availed itself. At the 2018 Fall Focus meeting in Bozeman, recognizing the need for a larger volume of carcass data, the Board voted unanimously to allocate \$100,000 toward this effort. A new program conceived by staff was born, coined the Carcass Expansion Project. Not quite half a year into the project and staff has readily accepted the challenge. It is evident early on that this program will be successful in gathering more rare and valuable carcass phenotypes, thereby improving the accuracy of our current genetic predictions for carcass traits. Lane Giess, Chip Kemp, and Dr. Jackie Atkins have been instrumental in this effort.

Another ASA program operating in its first full year is the IGS Feeder Profit Calculator™ (FPC). FPC is a tool designed to assist sellers and buyers of feeder calves in determining value. Through objective analysis, FPC incorporates genetic knowledge, along with preconditioning, vaccination, and weaning management information, to provide a "Total Relative Value" on a set of calves. The program is growing and seeing early adoption within the industry. A total 6,000+ head of feeder calves were evaluated by the FPC during 2018, a rate doubling the number of certificates issued for a similar period in 2017. Others in the industry are taking note. IMI Global, an industry leader in third party verification of livestock production practices, has entered into a partnership with IGS to offer FPC certificates to their customers.

Started in 1996, the ASA Carcass Merit Program (CMP) is the longest running program of its kind in the industry. In 2018, ten cooperator herds were enrolled in the program, mating nearly 2,000 females to 33 sires. Approximately 600 carcass records will be collected from progeny in 2018, all with genotypes collected by ASA and many with individual feed intake being collected at the feedlot. CMP, now entering its 23rd year, has generated rare and vital data. ASA is genotyping CMP sires on the GGPF250, the functional research assay to further develop important DNA markers for feed intake, health, and carcass traits. As staff and Breed Improvement look forward, a great deal of discussion is centered on new trait development for economically relevant traits (ERTs). Currently the ASA science team is exploring the addition of new ERTs into the genetic evaluation. Among these are days (or age) to finish, dry matter intake, and heifer pregnancy.

I want to thank my fellow committee members for their time, commitment, and diligence serving on this committee. I want to also acknowledge the efforts of ASA staff for all the dedication and hard work they demonstrate on behalf of the membership.

Mr. Chairman, this concludes my report for the Breed Improvement Committee and I move that it be accepted into the minutes of the 51st Annual Meeting.

(Continued on page 24)

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WS PROCLAMATION E202

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SEMEN
\$40/UNIT

SIRE: CCR COWBOY CUT 5048Z

DAM: WS MISS SUGAR C4

MGS: CLRS GRADE-A 875 A

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
17.4	1.0	86.2	130.5	0.28	11.7	33.1	76.2	14.7
1%	35%	3%	3%	10%	1%	1%	1%	
DOC	CW	YG	MARB	BF	REA	SHR	API	TI
17.9	46.9	-0.36	0.33	-0.073	1.03	-0.41	153.3	90.2
1%	2%		3%		15%	15%	3%	1%

EPDs as of Feb 12, 2019

- Cowboy Cuts finest son, and now **PROVEN** an extraordinary sire that is already impacting programs worldwide.
- **CALVING EASE +++++**...Reported in numerous herds, his calves are **CONSISTENTLY** born easy with modest birth weights displaying superb quality and structure.
- Proclamation is appreciated by all for his for his impressive phenotype, wealth of natural muscle, eye appeal, large scrotal size and excellent feet. His disposition could not be better!
- Incredibly powerful, square hiped, super sound structured and with exceptional performance data and EPDS.
- Marty Ropp, Allied Genetic Resources, stated that "his dam is, without question, destined to be one of the breed's greatest young donors." Her top three sons have sold for a total of nearly \$300,000, and Proclamation is the premier one!
- Order his semen early to ensure you are not on a waiting list!

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51st Annual Meeting and Convention Proceedings

Continued

Activities and Events Committee

By Steve Eichacker, Chairman

Committee Members: Tim Curran; John Griswold; Gordon Hodges; John Irvine; Randy Moody; Tom Nelson; and Cliff Orley.

Staff: Dr. Rachel Endecott and Luke Bowman.

The Activities and Events Committee (A&E) did not disappoint again this past year. Our history of presenting many resolutions and directives to the full Board was alive and well this past year.

We started last winter by listening to our membership and one of the concerns was how costly and financially risky it is for the states to host a National Classic. After forming an Ad Hoc Committee and quite a few conference calls, we came up with a reorganization of responsibilities for hosting the National Classic, which will go into effect in 2019. There are two major changes: ASA assumes the financial responsibility for the facility; and the host state will oversee the awards. Under the new format, ASA assumes all financial liabilities except for awards, hospitality and appreciation awards. The ASA will keep all monies from entries. Yet ASA will give the host state \$30,000 to go toward awards.

If you had kids, a calf, truck and a trailer, the opportunity was there last summer to make many lasting memories with all the Regionals and the National Classic. Hats off to all those who helped organize, volunteered or donated to these events. They cannot happen without you. Our Regionals were held in Fayetteville, AR; Springfield, IL; West Springfield, MA; and Yreka, CA. Special thanks to Jessica Aggen and her crew in Minnesota for hosting the National Classic in St. Paul. The rain showers and lightning strikes kept it interesting, especially for the golfers who participated in the foundation fundraiser. We are happy to say we are ready for next year with 2019 Regionals in Fargo, ND (North Central); Stillwater, OK (South Central); Lewisburg, WV (Eastern); and Logan, UT (Western). The 2019 National Classic will be held in Louisville, KY, July 21-28. With what we have seen, the Simmental Breeders Sweepstake group promises to make this one for the record books.

In April, the Board passed a resolution to name the new genetic evaluation quiz after the late Calvin Drake, dubbed the Calvin Drake Genetic Evaluation Quiz. The Ring of Champions completed its inaugural season with point champions crowned in four divisions: Purebred (PB) Simmental Bull; PB Simmental Heifer; Percentage Simmental Bull; and Percentage Simmental Heifer. We had discussion about weighing the points so there were more points at the later shows but opted to leave it alone. The only change made was if an animal has more than one owner, each owner receives an award.

The Steer Profitability Contest (SPC) was once again a huge success. There was no death loss and all steers were harvested by May 1. The lots are full again this fall at the University of Missouri. Thank you, Chip Kemp, for overseeing this project. It's a great educational tool for our youth.

Fall Focus lived up to its billing. Held in conjunction with our 50th Anniversary in Bozeman August 25-29, 2018, it was a trip down memory lane as there were many former EVPs and Trustees on hand. One of the highlights was Dr. Bob Hough, the author of *Simmental's American Journey*, who gave an overview of our first 50 years. Thank you, ASA staff, for opening the doors and making everyone feel so welcome. It was a great event. Fall Focus 2019 will be held August 23-27 in Manhattan, KS.

As soon as the National Classic is over, it's a yearly routine to work with the AJSA on any rule changes for next season. It's also an ongoing process to approve or disapprove PTP judges, who are nominated to be put on the PTP list.

Last September the World Simmental Fleckvieh Congress, which represents 26 countries, came to Fort Worth for their annual meeting. It was headed by one of our own Trustees, Fred Schuetze, who is also the President of the WSFF. The last time USA hosted this event was in 1992, 26 years ago. We passed a resolution to give \$25,000 to help sponsor the great event. Thanks, Fred, for all your work putting this together.

We resurrected an award that fell by the wayside a few years back — the Herdsman of the Year Award. It's intended for those individuals who help make our breed great but are often back in the trenches.

As we approach our Annual Meeting, we are extremely excited to unveil a new award at the Chairman's Reception called the American Simmental Association Lifetime Promotor Award. It is geared toward an individual or entity who has made a major contribution to the promotion and advancement of the Simmental breed.

I would like to thank the committee and especially the staff for all their help during the past year.

Mr. Chairman, this concludes my report for the Activities and Events Committee, and I move that it be accepted into the minutes of the 51st Annual Meeting.

Growth and Development Committee

By Clay Lassle, Chairman

Committee Members: Erika Kenner; Mike Forman; Jim Ligon; Gary Updyke; Fred Schuetze; Brian DeFreese; and Tom Hook.

Staff: Chip Kemp.

Promotion and Marketing

ASA's promotion and educational marketing campaign continued the targeted approach of highlighting specific programs that directly benefit different segments of the beef business. ASA provides a robust array of unique services that speak to a very diverse audience. As such, promotional efforts must be flexible and adaptable to meet the differing needs. Advertising expenditures in 2018 increased to enhance the relay of needed messages to our membership and the industry as a whole. Regional advertising increased by roughly 17% year over year and

(Continued on page 26)

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GENETIC BALANCE SIMGENETICS SALE 2019

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Offering 100 Lots! 50 Breds & Spring Pairs, 45 Bulls & 5 Genetic Lots

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Connealy Thunder x Elm-Mound Upgrade Z4 • AI Bred to GLS Declaration D611

BRANT E35Y



ACW Ironhide 395Y x BC Lookout 7024 • AI Bred to CLRS Dividend 405D

BRANT F308B



RFS Del Rio D23 x Remington Lock N Load 54U • PB SM Herd Bull Prospect

BRANT F85A



GLS/JRB Cash Flow 163C x TSN Final Answer Y990 • 3/4 SM Herd Bull Prospect



BRANT E47Z

W/C Relentless 32C x BC Lookout 7024
AI Bred to W/C Lock Down 206Z



BRANT E215Z

W/C United 956Y x Wheatland Red Ace 747T
AI Bred to TJ Franchise 451D



BRANT F32B

Coleman Charlo 0256 x Mr NLC
Upgrade U8676
1/2 SM Herd Bull Prospect



VON.JAZZY F70B

CDI Innovator 325D x Elm-Mound
Upgrade Z4
3/4 SM Herd Bull Prospect



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national advertising increased by approximately 21% year over year.

Promotional effectiveness requires understanding the targeted audiences. There are three high priority groups we attempt to engage: 1) present ASA members and the clients of those members, 2) non-members who would directly benefit from ASA profit-focused services, and 3) industry influencers who directly or indirectly impact our business.

At the same time, it is necessary to use various platforms to reach those audiences in an effective and fiscally prudent fashion. This is a combination of print, digital, social media, radio, podcasts, etc. Staff is constantly investigating new and different avenues to responsibly leverage membership dollars. Promotional effectiveness also relies on highlighting powerful and meaningful programs that enhance the viability of those in the business. Highlighting specific programs to the appropriate audience(s) empowers the viewer and encourages a relationship with ASA. Examples of specific program highlights are Cow Herd DNA Roundup, Carcass Expansion Program, IGS Multi-breed Genetic Evaluation powered by BOLT, IGS Feeder Profit Calculator™, AJSA programs, commercially applicable services, and many more.

State Association Cost Share and Check-Off

Since its inception, the ASA has consistently been a supporter of state associations. Don Vaniman, the first full-time Executive Vice President of the ASA, made the establishment of them an important priority as a part of expanding the interest and growth of Simmentals nationally.

The Cost Share program was initiated in 1979, which offered financial assistance to those states that invest in advertising and promotions at their state and regional level. The ASA shares in these expenses. Each state association is allocated up to \$4,000 in ASA support each fiscal year for these activities. In 2015, the program was enhanced, offering an additional \$1,000 to be used in the next fiscal year to those associations that used up their initial allotment.

The ASA Check-Off program awards 25 cents per registration within a state to the state association after filing names of their officers. The Check-Off Bonus program can earn an additional 80 cents per registration based on specific state association activities.

- ASA's investment in Cost Share promotions for states has remained consistent. For fiscal year 2017-18 it was within 1% of fiscal year 2016-17.
- 24 State associations participated in the Cost Share program.
- 14 State associations received an additional \$1,000 in Cost Share funds for 2019 for maximizing use of funds in 2018.
- 33 State associations applied for and received Check-Off dollars.
- 96.4% Of the eligible Check-Off dollars were paid out to state associations.

- 21 States associations received Check-Off Bonuses.
- 5% More Check-Off Bonus funds were paid out than last fiscal year under the new streamlined system.

ASA Personnel Attendance Education and Program Awareness

The ASA Representative program was a bold and modern approach to meeting the “boots on the ground” needs of membership. It provided regional representation in a fashion that was more nimble and more cost-effective than the traditional approach without the baggage that can sometimes come with the traditional breed association field staffing model. Survey results consistently showed a positive view of those who used the ASA Rep program. At the same time, Trustees and staff are always looking for ways to elevate or modify existing programming to make it more impactful and meaningful for members and their customer base. The year 2018 brought about another bold twist. The ASA Rep program was discontinued and replaced with a more robust set of parameters that would trigger attendance by ASA staff or the regional Educational Specialists.

Here are the updated parameters (only need to meet one of the following parameters):

- 1) Audience Qualifier — Must meet each of the following:
 - Minimum of 25 individuals in attendance
 - Must be highlighting ASA program(s)
 - Goal of event must align with ASA goals and programs
 - ASA personnel must be the focus of at least 30 minutes or 50% of event
 - Pending personnel availability
 - Investigate if additional charges are necessary for out-of-the-way locations
- 2) \$3,500 in business with ASA per membership
 - Must include some form of education or program awareness
 - Pending personnel availability
- 3) \$2,000 in advertising with ASA Publication, Inc.
 - Must be a singular membership or a collaborative sale
 - Must include some form of education or program awareness
 - Pending personnel availability
- 4) \$500 “Buy a Day”
 - Must include some form of education or program awareness
 - Pending personnel availability
- 5) State Association Qualifier
 - Two free days per year
 - Pending personnel availability
- 6) ASA Personnel Inspired Event

I want to thank my fellow committee members for the time that they put into this committee. Also a big thank you to the ASA staff for their help and support to the Growth and Development Committee.

(Continued on page 28)

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PB ANGUS

OBCC ALEXIA B23

Coleman Charlo 0256 x FF Alexia 233
January Musgrave Sky High heifer calf at side

CMFM ZOEY B236

Mr CCF Dreamer x
E/T Zoeg 236Z

Selling a flush to the bull
of your choice!



**FALL & SPRING BORN SHOW
HEIFERS & BRED FEMALES PLUS
COW/CALF PAIRS**



OBCC WAKANDA 907B

LLSF Pays To Believe x FBFS Wakanda 620W
January FBFS Wheel Man bull calf at side



DOUBLE R MISS T18 B14

HTP SVF In Dew Time x Double R Miss 29G T18
Bred to CCR Anchor for a fall calf



DOUBLE R BETTY B765

BC Lookout 7024 x Double R Miss 29G T18
February ES Belmont bull calf at side

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Mr. Chairman, this concludes my report for the Growth and Development Committee and I move that this be accepted into the minutes of the 51st Annual Meeting.

Policy and Procedure Committee

By Erika Kenner, Chairwoman

Committee Members: Mike Forman; Tim Curran; John Griswold; Steve Eichacker; Brian DeFreese; Randy Moody; and Gary Updyke.

Staff: Steve McGuire. Legal Counsel: Gene Summerlin.

The Policy & Procedure Committee has been working for several years to encourage electronic voting and to make it more user-friendly. The goal has been to bring the voting in through Herdbook Services. This year, the Annual Meeting will be accessible online and the electronic voting for the Rule Amendment is being done through Herdbook Services.

The ASA Board participated in a strategic planning meeting in January of 2018 and the Policy and Procedure Committee was charged with reworking the Mission/Vision Statement and to identify the ASA's Core Policies. These have all been updated and are now listed on the ASA website.

The committee addressed the issue of the multiple and family membership Annual Service Fee discounts and decided to eliminate them altogether. All existing multiple memberships and family memberships will expire on June 30, 2019, and will thereafter be billed the standard adult or junior Annual Service Fee applicable to the membership classification.

There is also a Rule Amendment to be ratified by the membership, which came from this committee. Under Rule II.H.1 it states that the name of an animal can only be 24 characters long. This Amendment would change it to be 30 characters long. Since other breed associations allow 30 characters and our system allows other breeds to be registered, it will help keep everything the same.

There were also many items discussed where no action was taken. Some topics included breed classification vs. breed composition; billing for sale managers; and recording phone calls. Some items are still being discussed.

ASA Mission Statement

The success of the American Simmental Association is dependent on our members' cattle making a significant genetic contribution to the beef industry. By utilizing the most advanced science, the highest priority is to maintain services and products which bring value to ASA members' customers.

Core Policies

Science — Commitment to science and development of the most effective selection tools. Advance ASA in the industry.

Membership — Development, registration, and promotion of SimGenetics.

Youth — Support Junior programs. Guide the junior membership and their programs to learn life skills, science and use the technology, and financial responsibilities. Involve the Foundation.

Collaboration — Commitment to partnerships with industry leaders and universities to advance research and science. Advancing selection tools, DNA-enhanced EPDs, and monitoring genetic defects.

Promotion — Promotion and marketing to enhance our members' market share. Ensure that SimGenetics continues to appeal to the commercial industry.

Data Growth — Offer the most advanced genetic evaluation services with the largest genetic evaluation services with the largest database regardless of breed.

Financial Stability — ASA will maintain sufficient financial reserves to assure leadership in the beef industry, funds for continued research and development, and a thriving breed association.

Services — Offer programs relating to all beef production segments. Be leaders. Step outside traditional practices and offer opportunities for our members to grow in the industry.

Education — For advancement and profit of our members and their customers.

Mr. Chairman, this concludes my report for the Policy and Procedures Committee and I move that this be accepted into the minutes of the 51st Annual Meeting.

Simbrah Committee

By Randy Moody, Chairman

Committee Members: Tim Smith; Fred Schuetze; Gary Updyke; John Griswold; Gordon Hodges; and Jim Ligon.
Staff: Chip Kemp.

On August 10, 2018, the first Simbrah Summit was held in San Antonio, Texas. This meeting was moderated by Wayne Reavis and Randy Moody. With over 30 breeders representing Tennessee, Alabama, Louisiana, and Texas, as well as four ASA Trustees and ASA EVP, Dr. Wade Shafer, in attendance, much discussion was had about the need to recognize Simbrah as a breed relevant to today's beef cattle industry.

Dr. Shafer opened the meeting by asking everyone to state their expectations of this meeting.

The real take-home message was overwhelmingly presented by Maurice Janda, feedyard manager for Graham Land and Cattle, Gonzales, Texas. The message was "to shift from traditionally marketing weaned calves to feeding your cattle in order to take advantage of known genetics." During the presentation Janda shared some data from previous groups of Simbrah cattle they have fed.

(Continued on page 30)

Walton – Berry Graduate Student Support Grant

Purpose:

To aid in the professional development, success, and experiences of young animal scientists at the regional and national level, by providing support for graduate study.

The recipient shall mentor a Masters or Ph.D. student in Animal Science.

The recipient mentor and student shall provide a report for publication in both *SimTalk* and *the Register*.

The Committee requests that faculty mentors apply for the grant to assist in planning and conducting research, as well as graduate student recruitment and travel.

The Committee will award funds to the top two qualifying programs:

\$5,000 to the top pick and \$3,000 to the second choice.

This grant is available to all agriculture disciplines; however, focus will be on the genetic improvement of livestock.

Entry Deadline: April 15, with announcement by May 15.

To apply for this award:

Faculty members must submit an application explaining the particular area of study and how these funds will be used. The application will include a description of the research, along with supporting documentation from the Department Administration.

This grant will be made payable as a gift to the research account of the selected faculty member.



Applications may be submitted electronically or in hard copy to the American Simmental Association

One Genetics Way
Bozeman, MT 59718

or
simmental@simmgene.com

Entry Deadline: April 15

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Dr. Shafer presented, “Understanding how to calculate an index,” using cowboy math.

Dr. Joe Paschal, Livestock Extension Specialist of Texas A&M, wrapped up the meeting discussing, “How to Utilize Simbrah Cattle in Today’s Industry.”

A special thanks goes to Martha Garrett and the Simbrah World for promoting this inaugural event, and to the Texas Simmental-Simbrah Association for allowing us to be included in their meetings.

As a result of the Summit, a steer feedout project was launched. The purpose is to collect carcass data on sire-identified steers. This project will be included in the carcass data collection project put forward by the Breed Improvement Committee in August 2018. At this time we have about 225 steers involved in the Simbrah project. Another positive generated by having this Summit is that registrations of Simbrah are up considerably for the first six months of fiscal year 2019.

Mr. Chairman, this concludes my report for the Simbrah Committee and I move that this be accepted into the minutes of the 51st Annual Meeting.

ASA Publication, Inc.

Chairman Fred Schuetze

Committee members: Tim Smith, Gordon Hodges, Mike Forman and Tim Curran

Staff: Wade Shafer and Linda Kesler.

As Chairman of the ASA Publication Board, I would like to thank the committee members: Tim Smith, Gordon Hodges, Mike Forman and Tim Curran, and staff contacts, Wade Shafer and Linda Kesler for all their help. ASA Publication, Inc. is a for-profit corporation under the umbrella of the American Simmental Association (ASA); the ASA Publication Board is the Executive Committee of the ASA Board of Trustees. ASA Publication continues to be a profitable entity producing *the Register*, *SimTalk*, *Sire Source*, a membership directory, sales reports, as well as the production of catalogs and brochures for both the

membership and ASA. It also helps produce ads for ASA as well as blogs on current items helpful to our membership, eNews and a host of other items for the benefit of the ASA and its membership.

During the last fiscal year one major change in the operation of the ASA Publication was the change of the Representative Program, which came out of the long-range planning session held in Denver during the annual meeting and Board meeting in 2018. The new program is an educational program where representatives may attend field days, sales, and events for state associations, individual producers, field days, and a host of other events. The new program is now under the direction of the Growth and Development Committee and the ASA Board of Trustees. A positive change for the growth of our organization and membership.

Other significant changes were the development of more social media aspects of ASA Publication; this will continue to grow as time goes on. Released just prior to the annual meeting in Denver was a new updated app which allows members and nonmembers to access many of the items that continue to drive the acceptance of the Simmental and Simbrah breed.

The financial position of ASA Publication continues to be strong with a net income at the end of December 2018 of \$94,492; as of December 2018, you will see positive growth in advertising space, catalog, brochures and all items that contribute to the bottom line, with significant increases in the income from the Breeders’ Directory and *SimTalk*.

The investments continue to do a positive gain through the end of 2018, but as we all know this may change with the current situation of the stock market. This Board, along with the CFO, will continue to analyze the investment strategy along with the investment companies currently being used by ASA.

Mr. Chairman this concludes my report and I move it be entered into the minutes of the annual meeting.

(Continued on page 32)



J.W. Brune and his wife, Carol, accept their Golden Book Award from ASA Board Trustees: Fred Schuetze (left) and Tim Smith (far right).



Ron Miller (right) accepts ASA Lifetime Promoter Award from ASA Board Trustee Tom Nelson. Miller is the first recipient of the inaugural Lifetime Promoter Award, recognizing people for their contributions to the promotion and advancement of SimGenetics and the American Simmental Association.



551SM09032 • REG: 2993610 • DOB: 2/05/2015

ORACLE

PUREBRED
UPRISING X GOLDMINE

CE	BW	WW	YW	MCE	Milk	MWW	Stay	DOC
10	1	61.4	86.2	6.2	28.5	59.1	13.4	16.6

CW	YG	Marb	BF	REA	Shear	API	TI
15.3	-.63	-.03	-.151	.87	-.30	111.6	65.7

EPD as of 1/29/2019



551SM09024 • REG: 3057267 • DOB: 2/21/2015

AUTHORITY

PUREBRED
AUTHORITY 77X X VOYAGER

CE	BW	WW	YW	MCE	Milk	MWW	Stay	DOC
10.5	1.4	63.7	95.2	4	19.2	51	17.4	7.9

CW	YG	Marb	BF	REA	Shear	API	TI
26	-.36	0	-.070	.79	-.4	121.5	65.4

EPD as of 1/29/2019

SexedULTRA 4M[®]

High Fertility Sex Sorted Semen

MAXIMIZE YOUR GENETIC PROGRESS



551SM09030 • REG: 3317371 • DOB: 2/09/2017

EPIC

PUREBRED
ALL-AROUND X COMMANDER

CE	BW	WW	YW	MCE	Milk	MWW	Stay	DOC
13	-.4	77.3	110.9	6.3	16.1	54.7	19.8	14.6

CW	YG	Marb	BF	REA	Shear	API	TI
29.1	-.3	.22	-.072	.64	-.39	149.3	80.8

EPD as of 1/29/2019



551SM09029 • REG: 3139298 • DOB: 2/2/2016

BRIGADE

PUREBRED
LOADED UP X DURACELL

CE	BW	WW	YW	MCE	Milk	MWW	Stay	DOC
12.2	.8	62.8	88.9	7	16.2	47.5	17.2	10.4

CW	YG	Marb	BF	REA	Shear	API	TI
18.1	-.51	-.14	-.117	.8	-.48	116.5	62.6

EPD as of 1/29/2019

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51st Annual Meeting and Convention Proceedings

Continued

Nominating Committee

By Gordon Hodges, Chairman

Committee Members: Clay Lassel; John Griswold; and Steve Eichacker.

Staff: Linda Kesler and Wade Shafer.

The responsibility of the Nominating Committee is to review and confirm the upcoming vacancies on the ASA Board for the next year and encourage active members to apply for these open board positions. The goal of the committee is to submit at least two potential candidates for each board vacancy to the ASA Board for selection of the Board's nominee. The Board selects one nominee for each open position.

All ASA active adult members in good standing are eligible to run for a position on the ASA Board of Trustees. For a member to be considered as a board nominee, as described in the previous paragraph, the member must submit a Prospective Trustee Information Form to the Nominating Committee and the Nominating Committee presents those to the full Board for the selection of one Board nominee for each open position.

The 2018 Board Nominee final selection was conducted during the Fall Board meeting held during Fall Focus and each candidate submitting a Prospective Trustee Information Form was allowed an opportunity to introduce themselves to the Board and give a brief statement for their candidacy.

After the Board nomination process is complete, nomination ballots are mailed to all active adult members in each region who has an open position for the Board. The nomination ballot lists the one Board nominee for each open position, and available space to allow one write-in candidate for each open position. In order to qualify as a write-in candidate, the potential candidate must receive a minimum of ten write-in votes. In the event more than one potential candidate receives ten or more write-in votes, the candidate with the most write-in votes will be placed on the final election ballot along with the Board nominee.

Upon completing the nomination process, the final election ballots are mailed to all active adult members in each region that has an election, allowing members in each region an opportunity to vote either by a written mail ballot or an electronic ballot through their ASA online member services account.

The 2018 ASA Trustee application, nomination, and election process went as follows:

Eastern Region: There were no vacancies, so there was no nomination or election process.

South Central Region: There was one vacancy as Tim Smith completes two terms and is not eligible for reelection but will return to serve an additional year as past Chairman. The Nomination Committee received only one Prospective Trustee Information Form for this position, so by acclimation Chuck Miller from Olean, MO, became the Board's nominee. During the write-in process, Greg

Walthall from Windsor, MO, was successful and was added to the final election ballot. At the completion of the election process, eligible members in the South Central Region cast a total of 205 votes, and Greg Walthall was elected to fill the open position for that region on the Board.

North Central Region: There was one vacancy as John Irvine of Manhattan, KS, completed his first term and was eligible for reelection of a second term. There were no additional Prospective Trustee Information Forms submitted so John Irvine became the Board's nominee by acclimation. During the write-in process, J.W. Brune from Overbrook, KS, was successful and was added to the final election ballot. At the completion of the election process, eligible members in the North Central Region cast a total of 261 votes and J.W. Brune was elected to fill the open position for that region on the Board. On behalf of the entire Board of Trustees, I would like to thank John Irvine for his three years of dedicated service while serving on the Board.

Western Region: There were two vacancies, Clay Lassel from Glendive, MT, and Tim Curran from Ione, CA; both were eligible for reelection to a second term. One additional Prospective Trustee Information Form was received from Shawn Hester of San Diego, CA. The ASA Board selected Clay Lassel and Tim Curran as the Board nominees for the two open positions. Clay Lassel and Tim Curran were elected to second terms in the Western Region by acclimation since there were no eligible write-in candidates.

The Nomination Committee would like to thank all candidates who applied for positions on the ASA Board and strongly encourage more members to submit Prospective Trustee Information Forms in the future. We would also like to thank Linda Kesler and fellow staff members for their assistance with the 2018 application, nomination, and election process.

Mr. Chairman, this concludes the Nomination Committee report and I move it be accepted into the official minutes of the 51st Annual Meeting of the American Simmental Association.



Hodges addresses the open meeting.

Chairman Report

By Tim Smith, Chairman

The year 2018 has been an exciting one at ASA with the 50th Anniversary Celebration and the initiation and continuation of several new programs and services. The Board remains committed to SCIENCE and invested in research and development to assure the growth of our database. This follows our mission statement to maintain services and products, which bring value to ASA members' customers.

The much anticipated release of the new genetic evaluation, IGS Multi-breed Genetic Evaluation powered by BOLT, has been one of the highlights. We pledged up to \$100,000 to hopefully collect at least 10,000 sired-identified carcass records on genotyped calves. The Cow Herd DNA Roundup (CHR) project gained momentum and the Board extended the program with a new goal of collecting over 50,000 samples. We have seen growth in the Carcass Merit Program (CMP) with the addition of three more test herds.

We are strong supporters of ASA's education, youth, and promotion programs. The Board initiated the new Educational Promotion of ASA's Services and Programs, which allows multiple options for members and associations to request a knowledgeable person to attend your function or event with the addition of an educational component. The year 2018 was also our inaugural year for the well-received ASA Ring of Champions, which recognizes outstanding animals participating in the PTP Shows. The Board showed strong support of AJSA and revamped the requirements for host states of our AJSA National Classic while also pledging additional funds to ensure the growth of our youth programs. The ASA Board also realizes the importance of the ASA Foundation and its role in supporting youth, research, and education and, in turn, supported a more collaborative effort between AJSA and the Foundation by approving an exciting new staff position to carry out the efforts of these programs.

The key to continue moving our great Association forward is for all of you to take an active part in our organization and let your voice be heard. Involvement in your state association is critical, as they serve as the foundation and building blocks for the ASA.

The dedication of the ASA staff and fellow Trustees during my six-year tenure as a Trustee is to be commended and the wealth of knowledge and innovative thinking they possess is very much respected and admired. It has been an honor and wonderful experience to serve as your ASA Board Chairman for 2018, and I thank the membership and all involved for this opportunity.

2018 Board of Trustees

Eastern Region:

Gordon Hodges, Hamptonville NC; Randy Moody, New Market, AL; Jim Ligon, Cookeville, TN; Cliff Orley, Lebanon, PA.

North Central Region:

John Irvine, Manhattan, KS; Steve Eichacker, Salem, SD; Erika Kenner, Leeds, ND; Tom Hook, Tracy, MN.

South Central Region:

Tim Smith, Giddings, TX; Gary Updyke, Checotah, OK; John Griswold, Stillwater, OK; Fred Schuetze, Granbury, TX.

Western Region:

Tim Curran, Ione, CA; Clay Lassel, Glendive, MT; Tom Nelson, Glendive, MT; Michael Forman, Ellensburg, WA.

Foundation Report

By Fred Schuetze, Chairman

The American Simmental-Simbrah Foundation Board has the following members: Fred Schuetze, Chairman, Lori Eberspacher, Bill McDonald, Tonya Phillips, Emily Brinkman, Holli Parke-Hatmaker, Aaron Owen, Brandi Karisch, Greg Burden, Bob Mullion, Mark Smith and Cathy Eichacker. The Board members may serve up to three, three-year terms. Lori Eberspacher has served three, three-year terms and has been appointed as Chairwoman. Tonya Phillips and Mark Smith have served their first three-year terms and have been re-appointed to the Board for their second tenure. Mike Stoltey has been appointed by ASA Chairman, Tim Smith, to serve on the Board filling the vacancy of Lori Eberspacher. Brandi Karisch was appointed to serve out the term of Dr. Mikell Davis who resigned from the Board in 2018.

The Foundation Board is a working board raising funds for the three areas of focus: Youth, Education, and Research & Development. The major events worked on to reach these goals are: The annual Foundation Gala and Auction held during the Annual Meeting in Denver, the donated heifer sold each year at the One Sale at Denver for the AJSA Merit Awards, the educational program held each year during Fall Focus, and the feed intake project for the Carcass Merit Program.

The Board works as a group raising funds for each of these projects with Bill McDonald, heading up the fundraising for the education program at Fall Focus; Fred Schuetze heads up the research and development funding raising, and with the total Board working to raise funds for the AJSA with the Gala and auction in Denver. Lori Eberspacher heads up the donation of the heifer each year for the One Sale in Denver.

(Continued on page 34)

51st Annual Meeting and Convention Proceedings

Continued

The Foundation raised a total of \$239,862 during the 2018 fiscal year and the investments of the Foundation at that time was \$352,468. The Foundation Auction raised \$75,985 in January of 2018 and the Auction in January 2019 raised \$111,170 including a special gift to the Foundation by J.W. & Carol Brune in the amount of \$10,000 in memory of the ten most influential people who helped them in the Simmental business. The One Sale heifer donation raised \$31,000 in January 2018 and in 2019 the heifer raised \$45,000, donated by Rocking P Livestock, (Chan and Tonya Phillips and Keith and Lindsay Phillips and their families) for the merit awards at the upcoming AJSA National Classic. Trans Ova's donation during Sim-Magic on Ice brought \$3,000.

The Foundation Board has made significant advancements during the last three years and the future looks even brighter with the hiring of Darla Aegerter, by ASA, with a portion of her time devoted to the Foundation activities along with being involved in ASA's youth programs and the AJSA Board.

As I leave as chairman of this committee, I would like to thank all the committee members for their support and timeless efforts towards the advancement of the Ameri-

can Simmental-Simbrah Foundation. A special thank you to the Foundation Board, Tim Smith, and ASA for the leather brief case presented to me at the Gala in Denver it will be a special part of my life and I am truly humbled by this gift.



Lori Eberspacher was in attendance to accept a plaque recognizing past board members for their dedication and support of the Foundation. Presenting the award were Fred Schuetze (left) and Tim Smith. ♦

AMERICAN SIMMENTAL-SIMBRAH
FOUNDATION

ASB

Thank You

YOUTH/MERIT AWARDS

Seller:

Rocking P Livestock and
Bob MacGregor

Designated Foundation Mission:

Youth/Merit Awards

Animal Name:

Rocking P Love Me E100

Animal Registration Number:

3401662

Sale Name:

The 26th Annual "The One"
National Western Simmental Sale,
Denver, CO

Sale Date: 1/21/2019

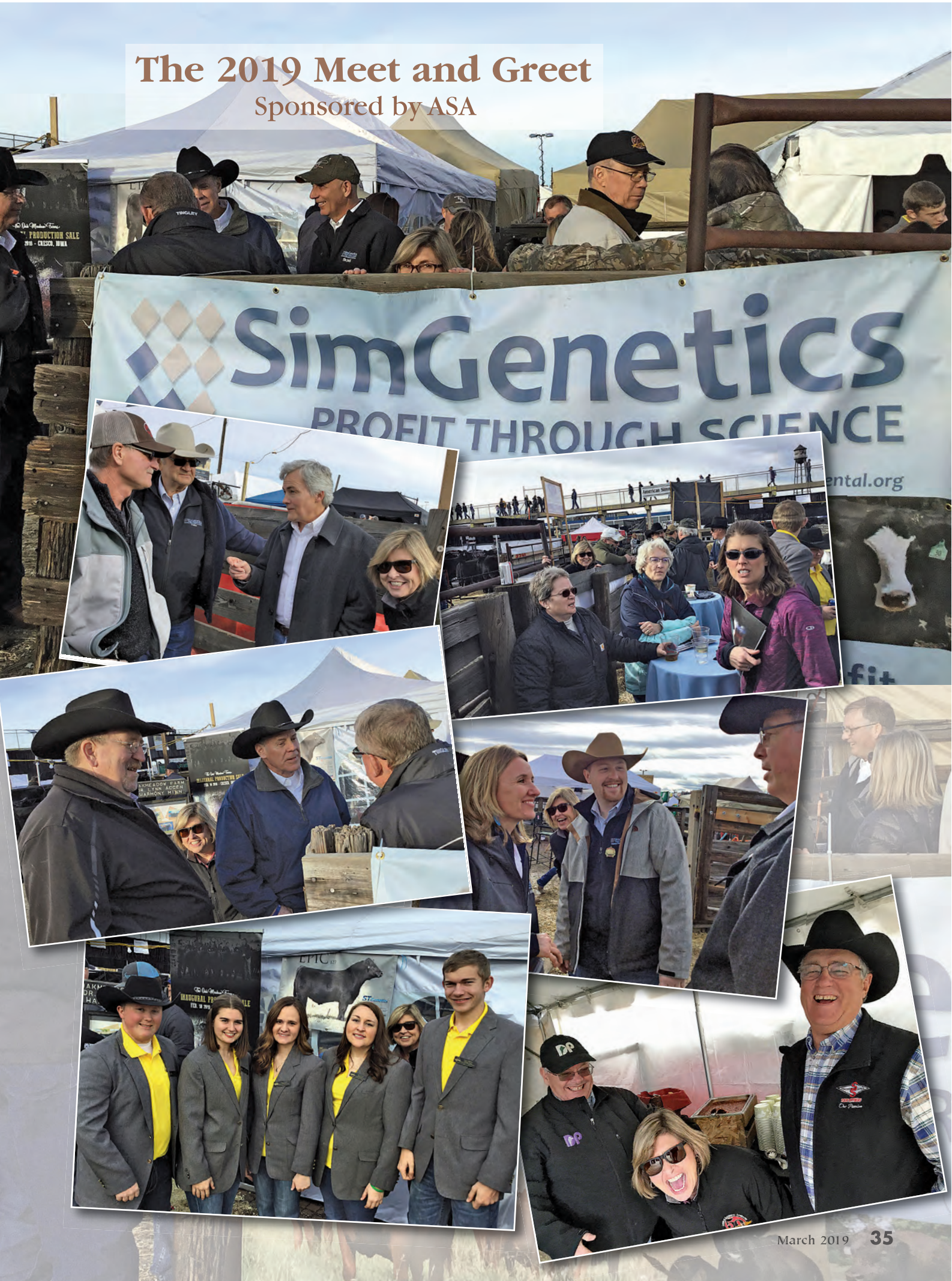


The group of buyers along with AJSA Board of Trustees and the Eberspacher Enterprises sales staff.

Buyers: B & K Farms, Bar QH Simmental, Beshears Simmental, Buck Creek Ranch, C-Mor Beef Farms, Cooper Canada, Craig McCallum, Diamond M Cattle Co., Eberspacher Enterprises, Eichacker Simmentals, Ferguson Show Cattle, Fred Schuetze, GB Cattle, Gilliland Livestock, Griswold Cattle Co., Harker Simmentals, Hart Simmentals, Helm Farms, Hicks Cattle Co., Hoffman Farms, Independence Cattle Farms, Jones Show Cattle, K-Ler Cattle Co., KenCo Cattle Co., KLD Sanders Ranch, Ligon Simmentals, Little Mountain Simmentals, MacGregor Livestock, Moore Land & Cattle, Prospect Cattle Co., Red River Farms, RS & T Simmental, Schaeffer Show Cattle, Shoal Creek Simmental, Southern Cattle Co., Sublette Cattle Co., Sullivan Supply, Sunset View Farms, Top Hat Farms, Trauernicht Simmentals, Traynham Ranches, Wayward Hill Farm, Wesner Livestock Enterprises, White Star Cattle Co., and Willow Springs Cattle Co.

The 2019 Meet and Greet

Sponsored by ASA



2019 Foundation Auction

Auction Results

Item	Donor	Amount	Purchaser
**Benelli Raffaello 50th Anniversary Limited Shotgun	Eichacker Simmentals	Won from Draw Down	Circle M & Craig McCallum
Draw Down Bell #1	Foundation	\$1,200	Circle M & Craig McCallum
Draw Down Bell #2	Foundation	\$1,200	Circle M & Craig McCallum
Draw Down Bell #3	Foundation	\$1,200	Circle M & Craig McCallum
Draw Down Bell #4	Foundation	\$1,200	Circle M & Craig McCallum
Draw Down Bell #5	Foundation	\$1,200	Circle M & Craig McCallum
Draw Down Bell #6	Foundation	\$2,000	J.W. Brune
Draw Down Bell #7	Foundation	\$1,800	CK Cattle Co
Draw Down Bell #8	Foundation	\$1,900	Circle M & Craig McCallum
Draw Down Bell #9	Foundation	\$1,500	Red River Farms & Robert Mullion
Draw Down Bell #10	Foundation	\$1,900	ASA Board of Trustees
Scholarship	J.W. Brune	\$10,000	J.W. Brune
Ultimate Alaska Fishing Lodge Experience	Rainbow King Lodge, Iliamna, Alaska	\$6,500	Circle M & Craig McCallum
Dream On Shadow Box with 2 Units of Semen	Lori and Val Eberspacher, and Willie Altenburg	\$3,500	DP Sales
Old Swiss Bell from Simmental Way building	ASA	\$3,200	White Wing Simmentals
Back Page Membership Directory	ASA Publication	\$2,800	Southern Cattle Company
Napa Valley for Two - Tour and Wine Tasting	Paul and Ailene Tarap, Ward Ranch Livestock & Chris Harnois, Rebecca Larid, & Jullian Harnois	\$2,500	Paige Wallace Photography
Custom-made Bit	W.Chance Claude of Valley Home, CA	\$2,500	T-Heart Ranch
Split The Deck	AJSA	\$1,950	GB Cattle & Greg Burden
Eagle Pass Ranch - Pheasant Hunt	Eagle Pass Lodge, AJ Munger	\$1,800	Circle M & Craig McCallum
Back Page Sire Source	ASA Publication	\$1,500	Hook Farms & Clear Springs Cattle
Original Design 50th Belt Buckle	Foundation	\$1,250	ASA Foundation Board
Framed Art	Triple S Land & Cattle, Mark & Debbie Smith	\$850	Little Mtn Farms & Randy Moody
50th Anniversary Belt Buckle #43	Foundation	\$800	Begger's Diamond V
Antler Candle	Christy and Robert Campbell	\$800	CK Cattle Co
MS Bass Fishing on Private Lake	Fenton Family, Ellisville MS	\$750	Ligon Simmentals
Custom-made Saddle Blanket	Karla Schwoerer, Oakdale, CA	\$700	Buck Creek Cattle & Chan Phillips
Vaccination cooler box w/Allflex syringes	Heath Heilman	\$600	Rachel Endecott
Semen Package	Robert Thoman, T&T Cattle, Riverton, WY	\$600	HTP Simmental, Doug & Holli Parke
CJ Brown Print - Print 1	Fred Schuetze	\$500	Innovation Ag Marketing
CJ Brown Print - Print 2	Fred Schuetze	\$500	Innovation Ag Marketing
Antler Wine Holder	Christy and Robert Campbell	\$500	Fred Schuetze
Pallet Shelf	Ron Mari Family	\$500	St Vrain Simm
Lamp - Harker Family Furniture	Harker Family	\$500	Wade Shafer
The Tradition Framed Art - Harker Family Furniture	Harker Family	\$500	GB Cattle & Greg Burden

Auction Results

Item	Donor	Amount	Purchaser
Parisien Wood Carving Plus 2 Units of Parisien	ASA & Jay and Jill Hill, CO	\$500	Forster Farm & Alan Forster
MPC - Creation and Design of One full-page Ad	Morgan Cook	\$350	Samuel Wallace
Handmade Natural Turquoise and Heishi Beaded Necklace	Hand Crafted	\$350	Shipwreck Cattle
Pallet Shelf (donated back)	St Vrain Simm	\$200	Eichacker Simmental
50th Anniversary History Book #3	ASA	\$100	Rincker Simmental
50th Anniversary History Book #4	ASA	\$85	Will Godowns
50th Anniversary History Book #1	ASA	\$75	Neidig Farms
50th Anniversary History Book #2	ASA	\$75	Kent Jaecke
50th Anniversary History Book #5	ASA	\$60	Perfection Cattle Inc
50th Anniversary History Book #6	ASA	\$60	High Ridge Farms
50th Anniversary History Book #7	ASA	\$60	White Wing Simmentals
50th Anniversary History Book #8	ASA	\$60	CK Cattle Co
50th Anniversary History Book #9	ASA	\$60	CK Cattle Co
50th Anniversary History Book #10	ASA	\$60	CK Cattle Co
50th Anniversary History Book #11	ASA	\$50	Mike Rains
50th Anniversary History Book #12	ASA	\$50	Jackie Atkins
50th Anniversary History Book #13	ASA	\$50	Teegan Mackey
50th Anniversary History Book #14	ASA	\$50	Mark & Debbie Smith
50th Anniversary History Book #15	ASA	\$50	Shipwreck Cattle
50th Anniversary History Book #16	ASA	\$50	Shipwreck Cattle
50th Anniversary History Book #17	ASA	\$50	Shipwreck Cattle

(Continued on page 38)

This year, thanks to many successful fundraising efforts on behalf of the American Simmental ~ Simbrah Foundation Board, the events at the National Western Stock Show brought in \$111,170. The fundraising events of the 2019 Foundation Auction, the generous donation of \$10,000 from Golden Book Award Recipient, J.W. Brune, the sale of the The Phillips Family donation heifer, and the Trans Ova IVF Cycle occurred in conjunction with the 51st Annual American Simmental-Simbrah Foundation Auction and Annual Meeting and events in Denver, Colorado. A total of \$63,170 was raised at the Foundation Auction, Sunday, January 20, the ASF Board is grateful to Jered Shipman for donating his time as auctioneer of the event. Rocking P Livestock, Chan & Tonya Phillips and Keith & Lindsay Phillips and their families donated Rocking P Love Me E100 which raised \$45,000 in The One Sale. Trans

Ova's donated IVF Cycle sold in the SimMagic Sale for \$3,000 to Richard Jenkins, Abingdon, VA, and Scott Trennepohl, Middletown, IN.

The Foundation Board and staff would like to thank all the contributors and donors who have made last year's fundraising and support for many programs and projects even more successful than the last year. ASF Chairwoman Lori Eberspacher adds, "It was a record setting event for the Foundation in Denver this year. So many fantastic breeders have given unselfishly to the Foundation with the vision of great things to be accomplished in the future for our youth, research-development and education. On behalf of the entire American Simmental-Simbrah Foundation board members and myself, as Chairperson, we want to thank each and every one of you for your continued support and we are honored to serve this Foundation."

2019 Foundation Auction

(Continued from page 37)



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
- 1/2 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. Brown beef, add 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.

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

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Simmental

Ellingson **Ultimate** F830



ASA# 3465913 • PB SM

W/C United 956Y

Sire: W/C Executive Order 8543B

Miss Werning KP 8543U

SVS Captain Morgan 11Z

Dam: Ellingson CPTMORGAN C572

Ellingson 680S W903

Trait	Direct					Maternal					DOC	Carcass					\$ Index	
	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	CW		YG	Marb	Fat	REA	Shr	API	TI
EPD	8.1	3.5	102.1	169.8	.42	3.1	28.5	79.5	14.5	10.5	66.7	-.33	-.01	-.080	1.13	-.09	126.8	87.4
ACC	.23	.36	.32	.34	.34	.19	.21	.24	.12	.20	.32	.25	.24	.24	.29	.04		
%			1	1	1		10	1			1				4			1

EPDs as of 2.8.19

- Adjusted BW: 102 lbs.
- Adjusted WW: 908 lbs.
- Adjusted YW: 1,717 lbs.
- ADG: 5.08 lbs.
- WDA: 4.37
- Ultrasound REA: 17.31 – Ratio 110
- Scrotal: 42 cm
- Frame score: 6.3
- High-seller (\$20,000) at the 2019 Ellingson sale

Semen: \$25/straw

Volume discounts 100 straws @ \$20/straw.

Contact Terry Ellingson 701-741-3045 or Ron Gilliland 916-612-1340



Terry Ellingson & Family

5065 125th Ave. NE

Dahlen, ND 58224

Phone: 701-384-6225

Cell: 701-741-3045

email: tellingson@polarcomm.com

Ron Gilliland

8787 Mace Blvd

Davis, CA

916-612-1340

LDR Genetics

Davis, CA

NATIONAL WESTERN

SimMagic On Ice Sale

January 19, 2019 • Denver, CO

No.	Category	Average
4	Flushes	\$14,425
276	Embryos	\$1,001
3	Pregnancies	\$6,584
16	Semen Units	\$116

Auctioneer: Jered Shipman, TX

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

Marketing Representatives: Val Eberspacher (EE); Derek Vogt (EE) NE; Chance Ujzdowski (EE) WI; Jered Shipman, TX; Matt Macfarlane, CA; Chris Beutler, NE; Kent Jaecke, OK; Jeremie Ruble, IA; Doug Parke, KY; and Buddy Robertson, OK.

High-Selling Lots:

\$14,500 – IVF Flush of, “Bailey’s Ms. Dreamy 946W,” cons. by Delaney Cattle Company, Dewitt, IA.

\$11,500 – Flush of, “CMFM Joy 02ZB,” cons. by Wesner Livestock Enterprises, sold to Circle T Farm, TN; Trennepohl Farms, IN; and Richard Jenkins, VA.

\$9,000 – IVF Non-Sexed Embryos, s. by Bailey’s Ms. Dreamy x Profit, cons. by Bailey Ranch, sold to Arlen Jacobson, Watford City, ND.

\$7,500 – IVF Sexed Heifer Embryos, s. by Bailey’s Ms. Dreamy x Yardley High Regard, cons. by Bailey Ranch, sold to Arlen Jacobson, Watford City, ND.

\$6,500 – Flush of, “Hara’s SULL Princess 03 7503E,” cons. by Greenhorn Cattle Company and Hamilton Farms, sold to Marcy Wachstetter, Gibson City, IL.

\$6,000 – Reverse Sort Heifer Embryos, s. by STF Onyx 451W x W/C Bankroll, cons. by Sloup Simmentals and Fenton Farms Simmentals, sold to DeNio Cattle Company, Iowa Falls, IA.

\$5,400 – IVF Reverse Sort Heifer Embryos, s. by EKHCC Red Jewell 760T x W/C Bankroll, cons. by Hill Top Simmentals, sold to Helms Farms Show Cattle, Geary, OK.

\$5,100 – Conventional Embryos, s. by KS Miss Sequoia Y770 x W/C Bankroll, cons. by Werning Cattle Company, sold to Clint Nielsen, Gordon, NE.

Comments: The 10th Annual SimMagic Sale was held Saturday evening on January 19th in the grand ballroom of the Double Tree Denver Central Hotel. The evening each year starts off with a donation from Trans Ova Genetics for a certificate of service with the dollars generated going to the American Simmental-Simbrah Foundation ear marked for the Silver and Gold Merit Awards. This year \$3,000 was raised and the certificate was purchased by a long-time supporters of our youth, Richard Jenkins and Scott Trennepohl.



Trans Ova donation purchased by Richard Jenkins and Scott Trennepohl for \$3,000 for AJSA Merit Awards. (Pictured: Junior Board, foundation members, Trans Ova Representative and Buyers)

26th Annual “The One” National Western Simmental Sale

January 21, 2019, Denver, CO

No.	Category	Average
15	SM and SimInfluenced Bulls	\$9,810
14	SM and SimInfluenced Bred Females	13,000
20½	SM and SimInfluenced Open Females	6,503
2	Donors	32,000
51½	Registered Lots	\$10,206
5	SM and SimInfluenced Genetic Lots	\$8,010

Auctioneer: Jered Shipman, TX

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

Marketing Representatives: Val Eberspacher (EE); Derek Vogt (EE) NE; Chance Ujzdowski (EE) WI; Jay Hill, Sale Chairman, CO; Jered Shipman, TX; Scott Bohrsen, AB; Matt Macfarlane, CA; Kent Jaecke, OK; Jeremie Ruble, IA; Doug Parke, KY; Buddy Roberston, OK; Shane Ryan, IL and Mitchell Armitage, OK.

Representing ASA: Susan Russell

High-Selling Lots:

\$50,000 – Bred Female, “TFG2E,” s. by Yardley Utah Y361, bred to CDI Innovator 325D, cons. by Trennepohl Farms, sold to Richard Jenkins, Abingdon, VA; and Legacy Lane Farms, Maryville, MO.

\$45,000 – Bred Female, “HILB Miss Versace E57C,” s. by W/C Executive Order 8543B, bred to HILB Oracle C033R, cons. by Hilbrands Cattle Company, sold to Sloup Simmentals, Fenton Farms and Deling’s Simmental.

\$38,000 – Donor, “FSCI Neon Regard C505,” s. by Yardley High Regard W242, bred to TNGL Grand Fortune Z467, cons. by Ferguson Show Cattle and Double R Farms, sold to H20’s Farms, Walkerton, IN.

\$26,000 – Donor, “GW Miss GPRD 02X,” s. by GW Predestined 701T, cons. by K-Ler Cattle Company, sold to H20’s Farms, Walkerton, IN.

\$25,000 – Bull, “LLSF Vantage Point F398,” s. by CCR Anchor 9071B, cons. by Lee Simmental Farm, sold to Woodlawn Simmental, Clarkesville, GA.

\$25,000 – Bull, “HPF Right To Love 365,” s. by HTP/SVF Duracell T52, cons. by B&K Farms and Woodlawn Show Cattle, sold to Hart Simmentals, Frederick, SD.

\$15,000 – 1/2 interest (\$30,000 valuation) in Open Female, “HOLT Ms. Sonora 457F,” s. by VCL LKC Equity 608D, cons. by Holt Cattle Company, sold to Todd Rau, Eureka, SD.

\$15,000 – Bred Female, “HILB/JASS Believe In Magic E118Y,” s. by LLSF Pays To Believe ZU194, bred to W/C Executive Order 8543B, cons. by Hilbrands Cattle Company and Jass Simmental, sold to Smith Farms, Denton, TX.

\$15,000 – Bull, “Longs Pay To Play F11,” s. by LLSF Pays To Believe ZU194, cons. by Long’s Simmentals, sold to Dennis Mleynek, Panora, IA.

Comments: During the annual Simmental Pen Show, the Power Simmental Event takes place where breeders nominate a bull or female as a Power Simmental candidate. Individuals buy judging ballots to evaluate the nominees. Before “The One,” one ballot is selected, and the participant who completed that ballot chooses and wins the Power Simmental nominee of his or her choice. This year’s winner was Norman Banks of Utah, and the animal selected was SFI Movin Ahead F11 from Schaake Farms. Schaake Farms received \$10,000 for having their animal selected.

Another highlight for the auction is the donation animal for the American Simmental-Simbrah Foundation with proceeds going to the American Junior Scholarships of Silver and Gold Merit awards. This year, the female “Rocking P Love Me E100” donated by the Phillips Family and Bob MacGregor was won by GB Cattle, TX.

Rocking P Livestock and Bob MacGregor have joined a prominent list of breeders who have donated to the ASA Foundation to support the AJSA scholarship program. This female, Rocking P Love Me E100, was their donation.



Rocking P Love Me E100 is a purebred daughter of LLSF Pays To Believe ZU194 and RP/MP Love Me Right Now 078W. She was purchased for \$45,000 by the following breeders: B & K Farms, Barry Wesner, Bar QH Simmental, Beshears Simmental, Buck Creek Ranch, C-Mor Beef, Cooper Canada, Craig McCallum, Diamond M Cattle Co., Eberspacher Enterprises, Eichacker Simmentals, Ferguson Show Cattle, Fred Schuetze, GB Cattle, Gilliland Livestock, Griswold Cattle Co., Harker Simmentals, Hart Simmental, Helm Farms, Hicks Cattle Co., Hoffman Farms, Independence Cattle Co., Jones Show Cattle, K-Ler Cattle Co., KenCo Cattle Co., KLD Sanders Ranch, Ligon Simmentals, Little Mountain Farm MacGregor Livestock, Moore Land & Cattle, Prospect Cattle Co., Red River Farm, RS & T Simmental, Schaeffer Show Cattle, Shoal Creek Cattle Co., Southern Cattle Co., Sublette Cattle Co., Sullivan Supply, Sunset View Farms, Top Hat Simmentals, Trauernicht Simmentals, Traynham Ranches, Wayward Hill Farm, White Star Farm, and Willow Springs Cattle Co. The heifer was raffled off to the aforementioned buyers, and the winner of the heifer was GB Cattle of Grand Saline, TX.



The Norman Banks family of Spanish Fork, Utah, had the winning judging ballot and selected the 2019 Power Simmental Supporters and winners, from left, are: Shane and Melissa Schaake; Natalie Banks, Jenna Wilkinson, Aaron Wilkinson, Mikah Banks, Norman Banks with friend Gib Yardley, Brayden Banks; and Power Simmental sponsors Lori Eberspacher of Eberspacher Ent., Jay Steenhoek, Nichols Cryo Genetics; and Paul Hill, Purina Animal Nutrition. Breeder Schaake Farms had the People's Choice champion purebred bull, SFI Movin Ahead F11 (ASA# 3442353), with Shilo Schaake at the halter. This is the second straight year that Schaake family won the Power Simmental event, which was in its 15th year and coordinated by Colorado Simmental Association. Schaake Farms receives \$10,000, and Banks Cattle receives full possession and 2/3 semen interest. The Power Simmental was selected on Jan. 21 at the start of The One sale during National Western Stock Show.

The 2019 Power Simmental finalists received special coats after the People's Choice judging. Qualifiers include, from left: Willie Altenburg, event coordinator; Ron Mari, yards superintendent; Paul Hill, sponsor Purina Animal Nutrition; Nate Ruby, Ruby Cattle Co.; Art Farley, C-Mor Beef; Nia Hill, Lee Cattle and Hill Brothers; Amanda Hilbrands, Hilbrands Cattle Co.; Stacey Kersten and Loren Vogler, Vogler Cattle and Kersten Cattle; Seth Kaehler, K-Ler Cattle Co.; Shilo Schaake, Schaake Farms; Chris Wolfe, Tucker Cattle and Wolfe Cattle; and Lori and Val Eberspacher, sponsor Eberspacher Enterprises.



(Continued on page 42)

NATIONAL WESTERN

(Continued from page 41)

Class Standings, Purebred Bulls, Pen of Five

Class 221

Schaake Farms Inc., Westmoreland, KS
Lee Simmental Farms, Columbia, MO
Ruby Cattle Company, Murray, IA
Western Cattle Source and Wohlens
Simmental, Crawford, NE

Class Standings, Purebred Bulls, Pen of Three

Class 222 A

Felt Farms, Wakefield, NE
RS&T Simmentals, Savannah, MO
Ferguson Show Cattle, Mentor, OH

Class 222 B

Kearns Cattle Company, Rushville, NE
Rust Mountain View Ranch, Mercer, ND
Eagles Crest Cattle, Fredericksburg, TX
Wayward Hill Farm, Versailles, KY

Class 222 C

Hartman Cattle Company, Tecumseh, NE
Gateway Genetics and Rains Simmentals,
Pierce, NE
Kersten Cattle, Gretna, NE
Rust Mountain View Ranch, Mercer, ND
Kaehler Cattle Company, St. Charles, MN

Class 222 D

Double Bar D Farms, Grenfell, SK
Springer Simmentals, Cresco, IA

Class Standings, Percentage Bulls, Pen of Five

Class 321

Oak Meadow Farms, Harmony, MN

Class Standings, Percentage Bulls, Pen of Three

Class 322 A

Jackpot Cattle Company, Wessington, SD

Class 322 B

Lee Simmental Farms, Columbia, MO
RS&T Simmentals, Savannah, MO

Class 322 C

Kearns Cattle Company, Rushville, NE
Schooley Cattle Company, Bloomfield, IA
Tucker Cattle Company, Pleasant Dale, NE
Felt Farms, Wakefield, NE

Class 322 D

Ruby Cattle Company, Murray, IA

Class 323

Southern Cattle Company, Marianne, FL

Bull Pen Show

Date: January 20, 2019
Location: Denver, CO
Judge: Jack Ward, Plattsburg, MO
Associate: Carter Ward, Plattsburg, MO

Editor's Note: PTP data for the Purebred and Percentage Bull and Female Pen Shows are in this order: Calving Ease EPD, Yearling Weight EPD, Maternal Calving Ease EPD, Maternal Weaning Weight EPD, Stayability EPD, Yield Grade EPD, Marbling EPD, \$API and \$TI

Purebred Pen of Five



Grand Champion, exh. by Schaake Farms Inc., Westmoreland, KS

Birth	Animal's Name	Sire	WDA	Frame	SC
2/12/18	SFI Platinum F5Y	MR CCF 20-20	3.74	5.7	38.0
3/18/18	SFI Guaranteed F35W	LLSF Pays To Believe ZU194	3.65	6.8	38.5
1/2/18	SFI Forward Progress F2	TL Bottomline	3.52	5.8	43.0
1/16/18	SFI Movin Ahead F11	TJ High Calibre 56B	3.42	6.0	39.5
2/10/18	SFI Achievement F10B	LLSF Pays To Believe ZU194	3.77	5.7	40.0
Pen Average			3.62	6.0	39.8
EPD Average			10.4/72/105/6.3/58/15.3/-0.41/0.05/123/72		



Reserve Grand Champion, exh. by Lee Simmental Farms, Columbia, MO.

Birth	Animal's Name	Sire	WDA	Frame	SC
3/30/18	LLSF Black Label F703	THSF Lover Boy B33	3.93	5.5	38.0
3/25/18	LLSF Reliant F741	THSF Lover Boy B33	3.52	5.2	40.5
3/23/18	LLSF Hatfield F931	LLSF Pays To Believe ZU194	3.63	6.4	38.0
3/20/18	LLSF Denali F63	TKCC Classified	3.60	6.2	35.0
3/24/18	LLSF Mainstay F361	THSF Lover Boy B33	3.95	6.2	39.0
Pen Average			3.73	5.9	38.1
EPD Average			12.2/66/93/5.5/53/14.1/-0.38/0.15/126/72		

All EPDs and indexes printed here are current as of a 1/9/19 (Pen Show); 1/10/19 (Junior Show); 1/11/19 (Open Show) data pull. All actual and ultrasound measurements were taken and recorded at the time of check-in on 1/18/19

Purebred Pen of Three



Grand Champion, exh. by Kearns Cattle Company, Rushville, NE.

Birth	Animal's Name	Sire	WDA	Frame	SC
2/25/18	KCC1 Folsom 512F	TJ High Calibre 556B	3.82	6	37
2/27/18	TKCC Fever 823F	WS Pilgrim	3.30	5.1	37.5
2/25/18	TKCC Frost 38F	Ruby SWC Battle Cry 431B	3.52	5.8	40.5
Pen Average			3.55	5.6	38.3
EPD Average			10.1/77/111/5.7/14.9/- .46/.10/125/75		



Reserve Grand Champion, exh. by Hartman Cattle Company, Tecumseh, NE.

Birth	Animal's Name	Sire	WDA	Frame	SC
2/2/18	GPG Focus 135F	MR CCF 20-20	3.69	5.6	40
2/10/18	GPG Pendleton 604F	VCL LKC Profit Maker 604D	3.38	5.7	40
2/5/18	GPG Profit 109F	Profit	3.55	5.5	38
Pen Average			3.54	5.6	39.3
EPD Average			6.0/64/92/2.9/55/14.8/- .47/.07/111/65		

Editor's Note: PTP data for the National Western Simmental Purebred and Percentage Junior and Open Shows are in the following order Calving Ease EPD, Weaning Weight EPD, Yearling Weight EPD, Maternal Calving Ease EPD, Maternal Weaning Weight EPD, Yield Grade EPD, Marbling EPD, \$API and \$TI.

Junior Show

Date: January 22, 2019
Location: Denver, CO
Judge: Barry Wesner, Chalmers, IN

Purebred Females



Grand Champion
 "MARI 785E," s. by Profit,
 exh. by Jack Dameron, Towanda, IL.
 6.5/70/100/2.3/55/10.3/- .41/- .10/95/64



Reserve Grand Champion
 "JBSF Big Mama 3F," s. by W/C Relentless 32C,
 exh. by Whitney Walker, Prairie Grove, AR.
 9.7/63/85/4/49/14.3/- .47/- .03/109/62

Percentage Females



Grand Champion
 "STECK NB Lucy 720E," s. by WS Revival,
 exh. by Whitney Walker, Prairie Grove, AR.
 9.6/66/99/5.4/53/9.9/- .35/.07/99/64

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NATIONAL WESTERN

(Continued from page 43)

Junior Percentage Females



Reserve Grand Champion
 "JSUL Dream Big 8992F," s. by Silveiras Style 9303, exh. by Sara Sullivan, Dunlap, IA.
 11.7/57/84/6.6/43/11.5/-14/.32/114/64

Open Bull Show

Date: January 22, 2019
Location: Denver, CO
Judge: Greg McCurry, Sedgwick, KS
Associate: Frank Jackson, Mitchell, SD

Purebreds



Spring Calf Champion
 "4/B Brace Yourself 349F," s. by W/C Relentless 32C, exh. by Elmore Cattle Services and 4B Cattle Company, Waukomis, OK.
 11.8/61/83/5.4/51/15.1/-38/.13/124/67



Reserve Spring Calf Champion
 "Ford Farms MR 1859F," s. by TJSC Boone Pickens 46C, exh. by Ford Farms, Bruce, SD.
 9.3/68/104/3.1/56/14.9/-44/-01/115/67



Champion, exh. by Oak Meadow Farms, Harmony, MN

Birth	Animal's Name	Sire	WDA	Frame	SC
2/7/18	OMF Fist Bump F15	CCR Boulder 1339A	3.52	5.6	37.5
2/9/18	OMF Ferris F24	CCR Boulder 1339A	3.33	5.0	36.5
3/5/18	OMF Forrest F65*	Hook's Baltic 17B	3.85	5.6	40.0
2/14/18	OMF Felix F42	W/C Executive Order 8543B	3.41	5.5	38.0
3/2/18	OMF Frontman F60	TJ Main Event 503B	3.70	5.7	35.0
Pen Average			3.56	5.5	37.4
EPD Average			12.7/69/105/6.6/62/15.1/-38/.34/135/77		

Percentage Pen of Five (*indicates animal is a purebred)



Junior Calf Champion
 "OBCC Kavanaugh F236," s. by OBCC Unfinished Business, exh. by Elmore Cattle Services/Owen Brothers Cattle Company and Paulsen Cattle, Waukomis, OK.
 10.9/61/84/5.5/51/12.9/-34/.19/122/69



Reserve Junior Calf Champion
 "DF Battle Cry 62F," s. by Ruby SWC Battle Cry 431B, exh. by Dorsey Farms, Inc., Moro, IL.
 11.1/73/101/6.1/50/13.5/-41/-17/108/66



Reserve Grand Champion and Intermediate Champion
 "TJSC King of Diamonds," s. by LLSF Pays to Believe ZU194, exh. by Jones Show Cattle, Harrod, OH.
 9.1/71/97/5.1/51/10.1/-33/.18/115/72



Grand Champion and Yearling Champion
 "HILB/SHER Data Breach," s. by HILB Oracle C033R, exh. by Hilbrands Cattle Company, Clara City, MN.
 12.4/67/94/6.8/56/14.5/-52/.04/123/70

Percentage Pen of Three



Grand Champion, exh. by Lee Simmental Farms, Columbia, MO.

Birth	Animal's Name	Sire	WDA	Frame	SC
3/2/18	LLSF Vantage Point F398	CCR Anchor 9071B	3.76	5.7	40.0
3/6/18	GLF/LLSF McLintock*	Dozer	4.05	6.2	38.5
3/21/18	LLSF McCoy F62*	LLSF Pays To Believe ZU194	3.8	6.0	39.5
Pen Average			3.87	6.0	39.3
EPD Average			10.8/70/101/5.8/54/13.2/-0.37/.18/120/71		



Reserve Grand Champion, exh. by Ruby Cattle Company, Murray, IA.

Birth	Animal's Name	Sire	WDA	Frame	SC
1/10/18	Ruby's Jack 851F	Ruby/SWC Gentleman's Jack	2.86	5.0	39.0
1/9/18	Ruby's Battle Cry 845F	Ruby SWC Battle Cry 431B	2.90	4.8	40.5
1/28/18	Ruby's Battle Cry 891F	Ruby SWC Batty Cry 431B	3.42	5.6	37.5
Pen Average			3.06	5.1	39.0
EPD Average			11.5/68/99/4.6/53/14.8/-0.23/.09/113/66		

Open Purebred Bulls (Cont.)

Reserve Yearling Champion

"ETR Blitz 208E," s. by Profit, exh. by Steven Bell, Bristow, OK.
7.2/71/103/3.3/55/18.4/-0.38/.07/121/68



Senior Champion

"JMG Voyager 424D," s. by ES Buckshot BT51-2, exh. by Rains Simmentals and Gateway Genetics, Pierce, NE.
10/66/100/2.6/49/17.5/-0.46/-0.01/123/67

Open Percentage Bulls



Spring Calf Champion

"TSR King of Spades 832F," s. by WLE Uno Mas X549, exh. by Bentley McCullough, Fort Benton, MT.
13.4/50/67/6.6/44/12.5/-0.14/.45/125/66



Reserve Spring Calf Champion

"GLS/LDLI Freedom F460," s. by BCII MLA Next Up 015, exh. by Lonesome Dove Livestock, LeRoy, MN.
13.2/53/75/7.7/53/14.4/-0.17/.34/122/64

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NATIONAL WESTERN

(Continued from page 45)

Class Standings, Purebred Female, Pen of Three

Class 225 A
Lone Tree Simmentals, Lone Tree, IA
Hicks Cattle Company, Covington, IN

Class 225 B
Vogler Cattle Company, Ashland, NE

Class 225C
Rust Mountain View Ranch, Mercer, ND
Long's Simmentals, Creston, IA
Oval F Ranch, Winston, MO
C-Mor Beef, Seymour, IL

Class Standings, Percentage Female, Pen of Three

Class 325 A
Holt Cattle Company, Mina, SD
CK Bar Ranch, Kadoka, SD

Class 325 B
Lee Cattle Company and Hill Brothers,
Brush, CO
Rains Simmentals, Oakley, KS

Class 325C
Hilbrands Cattle Company, Clara City, MN

Open Percentage Bulls (Cont.)



Junior Calf Champion

"B C R Perfect Vision," s. by MR CCF 20-20,
exh. by Buck Creek Ranch, Pawnee, OK.
10.4/76/115/6.1/57/11.3/- .42/.22/115/74



Reserve Junior Calf Champion

"K-LER King Majesty 807F," s. by W/C
Executive Order 8543B, exh. by K-LER
Cattle Company, St. Charles, MN.
12.5/74/116/6.3/58/7.5/- .29/.29/119/78

Female Pen Show

Date: January 21, 2019
Location: Denver, CO
Judge: Jack Ward, Plattsburg, MO
Associate: Carter Ward, Plattsburg, MO

Editor's Note: PTP data for the Purebred and Percentage Bull and Female Pen Shows are in this order: Calving Ease EPD, Yearling Weight EPD, Maternal Calving Ease EPD, Maternal Weaning Weight EPD, Stayability EPD, Yield Grade EPD, Marbling EPD, \$API and \$TI.

Purebred Pen of Three



Grand Champion, exh. by Rust Mountain View Ranch, Mercer, ND.

Birth	Animal's Name	Sire	WDA	Frame
2/19/18	Rust MS Justflirtin 808F	TJSC Boone Pickens 46C	2.83	5.7
2/20/18	Rust MS Dreamlocked 809F	LFE Commissioner 811Z	2.88	5.2
2/26/18	Rust Miss Violet 822F	LFE Commissioner 811Z	2.99	5.7
	Pen Average		2.90	5.5
	EPD Average		8.8/65/103/4.6/56/17.3/- .46/- .13/114/64	



Reserve Grand Champion, exh. by Long's Simmentals, Creston, IA.

Birth	Animal's Name	Sire	WDA	Frame
2/25/18	Longs Ruby	WS Prime Beef Z8	2.64	5.9
2/8/18	Longs Crimson	WS Prime Beef Z8	2.56	4.8
2/10/18	Longs Scarlett	WS Prime Beef Z8	2.96	6.0
	Pen Average		2.72	5.6
	EPD Average		10.9/75/109/6.1/61/20/- .47/.19/143/78	

Percentage Pen of Three



Grand Champion, exh. by Holt Cattle Company, Mina, SD

Birth	Animal's Name	Sire	WDA	Frame
3/16/18	HOLT Ms Katinka 10F	MR TR Hammer 308A ET	3.13	5.6
4/5/18	HOLT Ms Tess F945	MR TR Hammer 308A ET	2.95	6.1
3/20/18*	HOLT Ms Sonora 457F	VCL LKC Equity 608D	3.09	5.7
Pen Average			3.06	5.8
EPD Average			5.6/68/104/334/59/15.6/-35/.18/124/71	

Percentage Pen of three (* indicates animal is a purebred)



Reserve Grand Champion, exh. by Lee Cattle Company and Hill Brothers, Brush CO.

Birth	Animal's Name	Sire	WDA	Frame
4/12/18	Lees Dixie Erica 8408	K-LER Kingsman 610D	3.19	5.9
2/6/18	Lees Dixie Erica 8010	W/C Bullseye 3046A	2.92	5.6
2/3/18	Lees Dixie Erica 8003	W/C Bullseye 3046A	3.16	5.7
Pen Average			3.09	5.7
EPD Average			12/60/94/4.8/52/18.9/-30/.20/129/66	

Open Percentage Bulls (Cont.)



Grand Champion and Yearling Champion
"CKCC Edge 7692E," s. by Mr HOC Broker, exh. by Boyert Show Cattle and CK Cattle Company, Pleasantville, IA.
3.7/61/90/2.6/46/14.6/-28/.12/98/58



Reserve Grand Champion and Reserve Yearling Champion
"Volk Currency E69 CC," s. by SC Pay The Price C11, exh. by Elmore Cattle Services and Graham Cattle, Waukomis, OK.
7/61/90/3.5/50/6.7/-17/.43/104/67



Senior Champion
"DAJS Flatliner 124," s. by SVF Steel Force S701, exh. by Katy Satree, Montague, TX.
8.9/60/92/4.6/50/11.5/-25/.05/96/58

(Continued on page 48)

NATIONAL WESTERN

(Continued from page 47)

Open Female Show

Date: January 23, 2019
Location: Denver, CO
Judge: Greg McCurry, Sedgwick, KS
Associate: Frank Jackson, Mitchell, SD

Purebreds



Spring Calf Champion
 "GCC Black Satin 8243F,"
 s. by W/C Loaded Up 1119Y,
 exh. by Griswold Cattle, Stillwater, OK.
 9.6/60/87/5.6/54/15.9/-.56/-.13/107/59



Reserve Spring Calf Champion
 "TJSC Diamond 215F,"
 s. by LLSF Pays To Believe ZU194,
 exh. by Trennepohl Farms, Middletown, IN.
 9.1/71/97/5.1/51/10.1/-.33/.18/115/72



Junior Calf Champion
 "JSUL Mary Is Proud 8047F,"
 s. by HPF Quantum Leap Z952,
 exh. by Sara Sullivan, Dunlap, IA.
 11.2/63/92/4.7/53/14.3/-.43/.03/118/66



Reserve Junior Calf Champion
 "JSUL Leapin Mary 8108F,"
 s. by HPF Quantum Leap Z952,
 exh. by Mackenzie Hickman, Talent, OR.
 11.2/63/92/4.7/53/14.3/-.43/.03/118/66



Senior Calf Champion
 "JS Flirt A-Way 58E,"
 s. by Mr. HOC Broker,
 exh. by Riley Collum, Perkins, OK.
 3.9/63/90/1.8/48/11.3/-.44/-.22/82/54



Reserve Senior Calf Champion
 "WHF Autumn 365E,"
 s. by W/C Executive Order 8543B,
 exh. by JS Simmental, Prairie City, IA.
 11.6/70/107/6/60/12.2/-.40/-.05/115/71



Reserve Grand Champion and Intermediate Champion
 "Stella 08E," s. by NV Pays A Lot C515,
 exh. by Tucker Bayer, Ringle, WI.
 7.8/68/97/4.4/50/14.8/-.34/.05/114/67



Reserve Intermediate Champion
 "JBSF Poisons No Doubts,"
 s. by W/C Relentless 32C,
 exh. by Buck Creek Ranch, Pawnee, OK.
 11.5/60/78/5.2/56/18.4/-.49/.01/120/63



Grand Champion and Yearling Champion
 "Mari 785E," s. by Profit,
 exh. by Jack Dameron, Towanda, IL.
 6.5/70/100/2.3/55/10.3/-.41/-.10/95/64

(Continued on page 50)

Cooperator Herds Wanted



CMP
ASA
CARCASS MERIT PROGRAM

Members, do you know a commercial operation with accurate and consistent records? Do they retain ownership of the calves or have an interest in collecting carcass data? Would they like to get paid to use some of the most promising young bulls in the industry? Maybe you have a commercial herd of your own that could work as a cooperator herd for the ASA's CMP.

"Participating as a CMP cooperative herd for nine years has enabled us to get the hard facts on feeding efficiency and harvest value by traits on our calves. As a commercial cow/calf operation, interested in making genetic progress in the cowherd, we have used the data in replacement selection and are seeing a difference in our bottom line."

Lynda Stuart,
Stuart Land and Cattle Co.

"We are glad to be part of the CMP program. It provided us with top quality calves while we get to participate in improving Simmental genetics."

John Hall, Ph.D.,
Professor and Extension Beef
Specialist and Superintendent
at University of Idaho Nancy
M. Cummings REEC.

Incentives for Cooperators

- ◆ Free semen from the industry's top herd sire prospects.
- ◆ All cows in herd will be put in ASA's database which will provide EPDs for every female. This allows you to make selection and culling decisions within the cowherd based on EPDs.
- ◆ You have the option to retain all or some of the females produced from the program.
- ◆ ASA will pay \$60/AI sired carcass that is harvested.
- ◆ Cooperators will get carcass data back on all the calves harvested through the program.
- ◆ A portion of the CMP calves have feed intake collected and records shared with the cooperators.

How does it work?

- ◆ ASA assigns all matings in a random fashion so the test produces unbiased, accurate results.
- ◆ ASA will work to provide bulls that fit the general criteria of your herd. However ASA must use only bulls that are enrolled in the program.
- ◆ ASA will use several sires per contemporary group to provide more accurate test results.
- ◆ Only bulls with high calving ease EPDs are used on heifers.

Qualifications

1. All cows are individually identified along with birth year and approximate breed makeup.
2. Collect birth weights, calving ease scores, and weaning weights on CMP sired calves.
3. Beneficial but not required — have a current AI program established
4. Must commit to collecting carcass data.

Contact Lane Giess or Jannine Story for more information at 406-587-4531.

NATIONAL WESTERN

(Continued from page 48)

Open Purbred Females Continued



Reserve Yearling Champion
 "WLW WW PepsClassy 99E ET,"
 s. by TKCC Classified,
 exh. by WW Cattle Company, Windsor, MO.
 17.4/65/98/2.9/54/12.2/- .47/.17/117/70



Junior Calf Champion
 "JSUL Dream Big 8992F,"
 s. by Silveiras Style 9303,
 exh. by Sara Sullivan, Dunlap, IA.
 11.7/57/84/6.6/43/11.5/- .14/.32/114/64



Reserve Senior Champion
 "HPF Looker E109,"
 s. by TKCC Classified,
 exh. by Aaron Locke, Orange, VA.
 8.5/75/117/2.8/58/13.5/- .26/.23/115/72

Open Percentage Females



Spring Calf Champion
 "JSUL Diamond Style 8139F,"
 s. by HPF Quantum Leap Z952,
 exh. by Sara Sullivan, Dunlap, IA.
 11.8/65/97/6.4/49/15.1/- .18/.41/130/71



Reserve Junior Calf Champion
 "Breakdance 48F," s. by Mr. HOC Broker,
 exh. by Elmore Cattle Services,
 Waukomis, OK.
 6.6/67/96/3.5/67/14.7/- .49/- .19/88/55



Intermediate Champion
 "PEINE Sheza Dreamer 741E,"
 s. by S&R Roundtable J328,
 exh. by Peine Cattle Company, Hastings, MN.
 8.4/70/105/5.7/55/12.8/- .15/.36/117/71



Reserve Spring Calf Champion
 "J6RA Doris Tinge 800,"
 s. by KMJ Revenue,
 exh. by Madison Loschke, Kingsdown, KS.
 10.9/59/91/7.4/56/11.2/- .21/.16/104/62



Grand Champion and Senior Champion
 "Bramlets Beautiful E742," s. by Colburn
 Primo 5153, exh. by Clint Main, Seymour, IN.
 9.2/66/103/5/50/11/- .13/.24/108/66



Reserve Grand Champion and Yearling Champion
 "MMR Yolanda 106E," s. by FHEN Halftime
 A127, exh. by Sara Sullivan, Dunlap, IA.
 12.9/58/85/7.3/51/16.3/- .18/.16/118/62

Reserve Yearling Champion
 "BBRS Exactly 761E," s. by Mr. HOC Broker,
 exh. by Griswold Cattle, Stillwater, OK.
 6.2/58/83/2.8/44/11.5/- .39/- .05/85/53

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

1. What is the term used to describe the numerical value comparing a calf to its contemporary group?
2. What is the chief component of body cells?
3. What is the external opening to the cow's reproductive tract?
4. What is the largest edible organ in a beef animal?
5. Blood leaving the heart is carried by which vessels?
6. Carotene is converted by the cow into which vitamin?
7. Cattle grubs are the immature form of what insects?
8. What are the two most common external parasites of cattle?
9. With regard to cattle diets, what does the acronym TDN denote?
10. What does it mean when a beef animal has been exsanguinated?

Answers:

1. Index or ratio; 2. Water; 3. Uterus; 4. The liver; 5. Arteries; 6. Vitamin A; 7. Heel or Warble Flies; 8. Lice and Flies; 9. Total Digestible Nutrients; 10. Blood has been removed.

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Women of ASA

By Emme Troendle

Editor's Note: This is the fifth article in a series highlighting significant women in the Simmental industry.

An advocate for the beef industry and heavily involved with the Simmental community, Susan Schlickau Russell is one of many influential women in the Simmental industry.

Susan Schlickau Russell

Shaped by a family actively involved in the cattle industry, Susan Schlickau Russell, Sugar City, Colorado, credits the mentorship that she received as a child for propelling her to a lifelong affinity for giving back to the beef industry.

Growing up in south-central Kansas, Russell spent her childhood like many ranch kids, working cattle and doing chores in between school and homework. Russell fondly recalls traveling the US with her parents, attending livestock shows, cattle functions, and 4-H events, some even prior to being able to exhibit cattle herself. She recalls, **“Many volunteers were charitable with their time, helping shape my life, but my true mentors were my parents.”**



Susan Russell

Her father was the American Hereford Association president in 1974, and her mother was the first woman president of the Kansas Board of Agriculture in 1988. Russell shares, “Being involved and giving back was something that was encouraged in my family. I was raised with the mindset that you give back more than you receive.”

Acknowledged as a leader in the Simmental community, Russell served six years on the ASA Board of Trustees, including a term on the Executive Committee. She says, **“I don't see 'men' or 'women' jobs, but rather, tasks that simply need done. I believe that we all need to be a voice for agriculture, and we need to 'pay it forward' by helping to develop our future leaders.”**

Heavily involved with Simmental organizations, Russell has been the secretary/treasurer for the Colorado Simmental Association since 1998; a primary coordinator for the National Western Stock Show in Denver; assisted at AJSA National and Regional Classics; is an active participant in the Colorado Cattlemen's Association; volunteers for her local 4-H and church, and many other community and beef-centered activities.

With a bachelor's degree in journalism from Kansas State University and master's work from University of Nebraska-Lincoln, Russell worked for 15 years as a newspaper and magazine editor prior to starting Reflected R Ranch and WW Feed & Supply LLC with her husband, Curtis.

Together, Susan and Curtis run 140 head of registered Simmental near Sugar City, in southeast Colorado, and sell their top yearling bulls at the High Altitude Bull Sale. Dedicated to performance, they also consign bulls to ASA's Carcass Merit Program.

The feed mill and retail store, based in La Junta, merchandises and markets livestock feed and supplies, providing custom mixing, nutritional livestock consulting, artificial insemination services, as well as bulk feed and liquid nitrogen deliveries.

Her two sons, Jason and Chad, were active leaders and mentors in AJSA, 4-H, and FFA, in their youth. Today, Jason works for Ruger in New Hampshire, and Chad is finishing his dual bachelors in mathematics and animal science at Colorado State University-Fort Collins. Both of them help on the ranch whenever time permits.

Russell believes that the role she plays within the Simmental community is a reflection of what her parents and mentors encouraged her to do, and what she hopes to provide to others. “Everyone has a niche or talent, no matter which sex they are, but sometimes, people are a little wary of stepping out of their comfort zone,” she says. **“Figure out your niche, what you are good at, and don't be afraid to step out of your comfort zone and try those things.”**

Today, Russell continues to write for special projects, such as a contributor on the book, *150 Years of Kansas Beef*, and works on creating direct-mail quarterly newsletters for the ranch and retail business, while maintaining related web and social media sites.

“There are so many industry leaders who have greatly contributed to the beef business. I am just glad to be a part of the team, where I can use my organizational and communication skills to aid the beef industry,” Russell concludes. ♦



Russell with Reflected R Simmental cattle.



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Down to the Genes

Everything you need to know about ASA's DNA Services and more.

Focus on Genetic Conditions Testing and Genetic Holds

By Riley Foster, Lilly Platts, and Jackie Atkins, Ph.D.

In the last issue of Down to the Genes we defined the genetic conditions tracked in the American Simmental Association's TraitTrac, and walked readers through using a Punnett Square to assess the likelihood of affected or carrier progeny from carrier parents.

This month, we focus on what to do when an animal has a genetic hold, how to order genetic conditions testing, and how to interpret test results.

Genetic Holds:

If a sire or donor dam contains one-eighth of a suspect breed population and carries a designation of population risk or carrier in lineage for genetic defects, they will need to be tested for each of the defects displaying PR/CL under TraitTrac to prevent progeny holds. Regardless of the results of the testing, i.e., the animal tests as a carrier, the record will be updated, progeny will be able to be registered, and certificates will be issued.

While on "genetic hold," the ASA will not issue or release registration certificates, transfers, or updated performance data or other similar information. To remove the hold, members need to supply test results on the genetic condition. If DNA is not

available on a sire or donor dam in question, their progeny must be tested before registration certificates and EPDs are released. The "genetic hold" will be automatically removed upon completion of condition testing or proof from another breed association of testing to clear the pedigree.

For natural calves (not ET) with a genetic hold, the defect risk is always tracked from the sire's side and can be cleared by testing as far back in that sire's pedigree as possible. For an ET calf, the hold can be generated from the sire or donor dam so make sure to check the TraitTrac display of both parents to view the defect testing needed.

TraitTrac status abbreviations for genetic conditions or traits

TF = Tested Free

PF = Parentage Free

DF = Documented Free

AF = Assumed Free

HC = Homozygous Carrier
(has two copies of the mutation)

TC = Tested Carrier
(has one copy of the mutation)

DC = Documented Carrier

CL = Carrier in Lineage

DL = Documented Carrier in Lineage

PR = Population Risk



Genetic Conditions DNA Testing:

There are two options for testing genetic conditions through the ASA. The first option is a stand-alone test for a genetic condition. If the only testing is for genetic conditions, members can submit DNA on the animal in question and pay \$25/condition. The second option applies when members are completing a genomics panel on the same animal. With the GGP-LD or GGP-HD, members can pay the same price as the stand-alone test (\$25) and receive all seven genetic condition results (AM, NH, CA, DD, OS, PHA, and TH). The genetic conditions panel is only available when ordering the GGP-LD or HD panel. If members decide they would like to test for genetic conditions after they have ordered the genomics panel, they will be charged the stand-alone price (\$25/defect test).

Members can submit official genetic conditions test results from accredited genotyping laboratories and the ASA will update Herdbook with those results.

Members are automatically emailed results when the results are uploaded onto Herdbook. The email ASA uses is the email on the account that paid for the testing. If you do not have an email on file (or the wrong email on file), please update to receive automatic results letters in your inbox. In the case when ASA does not have an email for an account, the ASA mails the results letters to the member.

Possible results include:

Tested free – This animal does not carry the genetic condition and will not pass the condition onto their offspring.

Tested carrier – Animal has one copy of the genetic mutation and one copy of the normal gene. Half of their progeny will inherit the genetic condition gene. For recessive conditions, an animal needs two copies of the gene to display the phenotype.

Tested homozygous carrier – Extremely rare with genetic conditions (more common with traits). A homozygous carrier means the animal carries two copies of the genetic condition mutation. Homozygous carriers are possible in non-lethal conditions like Developmental Duplication (DD) or Contractural Arachnodactyly CA. Homozygous carriers will always pass on the mutation to their offspring.

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 Bob Mullion: 760-861-8366
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www.northdakotasimmental.com

DAKOTA EXPRESS Wade & Merri Staigle
 Center, ND 701-794-3351
 Kevin & Liz Hansen
 Ryder, ND 701-758-2571

Annual bull & female sale February 21, 2020
 www.dakotapress.com

QBVJT VJT Ranch
 Power by Design 701-710-0843
 Quandt Brothers Oakes, ND
 701-710-0080 Sale Feb. 2020

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

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 SIMMENTAL CATTLE
 Adams, North Dakota 58210
 Joe: 701-944-2732 • Mark: 701-331-3055
 jpbata@polarcomm.com
 Annual Production Sale • February 2020

Owner: Jim Berry Commercially Targeted Seedstock
 Cattle Manager: Ben Lehman
 563-920-0315
 6502 Rt. 84 South Hanover, IL 61041
 815-297-5562
 www.wildberryfarms.net

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

Ellingson Simmentals
 5065 125th Ave. NE • Dahlen, ND 58224
 tellings@polarcomm.com • www.ellingsonsimmentals.com
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Bichler Simmentals
 Doug & Maria Bichler
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 701-254-4306
 dougbichler@hotmail.com
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 Erika 406-581-1188
 erika.kenner@gmail.com
 Fax 701-466-2769
 www.kennersimmmental.com

ASA's Leading Breeders Listed By Registrations

The following list including ASA's leading breeders, on the basis of Simmental (including fullblood, purebred, percentage and Simbrah) reported during the calendar year 2018. Within each state, province or country, the top five breeders are shown

in descending order beginning with the breeder who registered the most animals.

The minimum requirement for inclusion on this list was reporting of five animals during the year.

ALBERTA CANADA

New Trend Cattle Co - Strathmore
Dakota Townsend - Lacombe County

ONTARIO CANADA

Semex Alliance - Guelph
Scott Jensen - Shedden

SASKATCHEWAN CANADA

Halls Cattle Company - Craven

ALABAMA

Gibbs Farms - Ranburne
Black Rock Farm - Luverne
Wylaunee Farms - Eufaula
Wells Farm - Selma
Boyd Farm - New Brockton

ARKANSAS

Womack Farms - Pleasant Plains
Lovaas Ranch - Yellville
Ok Ranch - Nashville
Nice Breeze Farm - Yellville
River Bend Farms - Garland City

ARIZONA

Lee Cattle Co - Chandler

CALIFORNIA

Red River Farms - Blythe
Circle Ranch - Ione
Hinton Ranch Simmentals - Montague
Gonsalves Ranch - Modesto
Number 7 Simmentals - Auburn

COLORADO

Altenburg Super Baldy Ranch LLC - Fort Collins
Lechleiter Simmentals - Montrose
T-Heart Ranch LLC - Center
Haynes Ranch - Holyoke
Bridle Bit Simmentals - Walsh

CONNECTICUT

Fenton River Farm - Willington
Benjamin Hipsky - Willington
Riga View Farm - Salisbury
ABC Acres - Killingworth
Macayla Mae Schramm - North Stonington

DELAWARE

Iron Mine Branch LLC - Bridgeville

FLORIDA

Southern Cattle Co - Marianna
Sewell Farms - Chipley
BIA Farms - Graceville
Stewart Family Genetics - Marianna
Sara G Ranch - Westville

GEORGIA

Pigeon Mountain Simmental - La Fayette
Callaway Cattle Co - Hogansville
Rocky Hill Farms - Dawsonville
High Voltage Cattle LLC - Mount Airy
Woodlawn Simmentals - Clarkesville

IDAHO

Ruel Barker - Elba
Lanting Enterprises - Twin Falls
H D Dunn & Son Ranch - Tetonia
Rymo Cattle Co - Bonners Ferry
Lucky C Simmental - Princeton

ILLINOIS

Wildberry Farms - Scales Mound
Hillstown Farms - Marissa
University Of Illinois - Baylis
Bramlet Simmentals - Harrisburg
Jake Bloomberg - Berwick

INDIANA

Silver Towne Farms - Winchester
James W Koch Jr & Family - Rosedale
Clear Water Simmentals - Milan
Trennepohl Family Farm - Middletown
John D Harker & Family - Hope

IOWA

Nichols Farms - Bridgewater
Advanced Beef Genetics - Wiota
Ruby Cattle Co - Murray
Charles D & Janet L Cason - Albia
Schooley Cattle Co - Bloomfield

KANSAS

Cow Camp Ranch - Lost Springs
Steve or Mary Gleason - Maple Hill
Rock Creek Ranch - Americus
Moser Simmental Ranch - Onaga
River Creek Farms Inc - Manhattan

KENTUCKY

Henry E Allen Dvm - Versailles
Pleasant Hill Farms - Rockfield
Cooper C Canada - Morehead
Bushs North Severn Creek Simmentals - Owenton
Stephens Beef Cattle - Ewing

LOUISIANA

Donnie Harper - Winnsboro
Triple H Cattle - Hammond
Hensgens Brothers Cattle - Berwick
Rugged R Cattle Co. - Wisner
Robinson Cattle Co - Wisner

MAINE

Pine Creek Show Cattle - Rumford
G R Thurston's Farm Simmental CTL - Rumford
McGee Farm Simmentals - West Gardiner
Owen E Brown - Exeter
Hanson Farm - Palmyra

MARYLAND

Hyland Farm - Mount Savage
Pond View Farm - White Hall
Michael Kinna - Middletown
Winter Springs Farm LLC - Frederick
Antietam Valley - Keedysville

MASSACHUSETTS

Hillcrest Farm - Auburn
Norfolk County Agricultural HS - Walpole
Tufts Univ School Of Vet Med - North Grafton
Lily Dias - Norton
Caitlyn Chernicki - Hanson

MICHIGAN

Delong Cattle Co - Cass City
P S F - Crystal
Hartong Farm - Centreville
Salinas Farms - Marion
Helen Sill - Paw Paw

MINNESOTA

Rydeen Farms Simmental's - Clearbrook
Brant Farms - Hinckley
Grass Lunning Simmentals - Le Roy
Clear Springs Cattle Co - Starbuck
Hilbrands Cattle Co - Clara City

(Continued on page 60)



www.kansas-simmental.com

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Harold Mertz 785-456-9605
7160 Zeandale Road
Manhattan, KS 66502
www.rivercreekfarms.com
29th Annual Production Sale
February 12, 2020

Cow Camp Ranch
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3553 Upland Rd.
Lost Springs, KS 66859-9652
785-466-6475 Kent
785-466-1129 Nolan
785-258-0173 Mark
nolan@cowcampbeef.com
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419-648-9967 (office)
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Leading Breeders Listed By Registrations

(Continued from page 58)

MISSISSIPPI

Little Creek Farm LLC – Starkville
R & K Cattle – Hattiesburg
S & J Farm – Summit
Ishee Bred Simmentals – Laurel
Charles T Holland – Magee

MISSOURI

Lucas Cattle Co – Cross Timbers
Hays Ranch and Cattle – Maryville
Mark Moriondo – Mount Vernon
Prairie View Farms – Monroe City
Superior Beef Genetics – Lamar

MONTANA

Begger's Diamond V Ranch Inc – Wibaux
Gateway Simmentals – Lewistown
Prickly Pear Simmental – Helena
O'Tiwahe Ranch LLC – Boyes
Lassle Simmentals – Glendive

NEBRASKA

APEX Cattle Co – Dannebrog
Forster Farms – Smithfield
Gengenbach Cattle Co – Grant
Triangle J Ranch – Miller
Trauernicht Simmentals – Wymore

NEW HAMPSHIRE

James Wojtusik – Northwood

NEW JERSEY

Kevin W Bishop – Elmer
Ward Bishop – Elmer
Duke Farms Foundation – Hillsborough
Katelyn Wall – Newton
Double Rd Farm – Hillsborough

NEW MEXICO

Rocking TS Livestock – Clovis
BR Homestead Ranch – Aztec

NEVADA

Tiara Simmentals – Pahrump

NEW YORK

Simme Valley Ranch – Groton
The Bunal Farm – Rome
Elm-Side Farm – Walton
Ladybug Farm – Middleport
Rugenstein Family Farm – Canandaigua

NORTH CAROLINA

Fred Smith Co – Clayton
High Ridge Farms – Albemarle
Chase Cole Livestock – Clinton
Massey Farms – Burlington
Blue Q Ranch – Troy

NORTH DAKOTA

Keller's Broken Heart Ranch – Mandan
Mandan Lake Creek Simmental Ranch
– Center
Hansen Simmental Ranch – Ryder
Bichler Simmentals – Linton
Rust Mountain View Ranch – Mercer

OHIO

John J Ferguson – Mentor
Dickson Simmentals – St Louisville
Jones Show Cattle – Harrod
Haley Farms – West Salem
Rolling Hills Farms – Belle Center

OKLAHOMA

Griswold Cattle – Stillwater
Willis Simmentals – Marietta
Choctaw Cty Land & Cattle LLC – Tulsa
Fenton Farms – Stigler
H And H Simmentals – Weatherford

OREGON

Bar CK Cattle Co – Culver
Allen Brothers Cattle – Haines
44 Cattle – Richland
Price Cattle Co – Baker City
Lester & Paula Hinton – Klamath Falls

PENNSYLVANIA

Campbell Land & Cattle LLC – Sycamore
Frosty Springs Farm – Waynesburg
SVJ Farm – Amity
Greg Stewart – Halifax
Powell's Valley Simmentals – Halifax

SOUTH CAROLINA

Yon Family Farms – Ridge Spring
Baxley Farms – Georgetown
Nickle N Dime Farms – Six Mile
Carl E Thompson – Central
Wayne Garber – Laurens

SOUTH DAKOTA

Dale Werning – Emery
Hart Simmentals – Frederick
Eichacker Simmentals – Salem
Hill Top Simmentals – Worthing
M/S Stavick Simmental – Veblen

TENNESSEE

Kenco Cattle Co – Nashville
Red Hill Farms – Lafayette
Tennessee Tech University – Cookeville
Martin & Son Farm – Lyles
Ivie & Sons Simmentals – Lawrenceburg

TEXAS

Pine Ridge Ranch LLC – Dallas
7P Ranch – Tyler
Smith Genetics – Giddings
Tom Brothers – Campbellton
Lester M Alberthal Jr – Granbury

UTAH

Lyman Livestock – Salem
Top Hat Farms LLC – Deweyville
Circle Four Simmentals – Castle Dale
Double Jr Simmentals – Paradise
Lynn B Banks – Spanish Fork

VERMONT

Plain View Farm – Topsham
Mary Beth Fischer – Springfield

VIRGINIA

Shenandoah Valley Simmentals
– Quicksburg
Smith Reasor – Rural Retreat
Edgewood Angus – Williamsburg
Trio Farms Inc – Luray
Holly Spring Simmental – Boston

WASHINGTON

Trinity Farms – Ellensburg
Burnt Ridge Ranch – Onalaska
Shelton Ranch LLC – Ellensburg
9 Mile Ranch – Walla Walla
Olive Branch Ranch – Lake Stevens

WEST VIRGINIA

Teter Farms – Beverly
Classic Simmental Farm – Fairmont
Heritage View Farm – Moorefield
Buena Vista Simmentals – Old Fields
Teets Cattle Co – Lost River

WISCONSIN

Genex™ Cooperative Inc – Shawano
Glacier Cattle Co – Crandon
Rockin R Farm – Mauston
Baumgart Simmentals – Ogdensburg
Reiny Way Acres – Merrill

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Vealr W & Patsy Bird – Fort Bridger
Black Summit Cattle – Powell
Wayne R Wilson – Alva
T & T Cattle LLC – Riverton
Smiths Basic Blacks – Douglas ♦



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 Mobile: 507-421-3813
 Home: 507-886-4016
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Most Used Bulls

Following is a list of the most used Simmental bulls, ranked in order of progeny reported during the calendar year 2017.

Reg. No.	Name	Progeny Count	Breeds	\$API = All Purpose Index				\$TI = Terminal Index							
				API	TI	CE	BW	WW	YW	MCE	MWW	Stay	DOC	YG	MB
2703910	CCR COWBOY CUT 5048Z	2167	PB SM	159.3	91.1	12.9	2.6	91.6	126.3	8.6	72.2	20.3	19	-0.34	0.4
2531081	MR HOC BROKER	1241	PB SM	83.8	54.5	3.6	4	68.4	95.5	1.5	46.5	14.2	-2.8	-0.42	-0.33
2854437	HOOK'S BROADWAY 11B	1227	PB SM	133.3	78.7	3.5	3.7	80.5	124.7	3.7	65.3	19.3	11.8	-0.44	0.24
2854180	HOOK'S BEACON 56B	1076	PB SM	183.4	94.3	17.4	-3	74.4	111.5	11.4	63.1	21.2	13.3	-0.55	0.58
2612546	HOOK'S YELLOWSTONE 97Y	939	PB SM	138.7	79.3	12.4	0.3	78.9	117.1	6.7	65.1	18.2	11.1	-0.41	0.09
2628568	J BAR J NIGHTRIDE 225Z	891	5/8 SM 3/8 AN	160.2	86.7	16.9	-2.6	67.2	108.3	8.9	43.2	12.3	14.5	-0.23	0.77
2658496	W/C LOCK DOWN 206Z	781	1/2 SM 1/2 AN	151.7	81.2	14.2	-1.7	75.9	122.9	7.9	64.7	20.6	12.8	-0.05	0.36
2532016	WLE UNO MAS X549	725	PB SM	149.8	75.1	13.9	-0.8	60.2	77	3.9	47	18.8	15.1	-0.47	0.37
2474338	MR NLC UPGRADE U8676	717	PB SM	128.4	83.1	11.1	2.6	88.8	135.2	4.1	63.6	12.9	12.3	-0.62	0.1
2614725	W/C UNITED 956Y	712	1/2 SM 1/2 AN	125.9	88.5	11.5	1.2	93.6	154	7.8	62.6	6.9	6.7	-0.13	0.39
2900283	W/C EXECUTIVE ORDER 8543B	651	3/4 SM 1/4 AN	123.6	80	15.1	-2.1	77.2	123.9	6.8	66.5	9	11.9	-0.34	0.2
2668223	TLLC ONE EYED JACK	539	PB SM	103.1	58.6	9.8	1.5	53.5	79.4	1.1	48.5	11.8	7.9	-0.45	-0.04
2725666	CCR WIDE RANGE 9005A	518	3/4 SM 1/4 AN	129.6	76.2	13.5	0.1	80.8	124.7	7.5	56.3	16.4	12.6	-0.47	-0.08
2659897	LLSF PAYS TO BELIEVE ZU194	506	PB SM	106.8	74.2	7.1	2.3	73.8	104.9	4.4	51	5.7	11.8	-0.31	0.22
2939840	CAJS BLAZE OF GLORY	480	PB SM	120	70.1	12.5	0.3	65.9	87.8	5	44.3	11.8	8.1	-0.48	0.11
2880390	CCR BOULDER 1339A	477	1/2 SM 1/2 AN	159.3	80.2	15.5	-2.3	63.2	96.4	7.4	53.9	19.6	17.9	-0.36	0.57
2654155	W/C LOADED UP 1119Y	474	PB SM	126.7	63.5	13.4	1	59.3	86.1	8.1	54	20.1	10.5	-0.6	-0.07
2605922	GW-WBF SUBSTANCE 820Y	471	3/4 SM 1/4 AN	140.1	84.5	11.1	2.8	85.2	132.2	7.3	58.3	14.7	18.5	-0.33	0.5
2728015	HPF OPTIMIZER A512	466	3/4 SM 1/4 AN	106.8	69.8	10.8	2.2	88	145.8	6	57.9	15.8	14.2	-0.43	-0.22
3045559	W/C RELENTLESS 32C	456	PB SM	121.2	67.9	8.3	3.4	64.3	83.1	1.9	53.2	15.7	11.2	-0.46	0.21
2720494	CCR SANTA FE 9349Z	425	3/4 SM 1/4 AN	120.7	72.2	9	0.6	76.5	108.4	7.9	56.9	16.4	10.9	-0.31	-0.04
2729707	LRS TOP TEN 104A	415	1/2 SM 1/2 AN	133.7	78.3	13.7	-0.8	77.7	120.4	7.4	54.1	14.5	12.9	-0.13	0.29
2548143	S D S GRADUATE 006X	377	5/8 SM 3/8 AN	131.5	74.4	17.4	-3.4	72.2	112.1	8.9	62	16.2	12.4	-0.41	0.03
2675740	WS ALL-AROUND Z35	339	PB SM	160.7	89.3	15.1	0.1	92.8	137.6	8	63.8	22.3	14.4	-0.34	0.18
2757819	CSCX BANDWAGON 513A	338	PB SM	114	67.2	9.2	2.2	68.1	95.4	3.4	50.2	13.8	12.1	-0.39	0.04
2842534	LRS ELEVATE 213B	329	PB SM	147.5	77	15	-0.3	76.7	118.8	9.5	55.9	22.2	-0.9	-0.48	0.01
2759745	MR TR HAMMER 308A ET	317	PB SM	124.4	78.7	8.7	2.2	85.3	136.6	2.5	63.9	15.1	10.5	-0.5	0
2913874	WS REVIVAL	310	PB SM	115.5	67.8	11.8	-0.2	63.9	96	6.4	58.2	13.1	13	-0.54	-0.06
2854480	HOOK'S BOZEMAN 8B	297	PB SM	154.9	79.9	14.7	-0.1	63	100.1	8.9	53.8	16.8	12.4	-0.45	0.46
2852195	WS PRIME TIME B6	280	PB SM	147.4	80.4	14	-0.2	81	128.8	8.7	68.4	21.6	6.2	-0.33	0.03
2815633	K C F BENNETT ABSOLUTE	279	PB AN	147.9	80.1	16.8	-2.2	74.8	125.7	7.1	56.2	14.8	13.8	0.15	0.87
2911662	PROFIT	277	PB SM	103.2	58.3	4.9	3.9	59.9	82.1	1.9	54	16.6	0.2	-0.44	-0.04
2735656	CLRS AFTER SHOCK 604 A	273	PB SM	140.2	78.7	12.7	1.3	82.9	126.5	6.3	55.6	19.3	16.2	-0.3	0.08
2790164	W/C BULLSEYE 3046A	272	PB SM	138.2	66.1	16.5	-3	52.5	83.8	6.4	50.5	19.7	15.1	-0.61	-0.03
2602861	JBS BIG CASINO 336Y	269	PB SM	138	73	14.5	-0.6	77.3	114.7	6	53.1	22.7	16.9	-0.64	-0.18
2760758	LEACHMAN CADILLAC L025A	269	3/8 SM 3/8 AR	134.8	76.4	13.6	-1.1	76.4	120	4.2	58.7	18.1	18.7	-0.1	0.3
2638036	SVF ALLEGIANCE Y802	261	PB SM	126	85.1	12.7	2.4	94.1	140.3	7.6	63.1	10.4	16.3	-0.44	0.09
2785174	W/C BF INNOCENT MAN	254	3/4 SM 1/4 AN	108.6	56.4	9.6	-0.2	45.9	63.3	4.2	51.6	15.5	11.9	-0.42	0.15
2891336	TJ MAIN EVENT 503B	254	1/2 SM 1/2 AN	143.2	88.6	12.6	0.2	90.3	133	4.6	74.5	15.9	14.6	-0.24	0.39
2503661	REMINGTON LOCK N LOAD54U	250	PB SM	126.8	67.6	9.9	1	67.6	114.5	3.4	51.7	20.1	13	-0.61	-0.1
2902090	TNT BCR UNIFIED B203	249	1/2 SM 1/2 AN	133.5	81.7	18.4	-2.3	77.9	120.1	11.1	61.8	9.9	6.2	-0.15	0.29
3028710	TKCC CLASSIFIED	245	PB SM	123.5	74.3	5.4	1.9	74.4	115	1.6	61.1	16.5	9.1	-0.53	0.1
2694778	GW ROBUST 605Z	244	5/8 SM 3/8 AN	127.4	86.5	7.3	2.6	89.2	135.7	-0.7	65.9	10.8	17.1	-0.41	0.47
2588250	W/C WIDE TRACK 694Y	241	PB SM	127.5	71.8	6.3	4.9	76.9	120.3	-3.3	53.4	19.7	11.4	-0.47	0.12
2878160	BBS TRUE JUSTICE B10	241	PB SM	140.2	80.1	12.5	0.4	76.4	122	8.3	73.6	18.1	11.8	-0.58	0.09
2708199	GW WOLFPACK 712A	237	5/8 SM 3/8 AN	151.6	80.6	8.3	0.2	69	114.6	2.7	55.4	20.1	10.1	-0.38	0.58
2891465	TJ HIGH CALIBRE 556B	232	PB SM	147.4	87.4	11.8	1.3	86.7	137.3	7.6	69.6	17.1	11.8	-0.41	0.25
2874846	TJ Z54	231	PB AN	130.9	82.5	17.7	-4.7	96.2	144.1	13.3	73.2	15.2	19.7	0.12	0.34
2854467	HOOK'S BLACK HAWK 50B	230	3/4 SM 1/4 AN	155.2	83.5	17.3	-2.5	81	123.9	10.1	57.2	20.5	13.1	-0.28	0.29
2905451	TL BOTTOMLINE	227	PB SM	104.6	65.6	8.5	3.4	72.2	102.9	4.5	47.2	12	4.5	-0.37	-0.04
Averages				133.0	76.5	12.0	0.45	75.4	114.6	0.25	58.24	16.2	11.88	-0.38	0.19





W/C Executive 187D

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

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



Dam, Miss Werning KP 8543U



Daughter at Buck Creek Ranch

Trait	Direct					Maternal				Carcass						\$ Index		
	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	DOC	CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	18.0	-1.6	71.6	107.8	0.23	10.2	25.7	61.5	10.8	12.4	40.2	-0.28	0.20	-0.071	0.72	-0.13	126.0	75.4
ACC	0.56	0.67	0.64	0.61	0.61	0.34	0.50	0.50	0.32	0.46	0.50	0.41	0.49	0.42	0.52	0.18		
%	3	15	25	30		5	20	15		35	15			20	35		50	25

EPDs as of 2/5/19

- Proven calving ease now ranks him in the top 3% of the breed. Calves are vigorous and thriving in the real world environment. A go-to sire to use on heifers, reported birth weights have averaged 73 lbs. on heifers and 77 lbs. on bulls.
- Siring presence and look with great hair.
- Full brother to W/C Executive Order 8543B, the 2015 high selling bull at Wernings for \$71K.
- Dam, 8543U, is arguably the most versatile breeding piece in the breed.
- Ultimate breeding flexibility, use to improve structure, enhance growth, and add maternal strength while producing purebreds or percentages.
- ADG 4.21# ranked 7th out of 200 bulls, great scan data ratioing 114 for IMF and 112 for BF.



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FROM THE HEADQUARTERS

By Luke Bowman, Director of Member Events and International Operations



lbowman@simmgene.com

“But She’ll Make a Good Cow”

If you aren’t pumped about the presence and power of SimGenetics in today’s beef industry, you better check your pulse. Sure, there have been other high times in the 50-year history of this great breed in the USA, but today, being in pole position for what the industry needs, both maternally and terminally, our days are eclipsing the highlights of the past. Sustainable and superior; it’s a great day to be involved with Simmental.

In these times of pride and prestige of being an ASA member, it is fun to reflect on our own operations where the magic happens; the place where these great SimGenetics cattle are generated and propagated.

One of the highlighted treasures of any stockman’s program is his cow herd. In all my years of travels from coast to coast and border to border, I don’t think I have ever participated in a herd visit with a cattleman that wasn’t proud of the brood females that generate his passion for the cattle business.

We are at an advantage with Simmental and SimGenetics cattle. While the world needs improved yield grades, which we handle quite well, sacrificing the cow herd to get there has become an issue nationwide. Simmental cattle are uniquely special in their ability to transmit both terminal and maternal greatness.

Let’s think about the beloved cow herd.

We all want picture-perfect females in our pasture. They represent quality and accomplishment. They prove one’s ability for superior genetic selection and top notch herd management skills. If a female has the (undefined) ‘maternal look’ does this mean she is a maternally great cow? Well, unfortunately oftentimes one assumes that visual appearance controls maternal ability, but it does not. Just because a female has a tidy udder and a big belly (just two visual traits I hear the most about when talking about cows) doesn’t mean she is a highly maternal cow. The notion that mamma cows who are super-deep bodied compared to their average counterparts are more maternal is not necessarily true. Sure, it helps to indicate she may be more able to thrive off of forage, but it tells us close to nothing about her ability to calve on her own without assistance and raise a hardy calf. The same comes down to a cow who has a highly attached, perfect teated udder. This doesn’t mean that she gives adequate milk. This can be boiled down to the old notion that ‘you can’t judge a book by its cover’ or ‘things aren’t always as they seem.’

Take cars for instance. Which car has the most power: the 2019 version model X, or its older sister created in 1970? The more aerodynamic, sleeker made, newer model has the most technology. But what if when looking at the manuals we find that the 1970 model has a 350 V8 inside and the 2019 model only blasts a 4-cylinder. It comes down to what’s under the hood, not what it looks like on the outside.

Let’s get biological. Tyrone “Muggsy” Bogues. Muggsy is a former NBA basketball star who played for multiple teams during his tenure, most notably for the Charlotte Hornets in their heyday. Muggsy was an exceptionally popular point guard known for his speed and assist records. He is the Hornet’s career leader in minutes played, assists, and steals among other notable accomplishments like his famous shot block of NBA Hall-of-Famer Patrick Ewing. However, he is only 5 feet, 3 inches tall! So, does Muggsy have the typical phenotype of a NBA player? No way. But how does one get a shot of even being considered by a professional basketball organization made up of hoops giants? It’s his skill set. His statistics. His data.

Let’s compare phenotypes, do a little judging.

If you compared two men, one Muggsy’s size and one mine (6’3”, nearly 200 pounds) it is quite obvious that the logical selection for the better basketball player, when you’re only looking, would be the bigger guy as your first choice because we have been conditioned to assume that the taller the person, the better the basketball player. But if the tall guy has my basketball skill set, and the short guy Muggsy’s skills, we would be in trouble with using only what our eye can provide. The guy with my skill set can only drive the ball to the right, and half the time the ball will bounce off of his foot, and remember Muggsy can outpace nearly anyone on the hardwood.

So where does this leave us in the cattle business? It takes us to the exact same place as if we are looking at cars or comparing athletes; look at the data. Compare the stats on who can do the job better. This data comes at us in several ways, but the most dependable is the use and implementation of EPDs and economic indexes.

Every cow-calf producer acknowledges that his cow herd is the bedrock of his enterprise. These females work every day of the year bearing and raising a calf, breeding back, gestating and foraging, trying to put on back fat for the winter, and to start the whole process again.

We are fortunate to have tools that were not afforded to our forefathers decades ago. In order for the membership to prove that we have the germ for making good cows, we must turn in the data and compare the records. This is the only true way to prove how maternal the Simmental cow can be. ♦



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CONNECTION

Developing leaders through friendship, networking, and communication skills!

By Clay Sundberg, Vice-President of Leadership, Arlington, IL



As I get back into the swing of things with classes at Lake Land College, I can't help but reflect on my time at the National Western Stock Show with the other AJSA Trustees. Throughout the week, we had the opportunity to meet many people throughout the Simmental breed and continue to promote the "Hottest Breed of 2018," voted on during the Best of the Barns polls. The week started in the yards with check-in and a

very successful pen show. The Meet and Greet in the yards was again a hit as many people gathered in the Simmental pen to enjoy a chili lunch and a pair of gloves. Filled with breeders, staff members and Trustees from both the ASA and AJSA Boards, the pen was busy for a few hours as Mother Nature was thankfully as welcoming as she could be.

As the week went on, so did the activities. The Foundation Gala was held on Sunday night in the DoubleTree hotel. The night started with a social and supper before the meeting began. Later in the night the annual Foundation Auction took place where many unique items were generously donated for the special event. Other activities for the night included the split the

deck raffle to support the AJSA Board and drawings where two lucky Junior members each got to take home a case of show supplies. Special guest Dr. Bob Hough was also in attendance for the night to sign copies his book *Simmentals American Journey* for anyone who bought their copy during the auction.

To round out the week, we moved up onto the hill for the Junior and Open Simmental Shows. Tuesday morning started off with a competitive Junior Heifer Show where some show heifers began their career in the ring and for others their show career came to an end. After the Junior Show the bulls hit the ring to kick off the Open Show. This would be followed by a chillier Wednesday morning where the Open Heifer Show was full of quality. As the day went on the crowd would get bigger as the champion drives proved to be as impressive as ever.

As I got on the plane with many memories from the week I waved goodbye to the mountains and returned back to Illinois where I was met with surprising colder weather. I hope that everyone has had a safe calving season as cold weather swept across the country. If the groundhog is right, spring is right around the corner and before we know it summer Classics will be upon us. Good luck to all throughout the next few months and I hope all goes well. ♦

2019 Classic Schedule

Event	Dates	Location
North Central Regional	June 11-15, 2019	West Fargo, ND
Eastern Regional	June 19-22, 2019	Lewisburg, WV
South Central Regional	June 19-22, 2019	Stillwater, OK
Western Regional	June 26-29, 2019	Logan, UT
National Classic	July 21-28, 2019	Louisville, KY

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Regional and National Classic Participants – Did You Know?



■ To enter animals to show at Regional and National Classics, they must be registered with ASA.

■ In order for purchased ET calves to be registered with ASA, they must have DNA parent verification.

■ DNA parent verification can take up to four weeks at the lab!

■ If you plan to purchase or have purchased an animal you wish to show this summer, ask these questions of your seller:

- 1. Is this animal a purchased embryo calf?**
- 2. Is this animal registered?**

April 1

To be on the safe side, DNA for purchased ET calves should be in test at the lab by April 1 at the latest for ease of entering cattle in Regional or National Classics.

STATE SCENE

CSA Holds Annual Meeting

The Colorado Simmental Association (CSA) recently held their annual meeting and convention in conjunction with ASA's 2019 National Western Stock Show activities.

Jim Docheff, Longmont, and Bill Sparks, Springfield, were recipients of CSA's Pioneer Award; Bridle Bit Simmental, Walsh, was recognized as the 2019 Outstanding Breeder; Bryce Hill from Sterling, was selected as CSA's Youth of the Year and recipient of one CSA scholarship; Bradie Midcap of Wray and Riley Maranville of Ramah also were recipients of \$500 scholarships.



Top Photo: Bill Sparks (left) and Jim Docheff, shown manning a 1980 National Western Stock Show booth.
Bottom Photo: Bill and Jim shown reunited in 2019 after many years. Docheff and Sparks were recipients of CSA's Pioneer Award.



CSA President, Jay Hill (left) and Chad Cook, Bridle Bit Simmentals, Walsh, accepting an autographed history book and embroidered cowhide on behalf of his family.



From left, CSA President, Jay Hill, Bradie Midcap and Bryce Hill.

State Judge Reinstates WOTUS

A federal judge in Washington state has reinstated the Waters of the US (WOTUS) rule as prescribed by the Obama administration, according to a report by the Capital Press.

Western Washington District Judge John Coughenour, a Reagan appointee, said ultimately that the current administration erred when it suspended WOTUS without taking public comment on the merits of the rule.

Activist Groups Go After Kansas Law

A coalition of public interest groups has filed a lawsuit in Kansas challenging the constitutionality of the state's law that protects livestock owners.

The Animal Legal Defense Fund, Center for Food Safety, Public Justice, Shy 38 Inc., and Hope Sanctuary argue that so called ag-gag laws violate the first amendment by deterring activists from undercover investigations at animal facilities. Enacted in 1990, the Kansas law is the oldest of its kind in the United States.

Court Strikes Down Iowa Law

The US District Court for the Southern District of Iowa ruled as unconstitutional the Iowa law in effect since 2012 that made it illegal for activists to lie to gain access to livestock operations and shoot unauthorized video.

The law, dubbed "Ag-Gag" by activist groups, made it illegal for persons to obtain access to an agricultural production facility by false pretenses. The ruling was based on an analysis of the lawsuit as it pertains to the Constitutional right to free speech.

States Define Meat

Missouri was the first state to regulate the term "meat" on product labels, and now Nebraska, Tennessee, Virginia, and Wyoming also look to pass state measures to limit false marketing of alternative meats.

In addition, the Iowa Cattlemen's Association has approved a policy supporting the term "meat" to describe only those proteins derived from actual livestock raised by farmers and ranchers that are harvested for human consumption. The policy also supports oversight of alternative protein products by the USDA. ♦

AJSA SUMMER DEADLINES

Mid-April

Entries open for Regional Classics and National Classic. Available at juniorsimmental.org.

April 15

Hotel scholarship deadline. Scholarship will cover lodging expenses for one room at 2019 National Classic. Application available at juniorsimmental.org.

May 8

Regional Classic entry deadline, 4:30 pm.
Fees double for late registration.

May 15

Regional Classic final entry deadline, 4:30 pm.

May 22

National Classic entry deadline, 4:30 pm.
Fees double for late registration.

May 29

National Classic final entry deadline, 4:30 pm.

June 1

Interview contest deadline. Must email resume and cover letter to ajsa@simmgene.com. Mock job descriptions available at juniorsimmental.org.

June 1

Photography contest entry deadline. Mail 8 x 10 inch photos, mounted on 10 x 13 inch black foam core board, to: ASA Publication, Inc., One Genetics Way, Bozeman, MT 59718, ATTN: AJSA Photo Contest. Four category options: Simmental cattle, people, landscape, general agriculture. Best of Show winning entry gets their photo on the cover of the September *Register*.

June 1

Gold and Silver Merit Award deadline.

June 1

AJSA Trustee Application deadline

**All deadlines are
Mountain Daylight Time*

**Kickoff to
Summer!**



BULLETINS

AJSA Schedule and Deadlines

- April 15 Classic entry forms available at www.juniorsimmental.org
- April 15 Steers born January 15 – April 15 eligible for Steer Profitability Competition
 - May 8 Regional Classic entry deadline 4:30 p.m. Mountain
 - May 15 Regional Classic final entry deadline (registration fees double) 4:30 p.m. Mountain
 - May 22 National Classic entry deadline 4:30 p.m. Mountain
 - May 29 National Classic final entry deadline (registration fees double) 4:30 p.m. Mountain
- June 1 Photography Contest, Interview Contest, Trustee Application, Silver and Gold Merit Award application deadline
- June 11-15 North Central Regional Classic, West Fargo, ND
- June 19-22 South Central Regional Classic, Stillwater, OK
- June 19-22 Eastern Regional Classic, Lewisburg, WV
- June 26-29 Western Regional Classic, Logan, UT
- July 21-28 National Classic (in conjunction with Simmental Breeders Sweepstakes), Louisville, KY
- September 27 Steer Profitability Competition Entry Deadline, forms available at www.juniorsimmental.org

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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.

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 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.

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.

Office Holiday Schedule

The ASA office will be closed for the following 2018/2019 holidays.

Monday, May 27,
Memorial Day

Thursday and Friday July 4 & 5
Independence Day

Monday, September 2
Labor Day

Thursday and Friday,
November 28 & 29
Thanksgiving Day

Monday through Wednesday,
December 23-25
Christmas ♦

TB Found in North Dakota Beef Herd

According to the North Dakota State University Extension service, state officials have confirmed a first case of a rare strain of bovine tuberculosis (TB) in the US after seven cows in Sargent County, North Dakota, tested positive for the disease. The type of TB is similar to cases identified in Mexican cattle.

The disease can be transmitted from animals to humans and humans to animals. The cattle that tested positive for TB had no contact with other cattle. Movement of the cattle that tested negative in the herd is not currently being allowed, except for slaughter. Meat that passes inspection is safe for consumption.

Study Challenges Conventional Wisdom

A study by USDA researchers has found similar levels of antimicrobial resistance in ground beef samples from cattle raised without antibiotics and in conventional ground beef.

The researchers noted that the US ground beef with “raised without antibiotics” label claims is perceived as harboring fewer bacteria with antimicrobial resistance (AMR) than are found in conventional ground beef with no such label claim. However, they said, the study results were consistent with prior research suggesting antimicrobial use in US beef cattle has minimal impact on the AMR of bacteria found in these products.

Canadian Bovine Tuberculosis Probe Results

An investigation into a case of bovine tuberculosis (TB) in a herd of cattle in British Columbia will continue even though the majority of the animals in the affected herd have been tested. The Canadian Food Inspection Agency (CFIA) and British Columbia officials are working together with producers and industry associations after four cows were confirmed to have bovine TB starting in October 2018.

Animals from the infected herd now have been traced to parts of three Canadian provinces and movement controls are in place on about 18,000 animals on 25 premises. Tests also uncovered that the confirmed cases of bovine TB are distinct from previous cases found in Canadian wildlife or domestic livestock.

Consumers Accept Meat Protein Hydrolysates

In a Danish consumer study, scientists found consumer acceptability and nutritional functionality of umami-tasting meat snacks enriched with meat protein hydrolysates (MPH). MPHs utilize byproducts of animal origin such as porcine rind, bovine heart and chicken collagen as sources of health-promoting peptides in food products.

The sensory test and instrumental analyses indicated that MPH-enriched sausages were acceptable to consumers and nutritionally functional. The findings suggest that this ingredient could be added to increase the nutritional density of a reference meat product without negatively affecting consumer acceptability. ♦

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BEEF BUSINESS

Five-year Farm Bill Signed

A five-year, \$867 billion farm bill that expands farm subsidies and funds programs for organic farmers and nutrition programs has been finalized.

The bill allows USDA to use funds for a new Foot and Mouth Disease Vaccine Bank and pays for the National Animal Health Laboratory Network, which provides disease surveillance and diagnostic support, as well as creation of a National Animal Disease Preparedness and Response Program. It also legalizes domestic hemp production.

USDA Sued Over Exemptions

A coalition of groups is suing USDA over a 2016 rule that grants exemptions from rule-making procedures for concentrated animal feeding operations (CAFOs).

The rule change allows exemptions from the usual process of notice, comment, and oversight when the government provides taxpayer-subsidized loans to the operations. The group contends that the action prevents rural communities from obtaining information

about the impact of CAFOs on local air and water quality.

Beef Demand up 15%

Continued strength in beef prices in 2018 and regular consumer visits to the meat case helped continue beef demand's rise — 15% since 2012. The trend is expected to continue in 2019, with USDA predicting US consumers will eat 8.9% more beef this year than they did in 2015.

Ground beef and loin cuts, which are popular retail selections, are driving much of beef's demand. Consumers are not only eating more beef, but also enjoying more high-quality beef because cattle in the US herd are grading higher than ever before.

New Rules for Imported Cattle Branding

USDA's Animal and Plant Health Inspection Service (APHIS) has finalized new cattle branding rules designed to reduce confusion that has led to animals being improperly rejected for import.

The new rules simplify the branding identifiers for steers, spayed heifers, and sexually intact bovines shipped from Mexico. The new brand is larger than the previous version, and uses only one letter "M" for steers, and "Mx" for spayed heifers and "MX" for breeding animals. It also will be placed on the right shoulder of sexually intact cattle to better clarify the status of these animals.

Beef Production Forecast Lowered

USDA has recently lowered its prediction for 2019 beef production by 25 million pounds to an expected 27.8 billion pounds, reflecting lighter expected average carcass weights in early 2019, according to the latest Outlook report.

At the same time, USDA recently boosted its 2018 beef production report by 25 million pounds to 26.9 billion pounds based on greater expected steer and heifer slaughter. The steer and heifer slaughter rate per weekday in the fourth quarter was expected to be above levels for the same period last year.

(Continued on page 74)

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

CattleMax brings all your records together in **one** place



American Simmental Association Compatibility

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Keep up-to-date informal records that can be directly imported into ASA's database.

Easy access:

Import existing active animal groups or create new pasture groups and animal records.

Stay current:

Add updated performance data: actual birth, weaning, and yearling weights; calving ease scores; and import information directly into Herdbook for the most accurate EPD updates.

Save time:

Directly register cattle by moving informal pasture groups and records into an ASA job for data submission.

Save money:

Active Herd's goal is similar to other cattle management software but free with ASA membership.

Track Your Management Data:

- Herd health treatments
- Breeding, pregnancy, calving
- Weaning and yearling weights and measurements
- Inventory and active pastures

To access:

Log into herdbook.org, go to "Herd Mgmt", and select "Active Herd".

BEEF BUSINESS

(Continued from page 72)

USDA ERS Projects Steady in 2019

Despite erratic news regarding trade and retaliatory tariffs that have affected the meat industry, USDA Economic Research Service expects a remarkably unremarkable 2019.

For beef, the 2019 forecast is for increases in both production (up 3.1%) and exports (up 2.4%), pointing to an 11.8% share of US beef production being exported next year. This would be about the same export ratio experienced during 2018.

Consumers Eating Restaurant Meals at Home

US consumers are eating more meals from restaurants within their homes, according to new data. The research indicates that restaurant meals consumed at home accounted for 32% of all restaurant traffic, up 2% from results a year ago.

A percent of those who chose to eat at home were at home before they ate the restaurant meal, with single adults with incomes of more than \$100,000 driving the majority of the in-home restaurant meal increases. Families and groups of five or more represented 31% of food service meals eaten at home.

Ag Leaders Increase Efforts to Stop Move

Pushback from the agriculture community ratcheted up as 21 prominent voices, including two former USDA chief scientists, wrote to Congress expressing concern about a decision to relocate two research units outside of Washington, DC.

The USDA announced that the Economic Research Service (ERS) and National Institute of Food and Agriculture (NIFA) would be moving outside of the Capitol by the end of 2019. The group is calling to protect ERS and NIFA as independent agencies so they maintain the quality, credibility, and integrity of their research.

Takeout Customers Buy More than Dine-in

Consumers who regularly use takeout or delivery services tend to buy more food when ordering than when they dine in the restaurant, according to new research. Those who have increased their takeout usage since 2016 say easier-to-use mobile apps and websites are a reason they order more.

Fifty-eight percent of all foodservice orders are for carryout and delivery among regular takeout customers; 30% of regular takeout users — those who order carryout or delivery at least once a month — say they typically purchase more food when ordering carryout versus dining in.

The Tribe has Spoken

US consumers are turning more to bloggers, social media, and online communities — or echo chambers called “tribes” — for information on health, a trend that presents a danger when consumers choose it over sound science.

Nearly 60% of consumers who engage in “clean” eating, for example, research their food online; more than a quarter of adults rely on social media for information on GMOs and which foods contain them; and consumers following lifestyles like paleo, Whole30, and plant-based often find their tribes online, according to NPD’s Eating Patterns in America.

New Meat Cuts Top Chefs’ 2019 Trends

Globally-inspired new cuts of meat are among the top menu trends forecast for 2019 by chefs in a National Restaurant Association (NRA) survey.

About 67% indicated that new cuts of meat would again be among the top food trends, like last year. Examples are oyster steak, merlot cut, and Vegas Strip steak. More than 60% identified local meats and seafood as hot items.

Animal Welfare Factor When Buying Meat

Animal welfare has a larger impact on meat purchasing decisions than price or quality, especially among millennials and women, according to a new survey.

Nearly two-thirds (66%) of US consumers surveyed said they would be less likely to buy meat processed by a company with a bad reputation when it comes to animal welfare, the survey reported. Nearly half of all survey respondents (46%) cared about both price and quality of the food products, while 29% cared more about quality alone. ♦

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CORPORATE REPORT

Taco Bell Focuses on Sustainable Beef, Vegetarian Menu

Taco Bell has laid out a series of commitments to move its business in an eco-friendly direction for 2019 including a plan to “work to ensure all beef is sustainable.” The company has joined the US Roundtable for Sustainable Beef (USRSB), a network of beef experts composed of representatives from the supply chain, academia and research, environmental and animal welfare organizations, and veterinarians.

At the same time, the quick-service chain has vowed to make its restaurants more welcoming to vegetarians and flexitarians. “Later this year, Taco Bell will be testing its first, dedicated vegetarian menu in stores, as well as new featured vegetarian items to enjoy,” the company said.

Standards Set for Antibiotic USA

A group of food companies, livestock producers, trade associations, and retailers has released comprehensive framework to strengthen oversight for use of antibiotics in food animals.

Members led by the Farm Foundation and The Pew Charitable Foundation include Tyson Foods, Hormel Foods, Smithfield Foods, Jennie-O Turkey Store, McDonald’s Corp., Walmart Inc., the National Pork Board, National Pork Producers Council, and National Turkey Federation.

Cargill Posts 20% Drop in Net Profit

Cargill, Inc. has reported that their fiscal second quarter earnings fell 20%, hurt by challenging conditions across a number of its global markets. Results in animal nutrition and protein segment were just below last year’s quarter as demand for beef and large supplies of fed cattle boosted beef production in North America and sales in both domestic and export markets, the company said.

Net earnings were \$741 million, down from \$924 million in the same period a year ago. Second-quarter revenue decreased 4% to \$28 billion, bringing the year-to-date figure to \$56.7 billion.

Kane Beef Addresses Wastewater, Payment Issues

Kane Beef operations, located in Corpus Christi, TX, have been halted after the city found that the company was discharging unauthorized waste into its wastewater system. The company has reportedly submitted a plan to correct the problem and schedule a new inspection when ready.

In addition to the wastewater issue, Kane Beef has recently accumulated more than \$40 million in debt to cattle suppliers. A federal government order requires Kane Beef to pay some \$38 million over an 18-month period to cattle suppliers the company had failed to pay on time. The company has also been working to pay utility bills and property taxes totalling over \$575,000. ♦

6th Annual ASA Fall Focus 2019

Focus on You. Focus on Success. Focus on Profit.
August 23-27, 2019

Manhattan, Kansas

Schedule of Events

- August 23**
 - Local Simmental seedstock operation tours. River Creek Farms, Irvine Ranch, Hofmann Simmentals, Cow Camp Ranch, Sunflower Genetics, and Rock Creek Ranch welcome visitors.
 - Herdbook Tutorial Session
 - Cattle display and dinner at the Stanley Stout Center in the evening. Dinner will have a nominal fee to support the Kansas Junior Simmental Association.
- August 24**
 - Day-long Educational Symposium at the Manhattan Conference Center
 - Evening Dinner and Social hosted by the Kansas Simmental Association at the Flint Hills Discovery Center.
- August 25-27**
 - Interactive Committee and Board Meetings

Headquarters at the Hilton Garden Inn and attached Manhattan Conference Center.

A block of rooms is available — see fallfocus.org for more details.

Kansas Simmental Association
www.kansas-simmental.com

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www.simmental.org

Need Registrations or Transfers in a Hurry?

Use Our Online Herdbook

Herdbook Services offers hands-on registration capabilities.

You enter the data, work through any errors, pay the fees; registration will be completed in minutes. No priority handling fee, no hold-ups (unless there are errors or payment is needed) and can be completed any time of the day or night.

Interesting fact:

90.8% of the animal data is already submitted electronically through Herdbook Services!

Why the encouragement to go online and register the animal yourself?

1. Registrations and transfers needed faster than the normal turnaround will be charged \$50 per animal. This \$50 fee can be avoided by going online and completing the registration or transfer yourself.
2. Complete the registration online and if you need it mailed by FedEx or UPS send a request via email (simmental@simmgene.com) for special shipping. **Note:** there is a charge for shipping unless mailed by regular US Mail. Plan ahead and avoid those charges.

Need more encouragement to register online?

1. Normal processing (registration) on paper applications for SimGenetic animals (once received in the ASA office): 3-7 business days (error-free and payment received) depending on the time of year — holiday season could extend turnaround.
2. Mailing services: within three days of processing (registration) plus the length of time for the US Mail service.

The Customer Service Specialists are just a phone call away to assist you.

1. There are peak times and days where there are large volumes of calls (especially as it closes in on a deadline, you are not alone if you are one who waits until the last minute).
2. If you are unable to get through, feel comfortable leaving a voicemail. Our goal is to return calls as soon as possible, normally within 3-4 hours. If your question can be answered by email, send an email instead of a voice message to:

simmental@simmgene.com
for general questions
or priority handling

dna@simmgene.com
for DNA questions or kit requests

the@simmgene.com
for Total Herd Enrollment (THE)

members@simmgene.com
to apply for membership or,
account changes, or annual service
fee questions

carcdata@simmgene.com
for Carcass Merit Program (CMP)
and Carcass Expansion project.

ultrasound@simmgene.com
for ultrasound and barn sheets

To help you plan, here are some items which may hold up registration for a length of time:

1. **DNA / Genetic Abnormalities / Parental Validation / AI Sire / ET Requirements:** DNA Testing is a standard process without any options to expedite this service.
 - a. Normal DNA Testing: 3-4 weeks for results. Sample failure and misidentified samples doubles this time.
 - b. DNA kit paperwork requests: 48-hour turnaround
2. **Non-Compliance:**
Total Herd Enrollment breeders: there is a deadline each year where the previous year's calf data must be submitted. You'll be notified of the dams in your herd which need calf data or a reason the cow didn't calve when you go online to submit new registrations. Until this information is completed, no new data will be accepted.
3. **Foundation Registration:**
Sires registered with other breed associations **MUST** be registered with ASA prior to registering progeny. Other breed dams may be registered with ASA as a Foundation, but it is optional, not mandatory. Normal processing is 10-12 business days (error-free, payment received, DNA requirements completed).
4. **Breeder Signature:**
If the owner of the dam at the time of conception is different than the person applying for registration, ASA requires the breeder to sign off on the calf you are registering. Make sure the breeder signs the calf's registration application or breeding information is supplied on the transfer of the dam. If the dam was sold with the calf at side, make sure the seller has registered and transferred the calf to you.
5. **Non-payment:**
Payment is required to complete registrations.



FASTER
◀ GET IT NOW ▶

Priority Handling Processing Service:

ASA offers priority handling services if you are unable to complete your registration online. If the data is error-free and payment is received, normal turnaround time for registration is within two business days. There is a priority handling processing fee \$50 per animal. Regular US Mail service is at no charge; however, other mailing services (i.e. FedEx, UPS or Express Mail) will incur additional charges.

NEWSMAKERS

Keller Recognized by NDSU

ASA member, Susan Keller, of Kellers Broken Heart Ranch, Mandan, was recognized as the International Agriculturalist of the Year by North Dakota State University's (NDSU) Saddle and Sirloin Club. She has been the North Dakota State Vet since 2004, and previously, Keller ran her own vet clinic and served on the State Board of Animal Health as the deputy state veterinarian.

Keller has been a practicing veterinarian for the past 21 years, and has been dedicated to the agricultural community. The Agriculturalist of the Year is awarded to those dedicated to North Dakota Agriculture, who have made an impact through their own work and service to other organizations.



Keller checking cows on her horse, Red.

Houston Elected NCBA President

Jennifer Houston of Sweetwater, TN, was named president of the National Cattlemen's Beef Association at the organization's annual meeting in New Orleans, LA. Houston had served as 2018 president-elect.

Houston and her husband, Mark, own and operate East Tennessee Auction Market in Sweetwater. She has been active in the beef industry for more than 30 years, first serving at the state level then being elected to positions in national posts. She has been an NCBA board member since 1996.



2019 NCBA Officers, from left to right: Jennifer Houston, Marty Smith, Jerry Bohn, Don Schiefelbein, Todd Wilkinson, Laurie Munns and Buck Wehrbein.

CattleFax Elects 2019 Officers

CattleFax has elected a new slate of officers at this year's annual business meeting in New Orleans, held in conjunction with the 2019 Cattle Industry Convention and NCBA Trade Show. The new CattleFax president is Don Quincey, Chiefland, FL, a 5th-generation rancher and cattle feeder in Florida and past president of the Florida Cattlemen's Association.

CattleFax is a member-owned organization that serves producers in all segments of the cattle and beef business. CattleFax is the global leader in beef industry research, analysis and information. Since 1968, the organization's exclusive industry database has set the standard for market information and analysis. ♦

INTERNATIONAL

Canadian Dining Habits Changing

A new report released by marketing provider Eagle Eye shows a significant shift in Canadian consumers' dining habits and their attitudes toward food and beverage brands, presenting new revenue opportunities for food businesses heading into 2019.

Findings include: 71% of Canadians have a meal outside their home up to 10 times per month; younger generations and working professionals dine out more frequently, up to 20 times per month; 62% of consumers spend up to \$30 per visit; 30% of Canadian consumers are currently members of a restaurant loyalty program; 13% of Canadians use third-party delivery services like Uber Eats to order food at restaurants, rather than through the restaurant directly.

China, US Announce Trade Progress

The US and China have agreed to slow the escalation of tariffs as the two countries accelerate trade talks. On trade, the US agreed that during the first quarter of the year, tariffs would be left at the 10% rate, and not raised to 25%.

Both parties agree that they will endeavor to have this transaction completed within 90 days. If at the end of the period of time the parties are unable to reach an agreement, the 10% tariffs will be raised to 25%.

Argentina, US Reach Agreement

Argentina will sign a deal with the US to allow bilateral trade of fresh beef for the first time in two decades, according to a report from Argentina's international trade secretary.

Under the agreement, Argentina will have a 20,000-metric-ton limit on beef exports to the US, and the US will have no limit on beef shipped to Argentina.

Poland Culls Wild Boars, Sparking Protests

The culling of a large number of wild boars in Poland to prevent the spread of African Swine Fever (ASF) and protect the country's pork industry has led to protests across several cities. Since April 2018, 168,000 wild boars have been killed, and environmentalists and scientists are concerned that the cull could upset the ecosystem and continue to spread ASF.

Poland is a leading pork supplier to the European Union, having exported \$1.1 billion worth of meat in 2017. ASF was detected in about 3,200 wild boars and affected pigs in over a hundred locations across Poland between February 2014 and last summer.

Jamaican Company buys Joint Venture

Jamaica's Grace Foods has announced it has acquired a 49% equity stake in Miami-based Majesty Foods, forming a new joint venture company. Majesty Foods manufactures frozen empanadas and Jamaican style patties under the brands "Latin Delights" and "Patty King." It also makes Grace brand patties for the US market, which are sold nationwide in retailers including Walmart and Target.

As part of the joint venture agreement, Grace Foods said it will outsource to Majesty Foods its current factory operations, including the production of a wide range of frozen Hispanic and Caribbean products for the retail and foodservice markets. ♦

SimmApp Available Now!

Get the latest beef industry and ASA news, *SimTalk* and *the Register* magazines, Sire Source, upcoming sales, industry events, deadlines, educational articles and the ASA's Youtube channel — all in one place.



Sign-up to receive notifications tailored to your needs!

Find it today on Google Play, Apple Store, or Amazon App.

BACK TO BASICS

Transfers Mean Opportunity

By ASA staff:



Jannine Story and Emme Troendle

Whether you are an ASA member, junior member, or sales manager, taking the time to complete transfers to new owners has many benefits:

1. Keeps your inventory more current by removing them from your animal list.
2. Provides outstanding service to the customer.
3. Promotes the Simmental breed.
4. Brings new owners into the Simmental community through *SimTalk* subscriptions.
5. First transfer on any animal in the database is FREE.

Do you have buyers who don't want to receive certificates? If so, still transfer the animal(s) by the steps listed in this article but under the Animal tab in the certificate column enter a "N" for no certificates. By doing this, it allows you to accomplish the five steps.



ASA uses transfers as a metric to gauge how SimGenetics are being used in the beef industry.

Transfer information needed on front of certificate

Transfer Application: Transfer of ownership is not effective unless recorded with the American Simmental Association

Date of Sale: _____ Check here if female sold bred or exposed Check here if female sold open

Buyer's/Ranch Name: _____ Member Number: _____

Address: _____ City: _____ ST: _____ Zip: _____

Please complete calf registration and transfer (on back of pedigree) if dam was sold with calf at side.

If female sold bred or exposed, complete the following information:

AI Sire Name and Registration Numbers	AI Dates	Pasture Sire Name and Registration Numbers	Pasture In Dates	Pasture Out Dates

Signature of seller or an authorized representative _____ Check here if representing seller as sales manager

Personal Signature _____ Date _____

Return Certificate to

Buyer
 Seller
Other: _____

Transfer information needed on back of certificate

Registration and Transfer of Calf at Side

Calf Tattoo/Loc: _____ Birth Date: _____ Sex: _____ Birth Wt: _____ Birth Type: _____

Calf Name: _____ Sire Reg. Nbr and Name: _____

If calf is sold to party other than buyer of dam, indicate name and address of buyer who purchased the calf.

Name: _____ Member Number: _____

Address: _____ City: _____ ST: _____ Zip: _____

This calf at side will be registered and transferred. Signature with transfer certifies the accuracy of this information.

Current Owner: _____
Breeder: _____

How easy is it to transfer?

There are two ways you can transfer:

1. Fill out the transfer portion of the certificate and mail or fax to ASA and let us do the work for you at no extra charge. If you mail or fax the paperwork to us, we ask that you provide the buyer name, address, date of sale, and if transferring females, state whether they are open or bred. If bred, provide the sire registration number and the AI date or pasture in and out dates.
2. You can save yourself the mailing cost and transfer the animal online. Remember, **THE First TRANSFER OF THE ANIMAL IS FREE**, regardless of the date it was sold. To transfer online follow these steps:

- a. Log-in to Herdbook Services.
- b. Go to Data Entry, select Online.
- c. Select the Transfer tab from the left hand side. Select the **Enter Transfer Information** button.
- d. Enter the animal's registration number into the 3rd Column from the left titled AnmRegNbr. For a calf at side, enter the dam under the DamRegNbr column and the underlined, required calf data by selecting the "Animal" tab (you are currently on the transfer tab of the spreadsheet). After entering calf data, don't forget to return to the transfer tab.
- e. Enter the ASA member number in the AcctNbr column, if the buyer provided one, or the buyer's first name, last name, address, city, state, and zip code. To look up a member number go to simmental.org/membersearch.

- f. Enter Date of Sale.
- g. Under the Mail To Column, enter B (buyer) if certificate should mail to buyer or S (seller) if certificate should come back to the seller.
- h. If the animal is a female, under Open enter a Y if she is open at time of sale. If bred, you will enter the AI sire registration number along with AI date or enter pasture sire registration number along with pasture in and out dates in appropriate columns.
- i. Once all information is entered, select **"Submit Data"** at the top right of the page and it will run through error checks. If there are no errors, select **"Proceed to Billing"** and an invoice screen will appear with any relevant charges. Complete the job by selecting **"Add Payment"**, entering in credit/debit information, selecting **"Confirm"**, and then **"Final Submit."**
- j. You have successfully completed your transfers and information is viewable online immediately.

If you have animals that you sold without papers, you can send the certificates back to ASA with a note stating these were sold without papers. We will update them accordingly. For further details, always feel free to contact the ASA Customer Service team. ♦

American Simmental Association
One Genetics Way
Bozeman, MT 59718
simmental@simmgene.com
406-587-4531

Reserve Your Space Now

2019 Sire Source

Contact:

Nancy Chesterfield Rebecca Price
nchesterfield@simmgene.com rprice@simmgene.com
 or call 406-587-2778

SALE RESULTS

Missouri Simmental Associaton's Fall Harvest Sale

November 3, 2018 • Springfield, MO

No.	Category	Average
2	2-Year-Old Bulls	\$2,025
9	Yearling Bulls	1,894
14	Bred Females	2,193
17	Cow-Calf Pairs	2,488
11	Open Heifers	1,755
53	Total Lots	\$2,148

Auctioneer: Cody Shelley, OK

Sale Manager: Cattle In Demand, Todd and Holly Alford, GA

Representing ASA: Dr. Michael Dikeman

High-Selling Lots:

\$3,800 – Cow/Calf Pair, Cow s. by HTP/SVF Packin Heat W339, Bull Calf s. by TLLC One Eyed Jack, cons. by Matthew Simmentals, Fair Grove; sold to Bo Moore, Bowman, GA.

\$2,900 – Open Female s. by HPF Quantum Leap Z952, cons. by Heaven's Gate Livestock, Carthage; sold to Emily Gorrell, Lohman.

Volume Buyer: Box N Ranch, Richards.

Comments: Also selling was one semen consignment for \$450. Consignors included: Bastian Cattle Co. (Mike and Chris Bastian, Mexico); Breezin B Farm (Gregg Bailey, Republic); Durham Simmentals (Garry Durham, Gilliam); Erickson Stock Farm (Tim Erickson, Bolivar); Faith Cattle Co. (Luke and Amanda Kagarice, Urich); Fire Sweep Simmentals (Kristina Callison, Verona); Heavens Gate Livestock (John and Jennifer Chandler, Carthage); Mathews Simmentals (Edsel Mathews, Fair Grove); Nathan Alpers, Prairie House; Oval F Ranch (Don and Marilyn Fischer, Winston); Paradeis Cattle Co. (Terry Paradeis, Sarcoxie); Rose Hill Simmentals (Roger and Susan Sieloff, Billings); RS & T Simmentals (Scott and John Cowger, Savannah); Shoal Creek Land & Cattle (Ed & Kathy Rule and JR Richburg cattle manager, Excelsior Springs); Silver Lake Simmentals (Audrey Wilson, Clever); Vestlane Farms (Ed Vest, Polk); and White Wing Simmentals (Nick and Karen Impagliazzo, Hunington AR).

Ellingson Simmentals Expect Excellence 19th Annual Production Sale

January 25, 2019 • Dahlen, ND

No.	Category	Average
70	SM Yearling Bulls	\$5,296
1	SM Bred Heifers	2,100
34	SM Open Yearling Heifers	2,036
105	Total Lots	\$4,210

Auctioneer: Roger Jacobs, Sheperd, MT

Sale Manager: DP Sales Management, Paris, KY

Sale Representatives: Doug Parke and Drew Hatmaker, DP Sales Management; Jeff Thomas, *The Prairie Star*; Dustin Carter, Special Assignment and Logan Hoffmann, DV Auction.

Representing ASA: Russ Danielson

High-Selling Lots:

\$20,000 – PB Bull, "Ellingson Ultimate F830," s. by W/C Executive Order 8543B, sold to Ron Gilliland, Davis, CA.

\$17,000 – PB Bull, "Ellingson Focus F839," s. by SVS Captain Morgan 11Z, sold Jim Neumiller, Sykeston.

\$15,000 – PB Bull, "Ellingson Flynn F886," s. by W/C Executive Order 8543B, sold to Pavlenko Simmental, Dunn Center.

\$15,000 – PB Bull, "Ellingson Festus F829," s. by SVS Captain Morgan 11Z, sold Kurt Plamp, Stickney, SD.

\$13,000 – PB Bull, "Ellingson Nokota F878," s. by CCR Cowboy Cut 5048Z, sold to Jim Nuemiller, Sykeston, ND.

\$10,000 – PB Bull, "Ellingson Farrel F889," s. by W/C Executive Order 8543B, sold to Rex Nelson, Batesland, SD.

\$12,000 – PB Open Yearling Heifer, "Ellingson Red Rose F821," s. by Harvie Red Summit 54B, sold to Ronnie Smith, Denton, TX.

\$6,000 – PB Open Yearling Heifer, "Ellingson Fancy F805," s. by W/C Executive Order 8543B, sold to Rick Wood, Clarksville, GA.



The auction block.



Sale facility sign.



It was a beautiful but brisk morning for the 19th Annual Expect Excellence Bull & Female Sale.



These long-time Ellingson customers from South Dakota once again made the trip to take back top-genetics to their operation.



Inside the sale facility.



The average held strong showing the high demand for SimGenetics.



A strong crowd was on hand to evaluate the offering.

(Continued on page 84)



Welcome to the cutting edge

Our new GGP lineup delivers amazing power to genomically enhance your EPDs.

Today, you can plan, select and manage young seedstock with the prediction accuracy of older bulls siring several calf crops. You can save years on your herd goals – for less than it costs to fill up with gas.

We not only make DNA testing easy. We make it profitable. From fast sampling of calf DNA to quick turn-around with new products that work in powerful synergy. From time-saving conveniences to a full range of innovations designed to help you take full advantage of beef genomics.

There are exciting new ways for us to work together to attain your goals with Simmental, SimAngus™, Simbrah and SimAngus HT cattle. And we would love to be your partner as you brand your legacy in the 21st Century. To learn more, contact ASA at (406) 587-4531 or visit www.simmental.org



Neogen GeneSeek Operations
4131 N. 48th Street • Lincoln, NE 68504
402-435-0664 • genomics.neogen.com



SALE RESULTS

continued

Reck Brothers-N-Sons Genetic Advantage Sale

January 27, 2019 • Blakesburg, IA

No.	Category	Average
8	Fall SM and SimInfluenced Bulls	\$4,694
18	Spring SM and SimInfluenced Bulls	4,150
1	Fall SimInfluenced Bred Female	5,750
41	SM and SimInfluenced Bred Females	3,033
2	Spring SM and SimInfluenced Open Females	6,850
70	SM and SimInfluenced Lots	\$3,658
15	Units of Wheatland Bull 7128E Semen	\$185/straw

Auctioneer: Jon Schaben, IA

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

Marketing Representatives: Val Eberspacher (EE); Derek Vogt (EE) NE; Chance Ujazdowski (EE) WI; Tom Rooney, AgriMedia, IA; Mike Sorenson, Livestock Plus, IA; Kenny Bremer, IA; Kendall Bremer, IA; Willie Weis, IA; Joel Edge, IA; and Amanda Eberspacher-Hilbrands, LiveAuction.TV, MN.

High-Selling Lots:

\$15,000 – Bred Female, “Rhythm E748,” s. by Plum Creek Paradox 161B, bred to W/C Lockdown 206Z, sold to Adams Farm, Inc., What Cheer.

\$10,000 – Bull, “JPLF Loaded Up E750,” s. by W/C Loaded Up 1119Y, cons. by Lashmett Cattle, sold to Jenkins Show Cattle, Purcell, OK.

\$6,750 – Open Female, “RBS You’re Right F821,” s. by W/C Loaded Up 1119Y, sold to Becky Erger, Atkins.

\$6,000 – Bred Female, “RBS You’re Right E712,” s. by Mr. HOC Broker, bred to W/C Night Watch 84E, sold to Skylar Brittain, Earlam.

\$5,750 – Bred Female, “RBS Ms. Primo E782,” s. by Colburn Primo 5153, bred to W/C Double Down 5014E, sold to Eric Klyn, Blackburg.

\$4,900 – Bull, “RBS Uno Mas E583,” s. by WLE Uno Mas X549, sold to Carolan Enterprises, Tama.

\$4,700 – Bull, “RBS Primo E676,” s. by Colburn Primo 5153, sold to Pachner Farms, Akron, CO.

\$4,600 – Bull, “RBS Duracell F253,” s. by HTP/SVF Duracell T52, sold to Stager Cattle Company, Troy, OH.

\$4,600 – Bull, “RBS P.T.B. F554,” s. by LLSF Pays to Believe ZU194, sold to Netolicky Cattle, Fairfax.

Comments: Guest consignor was Lashmett Cattle, Winchester, IL.



Tim Sandeen and daughter-in-law Jill attended the sale.



Steve and Sharon Lueller added two head of Reck genetics to their program.



Brandon Reck, cattle manager, welcomed the crowd.



(L-R) Jon Schaben, Auctioneer, Mike Sorenson, Livestock Plus, and Joel Edge were part of the sales staff.

Turn In Bull Sale

February 2, 2019 • Worthing, SD

No.	Category	Average
46	Total Lots	\$2,251

Auctioneer: Tracy Harl, NE

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

Sale Staff: Alex Acheson and Chris Beutler

High-Selling Lots:

\$4,000 – “HLTS Protect E740,” s. by WS All Around, sold to Alex Merrick, IA.

\$4,000 – “HLTS Blazin Cowboy E778,” s. by CCR Cowboy Cut 5048Z, sold to Tom Hnizdil, KS.

\$3,200 – Pregnancy out of, “JASS Gypsy Soul,” s. by W/C Executive Order, sold to Golden Acres Simmental, IA.

\$3,000 – “HLTS Blitzer E737,” s. by WS All-Around, sold to Josh LeBrun, SD.



The barn was full for the 6th Annual Turn In Bull Sale and the first at Hilltop’s new headquarters.



Auctioneer Tracy Harl (second from right) and representatives from Golden Acres Simmentals.



Cattle and genetics sold to seven states.



Jaron Van Beek visiting with a customer pre-sale. ♦

MAIL BAG

Editor’s note: ASA Publication, Inc. is the publisher of both the Register and SimTalk magazine.

While I have enjoyed *SimTalk* for several years, because of health reasons, I have sold our farm and cattle.

SimTalk is a first class publication and was very helpful to me in transitioning from a grade herd to Simmental cattle.

Thank you,
Ed Dugas
Carencro, LA

WILDBERRY

Annual Production Sale

60 BULLS AND 25 BRED HEIFERS SELL

FARMS

March 30, 2019

1:00 pm • Hanover, IL



F075 // ASA 3402374 // 3/4 SM 1/4 AN
BLACK, POLLED KOCH LC MONTE 803U BULL.

CE	BW	WW	YW	MCE	MILK	MWW
14.5	-2.1	62.7	94.9	8	26.6	57.9
DOC	CW	YG	MARB	REA	API	TI
7.2	39.3	-0.23	0.33	0.59	145.1	78



F016 // ASA 3402324 // PB SM
BLACK, POLLED IR ZEUS A718 BULL.

CE	BW	WW	YW	MCE	MILK	MWW
16.6	-2.5	56.7	87.4	10.9	27.9	56.2
DOC	CW	YG	MARB	REA	API	TI
6	37.5	-0.31	0.41	0.86	159	77.7



F077 // ASA 3402375 // 3/4 SM 1/8 AN 1/8 MX
HOMO BLACK, HOMO POLLED CCR COWBOY CUT 5048Z BULL.

CE	BW	WW	YW	MCE	MILK	MWW
9.3	3.6	86.9	127.3	5.9	24.2	67.5
DOC	CW	YG	MARB	REA	API	TI
25.8	30.6	-0.32	0.29	0.68	141	83.9



F040 // ASA 3402342 // 1/2 SM 1/2 AN
BLACK, POLLED W/C UNITED 956Y BULL.

CE	BW	WW	YW	MCE	MILK	MWW
14.8	-0.4	73	120.3	10	21.8	58.2
DOC	CW	YG	MARB	REA	API	TI
10.2	27.1	-0.14	0.47	0.55	136.5	80.6



F068 // ASA 3402368 // PB SM
RED, HOMO POLLED TRAXS RUSHMORE X103 BULL.


CE	BW	WW	YW	MCE	MILK	MWW
15.4	0.2	71.7	113.9	10.4	21.1	56.9
DOC	CW	YG	MARB	REA	API	TI
15.5	46.6	-0.35	0.34	0.81	154.3	81.4



F059 // ASA 3402361 // PB SM
BLACK, POLLED WBF REST EASY U085 BULL.

CE	BW	WW	YW	MCE	MILK	MWW
17	-3.5	54.1	76.8	7.4	33.4	60.4
DOC	CW	YG	MARB	REA	API	TI
6.4	23.6	-0.36	0.21	0.53	150.2	72.8

THE WILDBERRY FARMS ADVANTAGE...

- Balanced trait bulls sorted for structural soundness, growth, calving ease, maternal values, carcass traits and disposition.
- Developed in large groups on a high roughage TMR to ensure longevity.
- Semen checked and carry a first breeding season guarantee.
- Volume discounts and free delivery within the first 200 miles on all bull purchases.
- Visit www.wildberryyfarms.net for updated information on the sale.
- Follow Wildberryy Farms Simmentals on FaceBook 



E238 // ASA 3255693 // PB SM
BLACK, POLLED IR PLATINUM B778 HEIFER.

CE	BW	WW	YW	MCE	MILK	MWW
7.9	1.4	70.3	106.8	4.7	25.8	60.9
DOC	CW	YG	MARB	REA	API	TI
15.8	29.0	-0.44	0.27	0.90	133.7	76.8

Seedstock for both the commercial and purebred producer.

WILDBERRY

BEN LEHMAN, CATTLE MANAGER: 563-920-0315

DEAN ELDER, HERDSMAN: 712-269-1261

JIM BERRY, OWNER: 815-297-5562 evenings • simgene@msn.com

FARMS

6502 IL RT 84 South, Hanover, IL 61041

www.wildberryyfarms.net

EPDs current 2/19/19.



NEW MEMBERS

ALABAMA

Joe Hardy
2657 Jack Springs Rd
Atmore, AL 36502

Four Daughters Farm
2565 Lowe Rd
Notasulga, AL 36866

Cameron Ranch
580 CR 139
Florence, AL 35633

Brian Crow
PO Box 41
Danville, AL 35619

Jackson Farm
1117 CR 112
Ranburne, AL 36273

Upchurch Farm
91731 Hwy 9
Lineville, AL 36266

ARKANSAS

Cody, Meg & Hadley Harrington
477 Grant 135
Sheridan, AR 72150

Jim Barnett Cattle
35 Musgrove Rd
Murfreesboro, AR 71958

DELAWARE

Mark'Em Cattle
3427 Burnite Mill Rd
Harrington, DE 19952

FLORIDA

McKibbin's Soggy Bottom Farm
6802 Williams Rd
Seffner, FL 33584

IDAHO

Table Rock Ranch
5793 E Heise Rd
Ririe, ID 83443

ILLINOIS

Zeman Farms
1497 Kimmel Bridge Rd
Murphysboro, IL 62966

Beck Show Cattle
3115 N 1925 E Rd
Mount Auburn, IL 62547

Brea Musser
3465 S Lott Rd
Pearl City, IL 61062

Peterson Brothers Cattle Company
503 S Shabbona Rd
Shabbona, IL 60550

John Wendt
12625 N 1600th St
Teutopolis, IL 62467

INDIANA

Younggreen Show Cattle
8302 E State Rd 4
Walkerton, IN 46574

Kyle Kessler
2725 E 500 S
Crawfordsville, IN 47933

Stephne Beard & Chris Killion
411 S Grove St
Odon, IN 47562

Tyler Cooper
3069 N US Hwy 41
Marshall, IN 47859

IOWA

Ashley Will
70706 Jackson Rd
Wiota, IA 50274

Brittaney Baker
4161 40th St
Grinnell, IA 50112

Brent & Jody Larson
2960 385th Ave
Randall, IA 50231

Freedom Creek Cattle Co
1556 Sycamore Ave
Prescott, IA 50859

Kalen Martsching
21691 323rd Ave
Moulton, IA 52572

Scott McClellan
1155 Maple Ave
Bayard, IA 50029

Wade Conover
204 E 1st St
Ackworth, IA 50001

Keaten Miller
1358 Hwy 141
Charter Oak, IA 51439

KANSAS

J-Six Farms LLC
604 Nemaha Street
Seneca, KS 66538

Grund Beef Genetics
302 Ash St
Sharon Springs, KS 67758

Schreiber Angus
949 NE 190th Rd
Clafflin, KS 67525

Sandoval Sandhill Ranch
510 E 13th St
Hugoton, KS 67951

McAfee Simmentals
15409 Nemaha Rd
Valley Falls, KS 66088

CCR Cattle Co
18150 238th St
Tonganoxie, KS 66086

Innovation Agmarketing LLC
PO Box Z
De Soto, KS 66018

Harris Angus
2292 Louisiana Rd
Ottawa, KS 66067

KENTUCKY

White Farm 4
3664 Military Pike
Lexington, KY 40513

LOUISIANA

Fairchild Brahmans
8353 Belmont Ln
Maringouin, LA 70757

MICHIGAN

Wohlfert Cattle Company
12777 Pratt Rd
Westphalia, MI 48894

Dalton Goetz
6408 Lipp Hwy
Blissfield, MI 49228

MINNESOTA

Brady Mork
10276 Nursery Ln NW
Brandon, MN 56315

MISSISSIPPI

Trotter Cattle Company
152 Shattles Loop
Brooklyn, MS 39425

MONTANA

GR8 Simmentals
1077 Middle Burnt Fork Rd
Stevensville, MT 59870

Willekes Angus
10 Cowboy Way
Choteau, MT 59422

MISSOURI

College of The Ozarks
PO Box 17
Point Lookout, MO 65726

Schrock Cattle Co
24663 Hal Dr
Greentop, MO 63546

Sampson Cattle Co
24283 State Hwy 11
Kirksville, MO 63501

Myers Farm
1479 CR 411
Oak Ridge, MO 63769

Jake & Carley MacKeprang
7524 Hicks Dr
Hamilton, MO 64644

(Continued on page 88)

BUZZARD HOLLOW RANCH
SAVE THE DATE
MAY 18, 2019
OUR LARGEST OFFERING YET

SELLING 125 LOTS

FULL FLECKVIEH
PUREBRED
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BRED HEIFERS
OPEN HEIFERS
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www.bhr-simmentals.com

DEFINING THE *Cutting Edge*



Hook's Encore 65E

ASA 3253795 PB SM Homozygous Black, Homozygous Polled Bull

HOOK'S BEACON 56B x HOOK'S CHATTER 63C (MR NLC ENTREPRENEUR 1227)

Across the board dominance for genetic values coupled with a truly striking, clean profile and type set this Beacon son apart from the herd. Nearly perfect feet and structure and a no miss maternal pedigree too!

CE	BW	WW	YW	MCE	MILK	STAY
14.8	-1.2	71.9	107.5	11.0	23.8	17.7
DOC	CW	YG	MARB	REA	API	TI
19.4	12.2	-0.51	0.48	1.10	163.1	87.4



NLC Gen Ten 82E

ASA 3317984 PB SM Homozygous Black, Homozygous Polled Bull

NLC PROGRESSIVE 40C x NLC A109 AMBER (LBR RIGHT FOCUS W271)

Check the extended pedigree, 10 generations of Nelson raised cows going all the way back to a Florian daughter born in 1975. A great outcross purebred option with the added masculinity, testicle size and hoof quality that so many are asking for.

CE	BW	WW	YW	MCE	MILK	STAY
13.4	2.2	76.9	116.4	9.2	25.6	18.5
DOC	CW	YG	MARB	REA	API	TI
9.4	34.2	-0.37	0.14	0.83	139.3	77.1



TJ Teardrop 783F

ASA (3459734) 3/4 SM 1/4 AN, Homozygous Polled Bull

TJ MAIN EVENT 503B x TJ MS 38W (DIKEMANS SURE BET)

New for 2019! \$37,500 Main Event son from Triangle J and one massive, sound structured beef machine. Fault free baldy genetics designed to build a herd around out of the great TJ 38W donor.

CE	BW	WW	YW	MCE	MILK	STAY
17.2	-0.7	81.3	123.7	6.8	41.6	20.5
DOC	CW	YG	MARB	REA	API	TI
16.8	29.3	-0.24	0.16	0.52	144.5	80.5

AVERAGE HAS NEVER BEEN *good enough.*

MARTY ROPP
406-581-7835

ROCKY FORSETH
406-590-7984

COREY WILKINS
256-590-2487



ALLBEEF.NET

EPDs current 2/12/19.

NEW MEMBERS

continued

NEBRASKA

Front Pasture Cattle Company

3460 N Ridge Rd
Fremont, NE 68025

RK Land and Cattle LLC

71475 582 Ave
Beatrice, NE 68310

NEW YORK

Haynes Farm LLC

1436 State Rte 11A
Tully, NY 13159

Gessner's Windy View Farms

10802 Wolfanger Rd
Wayland, NY 14572

NORTH CAROLINA

Jason Revis

255 Martin Branch Rd
Leicester, NC 28748

OHIO

Sim-Rose Acres

6823 Williams Rd
Painesville, OH 44077

Cummings Cattle

5249 Anderson Rd
Hillsboro, OH 45133

Tim Mohler

201 Twp Rd 1650
Jeromesville, OH 44840

Kiesewetter Livestock

9710 Casstown Fletcher Rd
Piqua, OH 45356

Clay Pike Pastures

208 Main St
Pleasant City, OH 43772

Adelman Farms

756 New Milford Rd
Atwater, OH 44201

OKLAHOMA

Carman Cattle

PO Box 611
Weatherford, OK 73096

Nolan Flesner

334776 E Hwy 105
Perkins, OK 74059

Short Creek Livestock

13049 CS 2500
Hydro, OK 73048

C Bar O Ranch

17578 E 11 Rd
Rosston, OK 73855

Brewer Cattle

RR1 Box 42D
Hardesty, OK 73944

OREGON

TNT Ranch LLC

5001 Leonard Rd
Grants Pass, OR 97527

SOUTH DAKOTA

Lapp Ranch

47689 Hwy 20
Milbank, SD 57252

Nick O'Connell

30485 466th Ave
Beresford, SD 57004

TENNESSEE

Peaceful Valley Farm

39245 Hwy 72 N
Loudon, TN 37774

TEXAS

North Forty Ranch

24114 Weeren Rd
Montgomery, TX 77316

Seven Knobs Simmentals

1127 Laramore Dr
Glen Rose, TX 76043

Joshua Harris

4845 CR 355 S
Henderson, TX 75654

3F Simmentals

3690 Rains CR 2350
Emory, TX 75440

Ram Cattle Company

3330 Church Rd
Seguin, TX 78155

WISCONSIN

Kegonsa Cattle Company

11546 N Union Rd
Brooklyn, WI 53521

Tresslar Cattle

N9161 Legler Rd
Brooklyn, WI 53521

Chyka Lane Cattle Company

N7598 Country Creek Ln
Beaver Dam, WI 53916

Wenck Cattle Company

33635 High Dr
East Troy, WI 53120

WYOMING

Flying 4 Ranch

482 CR 238
Lyman, WY 82937

Kerbs Livestock

PO Box 327
Saratoga, WY 82331 ◆

The ASA Customer Service Team is here to help you.

Do you have a sire or dam registered with another breed association?

Submit the following to register the foundation animal with ASA:

- Copy of the pedigree from the other breed association.
- Member number to bill.

If it's an AI sire or donor dam:

- DNA parentage markers, completion date, and proof of high density genomic testing forwarded to the ASA.

Cost of foundation registration:

- Cow \$17.00
- Bull \$25.00



Check out the Have you Herd blog called "How to Register a Foundation Cow or Bull" for more information.

SimGenetics
PROFIT THROUGH SCIENCE

American Simmental Association

406-587-4531 ◆ simmental@simmgene.com
www.simmental.org

The ASA Customer Service Team is here to help you.

When your business grows, our business grows.

Front-line Customer Service



Kelly Eakin



Katelyn Gould



Tiffany Paulson



Cindy Newell

ASA handles jobs of all sizes with care and timeliness.

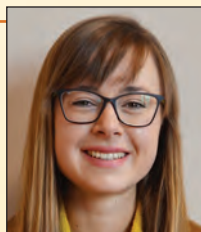
Accounts Receivable



Carla Stephens



Robin Marston



Lilly Platts



Riley Foster

DNA Department

We work hard to give everyone the special attention needed.

Total Herd Enrollment



Jannine Story



Emme Troendle

To help with your planning, here are the turnaround times you can generally expect:

- ▶ Voicemails returned within 1 business day
- ▶ Emails responded to within 2 business days
- ▶ Registrations completed within 7 business days
- ▶ Foundation registrations completed within 2-3 weeks

Please include the following information in your communication with the ASA:

- ▶ Membership number
- ▶ Job or invoice number
- ▶ Registration number or tattoo of animal(s) in question

Data Processing Support



Marni Gaskill



Heidi Todd

For frequently asked questions and answers, check out the **Have You Herd** blog at simmental.org/haveyouherd.



406-587-4531



simmental@simmgene.com

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*	\$50
Prefix Registration	\$10

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

Annual Service Fee (ASF)*:

Adult Membership	\$110
Junior Membership	\$50

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 Opt B or C <10 months	\$30
Enrolled in Opt B or C ≥10 months <15 months	..	\$40
Enrolled in Opt B or C ≥15 months	\$50

Transfer Fees:

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

Additional Transactions:

Priority Processing	\$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

MARCH

- 1 Diamond Bar S Sale — Great Falls, MT
- 1 Eichacker Simmentals' Annual Bull Sale — Salem, SD (pg. 53)
- 2 Cason's Pride and Joy Bull Sale — Russell, IA
- 2 Kentucky Beef Expo Sale — Louisville, KY
- 2 KSU's Annual Legacy Sale — Manhattan, KS
- 2 Mason Angus/SimAngus™ Sale — Broken Bow, NE
- 2 Powerline Genetics' High-Altitude Bull Sale — Castle Dale, UT
- 2 Trinity Farms' Generations of Excellence Sale — Ellensburg, WA
- 2 Walsh Simmental Bull Sale — Hubbard, NE
- 3 Gateway Genetics' Versatility + Bull Sale — Pierce, NE
- 3 Gold Bullion Group's Annual Sale — Wamego, KS
- 4-5 March Madness Online Sale — www.dponlinesales.com
- 4 Rincker Simmentals' Sweet 16 Online Bull Sale — www.rincker.com
- 5 Bonchuk Farms' Annual Sale — Virden, MB
- 5 Dikeman and Huninghake's Simmental and Angus Bull Sale — Wamego, KS
- 5 Doll Simmental Ranch's Annual Production Sale — Mandan, ND
- 5 Open 8 Genetics Sale — Charlo, MT
- 6 61st Tifton Bull Test Sale — Irwinville, GA
- 6 Janssen Farms' Scalebuster Bull Sale — Gilmore City, IA (pg. 61)
- 6 Klein Ranch's Heart of the Herd Sale — Atwood, KS
- 7 Bieber Red Angus Sale — Leola, SD
- 7 Brink Simmentals' Private Treaty Bull Sale — Elkader, IA
- 7 Keller Broken Heart Ranch's Annual Production Sale — Mandan, ND (pg. 57)
- 9 17th Annual Carcass Performance Partners Bull Sale — Lucedale, MS
- 9 Bulls of the Prairie — Oakley, KS
- 9 Great Lakes Beef Connection Bull Sale — Clare, MI
- 9 I-29 Bull Run Simmental/Angus/Hereford Production Sale — Sioux Falls, SD
- 9 Mill Brae Ranch's Predictable Genetics Performance Bull and Female Sale — Maple Hill, KS
- 9 Northwest Select Simmental Sale — Stanley, ND
- 9 Tennessee Beef Agribition — Lebanon, TN
- 10 Gonsior Simmental Production Sale — Fullerton, NE
- 11 Cline Cattle Co.'s Spring Bull Sale — Manhattan, KS
- 11 Powerline Genetics' Spring-Born Bull Sale — Arapahoe, NE
- 13 R.A. Brown Ranch's 4th Annual Spring Bull Sale — Throckmorton, TX
- 14 15th Annual Cattleman's Kind Bull Sale — San Saba, TX
- 14 Kearns Cattle's 30th Annual Bull Sale — Rushville, NE
- 14 Schmig Simmental Ranch's 36th Annual Production Sale — Stockholm, SD
- 15 3C/NLC Annual Production Sale — Wessington, SD (pg. 53)
- 15 Frozen Gold XVIII — Columbus, OH (pg. 17)
- 15 Sunflower Genetics' Annual Production Sale — Maple Hill, KS (pg. 59)
- 16 1st Annual Southwest Classic Female Sale — Americus, GA
- 16 Altenburg Super Baldy Ranch's 27th Annual Bull Sale — Fort Collins, CO (pg. BC)
- 16 Dickinson Ranch's Annual Sale — Gorham, KS (pg. 59)
- 16 Eastern Spring Simmental Sale — Columbus, OH
- 16 High-Bred Simmentals' Sale — Fredonia, KS
- 16 Red Hill Farms' "More Than a Bull XIV" Sale — Lafayette, TN
- 16 Rockin H Simmental Production Sale — Canby, MN
- 18 All Terrain Bull Sale — Walsh, CO (pg. 61)
- 19 17th Annual Schrader Ranch's Bull Sale — Wells, KS
- 19 Family Matters Online Sale — www.dponlinesales.com
- 19 Open Gate Ranch Sale — Simms, MT
- 19 TSN Simmentals' Annual Sale — Platte, SD
- 22 Drake Cattle Company Bull Sale — Centerville, IA
- 22 Vertical Edge Genetics' Annual Production Sale — Bancroft, ID
- 23 Arkansas Bull and Commercial Female Sale — Heber Springs, AR
- 23 C&C Farms' Clear Vision Inaugural Production Sale — Winder, GA
- 23 Clear Choice Bull Sale — Milan, IN
- 23 Clear Vision Annual Production Sale — Jefferson, GA
- 23 Lechleiter Simmentals' 31st Annual Sale — Loma, CO
- 23 R&R Genetics' 2019 Bull and Heifer Sale — Tremonton, UT (pg. 61)
- 23 T-Heart Ranch's High Altitude Bull Sale — LaGarita, CO
- 24 Wisconsin Simmental Association's Spring Spectacular Sale — Lancaster, WI
- 27 Diamond H Ranch's Annual Production Sale — LaCrosse, KS (pg. 93)
- 28 52nd Annual Wardensville Bull Test Sale — Wardensville, WV
- 29 Spring Into Excellence Simmental Sale — Pennsylvania Furnace, PA
- 29 Wilson Ranch Sale — Saint Onge, SD



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(Continued on page 94)

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By *Jaelyn Ketchum, Mike Smith Ph.D., and Jackie Atkins, Ph.D.*

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Transfers Mean Opportunity

By *Emme Troendle*

Whether you are an ASA member, junior member, or sales manager taking the time to complete transfers to the new owners has many benefits.

MARCH (CONT.)

- 30 Harriman Santa Fe "Top of the Breed" Bull Sale — Windsor, MO
- 30 Wildberry Farms Bull and Bred Heifer Sale — Hanover, IL (pg. 85)

APRIL

- 1 Georgia Made Online Sale — www.dponlinesales.com
- 5 CK Bar Ranch Bull Sale — Saint Onge, SD
- 5 South Dakota State University's 27th Annual Bull Sale — Brookings, SD
- 6 16th Annual 'Pick of the Pen' Bull Sale — Blacksburg, VA
- 6 Big Country Genetics Sale — Powell, WY (pg. 1)
- 6 Bulls of the Bluegrass — Lexington, KY
- 6 The Gathering at Shoal Creek — Excelsior Springs, MO (pg. IFC)
- 6 WBIA's 62nd Annual Performance Selected Bull Sale — Platteville, WI
- 6 X/L Ranch Sale — Powell, WY
- 8 Nelson Livestock Co. Production Sale — Wibaux, MT
- 9 The Right Kind Performance Bull Sale — Richmond, IN
- 12 Trennepohl Farms' Back to the Farm Bull Sale — Zanesville, OH (pg. 17)
- 13 Brant Farms' Annual Sale — Hinckley, MN (pgs. 25, 61)
- 13 Haugstuen Ranches Build Your Herd Sale — Barron, WI (pg. 71)
- 13 Hicks Cattle Company's Annual Production Sale — Covington, IN
- 13 Southeast All Black Classic — Marianna, FL (pg. 52)
- 17 Trennepohl Farms' Top 10 Sale — Middletown, OH (pg. 17)
- 18 Virginia Beef Expo Simmental Sale — Harrisonburg, VA
- 19 VA Simmental Spring SimSensation Sale — Harrisonburg, VA
- 20 3rd Annual Southwest Showcase Sale — Crockett, TX
- 20 Diamonds and Spurs SimGenetics Sale — Bois d'Arc, MO (pg. 27)
- 27 Customer's Choice Sale — Milan, IN
- 27 Heartland Performance With Class Bull Sale — Waverly, IA

MAY

- 2 Nelson Simmental and SimAngus™ Bull Sale — Glasgow, MT
- 2 PLG/Seward Cattle Co. PAP Tested Bull Sale — Burnt Fork, WY
- 4 Gettysburg Stars and Stripes Sale — Gettysburg, PA
- 4 Hilbrands Cattle Company's Passion 4 Perfection Sale — Clara City, MN (pg. 74)
- 4 Timberland Cattle's Spring Female Sale — Vernon, AL (pg. 61)
- 11 Banners and Beyond — Seward, NE
- 18 25th Annual BHR's Designer's Classic Sale — Granbury, TX (pg. 86)
- 18 5th Annual Spring Turnout Sale — Seward, NE

JUNE

- 11-15 North Central Regional Classic — West Fargo, ND
- 19-22 Eastern Regional Classic — Lewisburg, WV
- 19-22 South Central Regional Classic — Stillwater, OK
- 26-29 AJSA Western Regional Classic — Logan, UT

JULY

- 21-28 AJSA National Classic — Louisville, KY

SEPTEMBER

- 7 NC Fall Harvest Sale — Union Grove, NC
- 15 Illini Elite Sale — Shelbyville, IL
- 18 Gonsalves Ranch Bulls Eye Breeders Angus & SimAngus™ Bull Sale — Modesto, CA
- 21 Family Matters Sale — Auburn, KY
- 23 LRW Simmental's Genetic Harvest Sale — Janesville, WI
- 26 Beef Solutions Bull Sale — Lone, CA
- 28 16th Annual Head of the Class Sale — Louisburg, KS
- 28 Head of the Class Sale — Louisburg, KS

OCTOBER

- 5 Belles of the Bluegrass — Campbellsburg, KY
- 5 Buckeye's Finest Sale — Zanesville, OH
- 6 Field of Dreams Production Sale — Hope, IN, September Cal.
- 6 Wisconsin Simmental's Midwest Fall Roundup — Lancaster, WI
- 12 New Direction Sale — Seward, NE (pg. 55)
- 14 Burlap and Barbed Wire Vol. V Female Sale — Clay Center, KS
- 15 Top Shelf Genetics Online Sale — www.sconlinesales.com
- 18 Buckles and Banners Sale — West Point, IA
- 19 Midwest Made Sale, Prairie City, IA ♦



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September '19	August 1	August 9	August 16	Sept 4
October '19	August 30	Sept 10	Sept 20	Oct 1
November '19	Oct 1	Oct 10	Oct 21	Nov 1
Dec '19/Jan '20	Nov 15	Nov 21	Dec 6	Dec 19
February '20	Dec 27	Jan 3	Jan 17	Jan 31

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EPDs: CE: 11 \$API: 103 \$TI: 61



Mr. Hoc Broker C623

By Steel Force

EPDs: CE: 3 \$API: 84 \$TI: 55



SSC Shell Shocked 44B

By Remington Secret Weapon 185

EPDs: CE: 18 \$API: 107 \$TI: 58



THSF Lover Boy B33

By HTP/SVF Duracell T52

EPDs: CE: 17 \$API: 138 \$TI: 72



Fitz POL Blazon B1203

By PRS Blazin Hot W192

EPDs: CE: 11 \$API: 122 \$TI: 70



S&S Sweet Dreams 507C

By CNS Dream On L186

EPDs: CE: 8 \$API: 114 \$TI: 60



CSCX Bandwagon 513A

By TJSC Optimus Prime

EPDs: CE: 8 \$API: 115 \$TI: 68



W/C Bullseye 3046A

By Lock N Load 54U

EPDs: CE: 17 \$API: 136 \$TI: 66



Kappes Big Ticket C521

By Lock N Load 54U

EPDs: CE: 10 \$API: 116 \$TI: 68



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TJSC 152A "Vindication"

By Flying B Cut Above

EPDs: CE: 3 \$API: 87 \$TI: 58



STF Rock Solid 033C

By CDI Rimrock 325Z

EPDs: CE: 11 \$API: 128 \$TI: 73



CNS Pays To Dream T759

By CNS Dream On L186

EPDs: CE: 13 \$API: 113 \$TI: 66



NEW

WS Proclamation E202

By CCR Cowboy Cut 5048Z

EPDs: CE: 17 \$API: 150 \$TI: 90



Angus

Circle M Tejas 107Z

By BC Lookout 7024

EPDs: CE: 14 \$API: 113 \$TI: 57



W/C Relentless 32C

By Yardley Utah Y361

EPDs: CE: 8 \$API: 127 \$TI: 69



3/4 SimAngus

WS Stepping Stone B44

By W/C Lock Down

EPDs: CE: 10 \$API: 124 \$TI: 74



Angus

Silveiras Style 9303

By Gambles Hot Rod

EPDs: CE: 15 \$API: 121 \$TI: 59



Angus

SP The Answer 813

By SAV Final Answer 0035

EPDs: CE: 18 \$API: 126 \$TI: 65



WS Revival B26

By LLSF Uprising Z925
EPDs: CE: 12 \$API: 119 \$TI: 70



LLSF Pays To Believe ZU194

By CNS Pays To Dream T759
EPDs: CE: 8 \$API: 111 \$TI: 73



W/C Bankroll 811D

By W/C Loaded Up 1119Y
EPDs: CE: 14 \$API: 135 \$TI: 66



W/C Cash In 43B

By JS Sure Bet 4T
EPDs: CE: 14 \$API: 117 \$TI: 57



LLSF Addiction AY792

By Top Grade
EPDs: CE: 7 \$API: 111 \$TI: 66



NEW

W/C Rolex 0135E

By Yardley Utah Y361
EPDs: CE: 16 \$API: 132 \$TI: 66



CDI Executive Power 280D

By W/C Executive Order
EPDs: CE: 11 \$API: 144 \$TI: 84



HPF Tradecraft D010

By JF Milestone 999W
EPDs: CE: 5 \$API: 107 \$TI: 67



FBF1 Combustible Y34

By Steel Force
EPDs: CE: 13 \$API: 88 \$TI: 60



SimAngus™

LLSF Uprising Z925

By Heads Up 20X ET
EPDs: CE: 7 \$API: 103 \$TI: 74



SimAngus™

CCR Anchor 9071B

By CCR Cowboy Cut 5048Z
EPDs: CE: 17 \$API: 160 \$TI: 84



NEW

HILB Royal Rumble E102W

By W/C Executive Order 8543B
EPDs: CE: 15 \$API: 133 \$TI: 75



W/C Grandstand 6B

By W/C Wide Track 694Y
EPDs: CE: 14 \$API: 142 \$TI: 72



W/C Catchin A Dream 27X

By Dream Catcher
EPDs: CE: 9 \$API: 129 \$TI: 68



HPF Rockstar B332

By JF Milestone 999W
EPDs: CE: 7 \$API: 117 \$TI: 77



NEW

LHT Viper 65E

By W/C Loaded Up 1119Y
EPDs: CE: 17 \$API: 130 \$API: 65



NEW

JBSF Logic 5E

By W/C Relentless 32C
EPDs: CE: 13 \$API: 125 \$TI: 64



Long's Stand Alone B35

By Built Right
EPDs: CE: 7 \$API: 125 \$TI: 69



Yardley Top Notch C371

By Sandeen Upper Class 2386
EPDs: CE: 11 \$API: 126 \$TI: 64



HILB Maverick A43

By GLS New Direction X148
EPDs: CE: 10 \$API: 103 \$TI: 59



SimAngus™

Rousey Gold Strike 512C

By Hooks Trinity 9T
EPDs: CE: 16 \$API: 158 \$TI: 89



WLTR Nashville 22A ET

By High Voltage
EPDs: CE: 11 \$API: 107 \$TI: 69



SAS Big Bruzer Y131

By King of the Yukon (outcross)
EPDs: CE: 10 \$API: 121 \$TI: 67

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